

Visit
lake tahoe®

Lake Tahoe Visitors Authority



Monthly Research Report

June 2025

Prepared by:



BLUE ROOM
RESEARCH

Lake Tahoe Monthly Hotel Performance

June 2025

Source: STR, Inc.

Jun 2025 & YoY Growth		
Occupancy	ADR	RevPAR
69.9%	\$212.64	\$148.55
-2.7%	5.9%	3.0%

Calendar YTD 2025 & YoY Growth		
Occupancy	ADR	RevPAR
55.6%	\$197.58	\$109.88
1.1%	6.3%	7.5%



Lake Tahoe Daily Hotel Performance

June 2025

Source: STR, Inc.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
Occ: 58.0% ADR: \$161	Occ: 55.4% ADR: \$170	Occ: 53.7% ADR: \$165	Occ: 55.6% ADR: \$175	Occ: 57.4% ADR: \$181	Occ: 70.9% ADR: \$217	Occ: 81.1% ADR: \$222
8	9	10	11	12	13	14
Occ: 69.8% ADR: \$193	Occ: 67.3% ADR: \$177	Occ: 69.0% ADR: \$178	Occ: 65.0% ADR: \$180	Occ: 70.9% ADR: \$194	Occ: 76.1% ADR: \$260	Occ: 83.9% ADR: \$272
15	16	17	18	19	20	21
Occ: 59.0% ADR: \$185	Occ: 61.0% ADR: \$176	Occ: 63.6% ADR: \$178	Occ: 72.9% ADR: \$184	Occ: 81.3% ADR: \$211	Occ: 85.4% ADR: \$266	Occ: 86.3% ADR: \$270
22	23	24	25	26	27	28
Occ: 67.1% ADR: \$180	Occ: 70.7% ADR: \$187	Occ: 70.7% ADR: \$199	Occ: 73.1% ADR: \$202	Occ: 77.5% ADR: \$214	Occ: 78.3% ADR: \$249	Occ: 85.3% ADR: \$271
29	30					
Occ: 69.4% ADR: \$201	Occ: 67.8% ADR: \$190					

Lake Tahoe Monthly Comp Set Hotel Performance

June 2025

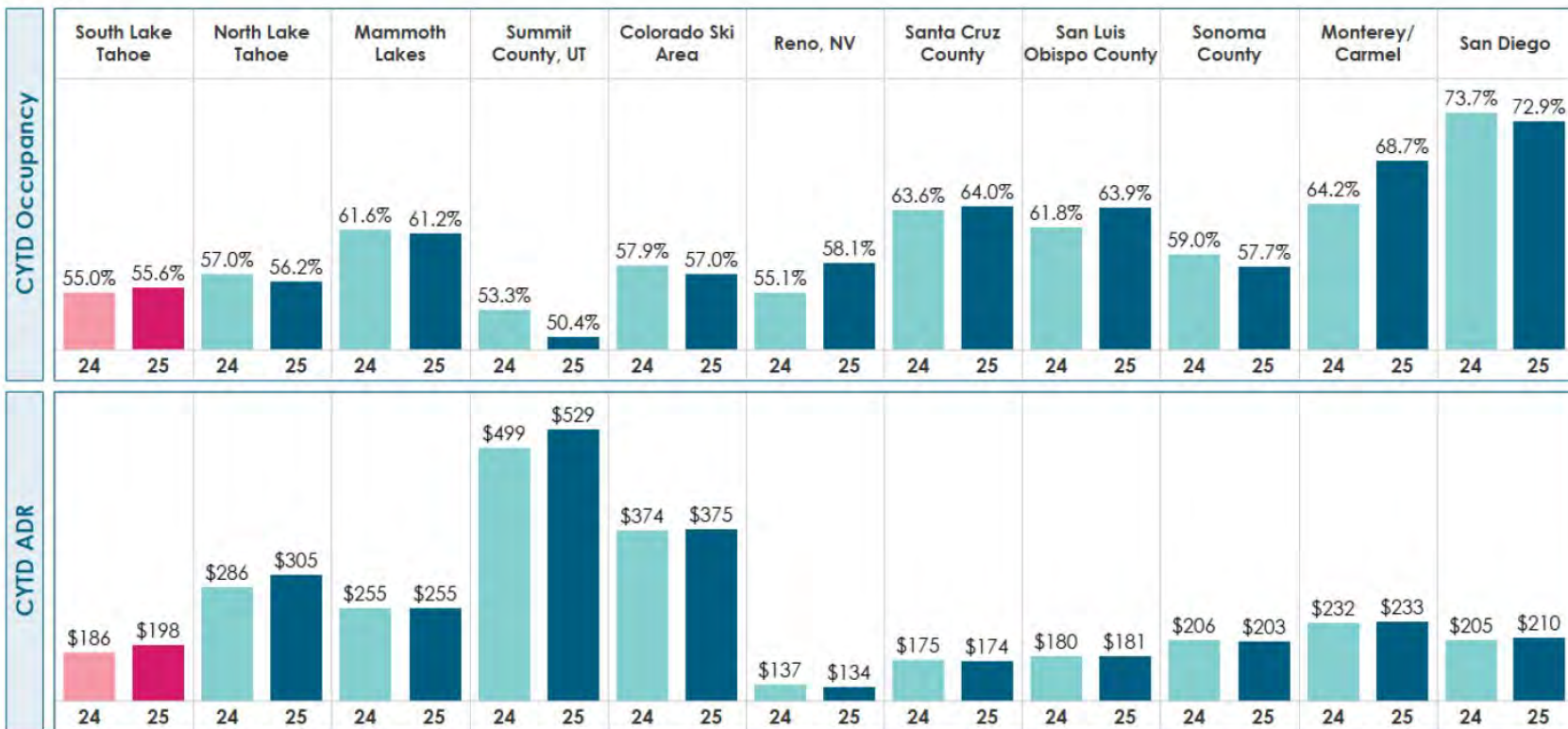
Source: STR, Inc.



Lake Tahoe Monthly Comp Set Hotel Performance

Calendar YTD through June 2025

Source: STR, Inc.



Lake Tahoe Monthly Visitor Spending

June 2025

Source: Visa - please note these values only reflect in-market spending and does **not** include any online purchases or prepaid spending.

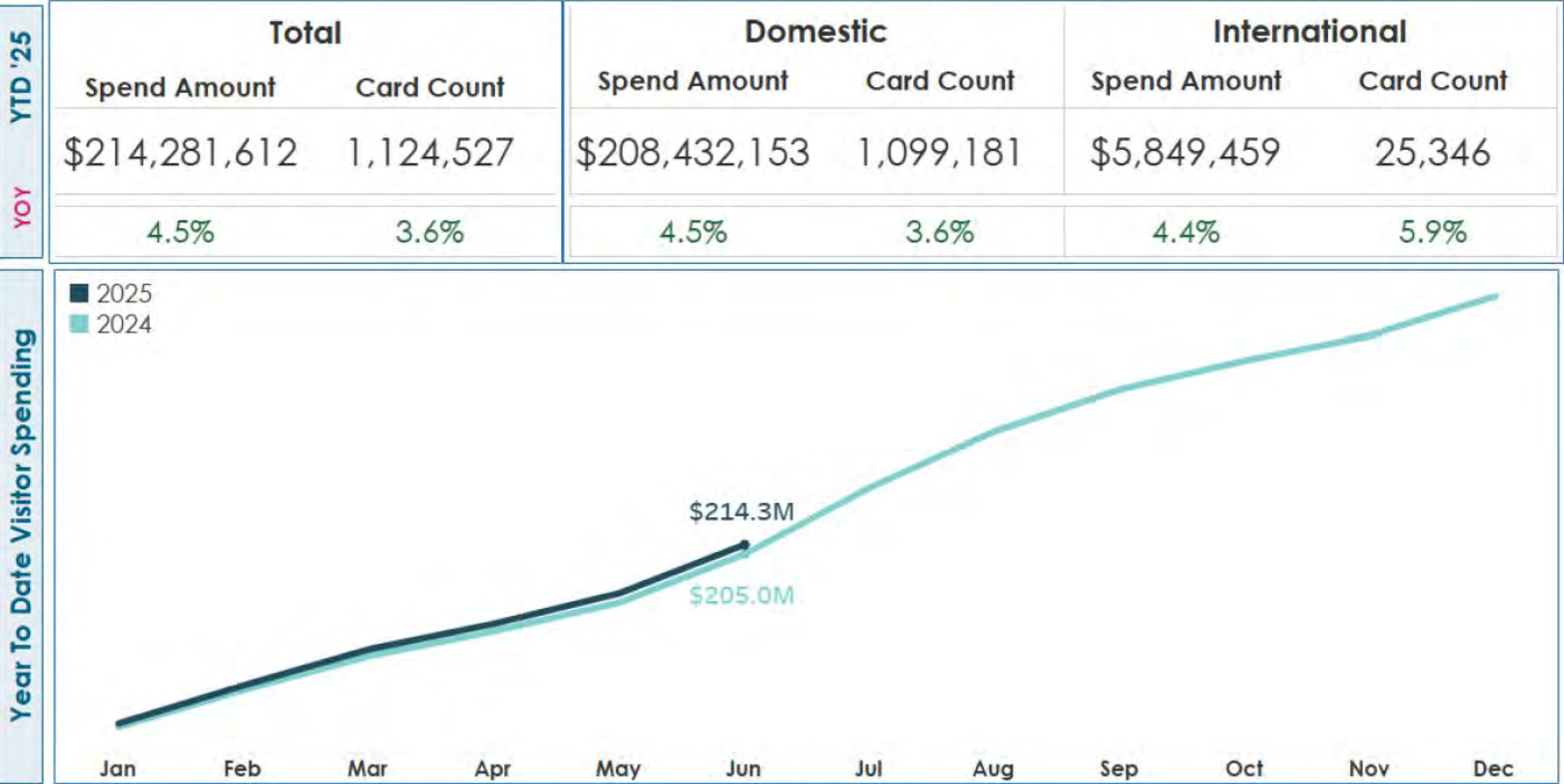
June 2025	Total		Domestic		International	
	Spend Amount	Card Count	Spend Amount	Card Count	Spend Amount	Card Count
	\$47,644,765	259,700	\$46,697,316	254,332	\$947,449	5,368
YOY	0.2%	-2.3%	0.3%	-2.3%	-4.4%	1.8%



Lake Tahoe Monthly Visitor Spending

Calendar YTD Through June 2025

Source: Visa - please note these values only reflect in-market spending and does not include any online purchases or prepaid spending.



Lake Tahoe Monthly Visitor Spending

Top Domestic Origin Markets - June 2025

Source: Visa - please note these values only reflect in-market spending and does **not** include any online purchases or prepaid spending.

	Spend Amount	YOY % Change	Card Count	YOY % Change
Sacramento-Roseville-Folsom, CA	\$6,458,398	-5.3%	42,839	-7.2%
San Francisco-Oakland-Berkeley, CA	\$6,079,514	0.8%	30,885	-2.1%
San Jose-Sunnyvale-Santa Clara, CA	\$2,648,969	-1.6%	13,445	-2.0%
Los Angeles-Long Beach-Anaheim, CA	\$2,537,250	-0.7%	12,099	-2.1%
Reno, NV	\$2,151,224	-7.8%	19,745	-8.1%
San Diego-Chula Vista-Carlsbad, CA	\$1,675,057	11.4%	9,918	8.8%
Stockton, CA	\$1,270,347	-5.7%	6,804	-7.9%
Gardnerville Ranchos, NV	\$1,228,947	4.2%	8,661	-0.5%
Las Vegas-Henderson-Paradise, NV	\$1,192,426	20.5%	4,517	4.8%
Riverside-San Bernardino-Ontario, CA	\$1,006,870	8.7%	4,550	1.5%
Phoenix-Mesa-Chandler, AZ	\$916,243	-2.0%	3,487	2.6%
Santa Rosa-Petaluma, CA	\$733,064	1.4%	3,489	0.5%
Modesto, CA	\$718,023	-10.5%	3,691	-10.5%
Carson City, NV	\$670,978	-1.9%	6,397	-3.0%
Vallejo, CA	\$670,086	-11.6%	3,714	-8.8%

Lake Tahoe Monthly Visitor Spending

Top International Origin Markets - June 2025

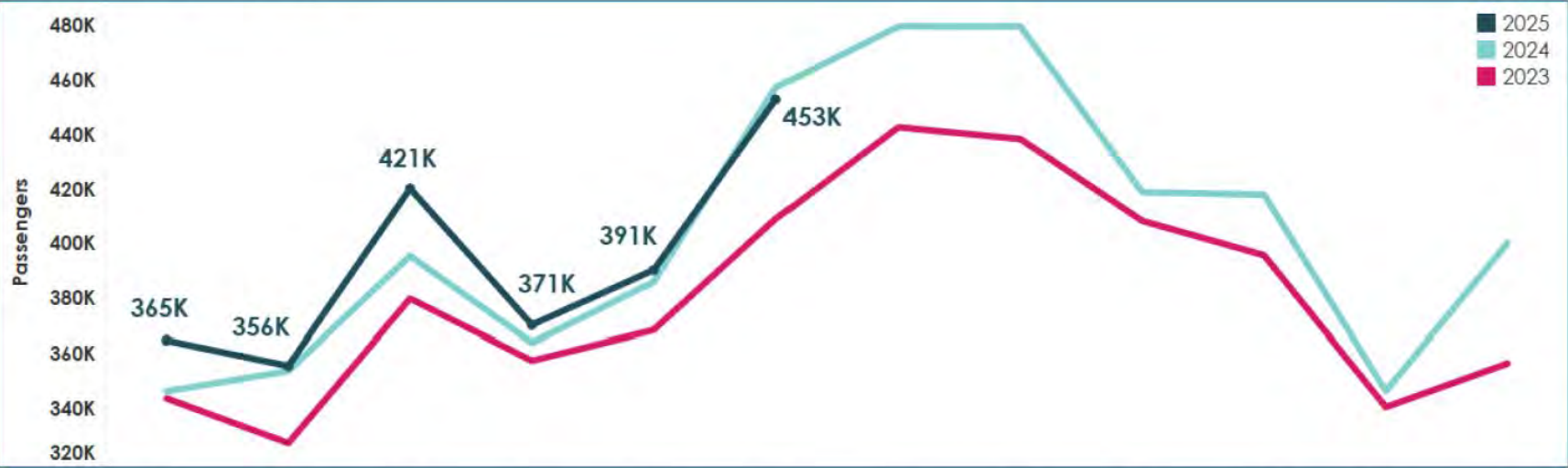
Source: Visa - please note these values only reflect in-market spending and does **not** include any online purchases or prepaid spending.

	Spend Amount	YOY % Change	Card Count	YOY % Change
Canada	\$133,005	-34.5%	585	-22.5%
United Kingdom	\$90,901	6.2%	477	23.6%
Germany	\$87,886	5.6%	597	0.8%
China Mainland	\$59,978	16.3%	293	5.8%
India	\$59,714	18.9%	393	27.6%
Australia	\$59,133	-15.7%	282	-20.8%
France	\$33,735	-22.4%	243	4.7%
Mexico	\$33,414	4.8%	222	11.0%
Republic Of Ireland	\$28,439	25.8%	119	12.3%
Switzerland	\$27,104	26.9%	148	8.8%
Taiwan	\$19,476	9.2%	106	32.5%
Netherlands	\$17,769	11.3%	93	9.4%
New Zealand	\$15,972	-18.7%	77	-32.5%
Philippines	\$15,781	70.3%	73	23.7%
South Korea	\$13,019	-30.6%	89	3.5%

Reno-Tahoe International Airport Passenger Count

June 2025

Source: Reno-Tahoe International Airport

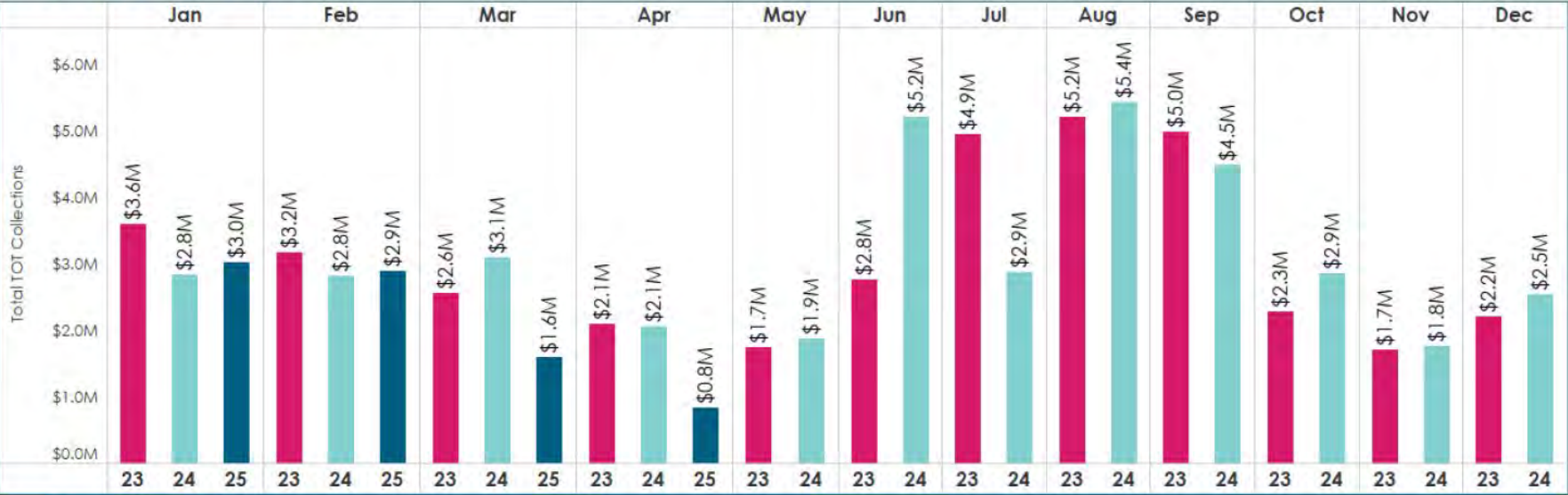


	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2023	344,268	327,934	380,363	357,924	368,930	409,467	442,942	438,621	408,732	396,147	341,084	356,972
2024	346,845	354,252	395,906	364,374	386,391	457,524	479,858	479,829	419,203	418,241	346,927	400,626
2025	365,265	356,037	420,534	370,758	390,729	453,113						

YOY % Change												
2024	0.7%	8.0%	4.1%	1.8%	4.7%	11.7%	8.3%	9.4%	2.6%	5.6%	1.7%	12.2%
2025	5.3%	0.5%	6.2%	1.8%	1.1%	-1.0%						

Lake Tahoe Monthly TOT Collections

Through April 2025



2024 & 2025 TOT Collection by Month

		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Grand Total
City of South Lake Tahoe	2024	\$1.3M	\$1.4M	\$1.6M	\$0.7M	\$1.0M	\$2.0M	\$2.8M	\$2.3M	\$1.9M	\$1.1M	\$0.7M	\$1.7M	\$18.5M
	2025	\$1.5M	\$1.5M	\$1.6M	\$0.8M									\$5.5M
Douglas County - Lake Tahoe Townsh..	2024	\$1.6M	\$1.4M	\$1.5M	\$1.3M	\$0.9M	\$3.2M	\$0.0M	\$3.2M	\$2.6M	\$1.8M	\$1.1M	\$0.9M	\$19.4M
	2025	\$1.5M	\$1.4M											\$2.8M

**This data shows total TOT tax collected by the City of South Lake Tahoe and Douglas County.*

American Travel Sentiment Study – Wave 98

*Survey fielded July 1, 2025; US National Sample of 1,000 adults 18+

American Travel Sentiment Wave 98 Highlights

Key Findings:

- Concerns About Gas Prices Return to Previous Levels**
Concerns about gas prices were at a low in June 2023 with 37% of travelers indicating it was greatly impacting their travel decisions. It has since returned to previous levels with a six-point increase in July 2025 (23%). Despite fuel prices remaining lower than last summer, this is likely due to the overall impact of inflation and personal financial concerns.
- Half of Travelers Have Spent At Least One Night Following a Touring Route**
Half (50%) of travelers have spent at least one night following a touring route or scenic/historic highway in the last five years. A quarter (25%) of travelers followed a touring route once and three in ten (30%) have done so multiple times.
- Majority of Travelers Used Their Personal Vehicle on a Touring Route**
Seven in ten (67%) travelers who have spent time following a touring route used their own car/truck on the route. About one third (30%) used a rental car.
- Dining, Outdoor Scenery, and Historical Sites/Attractions are Top Interests on Touring Routes**
The top three interests while on touring routes are great local restaurants, cafes and dining (40%), wonderful outdoor scenery (40%), and historical sites/attractions (36%).
- A Third of Travelers are Extremely Interested in Touring Route 66**
With Route 66's 100th year anniversary coming up, a third (33%) of travelers are extremely interested in touring all or part of Route 66 at some point.



Langwoods | miles

Source: Longwoods International

US Market Review

West Region Mountain Market Summary – June 2025

- “The peak of the summer season is upon us, and with warm weather hitting much of the country, mountain getaways are an excellent travel option that offer cool getaways, hiking and riding rails and mountain streams (as opposed to hot sand, riptides and jammed beaches).”
- “The occupancy booking pace data would seem to indicate that the best-in-months economic conditions are working in favor of mountain destinations.”
- “Major dips in available inventory this year versus last, which sunk further over the last 30 days, are impacting the data. Actual demand in terms of room nights was still down in June.”
- “Though most nights in July are weak compared to last year and overall room night demand for the season sank, revenue actually increased, with lodging suppliers seemingly finding an ADR sweet spot that allows revenue wins with lower volume and visitation.”
- “With big deficits in visits from Canada, Europe, Mexico and Down Under, travel as a whole is taking a hit that is refocusing a lot of efforts on attracting more domestic travel.”
- “We have an increasing number of ‘diners’ going after a piece of the same domestic pie, meaning smaller slices for some.”



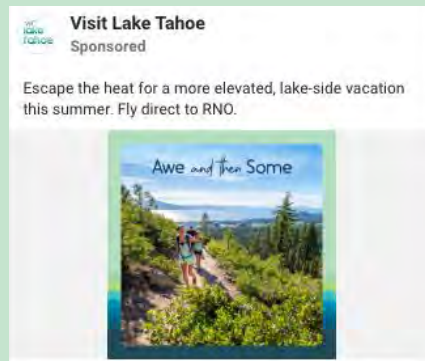
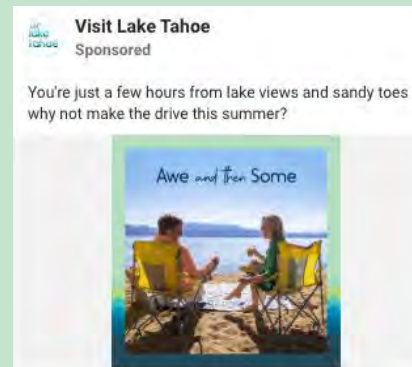
Digital Performance Recap FY25



Visit
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Designated Marketing Areas

- Los Angeles
- Las Vegas
- San Diego
- Phoenix (July–November)
- Dallas (November–June)
- Chicago
- San Francisco (select channels)
- Sacramento (select channels)
- Seattle, Portland, Fresno (sustainability)



Annual Paid Media Budget – FY25



Performance Dashboard | FY25

+14%

Overall Traffic YoY

+2%

Organic Traffic YoY

+39%

Paid Traffic YoY

+14%

Total Users YoY

+13%

Partner Referrals YoY

+22%

Lodging Referrals YoY

FY25 Key Takeaways

Organic Search: Visibility Up, New Strategies Ahead

Organic performance improved:

- +9% increase in Page 1 keywords
- +12% growth in Top 3 rankings

Despite headwinds from Google's AI Overviews and expanding SERP features, contributing to a 15% drop in HI traffic, overall FY25 traffic was still up 2% YoY.

We're adapting with strategies like itinerary content, enhanced structured data, and AI-friendly optimizations to secure visibility in evolving search formats.

Paid Media: Strong Performance Across the Funnel

FY25 Paid Media campaigns delivered across all KPIs at a 44% increase in spend:

- +50% sessions
- +72% lodging referrals
- +66% impressions
- +12% engagement

Our strategic placements clearly reached the right audience, driving awareness, consideration, and conversions.

With the release of the Awe Study and docuseries, we will align media and messaging across travel journey stages to drive brand lift, engagement and travel interest, while still guiding audiences toward booking.

Email: High-Performing Channel on the Rise

The email newsletter drove 43% more site traffic YoY, with increases:

- +6% session duration
- +3% open rate
- -12% CTR

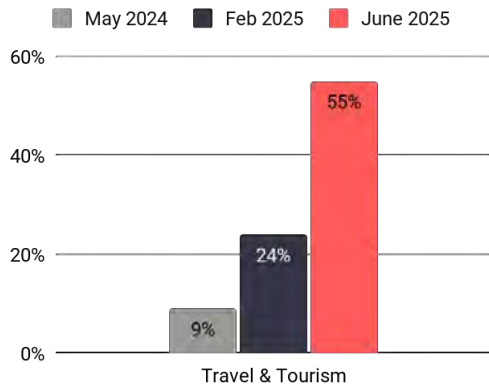
A refreshed template design and ongoing data-driven experimentation are laying the groundwork for stronger performance in FY26, with a particular focus on reversing the CTR decline and unlocking greater overall impact.

FY25 Key Performance Indicators (KPI)

Metric	FY25 KPI Performance Pace = 100% (Month 12 of 12)	FY24 Annual Goals July '24 - June '25
Primary KPI Partner Referrals	ACTUAL: 579,445 98% of goal met Lodging: 304,333 Things to Do: 184,602	588,930 Referrals
Supporting KPI Overall Sessions	ACTUAL: 4,451,935 103% of goal met	4,314,265 Sessions
Supporting KPI Organic Sessions	ACTUAL: 1,809,994 96% of goal met	1,877,407 Sessions
Supporting KPI Paid Sessions	ACTUAL: 2,118,597 116% of goal met	1,831,675 Sessions
Newsletter Sign Ups	4,061 (-12% YoY)	
Average Session Duration	3m 03s (+5% YoY)	

How AI-generated Results in Google SERPs are affecting travel & tourism

AI Overview Presence in Google



In the latest data from our partner, Brightedge, **55% of searches in the travel industry showed an AI Overview** at the top of the search results page. Google's AI Overviews mean more searchers are getting their answers directly in search results, without clicking through to a website.

Organic Search traffic trends for 400+ DMOs

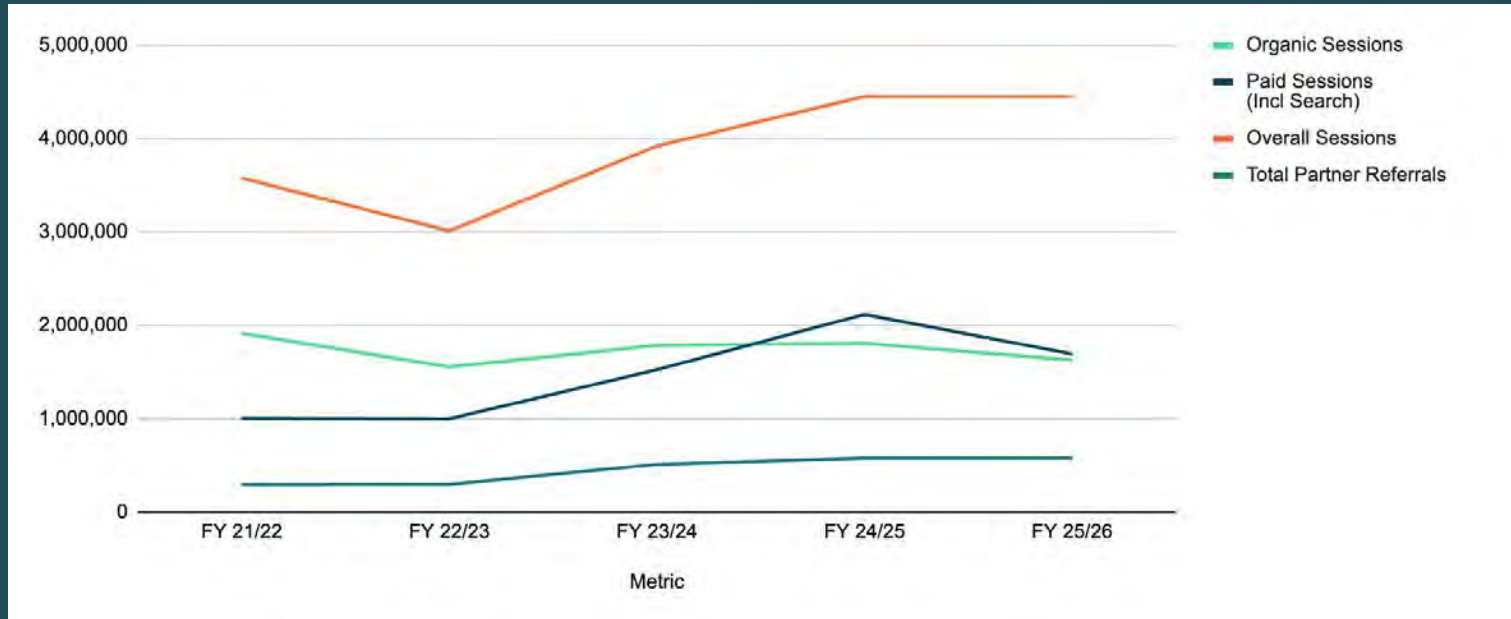


Simpleview, which tracks website traffic from 400+ DMOs, reported an average **40% decline YoY in traffic from the organic search channel** in July.

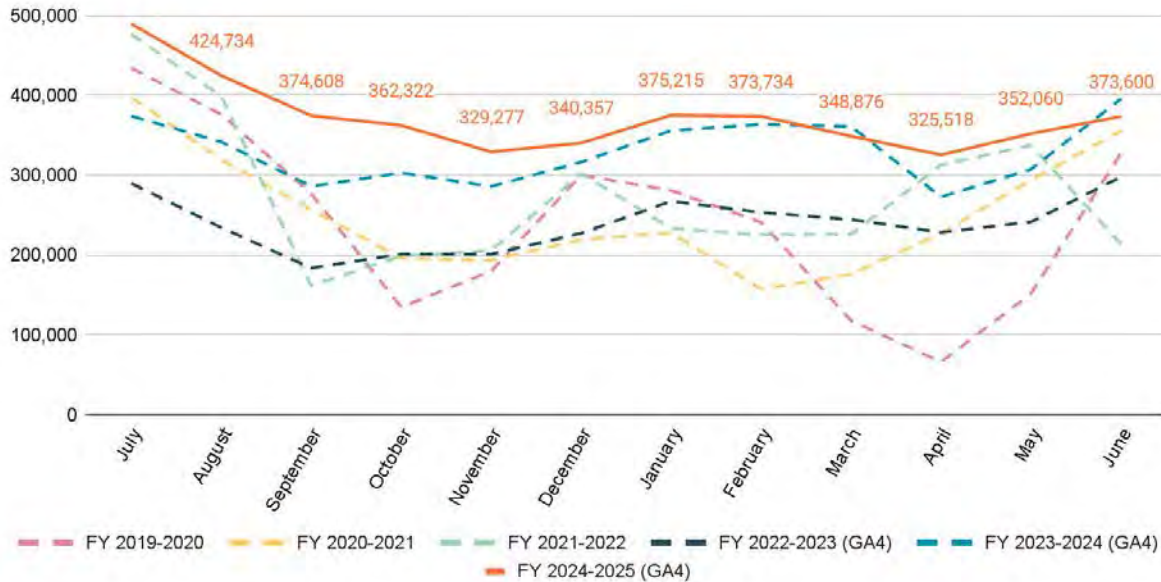
FY26 Goal Breakdown

Metric	FY 24/25 (GA4)	Proposed Goal for FY 25/26	Reasoning
Organic Sessions	1,809,994 (+1% YoY)	1,629,000 (10% Decrease)	Given Google's expansion of AI Overviews and SERP features that answer queries directly on the SERP and changes to the way people are searching, we believe we will see a reduction in Organic Search Sessions in FY25/26.
Paid Sessions (Incl Search)	2,118,597 (+39% YoY)	1,694,878 (20% Decrease)	With the roughly 30% decrease in paid budget, we have shifted the media plan to focus more on maintaining partner referrals with fewer placements focused on awareness and brand partnerships.
Overall Sessions	4,451,935 (+14% YoY)	4,451,935 (Steady)	Given the decrease in paid media budget as well as the uncertainty around how Google's SERP will continue to change in the coming year, it's important to set a goal that maintains year over year growth while remaining achievable in a dynamically changing environment.
Total Partner Referrals	579,445 (+13% YoY)	579,445 (Steady)	With a decrease in paid media budget and declines in travel and tourism organic traffic across the board amid a changing SERP landscape, it is important to set a total partner referral goal that achieves growth year over year while remaining attainable.

Goals Over Time



Overall Sessions | Supporting KPI



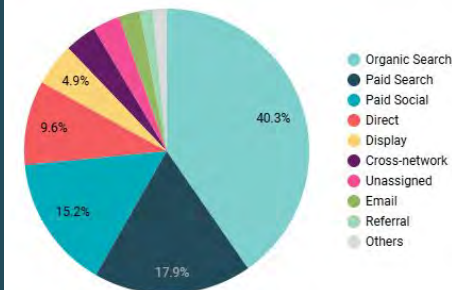
FY24/25 Overall Sessions	4,451,935
Fiscal Year Goal	4,314,265
% of Goal Reached	103%

Channel Performance Overview | YoY

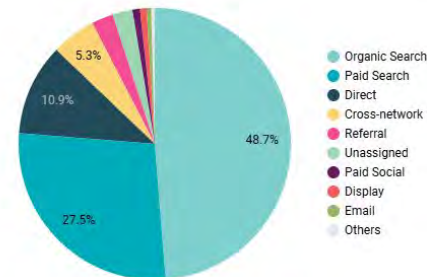
GA4 - Channel Grouping YoY

Session default chan...	Sessions ▾	% Δ	Engagement rate
Organic Search	1,809,994	1.2% ↑	72.57%
Paid Search	805,188	37.5% ↑	46.82%
Paid Social	680,994	22.9% ↑	19.02%
Direct	428,532	-10.7% ↓	52.84%
Display	217,849	30.3% ↑	36.57%
Cross-network	160,796	12.2% ↑	60.83%
Unassigned	139,324	1,041.6% ↑	77.81%
Email	106,519	31.2% ↑	35.47%
Referral	66,340	-15.5% ↓	70.73%

Sessions by Channel

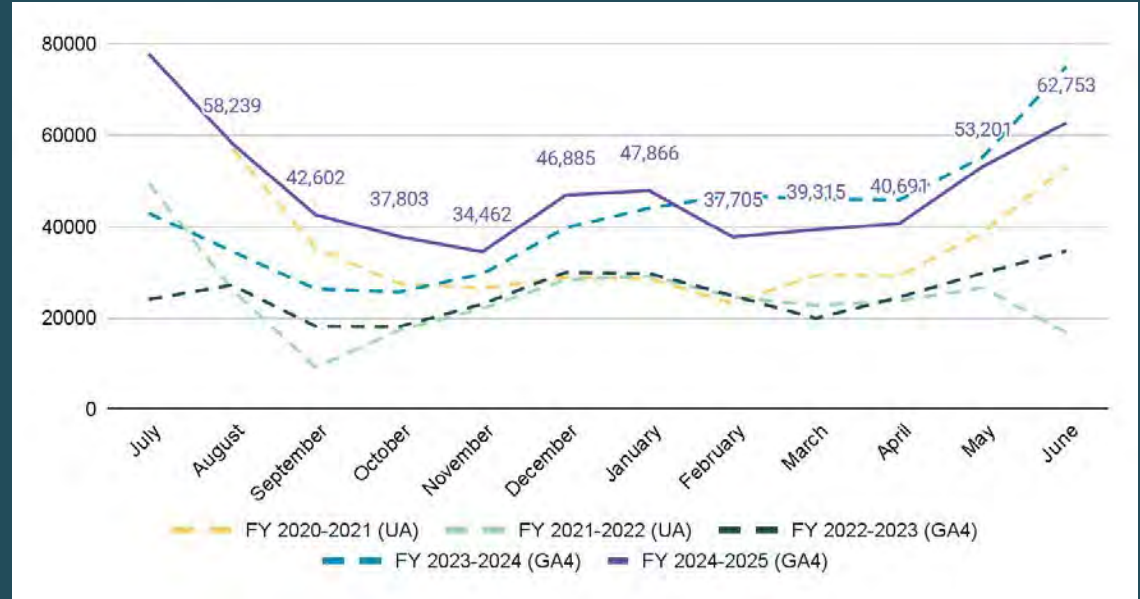


Partner Referrals by Channel



Partner Referrals | Primary KPI

FY24/25 Partner Referrals	579,445
Fiscal Year Goal	588,930
% of Goal Reached	98%



Source: GA4 | July 1, 2024 - June 30, 2025 YoY

Organic Performance | FY25

68.2M

Organic Impressions

1.8M

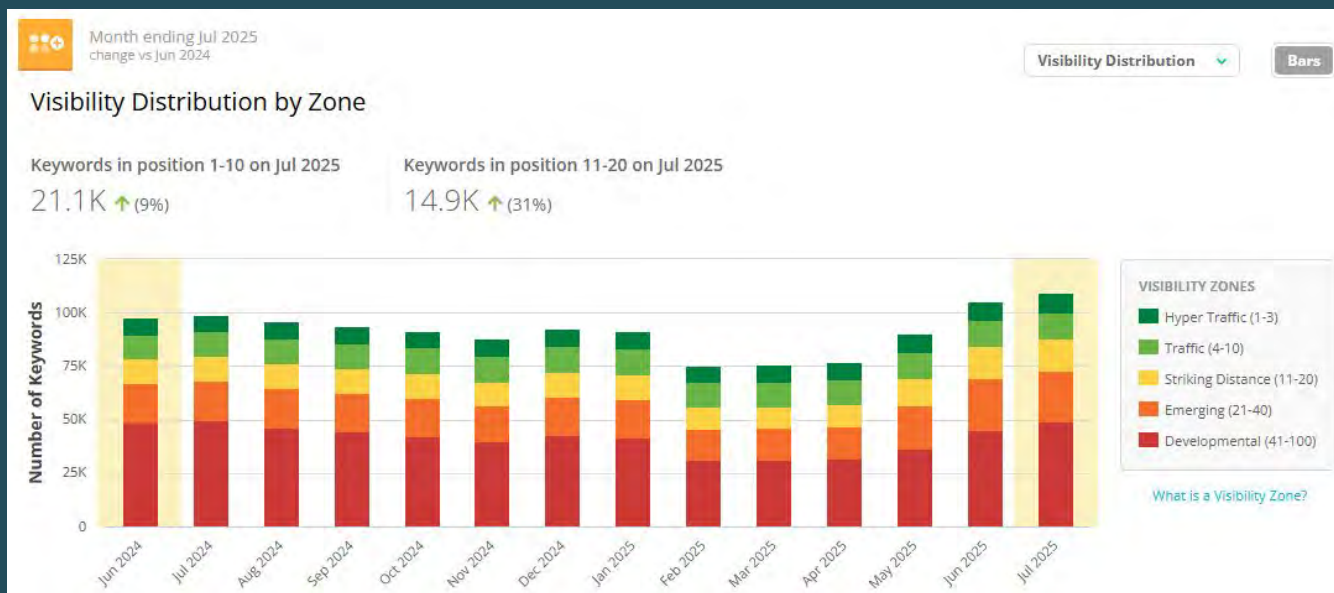
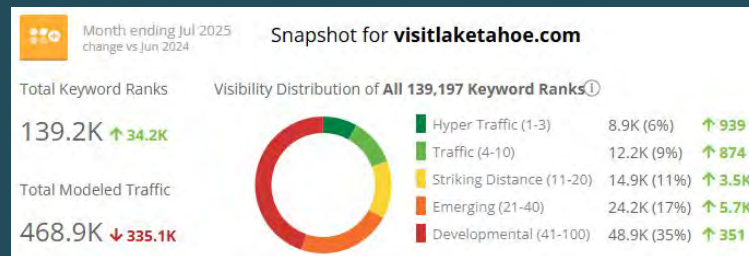
Organic Sessions

+9%

Page 1 Keywords YoY

Organic Ranking

Visitlaketahoe.com is ranking for **139,200 total keywords**.



Paid Media Performance | FY25

329M

Paid Media Impressions

1.3M

Paid Media Sessions
(Excl. Search)

+34%

Paid Media
Partner Referrals YoY

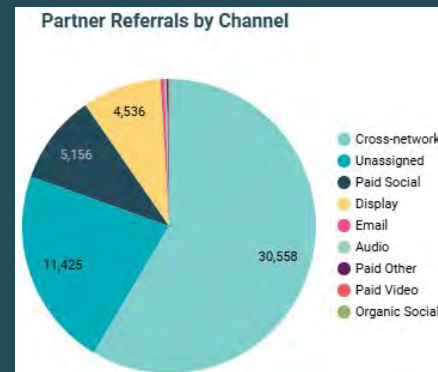
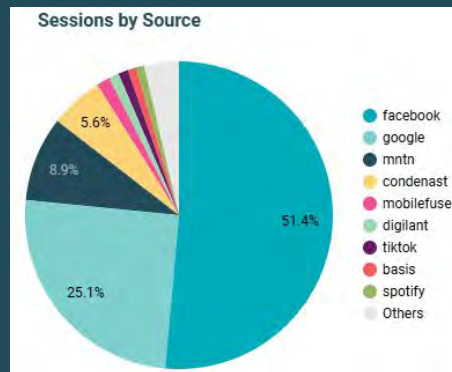
Annual Paid Media Performance

Annual Recap:

- **Sessions:** 1,301,028 (+51% YoY)
- **Avg Engagement Rate:** 35% (+12% YoY)
- **Avg Pages/Session:** 1.37 (+0% YoY)
- **Partner Referrals:** 52,172 (+34% YoY)
- **Conversion Rate:** 4% (-6% YoY)
- **Spend:** \$3,075,000 (+48% YoY)
- **Impressions:** 329 Million (+66% YoY)

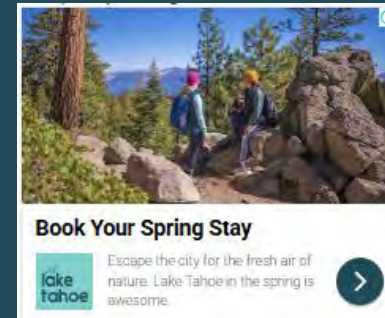
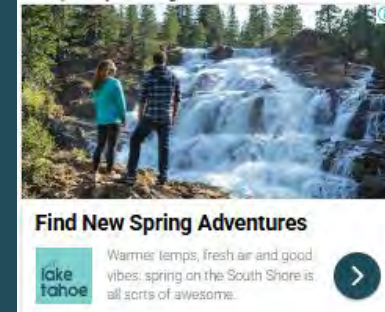
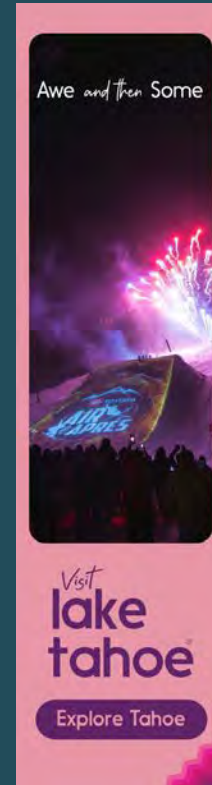
The largest session traffic for FY25 came from:

- Los Angeles - 141,732
- San Francisco - 81,613
- Las Vegas - 74,278
- Sacramento - 69,526
- San Jose - 50,692



Creative/Audience Performance

- The Seasonal Events Campaign we ran in Winter/Spring held the highest CTR of any campaign at 20%
- The best performing audience creative was the fall Live Music
 - The lowest performing audience from a conversion and CTR perspective was Affluent summer '24
- Our Display ads for Families average held the highest CTRs and Conversion Rates
- The largest session traffic for FY25 came from LA, Sacramento, San Francisco, Las Vegas, San Diego and Phoenix



Paid Search Performance | FY25

+38%

Paid Search Sessions YoY

+20%

Paid Search Conversion Rate YoY

+27%

Paid Search Lodging Referrals YoY





Public Relations

- Weidinger PR is our Agency of Record
- Events (ACC, OSS)
- Press Releases
- FAMs (journalists, media)
- Crisis Management
- Influencers / Content Creators



Key Messages

- “Always On” approach and promote midweek stays
- What’s New: major renovations, event center and Tahoe Knight Monsters, attractions, dining, etc.
- Promote to drive markets and flight markets

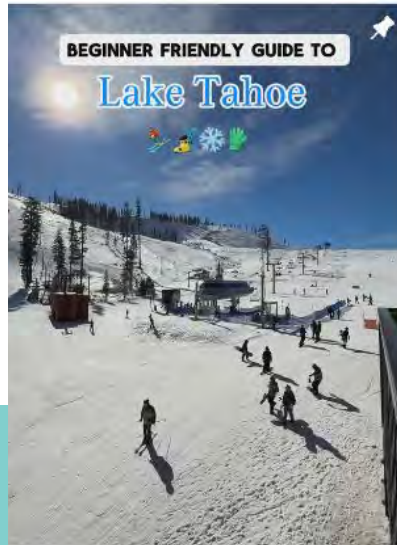
Results

- Circulation, Viewership, Listenership: 1.1 billion
- Total publicity value: \$8,000,000*
- More than 300 articles with exposure in 19%+ of top 150 desirable outlets including Forbes, USA Today, Lonely Planet, Outside, AARP, AFAR, Powder Magazine, San Francisco Chronicle, Sacramento Bee, Modesto Bee, and Fresno Bee.

Per Critical Mention, third-party industry tracking platform

Paid Digital Influencer Results

- Hosted 8 influencers with a focus on lodging, quality content, mid-week off-peak season, family, recreation, luxury, and entertainment.
- Generated 59 pieces of content
- Audience of 2.99 million
- 27,000 engagements (combined total of likes, comments and shares on social)







Domestic and International Leisure Sales



- Tour Operators and Travel Agencies
- Online Tour Operators (OTA)
- Receptive Tour Operators/International Inbound Tour Operators
- Travel Advisors/Travel Agents
Commissionable Tahoe

Visit
**lake
tahoe®**



Quick View

★★★★★ 4.5

Northern California

8 Days 8 Locations 1 Country

8 Day California Tour of San Francisco,
Lake Tahoe & Yosemite National Park

From \$3,395

Easy Quote

View Trip



Tour: F8G

See Map

Golden State Of Mind: Northern California By Design

2025

SAN FRANCISCO SAN FRANCISCO

9 Days, 1 Country
United States

G | CHOICE

From:
(USD)

\$4,099[@]



TOUR DETAILS

SIERRA NEVADA RAIL JOURNEY

Aerospace Museum of California • California State Railroad Museum • Sacramento Brewery Visit & Tasting • Old Sacramento Waterfront • Sierra Nevada Rail Journey • Virginia City, NV • National Auto Museum - Reno • Lake Tahoe & Heavenly Village • Two Night Stay in Sacramento • Two Night Stay in Reno

from **\$1825**pp dbl (save up to \$200 per couple \$100 per person)



TOUR DETAILS

CALIFORNIA RAIL DISCOVERY

7-Days • Two Rail Experiences - (Napa Valley Wine Train, Sierra Nevada Rail Journey) • San Francisco City Tour • San Francisco Bay Cruise • Sausalito • Winery Tour & Tasting • Lake Tahoe Paddlewheeler Cruise • Old Town Sacramento • Virginia City

from **\$2799**pp dbl (save up to \$200 per couple \$100 per person)



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Awe and then some

Spanning California and Nevada, Lake Tahoe is known for its crystal-clear waters, majestic scenery, outrageously awesome annual snowfall, unmatched nightlife, endless gaming, and world-class food. But imagine springtime in Lake Tahoe: the snow melting away, the Sierra drenched with their shades of green and yellow, and crystal-clear waters for miles. It's one of the country's most scenic natural playgrounds, and you get to explore it all. Check out our top outdoor activities and find out for yourself why Lake Tahoe is an awesome place to get away... Awe and then some.



Nature

Renowned for crystal-clear waters, majestic mountain views, and lush forests, South Lake Tahoe is a haven for nature enthusiasts. Take in the serenity of snow-capped peaks as you hike through the wilderness. Whether you're seeking the solitude or adventure, South Lake Tahoe offers a stunning backdrop for a springtime retreat.



Activities

South Lake Tahoe offers endless activities during spring. Warm sunny days are perfect for water sports like paddleboarding, fishing, and tubing. Or land, you can hike breathtaking trails, discover hidden waterfalls, or unwind with a picnic by the shore. It's just what you need to enjoy the views for some time.



Adventure

South Lake Tahoe is an oasis of adventure. Hike over the pristine waters, try waterboarding, or head out on a hike. The area is perfect for hiking, climbing, and mountain biking on rugged terrain. Or embrace the thrill of adrenaline with a zip line or a thrilling off-road vehicle experience.



Margaritaville Resort Lake Tahoe

Escape for as low as \$109 this spring at our all-suite resort. Seize spring! Enjoy warm days and outdoor adventures this spring. Walk out of your guest room with a view of the lake for your best of the year. Then enjoy an afternoon of relaxing, golf, or hiking before retiring at our heated pool or outdoor fireplace. The spring days are long and the good times last longer when you're in a Margaritaville state of mind.

[Book now](#)



The Coachmen Hotel

400 Pine Bluffs, South Lake Tahoe, CA

Stay at this 7-story beach hotel in South Lake Tahoe. Enjoy free WiFi, free parking, and rooftop terrace. Our guests praise the helpful staff and the clean... [Book now](#)



Hilton Vacation Club Lake Tahoe Resort South

400 Pine Bluffs, South Lake Tahoe, CA

Stay at this resort in South Lake Tahoe. Enjoy free WiFi, a fitness center, and valet parking (surcharge). Our guests praise the helpful staff and the clean... [Book now](#)



Hilton Vacation Club Tahoe Seasons Lake Tahoe

400 Pine Bluffs, South Lake Tahoe, CA

Stay at this 7-story hotel in South Lake Tahoe. Enjoy a rooftop terrace, a fitness center, and valet parking (surcharge). Our guests praise the helpful staff... [Book now](#)

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DISCOVER ALL THAT LAKE THAOE HAS TO OFFER

Book From Our Exclusive Deals To Save Up To 25% Off!

No matter the time of year, Lake Tahoe offers many exciting activities. Every season brings legendary downhill trails for thrill-seekers and scenic activities perfect for a day of leisure.

Visitors can explore the hiking trails that invite them to immerse themselves in nature. They will also discover beachfront restaurants and marinas filled with water activities, or find a secluded spot to unwind in the sun and end the day with an unforgettable sunset.

This is all accompanied by breathtaking views of Lake Tahoe and the Sierra Nevada mountains. For a different perspective, encourage your clients to take a paddle/wheel boat or a gondola ride.

Start planning with our welcome offers to ignite your clients' sense of adventure today!

Visit
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HOTELS

Book from our promotional hotel deals with up to 25% off*.

[See more at bedsonline.com](#)



Station House Inn

201 PARK AVE, SOUTH LAKE TAHOE



Hilton Vacation Club Tahoe Seasons Lake Tahoe

SADDLE RID, SOUTH LAKE TAHOE



Hotel Azure

3300 LAKE TAHOE BLVD, SOUTH LAKE TAHOE



Hilton Vacation Club Lake Tahoe Resort

10100 RUN, BOULEVARD, LAKE TAHOE



Forest Suites Resort

1 LAKE PARKWAY, SOUTH LAKE TAHOE



Hotel Beckler Signature Collection

4005 LAKE TAHOE BLVD, SOUTH LAKE TAHOE



Margaritaville Resort Lake Tahoe

4100 LAKE TAHOE BOULEVARD, SOUTH LAKE TAHOE



Econo Lodge Inn & Suites South Lake Tahoe

1800 LAKE TAHOE BLVD, SOUTH LAKE TAHOE



Quality Inn South Lake Tahoe

4127 PINE BLVD, SOUTH LAKE TAHOE



Explore the Real West



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When your Clients want to see and experience the West at its Best, contact BMH Tours.

We are experts on travel in the Western States. Partner with us to give your Clients an unforgettable holiday.



TOUR OPERATORS: As the largest regional recipient operator for the American Rockies Region, BMH Tours will save you time and make your job easier! We know the routes, lodges, attractions, and activities that make the Western USA come alive.



THE SITES: From the days that great herds of buffalo roamed the American West, this wild and wonderful wilderness has been unmatched in raw and natural splendor.



FOREIGN VISITORS: What have you always wanted to see and experience out West? You could view Mount Rushmore and Old Faithful, perhaps watch a Native American Pow Wow. Go river rafting, ride horseback on a mountain trail or enjoy the view from a hot air balloon. It's up to you!



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Visit
lake
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A world map with a dark blue background and light blue landmasses. Seven location pins are placed on the map: two orange pins in Western Europe, one light blue pin in Central Europe, one dark blue pin in Western Europe, one light green pin in East Asia, one red pin in South Asia, and one pink pin in Australia. The pins have a white outline and a small white triangle at the bottom.

The U.K. & Ireland 64

Germany 14

Australia 23

China 30

India 31

France (HSVC) 10





- Education
- Familiarization
- Product Development
- Product Placement & Marketing

Card Count	Spend Amount ▼	Purchase Year	Origin Country
53,109	11,818,920.5	All	All
4,907	1,651,221.9	2024	Mexico
6,212	1,468,580.6	2024	Canada
3,394	1,037,481.9	2024	Australia
3,708	861,439.3	2024	United Kingdom
5,485	830,098.9	2024	Germany
2,713	639,705.5	2024	China Mainland
2,793	483,069.8	2024	France
1,591	339,486.9	2024	Brazil
1,268	271,465.4	2024	Switzerland
1,670	260,794.2	2024	Republic Of Ireland
1,806	255,964.6	2024	India
882	199,936.9	2024	New Zealand





Meetings, Conventions, and Sports Sales

LTVA promotes the South Shore as a premier destination for meetings, conferences, corporate retreats, sporting events, and other group gatherings. The team supports prospective clients by identifying suitable venues, connecting them with local contacts, and providing resources for transportation, recreation, and dining.



FY25 Sales Activity

In FY25, LTVA staff attended 30 Meetings, Incentives, Conferences & Exhibitions (MICE) and sports-related trade shows, conducting more than 525 one-on-one appointments across multiple verticals and regions. Events attended included:

- SITE Incentive Summit Americas
- Connect Marketplace (Spring, Winter, Regional)
- Smart Meetings National Events
- TEAMS Conference
- Northstar Regional Trade Shows
- US Sports Congress
- CalSAE Seasonal Spectacular & ELEVATE
- MPI ACE
- ConferenceDirect Annual Partner Meeting
- Huddle Up Group Great 8 Sports Conference
- HelmsBriscoe Annual Partner Conference
- Meetings Today West
- Visit California's Taste of California Roadshow (Chicago, Washington DC, Milwaukee, Atlanta)

Destination Hosting & Strategic Sports Efforts

LTVA hosted several high-profile industry events in FY25, welcoming meeting and leisure planners from around the world. Notable events included Northstar's Small & Boutique Meetings and the S.P.O.R.T.S Invitational for tournament rights holders.

Targeted outreach in the youth sports market continued, capitalizing on the opening of the Tahoe Blue Event Center and the upcoming City of South Lake Tahoe Recreation and Aquatics Center.

- Multi-year contracts are already in place to secure future events.
- Sales outreach in FY2 brought 20 non-event center meetings to South Lake Tahoe, generating 1,600 attendees and 3,400 room nights.

Meetings, Conventions, & Sports Marketing

LTVA continued its partnership with Digital Edge, a professional meetings marketing agency, to further develop the Meet, and Then Some campaign. In FY25, the campaign was enhanced with an updated landing page at lakefrontmeetings.com.

Campaign Objectives

- Increase exposure of the Tahoe Blue Event Center, rebranded and newly renovated lodging, and South Shore properties catering to groups.
- Highlight the variety of hotel products, venues, and year-round activities available for meeting and sports groups.
- Expand vertical markets including incentive, corporate, small regional trainings, and state associations (Nevada/California/Oregon).

Tactics & Channels

- Content marketing and development
- Email marketing and social media distribution
- Year-round social video series showcasing group activities
- Refreshed “Meetings Hero” video with updated content

An aerial photograph of a white speedboat with a black stripe, moving across the deep blue water of Lake Tahoe. The boat is leaving a white wake behind it. Several people are visible on the boat. The water is a vibrant turquoise color.

Results

LTVA's database of qualified meeting planning professionals grew 17% year-over-year — from 4,900 to more than 5,700 contacts in FY25. This audience receives regular destination updates and invitations to attend tradeshow, conferences, and familiarization trips hosted by Visit Lake Tahoe.



LTVA Funded Events FY25

Significant Events – 1,500+ Attendees

- American Century Championship (TDVA)
- Lights On The Lake Fireworks (TDVA)
- Summer Concert Series (TDVA)
- Toyota Air & Apres

Important Events – 400 – 1,500 Attendees

- Live at Lakeview
- Meyers Fall Festival
- Ski Run & Meyers Farmers Markets

Local / Moderate Events – Under 400 attendees

- Lake Tahoe Gingerbread Competition
- LTCC Steak Cookoff
- Music In The Park



Tahoe Blue Event Center



FY 25 Highlights

- Colin Jost | July 13, 2024 (SOLD OUT)
- Four conferences grossing over \$100,000 | Sept-Nov 2024
- Parker McCollum | October 26, 2024 (SOLD OUT)
- Jo Koy | November 9, 2024 (SOLD OUT)
- Air1 Worship Tour | November 10, 2024 (SOLD OUT)
- NCAA Women's Basketball Game | Nevada v. Colorado | November 12, 2024
- Two-Day John Summit | February 21-22, 2025 (SOLD OUT)
 - First seven months generated +\$200k in Sales Tax Revenue and +\$400k in Entertainment Tax Revenue
- Non-profits work concessions to fundraise





Tahoe Knight Monsters

- 2024 – 2025 Inaugural Season
- Season runs October – April
- 36 regular season home games + potential for playoffs
- Affiliate of the Vegas Golden Knights
- Member of the ECHL
- Annual net revenue of \$750k for Tahoe Blue Event Center
- Fun, family, entertainment for residents and tourists
- Strong community engagement
- Making a long-term commitment to Douglas County



Tahoe Blue Event Center Room Nights Generated

The below figures are based on tracked room blocks and do not include bookings outside of room blocks or for events in which room blocks were not required, which would increase these figures by an estimated 25% - 30%.

FY25 Q1 & Q2 Actuals | July 2024 – EOY

- Tracked room blocks for conventions, conferences, sports & industry events: **8,868**
- Based on data from 16 conferences, conventions and youth sporting events
- Estimated room night revenue: **\$1.69 million**
(using 12-month ADR average: \$191)

FY25 Q3 & Q4 Actuals | January – June 2025

- Tracked room blocks for conventions, conferences, sports & industry events: **7,404**
- Based on data from 13 conferences, conventions, and youth sporting events
- Estimated room night revenue: **\$1.47 million**
(using 12-month ADR average: \$191)

Public Transit Revenue Generated

FY25 Actuals through March 9, 2025 & Estimates March 10 – June 30, 2025

- Tahoe Blue Event Center Attendance: 183,955
- Total Events: 103
- Total Event Days: 154
- Microtransit Revenue Generated: \$735,820

In addition to Lake Link, TTD has added service for public ticketed events with pickups/drop-offs at the Kingsbury Transit Center, Wildwood Avenue Ski Run Boulevard, Takela Avenue (Beach Retreat), LTCC Mobility Hub, Tahoe Keys Boulevard and the South Y Transit Center.

FY26 Look Ahead

- 21 conferences confirmed with strong repeat business
- Additional events with no event cap
including opportunity for up to four full house shows in the summer
- Tahoe Knight Monsters second season
- Grand Slam of Curling | November 4-9
- Additional Youth Sports Events
- Projecting Strong Concert Line-Up
- 2+ years of historical data to work with
- Potential for major college sporting event
- Potential to work with Douglas County on programming for other facilities







Visitor Information Services

- Explore Tahoe Visitor Center in Heavenly Village
- Open Daily (except Thanksgiving & Christmas)
 - AI Travel Assistant *Echo* responds to questions 24hrs
- 36,000+ personal interactions & 1,400 phone inquiries
- Partner with Sierra NV Alliance Student Ambassador Program, US Forest Service & Heavenly Winter Trek & Ski with a Ranger



Wedding Co-Op

- Opt-in marketing match for wedding venues
- Program in existence for over 30 years
- Mix of search engine, display, social, Wedding Wire and The Knot
- 587 qualified leads and RFP submissions
- 5,450 partner referrals (direct to website)





LTVA.org B2B Website

LTVA.org is where we communicate with you, our partners. This site includes:

- Community Meetings Calendar
- Data & Statistics
- Partner Opportunities
- Event Promotion
- South Shore Bulletin sign up
- Press Releases

Partner Portal

- Access and update your account listing, events, special offers, contacts
- Partner Bulletins (conference information) and Post Board
- Receive and respond to RFPs

Fall Deals Promotion

This program enables properties to submit offers, such as a third night free, percentage discounts, or food, beverage, and activity discounts and waived resort fees.

- Target Period: Post-Labor Day (September 2) through mid November with the ability to extend as needed
- Target Markets: Drive markets including Las Vegas, Fresno, Bay Area, Sacramento, and potentially broader California

We may utilize some or all of the following channels to engage audiences:

- Website integration of promotional offer - <https://visitlaketahoe.com/special-offers/>
- Include mention in monthly dedicated email blast to existing database
- Standalone email blast to targeted segments within existing database
- Social media posts across established channels
- Public relations support
- Visit California and Travel Nevada placement opportunities
- Mention of Fall Deals in the following paid media placements:
 - Sunset social posts and/or newsletter sponsorship
 - Travelzoo email blast

Awe and Then Some[®]

