

Straddling the California/Nevada border, Tahoe South sits on the southern shore of Lake Tahoe, the largest alpine lake in North America. Anchored by Stateline, Nevada, to the east and South Lake Tahoe, California, to the west, the region is connected by a 10-mile stretch of U.S. Route 50 and is 35 miles from Reno/Tahoe airport, less than an hour's drive away.



# SHAKE THE LAKE

BACK IN FRANK SINATRA'S DAY, LAKE TAHOE WAS THE PLACE TO SEE AND BE SEEN. NOW THE DESTINATION—SOUTH LAKE TAHOE IN PARTICULAR—IS EXPERIENCING A REVIVAL THAT'S A LITTLE BIT HIPSTER, A LITTLE BIT JET-SETTER AND A WHOLE LOT OF URBAN ADVENTURE.

BY MICHAEL J. SOLENDER

Lake Tahoe is experiencing a destination renaissance of late, and nowhere is that more evident than on its southern shores in Tahoe South.

More than \$500 million in renovation and redevelopment in tourist infrastructure, including an additional 100,000 square feet of flexible meeting space, has been added in Tahoe South over the past five years, says Carol Chaplin, president and CEO of Lake Tahoe Visitors Authority.

Chaplin notes the increased demand for conference facilities is fueled by the recent economic recovery and tech boom experienced in nearby Reno. Companies such as Tesla, Google, Switch and Apple have each increased their presence in Reno. They look to Tahoe South as an accessible retreat for meetings where employees immersed in the "work hard, play hard" culture find casual outdoor meeting venues (there are more than half a dozen beer gardens too) as well as a wide range of dining and entertainment options.

The region also draws group business from tech-oriented startups in the nearby drive-in markets of Sacramento (two-hour drive), Las Vegas (one-hour drive), and the Silicon Valley and San Francisco Bay areas, each about a three-hour drive. Tahoe South showcases its natural beauty annually every July during the nationally televised American Century Championship, the celebrity-pro-am golf tournament played at Edgewood Tahoe golf course. The star power also factors into the attraction for groups, thanks to names like Bill Murray, George Lopez, Steph Curry and Tony Romo hitting the links here. See what else awaits planners in this California destination.

## Lakeside Mountain Luxury

The Lodge at Edgewood Tahoe, opened in May, flanks its championship golf course with 154 luxury guest rooms and suites. The lodge has a 3,000-sq.-ft. ballroom, two intimate private dining rooms, and an expansive lakefront event lawn and beach that can accommodate 1,000 for events. Also on-site is a premium spa and an adventure outfitter, which can arrange seasonal group outings such as paddle boarding, waterskiing, kayaking, snowboarding, skiing and snowmobiling.

The Landing Lake Tahoe Resort & Spa is located on 7 acres adjacent to Tahoe South's popular Lakeside Beach. The five-star hotel has 77 guest rooms, a premium spa and 3,600 square feet of meeting space. Its rooftop terrace is a dramatic place to host a cocktail reception of up to 300, especially at sunset.



## DINE AROUND

Even more spectacular than the magicians hosted in Harrah's Center Stage Lounge and South Shore Room and The Cabaret at Harveys is the array of imaginative F&B options at the hotels.

**Director of Catering and Convention Services**

**Paul Voss** and his team demonstrated their capabilities for a group of 100 planners in May. One creative multicourse lunch featured a build-your-own-salad, during which diners found a

plate of microgreens at their place and a giant charcuterie board running the length of the table filled with cured meats, marinated cheeses, vegetables, toasted nuts and fruit.

### ALSO ON THE MENU FOR THE WEEKEND EVENT:

- > Omakase sushi platters
- > Steak Diane to order
- > Seared Cajun-spiced prawns with pineapple-rum beurre blanc
- > Herb-and-dijon-crusted rack of lamb
- > Chocolate martinis

## TAHOE STALWARTS

Harrah's and Harveys, onetime Tahoe South rivals, became sister properties after Harrah's 2001 acquisition of Harveys Casino Resorts. Today they operate together smoothly under the Caesars Entertainment flag. They have a total of 1,254 rooms, including 69 luxury suites and 45,000 square feet of flexible meeting space and shared dining venues that can be used for signature events.

"We offer planners access to our combined space with one point of contact and a single contract," says Jordan D. Clark, vice president of sales for Caesars Entertainment.

Though both Caesars properties in Tahoe have casinos, diversification is important. "You can't survive on gaming alone," says Clark. "You've got to have great dining, entertainment, shopping, skiing, water sports and meetings, too."

To that end, Caesars invested nearly \$11 million last year into Harrah's. It renovated more than half of its 512 guest rooms and overhauled the on-site 17,500-sq.-ft. Special Events Center, installing new furniture and fixtures and adding a state-of-the-art sound and lighting system. The facility can be divided into multiple meeting and convention spaces and accommodates 850 in a banquet setting. Guest room renovations are planned for Harveys in 2018.

Planners find 400 rooms and 10,000-sq.-ft. of flex space next door to Harrah's (and across the state line into California) at the all-suite Lake Tahoe Resort Hotel, which often hosts overflow from the Caesars properties. This hotel has 400 rooms and 10,000 square feet of meeting space, plus it's the closest full-service, all-suite group hotel to the Heavenly Mountain Resort Gondola, within walking distance.



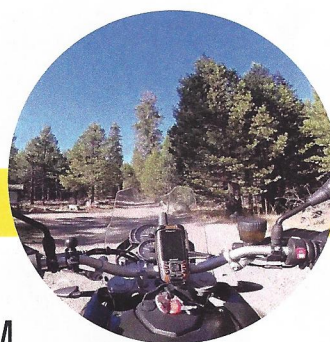
**BASECAMP HOTEL** has 74 rooms, many equipped with bunk beds for groups who want to maximize occupancy. Its open, communal spaces (accommodating groups up to 50) include a beer garden, taproom and newly opened on-site microbrewery; seven fire pits (unlimited s'mores, anyone?) and even a boardroom inside a retro Airstream trailer.

**COACHMAN HOTEL's** 42 rooms and communal layout appeal to recreation-oriented groups with dedicated wet areas for skis, snowboards, boots and swimsuits, plus an open outdoor area with fire pits for events. Also find collaborative work areas and an 800-sq.-ft. flexible meeting space with Apple TVs, large windows and easy kitchen access for snacks.

**HOTEL BECKETT**, a Joie de Vivre Hotel, emerged from a renovation and consolidation of two adjacent properties earlier this year. The now 167-room hotel has a new lobby, restaurant, on-site spa and terrace with views of Heavenly Mountain, plus 1,000 square feet of new meeting space. The 100-seat restaurant, Ten Crows, opens onto an expansive lawn with an outdoor bar, fire pits and a smoker for barbecues.

## AGAINST THE GRAIN

Smaller firms and entrepreneurial startups find the relaxed vibe in Tahoe South suits their workforce, and the market has responded with a mashup of hipster/co-working/creative nontraditional properties that align with how these organizations prefer to work.



## NO SNOW? NO PROBLEM

Though known to many as a spot to which skiers flock, Lake Tahoe is an equal opportunity provider when it comes to seasonal fun. "We have 300 days of sunshine annually," says Lisa DeLeon, DMCP, partner and vice president of sales with Destination Tahoe Meetings & Events. She shares her favorite ways for groups to soak it up.

### ATV ADVENTURES

Take your group four-wheeling on a Rubicon Trail Tour and experience one of the most rugged and challenging trails in the United States. The group is sure to get muddy off-roading here, but that's all part of the fun.

### GONDOLA GLIDE

Rising 2.4 miles up the mountain, the Gondola at Heavenly is

to Lake Tahoe what the Eiffel Tower is to Paris. Groups from 20 to 1,000 are whisked in eight-passenger cabins to an elevation of about 9,000 feet in 17 minutes.

### WHITE-WATER RAFTING

Groups of up to 80 can tackle the Truckee River rushing down the eastern slope of the Sierra. Rafters of all skill levels will feel comfortable encountering milder Class II and Class III rapids.

### SIPPIN' SUDS

Up to 25 people can enjoy a relaxing afternoon sampling Tahoe's best craft beers and snacks on a South Shore Brewery Tour with local craft brewers like South Lake Brewing Company and Sidellis Lake Tahoe Brewery.