

Certified Unserious:**SIERRA-AT-TAHOE DELIVERS an AUTHENTIC CALIFORNIA SNOWSPORTS EXPERIENCE**

SOUTH LAKE TAHOE, CA – Sierra at Tahoe complies with the highest standards of fun, humor and the unexpected. It delivers a snowsports experience that is unlike any other. Focused on enriching the guests' overall experience, Sierra at Tahoe is excited to offer expanded learning terrain, a new digital experience, enhanced on-mountain eats and a few more fun surprises.

If you are new to skiing and snowboarding, no worries. Sierra is the place for you. Sierra-at-Tahoe offers lessons in a hassle-free environment, where guests will feel comfortable trying the sport and, most importantly, enjoying it. An entire area is dedicated to learning, including two carpets, a high-speed quad and a Learn to Ride center. Employees are trained on anticipating needs of first timers and certified within the program to instruct on sculpted, contour-based Smart Terrain, designed to help turns and gliding in a safe and controlled environment. This program is in collaboration with Snow Park Technologies and Snow Operating Staff to fuel the desire for progression in snowsports.

Once you have mastered your first turns, grab your next lesson or ticket online. It is as easy as buy, click and save. Technology is all about empowerment. Skiing is all about fun. Sierra is marrying the two with a new website that includes the ability and opportunity to purchase more products, including lessons and rentals, ahead of time online. Time is precious; you should be enjoying it.

As no stranger to emerging food trends, Sierra has revamped its menus at the base area and on-mountain dining locations in 2016-17. Sierra will continue to source sustainable, healthier food options in the Solstice Eatery, with the hungry snowsport enthusiast in mind. From mountaintop BBQ to a "beach" like atmosphere in West Bowl, Sierra will keep your tummy happy and ready to tackle whatever conditions the mountain throws at you.

Sierra at Tahoe Resort knows it is not always easy on the wallet to take your family on vacation. Sierra's 3-PAK lift tickets get you on the slopes less than \$70 a day.

These discounted lift tickets are valid any day with no blackout dates all season. If you cannot get enough with the 3-PAK, grab a season pass and get the added benefits of skiing at Squaw Valley and Alpine Meadows, plus the addition of the Powder Alliance, offering Sierra Resort Unlimited Passholders complimentary skiing benefits at over a dozen resorts in three different countries.

With the best value in Tahoe, a family friendly atmosphere and convenient location, do not miss out on a great experience at Sierra-at-Tahoe Resort. Learn what it means to be #CertifiedUnserious.

Easily find their website via a link on www.skiernews.com/GreatResorts.htm

Please view, read and share this page online, and link to this Certified Unserious resort, Sierra-at-Tahoe, from it, at www.skiernews.net/Jan2017-Tahoe.pdf

For more information, and to get "Unserious," please visit www.SierraAtTahoe.com or please call them at (530) 659-7453, seriously!

TAHOE SOUTH IS RECOGNIZED AMONG 2016-17 TOP WINTER DESTINATIONS

\$500 million invested in lodging, breweries, restaurants with additional non-stop air-service and resort amenities that resonate with visitors

SOUTH LAKE TAHOE, CA/NV – U.S. News & World Report recognized Lake Tahoe among the "15 best places to go this winter," (Oct. 25, 2016) due to its beauty, plethora of activities, skiing and snowboarding, and non-stop entertainment and nightlife. Travel rankings were based on reader votes and editor analysis.

With more than \$500 million of capital investments the last two years, Tahoe South continues to attract visitors with an influx of desirable lodging, local craft breweries, innovative dining experiences and new offerings at South Shore's ski resorts. In addition this winter, additional non-stop air-service into Reno/Tahoe International Airport will be available from Atlanta and Dallas, adding to the recent non-stops from New York (JFK), Orange County and Long Beach. From the airport's baggage claim non-stop to the lake, South Tahoe Airporter's round-trip luxury motor coach service allows travelers to opt for a car-free winter vacation.

WHAT'S NEW ON THE SLOPES**Heavenly**

The phrase "work hard, play hard," takes on new meaning at Heavenly Mountain Resort as the resort is pairing with Tahoe Mountain Lab, a South Shore based co-working business, to create an on-mountain work hub. The shared workspace located at Heavenly's Lakeview Lodge is for professionals who dream of guilt free powder days and taking a few turns before hopping onto a conference call or responding to an urgent email.

For guests new to the sport or veterans looking to perfect their skills, the customized Design Your Own Experience private lesson is directed by the guest's preferences on terrain, style and development. For guests looking for a last minute ski and ride coach, kiosks are conveniently located on the mountain as well as the base lodge locations.

Sierra-at-Tahoe

Sierra-at-Tahoe expanded its beginner area with SMART TERRAIN, which includes banked turns and shaped features that naturally guide skiers and riders into turns and stops to efficiently master the fundamentals while gaining confidence. Sierra continues to source sustainable, healthier, organic food options in the Solstice Eatery located in the Plaza along with revamped menus at the base and on-mountain dining locations.

Sierra partnered with Vapur, makers of the flexible, reusable and eco-responsible Anti-Bottle, and created four new refillable water stations around the resort to encourage guests to fill personal water bottles or purchase a reusable Vapur version. This program aligns with Sierra-at-Tahoe's environmental initiative, Keep Sierra Green, by reducing waste and encouraging reusable options for staying hydrated.

Kirkwood

Kirkwood Mountain Resort, known for its deep powder, steep runs and cornices, welcomes the season by expanding its flagship program Expedition: Kirkwood to include daily mountain guide service and private snowcat tours.

Kirkwood's instructional program Discovery Series is for intermediate and expert skiers/riders ready to take it to the next level. The course boosts confidence and skills by exposing students to the unique and challenging terrain found only at Kirkwood. All sessions include lunch and use of Go Pro cameras for skier/rider analysis.

Craft Brews

Local flavor is king and South Shore's reputation for signature suds has been recognized by connoisseurs.

South Lake Brewing Company, opening in early 2017, features four initial craft brews named for Tahoe trails and

alpine lakes: Angora IPA, Marlette Blonde, Barret Brown and Emigrant Saison. South Shore natives, Chris and Nicole Smith, are opening the brewery and tasting room on the south end of town, near the "Y," intersection of U.S. Highway 50 and state Route 89.

Basecamp Hotel expanded its Beer Garden this winter to include the new on-site Desolation Brewery. The Beer Garden will continue to add new menu items to complement gourmet sausages, salads and sandwiches. The establishment features live music by area musicians and is open to hotel guests as well as the public daily from 3-11 p.m.

Breweries opened by longtime Tahoe locals continue to thrive with Sidellis Brewery celebrating its first anniversary January 2017, and Cold Water Brewery observing its second anniversary November 2016.

Insta-Worthy Lodging

Following a multimillion-dollar renovation and consolidation, 968 Park Hotel and the adjacent Park Tahoe Inn rebranded as a Joie de Vivre Hotel Resort for winter 2016-17 and is now named 968 Park Spa. The modern, eco-conscious and dog-friendly property includes 167 rooms, a new lobby, restaurant, meeting space and an outdoor terrace with views of Heavenly Mountain Resort.

Inn by the Lake, located 1.5 miles west of the casinos across from Lakeview Commons beach, finalized \$2 million in renovations in late-November for all 99 rooms. The upgrades included new bathrooms, furniture, carpets and paint. In addition, heated sidewalks, new roofing and paint in the Event Center, lobby and pool buildings were also included.

More than \$100 million is being invested in the new LEED-designed, lakefront Lodge at Edgewood Tahoe, scheduled to open June 2017. The 169,000-square-foot addition will include 154 hotel rooms, a centerpiece lodge reminiscent of the great national parks, health spa, bistro style restaurant and bar, plus a 3,000-square-foot ballroom for conferences, weddings and events. With its central location for the lake, mountain and entertainment activities, this centerpiece project represents the future of sustainability, a model for access and minimal car use after arrival. Reservations are now available.

The recent Tahoe South resort renaissance also featured the following investments: \$60 million at Hard Rock Hotel & Casino Lake Tahoe; \$24 million MontBleu Resort Casino & Spa; \$20 million Landing Resort & Spa; \$12 million Harrah's Lake Tahoe; \$8 million at Lake Tahoe Resort Hotel; \$8 million Beach Retreat & Lodge.

Additional recent investments have also included

\$2 million at Ridge Tahoe's Castle Rock Event Space; \$2 million Postmarc Hotel & Spa Suites; \$1.2 million 7 Seas Inn; Coachman Hotel and Tahoe Beach Club, a luxury lake-front condominium development.

For real time updates on events, promotions, packages, conditions and events in Tahoe South, The Lake Tahoe Visitors Authority can be easily found on Facebook: www.facebook.com/TahoeSouth

Twitter: <http://www.twitter.com/TahoeSouth>

YouTube: www.youtube.com/LTVA

Instagram: www.instagram.com/tahoesouth and use #tahoesouth to share posts.

You can also find more Tahoe South lodging info, please log on to www.skiernews.net/Tahoe2017-South1.pdf or log on to www.skiernews.net/Tahoe2017-South2.pdf

You can view, read and share this page online at www.skiernews.net/Jan2017-Tahoe.pdf

For Tahoe South information, call 1-800-288-2463 or visit www.tahoesouth.com

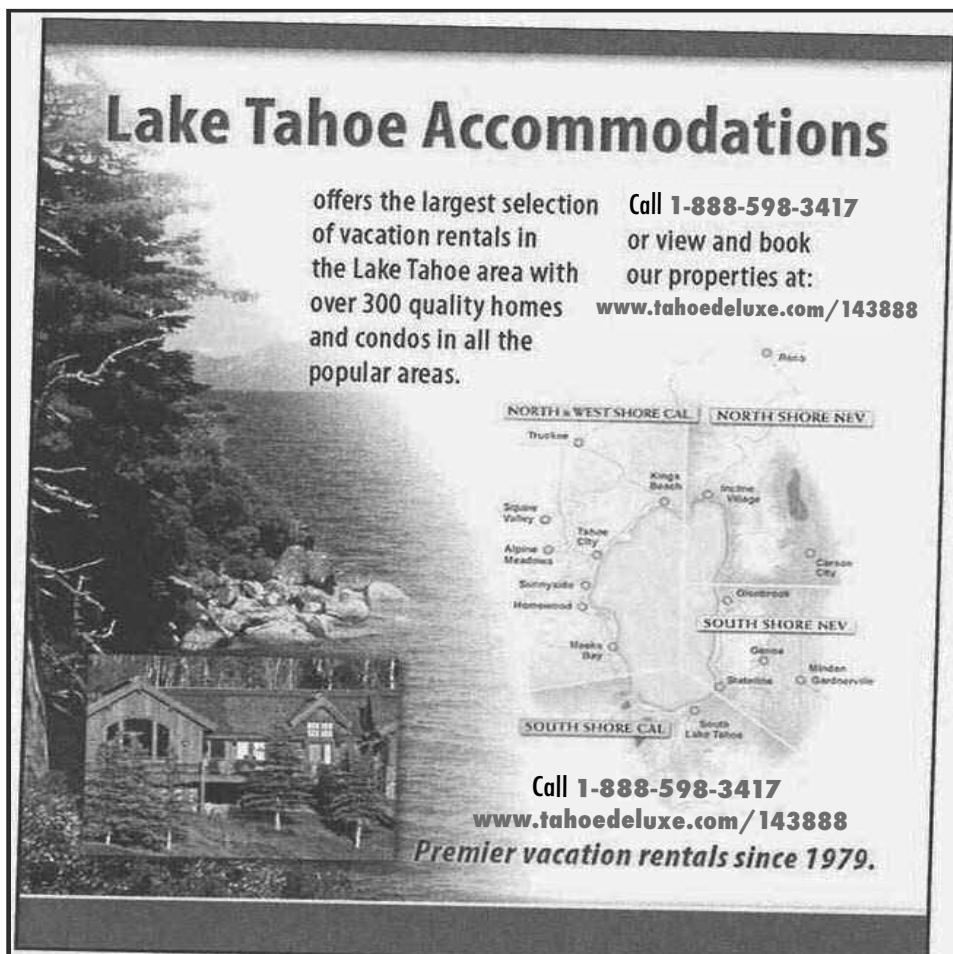
About the Lake Tahoe Visitors Authority

Designated the "America's Best Lake" by USA TODAY readers (2012), Tahoe South combines the distinctive appeal of two worlds: spectacular natural beauty and a modern tourism destination with an array of outdoor recreation, entertainment, nightlife and gaming.

Tahoe's timeless splendor and an emerging economic diversity toward health and wellness, green business practices and sustainability continue to define its inimitable personality.

Lake Tahoe Accommodations

offers the largest selection of vacation rentals in the Lake Tahoe area with over 300 quality homes and condos in all the popular areas.



Call 1-888-598-3417
www.tahoedeluxe.com/143888

NORTH & WEST SHORE CAL NORTH SHORE NEV

Map showing the locations of various towns and landmarks around Lake Tahoe, including Truckee, Kings Beach, Incline Village, Carson City, Stateline, Gardnerville, and South Lake Tahoe.

Call 1-888-598-3417
www.tahoedeluxe.com/143888

Premier vacation rentals since 1979.