

EL NIÑO FORECASTS HAVE LAKE TAHOE'S SOUTH SHORE AMPED for a HUGE WINTER

SOUTH LAKE TAHOE, CA/NV – An El Niño winter is on its way to the High Sierra, promising big snow and complementing Lake Tahoe South Shore's new attractions for the 2009-10 season. Lake Tahoe was voted the nation's No. 1 ski destination by Orbitz in 2008 and is recognized for its big snow, scenic beauty, value-added vacations, reasonable winter temperatures, blue skies, clear roads, and plethora of outdoor recreation, entertainment and dining options, combined with the natural beauty of the lake.

As anticipation grows for another epic winter season at South Shore, here are the top five reasons to get your winter vacation on at Lake Tahoe:

REASON NO. 1: EPIC SNOW

South Lake Tahoe ski resorts receive, on average, more snow than any other destination in the U.S., with a standard 400 inches annually. With more than 300 days of sunshine a year, locals know it is a common occurrence for big snowstorms to be followed by blue bird conditions the next day. In addition, the destination offers an unparalleled variety of terrain and high temperatures, typically in the 30s and 40s, along with breathtaking scenery.

REASON NO. 2: AFFORDABILITY

Everything needed for an affordable winter vacation is just a click away. Deals on activities, dining and lodging abound on www.BlueLakeTahoe.com, which can save travelers hundreds of dollars.

Many area hotels, resorts and vacation rental agencies offer stay-and-play packages that combine deep discounts on lodging with free tickets to many of South Lake Tahoe's bounty of activities. For instance, Embassy Suites' Ultimate Ski Package includes lodging, lift tickets, free daily breakfast and evening cocktail reception. Harrah's Winter Getaway package offers rates starting at \$84 per night, which include a \$25 per day dining voucher and 2-for-1 tickets to the Improv comedy club.

A midweek visit can unlock a world of dining deals. Happy hours at local watering holes and restaurants make for a deliciously thrifty night out. Try Off the Hook's sushi happy hour, Monday-Friday, 4:30-6 p.m. Additionally, try Riva Grill's Fish Taco Fridays with some of the area's best drink specials for under \$5, Mahi Mahi tacos for \$3 and a snow sports raffle.

Lakeside Inn and Casino offers guests a \$10 dining credit with any two-night stay, valid at both of their restaurants, the Timber House and Latin Soul. Edgewood Tahoe's Brooks' Bar & Deck will host resort nights every Friday (Sierra-at-Tahoe Resort), Saturday (Heavenly Mountain Resort) and Sunday (Kirkwood Mountain Resort) throughout winter with food and drinks specials and giveaways.

REASON NO. 3: THERE IS ALWAYS SOMETHING NEW

New ski lifts, mountain terrain, trails and runs, and on-mountain amenities await skiers and riders at South Lake Tahoe's three acclaimed ski resorts – Heavenly, Sierra-at-Tahoe and Kirkwood.

The facility improvements continue in year three of Heavenly Mountain Resort's 10-year master plan with the debut of its new tubing lift, which accesses a new four-lane tubing Mecca at Heavenly's Adventure Peak family recreation area. The Ski and Ride Schools of Heavenly have announced a new mountain guide program called the Adventure Sessions that bridges the gap between a private and group lesson. For \$119, advanced skiers and snowboarders can spend a day sharing a top guide with a small group, allowing quick access to the best terrain and conditions on the mountain. Skiheavenly.com will re-launch this fall with functionality that has everything to make booking a ski trip fun and easy.

Sierra-at-Tahoe Resort has taken a direct shot at the price barrier to learning a new sport in a tough economy with a \$35 Learn to Ski/Ride package that includes a limited access lift ticket, rental equipment and a 2-1/2-hour lesson. The \$35 beginner package will be available Sunday through Friday, all season long, not including restricted dates. Also new this season, Sierra Resort will offer expert skiers and snowboarders Free Backcountry Tours in Huckleberry Canyon on Fridays, when conditions allow. Huckleberry Canyon offers 320 acres of off-piste terrain featured in Warren Miller's new film, Dynasty. In addition, Backcountry Lessons are available Saturdays and Sundays and include an introductory experience in Huckleberry Canyon with a focus on equipment, route selection and skier/riding improvement. Lessons cost \$33 each with purchase of a 3-Pak.

Kirkwood Mountain Resort will offer new evening snow cat tours, allowing guests to explore the scenic ridgelines of Kirkwood under the light of the moon and stars for a 90-minute tour that includes wine, sparkling cider and appetizers. Latest enhancements include two new lifts, providing access to 700 additional acres and over 1,350 vertical feet of skiing and snowboarding in the resort's legendary backside terrain, accessing the famed chutes of Thunder Saddle along with pristine powder stashes on Fawn Ridge.

REASON NO. 4: NON-STOP ACTIVITIES

The winter months feature helicopter tours, horse-drawn sleigh rides with Borges Sleigh Rides, dog sled rides, boat cruises on the Tahoe Queen and M.S. Dixie II, and ice skating at the Heavenly Village or indoors at the City of South Lake Tahoe Ice Arena.

Zephyr Cove Snowmobile Center includes tours from late November until mid-April, featuring lake views at 9,000 feet. Lake Tahoe Adventures offers unguided snowmobile rentals for seasoned riders into the heart of Tahoe's forest lands to the top of the mountain ridge and guided off-the-trail tours for less-experienced adventure seekers. Both locations feature moonlight snowmobile tours along with ride and dine options.

South Lake Tahoe has a variety of shopping, spas, nightlife, and gaming. The South Shore's legendary nightclubs tempt visitors to kick up their heels into the wee hours. Signing up for a free players club membership at the six area casinos often provides free play to gamers as well as dining, lodging and entertainment discounts.

Enjoying all that Lake Tahoe has to offer can work up an appetite. Luckily, the South Shore is home to a variety of lakefront restaurants, cafés, sushi bars, nightclubs and watering holes. The locally owned Red Hut soda fountain and the Après Wine Company are among the many.

REASON NO. 5: EASY ACCESSIBILITY

Last season, road conditions via Highway 50, did not prohibit winter enthusiasts from being able to access South Lake Tahoe. In fact, a fleet of city and state, snow removal vehicles around the Lake Tahoe Basin keeps the roads clear and safe for travel. Travelers can also get current online road information and more on their smart phones at NV.mobi.

The Reno/Tahoe International Airport, providing more than 130 daily flights, is 55 miles from South Lake Tahoe and is accessible in 65 minutes via the non-stop South Tahoe Express, a luxury motor coach.

Visit the Lake Tahoe Visitors Authority on Twitter at www.twitter.com/SouthShoreTahoe for real time updates on events, promotions, conditions.

For information about Lake Tahoe South Shore, contact the Lake Tahoe Visitors Authority at 1-800-AT-TAHOE (1-800-288-2463) or www.BlueLakeTahoe.com

You can view this page and read more online, please log on to www.skiernews.net/Oct-Nov2009-Embassy

EMBASSY SUITES in LAKE TAHOE PROVIDES the COMPLETE PACKAGE

SOUTH LAKE TAHOE, CA – Embassy Suites Lake Tahoe - Hotel & Ski Resort is located just steps from the Heavenly Gondola. The gondola takes skiers and riders to the heart of skiing at Heavenly in a matter of minutes. The ride offers spectacular views of Lake Tahoe and serves as a prelude for the outstanding views from the slopes.

Last year, Embassy Suites added several on-site services for its ski and snowboarding guests, including lift ticket sales, an equipment rental outlet and complimentary ski check any time of the day.

For a great destination vacation, Embassy Suites has added seven-, 10- or 14-night packages. The complete package includes skiing at seven world-class resorts, spacious two room suites, complimentary cooked-to-order breakfasts and a nightly manager's reception. All of the resorts are within an hour or less. It is a three-minute walk to Heavenly's gondola.

For this winter season, half of the hotel suites will be completely renovated with new energy-efficient microwaves and refrigerators, flat screen TVs and granite tabletops. The Fitness Center upgrade includes PreCor equipment, free weights and exercise balls.

Sal Delgado, executive chef for Embassy Suites Lake Tahoe Hotel & Ski Resort, has redesigned the entire menu for ECHO Restaurant to meet the desires of its customers. A combination of classic lunch and dinner favorites, the new menu provides innovative entrees and lighter foods. Among the more popular dishes are the Tiger Prawn Spring Rolls – shrimp, pepper jack, cilantro and green chilies wrapped in an egg roll skin with a light cream sauce made of mayonnaise, black beans, basil, cilantro and lemon juice. The grilled Mahi Mahi Reuben is an exclusive at South Shore.

The new menu consists of traditional favorites with a twist and creative new dishes. Chef Delgado's personal favorites are the Flat Iron Steak, seasoned white and black bean sauté with tomato zucchini, yellow squash, garlic, white wine sauces, and chimichurri (olive oil, apple cider vinegar, garlic and parsley) and the Cumin Seared Sole topped with citrus squash, Parmesan and citrus dressing.

All guests receive a complimentary daily cooked-to-order breakfast, two-room suite, an evening après-ski beverage and snack reception, heated indoor chlorine-free pool, sauna and fitness center.

Embassy Suites Hotels has received the "Highest Guest Satisfaction among Upscale Hotel Chains" award in the J.D. Power and Associates 2009 North America Hotel Guest Satisfaction Index StudySM. This represents the eighth time the brand has received the highest ranking award overall.

Embassy Suites Lake Tahoe – Hotel & Ski Resort offers a unique Kids Camp and proximity to outdoor activities. Kids ages 6 to 13 can join the Embassy's children's program filled with educational activities, indoor and outdoor games, hiking, ice skating, sledding, movies, bowling, video games and snacks.

Please visit www.embassytahoe.com via an easily found link on the homepage of www.skiernews.com

For more information, reservations, lodging packages or amenities, please log on to www.embassytahoe.com or please call the Embassy Suites at 1-800-988-9850.

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