Nonstop flights to lure UK skiers to Tahoe

With the United Kingdom being a huge market for Lake Tahoe ski resorts, a goal has long been to have a direct flight into the Reno-Tahoe International Airport.

It was announced Tuesday that a deal has been struck with Thomas Cook Airlines to provide nonstop service between London and Reno starting Dec. 19, 2015. The service will run between December and April.

Ski Lake Tahoe helped bring this to fruition.

– Lake Tahoe News staff report