

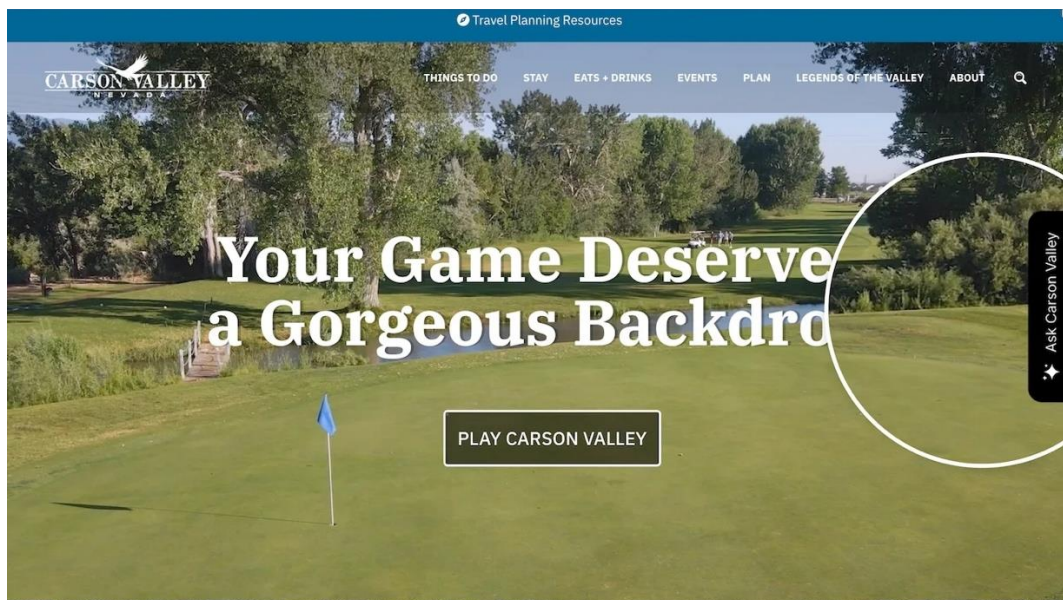


**VISIT CARSON VALLEY TAPS MINDTRIP TO HELP VISITORS TAKE ADVANTAGE OF THE AREA’S NATURAL BEAUTY, HISTORIC SITES, OUTDOOR RECREATION, AND LEGENDARY CHARACTER, WITH THE POWER OF AI**

*From discovering the area’s four scenic golf courses and legendary hot springs, to embarking on 54 miles of hiking trails and historic sites, Mindtrip’s AI platform turns Carson Valley’s content into custom, actionable itineraries for visitors to explore*

**San Francisco, CA, Sept. 9, 2025** – [Mindtrip](#), an AI-powered platform that empowers everyone to travel differently, launches its B2B partnership with Visit Carson Valley, bringing the DMO’s inspiring website content to life, with tailored trip plans. From discovering the perfect list of festive breweries, to experiencing outdoor finds like wildlife, golf, water sports and fishing, Mindtrip for Business creates custom, end-to-end itineraries, connecting visitors to local businesses to enjoy everything the area has to offer, where personalized experiences are the priority.

“Mindtrip for Business helps Visit Carson Valley bring their local businesses and attractions to life in a whole new way,” said Andy Moss, Co-founder and CEO of Mindtrip. “We’re thrilled to be playing a crucial role in helping visitors discover the depth of experiences that make Carson Valley truly unforgettable.”

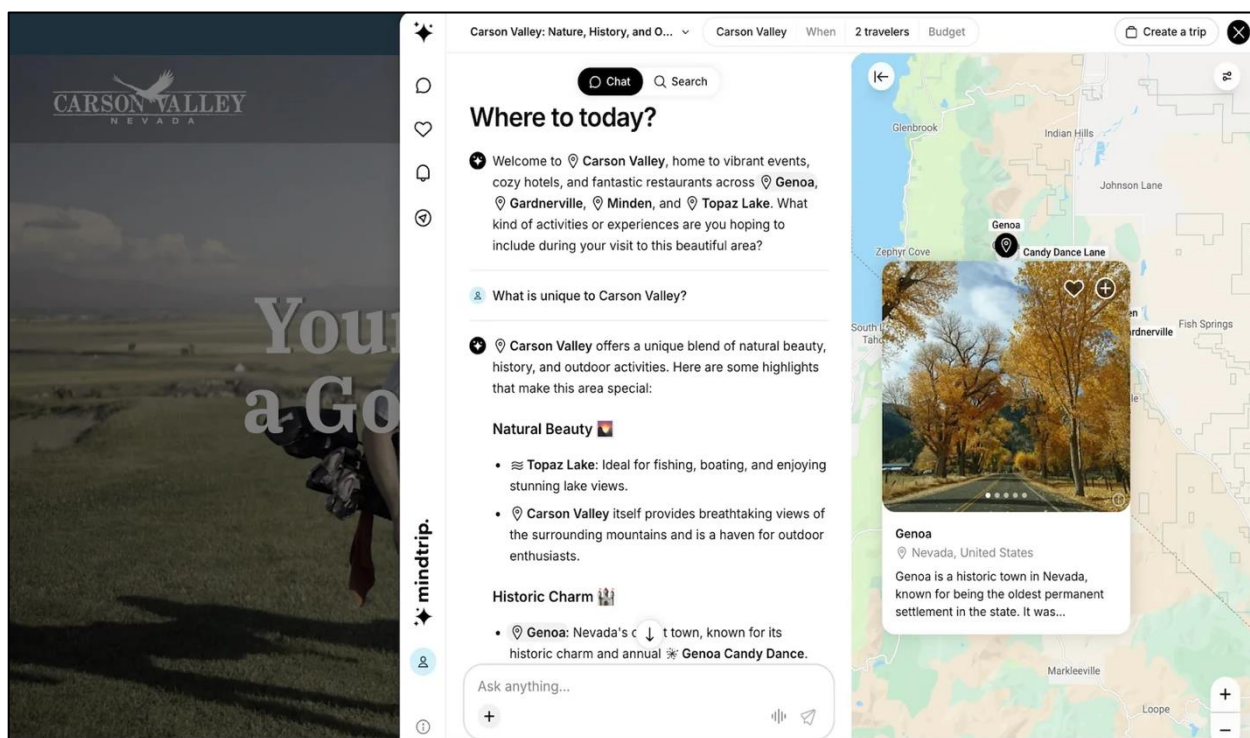


When a visitor begins to plan a trip on VisitCarsonValley.org, they can explore the region using Mindtrip’s conversational AI to ask questions, get recommendations, and turn their interests into

personalized trip plans. For example, someone might want to plan a family-friendly trip with things to do in the area, where to go stargazing, the best pub to visit, how to book a visit to the hot springs, and what makes the area unique. Mindtrip will take these prompts and generate a custom itinerary, complete with curated photos and interactive maps, so visitors can properly explore local activities that meet their needs.

Each itinerary also includes distance estimates and thoughtfully sequenced stops to help travelers avoid unnecessary zig-zagging and make the most of their time in the area.

“Today’s traveler is savvy and seeks ways to feel connected to the communities they are visiting,” said Keith Lewis, executive director for Visit Carson Valley. “Personalization is everything. With Mindtrip integrated into our website, we can now offer visitors a customized planning tool designed around what they want to experience. From museums and attractions to local businesses, we’re connecting our community directly to the traveler, allowing them to create an itinerary curated from our resources. It’s easy, personal, and we’re excited to see what our visitors come up with.”



In addition to partnering with Visit Carson Valley, Mindtrip for Business works with a wide range of destinations, from national tourism boards like Brand USA and Visit Costa Rica, to U.S. territories like Discover Puerto Rico, state organizations like Visit California and Travel Nevada, regional DMOs like The Outer Banks Visitors Bureau and See Monterey, and vibrant city destinations like New Orleans & Company and Visit Truckee-Tahoe. For more information about Mindtrip for Business and its innovative suite of solutions, please visit <https://mindtrip.ai/business>.

### About Mindtrip

Mindtrip is a travel platform that leverages proprietary AI to make travel exciting, easy and fun. Founded in 2023 in Silicon Valley, Mindtrip was developed by serial entrepreneurs and avid travelers who have a

deep understanding of technology, trends, and a proven track record of bringing game-changing products to market. The company's founders created Mindtrip, a first-of-its-kind platform that combines conversational AI with a proprietary knowledge base to deliver personalized travel experiences that are accurate, actionable, and all in one place. To learn more about Mindtrip, its founders, and where to access, please visit Mindtrip.ai or on its social channels at <https://www.instagram.com/mindtrip.ai/> and <https://www.tiktok.com/@mindtrip.ai>.

### **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 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](http://VisitCarsonValley.org).

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