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## **Visit Carson Valley Launches New Digital Passports Showcasing Local Brews, History, and Experiences**

**CARSON VALLEY, Nev. (Oct. 3, 2025)** – [Visit Carson Valley](#) is introducing two new [digital passports](#) designed to showcase the community’s craft beverage scene and historic charm. The Barrel & Brew Passport and the Minden Walking Tour are live now, giving locals and visitors new interactive ways to experience Carson Valley, located about an hour south of Reno, Nevada, and includes the communities of Genoa, Gardnerville, Minden, and Topaz Lake.

The **Barrel & Brew Passport** is a GPS-enabled challenge that rewards participants for checking in at breweries and bars throughout the Valley, earning points for both visits and purchases. The digital passport makes it easy—check-ins are automatically tracked, allowing visitors to explore at their own pace. Stops on the passport include Minden Mill Distilling, The Clubhouse NV, Genoa Bar, The Pink House, Shoe Tree Brewing Co., Great Basin Brewing (Minden), Minden Meat & Deli, JT Basque Bar & Dining Room, Overland Restaurant & Pub, and the Lakeview Bar at Topaz Lodge.

Each check-in earns points that can be redeemed for prizes, including a bottle opener at 80 points, a pint glass at 120 points, and a T-shirt at 150 points. Participating venues may also provide digital coupons to add even more value to the experience.



*Prizes for points earned with the Barrel & Brew Passport; Photo credit Visit Carson Valley*

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The **Minden Walking Tour** offers a self-guided exploration of early 20th-century architecture and historic sites. This themed itinerary allows participants to take a deeper dive into the stories that shaped Carson Valley, combining technology with heritage tourism in a way that is both educational and entertaining.



*Mobile view of the Minden Walking Tour passport; Photo credit Visit Carson Valley*

“Carson Valley blends history with unmatched hospitality, and these new, interactive passports provide visitors with a fun, engaging way to connect with and explore our area,” said Keith Lewis, executive director of Visit Carson Valley.”

The new passports, built in partnership with digital experiences company Bandwango, are available through Visit Carson Valley’s official website at: <https://visitcarsonvalley.org/things-to-do/experiences-passports>.

#### **About Visit Carson Valley**

*Straddling the California-Nevada state line an hour south of the Reno-Tahoe International Airport, discover the four communities — Genoa, Minden, Gardnerville, and Topaz Lake — that comprise Carson Valley. Beholding some of Nevada’s first and oldest establishments, visiting Carson Valley means authentically interacting with Nevada’s many histories while experiencing world-renowned outdoor recreation in Nevada, and the American West is known for. From legendary forefathers who paved the way to Nevada statehood, to wild horse bands, eagles, and other wildlife, to premier air sports, Native American, Basque, and Western Ranching histories and cultures, and distinctive dining experiences that all exist here and only here, Carson Valley offers an adventure for everyone. For more information about lodging, special events, and more trip-planning tools, go to VisitCarsonValley.org.*

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