

No snow: Aramark – sleds, boat cruises impacted

Publisher's note: This is one of a series of blurbs about how the lack of winter is impacting businesses in the Lake Tahoe Basin. If you have an idea, please email it info@LakeTahoeNews.net.

Zephyr Cove Resorts is being hit extremely hard by the lack of snow this winter.

The snowmobiles have not been fired up all season. The opening date has been pushed back three times. Now the projected start date is Jan. 15, but that is weather dependent.

Snowmobiling is a \$1.7 million money generator – usually – for Aramark. Aramark has the concession at the resort and also operates the two South Shore paddle-wheelers.

The M.S. Dixie paddle-wheeler is no longer able to get into Emerald Bay because the water level is so low. It gets to the edge and then turns around. Reservation specialists have finally been told this and have changed what they tell the public to be the truth.

A spokeswoman from Aramark, which runs the sled and boating operations, failed to return phone calls.

– Lake Tahoe News staff report