



north lake tahoe
it's human nature

MEDIA KIT



TOP ATTRACTIONS

SPRING

- ▶ Golf season begins in May, and courses are as abundant as water holes and sand traps. In fact, there are more than 50 [courses](#) in the Lake Tahoe region within a 60-minute drive, offering phenomenal opportunities for visitors to take a swing, including the exquisite [Incline Village Championship Course](#).
- ▶ Tour the [Thunderbird Lodge](#) with a guided tour of this mysterious mansion right on the lake and a chance to see the legendary Thunderbird yacht.
[Spring](#) is twice the fun. Enjoy skiing in the morning and then kayaking in the afternoon.

SUMMER

- ▶ In the summer, visitors can hop aboard the [Tahoe Gal](#), a Mississippi paddle wheeler docked in [Tahoe City](#), and cruise into Emerald Bay.
- ▶ One of the only [Via Ferratas](#) in North America is located in North Lake Tahoe and takes people of all skill levels on an assisted rock climbing adventure.
- ▶ Other summer activities include stand up paddleboarding, kayaking, hiking, road cycling, mountain biking, sailing, water skiing and boating.
[Tahoe Treetop Adventure Park](#) operates a ropes course with ziplines and bridges and is fun for all ages and skill levels.
- ▶ The [UC Davis Tahoe Environmental Research Center \(TERC\)](#) in [Incline Village](#) is the only science center in the Lake Tahoe area and has hands-on activities that help people learn about the lake's ecosystem, how it's changing and what you can do to help protect its natural beauty. TERC exhibits are also featured at the Tahoe City Visitor Center.



TOP ATTRACTIONS

FALL

- ▶ We call fall North Lake Tahoe's secret season, with vivid autumn colors and less visitors than summertime.
Dine on the lake, stroll art galleries or go shopping; enjoy s'mores around a firepit, or try your hand at fishing.
- ▶ Home to more than 10 different species of trees, North Lake Tahoe offers visitors a chance to experience some of the best fall foliage.
- ▶ Hiking is a great activity to enjoy in the fall. Mt. Rose Trail, Tahoe Meadows, Ellis Peak and Sugar Pine Point State Park are go-to's for prime leaf-peeping.
- ▶ A great way to spend a fall day in North Lake Tahoe is through the Ale Trail. This is the ultimate resource for finding a frosty brew and outdoor adventure in North Tahoe.

WINTER

- ▶ Skiing, snowboarding and snow play options are endless during winter. Tahoe has the largest concentration of alpine ski resorts in North America with more than 20 downhill and cross-country ski centers around the lake.
- ▶ Snowmobiling, snow biking, sleigh rides and sledding provide endless fun for people of all ages.
- ▶ Try snowshoeing on the lake for a majestic view and more open space. Winter cruises on the lake also provide a different view of the beauty of nature.

Year-round, North Lake Tahoe offers dozens of unique spaces for board meetings, breakout sessions or small group chats. Find the one best suited for your organization by submitting an RFP.



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FACT SHEET

- ▶ Lake Tahoe is the largest alpine lake in the country at 22 miles long and 12 miles wide, and is home to rocky coves, white sand beaches, plunging cliffs, and glacier-carved granite peaks. Jeffrey and Sugar Pine forests line much of the 72-mile shoreline.
- ▶ The average depth of Lake Tahoe is 989 feet. The deepest point is 1,685 feet. It is the third deepest lake in North America. The U.S. Bureau of Reclamation controls the top 6.1 feet of the lake as a reservoir.
- ▶ The average surface of Lake Tahoe is 6,222 feet above sea level. The highest point in the Tahoe Basin is Freel Peak on the South Shore at 10,881 feet. The second highest point is Mt. Rose on the North Shore at 10,785 feet and is a great summer hike.
- ▶ During the summer months, the upper 12 feet of the lake can warm to 68° F. Below depths of 600 feet and in winter months, the temperature remains a constant 39° F. The lake does not freeze over in winter.
- ▶ Lake Tahoe contains an estimated 39.75 trillion gallons of water. That's enough water to cover the entire state of California to a depth of 14.5 inches. The water that evaporates daily is 1.4 million tons, enough to supply the needs of 3.5 million people on a daily basis.
- ▶ The water in Lake Tahoe is 99.7% pure, about the same as distilled water. It's so clear that a white dinner plate can be seen at approximately 70 feet below the surface.
- ▶ The sun shines at Lake Tahoe during 75% of the year, or 274 days. Weather in the Sierra can be unpredictable and snowfall has been recorded in every month of the year.
- ▶ North Lake Tahoe boasts the region's first-ever, five-star property, The Ritz-Carlton, Lake Tahoe which opened mid-mountain at Northstar California in December, 2009. Guests staying at the ski-in, ski-out property can take a gondola down to the Village at Northstar to experience a wide variety of shops, dining venues and outdoor games geared for kids.
- ▶ Olympic Valley (home to the 1960 Winter Olympics) also boasts a vibrant village. The Village at Palisades Tahoe has high performance apparel shops, along with boutiques featuring the best name brands and a wide variety of dining venues.
- ▶ Scenes from *The Godfather II*, *Bonanza*, *The Bodyguard* and *City of Angels* were shot in Lake Tahoe.
- ▶ Lake Tahoe has long been a favorite of celebrities. In Crystal Bay, the Cal Neva Resort, Spa & Casino was once owned by Frank Sinatra and frequented by the Rat Pack and Marilyn Monroe. Their underground tunnel tour is very popular, and was the primary way Frank Sinatra accessed the showroom from his private bungalow.
- ▶ North Lake Tahoe is an ideal getaway destination for those wanting to recreate, as well as visitors desiring to relax in a spectacular alpine setting. There are over 50 [lodging properties](#) to choose from.
- ▶ The North Lake Tahoe Visitor Bureaus are Travel North Tahoe Nevada and the North Tahoe Community Alliance. They work together to promote North Lake Tahoe as a premier, year-round destination.

NORTH LAKE TAHOE IS HOME TO 12 UNIQUE TOWNS

- » **The first ski resort in Lake Tahoe was built in Tahoe City in 1924 for the Tahoe Tavern's guests. The resort was called "Olympic Hill" which later became Granlibakken.**
- » **Historic Kings Beach was won in a poker game back in Tahoe's heyday.**
- » **Incline Village is home to some of the area's awe-inspiring lakefront mansions and is the Mountain Biking Capital of Nevada.**

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NORTH LAKE TAHOE



NORTH LAKE TAHOE HISTORY

It's important to recognize the original inhabitants of North Lake Tahoe - the

. The creation story says a coyote brought the Washoe people to the area and a Goddess asked the plants and animals to grow strong and support the tribe. Lake Tahoe was seen as the center of the Washoe world and these nomadic hunters returned to Lake Tahoe every summer.

Eventually settlers would start inhabiting the Tahoe area, utilizing natural resources the Washoe Tribe needed to survive. Today, about 2,000 people are left in the tribe known as the Washoe Tribe of Nevada and California. Their strong roots in the area helped conserve the natural habitat. The Washoe Hunting and Fishing Commission, founded in 1978, is responsible for regulating hunting and fishing as well as protecting wildlife and other natural resources.

There are many ways to learn and honor the Washoe Tribe in North Lake Tahoe. The Martis Valley Trail connects the town of Truckee through Martis Valley to the Northstar Drive roundabout. The 4.6-mile paved pathway is a collaborative effort between the Northstar Community Services District and Placer County. Along the trail, you'll find details of the Washoe Tribe's history in the region, as well as protection for cultural resources. The [Gatekeepers Museum](#) in [Tahoe City](#) showcases the largest Native American basket collection, with more than 700 on hand and over 200 displayed at a time.

NORTH LAKE TAHOE FOR ALL

In North Lake Tahoe, everybody should have the opportunity to appreciate the stunning beauty of nature. Hiking is an activity that is not always accessible for all, which is why North Lake Tahoe has worked so hard to make sure that you can take in the breathtaking views of the Sierra and the stunning lake with paved routes and look outs. The paved, 10-mile [Truckee River Trail](#) is popular with cyclists, walkers, and runners. The 2.6-mile out-and-back [Pine Drop Trail](#) is also paved and ends at an outdoor recreation center. The 2.2-mile [Olympic Village Bike Trail](#) has a small section that is paved where you will share the road with cars, but otherwise, is a peaceful route appropriate for hikers of all ages and abilities.

North Lake Tahoe is known for Olympic athletes and at [Palisades Tahoe](#), everyone's an athlete with [Achieve Tahoe](#). The non-profit offers lessons with adaptations for people with all disabilities of all ages, with the goal of building health, confidence and independence in participants. There are [several ways](#) they are able to get people on the mountain for winter sports.



SUSTAINABILITY



North Lake Tahoe focuses on environmental awareness, protecting the lake, and choosing a mindset of personal responsibility. Some of the best practices in the Lake Tahoe community include:

- ▶ Promote a focus on human-powered sports (hiking, mountain biking, paddle boarding, kayaking) over carbon-intensive sports.
- ▶ Drink Tahoe Tap™ - residents and visitors choose our delicious, award-winning tap water right out of the tap instead of using single-use plastic water bottles.
- ▶ Skip one-time-use straws to reduce plastic pollution.
- ▶ Ride TART Connect, a public transportation option that provides free on-demand curb-to-curb shuttle, helping to reduce carbon footprints.
- ▶ Utilize all of the great bike trails to take in scenic views, save fuel and enjoy a healthy way to get around.
- ▶ Citizen science helps to protect the lake. The Citizen Science Tahoe app allows everyone to help protect Lake Tahoe by submitting observations of water quality, algae and litter.
- ▶ Efforts are underway to promote sustainable tourism through the Lake Tahoe Destination Stewardship Plan.

North Lake Tahoe also encourages visitors and locals alike to take the Traveler Responsibility Pledge, which commits travelers to six travel pledges that amplify environmental stewardship efforts in the region.

- 1. Become a Steward of Lake Tahoe:** Lake Tahoe has a Destination Stewardship Plan with a shared vision of welcoming all, helping drive tourism and boosting an outdoor recreating economy.
- 2. Respect the Environment:** Make sure to leave no trace by packing out what you brought in. Dispose of trash in designated spots, stay on trails so you don't disturb the landscape and be mindful of your actions (and your pets) to reduce your ecological footprint.
- 3. Stay Educated:** Check weather conditions and operational modifications by state (CA/NV) ahead of your visit and prepare in advance for any outdoor activities you plan to take part in.
- 4. Keep Wildlife Wild:** Observe wildlife from a respectful distance to ensure their safety and never feed wildlife.
- 5. Be Fire Safe:** Educate yourself on fire restrictions before lighting a campfire or starting a grill, and no fireworks.
- 6. Demonstrate Mindful Travel:** If an area looks too crowded, move on and explore a new area, speak kindly to people you encounter and keep your noise down.

NOTABLE READS

- ▶ [Make a Clear Difference: Sustainable Travel in Lake Tahoe](#)
- ▶ [Your Après Ski Guide to Lake Tahoe](#)
- ▶ [Where to Go Tubing, Sledding and More in Lake Tahoe](#)
- ▶ [Transformative Travel in Lake Tahoe](#)
- ▶ [Lakeside Activities for a Winter Family Vacation in Lake Tahoe](#)
- ▶ [Regenerative Travel in Lake Tahoe is Good for Everyone](#)
- ▶ [Best Fine Dining in Lake Tahoe](#)
- ▶ [Top Lakefront Dining in Lake Tahoe](#)
- ▶ [Learn to Ski and Snowboard in Lake Tahoe](#)
- ▶ [Work Hard, Play Harder: Team Building in North Lake Tahoe](#)

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GROUP ACTIVITIES

North Lake Tahoe is the perfect place for your next event or a get together with friends. With [12 unique towns](#) and a crystal clear lake surrounded by mountains with so many outdoor activities, the possibilities for bonding are exciting.



HORSEBACK RIDING:

Horses teach us leadership, communication, bravery and body language — all important elements in friendship and the workforce. As the weather cools down a bit, consider a team ride with the [Alpine Meadows Stables](#) crew. They'll guide your scenic tour on gentle horses through the Tahoe National Forest. Discover more group rides [here](#).



SNOWSHOE TOURS:

Experience the vast winter wilderness of North Lake Tahoe. You'll take the trail less traveled and get a great workout in. A number of companies offer guided tours, some of which are even at night. We recommend starting with [Full Moon Snowshoe Tours with Tahoe Adventure Company](#), where you'll enjoy mountaintop moonlight views hosted by knowledgeable guides. The group trail is perfect for first timers: 1 to 2 miles at a slow pace.



ALPENGLLOW EXPEDITIONS:

Is your group adventurous? This is the resource for you. [Alpenglow Expeditions](#) leads tours across North Lake Tahoe, including mountaineering, skiing, ski mountaineering and rock climbing. Head over to Olympic Valley for team bonding memories like no other. Their full list of activities, including difficulty levels, lives [here](#). Plus, they even offer [customizable trips](#).



APRÈS SKI:

After a long day of great ski runs, cozy up with a lively team dinner. From high end to laid back, there are plenty of group-friendly dining options nearby. Wanting to keep the alpine theme going? [Lone Eagle Grille](#) is beautifully nestled between the mountains and Lake Tahoe's north shore. The restaurant features rustic alpine décor, a wine wall with over 600 bottles to choose from and gorgeous lake views. It's a perfect team après location after a day of productive meetings or snowy play. To venture out lakeside, try [Jake's on the Lake](#) for the "mountain aloha" spirit or the Fireplace Room at [River Ranch Lodge and Restaurant](#) — the perfect spot for large parties of 40 or more.



TAHOE CITY KAYAK:

There's truly no better lesson in teamwork than a tandem kayak. Paddle in the largest alpine lake in North America with your colleagues in front of you, behind you, at your side — essentially in every direction. The team will strengthen its communication skills while learning to work together in the most pristine setting imaginable. At [Tahoe City Kayak](#), both single and tandem kayaks are available to you, as well as stand up paddleboards. Get away from it all with any of their tours, including the Sunset Kayak Tour, Historic West Shore Tour or Moonlight Paddle Tour.

HIGH ROPES COURSES:

The quintessential team building activity that comes to mind for most, a high ropes course fosters unity and leadership. There are [several to choose from](#) in the North Lake Tahoe area, depending on where you're staying and your group's appetite for adventure. You'll have freedom to roam in the shadow of large pine trees and Granlibakken's Treetop Adventure Park is an easy escape for mountain lovers. Each course has multiple tree platforms connected by a variety of bridges or zip lines. This is great for team camaraderie, as the experience is not a ride but an interaction for 2+ hours. Place your team's hopes on the ropes!

TAHOE ADVENTURE COMPANY:

Not sure where to start with your team building planning? [Tahoe Adventure Company](#) offers custom activities based on needs and abilities. They've worked with over 100 high-profile international corporations, sports teams, youth groups and beyond. You can contact them for a customized proposal based exactly on team goals, whether that be improved communication, building trust or just bonding. They have connections to the best scavenger hunts, Olympic games, ropes courses, kayaking, paddleboarding and more.

NORTH LAKE TAHOE ALE TRAIL:

Work hard, play hard, brew hard. The watering hole at the end of a long day exploring North Lake Tahoe is quite the team incentive. Nothing pushes them that extra mile than the image of a frosty brew. This [award-winning, interactive map and video series](#) is the ultimate resource for finding two things: adventure and beer. No matter which North Lake Tahoe towns you explore, there's a world-class brewery, bar or restaurant nearby. Start your day of team building working up a sweat, then top it off with regionally crafted refreshments.

ITINERARIES:

From luxury accommodations and family fun, to wellness and ideas for the golf lover, take the guesswork out of what to do in North Lake Tahoe. Check out different itineraries [here](#).