‘Bachelor’ a boon for Lake Tahoe tourism

By Bridget Chavez, KOLO-TV

A handful of Lake Tahoe locations featured on an episode of “The Bachelor” has businesses seeing an increase in traffic and overall interest.

Michelle Wickham is a big fan of the show and says she booked her flight to Reno-Tahoe International Airport within hours of seeing the episode.

“I’m a huge Bachelor fan and watch every episode, and I recently met some friends from Reno, and then when I watched ‘The Bachelor,’ I saw that Lake Tahoe was featured on there, and I saw that it was just gorgeous and there was an awesome lake and scenery, and I just wanted to come and check it out,” she says.

Read the whole story