



FOR IMMEDIATE RELEASE

LAKE TAHOE-TRUCKEE COMMUNITIES REOPENING AHEAD OF SUMMER SEASON *Businesses and Recreation Areas in Compliance with State and County COVID-19 Safety Guidelines Approved to Reopen and Welcome Visitors*

LAKE TAHOE-TRUCKEE, Calif./Nev. (June 12, 2020) – Ahead of the official start of the summer season, the communities surrounding Lake Tahoe and Truckee are celebrating new directives from state and county health officials that permit the return of leisure and recreational travel and allow businesses, inclusive of gaming, lodging and short-term rentals to reopen and welcome visitors back to the region. Visitors are encouraged to support responsible tourism efforts and continue to slow the spread of COVID-19 by wearing masks, recreating responsibly and maintaining physical distancing while at Tahoe area businesses, on trails, public lands and other recreational areas.

“To say our business community is excited to welcome visitors back to the lake and mountains would be an understatement,” said Jeffrey Hentz, CEO of the North Lake Tahoe Resort Association. “While we continue to take a cautious reopening approach to ensure the health and safety of our residents and guests, local businesses have implemented new operational guidelines that adhere to county and state protocols. Alongside our public land operators, they continue to demonstrate resilience in their varying business models and like us, are confident in our entire region’s ability to safely welcome visitors.”

“Lake Tahoe is the perfect destination for visitors to begin to venture out and our communities are ready to offer the ultimate ‘travel therapy’ experience with everything visitors love about our region including the wide open outdoors, unparalleled beauty and the ideal environment to celebrate being together again,” said Carol Chaplin, CEO and president of the Lake Tahoe Visitors Authority.

The character of the Lake Tahoe - Truckee region is unique in that it comprises two states (California and Nevada) and five counties including Nevada, El Dorado, Placer, Washoe and Douglas. When visitors travel to the area, they may not realize they cross county and state lines that have different requirements. This can present extra challenges for the entire region, despite both states and all counties’ efforts to diligently incorporate thoughtful reopening processes.

To help travelers navigate differing information across state and county lines, “Know Before You Go” information about current guidelines and what’s open in Lake Tahoe communities can be found online at the destination website for each area: [North Lake Tahoe](#), [South Lake Tahoe](#), [Truckee](#). Visitors are encouraged to call hotel properties and other businesses directly for clarity on their latest policies and guidelines prior to travel.

“Truckee hotels, short-term rentals, shops and restaurants have been preparing for this historic day for over a month with the highest degree of safety and health precautions. Many Truckee businesses stayed open, working through new Covid-19 workflow and training requirements. We realize that for many visitors, dreaming about coming back to the mountains and into nature is what kept hopes high. Finally, we’re ready to say now IS the time to visit,” said Colleen Dalton, director of tourism and

economic programs for VISIT TRUCKEE. “The CEO of the Tahoe Forest Health System, Harry Weis, supports the County decision for lodging to reopen safely, and we are happy that travelers can now come visit to spend time outdoors in the mountains this summer.”

“With an abundance of outdoor recreation opportunities in the Sierra, we are happy to help guide the visitor experience to best connect with nature, culinary offerings, locally-owned shops, and more,” explained Andy Chapman, president and CEO of the Incline Village Crystal Bay Visitors Bureau. “Remember to recreate responsibly, maintain a safe social distance and consider wearing a face covering in public. North Lake Tahoe has created a comprehensive *Know Before You Go* guide that provides tips and recommendations for incoming visitors to best prepare for their trip.”

In this new landscape of life during and after the COVID-19 pandemic, being a responsible traveler is now more important than ever. Before embarking on a journey to the Sierra region, visitors are encouraged to prepare and embrace the mindset of a responsible traveler. This means thinking not only of your travel footprint, but also the safety and compassion required during this unprecedented time.

Lake Tahoe watercraft inspection stations remain closed, and only vessels with intact Lake Tahoe inspection seals can launch at this time. Updates related to the opening of launch facilities and inspection stations will be posted at www.TahoeBoatInspections.com.

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About the Lake Tahoe Visitors Authority

Designated the “America’s Favorite Ski Destination” by USA TODAY readers (Jan. 2014), 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. For information about lodging, recreation and family packages at Tahoe South, call 1-800-288-2463 or log onto www.TahoeSouth.com.

About North Lake Tahoe

Lake Tahoe is the 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 and hiking trails, and communities filled with local artisans and shopping experiences. 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/KnowBeforeYouGo.

About Visit Truckee

Truckee, California located just 15 minutes from Lake Tahoe and 40 minutes from the Reno-Tahoe International Airport is an authentic mountain town with convenient access to alpine outdoor recreation. Locals and visitors enjoy nearby downhill and Nordic resorts including Squaw Valley I Alpine Meadows, Sugar Bowl I Royal Gorge, Northstar and Tahoe Donner, as well as hundreds of scenic dirt and road miles that are also used as a training base camp for athletes from around the world. With a charming historic downtown dating back to the 1800’s and a vibrant Cultural District, there is plenty to do from shopping to craft brew tastings to walking along the Truckee River. Learn more and plan to Visit Truckee at www.Truckee.com, and view current COVID-19 guidelines at www.Truckee.com/knowbeforeyougo.

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