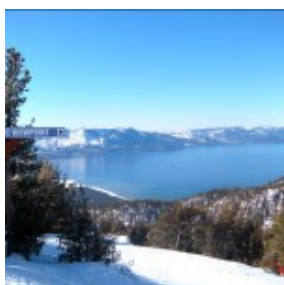


Study reveals trends of Lake Tahoe travelers

People traveling to Lake Tahoe are looking for a deal and have no problem sifting through data to get what they want.

It's not that visitors to Lake Tahoe are unique in this respect; it's just that a study about the basin was released this week.

Rentalo.com, the online lodging directory, performed what it calls an intensive market analysis on its database of 17,951 opted-in travelers who visited the Lake Tahoe area from July 2008 to January 2011.



Lake Tahoe draws people to the region.
Photo/Kathryn Reed

“In an effort to educate the travel industry, the lodging website has decided to perform and publicly share Lake Tahoe travel demand studies so experts and industry participants may fully understand the dynamics and consumer habits,” according to a press release.

The study shows 63.71 percent of the travelers looking for South Lake Tahoe vacation rentals showed an interest in comparing offers from other accommodation types like hotels

and bed and breakfasts.

More than half (54.31 percent) also wanted to receive offers from nearby destinations like Kirkwood, Lake Tahoe, Genoa, Glenbrook, Tahoma, West Shore, Woodfords and Gardnerville.

Just less a third of those looking for South Lake Tahoe vacation rentals sent inquiries three or more months in advance of their stay, 42.37 percent did so within 30 days prior to the arrival date and 24.84 percent was looking one to two months in advance.

South Lake Tahoe is considered a destination for big groups because 49.64 percent of the inquiries were for groups of four or more people. Thirty-six percent were families with children, 11.98 percent were couples and there were no solo travelers.

North Lake Tahoe vacation rentals seekers also like to do comparison shopping, as 67.84 percent of those inquiring accepted to receive offers from hotels and bed and breakfasts. Truckee, Tahoe Vista, Kings Beach, Donner Lake and Olympic Valley were of interest to 37.44 percent of people planning a trip.

Last minute trips are popular in North Lake Tahoe as 53.50 percent of the inquiries for this destination were received 30 days prior to arrival, 21.77 percent were received three or more months in advance, while 22.14 percent were one to two months in advance.

Families traveling with children accounted for 42 percent of the inquiries while 18.01 percent were from couples looking for a romantic getaway, and 39.96 percent were for large groups with four or more people traveling.

Stats on Tahoe City reveal that 58.54 percent of travelers looking for Tahoe City vacation rentals were also interested in comparing offers from hotels and bed and breakfasts.

About 42 percent started looking for accommodations within 30 days prior to arrival, 28.21 percent three or more months in advance and 25.31 percent one to two months in advance.

Tahoe City can be considered a family destination as 46.10 percent of the inquiries were for families with children, 10.53 percent for couples and 43.15 percent for family reunions and big groups of more than four people.

On the Nevada side of Lake Tahoe, 52.28 percent of the travelers looking for vacation rentals also like to compare offers from hotels and bed and breakfasts. About 11 percent also inquired about nearby destinations like Tahoma, Gardnerville, Carson City, Tahoe City and others.

Those planning a trip a month in advance were 37.93 percent of the travelers, 33 percent planned three or more months in advance and 23.38 percent took one to two months.

According to this study, the East Shore can be considered a family vacation destination since 43.01 percent of the inquiries were from families with children. 21.83 percent from couples looking for romantic getaways and 35.07 percent are from people planning family reunions and larger groups with 4 or more adults and children.