Skier visits surge at Tahoe resorts

By Jim Carlton, Wall Street Journal

Lake Tahoe’s ski resorts are reporting their best business in four years, buoyed by unusually abundant snow and an improving Northern California economy.

The number of skier visits at the Sugar Bowl Ski Resort, for example, has jumped 21% so far this season compared with the prior one, while the resort’s revenue has increased 15% despite discounting. The



Reduced season pass prices have helped increase traffic at Squaw. Photo/Kathryn Reed

Northstar-at-Tahoe Resort has seen a 10% rise in skier visits, while Squaw Valley USA said visits have soared 46%, in part because of a steep cut in season-pass prices.

Read the whole story