



TAOS AIR

FOR IMMEDIATE RELEASE

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Taos Air to Start Flying Round-trip to Texas Once Again

Service resumes December 19 to Austin and Dallas

Oct. 10, 2019 — (Taos, N.M.) Beginning December 19, Taos Air will begin its second year operating direct charter flight service to Austin–Bergstrom International (AUS) and Dallas Love Field (DAL) airports from Taos Regional Airport (TSM). The service will run through March 29, 2020 offering six round trips per week every Thursday, Saturday and Sunday, with alternative service on holiday weekends.

In its inaugural year, Taos Air proved to be an economic driver for not just the Taos area but the entire Enchanted Circle region. Studies conducted by Southwest Planning & Marketing (SWPM) found that there was an economic impact of over \$2 million in Taos, Taos Ski Valley, Angel Fire, Eagle Nest, Questa and Red River by Taos Air fliers for its first season of operation.

“Last season Taos Air was extremely valuable to our local businesses, which benefitted from the influx of Texas-based visitors throughout the winter and spring, and we were pleasantly surprised by how many area residents flew to Texas for business or pleasure,” said Daniel Barrone, Town of Taos Mayor. “Taos Air is a win-win for Northern New Mexico’s businesses, residents and community. We hope it continues to flourish and even grow as a transportation option for our area.”

One aspect of Taos Air that distinguishes it is its robust carbon offset program. As a certified B Corp®, Taos Ski Valley, Inc., the owner and operator of Taos Air, has committed to 100% carbon offset through NativeEnergy.

“It’s essential to us that we balance our business goals with our company’s mission-driven ethos, so this significant carbon offset program is a core component of Taos Air and will continue to be so,” said David Norden, CEO of Taos Ski Valley, Inc. “We commend the Town of Taos and many other area businesses that have all come together to develop this economic driver for our community, and give area residents more travel choices.”

For more information including the full winter schedule, ticket prices and reservations please visit TaosAir.com.



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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.

About Taos Ski Valley, Inc.

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, and the [Ikon Pass](#). To learn more about Taos Ski Valley, and see the future plans for the Ski Valley, please visit www.skitaos.com.

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