

LAKE TAHOE RESORT HOTEL INVESTS \$5 MILLION in RENOVATIONS

Upgrades to all 400 suites completed by mid-December

SOUTH LAKE TAHOE, CA — Lake Tahoe Resort Hotel is investing \$5 million in property renovations and upgrading all 400 rooms in the nine-story all-suite hotel. The work is taking place in phases with completion planned for the winter season.

The upgrades have already started and rooms on the sixth floor and above are outfitted with the new 42-inch flat screen televisions in the suites' living areas and 37-inch flat screens in the bedrooms. Bathrooms in the suites are getting new bath surrounds with curved shower curtains and top shelf Aromatherapy bath products. Granite countertops provide a fresh look to the room's furniture, and new ottomans, end tables, dining tables and chairs, new headboards, nightstands, wet bars, vanities, and dressers are being added. Guests will be able to sink into Serta perfect sleeper mattresses, super topper mattress pads, and 300 thread count sheets. New carpeting and décor are also part of the renovation process.

"It's all about the guest. We are about building the best experience for their Tahoe vacation," said Bill Cottrill, the resort's director of sales and marketing. "The owners are committed to continual improvements."

The hotel's four premium balcony suites, scheduled for completion in November, will reopen with dual-sided fireplaces and added alpine mountain style. This matches the resort's change of direction from national corporate chain to independent in April of this year.

The resort management and staff launched their My Tahoe campaign this summer focusing on connecting guests with authentic Tahoe experiences and offering personal insights into seeing Tahoe like a local. Located in the center of South Lake Tahoe's outdoor and indoor amenities – mountains, the beach, towering pine forests, shopping and nightlife – that are within walking distance from just outside the hotel's four main doors.

The alpine theme will extend to the resort's atrium as. Property renovations continue with the addition of a large dual-sided fireplace and gathering area.

"It will be the perfect place for our guests to gather, reflect on their day and just enjoy Tahoe," Cottrill said.

Located in South Lake Tahoe on the California/Nevada border, just steps from casino entertainment, the nine-story all-suite hotel has 400 rooms, 10,000 square feet of meeting space, and restaurant and bar. It is the largest and only full-service hotel in South Lake Tahoe.

As mentioned, next door from the hotel are Nevada's Tahoe casinos and South Lake Tahoe's nightlife. It is a 15-second walk from the relaxing Lake Tahoe Resort Hotel lobby to the bright and vibrant 24-hour casino entertainment. Other casinos are within a one-to-two minute walk.

For a great vacation package, the Lake Tahoe Resort Hotel offers a multitude of family overnight options. Ski packages let you add lift tickets of your choice of five world-class ski resorts. All of the ski resorts are within an hour or less, while the Heavenly gondola is a three-minute walk. Please call 1-877-497-8483 for rates.

The Lake Tahoe Resort Hotel is also a great location to enjoy all of Lake Tahoe's summer activities. From golfing, boating and hiking, to mountain biking and sightseeing, Lake Tahoe offers something for everyone.

During NBC's American Century Celebrity Golf Championship, July 15-20, 2014, it is the perfect location to stay with close proximity to the host Edgewood Tahoe Golf Course and the celebrity night life. All year long you can find reports, photos and info on the event at www.skiernews.com/TahoeGolf.htm

You can easily link to the Lake Tahoe Resort Hotel from the SKIER NEWS Great Lodging page found at www.skiernews.com/GreatLodging.htm

You can also view this exact page online and link from it, visit www.skiernews.net/Oct-Nov2013-Tahoe.pdf

For more info, reservations, lodging packages or amenities, please log on to the hotel at www.TahoeResortHotel.com or please call the Lake Tahoe Resort Hotel at 1-877-497-8483.

SIERRA-AT-TAHOE: THE MOUNTAIN IS WHAT REALLY MATTERS

At the end of the day, the resort's terrain keeps you coming back for more

SOUTH LAKE TAHOE, CA – For generations, Northern California skiers and snowboarders have found a winter home at Sierra-at-Tahoe Resort, a 2,000-acre day resort just outside of South Lake Tahoe. For generations, Sierra™ Resort has offered a home away from home for winter enthusiasts who are looking to get back to the real thing. Sierra loyalists do not want fancy shops or fine dining on the mountain. They want snow, and lots of it. They want steeps and trees and terrain parks and maybe a beer at the end the day. That is what Sierra Resort delivers.

Sierra Resort is located right on the western edge of the Sierra Nevada mountains, which not only makes it the closest major resort to Sacramento and the Bay Area, but also positions it perfectly to receive generous snowfall from the storms that come in off the Pacific Ocean, dry out as they cross the Central Valley, and then slam into the 10,000-foot peaks surrounding Lake Tahoe.

These storms deliver an annual average of 480 inches of snowfall. Sierra Resort's north-facing slopes keep the snow in great condition days after a storm, while wind-protected lifts enable skiers and riders to access that snow even on stormy days. Minimal snowmaking means that the surface conditions stay smooth and soft rather than becoming hard and chunky.

For expert skiers and riders, so much snowfall each winter means there are acres and acres of perfectly spaced old-growth Red Fir trees to explore. With innumerable steep lines through Jack's Bowl and mandatory rock drops in Avalanche Bowl, off-piste skiers and riders

find Sierra Resort a powder paradise. Huckleberry Canyon, which incorporated inside the resort's boundary line just a few seasons ago, is a buffet of cornice drops, rock chutes, glazed runs, and snow pillows just begging to be slashed. Lauded by Tahoe locals as some of the steepest and deepest terrain in the Tahoe area, Huckleberry Canyon is accessible via five gates from the top of Grandview Express.

If trees are not your thing, do not worry. Sierra-at-Tahoe Resort puts its heart and soul into grooming each night. Aiming to groom 70 percent of the open trails each night, including two high-angle, black diamond trails, Sierra Resort is a carver's paradise.

The grooming crew also lays down corduroy on 100 percent of the beginner trails each night, creating a carpet of smooth, carvable snow that makes learning to ski or snowboard feel like cutting cold butter with a warm knife. Each morning, three Groomer's Choice runs (one for each ability level) are selected, so skiers and riders always know where to go to find those perfect lines.

Sierra-at-Tahoe Resort is home to some of the nation's most innovative terrain parks and has been named by TransWorld SNOWboarding as a 2011 Top 10 Overall Resort and Top 10 Park resort. A 24/7 park crew keeps the jump, box, and rail lines fresh and the take-offs and landings manicured.

The nationally recognized Superpipe is fun for beginners who just like to ride the walls, intermediates playing with getting a little air, and experts who are perfecting that new trick.

With so much mountain to play with, easy access from Highway 50, and a relaxing, friendly vibe from the parking lots to the hidden stashes, it is no secret with Sierra Resort has been the locals favorite since 1946.

More about Sierra-at-Tahoe Resort: Keeping It Real
With 480 inches of average annual snowfall, wind-protected slopes, incredible tree skiing, and 320 acres of backcountry terrain out the Huckleberry Gates, Sierra Resort is a bastion of the authentic California ski experience. For beginner skiers and riders Sierra Resort, home to the world's only Burton Star Wars Experience, has over 100 acres of dedicated terrain, four beginner-only conveyor lifts, a \$39 adult beginner package, and multi-lingual PSIA Certified Instructors.

Sierra Resort is the place to learn to ski or ride in Lake Tahoe. For freestylers, a commitment to innovative terrain parks has led to Sierra Resort's being recognized by TransWorld SNOWboarding as a Top 10 Overall Resort as well as among the Top 10 Best Parks and Pipes in the nation. Sierra-at-Tahoe Resort embraces skiers and snowboarders who want to escape from everyday life and enjoy the simple pleasure of winter in the mountains.

You can easily link to Sierra-at-Tahoe from the SKIER NEWS Great Resorts page found at www.skiernews.com/GreatResorts.htm

You can also view this exact page online and link from it, visit www.skiernews.net/Oct-Nov2013-Tahoe.pdf

For more information, visit www.SierraAtTahoe.com or call (530)659-7453.

For more Lake Tahoe lodging and ski resort info for the North and South shores of the Lake, please log on to www.skiernews.net/Tahoe2014.htm

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