

#### FOR IMMEDIATE RELEASE

#### **Media Contact**

Jessica Pauletto, Account Manager jessica@theabbiagency.com 775.323.2977

#### North Lake Tahoe - What's New Fall 2018

NORTH LAKE TAHOE, Calif./Nev. (Fall, 2018) — As North Lake Tahoe's iconic summer season comes to a close, summer travelers depart and the "secret season" begins. Autumn in North Lake Tahoe exemplifies peaceful beaches, discounted travel packages, dual-sport opportunities, ski and ride pass specials, harvest menus, wellness activities and the most colorful vistas of the year.

The region's 12 individual communities host a variety of outdoor excursions, including the new <u>Via</u> <u>Ferrata</u> protected climbing route at Squaw Valley | Alpine Meadows. Culinary celebrations include the <u>33rd annual Autumn Food and Wine Festival</u> at Northstar California, Sept 7-9; and four iconic restaurants that are celebrating 40th anniversaries this year.

See below for a complete list of new and expanded fall activities, events and specials:

#### **NEW NON-STOP FLIGHTS**

The Reno-Tahoe International Airport is a 45-minute drive from North Lake Tahoe, offering new nonstop flights from:

- Denver, Colo. via Frontier Airlines
- Austin, Tex. via Frontier Airlines (ends Nov.)
- Carlsbad, Calif. via California Pacific Airlines
- Portland, Ore. via Sun Country Airlines

For a complete list of non-stop destinations, visit: <u>renoairport.com/flight-info</u>.

#### **OUTDOOR RECREATION**

Autumn in North Lake Tahoe is known for dual sport opportunities, where explorers can experience the water by morning, and land sports by afternoon.

Water Sports: Boating, SUP, Kayak:

- The <u>North Lake Tahoe Ale Trail</u> is an interactive map that connects the region's best restaurants and bars with various modes of "human powered sports."
- <u>Stellar Tahoe</u>, <u>Tahoe Sailing Charters</u> and the <u>Sierra Cloud Catamaran</u> each offer unique water excursions with food and beverage options.

- SUP and Kayak outfitters include <u>Tahoe Adventure Company</u>, <u>Clearly Tahoe</u>, <u>Tahoe City Kayak</u> and <u>Wild Society</u>.
- <u>Clearly Tahoe</u> offers day and sunset tours through **Oct. 15** and private tours through **Oct. 31**.
  - <u>Haunted clear kayak tour and costume contest</u>: **Oct. 15-31**; Sat. / Sun. mornings.
  - <u>Halloween themed children's tour</u>: **Oct 20-21**.
  - <u>Underwater dive cleanup</u>: End of **September.**

Land Sports: Climbing, Biking, Hiking, Adventure Races, Golf:

- <u>Alpenglow Expeditions</u> debuts <u>Via Ferrata</u> this fall, a new protected climbing route at Squaw Valley | Alpine Meadows, and the first of its kind in Lake Tahoe. Permanent steel anchors and cables connect climbers to the mountain, while experienced guides from Alpenglow Expeditions lead the course. The course adds to hundreds of miles of <u>North Lake Tahoe Hiking Trails</u>, including the iconic <u>Tahoe Rim Trail</u> and <u>Flume Trail</u>.
- The <u>Tahoe City Golf Course</u> celebrates 100 years, designed by female professional golfer, May "Queenie" Dunn-Webb, and is offering discounted rates for ladies every Thursday. Additional <u>North Lake Tahoe Golf Courses</u> include the Incline Village Mountain Course, Old Brockway in Tahoe Vista, the Links at Squaw Creek.
- <u>Tahoe Adventure Company</u> offers guided bike rides, climbing and backpacking tours; and <u>Off</u> <u>Road Tahoe</u> offers scenic UTV tours.
- <u>Spartan World Championship</u>, **Sept. 29-30**, showcases the region's diverse mountain terrain as a high-altitude training ground, attracting international racers annually.
- <u>Tahoe 200 Endurance Run</u>, **Sept 7-11**, will begin and end at Homewood Mountain Resort, including a Salomon Running Festival 25k, **Sept 9**.
- <u>Big Blue Adventures</u> hosts various races annually, including:
  - <u>Tahoe Big Blue Adventure Race</u>, **Sept. 15**, a multi-sport, teamed event, including kayaking or stand up paddling, mountain biking, trail running, and navigation.
  - <u>Lederhosen 5k</u>: **Sept. 22**; part of Oktoberfest at Squaw Valley | Alpine Meadows.
  - <u>Great Trail Race</u>, **Oct. 7**; from Truckee to Tahoe City, Calif.

# **EVENTS & ACTIVITIES**

Northstar California: The 33rd annual Lake Tahoe Autumn Food and Wine Festival combines premier local cuisine, renowned chefs and live cooking demonstrations in a full-sensory dining experience, **Sept. 7-9.** The Northstar Free-Ride Festival, **Sept. 14-16**, allows guests to demo industry-leading bike products on Northstar California's bike trails—part of Interbike.

<u>Tahoe Biltmore</u> hosts the <u>Haunted Tahoe Biltmore Hotel ParaRetreat</u>, **Sept. 7**; Brave guests can take a step back into the 1950's and explore the previous stomping grounds of Hollywood's elite. Highlights include a Living Dead Gangsters and Dolls themed murder mystery party, overnight ghost hunt, haunted museum and paranormal workshops. Additional Tahoe Biltmore events include:

- Halloween DJ: Oct. 31
- <u>Passport to Dining</u>: **Nov. 8**; Fundraiser benefiting the North Tahoe Business Association. Includes 30 tasting stations, raffle and silent auction.
- <u>Tahoe Biltmore Open Dart Tournament</u>: Oct. 12-13
- Thanksgiving Dinner at Café Biltmore: Nov. 22
- <u>Tail & Ale</u>: **Dec. 1**; Dog-friendly beer tasting event.

Tahoe City Downtown Association

- <u>Sidewalk Saturdays</u>: **through Sept. 8**; Local art, live music and specials from Tahoe City Downtown businesses.
- <u>Oktoberfest</u>: **Sept. 29**, at Commons Beach; craft beers, bavarian-themed games, vendor village and live music.
- <u>Scarecrows on Parade</u>: **Oct.**; Tahoe City businesses and community members create festive scarecrows to be voted on.
- <u>Holiday Hop</u>: **Nov. 24**; Holiday shopping with wine, snacks and good cheer.

## Granlibakken Tahoe

- <u>Seventh Annual Wellness Weekend</u>: **Nov. 9-11**; Yoga, seminars and workshops that inspire the mind, body and soul. The event welcomes New York Times best selling author and keynote speaker Dr. Mike Dow.
- <u>Mountain Flow Yoga at the Granlibakken Tahoe</u>: **Saturdays** at the new Soul Shelter yoga and meditation space.

<u>Resort at Squaw Creek</u> leads <u>fall tours</u>, including the Shirley Canyon Hike, Peddle and Paddle and Stargazing. Additional events include:

- <u>Resort Restaurant Month</u>: Begins **Sept. 12**
- <u>The Halloween Harvest Festival</u>: **Oct. 5-7, 12-14**; Apple bobbing, fishing derbies, pumpkin decorating, scary stories and s'mores.
- National Spa Week: Oct. 28-Nov 3

### The Village at Squaw Valley

- <u>Oktoberfest</u> and <u>Tahoe Trail Running Lederhosen 5k</u>: **Sept. 22**; Authentic German beer and food, Bavarian music and the Oktoberfest Games.
- Far Out movie premiere: Sept. 22; Presented by Teton Gravity Research
- <u>Thanksgiving Dinner at High Camp</u>, Nov. 26

<u>Homewood Mountain Resort</u> hosts the 3rd annual Craft Beer and Food Truck Festival, **Oct. 6**, featuring a variety of breweries, tasty food options, local vendors and live music.

### North Tahoe Arts

- <u>Monet's Table Fundraiser</u>: **Sept. 16**; Benefitting <u>North Tahoe Arts</u> at <u>Gatekeepers Museum</u>. Outdoor garden party with gourmet picnic luncheon, art auction and live music.
- <u>Portrait Collective Exhibit</u>: **Sept. 15 Oct. 26**; Explores a collection of both traditional and contemporary translations of likeness throughout our time.
- Holly Art, Nov.-Dec.; Handmade gifts by local artisans to help fill holiday stockings.

### Trails and Vistas

- <u>World Concert</u>: **Sept. 8**, at the Shakespeare Festival Amphitheater; Featuring GRAMMY award winning vocalist Alexa Morales.
- <u>Art Hikes on Donner Summit</u>: **Sept. 8-9**; Hiking with art, music, poetry and dance.

### Additional events and activities include:

• <u>Tahoe Cup Paddle Race Series Fall Classic</u>: **Sept. 15**; Begins in South Lake Tahoe and finishes in North Lake Tahoe.

- <u>Adventure Van Expo</u>: **Sept. 15**, at Homewood; Adventure vehicles, overland talks, food and music
- <u>Spartan World Championships</u>: Sept. 29-30, in Olympic Valley; World champion athletes, thin air and over 9,000 feet of elevation.
- <u>Fall Lecture Series</u>: at the UC Davis Tahoe Environmental Research Center.
  - **Oct. 18:** Evolution and Conservation of Salmon
  - **Nov. 8:** Aerosol Pollution
  - Nov. 29: How to Disagree with People about Climate Change
- <u>Gatekeeper's Museum</u>: Located in a log cabin on an ancient Washoe campsite; features an eclectic collection of Tahoe historical artifacts.
- <u>Big Blue Adventures</u> **Sept. Oct.** Various Races, including the Tahoe Big Blue Adventure Race (Sept. 15), Lederhosen 5K (Sept. 22) and the Great Trail Race (Oct 7).

# DINING

<u>North Lake Tahoe's diverse dining experiences</u> extend from mountaintop to lakeside, featuring products from northern Nevada California's farmers and ranchers. Four iconic restaurants celebrate 40 years this year. <u>Jake's on the Lake</u>, a family-owned restaurant with American-Hawaiian fare; <u>Wolfdale's Cuisine</u> <u>Unique</u>, a high-end, Japanese-inspired cuisine; <u>Jason's Beachside Grille</u>, a casual American spot for traditional american eats; and <u>Fire Sign Cafe</u>, an Iconic breakfast and lunch restaurant.

Additional culinary news includes:

- <u>Resort at Squaw Creek</u> continues to celebrate the newly remodeled Montagna—a modern approach to classic Italian—using seasonal vegetables from its garden, <u>Rooftop Roots</u>.
- <u>West Shore Cafe</u> welcomes new Executive Chef Robb Wyss, serving dinner **Mon-Thu, 4 9 p.m.** (excl. Sept. 10, 13). It will host a Winemaker's Dinner with Joseph Phelps, **Sept. 12**; and Dining For Wildfire Relief, **Sept. 19**.
- <u>Plumpjack Cafe</u> celebrates final year before a master remodel and revitalization plan.
- <u>Gar Woods</u> offers "Topless Tuesdays" with discounted Wet Woodys.

# SKI & RIDE

\*Visit the following resorts for updates on 2018-19 open dates and season pass sales:

- <u>Auburn Ski Club Training Center</u>
- Boreal Mountain Resort
- Diamond Peak
- Donner Ski Ranch
- Granlibakken Tahoe Ski and Boarding Hill
- Homewood Mountain Resort
- <u>Mt. Rose Ski Tahoe</u>: Oct. 26 (weather permitting); season pass sale through Sept. 30.
- <u>Northstar California Resort</u>
- Royal Gorge
- <u>Soda Springs Mountain Resort</u>
- <u>Squaw Valley | Alpine Meadows</u>: Nov. 16
- <u>Sugar Bowl Ski Resort</u>: Season pass sale through Oct. 31.
- <u>Tahoe City Winter Sports Park</u>
- Tahoe Donner Downhill Ski Resort: Combo Downhill and Cross Country Ski Pass on sale, Sept.

• <u>Tahoe XC</u>

### LODGING SPECIALS

- <u>The Resort at Squaw Creek</u>, <u>Falling for Tahoe</u> lodging package: A discounted stay in the Fireplace Suite, \$150 resort credit and customized Lake Tahoe itinerary; <u>Countdown to Winter</u>, \$2 for two adult breakfasts at the Cascade Breakfast Buffet.
- <u>PlumpJack Squaw Valley Inn</u>: 25 percent off a <u>midweek stay</u>.
- <u>Tahoe Biltmore</u>: Midweek rates starting at \$69, fall wedding specials and Ski and Stay packages.
- <u>Northstar California's</u> Autumn Food & Wine Festival <u>Sips and Stay</u> Lodging Package; Discounts on Village lodging are also available with <u>Tahoe Mountain Lodging</u>.
- <u>Granlibakken Tahoe</u>: Discounted all-inclusive <u>conference packages</u> for groups up to 400.
- <u>Village at Squaw Valley | Alpine Meadows</u>: <u>Wine, Dine, and Shop</u> lodging special, starting at \$229 per night.
- <u>Tahoe Exclusive Vacation Rentals</u>, Luxury vacation rentals in the North Lake Tahoe.

# CAPITAL IMPROVEMENTS

Master-planned improvements include the replacement of Fanny Bridge and addition of a shared-use path in Tahoe City; and the development of State Route 28 Shared Use Bike Path from Incline Village to Sand Harbor. See additional capital improvements:

- <u>Tahoe Donner</u> replaces its Snowbird chairlift, projected to be completed by winter. The new chair will provide improved access to beginner terrain.
- <u>Sugar Bowl Resort</u> completes phase 1 of its \$8 million snowmaking system upgrade projected to be completed by the 2018-19 season.
- <u>Kings Beach</u>: The North Tahoe Business Association received a grant to offer Kings Beach business and property owners 50 percent matching funds to light the roof lines of downtown Kings Beach commercial buildings.
- <u>Tahoe City</u>: The <u>Fanny Bridge</u> improvement project includes construction of a new county bridge, the addition of a roundabout along State Route 89, and the development of a new county road to bifurcate traffic around the city. The <u>89/50 "Y" to the Trout Creek Bridge</u> project will increase pedestrian mobility and collect and treat stormwater runoff as part of the Lake Tahoe Environmental Improvement Program.
- <u>Incline Village</u>: The new <u>Nevada Stateline-to-Stateline Bikeway East Shore Tahoe Trail</u> (SR 28 Shared-Use Path) will improve safety, mobility, water quality, and recreational access from Incline Village to Sand Harbor, and eventually extend to South Lake Tahoe.

### **About North Lake Tahoe**

Lake Tahoe is a crown jewel of the Sierra. Formed approximately two million years ago, it is the largest alpine lake in North America and the second deepest in the United States. North Lake Tahoe spans two states and boasts two dozen beaches, twelve ski resorts, hundreds of miles of biking trails, half a dozen communities, and a growing number of nationally recognized human-powered events, races and festivals. North Lake Tahoe is a 45-minute drive from the Reno Tahoe International Airport, two hours from Sacramento International Airport and just over three hours from San Francisco International Airport. Visitor information centers are located at 100 North Lake Boulevard in Tahoe City and 969 Tahoe Boulevard in Incline Village. For more information, visit: gotahoenorth.com.