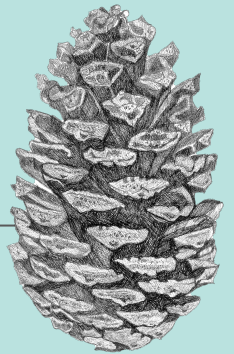


HOTELIER MEETING

Spring & Summer 2026



AGENDA

WHAT WE WANT TO COVER

- 01** News & Presentations from Partners
- 02** Roundtable News: Shareout of Winter
- 03** Lodging Insights & Analytics
- 04** Marketing



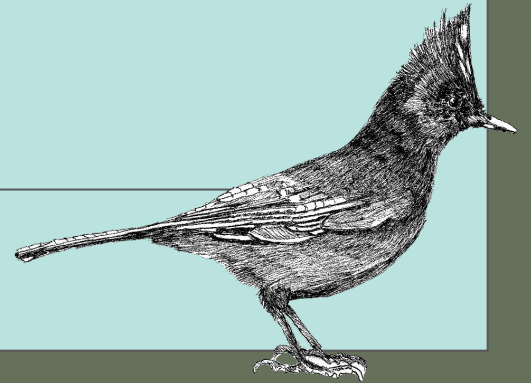




**NORTH TAHOE
AVIATION**

CALIFORNIA & COUNTY TOURISM

2025 Economic Impact Report

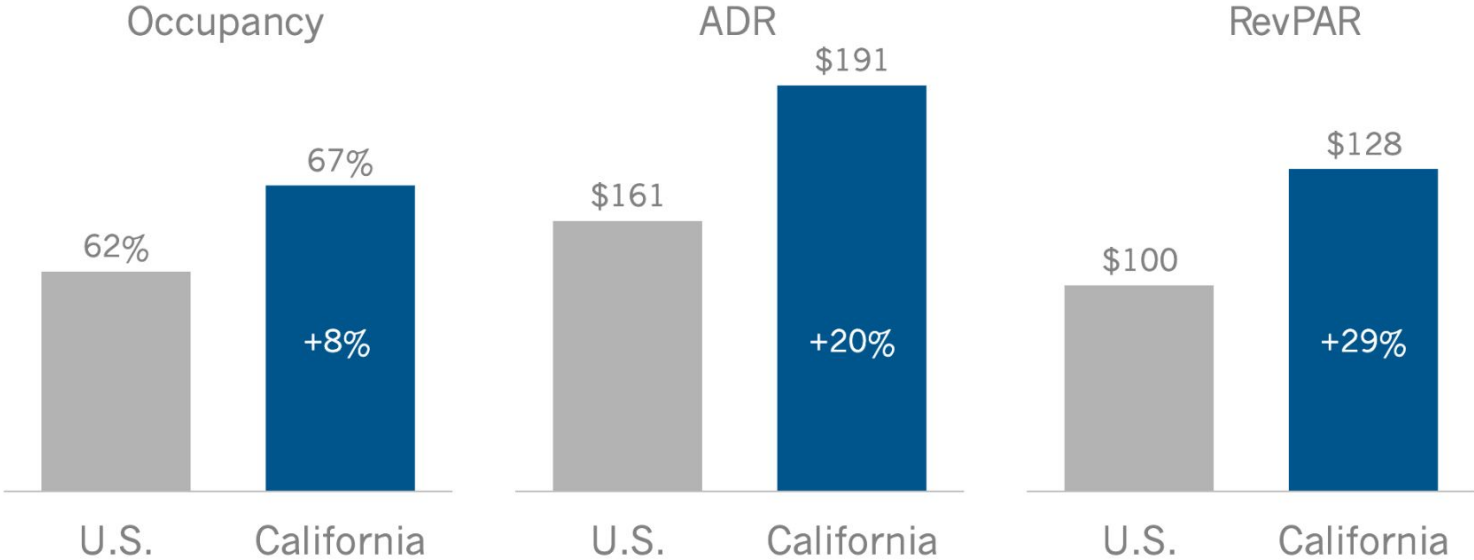


2025 Economic impact

Travel-related spending	\$159.3 billion	+1.4% YOY
Tax revenue	\$13.8 billion	+3.9% YOY
Jobs	1,163,250	+0.1% YOY (+1,250 jobs)

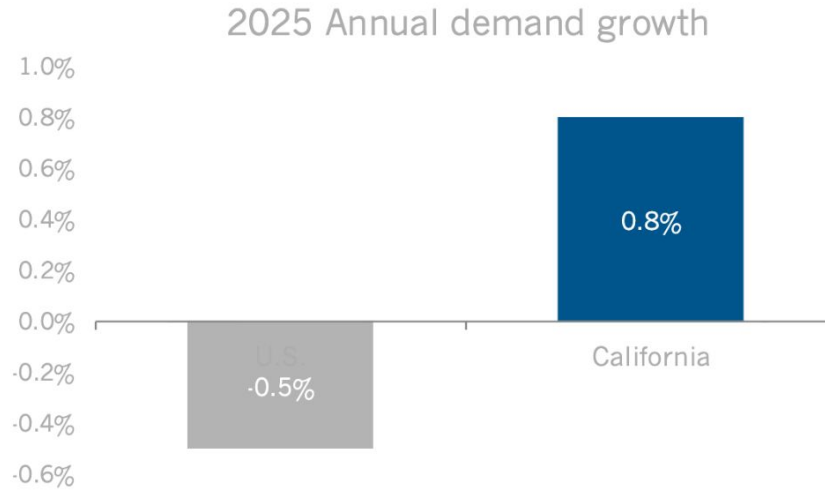
Source: Dean Runyan Associates

California lodging exceeded 2025 expectations, outperforming U.S.



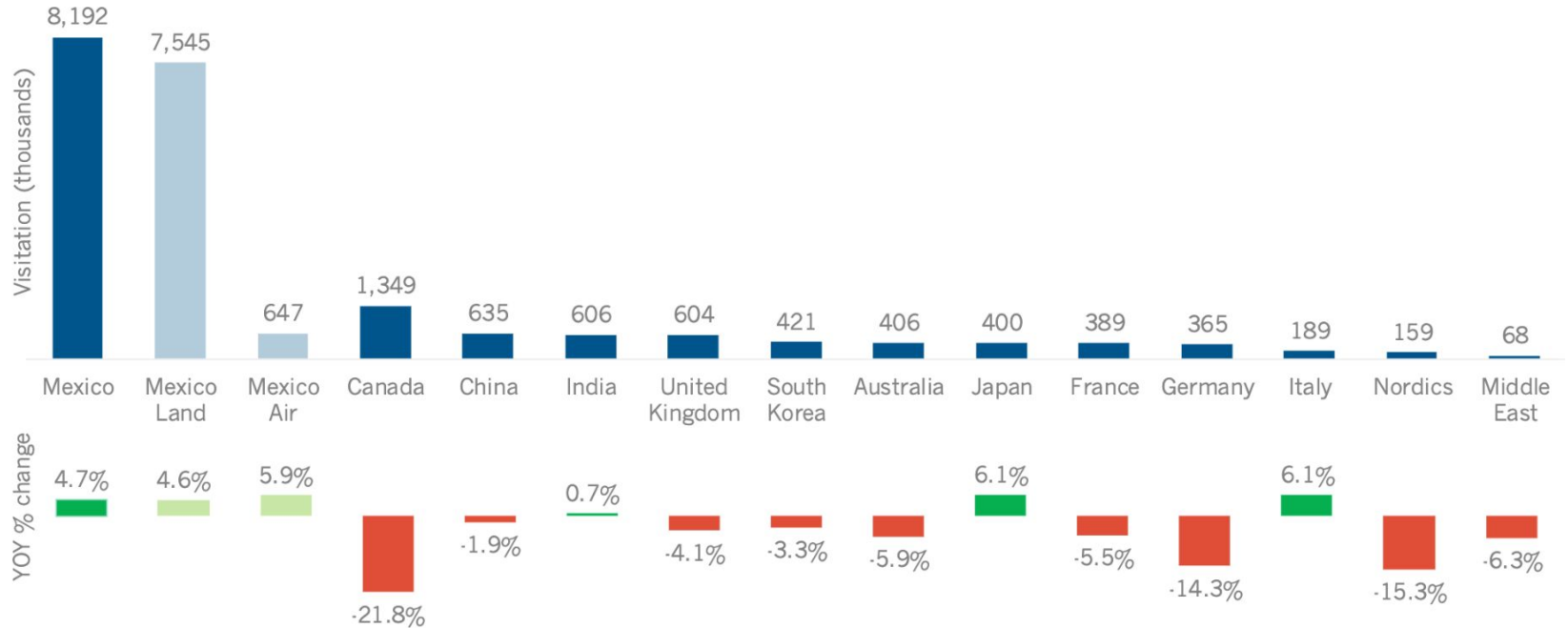
Source: CoStar (2025)

California room demand outpaced U.S.



Source: CoStar (2025)

2025 International visitation to California



Source: Tourism Economics (Feb 2026)

2026 California RevPAR strong

- January 2026:
 - **California 2.5%**
 - U.S. 0.4%
- February 2026:
 - **California 15.4%**
 - U.S. 3.4%

RevPAR (YoY % Chg)	January 2026	February 2026
Central Coast	-8.6%	10.6%
Central Valley	0.2%	-0.2%
Deserts	-1.1%	6.2%
Gold Country	-4.0%	2.4%
High Sierra	11.4%	10.6%
Inland Empire	-5.9%	9.2%
Los Angeles County	0.2%	8.8%
North Coast	2.6%	10.1%
Orange County	4.7%	12.6%
San Diego County	0.5%	10.3%
San Francisco Bay Area	10.0%	37.8%
Shasta Cascade	-1.1%	-4.4%

CONTEXT AMONG CALIFORNIA REGIONS

54.5%

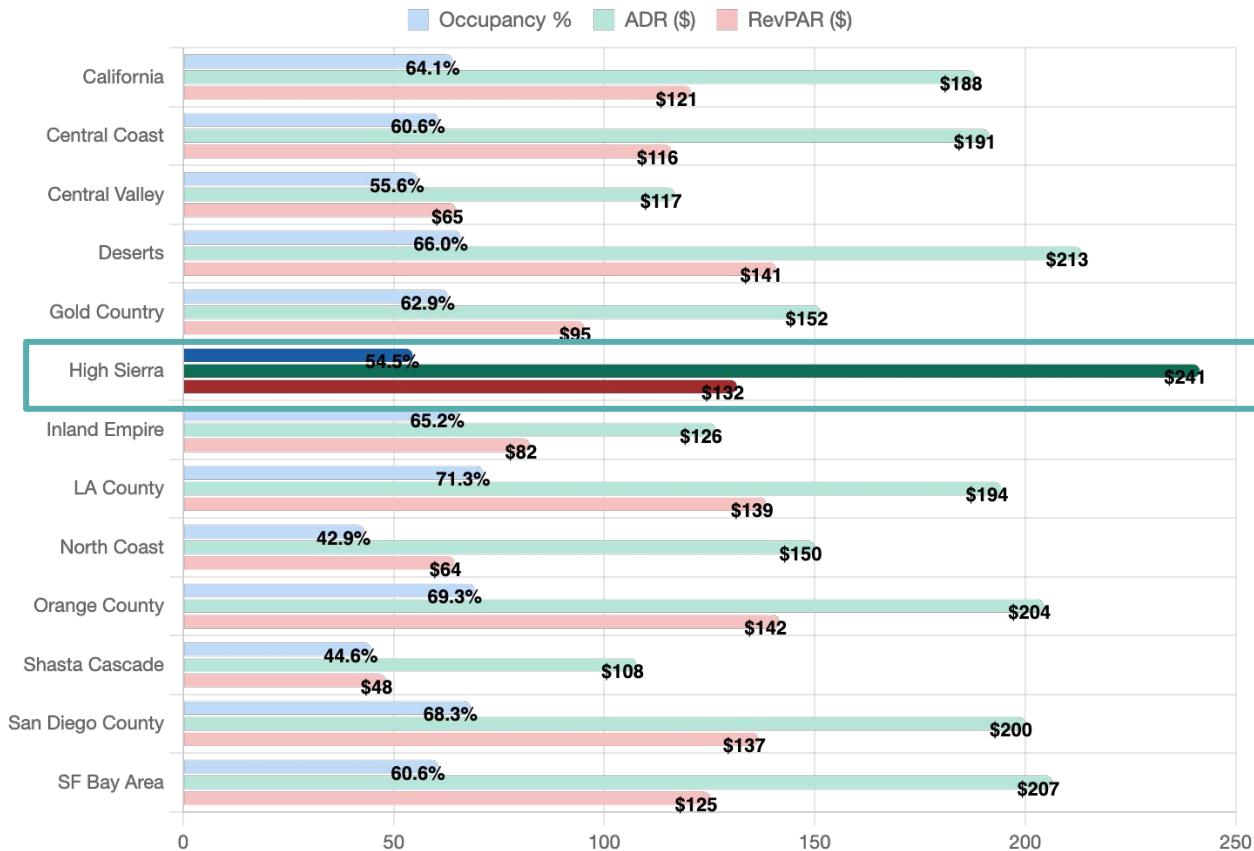
**HIGH SIERRA
OCCUPANCY RATE
vs. CA avg 64.1%**

\$241.42

**HIGH SIERRA ADR
vs. CA avg \$188.18**

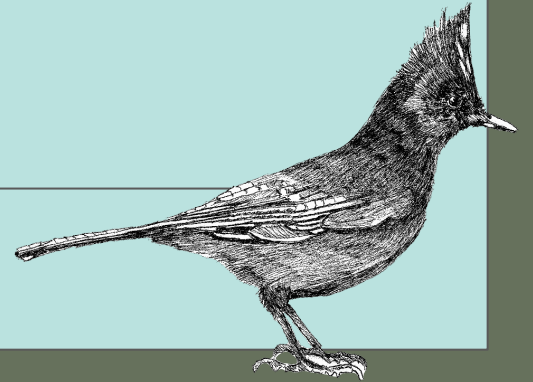
131.54

**HIGH SIERRA REVPAR
vs. CA avg \$120.67**



TRUCKEE LODGING REPORT

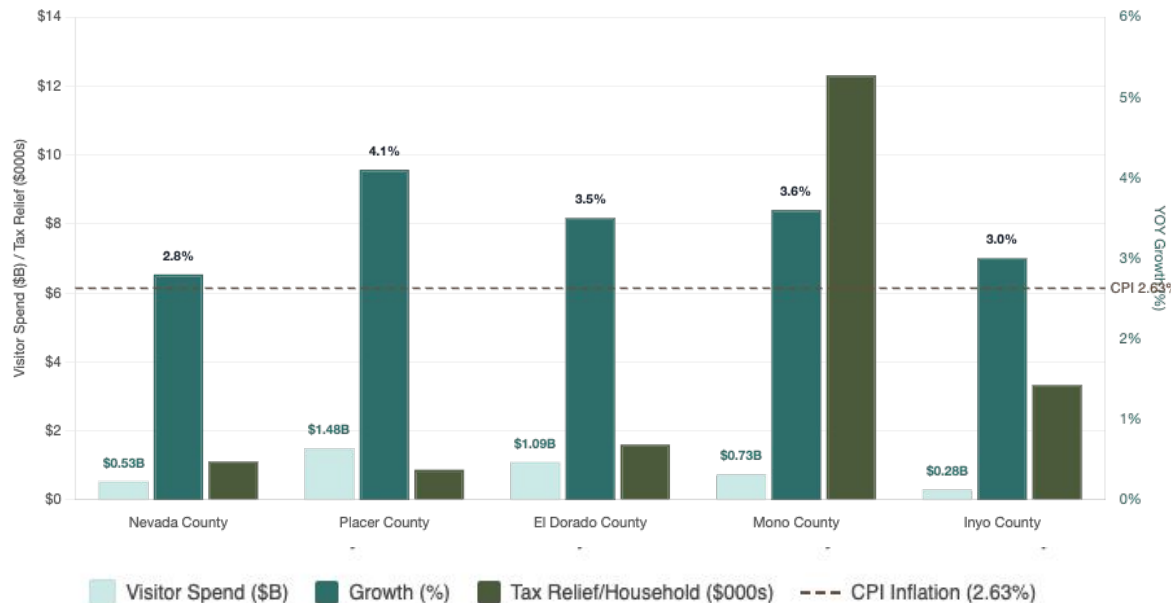
Winter 2025/26 & Summer 2026



COMPETITIVE OUTLOOK

TRUCKEE IN CONTEXT

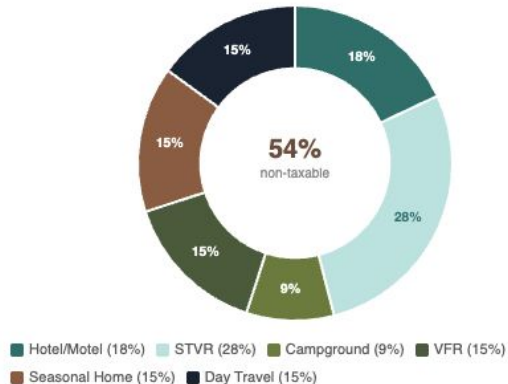
Nevada County's 2.8% visitor spending growth barely outpaces inflation — while peer counties like Placer and Mono are seeing stronger real gains. Truckee, which drives roughly half of county-wide spend, has an outsized opportunity to close that gap.



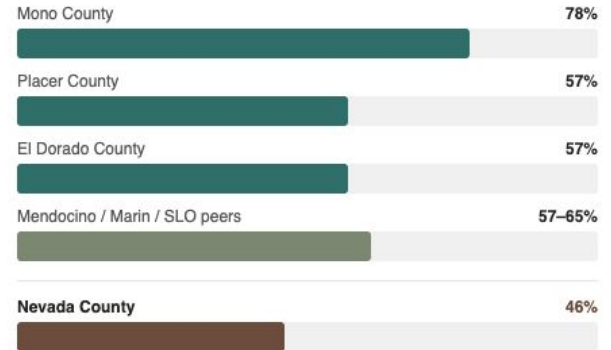
UNDERSTANDING OUR VISITOR MIX

Not all visitor spending spreads out equally. With 54% of Nevada County visitors in non-taxable categories, our fiscal return from tourism reflects our unique visitor mix — and points to where strategic investment could have the greatest impact.

NEVADA COUNTY VISITOR SPENDING MIX



TAXABLE LODGING CAPTURE RATE



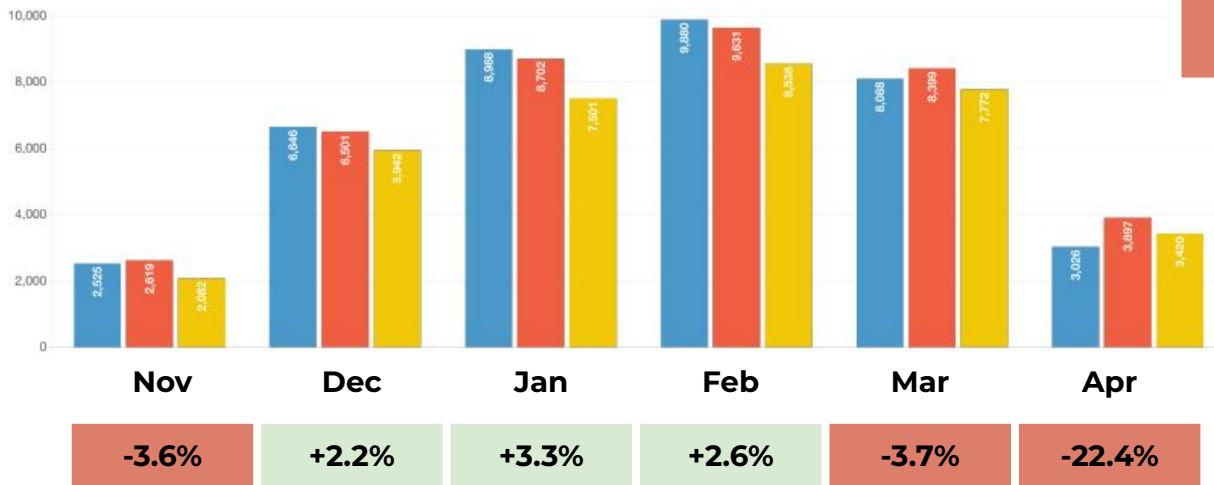
Bottom third among 44 CA counties with tourism economies >\$200M

WINTER 25/26 NIGHTS PERFORMANCE

■ **2025/26** 39,153 nights
■ **2024/25** 39,749 nights
■ **2023/24** 35,255 nights

TRUCKEE AREA GUEST NIGHTS

As of May 6, 2026



KEY INSIGHTS

- 1.5%** YOY decrease in guest nights from 24/25
- +9.95%** Increase in guest nights from 23/24
- 8%** Snowfall 363" Nov - April YOY (392" in 24/25)

Despite the appearance of an "awful" winter, lodging and visitation was incredibly resilient for winter 25/26 for vacation rentals just 1.5% off in guest nights YOY.

HOTEL ANALYTICS

WINTER 25/26 NIGHTS PERFORMANCE



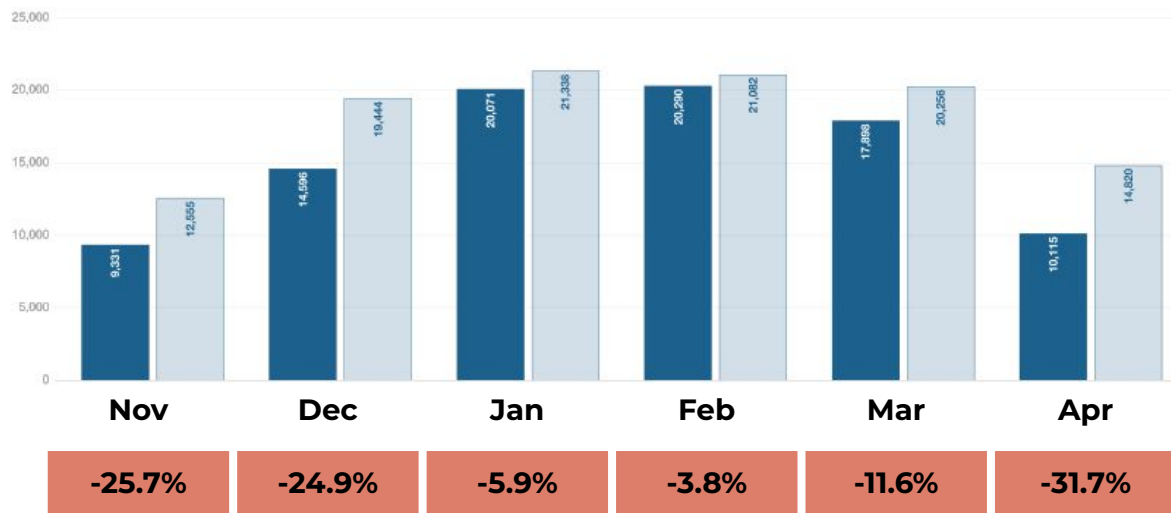
KEY INSIGHTS

-15.7%

YOY decrease in room nights from 24/25

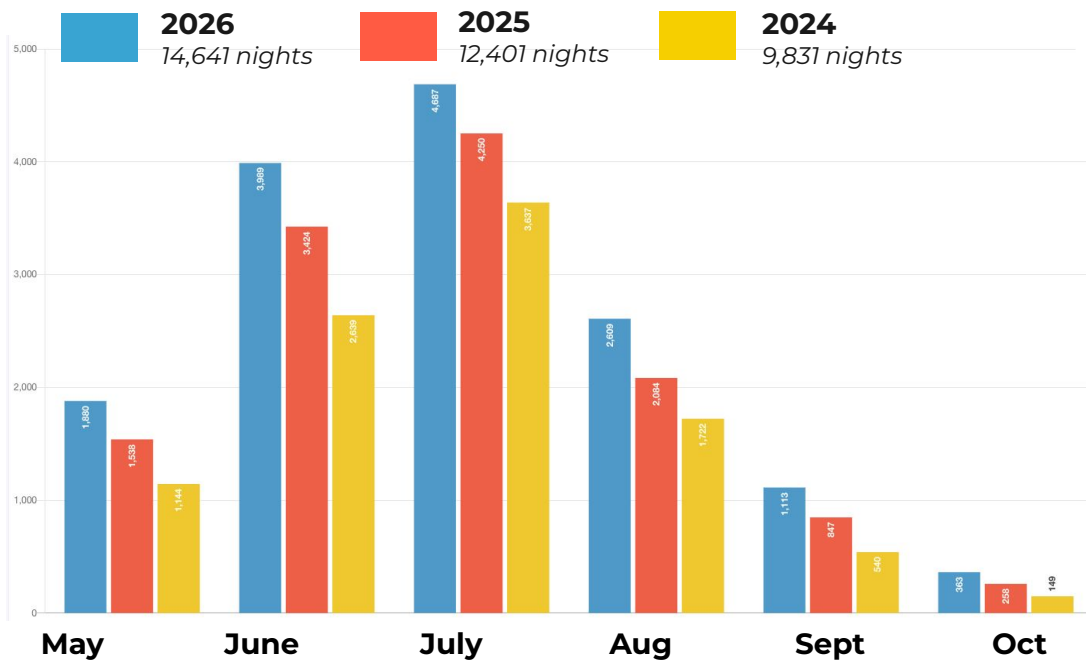
TRUCKEE AREA GUEST NIGHTS

As of April 29, 2026



SUMMER 2026 NIGHTS PERFORMANCE

As of May 5, 2026, May 5, 2025, May 7, 2024



KEY INSIGHTS

- +18%** YOY increase
- +49%** Increase in guest nights from 2024

After a winter that ended -1.5% YOY, vacation rental demand has pivoted decisively into summer. 14,641 nights are already booked for May–Oct, up 18% over last year and +49% over 2 years ago.

Average length of stay is up 16% to 5.1 nights, and occupancy is tracking 26% ahead of last year for the next 60 days

HOTEL ANALYTICS

SUMMER NIGHTS PERFORMANCE 2026



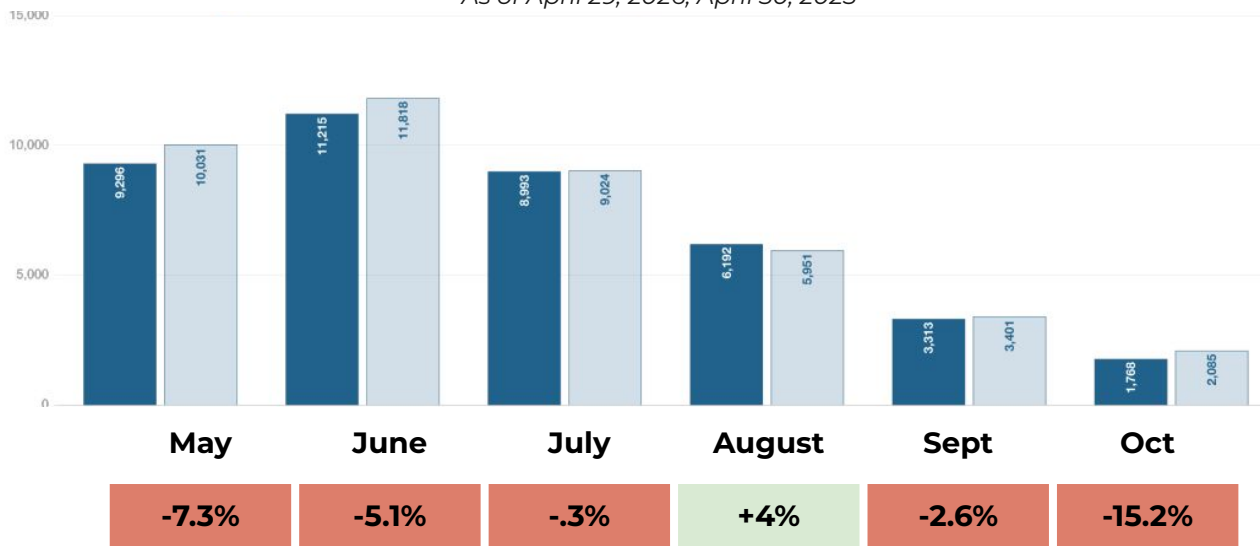
KEY INSIGHTS

-3.6%

YOY decrease in room nights from 2024

TRUCKEE AREA GUEST NIGHTS

As of April 29, 2026, April 30, 2025



Hotel summer pace is currently at 40,777 nights, down 3.6% from last year. Unlike VRs which are tracking +18% ahead.

It's worth noting that hotels book closer-in than vacation rentals, meaning current pace understates where summer will likely land. Last-minute demand typically fills hotel inventory through June and July

EXPEDIA TRAVELER INSIGHTS

Expedia data reinforces strong regional demand, longer planning windows, and continued opportunity to drive shoulder season visitation.

ROOM NIGHTS BOOKED

26,904

↑ 7.8% YoY

Jan-Apr 2026 vs same period prior year

AVG DAILY RATE

\$553

↑ 1.8% YoY

Avg booking value \$1,466 (+3.3%)

GROSS BOOKINGS REVENUE

\$14.9M

↑ 9.7% YoY

On Expedia platforms alone

WHO'S BOOKING · TRAVELER TYPE & ADR

Family	49.8%	\$668 ADR
Multiple Adults	26.5%	\$708 ADR
Couple	20.4%	\$368 ADR
Single Adult	3.4%	\$312 ADR

LODGING TYPE BOOKED

39.8%

Conventional lodging (hotels)
Stable vs prior year

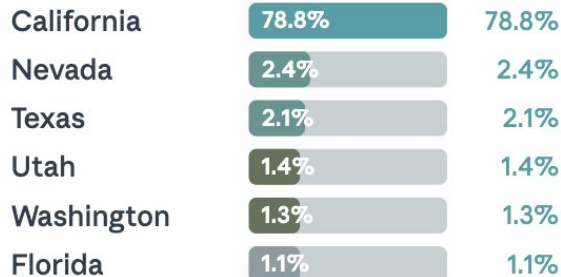
60.2%

Vacation rental
Hotel share: 38.1%

Reporting period: January - April 2026

EXPEDIA DESTINATION INSIGHTS

TOP BOOKING STATES



TOP BOOKING CITIES (CA)



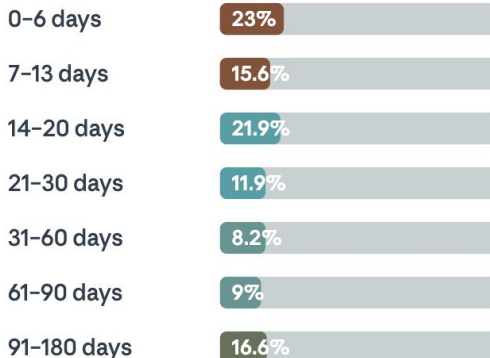
46

Avg search window
(days)
Before travel date

46

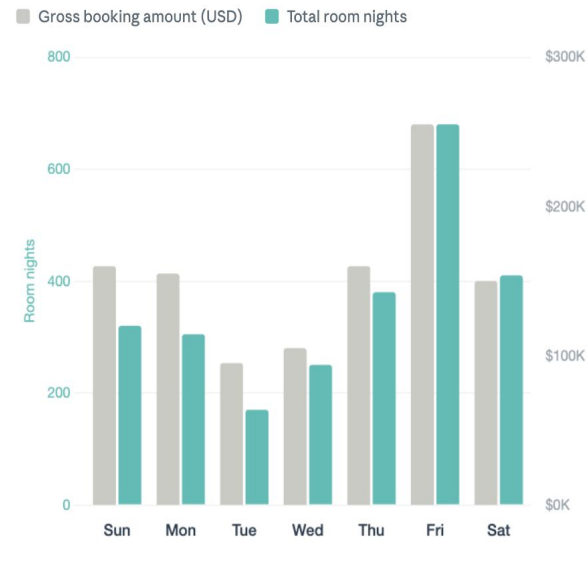
Avg booking window
(days)
Before travel date

BOOKING WINDOW DISTRIBUTION · Q1 2026



ROOM NIGHTS & GBV

by stay day of week



Reporting period: January - April 2026

MARKETING UPDATES

- 01** FY 25/26 Performance Highlights
- 02** FY 26/27 Plans & Budgets
- 03** Early Summer Marketing Initiatives



FY 25/26 MARKETING PERFORMANCE TO DATE

Marketing performance has remained strong across awareness, engagement, and lodging consideration metrics, building on momentum from an already high-performing prior year.



AWARENESS



CONSIDERATION



INTENT

PAID MEDIA IMPRESSIONS	18.4M +29%	WEBSITE SESSIONS	367k +17%	BOOKING ENGINE SESSIONS	17.4k +1.5%
ORGANIC SOCIAL REACH	1.6M +116%	SOCIAL ENGAGEMENT	400k +217%	CONVERSION RATE	.13% +18.2%

Reporting period: July 1, 2025-May 12, 2026 vs. same period last fiscal year.

PAID MEDIA PERFORMANCE STRONG ACROSS THE FUNNEL

\$170k
TOTAL
SPEND

18.4M
TOTAL
IMPRESSIONS

127k
TOTAL
CLICKS

AWARENESS

Premium CTV **\$30,000**
NBC · HBO Max ·
Peacock · Paramount
1M ads aired

Google Display **\$4,896**
Key feeder markets
6.9M impr · \$0.71 CPM

Google Video **\$6,805**
871k views
70.8% view rate · \$0.007
CPV

Meta Awareness **\$4,372**
Stories / Reels
2.2M impr · \$1.98 CPM

Rich Media Expandable **\$15,000**
Mobile-first interactive · 2M impressions · 8,600 ad
expansions

CONSIDERATION

Google Paid Search **\$49,100**
High-intent · always-on · key markets
13.2% conv. rate · 11.6% CTR · \$0.83 CPC

Meta Consideration **\$20,928**
UGC-style creative · always-on
42,940 link clicks · 4.34% CTR

Meta Sweepstakes **\$8,248**
Lead capture · remarketing pipeline
8,649 leads · \$0.95 CPL

CONVERSION

Meta Lodging Focused **\$6,612**
8,424 clicks to lodging partners
\$0.81 CPC

Expedia VCA Co-op **\$24,878**
\$951k attributed revenue
38.2x ROAS

Reporting period: July 1, 2025-April 30, 2026

BUILDING DEMAND WHILE CAPTURING INTENT

Brand-focused prospecting and high-performing search campaigns helped keep Truckee Tahoe visible during key travel planning moments.

PREMIUM CONNECTED TV

Reached high-value households on premium networks — putting Truckee-Tahoe in front of the high-value regional leisure travelers.



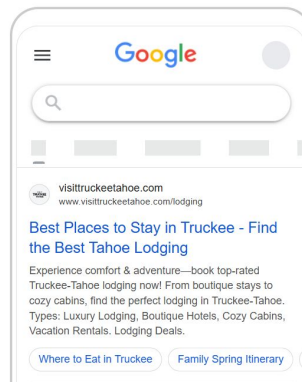
1M
ADS
AIRED

345k
HOUSEHOLDS
REACHED

\$0.03
COST PER
AIRED

GOOGLE PAID SEARCH

Captured travelers actively searching for Truckee-Tahoe — and converted them at more than twice the travel industry rate.



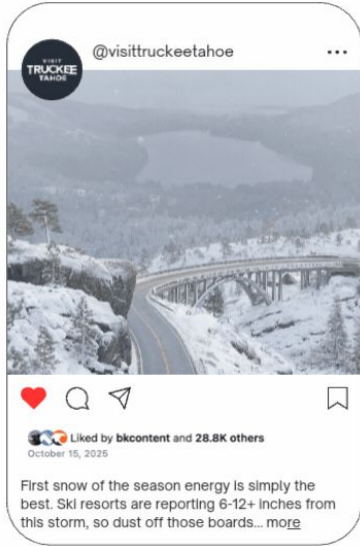
13.2%
CONVERSION
RATE

11.6%
CLICK THRU
RATE

\$0.83
AVG CPC

CONTENT SCALED ACROSS ORGANIC & PAID

Viral organic content became a powerful paid media asset this year, helping VTT dramatically expand reach, engagement, and click-through performance through authentic, platform-native storytelling.



1.4M
VIEWS

28.8K
LIKES



690K
VIEWS

23.9K
LIKES



366K
VIEWS

10.3K
LIKES

ORGANIC SUCCESS PREDICTED PAID SUCCESS



High-engagement reels became effective paid assets, extending reach while maintaining strong click-through efficiency.

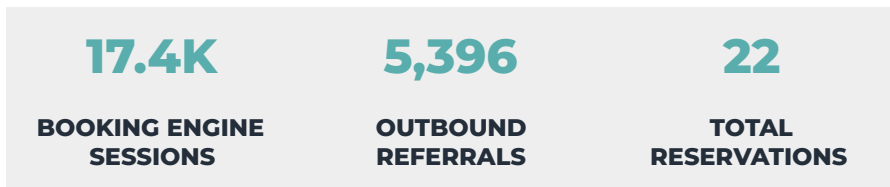
7.07%
CTR
Benchmark:
2.76%

\$0.09
CPC
Benchmark:
\$0.51



BOOKING ENGINE PERFORMANCE & REFERRAL ACTIVITY

After several years of using the booking engine, we've learned that its strongest value is lodging discovery and referral activity, helping visitors explore available properties across Truckee Tahoe and connecting interested travelers directly to lodging partners.



TOP PROPERTY PERFORMANCE

■ Page views ■ Property clicks ■ Bookings

PROPERTY	PAGE VIEWS	CLICKS	BOOKINGS	REVENUE
Gravity Haus Truckee-Tahoe	962	77	6	\$3,851
Truckee Donner Lodge	769	63	2	\$436
The Inn at Truckee	547	50	5	\$1,612
Best Western Plus T-T Hotel	509	56	3	\$751
SpringHill Suites by Marriott	413	24	2	\$1,685
Martis Valley Lodge	323	21	4	\$1,599

Reporting period: July 1, 2025-May 12, 2026

EVENT-BASED LODGING PROMOTIONS

Each VTT-sponsored event now includes a lodging incentive promotion, with event partners helping amplify booking engine offers through their own marketing channels.

VISIT
TRUCKEE
TAHOE

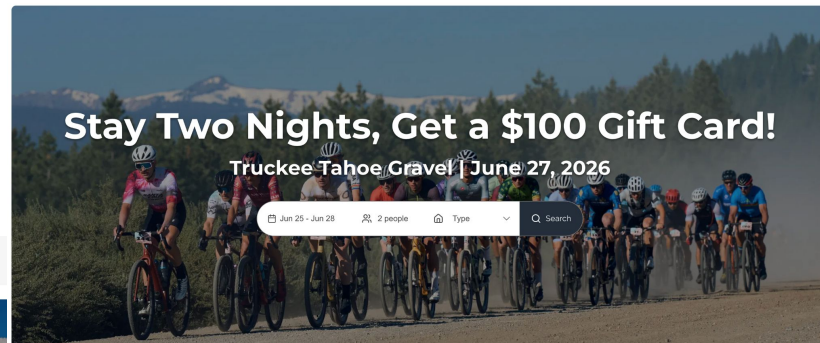


Stay Two Nights, Get a \$100 Gift Card!

July 25th, 2026 | Donner Summit Race

Jul 24 - Jul 27 2 people Type Search

VISIT
TRUCKEE
TAHOE

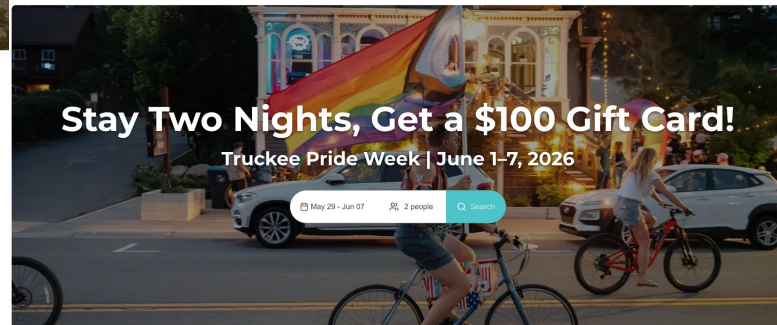


Stay Two Nights, Get a \$100 Gift Card!

Truckee Tahoe Gravel | June 27, 2026

Jun 25 - Jun 28 2 people Type Search

VISIT
TRUCKEE
TAHOE



Stay Two Nights, Get a \$100 Gift Card!

Truckee Pride Week | June 1-7, 2026

May 29 - Jun 07 2 people Search

FY 26/27 STRATEGIC INVESTMENT PRIORITIES

The proposed FY 26/27 budget expands investment in destination marketing, stewardship, events, and group business to support year-round visitation, sustainable mobility, and long-term community benefit.

DESTINATION MARKETING

\$482K

Paid Media, PR, & Content Creation

STEWARDSHIP

\$160k

Re-investing in Mobility & Trail Access

EVENTS

\$100k

Off-season Overnight Stay Drivers

GROUPS & MEETINGS

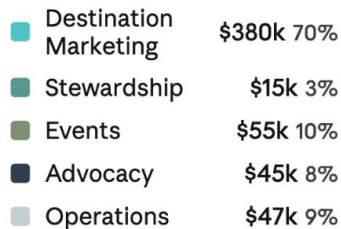
\$27k

New Growth Opportunity

FY 25/26

1.25% TTBD

\$542,000 Budget



FY 26/27

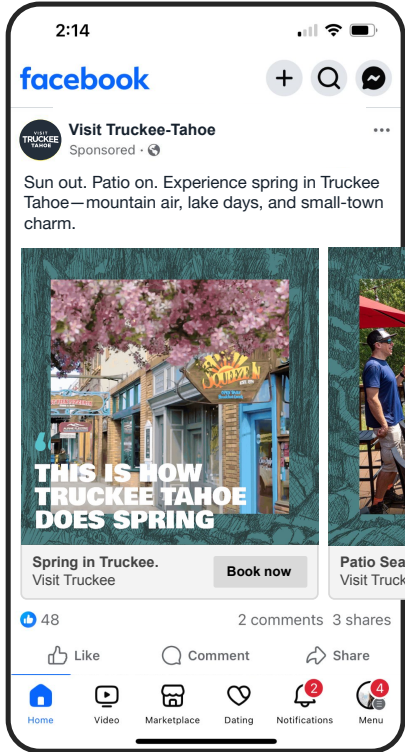
2% TTBD

\$889,000 Budget



SPRING CAMPAIGNS SUPPORTING LODGING DEMAND

VTT pairs seasonal inspiration with tactical lodging offers to keep Truckee Tahoe top-of-mind and move travelers from trip dreaming into overnight stay consideration.



Spring in Truckee.
Visit Truckee

Book now



Patio Season Starts Here
Visit Truckee

Book now



Time for the lake.
Visit Truckee

Book now



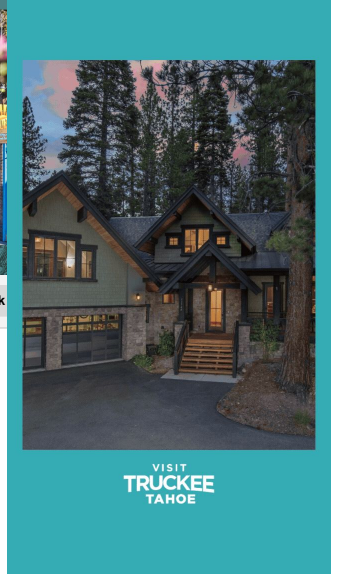
Explore the Outdoors.
Visit Truckee

Book now



Discover Truckee.
Visit Truckee

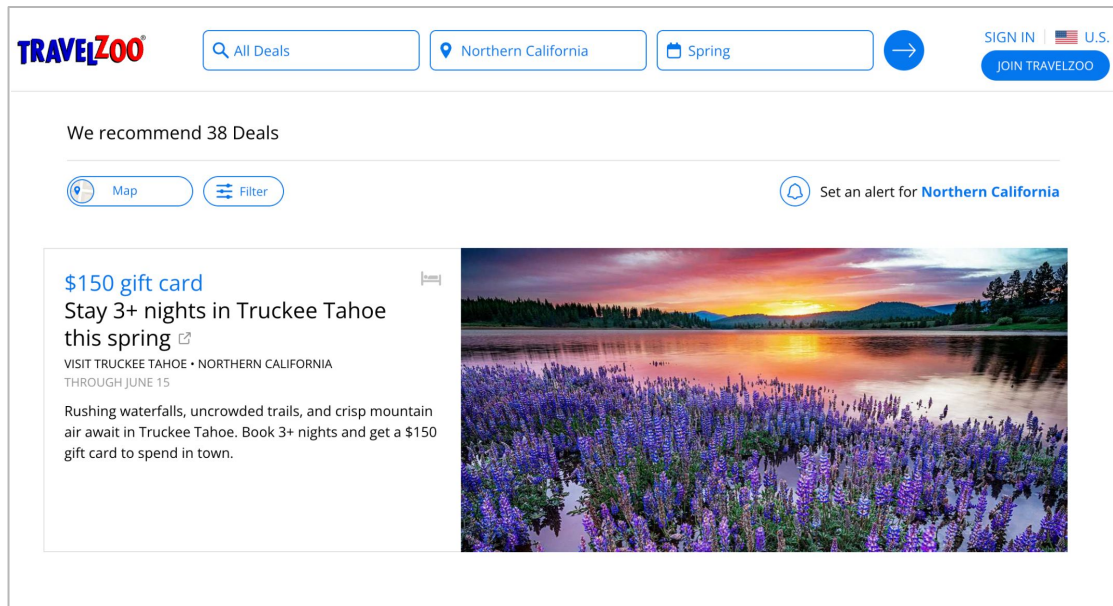
Book



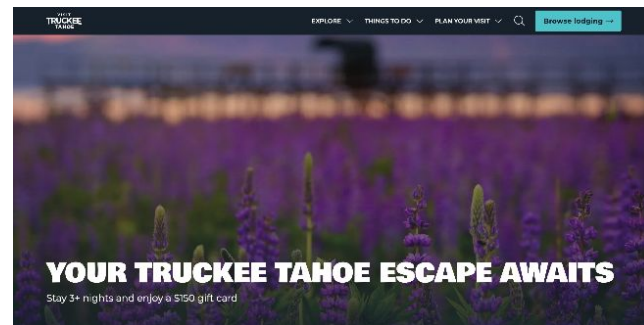
VISIT
TRUCKEE
TAHOE

TRAVELZOO PARTNERSHIP CAMPAIGN

This campaign launched in late April to test incremental reach opportunities among highly engaged travel deal audiences and drive spring overnight stays.



The screenshot shows the Travelzoo website interface. At the top left is the Travelzoo logo. To its right are search filters: "All Deals", "Northern California", and "Spring". There is a "SIGN IN" button with a U.S. flag and a "JOIN TRAVELZOO" button. Below the filters, it says "We recommend 38 Deals". There are "Map" and "Filter" buttons, and a bell icon with the text "Set an alert for Northern California". The main deal is titled "\$150 gift card Stay 3+ nights in Truckee Tahoe this spring". It includes the text "VISIT TRUCKEE TAHOE • NORTHERN CALIFORNIA THROUGH JUNE 15" and a description: "Rushing waterfalls, uncrowded trails, and crisp mountain air await in Truckee Tahoe. Book 3+ nights and get a \$150 gift card to spend in town." The deal is accompanied by a large image of a sunset over a lake with purple lupines in the foreground.



The banner image features a sunset over a lake with purple lupines in the foreground. The text reads: "YOUR TRUCKEE TAHOE ESCAPE AWAITS" and "Stay 3+ nights and enjoy a \$150 gift card". The top navigation bar includes "EXPLORE", "THINGS TO DO", "PLAN YOUR VISIT", and a "Browse lodging" button.



TRUCKEE TAHOE, WITH \$150 ON US

Spring in Truckee Tahoe is all about rushing waterfalls, uncrowded trails, and crisp mountain air. It's the perfect time to slow down and stay a little longer. Pounce your getaway through this exclusive Travelzoo offer and receive a \$150 gift card to dine, shop, and play.

[Book & Get \\$150](#)