

Tourism strategy to rebrand Reno-Tahoe

By Yun Long, Reno Gazette-Journal

A new tourism campaign is moving away from the gaming-centric marketing to redefine the Reno-Tahoe region as a four-season resort destination.

Christopher Baums, Reno-Sparks Convention & Visitors Authority president and CEO, unveiled the “What’s Your Passion?” campaign aimed at visitors who want to explore their passions in Reno-Tahoe.

“It asks people to become involved,” Baum said. “When you ask people “What’s Your Passion?” with a question mark on the end, you are expecting an response. ... Most people will think ‘Gee, what is my passion,’ and very often, it’s something you haven’t done in awhile and isn’t it time to do it in Reno Tahoe USA?”

The campaign is repositioning Reno Tahoe as a “friendly, four-season resort destination – in a spectacular natural setting – that offers world class attraction, activities and events to excite the passions of almost anyone,” according the RSCVA.

The \$1.6 million campaign, targeted at Reno Tahoe’s core market of Northern California, will include 32 billboards from Sacramento to the Bay Area, two radio ads and print advertising in Southwest Airlines’ *Spirit*, AAA’s *Via*, *Sunset*, *Sacramento* and *San Francisco* magazines.

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