

SUGAR BOWL, THE "GRANDE DAME" OF TAHOE SKIING

NORDEN, CA — Sugar Bowl was founded in 1939, which means they had the jump on everyone else for finding the best location in Tahoe to build a ski resort. Receiving 500 inches of snow annually, it is no wonder why this incredible location, perched high atop Donner Summit, was chosen by the founders. Home to the first gondola in North America and the first chairlift in California, Sugar Bowl enjoys a rich history and a storied past.

While the Sugar Bowl of today certainly boasts all the modern amenities of a 21st century destination resort, you will no doubt feel that the past is present as you enter Tahoe's only snowbound village via the gondola connection. The resort is complete with quaint ski chalets and the venerable Lodge at Sugar Bowl.

This unique experience should not be overlooked. While nearby Truckee offers excellent accommodation options, a stay at the historic Lodge at Sugar Bowl delivers an overnight experience not often enjoyed at other resorts. You will stay in a comfortable room in a slopeside hotel in Tahoe's only snowbound village, accessed only by gondola or snowcat ride. If the historic Lodge is not your style, check out some of Sugar Bowl's new and modern condominiums at the Jerome Creek Lodge, or even rent a single-family home for that special family vacation.

While we all enjoy comfortable digs and off-mountain activities, let us be honest. It is the skiing and riding that truly matters, and Sugar Bowl delivers once again. Fast forward 69 years from Sugar Bowl's beginning to the 2008-09 ski season, and you will find 1,500 acres with 1,500 vertical feet of skiable terrain that truly skis far bigger than the stats might suggest. Five high-speed quads mean more time finding lines on the mountain than stand-

ing in them at the bottom, and a progressive terrain park complete with half pipe keeps the park rats smiling. With the 500 inches of annual snow, Sugar Bowl also boasts snowmaking on nearly one third of the mountain, and coupled with the same amount of grooming, means that you are almost guaranteed quality skiing on the hill.

Sugar Bowl offers numerous season pass options that accommodate nearly every skier's schedule, and there is a unique day pass that offers direct-to-lift convenience, with a simple back-end credit card tied to the pass itself. With any day or season pass purchase, you are offered a free membership in Sugar Bowl's progressive loyalty and rewards program, known as CORE Rewards, where you can amass points for just skiing and riding, which can then be redeemed for lessons, food, drink, retail and more.

Sugar Bowl skis incredibly well. Most skiers start their day at the convenient slopeside parking on the Mt. Judah side of the hill, making it easy to begin with a groomer on Jerome Hill Express or a few laps through the newly-expanded terrain park and halfpipe under the Mt Judah lift. From Jerome Hill, skiers can head over for the more mellow Christmas Tree Express or head straight up to the top of Mt. Lincoln, where majestic views and challenging terrain are plentiful, including the right-of-passage Palisades, open only when conditions permit.

Continuing to the skiers' right side, guests can work their way to the Disney Express lift for excellent skiing off either side of the spine, and then even further out to Crows Nest and the hike-to terrain of Strawberry Fields and Crow's Face. Head back the way you came but this time ski it a little better than the first time, and you have the makings of a classic Sugar Bowl ski day.

In a day and age where marketing taglines and catchy hooks reign supreme, Sugar Bowl delivers a straight-to-the-point message to its loyal customers and new-found guests, "More Fun. Less Hassle." It truly is about the good times while at the resort. With upgrades and improvements including new slopeside parking on the Mt Judah side of the hill, a state-of-the-art day lodge in the Judah Lodge, a convenient Mountain Sports Learning Center for lessons and rentals, you really do get the hassle-free experience at Sugar Bowl.

Sugar Bowl prides itself with incredible attention to the guest experience and overall delivery of customer service. It starts with a team of employees that love where they work. It shines through in their attitude and delivery. You will be impressed with the service when you call, and even more impressed once you get to Sugar Bowl.

Since Sugar Bowl is the closest resort to the Bay Area and Sacramento, clocking in at a quarter-tank closer than other Tahoe resorts, it is more convenient to exit I-80 and start your ski day earlier, rather than driving on and fighting more traffic. With hundreds of convenient parking spots, preferred parking and ski valet drop-off services, getting in and out of your car and on to the slopes has never been easier or faster.

Find out for yourself and start planning your vacation. To book tickets, lodging, or even just to find out how the conditions are, get in contact with Sugar Bowl via an easily found link in the Tahoe section on the homepage of www.skiernews.com.

Or, for more information, you can visit their website directly at www.sugarbowl.com.

MORE SHREDDING. LESS SCHLEPPING.



Photo: Mike Basich

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