



## Travelers Embrace the Nature Tourism Trend: Wintry Outdoor Adventures Await in Carson Valley

**CARSON VALLEY, Nev. (Feb. 5, 2026)** – Recent research reveals a significant increase in travelers seeking outdoor adventure when planning trips. According to the [Travel Alliance Partnership](#), nature-focused excursions and outdoor activities continue to top travelers' priorities for 2025 as they look for ways to enhance their mental well-being, form deep and authentic connections with natural surroundings, and discover hidden gems.

[Carson Valley](#)'s scenic beauty and diverse menu of winter activities provide enticing inspiration for [nature tourism](#). Here are four adventure highlights that offer appealing options for valley visitors.

### **Snowshoeing and Cross-Country Skiing at Hope Valley**

Nestled at the foot of the Eastern Sierra Nevada range, world-renowned outdoor recreation is just 30 minutes from Carson Valley, making it an easy and affordable basecamp for [Lake Tahoe Ski Resorts](#). The prime valley location is also a magnet for snowshoers and cross-country skiers, offering plenty of space to stretch out and see what that Sierra snow is all about.

Hope Valley offers a tranquil trek through snowy landscapes for snowshoeing or skiing. For outdoor enthusiasts with their own gear, Hope Valley offers miles of open U.S. Forest Service land to explore. Or, for those in need of gear, [Hope Valley Desolation Hotel](#), located at Sorensons on Highway 89, or [Big Daddy's Bike & Brew](#), located in Gardnerville — offer seasonal snowshoe and cross-country ski rentals, lessons, guides, programs and all-around great information.



Photo credit: Cat Allison, FotoCat Tales

### **Affordable Winter Getaways with Cozy Stays and Rustic Charm**

Carson Valley is a budget-friendly winter destination offering visitors warm hospitality and charming accommodations, with historic mansions and rustic lodges ready to provide that sought-after cozy retreat after a day of outdoor fun. With a range of lodging options to suit every budget, Carson Valley makes planning a winter escape simple and stress-free. Explore [winter stay-and-ski packages](#) or browse [accommodations](#) in communities including Genoa, Minden, Gardnerville, and Topaz Lake.

### **Relaxation at Carson Valley's Natural Hot Springs**

Nevada boasts more flowing [natural hot springs](#) than any other state in America. And even though visitors to the area can find abundant wild soaks across hundreds of natural-bottomed pools and man-made cowboy tubs, the charm of [the most historic hot springs resort](#) in Nevada cannot be mistaken: [David Walley's Resort](#) in Genoa.

David Walley's once attracted Nevada's early pioneers and notable residents like Mark Twain, who famously wrote about the mineral-rich waters back in the 1870s. Choose from a large, family-friendly heated pool to splash around in, or slide into a choice of seven mineral hot spring tub-style pools, each varying in temperature.

### **Outdoor Adventures to Work Off the Holiday Binge**

Indulge in the spoils of the season with Carson Valley's [expansive menu of outdoor adventures](#). From [hiking](#) to [winter wildlife viewing](#), [snowsports](#) to [golf](#) (yes, even in winter!), the area boasts activities that combine exercise with awe-inspiring authentic brushes with nature. These experiences make embracing a healthier lifestyle while making lasting memories easy and carefree.

With its combination of scenic winter recreation, relaxing hot springs, and budget-friendly charm, one visit to Carson Valley is destined to fill your winter cup. View the suggested itinerary [here](#).

Learn more about Genoa, Minden, Gardnerville, and Topaz Lake at [VisitCarsonValley.org](#).

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*Straddling the California-Nevada state line 1.5 hours south of the Reno-Tahoe International Airport, discover the four communities — Genoa, Minden, Gardnerville and Topaz Lake — that comprise spectacular 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 are known for. From legendary forefathers who paved the way to Nevada statehood, to wild horse bands, eagles, and other wildlife, to premiere air sports, American Indian, 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](#) or dial (775) 782-8145. The Visitor Information Center is located within the Carson Valley Museum and Cultural Center at 1477 U.S. Highway 395 N, Gardnerville, NV.*

**MEDIA RESOURCES:** Click [here](#) for photos.

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Media interested in visiting Carson Valley should apply via our [Media Visit Request](#) form.