

spirit

SOUTHWEST AIRLINES

FROM THE
EVERYDAY TO THE
SPECTACULAR,
WE CELEBRATE
OUR NATION'S
PEAKS OF GENIUS,
LIKE **PINNACLES**,
OUR NEWEST
NATIONAL PARK.

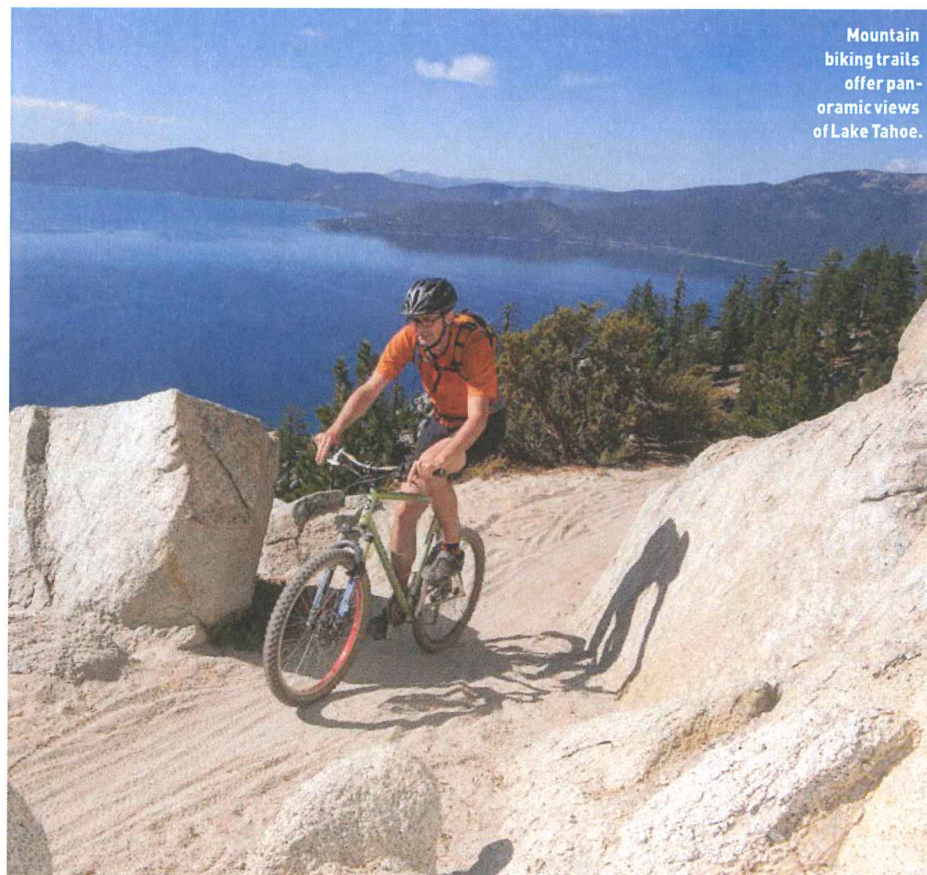
AMERICAN BEAUTY

JULY 2013



SELECTIVE SEARCH

What good is the excitement of the Silver State if you can't explore its riches with your perfect partner? Nevada has the good fortune to be one of the top markets for Selective Search, an upscale executive match-making firm which specializes in pairing high-caliber, commitment-minded professionals/individuals with their ideal mate. The same vetting process used by corporate recruiters is applied to the art of matchmaking. Selective Search takes the labor out of finding the love of your life. Life is better shared when you're with that special someone. For more information, visit selectivesearch.com, call 866-592-1200 or email info@selectivesearch.com.



Mountain biking trails offer panoramic views of Lake Tahoe.

bonanza of the 1800s. Visitors can step back in time through the area's many preserved buildings and streets, now home to 21 eateries and eight bars along with mine tours, museums and plenty of seasonal events. Stop into the Bucket of Blood Saloon for the best Bloody Mary in town, or grab a cocktail at the Ponderosa Saloon while taking a tour of the underground mine that sits just under your feet. The ghost town is well worth the drive; check out the event calendar at visitvirginia-citynv.com to plan your trip.

SEE

The month of July is an especially bustling time to visit the Reno area, as the city pulls out all the stops annually for a month-long arts extravaganza called Artown. Focused around a central tenet

Reno pulls out all the stops annually for a month-long arts extravaganza called Artown.

of strengthening the local arts industry while enhancing civic identity, Artown has something for everyone in the approximately 400 mostly free attractions hosted in the downtown area. Movies in the park, a weekly dance series, ballet performances and a day entirely devoted to the celebration of visual art highlight this year's edition; visit renoartown.com for a full list of events.

Q&A WITH CHEF MARK ESTEE

Mark Estee is the award-winning chef/owner of Campo restaurant



MARK ESTEE

in Reno, named one of *Esquire* magazine's Best New Restaurants in America for 2012. A James Beard semifinalist nominee, Estee is known locally as an ambassador for the Reno Tahoe culinary scene.

Q: What excites you most about the culinary scene in Reno Tahoe?

A: It's just so new and so on fire right now—the food has always been good but used to take a back seat to the gaming and the outdoors. That's not the case anymore. The people who live here are demanding great food: local food, fresh food and seasonal food. We've had an explosion of food trucks, and the craft beer and cocktail movement is going super strong, with new bars and breweries being opened every day. New restaurants are everywhere, too; it is really all happening here right now.

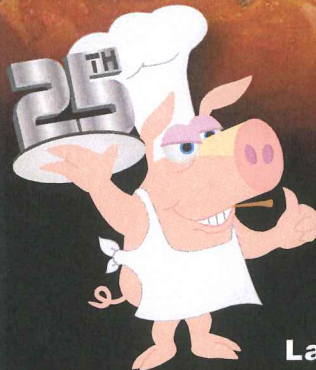
Q: What are some of your favorite local menu items right now?

A: Local menu items are all over Campo's menu, but the DROPP Salad is my favorite here. We use the Great Basin Community Food Co-Op and the DROPP (Distributors of Regional Organic Produce and Products) to highlight all of the farms closest to Campo and make a salad with all we get from them. I like the burger at SoDo and 775 Gastro Pub; they're using Alpine Ranch Grass Fed Beef from the Fallon, Nev., area.

Q: You've made guest chef appearances in top restaurants all over the country—what makes Reno Tahoe special for you?

A: This place is so special because when you go to a food city you expect great food everywhere. Now with the movement taking off here, the locals are seeing that we have great food mostly everywhere, and the visitors are slowly seeing the change, too. When we as a city can make people happy with our restaurants and service, I think that goes a long way toward raising the bar in what we do.

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eenie, meanie, miney...whoa!



Introducing Lake Tahoe Resort Hotel

With all things Tahoe to our left, right, front and center, arriving at our new name was pretty much a no-brainer. Finding yourself here in the very near future is even easier yet.



LAKE TAHOE RESORT HOTEL

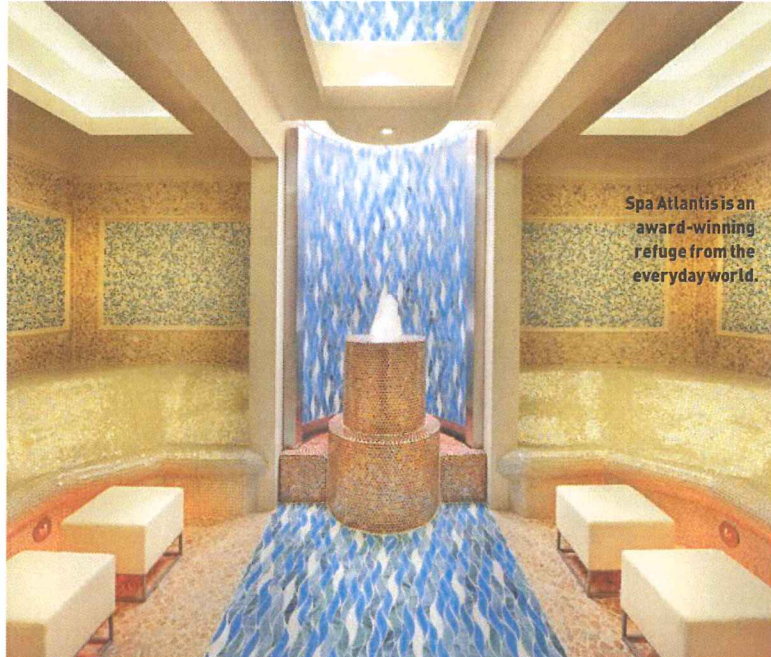
TahoeResortHotel.com

800 988 9850

Reno, of course, is known for its myriad of gaming options located inside the same kinds of dazzling casinos you find on the Vegas Strip (it is the birthplace of corporate gaming giant Harrah's Entertainment, after all), but Lake Tahoe has plenty of opportunities to test your luck, too, including five casinos on the north shore and five on the south. The gaming properties on both sides of the lake offer low-key alternatives to Vegas glitz, welcoming seasoned veterans and amateur gamblers alike to put on their best poker face amidst comfort, hospitality and personal customer service. Your guide to North Shore gaming can be found at gohoenorth.com; South Shore options reside at tahoesouth.com.

RELAX

With all the chewing, sipping and seeing the Reno Tahoe area has to



Spa Atlantis is an award-winning refuge from the everyday world.

offer, even the heartiest of visitors may want a chance to relax; enter the award-winning Spa Atlantis, part of the decadent Four Diamond

Atlantis Casino Resort Spa located in the heart of Reno's restaurant, shopping and entertainment district. The luxurious, world-class spa and full-service salon has racked up just about every award on the market thanks to a unique pampering experience that includes the Pantai Luar® East Asian massage; the Rasul Mineral Mud Ceremony; three co-ed relaxation rooms; a year-round indoor atrium pool and outdoor whirlpool spa; and a seasonal outdoor pool, sun deck and private cabana suites. Featured packages combine a hotel stay with many of the spa's most popular amenities. To reserve your Atlantis experience, visit atlantiscasino.com.

DO

When it comes to "doing" in Reno Tahoe, visitors don't really search out an adventure so much as an adventure finds them. It's no wonder, really, given the embarrassment of natural riches the northern region of the state has to offer. From kayaking, rafting and paddleboarding to mountain biking, hiking and climbing to 50 golf courses within 90 minutes of the airport, there's really

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Barbie Adler
Founder & President

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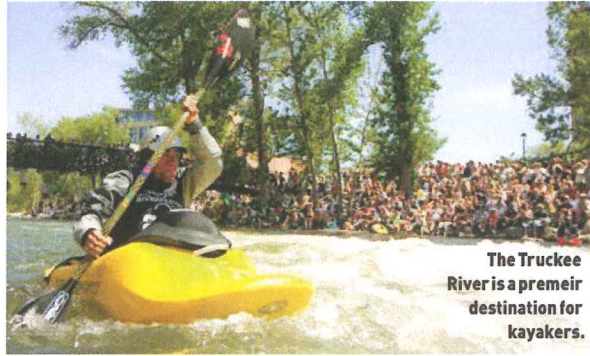
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no place quite like it in the world. And with the sun shining 75 percent of the time (or 274 days annually, if you're counting), there's plenty of time to enjoy multiple activities, which should come in handy considering Lake Tahoe is the largest alpine lake in the country.

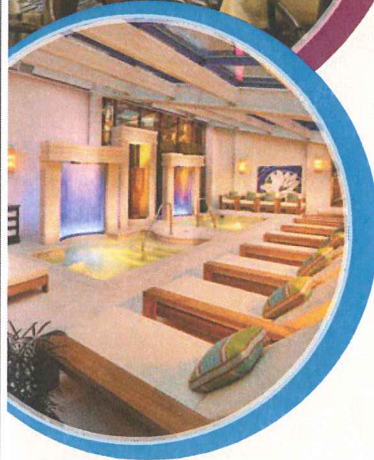
At 22 miles long and 12 miles wide, Lake Tahoe plays host to a range of excursions, including cruising on a paddlewheel or renting anything from a motorboat to a sailboat to a jet ski. For a real adventure, rent a kayak and plan a day trip and picnic on the Lake Tahoe Water Trail. One day alone won't cover the entire 72-mile route around the shoreline, but it will expose you to plenty of the lake's azure waters, pine forests and rock coves; for the full experience, take four days for the trek and stop overnight to camp on the beach (there are also several bed-and-breakfast options if a hot shower is high on the priority list). More information, including a printable map, is available at laketahoewatertrail.org.

Regardless of how your appetite for the outdoors will be satiated, the Reno-Sparks Convention and Visitors Authority website should come in handy, with information searchable by category (land or water) and by activity. Go to visittrenotahoe.com for recommended vendors and to book excursion packages.

From our quick exploration of the northern and southern halves of Nevada, it's pretty clear that Lady Luck hasn't just smiled on its visitors; she's smiled on the nearly 2.8 million residents who enjoy the natural—and yes, artificial—splendor of the state. From glitter to grit, from neon to nature, from the sheer extravagance of the Strip to the sheer beauty of Red Rock Canyon—the Silver State is a destination unlike any other.



The Truckee River is a premier destination for kayakers.



always something
luxurious

Look on the inside and experience attention to detail with a personable touch. Stay in Reno's *only* Concierge Hotel Tower. Enjoy a dynamic casino floor with more progressive jackpots. Reno has the *Loosest Slots in the USA!** Discover eight delightful restaurants for whatever your palate desires. And, immerse yourself in a world-class spa that inspires wellness.

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