

Tahoe-Reno entities collaborate to bring meetings to region

By Bill O'Driscoll, Reno Gazette-Journal

Nineteen area hotels, events centers and tourism agencies are pooling marketing resources to bring in corporate meeting planners for free in hopes of landing their business.

Dubbed "Come see. Fly free," the campaign will provide round-trip transportation, lodging, meals and a customized site inspection to one person per company planning a convention or other business meeting.

"This program will make the very important site-selection process much easier, affordable and comprehensive for meeting planners nationwide," said John Leinen, vice president of convention sales at the Reno-Sparks Convention and Visitors Authority.

The RSCVA has committed \$30,000 to the program, spokesman Ben McDonald said, but he did not divulge the total pool, saying it includes "proprietary" marketing money from co-op members, some of which are private businesses.

But if the outlay for a visit results in a meeting or convention booked, he said, then the host hotel will pay back the co-op, created several years ago, for the costs incurred.

Read the whole story

Tahoe-Reno Co-op Members

Reno-Sparks Convention & Visitors Authority

North Lake Tahoe Resort Association

Lake Tahoe Visitors Authority

Atlantis Casino Resort Spa

Circus Circus Reno

Eldorado Hotel-Casino

Grand Sierra Resort and Casino

Harrah's Lake Tahoe

Harrah's Reno

Hyatt Lake Tahoe

John Ascuaga's Nugget

National Bowling Stadium

Peppermill Resort Casino Spa

Reno Ballroom

Reno Events Center

Reno-Sparks Convention Center

Reno-Sparks Livestock Events Center

Ritz-Carlton, Lake Tahoe

Silver Legacy Resort Casino