

Reno marketing message resonating with Bay Area market

By Bill O'Driscoll, Reno Gazette-Journal

The word is getting around the greater San Francisco Bay Area about Reno-Tahoe's allure.

A survey this past summer of 1,010 people shows marked increases since 2008 in their awareness of Reno-Tahoe as a place to visit and in their desire to make the journey.

"Interest is clearly up, and we can clearly see our web traffic has grown significantly," said Ellen Oppenheim, president/CEO of the Reno-Sparks Convention and Visitors Authority.

The agency and the Atlantis Casino Resort Spa, Circus Circus Reno, John Ascuaga's Nugget and Harrah's Reno pooled resources to cover the \$1.6 million marketing campaign that began last spring on billboards, radio and online dubbed "Reno-Tahoe USA: Far From Expected."

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