

The Economic Impact of Travel

Truckee, California

2025p

June, 2026

PREPARED FOR
Visit Truckee-Tahoe



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The Economic Impact of Travel in Truckee, California

2025p

Visit Truckee-Tahoe

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PRIMARY RESEARCH CONDUCTED BY

Dean Runyan Associates
833 SW 11th Avenue Suite 920
Portland, Oregon 97205

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Truckee, CA

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Direct Spending

Summary

Perched just north of Lake Tahoe, Truckee, California acts as both a gateway and a hub to one of the west coast's most prized travel destinations. Travel spending in Truckee totalled \$246.1 million in 2025, a 1.9% or \$4.6 million increase compared to the previous year.

- **Direct travel-related spending** increased 1.9% from \$241.5 million in 2024 to \$246.1 million in 2025.
- **Taxable lodging sales** (gross lodging revenue) increased \$909.7 thousand or 1.5%, from \$62.6 million in 2024 to \$63.6 million in 2025.
- **Overnight visitors** who stayed in a hotel, motel, or STVR spent \$170.4 million in 2025, up 1.1% from the \$168.6 million reported in 2024.
- **Day visitors** spent \$37.1 million in 2025 which was 3.1% more than the \$36.0 million spent in 2024.
- **Overnight visitors** who stayed in any accommodation type spent \$209.0 million in 2025 which was nearly six times more than the \$37.1 million spent by day visitors and 84.9% of all travel-related spending.

In 2025, direct travel related spending was \$246.1 million, a **\$4.6 million or 1.9% increase** compared to the previous year.

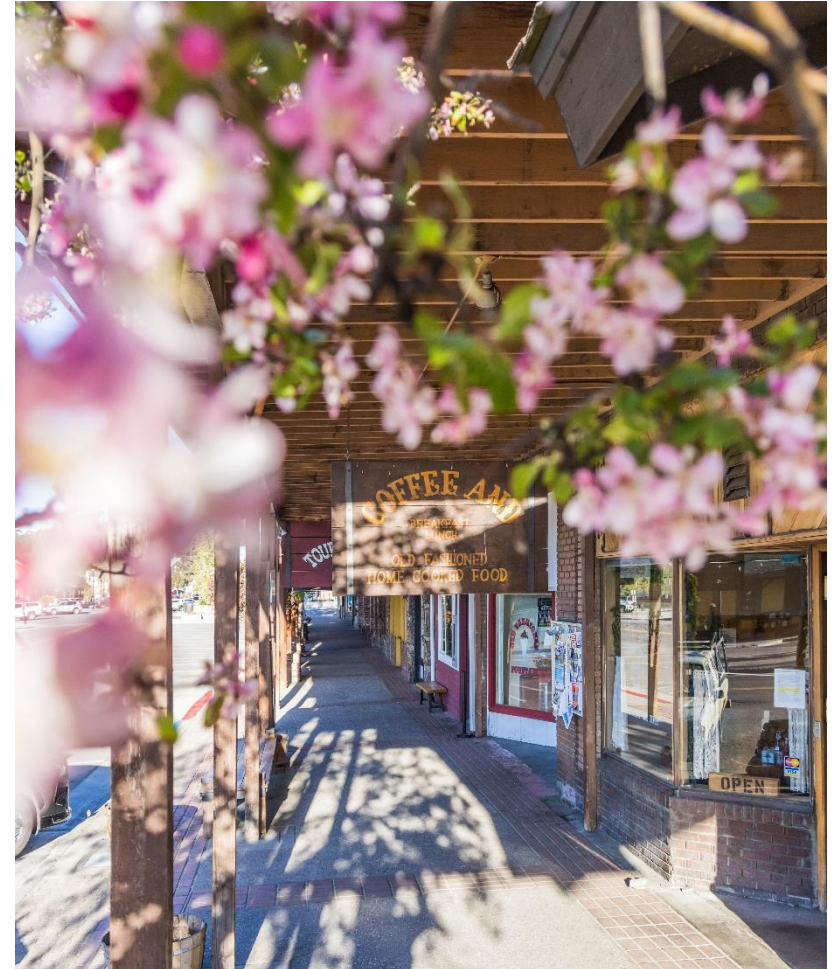
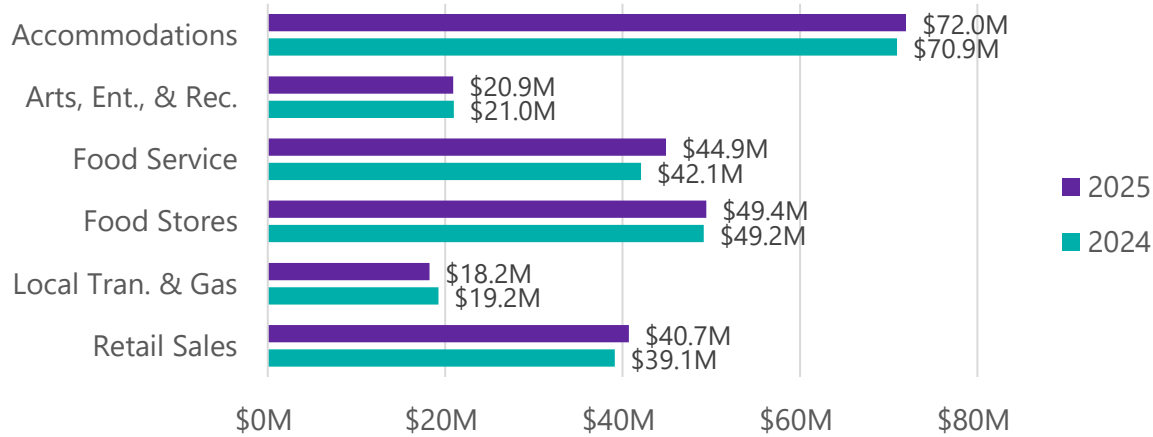


Photo by Visit Truckee-Tahoe

Note: Estimates included in this report are subject to revision if more complete data becomes available. All economic impacts are reported as direct impacts. Expenditures made by visitors staying outside the region are classified as "Day Travel". For more information on terminology used throughout the report see the Glossary on page 20.

Direct Spending

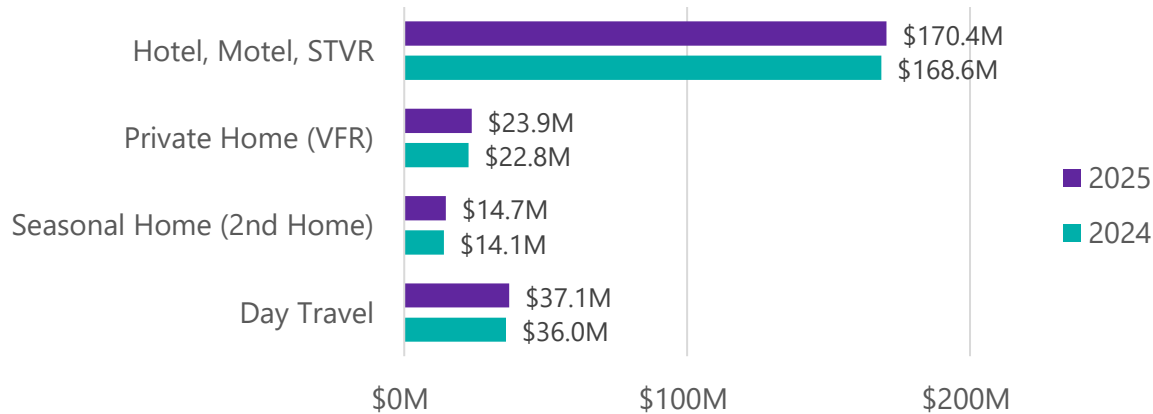
Visitor Spending by Commodity Purchased



Visitors spent \$72.0 million on accommodations in 2025, a **\$1.0 million or 1.4% increase** compared to the previous year.

Sources: Dean Runyan Associates, OmniTrak Group, U.S. Energy Information Administration, U.S. Bureau of Transportation Statistics

Visitor Spending by Accommodation Type



Visitors who stayed in a hotel, motel, or STVR contributed \$170.4 million, a **\$1.8 million or 1.1% increase** compared to the previous year.

Sources: Dean Runyan Associates, OmniTrak Group, AirDNA, Smith Travel Research, U.S. Census Bureau

Direct Employment and Earnings

Employment and Earnings

Employment (jobs) supported by visitor spending increased from 1,610 in 2024 to 1,670 in 2025.

- **Direct travel generated employment** gained approximately 60 jobs in 2025, a 3.7% increase compared to the previous year.
- **Accommodations and food services** (restaurants and lodging) account for the majority (62.9%) of total travel-generated employment.

Direct earnings generated by travel-related spending grew 11.2%, from \$60.7 million in 2024 to \$67.5 million in 2025.

- **Accommodations and food services** generated the largest increase of direct earnings, growing 15.0% between 2024 and 2025.
- **Accommodations and food services** also makes up the largest share of travel-generated earnings, accounting for 69.8% of earnings in 2025.



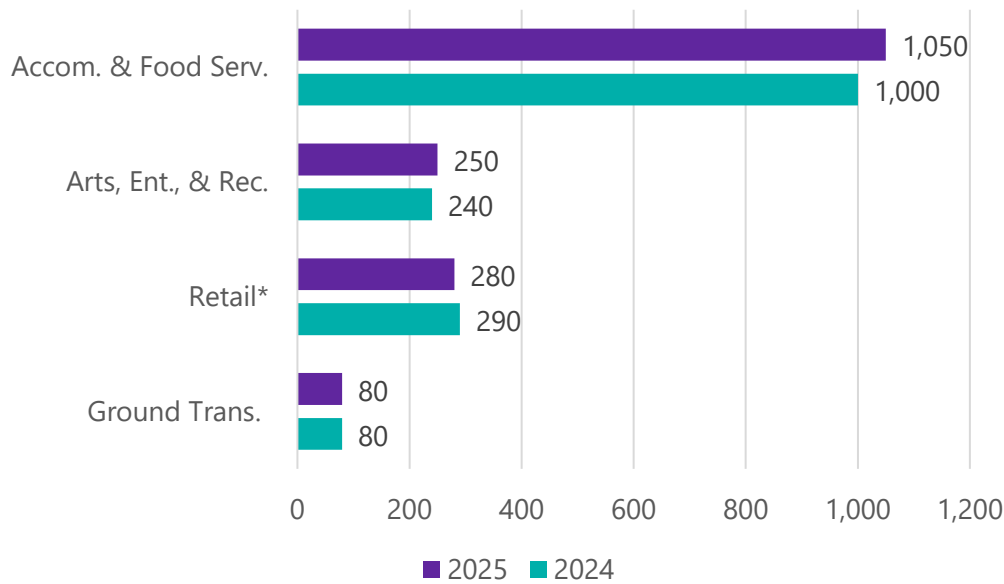
Photo by Visit Truckee-Tahoe

In 2025, direct earnings **increased 11.2%** and direct employment **increased by 60 jobs**.



Direct Employment and Earnings

Travel Industry Employment



Sources: Dean Runyan Associates.
*Retail includes gasoline station employment.



Photo by Visit Truckee-Tahoe

The Accommodations and Food Service industry **gained approximately 50 jobs in 2025, a 5.0% increase** compared to the previous year.

Direct Taxes and Fees

Taxes and Fees

Total taxes and fees generated by visitor spending (local tax, state tax, and tourism business improvement district (TBID) fees) increased 2.4%. Increased spending in more taxed categories like retail and food services generated this increase.

- **Local (city and county) tax** revenue increased 2.1% from \$11.1 million in 2024 to \$11.3 million in 2025.
- **State tax** revenue increased by 2.9%, from \$7.6 million in 2024 to \$7.9 million in 2025.
- **TBID fee** revenue was \$787.9 thousand in 2025, a 1.1% increase compared to the \$779.1 thousand collected in 2024.

Taxes and fees collected from travel related spending **increased 2.4%** from \$18.7 million in 2024 to \$19.2 million in 2025.

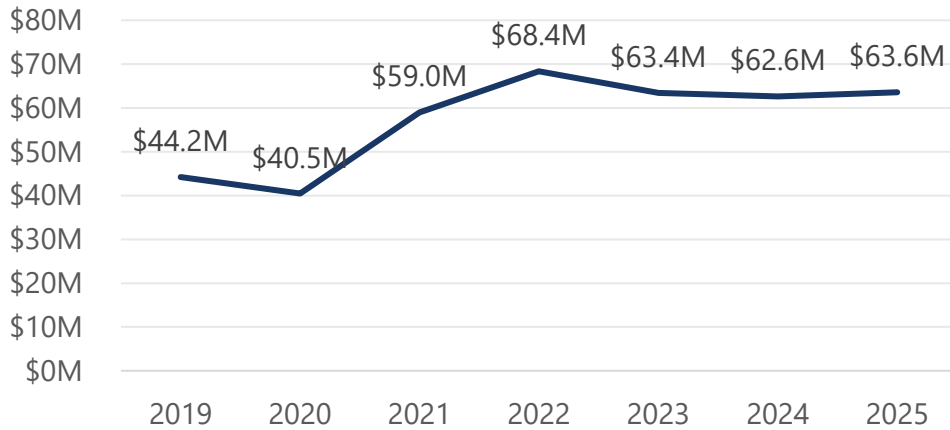


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Overnight Visitors

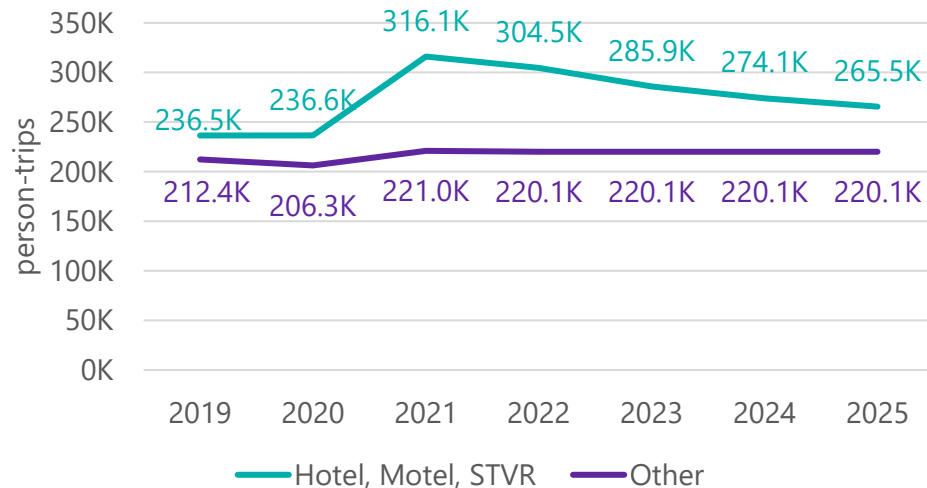
Taxable Lodging Sales



Taxable lodging sales reached \$63.6 million in 2025, a **\$909.7 thousand or 1.5% increase** compared to the previous year.

Sources: Truckee Finance Department

Overnight Visitor Volume



Despite higher lodging sales in 2025, room rate increases mean there were **3.2% fewer** hotel, motel, or STVR person-trips than the previous year.

Sources: City of Truckee, U.S. Census Bureau, AirDNA, Smith Travel Research, OmniTrak Group, Dean Runyan Associates

Overnight Visitors

Overnight Visitor Volume

- **Person-trips (overnight visitor volume)** decreased by approximately 8,700 or 1.8%, with 494,300 person-trips in 2024 and 485,600 person trips in 2025.
- **Person nights (nights spent by visitors)** were down 17,300 or 1.5%, shrinking from 1,167,900 in 2024 to 1,150,600 in 2025.

	2019	2020	2021	2022	2023	2024	2025
Overnight Visitors (Thousands)							
Person-Nights	1,070.6	1,058.1	1,254.6	1,229.0	1,191.6	1,167.9	1,150.6
Person-Trips	448.9	442.9	537.1	524.7	506.1	494.3	485.6
Overnight Visitor Parties (Thousands)							
Party-Nights	346.3	330.1	392.6	389.0	380.4	378.5	374.3
Party-Trips	140.5	133.8	162.3	160.7	156.4	155.5	153.3

Note: Figures rounded to the nearest thousand.
For more information on terminology, see the Glossary on page 20.

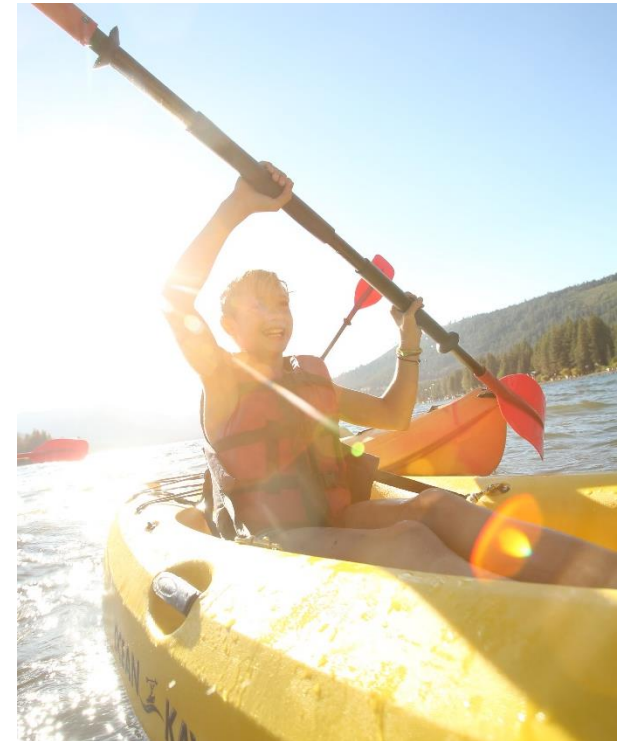


Photo by Visit Truckee-Tahoe



Overnight Visitors

Average Daily Spend

	Person		Party			
	Day	Trip	Day	Trip	Party Size	Length of Stay
Hotel, Motel, STVR	\$320	\$642	\$1,225	\$2,458	3.8	2.0
Private Home (VFR)	\$180	\$486	\$385	\$1,036	2.1	2.7
Other Overnight	\$30	\$86	\$85	\$241	2.8	2.8
All Overnight	\$182	\$430	\$558	\$1,363	3.1	2.4

On average, visitors who stayed in a hotel, motel, or STVR spent \$320 per day and stayed approximately 2.0 days.

Sources: U.S. Census Bureau, AirDNA, Smith Travel Research, OmniTrak Group, Dean Runyan Associates

Overnight Visitor Volume by Accommodation Type

	Person			Party		
	2023	2024	2025	2023	2024	2025
Nights						
Hotel, Motel, STVR	573,500	549,800	532,400	145,200	143,300	139,100
Private Home (VFR)	132,300	132,300	132,300	62,000	62,000	62,000
Other Overnight	485,900	485,900	485,900	173,200	173,200	173,200
All Overnight	1,191,600	1,167,900	1,150,600	380,400	378,500	374,300
Trips						
Hotel, Motel, STVR	285,900	274,100	265,500	72,400	71,500	69,300
Private Home (VFR)	49,100	49,100	49,100	23,000	23,000	23,000
Other Overnight	171,000	171,000	171,000	61,000	61,000	61,000
All Overnight	506,100	494,300	485,600	156,400	155,500	153,300

Note: Figures rounded to the nearest hundred.

Direct Impact Historical Trends

Summary Table

	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25	CAGR* 19-25
Spending (\$Millions)									
Visitor	183.1	145.5	228.2	255.5	243.9	241.5	246.1	1.9%	5.0%
Total	183.1	145.5	228.2	255.5	243.9	241.5	246.1	1.9%	5.0%
Earnings (\$Millions)									
Earnings	54.1	48.1	46.3	56.6	59.1	60.7	67.5	11.2%	3.8%
Employment (Jobs)									
Employment	1,510	1,320	1,400	1,570	1,600	1,610	1,670	3.7%	1.7%
Tax Revenue (\$Millions)									
Local	7.5	6.0	10.0	12.0	11.2	11.1	11.3	2.1%	7.1%
State	6.0	4.7	7.4	7.9	7.5	7.6	7.9	2.9%	4.7%
Total	13.5	10.7	17.4	19.8	18.7	18.7	19.2	2.4%	6.0%

Note: Details may not add to totals due to rounding. Percent change calculated on unrounded figures. Employment figures represent an annual average and are rounded to the nearest 10.

*CAGR stands for Compound Annual Growth Rate and shows the average rate of growth each year over a certain period.



Direct Travel Impacts

Detailed Spending Table

	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25	CAGR* 19-25
Spending (\$Millions)									
Visitor	183.1	145.5	228.2	255.5	243.9	241.5	246.1	1.9%	5.0%
Total	183.1	145.5	228.2	255.5	243.9	241.5	246.1	1.9%	5.0%
Visitor Spending by Type of Traveler Accommodation (\$Millions)									
Hotel, Motel, STVR	118.2	113.9	164.6	182.8	171.5	168.6	170.4	1.1%	6.3%
Hotel, Motel	44.0	38.8	57.1	67.2	64.4	68.0	69.0	1.4%	7.8%
STVR	74.2	75.1	107.5	115.6	107.1	100.6	101.4	0.8%	5.3%
Private Home (VFR)	18.7	6.3	20.9	22.4	22.6	22.8	23.9	4.8%	4.1%
Seasonal Home (2nd Home)	9.9	14.1	12.6	13.9	14.0	14.1	14.7	4.5%	6.8%
Day Travel	36.3	11.2	30.1	36.4	35.9	36.0	37.1	3.1%	0.4%
Total	183.1	145.5	228.2	255.5	243.9	241.5	246.1	1.9%	5.0%
Visitor Spending by Commodity Purchased (\$Millions)									
Accommodations	49.5	44.8	66.3	77.4	71.8	70.9	72.0	1.4%	6.4%
Food Service	31.3	25.3	39.5	42.1	40.0	42.1	44.9	6.7%	6.2%
Food Stores	36.8	28.6	45.2	49.9	50.0	49.2	49.4	0.5%	5.0%
Arts, Ent. & Rec.	17.8	12.2	19.8	20.9	20.4	21.0	20.9	-0.3%	2.8%
Retail Sales	34.4	24.0	39.7	43.2	41.6	39.1	40.7	4.1%	2.9%
Local Tran. & Gas	13.4	10.7	17.7	22.0	20.1	19.2	18.2	-5.3%	5.3%
Total	183.1	145.5	228.2	255.5	243.9	241.5	246.1	1.9%	5.0%

Note: Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

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For more information on terminology, see the Glossary on page 20.

Direct Travel Impacts

Detailed Impacts Table

	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25	CAGR* 19-25
Earnings (\$Millions)									
Accom. & Food Serv.	33.9	28.1	30.1	37.9	38.7	41.0	47.1	15.0%	5.6%
Arts, Ent. & Rec.	6.4	5.6	4.9	5.8	6.1	6.4	6.6	2.2%	0.5%
Retail**	12.1	12.6	10.0	10.7	12.0	11.9	12.3	3.2%	0.3%
Ground Trans. & Other Travel	1.8	1.8	1.3	2.1	2.2	1.4	1.5	12.0%	-2.3%
Total	54.1	48.1	46.3	56.6	59.1	60.7	67.5	11.2%	3.8%
Employment (Jobs)									
Accom. & Food Serv.	930	770	840	980	990	1,000	1,050	5.0%	2.0%
Arts, Ent. & Rec.	240	220	220	250	250	240	250	4.2%	0.7%
Retail**	270	270	270	270	290	290	280	-3.4%	0.6%
Ground Trans. & Other Travel	60	60	70	80	80	80	80	0.0%	4.9%
Total	1,510	1,320	1,400	1,570	1,600	1,610	1,670	3.7%	1.7%
Tax Revenue (\$Millions)									
City***	6.6	5.3	8.9	10.7	10.0	9.9	10.1	1.9%	7.4%
County	0.9	0.7	1.1	1.2	1.2	1.2	1.2	4.2%	4.6%
State	6.0	4.7	7.4	7.9	7.5	7.6	7.9	2.9%	4.7%
Total	13.5	10.7	17.4	19.8	18.7	18.7	19.2	2.4%	6.0%

Note: Details may not add to totals due to rounding. Percent change calculated on unrounded figures. Employment figures represent an annual average and are rounded to the nearest 10.

*CAGR stands for Compound Annual Growth Rate and shows the average rate of growth each year over a certain period.

**Retail includes gasoline station employment and earnings.

***City tax receipts include TBID fee revenue.

For more information, see the Glossary on page 20.



Secondary Impacts

Largest Secondary Industries 2025p

The impacts in this section are presented in eleven major industry groups. These industry groups are similar, but not identical to the business categories used to report the direct impacts in this report. (The specific industries that comprise these groups are listed in IMPLAN/Secondary Effects.)

- **Professional Services** (\$14.0 million in earnings and 183 jobs) A variety of administrative services (e.g., accounting and advertising) are utilized by travel businesses. Employees of these businesses also purchase professional services.
- **Information** (\$8.1 million in earnings and 19 jobs) The secondary effects are primarily induced, such as employees of travel-related businesses use of publishing and recording services.
- **Other Services** (\$6.3 million in earnings and 39 jobs) Employees and travel businesses utilize service providers such as repair shops, laundry, maintenance, and business services.
- **Trade** (\$4.1 million in earnings and 56 jobs) Both businesses and individuals purchase goods from local retail and wholesale distributors.

Note: The indirect and induced impact estimates reported here apply to the entire county and do not necessarily reflect economic patterns for individual cities within the county. In general, geographic areas with lower levels of economic activity will have smaller secondary impacts within those same geographic boundaries.



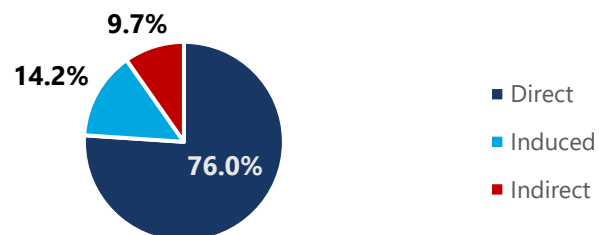
Indirect and induced impacts are the two categories of secondary economic impacts.

What are secondary impacts?

Secondary impacts are the result of re-spending of travel-related revenues. **Indirect** impacts represent effects associated with industries that supply goods and services to the direct businesses. **Induced** impacts represent effects of purchases made by employees in both the direct and indirect businesses.

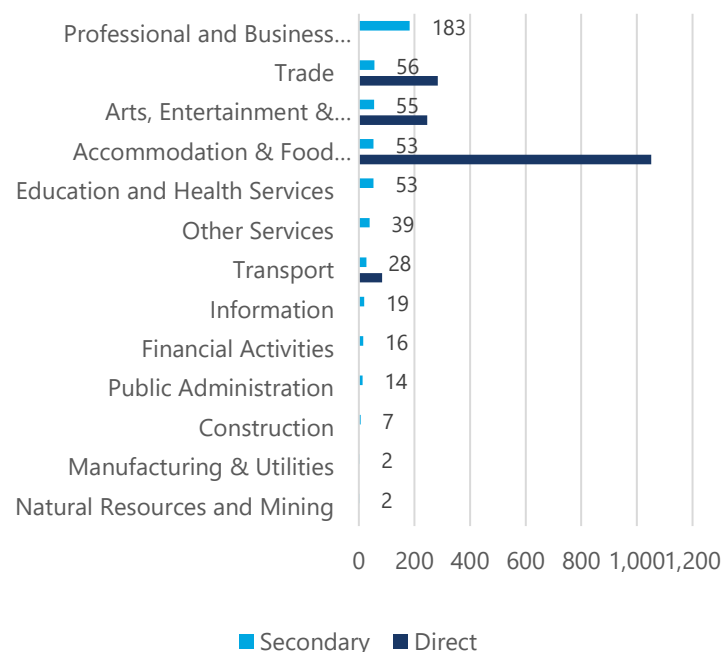
Secondary Impacts

Total Employment 2025p



Accommodations and Food Services provided the most direct jobs. **Professional and Business Services** generated the most secondary jobs.

Total Employment by Industry Group 2025p

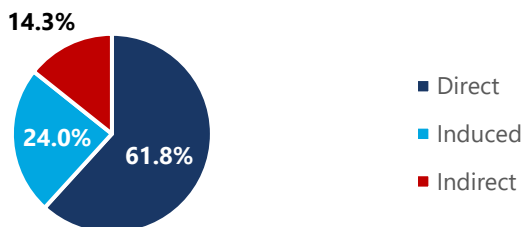


Industry Group	Secondary				Grand Total
	Direct	Indirect	Induced	Total	
Accommodation & Food Serv.	1,052	33	20	53	1,105
Arts, Entertainment & Rec.	246	43	11	55	301
Trade	284	18	38	56	340
Transport	84	13	15	28	112
Professional and Business Serv.	0	152	31	183	183
Natural Resources and Mining	0	1	1	2	2
Construction	0	5	2	7	7
Manufacturing & Utilities	0	2	0	2	2
Information	0	14	6	19	19
Financial Activities	0	8	8	16	16
Education and Health Serv.	0	1	51	53	53
Other Services	0	15	23	39	39
Public Administration	0	8	6	14	14
All industries	1,666	312	213	525	2,191



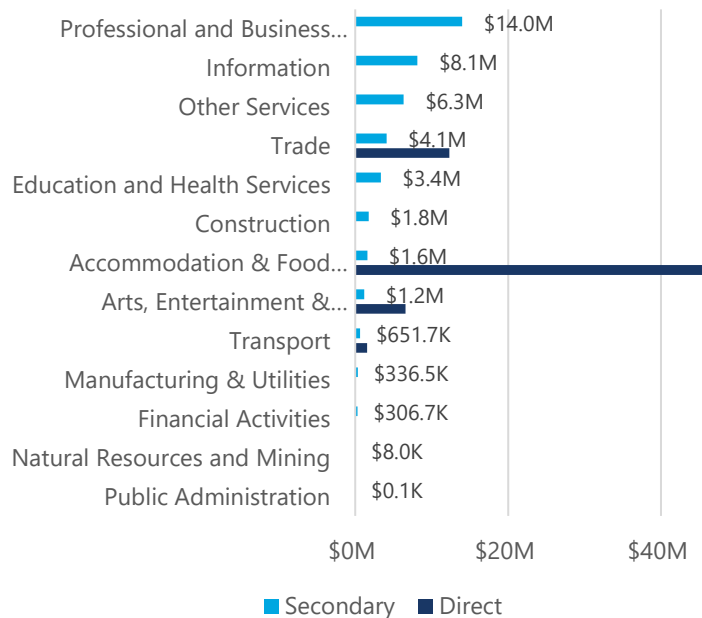
Secondary Impacts

Total Earnings 2025p



Accommodations and Food Services had the most direct earnings. **Professional and Business Services** generated the most secondary earnings.

Total Earnings by Industry Group 2025p



Industry Group	Secondary			Total	Grand Total
	Direct	Indirect	Induced		
Accommodation & Food Serv.	47.1	0.8	0.8	1.6	48.7
Arts, Entertainment & Rec.	6.6	0.9	0.3	1.2	7.8
Trade	12.3	0.8	3.3	4.1	16.4
Transport	1.5	0.3	0.3	0.7	2.2
Professional and Business Serv.	0.0	11.4	2.7	14.0	14.0
Natural Resources and Mining	0.0	0.0	0.0	0.0	0.0
Construction	0.0	1.2	0.5	1.8	1.8
Manufacturing & Utilities	0.0	0.2	0.1	0.3	0.3
Information	0.0	7.3	0.9	8.1	8.1
Financial Activities	0.0	0.2	0.1	0.3	0.3
Education and Health Serv.	0.0	0.1	3.3	3.4	3.4
Other Services	0.0	3.0	3.4	6.3	6.3
Public Administration	0.0	0.0	0.0	0.0	0.0
All industries	67.5	26.2	15.6	41.8	109.3

Note: Figures reported in millions, values may not add due to rounding.

Glossary

Term	Definition
Campground	Privately or publicly owned campgrounds used for overnight stays in a destination
Commodity Type	A specific type of goods or service catering, at least partially, to visitors. Examples include accommodations, food service, and transportation
Day Travel	Greater than 50 miles traveled non-routine to the destination
Destination Spending	Interchangeable with Visitor Spending. Direct spending made by visitors in a destination
Direct Earnings	Total after-tax net income for travel. Includes wages and salary disbursements, proprietor income, and other earned income or benefits
Direct Employment	Employment generated by direct spending; includes full time, part time, seasonal, and proprietors
Direct Spending	Expenditures made by consumers; a combination of Visitor Spending and Other Spending
Hotel, Motel, STVR	Accommodation types that house transient lodging activity
Industry Type	A category of business that provides goods or services. Industry groups often include more than one commodity type, such as accommodations and food services
Local Taxes	City and county taxes generated by travel spending
Other Overnight	Combination of overnight visitors who stay in campgrounds or 2nd homes
Other Spending	Spending by residents on travel arrangement services, or spending for convention activities
Person-Nights	The number of nights spent by individual visitors in a destination including paid and unpaid accommodations
Person-Trips	The number of trips spent by individual visitors in a destination including paid and unpaid accommodations
Private Home (VFR)	Personal residences used to host visiting friends and family overnight
State Taxes	State taxes generated by travel spending
STVR	Short Term Vacation Rental. Private and semi-private lodging rented by owners or property management companies (e.g. Airbnb, VRBO)
Seasonal home (2nd home)	Homes under private ownership for personal use as a vacation property
Visitor Spending	Direct spending made by visitors staying in a destination. This includes spending by visitors staying in a seasonal home and guests staying in unpaid accommodations like private home (VFR)



Methodology

The direct travel impacts reported in this analysis were estimated using DRA's Regional Travel Impact Model (RTIM). First developed in 1985, this model estimates direct impacts at a local level without relying on annual survey research. The "bottom up" approach of the RTIM involves modeling of private and public data at the county level, ensuring that the final findings correspond closely with the various travel indicators available for each respective county. Results are then aggregated into regions and the state or disaggregated to the city level based on relevant indicators at these geographic levels. The result is a detailed profile of taxes, employment, wages, and spending that can be tracked consistently over time.

The economic impact associated with day visitors and overnight visitors is a primary breakout included in this report. Lodging tax data and survey data on visitor expenditures inform estimates of total spending associated with overnight visitors who stay in commercial lodging in the studied region. DRA maintains our own expenditure distribution database for each state we work in, with input from multiple major survey providers. The inventory of campgrounds is collected for commercial and public sites, and occupancy is modeled based on a representative subset of sites. Sales attributable to travelers staying in their second homes are calculated from inventories from the US Census and public information on average utilization rates. Visitation of friends and relatives (VFR) is generally stable across time and geography, the primary driver for a destination being the local resident population. Estimates of visitor spending related to day travel can be driven by several factors, including proximity to nearby populous areas, opportunities for recreation and shopping, and inventory of lodging options compared to surrounding areas. Baseline estimates for day visitation are calculated as a factor of overnight visitation, the factor being derived from regional results of national visitor profile data.

Spending on travel-related activities translates into jobs, earnings, and taxes. Calculation of these direct impacts relies on public data on jobs, wages, and business receipts by industry for each geographical area. State and local taxes on travel-related business also factor into triangulating direct travel impacts. DRA estimates overnight visitor volume by cross-referencing visitor surveys and lodging data. Because of this, the volume estimates reported here may not align with estimates that rely solely on visitor surveys. Visitor Spending is a more reliable metric than Visitor Volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel volume estimates are not included because of data limitations.

Findings in this report have been compared to various public and private data sources to ensure that the economic impacts estimates are as accurate as possible. Key private data sources used for the purposes of this analysis include STR, KeyData, AirDNA, and OmniTrak. Public data sources include the US Census, Bureau of Economic Analysis (BEA), Bureau of Labor Statistics (BLS), Energy Information Administration (EIA), Bureau of Transportation Statistics (BTS), California Employment Development Department (CEDD), and the city of Truckee.