

EASY TO FIND *Hard to Forget*

Nestled at the base of the Sierra Nevada, **Carson Valley** is a scenic basecamp for outdoor adventure, heritage travel, and authentic cultural experiences. Located 45 minutes south of Reno-Tahoe International Airport and just 12 miles east of South Lake Tahoe, the region includes the communities of Minden, Gardnerville, Topaz Lake, and Genoa—Nevada's first permanent settlement, established in 1851. In summer 2025, Genoa and Mormon Station State Historic Park will mark **175 years** with a special celebration on July 3-4, 2025, honoring the town's trailblazing legacy as the gateway to the west and one of the earliest stops along the California Trail.

THE GREAT AMERICAN WEST LIVES

Carson Valley offers a rare heritage-travel experience where history is preserved through daily life rather than performance. As one of Nevada's earliest settled regions, the valley's frontier roots remain visible in historic towns, ranching landscapes, and original trade routes that helped shape the American West. Unlike destinations that recreate the past for visitors, Carson Valley is a place where history quietly informs the present. The result is an immersive, authentic look at Nevada's origins—ideal for stories focused on preservation, rural heritage, and meaningful travel rooted in place.



OUTDOORS - ACCESS OVER EXTREMES



- Taking a horseback ride with **Bader Ranch Trail Co.**, it's likely you'll be trailing behind two golden guides—Buzz and Jordan, a pair of seasoned palominos who know these mountains like the back of their hooves.
- **Hot Air for Hope** Carson Valley's signature hot air balloon festival, filling the skies each May with vibrant balloons celebrating the region's wide-open landscapes and adventurous spirit - all for a cause.
- Pair up with a local **wildlife photographer** and get up close with the Valley's wild residents including raptors, eagles, wild horses during the Eagle & Ag event held annually in January-February.

- **Soaring NV** provides glider plane experiences that let passengers soar silently above Carson Valley, offering sweeping aerial views of the Sierra Nevada and surrounding high desert landscapes.
- **70+ miles of hiking and biking trails** provide access to the region's diverse terrain—linking towns, open space, and scenic overlooks while offering everything from leisurely rides to longer, more adventurous routes.

FOOD & DRINK - REFLECTIONS OF THE LAND

The food and drink scene in Carson Valley mirrors the character of the region itself—rooted, unpretentious, and shaped by local tradition. The area provides a thoughtful angle for food and travel stories focused on authenticity and regional flavors where what's served at the table connects directly to local history and culture. Historic saloons, family-run cafés, and locally owned restaurants reflect the valley's ranching heritage, while modern menus and craft beverages add a contemporary layer. Local beef, fresh produce, and seasonal ingredients anchor the culinary experience, offering visitors a taste of place rather than trend-driven dining. The beverage scene is anchored by Minden Mill Distilling, offering a 100% true grain-to-glass experience as one of the country's premier estate distilleries.

