



TAOS AIR

**FOR IMMEDIATE RELEASE**

CONTACT: Marissa Le  
For Town of Taos  
505-433-3498

**Taos Air Launches in California with Round-Trip Flights to Los Angeles, Carlsbad**

*Air service to Southern California begins on January 9, 2020*

**Nov. 20, 2019 — (Taos, N.M.)** In a move that makes experiencing the culture of New Mexico simple and fast for Southern Californians and gives Northern New Mexicans the ability to conveniently fly to the West Coast in under two hours, the Taos Regional Airport will begin direct charter flight service to and from Hawthorne Municipal Airport in Los Angeles and McClellan-Palomar Airport in Carlsbad beginning January 9. The air service, known as Taos Air, will provide the enhanced experience of charter air service at prices comparable to traditional commercial flights.

In its inaugural year providing round-trip service to Austin and Dallas, 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.

“Taos is fortunate to welcome many visitors from Southern California and we are very excited to help them make the trip quicker and easier,” said Daniel Barrone, Town of Taos Mayor. “We are so pleased Taos Air continues to grow and provide door-to-door flights for people who want to experience Taos.”

This announcement comes on the heels of Taos Air announcing its second year operating direct charter flight service to Austin–Bergstrom International (AUS) and Dallas Love Field (DAL) airports from Taos Regional Airport (TSM).

“Taos Air will now offer Southern California greater accessibility to Ikona Pass destination Taos Ski Valley and the incomparable Northern New Mexico art and cultural scene,” said David Norden, CEO of Taos Ski Valley, Inc. “We are proud to be part of the thriving tourism industry in New Mexico and are grateful to all of our partners that have made this expanded service a reality.”

Taos Air scheduled service is a 100 percent carbon-offset service as Taos Ski Valley, Inc. has partnered with NativeEnergy, to determine the carbon footprint of the Taos Air program and to purchase carbon offset credits.

Starting January 9 and continuing through March 29, Taos Air will provide direct charter flight service between Taos Regional Airport (TSM), from Hawthorne Municipal Airport (HHR) in Los Angeles and McClellan-Palomar Airport (CLD) in Carlsbad. Winter service will consist of one flight to and from each



# TAOS AIR

destination every Thursday, Saturday, and Sunday, for a total of six round trips per week. For a full winter schedule, visit [TaosAir.com](https://TaosAir.com).

Ticket prices for Taos Air scheduled charter flights are comparable to traditional commercial flights, making it an accessible option for young people or families traveling to and from the Taos area. Visitors can book Taos Air tickets via [TaosAir.com](https://TaosAir.com) or by calling 833-359-8267. For more information including the full winter schedule, ticket prices and reservations please visit [TaosAir.com](https://TaosAir.com).

### **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.taos.org](http://www.taos.org).

### **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, Inc. became the first and only ski resort in the world to become a [Certified B Corporation](https://www.bcorporation.net)<sup>®</sup> (B Corp<sup>™</sup>). Taos Ski Valley is proud to participate in the [Mountain Collective](https://www.mountaincollective.com), a collaboration of iconic, independent ski destinations, and the [Ikon Pass](https://www.lkonpass.com). To learn more about Taos Ski Valley, and see the future plans for the Ski Valley, please visit [www.skitaos.com](https://www.skitaos.com).

###