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### **Town of Taos Awarded for Tourism Efforts**

(Taos, N.M.) The Town of Taos is pleased to announce that its tourism department, Visit Taos, has received a number of awards and nominations for its accomplishments in tourism over the last year. The awards covered achievements in social media, integrated campaigns and events and came from the New Mexico Chapter of the Public Relations Society of America (NMPRSA) and the New Mexico Hospitality Association (NMHA).

Visit Taos' 2017 Yuletide in Taos Influencer Trip received the "Best of Show" award this October at the 2018 Cumbre Awards, an annual banquet hosted by NMPRSA that showcases the best in communications and public relations work in New Mexico. Entries are judged against a standard on a 100-point scale, resulting in awards of Bronze, Silver and Gold, with the "Best of Show" award given to the entry with the highest score in a given category. Visit Taos also received a Gold award for its 2017 Fall/Winter PR and Marketing Campaign, which included print, digital, social media and earned media initiatives.

At the NMHA 2018 Top HAT Awards on November 8, Visit Taos won the Best New Experience Award for this summer's Taos Vortex. This event was a first-time collaboration between the Town of Taos, Meow Wolf and AMP Concerts and drew in thousands of visitors from across the country. Additionally, Visit Taos' 2017 Yuletide in Taos Influencer Trip was among five finalists for Best Social Media Campaign.

"We are thrilled to have received so much positive recognition for our marketing and tourism efforts," said Karina Armijo, Director of Marketing and Tourism for the Town of Taos. "Visit Taos is producing great results and we look forward to continuing to bring more visitors to Taos and New Mexico in the future."

This is the second year in a row that Taos was awarded by the NMPRSA and the NMHA. Last year, Visit Taos was awarded with a Best of Show award as well as a Silver award at the Cumbre Awards and was a finalist in the Most Innovative Campaign category at the NMHA Top HATs.

For more information on Taos, visit [taos.org](http://taos.org).

**More about the Town of Taos...**

Located just 135 miles from Albuquerque's International Sunport and a short, 90-minute drive from Santa Fe, Taos is home to the country's oldest continuously- inhabited pueblo community, the state's newest national monument, and the highest peak in New Mexico. World-class skiing, hiking, camping, whitewater rafting, kayaking, fishing, and mountain biking can all be found nearby. Motorists enjoy the region's celebrated scenic drives, including the Enchanted Circle and the High Road from Santa Fe to Taos. The area also boasts ample four-wheeling and off road trails that crisscross the backcountry. Golf Digest's four-star-rated Taos Country Club championship golf course offers players spectacular scenery and panoramic mountain views. Other hidden Taos travel gems include cultural sites like the San Francisco de Asis Church, the downtown plaza, "El Corazon de Taos," as well as museums and galleries, weekend music and art festivals, and even llama trekking adventures. Finally, most Taos travelers find that their getaways are not complete without indulging in the local New Mexico cuisine and its famous red and green chile options that infiltrate everything from breakfast burritos to pizza. To learn more, go to [www.taos.org](http://www.taos.org).

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