

Ritz-Carlton at Northstar surviving in uncertain economy

By Ed Fletcher, Sacramento Bee

As a recent visitor to Lake Tahoe approached the lower base end of the gondola ride at Squaw Valley Resort, he wondered aloud about the nearby Ritz-Carlton hotel.

“Didn’t they go into bankruptcy?” asked Daniel Huffman, of Cool.

The answer is no, the luxury hotel, which opened last year at Northstar-at-Tahoe, did not file for bankruptcy protection. And even more important for it, reservations – even over the summer – have outpaced expectations.



Ritz-Carlton at Northstar never filed for bankruptcy. Photo/Kathryn Reed

“The Ritz-Carlton had a phenomenal season,” pronounced Steven Holt, the hotel’s director of media relations.

Summer is supposed to be low season for the mountainside

resorts in Lake Tahoe, as tourists abandon the steep slopes and flock toward the famed clear blue waters of the lake.

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