

#Certified Unserious...Again! SIERRA-at-TAHOE DELIVERS AUTHENTIC CALIFORNIA BIG TIME FUN on the SLOPES

SOUTH LAKE TAHOE, CA – Sierra-at-Tahoe exudes the highest standards of fun, humor and the unexpected, all while delivering a ski and snowboard experience unlike any other. Focused on enriching the guests' overall experience, Sierra-at-Tahoe is excited to offer expanded learning terrain, incredible tree skiing, award winning parks, enhanced on-mountain eats and plenty of fun surprises along the way.

If you are new to skiing and snowboarding, 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, enjoy it. An entire area is dedicated to learning, with two carpets, a high-speed quad and a Learn to Ski or Ride Center. Instructors are trained to anticipate the needs of first timers and are certified within the program to instruct on sculpted, contour-based Smart

Terrain, specially designed to help learn turning and gliding in a safe and controlled environment. Through this program, Sierra aims to fuel a newfound passion for snow sports in newcomers.

Once you have mastered your first turns, grab your next lesson or ticket online. It is as easy as click, buy, save. Once you have locked in your experience at an incredible price, swing by the new Sierra Store, located conveniently in the heart of South Lake Tahoe. At this easy-to-access location you can pick up your lift tickets as well as some awesome new gear before even getting to the hill. Now, when you arrive at the mountain, you can head straight for the lifts, without needing to stop by the ticket window. Time is precious; you should be enjoying it.

No stranger to emerging food trends, Sierra is continually revamping its culinary offerings to create menus focused around the

latest and greatest in the culinary world. This season, Sierra will continue to source sustainable, healthier food options in the Solstice Eatery, with the hungry snowsport enthusiast in mind. Other delicious options, such as the mountaintop 360 Smokehouse BBQ and the beach-like atmosphere at West Bowl's Baja Grill, will keep your tummy happy and ready to tackle whatever conditions the mountain throws at you.

Sierra-at-Tahoe makes it easy on the wallet when you want to take your family on vacation. Sierra's Learn to Ride program gives first time skiers and snowboarders rentals, a lesson and a lift ticket for less than \$150. If you are planning to hit the slopes for more than three days, grab a Certified Unserious Unlimited Season Pass and get some serious rewards. An Unlimited Pass at Sierra gives you three days of skiing and riding at 18 other resorts, with a total of 56

bonus days. Pass holders also get four "bring a friend" tickets, valid on select days, as well as certain Free Fridays. Lock in your pass early to save, and then get out on the hill for some unlimited fun.

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.

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 Sierra-at-Tahoe at: www.skiernews.net/Jan2019-TahoeSouth.pdf

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

TAHOE SOUTH SLEIGHS the WINTER SEASON

With ski resort improvements, new restaurants and activities

SOUTH LAKE TAHOE, CA/NV – Temperatures dipped and mood lifted as the arrival of winter in Tahoe South began. One of the country's top ski destinations welcomed the changing season with enhancements at its three area ski resorts, along with new dining and lounge options.

No Need for Your Car

Travel in the snow can be stress-free when visitors choose to go car-free this winter. Non-stop air service into Reno/Tahoe International Airport has made a winter getaway to Tahoe more convenient with 130 daily flights from such destinations as San Francisco, Dallas/Ft. Worth, Austin, Denver, New York, Chicago, Atlanta, Phoenix, Salt Lake City and Seattle among others.

From the airport's baggage claim, South Tahoe Airporter offers round-trip motor coach service for travelers opting for a car-free vacation. The shuttle includes stops at Stateline resorts.

Those traveling with ski and snowboard equipment can utilize UberSKI, now operating in the South Shore area. UberSKI allows riders to request vehicles equipped with a ski rack or truck bed for easier transportation.

Snow Bad Days (#NoBadDays)

Heavenly Mountain Resort introduced improvements to the mountain with a widened transition run from California to Nevada, a Galaxy Chair upgrade from a double to triple lift, and new snowmaking capabilities, including 48 high efficiency snow guns along Nevada and Boulder trails. The good times continue après ski with opportunities to unwind at any of Heavenly's three lodges with different takes on street foods, craft cocktails and brews.

Sierra-at-Tahoe continues its commitment to providing a stellar experience for first-time riders and families with friendly snow sur-

faces courtesy of new Pisten Bully snowcats equipped with SnoSat technology. Chairlifts, snow grooming systems, trail signs, and food and beverage options have all been updated for the 2018-19 season.

As a member of the Powder Alliance, Sierra-at-Tahoe passholders will also be able to ride three free days at Sugar Bowl, a new Tahoe resort added to the collection of 18 other resorts around the world. (Visit: www.sierraattahoe.com)

Kirkwood Mountain Resort boasts a locale that begs for exploration. Expedition Kirkwood allows riders to discover the legendary wide-open, diverse terrain and secret powder pockets with a coach to learn about backcountry-style for the day or multiple days. Kirkwood continues to offer women's clinics and camps throughout the season.

Brews and Chews for the Crew

Tahoe Social House pairs sandwiches with speakeasy. It's located in the Heavenly Village next door to sister property, California Burger Co. Gourmet deli sandwiches are served in the daytime, while at night the restaurant features a secret '20s style speakeasy with bespoke cocktails.

Crazy Good Bakery Café has gourmet doughnuts on lock with varieties that include hot cocoa, maple pecan, apple pie and blood orange pistachio, as well as a selection of homemade pies and miscellaneous pastries.

Refuge Coffee opened a public cafe at Blue Granite Climbing Gym in addition to their online store. Their small batch roasting style was created in South Lake Tahoe.

Dragonfly Bagel Co. relocated from Blue Angel Café to its new permanent location in Black Bear Lodge, nearby. Bagels are made by hand and from scratch Thursday through Sunday and feature unique creations like the Cheez-It bagel with pulverized Cheez-Its.

Lodge in Style

The theme is "more" for MontBleu Resort Casino & Spa this winter season with more happy hours, more food and beverage options on site, and more events and entertainment. Ciera Steak + Chophouse, Tahoe's only Four Diamond Restaurant, is offering a tapas happy hour with 25 percent drink discounts from 4:30-5:30 p.m.

Lakeland Village Resort at Heavenly is the newest addition to Heavenly Mountain's lodging properties with townhomes, including several lakefront units.

Zephyr Cove Resort will extend its year-round M.S. Dixie II boat rides and RV campground availability. New to the resort is Airstream camping, allowing guests to camp under the stars in style in a newly built model complete with a fully equipped kitchen, bathroom and fire pit. Zephyr Cove Resort will also add 30 new snowmobiles to their fleet of 100 snowmobiles per tour.

Hard Rock Hotel & Casino Lake Tahoe rocks its way through winter with amenities that include a ski valet, in-room boot fitting, and convenient rentals on site in affiliation with local provider, Powder House.

The Lodge at Edgewood Tahoe welcomes Black Tie Rentals to its Adventure Shop to reserve on-site ski and snowboard rentals.

Improvements to Ridge Tahoe's Hilltrac Skier Express, the self-operated eight-passenger gondola that connects the resort directly to Heavenly's Stagecoach Lodge. The upgrades will remove 25 steps, making closer access to the chair lift creating a hassle-free slope-side experience for skiers and snowboarders. (www.ridgetahoresort.com)

Healthy Tidings

'Tis the season for wellness with new gyms and fitness offerings. Omni Tahoe, a versatile fitness space offering classes in

Tahoe's only infrared heated yoga studio, as well as pole, barre and dance classes.

New to Tahoe, Gym Love breaks the mold of traditional fitness facilities by combining all aspects of health and wellness with training, nutrition coaching and testing to maximize customers' results.

South Lake Tahoe's first indoor climbing gym has opened its doors for business to allow for year-round rock climbing regardless of the weather. Blue Granite Climbing Gym offers beginners and experts alike a full lineup of classes and clinics.

For real time updates on events, promotions, packages, conditions and events in Tahoe South, The LTVA is on Facebook: www.facebook.com/TahoeSouth, Twitter: <http://www.twitter.com/TahoeSouth>, on YouTube log on: www.youtube.com/LTVA, Instagram: www.instagram.com/tahoesouth and use #TahoeSouth to share posts.

For Tahoe South information: 1-800-288-2463 or log on to 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.

For information about lodging, recreation family packages and more at Tahoe South, please call 1-800-288-2463 or log onto www.TahoeSouth.com

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THE LANDING RESORT & SPA – ONE OF TAHOE'S MOST LUXURIOUS BOUTIQUE HOTELS

Deluxe guestrooms feature lake views and fireplaces

SOUTH LAKE TAHOE, CA – The Landing Resort & Spa offers upscale accommodations and some of the region's highest guest service levels. Newly opened for the 2013-14 winter season, the resort commands a prime lakefront location just three blocks from the Heavenly Gondola. Complimentary private transportation provides guests with direct lift access by day and easy access to the Heavenly Village and Stateline casinos at night.

Discerning travelers will appreciate the resort's thoughtful amenities, lively personality and contemporary European design. The 88 guestrooms include stone fireplaces, lake view balconies, pillow top mattresses with Egyptian cotton bedding, 55-inch HD TVs, refrigerator, complimentary internet access and valet parking. Bathrooms feature heated marble tile floors, heated and lighted toilet seats, rain showers, lighted vanity mirrors, plush towels, bathrobes, slippers, and L'Occitane bath amenities. Premium guestrooms feature additional bonuses such as jetted whirlpool tubs, steam showers and direct lake views.

To ensure guest comfort and convenience in winter months, the resort offers valet park-

ing, lift ticket sales, and valet ski/board storage with heated boot dryers. Booking a stay is easy with the resort's array of ski and special-occasion packages.

The 2.5-acre grounds include an outdoor pool and hot tub, full service spa, steam room, sauna, hair salon, gift/sundry boutique, and fitness center with treadmills, elliptical trainers and free weights. On-site dining options include Jimmy's Restaurant, a distinctive enclave serving wood-fired Greek seafood and regional California cuisine. The restaurant features several private dining alcoves – each with its own fireplace. Four outdoor fire pits invite guests to linger on the patio. In-room dining is available for guests who prefer a quiet evening by the fire. An extensive wine list will impress even the most seasoned wine enthusiast, while Jimmy's Lounge offers the best cocktails in town. In addition to international lunch and dinner cuisine, the Executive Chef also provides hearty breakfast options for hungry skiers and riders.

Elevating personal indulgence to a fine art, The Spa at The Landing Resort offers a complete array of restorative treatments. Four state-of-the-art treatment rooms offer a haven

of peace and tranquility. After a day of skiing or snowboarding, guests can take advantage of a hot stone massage, soothing reflexology therapies, or unwind together in the romantic couple's room.

In summer months, guests have complimentary access to Lakeside Beach, directly adjacent to the hotel. The beach is one of Tahoe's best and includes an outdoor café, swimming, volleyball and kayak rentals. Nearby Lakeside Marina offers Jet Ski and motorboat rentals. The hotel's complimentary cruiser bikes can be taken on the water taxi to Tahoe's beautiful West Shore bike path. Golf packages offer access to renowned Edgewood Golf Course.

The Landing Resort is a prime location for social functions and business meetings any time of the year. Two indoor meeting spaces feature lake views and retractable glass walls for groups up to 150 people. The Grand Rooftop Terrace offers a spectacular wedding site with jaw-dropping views of Tahoe's sparkling waters, and a seasonal outdoor event pavilion allows for larger corporate and social parties.

The highly attentive group sales department will seamlessly handle meeting details,

catering, and audiovisual needs. Concierge services are also available to assist individual guests with offsite activities and attractions.

As the newest hotel in the Tahoe basin, The Landing Resort & Spa offers the consummate lakefront location where guests are welcomed with top-notch accommodations and warm mountain hospitality.

In summer, The Landing is a short walk to the Edgewood Tahoe Golf Course, home to NBC's American Century Golf Championship, July 9-14, 2019.

You can easily link to The Landing from the SKIER NEWS Great Lodging page at www.skiernews.com/GreatLodging.htm

You can also view more online and link to The Landing from it, please visit www.skiernews.net/2019-TahoeSouth1.pdf

For more info, reservations, lodging packages or amenities, please call one of Tahoe's newest boutique hotels, The Landing, at 1-855-700-5263 or log on to the hotel at www.thelandingtahoe.com

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