

Survey: Travelers coming to South Shore for Turkey Day

South Shore businesses could expect up to a 31 percent increase in visitors during the Thanksgiving holiday weekend, according to a survey conducted by Strategic Marketing Group of South Lake Tahoe.

Of the 35,000 people who were sent the survey, 806 responded. The reason they are coming – to sightsee, gamble, eat well, shop and ski.



Survey says
Highway 50
will be more
crowded next
week.

Photo/Kathryn
Reed

“We’re hopeful this sample proves to be an accurate snapshot of the overall picture,” Carol Chaplin, executive director of Lake Tahoe Visitors Authority, said in a statement. “The trend for increased tourism is a positive message for the entire South Shore, especially as we move into what’s expected to be a solid winter season. Hopefully, the tide is turning.”

The survey also discovered that a like number, or 33.9 percent of all respondents are planning additional trips of one night

or more to South Shore during the coming year compared to the same period a year ago, while 55 percent indicated plans for the same number of visits.