



## north lake tahoe

**FOR IMMEDIATE RELEASE**

### **WHAT'S NEW AND HOW TO SAFELY ENJOY NORTH LAKE TAHOE THIS WINTER**

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**NORTH LAKE TAHOE, Calif. (Nov. 9, 2020)** - The resilient businesses and communities that make up the North Lake Tahoe region are prepared to welcome visitors this winter with a variety of outdoor activities that provide an opportunity to take a deep breath, spread out and reconnect with nature. New and familiar experiences have been bolstered by significant investments designed to ensure health and safety. To help slow the spread of COVID-19 and keep businesses open, face coverings are required, and responsible recreation and leave no trace ethics are strongly encouraged. Guests are also asked to maintain physical distance from others while at Tahoe area ski resorts, businesses, on trails, public lands and other recreational areas.

"Despite the challenges the world has faced over the past nine months, our business community, residents and visitors have quickly adapted to new protocols in support of our tourism-based economy," said Andy Chapman, president and CEO of the Incline Village Crystal Bay Visitors Bureau. "The businesses in our region are incredibly resilient and have put tremendous thought and effort into ensuring they can operate safely and welcome visitors to our community. With 12 ski resorts and plenty of space to get outdoors, we are excited to welcome visitors back to enjoy the crisp, clean mountain air in North Lake Tahoe."

#### **What's New for Winter 2020-21**

- Takeout Tahoe is a new initiative to support and promote local restaurants, the campaign includes a downloadable guide to help visitors and locals navigate the 150+ restaurant options in the region, a North Tahoe EATS Facebook Page, and a contest element that will award restaurant gift cards to further support eating local. [gotahoenorth.com](http://gotahoenorth.com)
- Starting on Nov. 28 (Small Business Saturday), North Lake Tahoe will kick off a five-week shopping challenge, encouraging locals and visitors to shop local. The free shopping contest will run through the Goosechase App, awarding players points as they shop through five distinct districts in the region. [gotahoenorth.com](http://gotahoenorth.com)
- A coalition of avalanche safety, nonprofit and winter backcountry organizations have established Dec. 14 - 18 as Tahoe Backcountry Safety Awareness Week to amplify messaging around backcountry safety and avalanche education opportunities. This week-long series of educational videos will lead up to a live panel of local professional athletes who will provide learning opportunities and resources for the public. [sierraavalanchecenter.org](http://sierraavalanchecenter.org); [takecaretahoe.org](http://takecaretahoe.org)
- Free backcountry or avalanche clinics hosted by Alpenglow Expeditions on select dates in The Village at Squaw Valley. [alpenglowexpeditions.com](http://alpenglowexpeditions.com)
- A full lineup of intimate, seated and socially distanced live music concerts at the Crystal Bay Club Casino. [crystalbaycasino.com](http://crystalbaycasino.com)
- Dining reservations and cashless transactions at Diamond Peak. [diamondpeak.com](http://diamondpeak.com)
- New technology and on-mountain upgrades including RFID ticketing and scanning, online food and beverage ordering and cashless transactions at Homewood Mountain Resort. [skihomewood.com](http://skihomewood.com)
- Guided hikes and outdoor activities for resort guests staying at the Hyatt Regency Lake Tahoe Resort, Spa and Casino including morning meditation, "Paint and Sip in the Pines" art class, and a pinecone hunt for families. [hyatt.com](http://hyatt.com)

- New snowmaking and a refreshed Kids Adventure Zone near Powder Bowl with wood carved animals including bears and pine martens at Northstar California Resort. [northstarcalifornia.com](http://northstarcalifornia.com)
- Nearly \$5 million in upgrades at Mt. Rose Ski Tahoe, including new snowmaking and a snowmaking storage tank, new first aid facility, a winch cat and trail grading to offer a high quality snow surface all season long. [skirose.com](http://skirose.com)
- Enjoy an al fresco Après Ski Experience at The Ritz-Carlton, Lake Tahoe, featuring Moet & Chandon Ice Imperial, Blanc and Rose, and a raw bar of chef favorites. [ritzcarlton.com/laketahoe](http://ritzcarlton.com/laketahoe)
- Online ordering and covered outdoor dining on the patio at River Ranch. [riverranchlodge.com](http://riverranchlodge.com)
- Find new hand-sanitizing stations, more outdoor seating and mobile food ordering at Squaw Valley Alpine Meadows. A fleet of electrostatic sanitizing sprayers were also purchased, with the resort investing nearly \$1 million in health and safety measures. [squawalpine.com](http://squawalpine.com)
- Sugar Bowl Resort installed RFID lift gates to provide touchless scanning, and will introduce its new “Care Team” this winter, responsible for resort sanitation and cleanliness and communicating with guests about the resort’s COVID-19 policies. [sugarbowl.com](http://sugarbowl.com)
- Advance reservations and face coverings are required for ice skating, the sled hill, cross country ski and snowshoeing at the Tahoe City Winter Sports Park. [tcpud.org/winter](http://tcpud.org/winter)

#### **Resort Opening Dates (weather and conditions permitting)**

- Boreal Mountain California: Nov. 23, 2020
- Diamond Peak: Dec. 10, 2020
- Donner Ski Ranch: TBD
- Granlibakken Tahoe Resort: TBD
- Homewood Mountain Resort: Dec. 11, 2020
- Mt. Rose Ski Tahoe: TBD
- Northstar California: Nov. 20, 2020
- Royal Gorge: Nov. 27, 2020
- Soda Springs: Nov. 27, 2020
- Squaw Valley Alpine Meadows: Nov. 25, 2020
- Sugar Bowl: Nov. 27, 2020
- Tahoe City Winter Sports Park: Nov. 27, 2020
- Tahoe Donner Downhill Ski Resort Dec. 11, 2020
- Tahoe Donner Cross-Country Ski Center: Nov. 27, 2020
- Tahoe XC: TBD

#### **Learn or Do Something New**

- Take an AIARE 1 avalanche course with Alpenglow Expeditions. Learn in a digital classroom before spending two full days outdoors with experienced guides in small groups. Teen classes offered over the holidays. [alpenglowexpeditions.com](http://alpenglowexpeditions.com)
- Go sledding at Granlibakken Tahoe. Tickets available in 1.5-hour time blocks will only be sold online in advance. [granlibakken.com](http://granlibakken.com)
- Explore the forest under your own power by learning to skate, cross country ski or snowshoe at Tahoe XC. [tahoexc.org](http://tahoexc.org)
- Take a relaxing stroll along one of the paved, plowed paths along Lake Tahoe and the Truckee River. [tcpud.org/trails](http://tcpud.org/trails)

#### **Access & Recreate in North Lake Tahoe Safely**

“Know Before You Go” has become the mantra and best practice adopted by businesses large and small in North Lake Tahoe. As the region responds to ever-changing protocols required by local, state and federal health officials, patrons are encouraged to review the region’s [Know Before You Go guide](#) and check directly with businesses and lodging properties before visiting to understand current procedures as they are subject to change. Many businesses, including ski areas, restaurants and other outdoor activities, are requiring advance reservations or tickets to manage visitation levels that allow for physical distancing, and are not offering the ability to purchase on-site.

With an uptick in backcountry gear sales indicating more people may venture out this year than ever before, the Know Before You Go concept also applies to backcountry exploration. Plan to take an AIARE 1 avalanche course beforehand, frequently check resources like the Sierra Avalanche Center for conditions updates, and be prepared for changing weather before heading out. First responders may not be able to locate those in backcountry areas quickly, so being prepared and remembering there's always more to learn about recreating safely in the backcountry is critical.

#### **Leave No Trace**

Whether it's food waste or a broken sled, to keep Tahoe beautiful remember to pack out what you pack in--it's the right thing to do. North Lake Tahoe has animal proof trash and recycle bins throughout the region. If one is full, find another and help keep the animals that live here wild.

Learn more about what to expect and how to travel and recreate responsibly in North Lake Tahoe at [gotahoenorth.com/knowbeforeyoudo](http://gotahoenorth.com/knowbeforeyoudo).

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#### **About North Lake Tahoe**

North Lake Tahoe spans two states and boasts two dozen beaches, twelve ski resorts (the highest concentration of resorts in North America), hundreds of miles of trails, half a dozen communities, and a growing number of nationally recognized human-powered activities. With mindfulness and environmental sustainability at its core, this year-round playground is an ideal setting for adventure-bound travelers to reconnect with natural beauty. Learn more at [GoTahoeNorth.com](http://GoTahoeNorth.com) and explore [Know Before You Go](#) content that includes a [guide](#) to help navigate the region safely, and offers sample itineraries, road trip suggestions and points of interest across North Lake Tahoe.

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