

- 01** Why Travelers Need to Have Truckee-Tahoe on Their Radar in 2025/26
- 02** This Small Town Is One of California's Few Cultural Districts
- 03** The Sierra Mountain Town Where Après Outlives Ski Season
- 04** Truckee, California: One of the World's Top Ski Towns
- 05** Keep Tahoe Blue Goes Beyond the Lake: Truckee-Tahoe's Push to Preserve the Sierras
- 06** The American West's Most Storied Mountain Town
- 07** Why Families Are Making Truckee Their Tahoe Vacation Basecamp
- 08** 10 Sports in 1 Day? Find It In Truckee-Tahoe.

VISIT TRUCKEE TAHOE STORY STARTERS





WHY TRAVELERS NEED TO HAVE TRUCKEE ON THEIR RADAR IN 2025/26

Truckee-Tahoe is entering a bold new chapter — continuing to elevate the mountain town experience with new boutique hotels, sustainability initiatives, and reimagined gathering spaces.

On July 1, **Martis Valley Lodge** debuted as part of Hilton's Tapestry Collection, transforming a former Hampton Inn into a 109-room boutique lodge with upscale amenities. At the same time, **Truckee Mountain Filtered**, a town-wide campaign anchored by 43 refill stations, launched to make plastic-free travel seamless while celebrating the region's pristine tap water.

This fall, **The Old Lumberyard** will reimagine a historic mill as a vibrant hub with FiftyFifty Brewing Co., Dopo's wood-fired pizza and handmade pasta, plus an axe-throwing and golf simulator venue. The project will expand in 2026 with a two-story event center and a boutique 10–12 room hotel — a gathering place rooted in Truckee's heritage and community spirit

And on the horizon, construction has begun on **The Scout Hotel**, part of Marriott's Tribute Portfolio. Opening in early 2028, the 129-room property will blend mountain-inspired architecture with modern luxury, offering a whiskey lounge, outdoor fire pits, hot tubs, and a flexible event hall.

Looking further ahead, **Common Pine** — Truckee's first mass-timber hotel designed by DLR Group — will set a new benchmark for sustainable mountain hospitality. The 80,000-sq-ft property will feature 60 rooms, 15 residential-style units, a rooftop bar and pool, wellness center, restaurant, and communal gathering areas. Designed with forest-inspired materials and environmental responsibility at its core, Common Pine will weave architecture into the terrain itself (opening date TBD).



THIS SMALL TOWN IS ONE OF CALIFORNIA'S FEW CULTURAL DISTRICTS

Truckee's culture runs deeper than its ski slopes. As one of just **14 California Cultural Districts** recognized by the **California Arts Council**, Truckee proves that mountain towns can be as rich in arts and culture as they are in adventure. Visitors can explore **historic railcars**, catch a community theater performance, or dive into music festivals, a **3,000-sq-ft makerspace**, and local galleries.

Across town, more than **40 public art installations and murals** bring color and creativity to everyday spaces. And along **historic Commercial Row** — the heart of Truckee's arts community — visitors will find a growing mix of galleries, coffee shops, chef-driven restaurants, and locally owned boutiques along the river.



THE SIERRA MOUNTAIN TOWN WHERE APRÈS OUTLIVES SKI SEASON

In Truckee, après isn't limited to snowy days and ski season. It's a year-round, feel-good finale to every kind of adventure. Cozy up by a fire pit surrounded by colorful foliage in fall (affectionately known to Truckee-Tahoe residents as locals' summer), grab a table on a sunny patio in summer, or toast with a pint at one of **Truckee's five local breweries** after hitting the slopes as late as Memorial Day in spring. Wine bars and craft cocktail spots keep it elevated, while artisan bakeries add a sweet finish. Historic favorites like **Moody's Bistro Bar & Beats** bring live music and timeless Truckee character — the kind of place where even **Paul McCartney** once jumped on stage for an impromptu set — and happy hours across town serve up tacos, pints, and good vibes far after the lifts close.

It makes sense in a town built for easy access to adventure every month of the year. With **endless backcountry terrain** in **Tahoe National Forest**, more than **100 alpine lakes** in the greater region, **121 miles of the Truckee River** flowing from Lake Tahoe through town to Pyramid Lake, and **300+ miles of trails** — including access to the iconic Pacific Crest and Tahoe Rim Trails — Truckee is built for human-powered exploration. No matter the season, there's always an opportunity for **après Sierra-style**.

A vertical photograph on the left side of the page shows a snowboarder in mid-air, performing a jump. The snowboarder is wearing a blue jacket and a helmet, and is holding a red snowboard. The background is a clear blue sky. The snowboarder is positioned in the upper left quadrant of the image, with their body angled towards the right. The snowboard is visible, showing the brand name 'SNOW' and some graphics. The snowboarder's shadow is cast on the snow below. The overall scene is dynamic and captures a moment of action in a snowy mountain environment.

TRUCKEE, CALIFORNIA: ONE OF THE WORLD'S TOP SKI TOWNS

Recognized by **National Geographic, Matador Network, Travel + Leisure, USA TODAY and more**, Truckee has earned its place among the **world's top 25 ski towns**. It's the ultimate basecamp for skiers who crave variety without the hassle. Four world-class resorts — Palisades Tahoe, Sugar Bowl, Northstar, and Boreal — are just minutes away, and within a 45-minute drive you'll find **12 total ski resorts** including Donner Ski Ranch, Tahoe Donner, Soda Springs, Granlibakken, Homewood, Diamond Peak, Mt. Rose, and Sky Tavern.

Compared to other destinations like Salt Lake City (seven resorts) or Vail (six resorts) within similar drive times, Truckee stands out for its unmatched access — with access to resorts on both the **Ikon and Epic passes** — so visitors can maximize time skiing. Beyond that, Truckee offers endless backcountry zones, snowshoe loops, sledding hills, and five Nordic centers, including **North America's largest cross-country resort**.

Spring extends the adventure with blue skies, soft snow, and one of the **longest ski seasons in the country** — often running through Memorial Day. It's an ideal time for families and beginners, when the vibe is sunny and relaxed. And with Reno-Tahoe International Airport nearby, travelers can count on **reliable flights and easy access** to Truckee-Tahoe without the stress of long delays or cancellations.



FROM PLASTIC-FREE TO CLEAN CALIFORNIA COMMUNITY: TRUCKEE-TAHOE HAS SUSTAINABILITY MOMENTUM

In Truckee-Tahoe, sustainability runs deeper than the lake's crystal-clear waters. Recently recognized as a **Clean California Community**, Truckee is being celebrated for its leadership in environmental stewardship and commitment to keeping the Sierra Nevada beautiful for generations to come.

The Town of Truckee banned the sale of single-use plastic water bottles under one gallon, and the new **Truckee Mountain Filtered** initiative highlights the region's pristine tap water with 43 branded refill stations around town. Visitors are encouraged to "pack reusables," ride free door-to-door on-demand shuttles via **TART Connect**, and choose **Sustainable Truckee Eco/Green Lodging** — demonstrating that mountain adventures and mindful travel go hand in hand.

THE AMERICAN WEST'S MOST STORIED MOUNTAIN TOWN

Truckee's past runs deep, shaping both the town and the American West. The story of the Donner Party — one of the most infamous tales of survival in U.S. history — unfolded just miles from town at **Donner Lake**, where visitors today can explore **Donner Memorial State Park** and the **Emigrant Trail Museum**. The first transcontinental railroad carved its way through the Sierra here, with the legendary **Tunnel 6**, hand-blasted by Chinese laborers, still standing as a monument to grit and perseverance.

A stroll through Truckee's preserved **historic downtown** reveals 19th-century brick buildings, railway depots, and saloons that once served pioneers, loggers, and ice harvesters. More than just relics, these landmarks anchor a town that continues to live, work, and thrive — offering travelers the chance to experience some of the most dramatic stories of the Westward Expansion era in a setting that's as authentic as it is alive.





WHY FAMILIES ARE MAKING TRUCKEE THEIR TAHOE VACATION BASECAMP

Truckee offers a laid-back, lesser-known alternative to Tahoe's busier hubs where family adventures feel **easy and uncomplicated**. Families can float down the Truckee River on a summer afternoon, hike wide alpine trails, or sled snowy hills in winter, all just minutes from town.

At **Donner Lake**, calmer waters and sandy beaches create the perfect setting for family picnics, paddleboarding, swimming, and skipping rocks. When it's time to let kids burn off energy, families head to **Woodward Tahoe** for its year-round indoor trampoline park and adventure zones, explore hands-on exhibits at the **KidZone Museum**, or try local escape rooms and axe-throwing venues that keep older kids engaged.

With family travel trending toward destinations that balance accessibility with authenticity, Truckee is emerging as the Tahoe area's go-to basecamp for low-stress, high-reward getaways.



10 SPORTS IN 1 DAY? FIND IT IN TRUCKEE-TAHOE.

Today's travelers crave variety: seven in ten say they enjoy being active on vacation, one in five plan an outdoor adventure, and 76% want a mix of experiences on their next trip. The answer? **A multi-sport day in Truckee-Tahoe** — where spring delivers the rare combo of dry trails, calm lakes, and snow-packed peaks, making it possible to pack **10 adventures into a single sunlit day.**

Start the morning on the slopes with a few spring turns at one of Truckee's nearby ski resorts — **lifts run as late as Memorial Day**, and early hours mean the best snow. Afterward, trade skis for trail shoes with a run along the Pacific Crest Trail or a gravel ride through Truckee's scenic backroads. By late morning, mountain bikers can dive into singletrack trails that range from technical to beginner-friendly.

From there, shift into water mode: paddleboard across the glassy surface of Donner Lake, dive in for a swim, then lace up for a wildflower-filled hike around Donner Summit Canyon. Raft the Truckee River to work up an appetite before dinner, then chase golden-hour light with a rock climb at Benwood Boulders. Round out the day with a **sunset kayak** along the river or one of Truckee's alpine lakes.

By sundown, you've racked up 10 sports in one day, sampled every side of Truckee-Tahoe's outdoors, and embodied the rising trend of **"travel maximizing."**