North Tahoe August 2026 Narrative Outlook

Executive Summary

Key Insights

- Short-term rentals (Airbnb) posted historic results: August revenue of approximately $25.7M (+13.0% YoY) was the highest for any August on record, along with record August ADR ($569) and RevPAR ($248).
- Hotels traded occupancy for rate: occupancy fell 3.2% YoY to 57.8%, but ADR rose 24.3% to $493, lifting RevPAR 20.5% to $285 (2.2% above 2019 levels).
- Forward pace is strong: Airbnb bookings for October 2026 – March 2027 are up 42.2%, and hotel on-the-books RevPAR for the next six months is up 23.5% YoY.
- Visitation grew: approximately 306,000 trips (+4.2% YoY), with average length of stay up 0.3 days to 3.0 days.
- Visitor spending softened: August spending fell 1.8% YoY to $45.2M, and year-to-date spending is down 3.4% at $263.7M, largely due to a weak Q1 and April.
- International spending rose 4.9% YoY but remains 3.4% below 2024 levels and makes up only about 2% of total spending.
- National headwinds persist: US hotel RevPAR growth slowed to 2.0%, inflation rose to 3.4%, and travel prices are up 7.4% YoY, driven by gas (+27.4%) and airfares (+23.4%).

Key Opportunities

- With rising gas prices and airfares, proximate markets that already make up a noticeably portion of visitors will likely make up an increased share of visitation.
- Average length of stay in North Tahoe rose in August despite declines seen nationally, generating an opportunity for increased lodging impact and spending which have both seen strong growth since softer figures earlier this year.
- Despite rising length of stays, approximately 66% of visitors are not staying overnight and instead are taking day trips, showing there is still much potential overnight gain to be captured from visitors despite strong lodging and spending figures in recent months.

Look Ahead: Next 6 Months

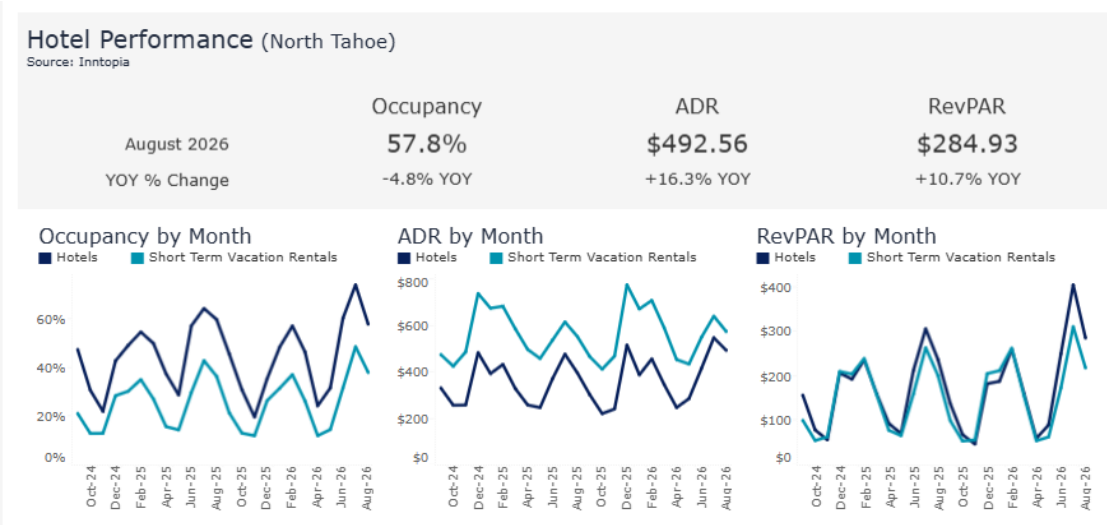
- **Short-Term Rentals (Airbnb)**
    - As of September 22nd, short-term rental bookings through Airbnb for October 2026 through March 2027 are up 42.2% compared with the same six-month booking pace as of September 22nd, 2025.
    - Supply availability over the next six months has declined 10.2%, contributing to a 44.2% YOY increase in forward-looking occupancy.

- Both revenue and RevPAR are pacing well ahead of the previous year over the next six months, largely due to the pace of ADR growth within the market and the gain of over 40% in room night bookings.
- Total available room night supply for short-term rentals in North Tahoe for August 2026 between OTA and direct bookings totaled approximately 167.4k.

- **Hotels**
  - As of August 31st, hotel booking occupancies are trending ahead of the previous year for the next six months.
  - On-the-books performance over the next six months shows a 17.9% year-over-year increase in occupancy, a 4.8% increase in ADR, and a 23.5% increase in RevPAR.
  - Growth for both rate and occupancy loses steam in December when looking at the six-month booking period.

Lodging - Hotels

- **August 2026 Performance**
  - North Lake Tahoe hotels recorded an occupancy of 57.8% in August, a 3.2% year-over-year decrease, and 13.3% behind August 2019 levels.
  - ADR reached $493, a 24.3% year-over-year increase, and 17.8% above 2019 levels.
  - RevPAR increased 20.5% year-over-year to $285, making it 2.2% above 2019 levels.
- **Past Six Months**
  - Occupancy of 61.6%, down 3.6% year-over-year.
  - ADR of $269, up 10.2% year-over-year.
  - RevPAR of $165, up 6.2% year-over-year.



Lodging - Short Term Rentals

- **OTA Bookings (Airbnb, per Key Data) – August 2026**
  - Demand increased 8.0% year-over-year.
  - Supply decreased 9.1% year-over-year, from approximately 113.7k available nights in August 2025 to 103.4k in August 2026.
  - Demand gains and supply decreases generated an 18.8% year-over-year increase in occupancy to 43.6%, up from 36.7% in August 2025.
  - Revenue reached approximately $25.7M, a 13.0% year-over-year increase, driven by demand gains and a 4.6% year-over-year increase in ADR to $569.
  - RevPAR increased 24.3% year-over-year to $248, benefitting from growing demand, shrinking supply, and modestly increased rates.
  - August 2026 generated historic performance as the market comes down from peak and historic performance in July.
    - Fourth highest level of monthly revenue on record for Airbnb metrics in the North Tahoe TOT Collection Area (data going back to April 2020).
    - Highest level of monthly revenue, ADR, and RevPAR for any month of August on record, marking a second straight month of historic performance.
  - Year-to-date revenue through August is $159.7M, a 6.3% year-over-year increase.
- **Direct Property Bookings – August 2026**
  - Adjusted paid occupancy decreased 2.3% year-over-year to 40.2%.
  - Performance was largely driven by rates: ADR increased 5.0% year-over-year to $543, while demand decreased 3.2% over the same period.
  - Revenue increased 1.7% year-over-year to $11.7M, as rate growth offset slight demand declines.
  - RevPAR rose 2.7% year-over-year to $219, benefitting from a 1.0% year-over-year loss in supply.
  - Direct property bookings came off a strong and historic July but did not carry similar historic metrics into August as OTA bookings did.
  - Year-to-date revenue through August is $72.0M, a 5.2% year-over-year increase.
  - Approximately 53.7k available room nights were available for direct property bookings, a 1.0% year-over-year decrease.
- **OTA vs. Direct**
  - Both direct property and OTA short-term rental bookings showed revenue growth in August.
  - OTA bookings continued their historic pace from the July peak into the following month.

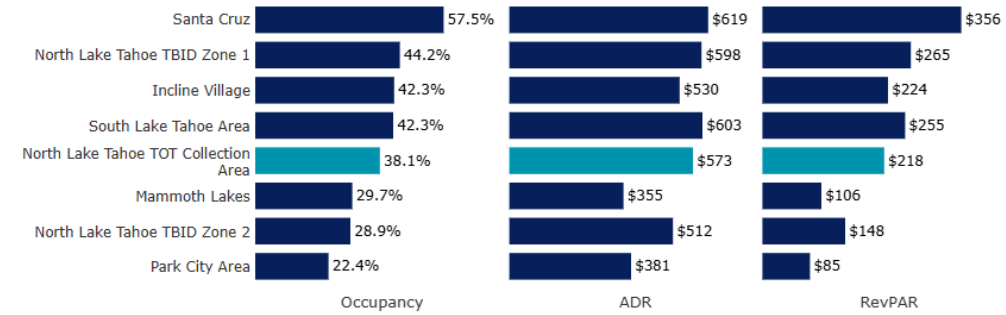
Short Term Vacation Rental Performance (North Lake Tahoe TOT Collection Area)

Source: KeyData

	Occupancy	ADR	RevPAR
Aug 2026	43.6%	$569.34	$248.39
YOY % Change	+18.8% YOY	+4.6% YOY	+24.3% YOY
Year-to-Date	33.0%	$592.95	$195.46
YTD YOY % Change	+13.9% YOY	+0.3% YOY	+14.2% YOY

Short Term Vacation Rental Comparison

August 2026 | Sorted by Occupancy



Source: KeyData

Visitor Spending

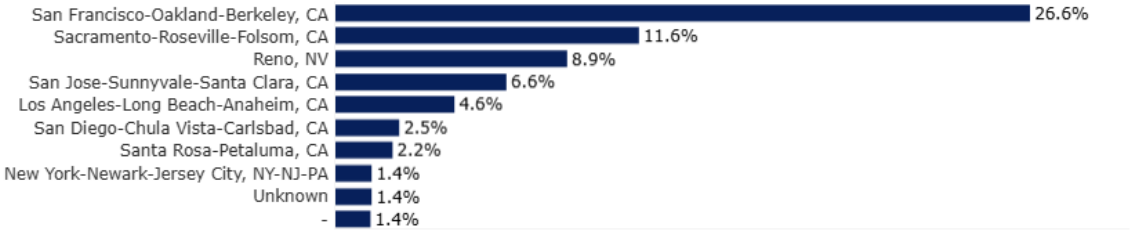
- In August, total visitor spending in North Tahoe decreased 1.8% year-over-year to $45.2M.
- Year-to-date through August, total visitor spending is down 3.4% year-over-year at $263.7M.
- Year-to-date declines are largely driven by an 8.1% year-over-year decline in Q1 2026, followed by April, which saw a 23.9% loss in spending. The first four months of the year combined for a 10.8% year-over-year loss.

August 2026 Card Spend
$45.2M
-1.8% YOY
△ YOY: -$847.4K

Jan - Aug 2026 Card Spend
$263.7M
-3.4% YOY
△ YOY: -$9.3M

Top Visitor Origins by Spending

Jan - Aug 2026



Source: Visa Destination Insights

Visitor Spending - Domestic

- Domestic spending decreased 1.9% year-over-year in August.
- Average domestic spend per card growth remained flat.
- San Francisco, Sacramento, and Reno were the top origin markets for visitor spending, with the three MSAs accounting for approximately 45% of visitor spending for the month.
- Year-to-date through August, domestic spending is down 3.3% year-over-year.
- Domestic spending was down over 10% during the first four months of 2026.

Visitor Spending - International

- International spending increased 4.9% year-over-year in August.
- International visitor spending made up approximately 2% of total visitor spending in North Tahoe for the month.
- The increase was largely due to a 5.5% year-over-year increase in average spend per card, to $133.
- International spending declined 7.9% year-over-year in August 2025, creating a weak comp; August 2026 international spending remains 3.4% below 2024 levels.
- Year-to-date through August, international spending is down 7.9% year-over-year.

Visitor Profile

- **Visitation (Datafy)**
    - Approximately 306,000 trips were taken by visitors to North Lake Tahoe in August 2026, a 4.2% increase year-over-year.
    - Datafy defines a trip as the number of distinct journeys a visitor makes to a destination or point of interest within the designated market. It is calculated based on observation patterns and distance traveled, so a single trip may include multiple visits within a certain timeframe, and a return visit later counts as a new trip.
    - Visitors stayed an average of 3.0 days, a 9.2% (0.3 day) increase over the previous year.
    - Approximately 59% of visitors originated from within California, and approximately 40% came from the Sacramento (24%) and San Francisco (16%) DMAs.
    - The percentage of visitors that did not stay in the market overnight decreased 1% to 66% compared to the same time last year.
    - The increase in visitation correlates with the strong lodging figures seen during the same month, especially among North Tahoe short-term rentals.
    - Shortening length of stays has been a prevalent trend in markets across the nation, as economic turbulence and resilient travel demand have kept the number of trips largely unaffected while the length of trips shortens.

- **Air Travel**
  - TSA checkpoint volume at Reno-Tahoe International (RNO) decreased 2.9% year-over-year, with over 248,000 passengers in August.
  - Las Vegas, Los Angeles, and Phoenix are the largest domestic origin markets for arrivals year-to-date through August.
- **International Arrivals (National Travel and Tourism Office)**
  - International arrivals to Nevada excluding Canada increased 4.7% year-over-year in August, with Mexico, the United Kingdom, and Germany the largest international origin markets.
  - International arrivals to California decreased 7.7% year-over-year in August, with China, Japan, and Mexico the largest international origin markets.



Total Trips
305,965
+4.2% YOY
+12,308 Trips YOY



Avg. Trip Duration
3.0 days
+9.2% YOY
0.3 Days YOY

Source: Datafy (All Cluster)

Macro/National

- **US Hotel Performance**
  - US hotel performance growth slowed in August, breaking a streak of six months of year-over-year RevPAR gains of 4.0% or more.
  - Demand increased 0.8% year-over-year, while occupancy rose 0.5% due to a partially offsetting 0.3% increase in supply.
  - ADR (Average Daily Rate) rose 1.5% year-over-year, offsetting supply gains and sending RevPAR (Revenue per Available Room) up 2.0%.
  - Luxury hotels continue to lead growth as bifurcation in lodging persists, with luxury revenue up 3.6% year-over-year.
  - Properties in the midscale to upper upscale range are finding returning revenue growth, driven by resilient demand despite economic headwinds and returning pricing power.
  - Revenue for all chain/scale hotels except economy properties saw year-over-year increases, though much more muted than August, with gains cascading down from luxury.

- **Economy & Labor**
  - Macro-economic indicators continue to show mixed signals due to uncertainty caused by geo-political conflict, rising prices, and rising global tensions.
  - Non-farm payrolls growth exceeded expectations, with 162K jobs added to the economy.
  - The leisure and hospitality industry gained 62K jobs following two straight months of declines, largely driven by bars and restaurants.
  - Unemployment held steady at 4.1% due to a historically low labor force participation rate driven by increasing early retirements, an aging workforce, and a slow-to-hire job market.
  - Growth in hourly earnings continues to fall, reaching 3.1% in August, which now drags current inflation levels.
  - Inflation rose to 3.4% after reaching a three-year high of 4.2% in May and cooling to 3.3% in July. The increase signaled renewed tensions in the Middle East and uncertainty surrounding global tensions and fuel prices.
- **International Travel**
  - Overseas arrivals to the US excluding Canada declined 10.5% year-over-year in August, with the United Kingdom, Mexico, and Japan the largest international origin markets.
  - Canadian return trips from the US were up 8.8% from August 2025, marking the fifth consecutive month of year-over-year increases.
  - Due to the base year effect, trips by automobile were still 27.4% lower than in August 2024, and trips by air were still down 22.7% over the same period.
- **Travel Prices**
  - The travel & tourism industry has been disproportionately affected by rising fuel costs and inflation.
  - Gas prices are up 27.4% from last August, making up over a third of energy price increases for the month.
  - Airfares are up 23.4% compared to the same period.
  - USTA's travel price index rose 7.4% year-over-year in August.