

Study: Ski industry a \$564 mil. boon for Tahoe

By Dale Kasler, Sacramento Bee

The ski industry generated \$564.5 million worth of economic impact on Lake Tahoe's economy last season, according to a study by San Francisco State University.

The study of the 2013-14 ski season comes as the Tahoe region struggles with a long slide in tourism, the result of the rise of Indian casinos in Northern California. Tahoe has been trying to reinvent itself as an international tourism destination, and the study notes that overseas travelers accounted for 3.4 percent of skier visits.

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