

Tourism's challenge: Bay Area millennials

By Bill O'Driscoll, Reno Gazette-Journal

The San Francisco Bay Area has spoken on Reno-Tahoe tourism, and while the region's favorability holds steady from last summer, more attention is needed on marketing to millennials.

Among the findings from the Reno-Sparks Convention & Visitors Authority's twice-a-year Bay Area Awareness Survey in February to be presented to the RSCVA board on Thursday:

- 79 percent of respondents have a favorable opinion about Reno-Tahoe, unchanged from the August 2014 survey and up 3 points from a year ago, while 63 percent see Reno favorably, down 1 point since summer but up 6 points from the February 2014 survey.

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