

Certified Unserious

SIERRA-AT-TAHOE DELIVERS 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, with 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.



SIERRA-AT-TAHOE – Whether you want perfectly groomed trails, terrain parks or backcountry bowls, you will find it, and it is “Certified Unserious,” so have fun. Photo courtesy of Sierra-at-Tahoe

As no stranger to emerging food trends, Sierra has revamped its menus at the base area and on-mountain dining locations in 2017-18. 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 \$80 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

View, read and share more about Sierra-at-Tahoe on their ad page in SKIER NEWS Tahoe Favorites section, at: www.skiernews.com/2018-SouthTahoe1.pdf

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

NEW ATTRACTIONS and TAHOE OLYMPIC HOPEFULS SET the STAGE for a BANNER SEASON in TAHOE SOUTH

SOUTH LAKE TAHOE, CA/NV – On the heels of an historic Tahoe winter, forecasts for an early dumping of snow translates to early openings at area resorts, and the building of base depths for a great winter. Ski and snowboard enthusiasts are banking on another incredible season. The three South Tahoe resorts, Heavenly Mountain Resort, Kirkwood Mountain Resort and Sierra-at-Tahoe, opened in November. In addition, the buzz is high surrounding the 2018 Winter Olympics with three South Shore athletes hoping to repeat their previous medal-winning success.

Tahoe South's appeal as a leading winter destination continues to be enhanced with more than \$750 million invested in capital improvements the past three seasons. Winter 2017-18 will include an influx of desirable lodging, luxury experiences, innovative dining, local craft breweries and new offerings at South Shore's ski resorts.

In addition, this season, additional non-stop air-service into Reno/Tahoe International Airport will be available from Atlanta, Dallas, Chicago, and Denver adding to the recent non-stops from New York (JFK) and Long Beach. From the airport's baggage claim, South Tahoe Airporter's round-trip motor coach service allows travelers to opt for a car-free winter vacation.

What's New on the Slopes?

Sierra-at-Tahoe has provided a foundation for some of the world's best athletes such as Olympic gold medalist Jamie Anderson, who is one of six athletes selected for “New Spirit of United” campaign as the U.S. Olympic Committee's official airline. Moreover, Maddie Bowman and Hannah Teter all call Sierra home and plan to compete on the world stage yet again at the 2018 Winter Olympics. Sierra-at-Tahoe is the spot to catch athletes training on any given day.

January is National Learn to Ski/Snowboard month and the resorts are providing packages, lessons and clinics to learn and improve skills. For those new to the sport, 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 master efficiently the fundamentals while gaining confidence.

Sierra-at-Tahoe offers deals from \$49 for first timer skiers/riders, including a lift ticket accessing beginner terrain, two-hour lesson and equipment rental. Please visit them and learn more at: www.sierraattahoe.com

Heavenly Mountain Resort takes ski and ride school to a new level with video lessons. Guests will learn how to use a portable device to capture first-person video and photography of Heavenly's secret stashes, powder pockets and stunning views while being toured around the mountain by an instructor. Skiers/riders will keep a memory card full of their day's footage after the lesson has ended.

Heavenly offers a free taste of craft brew on the mountain

under Tamarack Chair daily from 3-4 p.m. Guests will also receive coupons for discounted beers and bites at Tamarack Lodge.

LAT 38, California Lodge's new roof top bar, is the posh après scene with a mountain-modern feel. It features stringed café lights, a unique warm drink menu that contains one offering named the “Dirty Snowman, plus cozy fire pits, acoustic live bands, and appetizers. To learn more, visit: www.skiheavenly.com

Kirkwood Mountain Resort, known for its deep powder, steep runs and cornices, welcomes winter with the expansion of Expedition: Kirkwood. The flagship program includes courses, clinics and camps to elevate safety and hone skills for navigating the resort. The American Institute for Avalanche Research and Education (AIARE) classes include a three-day introductory course to the avalanche phenomena: training students to prepare for and carry out a backcountry trip, understand basic decision making while in the field, as well as the concepts of a companion rescue.

With various camps and clinics offered for all ages and skill levels, the “Ladies Only” packages allow ripping women to excel at their sport in a new adventure. This experience is about escaping, developing friendships, seeking adventure and tackling a variety of terrain and conditions while working on selection, tactical approach and off-piste technique. Gather more info at: www.kirkwood.com

Vail Resorts, operators of Heavenly and Kirkwood, has committed to a zero net operating footprint by 2030. This includes zero net emissions and operating impact on forests, landfill and habitat. Initiatives at Heavenly include recycling; erosion-fighting soil cover; snowmaking investments in low-energy technology; storm water runoff; community outreach, events and financial contributions; and free ski shuttles.

Insta-Worthy Lodging

South Lake Tahoe's wondrous variety of accommodations appeals to every demographic and price point. They feature lakefront views, rustic cabin in the woods, chic boutique hotels, glamorous casino suites, eclectic or campy motels or multi-bedroom/full-kitchen units. This past year South Shore's luxury game has been the hot ticket for trend-setting, high demand appeal with national media and discerning clientele.

The LEED-designed Lodge at Edgewood Tahoe, the newest addition to the 235-acre lakefront property, opened in June 2017, has attracted guests, including former President Clinton and the cast of ABC's hit comedy sitcom Modern Family. The lakefront property offers 154 luxury guest rooms, 8,500-square-foot spa and salon, 200-seat bistro restaurant, 3,000 square-foot ballroom, kids' camp and premium shopping to add to existing dining within the clubhouse 50 yards away at Edgewood Restaurant and Brooks' Bar & Deck.

Guests of the Lodge can purchase lift tickets and be fitted for skis and boards on property. The resort's private shuttle offers on demand service to the Heavenly Mountain Gondola, located two minutes from the Lodge, and it will meet guests after their ski day is complete to exchange their gear for walking shoes. Learn more about this fantastic lodging property at: www.edgewoodtahoe.com

The \$25-30 million development Zalanta Resort at the Village, next door to Harvey's, also opened June 2017. It includes 19,571 square feet of retail shops and restaurants on the ground level, and 30 two-, three- and four-bedroom condominiums with full service amenities on the upper floors.

The ongoing Tahoe South resort renaissance has recently featured numerous extensive renovations: \$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, log on to www.tahoebeachretreat.com; \$2 million at Ridge Tahoe's Castle Rock Event Space, please find them by logging on to www.ridgetahoesort.com; \$2 million Postmarc Hotel & Spa Suites and \$1.2 million at 7 Seas Inn. Other lodging properties that have undergone recent renovations are the Coachman Hotel; Hotel Azure; Chateau at the Village and the Tahoe Beach Club, a luxury lakefront condominium development.

Other fine lodging, all with great access to the slopes are: Aston Lakeland Village, www.astonlakelandvillage.com and Forest Suites Resort, www.forestsuites.com

Find more info on all of these great Tahoe South hotels and lodges at: www.skiernews.net/2018-TahoeFavorites.htm

For real time updates on events, promotions, packages, conditions and events in Tahoe South, The Lake Tahoe Visitors Authority is easily found on Facebook at: www.facebook.com/TahoeSouth; and found on Twitter, <http://www.twitter.com/TahoeSouth>; Find them on YouTube, at: www.youtube.com/LTVA; and on Instagram at: www.instagram.com/tahoesouth and use #tahoesouth to share posts. For Tahoe South info, please call: 1-800-288-2463 or log on to: www.tahoesouth.com

View read and share this page online, and link from it at: www.skiernews.net/Jan2018-TahoeSouth.pdf

For the North Lake Tahoe info on page 10, find it at: www.skiernews.net/Jan2018-NorthTahoe.pdf

*About the Lake Tahoe Visitors Authority
Designated “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 continue to define its inimitable personality. www.TahoeSouth.com*

HOTEL BECKET ADDS MODERN COMFORT and a GREAT RESTAURANT in SOUTH TAHOE

SOUTH LAKE TAHOE, CA – Hotel Becket is a place that brings the best of South Lake Tahoe together as one. Just steps from the Heavenly Village gondola and close to downtown nightlife, the hotel is central to some of the world's greatest outdoor activity, from lakeshore to mountaintop. The Becket is born out of the union of two distinct, boutique hotel properties. For business or pleasure, or both, this is the finest in true Tahoe Style.

The Location

Hotel Becket is conveniently located across the street from Heavenly Village for access to more than 4,800 acres of excellent skiing and snowboarding. The scenic shoreline and crystal clear water of Lake Tahoe, where guests have entry to a private beach, is a short walk from the hotel.

The casino nightlife of Nevada is two blocks away for gaming and live entertainment by

national and international performers. The nearby casinos are larger and more exciting than their counterparts on the North Shore. They offer more games and a larger variety of machines, larger poker rooms and bigger acts.

The Accommodations

All guest rooms at Hotel Becket offer a warm sense of home. The newly renovated contemporary rooms feature handcrafted architectural details such as recycled barn wood doors, as well as custom artwork reminiscent of the mountain lakes found throughout the Sierra. Contemporary rooms also have a warm color palette with a pop of color – hot pink and mustard yellow – that was inspired by the vibrancy of South Lake Tahoe. Luxurious Tempur-Pedic beds are highlighted by custom-designed headboards and nightstands.

In contrast, the rustic accommodations are designed to eco-friendly standards. Combining a modern rustic décor with sustainable materials,

these accommodations feature handmade furnishings crafted from reclaimed Douglas Fir from an old Nevada mine, plus zero-VOC paints, organic linens and natural patinas.

The Features

Guest services and programs at Hotel Becket also reflect the nature and seasonality of the Sierra Mountain Range. The boutique hotel offers a winter ski valet service.

After a day outdoors, pamper yourself in the indoor hot tub and sauna.

Ten Crows Restaurant

After a day of adventures in the mountains, guests can refuel at Ten Crows Restaurant serving southern barbecue based on Alabama Fire Pit cooking featuring local craft beers in a fun, animated setting. An indoor-outdoor bar connects the restaurant to an expansive outdoor terrace, complete with games and fire pits for a relaxed, social

atmosphere. In addition, throughout the winter, special après ski offerings are available, such as a hot chocolate bar featuring a selection of sweet and savory toppings as well as non-alcoholic and cordial options. Imagine relaxing around a fire pit with a hot beverage after a hard day on the slopes or sipping cocktails at the informal, stylish bar before dinner.

Meeting space

Hotel Becket also offers approximately 1,000 square feet of group and meeting space with multi-function breakout rooms. Executive and corporate groups will be able to participate in a unique set of breakout programs and activities specially designed for the hotel that draw from the surrounding environment to inspire creativity.

For information, rates and reservations, please call them at (530) 544-6000 or visit www.HotelBecket.com