

Harrah's Lake Tahoe eliminates free skier parking



Harrah's expects people to read all of these signs. Photo/LTN

Updated Dec. 15, 3:35pm:

By Kathryn Reed

A day of skiing at Heavenly Mountain Resort could end on a bad note from now on for those parking at Harrah's Lake Tahoe.

The Stateline casino as of Dec. 14 is no longer allowing anyone – not just skiers – to park in the lot unless they are customers of their property.

"We've been getting a lot of complaints from guests and players that there is no parking," Harrah's spokesman John Packer told *Lake Tahoe News*.

Regular gamblers are given surveys by parent company Caesars Entertainment. Customer service is a huge area of importance. The local casino is regularly dinged on parking, which falls under customer service.

That in large part is why Harrah's after 17 years is finally saying no more freebies for those taking the Heavenly gondola.

While Heavenly acknowledged it has a parking agreement with MontBleu for their employees, even they often want to be closer and use the Harrah's lot.

Harrah's-Harveys instituted **paid parking during the summer** at peak times and during events. There is no plan to initiate paid parking for skiers. There's just a ban.

The signs say people will be cited or towed. Packer said they'll be towed.

However, to start with there is a bit of an education campaign with Sierra Patrol in the lots talking to people and information left on windshields.

There were plenty of skiers and snowboarders at the end of the day Thursday getting in their vehicles at Harrah's despite the signs.



Skiers are taking a risk by continuing to park at Harrah's. The vehicle may not be there when they return. Photo/LTN

While there are a lot of signs, they are rather high on posts. And in some cases there are three signs about various dos and don'ts. That's a lot of reading. Sandwich board signs at the entrances like the old Crescent V shopping center often uses might be a better warning so those pulling in aren't in for a rude surprise when they come off the slopes.

Harrah's said sandwich boards are in place, though that was not the case Thursday at the entrance near the loop road.

Paid parking is available at the city-owned garage at Heavenly Village as well as behind Raley's.

Otherwise, at least with early season access to Heavenly, it means going to Stagecoach to park for free.