

Ritz-Carlton – the first 5 star resort in Tahoe

By Kathryn Reed, San Francisco Chronicle

Recession was not a household word when the Ritz-Carlton Highlands, Lake Tahoe broke ground in July 2006. But the \$300 million resort opens this week in an economic climate that is less than ideal – especially in the greater Lake Tahoe area.



The Ritz-Carlton at Northstar opens Dec. 9.
Photo/Kathryn Reed

The past couple of winters have not been great snow years. In fact, 2009 is the third drought year. Skier visits were down 10 percent in the 2008-09 season compared with the prior season, according to the National Ski Area Association.

Still, Ritz-Carlton officials are optimistic that their arrival on the scene is just what's needed to stimulate the local economy. This is the first five-star resort in the area. It's also the first resort to be built in decades.

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