



**TAOS AIR**

FOR IMMEDIATE RELEASE  
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**Taos Air is *IN THE AIR!***

*First flight leaves Taos Regional Airport, service expected to drive tourism and economic development in the region*

(Taos, N.M.) The Town of Taos and Taos Ski Valley announced today that the first flight on Taos Air, a newly-launched airline and flight service connecting Austin International and Dallas-Love Field airports to Taos, is up and flying. No other ski area in the country offers this type of door-to-door flight service and Town officials anticipate that its availability will promote economic growth and increase tourism to the area.

Taos Air offers fast and convenient non-stop service from both Austin and Dallas in a 30-passenger jet with flights on Thursday, Saturday, Sunday and holiday Mondays this winter, for a total of six round trips per week. Complimentary shuttle service from Taos Regional Airport to Taos Ski Valley will be available to guests staying at the mountain.

“Taos Air is a significant milestone for Taos Ski Valley, but more importantly for the entire region. We believe this investment will help drive visitors to Northern New Mexico benefitting all of us in this region,” said David Norden, CEO of Taos Ski Valley, Inc. “Taos Ski Valley is committed to partnering hand-in-hand with the community and all the investments we’re making in the resort are driven by this commitment. We hope you’ll join us in welcoming Taos Air fliers to New Mexico.”

Ticket prices for Taos Air charter flights are comparable to traditional commercial flights and can be booked at <https://www.skitaos.com/taos-air> or by calling 833-359-8267 (FLYTAOS).

“Taos truly has so much to offer visitors and we are thrilled to make it even more accessible to them this winter,” said Karina Armijo, Director of Marketing and Tourism for the Town of Taos. “Taos Air will play a large role in bringing visitors, both new and returning, to the area.”

The inaugural Taos Air flight took off to Dallas following a ribbon cutting celebration at 9 a.m. this morning at Taos Regional Airport. Town of Taos and Taos Ski Valley officials present at the ceremony included Taos Mayor, Daniel Barrone and Taos Ski Valley CEO, David Norden

For more information, visit [skitaos.com/taos-air](http://skitaos.com/taos-air).

**REPORTER'S NOTE:** *Members of the media will be given the opportunity to tour and take photo and video of the 30-passenger Taos Air jet at the ribbon cutting event. Mayor Daniel Barrone, Town of Taos and David Norden, CEO of Taos Ski Valley will be available at the ribbon cutting for media interviews.*

#### **About the Town of Taos**

The Town of Taos, sitting at almost 7,000 feet, is a small northern New Mexico town with rich history, beautiful surroundings and a bustling creative scene. While the town government provides efficient and responsive services to the people and visitors of Taos, it is also home to some of the most spectacular recreational activities, dining, and shopping experiences in the entire state of New Mexico. Historic adobe homes, earthships, an ancient acequia system, world-class skiing, and a thriving arts community are all things that locals and visitors alike look forward to when living in and visiting Taos. The town strives to honor our thriving cultural diversity and unique history while looking ahead to the future and leading the way in enriching the quality of life for all of our citizens. Please visit [www.taosgov.com](http://www.taosgov.com).

#### **About Taos Ski Valley**

Nestled among the pristine peaks of northern New Mexico, Taos Ski Valley is undergoing a \$300 million renaissance making it one of North America's premier vacation and adventure destinations. With over 300 inches of average annual snowfall, 300 days of sunshine and more than 1,200 skiable acres, Taos Ski Valley offers a relaxed, friendly atmosphere, breathtaking scenery and exhilarating terrain for every ability level for a spirited mountain experience unlike any other. The resort is maintaining its authentic charm while investing in new amenities both on-mountain and in the base area. Taos Ski Valley is proud to participate in the [Mountain Collective](#), a collaboration of iconic, independent ski destinations. To learn more about Taos Ski Valley, and see the future plans for the Ski Valley, please visit [www.skitaos.com](http://www.skitaos.com).

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