

Icon | ī'cōn' | *n.* The object of great attention and devotion.
You've heard the stories. You've seen the images. Now, experience it firsthand.

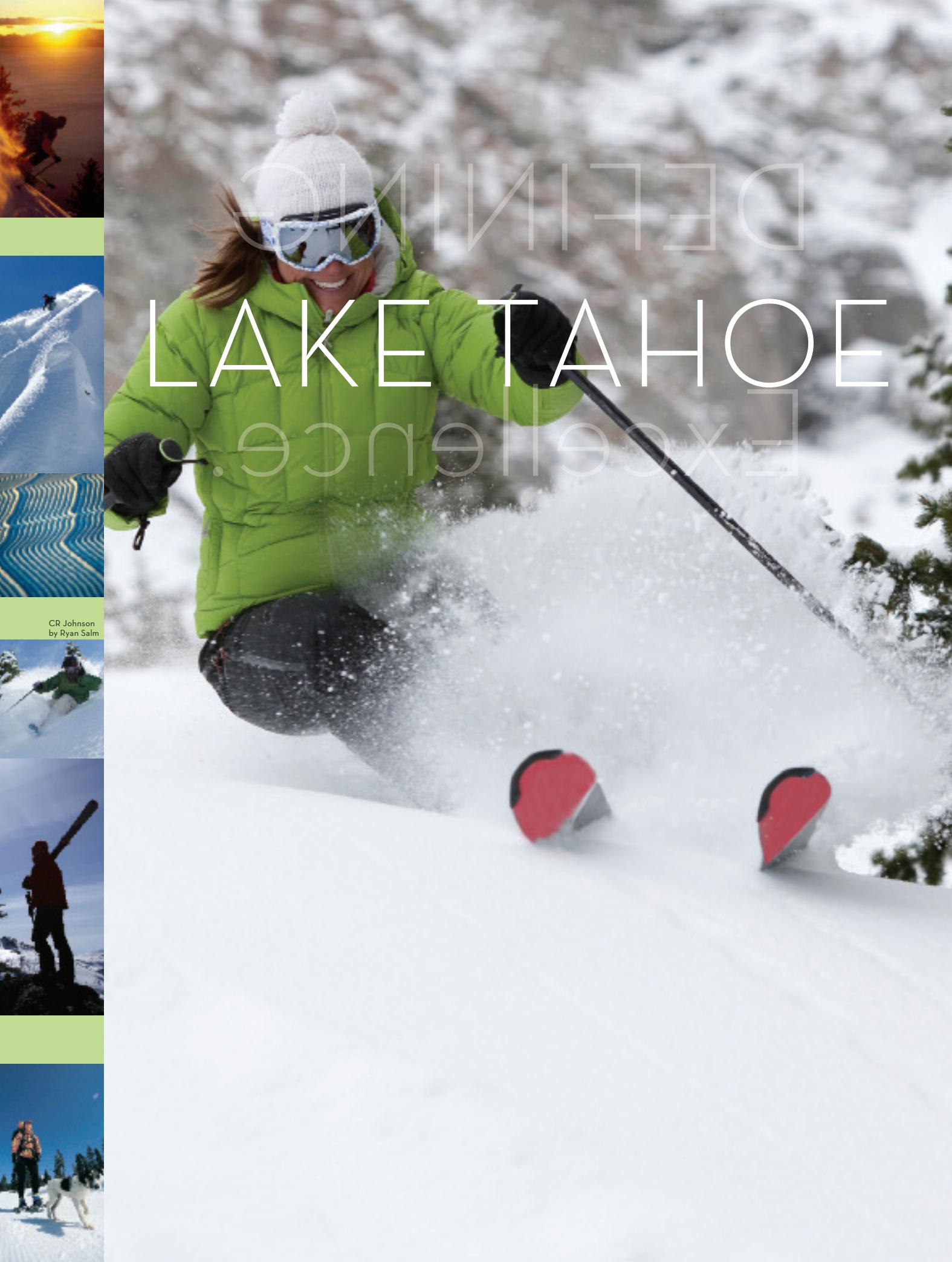
LAKE TAHOE

Not a Destination. An **Icon.**



Skier's and Boarder's
WINTER VACATION GUIDE 2009 - 2010





DEFINING LAKE TAHOE Excellence.

Legendary |lĕj'ĕn-dĕr'ĕ| *n.* Achieving fame and notoriety as the result of a remarkable nature.

Remarkable? You can bet on it.

Lake Tahoe is truly the stuff legends are made of. You've seen it in the movies...read about it in travel and snow magazines...fallen under its spell in posters and ads. So isn't it time you experienced its magnificence for yourself?

To truly passionate skiers and snowboarders, Lake Tahoe is the utopia of winter destinations. Lovers of history travel to the Great Pyramid of Giza, Machu Picchu, the Roman Coliseum. Lovers of natural wonders flock to the Grand Canyon, the Great Barrier Reef, the harbor of Rio de Janeiro. Lovers of extraordinary snowsports? You'll find them here.

Lake Tahoe features the largest concentration of ski resorts in all of North America—a pretty lofty claim to fame. But the real deal is what's in it for you, and that's the head-spinning fact that you can ski and ride here every day for weeks and never hit the same run twice.

Cover photos: TomZikas/Diamond Peak, Bill Stevenson. Photos left: Corey Rich, Ryan Salm, Hank de Vré, Larry Prosor

Responsible |ri-'spän(t)-sə-bəl| *adj.* Exhibiting qualities of conscientiousness, thoroughness, and diligence.

Environmental stewardship is nothing new to Lake Tahoe. Since 1969, the Tahoe Regional Planning Agency (TRPA) has led the effort to preserve, restore, and enhance the unique natural environment of the Lake Tahoe area. The nation's first ever bi-state environmental planning agency, TRPA is committed to striving for lake clarity, forest health, water quality, wildfire safety, and sustainable development. In pursuit of these objectives, the organization implements land-use regulations, growth management, and resource management plans to create a healthy place that can be enjoyed for generations to come.

In 2007, TRPA and other public agencies joined forces with members of the Lake Tahoe community in a program called Pathway, a cooperative effort designed to share professional resources and expertise. Working in close partnership, the agencies are updating vital resource management plans to guide land development and environmental regulations over the next 20 years.

Furthering our dedication to the environment, we are continuing to participate in SkiGreen™, a partnership with the Bonneville Environmental Foundation (BEF). BEF is a nonprofit organization that provides access to renewable energy, expands the use of solar and wind energy, and develops additional energy sources. By selling Green Tags at our resorts, we encourage consumers to support the environmental efforts designed to safeguard our planet.

We are proud to be working in harmony with these committed organizations to help create a unified vision of Tahoe's brightest future, but our zealousness doesn't stop there. The individual Ski Lake Tahoe resorts are also doing their part to protect and preserve our precious natural resources.



Photos: Bill Stevenson, Larry Proctor

At Lake Tahoe, you'll find terrain that sets your hair on end, with adrenaline-pumping cornices and brain-rattling mogul fields...heart-in-your-throat steeps and seat-of-your-pants jumps. Want something a bit softer? Opt for cruising down a groomed, broad run or a corrugated expressway. Take a handful of lessons that will take your skill to the next level. Or just sit on a mountain deck, admire the view, and slather on the sunscreen.

We supplement skiing and riding with dozens of activities that start with "snow" and end with fun—like tubing, shoeing, biking, scooting, and mobiling. Lake Tahoe is also home to ice skating, horse-drawn sleigh rides, hot-air ballooning, museums, art exhibits, and fabulous winter festivals. Whatever you choose, Mother Nature will set the stage by delivering about 35 feet of snow every winter. That should keep you covered.

We keep the variety going with three distinct neighborhoods for your exploring pleasure. South Shore, North Shore, and Reno each feature their own brand of excitement and their own version of pleasure, so you can wander the region and sample it all. From cool headlining entertainment to sizzling casino action...from the efficiency of a slopeside condo to the luxury of a casino/hotel...from a casual buffet to a candlelit dinner...Lake Tahoe serves it all in legendary style.

LAKE TAHOE. LEGENDARY. VISIONARY. EXTRAORDINARY.

Photos: Corey Rich, Justin Baille, Ryan Salm, Tomzikas.com, Larry Prossor



Environmental stewardship.



A Unified Vision.

Photos: Ryan Salm, Timothy Kendzierski, Justin Ballie, Corey Rich, Alpine Meadows, TomZilkas.com

Alpine Meadows' recycling program continues to yield progress year after year with a focus on waste reduction and programs designed to maximize recycling. The mountain has recycled more than 40 tons of cardboard, paper, beverage containers, used vegetable oil, batteries, fluorescent lights, computer equipment, and printer cartridges. These efforts translated to preventing 35 million tons of carbon emissions from entering the atmosphere. For the past six years, Alpine Meadows has also been using biodiesel fuel in its fleet of transportation buses. Vegetable-based and renewable, a 20 percent biodiesel fuel blend reduces emissions by 12 to 20 percent. The resort will continue this fuel use and further explore eco-friendly alternatives.

Heavenly embraces its role as an environmental steward charged with protecting the qualities that make Lake Tahoe special. A leader among ski resorts, Heavenly employs a Master Plan to determine whether there is an overall trend of improvement in environmental conditions for forest, soil, air, and water resources. The use of an innovative water-treatment system provides the highest levels of effectiveness in a commercially available product, with the objective of meeting nearly the same water-quality standards as safe drinking water. As the founding member of the Coordinated Transit System, Heavenly transports more than 450,000 passengers on low-emission shuttles every season, saving nearly 1.6 million vehicle miles of travel. The resort has also taken a leadership role in recycling and conservation. Every season, Heavenly purchases 16 million kilowatt-hours of wind energy credits to offset 100 percent of its energy use. And a partnership with the National Forest Foundation raises funds for the national forests of the Lake Tahoe Basin by asking guests to contribute \$1 to the purchase of each season pass and lift ticket.

At **Mt. Rose-Ski Tahoe**, a dedication to sustaining and strengthening the region's precious natural resources is evident. The new Slide Lodge construction plan is based on Leadership in Energy and Environmental Design (LEED) principles, and will incorporate smart technology to make use of passive solar mechanisms to maximize the efficiency of the building. Three wind spires are included in the design to offset energy usage of the facility by up to 30 percent. The resort's environmental efforts also include recycling and waste-reduction programs; the development of best-management practices for construction sites, incorporating input from local regulatory agencies; the improvement of water quality through erosion and sediment controls; the implementation of energy- and water-efficiency design, both on the hill and in the lodges; protection of natural wetlands and restoration of native vegetation; and the establishment of transportation initiatives that reduce air pollution by providing viable alternatives to the use of individual vehicles.

Northstar-at-Tahoe™ Resort was the first California ski area to partner with BEF to purchase Green Tags in support of wind energy, offsetting approximately 215,600 pounds of global-warming emissions associated with its electrical energy use. In keeping with this effort, the resort has created the Environmental Leadership at Northstar, which will initiate a SureBet energy audit with the local public utility district to identify programs to help reduce energy use and make efficiency improvements. In conjunction with East West Partners and Sierra Watch, Northstar is developing a comprehensive Habitat Management Plan for its entire 8,000 acres to recommend specific treatments for enhanced forest/habitat health.

What's more, Northstar has increased its mass transportation efforts by 36 percent, and operates its shuttle fleet on biodiesel fuel. The resort also has expanded recycling efforts, and continues to make improvements to erosion control and water quality.

Sierra-at-Tahoe® believes in making tangible impacts on the local environment. The resort's "right here, right now" philosophy has led employees to create Project: Green Sierra, an umbrella initiative that brings the resort's many sustainability programs under one roof. Sierra has increased its volume of on-site recycling, becoming the first commercial property on South Shore to initiate the Blue Bag recycling program. The Green Lot allows anyone who drives to the resort in a hybrid vehicle to park up front, for free, in Preferred Parking. Building materials are constantly recycled and reused instead of thrown away or purchased new, and eco-friendly cleaning and disposable products are used throughout the resort. During the 2008-2009 winter season, Sierra worked with two groups of local school children to recycle plastic bottle caps through the Aveda Caps Recycling Program. The children collected enough caps to fill 17 33-gallon trash bags. The caps are being recycled into Aveda's Limited Edition Clove Shampoo bottles.

Squaw Valley USA is committed to a multi-million-dollar environmental improvement program, which has instituted extensive re-vegetation and erosion-control projects to ensure the health and quality of native and naturalized plant population and wetland areas. The resort has also developed a comprehensive recycling program, and has made revolutionary innovations in energy use to guarantee minimal depletion of natural resources and to reduce greenhouse gas emissions. The Olympic Ice Pavilion utilizes the most technologically advanced refrigeration system of its kind: a heat exchanger that freezes the ice in the skating rink while simultaneously heating the Swimming Lagoon and Spa, surrounding decks and walkways, and the interior of the High Camp mountaintop facility. Power factor correction and harmonic filter units have been added to all the big lifts to ensure that only the energy necessary to run the lifts is used. Squaw Valley's extensive upgrades have resulted in vast energy savings, as well as a safer and cleaner environment for resort guests.

Kirkwood continues its funding project with the National Forest Foundation (NFF)—the congressionally chartered nonprofit partner of the U.S. Forest Service—after having assisted in the delivery of a grant in 2009 to build and maintain trails in the Eldorado National Forest. Rates for every lodging unit at the resort include a \$ donation to the NFF, and the monies generated will be applied to funding future projects within the Eldorado National Forest. When guests purchase daily lift tickets or season passes, they are given the opportunity to buy Ski Green Tags, which fund research in sustainable energy sources. Ongoing energy-efficient retrofits and recent conservation initiatives continue to reduce the resort's overall energy consumption, while improved recycling efforts have diverted more than 67 percent of the overall waste stream by volume. With an eye on reducing pollution, traffic, and gas consumption, Kirkwood maintains a successful online carpool forum in partnership with Snowbomb.com to increase ridesharing to the resort—an effort that was responsible for taking more than 1,000 cars off the road. A unique variation on the traditional blog, this version provides an online social network where people can connect with other skiers and boarders who plan to visit the resort.

ski lake tahoe resorts

Diverse |dī-'vərs| adj.
Offering a great deal of variety.

The magnificent seven Ski Lake Tahoe resorts promise—and deliver—something for everyone. Whether you're in the market for egocentric challenges or family-centric pleasures, you'll find them here.

Try careening down a chute that leaves your heart at the top and your soul in Nirvana. Prove your skill as a stuntmeister on a superpipe, getting hits so high you'll earn frequent-flier miles. Snorkel through a field of powder so light and deep you'll think you'll never breathe normally again. Settle into the elegant rhythm of a serene open bowl groomed as perfectly as a newscaster's hair. Fly through the trees with the greatest of ease. You get the idea.

In addition to skiing, kids will love the resorts' sledding and tubing hills, ice skating, and masses of snow sports. Children's ski schools will get your little ones on the mountain with you in no time, and special programs designed just for them will provide the delight and stimulation they crave.

Alpine Meadows

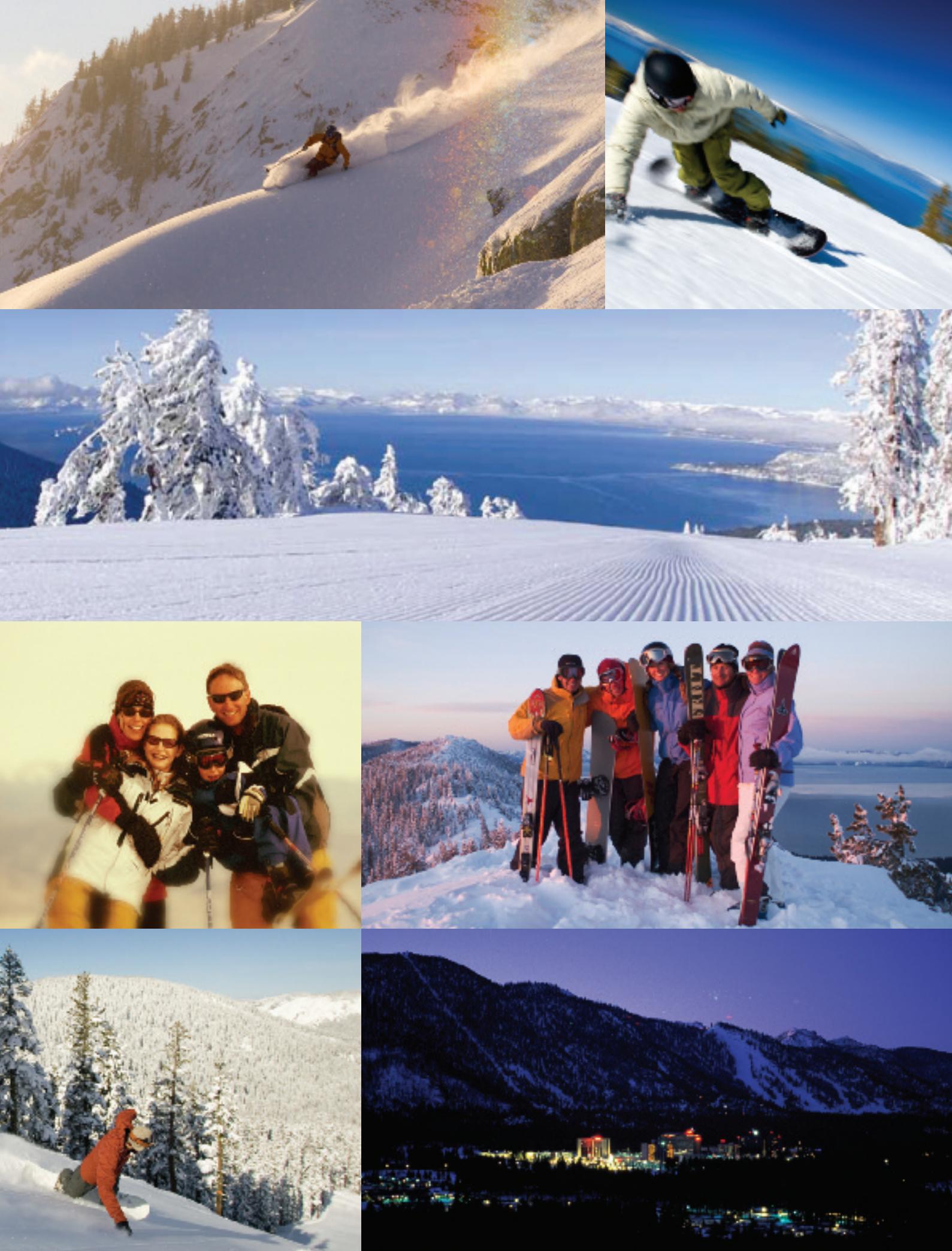
Internationally recognized for its incredibly diverse terrain, Alpine Meadows offers everything from beginner and intermediate groomers with sweeping views of Lake Tahoe to backcountry-accessed skiing and boarding for the most zealous of adventurers. Renowned within the Tahoe Basin for its deep snow, Alpine Meadows is equally famous for its fabulous spring snow conditions.

Heavenly

Overlooking the sapphire-blue waters of Lake Tahoe, Heavenly is a truly unique snow sports destination. Skiing and snowboarding options span the states of California and Nevada, offering 34 miles of groomed cruisers, 1,600-foot plunges in double-black-diamond canyons, some of the most outrageous tree skiing in North America, 60-foot jumps in Jackpot Terrain Park, and a 3,300-foot-long thrill ride on the longest zip line in the continental U.S. Appealing to all ages, Heavenly also features tubing, sledding, ski biking, ice skating, sleigh rides, shopping, spas, movie theaters, and bowling alleys. Debuting this season is a new, four-lane tubing hill, accessed by a state-of-the-art magic carpet. Stretching hundreds of feet up East Peak, the new hill will be a wondrous addition to Heavenly's Adventure Peak family recreation area.

Kirkwood

Home to some of America's deepest snow, Kirkwood expanded accessible terrain with the addition of two new lifts in 2008, enhancing the way guests enjoy the resort's legendary terrain. Host of the North Face Masters of Snowboarding, the North American Freeskiing Championships, and a myriad of exciting winter events, the resort offers something for everyone. Options include more than 80 kilometers of cross-country skiing and snowshoeing, as well as non-ski activities such as tubing and evening snowcat tours. Dining includes the historic Kirkwood Inn, built in 1865; the ski tavern atmosphere of Bub's Pub; and the five-star dining experience of the Off the Wall Bar and Grill. Lodging accommodations range from hotel rooms to three-bedroom condominiums, all nestled at the base of the resort's terrain between the Mountain Village and Timber Creek.



Photos: Corey Rich, RSCVA/Jeff Dow, TomZikas.com, Northstar-at-Tahoe, Bill Stevenson

THE NUMBERS STACK UP BEAUTIFULLY.
LAKE TAHOE HAS MORE THAN:

- 100 LIFTS
- 500 RUNS
- 17,000 ACRES OF TERRAIN
- 35 FEET OF ANNUAL SNOWFALL
- 300 DAYS OF SUNSHINE EACH YEAR



SKILAKETAHOE.COM



Tom Zirkas/Diamond Peak

Mt. Rose-Ski Tahoe

Mt. Rose-Ski Tahoe boasts the region's highest base elevation, ensuring supreme snow conditions even on the sunniest spring days. Race from the parking lot to the summit in less than 10 minutes via two high-speed, detachable, six-passenger lifts. At the top, you'll find more than 1,200 acres and 1,800 vertical feet of terrain, topped off by the legendary Chutes, featuring some of the steepest and longest inbounds slopes in North America. Mt. Rose is the closest resort to Reno-Tahoe International Airport, the gateway to the Sierra.

Northstar-at-Tahoe™ Resort

A year-round vacation destination, Northstar-at-Tahoe Resort draws visitors with its 2,490 skiable acres and a variety of lodging accommodations, restaurants, and boutiques—charmingly set in the atmosphere of a magnificent mountainside village that was completed in December of 2008. Offering particular appeal to families, the resort features award-winning children's programs, alpine and telemark skiing, snowboarding, ice skating, world-class terrain parks and pipes, tubing, cross-country skiing, and snowshoeing. The Ritz-Carlton® Highlands, Lake Tahoe opens at the resort in December, 2009.

Sierra-at-Tahoe®

Sierra-at-Tahoe is a playground of wintertime fun, with challenging steeps, laid-back cruisers, unparalleled tree skiing, and five gates that access some of the most challenging off-piste terrain in Tahoe. Kids' Adventure Zones, a tubing hill, snowshoeing, a nationally ranked superpipe, six terrain parks, and the Burton Progression Park ensure something fun for everyone. The closest major resort to Sacramento, Sierra is located just 12 miles from Lake Tahoe's South Shore and is easily accessible via shuttles from town.

Squaw Valley USA

Host of the 1960 Winter Olympics, Squaw Valley USA lures visitors with its 4,000 skiable acres and six peaks of open-bowl terrain. Combine the incredible terrain with two halfpipes, three terrain parks, mountaintop ice skating (and swimming in the spring), tubing, restaurants, shopping, sightseeing, and events galore, and Squaw is a must-visit during any Lake Tahoe vacation. The Intrawest Village at Squaw Valley USA offers lodging, boutiques, restaurants, and cafés to provide every possible creature comfort.



Ski Lake Tahoe

**SEVEN RESORTS.
 TWO STATES.
 ONE PLACE
 TO BOOK YOUR TRIP.**

SkiLakeTahoe.com



things to do

Entertaining |ĕn'tĕr-tā'ning| adj.

Providing vast amusement, enjoyment, and pleasure.

We barely know where to start, and you'll surely have trouble deciding when to stop. Lake Tahoe is an all-inclusive vacation destination that can keep you entertained around the clock—if you've got that kind of endurance. If not, pick and choose from our endless list of things to do.

SKIING AND RIDING:

Sailing down a corrugated expressway
Busting huge air in a terrain park
Bumping through a mogul field
Plunging down a canyon
Gliding through a secret powder stash
Cross-country skiing in a tranquil meadow
Telemark skiing



ADDITIONAL SNOWSPORTS:

Ice skating
Snow tubing
Snobiking
Snowmobiling
Snowshoeing
Sledding
Dogsledding



EXCITEMENT AND FESTIVITIES:

Freeskiing championship races
Winter carnivals
Celebrity ski races



OFF-MOUNTAIN ADVENTURES AND INDULGENCES:

Paddlewheeler cruises on the lake
Hot-air balloon rides
Indoor rock climbing
Hot springs
Museum hopping
Golfing—in winter, too
Shopping for designer gear
Spa treatments



NIGHTTIME FUN—OUTDOORS:

Ski-run torchlight parades
Moonlight sleigh rides
Hot tubbing

NIGHTTIME ENTERTAINMENT—INDOORS:

Headlining performances
Caberet shows
Gaming—blackjack, poker, Pai Gow, roulette, craps, slots
Nightclub dancing
Nevada-style revues
Comedy shows

DINING:

French
Japanese
Italian
Mexican
Chinese
Thai
seafood
vegetarian



the Best...

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where to stay

Welcoming | wĕl'kĕm-ĕng | adj. Greeting

someone's arrival in a warm, gracious, and friendly way.

It's important to us that you feel perfectly at home every minute you're here. That's why we make sure you have your choice of comfortable accommodations when you're ready to call it a day. North Shore, South Shore, and Reno are home to thousands of rooms, and one of them has your name on it.

Want to be close to all the mountain action? Choose the ski-in/ski-out convenience of a slopeside condo. Want to immerse yourself in nonstop gaming and glitz and glamour? Book the amenities-laden opulence of a casino/hotel.

Want a tranquil getaway where it's quiet enough to hear the snow fall? Settle into a European-inspired chalet or a cozy cabin in the trees. From efficiency apartments to spacious condos to everything in between, you'll find exactly what suits your mood and your budget.

Now dim the lights, settle down in front of a nice fire, and think about all that's in store for you tomorrow.

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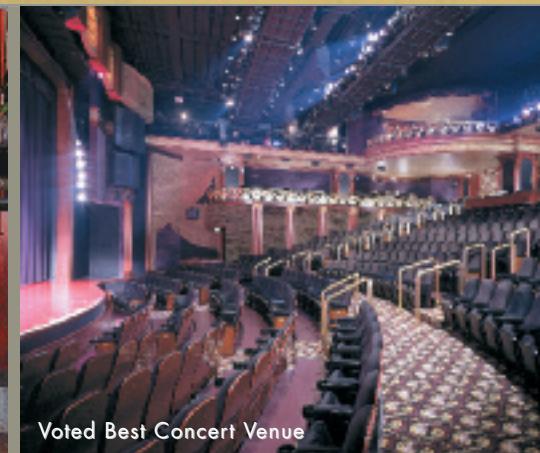
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Website: eldoradoreno.com



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The Eldorado is in the heart of the excitement... in the heart of downtown Reno!

- Ice Skating Rink - An outdoor rink located on the Truckee River
- Reno Aces Baseball Stadium - Featuring the AAA farm team for the Arizona Diamondbacks
- West Street Market - Outdoor urban market

FAST FACTS:

TYPE OF PROPERTY: Luxury Hotel Casino

ADDRESS: 345 North Virginia Street, Reno, NV 89501

LOCATION: 35 miles from Lake Tahoe in Reno, Nevada.

NUMBER OF ROOMS: 817 beautifully appointed rooms including Reno's best suites.

Non-smoking rooms available.

PROPERTY AMENITIES: Eight restaurants, showroom, microbrewery, martini bar, wine bar, 24-hour room service, boutiques, convention center, valet parking, video arcade, heated seasonal outdoor swimming pool and Jacuzzi®, ski shuttles, snow conditions hotline, and discounted lift tickets.

SHUTTLE SERVICE: Free to and from Reno-Tahoe International Airport.

Discounted shuttles available to Alpine Meadows, Mt. Rose-Ski Tahoe, Northstar-at-Tahoe™ Resort, and Squaw Valley USA.

RATES & PACKAGES:

- You're the boss! Create the ski vacation that's perfect for you.
- Packages starting from \$69* per person.
- What are you waiting for? Our website makes it easy to create your own ski vacation and receive an instantaneous, no obligation quote. You decide where to ski, if you want shuttle transportation and how many nights to stay. Packages include a \$10 food voucher and show discounts.

*Offer valid through April 2010. Subject to ski resort's operating schedules and shuttle transportation company's operating schedule. Subject to availability. Excludes holidays and special event periods. Weekend prices slightly higher.

VISIT

SHOPALOTATROPOLIS

POPULATION: 40 TOP STORES, 4 GREAT RESTAURANTS, 1 MOUNTAIN OF VALUES.



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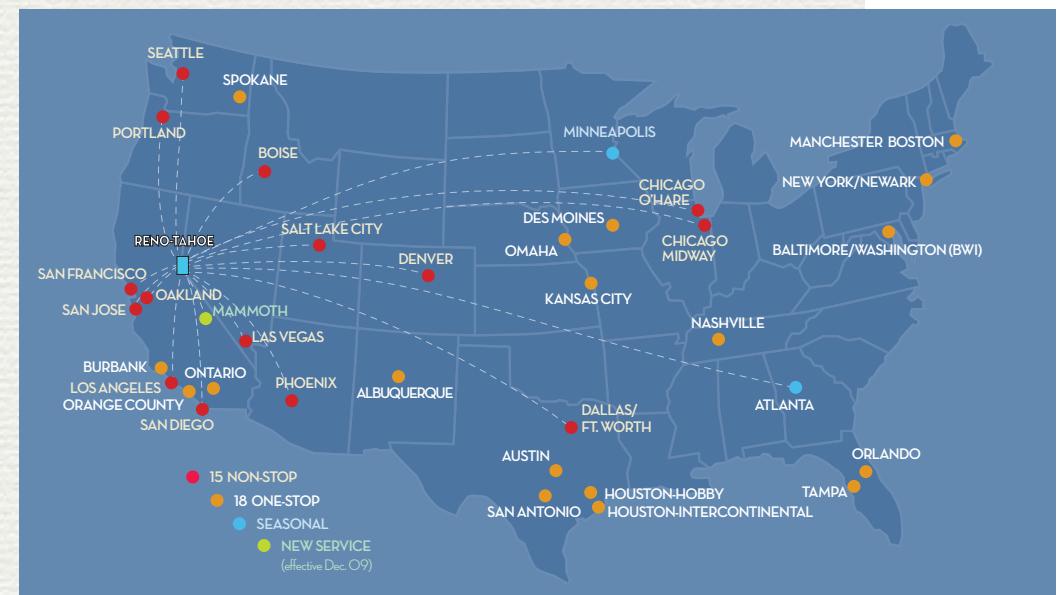

Accessible | āk-sĕs'ə-bĕl | adj.

Able to be reached easily.

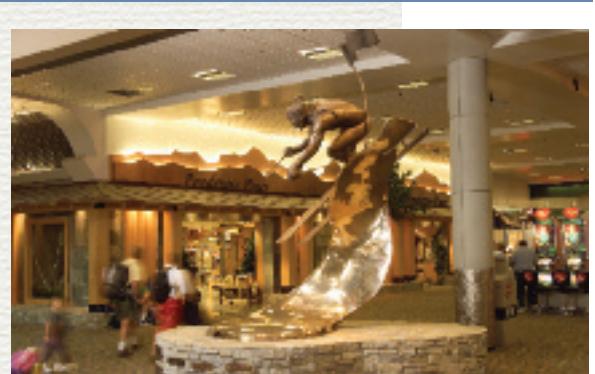
Now that we've tempted you, you'll be happy to know that Lake Tahoe is one of the easiest winter destinations to access. Reno-Tahoe International Airport offers more than 130 flights to and from virtually every major city in the United States. And once you land, you can be at any of our exciting resorts in an hour or so.

Just about every type of ground transportation stands at the ready to whisk you to your hotel. Rental cars and taxis. Limos and buses. Ski resort shuttles. They'll carry you quickly and comfortably to your lodging destination, thanks to meticulously maintained all-weather highways.

So sit back, relax, and enjoy the scenery. You'll be at your hotel in no time.



"Giant Slalom" Ski Sculpture in Reno-Tahoe International Airport's main lobby.



ALASKA/HORIZON

ALLEGIANT AIR

AMERICAN

DELTA/DELTA CONNECTION

NORTHWEST

SOUTHWEST

UNITED

US AIRWAYS

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- Delta/Delta Connection: delta.com 800.221-1212
- Northwest: nwa.com 800.225-2525
- Southwest: southwest.com 800.435-9792
- United: united.com 800.241-6522
- US Airways: usairways.com 800.428-4322