



TAKING CARE OF TAHOE

Destination Stewardship Plan for the Lake Tahoe Region

Washoe County Board of County Commissioners

June 28, 2022

Julie Regan, TRPA

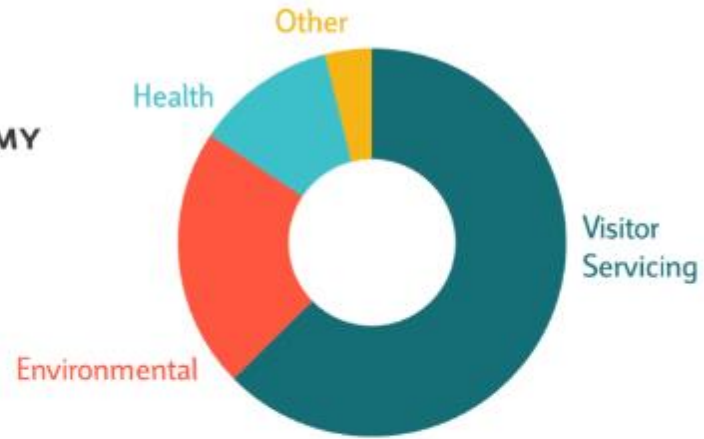
On Behalf of the Destination Stewardship Core Team



TOTAL ECONOMY

\$5.1

Billion



Est 15 million visitors



TAKING CARE OF TAHOE

Lake Tahoe's communities and economy are rooted in recreation and tourism, touching the lives of all who work, live, and play here.

The region is coming together to create a shared destination stewardship plan that will balance the needs of the environment, businesses, visitors, and local communities.

This new shared strategy will inspire all to take care of Tahoe.

Responsible Tourism Strategy Builds on Past Work

- State of tourism baseline report
- 1-year action plan
- Long-term vision and shared values
- Collaborative governance structure
- Key performance indicators
- Feasibility and finance roadmap

Related Initiatives:

- *Bi-state Sustainable Transportation Funding*
- *Regional Trails Plan*
- *Tahoe Prosperity Center Envision Tahoe*



Lake Tahoe Outdoor Recreation-Tourism Trends

- Tourism and outdoor recreation use continues to climb
- Day trippers and drive market for Tahoe remain high
- Continued increase of first-time users
- High visitation on forest lands and in wilderness areas
- Staffing, funding, and transportation options are not keeping pace

Socially distanced beach goers,
Summer 2020



Message Campaign

- Take Care messages grab your attention with our creative characters and funny headlines.
- Our messages are designed to make you laugh but also to make you think about your actions


If it's your dog,
then it's your doody.



Who's a good website? takecareofhoo.org

**Take
care.**

This guy has
reservations with
your trash.



Bears are creatures of habit.
Do not feed them.
takecareofhoo.org

**Take
care.**

There's a better hiding
spot for your garbage.
The trashcan.



takecareofhoo.org

**Take
care.**

Nobody wants to
see your dirty butt.



Cigarettes leach toxic chemicals into the water.
Please collect your butts.
takecareofhoo.org

**Take
care.**

Connecting Upon Arrival, Or Before

- Promotional materials displayed at hotels and businesses
- Welcome to Tahoe message included in guest binders
- Take Care signs around properties



Issues and Challenges Persist



Lake Tahoe forest officials seeing increase in illegal campfires

News | [FOLLOW NEWS](#) | July 23, 2020



Lacey Griffo | [MILWAUKEE](#)
lgriffo@wisc.edu



Our fight against aquatic invasive species (Opinion)

News | [FOLLOW NEWS](#) | August 14, 2020

Joane S. Marchetta
Guest column



Keep Tahoe poop-free: Protect the environment, pick up after your pets

News | [FOLLOW NEWS](#) | December 24, 2015

Toree Warfield
Toree's Stories



Things would be a lot easier if our pooches could use a human toilet. But that's just not the reality of things.

Nevada Shared Stewardship Agreement



Overtourism takes a toll on Lake Tahoe's recreational resources

Efforts underway to better educate visitors on reducing travel impacts

By Tim Heaverman - April 29, 2021



www.sierranevadaally.org

TAHOE MOUNTAIN NEWS

AT&T M-Cell 7:29 PM
Bruce Toy Jr. > Incline Village
6m · 🌐



"Overtourism"

In this month's Cover Story, editor Heather Gould explores the overall phenomenon of "overtourism," its impact on Tahoe, and what experts are doing to combat it.

Is this acceptable? We didn't think so. After a false alarm call at Secret Cove, the North Lake Tahoe Fire Dept, Engine and Medic 11 crews cleaned all of this up. We all can do better.

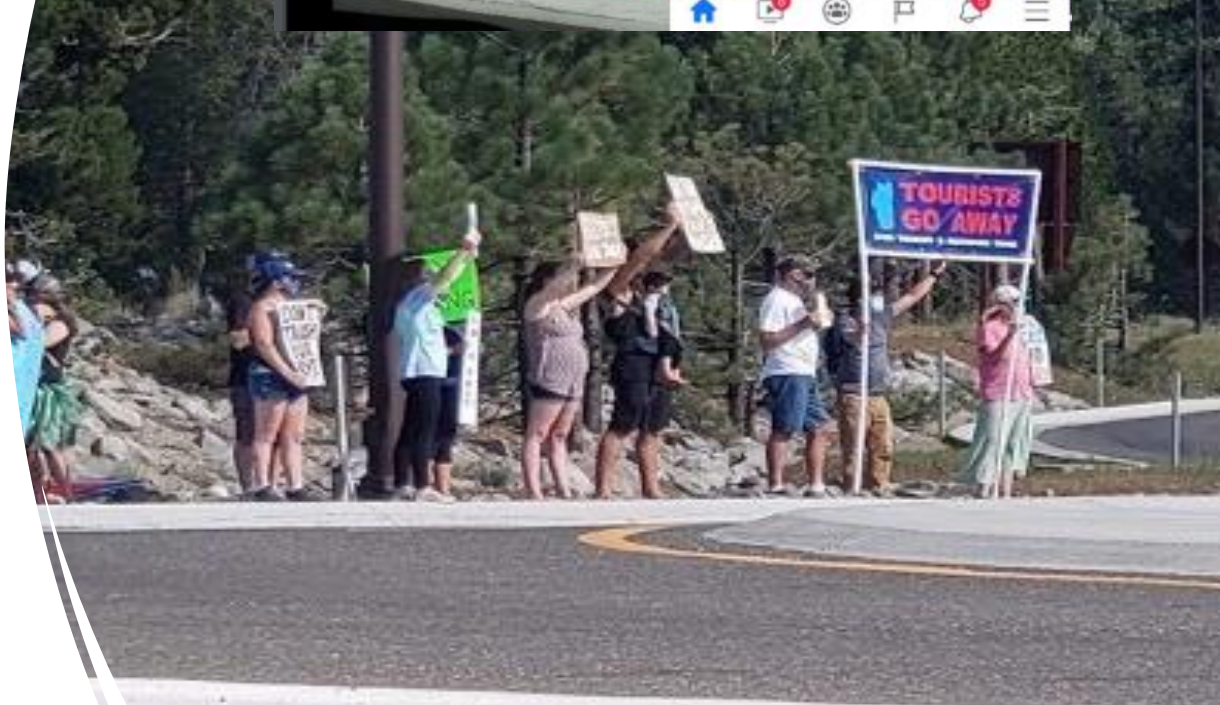


Photo by: Paula Peterson, South Tahoe Now

Destination Stewardship CORE Team



JACKSON HOLE
Travel & Tourism Board

HELP SHAPE TOURISM IN THE TETONS.

Nobody knows the Tetons better than the people who live here. Herein lies the opportunity to shape our future way of life.

Resort Destinations are reinventing tourism post-Covid

TOWN OF VAIL




STEWARD VAIL
Vail's Destination Stewardship Plan

Home » Vail Destination Stewardship Plan

Vail Destination Stewardship

Over the next nine months, The Town of Vail will be addressing the goals of:

- Managing the growth of our tourism economy.
- Protecting our way of life and the natural environment.
- Maintaining a world-class experience for our visitors.

Why is This a Priority?

There's no doubt that we've reached a critical juncture for many destinations across the globe where seeing significant

PORT ARANSAS
the island life



The Port A Way

DESTINATION STEWARDSHIP IN PORT ARANSAS

The Port Aransas Tourism Bureau & Chamber of Commerce is leading a destination stewardship planning process needed to balance visitor

GLACIER COUNTRY MONTANA

DESTINATION STEWARDSHIP | TIMELINE | COMMUNITY PROCESS

UPDATES + RESOURCES | FAQs | CONSULTANTS

Destination Stewardship



In September, Glacier Country Tourism (GCT) kicked off a year-long destination stewardship planning process needed to balance visitor growth with the long-term health and vibrancy of Montana's communities,

Desired Conditions for Success

- **Sustain Local Economies and Ecosystem Health**
- **Promote Social Equity** – access and distribution of benefits from tourism
- **Strengthen Stewardship Values** among residents and visitors
- **Increase the Diversity of Activities, Experiences and Settings** while protecting natural and cultural resources
- **Improve Ability to Respond & Predict how Visitors:** Evaluate, Envision, and Attach Meaning to Tahoe as a Destination





north lake tahoe
TRAVEL RESPONSIBLY



Become a
Steward of Lake
Tahoe



Respect the
Environment



Stay Educated



Keep Wildlife
Wild



Be Fire Safe



Demonstrate
Mindful Travel

Home > Sustainable Travel

SUSTAINABLE TRAVEL... YOU CAN HELP US PROTECT LAKE TAHOE

MESSAGE FROM THE CEO

TOP 5 THINGS TO KNOW RIGHT NOW

“we are shifting our focus from destination marketing to destination stewardship and management.”

- Tony Karwowski

As I dig into my new role as NLTRA's CEO, I'm most excited about the new direction the organization is taking. Working in lockstep with our volunteer board of directors and committees comprised of local business owners and other involved community members,

Lake Tahoe Take Care Travel Pledge



StewardshipTahoe.org



LAKE TAHOE DESTINATION STEWARDSHIP PLAN

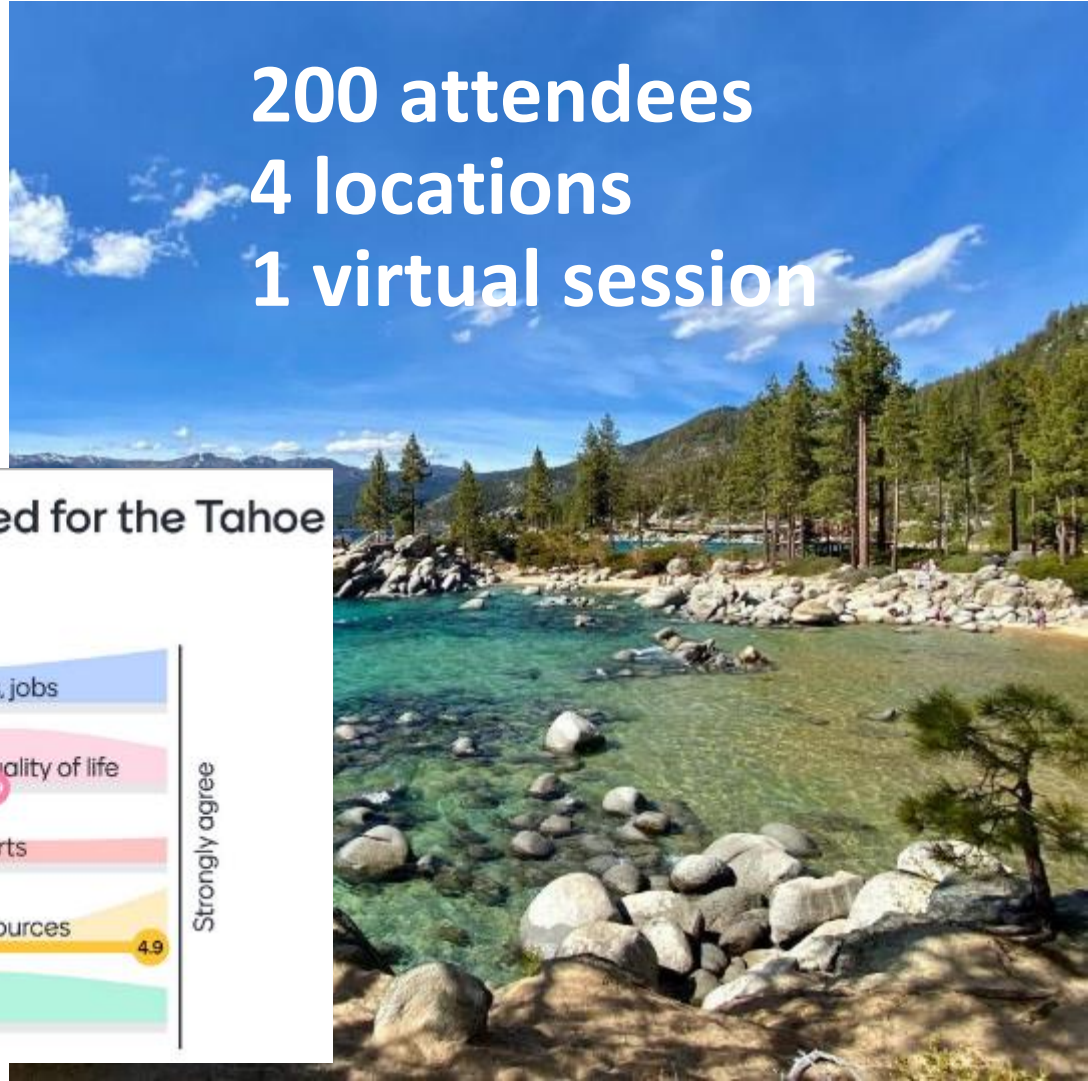
TAKING CARE OF TAHOE

Overview of Visioning Workshops

Nothing is more important than the health of the lake.

200 attendees
4 locations
1 virtual session

How should these values be prioritized for the Tahoe Stewardship Plan?



What we are hearing...

Top of mind

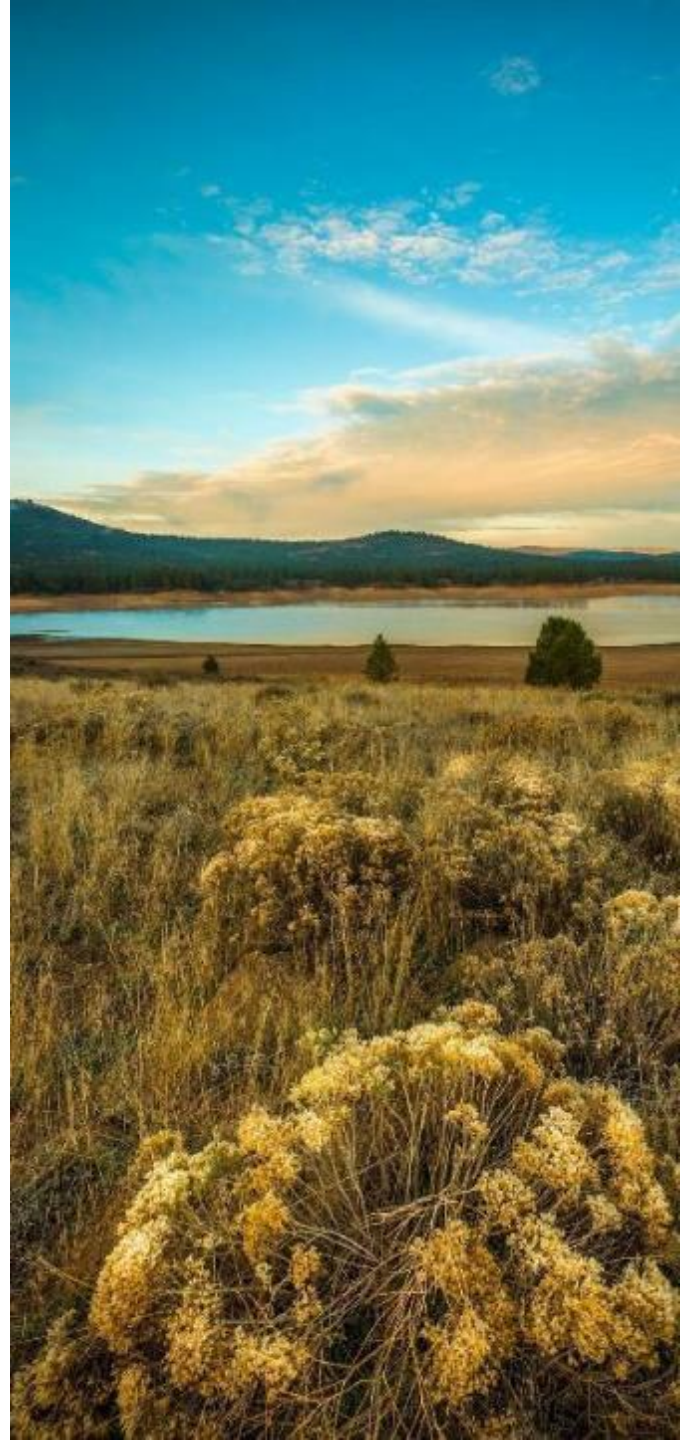
- Increasing visitation poses a risk to the Tahoe experience.
- Residents are feeling the pressures of crowded weekends.
- Trash & littering and strains to staffing to manage it.
- Irresponsible fires posing existential risk
- Careless driving and parking impacting safety, quality of life, and air quality.



What we are hearing...

Potential Solutions

- A better transportation system is key to reducing congestion.
- Increase stewardship among residents, businesses, and visitors.
- Collaborative partnership to better manage surges and increasing visitation.
- Innovative solutions to balance equity and access for all.
- Tap the economic power of tourism and people's desire to take care of the lake.



Thank You!

Julie Regan, jregan@trpa.gov

www.stewardshiptahoe.org



TAHOE
REGIONAL
PLANNING
AGENCY