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Magazine names Reno in top adventure cities

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The inclusion of Reno among the 50 Next Great Adventure Towns by National Geographic Adventure magazine couldn't have come at a better time, a tourism official said.

The September 2008 edition of the magazine hit news stands this week, just before

75 of the top travel agents for Southwest Airlines Vacations arrived in Reno, said Ellen Oppenheim, president/CEO of the Reno-Sparks Convention and Visitors Authority.

She said she'll tell the travel agents personally about the listing.

"This evening, when I get together with them, I will certainly be talking about the fact that Reno was just named a top adventure town by National Geographic, and we will make sure they have that information to take back and tell their potential clients."

The listing also helps legitimize the RSCVA's slogan that touts the Reno-Tahoe area as "America's Adventure Place," others said.

"It certainly supports the slogan," said Julie Ardito, director of public relations for the Economic Development Authority of Western Nevada. "This type of national recognition will be very useful for us when we are out of market, recruiting skilled workers. This helps tell the story that Reno is not just a gaming town but also has skilled jobs, a wonderful lifestyle and is a place where people want to settle down."

The magazine, with a circulation of about 600,000, chose its 50 towns on the basis that they are prime relocation spots and smart choices for the future.

"Not only do they have the action. They have a plan," the article explains.

Most towns selected, like Reno, are conduits to outdoor recreation.

About Reno, the magazine says:

"Reno and Tahoe are making a serious joint bid for the 2018 Olympics, but the smaller sister city has enough chops to merit consideration in its own right. Parked next to the aspen-fringed Mount Rose Wilderness, Reno has a wealth of hospitality jobs, a refurbished downtown, and a new

\$1.5 million whitewater park -- all reasons enough to stick around."

The RSCVA and EDawn said they will include the listing in future marketing efforts.

"It is certainly one of those wonderful designations that we are going to brag about," Oppenheim said.