

The Economic Impact of Travel

Truckee, California

2022p

September 2023

PREPARED FOR
Visit Truckee-Tahoe



Page intentionally blank



The Economic Impact of Travel in Truckee, California

2022p

Visit Truckee-Tahoe

9/5/2023

PRIMARY RESEARCH CONDUCTED BY

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

Photo by Katey Hamill

Table of Contents

SUMMARY	6
DIRECT TRAVEL IMPACTS	7
VISITOR SPENDING	7
TAXES AND FEES GENERATED BY VISITOR SPENDING	8
EMPLOYMENT AND EARNINGS.....	9
SUMMARY TABLE.....	10
SUMMARY GRAPHS.....	11
DETAILED TABLES.....	12
DIRECT SPENDING.....	14
DIRECT EMPLOYMENT.....	15
TRAVEL ACTIVITY TRENDS.....	16
TAXABLE LODGING SALES	16
OVERNIGHT VISITOR VOLUME.....	16
OVERNIGHT VISITOR DETAILS.....	17
OVERNIGHT VISITOR VOLUME.....	17
OVERNIGHT VISITOR AVERAGE EXPENDITURE, LENGTH OF STAY, PARTY SIZE.....	18
SECONDARY TRAVEL IMPACTS.....	19
LARGEST SECONDARY INDUSTRIES.....	19
TOTAL EMPLOYMENT.....	20
TOTAL EARNINGS.....	21
GLOSSARY.....	22
METHODOLOGY	23



Truckee, California
2022p

Truckee / Summary

Direct Travel Impacts 2022p

LEAVE THIS BOX BLANK until THE REPORT IS DONE. I WILL WRITE THIS.

Calendar year vs. fiscal year.

<https://www.travelstats.com/dashboard/truckeeca>

Placeholder

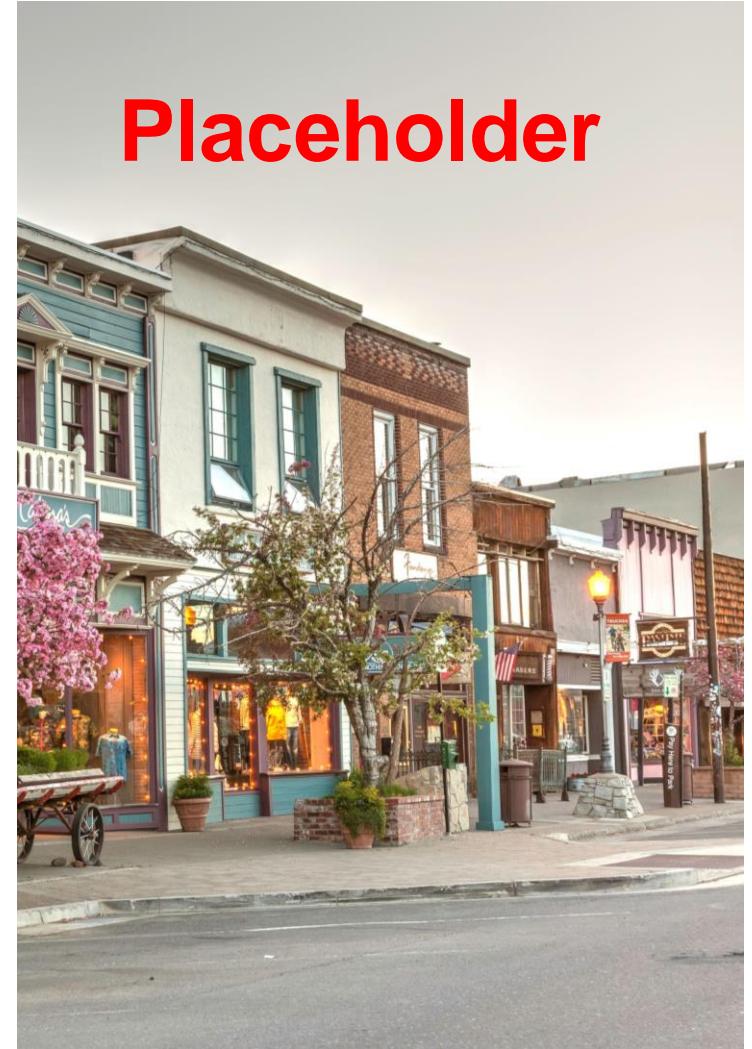


Photo by ClickTahoe

Note: Estimates are subject to revision if more complete data becomes available. Estimates for 2022 are preliminary – thus "2022p."

Truckee / Direct Travel Impacts

Visitor Spending

In 2022, visitor spending¹⁹ (day and overnight) totaled **\$252.1M** in Truckee, California across all travel-related commodities*, a **10.6%** increase from \$227.9M in 2021.

- **Visitor spending** grew from \$182.3M in 2019 to \$252.1M in 2022, a 38.3% increase.
- While visitor spending increased across all commodities in 2022, inflation contributed to a significant increase in spending²⁰ **accommodations** at **14.3%** and local transportation and gasoline at **23.2%**.
- **Taxable lodging sales** (gross lodging revenue) increased to \$75.5M in 2022 vs. \$66.1 in 2021, an increase of **14.2%**.

Overnight vs. Day Visitors

Visitors who stayed in a hotel or short-term vacation rental spent \$179.6M in 2022, up **9.3%** compared to the \$164.3M overnight guests spent in 2021.

- **Day visitors** spent \$36.2M in 2022, up **20%** compared to the \$30.1M in 2021.
- **Overnight visitors**²¹ spent \$215.9 M in 2022, approximately **5X** more than the spending by day visitors.

Visitor Spending in Truckee increased **10.6%** to \$252.1 Million in 2022.

* Visitor spending and travel-related commodities are defined in the glossary on page 22.

**Overnight visitors are visitors who stay overnight in any accommodation type, including vacation/second home or with friends/family.



Photo by ClickTahoe

Truckee / Direct Travel Impacts

Taxes and Fees Generated by Visitor Spending

Total Taxes and fees generated by  visitor spending (local tax, state tax, and TBID) increased 12.3% compared to 2021 despite there being fewer overnight visitors (see pg. 16-17). Local Tourism Business Improvement District (TBID) fee revenue grew from \$16.66M in 2021 to \$18.7M in 2022, marking an additional \$2M in just one year.

- **Local (city + county) tax** receipts increased from \$9.4M in 2021 to \$11.1 in 2022 for an additional \$1.7M over one year, an **18.1%** increase. In comparison to 2019, local tax receipts increased from \$7M to \$11.1M for an additional \$4.1M, up **58.6%**.
- **State tax** receipts increased from \$7.2M in 2021 to \$7.6M in 2022 for an additional \$400K over one year, a **5.6%** increase. Since 2019, state tax receipts have increased from \$5.9 to \$7.6 or \$1.7M, up **28.8%**.
- In comparison to 2019 (pre-COVID), **total tax receipts (state + local) and local TBID tourism fees** grew from \$12.9M to \$18.7M, an increase of \$5.8M or **44.8%**.



Taxes and fees increased with fewer overnight visitors. In 2022, local tax receipts increased **18.1%** and state tax receipts increased **5.6%** compared to the previous year

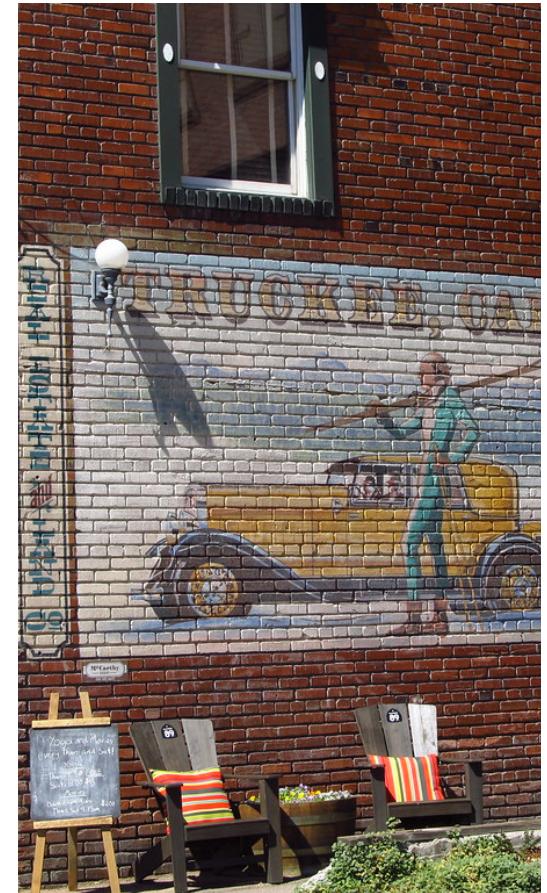


Photo by Jasperado CC BY-NC-ND 2.0

Truckee / Direct Travel Impacts

Employment and Earnings

Employment (jobs) supported by visitor spending increased from 1,400 in 2021 to 1,500 in 2022, a **12.3%** year-over-year increase.

- Overall, **travel-related employment** has surpassed pre-COVID levels of 1,500 travel-related jobs in 2019 to 1,560 in 2022.
- **Food services and accommodations** (restaurants and lodging) account for 61.5% of the travel-related employment.

Direct Earnings* generated by travel increased from \$47M in 2021 to \$56.3M in 2022, a gain of **19.6%** year over year.

- Direct earnings did not surpass pre-COVID levels, the \$56.3M in 2022 was still 12.7% less than the \$61.5M in 2019.



In 2022, the number of jobs increased by **12.3%** and direct earnings increased by **19.6%**.

* Direct earnings is defined in the glossary on page 22.



Photo by Maria Lindsey via Pexels

Truckee / Direct Travel Impacts

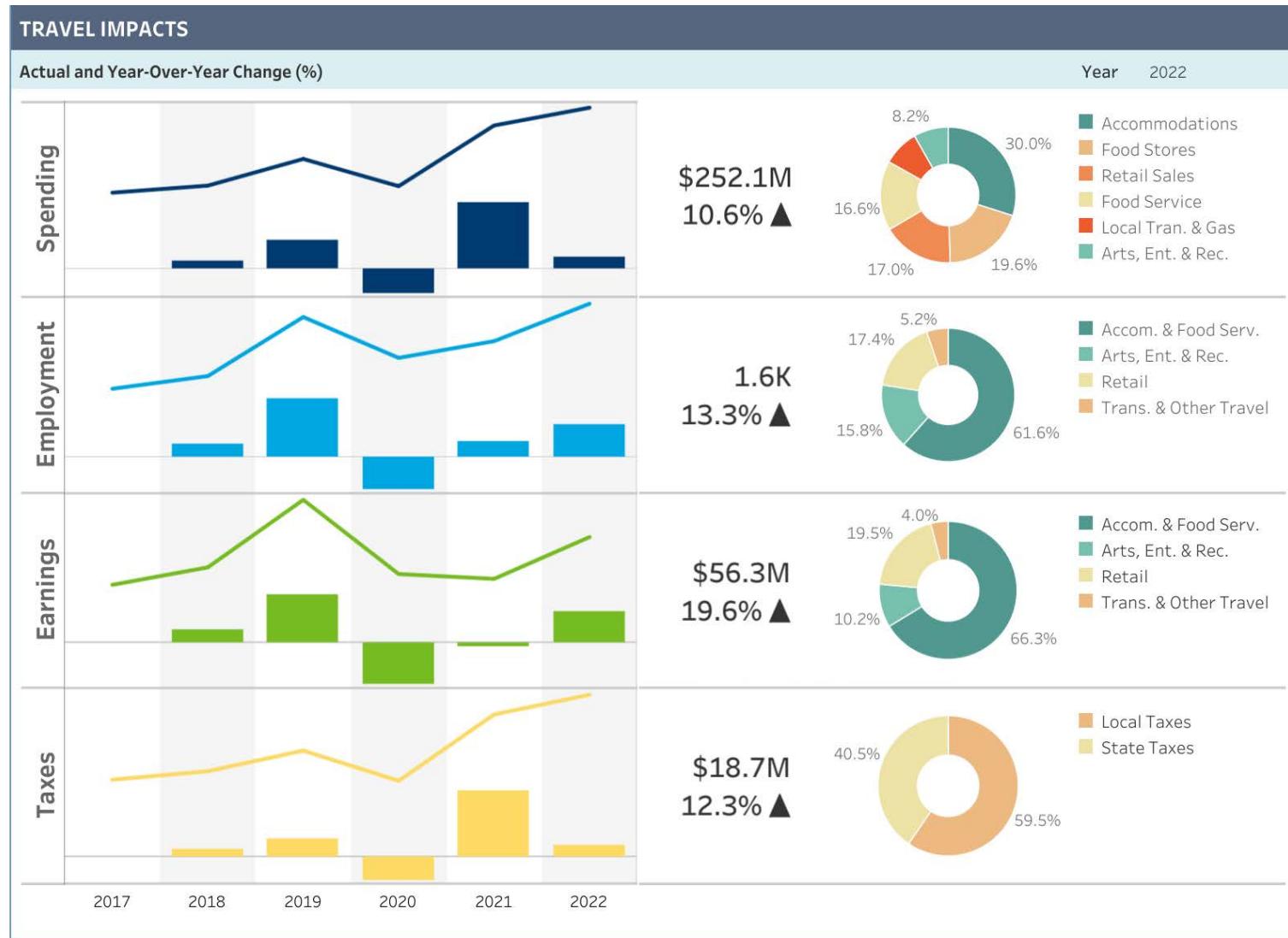
Summary Table

	2017	2018	2019	2020	2021	2022	Annual % Chg.	21-22	19-22
Spending (\$Millions)									
Visitor	136.4	146.0	182.3	145.2	227.9	252.1	10.6%	38.3%	
Earnings (\$Millions)									
Earnings	45.7	49.6	64.5	48.1	47.0	56.3	19.6%	-12.7%	
Employment (Jobs)									
Employment	1,150	1,210	1,500	1,300	1,380	1,560	13.3%	4.3%	
Tax Revenue (\$Millions)									
State	4.3	4.7	5.9	4.2	7.2	7.6	4.5%	28.7%	
Local (Includes TBID)	5.6	6.1	7.0	5.6	9.4	11.1	18.4%	58.2%	
Total	9.9	10.8	12.9	9.8	16.7	18.7	12.3%	44.8%	

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

Truckee / Summary

Truckee TravelStats Research Dashboard



TravelStats Dashboard Link



Truckee / Direct Travel Impacts

Detailed Table

	2017	2018	2019	2020	2021	2022	21-22	19-22
							Annual % Chg.	
Direct Travel Spending (\$Millions)								
Visitor Spending	136.4	146.0	182.3	145.2	227.9	252.1	10.6%	38.3%
Visitor Spending by Type of Traveler Accommodation (\$Millions)								
Hotel, Motel, STVR	82.1	89.9	116.4	113.6	164.3	179.6	9.3%	54.2%
Hotel, Motel	40.2	36.6	42.2	38.5	56.8	66.3	16.7%	57.2%
Short Term Vacation Rental	41.9	53.3	74.2	75.1	107.5	113.2	5.3%	52.5%
Private Home (VFR)	15.7	16.1	19.4	6.3	20.9	22.4	7.4%	15.6%
Seasonal Home (2nd Home)	9.9	10.1	10.3	14.1	12.6	13.9	10.1%	35.6%
Day Travel	28.7	29.9	36.3	11.2	30.1	36.2	20.4%	0.0%
Total	136.4	146.0	182.3	145.2	227.9	252.1	10.6%	38.3%
Visitor Spending by Commodity Purchased (\$Millions)								
Accommodations	35.6	37.6	49.5	44.5	66.1	75.5	14.3%	52.7%
Food Service	22.2	24.1	30.1	25.3	39.5	41.8	5.8%	38.7%
Food Stores	26.6	28.7	35.4	28.6	45.2	49.4	9.2%	39.5%
Arts, Ent. & Rec.	13.5	14.1	17.1	12.2	19.8	20.7	4.8%	20.8%
Retail Sales	27.5	28.1	33.4	24.0	39.7	42.9	8.1%	28.7%
Local Tran. & Gas	11.0	13.3	16.8	10.7	17.7	21.8	23.2%	29.6%
Total	136.4	146.0	182.3	145.2	227.9	252.1	10.6%	38.3%

Note: Details may not add to totals due to rounding. Percent change calculated on un-rounded figures. For more information, see glossary on page 22.

Truckee / Direct Travel Impacts

Detailed Table

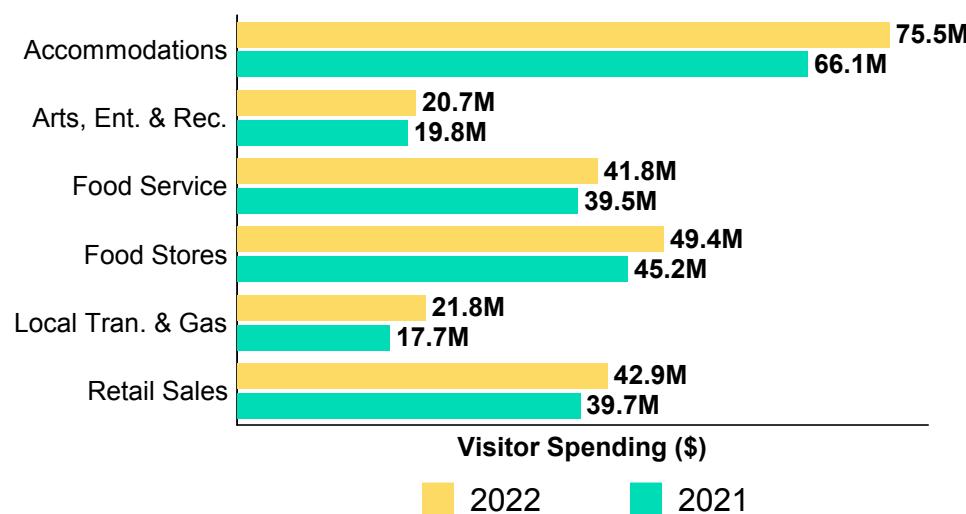
	2017	2018	2019	2020	2021	2022	Annual % Chg.	21-22	19-22
Travel Industry Earnings (\$Millions)									
Accom. & Food Serv.	31.0	33.6	44.8	28.1	30.0	37.3	24.2%	-16.8%	
Arts, Ent. & Rec.	5.1	5.2	6.5	5.6	4.9	5.7	17.6%	-12.3%	
Retail	8.1	8.6	10.3	12.7	10.2	11.0	7.9%	6.7%	
Trans. & Other Travel	1.5	2.2	2.8	1.8	2.0	2.3	15.0%	-20.0%	
Total	45.7	49.6	64.5	48.1	47.0	56.3	19.6%	-12.7%	
Travel Industry Employment (Jobs)									
Accom. & Food Serv.	690	730	930	760	840	960	15.4%	4.0%	
Arts, Ent. & Rec.	200	200	240	220	220	250	13.8%	1.6%	
Retail	230	240	270	250	260	270	4.6%	-0.7%	
Trans. & Other Travel	30	40	60	60	70	80	17.4%	47.3%	
Total	1,150	1,210	1,500	1,300	1,380	1,560	13.3%	4.3%	
Tax Receipts Generated by Travel Spending (\$Millions)									
County Tax Receipts	0.0	0.0	0.0	0.3	0.5	0.5	2.6%	0.0%	
City Tax Receipts (includes TBID)	5.6	6.1	7.0	5.3	8.9	10.6	19.3%	50.8%	
State Tax Receipts	4.3	4.7	5.9	4.2	7.2	7.6	4.5%	28.7%	
Total	9.9	10.8	12.9	9.8	16.7	18.7	12.3%	44.8%	

Note: Details may not add to totals due to rounding. Percent change calculated on un-rounded figures. Retail earnings and employment include gas station businesses. City and County Tax Receipts include city and county sales taxes, state sales taxes distributed to local governments, lodging tax collections, property taxes, and sales tax payments attributable to the travel industry income of employees and businesses. State Tax Receipts include lodging taxes, sales taxes, and motor fuel taxes paid by visitors. It also includes income and sales tax payments attributable to the travel industry income of businesses and employees.

For more information, see glossary on page 22.

Truckee / Direct Spending

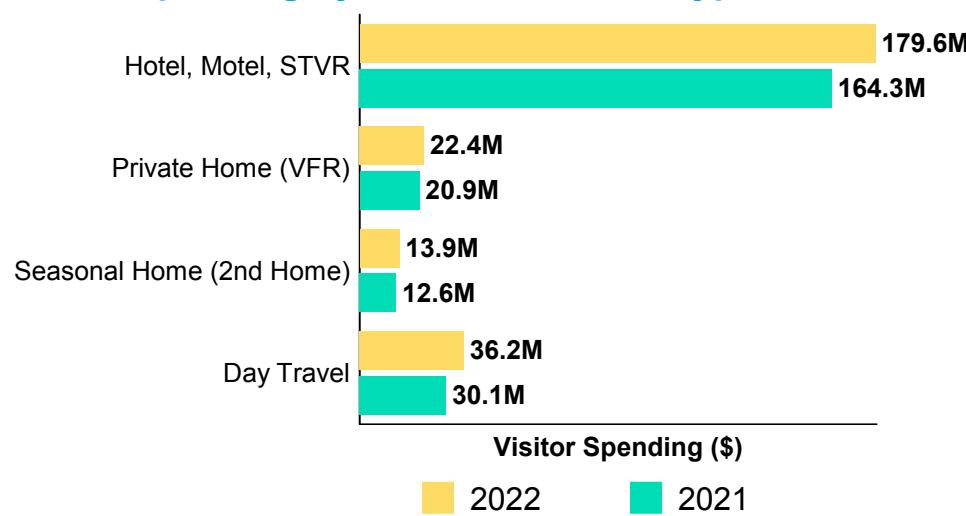
Visitor Spending by Commodity Purchased



Spending on Accommodations was **\$75.5 million in 2022**, a **14.3% increase** compared to 2021.

Sources: Dean Runyan Associates, Omnitrak Group, Energy Information Administration, Bureau of Transportation Statistics

Visitor Spending by Accommodation Type

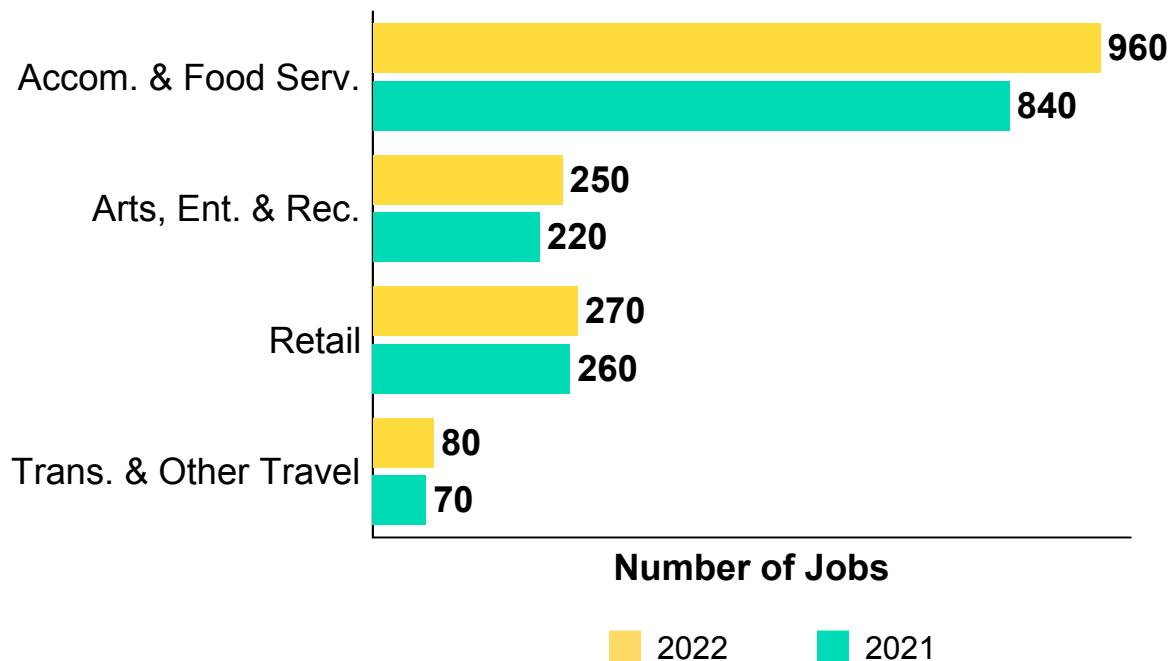


Visitors who stayed in a Hotel, Motel, or Short Term Vacation Rental (STVR) spent a combined **\$179.6 million in 2022**, up **9.3%** compared to 2021.

Sources: Dean Runyan Associates, Omnitrak Group, STR, AirDNA, Census Bureau

Truckee / Direct Employment

Travel Industry Employment



Note: Retail includes gas station employment. "Other Travel" includes travel arrangement services, convention/trade shows, and a portion of ground transportation. Figures represent an annual average employment level and are rounded to the nearest 10. Values less than 5 are rounded to 0.

Travel industry employment increased in all categories between 2021 and 2022. Overall, the travel industry **gained 180 jobs, an increase of 13.3% compared to 2021.**

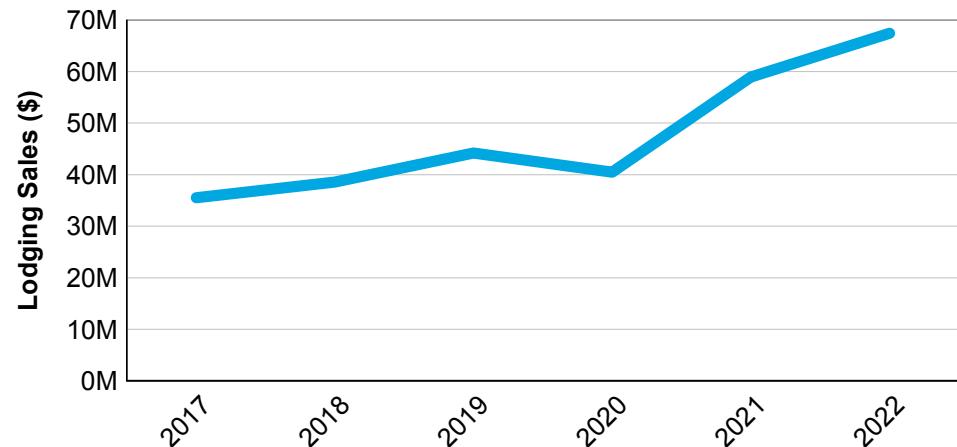
Sources: Dean Runyan Associates, Bureau of Labor Statistics, Bureau of Economic Analysis



Photo by Moody's Bistro Bar & Beats

Truckee / Travel Activity Trends

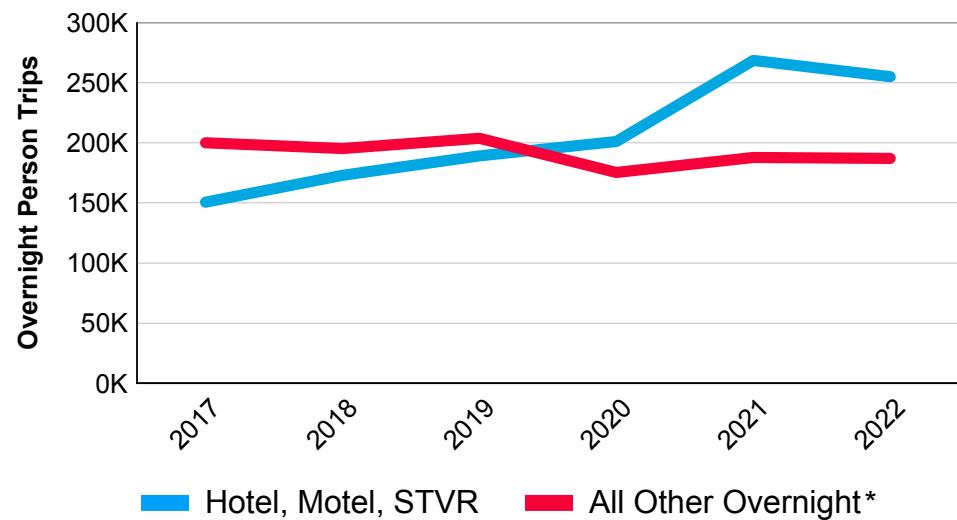
Gross Lodging Sales



Gross lodging sales grew to **\$67.4 million** in 2022, **an increase of 14.3%** compared to 2021.

Sources: Visit Truckee-Tahoe, Dean Runyan Associates

Total Overnight Visitor Volume



Total overnight visitor volume **declined 3.1%** to **520 thousand person-trips** in 2022. Of this total, Hotel, Motel, and STVR volume **declined 5.0%** and All Other Overnight Volume **declined 0.4%**.

Sources: Visit Truckee-Tahoe, Census Bureau, AirDNA, STR, Omnitrak Group, Dean Runyan Associates

* All other overnight includes visitors who stay overnight at a campsite, vacation/second home, or with friends/family.

Truckee / Overnight Visitor Details

Overnight Visitor Volume

Truckee hosted fewer **person-trips*** in 2022, with 537K overnight visitors in 2021 to 520K overnight visitors in 2022, a decline of 17K or **3.1%** decline.

- Hotel and short-term rental person-trips declined 3.1% or 17K, from 537K in 2021 to 520K in 2022. 

The number of **person-nights*** (nights spent by individuals) decreased from 1.3M in 2021 to 1.2M, in 2022, a decline of 100K or **8.3%**.

- In comparison to 2019 (pre-COVID), the total number of person-nights increased from 1.1M to 1.2M or 100K at **9%**.



Photo by North Market CC BY-SA 4.0

	2017	2018	2019	2020	2021	2022p
Overnight Visitor Volume (Thousands)						
Person-Nights	1,000	1,100	1,100	1,100	1,300	1,200
Person-Trips	413	433	462	443	537	520
Party-Nights	344	344	365	330	393	387
Party-Trips	136	137	146	134	162	160

Note: Figures rounded to the nearest whole number.

*Person-trips and person-nights defined in the glossary on page 22.

Truckee / Overnight Visitor Details

Overnight Visitor Volume and Average Expenditure



58%

Hotel, Motel, STVR
share of overnight
person-trips

DRA estimates overnight visitor volumes by cross-referencing visitor surveys and lodging data. Because of this, the visitor volumes reported here will differ from estimates made using methodologies that rely solely on visitor surveys.

Visitor Spending is a more reliable metric to 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.

Average Expenditure for Overnight Visitors, 2022p

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$298	\$509	\$1,180	\$2,011	4.0	1.7
Private Home (VFR)	\$169	\$388	\$361	\$827	2.1	2.3
Other Overnight	\$29	\$69	\$80	\$194	2.8	2.4
All Overnight	\$207	\$412	\$651	\$1,340	3.1	2.0

Overnight Visitor Volume, 2020-2022p

	Person-Trips			Party-Trips		
	2020	2021	2022	2020	2021	2022
Hotel, Motel, STVR	236,600	316,100	300,100	58,400	77,900	75,900
Private Home (VFR)	16,100	50,000	49,100	7,500	23,500	23,000
Other Overnight	190,200	171,000	171,000	67,800	61,000	61,000
All Overnight	442,900	537,100	520,300	133,800	162,300	159,900

	Person-Nights			Party-Nights		
	2020	2021	2022	2020	2021	2022
Hotel, Motel, STVR	474,600	634,000	602,000	117,200	156,200	152,200
Private Home (VFR)	43,300	134,800	132,300	20,300	63,200	62,000
Other Overnight	540,200	485,900	485,900	192,600	173,200	173,200
All Overnight	1,058,100	1,254,600	1,220,200	330,100	392,600	387,400

Note: Day travel volume estimates are not included because of data limitations Person-trips and person-nights defined in the glossary on page 22. .

Truckee / Total Travel Impacts

Travel spending brings money into the community in the form of business receipts. Portions of these receipts are spent within the area for labor and supplies. Employees, in turn, spend a portion of their earnings on goods and services in the state. Spending on intermediate goods and re-spending of travel-related revenues create secondary effects which include indirect and induced impacts.

Direct impacts represent effects attributable to traveler expenditures.

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.

The impacts in this section are presented in thirteen major industry groups. These industry groups are similar but not identical to the business categories presented elsewhere in this report.

Largest Secondary Industries 2022

Professional and Business Services (\$11.7 million in earnings and 170 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 (\$6.8 million in earnings and 20 jobs) Service providers that supply cable and other subscription programming, data processing, audio and video recording, and other information services. This Industry also includes firms that publish books, directories, mailing lists, newspapers, periodicals, and software.

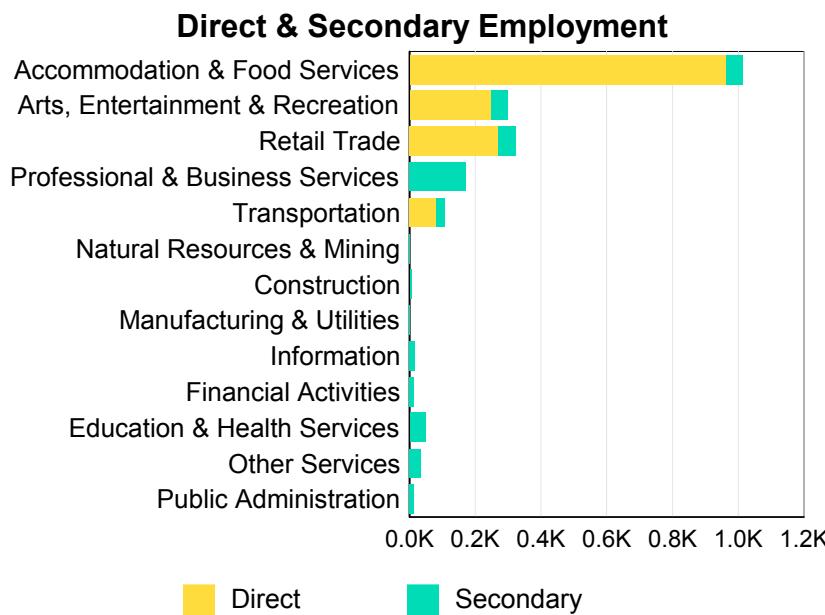
Other Services (\$5.3 million in earnings and 40 jobs) Employees and travel businesses utilize a number of service providers such as repair shops, laundry, maintenance, and business services.

Trade (\$3.4 million in earnings and 50 jobs) Travel businesses and their employees purchase goods from a variety of retail stores, wholesale businesses, and businesses that sell direct to consumer.



Truckee / Total Travel Impacts

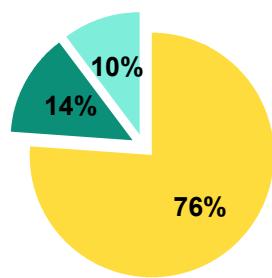
Total Employment 2022p



Industry Group	Secondary			Grand Total	
	Direct	Indirect	Induced		
Accommodation & Food Services	960	30	20	50	1,010
Trade	270	20	40	50	320
Arts, Entertainment & Recreation	250	40	10	50	300
Transportation	80	10	10	30	110
Natural Resources & Mining	0	0	0	0	0
Construction	0	0	0	10	10
Manufacturing & Utilities	0	0	0	0	0
Information	10	10	20	20	20
Financial Activities	10	10	20	20	20
Professional & Business Services	140	30	170	170	170
Education and Health Services	0	50	50	50	50
Other Services	10	20	40	40	40
Public Administration	10	10	10	10	10
All Industries	1,560	290	200	490	2,060

Note: Values may not add to totals due to rounding.

Share of Total Employment



MOST DIRECT JOBS
Accommodation & Food Services



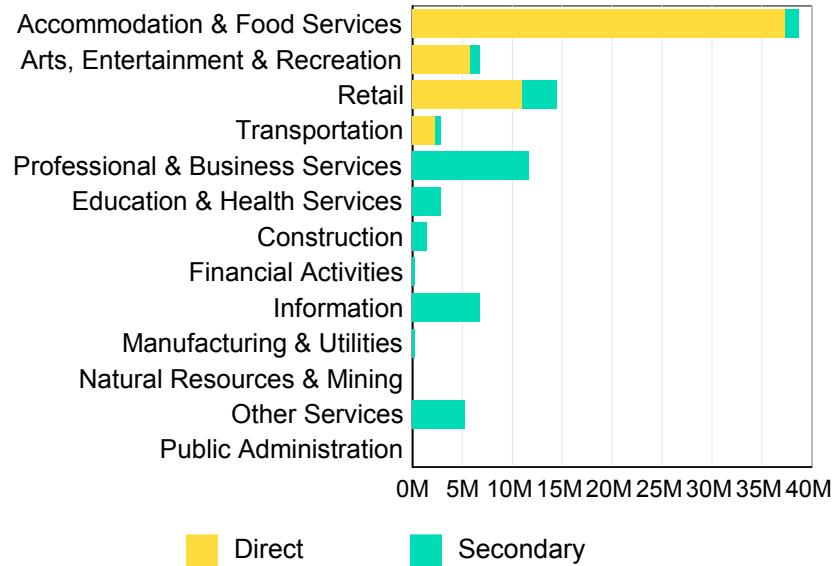
MOST SECONDARY JOBS
Professional & Business Services

Legend: Direct (Yellow), Indirect (Teal), Induced (Light Green)

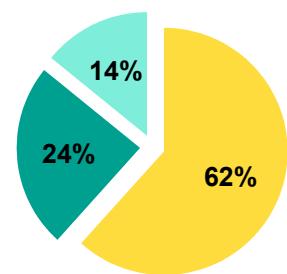
Truckee / Total Travel Impacts

Total Earnings 2022p

Direct & Secondary Earnings



Share of Total Earnings



■ Direct ■ Indirect ■ Induced

Industry Group	Secondary			Grand Total
	Direct	Indirect	Induced	
Accommodation & Food Services	37.3	0.7	0.6	38.6
Trade	11.0	0.7	2.7	14.4
Arts, Entertainment & Recreation	5.7	0.8	0.2	6.7
Transportation	2.3	0.3	0.3	0.5
Natural Resources & Mining	0.0	0.0	0.0	0.0
Construction	1.0	0.4	1.5	1.5
Manufacturing & Utilities	0.2	0.1	0.3	0.3
Information	6.1	0.7	6.8	6.8
Financial Activities	0.1	0.1	0.3	0.3
Professional & Business Services	9.5	2.2	11.7	11.7
Education and Health Services	0.0	2.8	2.8	2.8
Other Services	2.5	2.8	5.3	5.3
Public Administration	0.0	0.0	0.0	0.0
All Industries	56.3	21.8	13.0	91.1

Note: Values may not add to totals due to rounding. (\$Millions)



Truckee / Glossary

Travel Impacts Terminology

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	A trip to a destination involving non-routine travel of greater than 50 miles and no overnight stay. Excludes regular commuting for work or school.
Direct Earnings	Total after-tax net income resulting from Direct Travel Spending . Direct Earnings include proprietor income, other earned income, wages, salary disbursements, and benefits.
Direct Employment	Employment supported by Direct Travel Spending . Reported figures include full-time employees, part-time employees, seasonal employees, and proprietors.
Direct Travel Spending	All travel-related spending in a destination; comprised of Visitor Spending and Other Travel Spending.
Hotel, Motel, STVR	Paid accommodations used by Visitors in a destination.
Industry Type	A group of enterprises that produce or supply goods, services, or sources of income. Industry Types are often comprised of more than one Commodity Type (e.g. Accommodations & Food Service).
Local Taxes	City and county taxes and assessments generated by Direct Travel Spending includes lodging tax and tourism improvement district (TBID) fees if applicable.
Other Overnight	Visitors staying in either a Campground or Vacation/Second Home.
Other Travel Spending	Spending by residents on travel arrangement services and/or salaries and other expenditures related to convention & conference planning and activity.
Person-Nights	The number of nights spent by individual visitors in a destination. This includes trips by visitors who stayed overnight in paid or unpaid accommodations.
Person-Trips	The number of trips taken by individual visitors who also stayed overnight in a destination. This includes trips by visitors who stayed overnight in all paid and unpaid accommodations.
Private Home	Personal residences used to host friends and family visiting overnight in a destination.
State Taxes	State taxes generated by Direct Travel Spending .
STVR	Short-Term Vacation Rental. The category includes private and semi-private lodging rented to Visitors by owners or property management companies (e.g., Airbnb & VRBO).
Vacation/Second Home	Privately owned homes used as seasonal vacation properties.
Visitor Spending	Spending by day visitors and overnight visitors staying in paid and unpaid accommodations (hotel, motel, STVR, campground, vacation/second home, or private home) on lodging and other travel-related commodities in a destination.

Truckee / Methodology

Travel Impacts Methodology

Dean Runyan Associates utilizes its proprietary Regional Travel Impact Model (RTIM) to generate travel-related spending estimates that are consistent across cities, counties, regions, and states. The model uses a “**bottom up**” approach that considers a variety of data inputs from local governments and private sources—such as lodging taxes, employment per industry, average wages, and information from visitor surveys—to calculate visitor impacts.

The first step in the modeling process is to estimate **county-level overnight visitor volumes** calculated for each accommodation type—Hotel/Motel/Short-Term Vacation Rental, Private Home, Campground, or Vacation Home. This is accomplished by considering data relating to accommodations inventories and revenues, as well as all reported occupancy and room rates. **Spending estimates** by visitors for each of these accommodations categories are then calculated for travel-related commodity types—Accommodations, Food Services, Food Stores, Transportation, Arts/Entertainment/Recreation, and Retail. A key component of this step is **differentiating between the commodity revenue relating directly to traveler spending vs. revenue that comes from other sources**. The science behind this differentiation relies on a comparison between expected travel revenues for commodity types (based on volume estimates, average expenditures, employment, average wages, and other data) against revenue estimates extrapolated from tax collections or publicly reported total revenues for each. The RTIM also has the flexibility to account for nuances among data sources and across jurisdictional reporting as well as anecdotal input provided by the travel industry, allowing our data analysts to customize this modeling to generate the most accurate regional measurements possible.

The last step of our modeling process is **calculating the employment, earnings, and local and state taxes associated with visitor spending**. While complex in terms of the number of data sources used and how they are considered in relation to one another, the fundamental process is straightforward: the RTIM assigns travel-related data for each category based on the relative contribution of traveler spending vs. other spending for each industry type as described in the step above (earnings and employment data are reported at the industry level, which is often comprised of more than one commodity type). Finally, the RTIM **aggregates county-level data into regional and state reporting**, or it can also incorporate city-level metrics **to generate comparable reporting for smaller geographies**.

The **public data** used in the RTIM comes from established and credible sources, such as the Bureau of Economic Analysis (BEA), the Bureau of Labor Statistics (BLS) the US Census, county governments, and jurisdictional revenue offices; most are reported by business types according to the North American Industry Classification System (NAICS). We also consider **private data** from reputable and respected vendors such as Smith Travel Research, AirDNA, and KeyData for lodging metrics and Omnitrak, Longwoods, and D.K. Shifflet & Associates for visitor profile information. Because the RTIM considers **multi-year averages and trending** for many inputs, our travel impacts are not as susceptible to data aberrations as those generated from most other models, which provides more consistent reporting over time.