

VISIT TRUCKEE TAHOE

VISIT TRUCKEE-TAHOE ► STRATEGIC DASHBOARD FY 25/26–26/27

VISION

Our vision is a thriving community that welcomes all people to enjoy and protect Truckee's mountain environment now and for future generations.

MISSION

We promote, protect and enhance Truckee as an authentic mountain town.

GUIDING PRINCIPLE

We serve our lodging business members, partner with key organizations and balance our actions for the well-being of our community.

OVERNIGHT VISITOR ATTRACTION	TOURISM ADVOCACY & ECONOMY	DESTINATION EXPERIENCE & STEWARDSHIP
PRIORITY 1: ELEVATE BRAND PERCEPTION Objective: Increase awareness and positive perception of Truckee as a sustainable, community-centric mountain and lake town destination among target audiences. KPIs: → % awareness in target markets → % consideration for future visitation PRIORITY 2: DRIVE OFF-PEAK VISITATION Objective: Increase overnight visitation during midweek and shoulder season periods while maintaining a balanced visitor economy year-round. KPIs: → Shoulder season share of annual room nights → Midweek occupancy rate (YoY)	PRIORITY 3: ADVOCATE FOR TOURISM & STRENGTHEN INDUSTRY ALIGNMENT Objective: Protect and strengthen Truckee's \$245.7M tourism economy by demonstrating tourism's community value, advocating for policies that support responsible economic growth, and strengthening stakeholder coordination. KPIs: → Resident sentiment toward tourism → VTT stakeholder approval rating → STR permit utilization rate	PRIORITY 4: ENHANCE DESTINATION EXPERIENCE & AMPLIFY STEWARDSHIP Objective: Improve the Truckee experience for residents and visitors alike, and leverage VTT's marketing reach to connect and amplify stewardship initiatives that protect Truckee's environment and community character. KPIs: → Increased visitor ridership in public transportation programs → Resident quality of life
COUNCIL ALIGNMENT: Economic Vitality	COUNCIL ALIGNMENT: Enhanced Communication	COUNCIL ALIGNMENT: Environmental Sustainability

TRUCKEE TOURISM ECOSYSTEM — KEY GROUPS

LODGING INDUSTRY

Property Managers, Independents, Hoteliers

TOURISM ECONOMY

TDMA, Chamber of Commerce, Outdoor Recreation, Retailers

DESTINATION PARTNERS

Ski Areas, USFS, Non-Profits, TDRPD, State Parks, Visit California

COMMUNITY

Year-round Residents, 2nd Homeowners, Business Owners, Inbound Workers, Visitors

PRIORITY 1: ELEVATE BRAND PERCEPTION

OBJECTIVE

Increase awareness and positive perception of Truckee as a sustainable, community-centric mountain and lake town destination among target audiences.

MEASURABLE OUTCOMES

- Increase awareness of Truckee in target markets
- Improve brand consideration for future visitation among target audiences
- Grow positive brand sentiment across digital channels
- Increase Truckee’s visibility in AI-powered search and discovery platforms

STRATEGIES

- Deploy unified brand platform across all owned, earned, and paid channels
- Invest in high-quality seasonal content (photo, video, editorial) that reinforces brand attributes, with emphasis on authentic community and visitor voices
- Target sustainability-minded, high-yield travelers through intentional audience segmentation
- Leverage AI-powered trip planning (Mindtrip) to move visitors from inspiration to action
- Optimize content for AI and generative search discoverability — structured content, entity-based SEO, and consistent brand attribute association across third-party sources
- Expand into fly markets to diversify geographic reach beyond drive markets
- Pursue earned media that reinforces brand perception — destination features, “best of” lists, and sustainability-focused coverage
- Share desired brand perception with lodging and destination partners through tools, resources, and brand asset adoption

KEY PERFORMANCE INDICATORS	BASELINE / TARGET
% awareness in target markets	Establish baseline via brand tracking study
% consideration for future visitation	Establish baseline via brand tracking study
Earned media impressions & positive mentions	Increase YoY (establish EOY)
AI search visibility (presence in AI-generated travel recommendations)	Establish baseline and monitoring methodology
Paid media impressions	Increase YoY (establish EOY)

PRIORITY 2: DRIVE OFF-PEAK VISITATION

OBJECTIVE

Increase overnight visitation during midweek and shoulder season periods while maintaining a balanced visitor economy year-round.

MEASURABLE OUTCOMES

- Increase shoulder season share of total annual room nights
- Increase midweek occupancy rate year-round
- Sustained year-round demand
- Develop meetings & groups as a new midweek demand segment

STRATEGIES

- Prioritize paid media investment in shoulder seasons to drive demand when it's needed most
- Develop and promote seasonal offers and longer-stay incentives with lodging partners
- Sponsor and support events timed to shoulder season and midweek periods, evaluated against clear criteria: multi-night stay potential, regional/out-of-area draw, and alignment with brand values
- Schedule press trips, influencer visits, and media familiarization tours during spring and fall
- Create dedicated shoulder season and off-peak content optimized for search and AI discovery
- Develop lodging planning content (guides, neighborhood profiles, accommodation comparisons) that drives qualified referral traffic to partner booking channels
- Develop meetings & groups strategy to support midweek occupancy and emerging hotel inventory (Year 2 activation — Year 1: conduct feasibility assessment, define Truckee's meetings product, identify target segments)

KEY PERFORMANCE INDICATORS	BASELINE / TARGET
% of annual room nights in shoulder/off-peak periods (Sept-Nov & April-June)	FY 23/24: 33.9% / FY 24/25: 34.4% FY 25/26: 25.8%*
Midweek occupancy rate (M-F)	FY 23/24: 27.0% / FY 24/25: 30.5% / FY 25/26: 28.5%*
Sustained year-round demand (occupancy rate)	VR: 32.8% H: 45.2% (25/26) / VR: 33.4% H: 46%
Estimated room nights from VTT-sponsored events	3,587 total nights (2025) / 4,000 (2026)
Referral traffic to lodging partner booking channels	11.5k (24/25) / TBD (25/26) / TBD (26/27)
Meetings & groups pipeline	Complete feasibility assessment and set baseline, track annually

* FY 25/26 data is YTD and not complete

PRIORITY 3: ADVOCATE FOR TOURISM & STRENGTHEN INDUSTRY ALIGNMENT

OBJECTIVE

Protect and strengthen Truckee’s \$245.7M tourism economy by demonstrating tourism’s community value, advocating for policies that support responsible economic growth and overnight visitation, and strengthening coordination among tourism stakeholders.

MEASURABLE OUTCOMES

- Increase community understanding of tourism’s economic and social contribution
- Maintain a proactive advocacy presence on policies and regulations affecting lodging and tourism
- Support STR program optimization by providing data and recommendations to the Town of Truckee
- Strengthen industry cohesion across lodging sectors and tourism stakeholders

STRATEGIES

- Proactively communicate tourism's community impact through visitor-paid taxes, including the contribution to Measure K workforce housing funding
- Invest in analytics tools to quantify VTT’s marketing influence on visitor spending, jobs, and tax revenue

STRATEGIES CONT

- Further develop crisis communication protocols and coordinate destination messaging during disruptions affecting lodging operations and visitor experience
- Conduct resident and lodging payor sentiment surveys to track perception and guide program refinements
- Ongoing outreach and education with residents, businesses, and stakeholders on tourism’s role in Truckee's economy
- Implement VTT's Advocacy Platform to proactively engage on policies, ordinances, and regulations affecting lodging and tourism
- Provide data and recommendations to the Town of Truckee on STR optimization
- Convene biannual lodging stakeholder meetings to facilitate peer exchange, share market trends and performance insights, and strengthen coordination across the lodging sector
- Participate in local and regional forums representing lodging and tourism perspectives

KEY PERFORMANCE INDICATORS	BASELINE / TARGET
Resident sentiment toward tourism	50% approval (25/26) / 52% approval (26/27)
VTT approval rating among tourism economy stakeholders	50% satisfaction rate (25/26) / 52% satisfaction rate (26/27)
Influenced visitor spending (Tourism Economics)	Increase YoY from \$770K baseline (Jul–Nov 2025)
Influenced local tax revenue	Increase YoY from \$40K baseline (Jul–Nov 2025)
STR permit utilization rate	18% inactive permits / 0% inactive, 238-p waitlist/ 1-10 p waitlist
Number of policy and regulatory engagements where VTT provided data or formal input	Set baseline, track annually

PRIORITY 4: ENHANCE DESTINATION EXPERIENCE & AMPLIFY STEWARDSHIP

OBJECTIVE

Improve the Truckee experience for residents and visitors alike, and leverage VTT’s marketing reach to connect and amplify stewardship initiatives that protect Truckee’s environment and community character.

MEASURABLE OUTCOMES

- Improve visitor navigation, wayfinding, and sense of place in Truckee
- Increase reach and visibility of stewardship and responsible travel messaging through VTT channels
- Shape visitor behavior to align with Truckee’s environmental values and climate action goals
- Grow the Sustainable Truckee Gift Card as a tool for local spending and stewardship funding
- Improve visitor distribution across Truckee’s recreational and downtown assets.

STRATEGIES

- Maintain and expand visitor-facing tools including visitor map, wayfinding signage, downtown banners, and AI trip planner
- Develop lodging and destination partner resources that help shape a consistent, high-quality experience
- Support programs and infrastructure improvements most likely to enhance the experience for both residents and visitors

STRATEGIES CONT

- Promote partner-led stewardship programs to attract values-aligned visitors, educate guests during their stay, and influence positive behavior in market
- Develop and distribute visitor behavior campaigns aligned with the Town’s climate action goals (carbon neutrality by 2045)
- Amplify responsible travel messaging across visitor touchpoints — website, AI planner, visitor map, email, social, and lodging partner channels
- Grow the Sustainable Truckee Gift Card program — keeping visitor spending local while funding stewardship projects
- Participate in regional stewardship collaborations including the Lake Tahoe Destination Stewardship Council and Climate Transformation Alliance

KEY PERFORMANCE INDICATORS	BASELINE / TARGET
Sustainable Truckee Gift Card sales	\$55K (2025) /
Stewardship and responsible travel content reach	Establish baseline, increase YoY
Increase car-free travel participation from visitors	Establish baseline, increase YoY