



Taos Destination Stewardship Plan

SITUATION ANALYSIS REPORT | 2023

PREPARED BY:

International Institute
of Tourism Studies

THE GEORGE WASHINGTON UNIVERSITY



CENTER FOR
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Courtesy of Town of Taos

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ADA	Americans with Disabilities Act
ADR	Average Daily Rate
CAGR	Compound Annual Growth Rate
CREST	Center for Responsible Travel
DMAs	Designated Market Areas
DEI	Diversity, Equity and Inclusion
DSP	Destination Stewardship Plan
ECTA	Enchanted Circle Trails Association
FAA	Federal Aviation Administration
GHG	Greenhouse Gas
GSTC-D	Global Sustainable Tourism Council's Destination Criteria
LTAB	Lodgers' Tax Advisory Board
NCRTD	North Central Regional Transit District
NGOs	Non-Governmental Organizations
NM DOT	New Mexico Department of Transportation
ORD	Outdoor Recreation Division
RevPAR	Revenue per Available Room
SAR	Situation Analysis Report
STRs	Short-Term Rentals
SMU	Southern Methodist University Taos Campus
TISA	Taos Integrated School of the Arts
TMS	Taos MainStreet
UNM	University of New Mexico
UNDP	United Nations Development Program
USFS	United States Forest Service

Executive Summary



The Town of Taos and surrounding areas have experienced a significant increase in visitor volume following the pandemic, similar to other mountain resort towns in the United States. This surge in visitors, combined with second homeowners and the rise of short-term rentals, has created a complex situation that requires careful management to address the unique challenges faced by Taos. The town recognizes the potential strain on resident quality of life and the visitor experience if tourism is left unmanaged, and has contracted the Center for Responsible Travel (CREST) and the George Washington University International Institute of Tourism Studies (GW) to develop a Taos Destination Stewardship Plan (DSP).

The Taos DSP aims to foster a shared vision for the future of tourism in Taos and enhance coordination and collaboration among stakeholders for the sustainable management of tourism. It seeks to balance the needs of visitors, local residents, businesses, and the environment through destination stewardship, which includes strategic planning, development, marketing, and monitoring of the destination. By focusing on long-term tourism sustainability and socioeconomic balance, the plan aims to preserve Taos' tourism assets while improving the quality of life for all residents.

To inform the development of the DSP, a comprehensive Situation Analysis Report (SAR) has been conducted. The SAR examines

the holistic impacts of tourism on Taos' economy, communities, and cultural and natural assets. It assesses demand trends, economic impacts, tourism products and services, destination sustainability performance, tourism governance, resident quality of life, environmental impact, destination marketing efforts, and strengths, weaknesses, opportunities, and threats (SWOT) of the destination.

Key findings from the SAR indicate that Taos experienced an increase in overnight visitors in 2022, surpassing 2019 levels, while day visitors also increased. Hotel occupancy rates and average daily rates were the highest in four years, driven by pent-up travel demand. The majority of day visitors came from Albuquerque and Santa Fe, while most overnight visitors came from Texas. Taos attracts a market with higher incomes, and

the average length of stay has increased. Visitor spending has been growing, supporting job creation and generating tax revenue.

In terms of tourism products, Taos offers a wide range of outdoor activities and a rich mix of cultural and historic heritage, leisure and entertainment, and purpose-built attractions. The art scene is particularly strong, with numerous galleries and an annual Fall Arts Festival. The expansion of hiking and biking trails is underway to enhance recreational opportunities and connectivity. However, there are challenges related to ADA accessibility, short-term rentals, and the impact of airport upgrades on noise pollution.

The enabling environment for tourism in Taos includes dedicated tourism governance at the town and Taos Pueblo levels, although



Courtesy of Town of Taos

destination management efforts are limited. Non-government organizations (NGOs) support private sector development and cultural preservation, but there is a need for more organizations focused on environmental protection and climate change mitigation. Workforce development and labor shortages in the tourism and hospitality sector are concerns. Taos ranks low on business friendliness and education indicators, affecting its overall competitiveness. Public safety and access to care indicators also need improvement.

Tourism plays a significant role in resident quality of life in Taos, with a high percentage of the population employed in the industry. However, the cost of living in Taos is high compared to average income, and there are challenges related to poverty, affordable housing, and diversity, equity, and inclusion (DEI) efforts. Opportunities exist for workforce development programs to address these issues and enhance the quality of life for residents.

Regarding the environment, Taos has generally good air and water quality. However, there are concerns about water use in regions with higher

tourism activity and potential noise pollution from airport upgrades. Solid waste management, recycling rates, and greenhouse gas (GHG) monitoring require improvement.

Marketing and communications efforts highlight Taos' cultural heritage, arts, and recreational amenities. There is an opportunity to further emphasize environmental sustainability and responsible recreation messaging. Stakeholder involvement in tourism marketing and branding is facilitated through Lodgers' Tax Advisory Boards and the Taos Marketing Committee. Taos Ski Valley's B Corp Certification sets an example for sustainable messaging.

The findings of the SAR were validated through focus groups, community meetings, and one-on-one sessions held during the week of July 17, 2023. As part of the SAR validation process, stakeholders identified and prioritized the main issues requiring attention in the DSP. These priority issues were cross-referenced with the primary concerns expressed by residents in the tourism sentiment survey and the issues highlighted by visitors in the analysis of online

travel reviews for 17 popular attractions. This mapping exercise facilitated the identification of recurring priority issues across all stakeholder groups. The priority issues that emerged from this exercise include: lack of affordable workforce housing, negative impacts of gentrification on local culture, uneven distribution of economic benefits, inadequate coordination in tourism management, insufficient sustainable mobility options for residents and visitors, shortages in the tourism workforce, lack of coordinated response to environmental risks, absence of sustainability guidelines, and inadequate monitoring of the holistic impacts (economic, social, and environmental) of tourism on the community

In order to address the main issues, the Town of Taos again engaged key stakeholders in developing solutions, and developing a shared vision, goals, strategies, and a strategic action plan. The DSP will guide implementation efforts and support destination sustainability, resident and visitor education, and stakeholder collaboration.



1. Introduction



The Town of Taos is the county seat of Taos County, situated in northern New Mexico, about 135 miles northeast of Albuquerque. Taos County encompasses approximately 2,204 square miles (5,710 km²), the Town making up 5.4 square miles (14 km²) of that area. As of the 2020 census, there were 4,700 people residing in the town, with a population density of 874.5 inhabitants per square mile (337.6/km²).¹ The Town of Taos is located in the high desert region of the southern Rocky Mountains, at an elevation of approximately 6,969 feet (2,124 meters). Geographically the town is in the Taos Valley, with the Sangre de Cristo Mountains to the east and the Rio Grande Gorge to the west.

This location contributes to its appeal as a tourist destination. High elevation offers views of the surrounding mountains and provides a cooler climate than other parts of the state, making it a popular

summer getaway for residents of New Mexico and surrounding states. The Sangre de Cristo Mountains offer recreational activities such as hiking, mountain biking, and fishing as well as renowned skiing and snowboarding at Taos Ski Valley, Angel Fire and Red River Ski Area.

Rich in cultural and natural heritage assets, the area also attracts visitors who come to see Taos Pueblo and other historical attractions. The Pueblo is a UNESCO World Heritage site that borders the town on the north and showcases Puebloan architecture and Native American culture. Taos has a long history as an artist's colony, attracting painters, photographers, and other artists. The heart of the town is the historic Taos Plaza, a picturesque square surrounded by adobe buildings, galleries, shops, and restaurants.

The Town of Taos and surrounding areas have experienced an increase in visitor volume following the

pandemic, a pattern similar to other mountain resort towns around the United States. Statewide, New Mexico saw a visitor spending increase in 2021 that surpassed 2019 levels for the first time. This increased visitor volume—combined with the influx of remote workers, second homeowners, and the increase of short-term rental units—has created a situation that requires a reexamination of the unique challenges the Town of Taos now faces. Tourism, as the primary driver of Taos' economy, must be supported and managed with an eye toward ensuring long-term sustainability and preserving the town's tourism assets. Due to the current new-resident growth rates, these goals must be accomplished while simultaneously ensuring socioeconomic balance in the community and improving the quality of life for all residents.

Recognizing that, if left unmanaged, this strain can undermine resident quality of life and the visitor experience, the Town of Taos contracted the Center for Responsible Travel (CREST), in partnership with the George Washington University International Institute of Tourism Studies (GW), to develop a Taos Destination Stewardship Plan (DSP). This plan aims to foster a shared vision for the future of tourism in Taos and greater coordination, cooperation, and collaboration among stakeholders for the shared management of tourism.

¹ "Taos County, New Mexico." Wikipedia, Wikimedia Foundation, 3 July, 2023, en.wikipedia.org/wiki/Taos_County,_New_Mexico. Accessed 10 July, 2023.



Courtesy of Town of Taos

Courtesy of Town of Taos



Destination stewardship balances the needs and expectations of visitors with the needs of local residents, businesses, and the environment. The Taos Destination Stewardship Plan (DSP) aims to balance competing interests, protect the local environment and culture that visitors have come to enjoy, and make tourism more valuable for the local community and visitors.

Destination stewardship is synonymous with destination management. UN Tourism states that destination management “consists of the coordinated management of all the elements that make up a tourism destination. Destination management takes a strategic approach to link-up these sometimes very separate elements for the better management of the destination.”² Destination management includes the planning, development, marketing, and

monitoring of destinations as well as how they are managed physically, operationally, and financially. Destination management ensures the long-term sustainability and competitiveness of a destination.

This Situation Analysis Report (SAR) presents a comprehensive review of the current, holistic impacts of tourism on Taos’ economy, communities, and cultural and natural assets. It serves as the first step of the DSP development process. The report is organized into the following main sections, assessing:

- Demand trends and economic impacts
- Tourism products and services
- Taos’ destination sustainability performance
- Tourism governance and the enabling factors for sustainable tourism

- Tourism’s impact on resident quality of life
- Tourism’s impact on the natural environment
- Destination marketing efforts
- Strengths, weaknesses, opportunities, and threats

The main findings of the SAR were validated through on-site stakeholder consultations conducted in July 2023. The outcomes of the situation analysis and stakeholder consultations will be used in additional engagement with community leaders and tourism stakeholders to develop a shared vision, goals, strategies, and a strategic action plan that will guide implementation efforts.

2. KEY TOURISM TRENDS



MAIN TAKEAWAYS

Data collected by GPS mobile phones indicates that tourism dropped substantially in 2020, with total visitor days just 76% of 2019 levels. Tourism recovered slightly in 2021, with visitor days reaching 86% of 2019 levels. GPS data showed that the number of overnight visitors in 2022 slightly surpassed 2019 levels. Data for the first four months of 2023 also show a trend toward pre-pandemic visitor numbers.

Single-day visitors account for a greater share of tourists in Taos today than they did in 2019. In 2022, for every overnight visitor there were 2.4 day visitors. In 2019, this ratio was 1:1.8. This growth could be attributed to the overall growth trend in outdoor recreation.

Hotel occupancy rates and average daily rates for 2022 were the highest in four years (2019–2022). This was the result of pent-up demand for travel experienced across the United States during 2022, combined with no change in room supply volume. This created higher occupancy rates and allowed hotels to increase their daily rates.

The majority of day visitors come from Albuquerque and Santa Fe. The top state for overnight visitors is Texas.

Taos attracts an upper-income market—in 2022 more than half of visitors (57.5%) had an annual income of \$100,000 or more.

The average length of stay in the Town of Taos has increased from 2.7 days in 2019 to 2.9 days in 2022. This increase in length of stay comes from an increase in the number of people staying for five or more days.

Visits during the shoulder seasons (late spring and fall) increased in 2022 compared with previous years. This reflects the overall increase in visitors during that year and was also observed in other destinations in the United States.

Total visitor spending in Taos County was \$278.1 million in 2021. In the seven years before the pandemic, visitor spending increased from \$229.2 million to \$288.2 million, a compound annual growth rate (CAGR) of 3.3%. Visitor spending dropped in 2020 but quickly recovered. In 2021, spending was just \$10 million less than in 2019.

According to the data from Tourism Economics for 2021, direct visitor spending sustained 26% of jobs in Taos County, compared to 29.6% in 2019. Data for 2022 is not yet available but expected to return to 2019 figures.

According to the data from Tourism Economics for 2021, direct visitor spending sustained 26% of jobs in Taos County, compared to 29.6% in 2019. Data for 2022 is not yet available but expected to return to 2019 figures.

In 2021, visitors spent 50.1% of total expenditures on lodging and 16.8% on food and beverages. These shares are similar to 2013.

In 2021, the tourism industry generated \$22.2 million in state and local taxes for Taos County. This is up slightly from the \$21.5 million in 2018.

In fiscal year 2022 (Jul-Jun), the Town of Taos collected \$1.7 million from the Lodgers' Tax. This is up significantly from fiscal year 2019 when the Lodgers' Tax raised was \$1.3 million. In fiscal year 2022, over 13% (\$235,000) of total Lodgers' Tax revenues were from short-term rentals.

2.1 Overview of Data Available

Understanding trends in tourism demand is key for the Town of Taos, as visitor volume and types of visitors directly affect impacts on resident quality of life and the visitor experience. Multiple indicators—some tracked at the town level, others at the county—are combined in this analysis to shed light on tourism impacts and demand trends.

The main indicator used by the Town of Taos is the Lodgers' Tax, which is collected monthly from accommodation providers in the Town of Taos. The tax is based on the revenue from sold rooms and provides some trend insights. However, since tax revenue is based on multiple factors, such as room rate and number of room nights sold, it does not indicate the volume of day or overnight visitors.



Courtesy of Town of Taos

To gain additional information, the Town of Taos has analyzed data provided by Datafy since February 2018. Datafy tracks visitors using GPS mobile phone data. The company combines the GPS data with data from the US Census, the American Community Survey, and Mastercard to infer aggregated market characteristics of visitors such as age and household income. The New Mexico Tourism Department uses similar data collected by the company Zartico to track visitation across the state, including in the Town of Taos.

The New Mexico Tourism Department also collects data on tourism-related state and local taxes collections as well as direct and indirect jobs in the tourism sector. The Town of Taos also tracks the short-term rental market by using data from KeyData.

The New Mexico Hospitality Association collects data from its members and provides insights into occupancy trends including occupancy rates, average daily rate (ADR) and revenue per available room (RevPAR).

Taos Air conducts surveys of its passengers to profile their market. While Taos Air's share of the overall visitor market is small, the surveys provide useful information on the market segment that uses air transportation.

Combining all indicators provides analyzable data on visitor volume, market characteristics, and tourism economic impact for the Town of Taos. This section of the SAR presents

key tourism trends using the most recent available data for the following indicators:

- Day visitor volume
- Overnight visitor volume
- Taos Air arrivals
- Room nights sold, Occupancy rate, ADR, and RevPAR
- Number of trips by state
- Number of trips by Top Designated Market Areas
- Visitor age
- Visitor income
- Length of stay
- Repeat visitation
- Type of accommodation occupied
- Seasonality
- Purpose of visit
- Tourism employment, direct and indirect
- State and local taxes generated by visitors
- Lodgers' Tax collected

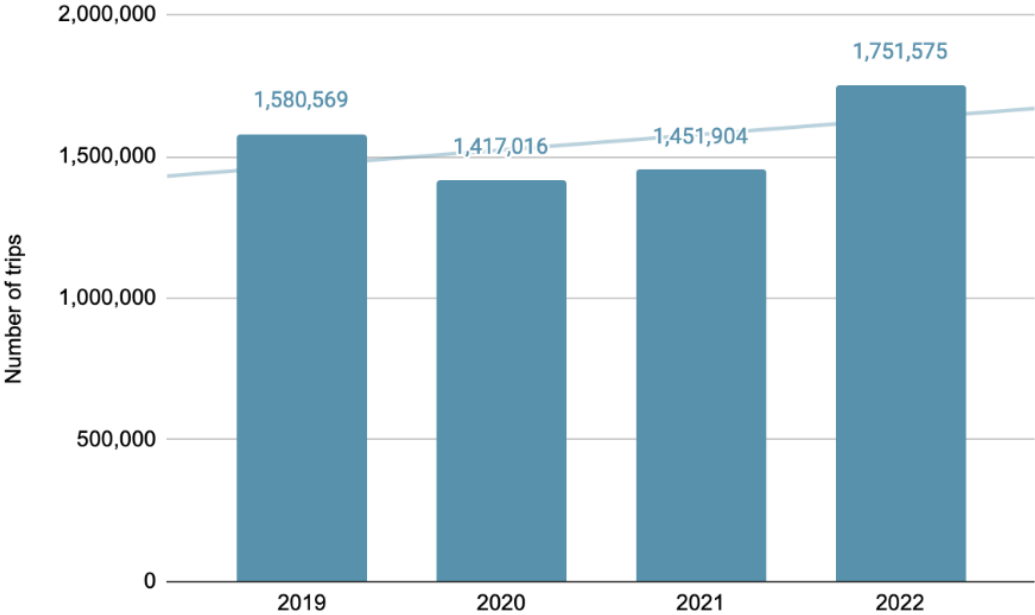
2.2 Visitor Demand

While there is no definitive tracking of total number of day visitors and overnight visitors, some sources can be used to shed light on visitor volume. These sources include GPS mobile phone data beginning February 2018 to the most recent month, data obtained from short-term rental booking platforms, and occupancy data collected by the New Mexico Hospitality Association. Flight arrival figures from Taos Air also shed some light on volume.

2.2.1 Visitor Volume

Figure 2-1 reveals that the total number of day visitors dropped during the pandemic (i.e., 2020 and 2021) but the number of day visitors in 2022 was higher than in 2019.

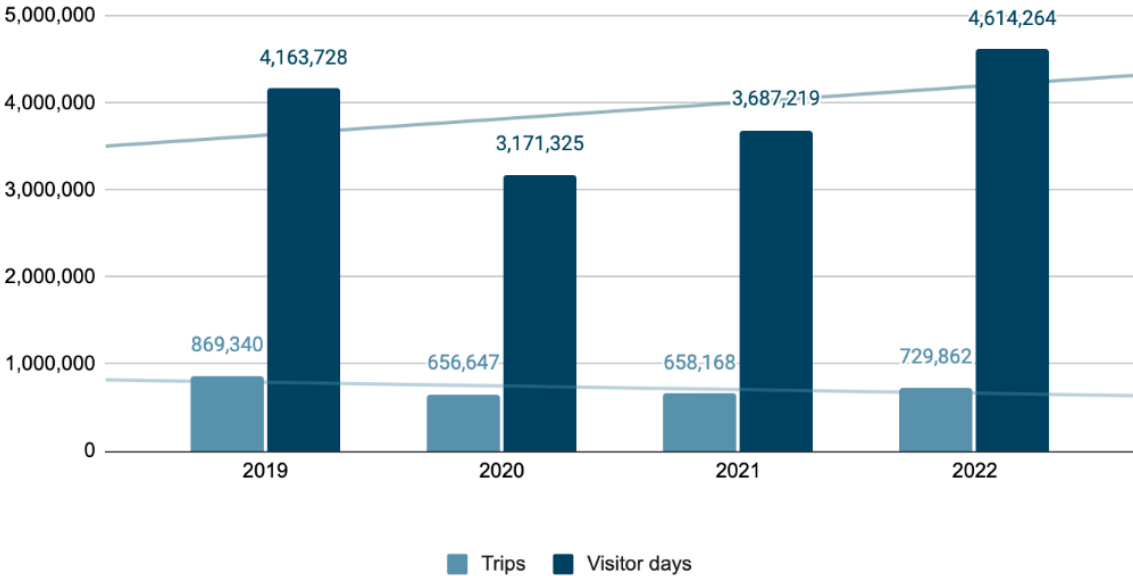
Figure 2-1: Town of Taos Day Visitors, 2019–2022



Source: Datafy

Figure 2-2 illustrates that while the total number of overnight visitor days decreased during the pandemic years, total overnight visitor days in 2022 exceeded 2019 figures by 10.8%. The trends look slightly different for the total number of overnight visitor trips, with 2022 figures still below 2019 by 16% indicating fewer trips but longer stays.

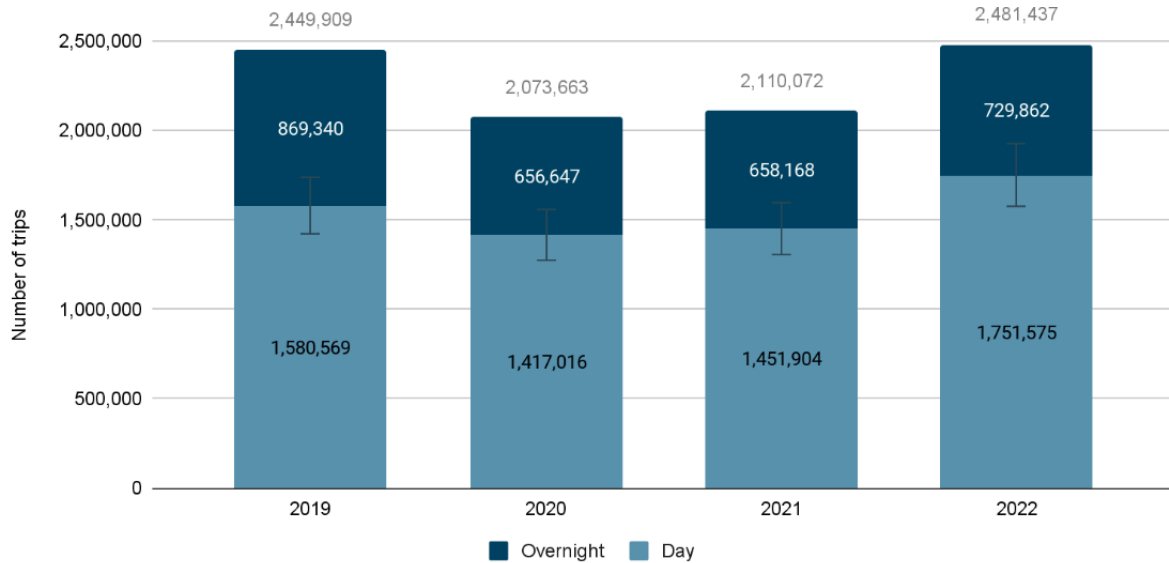
Figure 2-2: Town of Taos Overnight Visitor Trips and Days, 2019–2022



Source: Datafy

Figure 2-3 shows the number of day visitors compared to the number of overnight visitors. In 2022, for every overnight visitor there were 2.4 day visitors. In 2019, this ratio was 1:1.8.

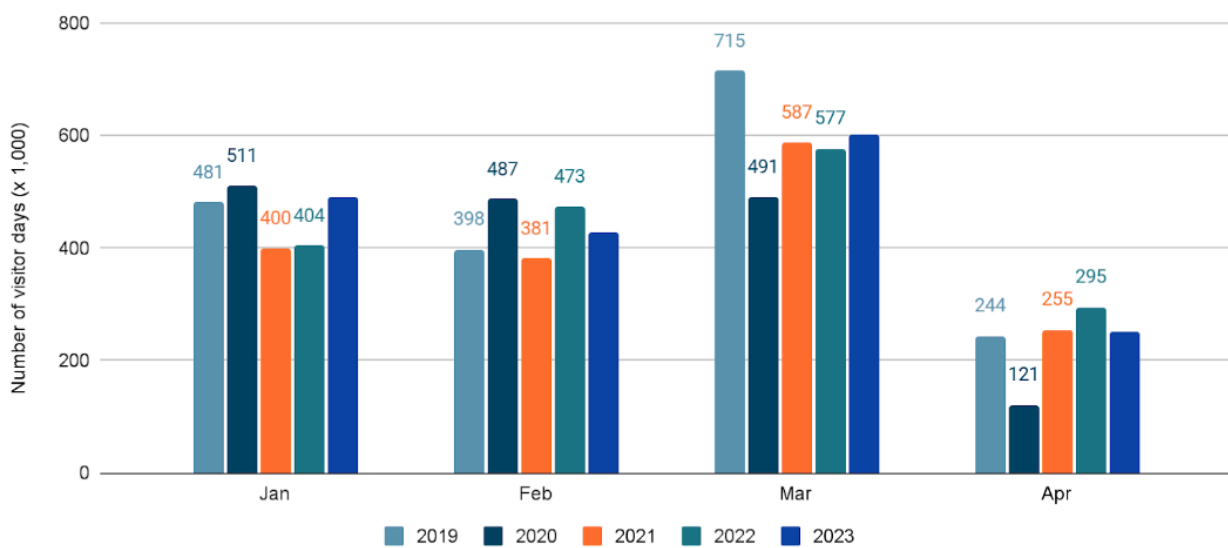
Figure 2-3: Town of Taos Trips by Day Visitors and Overnight Visitors, 2019–2022



Source: Datafy

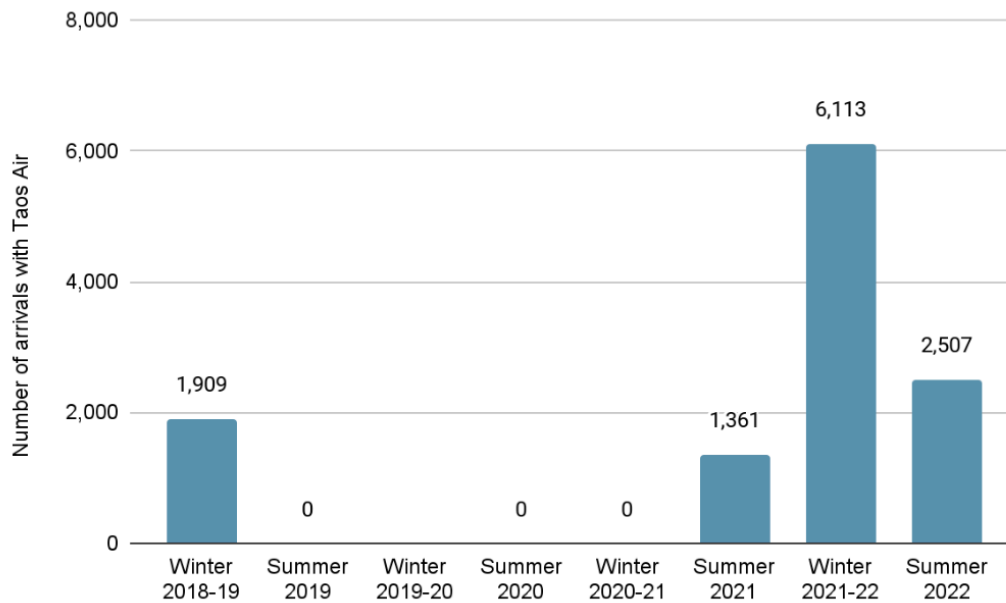
As seen in Figure 2-4, the total number of visitor days for the first four months of 2023 (1,771,000 visitor days, day and overnight visitors combined) was slightly less than the figure for the same period in 2019 (1,838,000 visitor days).

Figure 2-4: Town of Taos Total Visitor Days January to April, 2019–2023



Source: Datafy

Figure 2-5: Taos Air Arrivals Originating from California and Texas, 2018-2022



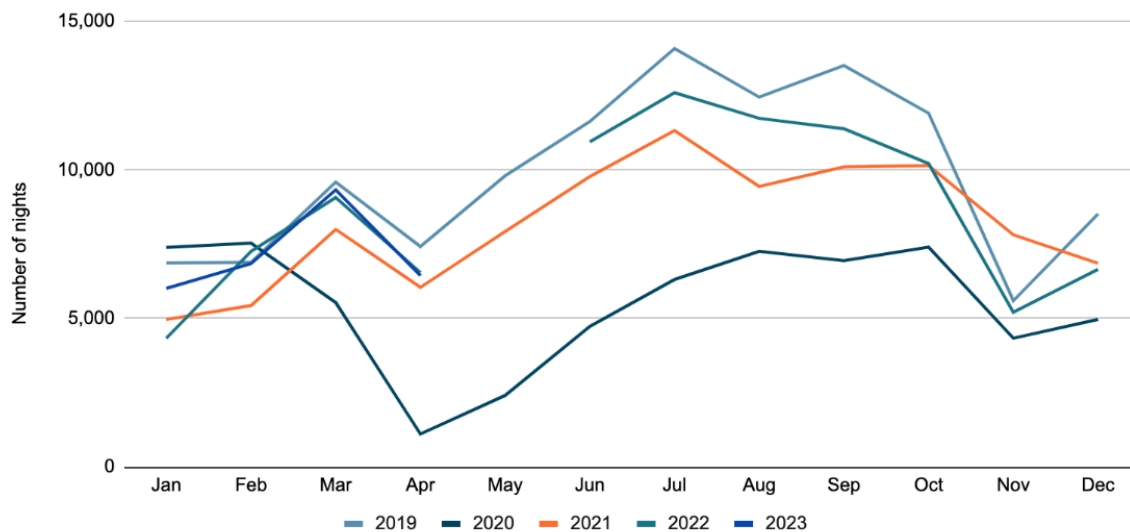
Source: Taos Air

Note: Data for Winter 2019-2020 season is not available.

2.2.2 Room Nights Sold, Occupancy Rate, ADR, and RevPAR

Data from the New Mexico Hospitality Association provides information on the performance of accommodation providers in the Town of Taos. Figure 2-6 shows that 118,266 room nights were sold in 2019. The pandemic reduced the number of rooms sold to 65,940 in 2020 and 97,840 in 2021. Annual numbers for 2022 are not yet available but the available monthly data suggests that the total number is slightly below 2019 figures. The number of nights sold in the first four months of 2023 (28,628) was lower than for the same months in 2019 (30,784).

Figure 2-6: Town of Taos Room Nights Sold, 2019-2023



Source: New Mexico Hospitality Association

Note: Data for May 2022 is not available

Occupancy rates for 2019–2022 indicate that accommodation providers experienced the highest average annual occupancy rate in 2022 (see Table 2-1). The highest occupancy rates occur during the summer months of July through September, which is considered the high season. The average occupancy rate for all other months of the year is about 40%.

Table 2-1: Town of Taos Occupancy Rate, 2019–2023

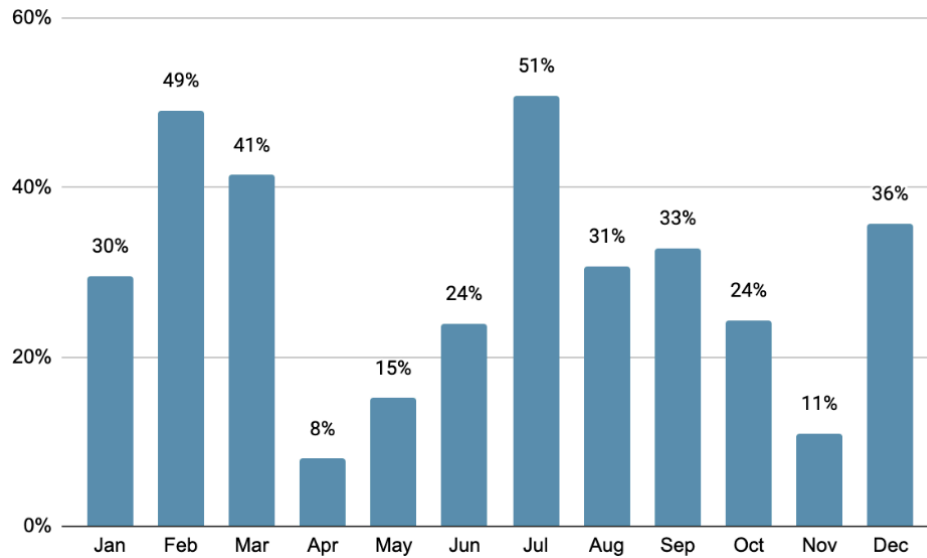
	2019	2020	2021	2022	2023
Jan	45	39	30	36	38
Feb	40	41	36	50	48
Mar	49	32	48	57	58
Apr	39	13	37	49	42
May	50	29	50	NA	-
Jun	62	40	57	71	-
Jul	72	34	49	72	-
Aug	64	38	59	67	-
Sep	71	45	71	67	-
Oct	61	55	76	69	-
Nov	31	32	51	34	-
Dec	44	30	44	42	-
Average	52	36	52	56	46

Source: New Mexico Hospitality Association

Note: Due to the COVID-19 pandemic, some hotels elected to temporarily close their doors in 2020. To be consistent with past methodology for when hotels close, either temporarily or permanently, closed rooms and hotels are removed from inventory so that calculated occupancies and ADRs in the report reflect data only for those rooms that are available for occupancy. Hotels open for a portion of the month are included in the survey, and rooms available reflect the portion of the month that the hotel was open. As hotels make rooms available for occupancy, that supply will be added to the rooms survey.

Figure 2-7 presents data on adjusted occupancy rates for short-term rentals (STRs). This figure reveals that in 2022 the average annual occupancy rate for STRs (29%) was much lower than that of hotels (56%). In 2022, the highest monthly occupancy rate for STRs was 51%, which occurred in July. The occupancy rate for hotels during that month was 72%. Compared with hotels, STR occupancy rates were significantly lower during spring and fall 2022.

Figure 2-7: Town of Taos Short-Term Rental Paid Occupancy Rates, 2022

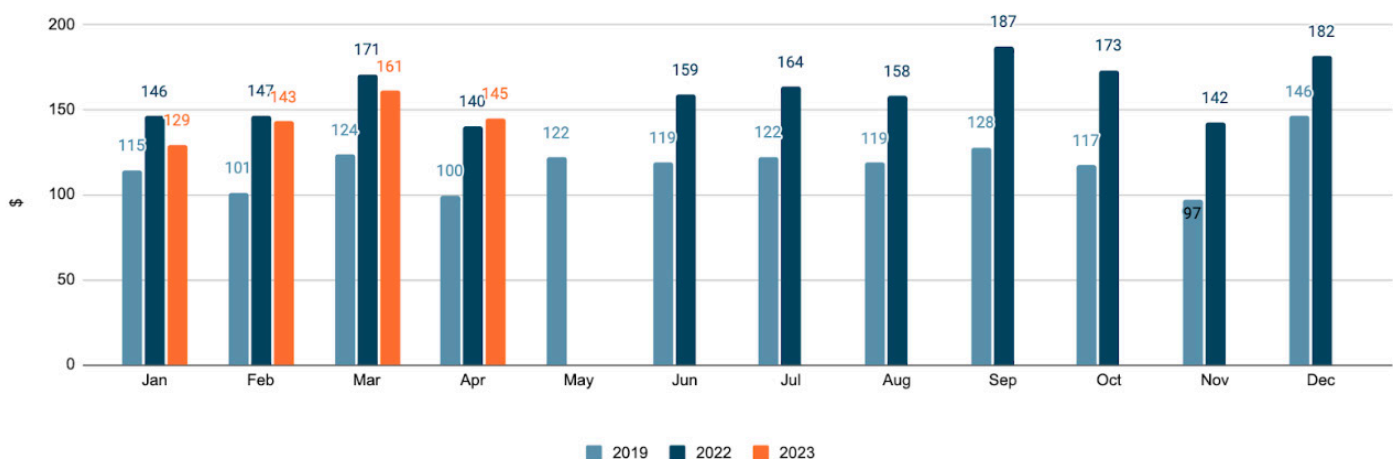


Source: KeyData

Note: Paid Occupancy is based on the number of nights the accommodation was available. It calculates the number of nights booked compared to the total number of nights available to book. It excludes the nights that the accommodation was not available.

Figure 2-8 shows the ADR of hotel rooms for 2019, 2022, and 2023. The trendline indicates that the ADR increased significantly in 2022 compared to 2019. This is due to a significant increase in demand with no corresponding increase in available room supply. This scenario resulted in higher occupancy rates and higher ADRs. Data for the first four months of 2023 shows that ADR has stabilized but is still above 2019 levels.

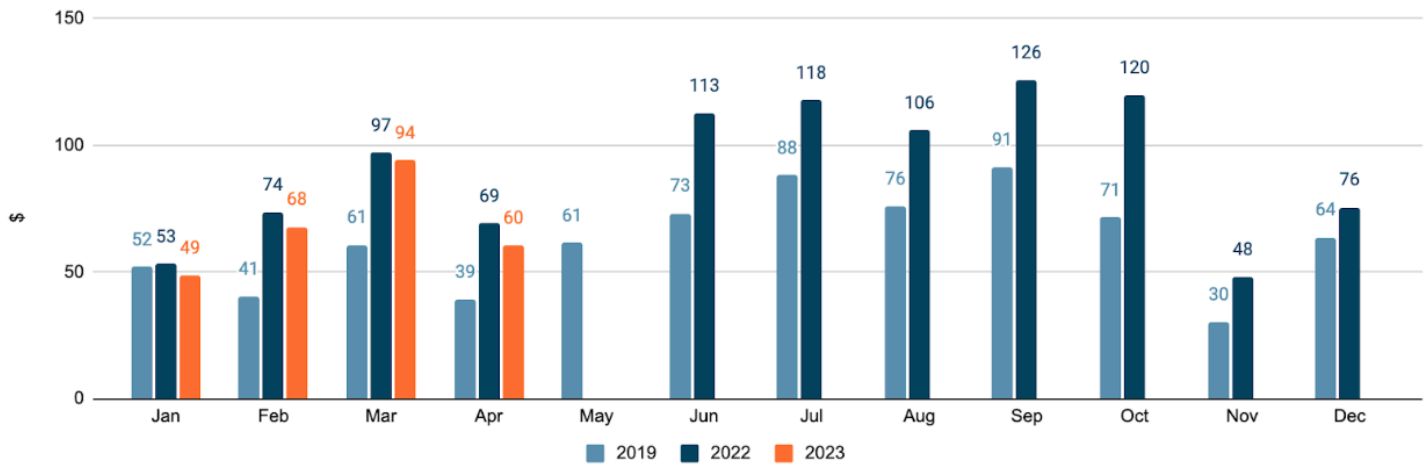
Figure 2-8: Average Daily Rate Hotel Rooms, Town of Taos, 2019, 2022 and 2023



Source: New Mexico Hospitality Association

RevPAR (see Figure 2-9) is also higher in 2022 than 2019. In September 2022, RevPAR was \$126, up 39% compared to the same month in 2019. In October 2022, RevPAR was up 69% compared to 2019. RevPAR for the first four months of 2023 is trending lower than 2022 figures.

Figure 2-9: Town of Taos Hotel Revenue per Available Room, 2019, 2022, and 2023

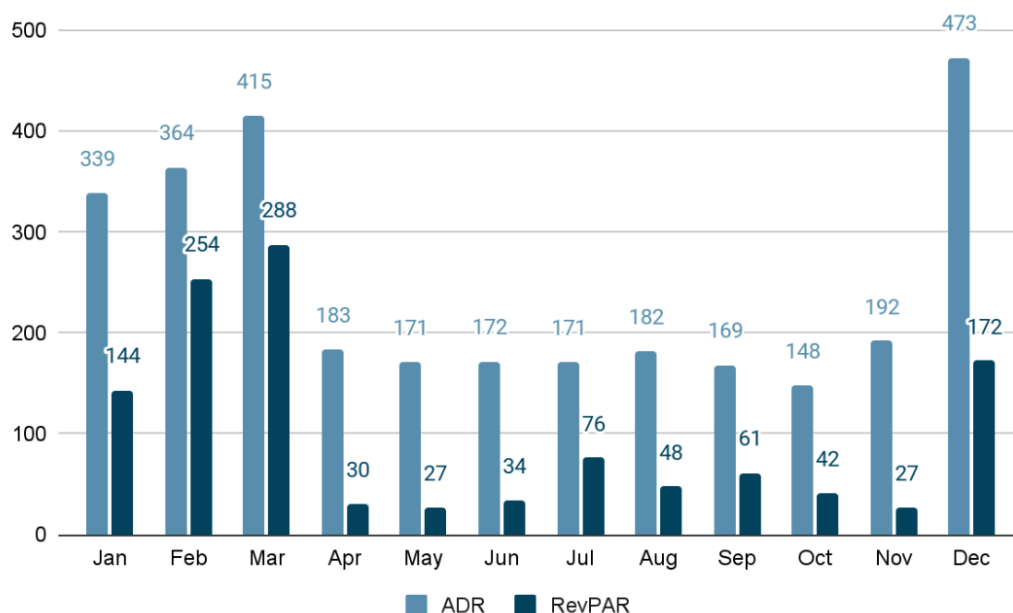


Source: New Mexico Hospitality Association

Note: Data for 2020 and 2021 is not available

As seen in Figure 2-10, ADR and RevPAR for STRs in 2022 were highest during the winter months. These figures are higher for some months when compared to ADR and RevPAR for hotels, possibly because an STR unit can often accommodate more people than a hotel room. The significant difference between ADR and RevPAR for STRs is the result of either low occupancy rates or unavailability of properties during certain time periods.

Figure 2-10: Town of Taos Short-Term Rentals, ADR and RevPAR, 2022



Source: KeyData

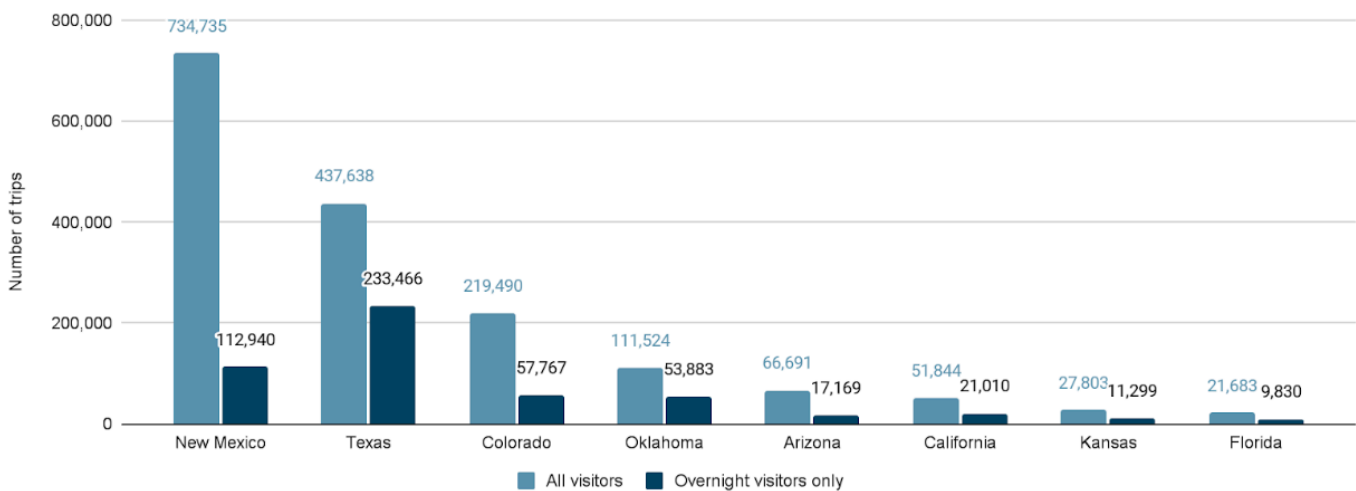
2.3 Town of Taos Leisure Market Characteristics

The main sources for data on market characteristics of visitors are Datafy, Zartico, KeyData, Taos Air. Due to the different data collection methods used and markets included, there is some discrepancy between the numbers compiled by these sources.

2.3.1 Source Markets

Accommodation providers in the Town of Taos do not report the place of residence or nationality of their guests. Therefore, the main source for this data is Datafy, which uses GPS cell phone data to track visitation. As seen in Figure 2-11, the vast majority of Taos visitors are from New Mexico, followed by Texas and Colorado. When day visitors are excluded, Texas is the number one state from which visitors originate, followed by New Mexico and Colorado.

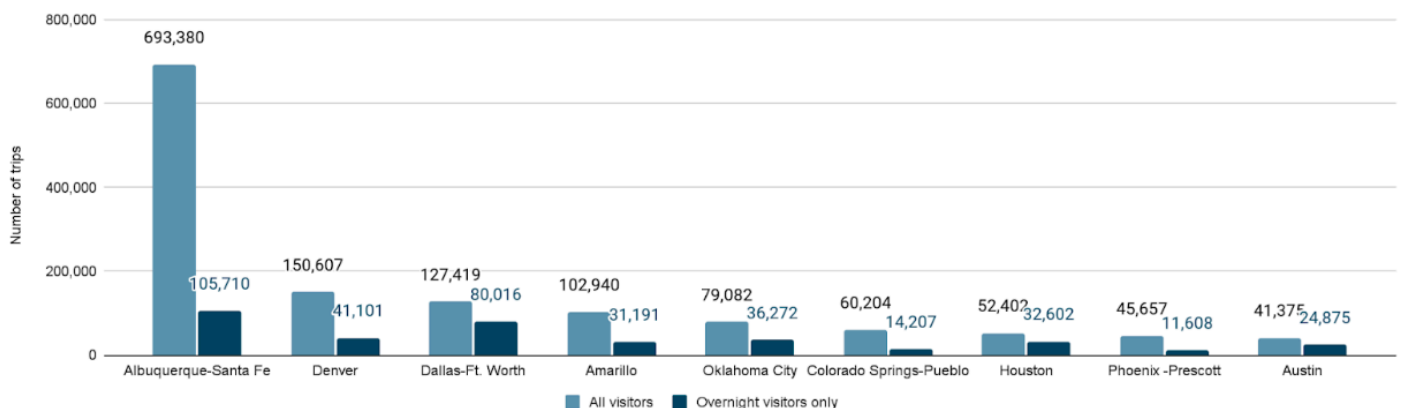
Figure 2-11: Town of Taos Visit Origination by State and Length of Stay, 2022



Source: Datafy

When looking at the top designated market areas (DMAs) across all lengths of stay, the Albuquerque-Santa Fe DMA is four times larger than the second largest DMA, Denver. Other top DMAs are Dallas-Fort Worth, Amarillo, and Oklahoma City. The Albuquerque-Santa Fe DMA remains the largest even among overnight visitors.

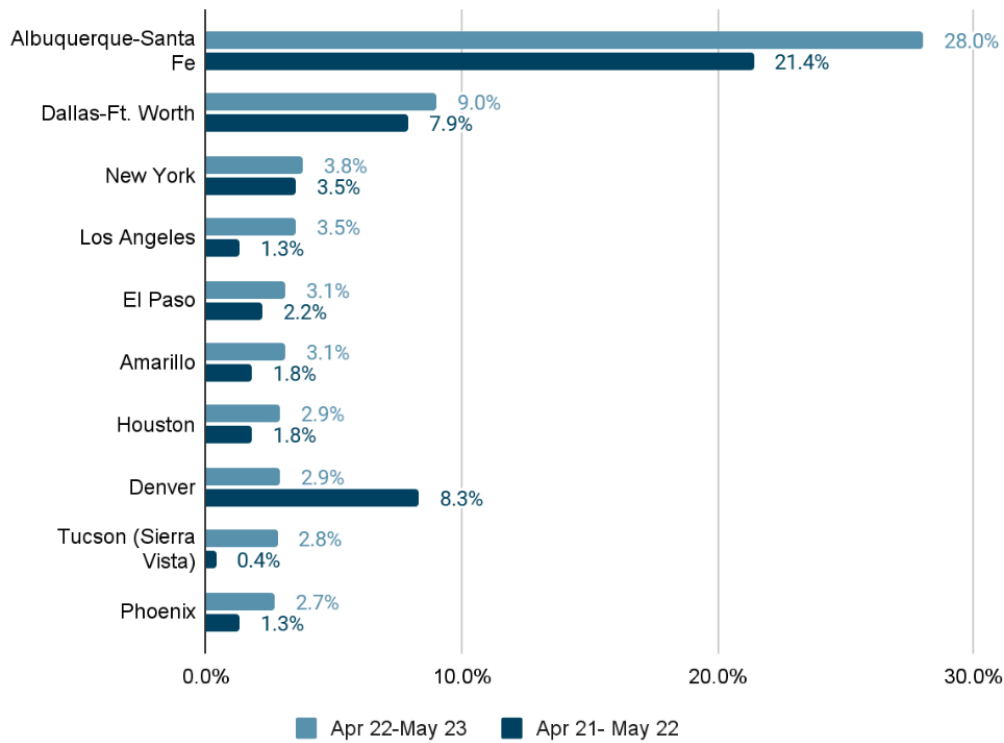
Figure 2-12: Visit Origination (Datafy Data) by DMA and Length of Stay, 2022



Source: Datafy

Zartico data shows a slightly different ranking of origin markets (Figure 2-13). In their data, the Albuquerque-Santa Fe DMA is the most common point of origin, followed by Dallas-Fort Worth. Top origin markets here are also New York City and Los Angeles. It also illustrates a fairly significant year-over-year increase in the share of visitors coming from the Albuquerque-Santa Fe DMA.

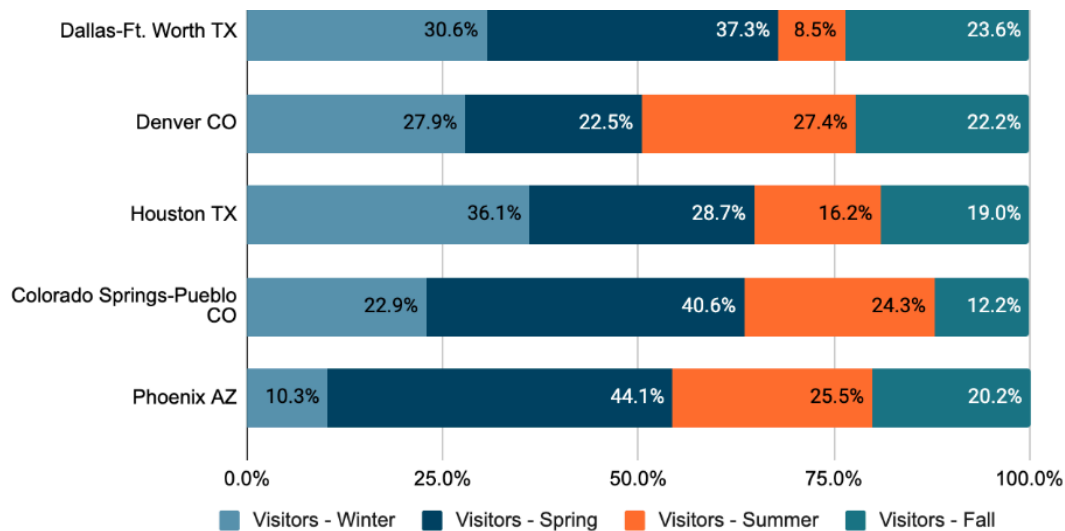
Figure 2-13: Visit Origination (Zartico Data) by DMA, 2022–2023 (Percentage of Total)



Source: Zartico

Different markets have clear seasonal preferences for visits to Taos. Visitors from Houston and Dallas tend to visit during fall and winter. Visitors from Denver, Colorado Springs, and Phoenix are more likely to arrive during spring and summer.

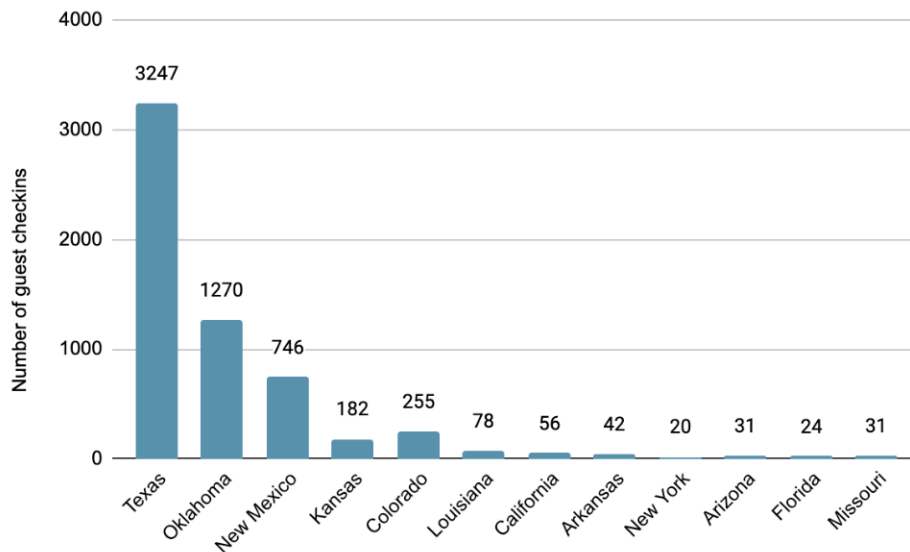
Figure 2-14: Town of Taos Visit Origination (Zartico Data) by DMA and Season, May 2022–April 2023



Source: Zartico

KeyData collects data on STR bookings from the main booking platforms, such as Airbnb, Booking.com, and Vrbo (Figure 2-15). In 2022 more than 50% of STR check-ins were visitors originating from Texas. Another 21% originated from Oklahoma and 12% were New Mexico residents.

Figure 2-15: Town of Taos STR Check-ins by State of Origin, 2022

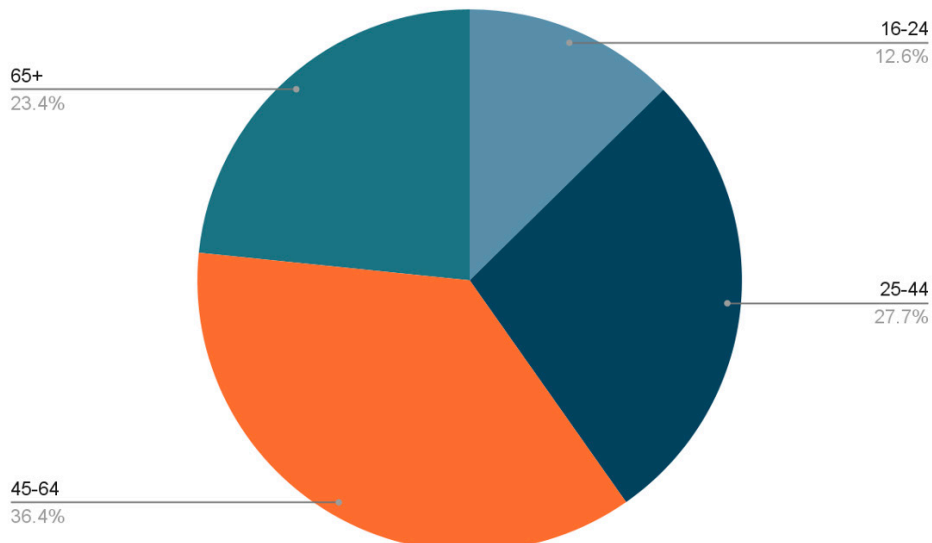


Source: KeyData

2.3.2 Age and Income Level

By combining GPS mobile phone data with big data from other sources, Datafy estimates the age and income level of people visiting the Town of Taos. In 2022, Datafy estimated that 36% of visitors were 45–64 years old, and 23% were 65 and older.

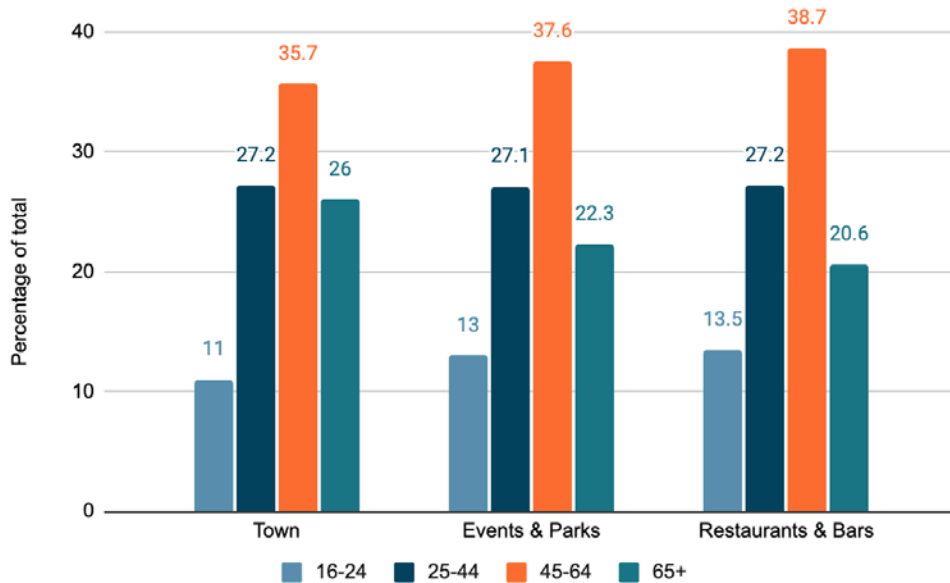
Figure 2-16: Town of Taos Visitors by Age Group, 2022



Source: Datafy

Datafy also estimates the ages of visitors to events and parks, and to restaurants and bars. However, as seen in Figure 2-17, there is only minor variability across attraction types when compared to visitors overall.

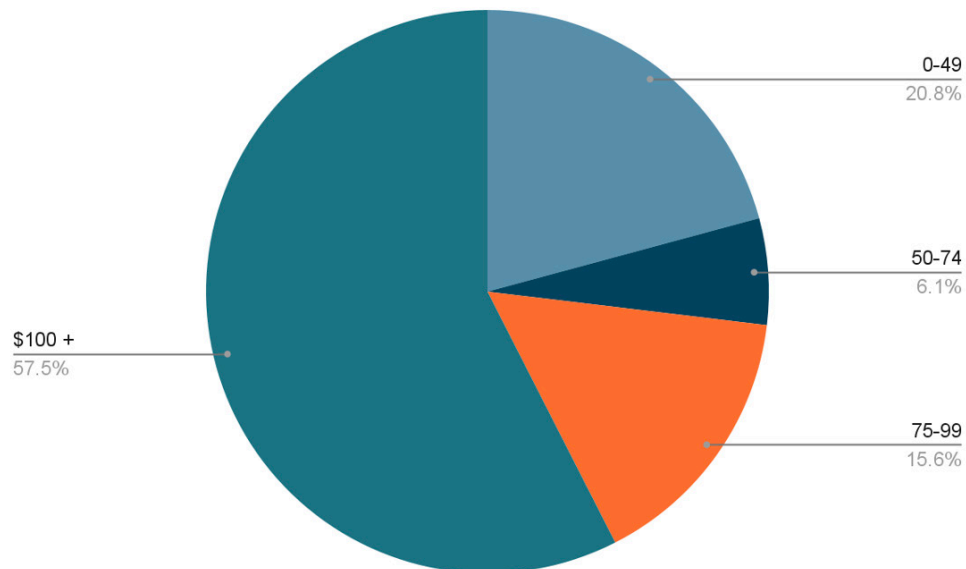
Figure 2-17: Town of Taos Visitors by Age Group and Attraction Type, 2022



Source: Datafy

More than half of visitors (57.5%) have an estimated annual income of \$100,000 and over, and 15.6% have an estimated annual income between \$75,000 and \$99,000.

Figure 2-18: Town of Taos Visitors by Income Level (in \$000), 2022



Source: Datafy

2.3.3 Length of Stay and Repeat Visitation

As seen in Table 2-2, the average length of stay in the Town of Taos has increased from 2.7 days in 2019 to 2.9 days in 2022. This increase in the average length of stay is mainly caused by an increase in the number of trips lasting five or more days. Just over a quarter of visitors are day-trippers. The percentage of day-trip visitors increased slightly during pandemic years and returned to pre-pandemic levels in 2022.

Table 2-2: Town of Taos Visit Duration, 2019–2022

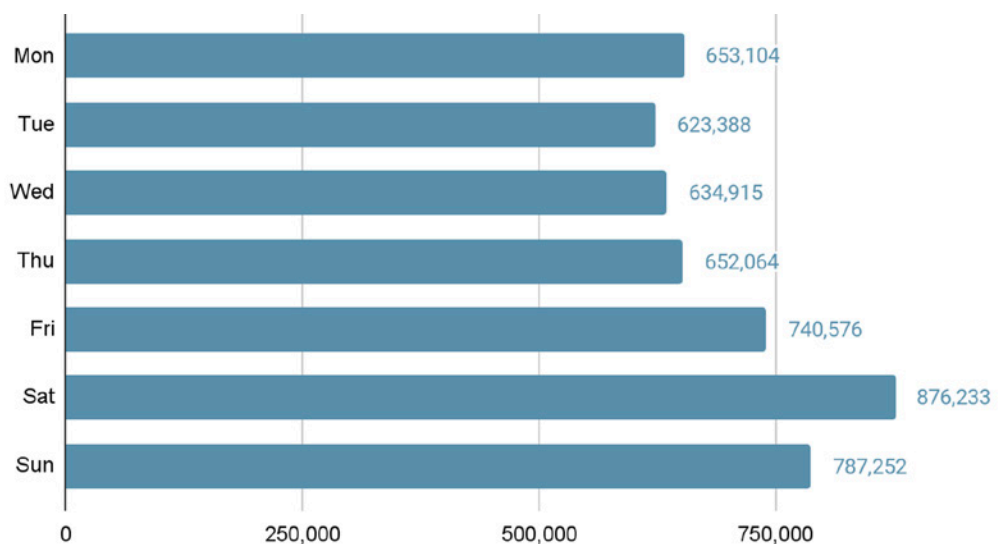
	2019	2020	2021	2022
Day Trip	27.5%	30.9%	28.3%	27.6%
2 - Day	16.3%	17.0%	12.8%	10.2%
3 - Day	17.2%	16.0%	13.1%	10.4%
4 - Day	13.6%	11.4%	11.3%	9.7%
5 - Day	9.0%	8.1%	10.3%	11.5%
6+ Day	16.4%	16.6%	21.1%	30.6%
Average trip length in days	2.7	2.5	2.9	2.9

Source: Datafy

Note: Day trips do not include an overnight; a 2-day trip includes one overnight

In 2022, weekend days were the most popular for visits. Saturday was the busiest day, followed by Sunday and Friday.

Figure 2-19: Town of Taos Visitor Days by Day of the Week, 2022



Source: Datafy

Survey data collected from Taos Air passengers show that during the winter 2021–2022 season the average length of stay in Enchanted Circle Communities was 4.5 nights. For summer 2022, the average length of stay was 7.5 nights. In the winter, 36% of the total overnight stays by Taos Air passengers were spent in Taos Ski Valley and 29% in the Town of Taos.

Table 2-3: Taos Air Passenger Overnight Stays in Enchanted Circle Communities by Season, 2021–2022

	Winter 2021–2022		Summer 2022	
	Average nights	% of nights spent	Average nights	% of nights spent
Angel Fire	0.3	6.7%	0.8	10.7%
Eagle Nest	0.1	2.2%	0.2	2.7%
Questa	0.0	0.0%	0.2	2.7%
Red River	0.2	4.4%	0.7	9.3%
Taos County	1.0	22.2%	2.7	36.0%
Taos Ski Valley	1.6	35.6%	0.4	5.3%
Town of Taos	1.3	28.9%	2.5	33.3%
Total Average Stay	4.5		7.5	

Source: Taos Air

Datafy data shows that the share of repeat visitors increased significantly between 2019 and 2022—from 33% to 66% respectively—and first-time visitors declined (Table 2-4). In 2019, 67% of visitors had never been to Taos; only 34% were first-time visitors in 2022.

Table 2-4: Town of Taos Repeat Visitation, 2019–2022 Source: Datafy

Year	First-Time Visitors	Repeat Visitors
2019	67%	33%
2020	60%	40%
2021	50%	50%
2022	34%	66%

The most recently available data on Taos Air passengers reveals that during winter 2021–2022, 36.8% of passengers were first-time visitors to the Town of Taos. During summer 2022, only 17.1% of passengers were first-time visitors.

2.3.4 Type of Accommodation and Location

The winter 2021–2022 and summer 2022 surveys of Taos Air passengers include information on the type of accommodation they used (Table 2-5). However, since air arrivals represent a small percentage of the total number of visitors to the Town of Taos and Taos County, these figures are likely not representative of all overnight visitors. There are some clear differences between Taos Air passengers that visit in the summer versus the winter. For instance, winter visitors are more likely to stay in paid accommodation (57.2%) than summer visitors (28%). The vast majority of summer air travelers are second-home owners and individuals visiting friends and relatives.

Table 2-5: Accommodation Type Used by Taos Air Passengers, 2021–2022

	Winter 2021–2022	Summer 2022
Hotel/Motel/B&B	29.5%	16.8%
Friends/relatives	27.7%	33.6%
Vacation/short-term rental	27.2%	9.6%
Second home	19.5%	42.4%
Recreational vehicle (RV)	0.5%	—
Campground (non-RV)	0%	1.6%
Other	2.7%	8.0%

Source: Taos Air

Note: Total can be more than 100% since respondents were asked to select all that apply.



Table 2-6 presents data on the Lodgers' Tax collected, which provides some insight into where visitors stay overnight within Taos County. However, because the tax is based on revenue earned and room rates differ between locations, this data cannot provide insights into the number of people staying in each of the towns. As seen in Figure 2-20, the data does show that in Fiscal Year 2022 about 30% of total Lodgers' Tax revenue collected in Enchanted Circle Communities was attributed to the Town of Taos (\$1.7 million of the total \$5.7 million in revenues). Taos County collected 19% (about \$1 million) of total Lodgers' Tax revenues in the same fiscal year and the Village of Angel Fire collected 17% (\$954,000).

Table 2-6: Enchanted Circle Lodgers' Tax Revenue, FY2018-FY2022

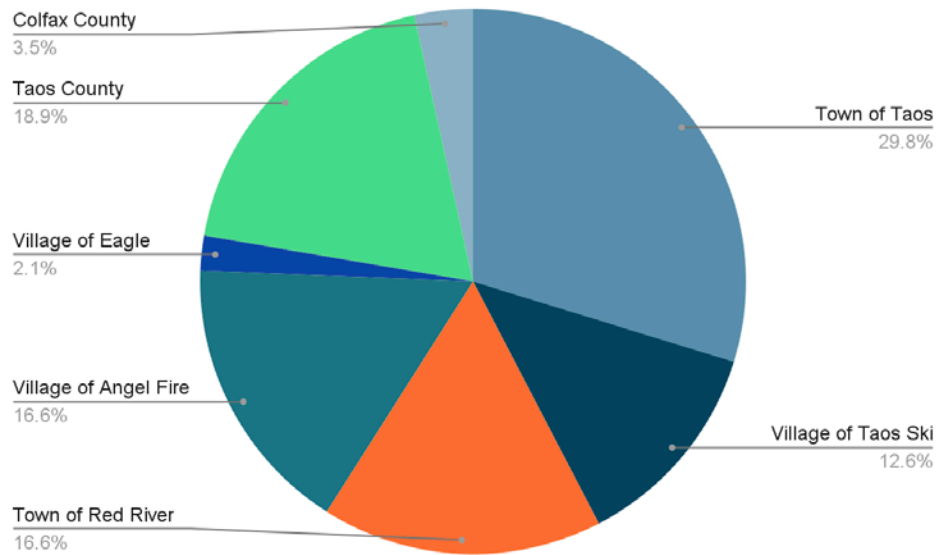
	FY18	FY19	FY20	FY21	FY22
Taos County	\$415,681	\$512,977	\$338,351	\$627,855	\$1,082,442
Town of Taos	\$1,179,309	\$1,281,513	\$1,113,501	\$889,539	\$1,708,844
Village of Taos Ski Valley	\$349,519	\$524,378	\$493,218	\$370,680	\$724,643
Town of Red River	\$779,646	\$831,297	\$814,064	\$819,125	\$922,317
Colfax County	N/A	N/A	\$85,811	N/A	\$198,560
Village of Angel Fire	\$254,014	\$314,622	\$300,327	\$585,048	\$954,745
Village of Eagle Nest*	\$33,045	\$40,075	\$46,212	\$53,203	\$118,343
TOTAL	\$3,011,214	\$3,504,862	\$3,191,484	\$3,345,450	\$5,709,894

Source: Town of Taos

Note: Eagle Nest collects a tax of 3% while the other towns collect 5%.

Figure 2-20: Enchanted Circle Lodgers' Tax Revenue, FY2018–FY2022

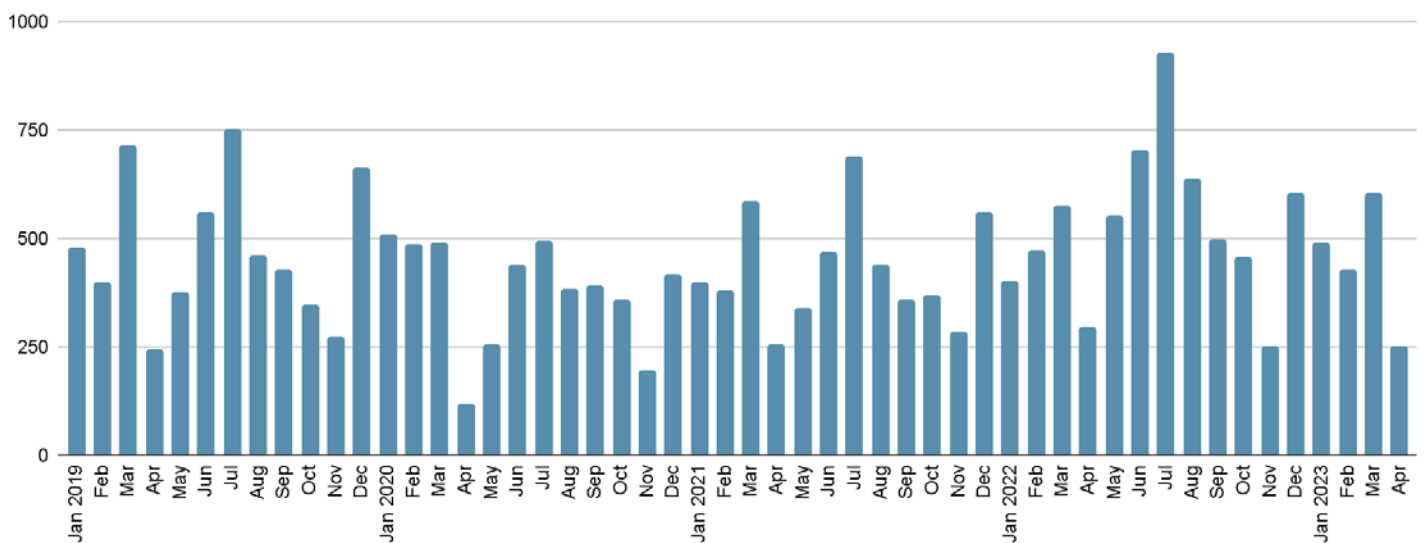
Figure 2-20: Enchanted Circle Lodgers' Tax Revenue, FY2018–FY2022



2.3.5 Seasonality

Datafy monthly data on visitor days show more visits during summer months. December and March also experience higher visitation numbers than the average. The data also shows the increased number of visitor days between April and October of 2022 compared with the same months in 2019. Since November 2022, monthly numbers have been similar to or lower than the corresponding 2019 figures.

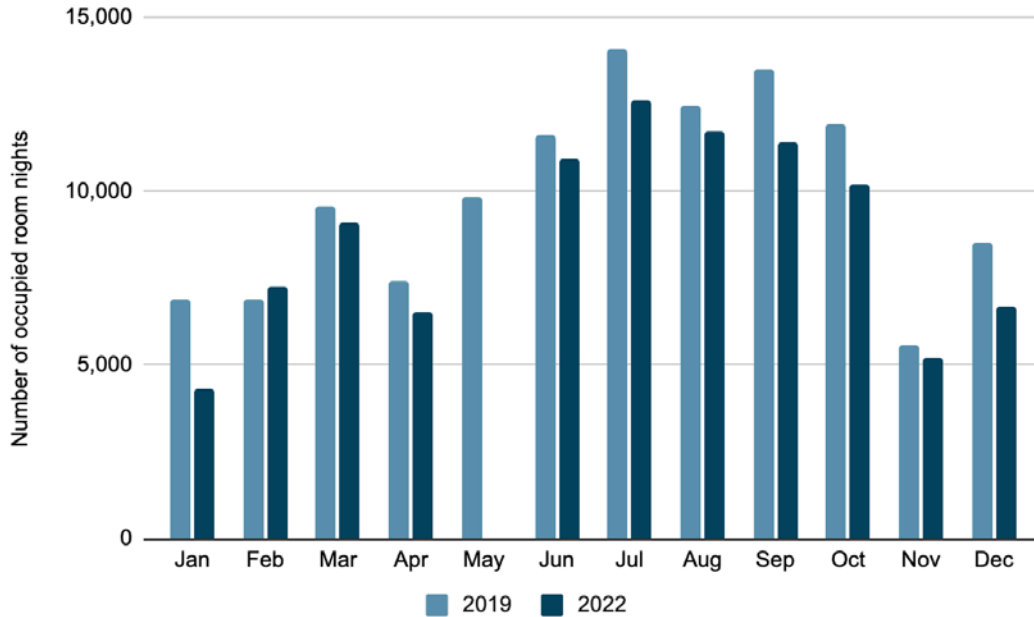
Figure 2-21: Town of Taos Visitor Days by Month (Datafy Data), 2019–2023



Source: Datafy

Data on the number of occupied hotel room nights shows similar seasonality trends, although with less fluctuation during the year, a longer summer season, and no clear peak in December.

Figure 2-22: Town of Taos Occupied Room Nights by Month, 2019 & 2022

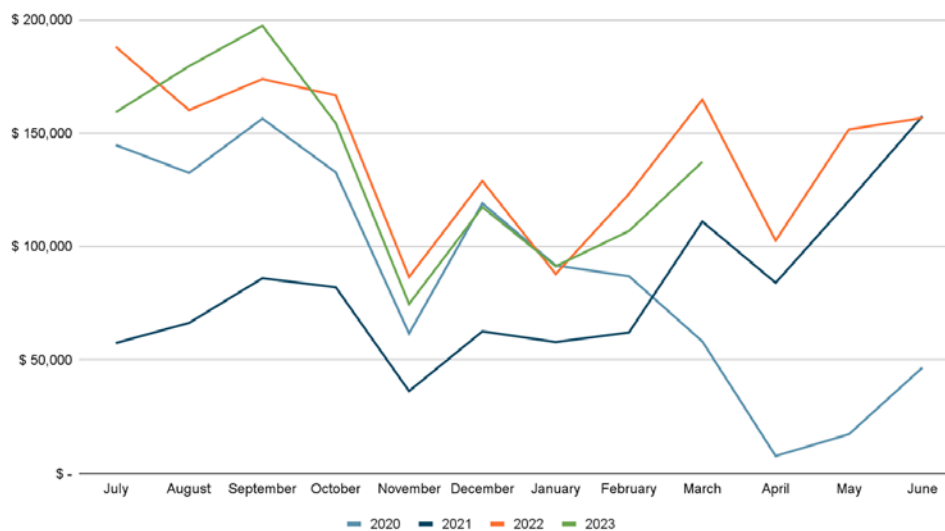


Source: New Mexico Hospitality Association

Note: Data for May 2022 is not available.

Monthly data on the collected Lodgers' Tax in the Town of Taos shows that previously variable May to October revenue was much more consistent in 2022. This indicates accommodation providers were able to charge higher rates during what previously were considered shoulder months.

Figure 2-23: Town of Taos Lodgers' Tax Collected by Month, FY2020-FY2023



Source: Town of Taos

2.3.6 Purpose of Trip

There is no data available that sheds light on visitors' motives for traveling to the Town of Taos. However, some insights can be gleaned from the Taos Air passenger surveys.

One of the top reasons air arrivals give for visiting New Mexico is to visit friends or relatives. The next most popular reasons were touring the state and conducting business.

Table 2-7: Taos Air Passengers' Main Reasons for Visiting New Mexico, 2015–2016

Reason for Visiting New Mexico	
Visit friends or relatives	32.8%
Touring	16.4%
Business trip	10.5%
Special event	8.3%
City trip	7.2%
Outdoors	7.9%
Casino	5.0%
Conference/convention	3.2%
Resort	2.0%
Skiing/snowboarding	1.2%

Source: New Mexico Department of Tourism

Surveys conducted by Taos Air indicate that the main purpose of travel for visitors arriving by air during winter is leisure, while visiting friends and family is the main motive for visitors arriving during summer (Table 2-8). While visiting Taos during the summer, 63.6% of the respondents visited the Taos Plaza, 59.1% participated in fine dining, 47.0% hiked/biked, 45.5% shopped, and 40.2% took scenic drives. Among winter arrivals, 67.6% indicated that they went skiing or snowboarding, 47.5% participated in fine dining, 45.0% visited the Taos Plaza, 37.8% shopped, 20.8% visited art galleries, 18.9% visited the Rio Grande Gorge, 18.3% took scenic drives, and 17.6% hiked/biked.

Table 2-8: Taos Air Passengers' Purpose of Travel by Season, 2021–2022

	Winter 2021–2022	Summer 2022
Leisure	61.0%	48.4%
Visit friends or relatives	44.2%	51.9%
Business	11.3%	20.7%

Source: Taos Air

2.4 Town of Taos Economic Impact

The economic benefits of tourism can be measured through key indicators: visitor spending, employment generated (directly and indirectly), and local government revenues.

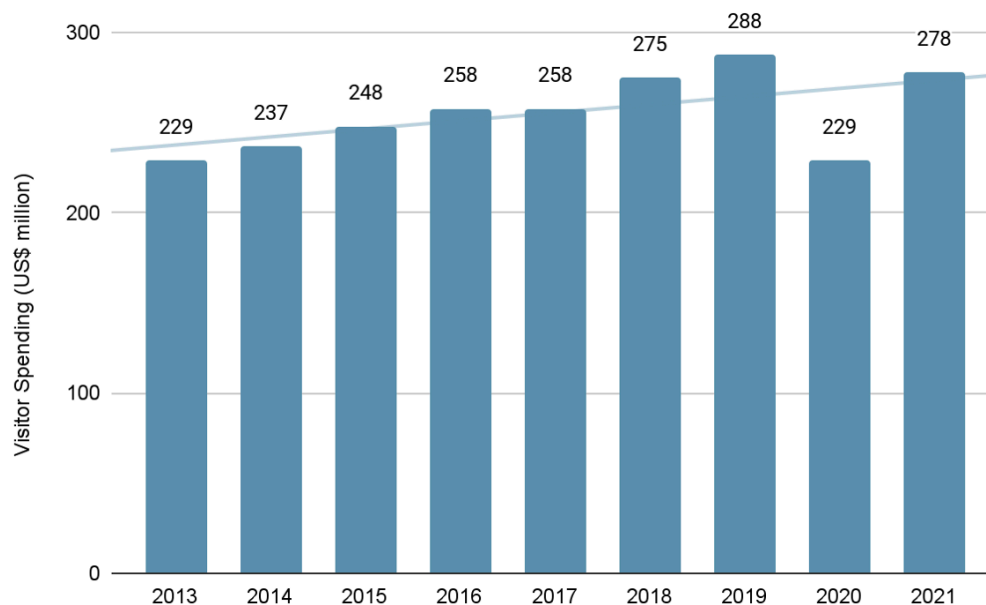
2.4.1 Visitor Spending

Taos County

According to data analysis commissioned by the New Mexico Tourism Department and conducted by Tourism Economics, total visitor spending in Taos County was \$278.1 million in 2021 (Figure 2-24). Over the course of the seven years prior to the pandemic (2013-2019), visitor spending increased steadily from \$229.2 million to \$288.2 million, a CAGR of 3.3%. Visitor spending dropped in 2020 but quickly recovered in 2021, with total visitor spending in 2021 just \$10 million lower than the 2019 figure.

According to the data from Tourism Economics commissioned by the New Mexico Tourism Department, direct visitor spending in 2021 sustained 26% of jobs in Taos County. In 2019, this figure was 29.6%.

Figure 2-24: Taos County Visitor Spending by Year, 2013–2021 (in Millions)



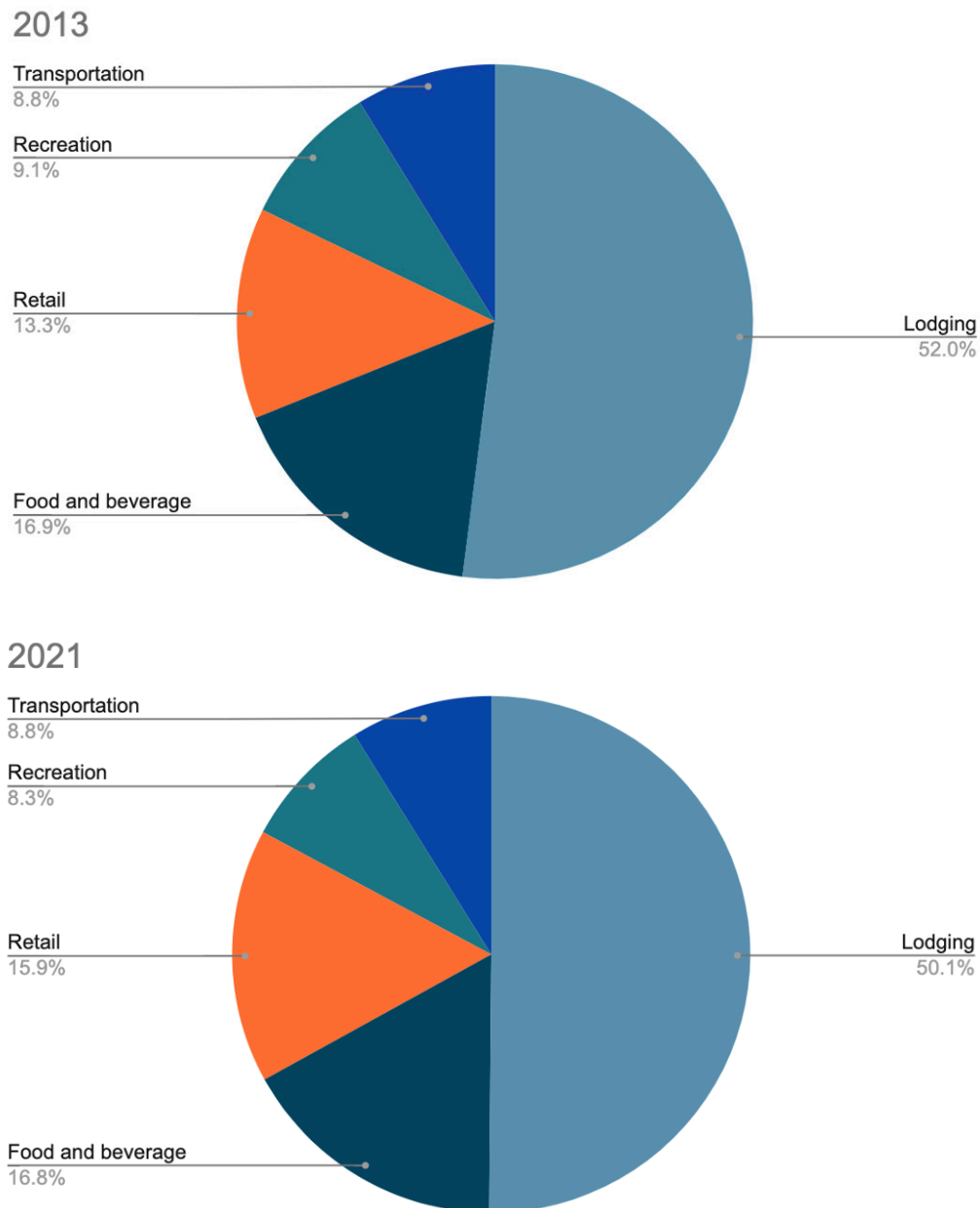
Source: New Mexico Tourism Department

Note: Study commissioned by the New Mexico Tourism Department and conducted by Tourism Economics. The analysis is based on multiple data sources, including the US census, STR Longwoods International, and employment and wage data from the US Bureau of Economic Analysis and US Bureau of Labor Statistics.

As seen in Figure 2-25, Tourism Economics assessed different categories of visitor spending. In 2021, visitors spent 50.1% of their expenditures on lodging and 16.8% on food and beverages. Retail spending is also significant, at 15.9%. Transportation represented 8.8% and recreation 8.3% of all spending by visitors in the county.

Spending in 2013 was slightly different, with more spending on recreation and less on retail.

Figure 2-25: Taos County Visitor Spending by Category, 2013 & 2021



Source: New Mexico Tourism Department

Taos Air

Based on survey responses from 833 of the 6,113 air passengers originating in Texas or California during the 2021–2022 winter season, Taos Air estimates that total spending by all winter air arrivals was \$16.6 million. Of this amount, 26%—almost \$4.4 million—was spent in the Town of Taos.

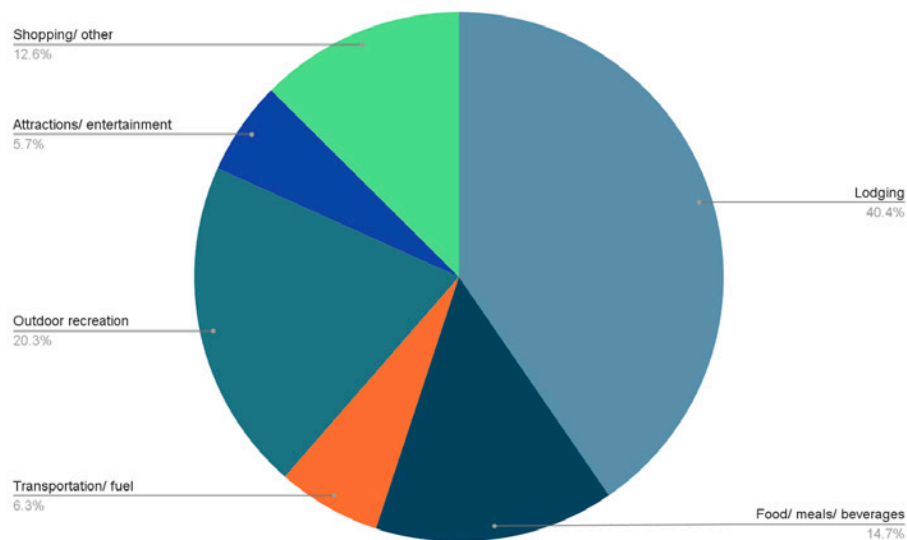
Table 2-9: Total Estimated Economic Impact of Spending by Taos Air Passengers Originating in Texas or California, Winter 2021–2022

Community	Direct Spending	Indirect and Induced Spending	Total economic impact
Angel Fire	\$805,601	\$322,240	\$1,127,842
Eagle Nest	\$161,329	\$64,532	\$225,861
Questa	\$21,928	\$8,771	\$30,699
Red River	\$424,990	\$169,996	\$594,986
Taos County	\$2,344,232	\$937,693	\$3,281,925
Taos Ski Valley	\$5,015,298	\$2,006,119	\$7,021,417
Town of Taos	\$3,120,596	\$1,248,238	\$4,368,834
Total	\$11,893,974	\$4,757,590	\$16,651,563

Source: Taos Air

Spending patterns by category for Taos Air passengers during the 2021–2022 winter season are different from patterns in the overall market and among Taos Air passengers that visit during the summer. Sixty-eight percent (68%) of winter survey respondents indicated they went skiing or snowboarding during their trip, and outdoor recreation expenditures represented 20.3% of their overall spending during their stay (Figure 2-26).

Figure 2-26: Taos Air Passengers' Expenditures by Category, Winter 2021–2022



Source: Taos Air

Based on a survey of 289 air passengers, Taos Air estimates that the total estimated economic impact of the 2,507 visitors originating in Texas or California during summer 2022 was \$7.2 million. Of that amount, 34%—almost \$2.4 million—was spent in the Town of Taos (Table 2-10).

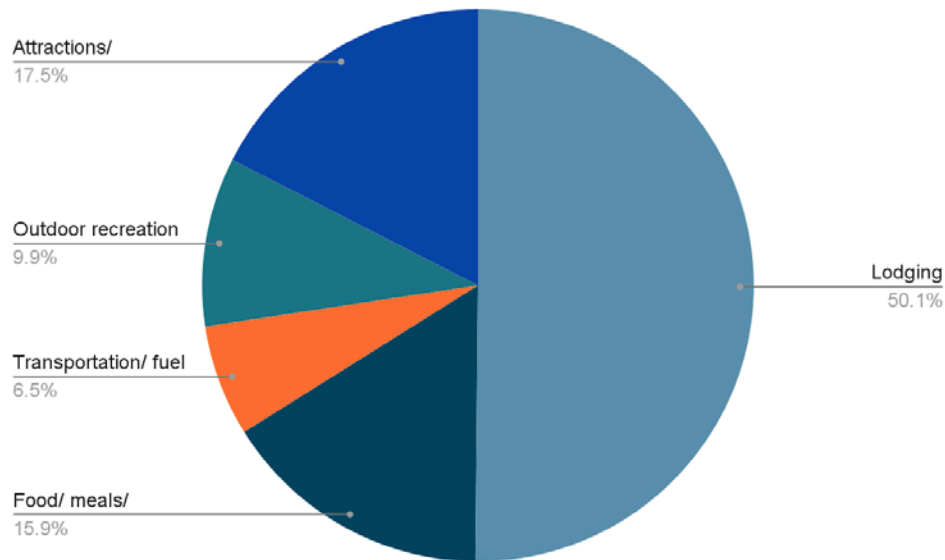
Table 2-10: Total Estimated Economic Impact of Spending by Taos Air Passengers Originating in Texas or California, Summer 2022

Community	Direct Spending	Indirect and Induced Spending	Total economic impact
Angel Fire	\$588,891	\$235,557	\$824,448
Eagle Nest	\$72,302	\$28,921	\$101,223
Questa	\$86,710	\$34,684	\$121,394
Red River	\$446,122	\$178,449	\$624,571
Taos County	\$1,748,228	\$699,335	\$2,447,673
Taos Ski Valley	\$470,222	\$188,089	\$658,310
Town of Taos	\$1,739,430	\$695,772	\$2,435,202
Total	1,739,430	\$695,772	\$7,212,821

Source: Taos Air

During the summer season, visitors spend more on attractions and entertainment and less on outdoor recreation.

Figure 2-27: Taos Air Passenger Expenditures by Category, Summer 2022

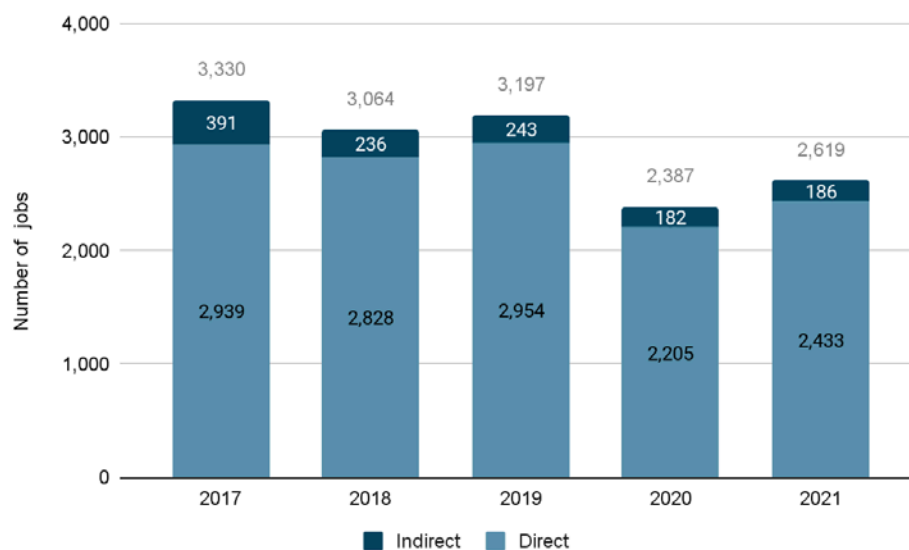


Source: Taos Air

2.4.2 Employment

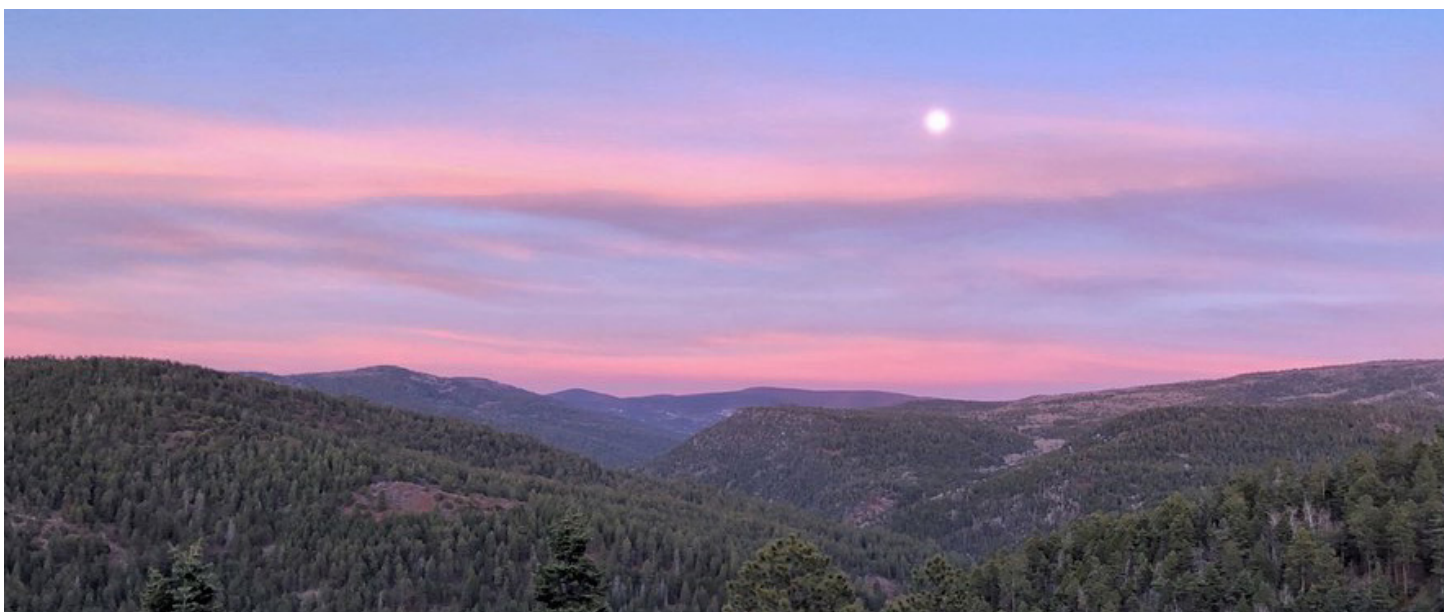
Data on the number of jobs generated by the tourism sector are available at a county level but not at the town level. Direct employment includes jobs at hotels, tour companies, and other businesses where employees are involved in the creation of a direct tourism product or service. Indirect tourism employment refers to jobs created by suppliers that support the tourism sector; for example, restaurant suppliers and cleaning companies. As seen in Table 2-28, the tourism sector generated almost 3,200 jobs in Taos County in 2019. The impact of the COVID-19 pandemic is evident in 2020 figures; Taos County lost about 750 direct tourism jobs—nearly 24% of all jobs—in the first year of the pandemic. In 2021, direct tourism jobs started to increase again but did not return to 2019 levels.

Figure 2-28: Taos County Tourism Employment, Direct and Indirect, 2017–2021



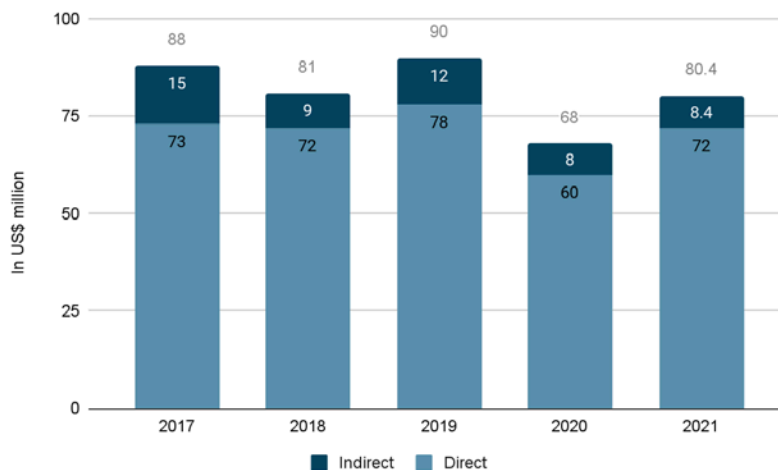
Source: New Mexico Tourism Department

Note: Study commissioned by the New Mexico Tourism Board and conducted by Tourism Economics. The analysis is based on multiple data sources, including the US census, STR, Longwoods International and employment and wage data from the Bureau of Economic Analysis and Bureau of Labor Statistics.



The total income from direct and indirect employment in the tourism sector in Taos County follows a similar trend as the number of jobs showing the impact of the pandemic. In 2019, labor income from tourism stood at \$90 million (see Figure 2-29). Even during the worst period of the pandemic in 2020, labor income from tourism remained at \$68 million. In 2021, labor income was still much lower than 2019 levels.

Figure 2-29: Taos County Labor Income from Tourism Employment, 2017–2021 (in Millions)



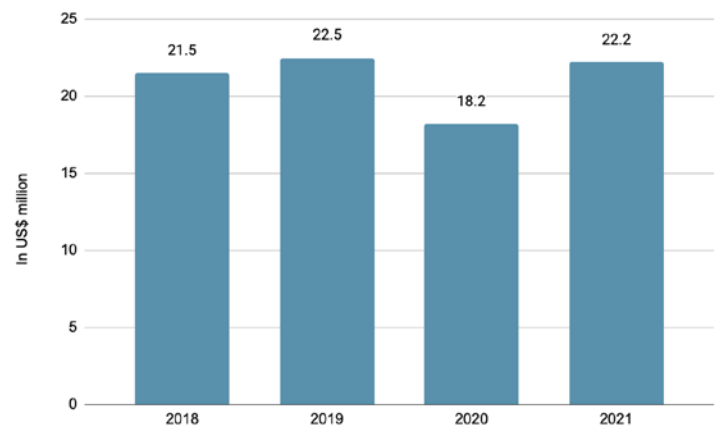
Source: New Mexico Tourism Department

Note: Commissioned by the New Mexico Tourism Board and conducted by Tourism Economics. The analysis is based on multiple data sources, including the US census, STR, Longwoods International and employment and wage data from the Bureau of Economic Analysis and Bureau of Labor Statistics.

2.4.3 Local Government Revenues

Tourism contributes to the Town of Taos and Taos County in different ways. The New Mexico Tourism Board has commissioned Tourism Economics to analyze the impact of the visitor economy on the state and the different counties. In 2019, visitors generated \$22.5 million in state and local taxes in Taos County (see Figure 2-30). This is the equivalent of the salary of 421.7 teachers, according to Tourism Economics. Tourism tax revenues shrank during the pandemic but quickly recovered, and in 2021 the tax generated was almost back to 2019 figures. In 2021, Taos County generated 3.1% of total state and local taxes collected from visitors to New Mexico.

Figure 2-30: Taos County State and Local Tourism Tax Revenues, 2018–2021 (in Millions)



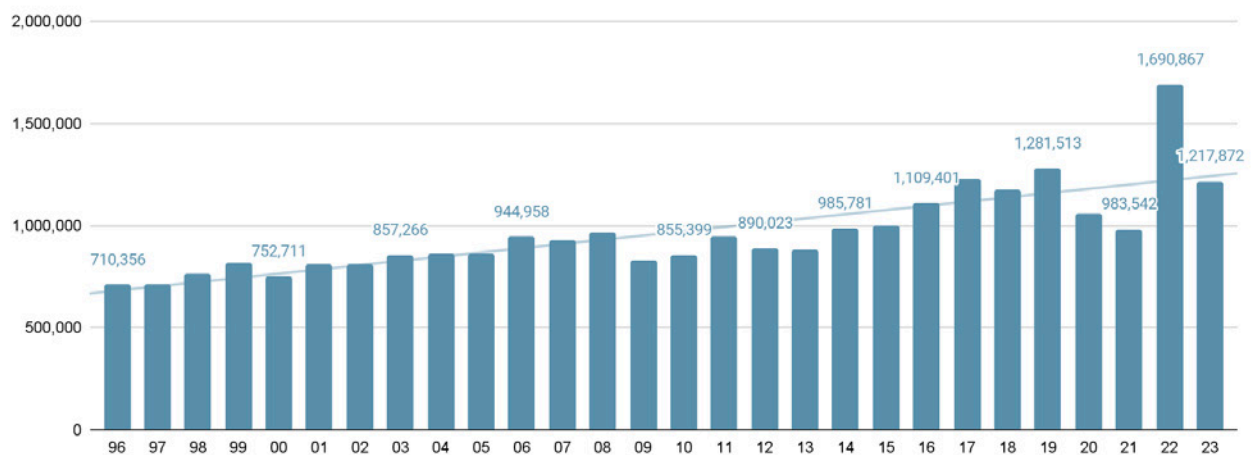
Source: New Mexico Tourism Department

Note: Commissioned by the New Mexico Tourism Board and conducted by Tourism Economics. The analysis is based on multiple data sources, including the US census, STR, Longwoods International and employment and wage data from the Bureau of Economic Analysis and Bureau of Labor Statistics.

The Lodgers’ Tax, which is a room or occupancy tax, is set by the county and collected by the respective localities. This tax is set at 5% of gross taxable rent for lodging. Since fiscal year 1996, Lodgers’ Tax collections have increased steadily except for a drop in 2009 that can mostly be attributed to the 2008 economic crisis. By 2014, the annual collected tax was back to pre-crisis levels. Lodgers’ Tax revenues increased significantly in 2022 due to pent-up demand competing for a static lodging supply, which led to substantial room rate increases.

According to the Lodgers’ Tax Ordinance, at least 50% of the proceeds from the first 3% of the tax and at least 25% of the remaining proceeds must be used to promote “the community’s tourist related attractions, facilities and events.” The rest is to be used for costs related to tourism related facilities, attractions, and other costs.¹

Figure 2-31: Town of Taos Lodgers’ Tax Collections, Fiscal Years 1996–2023 (in Millions)



Source: Town of Taos

Note: The fiscal year runs from July to June; figures for FY 2023 do not include June 2023

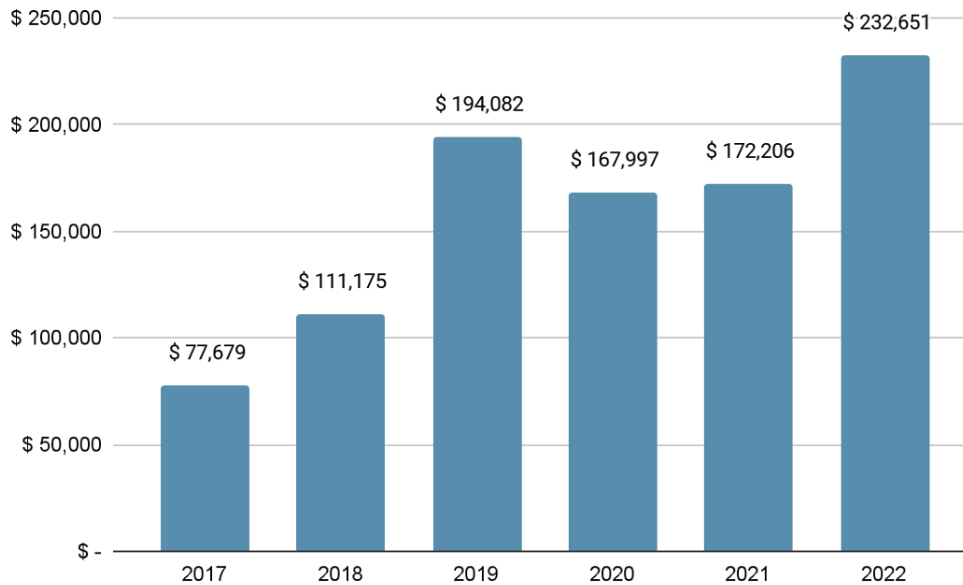
1 Retrieved from: <http://www.taosgov.com/DocumentCenter/View/952/Lodgers-Tax-Ordinance?bidId=>



Courtesy of Town of Taos

In August 2016, the Town of Taos entered an agreement with Airbnb for the company to collect Lodgers' Tax from guests. Airbnb transfers the collected taxes to the Town of Taos. In 2018, Airbnb also started collecting Lodgers' Tax on behalf of the Town of Taos for properties located in Taos Ski Valley. In fiscal year 2022, 13.8% of total Lodgers' Tax collected was from Airbnb's and other STRs.

Figure 2-32: Town of Taos Lodgers' Tax Collections from STRs, Fiscal Years 2017-2022 (in Millions)



Source: Town of Taos

Note: The Fiscal Year starts on July 1 and closes on June 30. FY 2017 and FY 2018 only include Airbnb and not other STR's.



Courtesy of Town of Taos

3. TOURISM PRODUCT



MAIN TAKEAWAYS

The top attraction type in Taos was Nature and Outdoor Recreation (47%), followed by Cultural and Historic Heritage (24%) and Leisure and Entertainment (20%). The Purpose-Built category has the fewest number of attractions (9%).

Despite plans to expand walkability and bikeability, errands and exploration in Taos still require access to a car. In the Town of Taos Comprehensive Plan 2022, survey respondents from the community rated walking and biking trails as the best way to improve transportation in the town.

Taos features many locally owned businesses: 92% of accommodations, 90% of restaurants, and 89% of all retail shops in Taos are independently owned and operated.

There is limited transportation connectivity between the Taos Ski Valley and the Town of Taos. While some public transportation exists, the shuttle from the Town of Taos and the Taos Ski Valley was suspended during the pandemic due to driver shortages. Lack of parking availability has also been noted as an issue. Great connectivity is needed in Taos.

Taos municipal sustainability considerations include a community green network outlined in the Town of Taos Comprehensive Plan 2022, the Town of Taos Community Tree Care Plan, and the Taos County Conservation Plan. In March 2020, the Town of Taos prohibited the use and sale of single-use plastic carryout bags, plastic straws or stirrers, and styrofoam cups, plates, and food boxes. While these initiatives exist, there is a lack of cohesion in efforts. Taos is creating a specialized sustainability position and sustainability plan.

There are no sustainability programs or plans for any businesses in Taos but some companies have taken it upon themselves to pursue sustainability. Taos Ski Valley has pledged to reach net-zero carbon emissions by 2030, became Certified CarbonNeutral in August 2022, and has been the only B Corp-certified mountain since its certification in 2017.

Taos Pueblo, a living cultural community, is a UNESCO World Heritage Site and a National Historic Landmark.

The art scene in Taos has a way of capturing the eyes and hearts of visitors. The Taos Art Museum estimates that there are more artists per capita in the Taos area than in any other city in the world. The research team identified 84 art galleries in Taos County. There is also an annual Fall Arts Festival in Taos showcasing local artists.

Taos MainStreet is actively completing projects to make Taos a thriving community with a flourishing economy, inviting public spaces, and protected cultural and historic heritage.

MAIN TAKEAWAYS

There are not many ADA-compliant offerings or infrastructure in Taos although there are some wheelchair-accessible hiking trails.

Thirty-six tour operators were identified in Taos, with two-thirds focused on outdoor recreation. Eleven of the outdoor recreation tour operators specialized in water activities, nine in land-based activities, and then air (4). Popular tour activities include fishing, boating, wilderness adventure, snowshoeing, horseback riding, hot-air balloon rides, and cultural and educational tours.

There were 86 identified accommodation options in Taos, not including STRs. Most are classified as Inns and B&Bs (26%) and Lodges and Resorts (23%), followed by Hotels and Motels (15%), Guest Houses and Condos (15%), and Vacation Rentals (15%). Out of all accommodations options, 92% (79) were individually owned and operated.

There is a desire to make Taos a stronger biking community. Community initiatives include a bike map outlining bike-friendly roads and amenities, the Taos Alleyway Network Project which emerged from the 2019 "Strong at Heart: Downtown Strategy Report," and bicycle events and safety education from the Taos Bicycle Advocates community group.

There are 1,499 rental properties across Taos County and 91% of these are entire home rentals. The average daily rate for a rental is \$256, with an average occupancy rate of 62% and an average monthly revenue of \$3,490. Rentals are primarily listed on Airbnb (60%). Vrbo accounts for 20% of listings, and 20% appear on both platforms. Short-term renters are required to complete a short-term rental permit and to pay the 5% lodgers' tax, gross receipt tax, and an affordable housing fee if the rental is not the owner's primary residence.

Local ownership of STRs is an issue in Taos, as 95% of STR operators in the county are not residents.

The research team identified 126 restaurants in Taos spanning eight categories. The most highly rated restaurant categories were Coffee/Cafe, Mexican/New Mexican, and Pizza/Italian. Mexican/New Mexican (27%) and American (25%) restaurants are the most common in Taos. Out of these restaurants, 114 (90%) were individually owned and operated.

The research team identified 331 shops in Taos, with most classified as art galleries (25%). Other large categories include crafts, souvenirs, and homeware (17%) and health and wellness (17%). In 2016, shopping was the top activity for visitors, with 28.3% of visitors shopping during their visit to New Mexico.

The Town of Taos manages the Taos Regional Airport and uses \$1 million in public funding and an estimated \$4 million from Taos Ski Valley to promote air service. Some residents express concern about the return on investment for public funding of the airport. There are also resident concerns that the airport subsidy creates cheaper flights for those with higher incomes (83% of passengers have an income over \$75,000) and that the subsidized fliers are not the residents who need financial assistance in order to fly.

There are historic preservation efforts in the Town of Taos at the municipal level (the Historic Preservation Commission), with a local NGO (Taos County Historical Society), and at Taos Pueblo (Taos Pueblo Preservation Program).

3.1 Overview of the Tourism Product Assessment

Taos has a variety of tourism attractions, from rich natural and cultural wonders to authentic and localized shopping, events, and art experiences. The summer season offers outdoor recreation experiences such as hiking, while the winter season boasts highly valued ski and snowboarding trails. All year round, visitors and residents can visit the museums and art galleries, and various local tour operators support the year-round tourism economy. A plethora of accommodations, restaurants, and retail stores provide a wide range of amenities and services.

A rapid assessment of the Taos tourism product (supply-side analysis) reveals a diverse array of tourism attractions, events, accommodations, restaurants, retail shops, transportation options, and tour operators. The areas of the tourism supply chain that were covered in the desktop research are outlined below.

- **Tourism attractions:** Since the destination does not have an official inventory of main attractions, the most popular attractions and their online ratings were identified using Tripadvisor, the Visit Taos website, and Google searches, and were further analyzed using information from individual business websites. Each attraction was categorized and assessed using online information on ratings and reviews, the region served, uses, and management challenges.
- **Events:** Regular/annual events were identified through the Visit Taos website. Events were assessed based on available information about location and seasonality.
- **Tour operators:** Tour operators and guides were identified and assessed based on information found through Tripadvisor, Google, and the Visit Taos website. Ratings for these operations were taken from Google and Tripadvisor, and the services were analyzed based on tour type and visitor ratings.
- **Accommodations:** Lodging options were identified using the Visit Taos website, Google, Booking.com, and Tripadvisor. Ratings and reviews for these properties were collected through Tripadvisor and Google. Information about STRs was collected through AirDNA, the Visit Taos website, and online articles from local sources such as Taos News.
- **Restaurants:** Food and beverage businesses were identified through Google, Tripadvisor, Yelp, and the Visit Taos website. The assessment covers location, reviews and ratings, and discussions of management issues and pandemic impact.
- **Retail shops:** Retail businesses (including art galleries) were identified through Google and the Visit Taos website. The assessment covers types of businesses, reviews and ratings, and store ownership.

- **Transportation and Mobility:** Transportation data was derived from the Area Transportation page on the official North Central Regional Transit District website, the transportation page from the Town of Taos website, search results on Google, and a list of airports in Taos from airport-data.com. The assessment covers data on transportation options, visitor satisfaction, and management issues.

The assessment involved desktop research conducted from April 2023 through May 2023. The desk research was also informed by data and information received from the Town of Taos and the New Mexico Tourism Department.



Courtesy of Town of Taos

3.2 Attractions and Activities

Taos' rich mix of seasonal and year-round cultural and natural attractions and activities draw visitors to the destination and provide the base for a strong tourism product. The diversity of the community is a strength for the destination.

Because of Taos' diverse tourism offerings, visitor distribution and activities vary throughout the year.

In the winter, Taos Ski Valley receives more visitors and the Town of Taos sees lower visitation. The pattern reverses during the summer, when visitors flock to the Town of Taos to enjoy hiking, outdoor recreation, shopping, and cultural heritage offerings. The shoulder season sees lower visitation and can be a challenge for small businesses.

Taos' tourism attractions were organized into four main categories or product pillars: Nature and Outdoor Recreation; Cultural and Historic Heritage; Leisure and Entertainment; and Purpose-Built. Table 3-1 describes each category.

Nature and outdoor recreation attractions draw visitors year-round for seasonal activities. In the summer, scenic hiking and biking trails, fishing, and boating are popular in areas like Carson National Forest and the Rio Grande. Facilities for activities such as tennis and disc golf can be found in the county and competitions such as the Taos Open Tennis Tournament attract sports enthusiasts. As the snow

begins to fall and winter sets in, skiing and snowboarding flourish in the Taos Ski Valley.

The Taos Pueblo is a sovereign nation with its own government, traditions, language, and cultural practices. It is a living Native American community that has been continuously inhabited for over 1,000 years, and offers visitors a glimpse into traditional and cultural practices of the Tiwa Pueblos. It is a National Historic landmark and a UNESCO World Heritage Site, which recognizes its universal value to humanity.⁴ This Tribal Nation shares its traditional knowledge and culture with visitors through tours and experiences.

Shopping is a popular visitor activity in New Mexico (see Figure 2-25) and the leisure and entertainment attractions in Taos offer plenty of opportunities to shop. Many of these shopping experiences revolve around local goods and services and are in historic areas of the town where visitors can support the local economy while learning about the history of the community. Other activities in this attraction type offer

plenty of family-friendly fun, including a bowling alley, movie theater, children's museum, pottery-making studio, and more.

Purpose-built attractions mainly consist of visitor centers that provide information and maps about attractions in the area. The Taos Visitor Center has partnered with the Taos Public Collective to offer authentic art from the Taos Pueblo right in the visitor center on select days, which allowed the sale of Pueblo art to continue even while the Pueblo was closed to the public during the COVID-19 pandemic. The three colleges located in Taos are also included in this category.

Overall, 86 attractions were identified and categorized. Most attractions were classified as nature and outdoor recreation, including scenic drives (47% total), followed by cultural and historic heritage attractions (24%), with leisure and entertainment close behind (20%). Purpose-built attractions are the smallest category (9%) (Table 3-1).



Courtesy of Town of Taos

Table 3-1: Taos Attractions and Activities by Type

Tourism Attraction Type	Number of Attractions (%)	Description
Nature and Outdoor Recreation	40 (47%)	This category focuses on Taos' rich natural assets and includes attractions such as scenic drives, hiking trails, skiing areas, and recreation areas.
Cultural and Historic Heritage	21 (24%)	This category refers to attractions and sites that represent the arts and culture of the destination and/or have historical significance, engaging visitors in the cultural legacy (tangible and intangible) and history of Taos. Examples include museums, architecture, structures, and religious sites.
Leisure and Entertainment	17 (20%)	This category refers to attractions and activities that provide leisure and entertainment value for the visitor. This includes shopping, dining, casinos, shows, and other leisure activities.
Purpose-Built	8 (9%)	Purpose-built attractions are structures developed for or supporting visitor education and experiences, including visitor centers and universities.

Source: George Washington University International Institute of Tourism Studies/Center for Responsible Travel



The average rating of attractions was gathered and calculated for each attraction type from both Tripadvisor and Google, and was found to be overwhelmingly positive across attraction types. The highest average rating captured was 4.75 for purpose-built attractions (includes averages from Tripadvisor and Google ratings) and the lowest average rating captured was 4.45 for cultural and historic heritage and leisure and entertainment (includes averages from Tripadvisor and Google ratings). Table 3-2 shows a list of attractions in each attraction type and the corresponding average rating for the type.

Table 3-2: Taos Attractions and Activities*

Tourism Attraction Type	Sites	Activities	Average Rating - Tripadvisor (# of reviews)	Average Rating - Google (# of reviews)
Nature and Outdoor Recreation	Al's Run, Angel Fire Disc Golf, Angel Fire Golf Course, Angel Fire Resort Tennis Center, Angel Fire Ski Resort, Black Rock Hot Springs, Brandenburg Park Carson National Forest, Cimarron River, Enchanted Circle Drive/Scenic Byway, Fred Baca Park, Gavilan Trail, High Road to Taos, Hunziger Bowl, Kit Carson Park, The Low Road From Taos and Santa Fe, Mallette Park, Manby Hot Springs, Northside at Taos Ski Village, Orilla Verde Recreation Area, Ponce de Leon Springs, Quail Ridge Swimming and Tennis Red River Ski Area, Rift Valley Trail, Rio Costilla (Valle Vidal), Rio de los Pinos, Rio Grande Gorge Bridge, Rio Grande del Norte National Monument, Rio Grande River, Sipapu Disc Golf, Sipapu Ski & Summer Resort, Sunset Park, Taos Eco Park, Taos Ski School, Taos Ski Valley Resort, Taos Ski Valley Disc Golf Course, Taos Tennis, Wheeler Peak Wilderness Area, Wild Rivers Recreation Area, Williams Lake	Beaching, biking, camping, classes, climbing, cross-country skiing, disc golfing, dog walking, education, exercising, fishing, food and beverage, golfing, hiking, hunting, lessons, mountain biking, music, picnicking, pickleball, playground, rafting, religious activities, scenic driving, shopping, sightseeing, skiing, snowboarding, snowmobiling, snowshoeing, soccer, sports, sunset watching, swimming, tennis, tubing, walking, water rafting, wildflower viewing, wildlife viewing, wineries, and spiritual practices	4.4 out of 5.0 7,883 reviews	4.6 out of 5.0 13,842 reviews

Tourism Attraction Type	Sites	Activities	Average Rating - Tripadvisor (# of reviews)	Average Rating - Google (# of reviews)
Cultural and Historic Heritage	Taos Pueblo, Blumenschein Home & Museum, Couse-Sharp Historic Site, D.H. Lawrence Ranch, Governor Bent House and Museum, Harwood Museum of Art, Historic Ledoux Street, Jack the Burro, Jesus Nazareno Cemetery, Kit Carson Home and Museum, La Hacienda del los Martinez, Mabel Dodge Luhan Historic House, Martinez Hacienda, Millicent Rogers Museum, Our Lady of Guadalupe Catholic Church, Ranchos de Taos Plaza, San Francisco de Assisi Mission Church, Taos Art Museum, Taos Center for the Arts, Taos Drums, Taos Historic Museums, Taos Neem Karoli Baba Ashram & Hanuman Temple	Art, art galleries, cemeteries, church service, cultural heritage observance, education, entertainment, events, exhibitions, food and beverage, guided tour, history, meditation, music, National Park Service visit, Native American lands and sites, nature viewing, painting, panel discussion, photography, religious activities, self-guided tour, shopping, spiritual practices, theater	4.4 out of 5.0 6,263 reviews	4.5 out of 5.0 2,351 reviews
Leisure and Entertainment	Cumbres and Toltec Scenic Railroad, Earthship Visitor Center, Enchanted Circle Pottery, Gutters, The Fire PLAYce Taos, John Dunn Shops, Imagine Children’s Museum, The KTAOS Solar Center, The Pit Stop & Go Kart City, Storyteller Cinema 7, Taos Country Club, Taos Farmers Market, Taos Mountain Casino, Taos Plaza, Taos Youth and Family Center, Taos Youth Ballet, Twirl	Arcade games, art, bowling, children playing, climbing, concerts, cultural heritage, dance, education, events, film, food and beverage, gambling, golfing, go karting, history, interactive installations, movie watching, music, painting, pottery, scenery watching, shopping, shuffleboard, skating, socializing, swimming, therapy swimming, theater, tour, train ride, workshops and classes	4.5 out of 5.0 2,081 reviews	4.4 out of 5.0 4,012 reviews
Purpose-Built	Picuris Pueblo Visitor Center, Red River Visitor Center, Rio Grande Gorge Visitor Center, Questa Visitor Center, SMU-in-Taos, Taos Visitor Center, University of New Mexico, Taos, Wild Rivers Visitors Center	Art, education, information gathering, lectures, restroom use, shopping, trip planning	4.8 out of 5.0 397 reviews	4.7 out of 5.0 717 reviews

Source: George Washington University International Institute of Tourism Studies/Center for Responsible Travel

*Note: While Angel Fire does not fall in the confines of Taos County, the ski resort and other activities are included on the Visit Taos website and were included in the evaluation of Taos attractions.

Overall, online travel reviews described Taos as a place of breathtaking beauty and said that the destination has a lot to offer. There were mixed reviews about the crowding levels at popular attractions: some were seen as busy and crowded while others were described as more peaceful. Some visitors noted that for attractions where guides were available or tours were offered there was a wealth of information and knowledge to learn, but in the absence of those guides and adequate interpretative signage travelers were often left wanting more information and not getting the full history or knowledge of the attraction. Additionally, some visitors were disappointed when the attraction they wanted to visit was closed or had closed early despite virtual and physical posted times noting that the attraction was scheduled to be open. Failure to keep posted hours disrupts visitor trip planning and leads to visitor frustration. This may also be impacted by workforce shortages in Taos.

In addition to a general review of ratings and feedback on Tripadvisor and Google, GW researchers conducted a comprehensive analysis of online travel reviews focused on analyzing visitor feedback about their experience at popular tourism attractions. A total of 1,286 Tripadvisor online reviews were analyzed for 17 attractions located at least partially within Taos County. All had a minimum of 15 reviews over the assessment period. Table 3-3 presents the list of attractions included in the study. Online travel reviews for 2019 and 2022 were analyzed to take into account visitor perceptions before and after the height of the COVID-19 pandemic. The preliminary results are outlined below. A full report will be prepared and presented separately as part of the DSP development process.

Table 3-3: Attractions Included in the Online Review Analysis Study, by Tourism Attraction Type

Cultural and Historic Heritage	Nature and Outdoor Recreation	Leisure and Entertainment
1. Kit Carson Home & Museum	7. Enchanted Circle Drive	1. Earthship Visitor Center
2. Kit Carson Park	8. High Road to Taos	2. Harwood Museum of Art
3. La Hacienda del los Martinez	9. The Low Road From Taos and Santa Fe	3. Taos Art Museums
4. Millicent Rogers Museum	10. Rio Grande del Norte National Monument	4. Taos Plaza
5. San Francisco de Assisi Mission Church	11. Rio Grande Gorge Bridge	
6. Taos Pueblo	12. Taos Ski Valley Resort	
	13. Williams Lake	

Source: George Washington University International Institute of Tourism Studies/Center for Responsible Travel

Content analysis was used to examine topics mentioned in the online travel reviews, frequency of mentions, and sentiment. Overall, the reviews were analyzed using a framework that includes a range of topics grouped into three themes (amenities, environment, and experience). Table 3-4 presents the content analysis framework. Online travel reviews of tourism attractions are loaded with information about visitors’ opinions and appraisals of amenities such as facilities and transportation for getting to, from, and around; environment-related factors such as scenery and crowding; and key aspects of their experience such as interactions with locals and tour guides. Online travel reviews also reveal visitors’ sentiments—their level of satisfaction and any emotional or memorable connection created.

Table 3-4: Content Analysis Framework Themes and Topics

Themes	Amenities	Environment	Experiences
Categories	<ul style="list-style-type: none"> • Facilities • Transportation/Travel • Shopping • Food & Beverage • Access/Infrastructure • Information/ Interpretation 	<ul style="list-style-type: none"> • Scenery • Wildlife • Trash/Cleanliness • Weather/Seasonality • Overcrowding/Use Level • Health and Safety 	<ul style="list-style-type: none"> • Customer Service • Guide Knowledge • Activity Difficulty • Value and Price • Interaction with Locals • Interaction with Other Customers • Accurate Promotion

Source: George Washington University International Institute of Tourism Studies

Table 3-5 presents some of the main results of the content analysis. The analysis found that visitors had a positive experience with scenery, guide knowledge, facilities, interactions with locals, information/interpretation, and food and beverages. While value and price had an overall positive sentiment, this sentiment was low for leisure and entertainment attractions—performing at 54%—because some shopping experiences were seen as expensive. Access/Infrastructure was significantly mentioned in all attraction types and was linked primarily to closures of attractions and related tourism products (like shops and restaurants) as well as some traffic-related infrastructure issues. The closure of sites like Taos Pueblo, San Francisco de Assisi Mission Church, shops in Taos Plaza, and amenities in towns along the Enchanted Circle Route were often unexpected. It can be difficult for visitors to plan their trips if they cannot predict which sites or amenities will be open. The nature and outdoor recreation attractions saw issues with access and infrastructure when it came to maintenance of areas including roads and ski hills, although most trails were noted as being well maintained. The weather added to complaints of poor infrastructure that could not support the rainy or muddy conditions. Spotty internet and phone signals were flagged as another infrastructure issue. There is also difficulty across attraction types for wheelchair accessibility.

Weather was seen as an issue at some points when it interfered with outdoor recreation activities. While some outdoor recreation activities were seen as difficult in Taos, this often heightened the experience; recreationists were challenged by ski runs, hikes, and heights on the Rio Grande Gorge Bridge.

The perception of value was varied based on the type of attraction. Nature and outdoor recreation activities were seen as having a high value because there are many free and low-cost options available, and were frequently noted as “well worth the visit.” Cultural and historic heritage attractions were also seen as “worth the stop.” Many of these attractions had reasonable entry prices with the potential to spend more, such as by tipping a guide at Taos Pueblo or shopping at a gift shop. However, leisure and entertainment attractions had a lower positive sentiment due to higher costs associated with shopping in popular tourist areas and qualms about the Earthship Visitor Center.

Table 3-5: Most Frequently Mentioned Themes, Topics, and Positive Sentiment by Attraction Type

Attraction Type	Total Reviews Analyzed/ Percentage of Reviews	Themes/ Frequency of Mentions	Topics Overall/ Frequency of Mentions	Positive Sentiment*
Overall	1,286 reviews	Amenities: 39% Environment: 33% Experience: 28%	Scenery: 39.7% Value and Price: 25.7% Shopping: 24.6%	96% 79% 89%
Nature, Outdoors Recreation and Scenic Drives	608 Reveiws 47% of total	Amenities: 29% Environment: 48% Experience: 23%	Scenery: 74% Value and Price: 2% Shopping: 21%	96% 63% 88%
Cultural and Historic Heritage	518 reviews 40% of total	Amenities: 48% Environment: 9% Experience: 43%	Scenery: 35% Value and Price: 33% Shopping: 30%	91% 96% 79%
Leisure and Entertainment	160 reviews 13% of total	Amenities: 55% Environment: 8% Experience: 37%	Scenery: 31% Value and Price: 30% Shopping: 17%	65% 54% 85%

Source: George Washington University International Institute of Tourism Studies

*Topics with positive sentiment of 75% or less are considered low-performing.

Table 3-6: Online Review Significant Topics by Theme

Theme/ Frequency of Mentions	Significantly Mentioned Topics (appearing in 10% or more of reviews)	Postive Sentiment	Frequency of Mentions
Amenities 39%	Shopping: opportunities to purchase local goods and services	89%	25%
	Facilities: physical condition of attractions including restrooms, condition of building, etx.	92%	19%
	Access/Infrastructure: the ability to easily access the attractions	57%	7%
	Food and Beverage: food and drink at the attraction	89%	12%
	Information/ Interpretation: information avaiable at attractions to aid with knowledge acquision or wayfinding	84%	11%
Experience 28%	Value and Price: the cost of the attraction was worth the visit	79%	26%
	Guide Knowledge: the level of helpful and informatuve commentary provided by guides	96%	15%
	Interactions with Locals: impressions from resident interactions	88%	10%
Environment 33%	Scenery: the natural beauty at the attraction	96%	40%

Source: George Washington University International Institute of Tourism Studies

*Topics with positive sentiment of 75% or less are considered low-performing.

3.2.1 Nature and Outdoor Recreation

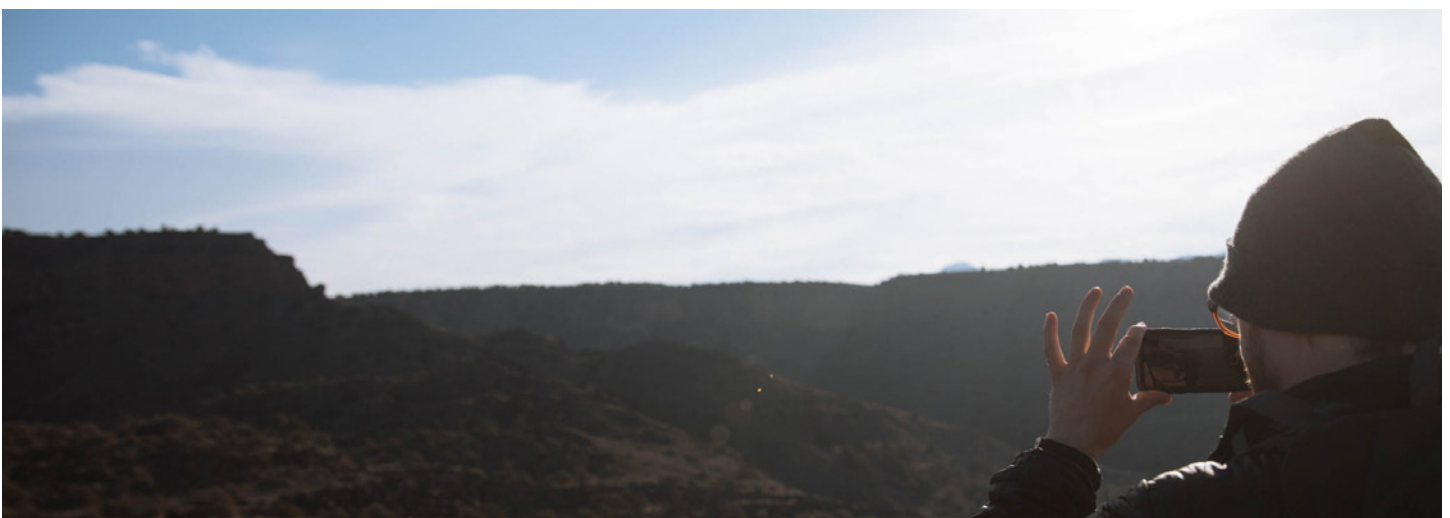
Taos sits in a picturesque location surrounded by the Sangre de Cristo mountains, the Taos Plateau, and the Rio Grande Gorge. There are many different types of activities offered in this scenic destination, including hiking, biking, scenic drives, fishing, a variety of winter activities, and more. The highest number of attractions (40) were classified under the Nature and Outdoor Recreation attraction type. Visitors had a positive reaction to these offerings, with 4.4 and 4.6 average ratings out of 5.0 on Tripadvisor and Google, respectively. The sheer beauty of the destination was noted in a majority of destinations and facilities were generally clean and well maintained, although needed upgrades were mentioned for a few attractions. Overcrowding was noted in certain locations, as was the high cost of some activities.

Hiking and mountain biking are popular activities in Taos. According to All Trails, there are 53 trails in Taos, with nearly half (25) located in Carson National Forest.¹ Other popular areas were around the Rio Grande and the Rio Grande Gorge Bridge, Wild Rivers Recreation Area, and alpine areas like Williamson Lake. The Town of Taos manages Fred Baca Park, Kit Carson Park, and Taos Plaza.²

There are a few trails that allow visitors in wheelchairs to experience the outdoors of Taos on short, accessible hikes. The Chawalauna Overlook and La Junta Overlook Point at the Río Grande del Norte National Monument, and Taos Eco Park Loop at Taos Eco Park were identified as wheelchair-accessible hikes in the destination.^{3,4} ADA accessibility programs or initiatives for outdoor recreation in and around Taos are not evident.

The United States Forest Service (USFS) has noted concerns in Carson National Forest of trespassing across private property for forest access, the creation of illegal trails which hurt the natural environment, and an increased demand for trails closer to Taos. To address these concerns, the USFS is partnering with the local Talpa Ridge Working Group to develop a plan that creates a “shared-use system that will best meet the growing demand for public land access by all non-motorized users, including hikers, equestrians, trail runners, dog walkers, and mountain bikers. As the process is long and involved, the plan must consider the usage 10, 20, and 50 years from now, allowing for more trail development as usage increases.”⁵

There has also been recent conflict over the Outward Link Trail along Paseo del Cañon in Taos: homeowners tried to block a portion of the trail



Courtesy of Town of Taos

- 1 All Trails (2023). Search on app for Taos hikes.
- 2 Town of Taos (2023). Parks & Plaza. Retrieved from <https://taosgov.com/209/Parks-Plaza>
- 3 All Trails (2023). Best Wheelchair Friendly Trails in New Mexico. Retrieved from <https://www.alltrails.com/us/new-mexico/ada>.
- 4 Accessible Nature (2023). New Mexico. Retrieved from https://www.accessiblenature.info/?page_id=382
- 5 Enchanted Circle Trails (2023). Talpa Ridge. Retrieved from <https://enchantedcircletrails.org/development/talpa-ridge/>

Courtesy of Town of Taos



that cut across their property. A public easement was established 15 years ago between the Town of Taos and property owners along the trail to ensure that the community had access to the trail. It is frequented by community members and used by the local Taos Charter School for physical education class and the cross-country team. As more users frequent the trail, homeowners along the trail find it a nuisance.⁶

In the Town of Taos Comprehensive Plan 2022, the comments from survey respondents and public meeting participants relevant to transportation were recorded. One theme was that “trailheads need permanent access

through clear, legal easements or rights-of-way....”⁷

Trail development in Taos Pueblo is on the horizon, as they were awarded a Trails+ grant from the New Mexico Outdoor Recreation Department in early 2023 for two major projects on Pueblo land—the NM 150 Multi-Use Pathway (connecting Arroyo Seco to the parking lot of Taos radio station KTAO). The trails will be developed for recreationists while maintaining the infrastructure for traditional cultural use.

Additionally, the New Mexico State Tourism Office is supporting two outdoor recreation infrastructure projects in Taos with \$3.125 million in

funding. One project is for parks and recreation to construct or improve six parks in Red River. The other is a regional trails project to complete a National Environmental Policy Act Review Process in Red River, which will lead to trail construction.⁸

There are many different NGOs at work in Taos to protect and maintain the natural environment. The Taos Mountain Bike Association provides reports and maintenance of trail issues like downed trees and “spring cleaning.”⁹ The Enchanted Circle Trails Association (ECTA) “develops, maintains, and promotes trails in the Enchanted Circle region of Northern New Mexico” and focuses on including all trail users to support community health and increase economic development by developing a regional trail system.¹⁰ Taos Land Trust is also committed to trail development that supports walkability and bikeability in Taos and is discussed further in section 3.8.3 (Ground Transportation) of this report.

The Town of Taos Parks and Recreation Master Plan 2018 reviewed existing facilities and programs and conducted a needs assessment and evaluated benchmarks. This included a gaps analysis to improve facilities and listen to department and town concerns.¹¹ The Taos Parks and Recreation Master Plan also provides

6 Hooper, W. (2021). Taos hikers, bikers protest homeowners’ attempt to cut off trail access. Retrieved from https://www.santafenewmexican.com/news/local_news/taos-hikers-bikers-protest-homeowners-attempt-to-cut-off-trail-access/article_cd857e58-1d43-11ec-b315-1347f13e2659.html

7 Town of Taos (2022). Town of Taos Comprehensive Plan 2022. Retrieved from https://taoscompplan.org/pub/Town_of_Taos_Comp_Plan_2022.pdf

8 New Mexico State Tourism Office (2023). Tourism Infrastructure. Retrieved from <https://www.newmexico.org/industry/resources/tourism-infrastructure/>

9 Taos Mountain Bike Association (2022). Trail Maintenance. Retrieved from <https://www.taosmtb.org/trail-maintenance/>

10 Enchanted Circle Trails Association (2023). Trails Connect Communities. Retrieved from <https://enchantedcircletrails.org/>

11 Town of Taos (2018). Parks and Recreation Master Plan 2018. Retrieved from https://taoscompplan.org/pub/existing-plans/Parks_Master_Plan.pdf

guidance for protecting and managing natural lands in the Town of Taos.¹² The NM Outdoor Recreation Uplift Plan from North Central Economic Development District evaluated outdoor recreation in North Central New Mexico, including Talpa, the Town of Taos, Questa, Red River, and the North Central Pueblos in Taos County. In Talpa and the Town of Taos, a balance is needed between the visitors and the community to support the culture and community in Taos. “The issues around trail conflict, gentrification, and development are born out of the desirability and quality of life Taos County offers and creative solutions are needed to accommodate both growth, and the economic benefits from growth, and preservation of local traditions and cultural norms.” Other recurring themes across plans were the need for increased infrastructure for outdoor recreation activities and partnerships and funding for these projects via federal organizations like the USFS and friends-of organizations, capacity building for businesses and entrepreneurs in the outdoor recreation space, recruiting an adequate amount of volunteers, and mitigating overuse. Working groups were established in Taos to help tackle some of these issues.¹³

The drive to Taos is an attraction in itself, and Visit Taos highlights this. There are two routes from Santa Fe to Taos: the low road, which follows the Rio Grande and lowland farms, and the high road, which ventures into the forest and through small mountain towns. Another popular drive is the Enchanted Circle Drive/ National Forest Scenic Byway, which circles around Wheeler Peak, the tallest peak in New Mexico. All three of these drives were rated a 4.5 average score on Tripadvisor.

Environmental Sustainability of Trails

In the Town of Taos Comprehensive Plan 2022, a community green network was listed as a major goal to support an accessible, safe network of green spaces. The priorities of this network are “park improvements and maintenance, expanded recreational opportunities, preserved open

spaces, expanded trails network, improved multimodal safety (trails, streets, sidewalks, bike lanes, etc.), and improved connectivity.”¹⁴ Other components of this goal are ensuring that public access to green spaces is protected and that the Town of Taos Parks & Facilities Department is equipped with management tools and actively fosters community engagement.

Other plans exist to protect and enrich the natural environment—a major tourism asset in Taos. The Town of Taos Community Tree Care Plan (2020) outlines strategies to protect and enhance the urban tree canopy and has established a Taos Tree Board dedicated to this effort.¹⁵ The Enchanted Circle Trails Plan aims to create safe in-town bike and pedestrian routes through a comprehensive trail system.¹⁶ The Taos County Conservation Plan has



Courtesy of Town of Taos

12 Town of Taos (2018). Town of Taos Parks and Recreation Master Plan 2018. Retrieved from https://taoscompplan.org/pub/existing-plans/Parks_Master_Plan.pdf

13 North Central Economic Development District (2023). NM Outdoor Recreation Uplift Plan DRAFT. Retrieved from https://docs.google.com/document/d/1bY_hOcbshJh7LHJIntOQsFzSjstFwByAe-OtZSQZ76A/edit#

14 Town of Taos (2022). Town of Taos Comprehensive Plan 2022. Retrieved from https://taoscompplan.org/pub/Town_of_Taos_Comp_Plan_2022.pdf

15 Town of Taos (2020). 2020 Town of Taos Community Tree Care Plan. Retrieved from https://www.taosgov.com/DocumentCenter/View/2047/2020_Taos_Tree_Care_Plan

16 Trust for Public Land (2023). Enchanted Circles Trail Plan. Retrieved from <https://www.tpl.org/resource/enchanted-circle-and-taos-plan>

four conservation priorities based on community outreach and fostering cultural traditions: protect water quality and quantity, protect cultural resources (including traditional agriculture), protect wildlife habitat, and provide access to recreational opportunities.¹⁷

Taos Ski Valley

Skiing and snowboarding attracts visitors during the winter. In the 2018–2019 season, over a million visitors hit the slopes in the Taos Ski Valley.¹⁸ The Ikon Pass is a popular option for locals and visitors who want to take advantage of the skiing in 64 regional, national, and global ski areas, including Taos, who joined the pass in 2018. The Ikon Pass comes in

four different levels: Ikon Pass, Ikon Base Pass Plus, Ikon Base Pass, and Ikon Session Pass. There are pass discounts for children, young adults, students, military, and nurses.¹⁹

During the 2023–2024 season, Taos Ski Valley will not offer the Ikon Base Pass or Ikon Session Pass. All visitors using the Ikon Pass must have one of the more expensive options: either the Ikon Pass or the Ikon Base Plus Pass. One of seven ski resorts who will require reservations with the pass, Taos Ski Valley is limiting its pass options to control visitation numbers so the mountain does not become overcrowded.²⁰

Additional pass options include the Mountain Collective pass, which offers a two-day pass at 24 ski areas including Taos Ski Valley and costs \$570 per season for adults.²¹ There are also Taos Ski Valley seasonal passes, from \$485 to \$1,895 for adults,²² and daily lift tickets, from \$155 to \$195 for adults.²³

Taos Ski Valley is focused on sustainability so visitors can enjoy the slopes for years to come. Some environmental efforts and accolades include a pledge for net-zero carbon emissions by 2030, becoming Certified CarbonNeutral in August 2022, calculating and publicly displaying their carbon footprint, and implementing efforts for energy efficiency and waste reduction.²⁴ Taos Ski Valley has been the only B Corp-certified mountain in the world since its certification in 2017.²⁵ Another effort to protect the environment is limiting the number of guests to 5,000 riders per day to not overload the mountain and to provide a better visitor experience.²⁶



Courtesy of Town of Taos

- 17 Town of Taos (2022). Town of Taos Comprehensive Plan 2022. Retrieved from https://taoscompplan.org/pub/Town_of_Taos_Comp_Plan_2022.pdf
- 18 Matlock, Staci (2019). Taos Ski Valley has best winter season in decades. Retrieved from https://www.taosnews.com/news/business/taos-ski-valley-has-best-winter-season-in-decades/article_5432dd0e-d00f-54ed-9598-15f4b8124d4b.html
- 19 Winchester, Stuart (2023). Taos Leaves Ikon Base for Base Plus for 2023-24; Prices Tick Upward to \$1,159 Full Ikon, \$829 Base Pass. Retrieved from <https://www.stormskiing.com/p/taos-leaves-ikon-base-for-base-plus>
- 20 SnowBrains. (2022). 7 Ikon Pass Resorts Will Manage Crowds by Requiring Reservations Next Season. <https://snowbrains.com/7-ikon-pass-resorts-will-manage-crowds-by-requiring-reservations-next-season/>
- 21 Ski Taos (2023). Mountain Collective. Retrieved from <https://www.skitaos.com/tickets-passes/mountain-collective>
- 22 Ski Taos (2023). Winter 24 Season Passes. Retrieved from <https://www.skitaos.com/tickets-passes/winter-24-season-passes>
- 23 Ski Taos (2023). Winter 23 Lift Tickets. Retrieved from <https://www.skitaos.com/tickets-passes/winter-23-lift-tickets?keyword=LiftSubKey>
- 24 Ski Taos (2023). Retrieved from Protecting Our Environment. <https://www.skitaos.com/who-we-are/our-purpose/sustainability>
- 25 B Corporation (2017). Taos Ski Valley Inc. Retrieved from <https://www.bcorporation.net/en-us/find-a-b-corp/company/taos-ski-valley-inc/>
- 26 Aranoff, J. (2023). This High Desert Town Is a Skier's Dream — and It Has the World's Only Certified B Corp Mountain. Retrieved from <https://www.travelandleisure.com/taos-ski-resort-is-a-skiers-dream-come-true-7068959>

3.2.2 Cultural and Historic Heritage

Taos is steeped in history and living culture that can be seen and felt throughout the town's architecture, tourism experiences, and stories. New Mexico and Taos have a vibrant and highly visible Native American population. Indigenous peoples have stewarded lands throughout Taos since time immemorial. Their contribution is evident in the culture and historic heritage that visitors experience.

The 21 cultural and historic heritage attractions of Taos that were included in the rapid assessment are drawn to rich Pueblo history and the unique art scene. Cultural and historic heritage attractions had an average rating of 4.4 and 4.5 out of 5.0 on Tripadvisor and Google, respectively. Online travel reviews indicate that

visitors recognized the wealth of history and knowledge at the cultural and historic heritage sites and felt that this information was provided and understood when guided tours were available. Attractions without tour guides often left visitors wanting more information about the history or significance of attractions and sites. Visitors had mixed feelings about price/cost, with some noting that these attractions were a great deal and others saying they were not worth the cost.

The Taos Pueblo is a sovereign nation with its own government, traditions, language and cultural practices. It is a living Native American community that has been continuously inhabited for over 1000 years, and offers visitors a glimpse into traditional and cultural practices of the Tiwa Puebloans. It is a National Historic

landmark and a UNESCO World Heritage Site which recognizes its universal value to humanity. The Taos Pueblo is open daily but has variable hours based on ceremonies and feasts, and is closed for ten weeks in late winter and early spring. The pueblo notes that it is wheelchair accessible and that informational brochures are currently offered in English but will soon be offered in French, German, and Spanish.²⁷ There is also the opportunity to purchase crafts and products from local artists on site. On Tripadvisor, many visitors wrote that they found the experience at Taos Pueblo to be unique and enriching and especially appreciated the tour that was given by a community member. Some visitors were not happy that the hours were not consistent with the posted hours on the website (i.e., being closed that day or closing early). The Taos Pueblo



Courtesy of Town of Taos

website instructs visitors to check their calendar because “unexpected closures do occur for religious activities and an unexpected death in the community.

Pre-pandemic, the pueblo was receiving more than 100,000 visitors per year, based on admission revenue. However, this number does not account for the biggest visitation days at the pueblo—feast days and Christmas. The Town of Taos noted that, based on visitor center information, Taos Pueblo is the top draw for many visitors.²⁸

The New Mexico State Tourism Office is supporting a significant cultural/historic facilities project at Taos Pueblo with \$2.643 million in funding. This project is to plan, design, and construct infrastructure for the Taos Pueblo Heritage Center.²⁹ The pueblo is also in the process of creating a convention center and hotel.

Beyond the Pueblo of Taos, there are many ways to experience Taosño history and culture, from walking tours to museum visits. The Taos Walking Map of Historical Architectural Styles highlights noteworthy architecture throughout Taos with explanations of the history and stories of these buildings.³⁰

Many of the museums in Taos are

historic homes that document culture and life in the 1800s. The other large group of museums are art museums that feature southwestern style art and were established in the mid-1900s. Ranchos de Taos Plaza is a historic district in Ranchos de Taos that features 21 historic buildings, including the San Francisco de Assisi Mission Church, a US National Historic Landmark.

The intent of Historic Districts and preservation in the Town of Taos is outlined in Municipal Code and notes attracting visitors as one reason to preserve historical buildings and districts, in addition to enhancing

property values and community pride.³¹ The Taos County Historical Society is a membership nonprofit organization that is “dedicated to the recording and preserving of the irreplaceable in Taos County.”³² The Society offers a map of historic places in Taos, lectures, and a quarterly magazine, “Ayer Y Hoy en Taos.” La Coalición de Taos is an organization dedicated to providing educational experiences in Taos that help inspire informed community action.³³ This group hosts lectures on Taos culture, including the Cultural Intelligence Series.³⁴



Courtesy of Town of Taos

28 Director of Tourism, Town of Taos. (2023). Personal Communication. [Personal Interview]

29 New Mexico State Tourism Office. (2023). Tourism Infrastructure. Retrieved from: <https://www.newmexico.org/industry/resources/tourism-infrastructure/>

30 Town of Taos. (2016). Taos Walking Map of Historical Architectural Styles. Retrieved from: <https://www.taosgov.com/DocumentCenter/View/382/Architectural-Walking-Map-PDF>

31 Town of Taos. (2022). Town of Taos Comprehensive Plan 2022. Retrieved from: https://taoscompplan.org/pub/Town_of_Taos_Comp_Plan_2022.pdf

32 Taos Historical Society. (2023). Taos Historical Society. <https://taoscountyhistoricalsociety.org/>

33 La Coalición de Taos. (2023). La Coalición de Taos. <https://www.facebook.com/lacoaliciondetaos?paipv=0&eav=AfaNToXhGVsBiJbv25n0uI1TbrWHZGPU1cndcb4mhLboxDfLR5SLsUIFVJYNYm1LeI>

34 Mendez, E. (2023). The Cultural Intelligence Series. Taos News. Retrieved from https://www.taosnews.com/tempo/culture/the-cultural-intelligence-series/article_696262e4-5e43-566a-b428-08f71229847a.html

The Millicent Rogers Museum has had an active partnership with Taos Pueblo since 2002 to showcase a variety of artisans from Taos Pueblo. Kathleen Michaels, Millicent Rogers' business manager, says that "the success of this event has inspired other museums in Taos to open their doors to Taos Pueblo artists in a similar fashion."³⁵ Many of the museums, however, do not include the languages of the Spanish-speaking and Native American (Tiwa) communities.

The art scene in Taos has a way of capturing the eyes and hearts of

visitors. The Taos Art Museum claims that there are more artists per capita in Taos than in any other city in the world.³⁶ There were 84 identified art galleries in the county (see Section 3.7, Retail Shops, for more details), but those only included studios and galleries. The Taos Center for the Arts is a hub for the arts which features art exhibits, film, and live performances.³⁷ In 2024, Taos will host the 50th Taos Fall Arts Festival, an annual event that showcases local artists.³⁸

In 2007, the New Mexico Arts and Cultural Districts Act created the

Arts & Cultural Districts Program as a way to develop arts and culture throughout the state and use these resources to support the economy.³⁹ The Taos Arts And Cultural District Report, Resource Team Assessment in 2009 surveyed residents of Taos and recommended strategies in the following focus areas: cultural planning, marketing and promotions, physical planning and design, and capacity building and finance.⁴⁰ In 2013, the Taos Arts and Cultural District was dismantled.⁴¹ Now Taos Main Street serves as the organization to improve economic vitality, design, promotion, and organization in the destination (see Section 3.2.3).⁴²

Organizations supporting art in Taos include the Taos Center for the Arts, a nonprofit organization that curates culturally relevant films, art exhibitions, and performances and gives local, regional, and international artists a creative space to foster their love of the arts.⁴³ The Taos Art Council seeks to foster creative expression in Northern New Mexico and has features such as an artist network to share about upcoming exhibits and performances. It also



Courtesy of Town of Taos

35 Millicent Rogers Museum (2023). Taos Pueblo and Millicent Rogers Museum. Retrieved from <https://www.millicentrogers.org/pages/taos-pueblo-and-millicent-rogers-museum>

36 Taos Art Museum (2023). Taos Society of Artists. Retrieved from <https://www.taosartmuseum.org/taos-society-of-artists.html>

37 Taos Center for the Arts. (2023). Taos Center for the Arts. <https://tcataos.org/about/#hours-directions-contact>

38 Taos Fall Arts Festival (2023). Fall Arts Festival. Retrieved from <https://taosfallarts.com/>

39 New Mexico Main Street (2023). Arts & Cultural Districts. Retrieved from <https://www.nmmainstreet.org/nmms/programs/arts-cultural-districts/>

40 Main Street New Mexico (2009). Taos Arts And Cultural District Report, Resource Team Assessment. Retrieved from <https://www.taosgov.com/DocumentCenter/View/816/Taos-Arts-and-Cultural-District-Resource-Team-Assesment-PDF>

41 Logan, J. R. (2013). State pulls \$70K grant for downtown Taos plan. Retrieved from https://www.taosnews.com/news/state-pulls-70k-grant-for-downtown-taos-plan/article_98949c65-dd45-5ad5-9abf-035c60e8b884.html

42 Taos Main Street (2022). Taos Main Street. Retrieved from <https://taosmainstreet.com/>

43 Taos Center for the Arts (2023). About. Retrieved from <https://tcataos.org/about/>

creates a seasonal arts calendar.⁴⁴ The Taos Artist Organization supports the “artists’ colony” in Taos, acting as a forum for visual artists.⁴⁵

Religion has had an impact on the culture and history of Taos. Our Lady of Guadalupe Catholic Church and the San Francisco de Assisi Mission Church, as well as the Jesus Nazareno Cemetery, are popular destinations. These historical sites are all still in operation. The San Francisco de Assisi Mission Church attracts artists and photographers because it was the subject of art by photographer Ansel Adams and painter Georgia O’Keeffe.⁴⁶ There is also the Taos Neem Karoli

Baba Ashram & Hanuman Temple, a Hindu temple and ashram.

3.2.3 Leisure & Entertainment

There are a variety of leisure and entertainment activities throughout Taos. The 16 attractions classified under this attraction type had an average rating of 4.5 and 4.4 out of 5.0 on Tripadvisor and Google, respectively. Many of these attractions were found to be inexpensive and provide a valuable experience.

However, as with other attraction types, there were some complaints about the hours of operation at some of

these attractions and how the posted hours were not always followed.

There are also numerous leisure and entertainment offerings that cater to families. The children’s museum, pottery painting, bowling, movie theater, go karting, a discovery space, Taos Youth and Family Center, and Cumbres and Toltec Scenic Railroad all provided ways for children and families to be entertained during their visit. In 2016, the average travel party size in New Mexico was 2.83 and was composed of 77% adults and 23% children.⁴⁷ The Visit Taos website features a “Family Friendly” page to help families plan their visit.⁴⁸ Additional opportunities for youth are needed to make this an even more family-friendly destination.

There are a myriad of attractions and activities for adults to participate in as well. Taos Plaza and John Dunn Shops both offer shopping opportunities for those looking to purchase local products at galleries, boutiques, craft stores, and more. In 2016, shopping was the top activity that visitors took part in, with 28.3% of visitors shopping during their visit to New Mexico.⁴⁹ According to Tourism Economics, in 2021 an estimated 15.9% of total visitor expenditures in the Town of Taos was on retail spending.⁵⁰



Courtesy of Town of Taos

- 44 Taos Arts Council (2023). Taos Arts Council. Retrieved from <https://www.taosartscouncil.org/>
- 45 Taos Artist Organization (2023). Taos Artist Organization. Retrieved from <http://taoartistorg.org/>
- 46 National Park Service (n.d.). San Francisco de Assisi Mission Church Ranchos de Taos, New Mexico. Retrieved from https://www.nps.gov/nr/travel/american_latino_heritage/san_francisco_de_assisi_mission_church.html
- 47 New Mexico Tourism Department (2017). Visitor Profile (2015-2016). Retrieved from https://assets.simpleviewinc.com/simpleview/image/upload/v1/clients/newmexico/NMTD_Visitor_Profile_2017_526bbfa0-67db-41c2-b8f9-aeb411dddb43.pdf
- 48 Visit Taos (2023). Family Friendly. Retrieved from <https://taos.org/plan/family-friendly/>
- 49 New Mexico Tourism Department (2016). New Mexico Visitor Profile (2015-2016). Retrieved from https://assets.simpleviewinc.com/simpleview/image/upload/v1/clients/newmexico/NMTD_Visitor_Profile_2017_526bbfa0-67db-41c2-b8f9-aeb411dddb43.pdf
- 50 Tourism Economics (2022). Economic Impact of Visitors in New Mexico 2021. Retrieved from https://assets.simpleviewinc.com/simpleview/image/upload/v1/clients/newmexico/New_Mexico_Tourism_Economic_Impact_2021_d9d27eec-67e1-4fc2-b7a0-e7fd7f8fe3a6.pdf

The Taos Farmers Market runs Saturdays from May through October and offers fresh food and products from vendors in Taos and surrounding counties.⁵¹ The Taos Country Club is another meet-up spot where guests can enjoy a full golf course and food and beverage services. The Taos Mountain Casino is located in Taos Pueblo and is open every day. The Taos Pueblo Gaming Commission manages the regulation of the Taos Mountain Casino.⁵² In 2022, the casino earned \$6.7 million in revenue.⁵³

Taos Main Street is committed to make Taos a thriving community with a flourishing economy, inviting public spaces, and protected cultural and historic heritage.⁵⁴ The three main strategies and project focus areas for Taos Main Street to achieve its mission are physical improvements in the district, economic revitalization, and capacity building. Since becoming an accredited Main Street organization in 2019, Taos Main Street has initiated different projects to help improve the Town of Taos, including “Windows on the Future” (window art installations), placing farolitos on buildings around the holidays, beautification efforts that include bi-annual volunteer cleanups, the Facade Improvement Program to improve exterior street-facing

facades, public art installations, the Downtown Walkability Initiative, and wayfinding signage that is expected to be implemented summer 2023.⁵⁵

3.2.4 Purpose-Built

Despite being the attraction type with the fewest number of attractions assessed—only eight—purpose-built attractions had the highest average visitor rating of 4.8 and 4.7 out of 5.0 on Tripadvisor and Google, respectively. Six of these attractions are visitor centers across Taos County: Taos Visitor Center, Questa Visitor Center, Wild Rivers Visitors Center, Rio Grande Gorge Visitor Center, Picuris Pueblo Visitor Center, and Red River Visitor Center. Visitors commended these visitor

centers for having helpful information and beautiful settings in their online reviews. Another common comment was that the restrooms and facilities at the visitor centers were clean.

There were a few minor complaints that maps and information were not available at times, but this was not a widespread issue.

The main visitor center in the county is the Taos Visitor Center. In 2022, there was discussion about creating an additional mobile visitor center that could be brought downtown for visitors.⁵⁶

The other purpose-built attractions in Taos are the two colleges—the Southern Methodist University’s



Courtesy of Town of Taos

51 Taos Farmers Market (2023). Taos Farmers Market. Retrieved from <http://taosfarmersmarket.org/>

52 Casino City’s Gaming Regulation (2023). Taos Pueblo Gaming Commission. Retrieved from <https://www.gamingregulation.com/agency/united-states/new-mexico/taos-pueblo-gaming-commission/>

53 Zippia (2023). Taos Mountain Casino. Retrieved from <https://www.zippia.com/taos-mountain-casino-careers-1285236/revenue/>

54 Taos Main Street (2022). Taos Main Street. Retrieved from <https://taosmainstreet.com/>

55 Taos Main Street (2022). Projects. Retrieved from <https://taosmainstreet.com/projects/>

56 Press Reader (2022). Town of Taos to rethink the visitor center. Retrieved from <https://www.pressreader.com/usa/the-taos-news/20220210/281590948979808>

(SMU) Taos Campus and University of New Mexico (UNM), Taos—that offer numerous courses, lectures, and other learning opportunities. The UNM campus serves as more of a community college platform for locals and does not have a large impact on tourism, although events such as a graduation from the two-year degree program can generate visitation. SMU is a smaller program and more of a travel elective for students coming from their main campus who travel to Taos for a short program and return to their main campus. This campus does not offer year-round housing, programs, or other educational offerings.

3.2.5 Events

Beyond the variety of attractions and activities in Taos, there are annual and daily events that reflect the community’s deep connection to the arts, cultural heritage, and nature. Table 3-7 displays the event offerings in Taos by season.

The Town of Taos has a local events posting area that includes events related to arts and crafts, community events, concerts, and festivals.⁵⁷ Visit Taos also has a local events calendar that features dozens of daily events such as classes and workshops, community and cultural celebrations, performances, gallery exhibits, club meetings, and more.⁵⁸ The Taos Art Council posts announcements about upcoming art-related events and seasonal art calendars.⁵⁹

Table 3-7: Taos Events by Season

Season	Events Offered
Ongoing/Monthly	Event - month(s) offered
Winter (December – February)	Las Posadas – November–December Yuletide in Taos – November–December Not Forgotten Military Appreciation Week – January Taos Winter Wine Festival – January Ben Meyers Ridge-A-Thon – February
Spring (March – May)	Taos Freeride Competitions – March World Pro Ski Tour World Championships – March–April Taos Spring Arts – April–May Dennis Hopper Day – May Mother’s Day Rio Grande Whitewater Races – May Red River Memorial Motorcycle Rally – May Taos Lilac Festival – May



Courtesy of Town of Taos

57 Town of Taos (2023). Local Events. Retrieved from <https://taosgov.com/374/Local-Events>

58 Visit Taos (2023). Daily Events Calendar. Retrieved from <https://taos.org/events/calendar/>

59 Taos Arts Council (2023). News and Events. Retrieved from <https://www.taosartscouncil.org/category/news-events/>

Season	Events Offered
Ongoing/Monthly	Event - month(s) offered
<p style="text-align: center;">Summer (June - August)</p>	<p>Taos Opera Institute Free Performances – May–June</p> <p>Movies on the Green – June–August</p> <p>Taos School of Music & Chamber Music Festival – June–August</p> <p>4th of July Celebration – July</p> <p>Las Fiestas de Taos – July</p> <p>Taos Pueblo Pow Wow – July</p> <p>Music From Angel Fire – August</p> <p>Taos Pride – August</p> <p>Taos Summer Music in the Park – June–August</p>
<p style="text-align: center;">Fall (September - November)</p>	<p>Glam Trash Fashion Show – September</p> <p>Michael Hearne’s Big Barn Dance – September</p> <p>San Geronimo Day – September</p> <p>Taos Fall Arts Festival – September</p> <p>Taos Open Studio Tour – September</p> <p>The PASEO – September</p> <p>Halloween Community Event – October</p> <p>Taos Mountain Balloon Rally – October</p> <p>Dixon Studio Tour – November</p> <p>Frank Morgan Taos Jazz Festival – November</p>

Source: Visit Taos

Workshops are also popular in Taos. Many are intended for artists and creatives interested in writing, photography, stone carving, pottery, textile creation, painting, poetry, playwriting, and similar activities. Additional workshops in Taos focus on topics such as the cultural richness of Taos, yoga and wellness, and cooking.⁶⁰

60 Visit Taos (2023). Workshops. Retrieved from <https://taos.org/explore/arts-culture/workshops/>

3.3 Tour Operators & Tour Guides

Visitors to Taos explore the destination on their own, but often find a richer experience when taking part in a guided tour. The tours in Taos highlight the many different tourism assets, including outdoor recreation and cultural heritage. There were 36 tour operators identified in Taos. Table 3-8 shows the number of tour operators and average rating for each category.

Table 3-8: Online Ratings of Taos Tour Operators, by Category*

Category Type	Number of Tour Operators	Average Rating on Tripadvisor	Average Rating on Google
Outdoor Recreation – Water	11	5.0 out of 5.0 2,278 reviews	4.8 out of 5.0 2,338 reviews
Outdoor Recreation – Land	9	4.7 out of 5.0 1,093 reviews	4.8 out of 5.0 361 reviews
Outdoor Recreation – Air	4	4.7 out of 5.0 202 reviews	5.0 out of 5.0 111 reviews
Cultural Heritage	7	4.9 out of 5.0 1,114 reviews	4.6 out of 5.0 26 reviews
Other	5	5.0 out of 5.0 429 reviews	5.0 out of 5.0 22 reviews

Source: George Washington University International Institute of Tourism Studies/Center for Responsible Travel

Outdoor recreation tours are the most common offering, particularly water-related activities that include fishing and boating. The latter are mainly white-water rafting and kayaking operators. The outdoor recreation category also boasted more than three times the number of reviews as the second-most reviewed category, cultural heritage tours. While the scenery was mentioned often in the online reviews, visitors seemed to find the most value in the tour guides and the knowledge that they provided. The in-depth experience of the fishing guides was evident and they were able to teach visitors in an easily understood way, which led to catching a lot of fish in this bucket-list fishing destination. For boating and rafting experiences, guides were helpful and the activity was seen as good for a variety of ages and difficulty levels.

In Taos there are a variety of fish to catch with some of the popular species being trout, salmon, bass, and catfish.⁶¹ Fishing regulations are established by the New Mexico Department Game & Fish, which makes rules and regulations available in English and Spanish, organized by category of fish (cold water, warm water, trout and salmon, etc.). The Department of Game & Fish also provides regular weather advisories and reports on rule changes.⁶² Fishing licenses are required for anyone 12 or older.⁶³

There are a wide range of land-based outdoor recreation tours. The tour operators in this category offered wilderness adventure, snowmobiling, rock climbing, llama trekking, snowshoeing, horseback riding, and outdoor education activities which had an average 4.7 and 4.8 out of 5.0 rating on Tripadvisor and Google, respectively. Most visitors said that the knowledgeable guides and beautiful scenery led to a positive experience. Online reviewers appreciated that tours were customized to the skill level of the participants, making the activity exciting but attainable. Visitor complaints mostly revolved around pacing. Some visitors felt that the attractions moved too slowly or involved too many filler activities.

61 Step Outside (n.d.). What Kind of Fish Can I Catch in Taos, NM? Retrieved from <https://stepoutside.org/taos-nm/faq-fishing-species-types>

62 New Mexico Game & Fish (2023). Game and Fish Regulations. Retrieved from <https://www.wildlife.state.nm.us/fishing/game-fish/>

63 New Mexico Game & Fish (2023). Licenses & Permits. Retrieved from <https://www.wildlife.state.nm.us/fishing/licenses-permits/>

The four air-based outdoor recreation categories include three opportunities for hot-air balloon rides and one scenic flightseeing tour operating out of the Taos Airport. Visitors described their experiences in the air as a bucket-list item, beautiful, and unique. The average rating of 4.7 out of 5.0 for the category on Tripadvisor was mainly due to one tour operator described by some guests as unreliable and unprofessional. The other three operators were rated 5.0 across both online review platforms.

Only one tour operator in the cultural heritage category had online ratings and reviews on Google so only Tripadvisor ratings and reviews were used for this category, ensuring a more representative sample. Travelers clearly enjoyed these offerings, which averaged 4.9 out of 5.0 on Tripadvisor. Online travel reviews indicate that visitors appreciated learning about the history of the area and appreciated the informative and interesting tour guides. Older visitors said that this was an accessible and enjoyable experience for them, and others noted their joy that some guides had ancestors from the town and were Taoseños, so the tour felt more authentic to them.

The tours in the other category included three photography tours, one scavenger hunt, and one cooking class. These tours had overwhelmingly high positive visitor sentiment with a consistent 5-star rating across all of the tour operators. During these tours, visitors felt that they were learning but that the tours were approachable for a variety of ages and levels.

Taos-area tour operators must obtain a business license, generally from institutions such as the USFS, the Bureau of Land Management, or the local government, depending on the category of tour. However, there are no regulations or programs to guide or train tour operators in obtaining their information or creating their interpretation, or to implement best practices that minimize the cultural and environmental impacts of visitors.

3.4 Accommodations

Not including STRs (which are discussed in section 3.5), 86 accommodations providers were identified in Taos. Most are inns or B&Bs (26%). Other large categories include lodges and resorts (23%) followed by hotels and motels (15%), guest houses and condos (15%), and vacation rentals (15%). The overview of the accommodation options in Taos, including average ratings on Tripadvisor and Google, can be found in Table 3-9.

Table 3-9: Average Ratings of Taos Accommodations, by Type

Accommodation Type	Number of Accommodations	Average Rating on Tripadvisor	Average Rating on Google
Campground/RV Park	5 (6%)	4.2 out of 5.0 94 reviews	4.2 out of 5.0 574 reviews
Guest Houses and Condos	13 (15%)	4.3 out of 5.0 357 reviews	4.5 out of 5.0 763 reviews
Hotels and Motels	13 (15%)	3.8 out of 5.0 3693 reviews	4.1 out of 5.0 4057 reviews
Inns and B&Bs	22 (26%)	4.7 out of 5.0 8591 reviews	4.5 out of 5.0 3002 reviews
Lodges and Resorts	20 (23%)	4.7 out of 5.0 8591 reviews	4.5 out of 5.0 8568 reviews
Vacation Rentals	13 (15%)	4.5 out of 5.0 119 reviews	5.0 out of 5.0 31 reviews
Total	86 (100%)	4.3 out of 5.0 18,773 reviews	4.5 out of 5.0 16,995 reviews

Source: George Washington University International Institute of Tourism Studies/Center for Responsible Travel

The location of accommodations was frequently mentioned as a positive factor for visitors in all areas, who felt that they had easy access to tourism offerings. Even lodging that was appreciated for its quiet and serene atmosphere was only a short distance from shopping and dining.

Reviews of lodging hosts were mixed. Many visitors found the owners and employees at their lodging friendly, knowledgeable about local offerings, accommodating, and helpful, but service was noted as an issue at some locations. In some circumstances this was due to a shortage of staff, but in other cases the visitor found the owner or employees to be rude. Reviews of cleanliness and value were also inconsistent across properties.

Of the 86 accommodation options in Taos, 79 were independently owned and operated, six were international chains, and one park/publicly managed. No regional or national chains were identified. The prevalence of individually owned accommodations aligns with the perception of Taos as unique and eclectic. These accommodations allow the local character, history, and culture of Taos to shine through, with some of these accommodations having features like local art hanging on the walls. The breakdown of ownership by accommodation type can be seen in Table 3-10.

Table 3-10: Ownership of Taos Accommodations, by Type

Accommodation Type	Independent Local Brands	Regional Chain	National Chain	International Chain	Publicly Owned/ Park-Run
Campground/RV Park	4	—	—	—	1
Hostel	13	—	—	—	—
Hotels and Motels	7	—	—	6	—
Inns and B&Bs	22	—	—	—	—
Lodges and Resorts	20	—	—	—	—
Vacation Rentals	13	—	—	—	—

Source: George Washington University International Institute of Tourism Studies/Center for Responsible Travel

While there are no industry-level, voluntary sustainability good practice programs for hotels in Taos. However, some hotels have taken it upon themselves to implement sustainable practices. Don Fernando de Taos by Hilton is replacing single-use plastic straws and installing water-efficient toilets and energy-efficient LED lighting.⁶⁴ The Hampton Inn has added electric car charging stations and is working to reduce food waste and eliminate plastic straws, cups, or bottles.⁶⁵ One newer hotel, Hotel Willa from the Casetta Hospitality Group, is a plastic-neutral company with other sustainability-minded practices.⁶⁶

Two hotels in Taos have taken extended sustainability measures. The Blake Hotel in Taos Ski Valley was awarded LEED® Silver certification (Leadership in Energy and Environmental Design) in 2017 for its sustainability efforts.⁶⁷ The Earthship

64 Booking.com (2023). Hotel Don Fernando De Taos, Tapestry Collection By Hilton. Retrieved from <https://www.booking.com/hotel/us/don-fernando.html>

65 Booking.com (2023). Hampton Inn Taos. Retrieved from <https://www.booking.com/hotel/us/taos-1515-paseodelpueblosur.html>

66 Taos News (2021). Casetta gets sustainable at Hotel Willa. Retrieved from https://www.taosnews.com/tempo/culture/casetta-gets-sustainable-at-hotel-willa/article_b4e30105-b9be-5308-9ef4-e15f82b4fd58.html

67 Sustainable Now (2017). Retrieved from Taos Ski Valley's The Blake Hotel Earns LEED Silver. <http://www.sustainablenow.co/journal/2017/11/14/taos-ski->

by Earthship Bioteecture is a fully self-sustaining off-the-grid house that generates its own electricity, captures rainwater, and maintains a comfortable temperature.⁶⁸ There are Earthships around the country and the globe but Taos is the only destination where visitors can book a stay in one of these sustainable dwellings.

The Taos County Lodgers Association has been defunct since 2015.⁶⁹ The New Mexico Hospitality Association is a statewide organization that works in government advocacy to advance the state tourism industry, and hosts events and offers member support.⁷⁰

3.5 Short-Term Rentals

Visitors often look for accommodations outside the Town of Taos, and STRs often fill this need. Table 3-11 shows key STR data from AirDNA for 14 areas within Taos County. AirDNA tracks the performance data of 10 million Airbnb and Vrbo vacation rentals.

There are 1,499 STR properties across Taos County and 91% of these are entire home rentals. The ADR for a rental is \$256, with an average occupancy rate of 62% and an average monthly revenue of \$3,490. Rentals are primarily listed on Airbnb (60%) but there are some Vrbo listings as well (20%), and 20% of listings appear on both platforms.

The 2019 Short-Term Rental Market Economic Impact Analysis prepared for the New Mexico Hospitality Association found that Taos had 877 properties and 1,898 bedrooms, averaging 2.2 bedrooms per property. The average daily rate to rent a property was \$209 and there was a 5% Lodgers' Tax charged with the gross receipts tax rate of 8.5%.⁷¹

Table 3-11: Taos Short-Term Rental Market by Region as of May 2023

Town	Active Rentals (% entire home rental)	Average Daily Rate (Average, low and high)	Occupancy Rate	Revenue	Rental Channel (A-Airbnb, V-VRBO, B-Both)	Average Rental	Airbnb Rating	% Available Full Time
Taos	438 89% entire home rental	Av: \$207 May: \$195 Dec: \$236	Avg: 75% Nov: 57% Sep: 85%	Avg: \$3,333 Apr: \$2,597 Sep: \$3,904	A: 55% V: 20% B: 25%	B: 1.6 G: 4.6	4.79	53%
Taos Ski Valley	157 96% entire home rental	Av: \$331 May: \$225 Dec: \$449	Av: 55% Jun: 20% Mar: 89%	Av: \$3,956 Jun: \$1,268 Mar: \$8,148	A: 49% V: 11% B: 40%	B: 1.9 G: 6	4.79	50%

[valleys-the-blake-hotel-earns-leed-silver](#)

68 Uniq Hotels (n.d.). Earthship. Retrieved from <https://www.uniqhotels.com/earthship>

69 Taos County Chamber of Commerce (2023). Taos County Lodgers Association. Retrieved from <https://www.taoschamber.com/list/member/taos-county-lodgers-association-1637>

70 New Mexico Hospitality Association (2023). New Mexico Hospitality Association. Retrieved from <https://newmexicohospitality.org/>

71 New Mexico Hospitality Association (2019). 2019 Short Term Rental Market Economic Impact Analysis. Retrieved from <https://newmexicohospitality.org/wp-content/uploads/2020/07/2019-Short-Term-Rental-Market-Economic-Impact-Analysis.pdf>

Town	Active Rentals (% entire home rental)	Average Daily Rate (Average, low and high)	Occupancy Rate	Revenue	Rental Channel (A-Airbnb, V-VRBO, B-Both)	Average Rental	Airbnb Rating	% Available Full Time
Ranchos de Taos	78 87% entire home rental	Av: \$195 Jun: \$162 Jan: \$216	Av: 65% Apr: 44% Sep: 87%	Av: \$2911 Apr: \$1655 Mar: \$3508	A: 62% V: 9% B: 29%	B: 2.2 G: 5.6	4.84	44%
Red River	519 91% entire home rental	Av: \$289 Oct: \$267 Dec: \$325	Av: 50% May: 23% Jul: 73%	Av: \$3582 May: \$1878 Jul: \$5174	A: 24% V: 27% B: 19%	B: 2.4 G: 7.7	4.62	70%
Questa	33 96% entire home rental	Av: \$210 Oct: \$200 Jan: \$241	Av: 58% Apr: 27% Jul: 86%	Av: \$2646 Apr: \$1219 Jan: \$4050	A: 85% V: 12% B: 3%	B: 2.2 G: 6.6	4.66	52%
Embudo	22 81% entire home rental	Av: \$277 Apr: \$234 May: \$294	Av: 63% Fen: 45% Jul: 87%	Av: \$3500 Apr: \$2415 Aug: \$5,399	A: 68% V: 18% B: 14%	B: 2.3 G: 5.7	4.7	89%
Tres Piedras	26 92% entire home rental	Av: \$232 Apr: \$206 May: \$257	Av: 80% Jan: 48% Oct: 94%	Av: \$4782 Jan: \$3227 Oct: \$5702	A: 88% V: 0% B: 12%	B: 1.6 G: 4.2	4.88	69%
Ojo Caliente	21 76% entire home rental	Av: \$153 May: \$112 Nov: \$199	Av: 58% Jan: 34% Sep: 81%	Av: \$1665 Feb: \$988 Dec: \$2201	A: 81% V: 5% B: 14%	B: 1.4 G: 3.8	4.92	36%
Amalia	8 100% entire home rental	Av: \$361 Jun: \$323 Feb: \$372	Av: 60% Apr: 33% Jul: 81%	Av: \$4761 Jan: \$2804 Jul: \$6934	A: 63% V: 25% B: 12%	B: 4 G: 9.4	4.73	80%
Arroyo Seco	101 94% entire home rental	Av: \$279 May: \$221 Dec: \$333	Av: 66% Nov: 37% Jul: 79%	Av: \$3812 May: \$2135 Mar: \$5648	A: 35% V: 30% B: 35%	B: 2.3 G: 6.1	4.85	55%

Town	Active Rentals (% entire home rental)	Average Daily Rate (Average, low and high)	Occupancy Rate	Revenue	Rental Channel (A-Airbnb, V-VRBO, B-Both)	Average Rental	Airbnb Rating	% Available Full Time
Arroyo Hondo	25 88% entire home rental	Av: \$175 May: \$149 Dec: \$219	Av: 69% Jan: 40% Jul: 97%	Av: \$2721 May: \$2060 Jul: \$3985	A: 60% V: 12% B: 28%	B: 1.8 G: 4.8	4.93	45%
Carson	14 100% entire home rental	Av: \$201 Jun: \$145 May: \$330	Av: 43% May: 3% Jul: 76%	Av: \$2175 May: \$446 Dec: \$3129	A: 65% V: 21% B: 14%	B: 3.6 G: 8.5	4.9	44%
Valdez	38 97% entire home rental	Av: \$314 Nov: \$269 Dec: \$357	Av: 73% Nov: 47% Jul: 87%	Av: \$4394 Nov: \$2736 Dec: \$6698	A: 53% V: 21% B: 26%	B: 2.6 G: 6.5	4.89	53%
San Cristobal	19 100% entire home rental	Av: \$154 Aug: \$130 Jul: \$170	Av: 74% Apr: 56% Jul: 87%	Av: \$2760 Aug: \$1520 Jul: \$4093	A: 50% V: 20% B: 30%	B: 2.1 G: 4.3	4.84	43%
Average per Rental	Total: 1499 Av entire home rental: 91%	\$256	62%	\$2490	A: 60% V: 20% B: 20%	B: 2.1 G: 6.1	4.74	59%

Source: AirDNA⁷²

A discussion during the Taos County Commission meeting in spring 2023, Taos County Senior Planner Andy Jones shared that out of all short-term rental properties operating in Taos, only 300 have a county-issued permit. Jones also said, referring to a local government software provider, “Grancius has told us that 95% of short-term rental operators in the county are not residents,” meaning that only 5% of STRs are owned and operated by locals.⁷³

The Town of Taos has an STRI ordinance that prohibits short-term rental development in the Historic District and Central Business District. STR operators are required to obtain a short-term rental permit and provide visitors with a rental packet including contact and safety information. Owners must also pay the 5% Lodgers’ Tax and the gross receipt tax, in addition to all other taxes associated with a short-term rental.⁷⁴ Airbnb provides further information for hosts on its website, which states that a \$300 fee charged to hosts includes the “STR Permit, Business License, Fire & Safety Inspection.” An additional \$100 Affordable Housing Fee is charged if the listing is not the host’s primary residence.⁷⁵

72 AirDNA (2023). Taos. Retrieved from <https://www.airdna.co/vacation-rental-data/app/us/new-mexico/taos/overview>

73 Plant, Geoffrey. (2023). Study: 95 percent of short-term rentals not owned by county residents. Retrieved from https://www.taosnews.com/news/local-news/study-95-percent-of-short-term-rentals-not-owned-by-county-residents/article_9fec2747-7eb3-53cc-a84f-2e30ab097413.html

74 Town of Taos (2023). Short Term Rentals. Retrieved from <https://taosgov.com/427/Short-Term-Rentals>

75 Airbnb (2023). Taos, New Mexico (City Limits). Retrieved from <https://www.airbnb.com/help/article/2373>

3.6 Restaurants

Restaurants help visitors fuel up while exploring the local culture. . The chef of one farm-to-table restaurant, The Love Apple, is a James Beard Award 2023 semifinalist.⁷⁶

The research team identified 126 restaurants in eight categories (Table 3-12). The most highly rated categories were coffee/cafe, Mexican/New Mexican, and pizza/Italian. Of these restaurants, 114 (90%) were individually owned and operated.

Table 3-12: Taos Restaurant Market by Category

Restaurant Category	Number of Restaurants	Average Tripadvisor Rating	Average Google Rating	Ownership
American	31 (25%)	4.2 out of 5.0 4605 reviews	4.3 out of 5.0 6440 reviews	Individual: 30 International Chain: 1
Asian	5 (4%)	4.2 out of 5.0 493 reviews	4.3 out of 5.0 1365 reviews	Individual: 5
Bar/Pub/Winery	15 (12%)	4.1 out of 5.0 2067 reviews	4.4 out of 5.0 5987 reviews	Individual: 15
Coffee/Cafe	22 (17%)	4.4 out of 5.0 1017 reviews	4.6 out of 5.0 2759 reviews	Individual: 21 Region Chain: 1
Fast Food	6 (5%)		3.3 out of 5.0 3463	International Chain: 5 Regional Chain: 1
Mexican/New Mexican	34 (27%)	4.4 out of 5.0 10082 reviews	4.5 out of 5.0 10465 reviews	Individual: 31 Regional Chain: 3
Pizza/Italian	5 (4%)	4.4 out of 5.0 1190 reviews	4.5 out of 5.0 2246 reviews	Individual: 5
Other	8 (6%)	4.0 out of 5.0 1382 reviews	4.1 out of 5.0 2657 reviews	Individual: 7 International: 1

Source: George Washington University International Institute of Tourism Studies/Center for Responsible Travel

Overall, reviews described the food as delicious, and said the meals in Mexican/New Mexican restaurants were fresh and authentic. They also rated staff as friendly, although the staff at coffee/cafe and fast food establishments were sometimes called out for being rude and inattentive. Service was sometimes slow but this was attributed to staff shortages. Visitors thought food was on the pricier side and crowds were mentioned during peak times.

Taos does not have a local restaurant association but the New Mexico Restaurant Association provides access to classes, events, and other resources related to restaurant management.⁷⁷ Students in Taos High School's Culinary Arts Program participate in national competitions.⁷⁸ The Taos County Economic Development Corporation has a community commercial kitchen, Taos Kitchen, that community members can pay low rates to use. Additionally, the corporation helps individuals create market-ready products, providing assistance with obtaining certifications, writing a business plan, and testing business products.⁷⁹

⁷⁶ Gomez, Adrian. (2023). Retrieved from Five NM chefs are James Beard Award semifinalists. Retrieved from <https://www.abqjournal.com/2567543/five-nm-chefs-are-james-beard-award-semifinalists.html>

⁷⁷ New Mexico Restaurant Association (2023). NMRA. Retrieved from <https://www.nmrestaurants.org/>

⁷⁸ Taos High Culinary Arts (2023). Taos High Culinary Arts. Retrieved from <https://www.facebook.com/people/Taos-High-Culinary-Arts/100064947002400/>

⁷⁹ Taos County Economic Development Corporation (2023). Taos Kitchen. Retrieved from https://taoseconomic.wpengine.com/?page_id=437

The Taos Farmers Market offers a weekly market on Saturdays from May through November with products from Taos and eight surrounding counties.⁸⁰ The Farmers Market welcomes visitors to attend their market and “Enjoy Taos like a local” and accepts food assistance programs. Vendors must agree to the rules and regulations and complete an application to be accepted.

There are no sustainability requirements for restaurants in Taos; however, some restaurants implement sustainable practices. The Farmhouse Cafe is a farm-to-table establishment that is organic and locally sourced.⁸¹ Sol Food Cafe also features local and organic ingredients and uses compostable packaging.⁸² In Taos Ski Valley, 192 at the Blake uses local ingredients and sustainable products whenever possible, in keeping with overall Taos Ski Valley sustainability initiatives.⁸³

3.7 Retail Shops

Shopping provides products and entertainment value to visitors. Artists can share their work in both galleries and shops, visitors can purchase necessary and luxury goods and services, and shop owners can generate income through their sales. In 2016, shopping was the top activity that visitors took part in, with 28.3% of visitors shopping during their visit to New Mexico.⁸⁴

There were 331 shops identified in Taos, with most classified as art galleries (25%), crafts, souvenirs, and homeware (17%), or health and wellness (17%). The breakdown of retail shops in Taos by category is shown in Table 3-13.

Table 3-13: Number and Average Rating of Taos Retail Opportunities, by Category

	Number of Shops	Average Rating on Tripadvisor	Average Rating on Google
Art Gallery	84 (25%)	4.8 out of 5.0 142 reviews	4.8 out of 5.0 481 reviews
ATF (Alcohol, Tobacco, Firearms)	23 (7%)	—	4.4 out of 5.0 985 reviews
Auto and Transportation	26 (8%)	—	4.2 out of 5.0 726 reviews
Clothing and Jewelry	42 (13%)	4.6 out of 5.0 50 reviews	4.7 out of 5.0 842 reviews
Food Store	14 (4%)	—	4.3 out of 5.0 3629 reviews
Health and Wellness	55 (17%)	4.7 out of 5.0 3488 reviews	4.6 out of 5.0 4567 reviews
Outdoor Equipment/Sporting Goods	13 (4%)	4.9 out of 5.0 130 reviews	4.7 out of 5.0 1275 reviews
Crafts, Souvenirs, and Homeware	56 (17%)	4.6 out of 5.0 261 reviews	4.6 out of 5.0 1226 reviews
Technology	5 (1%)	—	4.4 out of 5.0 345 reviews
Other	13 (4%)	—	4.3 out of 5.0 2910 reviews

Source: George Washington University International Institute of Tourism Studies/Center for Responsible Travel

80 Taos Farmers Market (2023). Taos Farmers Market. Retrieved from <http://taosfarmersmarket.org/>

81 Farmhouse Cafe (2023). Farmhouse Cafe. Retrieved from <https://www.farmhousetaos.com/>

82 Sol Food Cafe (2023). Sol Food Cafe. Retrieved from <https://solfoodnm.com/sol-food-cafe/>

83 Taos Ski Valley (2023). 192 at the Blake. Retrieved from <https://taosskivalley.com/member/192-at-the-blake/>

84 New Mexico Tourism Department (2016). New Mexico Visitor Profile (2015-2016).

Art is a prominent aspect of shopping in Taos. Visitors found that the art galleries had an authentic atmosphere and good vibes, and that the artists themselves were masterful, passionate, and generated unique art. Many cannabis shops in the area have adopted eclectic and colorful local art into their shop design, since being able to open for recreational cannabis use in June 2021.⁸⁵

Online travel reviews indicate that shoppers were impressed by the merchandise offerings and felt the items were unique and a good representation of Taos. For the most part, reviewers found staff to be helpful but others commented on rude staff or understaffed shops. Similar mixed sentiment was expressed for the cost of items and services.

Downtown Taos and the John Dunn Shops are two popular shopping areas in Taos, both known for their small, local shops. Taos Plaza in downtown Taos is a cultural hub that features many stores and galleries in addition to events.

The Taos County Chamber of Commerce has a shop local campaign based on the American Independent Business Alliance’s “Shop Indie Local” campaign—a celebration of locally owned businesses.⁸⁶ To support local



Courtesy of Town of Taos

retailers, the Chamber of Commerce has initiatives such as a Shop Local Passport, Plaid Friday, Small Business Saturday, Artists Sunday, Cider Monday, and Giving Tuesday, following Thanksgiving.

In March 2020, the Town of Taos passed Ordinance 20-05, which prohibits the use and sale of single-use plastic carryout bags, plastic straws or stirrers, and styrofoam cups, plates, and food boxes. This ordinance also imposes an

environmental service fee on the sale of paper bags and encourages reusable bags as an alternative to single-use plastic bags.⁸⁷ This ordinance went into effect November 2021.⁸⁸ This plastic bag ban is also in effect in four other counties in New Mexico.⁸⁹

Taos is developing a specialized sustainability position and a sustainability plan but there is no information on when those initiatives will go into effect.

85 Visit Taos (2023). Taos Cannabis Dispensaries. Retrieved from <https://taos.org/discover/taos-cannabis-dispensaries/>

86 Taos County Chamber of Commerce (2023). Shop Local - Shop Taos. Retrieved from <https://www.taoschamber.com/shop-local---shop-taos>

87 Town of Taos (2020). Ordinance No. 20-05. Retrieved from <https://www.taosgov.com/DocumentCenter/View/2556/Ordinance-20-05>

88 Hooper, Will. (2021). Town plastic ban in effect Nov. 1. Retrieved from https://www.taosnews.com/news/local-news/town-plastic-ban-in-effect-nov-1/article_98b05ef6-d3f7-5bda-8423-b5c2b780c9ac.html

89 Smith, Mike. (2023). Statewide plastic bag ban efforts continue despite lack of action in the NM Legislature. Retrieved from <https://news.yahoo.com/statewide-plastic-bag-ban-efforts-105817240.html>

3.8 Transportation & Mobility

Transportation is a necessary component of travel. Cars are a popular method of transportation in Taos, and the low road and the high road to Taos are marketed as adventures in their own right. In 2017, most visitors to New Mexico traveled via car either in their own vehicle (65%) or a rental (23.8%).⁹⁰ Other methods of transportation to and around Taos are flights into one of the three nearby airports, taxis and shuttle services, rental cars, and public transportation. Table 3-14 shows the transportation types and names of providers in Taos.

Table 3-14: Taos Transportation Services by Type

Type of Service	Service Classification	Providers
Flights	Air Transportation	Taos Regional Airport Santa Fe Airport Albuquerque International Sunport Taos County Hospital
Public Transportation	Land Transportation	NCRTD (a.k.a. the “Blue Bus”) – North Central Regional Transit District New Mexico Rail Runner
Taxi/Shuttles	Land Transportation	Taos Transportation Shuttle Taos The Taos Traveler Personalized Transportation Services Taos Rides LLC Shuttle Service Uber Lyft Faust’s Transportation Northern NM Taxi Service Sky Ride Taxi Cab and Airport Shuttle
Bike Rentals	Land Transportation	Cottam’s Ski Shops Rift Cycles Rio Grande Motorsports Taos Sports Taos Bike Park
Car Rental	Land Transportation	Enterprise Rent-A-Car Wheeler Peak Rent A Car Turo

Source: George Washington University International Institute of Tourism Studies/Center for Responsible Travel

90 New Mexico Tourism Department (2016). New Mexico Visitor Profile (2015-2016). Retrieved from https://assets.simpleviewinc.com/simpleview/image/upload/v1/clients/newmexico/NMTD_Visitor_Profile_2017_526bbfa0-67db-41c2-b8f9-aeb411dddb43.pdf

In the Town of Taos Comprehensive Plan 2022, comments about transportation revolved around traffic congestion on Paseo del Pueblo through downtown; pedestrian and biking trail creation, management, and safety; bike paths for recreational and commuter biking; disagreement on the priority of airport development, and the need for expanded bus service.⁹¹

3.8.1 Air Transportation

The Town of Taos manages Taos Regional Airport and is undergoing the creation of an updated Airport Master Plan. The 2022 Airport Master Plan is publicly available and is used as a framework for future airport development, financial plans, and community consideration.⁹² The Taos Regional Airport Advisory Board, through the Town of Taos, advises on decisions related to airport management and development.⁹³ The airport operates nonstop service from Austin and Dallas, Texas and Los Angeles and San Diego, California to Taos.⁹⁴

The Town of Taos collects \$300,000 from the county to act as a subsidy, the Village of Taos Ski Valley contributes \$300,000, and Taos County contributes \$400,000. In 2023, Taos Ski Valley, Inc. is set to contribute \$1.5

million during the summer and \$2.5 million during the winter season to promote air service, in addition to the \$1 million of public funding.⁹⁵

Southwest Planning and Marketing, a Santa Fe-based marketing and analytics firm, found there was \$1.1 million in direct spending in Taos as a result of summer season air service in 2023. In the winter, an estimated \$7 million in spending resulted from air service, with Taos Ski Valley receiving the greatest benefit.⁹⁶

In the 2021–2022 season, 32% of summer fliers were full-time residents, 36% were part-time residents, and 32% were visitors. Some community members have

expressed concern about public funding for the airport, believing that it may not be generating enough economic impact to justify the expense. Others argue that the subsidy makes flights cheaper for those with higher incomes (83% of passengers have an income over \$75,000) and that those fliers are not the residents who need the financial assistance to fly.⁹⁷ Community members also argue that the routes offered are not helpful for locals.

Visitors can also access Taos via air from the Santa Fe Airport or Albuquerque International Sunport, using ground transportation to connect to Taos.



Courtesy of Town of Taos

91 Town of Taos (2022). Town of Taos Comprehensive Plan 2022. Retrieved from https://taoscompplan.org/pub/Town_of_Taos_Comp_Plan_2022.pdf

92 Town of Taos (2022). Airport Master Plan. Retrieved from <https://taosgov.com/DocumentCenter/View/3370/SKX-Airport-Master-Plan-32222-PDF>

93 Town of Taos (2023). Taos Regional Airport Advisory Board. Retrieved from <https://taosgov.com/457/Taos-Regional-Airport-Advisory-Board>

94 Town of Taos (2022). Southwest Planning and Marketing. Economic/Fiscal Impact & Marketing Analysis of Taos Air Fliers: 2021-22 Winter Season. Retrieved from <https://www.taosgov.com/DocumentCenter/View/3355/2021--2022-Taos-Air-Winter-Service-EconomicFiscal-Impact>

95 Plant, Geoffrey. (2023). Public, commissioners question local benefit of air service. Retrieved from https://www.taosnews.com/news/local-news/public-commissioners-question-local-benefit-of-air-service/article_a67857d8-4f2a-502f-8c68-a540e7aa94eb.html

96 Plant, Geoffrey. (2023). Public, commissioners question local benefit of air service. Retrieved from https://www.taosnews.com/news/local-news/public-commissioners-question-local-benefit-of-air-service/article_a67857d8-4f2a-502f-8c68-a540e7aa94eb.html

97 Plant, Geoffrey. (2023). Public, commissioners question local benefit of air service. Retrieved from https://www.taosnews.com/news/local-news/public-commissioners-question-local-benefit-of-air-service/article_a67857d8-4f2a-502f-8c68-a540e7aa94eb.html

Table 3-15: Taos Ride-Share Prices, 2023

	Minimum Fare	Base Fare	Per KM/Mile	Per Minute
UberX	\$8.00	\$2.55	\$1.75/KM	\$0.35
UberXL Taos	\$10.5	\$3.85	\$2.85/KM	\$0.50
UberX + Car Seat	\$8.00	\$2.55	\$1.75/KM	\$0.35
UberBLACK Taos	\$15.00	\$7.00	\$3.75/KM	\$0.65
UberSUV	\$25.00	\$14.00	\$4.5/KM	\$0.80
Lyft	\$4.00	\$2.01	\$1.91/Mile	\$0.31
Lyft XL	\$5.00	\$3.70	\$3.24/Mile	\$0.53

3.8.2 Ground Transportation

Both visitors and locals most commonly navigate the Taos area by car.⁹⁸ The 2022 Town of Taos Comprehensive Plan indicates a desire to improve local street connectivity and create a transportation master plan.⁹⁹

As seen in Table 3-14, the public transportation offerings in Taos are the North Central Regional Transit District (NCRTD) buses and the New Mexico Rail Runner. NCRTD offers twelve buses in the Taos Area. The number 341 TSV Green Line provides fare-free winter shuttle service through the Town of Taos, El Prado, Arroyo Seco, and Valdez to the Taos Ski Valley from December through March. This shuttle has temporarily stopped service since the pandemic due to driver shortages.

There is also a free shuttle service between the Taos Regional Airport and the Town of Taos. The NCRTD website gives updates on service and provides maps of routes and the cost. The fare is free, \$1, or \$10, depending on the route and service, and ADA transit is included.¹⁰⁰ The New Mexico Rail Runner (Rio Metro) is a light rail service between Albuquerque and Santa Fe with bus connections in Taos. Residents have expressed a need for greater connectivity throughout Taos, especially between the town and the Ski Valley, as well as greater parking availability. Better wayfinding signage would also aid navigation.

In 2020, the NCRTD completed a rider survey to better understand the rider demographic, uses, and desires for public transit. The survey found that most people rode the bus because they didn't have a vehicle or to be environmentally conscious, and riders requested a bike rack/locker and for the blue bus to be offered during the weekends.¹⁰¹ Transportation was also noted to be limited by construction projects and the growing demand and pressure that the roads were not designed to handle.

The NCRTD has developed the North Central Regional Transit District Sustainability Plan, which includes a plan for future green planning of transit facilities, implementing recommendations from a transportation alternative fuels analysis, and

98 Town of Taos (2022). Town of Taos Comprehensive Plan 2022. Retrieved from https://taoscompplan.org/pub/Town_of_Taos_Comp_Plan_2022.pdf

99 Town of Taos (2022). Town of Taos Comprehensive Plan 2022. Retrieved from https://taoscompplan.org/pub/Town_of_Taos_Comp_Plan_2022.pdf

100 North Central Regional Transit District (2023). Taos Area. Retrieved from <https://www.ncrtd.org/routes-by-area/taos-area/>

101 North Central Regional Transit District (2020). 2020 Rider Survey. Retrieved from <https://www.ncrtd.org/about-ncrtd/reports/rider-surveys-systemwide/2020-rider-survey/>

goals and benchmarks to monitor progress.¹⁰² The NCRTD Transit Service Plan Update 2021 offers a needs assessment, service plan activities, and implementation and funding activities.¹⁰³

In 2016, visitors to New Mexico primarily used their own vehicle to travel to or in the state (65%). The next most popular methods of transportation were rental cars (23.8%) and planes (21.8%).¹⁰⁴

There are Uber and Lyft ride sharing available in Taos. The 2023 pricing for these rides is shown in Table 3-15. The Visit Taos website says that Uber service in Taos is limited and visitors should make a backup plan if they are considering using a ride-share service.¹⁰⁵

Table 3-15: Taos Ride-Share Prices, 2023

	Minimum Fare	Base Fare	Per KM/Mile	Per Minute
UberX	\$8.00	\$2.55	\$1.75/KM	\$0.35
UberXL Taos	\$10.5	\$3.85	\$2.85/KM	\$0.50
UberX + Car Seat	\$8.00	\$2.55	\$1.75/KM	\$0.35
UberBLACK Taos	\$15.00	\$7.00	\$3.75/KM	\$0.65
UberSUV	\$25.00	\$14.00	\$4.5/KM	\$0.80
Lyft	\$4.00	\$2.01	\$1.91/Mile	\$0.31
Lyft XL	\$5.00	\$3.70	\$3.24/Mile	\$0.53

Source: TaxiFare.com¹⁰⁶ and Lyft¹⁰⁷

There were seven taxi service providers identified in Taos. According to TaxiFare.com, the base fare for a taxi in Taos is typically \$4.20 with a minimum charge of \$7.50.¹⁰⁸

The walkability score of downtown Taos is 76, showing that the area is very walkable and most errands can be accomplished on foot. The bike score is 58—a nod to the existence of some bike infrastructure.¹⁰⁹

Bike rentals are available in five locations (Table 3-14). In a community survey for the Town of Taos Parks and Recreation Master Plan 2018, bike trails were listed as the most-desired park element and the top funding prioritization.¹¹⁰ The Rocky Mountain Youth Corps created a presentation mapping all the bike racks in Taos and gave suggestions on where additional racks could be placed.¹¹¹

The 2009 Taos Bicycle Master Plan proposed the expansion of bicycle infrastructure: 68 miles of bike lanes, 14 miles of bike routes, and two park and ride facilities to link the bicycle facilities.¹¹² Taos had a goal to be recognized as a Bicycle

102 North Central Regional Transit District (2021). North Central Regional Transit District Sustainability Plan. Retrieved from <https://www.ncrtd.org/wp-content/uploads/2021/01/Sustainable-page-21.pdf>

103 North Central Regional Transit District (2021). NCRTD Transit Service Plan Update 2021. Retrieved from <https://www.ncrtd.org/wp-content/uploads/2021/02/NCRTD-Transit-Service-Plan-Update.FINAL-2-1-R.pdf>

104 New Mexico Tourism Department (2016). New Mexico Visitor Profile (2015-2016).

105 Visit Taos (2023). Transportation. Retrieved from <https://taos.org/plan/transportation/>

106 TaxiFare (2023). Uber Fare Taos. Retrieved from <https://taxis-fare.com/uber-fare-city-taos>

107 Lyft (2023). Taos Area Ride Costs. Retrieved from <https://www.lyft.com/pricing/TAO>

108 TaxiFare.com (2023). Taxi Fare Taos. Retrieved from <https://taxis-fare.com/taxi-fare-city-taos>

109 Walk Score (2023). Walk Score. Retrieved from <https://www.walkscore.com/score/taos-nm>

110 Town of Taos (2018). Parks and Recreation Master Plan 2018. Retrieved from https://taoscomplan.org/pub/existing-plans/Parks_Master_Plan.pdf

111 Rocky Mountain Youth Corps (n.d.). Bike Racks in Downtown Taos. Retrieved from [https://www.boarddocs.com/nm/taosgov/Board.nsf/files/BZ9KR2530D7E/\\$file/Presentation%20-%20Taos%20Bike%20Rack%20Proposed%20and%20Existing%20Locations.pdf](https://www.boarddocs.com/nm/taosgov/Board.nsf/files/BZ9KR2530D7E/$file/Presentation%20-%20Taos%20Bike%20Rack%20Proposed%20and%20Existing%20Locations.pdf)

Friendly Community by the League of American Bicyclists but, as of 2020, has not gained that recognition. The Town of Taos Bicycle Master Plan was updated in 2017.¹¹³

There is a desire to make Taos a stronger bicycling community. Community input has been collected and a bike map is intended to be created that will highlight bike-friendly roads and amenities like bike racks.¹¹⁴ The Taos Alleyway Network Project emerged from the 2019 Strong at Heart: Downtown Strategy Report, which shared goals and strategies to preserve and grow downtown Taos. After engaging the community, values and goals for this development were identified, which included a goal to create a walkable and bikeable downtown.¹¹⁵ The Taos Bicycle Advocates is a community group composed of residents who coordinate bicycle events and advocate for the safety and security of bikers in the community.

The Village of Taos Ski Valley Comprehensive Plan 2017 noted the desire to create and provide bike lanes along State Highway 150 and trail linkages to open space mountain bike trails.¹¹⁶ The Enchanted Circle Trails Plan

explores how to “expand access to safe in-town bike and pedestrian routes and to expand opportunities to experience the peace and adventure of backcountry trails, and to connect local communities to each other and to the unique and spectacular beauty of Enchanted Circle.”¹¹⁷

One component of the Vision for Taos Mainstreet is for “a walkable and bikeable downtown.”¹¹⁸ One program in this initiative is the Taos Alleyway Network Project, which includes public information on downtown Taos alleyways, an interactive map, and walking tours to inspire alleyway improvements.¹¹⁹

A partnership between the Taos Land

Trust, UNM’s Prevention Research Center, and Strong at Heart engaged Taos community members in a walkability workshop to assess the safety and ease of getting around Taos on foot. More than 30 participants discussed their walking experiences in Taos and how to make Taos more friendly for walkers.¹²⁰

In the Town of Taos Comprehensive Plan 2022, survey respondents from the community rated walking and biking trails as the best way to improve transportation in the town. Relatedly, the second-highest rating was for improving and expanding sidewalks and then expanding bike lanes.¹²¹

The Safe Routes to School Program is a partnership between the Safe Routes



Courtesy of Town of Taos

112 Town of Taos (2018). Parks and Recreation Master Plan 2018. Retrieved from https://taoscompplan.org/pub/existing-plans/Parks_Master_Plan.pdf

113 The League of American Bicyclists (2020). Current Bicycle Friendly Communities as of Spring 2020. Retrieved from https://bikeleague.org/sites/default/files/BFC_Master_Spring_2020.pdf

114 Moya, Jesse. (2020). Cyclists Push Towards Taos Bike Map. Retrieved from https://www.taosnews.com/news/local-news/cyclists-push-toward-taos-bike-map/article_712ea1f1-06ff-52e3-9148-8f3a66b01213.html

115 Taos Mainstreet (2022). Taos Alleyway Network Report. Retrieved from <https://taosmainstreet.com/wp-content/uploads/Taos-Alleyway-Network-Project-Report.pdf>

116 The Village of Taos Ski Valley (2017). Final Draft Comprehensive Plan. Retrieved from <http://www.vtsv.org/wp-content/uploads/2017/03/Taos-Village-final-draft-040317.pdf>

117 The Trust for Public Land (2023). The Enchanted Circle Trails Plan and Taos County Community Conservation Plan. Retrieved from <https://www.tpl.org/resource/enchanted-circle-and-taos-plan>

118 Taos Mainstreet (2023). Retrieved from <https://taosmainstreet.com/>

119 Taos Mainstreet (2021). Downtown Walkability Initiative. Retrieved from <https://taosmainstreet.com/projects/downtown-walkability-initiative/>

120 University of New Mexico (2018). Taos Walkability Workshop Report. Retrieved from <https://digitalrepository.unm.edu/prc-viva-rd/5/>

121 Town of Taos (2022). Town of Taos Comprehensive Plan 2022. Retrieved from https://taoscompplan.org/pub/Town_of_Taos_Comp_Plan_2022.pdf

to School National Partnership and the Taos Land Trust to create a safe walking route between the Taos High School, Taos Integrated School of the Arts (TISA), Rio Fernando Park, and Fred Baca Park, which will provide 900 students with a safe walking path. The path will also connect low-income neighborhoods, small businesses, and medical services.¹²² Despite these efforts to improve walkability and bikeability, a car is still needed to navigate through Taos.



Courtesy of Town of Taos

3.9 Infrastructure

The Town of Taos Comprehensive Plan 2022 recorded comments from survey respondents and public meeting participants relevant to infrastructure. Their concerns included the need for EV charging stations as electric cars gain popularity and design guidelines for public spaces to ensure safety and practicality. In this plan, a community survey also revealed that residents believe infrastructure and development maintenance is the top responsibility and role of the town government.¹²³

Preserving historic buildings in Taos is important to maintaining the heritage and authenticity of the town. The Historic Preservation Commission works to maintain the historic integrity of buildings in Taos. The Taos County Historical Society has a mission to preserve the history of Taos and offers resources on the history and preservation of the town.¹²⁴ The Taos Pueblo Preservation Program operates to protect the cultural heritage in Taos Pueblo as a traditional living community and engages in efforts to preserve parts of the community, such as the restoration of adobe homes.¹²⁵

The Planning and Zoning Commission evaluates potential development projects and upholds the land use policies of Taos.¹²⁶ The Planning and Zoning Department of Taos works to foster the sustainable growth of the town and upholds the permit application process.¹²⁷

The Town of Taos recognizes the need for an ADA Transition Plan and other infrastructure.¹²⁸ All new road construction by the New Mexico Department of Transportation has sidewalks being built under ADA compliance. Projects in the Town of Taos, other than in the Historic District, follow the ADA requirements for sidewalks as well.

Taos Ski Valley has developed a Net Zero by 2030 Roadmap. Strategies outlined in the plan include improving building energy efficiency, adopting electric vehicle and equipment technology, and using renewable energy and on-site renewable generation.¹²⁹

Taos has at least 15 companies and nonprofit organizations that work to produce green buildings and provide their services for design and construction. These companies and organizations utilize renewable energy, water collection and reuse, and local earth-friendly materials.¹³⁰

- 122 Taos Land Trust (2019). Safe Routes to School National Partnership Selects Taos Land Trust to Create Safe Walking from Schools to Parks. Retrieved from <https://taoslandtrust.org/2019/02/19/safe-routes-to-school-national-partnership-selects-taos-land-trust-to-create-safe-walking-from-schools-to-parks/>
- 123 Town of Taos (2022). Town of Taos Comprehensive Plan 2022. Retrieved from https://taoscompplan.org/pub/Town_of_Taos_Comp_Plan_2022.pdf
- 124 Taos County Historical Society (2023). About Us. Retrieved from <https://taoscountyhistoricalsociety.org/aboutus.html>
- 125 Taos Pueblo (2023). Preservation. Retrieved from <https://taospueblo.com/preservation/>
- 126 Town of Taos (2023). Planning and Zoning Commission. Retrieved from <https://taosgov.com/213/Planning-Zoning-Commission>
- 127 Town of Taos (2023). The Planning and Zoning Department. Retrieved from <https://www.taosgov.com/203/Planning-Community-Economic-Development>
- 128 Town of Taos (2022). Town of Taos Comprehensive Plan 2022. Retrieved from https://taoscompplan.org/pub/Town_of_Taos_Comp_Plan_2022.pdf
- 129 Taos Ski Valley (2023). Protecting Our Environment. Retrieved from <https://www.skitaos.com/who-we-are/our-purpose/sustainability>
- 130 Women of Taos (n.d.). Great Outdoors/Eco Taos. Retrieved from <https://womenoftaos.org/outdoors/green-taos?/item/61/Green-Design-and-Building>

4. DESTINATION SUSTAINABILITY DIAGNOSTIC



MAIN TAKEAWAYS

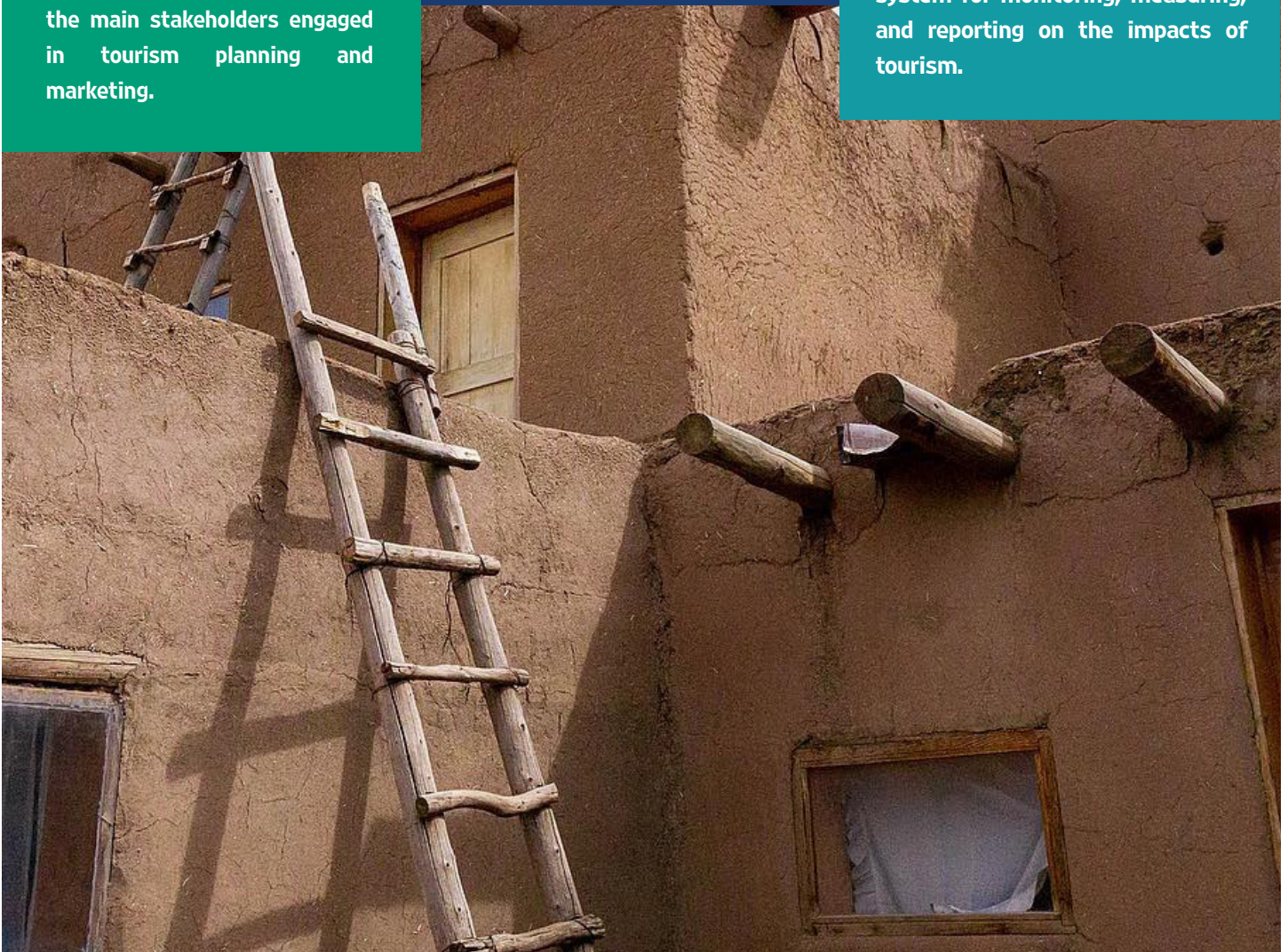
Destination Management showed the greatest area of risk and of opportunity. It is evident that town managers see this opportunity through their commitment to the development of this Destination Stewardship Plan.

There is no organization facilitating destination management; however, coordination is evident among the main stakeholders engaged in tourism planning and marketing.

Under the pillar of Cultural & Natural Heritage Management, the Town of Taos should prioritize attraction protection, systematic monitoring and measuring of tourism impacts at sites and attractions, intangible cultural heritage protection, and site interpretation, especially since Taos tourism is largely reliant on its unique cultural and natural tourism assets.

Many great initiatives, policies, and programs led by the state and the state tourism organization were considered in this assessment. Local interaction, promotion, and involvement with these efforts impacted scoring. There was more evidence of local involvement in state initiatives in the environmental pillar.

In general, across all pillars, there was no evidence of a holistic system for monitoring, measuring, and reporting on the impacts of tourism.



4.1 Diagnostic Overview

The sustainable destination diagnostic evaluates Taos’ performance (including tourism and community management) based on internationally accepted best practices for sustainable destination management. The evaluation framework consists of criteria and best practices taken from the Global Sustainable Tourism Council’s Destination Criteria (GSTC-D).¹ The GSTC Destination Criteria and Indicators facilitate systematic assessment of destinations and help determine the steps needed to meet internationally recognized standards to improve destination management. The criteria cover the four main pillars of destination sustainability:

1. Sustainable Destination Management
2. Community Involvement & Benefits
3. Cultural & Natural Heritage Management
4. Environmental Conservation

The desktop evaluation of current actions consisted of independent research and reviews of available documentation, and assessed how well Taos is implementing the criteria and guidelines used in international standards, as opposed to how well the destination is performing holistically on a broad set of activities. That is to say, the review of Taos’ performance on energy management focuses exclusively on standards (e.g., “Is the destination monitoring energy consumption?”) and not on performance (e.g., more than 50% of the destination’s energy comes from renewable sources).

The results of the initial sustainability assessment should be recognized as evidence of positive performance in some areas and of opportunities for significant advancement in others. Because the Sustainable Destination Diagnostic was not the primary objective of this Situation Analysis Report, Taos did not invest in the extensive preparation efforts it would have required; as a result, this diagnostic is based solely on the team’s desktop research. Taos should be proud of the results of the destination diagnostic and the resulting Destination Stewardship Plan, and supporting the destination stewardship framework will help destination managers create a comprehensive set of strategies and actions to advance the work done to date.

The practices used in the evaluation framework were organized under four sustainability pillars. The pillars represent recurring themes that are aligned with sustainability best practices and international standards indicators. Each of the indicators was scored on this scale (Table 4-1).

Table 4-1: GSTC-D Performance Levels and Associated Colors

Color	Green	Yellow	Pink	Red	N/A
Description	Documentation of policy exists, and it is being implemented in an exemplary manner – on a level with best practices	Documentation of policy exists and is being implemented in an acceptable manner	Documentation of policy exists but it is not being implemented – or vice versa	No documentation of policy exists and it is not being implemented	The indicator is not applicable to the destination

¹ See GSTC-D: <https://www.gstcouncil.org/gstc-criteria/gstc-destination-criteria/>

4.2 Destination Sustainability Assessment Results

To determine the level of compliance with each of the GSTC-D Criteria and Indicators, the results were analyzed according to four performance levels (Table 4-2). Of the 111 indicators analyzed, 23 (21%) were rated “green,” 26 (23%) were rated “yellow,” 13 (12%) were rated “pink,” and 49 (44%) were rated “red.” Red and pink indicators represent gaps or risks to the sustainable management of the destination and are the areas of greatest opportunity for improvement.

Table 4-2: Taos’ Sustainability Performance Indicators by Rating

GSTC-D Sections	A	B	C	D	Total
	Destination Management	Community Involvement & Benefits	Cultural & Natural Heritage Management	Environmental Conservation	
Green	6	0	0	17	23
Yellow	9	10	3	4	26
Pink	6	4	1	2	13
Red	31	5	9	4	49
N/A	0	0	0	0	0
TOTAL	52	19	13	27	111



Courtesy of Town of Taos

4. DESTINATION SUSTAINABILITY DIAGNOSTIC

To illustrate the criteria comparatively and for ease of understanding, this report translates the GSTC-D evaluation system into a traditional traffic light system:

- Green = Good Performance (score of 3.0 or above)
- Yellow = Needs Improvement (score of 1.0 to 2.9)
- Red = Areas of Risk (score below 1.0)

This traffic light system provides a holistic snapshot of the destination diagnostic, so areas of success and areas of improvement can be quickly visualized (Figure 4-1).

Figure 4-1: Taos Destination Sustainability Snapshot



Source: George Washington University International Institute of Tourism Studies

4.3 Performance by Destination Sustainability Pillars

4.3.1 Pillar One: Destination Management

This pillar sets the foundation for destination management and emphasizes the importance of effective management and planning. It examines the destination management organization(s), its structure and responsibilities, the current tourism strategy, coordination of public and private sector stakeholders, monitoring and reporting, stakeholder engagement, and promoting sustainable practices throughout the tourism value chain. Commitment to community collaboration, strategic planning, and impact monitoring combine to establish a culture of continuous improvement and best practices which are critical to enhancing resident and visitor engagement, as well as marketing and communication about the management plan and its implementation. The Destination Management pillar showed the most area of risk (and opportunity). This is largely because Taos doesn't have a dedicated tourism management or governance organization, a tourism-specific multiyear strategy, or a system of monitoring and reporting. The Taos Pueblo does have a Tourism Department but its structure and functions are unclear from a review of their website.



Courtesy of Town of Taos

The lack of data from monitoring makes it difficult to manage visitor volumes and activities or to plan for seasonality. There is evidence of coordination between the Town, private and public sector in the "tourism marketing" cycle, which brings together the town manager, town council, the Lodgers' Tax Advisory Board, local partners (tourism council, marketing group, the county lodgers association, Chamber of Commerce), and Griffin and Associates. This foundation of coordination is a strong asset for Taos that will support the evolution of the destination's management system.

4.3.2 Pillar Two: Community Involvement & Benefits

This pillar focuses on the social and economic aspects of sustainable tourism. It encourages tourism activities that generate tangible

benefits for local communities, including income generation, employment opportunities, and the preservation of cultural heritage. It highlights the importance of fair and equitable distribution of economic benefits, respecting local traditions and cultures, and enhancing community well-being.

Community Involvement and Benefits had the most yellow indicators and no green indicators. The criteria evaluated priorities such as monitoring and legislation of economic impacts, career opportunities, and the prevention of exploitation. These are measured or legislated at the state level, therefore technically covering the area of Taos; however, there was no evidence of local interaction with these policies. There are many nonprofits focused on community benefits, notably Taos Mainstreet, and with cohesive destination

governance these organizations can become more impactful and amplify the local impact of county and state initiatives. The areas in need of the most improvement are regular monitoring and recording of community aspirations and concerns, support and capacity building of local businesses, and tourism awareness and education of the community to increase understanding of tourism benefits and challenges.

4.3.3 Pillar Three: Cultural & Natural Heritage Management

This pillar emphasizes the preservation and promotion of cultural heritage as an integral part of sustainable tourism. It encourages respect for local cultures, engagement with local communities, and the protection of cultural assets. Sustainable tourism practices should aim to safeguard cultural heritage, support local artisans and craftsmen, and provide opportunities for authentic cultural experiences. Protecting and interpreting the rich natural and cultural heritage of the destination and surrounding area is critical to sustaining a quality visitor experience and resident quality of life. This is especially true when the primary assets of the destinations are sensitive public lands and a region rich with Native culture.

Cultural & Natural Heritage Management had nine red indicators, showing the need for improvement in this area. The risk indicators include visitor management and behavior, site interpretation, and attraction protection. The Pueblo is a UNESCO

World Heritage Site and a National Historic Landmark. The County Community Conservation Plan does outline a path to the conservation of cultural and natural sites, and there are state regulations to protect the state's natural heritage; however, there was no evidence found of a system to monitor, measure, or mitigate tourism impacts at the local level.

4.3.4 Pillar Four: Environmental Sustainability

Environmental sustainability is a fundamental pillar of sustainable tourism. It focuses on minimizing negative environmental impacts and promoting the conservation of natural resources. This includes measures to reduce pollution, conserve energy and water, manage waste effectively, protect ecosystems, and preserve biodiversity. Sustainable tourism should strive for sustainable consumption and production patterns, promote environmental education and awareness, and contribute to

the conservation of natural and cultural diversity. The environmental resources pillar establishes at a minimum that the destination is managing foundational environmental resource systems well.

This pillar has the most green indicators (17), showing Taos' successful work on environmental initiatives. Many of these were at the state and county levels but efforts were noted at the local level. Evidence of this can be found in the Taos Regional Water Plan, Renewable Taos, and the Community Conservation Plan, and through the work of the Taos Land Trust. Areas for improvement include programming to make tourist attractions accessible by active transportation, a system to ensure that water use by enterprises is balanced and compatible, and a system to identify and address environmental risks, such as a sustainability assessment.



Courtesy of Town of Taos

5. ENABLING ENVIRONMENT FOR TOURISM



MAIN TAKEAWAYS

<p>The Town of Taos and Taos Pueblo have dedicated tourism governance that supports destination marketing but do not have destination management. The State of New Mexico Tourism Department addresses both management and marketing. Taos County does not have either.</p>	<p>New Mexico ranks 25th in the nation for workforce development.</p>	<p>In the business tourism sentiment survey, a twenty of the 95 businesses surveyed offer local rates for residents.</p>
<p>Several NGOs support tourism in Taos in relation to private sector development and preservation of cultural and historical heritage. There are fewer organizations working to protect the natural environment, reduce the use of natural resources, and mitigate climate change impacts.</p>	<p>Taos is experiencing a labor shortage in tourism and hospitality, resulting in poorer service for visitors, lower capacity and fewer operating hours for businesses, and higher wages that push up costs for consumers.</p>	<p>Of all businesses in the business tourism sentiment survey, 72% are open year-round and do not operate on reduced capacity or opening hours.</p>
<p>There is limited monitoring of visitor impacts (social and environmental - no monitoring; strong economic impact monitoring) or data collection for the tourism industry.</p>	<p>Taos Pueblo youth and workers are supported by a number of programs, such as the University of New Mexico's HIVE program, and the Rocky Mountain Youth Corps.</p>	<p>In the business tourism sentiment survey, businesses surveyed cited the cost and availability of workforce housing as the main issues affecting business operations, followed by the increasing cost of utilities and supplies. Other issues are staff recruitment and not enough visitors.</p>
<p>Tourism programs are well funded at the State level, with most funding going to tourism marketing and branding. The Town of Taos funds tourism activities through the Lodgers' Tax, with most money used for tourism marketing and the operation of visitor centers. For Taos County and Taos Pueblo, there is limited information available on the sources of funding, the and amounts of funding, and for or funding sustainability for tourism activities funding sustainability for Taos County or Taos Pueblo.</p>	<p>The historical center of Taos has a specialty zone for preservation of the town's culture and history. Land development in the Town of Taos is guided by strict zoning regulations. All applications for development must abide by these zoning laws.</p>	<p>The availability of workforce and the public infrastructure are seen as the main weaknesses, followed by the support of the local government for tourism and safe environment for travelers.</p>
<p>Tourism programs are well funded at the State level, with most funding going to tourism marketing and branding. The Town of Taos funds tourism activities through the Lodgers' Tax, with most money used for tourism marketing and the operation of visitor centers. For Taos County and Taos Pueblo, there is limited information available on the sources of funding, the and amounts of funding, and for or funding sustainability for tourism activities funding sustainability for Taos County or Taos Pueblo.</p>	<p>New Mexico ranks 46th on the 2022 CNBC list of America's Top States for Business. The worst rankings are for education; business friendliness; life, health, and inclusion; and technology and innovation.</p>	<p>Business survey respondents consider outdoor recreation opportunities, art and cultural experiences, and food and beverage options Taos' main strengths. These are followed by historic Downtown Taos and lodging options.</p>
<p>Tourism programs are well funded at the State level, with most funding going to tourism marketing and branding. The Town of Taos funds tourism activities through the Lodgers' Tax, with most money used for tourism marketing and the operation of visitor centers. For Taos County and Taos Pueblo, there is limited information available on the sources of funding, the and amounts of funding, and for or funding sustainability for tourism activities funding sustainability for Taos County or Taos Pueblo.</p>	<p>Taos County received an overall score of 39% for public safety, 50% for crime, and 37% for access to health care. They received a worse rating than the US median on almost every indicator, except the percentage of public safety professionals in the population.</p>	<p>Of all business tourism sentiment survey respondents, 55% feel that the government is not providing enough support to the Taos tourism sector.</p>
<p>Tourism programs are well funded at the State level, with most funding going to tourism marketing and branding. The Town of Taos funds tourism activities through the Lodgers' Tax, with most money used for tourism marketing and the operation of visitor centers. For Taos County and Taos Pueblo, there is limited information available on the sources of funding, the and amounts of funding, and for or funding sustainability for tourism activities funding sustainability for Taos County or Taos Pueblo.</p>	<p>In the business tourism sentiment survey, almost half (49%) of surveyed businesses said that 60% or more of their income depends on tourism.</p>	<p>Business survey respondents cited working together, developing business clusters, and broadening partnerships are the highest priorities for the Town of Taos. The next highest priorities are strengthening the arts and culture scene and improving outdoor visitor facilities.</p>

5.1 Tourism Governance

To remain competitive in the long-term, tourism destinations must foster ongoing coordination, cooperation and collaboration among the many organizations from the public sector, private sector and civil society that support development and management of tourism. The management of tourism is a shared responsibility since no one singular organization controls tourism in a destination.

This section of the Situation Analysis Report provides an overview of the ecosystem of organizations that support tourism development, management and monitoring in Taos. It also reflects on the systems and mechanisms that exist which support coordination, cooperation and collaboration among key organizations in the ecosystem.

5.1.1 Public Sector

State of New Mexico

At a state level, New Mexico has a functioning Tourism Department to govern this sector, with programs being implemented to boost tourism's productivity and value in New Mexico. The Tourism Department is a statewide agency, tasked mainly with promotion of the state for leisure travel.¹ The Department designs, produces and monitors national marketing and advertising campaigns

to attract tourists. The New Mexico True brand has become the face of New Mexico and the Tourism Department. The department manages New Mexico Magazine as part of their marketing strategy, which is a monthly publication advertising the state's heritage, arts, and environment.

As well as marketing and branding, the New Mexico Tourism Department manages programs to support communities in tourism development. In particular, this includes: a tourism event growth program, providing technical assistance to events held in the state; a clean and beautiful grant program with funding for

municipalities on litter eradication and beautification; and a tourism infrastructure dashboard which tracks the progress of projects across the state.²

The New Mexico Tourism Department is led by a Cabinet Secretary and Deputy Cabinet Secretary, and consists of five divisions: communications; administrative services; research; marketing; and tourism development. A total of 54 full time employees work across these departments. There is a Tribal Tourism Development Coordinator role as part of the core team, which oversees the strategic planning, promotion and operations



Courtesy of Town of Taos

1 The State of New Mexico (2023). Tourism Department: About the department. Retrieved from <https://www.nm.gov/departments-and-agencies/tourism-department/#>.

2 New Mexico Tourism Department (2023). Welcome to the New Mexico Tourism Department Industry Resource Website. Retrieved from <https://www.newmexico.org/industry/>.

of an annual event. Additionally, a Cultural Heritage Program Coordinator develops marketing and programs in liaison with New Mexico's cultural entities and populations, aiming to develop tourism into a key economic driver for tribal communities. A Tourism Commission, consisting of seven members (including at least one Native American), advises the Department on tourism policy and planning matters. Additionally, a Tourism Region Board – consisting of six board members representing the six geographical regions of the state – supports planning and strategy development.³

Taos County

Taos County doesn't have a designated tourism department or contacts, but it does include tourism in its Comprehensive Plan. The plan identifies tourism as a creative and cultural economic opportunity for development.⁴ As part of this, the Plan highlights the need to work with tourism and marketing experts

to glean insights on industry trends, particularly in cultural tourism, and to undertake product development to target the cultural tourism niche. The Plan also identifies Cultural Tourism, Adventure Tourism, Eco-Tourism and Agro and Culinary Tourism as areas for economic development. It suggests efforts to develop marketing and products to encourage diversity among tourism segments, with more emphasis on the cultural offerings of the region.

Town of Taos

The Town of Taos is deeply involved in tourism management, particularly in terms of marketing. The Town employs a Marketing and Tourism Director, who develops marketing and promotional strategies and materials. The Town of Taos is also responsible for the Visit Taos website, which provides information to visitors on attractions, accommodations, food and beverage options, events support, and much more. The town's Marketing Committee is run by the

Marketing and Tourism Director, and meets monthly in public meetings. This committee consists of a mix of private sector, not-for-profit and academic members.⁵ Other marketing collaborators include the Taos Chamber of Commerce, New Mexico True, Taos Ski Valley, and Taos Air.⁶ There is fear that staffing changes at the Town of Taos tourism department will cause issues in future policy development and implementation.

Sustainable management of tourism appears as one of the key goals in the Town of Taos Comprehensive Plan. The overarching goal is to build a diverse economy, creating jobs and strengthening cultural industries through tourism and art. Tourism-related actions to achieve this goal include:

- Establish a unified vision, goals and priorities for economic development in partnership with local private sector associations.
- Develop a town economic development plan prioritizing community sustainability.
- Actively support Taos MainStreet to continue their work in promoting economic vibrancy.
- Develop a downtown development area plan.



Courtesy of Town of Taos

3 State of New Mexico (2020). New Mexico True FY20 Annual Tribal Report.

4 Taos County (2017). Comprehensive Plan. Retrieved from <https://www.taoscounty.org/194/Comprehensive-Plan>.

5 Town of Taos (n.d.). Marketing Committee. Retrieved from <https://www.taosgov.com/448/Marketing-Committee>.

6 Town of Taos (2022). Comprehensive Plan. Retrieved from https://taoscompplan.org/pub/Town_of_Taos_Comp_Plan_2022.pdf.

5.1.2 Private Sector

Taos County Chamber of Commerce

The Taos County Chamber of Commerce is a nonprofit organization that maximizes brand exposure and provides resources to local businesses to support business growth.⁷ The Chamber is led by a Board of Directors, with a Chairman, Vice Chairman, Treasurer and nine additional members. They employ an Executive Director. The Taos County Chamber of Commerce lists 400 members. Under tourism-related businesses, 45 members are listed as Lodging and Travel; 38 as Food and Beverages; five as transportation; 46 as Arts, Culture and Entertainment; and 40 as Activities, Sports and Recreation businesses.⁸

Taos Ski Valley Chamber of Commerce

Taos Ski Valley has their own Chamber of Commerce that supports local businesses. The Chamber

runs a website with information on lodging and local weather for visitors, and has an option to 'Ask a Local' to request specific information for a trip. The Chamber operates on a membership basis, with 114 members in total. Many of these are tourism businesses, such as hotels, restaurants, and gear rental stores.

5.1.3 Taos Pueblo

Taos Pueblo is governed by a Tribal Governor and a War Chief who each have staff. The Tribal Governor and War Chief positions are appointed yearly by the Tribal Council, made up of a group of male tribal elders.⁹ The Pueblo has a Tourism Department which runs the Taos Pueblo visitor website and develops the guidelines for visitors to the Pueblo. The Pueblo is open to visitors Thursday to Monday, with both guided and unguided tours available. The tourism department supports an art exhibition at the Taos Visitor Center.

There is little public information available about the structure and function of the Tourism Department. The Taos Pueblo Department of Natural Resources operates six divisions, including: Game and Fish; Wilderness; Environmental; Fire and Fuels; Agriculture/Seasonal; and the Bison Program.¹⁰ The Pueblo is responsible for the Blue Lake Wilderness area, and has exclusive use of this area for traditional purposes. They maintain the trails and fences and support the conservation and preservation of wildlife within this area.



Courtesy of Town of Taos

7 Taos County Chamber of Commerce (2023). About Us. Retrieved from <https://www.taoschamber.com/about-us>.

8 Taos County Chamber of Commerce (2023). Members Directory. Retrieved from <https://www.taoschamber.com/list>

9 Taos Pueblo (2023). About. Retrieved from <https://taospueblo.com/about/>.

10 Taos Ski Valley Chamber of Commerce (2023). Chamber Directory. Retrieved from <https://taosskivalley.com/chamber-directory/>.

5.1.4 Civil Society

Taos County has more than 50 nonprofit organizations listed with the Chamber of Commerce.¹¹ There may be other nonprofits that are not currently Chamber members. They engage in the tourism industry in different ways, including:

1. Engaging the private sector. These include the Taos County Chamber of Commerce and the Taos Ski Valley Chamber of Commerce. These nonprofits develop business relationships, advocate and support businesses.
2. Protecting and celebrating the cultural and historical heritage. These nonprofits include
3. Museums and art galleries: Millicent Rogers Museum, Harwood Museum of Art, Taos Center for the Arts, Taos Art Museum & Fechin House; the Taos Fall Arts Festival; and the Taos MainStreet program, detailed below.
4. Supporting entrepreneurship. This includes nonprofits that work to develop new business and improve business functioning in Taos, including UNM-Taos HIVE, and the Small Business Development Center, detailed in Section 5.5.
5. Conserving the environment and natural resources. The Taos Land Trust is a key nonprofit in this area, as it works with local landowners to protect the land through conservation,

education and advocacy.¹² Taos Land Trust also supports bird conservation and runs the Taos County Community Conservation Plan, which works to preserve the natural resources of Taos County. Aside from the Land Trust, there are very few nonprofits related to tourism with climate change and conservation missions. Environmental nonprofits do exist that are not connected to tourism.

MainStreet

Taos MainStreet is a particularly active nonprofit in Taos, aiming to increase economic vitality in downtown Taos, while protecting and celebrating the local cultural and historical heritage.¹³ The MainStreet program has a vision of developing a walkable and bikeable downtown, and providing a place where residents and visitors can come together, socialize and enjoy the local business environment. Taos MainStreet is led by a Board, with a board President, and is managed by the Executive Director.

Key projects of the MainStreet program include:

- District walkability initiative: so far, MainStreet has created a website on downtown Taos alleyways and an interactive map for visitors to add comments.
- Historic downtown wayfinding: developing new signage for historic downtown Taos, with the first signs to be installed in Summer, 2023.
- Traffic box art: working with local students and adult artists to create art on traffic utility boxes. Funded through a NM Clean and Beautiful Grant.
- Business Alive: in partnership with University of New Mexico-Taos and others, MainStreet helped local businesses to improve their e-commerce capacity to sell online during the pandemic.
- Merchant Advisors: a group of downtown merchants from across the Taos MainStreet clusters that bring ideas and concerns from their cluster. They assist in prioritizing projects for downtown.



Courtesy of Town of Taos

¹¹ Taos County Chamber of Commerce (2023). Members Directory. Retrieved from <https://www.taoschamber.com/list>.

¹² Taos Land Trust (2023). Home Page. Retrieved from <https://taoslandtrust.org/>

¹³ Taos MainStreet (2020). Home Page. Retrieved from <https://taosmainstreet.com/>

5.2 Institutional Capacity for Sustainable Development

The United Nations Development Programme (UNDP) defines institutional capacity as the “capability of an institution to set and achieve social and economic goals, through knowledge, skills, systems, and institutions.”¹⁴

Institutional capacity for sustainable development of tourism requires active and ongoing engagement and collaboration among the public sector, private sector, and civil society. Here is a closer look at the institutional capacity of the public, private and civic sectors to support sustainable development in Taos.

5.2.1 Public Sector

State of New Mexico

Tourism generated approximately \$1.2 billion in tax revenue in New Mexico in 2020.¹⁵ New Mexico’s Tourism Department is funded through the state budget. Most of the budget for tourism activities falls into marketing, with \$25.93 million dedicated to this marketing in the FY23 executive budget.¹⁶ Additionally, there is a budget of \$1.73 million for tourism program support and \$1.29 million for tourism development in FY23. This FY23 budget is a \$12.2 million increase in tourism’s operating budget over FY22. Much of this increase is a special appropriation of \$20 million to boost tourism marketing through a four-season campaign to reduce seasonality. Past investment in tourism infrastructure or climate mitigation has been fairly ineffective.

There is no available tourism plan or strategy for the state of New Mexico. In Fiscal Year 2020, the New Mexico Tourism Department started the Destination Development Roadmap, which would assess the tourism assets in New Mexico to develop strategic priorities moving forward.¹⁷ While there was some progress on the roadmap, the progress seems to have halted with no strategic priorities or plan currently. New Mexico’s Tourism Department tracks the economic impact of tourism annually, and develops reports on visitor profiles for use by the industry.

Taos County

There is no strategic planning document for tourism at the County level. The Taos County Comprehensive Plan does cover certain topics within tourism, as discussed above. There is no additional information available on the success of Comprehensive Plan implementation. Taos County will begin a new comprehensive planning process in the fall of 2023. It is possible this plan will cover more topics directly related to tourism.

There is no information available about the budget for tourism programs at a County level. The last publicly available Taos County budget is for 2018/2019, and has no mention



Courtesy of Town of Taos

14 Institute for Transportation and Development Policy (2016, April 1). The Secret Ingredient: Institutional Capacity. Retrieved from <https://www.itdp.org/2016/04/01/the-secret-ingredient-institutional-capacity/#:~:text=The%20United%20Nations%20Development%20Programme,skills%2C%20systems%2C%20and%20institutions.>

15 New Mexico Tourism Department (2022). Annual Report 2021. Retrieved from <https://infogram.com/1pg36eprw6z7m0s931w3x6e712cwgkwr0e5.>

16 State of New Mexico (2023). Executive Budget Recommendation Fiscal Year 2023. Retrieved from <https://www.governor.state.nm.us/wp-content/uploads/2022/01/FY23-Budget-Exec-Rec.pdf>

17 New Mexico Tourism Department (2020). Destination Development Roadmap. Retrieved from [https://www.newmexico.org/industry/resources/destination-development-roadmap-ddr/.](https://www.newmexico.org/industry/resources/destination-development-roadmap-ddr/)

of tourism activities or marketing.¹⁸ There is a Lodger's Tax for visitors to the County. Taos County Lodger's Tax advisory board was disbanded in 2020, and grants for tourism were stopped at that time. In July 2023, a new board was convened and grants were reinstated - made to the community with the promotional Lodger's Tax funds. The Advisory Board is in the process of creating new guidelines for these grants.

Town of Taos

Similar to Taos County, there is no dedicated tourism plan or strategy for the Town of Taos, however there are some tourism-related activities in the Comprehensive Plan, as discussed above. The 2022 Comprehensive Plan discusses key achievements from the previous 2013 Plan, including successfully developing a music event series in the town, and successful tourism marketing in collaboration

with Enchanted Circle Marketing Co-op.¹⁹ There does not appear to be any ongoing visitor monitoring at the Town level, however there is tracking of Taos marketing and branding across online platforms. A lack of tourism policy and monitoring at the Town and County level may indicate limited political will to create and enforce policy. The Taos community also notes a lack of enforcement across policy areas - including environmental policies.²⁰

There is also an apparent lack of communication between government, private sector and residents. At both the Town and County level, there is a lack of will to promote collaboration across the industry.

Tourism activities at the Town level are funded through the Lodgers' Tax Promotional Fund. The Town of Taos Annual Budget for fiscal year 2023 requests \$608,700 for 'Tourism

related activities', which, for the most part, refers to visitor centers' operation; and \$725,600 for 'Marketing and advertising'.²¹ Supporting tourism activities through Lodgers' Tax income is a sustainable form of funding for these activities. There is a perceived limited capacity to handle federal grants at a Town or County level, so federal money is often missed out on and spent elsewhere.²²

5.2.2 Private Sector

Neither the Taos County Chamber of Commerce nor the Taos Ski Valley Chamber of Commerce has a public tourism plan or strategy. The Taos County Chamber of Commerce collaborates well with the Town of Taos Tourism Department and contributes to visitor centers management. Funding for both Chambers is from memberships, sponsorships and grants.

5.2.2 Taos Pueblo

Taos Pueblo has a Tourism Department but there are no publicly available documents on Pueblo tourism management, tourism planning or strategy. There are no publicly available documents on conservation and reduction in natural resource use, or climate change mitigation and adaptation. The Pueblo does have a list of requirements for visitors that



Courtesy of Town of Taos

18 Taos County (2018). 2018/2019 FY Final Budget. Retrieved from <https://www.taoscounty.org/DocumentCenter/View/828/2019-FY-Final-Budget-Presentation>.

19 Town of Taos (2022). Comprehensive Plan. Retrieved from https://taoscompplan.org/pub/Town_of_Taos_Comp_Plan_2022.pdf.

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21 Town of Taos (2022). Town of Taos Annual Budget Fiscal Year 2022-2023. Retrieved from <https://www.taosgov.com/DocumentCenter/View/3575/2022-2023-Annual-Town-of-Taos-Municipal-Budget-PDF>.

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enter the Pueblo, including avoiding entering areas that are off-limits, being considerate to local residents, and guidelines on photography.²³

5.2.3 Civil Society

There does not appear to be any formal connection between tourism-related nonprofits and tourism governing bodies, or between nonprofits working in the tourism space. Taos civil society is also lacking nonprofits focused on environmental conservation and climate change mitigation and adaptation.

5.3 Workforce Development

New Mexico ranks at mid-point for workforce development at number 25 of 50 US states. The New Mexico Department of Workforce Solutions works to develop a competitive workforce, be responsive to the needs of the state's employers, and be a gateway to employment for residents.²⁴ They are involved in enforcing the minimum wage, investigating crimes of discrimination, and producing and publishing labor market information.



Courtesy of Town of Taos

Taos is experiencing a labor shortage across many industries and particularly tourism and hospitality. Discussions with local employers indicate they are having to increase hourly wages to attract staff, but even then they are struggling to attract enough workers, resulting in reduced capacity and opening hours, higher prices for consumers, and overtime for remaining staff, particularly key positions such as chefs and managers.²⁵ There is no clear cause for the labor shortage, it's likely due to a myriad of factors, such as trouble finding affordable childcare, low wages in the industry, a lack of affordable housing, and staff that changed careers when the industry shut down during the pandemic. There is some suggestion that nationwide labor shortages are encouraging staff to move and fill gaps in larger cities, rather than smaller towns.²⁶ There is

also limited opportunity for upward mobility to higher paying jobs in Taos. Taos has seen youth leave town due to the few opportunities available, which reduces the potential labor force, and threatens the preservation of culture. Youth leaving to find work also means the age of the population in Taos tends to be older residents, retirees and second home owners.²⁷

There are a number of training options available for residents to improve their hospitality skills, however there is still a perception that there may be gaps between current training and skills shortages.

Within Taos, the University of New Mexico-Taos offers a Certificate in Hospitality Management.²⁸ New Mexico State University also offers degrees in hospitality and tourism,

23 Taos Pueblo Tourism Department (2023). Visitor Website. Retrieved from <https://taospueblo.com/>.

24 State of New Mexico (2022). Department of Workforce Solutions. Retrieved from <https://www.nm.gov/departments-and-agencies/department-of-workforce-solutions/#>.

25 Taos News (2021). Taos Businesses Struggle with Labor Shortage. Retrieved from https://www.taosnews.com/news/business/taos-businesses-struggle-with-labor-shortage/article_1e48d1d8-e00d-11eb-b4e0-d3e741a92d00.html.

26 Taos News (2021). Taos Businesses Struggle with Labor Shortage. Retrieved from https://www.taosnews.com/news/business/taos-businesses-struggle-with-labor-shortage/article_1e48d1d8-e00d-11eb-b4e0-d3e741a92d00.html.

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28 University of New Mexico-Taos (2022). Certificate in Hospitality Management. Retrieved from <http://taos.unm.edu/academics/degrees-and-certificates/docs/21-22-certificate-in-hospitality-management.pdf>.

5. ENABLING ENVIRONMENT FOR TOURISM

specifically in Food and Beverage, and in Lodging and Tourism.²⁹ In 2022, the University of New Mexico-Taos held a hospitality “upskilling” boot camp, which was a free training course to community members to develop their hospitality skills, specifically in food and alcohol service, customer service, stress management, organizational skills and conflict resolution.³⁰ Taos Pueblo’s Education and Training Division supports employment opportunities for Tribal members, including work experience placements for youth and adults.³¹ Research was unable to uncover how many of these placements are in tourism and hospitality.

The Department of Workforce Solutions is also supporting a program

to introduce work-based learning programs in hospitality to Taos.³² The Level Up Your Career program was piloted in Santa Fe, and is being introduced in Taos. The program aims to have 60 participants in Taos, aged 16-24 years, starting a career in hospitality as paid interns in events, human resources, culinary, sales and marketing, guest experiences and more. The Department will offer wages of up to \$15 per hour for participation in this hands-on learning program.

Taos Pueblo youth and workforce development are supported by a number of organizations. The University of New Mexico’s hub for internet-based vocations and education (HIVE) program supports

training for online careers and the digital economy. The Rocky Mountains Youth Corps provides work experience to youth from the Pueblo - they work on community development projects located on the tribal lands, such as removing invasive fish or restoring historic buildings.³³

Finally, Taos Ski Valley was recognized in 2022 as a best-in-class employer, excelling at organizational structures, workplace policies and the engagement and motivation of its employees. There is little public information available about on-the-job training for staff, but they have an internal recognition program for workforce development.³⁴



Courtesy of Town of Taos

29 New Mexico State University (2023). Hospitality and Tourism. Retrieved from <https://catalogs.nmsu.edu/dona-ana/academic-career-programs/hospitality-tourism/>.

30 UNM-Taos (2022). Hospitality Upskilling Boot Camp. Retrieved from <https://unmevents.unm.edu/site/taos/event/hospitality-management-upskilling-boot-camp/>.

31 Taos Pueblo (n.d.). Education & Training Division. Retrieved from <https://taospuebloeducation.com/>.

32 Los Alamos Daily Post (2023). NM Dept. Of Workforce Solutions Looks to Hospitality to Bring Work-based Learning Program to More Communities. Retrieved from <https://ladailypost.com/new-mexico-department-of-workforce-solutions-looks-to-hospitality-to-bring-work-based-learning-program-to-more-communities/>

33 https://youthcorps.org/_test/

34 Taos Ski Valley (2023). Staff. Retrieved from <https://www.skitaos.com/staff>.

5.4 Land Development Regulations

Land development in the Town of Taos is guided by the Town Code, and enforced by the Planning and Zoning Department as well as the Planning and Zoning Commission. The Land Use Development Code guides and regulates land use and development in the Town of Taos and puts in place a system of land use and appeals administration to guide the public.³⁵ The goals of this code are to create a Town with character, livability, safety, culture, and adequate resources and infrastructure. The Taos Town Land Use Development Code adopts New Mexico construction codes as they relate to energy conservation, plumbing, swimming pools and spas, solar energy, mechanical, electrical safety, property maintenance and others.



Courtesy of Town of Taos

The Town of Taos current zoning map provides insights into the zones within the town borders. Most of the inner town area is zoned as residential zones (both multi-family and single-family), and general commercial zones, with some residential/agricultural zones.³⁶ Toward the outskirts of town, there are also zones that allow for light manufacturing. The Town's main zones allow for the following:

- Residential zones: for home occupation only, in single family homes
- Multi-family residential zones: for apartments and condominiums, personal service retail establishments, professional offices or services, single-family houses, specialty retail, and other commercial uses that are compatible in scale with the environment.
- General commercial zones: for eating/drinking establishments, family amusement/entertainment; general merchandise retailers; lodging establishments (excluding B&Bs); and personal service retailers.
- Residential/agricultural zones: for farms, ranches and agriculture.

At the center of town lies the Historic Overlay Zone. This area is zoned to offer increased preservation of the Town's historical, cultural, architectural, artistic and geographical significance.³⁷ This area covers two historic districts: the La Loma Plaza Historic District and the Taos Downtown Historic District. The Historic Preservation Commission is responsible for preserving the historic assets of the Town of Taos. They are tasked with recommending criteria to identify structures worthy of preservation; review areas and structure for designation as historical; and approve or disapprove applications for changes to historical structures, including demolition, relocation, construction and restoration.³⁸ Permit applications for land development are submitted to the Planning and Zoning Department and are processed in five days or more. The Planning Division reviews and processes all applications to ensure they abide by zoning standards laid out in the Land Use Development Code.³⁹ Regardless of land development regulations in place, there is a perception that development in the town is not implemented according to thoughtful planning. This includes creating walkable spaces, as the need for personal or public transportation use not only negatively impacts visitors and residents, but also the environment.⁴⁰

35 Town of Taos (1999). Town Code: Land Use Development. Retrieved from <https://ecode360.com/41967853>.

36 Town of Taos (2023). Town of Taos Current Zoning Map. Retrieved from <https://www.taosgov.com/DocumentCenter/View/3461/Town-of-Taos-Current-Zoning-Map>.

37 Town of Taos (1999). Town Code: Historic Overlay Zone. Retrieved from <https://ecode360.com/41969451>.

38 Town of Taos (2011). Town Code: Historic Preservation Commission, powers and duties. Retrieved from <https://ecode360.com/41968372?highlight=land%20use&searchId=47269122420937194#search-highlight-0/>.

39 Town of Taos (2023). Planning, Community & Economic Development. Retrieved from <https://www.taosgov.com/203/Planning-Community-Economic-Development>.

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5.5 Ease of Doing Business

In 2022, New Mexico scored low on the CNBC doing business ranking, at number 46 of 50 states.⁴¹ They scored well for cost of living (11 out of 50 states) and were at the midpoint for workforce (25 of 50 states), but below midpoint for all other indicators. The lowest scores were education (45 of 50), business friendliness (44 of 50), life, health and inclusion (44 of 50), and technology and innovation (43 of 50).

The State of New Mexico offers information on setting up a business in the state, with links to important websites including registering for a business, applying for licenses and permits, and filing taxes, but provides limited guidance on any of these topics.⁴² Most information available is around access to finance. There is a checklist for actions needed to set up a business, including:

- Registering the legal business structure
- Obtaining Tax ID numbers
- Applying for licenses and permits
- Obtaining insurance
- Filing and paying taxes

In terms of taxes, New Mexico has a 4.8% to 5.9% corporate rate.⁴³ Businesses in New Mexico may also be required to pay additional taxes such as wage withholding tax, workers compensation, oil, natural gas and mineral extraction taxes, or others.

Business Support

Taos County offers an array of support options for new businesses, including the below:

- Taos Small Business Development Center: provides professional consulting for free to entrepreneurs, as well as business information and management training.⁴⁴
- Taos Entrepreneurial Network: free services for entrepreneurs including business coaching and Real Talk sessions with business owners in Taos.⁴⁵
- Taos HIVE: a public/private partnership that assists Taos businesses in getting online.⁴⁶

Access to Finance

- The State of New Mexico provides sufficient information on businesses for accessing finance, and has programs specifically designed to support this part of doing business. Some of the programs include:
- Job Training Incentive Program: funds classroom and on-the-job training for new jobs in relocating or expanding businesses.⁴⁷
- Finance New Mexico: delivers business knowledge and resources to New Mexico entrepreneurs. The website publishes articles on an array of business topics and disseminates this information to associations, municipalities and newspapers. This program provides business resources directly to entrepreneurs when they register or re-register with the town.⁴⁸
- Small Business Administration: a national program with funding options for small businesses, including loans, investment capital, disaster assistance, surety bonds and grants.⁴⁹

41 CNBC (2022). America's Top States for Business 2022: The full rankings. Retrieved from <https://www.cnbc.com/2022/07/13/americas-top-states-for-business-2022-the-full-rankings.html>.

42 State of New Mexico (2022). Business in New Mexico. Retrieved from <https://www.nm.gov/business/>.

43 Tax Foundation (2023). Taxes in New Mexico. Retrieved from <https://taxfoundation.org/state/new-mexico/#:~:text=New%20Mexico%20Tax%20Rates%2C%20Collections%2C%20and%20Burdens&text=New%20Mexico%20also%20has%20a,tax%20rate%20of%207.72%20percent>

44 Small Business Administration (2023). Small Business Development Center at UNM Taos. Retrieved from <https://www.nmsbdc.org/locations/taos/>.

45 Taos Entrepreneurial Network (n.d.). Home Page. Retrieved from <http://www.taosten.org/>.

46 Taos HIVE (2023). Home Page. Retrieved from <https://taoshive.com/>.

47 New Mexico Economic Development Department (2023). Home Page. Retrieved from <https://edd.newmexico.gov/business-development/edd-programs-for-business/job-training-incentive-program/>.

48 Finance New Mexico (2023). Home Page. Retrieved from <https://financenewmexico.org/>.

49 Small Business Administration (n.d.). Funding Programs. Retrieved from <https://www.sba.gov/funding-programs>

5.6 Business Sentiment Survey Findings

Understanding business sentiment is an integral part of the development of the Destination Stewardship Plan (DSP) for the Town of Taos. The objective of the business survey is to understand perceptions of tourism from the perspective of local businesses. The online survey was deployed from September 14 to October 10, 2023, and was open to anyone who owns or manages a business.

The survey included a total of eight closed and open-ended questions allowing respondents to express their views on tourism development and its effects on their business, the local economy, and Taos more broadly. There were 95 valid responses received.

Main Takeaways

Almost half (49%) of the businesses surveyed said that 60% or more of their income depends on tourism.

- Twenty of the 95 businesses surveyed offer local rates for residents.
- Of all businesses responding, 72% are open year-round and do not operate on reduced capacity or opening hours.
- In the business tourism sentiment survey, businesses surveyed cited the cost and availability of workforce housing as the main issues affecting business operations, followed by the increasing cost of utilities and supplies. Other issues are staff recruitment and not enough visitors.
- Business survey respondents view low workforce availability and poor public infrastructure as Taos' main weaknesses, followed by poor local governmental

support for tourism and a sometimes dangerous environment for travelers.

- Business survey respondents consider outdoor recreation opportunities, art and cultural experiences, and food and beverage options Taos' main strengths. These are followed by historic Downtown Taos and lodging options.
- Of all business tourism sentiment survey respondents, 55% feel that the government is not providing enough support to the Taos tourism sector.
- Business survey respondents cited working together, developing business clusters, and broadening partnerships are the highest priorities for the Town of Taos. The next highest priorities are strengthening the arts and culture scene and improving outdoor visitor facilities.



Courtesy of Town of Taos

5.7 Community Safety and Security

Taos County has good availability of emergency services relative to its population size, including: 24 commissioned police; one hospital in Taos and another 40 miles away; 13 volunteer fire districts; and a Taos Search and Rescue division with volunteers assisting lost or injured people in the wilderness.

Taos County ranks below average, with a score of 39% min public safety capacity.⁵⁰ While a higher percentage of the population are public safety professionals than the state of New Mexico or US average, Taos County spends less per capita on health and emergency services and their population is less likely to live nearby emergency facilities (Table 5-1). Tourism also impacts the region's healthcare. If visitor demand for healthcare is high, this can leave visitors and residents fighting for few healthcare resources.⁵¹

Table 5-1: Public Safety Capacity Metrics in Taos

Public Safety Capacity SCORE 39/100

Metric	County	U.S. Median	Peer Group Median	State
Per Capita Spending on Health and Emergency Services	\$348	\$358	\$275	\$482
Population Living Close to Emergency Facilities	26.4%	36.7%	29.6%	42.2%
Public Safety Professionals in Population	1.26%	0.73%	0.82%	0.94%

Source: U.S. News and World Report

The County has an average rating in terms of crime rates, with a 50% overall score. The rate of violent crimes in the community (418 per 100,000) is less than the state average (632 per 100,000), but double the US median (204.5 per 100,000) (Table 5-2). Similarly, the property crime rate in Taos County is lower than the New Mexico average, but higher than the US median. Drug use and substance abuse are also threatening the community more now than they have before.⁵²

Table 5-2: Crime Metrics in Taos

Crime SCORE 50/100

Metric	County	U.S. Median	Peer Group Median	State
Property Crime Rate /100k	2,144.2	1,673.7	1,595.9	3,759.1
Violent Crime Rate /100k	418.2	204.5	235.8	632.1

Source: U.S. News and World Report

Access to health care in Taos County scores low, with an overall score of 37%. Taos County scores lower than state and

50 US News and World Report (2022). Overview of Taos County NM. Retrieved from <https://www.usnews.com/news/healthiest-communities/new-mexico/taos-county#overview>

51 Focus Group

52 Focus Groups

US medians for the availability of hospital beds (0.8 per 1,000) and primary care doctors (1.3 per 1,000) (Table 5-3). The County also has a higher percentage of the population without health insurance (14.7%) than both the state average (12.1%) and the US median (11%).

Table 5-3: Access to Care Metrics in Taos

Access to Care SCORE 37/100

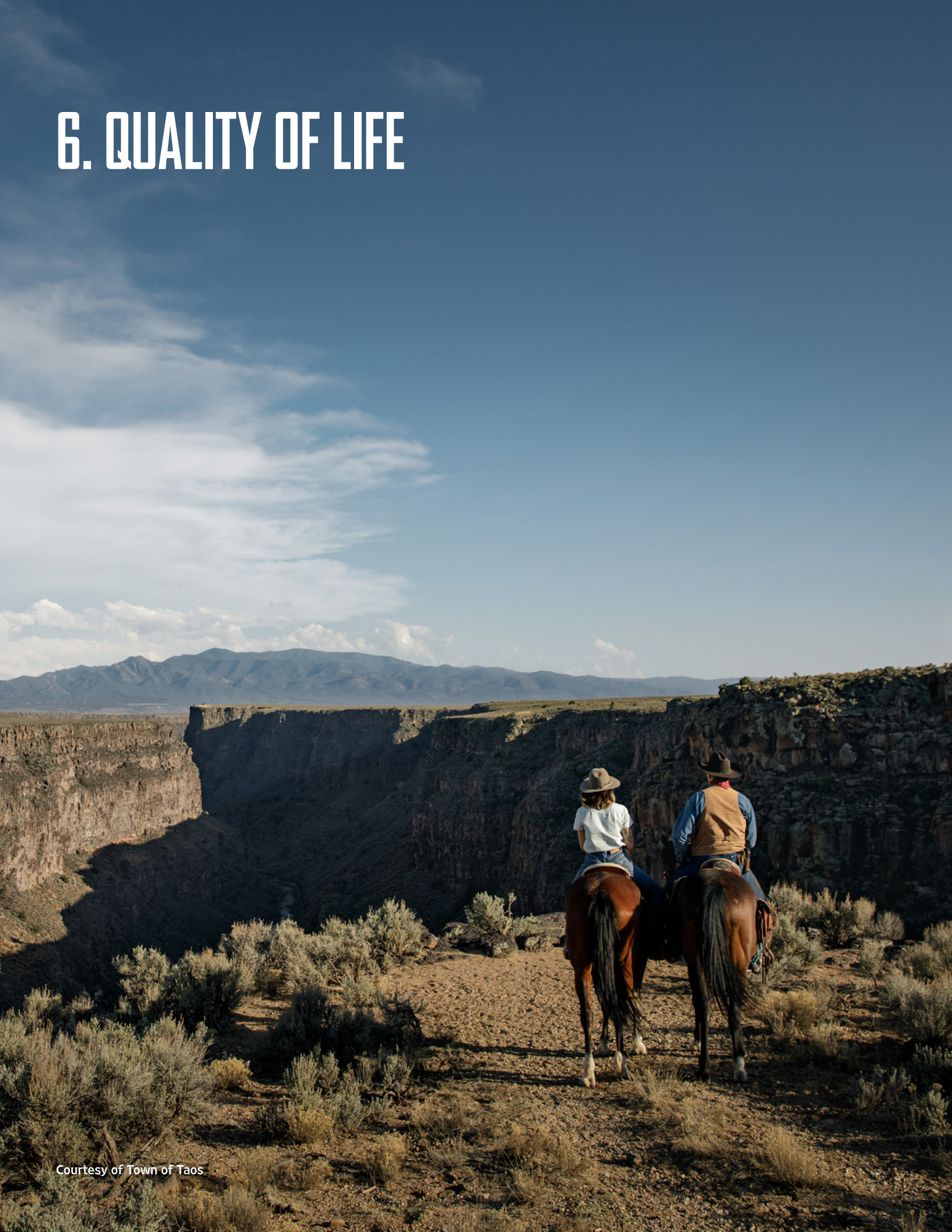
Metric	County	U.S. Median	Peer Group Median	State
Hospital Bed Availability /1k	0.8	1.9	1.7	3.0
Population With No Health Insurance	14.7%	11%	13.2%	12.1%
Primary Care Doctor Availability /1k	1.31	0.97	0.81	1.29

Source :U.S. News and World Report



Courtesy of Town of Taos

6. QUALITY OF LIFE



MAIN TAKEAWAYS

In 2021, 28.5% of the Town of Taos population was employed in tourism, compared to 13.5% of the New Mexico population, demonstrating the impact tourism has on this community.¹

The cost of living in Taos is very high compared to average income. Average household income in Taos County was \$36,758 in 2020, lower than both the New Mexico average (\$48,059) and US median (\$60,293). The average cost of living for a single adult living in Taos is approximately \$34,050 per year—higher than the New Mexico average (\$32,228 per year) but lower than the US average (\$38,433 per year). Income inequality has been increasing over recent years.²

Inflation in the US was 4% in May 2023—food inflation was 6.7% and transportation inflation was 10%. The resulting cost of living increases will have dire impacts on those already struggling in Taos.

Taos has a poverty rate of 19.4%, almost equal to the New Mexico average of 20%, and far above the US average of 14%.

Taos is facing a housing crisis, with low availability of housing at affordable rates. US News and World Report estimates there's a shortfall of 67% in affordable housing in Taos County. More than 40% of renters are cost burdened, meaning they pay more than 30% of their income in housing costs. Contributing factors include high poverty rates, low-paying job opportunities, second-home ownership, and increasing housing prices due to the introduction of Short-Term Rentals. There are an estimated (annual) 445 homeless individuals in Taos County.

The Town of Taos and Taos County do not have publicly available information around diversity, equity, and inclusion (DEI). DEI is driven by individual organizations in the region.

Small business ownership in New Mexico is very diverse: women own 46.9% of small businesses, 33.9% of small businesses are owned by Hispanics, and 7.8% of small businesses are owned by other racial minorities.

Most resident survey respondents say that they believe tourism encourages local investment (71%), supports local businesses (79%), and provides desirable employment opportunities (58%).

Just over one-third of respondents (37%) believe that tourism helps protect community character, 54% feel it contributes to having more recreational activities, and 50% believe tourism helps support the beautification of Taos.

Most residents do not seem bothered by the number of tourists in Taos. The greatest quality of life impacts are felt in summer.

Most survey respondents (73%) feel that users of short-term rentals contribute to inflation of rents and cost of living in Taos, and 45% feel that the benefits of these platforms do not outweigh the drawbacks.

Many respondents (47%) do not agree that tourism helps to maintain the integrity of the natural environment, but 52% agree that tourism is a good alternative to more environmentally damaging development in Taos.

1 Town of Taos (2020). Affordable Housing Plan. Retrieved from <https://www.taosgov.com/DocumentCenter/View/2637/Town-of-Taos-Affordable-Housing-Plan--FINAL-DRAFT>.

2 Income inequality is calculated using the mean income for the highest 20% of earners divided by the mean income of the lowest 20% of earners.

MAIN TAKEAWAYS

About one-third (35%) of respondents agree and 42% disagree that tourism helps protect the local culture in Taos.

More than half of respondents (57%) feel that residents do not have sufficient input into and influence over tourism development and 52% feel unheard.

The vast majority of respondents think tourism visitation in the spring (83%), fall (82%), winter (80%) and summer (74%) should remain the same or increase.

The vast majority of respondents (83%) indicate that Taos needs planned and controlled tourism development, 46% disagree that tourism development is happening too fast, and 45% do not feel confident that the Town of Taos and Taos County will manage the impacts of tourism.

Almost two-thirds (61%) agree that the benefits of tourism outweigh its drawbacks in Taos.

Only 14.69% of all respondents believe that tourism should be actively promoted in Taos.



The social and economic impacts of tourism vary from community to community. Positive impacts may include protection of heritage, cultural exchange, tax revenue for social services and community infrastructure, and increased community pride and identity. There are also negative impacts, such as changing values and priorities, resentment between locals and visitors, increased prices, and lack of availability for housing, goods, and services. Understanding the impacts of tourism on communities can help guide policy, planning, and promotion tied to more balanced marketing and destination management for the benefit of visitors, residents, business owners, and other tourism stakeholders.



Courtesy of Town of Taos

Given the role residents play in the tourism ecosystem, it is important to understand their thoughts and behavior on pressing matters related to tourism. They breathe life and culture into tourism destinations and can impact the visitor experience with their vote. Destination organizations are increasingly under pressure to justify the investment of public funds under their control and articulate the benefits of tourism for the people who live in their communities.

6.1 Tourism's Economic Impact on the Community

Tourism directly generated 63,405 jobs, and indirectly supported another 20,406 in the state of New Mexico in 2021.¹ Employment was highest in the food and beverage sub-sector, followed by lodging and recreation/entertainment. The number of direct jobs supported in 2021 grew by 10.2% from 2020, but was still only 87% of pre-pandemic job levels. In 2020, it was estimated that 28.5% of the Town of Taos population was employed in tourism, compared to 13.5% of the entire New Mexico population, demonstrating the impact tourism has on this community.² Through these jobs, tourism activity generated \$1.8 billion in direct labor income and \$2.6 billion in indirect

and induced tourism impact. Taos Ski Village is the largest employer in Taos, employing 750 people annually - however, this employment is seasonal.³ Taos County is the next largest employer (employ 290 people annually), followed by Walmart (275 employees).

In 2021, tourism generated significant amounts of tax revenue in New Mexico:

- Fiscal revenue of \$709.2 million. This includes revenue from personal income, corporate, indirect business and social insurance taxes.
- State revenue of \$471.9 million. This includes revenue from personal income, corporate and sales taxes.
- Local revenue of \$236.3 million. This includes revenue from personal income, sales, excise, property and bed taxes.

The Town of Taos and Taos County do not have economic impact reports for tourism to the region, and there is no county- or town-specific information available in the state level reports, making it difficult to fully understand the economic benefits tourism brings to the region. In terms of government revenue, the Town of Taos charges a 5% Lodgers' Tax, which is tracked through the town budget. In Fiscal Year 2023, it was estimated the

1 Tourism Economics (2022). Economic Impact of Visitors in New Mexico 2021. Retrieved from https://assets.simpleviewinc.com/simpleview/image/upload/v1/clients/newmexico/New_Mexico_Tourism_Economic_Impact_2021_d9d27eec-67e1-4fc2-b7a0-e7fd7f8fe3a6.pdf.

2 Town of Taos (2020). Affordable Housing Plan. Retrieved from <https://www.taosgov.com/DocumentCenter/View/2637/Town-of-Taos-Affordable-Housing-Plan--FINAL-DRAFT>

3 Town of Taos (2020). Affordable Housing Plan. Retrieved from <https://www.taosgov.com/DocumentCenter/View/2637/Town-of-Taos-Affordable-Housing-Plan--FINAL-DRAFT>.

Town would receive \$1,094,910 in Lodgers' Tax revenue. It can be assumed 100% of this revenue is direct tourism revenue. In addition, the Town would receive tax income from sales tax as a direct result of tourism expenditure, and from personal income tax of residents as an indirect result.

The economy in Taos is highly dependent on tourism - approximately 25%. The tourism industry is volatile and vulnerable to external impacts. The Taos community is worried about the economy being too dependent on this industry.

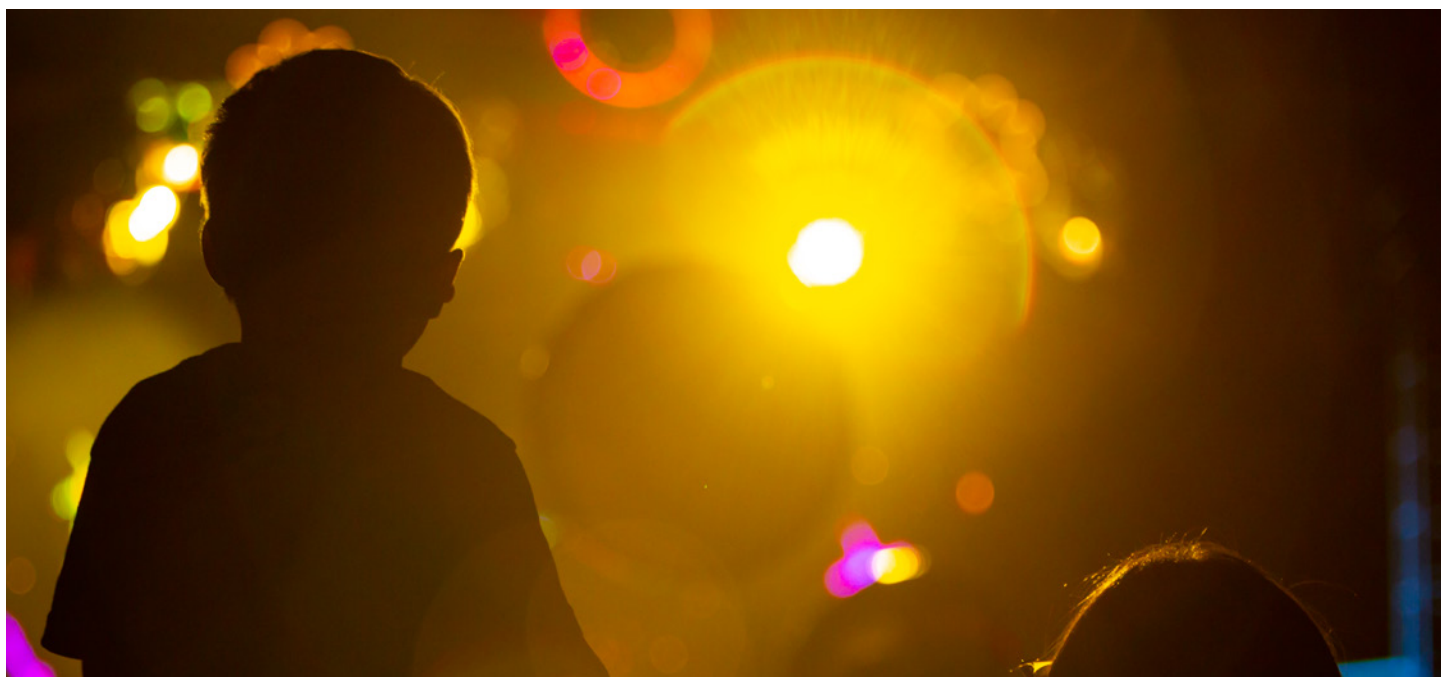
6.2 Cost of Living

The cost of living in Taos is very high, particularly when compared to average income. The median household income in Taos County was \$36,758 in 2020, lower than both the New Mexico average (\$48,059) and the US median (\$60,293).⁴ The largest income bracket in Taos is for households earning \$15,000 or less.

This income is not increasing at the same rate as the cost of living. The site 24/7 Wall Street estimates the total cost of housing, food, child care, transportation, health care, taxes and other necessities for a single adult living in Taos is \$34,051 per year.⁵ This is greater than the New Mexico average (\$32,228 per year), but less than the United States

average (\$38,433 per year). Taos is above both the average costs in New Mexico and the US cost for housing, food, and transportation (Table 6-4). Additionally, it is above the New Mexico average for taxes paid. Inflation in the US was 4% in May 2023 - food inflation was 6.7% and transportation inflation was 10%.⁶ This will cause an even greater increase in the cost of living nationally, which will have dire impacts on those already struggling in Taos.

Income inequality is calculated using the mean income for the highest 20% of earners divided by the mean income of the lowest 20% of earners. In Taos County, this has increased over recent years from a rate of 16 in 2019, to



Courtesy of Town of Taos

4 New Mexico Mortgage Finance Authority (2020). New Mexico Affordable Housing Needs Assessment. Retrieved from https://housingnm.org/uploads/documents/Final_Version_2020_NM_HNA.pdf.

5 24/7 Wall Street (n.d.). Cost of Living in Taos, New Mexico. Retrieved from <https://247wallst.com/city/cost-of-living-in-taos-new-mexico/>.

6 Trading Economics (2023). United States Inflation Rate. Retrieved from <https://tradingeconomics.com/united-states/inflation-cpi>.

20 in 2021.^{7,8} This suggests the income of the top 20% of earners has been increasing at a faster rate than the income of the lowest 20% of earners. The types of jobs available in the tourism industry do not have high enough wages to live in the town. Additionally, many of these jobs are seasonal, which is not sustainable for the local workforce. There is a general perception that tourism is an engine for gentrification - people from historical communities can no longer afford to live in Taos.⁹

Table 6-4: Average Cost of Living in Taos, New Mexico and the United States for a Single Adult

Indicator	Taos	New Mexico	United States
Housing (rent per month)	642		1,023
Housing (median house price)*	290,000	216,000	204,900
Transportation	10,475	9,746	9,760
Health Care	3,061	3,326	4,266
Child Care	7,236	7,844	8,903
Food Costs	3,879	3,082	3,240
Taxes	5,539	5,119	6,542
Average Cost of Living per Year	34,051	32,228	38,433

Sources: 24/7 Wall Street, New Mexico Mortgage Finance Authority

Affordable Housing

Taos is facing a housing crisis, with low availability of housing at affordable rates for residents. There have been a number of factors contributing to this issue in recent years, including:

- Taos has a poverty rate of 19.4%, this is almost equal to the high New Mexico average of 20%, and is far above the US average of 14%.¹⁰
- Employment in Taos is concentrated in the tourism industry, which tends to have a high number of jobs in low-paying roles. Additionally, many tourism jobs in Taos are seasonal.
- Housing prices in Taos have been increasing over the last 10 years with the introduction of Short Term Rentals. This has limited the housing supply and pushed up the prices of what is available to residents.¹¹

These conditions have created a severe mismatch between income levels and housing costs. Taos faces the most significant disparity in the state of New Mexico.¹² The median house listing price in Taos County in 2019 was \$290,000, much higher than the New Mexico average of \$216,000.¹³ Still, approximately 75.5% of households in Taos are homeowners, rather than renters – however around 20.6% of these are mobile homes. Over 40% of renters are cost burdened (or extremely cost burdened), meaning they pay more than 30% of their income in housing costs. Most renters are also stuck in this cycle, due to poor home purchase affordability – only 9.4% of renter households in the County can qualify for the median price of homes.

US News and World Report recently estimated that there's a shortfall of 67% in affordable housing in Taos County. This is higher than

7 Income inequality is calculated using the mean income for the highest 20% of earners divided by the mean income of the lowest 20% of earners

8 Federal Reserve Bank of St Louis (2021). Retrieved from <https://fred.stlouisfed.org/series/2020RATIO035055>.

9 Focus Groups

10 New Mexico Mortgage Finance Authority (2020). New Mexico Affordable Housing Needs Assessment. Retrieved from https://housingnm.org/uploads/documents/Final_Version_2020_NM_HNA.pdf.

11 Town of Taos (2020). Affordable Housing Plan. Retrieved from <https://www.taosgov.com/DocumentCenter/View/2637/Town-of-Taos-Affordable-Housing-Plan--FINAL-DRAFT>.

12 Town of Taos (2020). Affordable Housing Plan. Retrieved from <https://www.taosgov.com/DocumentCenter/View/2637/Town-of-Taos-Affordable-Housing-Plan--FINAL-DRAFT>.

13 New Mexico Mortgage Finance Authority (2020). New Mexico Affordable Housing Needs Assessment. Retrieved from https://housingnm.org/uploads/documents/Final_Version_2020_NM_HNA.pdf.

the US median of 61.4%, but lower than the New Mexico average of 72.5%.¹⁴ The Town of Taos Affordable Housing Plan estimates the Town has a shortfall of approximately 425 households for low-income rentals; 508 households for median-income rentals; and additional shortfalls in terms of housing sales prices.¹⁵ The lack of affordable housing impacts the availability of workforce in Taos. The New Mexico Affordable Housing Needs Assessment estimates a shortage of 1,170 affordable units.¹⁶ There are an estimated 445 homeless individuals in Taos County every year. This population appears to be increasing.

Expanded demand for second-home ownership and more profitable short-term rentals is also impacting Taos, pushing out long-term renters and forcing critical members of the workforce to leave the area. Between 2011 and 2021, the number of housing units in Taos increased by around 800 units, from 20,050 to 20,857.¹⁷ Over the same period, the proportion of vacant units increased from 7,036 (35%) to 7,353 (38%) (Table 6-5). Over this period the proportion of housing units that are vacant for seasonal, recreational or occasional use (second-home owners) has decreased from 27% of total housing units to 17%. This is still the biggest proportion of vacant units.

Table 6-5: Vacant Housing in Taos over 10 year Period

	2011	2016	2021
Total Housing Units	20,050	20,359	20,857
Vacant Housing Units (% total housing units)	7,036 (35%)	7,353 (36%)	8,017 (38%)
Vacant housing for seasonal, recreational, or occasional use (% total housing units)	5,415 (27%)	3,991 (20%)	3,615 (17%)
Vacant housing for rent (% total housing units)	694 (3%)	765 (4%)	835 (4%)
Vacant housing rented not occupied (% total housing units)	34 (0%)	217 (1%)	394 (2%)
Vacant housing for sale (% total housing units)	356 (2%)	174 (1%)	357 (2%)
Vacant housing sold not occupied (% total housing units)	73 (0%)	142 (1%)	57 (0%)
Vacant housing for migrant workers (% total housing units)	159 (2%)	3 (0%)	0 (0%)

Sources: U.S. Census Bureau American Community Survey Five Year Estimates

14 US News and World Report (2022). Overview of Taos County NM. Retrieved from <https://www.usnews.com/news/healthiest-communities/new-mexico/taos-county#overview>.

15 Town of Taos (2020). Affordable Housing Plan. Retrieved from <https://www.taosgov.com/DocumentCenter/View/2637/Town-of-Taos-Affordable-Housing-Plan--FINAL-DRAFT>.

16 Taos County (n.d.). State of Homelessness in Taos Report. Retrieved from [https://www.boarddocs.com/nm/taosgov/Board.nsf/files/B98EQ4832D5C/\\$file/State%20of%20Homelessness%20in%20Taos%20presentation%20-%20Feb%202019.pdf](https://www.boarddocs.com/nm/taosgov/Board.nsf/files/B98EQ4832D5C/$file/State%20of%20Homelessness%20in%20Taos%20presentation%20-%20Feb%202019.pdf).

17 United States Census Bureau (2023). Database retrieved from <https://data.census.gov/table?q=vacancy&q=050XX00US35055&tid=ACSDT5Y2021.B25004>

6.3 Diversity, Equity, and Inclusion (DEI)

Diversity is a huge part of Taos' identity, and the residents are proud of their diversity – a recent community survey found residents value the natural setting and the history and diversity of Taos more than anything else.¹⁸ There is no specific diversity and inclusion page or information on either the Town of Taos or Taos County websites or explicitly in the comprehensive plans. The only available information on DEI activities is the Taos Pride website, which coordinates the annual Pride event, which has been running in Taos for ten years.¹⁹ Individual organizations in Taos do have information available on this topic.

Taos Ski Village, the biggest employer in Taos, is a certified B Corporation company, having adopted a business philosophy centered around equitable treatment and benefit to employees, visitors and residents.²⁰ Over the past five years, Taos Ski Village has demonstrably acted to advance diversity and inclusion in the workplace. Since becoming the world's first certified B Corporation ski resort in 2017, they have joined Camber Outdoors – an



Courtesy of Town of Taos

organization specifically dedicated to workplace DEI in outdoor recreation. They have also implemented pay wage equity, anti-bias training in all hiring practices and for people managers, measured workforce diversity with a plan to increase it, and increased their minimum wage.

The Taos Land Trust has also committed to increasing DEI in conservation.²¹ Minorities are often underrepresented in mainstream environmentalism, particularly Native Americans throughout US history. The Taos Land Trust staff recently attended training in Albuquerque on DEI in Conservation run by the Center for Diversity and the Environment.

This training will assist them in improving DEI in conservation in Taos.

Accessibility

There is limited information about accessibility for the disabled. The New Mexico and Visit Taos websites have no set pages for information on accessibility, and you cannot filter lodging or activities by those that are accessible. The Taos Chamber of Commerce also has no publicly available, collated information on accessibility, but will answer questions about this at visitor centers or over the phone.²² A non-governmental website, Frommer's, guarantees that almost all public establishments and at least some transportation options across New Mexico have accessible features and facilities. Taos Pueblo states

18 ARC Plannin. Taos Comp Plan Initial Findings: Community Survey. Retrieved from <https://taoscompplan.org/pub/pub-meeting-01/Taos-Survey-Findings.pdf>.
 19 Taos Pride (2023). Home Page. Retrieved from <https://taospride.org/>.
 20 Taos Ski Valley (2023). Social Responsibility. Retrieved from <https://www.skitaos.com/who-we-are/our-purpose/social-responsibility>.
 21 Taos Land Trust (2023). Taos Land Trust Committed to Equity Diversity and Inclusion in Conservation. Retrieved from <https://taoslandtrust.org/2018/07/02/taos-land-trust-committed-to-equity-diversity-and-inclusion-in-conservation/>.
 22 Frommer's (2023). Tips for Travelers with Disabilities in New Mexico. Retrieved from <https://www.frommers.com/destinations/new-mexico/planning-a-trip/tips-for-travelers-with-disabilities>.



on their website that “our facility is wheelchair accessible, but due to the environment, we are not responsible for any injury or damage”.²³ A third party site assessed the accessibility of the pueblo and found accessible parking and restrooms at the registration building and accessible access to most parts of the walking tour.²⁴

Business Ownership

Taos has a diverse population, with a large Hispanic population at both the Town and State level. The Town of Taos is 45% Hispanic or Latino, 46% white, and 5% Native American.

At the County level, the population is 57% Hispanic or Latino, 35% white

and 7% Native American.²⁵ The population in Taos is also aging – in 2020, 28% of households were senior households, compared to the New Mexico average of 31%, and the US average of 28.7%.

Though we don’t have data on Taos business ownership, we believe Taos business ownership follows New Mexico’s pattern of Diversity. The US Small Business Administration developed a Small Business Profile for New Mexico, with details on number and size of businesses, as well as business ownership. New Mexico has 161,921 small businesses, which make up 99% of all businesses in the state. Small businesses employ 346,374 people in New Mexico, or 53.7% of employees. As

such, it’s possible to use the small business profile as a proxy for all businesses statewide. The profile found that women own 46.9% of small businesses in New Mexico; 33.9% small businesses are owned by hispanics, and 7.8% small businesses are owned by other racial minorities.²⁶ In terms of employment in small businesses, women make up 46.8% of workers, Hispanics account for 47.5%, and other racial minorities account for 20.6% of the small business workforce.

The community perceives limited local ownership of businesses in the downtown and plaza areas. The tourism industry, in particular, is not well linked with locally owned businesses.

23 Taos Pueblo (2023). Visiting Taos Pueblo. Retrieved from <https://taospueblo.com/visiting-taos-pueblo/>

24 Emerging Horizons (2016). Wheelchair Access at Historic Taos Pueblo. Retrieved from <https://emerginghorizons.com/soak-up-some-native-american-culture-at-the-historic-taos-pueblo/>

25 Town of Taos (2020). Affordable Housing Plan. Retrieved from <https://www.taosgov.com/DocumentCenter/View/2637/Town-of-Taos-Affordable-Housing-Plan--FINAL-DRAFT>.

26 Small Business Administration (2022). 2022 Small Business Profile – New Mexico. Retrieved from <https://advocacy.sba.gov/wp-content/uploads/2022/08/Small-Business-Economic-Profile-NM.pdf>

Courtesy of Town of Taos



6.4 Community Sentiment about Tourism

The community of Taos appreciates living in a location with beautiful surroundings that attract tourists, however there are negative aspects that arise for residents with increasing tourism. The Town of Taos undertook a community survey while drafting the Comprehensive Plan to gauge resident sentiments on certain topics. There were no questions relating specifically to tourism, however certain results can guide future tourism engagement. The Taos community most values Taos' natural setting, history and diversity, and arts and culture – these are aspects that are also valued by tourists, and

should be fostered.²⁷ Tourism is a great reason to preserve historic sites and culture. In order to improve transportation in the Town, residents agree the focus should be on expanding and improving walking and biking trails to improve walkability and access without personal or public motor vehicles. Residents would like to see improvements in affordable housing, economic development and jobs, and street upkeep prioritized. Finally, in terms of public works improvement, the Taos community would like to see better solid waste management and recycling, improved streets and sidewalks, and more parks and open spaces.

While no past resident surveys provide insights into sentiments

specifically about tourism in the town, media has made clear some sentiments in the past. During COVID-19, residents were resentful toward tourists visiting from other states, particularly states with high levels of COVID-19 cases.²⁸ Reactions were strong, as residents reported out-of-state cars getting keyed, and visitors having rocks thrown at them. There were also cases of graffiti 'go home' on walls around town. Taos Pueblo closed during the early pandemic, due to the vulnerability and small size of the local population, and only reopened again in 2022. When discussing reopening, the Pueblo was split between wanting to reopen and wanting to remain closed.²⁹ Residents were unimpressed with the behavior of

27 ARC Planning (?). Taos Comp Plan Initial Findings: Community Survey. Retrieved from <https://taoscompplan.org/pub/pub-meeting-01/Taos-Survey-Findings.pdf>.

28 Albuquerque Journal (2020). Editorial: Welcome to New Mexico – or not? Retrieved from https://www.abqjournal.com/opinion/editorials/editorial-welcome-to-new-mexico-or-not/article_1cce723a-f426-56c3-b898-c39abc206812.html.

29 AFAR (2021). A Pandemic, a Pueblo, and a Difficult Choice. Retrieved from <https://www.afar.com/magazine/in-new-mexico-taos-pueblo-reconsiders-its-relationship-with-tourists>.

visitors prior to the pandemic – with some being disrespectful of customs and religious sites, and rude to local populations – and were uninterested in reopening to these groups. Before reopening in 2022, Taos Pueblo made some changes to their tourism model. This included adding educational components to tours so they are more about learning the rich history of Taos Pueblo.

In 1991, when the government was improving the airport runway to allow medium-sized jets – residents were worried about the influx of tourists changing the community environment.³⁰ Residents appreciated their relative remoteness and feared traffic jams, fast-food restaurants and



Courtesy of Town of Taos

air pollution. There’s no indication of recent sentiments to gauge whether these fears were justified.

Some local communities fear what tourism will do to their current community structure. The draft NM Outdoor Recreation Uplift Plan for the North Central region of the state highlights the Talpa community, who fears the development of recreation and tourism close to their community will lead to gentrification, and “loss of their culture, heritage and way of life”.³¹ Other communities’ fears center on their natural resources, particularly access to water. There’s also ongoing debate about the development of a new trail system - for hiking and biking - in Taos and the surrounding area.³² The community is split: opponents to the new system fear the trails will harm wildlife, increase risk of wildfires, take from the limited water supply, and increase gentrification. Others in the community foresee added value from the trails, making the town more mobile and walkable, attracting new residents, and improving public health.

Community focus groups raised a few key areas of concern for Taos residents:

- Residents have noticed tourism activities take away from opportunities for locals. Products and services are often designed for tourists, and locals may get priced out of some activities. Additionally, outside business owners have

begun to take over local businesses and younger generations leave the area due to lack of opportunities.

- Residents are not impressed by visitor behavior in Taos. Visitors can lack respect for residents, have an ignorance to local culture, history and people. Visitors can also lack accountability for their impact on the environment during their stay.
- Residents worry about a loss of culture with an increase in tourism. Tourism can sometimes lead to cultural extraction rather than appreciation, or consumerism around culture. Places and events of historical significance are also becoming less available or desirable to locals as tourism has started to encroach on these. There is also fear there’s not enough cultural and historical education in Taos schools to protect the local cultures.
- Residents worry the economic impact of tourism is not as much as it should be. There’s a perception that some of the economic impact of tourism is leaking out of the local economy. This may be through out of town employees or short term rental owners, or tourism taxes going to the county or state. Residents also don’t see enough reinvestment back into the community or social services from tourism tax.

30 The Washington Post (1991). In Taos, Some Fear Tourism Means ‘Aspenization’. Retrieved from <https://www.washingtonpost.com/archive/politics/1991/01/30/in-taos-some-fear-tourism-means-aspenization/4c6a4e92-7f33-4586-9f85-f3eeb1ab46ae/>.

31 Public Land Solutions (2023). NM Outdoor Recreation Uplift Plan: North Central. Retrieved from https://docs.google.com/document/d/1bY_hOcbsHJh7LHJIntQQsFzSjSdFwByAe-OtZSQZ76A/edit#heading=h.8uly47g8ekv9

32 Reuters (2023). New Mexico trail clash echoes culture war across US West. Retrieved from New Mexico trail clash echoes culture war across US West | Reuters

6.4.1 Main Findings and Takeaways from the Resident Sentiment Toward Tourism Survey

The resident sentiment survey is a crucial step to gather insights and opinions from local residents regarding tourism-related activities and their impact on the community. This survey identifies concerns and opportunities, while building community support for the long-term implementation of the DSP.

The survey was deployed from July 17 to September 25, 2023, in both English and Spanish, and had 3,348 respondents. Main topics included overall sentiment about tourism, tourism development and growth, tourism economic impacts, quality of life impacts, cultural impacts, and resident involvement and engagement in tourism. There were also open-ended questions for residents to voice concerns, share ideas, and communicate their vision for tourism in Taos.

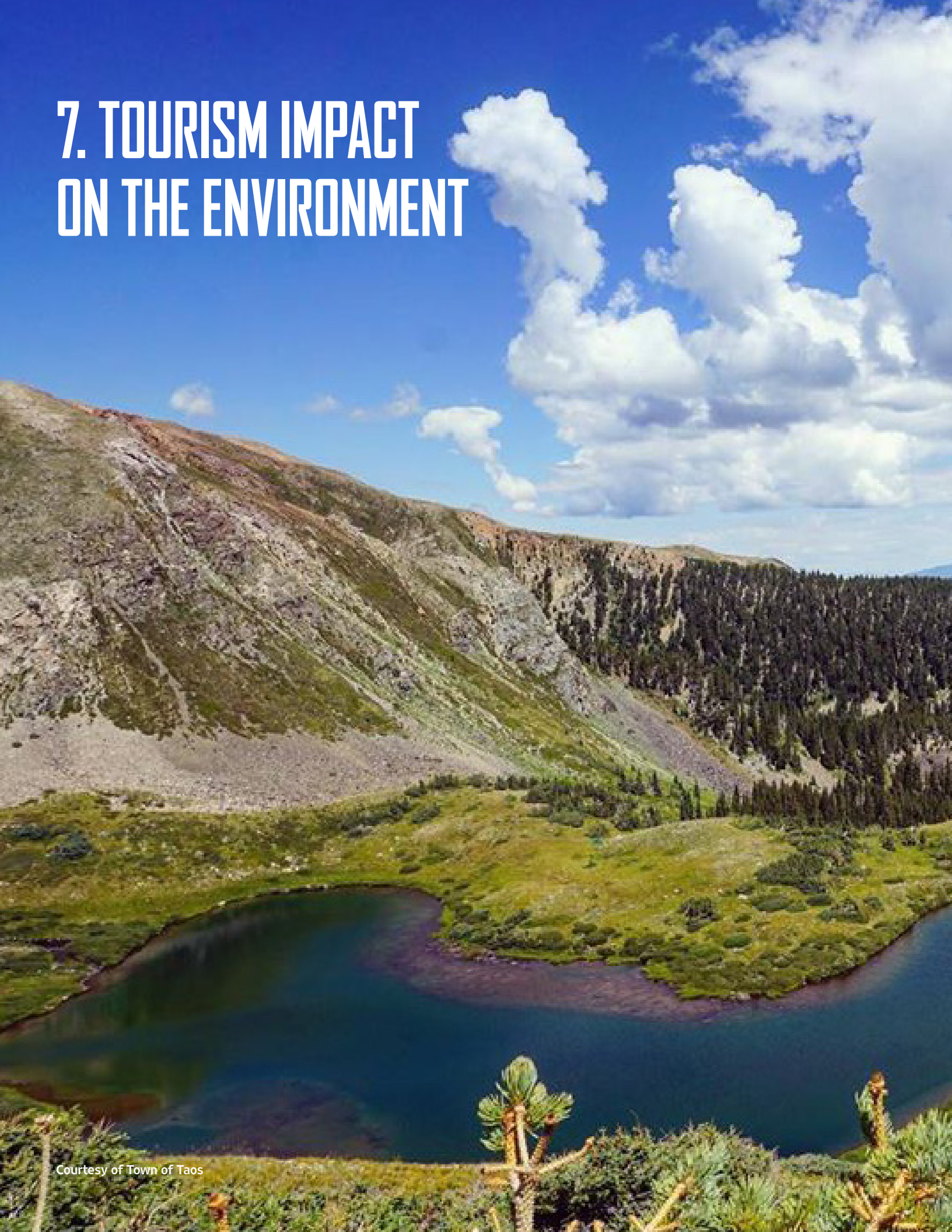


Courtesy of Town of Taos

Main Findings from the Resident Sentiment Survey:

- 87% of the respondents regard tourism as vital to the local economy.
- Most respondents say that they believe tourism encourages local investment (71%), supports local businesses (79%), and provides desirable employment opportunities (58%).
- 51% of respondents disagree that adequate effort is being made to balance the economic benefits of tourism with the quality of life of residents.
- 74% of respondents agree that tourism benefits the community in non-economic ways.
- 37% of respondents believe that tourism helps protect community character, 54% feel tourism contributes to having more recreational activities, and 50% state that tourism helps support the beautification of Taos.
- Most residents do not seem bothered by the number of tourists in Taos. The greatest quality of life impacts are felt in summer.
- 73% feel that users of accommodation-sharing services contribute to inflation of rents and cost of living in Taos, and 45% feel that the benefits of these platforms do not outweigh the drawbacks.
- 47% do not agree that tourism helps to maintain the integrity of the natural environment, but 52% agree that tourism is a good alternative to more environmentally damaging development in Taos.
- 35% of respondents agree and 42% disagree with the statement that tourism helps protect the local culture in Taos.
- 83% of respondents indicate that Taos needs planned and controlled tourism development, 46% disagree that tourism development is happening too fast, and 45% do not feel confident that the Town of Taos and Taos County will manage the impacts of tourism.
- 57% of respondents feel that residents do not have sufficient input into and influence over tourism development and 52% feel unheard.
- 61% of respondents agree that the benefits of tourism outweigh its drawbacks in Taos.
- The vast majority of respondents think tourism visitation in the spring (83%), fall (82%), winter (80%) and summer (74%) should remain the same or increase.
- 14.69% of all respondents believe that tourism should be actively promoted in Taos.

7. TOURISM IMPACT ON THE ENVIRONMENT



Courtesy of Town of Taos

MAIN TAKEAWAYS

Taos relies on underground water for household use. The water contains some contaminants but its quality does not violate codes. There is concern that increases in water use because of tourism will threaten access to water, particularly for agricultural communities.

Taos air quality meets the WHO annual air quality guideline value and is generally in good condition.

Taos has a Night Sky Protection Act in place but is not yet Dark Sky Certified.

The Taos community is worried about potential noise pollution as a result of the airport upgrade, particularly over Taos Pueblo World Heritage Site and the Blue Lake Wilderness Area.

Taos has an issue with illegal dumping and trash in the streets. They are working to reduce this by installing cameras at illegal dump sites.

Recycling does not seem to occur widely, even with dedicated local recycling centers – only 7.6% trash is diverted.

The Town of Taos introduced a Single-Use Product Ordinance in 2020, prohibiting the use and sale of single-use plastic bags, straws, stirrers, and styrofoam cups, plates and food boxes.

Impacts of climate change are already evident in Taos. Studies show that as climate change continues, New Mexico will be vulnerable to more wildfires, hotter and drier climate, drought conditions, and less snowfall and snowpack. This can negatively impact tourism activities in the region, with shorter ski seasons, less water in the Rio Grande for recreational activities, and decreasing visitation during periods of wildfire smoke.

The state of New Mexico has a goal to reduce emissions by at least 45% by 2030, compared to 2005 levels. Current and planned policies will reduce emissions by 33.6%, leaving a gap of 11.4% between policies and the 45% goal. There is currently no climate adaptation or mitigation strategy at the state level.

There are no climate adaptation or mitigation strategic plans at the County or Town level. The comprehensive plans do include some climate action information, but in limited detail and as a reaction to climate change (adaptation) rather than mitigation. There also appears to be no GHG monitoring by the County or Town – at least there is no publicly available information. The new state Climate Policy Bureau will help support state agencies to comply with the 2019 Executive Order on Addressing Climate Change and Energy Waste Prevention by integrating climate adaptation and mitigation efforts into their programs and operations.

Taos Ski Valley, the biggest employer in Taos, is committed to achieving net zero carbon emissions by 2030, with strategies already in place to meet this goal. There is limited engagement among other businesses for climate action. Education may improve engagement.

There is very limited monitoring of visitor impact on noise and air pollution, solid waste management, or resource use.

7.1 Water Quality

The Town of Taos is reliant on underground water – it is pumped from the Alluvial Aquifer or Lana Formation, and is generally high quality since it is not exposed to precipitation and runoff.¹ This reliance on groundwater is due to the limited quality and quantity of surface water in the area. Ground water is usually less susceptible to contaminants than surface water. Still, the water is exposed to some contaminants, which at low levels are generally not harmful. Contaminants found included chlorine and total trihalomethanes from disinfectant by-products; fluoride, barium and nitrate from discharge of drilling wastes and runoff from fertilizers, as well as other inorganic discharges; some radioactive contaminants from natural erosion; and copper and lead from household plumbing systems. None of the contaminants were found to be in violation of water quality codes. However, according to U.S. News and World Report, the drinking water violation rate in Taos is higher than the US and state medians, at 0.38 per 1,000 (Table 7-1).²

Table 7-1: Environment Metrics in Taos

Overall Environment SCORE 54/100

Metric	County	U.S. Median	Peer Group Media	State
Air Quality Hazard	0.16	0.34	0.40	0.32
Drinking Water Violation Rate /1k	0.38	0.03	0.04	0.08
FEMA National Risk Index Score	14.10	9.10	9.30	17.40

Source: U.S. News and World Report

Drought conditions in Taos lead to water restrictions and a fear of depleted water levels. Residents are asked to reduce their water usage to protect the groundwater reserves. The region is actively trying to conserve water. A statewide gallons per capita per day calculation has been implemented across the region and has allowed for consistent measuring of water use. The Taos Regional Water Plan found that average per capita water use in the region is relatively low, but those areas where the per capita use is high are areas that are high in tourism and have a relatively small number of residents.³ For conservation, there is a statewide implementation of conservation goals, based on the current per capita use. Those with higher per capita use will aim to reduce their use by more than those with lower existing use, since they have greater potential for conservation than those already using water efficiently.

Evidence suggests that water is a key area of concern for the agricultural community in Taos. This community is traditionally Latino and see an increase in tourism – particularly at Taos Ski Valley – as a threat to their access to water. The draft NM Outdoor Recreation Uplift Plan for the North Central region of the state indicates local Acequia communities have concerns about their access to water for irrigation and ecosystems, and worry about protecting this for generations to come.⁴

1 Town of Taos (2020). Taos Municipal Water System 2020 CCR. Retrieved from <https://www.taosgov.com/DocumentCenter/View/3099/Taos-Municipal-Water-System-2020-CCR>.

2 US News and World Report (2022). Overview of Taos County NM. Retrieved from <https://www.usnews.com/news/healthiest-communities/new-mexico/taos-county#overview>.

3 State of New Mexico (2016). Taos Regional Water Plan. Retrieved from https://www.ose.state.nm.us/Planning/RWP/07_Taos/2016/Reg%207_Taos_Regional%20Water%20Plan%202016_July%202016.pdf

4 Public Land Solutions (2023). NM Outdoor Recreation Uplift Plan: North Central. Retrieved from https://docs.google.com/document/d/1bY_hOcbSjHh7LHJIntQQsFzSjsdFwByAe-OtZSQZ76A/edit#heading=h.8uly47g8ekv9.

Taos Pueblo developed Water Quality Standards in 2019 to protect the quality of the Pueblo’s water resources in the future.⁵ Most drinking water in Taos Pueblo is from nearby rivers, creeks and lakes. As such, it’s important to ensure the quality before use.

7.2 Air Quality

According to U.S. New and World Report, the air quality hazard in Taos is lower than US and state medians (Table 7-1). The air quality meets the WHO annual air quality guideline value, and is generally in good condition.⁶ However, air quality is worse in winter months, with a “moderate” quality classification. In 2022, Taos experienced low visibility and air pollution from wildfire smoke

from fires burning in Arizona. Smokey conditions can impact tourist activity and reduce air quality for tourists and residents alike.⁷ A record-breaking 800,000 acres of land were burned in New Mexico in 2022.⁸ Climate change makes it likely wildfires will become more regular occurrences. Climate action, climate change mitigation, forest restoration and fire management are critical to reducing the impact of fires on residents and the tourism industry.

In 2006, Taos introduced the Night Sky Protection Act. This Ordinance promotes a reduction of light pollution in the town, to protect views of the night sky.⁹ To achieve this goal, Taos outlawed the sale and use of mercury vapor outdoor

lighting and required that all outdoor lighting fixtures on private and public property must be shielded. The ordinance does not apply to street lights and traffic signals, or moving vehicles. Taos is not yet night sky certified through the International Dark Sky Certification process.

7.3 Noise Pollution Monitoring

The Taos community is fearful of noise pollution as an unintended outcome of the Taos airport upgrade. In 2012, the Federal Aviation Administration (FAA) undertook a noise analysis, to determine impacts on local populations. A supplemental noise analysis was conducted over Taos Pueblo, a UNESCO World Heritage Site, and findings indicated that some of the historical sites within the Pueblo would have a slight increase in noise.¹⁰ Another round of noise and aircraft violation monitoring was undertaken by the FAA in the three years leading to 2023, again with a focus on Taos Pueblo, and also the Blue Lake Wilderness Area. Results from the monitoring will be available when they have been analyzed.¹¹



Courtesy of Town of Taos

5 Taos Pueblo (2019). Water Quality Standards. Retrieved from <https://www.epa.gov/sites/default/files/2014-12/documents/taos-tribe.pdf>

6 IQAir (2023). Air Quality in Taos. Retrieved from <https://www.iqair.com/usa/new-mexico/taos>.

7 Taos News (2022). Forest Service: Hazy Conditions due to AZ Wildfires. Retrieved from https://www.taosnews.com/news/environment/forest-service-hazy-conditions-due-to-az-wildfires/article_098bc120-c0d5-11ec-acea-af6db5b4ec7a.html

8 Natural Resources Defense Council (2023). To Prevent More Wildfires, New Mexico Needs Climate Action. Retrieved from <https://www.nrdc.org/bio/claire-lang-ree/prevent-more-wildfires-new-mexico-needs-climate-action#:~:text=More%20frequent%20and%20intense%20wildfires,you%20can%20do%20to%20keep%E2%80%A6>

9 Taos County (2006). Night Sky Protection Act. Retrieved from <https://www.taoscounty.org/DocumentCenter/View/1157/Ordinance-2006-9-Night-Sky-Protection-Act>.

10 Federal Aviation Administration (2012). Taos Regional Airport: Airport Layout Plan Improvements. Retrieved from https://www.faa.gov/sites/faa.gov/files/airports/environmental_documents/rodSKXAirportLayoutPlanImprovements2012.pdf.

11 Town of Taos (2022). Regular AAB Meeting. Retrieved from <https://www.taosgov.com/DocumentCenter/View/3559/TAMP-COMMENT-DATA-LOG-REPORT-20221020-PDF>.

The Airport Master Plan confirmed conditions for operation in terms of mitigating adverse impacts from the airport development, including: no visual, audible or vibration effects that would diminish the integrity of the Taos Pueblo as a result of aircrafts; development and growth should not impact the character of the Pueblo; a voluntary no-fly zone is established over the Pueblo and Blue Lake Wilderness Area; and construction will cease in the case that historic properties are discovered during development.¹² However, the Town of Taos confirmed they hold no responsibility for noise pollution mitigation, given flight path recommendations are only voluntary.¹³ There doesn't appear to be any noise monitoring outside the airport project.

7.4 Solid Waste Management

The County of Taos Solid Waste Management Administration provides solid waste collection for residents, for a fee.¹⁴ The County has eight Transfer Stations for waste disposal and removal.¹⁵ There is also a Regional Landfill located in and operated by the Town of Taos and managed by the Taos Regional Landfill Board. The Regional Landfill is used by all surrounding areas, including Taos County, Village of Questa, Town of Red River, Village of Taos Ski Valley, and Village of Eagle Nest. The landfill has an expected life of 114 years.¹⁶

Taos still has issues with illegal dumping and trash in the streets.¹⁷

This is particularly prevalent in the outlying areas of town, where there is a growing homeless community.¹⁸ To reduce dumping at illegal sites, the Solid Waste Management Administration plans to install cameras at well-known sites to prosecute offenders and reduce dumping.¹⁹ There has also been a noticeable increase in trash in recreational areas, which may impact tourism activities.²⁰

Recycling does not seem to be widely engaged within the County of Taos. Recycling is available, with the Los Cordovas Transfer Station accepting cardboard, paper, aluminum cans, white goods and rechargeable batteries.²¹ Taos also has a dedicated recycling center, which was previously closed due to the low diversion rate (7.6%)



Courtesy of Town of Taos

- 12 Town of Taos (2020). Airport Master Plan. Retrieved from https://taoscompplan.org/pub/existing-plans/196564_Taos_AMP_Draft_WP_1_8.24.20.pdf.
- 13 Town of Taos (2022). Regular AAB Meeting. Retrieved from <https://www.taosgov.com/DocumentCenter/View/3559/TAMP-COMMENT-DATA-LOG-REPORT-20221020-PDF>.
- 14 Taos County (n.d.). Solid Waste Administration. Retrieved from <https://www.taoscounty.org/367/Solid-Waste>.
- 15 Taos County (2023). Solid Waste Operations. Retrieved from <https://www.taoscounty.org/368/Solid-Waste-Operations>.
- 16 Town of Taos (2023). Regional Landfill. Retrieved from <https://www.taosgov.com/237/Regional-Landfill>.
- 17 Taos News (2022). The amount of trash in Taos is appalling. Retrieved from https://www.taosnews.com/opinion/my-turn/the-amount-of-trash-in-taos-is-appalling/article_bd1a97fb-7f10-5e20-aa3d-3bf0e5502d01.html.
- 18 Focus groups
- 19 Taos County (2023). Solid Waste Operations. Retrieved from <https://www.taoscounty.org/368/Solid-Waste-Operations>.
- 20 Focus groups.
- 21 Town of Taos (2023). Recycling. Retrieved from <https://www.taosgov.com/567/Recycling>.

and the financial burden of keeping it open. However, it was reopened in 2022 as part of an “eight-point intermediate and long-term plan for sustainable, community-wide recycling”.²² According to the County of Taos, currently not all government buildings or schools have recycling in place, but it’s a goal for the future to increase participation in recycling.²³ The Taos Solid Waste Management Administration has a goal of reaching 50% recycling at all eight transfer stations to reduce waste.²⁴

The Town of Taos introduced a Single-Use Product Ordinance in 2020, prohibiting the use and sale of single-use plastic bags, straws, stirrers, and styrofoam cups, plates and food boxes.²⁵ They found the majority of these products were ending up as roadside trash or clogging storm drains. This has adverse impacts not only to the community but also on tourism in the area. The Ordinance was put in place to protect and conserve the natural beauty of Taos, minimize street litter and preserve public health. Unfortunately, sources indicate the new rules were not yet making an impact on the town’s cleanliness, with some businesses yet to adopt the new

measures.²⁶ A limited implementation of this Ordinance has been attributed to a lack of enforcement by the Town, and a lack of capacity for enforcement.²⁷

7.5 Climate Impacts and Planning

A 2020 study from the University of New Mexico suggests climate change is likely to increase the risk of hazards in the state. As it becomes hotter and drier, there will be an increase in drought conditions, less snowfall and snow pack, and an increase in wildfires.²⁸ Over the last four decades, the wildfire season in New Mexico increased from five to seven months, and the occurrence of large wildfires doubled. According to the US Environmental Protection Agency,

most of the state has warmed by at least one degree Fahrenheit over the last 100 years, reducing the amount of snowfall and shortening the winter season.²⁹ They estimate climate change will impact the flow of water through regional rivers in the coming decades and convert some rangelands to deserts.

Natural hazards negatively impact not only local communities, but also tourism. Wildfires can impact infrastructure and environmental health - impact on water infrastructure can reduce resident access to clean water. Wildfire smoke can make tourism and recreation activities difficult, impact agriculture production, and contaminate water supplies.³⁰ Necessary closures of recreation areas



Courtesy of Town of Taos

- 22 Waste Advantage Mag (2021). Town of Taos, NM Decides to Reopen Recycling Center. Retrieved from <https://wasteadvantagemag.com/town-of-taos-nm-decides-to-reopen-recycling-center/>.
- 23 Taos County (n.d.). Solid Waste Operations. Retrieved from <https://www.taoscounty.org/368/Solid-Waste-Operations>.
- 24 Taos County (n.d.). Solid Waste Operations. Retrieved from <https://www.taoscounty.org/368/Solid-Waste-Operations>.
- 25 Town of Taos (2020). Ordinance No. 20-05. Retrieved from <https://www.taosgov.com/DocumentCenter/View/2556/Ordinance-20-05>.
- 26 Taos News (2022). The amount of trash in Taos is appalling. Retrieved from https://www.taosnews.com/opinion/my-turn/the-amount-of-trash-in-taos-is-appalling/article_bd1a97fb-7f10-5e20-aa3d-3bf0e5502d01.html
- 27 Focus groups
- 28 University of New Mexico (2020). Climate Change: Increased Potential for Fire Disaster in Taos, New Mexico. Retrieved from https://digitalrepository.unm.edu/cgi/viewcontent.cgi?article=1014&context=hsc_climate.
- 29 United State Environmental Protection Agency (2016). What Climate Change Means for New Mexico. Retrieved from <https://19january2017snapshot.epa.gov/sites/production/files/2016-09/documents/climate-change-nm.pdf>.
- 30 University of New Mexico (2020). Climate Change: Increased Potential for Fire Disaster in Taos, New Mexico. Retrieved from https://digitalrepository.unm.edu/cgi/viewcontent.cgi?article=1014&context=hsc_climate.

Courtesy of Town of Taos



with fire risk negatively impacts both visitors and residents' use of the land. Early melting of snow will shorten the season for skiing.³¹ Warmer and drier conditions can impact pest populations, destroying local fauna and introducing new diseases. Increased drought conditions can also decrease the availability of fish and game in the future. It's critical to not only make plans to adapt to these changing conditions, but to implement strategies to mitigate the impact and slow the effects of climate change. Unfortunately, at the moment Taos appears to be reacting to climate change rather than mitigating the impacts.

State of New Mexico

In 2019, the Governor of New Mexico issued an executive order confirming the state's commitment to support the 2015 Paris Agreement Goals. The executive order set a goal to reduce greenhouse gas (GHG) emissions by at least 45% (64.6 million metric tons) by 2030, compared to 2005 levels.³² The New Mexico Interagency Climate Change Task Force developed a progress report for climate actions in 2021, with some of the findings below:

- Current state policies will effectively reduce emissions by 31mmt by 2030 – this is a reduction of 21.6% of overall emissions and almost halfway to their target of a 45% reduction.

- Policies planned will reduce emissions by an additional 17.3mmt, or another 12% of overall emissions.
- That leaves a gap of 16.4mmt to reach the 45% reduction goal – a quarter of the planned 45% reduction goal.³³
- The electricity sector is rapidly decarbonizing – by 2020, the sector had reduced emissions by 43.9% from 2005 levels. This is likely due to the increase in renewable power generation.

The New Mexico Energy, Minerals and Natural Resources Department launched a new Climate Policy Bureau to formalize the state's focus on addressing climate change.³⁴ The Bureau will build New Mexico's interagency capacity to reduce GHG emissions, adapt to climate change, and implement a statewide Climate Action Plan. They will support state agencies in complying with the 2019 executive order by integrating climate adaptation and mitigation efforts into their programs and operations.

Taos County

Taos County does not have a dedicated strategy for addressing climate change, however the Comprehensive Plan addresses land and water issues. Specifically, the County plans to restore and protect riparian areas, including rivers, streams, lakes and

31 United State Environmental Protection Agency (2016). What Climate Change Means for New Mexico. Retrieved from <https://19january2017snapshot.epa.gov/sites/production/files/2016-09/documents/climate-change-nm.pdf>.

32 State order 2019-003: Executive Order on Addressing Climate Change and Energy Waste Prevention. Retrieved from https://www.governor.state.nm.us/wp-content/uploads/2019/01/EO_2019-003.pdf.

33 New Mexico Interagency Climate Change Task Force (2021). State Climate Progress & Recommendations. Retrieved from https://www.climateaction.nm.gov/wp-content/uploads/2022/05/NMClimateChange_2021_final.pdf

34 State of New Mexico Energy, Minerals and Natural Resources Department (2023). Ahead of Earth Day, EMNRD Launches Climate Policy Bureau. Retrieved from https://www.emnrd.nm.gov/officeofsecretary/wp-content/uploads/sites/2/ECMD_earth_day_release.pdf.

wetlands, to protect unique wildlife; protect and maintain vegetation in natural areas to protect habitat and migration corridors; encourage the preservation and restoration of historical and cultural buildings and landscapes; and develop a network of open space connections.³⁵

There is also a Forest and Water Climate Adaptation plan for Taos County, though it has not been updated since 2010. The report analyzes the potential impacts of climate change in the County, finding a high risk for wildfires and water supply, mostly brought on by increased drought conditions. It also found a moderate risk for economic sustainability, due to the impact of climate change on the tourism industry.³⁶ The plan's SWOT analysis noted the successful tourism industry and engaged business community as a strength for climate, as tourism's reliance on the natural environment can encourage businesses to participate in climate action.

However, it also identified an apathetic public and divisive public opinions on climate change as a key threat to climate change planning in the future, and most recommendations made in the report were around establishing systems for monitoring resource use and climate impact, and developing education programming from these findings to educate the community and private businesses.

Town of Taos

Like Taos County, the Town of Taos does not have a specific plan around climate action, although there is one under development.³⁷ The Town also plans to hire a sustainability coordinator in the near future. The Comprehensive Plan takes a brief look at sustainability in land and resource use and climate's impact on natural hazards. In terms of land use, the comprehensive plan recognizes the need to have practices in place that protect surface and groundwater, improve the energy efficiency of

buildings, preserve open spaces, and reduce the need for auto travel.³⁸ It also discusses the need to encourage or incentivize sustainable development, including insulated windows and walls, high-efficiency appliances, LED lighting, and climate appropriate design.

The Comprehensive Plan identifies climate change as a foundational concern for the community of Taos, noting many of the impacts of climate change discussed above, including rising temperatures, decreased snow back, increased fire threat, declines in resilience to drought and floods, and a threat on water supply. The Plan has in place several goals and actions for adapting to the impacts of climate change, but no solid recommendations for mitigating climate change to slow the impacts. Adaptation goals include:

- Natural drought and flood mitigation by protecting and rehabilitating sensitive riparian areas
- Improving and upgrading municipal water metering
- Protecting town water reservoirs from risks
- Enforcing town flood-zone development restrictions
- Implementing defensible space measures to protect from wildfires
- Improving drainage systems in town to prevent damage from flooding

While there are policies for climate mitigation at a State level, there are



Courtesy of Town of Taos

35 Taos County (2017). Comprehensive Plan. Retrieved from <https://www.taoscounty.org/194/Comprehensive-Plan>.

36 Model Forest Policy Program (2010). Forest and Water Climate Adaptation: A plan for Taos County, New Mexico. Retrieved from <https://www.mfpp.org/wp-content/uploads/2011/05/RMYC-Taos-NM-Climate-Adaptation-Plan-2010.pdf>.

37 Focus groups.

38 Town of Taos (2022). Comprehensive Plan. Retrieved from https://taoscompplan.org/pub/Town_of_Taos_Comp_Plan_2022.pdf.

Courtesy of Town of Taos



no local policies yet to complement these. As such, implementation and enforcement is low.

Public Lands

Taos is surrounded by beautiful natural lands - the biggest draw of tourists to the destination. Carson National Forest is home to wilderness and open space, with trails accessible to the public. Other areas for recreation are Wild Rivers Recreation Area, Rio Grande and Williamson Lake. These public spaces are restricted from development. Unfortunately, visitors sometimes use unmarked trails, which can damage local habitats and wildlife. Additionally, residents are worried about an increase of trails in the area without proper management and planning.

Pueblo

Taos Pueblo has a Department of Natural Resources, with sub-departments for Game and Fish, Wilderness, Environmental, Fire and

Fuels, Agriculture/Seasonal, and the Bison Program.³⁹ Additionally, the Taos Pueblo Warchief's office and Wilderness Rangers have conducted preservation and protection activities in the Blue Lake Wilderness area for years, including trail and fence maintenance, conservation, and preservation. Their goal is to maintain the area in its natural state, protecting flora and wildlife.

Private Sector

Taos Ski Valley has committed to achieving net zero carbon emissions by 2030. In 2022, the company became certified Carbon Neutral, using carbon offsets to reduce their emissions.⁴⁰ The Valley understands the limitations to carbon offsets, but is using them as a tool to reduce their environmental impact as they find ways to reduce their carbon emissions. The Taos Ski Valley has been working with the

National Ski Areas Association to calculate its carbon footprint for the last decade.

Their Net Zero 2030 roadmap has specific strategies to reduce emissions, including:

- Improve efficiency of electrification in buildings to reduce natural gas use
- Increase building energy efficiency
- Use electric vehicles and equipment
- Utilize renewable energy, and develop onsite renewables
- Adopt battery storage to store renewable energy

7.6 Visitor Impact Monitoring

There doesn't appear to be any monitoring of visitor impact on air and noise pollution, solid waste management, or resource use. Water use monitoring indicates higher levels of use per capita in areas with high levels of tourism, but no specific monitoring of solid waste removal, electricity use, and waste management exists. The only monitoring program for visitors overall is at a state level, and solely monitors economic impact. Recent reports on flight visitors to Taos from Texas and California also focused on economic impact, with no consideration for visitor impact on the natural environment.

There is no visitor monitoring or enforcement of regulation on public lands, however locals believe there is a lack of accountability by visitors when it comes to environmental impacts.⁴¹ There is also no way to measure the impact of visitors versus the impacts from the local population either in town or in recreation areas. Recreation areas also lack education for visitors about environmental impacts or responsible land use.

39 Taos Pueblo (n.d.). Department of Natural Resources. Retrieved from <https://www.taospueblo.org/cms/natural-resources>.

40 Taos Ski Valley (2022). Protecting the Environment. Retrieved from <https://www.skitaos.com/who-we-are/our-purpose/sustainability>.

41 Focus groups.

8. DESTINATION MARKETING & COMMUNICATIONS



8. DESTINATION MARKETING & COMMUNICATIONS

Marketing and communications are critical components of destination management. Traditionally, tourism organizations have focused on using marketing and communications to promote the destination to a visitor audience. More recently, tourism organizations have recognized the need to address a new priority audience segment—the residents of the destination and other identified tourism stakeholders—to address concerns about increasing tourism, particularly in light of the pent-up demand created by the pandemic. Destination managers also need to inform the local community about the ways tourism is improving the local economy and quality of life, stay in tune with the needs of the community, and communicate their awareness of specific tourism impacts.



MAIN TAKEAWAYS

While the Town of Taos serves as the official destination marketing organization for Taos, there are a handful of other organizations marketing in conjunction with various brand promises and tactics.

Key marketing messages across all organizations highlight the cultural heritage and history of Taos, the vibrant arts community, unique events, and outstanding recreational amenities. However, other than the Taos Ski Valley's B Corp Certification, there is little emphasis on educational messaging around environmental sustainability and responsible recreation.

Hundreds of years of rich cultural interaction among Spanish explorers, Native Americans, and American immigrants have resulted in a unique, multi-layered community that stands out in the USA for resisting conformity and "homogenization." Taosños want Taos to be a "real" town, where funkiness, history, and diversity shine, not a place that looks and feels like everywhere else. They want Taos to be a livable community, with a healthy economy that offers good jobs and opportunities for people to build a future.

Some residents (generally long-term residents) fear uncontrolled tourism growth and others (generally the business community) fear too much control of tourism. Most of the communities are in the middle and prioritize economic growth to solve problems of poverty and housing. There is a need to move from discussions of growth versus no growth to discussions about how to encourage the type of tourism that the communities want in locations where visitors are welcome.

Between three 5-member Lodgers' Tax Advisory Boards (Taos County, Town of Taos, and Taos Ski Village) plus an additional 6-member Taos Marketing Committee serving the Town, there is ample opportunity for local tourism stakeholders and residents to be involved in influencing tourism marketing.

Unique to Taos and a draw for tourism are "legendary" people – not just the Indigenous culture and the Pueblo – but unconventional, interesting local characters of all ages – Ernie Blake, ski patrollers, ranchers, musicians, artists, seniors, teens, and children.

As the first B Corp-certified ski area in the world, Taos Ski Valley is the regional leader in environmental, cultural, and quality-of-life sustainability messaging. There are opportunities for more marketing organizations in the area to co-brand this kind of message

The Core Brand Pillars for marketing Taos are 1) arts and culture; 2) outdoor recreation and nature; 3) small businesses; and 4) culinary. Marketing efforts include a focus on the regional drive market from New Mexico and Colorado, and the fly markets, primarily Texas and California.

This DSP planning process offers the Town of Taos ample opportunities to communicate, align, and affirm its goals for destination sustainability, resident and visitor education, and stakeholder collaboration.

8.1 Existing Marketing and Communications

While the Town of Taos is the main marketing organization, there are many other organizations and channels to consider for a holistic look at how the Town of Taos is communicating to potential visitors. Key to the DSP process will be strategizing how to align all the messaging by organizations and businesses with the community's vision and goals for tourism

8.1.1 Lead Generation for Visiting Taos: Main Organizations and Channels

This section of the report includes an overview of the main organizations and channels assisting in visitor lead generation for Taos.

Visit Taos	IG @visittaos 25K follower	FB@visittaos 57K followers	Digital + Print Visitor Guide Produced w/ Taos Ski Galley and NM True
taos.org	Pinterest @visittaos 1.8k followers	Twitter: VisitTaos NM 5.3 followers	Visitor newsletter Visitor Center

The Town of Taos is the official marketing organization for Taos, and the platform Visit Taos has played an integral role in promoting and enhancing tourism by showcasing its unique cultural heritage, natural beauty, recreational opportunities, and vibrant arts. The Town's Marketing and Tourism Department is led by a Director who strategizes with a 6-member Marketing Committee composed of local tourism stakeholders. Independent contractors (local whenever possible) help oversee the website, public relations, advertising, and digital/social media. Various organizations partner with Visit Taos including the NM Office of Tourism, endeavOR (an outdoor recreation advocacy organization), and Taos Air.

Target Audience:

Men and Women 25-65+

Drive Market: Albuquerque, Santa Fe, Denver, Boulder

Fly Market: Dallas-Fort Worth, Austin, Los Angeles, San Diego

Four Pillars to highlight:

Arts and Culture

Culinary

Outdoor Adventure/Nature

Small Business

(Spirituality/Wellness was the 4th pillar pre-2021)

Brand Positioning:

Together Taos

Taos: It Speaks for Itself

An enchanting blend of diverse cultures, ancient history, world-class art, and amazing New Mexican cuisine all set amid an inspiring landscape.

A soul-satisfying mix of adventure and rejuvenation.

Funky, laid-back vibe

New Mexico Office Tourism	IG @newsmexicotrue 179K followers	FB @ NewMexico 325K followers	New Mexico True Adventure Guide New Mexico Magazine
newmexico.org	Twit: @NewMexico 65.5K follower	TikTok/ YouTube @visitnewmexico- high engagement	Visitor Newsletter

New Mexico Tourism Department is the statewide agency tasked with promoting New Mexico for leisure travel and driving visitation to the state. The Tourism Department plans, produces, and monitors national marketing and advertising campaigns through the award-winning New Mexico True brand. In 2011, the New Mexico Tourism Department developed a branding strategy to revitalize domestic tourism, a lead driver of New Mexico's economy. At that time, visitation was in decline, and New Mexico suffered from both low awareness as a vacation destination and key misperceptions, namely that New Mexico is a hot, dry, barren desert with very little to do. The New Mexico True brand was created to drive awareness and overcome those false perceptions by showcasing what is "True," and this became their brand promise: authentic adventures steeped in the rich culture that can only be found in New Mexico.

The New Mexico True Certified program brings national attention to the quality, care, and craftsmanship behind products that are authentically New Mexican. Businesses of all sizes anywhere in the state can integrate the New Mexico True Certified Logo at point-of-sale and on packaging, fulfillment, and marketing materials. Supporting local businesses and raising awareness of visitors, contributes to the department's mission to grow New Mexico's economy through tourism.

The NM Tourism Department also manages grant programs – one for cooperative marketing and a second for event promotion that empowers individual communities with the resources and technical expertise to develop and promote tourism for their own community. Since its inception in 2011, The Town of Taos and Taos Ski Valley Chamber have benefited from these co-branded and co-funded projects.

The NM Tourism Department has identified the "Venturesome Traveler" as their target audience – those with a high interest in culture, the arts, architecture, good food, and recreation. The department is especially concerned with respecting native cultures and educating visitors on etiquette when visiting sensitive cultural areas. At this time, there is very little environmental sustainability or responsible recreation messaging.

Brand Positioning:
 New Mexico True
 Adventure Steeped in Culture
 Land of Enchantment
 Feed the Soul

Taos Ski Valley skitaos.com	IG @skitaos 67K followers	FB @taoskivalley 85K followers	YouTube @TaosSkiValleyNM 1.1K followers
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"In 2014, Taos Ski Valley was a "faded jewel." The New Mexico resort had lost approximately 40 percent of its skiers since its heyday in the early 1990s. Financier and conservationist Louis Bacon bought the ski area in 2014, and chief executive officer David Norden arrived two years later. Mr. Norden took a novel approach to revitalizing the ski area. He ventured: could sustainability save skiing? In 2017, Taos became the first and only ski area to be certified as a B Corporation for its environmental and social performance, joining the ranks of other socially responsible companies like Patagonia and Ben & Jerry's. Mr. Norden's gamble had an immediate payback: the B Corp announcement resulted in the largest single day of ticket sales revenue in the ski area's history. This year, Taos Ski Valley became the second North American ski area to become carbon neutral (the first was Wild Mountain in Minnesota), beating its original 2030 target by eight years. "

Taos Ski Valley is the regional leader in environmental, cultural, and quality-of-life sustainability messaging. The company recognizes the negative impacts of traditional business seen across societies and cultures: structural social and economic inequality, environmental degradation, and resource extraction, and the decline of individual well-being and loss of social cohesion.

They state 5 Global Strategies related to how change could lead to a world where business is a force for good, and plays a leading role in positively impacting and transforming the global economy into a more inclusive, equitable, and regenerative system.

1. Drive the adoption of our standards to manage the impact of business.
2. Certify and engage other businesses to improve their impact.
3. Articulate and amplify stories of business as an equitable force for good.
4. Catalyze policy change to enable business as a force for good.
5. Develop a network of local, regional, and global communities for change.

With limits on ski passes per day, Taos Ski Valley is full most of the winter. Summer is a much slower season for tourism, but exceptional recreation opportunities and events like live music and running races draw visitors, a high percentage of which are local or regional.

Brand Positioning:

Taos: For the Good

Resort Renaissance: Better, not Bigger.

Taos Ski Valley Chamber taoskivalley.com	IG @taoskivalley 11K followers, posts daily	FB @VisitTaosSkiValley 5K followers, posts daily	Taos Ski Valley Visitor Guide Visitor Newsletter 17K
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TSVC is funded by the Taos Ski Valley Village Lodgers' Tax and exists to promote the businesses and events operating at the resort, primarily in the summer as winter "markets itself." Heavily focused on digital marketing, they have a robust (daily) social strategy and newsletter. An estimated 35% of visitors in the summer are locals who come up for recreation and events. Promotions go to both members of the chamber and visitors via the newsletter. They generally "follow the lead" of the Taos Ski Valley Resort.

8. DESTINATION MARKETING & COMMUNICATIONS

Taos Pueblo	IG @taospueblo not currently active	@Overa1000Yearsof tradition 8K	
taospueblo.com			
<p>At this time, a website and advertisements are the main source of information and promotion for the Taos Pueblo. Ilona Spruce, who serves on the ToT Marketing Committee, has been the director of tourism and marketing for Taos Pueblo for 11 years and works to bridge the gap between the desires of pueblo visitors and the needs of Taos Pueblo tribal members.</p> <p>Brand Positioning Over a 1000 Years of Tradition Enjoy the history, tradition, and triumph of the Red Willow People</p>			

Taos News	IG @taosnews 12K followers	FB @taosnews 27K followers	Publishes Discover Taos Guides, Dining Guide, Gallery Guide
taosnews.com	Twit @taosnews 6.5K followers		
<p>Primarily markets to visitors once they arrive in Taos through the publication of Visitor Guides.</p> <p>With a large social media following, and a good source for messaging to both locals and visitors.</p>			

Heritage Inspirations	IG @heritageinspirations 4.4K followers	FB @heritageinspirations 3K followers	Newsletter
heritageinspirations.com	followers, posts	5K followers, post daily	
<p>Based in Taos, Heritage Inspirations claims to be “#1 tour company on TripAdvisor in New Mexico, and rates #1 of outdoor activities in Taos.</p> <p>Brand positioning: Spiritual encounters with NM Feed your soul Travel for Good - Ethically curated tours Go Luxuriously Wild</p>			

New Mexico Outdoor Recreation Division nmoutside.com	IG @nmoutdoorrec 1K followers	FB @NMOOutdoorRec 1K followers	Twitter.com @NMOutdoorrec 1K followers
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Governor Michelle Lujan Grisham signed New Mexico’s Outdoor Recreation Division (ORD) into law in 2019. At the time, the office joined a dozen other states committed to growing and championing the outdoor recreation economy, which was recognized as a powerful engine to grow wealth and job opportunities in New Mexico.

This state agency aims to increase the overall mental and physical well-being of New Mexicans through the power of outdoor recreation, enabling residents throughout the state to hold jobs that afford them dignity, joy, and stability. ORD strives to commit all residents to protecting their state’s natural heritage—its lands, waters, flora, and fauna—and find a future on that path. They aim to translate this commitment into long-term, sustainable investment in infrastructure and education. Recognizing that a considerable tourism base for Taos comes from surrounding communities and New Mexico at large, this resource is important.

ORD’s goal is nothing short of transforming the state’s economic, social, and environmental future by championing sustainable outdoor recreation and increasing access to it for all New Mexicans, especially those who have been excluded from the traditional outdoor recreation and environmental movements. ORD works to achieve positive, measurable impacts within economic development, conservation, education, and public health. Its success depends on collaboration with New Mexican businesses, nonprofits, and partner state and federal agencies. Through this network, the aim is to engage all New Mexicans as stewards of the state’s natural resources.

The ORD’s business directory is a comprehensive list of outdoor recreation businesses, nonprofits, government agencies, educators, and more across the state.

Brand Position

Championing New Mexico’s diverse, robust, thriving outdoor industry



Courtesy of Town of Taos

8.2.2 Influences on Tourism Promotion

TV and popular media

Since the production of Valley of the Sun in 1942, the grandeur of Taos has been the backdrop of close to 60 feature films, some of the most famous being Butch Cassidy and the Sundance Kid (1979), Easy Rider (1969) and All the Pretty Horses (2000). Hollywood rebel Dennis Hopper, producer of Easy Rider, settled in Taos. Dennis Hopper Day Memorial Ride, a major event, celebrates his spirit of freedom.

New Mexico offers a 25-35% refundable tax credit for in-state film productions and, through Visit Taos, the Town of Taos heavily promotes filming in the area.

Table 8-1: Films Made in Taos

All the Pretty Horses, 2000	Fools Rusg In, 1996	Sidewinder 1, 1977
American Dreamer, 1984	Garbage, 1996	Spoonfed Reality, 2011
Backtrack, aka, "Catchfire", 1990	Ghost Phone, 2013	Surviving Columbus, 1992
Batman vs. Superman, 2015	Hollywood or Bust, 1956	String Theory, 2004
Bite the Bullet, 1975	Hope, 2005	Taos, 2008
Butch Cassidy and the Sundance kid, 1979	Jean Mayer, Hotel St. Bernard, 2009	Tell Them Who You Are, 2004
Carving the White, 1993	Made in Mexico, 2012	Terminator Salvation, 2009
Chicken Feed, 2011	Make Haste to Live, 1954	The American Dreamer, 1971
Colors of Courage: Sons of New Mexico, 2002	Natural Born Killers, 1994	The Biggest Story Problem, 2012
Cortez, 2015	Off the Map, 2003	The Cry, 2007
Cycles South, 1971	Old New Mexico, 1940	The Man from Laramine, 1995
Descansos, 2009	One World, 2001	The Naked Ape, 2006
Easy Rider, 1969	Paul, 2011	Trailer: The Movie, 1999
Emrbace, 2001	Powwow Highway, 1989	Twins, 1988
Every Which Way But Loose, 1978	Road Scholar, 1993	Valley of the Sun, 1942
Finding Lee Mullican, 2008	Sacred Earth: Makoce Wakan, 1993	White Sands, 1992
	Search for the Gods, 1975	Wild Hogs, 2007
	Seraphim Falls, 2006	

Source: Visit Taos (<https://taos.org/film-taos/>)

Table 8-1: Films Made in Taos

Taos Accolades

Taos has received numerous accolades in earned media over the years. Below is a listing of earned media from 2016 to present.

- Forbes: Where To Go (Responsibly) In 2023: 17 Unforgettable Travel Ideas
- Outside Magazine: Best Places to Go For Adventure 2023 - Ski Winner
- Budget Travel, Coolest Small Towns in 2023
- Afar: In New Mexico, You Can Take a Guilt-Free, Eco Friendly Ski Vacation (2022)
- Forbes, How This Ski Resort Is Driving Positive Impact And Change In The Outdoor Recreation Industry (2021)
- Travel + Leisure, The Best Small Towns in the U.S. to See Fall Foliage (September 2021)
- USA TODAY 10 Best, Fall Foliage Destinations -#6 (September 2021)
- USA TODAY 10 Best, Best Small Town Arts Scene -#7 (May 2021)
- Conde Nast Traveler, The 26 Most Beautiful Towns in America (August 2021)
- Travel + Leisure, 21 Best Places to See Fall Foliage in the US (July 2021)
- Fodor’s Travel, 15 of the Most Crystal Clear Hidden Gem Lakes in the US (June 2021)
- PureWow, The Best Mountain Towns in the US (June 2021)
- Travel + Leisure, America’s Best Mountain Towns (January 2021)
- Architectural Digest, 25 Best Small Towns in America (2019)
- USA Today 10 Best, Best Destinations for Fall Foliage - #10 (2018)
- Matador Network, Coolest Towns in America - #8 (2018) M
- USA Today10 Best, Best Southwestern Small Town - #6 (2017)
- US News & World Report, Best Christmas Vacations - #3 (2017)
- Tripadvisor, 30 Top USA Cities to Visit in 2018 (2017)
- Outside, Best Towns - Culture (2016)

Source: Visit Taos (<https://taos.org/film-taos/>)



Courtesy of Town of Taos

8.2 Funding for Destination Marketing

The New Mexico Lodgers' Tax Act enables municipalities to collect a "Lodgers' Tax" on overnight stays. In Taos County, this 5% tax is collected for the unincorporated areas, while the Town of Taos and Village of Taos Ski Valley each collect the 5% tax within their respective districts. In accordance with state statutes, a five-member Lodgers' Tax Advisory Board (LTAB) is responsible for managing the tax expenditures in each individual district. The LTAB is appointed by the Chairperson of the respective commission of elected officials and consists of two members who own or operate lodgings subject to the tax, two members who own or operate industries within the taxing area that primarily cater to tourists, and one member who is a resident representing the general public. The boards serve at the pleasure of their

respective appointing authorities and evaluate proposals from various groups for the expenditure of those funds, thus providing advice to the governing bodies on fund allocation for advertising, publicizing, and promoting tourist-related attractions, events, and facilities.

As the official tourism governance body, the Town of Taos employs a full-time Director of Marketing and Tourism. In 2016, the Town of Taos established an additional 6-member Marketing Committee to guide the Town's Director of Marketing and Tourism and the LTAB on the marketing, tourism, and advertising strategy of the Town of Taos. Committee members appointed by the Mayor are reflective of tourism stakeholders in Taos (i.e., the arts, outdoor recreation, history, and culture) and have marketing expertise. Currently, the Marketing Committee includes a representative from the Pueblo, Taos Main Street, the University of NM,

a rafting operator, and marketing professionals.

8.3 Local Communications and Marketing Efforts

The Taos community is strong, diverse, passionate, and proud. The resident's dedication and passion for community and a strong connection to the past are powerful assets; building on this is essential to face the challenges of the future. "Listening and Informing" is our strategic approach to building maximum community engagement through communications and outreach.

Stakeholder engagement and communications are the vital threads that weave together a robust destination stewardship plan. Taos boasts a rich diversity, a community full of varied cultures, interests,



and deep-rooted traditions. A key to success is valuing and supporting each thread of this tapestry in a well-crafted and inclusive engagement approach. By fostering an environment of open dialogue and mutual respect, Taos will embrace and enhance the richness of the place and channel its heritage into thoughtful stewardship in shaping the destination's future.

A detailed Listening and Informing Strategy has been submitted in a separate document. The information presented here in the SAR is to provide an historical perspective and help inform the SWOT.

8.3.1 History of Community Engagement

Two recent initiatives that demonstrate Taos' strong commitment to community engagement are the Strong at Heart and Town of Taos Comprehensive Plan. The SAR and DSP development process will integrate the main findings and insights from these initiatives.

Strong at Heart

In June 2017, the Town of Taos and Community Builders, a Colorado-based company, solicited widespread community input for the year-long Strong at Heart project to inform the revitalization of Downtown Taos, a benefit to both residents and visitors. The goal from the onset was to first understand what was commonly

loved in the community, i.e., common ground, then create a community vision and create planning objectives. While the project was more about development and infrastructure planning, in theory the process was similar to that of the DSP, which is using a similar methodology - community meetings, surveys, one-on-one interviews, and events to gather input and celebrate success. The process was at times divisive, with claims of undue influence from the white, wealthier (newer) residents and underrepresentation by Hispanic and Native American community members. However, the proposal was adopted for the Taos MainStreet (TMS) organization and resulted in many projects such as alleyway improvements, streetscaping, and reinvestment along the Paseo. . The project is the basis for Downtown revitalization and the TaosMainstreet initiative.¹

Town of Taos Comprehensive Plan

In June 2022, the Town of Taos adopted its 2022 Comprehensive Plan, which was a re-envisioned update of the Taos Vision 20/20 Master Plan, adopted in 1999. While there is little mention of tourism in this plan to direct development, a number of themes, particularly housing, economic development, and STRs, were addressed. The Town, with planning consultants, conducted a series of three public input meetings on the plan held via Zoom (due to the pandemic), conducted a community survey with a total of 1,115 survey responses, conducted a survey of community groups in Taos, conducted various focus group discussions and interviews, and hosted a website for the comprehensive plan which provided information on the project, draft plan and opportunity for the public to submit comments. Town and County officials were regularly updated, and comments from a public hearing were adopted for the final plan.



1 Strong at Heart

8.4 Insights for Future Community Messaging about Tourism

Taoseños want Taos to be a “real” town, where history, and diversity shine, not a place that looks and feels like everywhere else. They want Taos to be a livable community, with a healthy economy that offers good jobs and opportunities for people to build a future. They want a great place to raise our children, a place where they can create a life of their own...where they can find purpose, belonging, and community.

Today, many Taoseños are concerned that the way we have been growing is not working for their community – that it’s undermining what they love about Taos, as well as their hopes for the future of Taos. Others are more comfortable with growth but want to ensure that it benefits

the community and creates new opportunities for the people who live here. All can agree that progress and prosperity should create opportunities that benefit the whole of the community.

Regional dependence on tourism is a challenge. Taoseños acknowledge the value of the tourism economy, and they recognize its connection to low wages and seasonally tenuous jobs. Taoseños have an opportunity to move from discussions of growth versus no growth to discussions about how we encourage the type of tourism we want in places they want it.

Central to the planning process is fostering greater collaboration and alignment between residents, local governments, tourism industry stakeholders, enterprise leaders, nonprofit and social services managers, public land managers, the diverse workforce, and neighboring communities. This requires a

commitment to collaboration and compromise to balance different ideas. This DSP project will build upon and improve the success of widespread community engagement during the Strong at Heart planning for the Downtown Core and the Town of Taos Comp Plan.²

From the New Mexico True Website: “Hundreds of years of rich cultural interaction among Spanish explorers, Native Americans, and American immigrants have created a diverse climate of understanding among Taoseños. The pace is slow, the air is clean, and the water is clear—all contributing to a trusting, small-town feeling of hospitality. Taos offers newcomers and visitors a warm and friendly community.”

Community engagement in the DSP is critical to how we preserve, revive, and build on this promise.



Courtesy of Town of Taos

8. DESTINATION MARKETING & COMMUNICATIONS

We suggest there is an opportunity to build on Fiesta 2023 messaging, particularly during the first DSP development onsite visit in July 2023 when the Fiesta is top of mind. Their tagline: “HONORING THE PAST: EMBRACING CHANGE,” sums up what we hope to achieve in community engagement during this DSP development process.

Table 8-2: Top Local Facebook Channels for Community Messaging

	Facebook + followers
Town of Taos	@townoftaos 5.4K followers
Taos News	@taosnews 37K followers
Taos Chamber of Commerce	@TaosCountyChamberOfCommerce 2.1K (inactive)
@taoschamber IG active	
Taos Ski Valley Chamber	@VisitTaosSkiValley 5K followers
Taos MainStreet	@downtowntaosmainstreet 1.5K followers
Live Taos	
livetaos.com	@LiveTaos 3K followers
Taos County	@taoscounty 2.7K followers
Top Community Facebook Groups:	
Events, news, local politics	Taos Community and Friends 3.5K followers
News, current events	Cool People of Taos 4.8K followers

Source: Author



Courtesy of Town of Taos

Table 8-3 presents a summary of the main strengths, weaknesses, opportunities and threats identified from the rapid assessment of current marketing and communications efforts. The goal is to determine which of the opportunities appeal to the Taos community engagement and visioning process and are only a starting point.

Table 8-3: Marketing and Communications SWOT

Strengths	Weaknesses
<ul style="list-style-type: none"> • Strong, vocal community; many advocates for a better town for families • Tradition: “a blend of cultures that you won’t find anywhere else” • Taos Pueblo is the only active Native American community designated as both a UNESCO World Heritage Site and a National Historical Landmark • Strong Tribal voices • Wilderness areas and natural assets • Strong film incentives bring movie productions to New Mexico; Taos often receives visibility. • Quiet open spaces with few people • Friendly, local folks • Taos Ski Valley B Corp Certification • Art and Culinary “trails” • Agritourism, Farmer’s Markets • Unique Culinary, Arts, and Culture offerings 	<ul style="list-style-type: none"> • Historically, depiction in movies of stereotypical “cowboys and Indians” • Visit Taos/Taos.org: while positive messaging depicts an attitude of calm, culture, and nature, there is no recognition of threats to the community/environment • A perception of the Town/County/other public agencies not listening to local Tribes and long-time locals; some don’t see changes after participating in public process, so don’t continue to participate • Lack of signage on trails/trailheads/waterways • Overall lack of stewardship education to combat issues with trail decay, motorized vehicle misuse, and other issues • Not all communities see or feel there are benefits of tourism - improved amenities, income, lodgers tax.



Opportunities	Threats
<ul style="list-style-type: none"> • Pursue joint County /Town /State /Stakeholder tourism planning, marketing and management for a more cohesive message. • Generate more community input, more promotion of meetings locally and more use of community center (Talpa, Llano) • Develop the outdoor recreation economy beyond skiing – make it a priority, like art, food, and culture. Promote/invest in small outdoor business facilities and outdoor-focused businesses • Promote how the outdoor recreation economy benefits ALL locals, not just tourists • Regional education/adoption of B Corp or similar standards for tourism businesses • Task the recommended Taos Outdoor Collaborative with wayfinding, maps, messaging at trailheads, even pit toilets with educational murals about stewardship and culture. • Integrate outdoor recreation with art and culinary trails for a full “adventure steeped in culture” • Get more businesses listed with NM Outdoor Recreation Division Business Directory • Better marketing of daily activities/events via a calendar for tourists and locals alike. • Do more direct sustainability messaging on Visit Taos • Do “Slow Travel” Messaging...longer stays, more immersive experiences, voluntourism • Film Taos - demand sustainability in production and messaging as a condition of the tax break. • Build on Native America’s deep connection to nature as a core stewardship message for Taos; use popular artists like Robby Romero to amplify the message • Play on “green”: green chili, green Taos • “Better not bigger” • Confer with the Pueblo about using storytelling and Native influencers about messaging that encourages sustainability. • Media Fam trips/ambassadors – focus on cultural and environmental sustainability • Use culturally correct representations; don’t merge tribes, histories, ethical curations • Attract the sustainability-minded tourist 	<ul style="list-style-type: none"> • Gentrification • Overdevelopment • Climate change • Fire • Confusion about private property closing up trails that were used by the public in the past • Misinformation about local trail building efforts • Sentiment that tourism infrastructure is not a benefit to locals • The changing nature of employment at Taos Ski Valley is perhaps not benefiting locals like it did in the “old days.” • Films bringing in too much tourism, increasing cultural stereotypes • With trending popularity of Native American tourism, there is the threat of increased cultural appropriation • If tourism demand raises prices, accessibility may suffer.

Source: Author

9. KEY STRENGTHS, WEAKNESSES, OPPORTUNITIES, AND THREATS



9.1 Strengths

Demand and Economic Impacts

Hotel occupancy rates and average daily rates for 2022 were the highest in four years (2019-2022). This was the result of pent-up demand for travel experienced across the US during 2022, combined with no change in room supply volume. This created higher occupancy rates and allowed hotels to increase their daily rates.

The average length of stay in the Town of Taos has increased from 2.7 days in 2019 to 2.9 days in 2022. This length of stay increase comes from the increase in the number of people staying for five or more days.

Compared to previous years, 2022 saw an increase in visitors during the shoulder seasons (late Spring and Fall). This is reflective of the overall increase in visitors during that year which was also observed in other destinations in the US.

Taos attracts an upper-income market - more than half (57.5%) of visitors in 2022 had an income of more than \$100,000.

Total visitor spending in Taos County was \$278.1 million in 2021. Over the course of the seven years prior to the pandemic, visitor spending increased from \$229.2 to \$288.2, a compound annual growth rate (CAGR) of 3.3%. Visitor spending dropped in 2020 but quickly recovered. In 2021, spending was just \$10 million less than the 2019 figure.

In 2021, the tourism industry generated a total of 2,619 jobs in Taos County providing just over \$80 million in labor income. Pre-pandemic, the number of total jobs stood at 3,197. Given the return of pre-pandemic visitation numbers in 2022, it is expected that in 2022, the job numbers also returned to 2019 figures.

According to the data from Tourism Economics for 2021, direct visitor spending sustained 26% of jobs in Taos County, compared to 2019, when the jobs sustained number was 29.6%. Data for 2022 is expected to return to 2019 figures.

In 2021, the tourism industry generated \$22.2 million in state and local taxes for Taos County. This is slightly up from the \$21.5 million in 2018.

In fiscal year 2022, the Town of Taos collected \$1.7 million in Lodgers' Tax. This is up significantly from Fiscal Year 2019 when the collected Lodgers' Tax was \$1.3 million. Lodgers' Tax contribution is determined by the generated room revenue as earned by accommodation providers. 13.8% of the total in Fiscal Year 2019 was from short-term rentals.

9.1 Strengths

Tourism Product

Strong year-round attractions and offerings including arts, culture, and nature. There is a high level of visitor demand partnered with high visitor spend. There are also tourism facilities to help support visitation

An eclectic variety of events and workshops are offered daily and annually in Taos that engage, entertain, and educate residents and locals.

Taos Pueblo, a 1000+ year old living community with a rich history and culture, is a UNESCO World Heritage Site and a National Historic Landmark.

Vibrant art scene with more artists, per capita (estimated) in the Taos area than in any other city in the world, and multiple NGOs that support art in the destination.

Taos MainStreet is actively completing projects to make Taos an attractive community with a flourishing economy, inviting public spaces, and protected cultural and historic heritage.

Taos features many locally owned businesses; 92% of accommodations, 90% of restaurants, and 89% of all retail shops are independently owned and operated.

Tour operator offerings are highly valued by visitors with an average online rating of tour operators no lower than 4.7 out of 5.0 across all tour operator types.

Location of accommodations was frequently mentioned as a positive factor for visitors who felt that they had easy access to tourism offerings in Taos.

Taos has at least 15 companies and nonprofit organizations that work to produce green buildings and provide services for design and construction.

In March 2020, the Town of Taos passed Ordinance 20-05 prohibiting the use and sale of single-use plastic carryout bags, plastic straws or stirrers, and styrofoam cups, plates and food boxes. It also imposes an environmental service fee on the sale of paper bags, and encourages using reusable bags as an alternative to single-use plastic bags. The Town of Taos is developing a specialized sustainability position and a sustainability plan.

9.1 Strengths

Enabling Environment for Tourism

The State of New Mexico, the Town of Taos and Taos Pueblo have dedicated tourism governance that supports destination marketing but not destination management. Taos County does not have either.

Tourism programs are well-funded at the State level, with most funding going to tourism marketing and branding. The Town of Taos funds tourism activities through the Lodgers' Tax, with most money used for tourism marketing and the operation of visitor centers.

Taos Pueblo youth and workforce are supported by a number of programs, such as the University of New Mexico's HIVE program, and the Rocky Mountains Youth Corps. The historical center of Taos has a specialty zone for preservation of the Town's culture and history. Land development in the Town of Taos is guided by strict zoning regulations. All applications for development must abide by these zoning laws.

9.1 Strengths

Quality of Life Impacts

In 2021, it was estimated that 28.5% of the Town of Taos population was employed in tourism, compared to 13.5% of the entire New Mexico population, demonstrating the impact tourism has on this community.

Small business ownership in New Mexico is very diverse: women own 46.9% of small businesses; 33.9% small businesses are owned by Hispanics, and 7.8% small businesses are owned by other racial minorities.

9.1 Strengths

Environmental Impacts

While there are some contaminants found in the groundwater servicing Taos, none of these contaminant levels violate water quality codes.

Taos air quality meets the WHO annual air quality guideline value and is generally good.

Taos has a Night Sky Protection Act in place to reduce light pollution. It is not yet Dark Sky Certified.

Taos Ski Valley, the biggest employer in Taos, is committed to achieving net zero carbon emissions by 2030, with strategies already in place to meet this goal.

9.1 Strengths

Communications and Marketing

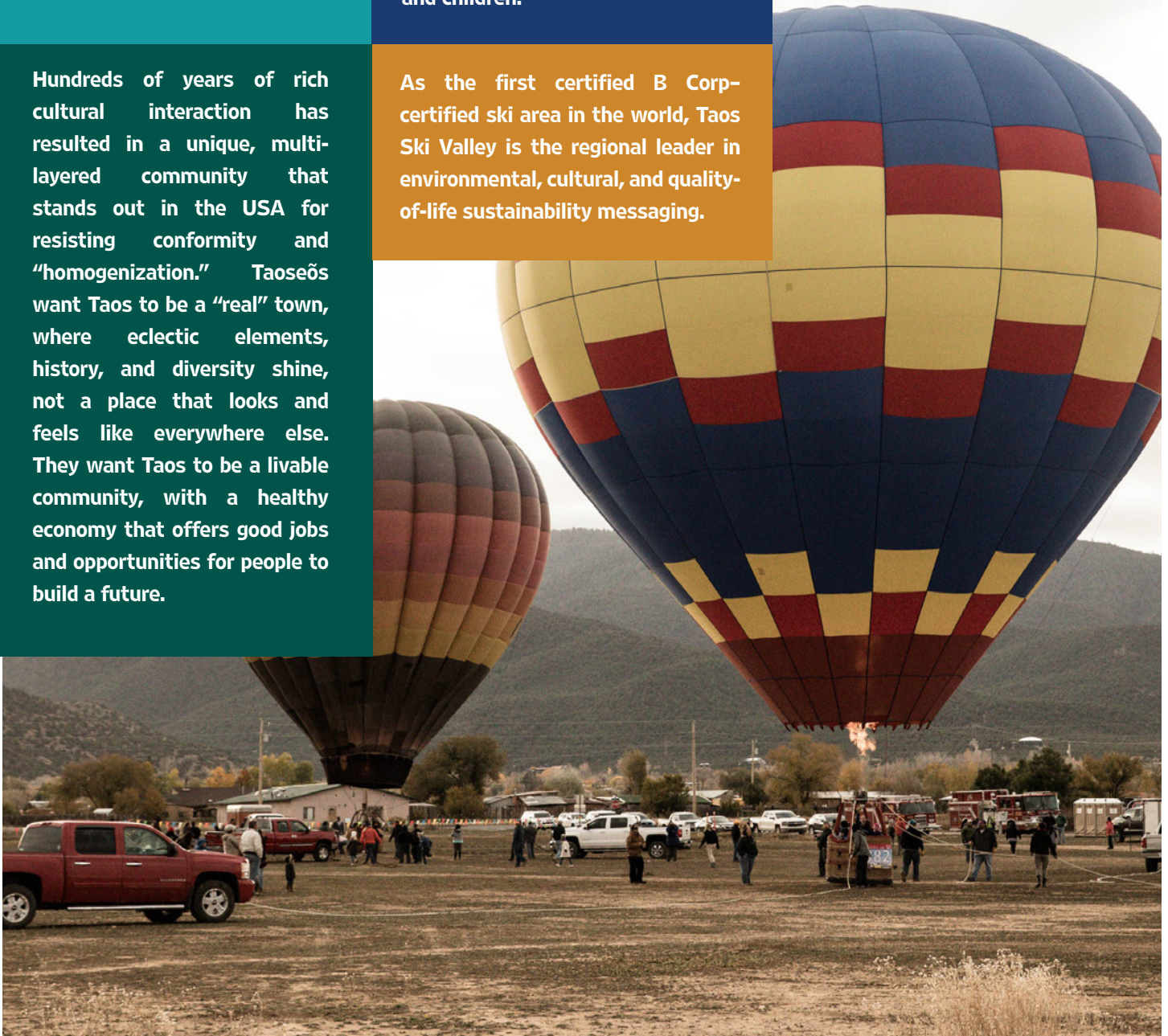
Key marketing messages across all organizations highlight the cultural heritage and history of Taos, the vibrant arts community, unique events, and outstanding recreational amenities.

Unique to Taos and a draw for tourism are “legendary” people – not just the Indigenous culture and the Pueblo – but funky, interesting local characters of all ages – Ernie Blake, ski patrollers, ranchers, musicians, artists, seniors, teens, and children.

There is strong coordination evident among the main stakeholders engaged in tourism planning and marketing.

Hundreds of years of rich cultural interaction has resulted in a unique, multi-layered community that stands out in the USA for resisting conformity and “homogenization.” Taoseños want Taos to be a “real” town, where eclectic elements, history, and diversity shine, not a place that looks and feels like everywhere else. They want Taos to be a livable community, with a healthy economy that offers good jobs and opportunities for people to build a future.

As the first certified B Corp-certified ski area in the world, Taos Ski Valley is the regional leader in environmental, cultural, and quality-of-life sustainability messaging.



9.2 Weaknesses

Demand and Economic Impacts

The availability of data on key demand and economic impact indicators across key market segments (drive and fly markets) is limited. It is therefore quite difficult to assess demand trendlines and to provide forecasts of tourism demand.

9.2 Weaknesses

Tourism Product

Visitors found some attractions, restaurants, and shops to be expensive.

Visitors found that some restaurants, shops, and attractions were closed or closed earlier than their posted signs indicated. This may be impacted by a workforce shortage.

The shoulder season for tourism can be slow which is challenging for small local businesses. And the winter tourism season is dependent on the weather (ie the amount of snow).

Recurring themes in outdoor recreation were for increasing infrastructure for outdoor recreation activities and more partnerships and funding for these projects via federal organizations like the US Forest Service and friends organizations, capacity building for businesses and entrepreneurs in the outdoor recreation space, recruiting an adequate amount of volunteers, and mitigating overuse.

There has been some concern expressed from the community about the funding of the airport – if it is generating enough impact to support the investment, and whether or not the airport subsidy helps make flights cheaper for those with higher incomes (83% of passengers have an income over \$75,000) but not those fliers who are residents needing financial assistance to fly. The routes from the airport were also found to not be helpful for the local community.

Great connectivity is needed around town, especially between the Town and the Ski Valley. There was a seasonal blue bus that brought winter recreationists to the Ski Valley but that bus stopped operation during the pandemic due to driver shortage. A lack of general transportation availability and a difficulty in finding parking can lessen the visitor experience.

ADA infrastructure is lacking; for example, few hikes are wheelchair accessible in the destination.

Some sustainability considerations and efforts exist, but they are fragmented and lack planning or cohesion across tourism stakeholders and visitors.

The local Spanish/Tiwa voices and languages are often left out of interpretation in museums.

With the current boundaries of Carson National Forest, 2 historic districts, and Taos Pueblo, there is limited land to expand tourism offerings.

The popularity of outdoor recreation, particularly trail use near town, is creating tension between various user groups and some local communities. There is confusion about private property closing up trails that were used by the public in the past.

9.2 Weaknesses

Enabling Environment for Tourism

Several NGOs support tourism in Taos in relation to private sector development and preservation of cultural and historical heritage. There are fewer organizations working to protect the natural environment, reduce the use of natural resources, and mitigate climate change impacts.

There is limited monitoring of visitor impacts (no monitoring for social and environmental impact; strong economic impact monitoring).

New Mexico ranks in the middle of US states for workforce development – number 25 of 50 states.

Taos is experiencing a labor shortage in tourism and hospitality, resulting in poorer service for visitors, lower capacity and fewer operating hours for businesses, while higher wages push up costs to consumers.

New Mexico ranks low on the CNBC doing business ranking, at number 46 of 50 states. The worst rankings are for education; business friendliness; life, health and inclusion; and technology and innovation.

Taos County received an overall score of 39% for public safety, 50% for crime, and 37% for access to health care. They received a worse rating than the US median on almost every indicator, except the percentage of public safety professionals in the population.

9.2 Weaknesses

Quality of Life Impacts

The cost of living in Taos is very high compared to average income. Average household income in Taos County was \$36,758 in 2020, lower than both the New Mexico average (\$48,059) and US median (\$60,293). The average cost of living for a single adult living in Taos is approximately \$34,050 per year, greater than the New Mexico average (\$32,228 per year), but less than the US average (\$38,433 per year). Income inequality has been increasing over recent years - it was 16 in 2019, and 20 in 2021.

Taos has a poverty rate of 19.4%, almost equal to the New Mexico average of 20%, and far above the US average of 14%.

Taos is facing a housing crisis, with low availability of housing at affordable rates. US News and World Report estimates there's a shortfall of 67% in affordable housing in Taos County. Over 40% of renters are cost burdened, meaning they pay more than 30% of their income in housing costs. The issue is caused by many factors including high poverty rates, low-paying job opportunities, second-home ownership, and increasing housing prices with the introduction of Short Term Rentals. There are an estimated (annual) 445 homeless individuals in Taos County.

The Town of Taos and Taos County do not have publicly available information around diversity, equity and inclusion (DEI). DEI is driven by individual organizations in the region.

Residents have raised key areas of concern with tourism: tourism activities take away from opportunities for locals; visitors do not respect residents; there's a fear local cultures will be lost with increasing tourism; and the economic impact of tourism is not felt locally.

9.2 Weaknesses

Environmental Impacts

Those regions with higher tourism activity use more water per capita than regions without tourism.

The town uses mostly groundwater as there is a lack of quality and quantity of surface water.

Taos has an issue with illegal dumping and trash in the streets, which can negatively impact tourism. This is particularly prevalent in the outer areas of town, where there is also a growing homeless community. The Town of Taos are working to reduce this by installing cameras at illegal dump sites.

Recycling does not seem to be widely engaged in, even with dedicated local recycling centers – only 7.6% of trash is diverted to recycling.

There is very limited monitoring of visitor impact on noise and air pollution, solid waste management, or resource use. Without this monitoring, it's difficult to plan for future growth and improvements.

There appears to be no GHG monitoring or climate adaptation/mitigation planning at a County or Town level – at least no publicly available information. There is no tracking of progress against the statewide goal to reduce emissions by 45%. There is limited planning for adaptation only in the Comprehensive Plans.

Taos is currently only reacting to climate change, with actions for adaptation. There is no mitigation action to reduce the impacts.

9.2 Weaknesses

Communications and Marketing

Other than the Taos Ski Valley's B Corp Certification, there is little emphasis on educational messaging around environmental sustainability and responsible recreation. Anecdotally, some residents question whether the Taos Ski Valley's B Corp Certification is "greenwashing."

In the Destination Sustainability Diagnostic, of the 111 indicators analyzed and across the four pillars of destination sustainability, 49 (44%) were rated "red", indicating gaps or risks to the sustainable management of the destination and are the areas of greatest opportunity for improvement.

In the Destination Sustainability Diagnostic, the pillar Destination Management, showed the most area of risk with 60% of the indicators assessed showing no implementation. It is evident that town managers see this opportunity through their commitment to the development of this Destination Stewardship Plan.

While there are NGOs and local organizations committed to historical preservation, there is a limited number of laws, and regulations to protect tangible and intangible cultural heritage.

9.3 Opportunities

Demand and Economic Impacts

Establish a consistent monitoring system that includes consistent data collection and public reporting on a broad set of demand and economic impact indicators.

9.3 Opportunities

Tourism Product

Infrastructure needs cited by survey respondents and public meeting participants for the Town of Taos Comprehensive Plan 2022 included the need for EV charging stations, design guidelines for public spaces to ensure safety and practicality, and increased walking and biking trails.

The shoulder season in Taos sees lower visitation levels so opportunities for tourism during this period can be explored and expanded including a varied visitor market.

The difference in attraction visitation shows that Taos has interesting seasonality. While Taos itself is a year-round destination, the distribution of visitors throughout the year varies based on the activities and attractions that are more popular during that season. There is an opportunity to further diversify tourism products.

While there are historical preservation efforts in the Town of Taos and Taos Pueblo, historical preservation of all of Taos County must be prioritized including Hondo, Seco, and Morales.

The potential expansion of hiking/walking and biking trails in Taos will provide space for recreationists, and connect communities and businesses throughout Taos County. Currently a car is needed to travel around Taos but these additional trails could improve walkability and bikeability.

Expand wayfinding and interpretative signage to help visitors navigate through the town, and understand the history and visitor standards during their visit.

A tour bus/trolley experience could be expanded to allow visitors to venture further around Taos and to visit all major attractions.

A local volunteer base could be leveraged to help with destination management efforts and visitor communications.

Utilize the lodgers tax for tourism management efforts.

Regional education/adoption of B Corp or similar standards for tourism businesses. Work with the guides to help spread stewardship messaging.

There is a high percentage of non-local second home owners and short-term rentals in Taos who could face additional fees to support tourism efforts.

The youth are not deeply involved in tourism efforts in Taos but programs could be developed to help share the importance of the industry and raise up future leaders.

Increasing information available at attractions without guides. When guides were available at attractions, visitors indicated that they learned a lot and would like to have more information now that they're gone.

Provide more opportunities and representation for local artists and could have them collaborate to create more vibrant community spaces.

Taos can work to become Dark Sky Certified.

Make Taos Visitor Center to more accessible and informational for visitors. Communication on daily offerings including Taos Mainstreet, historical preservation, and transportation should be provided/expanded so the community is aware of offerings and community development. Uplift resident families by communicating how to engage in more local activities (sport, music, art, theater). Communication on daily offerings including Taos Mainstreet, historical preservation, and transportation should be provided/expanded so the community is aware of offerings and community development.

9.3 Opportunities

Enabling Environment for Tourism

The Department of Workforce Solutions is piloting a program in Taos to provide paid internships for on-the-job learning for young residents looking to start a career in hospitality. Programs like this could help reduce the hospitality labor shortage.

9.3 Opportunities

Quality of Life Impacts

Taos residents value Taos' natural setting, history and diversity, and arts and culture, the most. They want to see improvements in walking and biking trails to improve mobility in the town. They also recognize the need for improvements in affordable housing, economic development and jobs, and street upkeep.

9.3 Opportunities

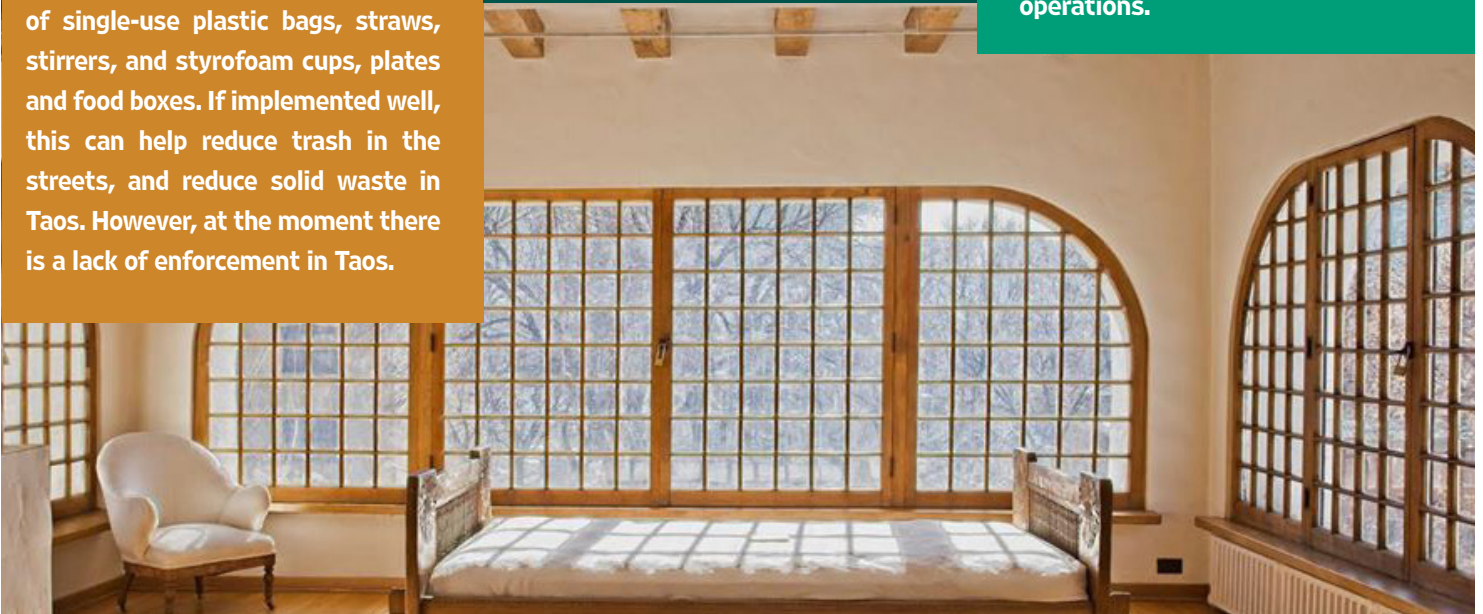
Environmental Impacts

The Town of Taos is developing a sustainability plan. The Town also plans to hire a sustainability coordinator in the near future.

The Town of Taos introduced a Single-Use Product Ordinance in 2020, prohibiting the use and sale of single-use plastic bags, straws, stirrers, and styrofoam cups, plates and food boxes. If implemented well, this can help reduce trash in the streets, and reduce solid waste in Taos. However, at the moment there is a lack of enforcement in Taos.

The state of New Mexico has a goal to reduce emissions by at least 45% by 2030, compared to 2005 levels. Current and planned policies will reduce emissions by 33.6%, leaving a gap of 11.4% between policies and the 45% goal.

The new state Climate Policy Bureau will support state agency compliance with the 2019 Executive Order on Addressing Climate Change and Energy Waste Prevention by integrating climate adaptation and mitigation efforts into their programs and operations.



9.3 Opportunities

Communications and Marketing

Pursue joining County/Town/State/Stakeholder tourism planning, marketing and management for a more cohesive message.

There is an opportunity to enhance educational messaging around environmental sustainability, responsible recreation, and desired tourist behavior.

Between three 5-member Lodgers' Tax Advisory Boards (Taos County, Town of Taos, and Taos Ski Village) plus an additional 6-member Taos Marketing Committee serving the Town, there is ample opportunity for local tourism stakeholders and residents to be involved in influencing tourism marketing.

This DSP planning process offers the Town of Taos ample opportunities to communicate, align, and affirm its goals for destination sustainability, resident and visitor education, and stakeholder collaboration.

There could be better, more consistent communication to residents about the benefits of tourism and the lodgers tax such as celebrating milestones in infrastructure improvements. Additionally, better communications of daily happenings and events for both locals and visitors has been identified.



9.4 Threats

Inflation in the US was 4% in May 2023 – food inflation was 6.7% and transportation inflation was 10%. This is causing an increase in the cost of living which will have dire impacts on those already struggling in Taos.

Impacts of climate change are already evident in Taos. Studies show that, as climate change continues, New Mexico will be vulnerable to more wildfires, hotter and drier climate, drought conditions, and less snowfall and snowpack. This can negatively impact tourism activities in the region, with shorter ski seasons, less water in the Rio Grande for recreational activities, and decreasing visitation during periods of wildfire smoke.

Travel's super mobility collides with the deepening social divide in the U.S.

Sharing platforms such as Airbnb can dramatically affect the tourism product and place; an estimated 95 percent of short-term rental operators in the county are not residents.

Continued labor shortages are a long-term threat to the hospitality and tourism industry.

The tourism workforce includes a high percentage of workers who are economically marginalized, and DEI efforts are scattered.

Lack of education and engagement of youth in the tourism industry. There is no vocational training or internships for young people that may encourage them to think about the tourism industry so youth are leaving.

The distribution and use of water due to the dry climate.

There is a high level of short-term rentals and second home ownership amidst a housing crisis in Taos.

High costs in Taos reduce affordability for locals.

A baseline of emergency response exists, but it does not take into consideration tourism and visitors.



Courtesy of Town of Taos

10. MAIN ISSUE AREAS FOR DESTINATION STEWARSHIP PLAN



10. MAIN ISSUE AREAS FOR DESTINATION STEWARDSHIP PLAN

The main findings presented in this Situation Analysis report and the SWOT were validated through on-site focus groups November 1-2, 2023. The next step was mapping priority issue areas for each stakeholder group—tourism stakeholders, residents, and visitors—that was identified using key data sources:

Tourism stakeholders (public sector, public land managers, private sector, NGO community) prioritized weaknesses, threats, and opportunities (derived from the SWOT analysis) during the focus group sessions.

Residents identified their main concerns in the resident sentiment toward tourism survey conducted as part of the DSP process. Responses to the open-ended questions were analyzed and a list of main recurring themes identified.

Visitor concerns were identified using past visitor surveys, a rapid assessment of online reviews for accommodations and restaurants, and an analysis of online travel reviews for 17 popular attractions and sites carried out as part of the DSP process.

Table 10-1 illustrates the priority issue areas identified for key stakeholder groups. The highlighted issue areas are those that recur across stakeholder groups and define common ground:

- Issue areas highlighted in yellow are related to visitor management, visitor education, and communications.
- Issue areas highlighted in red are related to tourism management.
- Issue areas highlighted green are related to workforce and housing shortages, respectively.
- Issue areas highlighted in purple are related to gentrification.

Main Issues identified across all stakeholder groups include:

1. Labor shortage
2. Lack of affordable workforce housing
3. Gentrification—displacement of long-time residents and the loss of local culture and identity
4. Absence of sustainability guidelines and communication strategies for businesses (with tour operators as one key group mentioned), visitor behavior and promoting respectful travel, and resident - ongoing engagement and educating residents
5. Deficiency in tourism planning and management, including the absence of a destination management organization and insufficient government support for tourism

6. Inconsistent distribution of tourism economic benefits, felt most acutely by the Hispanic or Latino community
7. Inadequate infrastructure, notably public parking and restroom facilities
8. Lack of integrated monitoring of tourism impacts
9. Lack of collaborative response to addressing the challenges of climate change

These nine main issue areas were presented to residents and tourism stakeholders and validated during stakeholder workshops and community meetings held in November. The community then helped to brainstorm initial solutions for the priority issue areas. The consulting team prepared a handout that detailed international good practices for all nine issue areas. This additional information helped to inform brainstorming sessions. These initial solutions will be further developed with stakeholder input in December 2023.

10. MAIN ISSUE AREAS FOR DESTINATION STEWARDSHIP PLAN

Table 10-1: What Matters to All Chart

What Matters to All Stakeholders	This Place, Our Home-Taos			
	Enabling Environment	Quality of Life	Quality of Work	Quality of Experiences
<p>Residents</p> <ul style="list-style-type: none"> • <i>Resident Sentiment Survey</i> • <i>Town Halls</i> 	<ul style="list-style-type: none"> • Lack of tourism planning and management • Inadequate infrastructure (roads, parking, etc.) 	<ul style="list-style-type: none"> • Shortage of affordable housing • Gentrification 	<ul style="list-style-type: none"> • Hispanic / Latino community is experiencing less economic benefits from tourism 	<ul style="list-style-type: none"> • Visitor behavior
<p>Tourism Stakeholders (public sector: public land managers, private sector, NGO community)</p> <ul style="list-style-type: none"> • <i>Visioning and Planning Workshops</i> • <i>Situation Analysis Report</i> • <i>Focus Groups</i> • <i>1:1 Interviews</i> • <i>Business Survey</i> 	<ul style="list-style-type: none"> • No sustainability guidelines for businesses, visitors and residents • No destination management organization; lack of management • Inconsistent monitoring of economic impacts and lack of monitoring of social and environmental impacts • Gentrification • Inadequate infrastructure (parking, public toilets etc.) • No collaborative response to changing climate • Lack of government support of tourism 	<ul style="list-style-type: none"> • Public / visitor safety 	<ul style="list-style-type: none"> • Labor shortages related to cost and availability to workforce housing • High dependence on tourism 	--
<p>Visitors</p> <ul style="list-style-type: none"> • <i>Analysis of online travel reviews</i> 	--	--	--	<ul style="list-style-type: none"> • Access/ infrastructure for nature and outdoor recreation • Value and price at information centers and museums.

11. APPENDICES



Courtesy of Town of Taos

11.1 Appendix A - Glossary of Terms

C

Climate change – “A long-term change in the average weather patterns that have come to define Earth’s local, regional and global climates. These changes have a broad range of observed effects that are synonymous with the term.”¹

D

Destination – “A physical space with or without administrative and/or analytical boundaries in which a visitor can spend an overnight. It is the cluster (co-location) of products and services, and of activities and experiences along the tourism value chain and a basic unit of analysis of tourism. A destination incorporates various stakeholders and can network to form larger destinations. It is also intangible with its image and identity which may influence its market competitiveness.” (UN Tourism, 2019)

Destination Management – “Consists of the coordinated management of all the elements that make up a tourism destination. Destination management takes a strategic approach to link-up these sometimes very separate elements for the better management of the destination.”²

Destination Stewardship – “An approach that balances and meets the needs of a destination and its communities, and operates with legitimacy and consent under a participatory governance model. It requires a clear mandate, good knowledge and data and the identification of mutual interests and priorities, particularly between the public and private sectors”³



Courtesy of Town of Taos

1 NASA. Overview: Weather, Global Warming and Climate Change. Retrieved from <https://climate.nasa.gov/resources/global-warming-vs-climate-change/>

2 (UN Tourism, n.d.)

3 Destination Stewardship. <https://wtcc.org/Portals/0/Documents/Reports/2021/Destination-Stewardship-Framework.pdf?ver=2021-07-22-091804-637>



Courtesy of Town of Taos

E

Enabling environment – “The supportive legal and policy frameworks and their implementation and enforcement; institutional strengthening including coordination, clear roles and responsibilities of key entities (government, non state actors including civil society); capacity strengthening of all actors so they can play their roles; social dialogue including participation of stakeholders (including links to issues such as decentralization)”⁴

G

Governance (tourism or destination) – “A practice of government that is measurable, that is aimed to effectively direct the tourism sectors at the different levels of government through forms of coordination, collaboration and/or cooperation that are efficient, transparent and subject to accountability, that help to achieve goals of collective interest shared by networks of actors involved in the sector, with the aim of developing solutions and opportunities through agreements based on the recognition of interdependencies and shared responsibilities.”⁵

I

Internationally Recognized / GSTC-Recognized Standards – “The Global Sustainable Tourism Council® (GSTC) establishes and manages global standards for sustainable travel and tourism, known as the GSTC Criteria. GSTC-Recognized Standards are sustainable tourism standards that adhere to and are equivalent to the GSTC Criteria. The GSTC-Recognized status refers to the standard/system itself and means that a sustainable tourism standard or system has been reviewed by GSTC technical experts and the GSTC Assurance Panel and deemed the standard or system equivalent to the GSTC Criteria for sustainable tourism. This means that the GSTC has verified that the standard aligns with the GSTC Criteria and that any additional clauses do not contradict GSTC Criteria requirements. It shows that the set of standards are based on the 4 pillars of the GSTC Criteria: Environment, Social, Cultural, and Management principles.”⁶

4 European Union (n.d.) Retrieved from <https://europa.eu/capacity4dev/iesf/discussions/enabling-environment-definition-and-reference-tools>

5 UN Tourism (2013). Governance for the Tourism Sector and its Measurement. Retrieved from <https://www.mlit.go.jp/kankocho/naratourismstatisticsweek/statistical/pdf/Governance%20for%20the%20Tourism%20Sector%20and%20its%20Measurement.pdf>

6 Global Sustainable Tourism Council Recognized Standards. www.gstc.org

O

Occupancy Rate – “The number of occupied rental units at a given time, compared to the total number of available rental units at that time.”⁷

Overnight stay – “A night spent or tourism night (overnight stay) is each night a guest / visitor (resident or non-resident) actually spends (sleeps or stays) in a tourism accommodation establishment or non-rented accommodation.”⁸

Overnight visitor – “A guest/visitor (resident or non-resident) that spends (sleeps or stays) in a tourism accommodation establishment or non-rented accommodation.”⁹

R

Responsible Visitation – Builds on concepts of Geotourism and Leave No Trace principles. Geotourism “sustains or enhances the geographical character of a place—its environment, culture, aesthetics, heritage, and the well-being of its residents”.

Regenerative Tourism – “Leaving a place [community, destination, attraction, site] better than you found it.”¹⁰



Courtesy of Town of Taos

7 <https://www.revfine.com/what-is-an-occupancy-rate/>

8 <https://ec.europa.eu>

9 <https://ec.europa.eu>

10 New York Times, Regenerative Tourism. <https://www.nytimes.com/2020/08/27/travel/travel-future-coronavirus-sustainable.html>

S

Sustainable Tourism – “tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment, and host communities.”¹¹ Sustainable tourism “refers to the environmental, economic, and socio-cultural aspects of tourism development, and a suitable balance must be established between these three dimensions to guarantee its long-term sustainability.”¹² “It is an aspiration to acknowledge all impacts of tourism, both positive and negative. It aims to minimize the negative impacts and maximize the positive ones.”¹³

Sustainable Tourism Standards – refers to the Global Sustainable Tourism Criteria (GSTC) “which serves as the global standards for sustainability in travel and tourism. The GSTC Criteria are used for education and awareness-raising, policy-making and as a basis for certification. The Criteria are the minimum, not the maximum, which businesses, governments, and destinations should achieve to approach social, environmental, cultural, and economic sustainability.”¹⁴

T

Tour Operators – “Businesses that combine two or more travel services (e.g., transport, accommodation, meals, entertainment, sightseeing) and sell them through travel agencies or directly to final consumers as a single product (called a package tour) for a global price.”¹⁵

V

Visitor Use Management – “The proactive and adaptive process for managing characteristics of visitor use and the natural and managerial setting using a variety of strategies and tools to achieve and maintain desired resource conditions and visitor experiences. Managing visitor access and use for recreational benefits and resource protection is inherently complex. It requires that managers analyze not only the number of visitors but also where they go, what they do, their impacts on resources and visitor experiences, and the underlying causes of those impacts.”¹⁶



Courtesy of Town of Taos

11 (UN Tourism, 2005: 11-12. Making Tourism More Sustainable – A Guide for Policy Makers)

12 (UN Tourism, 2005: 11-12. Making Tourism More Sustainable – A Guide for Policy Makers)

13 (GSTC, n.d.)

14 Sustainable Tourism Standards. www.gstc.org

15 <https://stats.oecd.org/glossary/detail.asp?ID=2733>

16 Interagency Visitor Use Management Council. (2022). What Is It? Retrieved from <https://visitorusemanagement.nps.gov/VUM/WhatIsIt>

11.2 Appendix B - Tourism Product Research

Attractions

Attraction	Description	Category (Nature, Outdoor Recreation, and Scenic Drives, Cultural and Historic Heritage, Leisure and Entertainment, Purpose-Built)	Activities at Attraction	Rating on Tripadvisor	Number of Reviews on Tripadvisor	Rating on Google	Number of Reviews on Google
Taos Pueblo	Taos Pueblo is the only living Native American community designated both a World Heritage Site by UNESCO and a National Historic Landmark. The multi-storied adobe buildings have been continuously inhabited for over 1000 years.	Cultural and Historic Heritage	art, history, education, tour, religious activities	4.5	3068		
Taos Historic Museums	Historical artifacts & art in two venues: a preserved landmark home & a circa-1804 hacienda.	Cultural and Historic Heritage	tour, history, education			4.3	27
San Francisco de Assisi Mission Church	San Francisco de Asís Mission Church is a historic and architecturally significant building on the main plaza of Ranchos de Taos, New Mexico. Originally the center of a small Mexican and Indian 18th Century agricultural community.	Cultural and Historic Heritage	History, religious activities, cultural heritage, photography, shopping, food and beverage, art, painting, National Park Service visit	4.5	804	4.7	615
Millicent Rogers Museum	The Millicent Rogers Museum celebrates and shares the arts and cultures of the Southwest	Cultural and Historic Heritage	Art, entertainment, exhibitions, panel discussion, education, cultural heritage, events	4.5	770	4.8	235

11.2 APPENDIX B - TOURISM PRODUCT RESEARCH

Attraction	Description	Category (Nature, Outdoor Recreation, and Scenic Drives, Cultural and Historic Heritage, Leisure and Entertainment, Purpose-Built)	Activities at Attraction	Rating on Tripadvisor	Number of Reviews on Tripadvisor	Rating on Google	Number of Reviews on Google
Kit Carson Home & Museum	The Kit Carson House is a historic house museum at 113 Kit Carson Road in central Taos, New Mexico. Built in 1825, it was from 1843 until his death the home of frontiersman Kit Carson.	Cultural and Historic Heritage	history, museum, education, cultural heritage	4	427	4.4	379
La Hacienda de los Martinez	Living Museum of Late Spanish Colonial Period in Northern New Mexico built in 1804 by Severino Martinez and his family. On the National Register of Historic Places. Winter Hours are a shortened version of our regular season hours.	Cultural and Historic Heritage	tours, education, cultural knowledge, self-guided tour	4.5	221	4.5	127
Blumenschein Home & Museum	The Ernest L. Blumenschein House is a historic house museum and art gallery at 222 Ledoux Street in Taos, New Mexico. It was the home of painter Ernest L. Blumenschein, a co-founder of the Taos Society of Artists and one of the "Taos Six". It was declared a National Historic Landmark in 1965.	Cultural and Historic Heritage	art, shopping, history, tour	4.5	104	3.3	6

11.2 APPENDIX B - TOURISM PRODUCT RESEARCH

Attraction	Description	Category (Nature, Outdoor Recreation, and Scenic Drives, Cultural and Historic Heritage, Leisure and Entertainment, Purpose-Built)	Activities at Attraction	Rating on Tripadvisor	Number of Reviews on Tripadvisor	Rating on Google	Number of Reviews on Google
Taos Drums	giant teepees on the Taos Drums grounds located five miles south of Taos Plaza on highway 68. Stop by for a free tour of our drum-making workshop and visit our showroom. You will find the world's largest selections of Indian drums, and a diverse display of rawhide furnishings, primitive folk art, ethnic crafts and jewelry, and the region's best selection of Zapotec rugs.	Cultural and Historic Heritage	tour, art, culture, education, music	4.5	68		
Mabel Dodge Luhan Historic House	Historic museum and hotel	Cultural and Historic Heritage	art, artistic workshop, education, history, food and beverage	5	45	4.4	98
D.H. Lawrence Ranch	A memorial chapel for the famous 20th-century author D.H. Lawrence is located on the ranch where he lived on and off in the early 1920s. The author described Taos as "...one of the chosen spots on earth."	Cultural and Historic Heritage	education, tour	4	43		

11.2 APPENDIX B - TOURISM PRODUCT RESEARCH

Attraction	Description	Category (Nature, Outdoor Recreation, and Scenic Drives, Cultural and Historic Heritage, Leisure and Entertainment, Purpose-Built)	Activities at Attraction	Rating on Tripadvisor	Number of Reviews on Tripadvisor	Rating on Google	Number of Reviews on Google
Ranchos de Taos Plaza	Ranchos de Taos Plaza is a historic district in Ranchos de Taos, New Mexico, about four miles south of the town of Taos, New Mexico. There are 21 buildings over 84 acres in the historic district, including the San Francisco de Assisi Mission Church, a U.S. National Historic Landmark.	Cultural and Historic Heritage	education, tour, history, shopping, food and beverage	4	59	4.5	8
Historic Ledoux Street	Historic street home to old buildings and the Harwood Gallery	Cultural and Historic Heritage	visit art galleries, history	4	38		
Jack the Burro	"Jack the Burro" was sculpted by Frank Seckler of Taos, New Mexico after being commissioned by El Dorado Plaza in Taos, New Mexico in 2011. The sculpture, which provides an excellent photo opportunity, is dedicated to the lowly beasts of burden who honorably served the people of Taos and Northern New Mexico for many centuries. It's not uncommon to hear Taosenos say: "If you don't know Taos, you don't know Jack!"	Cultural and Historic Heritage	photography, art	4.5	9		

11.2 APPENDIX B - TOURISM PRODUCT RESEARCH

Attraction	Description	Category (Nature, Outdoor Recreation, and Scenic Drives, Cultural and Historic Heritage, Leisure and Entertainment, Purpose-Built)	Activities at Attraction	Rating on Tripadvisor	Number of Reviews on Tripadvisor	Rating on Google	Number of Reviews on Google
Jesus Nazareno Cemetery	Gravesite with Dennis Hopper's Grave	Cultural and Historic Heritage	visit graves	4	1	4.7	10
Couse-Sharp Historic Site	Site of the early 20th century homes and studios of E.I. Couse and J.H. Sharp, founding members of the Taos Society of Artists. Gardens, 1830s chapel, 1930s machine shop and lab, brand-new research center, and galleries with exhibitions on the 2+ acre campus.	Cultural and Historic Heritage	history, tours, nature viewing	5	32	4.8	27
Taos Neem Karoli Baba Ashram & Hanuman temple	Hindu temple and ashram	Cultural and Historic Heritage	meditation, religious ceremonies, music, food and beverage, spiritual practices	5	4	4.8	368
Our Lady of Guadalupe Catholic church	Our Lady of Guadalupe Parish or Nuestra Senora de Guadalupe is located just west of the Taos Plaza at 205 Don Fernando Street in downtown Taos, New Mexico	Cultural and Historic Heritage	spiritual practices, church services/ mass, music	4.5	3	4.7	68
Governor Bent House and Museum	Home of the first territorial governor of New Mexico, which features adobe architecture, 19th-century frontier artifacts and family furnishings.	Cultural and Historic Heritage	tour, education	2.5	65		

11.2 APPENDIX B - TOURISM PRODUCT RESEARCH

Attraction	Description	Category (Nature, Outdoor Recreation, and Scenic Drives, Cultural and Historic Heritage, Leisure and Entertainment, Purpose-Built)	Activities at Attraction	Rating on Tripadvisor	Number of Reviews on Tripadvisor	Rating on Google	Number of Reviews on Google
Taos Art Museum	The Taos Art Museum is an art museum located in Taos, New Mexico in the Nicolai Fechin House. This was the home of Russian artist Nicolai Fechin, his wife Alexandra, and daughter Eya.	Cultural and Historic Heritage	art, cultural heritage, entertainment, shopping, meditation, tour	4.5	295	4.8	208
Taos Center for the Arts	Movie theater	Cultural and Historic Heritage	film, music, dance, workshops, theater	4.5	3	4.5	22
Harwood Museum of Art	The Harwood Museum of Art is located in Taos, New Mexico. Founded in 1923 by the Harwood Foundation, it is the second oldest art museum in New Mexico. Its collections include a wide range of Hispanic works and visual arts from the Taos Society of Artists, Taos Moderns, and contemporary artists.	Cultural and Historic Heritage	art, exhibitions, cultural heritage, education	4.5	204	4.5	153
Taos Plaza	Taos Plaza is a center of shops and monuments within the Taos Downtown Historic District in Taos, New Mexico	Leisure and Entertainment	shopping, history, cultural heritage, education, food and beverage	4	1000	4.5	1559
Imagine Children's Museum	Children's museum	Leisure and Entertainment	education, exploration, kids play			3	3

11.2 APPENDIX B - TOURISM PRODUCT RESEARCH

Attraction	Description	Category (Nature, Outdoor Recreation, and Scenic Drives, Cultural and Historic Heritage, Leisure and Entertainment, Purpose-Built)	Activities at Attraction	Rating on Tripadvisor	Number of Reviews on Tripadvisor	Rating on Google	Number of Reviews on Google
Earthship Visitor Center	An Earthship is a type of passive solar house that is made of both natural and upcycled materials (such as earth-packed tires). Earthships can be completely off-grid or partially off-grid. Earthships can be built in any part of the world, in any climate (with a permit) and still provide electricity, potable water, contained sewage treatment and sustainable food production.	Leisure and Entertainment	education, climate action, tour, sustainability	4	479		
Enchanted Circle Pottery	Enchanted Circle Pottery is a working art studio and gallery. Ceramic artists will provide a tour and explain the pottery process.	Leisure and Entertainment	tours, art, pottery, education	5	251	4.9	93
Taos Mountain Casino	100% Smoke-free Casino, Built In Adobe Style With Incredible Mountain Views	Leisure and Entertainment	gambling, food and beverage	3	63	3.7	536
Taos Farmers Market	Weekly farmers market held on Saturdays	Leisure and Entertainment	food and beverage, shopping	4.5	19	4.7	92

Attraction	Description	Category (Nature, Outdoor Recreation, and Scenic Drives, Cultural and Historic Heritage, Leisure and Entertainment, Purpose-Built)	Activities at Attraction	Rating on Tripadvisor	Number of Reviews on Tripadvisor	Rating on Google	Number of Reviews on Google
John Dunn Shops	The John Dunn Shops are located in the heart of Taos' historic district on a shaded walkway linking Taos Plaza and Bent Street. Everything you are looking for in one spot: street food and patio dining, clothing for men, women and children, books, folk art, ceramics, artwork, shoes, gems and fossils, kitchenware, unique gifts, yarn and weavings, beads and a cozy coffee shop. Sit on a shaded bench in the garden by the fountain and sip a cappuccino or a smoothie while listening to musicians and meeting local merchants. John Dunn Shops is the best of Taos all in one beautiful location.	Leisure and Entertainment	shopping, food and beverage	4	6	4.7	163

11.2 APPENDIX B - TOURISM PRODUCT RESEARCH

Attraction	Description	Category (Nature, Outdoor Recreation, and Scenic Drives, Cultural and Historic Heritage, Leisure and Entertainment, Purpose-Built)	Activities at Attraction	Rating on Tripadvisor	Number of Reviews on Tripadvisor	Rating on Google	Number of Reviews on Google
Twirl	A play and discovery space with a free outdoor playground featuring climbing installations, water and sand play areas, hobbit treehouse, ride-ons, a community playroom offering free classes, activities, events and interactive installations, and a gift shop selling educational toys and games.	Leisure and Entertainment	playground, climbing, playing, children playing, classes, interactive installations, shopping	4.5	136	4.9	140
Taos Country Club	Golf club	Leisure and Entertainment	golfing, food and beverage, socializing	5.5	51	4.4	99
The KTAOS Solar Center	The KTAOS Solar Center is as unique as it gets and is a must if you are visiting Taos or live here: home to two radio stations: KTAOS Solar Radio 101.9FM and Luna 103.7FM, along with a world-class concert venue and family-friendly full restaurant and bar. An expansive 2 acre backyard that boasts the best views in Taos, as well as national and local musicians. Happy hour everyday 4pm-6pm	Leisure and Entertainment	music, concerts, radio, food and beverages	4	48	4.3	196
Storyteller Cinema 7	movie theater	Leisure and Entertainment	movie watching, food and beverage	5	12	4.4	489

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Attraction	Description	Category (Nature, Outdoor Recreation, and Scenic Drives, Cultural and Historic Heritage, Leisure and Entertainment, Purpose-Built)	Activities at Attraction	Rating on Tripadvisor	Number of Reviews on Tripadvisor	Rating on Google	Number of Reviews on Google
The Pit Stop & Go Kart City	Go karting	Leisure and Entertainment	Go karting				
Taos Youth and Family Center	Community center and skating rink	Leisure and Entertainment	swimming, shuffleboard, skating, therapy swimming, events, arcade games	5	6	4.3	230
The Fire PLAYce Taos	Paint your own pottery studio	Leisure and Entertainment	pottery, painting	5	7	4.9	159
Gutters	Bowling alley	Leisure and Entertainment	bowling	5	3	4.3	253
Taos Youth Ballet	One of the leading dance schools in Northern New Mexico with a special interest in exposing the community at large to dance, live music and educational opportunities.	Leisure and Entertainment	theater				
Cumbres and Toltec Scenic Railroad	Spend the day on America's best scenic railroad. The coal-fired steam engine of Cumbres & Toltec takes you into the unspoiled West.	Leisure and Entertainment	train ride, scenery				
Kit Carson Park	Public park named for a notable frontiersman, offering sports fields & a kids' playground.	Nature, Outdoor Recreation, and Scenic Drives	baseball, playground, picnic, sports, outdoor recreation, dog walking, dog park	4	127	4.4	527
Taos Eco Park	Park in Taos	Nature, Outdoor Recreation, and Scenic Drives	soccer, dog walking, walking, running			4.6	113

11.2 APPENDIX B - TOURISM PRODUCT RESEARCH

Attraction	Description	Category (Nature, Outdoor Recreation, and Scenic Drives, Cultural and Historic Heritage, Leisure and Entertainment, Purpose-Built)	Activities at Attraction	Rating on Tripadvisor	Number of Reviews on Tripadvisor	Rating on Google	Number of Reviews on Google
Fred Baca Park	Park in Taos	Nature, Outdoor Recreation, and Scenic Drives				4.5	263
Orilla Verde Recreation Area	Recreation areas	Nature, Outdoor Recreation, and Scenic Drives	hiking, rafting, camping, wildlife viewing			4.5	42
Taos Ski School	ski school in Taos Ski Valley	Nature, Outdoor Recreation, and Scenic Drives	skiing, learning, classes, snowboarding	4.5	104		
Rio Grande Gorge Bridge	The Rio Grande Gorge Bridge, locally known as the "Gorge Bridge" or the "High Bridge", is a steel deck arch bridge across the Rio Grande Gorge 10 miles northwest of Taos, New Mexico,	Nature, Outdoor Recreation, and Scenic Drives	Scenic drive, sightseeing, boating, fishing, hiking, biking, kayaking, white water rafting, photography	4.5	3662	4.8	3183
Enchanted Circle Drive/ Scenic Byway	The most popular tour in our area, this National Forest Scenic Byway circles Wheeler Peak, the highest in New Mexico at 13,161 feet. Throughout the drive, you'll see some of the oldest rocks in the southwest - quartz and feldspar that date back two billion years.	Nature, Outdoor Recreation, and Scenic Drives	Scenic drive, sightseeing, hiking, art, cultural heritage, fishing, history, skiing, golfing, shopping, food and beverage, photography	4.5	614		

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Attraction	Description	Category (Nature, Outdoor Recreation, and Scenic Drives, Cultural and Historic Heritage, Leisure and Entertainment, Purpose-Built)	Activities at Attraction	Rating on Tripadvisor	Number of Reviews on Tripadvisor	Rating on Google	Number of Reviews on Google
High Road to Taos	The 56-mile High Road to Taos is a scenic, winding road through the Sangre de Cristo Mountains between Santa Fe and Taos. It winds through high desert, mountains, forests, small farms, and tiny Spanish land grant villages and Pueblo Indian villages	Nature, Outdoor Recreation, and Scenic Drives	Scenic drive, sightseeing, cultural heritage, hiking, history, religious activities, photography, food and beverage, shopping, historic sites	4.5	1287		
Williams Lake	Williams Lake is an alpine lake in Taos County, New Mexico, United States, located high in the Sangre de Cristo Mountains below Wheeler Peak in the Wheeler Peak Wilderness of Carson National Forest. The lake is accessible via the Williams Lake Trail from the trailhead in Taos Ski Valley.	Nature, Outdoor Recreation, and Scenic Drives	hiking, scenery, skiing, biking, cross-country skiing, photography	4.5	189	4.8	69
The Low Road From Taos and Santa Fe	The Low Road is the most direct route between Santa Fe and Taos. This route winds along the Rio Grande and through a narrow canyon, offering some incredible views (especially when traveling north toward Taos). The 70 miles takes approximately an hour and a half to drive without any stops	Nature, Outdoor Recreation, and Scenic Drives	sightseeing, hiking, photography, scenic drive, food and beverages, wineries, art, cultural heritage, mountain biking, education, historic sites	4.5	403		

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Attraction	Description	Category (Nature, Outdoor Recreation, and Scenic Drives, Cultural and Historic Heritage, Leisure and Entertainment, Purpose-Built)	Activities at Attraction	Rating on Tripadvisor	Number of Reviews on Tripadvisor	Rating on Google	Number of Reviews on Google
Rio Grande del Norte National Monument	The Rio Grande del Norte National Monument is an approximately 242,555-acre area of public lands in Taos County, New Mexico, proclaimed as a national monument on March 25, 2013, by President Barack Obama under the provisions of the Antiquities Act.	Nature, Outdoor Recreation, and Scenic Drives	Sightseeing, cultural heritage, hiking, wildlife viewing, Whitewater rafting, hunting, fishing, hiking, mountain biking, and camping	4.5	128	4.7	1350
Wild Rivers Recreation Area	Wild Rivers Recreation Area is located in north central New Mexico within the Rio Grande del Norte National Monument. Two rivers that run through the park, the Rio Grande and Red River are National Wild and Scenic Rivers. NM 378 that traverses the recreation area is designated a New Mexico Scenic Byway.	Nature, Outdoor Recreation, and Scenic Drives	scenic drive, hiking, fishing, camping	5	181	4.6	81
Black Rock Hot Springs	Black Rock Hot Springs are a small system of thermal springs west of the town of Arroyo Hondo, New Mexico	Nature, Outdoor Recreation, and Scenic Drives	swimming, hiking	4	14	4.2	59

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Attraction	Description	Category (Nature, Outdoor Recreation, and Scenic Drives, Cultural and Historic Heritage, Leisure and Entertainment, Purpose-Built)	Activities at Attraction	Rating on Tripadvisor	Number of Reviews on Tripadvisor	Rating on Google	Number of Reviews on Google
Ponce de Leon Springs	Ponce de Leon Hot Springs is also known as Taos Pueblo Tribal Hot Springs is a free long abandoned hot spring resort located in the Carson National Forest, along the Miranda Canyon, in the North western corner of the enchanted state of New Mexico. The Ponce ruins still offer three primitive cement walled and gravel bottomed hot spring pools. This land does belong to the American tribe of the Pueblos. These indigenous people grant access to this sacred place to the public. Please respect the customs of the native people. Clothing is optional.	Nature, Outdoor Recreation, and Scenic Drives	swimming, hiking	3	2	4.1	11
Rift Valley Trail		Nature, Outdoor Recreation, and Scenic Drives	hiking			4.6	73
Hunziker Bowl	ski trail in Taos Ski Valley	Nature, Outdoor Recreation, and Scenic Drives	skiing, snowboarding, hiking	5	12		
Al's Run	hiking and ski trail in Taos Ski Valley	Nature, Outdoor Recreation, and Scenic Drives	skiing, snowboarding, hiking	5	9		

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Attraction	Description	Category (Nature, Outdoor Recreation, and Scenic Drives, Cultural and Historic Heritage, Leisure and Entertainment, Purpose-Built)	Activities at Attraction	Rating on Tripadvisor	Number of Reviews on Tripadvisor	Rating on Google	Number of Reviews on Google
Northside at Taos Ski Village	hiking and ski trail in Taos Ski Valley	Nature, Outdoor Recreation, and Scenic Drives	skiing, snowboarding, hiking, biking, climbing, snowshoeing, snowmobile, wildflower viewing	4	5	5	5
Brandenburg Park	City Park	Nature, Outdoor Recreation, and Scenic Drives	parking, shopping, music, playground			4.7	84
Mallette Park	Park	Nature, Outdoor Recreation, and Scenic Drives	hiking, playground, fishing			4.9	8
Gavilan Trail	hiking trail in Taos Ski Valley	Nature, Outdoor Recreation, and Scenic Drives	hiking, biking	5	1	4.9	8
Rio Grande River	The Rio Grande, known in Mexico as the Río Bravo del Norte or simply the Río Bravo, is one of the principal rivers in the southwestern United States and in northern Mexico. The length of the Rio Grande is 1,896 miles, making it the 4th longest river in North America by main stem.	Nature, Outdoor Recreation, and Scenic Drives	Fishing, hiking, boating, wildlife viewing, swimming, beaching			4.1	4132

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Attraction	Description	Category (Nature, Outdoor Recreation, and Scenic Drives, Cultural and Historic Heritage, Leisure and Entertainment, Purpose-Built)	Activities at Attraction	Rating on Tripadvisor	Number of Reviews on Tripadvisor	Rating on Google	Number of Reviews on Google
Rio Costilla (Valle Vidal)	Valle Vidal is a 101,794 acres mountain basin in the Sangre de Cristo Mountains within the Carson National Forest, northwest of Cimarron, New Mexico. Elevations in the basin range from 7,700 to 12,554 feet. Valle Vidal is noted for its pristine scenery and wildlife	Nature, Outdoor Recreation, and Scenic Drives	Fishing, nature viewing, wildlife viewing, boating			5	16
Cimarron River	The Cimarron River extends 698 miles across New Mexico, Oklahoma, Colorado, and Kansas. The headwaters flow from Johnson Mesa west of Folsom in northeastern New Mexico. Much of the river's length lies in Oklahoma, where it either borders or passes through eleven counties. There are no major cities along its route	Nature, Outdoor Recreation, and Scenic Drives	Fishing, tubing, kayaking, boating, swimming			4.4	9

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Attraction	Description	Category (Nature, Outdoor Recreation, and Scenic Drives, Cultural and Historic Heritage, Leisure and Entertainment, Purpose-Built)	Activities at Attraction	Rating on Tripadvisor	Number of Reviews on Tripadvisor	Rating on Google	Number of Reviews on Google
Rio de los Pinos	Los Pinos River is a tributary of the San Juan River in southern Colorado and northern New Mexico in the United States. The stream flows from a source near Weminuche Pass in the San Juan Mountains of Colorado to a confluence with the San Juan River at Navajo Lake in San Juan County, New Mexico.	Nature, Outdoor Recreation, and Scenic Drives	Fishing			5	2
Carson National Forest	You don't Have to camp in a campground! National Forests mean room to roam. You can camp anywhere in Carson National Forest. Leashed dogs are welcome. 1.5 million acres of mountainous areas with fishing, hiking, picnics, and camping.	Nature, Outdoor Recreation, and Scenic Drives	hiking, biking, camping, wildlife viewing, grazing, resource extraction, hunting			4.7	23
Angel Fire Golf Course	Come play our 18-hole PGA Championship Golf Course. Situated at 8600', this is high altitude golfing at its best. Full service golf shop, PGA-pro instructor, meeting spaces, indoor pool, fitness center, and fine dining restaurant.	Nature, Outdoor Recreation, and Scenic Drives	golfing, swimming, exercising, food and beverage				

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Attraction	Description	Category (Nature, Outdoor Recreation, and Scenic Drives, Cultural and Historic Heritage, Leisure and Entertainment, Purpose-Built)	Activities at Attraction	Rating on Tripadvisor	Number of Reviews on Tripadvisor	Rating on Google	Number of Reviews on Google
Wheeler Peak Wilderness Area	Leashed dogs are welcome. Wheeler peak is the highest point in New Mexico at 13,161 feet. Hiking trails with beautiful views located throughout the area for the motivated pet owner.	Nature, Outdoor Recreation, and Scenic Drives	hiking, dog walking, boating			5	4
Sunset Park	Park	Nature, Outdoor Recreation, and Scenic Drives	walking, running, sunset watching			4.5	10
Angel Fire Ski Resort	With 72 trails, three terrain parks, snow tubing, and night skiing, there's enough here to keep the family happy all week long.	Nature, Outdoor Recreation, and Scenic Drives	skiing, snowboarding, snowtubing			4.4	1587
Red River Ski Area	A warm and friendly escape where you'll always feel like part of the family, offering winter and summer fun for everyone.	Nature, Outdoor Recreation, and Scenic Drives	skiing, mountain biking, snowboarding, disc golf, hiking, walking	4.5	607	4.5	225
Taos Ski Valley Resort	Flanked by sacred wilderness, rugged peaks and multicultural vibes, Taos Ski Valley sits in the heart of The Enchanted Circle.	Nature, Outdoor Recreation, and Scenic Drives	skiing, snowboarding, ski school, food and beverage, shopping	4.5	538	4.6	1013

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Attraction	Description	Category (Nature, Outdoor Recreation, and Scenic Drives, Cultural and Historic Heritage, Leisure and Entertainment, Purpose-Built)	Activities at Attraction	Rating on Tripadvisor	Number of Reviews on Tripadvisor	Rating on Google	Number of Reviews on Google
Sipapu Ski & Summer Resort	Sipapu Ski & Summer Resort is a family friendly, family fun resort nestled in the mountains just 20 miles southeast of Taos. Featuring slopeside accommodations, Sipapu is an affordable option for your summer and winter vacation.	Nature, Outdoor Recreation, and Scenic Drives	skiing, hiking, snowboarding, food and beverage, disc golf, fishing			4.2	915
Taos Ski Valley Disc Golf Course	The disc golf course at Taos Ski Valley starts in near the Resort Center, at the base of Chair #5. The course winds its way up the Rubezahl trail, which is a very popular summer hiking trail. Then returns down Pioneer Beginners Hill to base	Nature, Outdoor Recreation, and Scenic Drives	disc golf, walking			5	1
Sipapu Disc Golf	Sipapu was named by Disc Golf Digest as one of the top five scenic courses in the country, Sipapu features a 20-basket disc golf course that's FREE to all visitors and Sipapu guests.	Nature, Outdoor Recreation, and Scenic Drives	disc golf, walking			4.3	15

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Attraction	Description	Category (Nature, Outdoor Recreation, and Scenic Drives, Cultural and Historic Heritage, Leisure and Entertainment, Purpose-Built)	Activities at Attraction	Rating on Tripadvisor	Number of Reviews on Tripadvisor	Rating on Google	Number of Reviews on Google
Angel Fire Disc Golf	Features an 18-hole disc golf course which utilizes the terrain of our ski mountain for the hazards. This unique high-altitude course starts at over 10,000' elevation, Disc Golf is free to play, but you need a chairlift pass.	Nature, Outdoor Recreation, and Scenic Drives	disc golf, walking				
Quail Ridge Swimming and Tennis	Take in the views from Quail Ridge Taos' seasonal outdoor heated pool, kiddie pool & year-round hot tub. Swimming lessons available over the summer. Ten Tennis courts available for lessons and games.	Nature, Outdoor Recreation, and Scenic Drives	tennis, swimming, lessons				
Taos Tennis	Taos Tennis boasts 10 layco-like courts and is integral with Quail Ridge Taos: A Condo Resort. Guests can stay courtside and participate in clinics, drop-in doubles, lessons and tournaments all while enjoying the pool, hot tub and dining.	Nature, Outdoor Recreation, and Scenic Drives	tennis, pickleball, swimming			4.9	14

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Attraction	Description	Category (Nature, Outdoor Recreation, and Scenic Drives, Cultural and Historic Heritage, Leisure and Entertainment, Purpose-Built)	Activities at Attraction	Rating on Tripadvisor	Number of Reviews on Tripadvisor	Rating on Google	Number of Reviews on Google
Angel Fire Resort Tennis Center	Just south of the Lodge at Angel Fire Resort on Highway 434 and near the Country Club, the Angel Fire Resort Tennis Center has six hard courts including two Pickle Ball courts for use by Resort members, guests, and visitors.	Nature, Outdoor Recreation, and Scenic Drives	tennis, pickleball				
Taos Visitor Center	Tourist information center in Taos, New Mexico	Purpose-Built	information gathering, education, shopping, art, trip planning	4.5	393	4.6	235
Questa Visitor Center	Visitor center	Purpose-Built	information gathering, education, trip planning			4.4	29
Wild Rivers Visitors Center	Information center overlooking the Rio Grande Gorge	Purpose-Built	information gathering, education, trip planning			4.6	81
Rio Grande Gorge Visitor Center	Visitor center	Purpose-Built	information gathering, education, trip planning, restroom use			4.5	232
Picuris Pueblo visitor center	Visitor center	Purpose-Built	information gathering, education, trip planning, restroom use			5	1

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Attraction	Description	Category (Nature, Outdoor Recreation, and Scenic Drives, Cultural and Historic Heritage, Leisure and Entertainment, Purpose-Built)	Activities at Attraction	Rating on Tripadvisor	Number of Reviews on Tripadvisor	Rating on Google	Number of Reviews on Google
Red River Visitor Center	Visitor center	Purpose-Built	information gathering, education, trip planning, restroom use			4.6	135
University of New Mexico, Taos	College	Purpose-Built	education, lectures				
SMU-in-Taos	Southern Methodist University (located in Dallas, TX), owns and operates a 423-acre campus in beautiful Taos, NM. The SMU-in-Taos campus is located on the footprint of the historic Fort Burgwin. SMU-in-Taos offers numerous programs and courses throughout the year.	Purpose-Built	education, lectures	5	4	5	4

Accommodations

Name	Accommodation Type	Accommodation Ownership	Rating on Tripadvisor	Number of Reviews on Tripadvisor	Rating on Google	Number of Reviews on Google
Sierra Village Lodge and RV Park	Campgrounds/RV Parks	Individually Owned	3.5	35	3.7	81
Taos Monte Bello RV Park	Campgrounds/RV Parks	Individually Owned	4.5	49	4.6	71
Taos RV Park	Campgrounds/RV Parks	Individually Owned			4	65
Taos Valley RV Park	Campgrounds/RV Parks	Individually Owned	4.5	10	4.2	334
Carson National Forest	Campgrounds/RV Parks	Park/Publicly Managed			4.7	23
Alpine Village Suites	Guest Houses and Condos	Individually Owned			4.6	524
Burch Street Casitas	Guest Houses and Condos	Individually Owned	5	231	5	64
Casa Encantada	Guest Houses and Condos	Individually Owned	5	8	5	1
Casitas de Taos	Guest Houses and Condos	Individually Owned			5	2
Inger Jirby Guest Houses	Guest Houses and Condos	Individually Owned	4.5	30	4.3	7
La Buena Vida Condominiums	Guest Houses and Condos	Individually Owned	3	5	4.4	7
Rio Hondo Condominiums	Guest Houses and Condos	Individually Owned			4.7	27
Sierra Del Sol Vacation Condos	Guest Houses and Condos	Individually Owned			3.4	9
Snakedance Condominiums	Guest Houses and Condos	Individually Owned			4.4	29
Snow Bear Inn and Condominiums	Guest Houses and Condos	Individually Owned			4.2	36
Taos Creek Cabins	Guest Houses and Condos	Individually Owned	3	6	4.2	9
Taos Lodging Vacation Casitas	Guest Houses and Condos	Individually Owned	5	77	4.8	21
The Kandahar	Guest Houses and Condos	Individually Owned			3.9	27
Bavarian Chalets	Hotels and Motels	Individually Owned			4.4	7
Desert Flower Hotel	Hotels and Motels	Individually Owned			5	42

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Name	Accommodation Type	Accommodation Ownership	Rating on Tripadvisor	Number of Reviews on Tripadvisor	Rating on Google	Number of Reviews on Google
Hotel La Fonda de Taos	Hotels and Motels	Individually Owned	4	338	4.3	269
Hotel Luna Mystica	Hotels and Motels	Individually Owned	4.5	102	4.7	338
Kachina Lodge de Taos	Hotels and Motels	Individually Owned	3.5	96	3.2	515
Palacio de Marquesa	Hotels and Motels	Individually Owned	5	390	4.6	103
The Blake at Taos Ski Valley	Hotels and Motels	Individually Owned			4.7	277
Club Wyndham Taos/ WorldMark Taos	Hotels and Motels	International Chain	4.5	232	4.4	319
Days Inn by Wyndham Taos	Hotels and Motels	International Chain	3	336	2.9	256
Hampton Inn Taos	Hotels and Motels	International Chain	3.5	893	3.9	535
Hotel Don Fernando de Taos	Hotels and Motels	International Chain	3.2	231	4	598
Quality Inn	Hotels and Motels	International Chain	3.5	532	3.5	423
Super 8 Motel	Hotels and Motels	International Chain	3.5	543	3.4	375
Adobe and Pines Inn - Bed & Breakfast	Inns and B&Bs	Individually Owned	5	894	4.7	167
American Artists Gallery House - Bed & Breakfast	Inns and B&Bs	Individually Owned	4.5	81	4.4	18
Brownell Chalet	Inns and B&Bs	Individually Owned			5	11
Casa Benavides Inn	Inns and B&Bs	Individually Owned	4.5	339	4.5	179
Casa Europa Inn & Gallery	Inns and B&Bs	Individually Owned	5	98	4.8	25
Casa De Las Chimeneas	Inns and B&Bs	Individually Owned			5	1
Casa Gallina - A Taos Artisan Inn	Inns and B&Bs	Individually Owned	5	673	4.9	41
Cottonwood Inn Bed and Breakfast	Inns and B&Bs	Individually Owned	5	1	4.3	3

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Name	Accommodation Type	Accommodation Ownership	Rating on Tripadvisor	Number of Reviews on Tripadvisor	Rating on Google	Number of Reviews on Google
Dreamcatcher Bed & Breakfast	Inns and B&Bs	Individually Owned	5	676	4.9	119
Hacienda del Sol	Inns and B&Bs	Individually Owned	5	715	4.7	120
Inn on La Loma Plaza	Inns and B&Bs	Individually Owned	4.5	373	4.6	103
Inn on the Rio	Inns and B&Bs	Individually Owned	4.5	214	4.6	46
La Dona Luz Inn	Inns and B&Bs	Individually Owned	4.5	396	5	50
La Posada de Taos B&B	Inns and B&Bs	Individually Owned	5	382	4.3	19
Mabel Dodge Luhan Historic House	Inns and B&Bs	Individually Owned	5	45	4.4	98
Old Taos Guest House Inn	Inns and B&Bs	Individually Owned	5	374	4.8	97
Sagebrush Inn & Suites	Inns and B&Bs	Individually Owned	3.5	1407	3.9	1224
Taos Mountain Inn	Inns and B&Bs	Individually Owned			4.3	7
The Historic Taos Inn	Inns and B&Bs	Individually Owned	4	1923	4.3	620
The Inn at Taos Ski Valley	Inns and B&Bs	Individually Owned			4.5	13
Whitten Inn	Inns and B&Bs	Individually Owned			3.5	27
Cielo Taos	Inns and B&Bs	Individually Owned			4.5	14
Angel Fire Ski Resort	Lodges and Resorts	Individually Owned			4.4	1587
Cottam's Lodge	Lodges and Resorts	Individually Owned			4.4	113
Edelweiss Lodge and Spa	Lodges and Resorts	Individually Owned			4.6	47
El Monte Sagrado Living Resort & Spa	Lodges and Resorts	Individually Owned	4	1626	4.3	674
El Pueblo Lodge	Lodges and Resorts	Individually Owned	4.5	1560	4.6	504
Ojo Caliente Mineral Springs Resort & Spa	Lodges and Resorts	Individually Owned	4	1769	4.6	2811
Quail Ridge Resort	Lodges and Resorts	Individually Owned	4	18	4.5	34
Red Cloud Ranch	Lodges and Resorts	Individually Owned			5	1

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Name	Accommodation Type	Accommodation Ownership	Rating on Tripadvisor	Number of Reviews on Tripadvisor	Rating on Google	Number of Reviews on Google
Sage Waters of Taos	Lodges and Resorts	Individually Owned	5	13	5	2
Shady Brook Inn and Resort	Lodges and Resorts	Individually Owned	5	18	4.9	49
Sipapu Ski & Summer Resort	Lodges and Resorts	Individually Owned			4.2	915
SnowMansion Taos Adventure Lodge & Hostel	Lodges and Resorts	Individually Owned			4.5	134
Taos Goji Eco-Lodge & Farm Retreat	Lodges and Resorts	Individually Owned			4.5	84
Taos Motor Lodge	Lodges and Resorts	Individually Owned	4	7	4.7	16
Taos Ski Valley Resort	Lodges and Resorts	Individually Owned	4.5	538	4.6	1013
Taos Valley Lodge	Lodges and Resorts	Individually Owned	4	239	3.7	546
The Historic San Geronimo Lodge	Lodges and Resorts	Individually Owned	3	1	5	3
Thunderbird Lodge	Lodges and Resorts	Individually Owned				
Touchstone Inn	Lodges and Resorts	Individually Owned	4	130	3.8	25
Royal Bear Lodge	Lodges and Resorts	Individually Owned			4.9	10
Alma del Monte	Vacation Rentals	Individually Owned			5	1
Blue Adobe - Vacation Rentals	Vacation Rentals	Individually Owned			5	4
Casa De Suenos	Vacation Rentals	Individually Owned	4.5	3		
Casa Kachina	Vacation Rentals	Individually Owned				
Casa Miguel	Vacation Rentals	Individually Owned				
Casa Rosa	Vacation Rentals	Individually Owned			5	1
Casa Sara	Vacation Rentals	Individually Owned				
Casa Vista Clara	Vacation Rentals	Individually Owned			5	3
Earthship Biotecture	Vacation Rentals	Individually Owned	4.5	110		
HABITAT – Lodging on the Rio Pueblo	Vacation Rentals	Individually Owned				

11.2 APPENDIX B - TOURISM PRODUCT RESEARCH

Name	Accommodation Type	Accommodation Ownership	Rating on Tripadvisor	Number of Reviews on Tripadvisor	Rating on Google	Number of Reviews on Google
Lumina Sculpture Gardens and Vacation Rentals	Vacation Rentals	Individually Owned			5	4
Natural Retreats	Vacation Rentals	Individually Owned			5	10
The Territorial House	Vacation Rentals	Individually Owned	4.5	6	4.9	8

Restaurants

Restaurant Name	Restaurant Type/Genre	Ownership	Tripadvisor Rating	Number of Tripadvisor Reviews	Google Rating	Number of Google Reviews
192 at The Blake	American	Individually Owned	4	123	3.8	114
5 Star Burgers	American	Individually Owned	4.5	577	4.3	1235
ACEQ	American	Individually Owned	4.5	151	4.5	308
Aly's Taos Eats	American	Individually Owned			5	24
Artesian Restaurant at Ojo Caliente	American	Individually Owned	4.5	439	4.1	9
Bent Street Grille	American	Individually Owned	4.5	688	4.1	334
Blue Deer Barbeque	American	Individually Owned			4.9	23
Byzantium Kitchen and Bazaar	American	Individually Owned	4.5	182	4.6	67
Chili Line Depot	American	Individually Owned			4.5	360
Cid's Food Market	American	Individually Owned			4.3	143
Dairy Bar	American	Individually Owned			4.4	399
De La Tierra Restaurant	American	Individually Owned	3.5	135	3.7	38
Hondo Restaurant at the Snakedance	American	Individually Owned			3.5	19
Lambert's of Taos	American	Individually Owned	4.5	1086	4.6	552
Martyr's Steakhouse	American	Individually Owned	4	83	4.2	633
medley. - restaurant. + wine shop.	American	Individually Owned	4.5	283	4.6	413

11.2 APPENDIX B - TOURISM PRODUCT RESEARCH

Restaurant Name	Restaurant Type/Genre	Ownership	Tripadvisor Rating	Number of Tripadvisor Reviews	Google Rating	Number of Google Reviews
Old Martina's Hall	American	Individually Owned	4	257	4.4	166
Palettes, Taos Food Art	American	International Chain	4	14	3.5	10
Rhoda's Restaurant	American	Individually Owned	4	71	3.8	84
RJ's Grill	American	Individually Owned			5	4
Sabroso	American	Individually Owned	4	251	4.3	248
Shotgun Willie's	American	Individually Owned			4.6	447
Sugar Nymphs Bistro	American	Individually Owned	4.5	227		
Sunny's	American	Individually Owned				
Tenderfoot Katie's Fresh Market	American	Individually Owned				
Terrace at Taos Country Club	American	Individually Owned	4.5	26	4.6	82
The Hot Dog Lady	American	Individually Owned				
The Phoenix Grill	American	Individually Owned	3.5	12	3.9	63
Wildcat's Den	American	Individually Owned			4.6	247
Yesterday's Diner	American	Individually Owned			4.3	405
The Tip Restaurant and Deck	American	Individually Owned			3.9	13
Hunan Chinese Restaurant	Asian	Individually Owned	4	94	4.2	453

11.2 APPENDIX B - TOURISM PRODUCT RESEARCH

Restaurant Name	Restaurant Type/Genre	Ownership	Tripadvisor Rating	Number of Tripadvisor Reviews	Google Rating	Number of Google Reviews
Songs Asian Restaurant	Asian	Individually Owned	4	78	4.3	309
Sushi a la Hattori	Asian	Individually Owned	4.5	101	4.1	177
Sushi Siam Taos	Asian	Individually Owned	4.5	17	4.5	156
Yu Garden	Asian	Individually Owned	4	103	4.4	270
101 Bar & Grill / Crazy Beaver	Bar/Pub/Winery	Individually Owned			4.8	48
575 Sports & Co	Bar/Pub/Winery	Individually Owned	4	21	4.5	168
Adobe Bar at the Historic Taos Inn	Bar/Pub/Winery	Individually Owned	4	271	4.4	364
Anaconda Bar	Bar/Pub/Winery	Individually Owned	4	32	4	40
Black Mesa Winery	Bar/Pub/Winery	Individually Owned	4.5	70	4.7	140
Boar's Head Bar	Bar/Pub/Winery	Individually Owned				
El Monte Carlo	Bar/Pub/Winery	Individually Owned			4.4	94
Red River Brewing Company and Distillery	Bar/Pub/Winery	Individually Owned			4.2	880
Stop & Go Village	Bar/Pub/Winery	Individually Owned			4.4	41
Taos Ale House	Bar/Pub/Winery	Individually Owned	4	57	4.2	63
Taos Mesa Brewing	Bar/Pub/Winery	Individually Owned	4	43	4.3	557
The Alley Cantina	Bar/Pub/Winery	Individually Owned	4.5	55	4.3	1136

11.2 APPENDIX B - TOURISM PRODUCT RESEARCH

Restaurant Name	Restaurant Type/Genre	Ownership	Tripadvisor Rating	Number of Tripadvisor Reviews	Google Rating	Number of Google Reviews
The Burger Stand at Taos Ale House	Bar/Pub/Winery	Individually Owned	4	531	4.3	1441
The Gorge Bar and Grill	Bar/Pub/Winery	Individually Owned	4	987	4	858
The Lounge by Rolling Still Distillery	Bar/Pub/Winery	Individually Owned			4.7	157
Á La Cart - World Street Food	Coffee/Cafe	Individually Owned	4.5	40	4.6	53
Black Diamond Espresso	Coffee/Cafe	Individually Owned	5	40	4.9	18
Bread Club Taos	Coffee/Cafe	Individually Owned			5	7
Café Sagrado	Coffee/Cafe	Individually Owned			4.9	18
Der Garten	Coffee/Cafe	Individually Owned			4.7	23
Elevation Coffee	Coffee/Cafe	Individually Owned	4.5	119	4.5	383
Farmhouse Cafe	Coffee/Cafe	Individually Owned	4.5	318	4.6	664
KOKO - COFFEE DELI CARRY-OUT	Coffee/Cafe	Individually Owned	4.5	46	4.6	206
Manzanita Market	Coffee/Cafe	Regional Chain			4.8	101
Molly's Crepe Escape	Coffee/Cafe	Individually Owned	4.5	18		
Mountain Monk Coffee	Coffee/Cafe	Individually Owned			4.5	85

11.2 APPENDIX B - TOURISM PRODUCT RESEARCH

Restaurant Name	Restaurant Type/Genre	Ownership	Tripadvisor Rating	Number of Tripadvisor Reviews	Google Rating	Number of Google Reviews
Noula's Coffee	Coffee/Cafe	Individually Owned	4	38	4	33
Sol Coffee Trike	Coffee/Cafe	Individually Owned				
Sol Food and Cafe	Coffee/Cafe	Individually Owned	4	44		
Taos Cafe Up Front	Coffee/Cafe	Individually Owned			4.4	19
Taos Java	Coffee/Cafe	Individually Owned	4	55	4.5	164
The Coffee Apothecary	Coffee/Cafe	Individually Owned	4.5	24	4.7	409
The Wake & Take	Coffee/Cafe	Individually Owned	4	9	4.7	94
The Whistlestop Cafe	Coffee/Cafe	Individually Owned			4.5	6
Trading Post Cafe	Coffee/Cafe	Individually Owned			4.3	143
World Cup	Coffee/Cafe	Individually Owned	4.5	199	4.3	262
Zuly's Cafe	Coffee/Cafe	Individually Owned	4.5	67	4.8	71
Blake's Lotaburger	Fast Food	Regional Chain			4	556
McDonald's	Fast Food	International Chain			3.5	1003
Sonic Drive-In	Fast Food	International Chain			3.4	744
Subway	Fast Food	International Chain			2.4	14
Taco Bell	Fast Food	International Chain			3.5	470
Wendy's	Fast Food	International Chain			3.1	676
Abe's Cantina y Cocina	Mexican/New Mexican	Individually Owned	4.5	61	4.8	84
Antojitos	Mexican/New Mexican	Individually Owned			4.8	4
Antonio's "The Taste of Mexico"	Mexican/New Mexican	Individually Owned	4.5	1187	4.1	756
Azteca Mexican Grill	Mexican/New Mexican	Individually Owned	4	25	4.4	393

11.2 APPENDIX B - TOURISM PRODUCT RESEARCH

Restaurant Name	Restaurant Type/Genre	Ownership	Tripadvisor Rating	Number of Tripadvisor Reviews	Google Rating	Number of Google Reviews
Bumps Market and Burrito Bar	Mexican/New Mexican	Individually Owned			3.8	5
Burrito Heaven	Mexican/New Mexican	Individually Owned				
Casa de Valdez	Mexican/New Mexican	Individually Owned	4.5	217	4.3	470
Doc Martin's at the Taos Inn	Mexican/New Mexican	Individually Owned	4	1248	4	339
Elma's	Mexican/New Mexican	Individually Owned			4.1	9
Golden Piñon	Mexican/New Mexican	Individually Owned			4.5	62
Guadalajara Grill	Mexican/New Mexican	Regional Chain	4	465		
Jalapenos	Mexican/New Mexican	Individually Owned	4.5	65	4.5	389
La Carreta Galindo	Mexican/New Mexican	Individually Owned			5	32
La Cueva Cafe	Mexican/New Mexican	Individually Owned	4.5	1185	4.6	1316
Leonel's Fresh Tamales	Mexican/New Mexican	Individually Owned	4.5	31	4.6	204
Lucky's Tacos and Mexican Food	Mexican/New Mexican	Individually Owned				
Mantes Chow Cart - North Side	Mexican/New Mexican	Regional Chain	4.5	52		
Mantes Chow Cart - South Side	Mexican/New Mexican	Regional Chain	4.5	52	4.3	328
Maria's Mexican	Mexican/New Mexican	Individually Owned			4.3	73
Mary Jane's Home Cooking	Mexican/New Mexican	Individually Owned	4	8	4.6	112
Michael's Kitchen	Mexican/New Mexican	Individually Owned	4.5	1809	4.5	1710

11.2 APPENDIX B - TOURISM PRODUCT RESEARCH

Restaurant Name	Restaurant Type/Genre	Ownership	Tripadvisor Rating	Number of Tripadvisor Reviews	Google Rating	Number of Google Reviews
Midtown Market and Lounge	Mexican/New Mexican	Individually Owned	4.5	2	4.4	134
My Tia's Cafe	Mexican/New Mexican	Individually Owned			4.6	88
Orlando's	Mexican/New Mexican	Individually Owned	4.5	1706	4.6	1644
Ranchos Plaza Grill	Mexican/New Mexican	Individually Owned	4.5	469	4.8	405
Ricky's Restaurant	Mexican/New Mexican	Individually Owned	4.5	139	4.4	618
Rosa's Tacos	Mexican/New Mexican	Individually Owned			4.6	120
Sabor Real	Mexican/New Mexican	Individually Owned			5	10
Sagebrush Grill & Cantina	Mexican/New Mexican	Individually Owned	4	103	4	124
Sakis' by Church	Mexican/New Mexican	Individually Owned			4.7	13
Taos Chicharron Burritos	Mexican/New Mexican	Individually Owned			4.6	73
The Love Apple	Mexican/New Mexican	Individually Owned	4.5	1189	4.5	447
Toribios Restaurant North	Mexican/New Mexican	Individually Owned	4	69	4.1	472
Trujillo's	Mexican/New Mexican	Individually Owned			4.8	31
Baskin Robbins	Other - Dessert	International Chain	4	14	4.3	200
Taos Cow	Other - Dessert	Individually Owned	4.5	334	4.4	531
Ziggy's	Other - Dessert	Individually Owned	4.5	17	4.6	129
The Bavarian Restaurant	Other - German	Individually Owned	4	277	4.4	448
Plant Base Cafe	Other - Health/Veg	Individually Owned			4.4	84
Gutiz	Other - Latin-French	Individually Owned	4.5	441	4.6	575

11.2 APPENDIX B - TOURISM PRODUCT RESEARCH

Restaurant Name	Restaurant Type/Genre	Ownership	Tripadvisor Rating	Number of Tripadvisor Reviews	Google Rating	Number of Google Reviews
Tiwa Kitchen Restaurant	Other - Native American	Individually Owned			4.5	66
Aji Restaurant	Other - Peruvian	Individually Owned	5	107	4.7	213
Chalupps Pizza	Pizza/Italian	Individually Owned	4	43	4.3	292
Mondo Italiano - Pizza, Pasta & More	Pizza/Italian	Individually Owned	4	232	4	525
Pizanos	Pizza/Italian	Individually Owned	4	292	4.3	473
Stella's Italian Restaurant	Pizza/Italian	Individually Owned	4	322	4	411
Taos Pizza Outback	Pizza/Italian	Individually Owned	4	493	4	956

Tour Operators

Tour Operator Name	Description	Tour Focus/Category	Rating on Tripadvisor	Number of Reviews on Tripadvisor	Rating on Google	Number of Reviews on Google
Heritage Inspirations		Cultural and Historic Heritage	5	591		
Historic Taos Trolley Tours	Trolley tours of downtown Taos, cultural and historic heritage stops	Cultural and Historic Heritage	4.5	134	4.6	26
Taos Walking Tours LLC	Conquistador to Taos history, arts, and culture Sam Richardson is a Taos artist, writer, and storyteller. He has guided and directed tours for more than 30 years in Taos, to Texas, in Mexico, and in Europe. His art is exhibited in Taos galleries, and he has published 12 books on subjects ranging from nature study to the arts.	Cultural and Historic Heritage	5	23		
Turquoise Tours	The Taos Walking Tour is an hour to and hour-and-a-half long and visits ten sites around the Taos Plaza along the way.	Cultural and Historic Heritage	5	366		
Ghost Tour of Taos!	No town with the long and colorful history of Taos is able to escape its past without a few resident otherworldly spirits to enliven the scene. Visit the haunted byways of the Historic District on a journey through the streets and alleyways of Paranormal Taos Plaza.	Cultural and Historic Heritage				

11.2 APPENDIX B - TOURISM PRODUCT RESEARCH

Tour Operator Name	Description	Tour Focus/Category	Rating on Tripadvisor	Number of Reviews on Tripadvisor	Rating on Google	Number of Reviews on Google
Moonfire Tours	Learn about ancient cultures and walk in deep history. Enjoy our food of many flavors and experience the beauty of our complex human landscape and extraordinary public spaces.	Cultural and Historic Heritage				
Taos History Tours with Robert Cafazzo	Off the Beaten Track and Hidden in Plain Sight...See for Yourself Why Taos is Much More than a Day Trip!	Cultural and Historic Heritage				

11.2 APPENDIX B - TOURISM PRODUCT RESEARCH

Tour Operator Name	Description	Tour Focus/Category	Rating on Tripadvisor	Number of Reviews on Tripadvisor	Rating on Google	Number of Reviews on Google
Steven Bundy Photography	Each of my full day custom photo tours will start around 10:00 am and run roughly 8 hours (weather permitting). Half day tours are also available and run roughly 4 hours. Each tour will begin and end at my studio in Taos. (To begin tours in Santa Fe I will charge a \$50 fuel fee for the extra drive between Taos & Santa Fe). There are no specific photographic abilities required for these tours other than a general knowledge of the workings of your camera and wanting to go out and have some fun. If needed I will be available to help you better understand the use of your camera. My intention with my tours is to show you the wonder and beauty of Northern New Mexico and have you go home with some images that you would want to hang on your wall. If you have some specific locations that you would like to visit, contact me for customized tours and pricing.	Other	5	76		

11.2 APPENDIX B - TOURISM PRODUCT RESEARCH

Tour Operator Name	Description	Tour Focus/Category	Rating on Tripadvisor	Number of Reviews on Tripadvisor	Rating on Google	Number of Reviews on Google
DeYoung Active Photo Tours	We are an outdoor and adventure photography guide, and tour leader team with 30+ years of experience on location throughout Alaska and the Southwest. We craft unique and custom trips taking photographers to magical places that include icons, hidden gems and new discoveries to capture memorable images. Our goal is to help photographers build skills, confidence and creative vision to become more capable photographers wherever they go.	Other	5	14		
Creative Soul Scavenger Hunts	Creative and collaborative immersive adventures in beautiful places Bring your A Game to these fun, immersive, and challenging hunts that are a collaboration between game designer & host Tara, the place itself and you, the hunters. Engage with locals, do creative challenges you capture with photos & videos and act as detectives on the hunt for fun local stories. Unlike most scavenger hunts, this one comes with your own game host who will be in your pocket cheering you on, and offering fun stories and responses along the way on WhatsApp.	Other	5	286	5	22

11.2 APPENDIX B - TOURISM PRODUCT RESEARCH

Tour Operator Name	Description	Tour Focus/Category	Rating on Tripadvisor	Number of Reviews on Tripadvisor	Rating on Google	Number of Reviews on Google
Geraint Photo Tours	Photo Tour/Workshops. Individualized and personalized full day or half day year round with nationally recognized photographer Geraint Smith.	Other				
Cooking Studio Taos	In addition to offering cooking classes, Cooking Studio Taos hosts a Secret Supper club once a month. Join us for a five course meal, prepared by Chef Chris Maher, at a secret location in the Taos area that changes every month.	Other	5	53		
Rio Grande Balloons	Offering sunrise hot air balloon flights over the beautiful and unique landscape of the Rio Grande Gorge. We are a locally owned and operated small business that places great importance on safety and sharing a genuine and personal experience of flight with our passengers. We hope that the uniqueness of both what we do and how we do it will leave you with memories to last a lifetime.	Outdoor Recreation - Air	5	140	5	108
Taos Balloon Rides	Hot air balloon rides	Outdoor Recreation - Air	5	42	5	1
Eske's Paradise Balloons	Hot air balloon rides	Outdoor Recreation - Air	4	20		

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Tour Operator Name	Description	Tour Focus/Category	Rating on Tripadvisor	Number of Reviews on Tripadvisor	Rating on Google	Number of Reviews on Google
Fly Taos Sky	Experience the Beauty of the Taos Mountains from the air. From the Beautiful Sunrises in the East to the breathtaking Sunsets in the West. Fly Taos Sky operates its tours out of The Taos Regional Airport using a Cessna 206. This high wing aircraft seats up to 4 passengers and the pilot, and creates unforgettable views.	Outdoor Recreation - Air			5	2
A.A. Taos Ski Valley Wilderness Adventures	snowmobile and wilderness adventures	Outdoor Recreation - Land	4	61	4.5	24
Mountain Skills Rock Guides, LLC	Mountain Skills Rock Climbing Guides offers guided rock climbing trips to the best climbing destinations in Northern New Mexico, and Las Vegas, NV. Whether you are a first time beginner or a seasoned veteran, come visit one of these pristine locations with us. You will be led by our professional, friendly, and experienced staff	Outdoor Recreation - Land	5	246	5	19

11.2 APPENDIX B - TOURISM PRODUCT RESEARCH

Tour Operator Name	Description	Tour Focus/Category	Rating on Tripadvisor	Number of Reviews on Tripadvisor	Rating on Google	Number of Reviews on Google
Wild Earth Llama Adventures	Llama Trekking Adventures in New Mexico's Pristine Wilderness! "Take a Llama to Lunch!" Wilderness Day Hikes • Multi-Day Wilderness Adventures • Custom Wilderness Events Explore New Mexico's Pristine Wilderness, with our team of eco-friendly trail llamas, in the Sangre de Cristo Mountains and Rio Grande Gorge, near Taos and Santa Fe, New Mexico. On the trail, our gentle surefooted llamas carry the gear, leaving you unburdened to experience the natural beauty and inspiring solitude of the New Mexico wilderness. Experienced Naturalist Guides share information about local ecology, natural history, regional folklore, and wilderness skills. Backcountry Gourmet Meals are served on all of our New Mexico wilderness trips. All ages and fitness levels are welcome!	Outdoor Recreation - Land	5	508	4.9	20
Taos Snowshoe Adventures	Snowshoe tours	Outdoor Recreation - Land	5	75		

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Tour Operator Name	Description	Tour Focus/Category	Rating on Tripadvisor	Number of Reviews on Tripadvisor	Rating on Google	Number of Reviews on Google
Horseback Rides with Cieneguilla Stables	Seasoned guides and horses make short work of rough country! Located near Pilar, Cieneguilla Stables offers daily rides for beginners and advanced from 1 hour to full day experiences.	Outdoor Recreation - Land	5	53	4.9	43
Road Runner Tours Horse Adventures	Offering horseback trail rides, in addition to breakfast and dinner rides, and carriage and wagon rides. In the winter, enjoy sleigh rides through the snowy winter terrain.	Outdoor Recreation - Land	4.5	123	4.6	220
Rio Grande Stables	Rio Grande Stables is proud to offer the largest selection of rides in the Taos area. We have 1, 2, 3 & 4 hour rides, as well as 1/2 day with lunch excursions and two entirely different All Day adventures.	Outdoor Recreation - Land	4.5	27	4.9	35
Big Al Snowmobile Tours	Taos Ski Valley has a little known secret, the very same trails used for world-class hiking & horseback riding, make for some of the best snowmobile rides available anywhere! Big Al will take you places on a snowmobile that are breathtaking.	Outdoor Recreation - Land				
Field Institute of Taos	Field Institute of Taos has offered unique, engaging, and fun outdoor education programs focused on active, hands-on learning experiences since 1996.	Outdoor Recreation - Land				
Big River Rafts		Outdoor Recreation - Water			4.9	102

11.2 APPENDIX B - TOURISM PRODUCT RESEARCH

Tour Operator Name	Description	Tour Focus/Category	Rating on Tripadvisor	Number of Reviews on Tripadvisor	Rating on Google	Number of Reviews on Google
Far Flung Adventures	Far Flung Adventures has been safely outfitting family and group river trips for over 40 years. We have run commercial adventures on dozens of rivers around the country and the world. With that said, these days we like to concentrate our work here in New Mexico, because this is the land and the people we care most about.	Outdoor Recreation - Water	5	346	4.9	433

11.2 APPENDIX B - TOURISM PRODUCT RESEARCH

Tour Operator Name	Description	Tour Focus/Category	Rating on Tripadvisor	Number of Reviews on Tripadvisor	Rating on Google	Number of Reviews on Google
Los Rios River Runners	Los Rios River Runners is New Mexico's oldest, largest, and most experienced rafting company. We've been rafting through the spectacular river canyons of northern New Mexico since 1972. We offer trips from mild to wild, from half-day to 3-days, from the world-class white-knuckle whitewater of the Taos Box (available as a full-day adventure or as part of a multi-day overnight) to family fun adventures and serene floats. Spend starry nights in the serene Chama wilderness, or float along a mellow section of the Rio Grande with a Native Pueblo guide and a traditional feast meal awaiting you at the takeout. Sunset dinner floats too! And check out our multi-sport adventures: rock and raft, pedal and paddle, and paddle and saddle. Los Rios has more access to more stretches of river than any other NM rafting company, and offers the broadest variety of trips. Come boating with us, and take home lifetime memories	Outdoor Recreation - Water	5	424	4.8	148
Dos Amigos Anglers	Fishing guides	Outdoor Recreation - Water	5	3	4.2	15

Tour Operator Name	Description	Tour Focus/Category	Rating on Tripadvisor	Number of Reviews on Tripadvisor	Rating on Google	Number of Reviews on Google
Taos Fly Shop	Taos Fly Shop is a full service year-round fly shop. It was the first fly shop in Taos, opened in 1980 by Taylor Streit. Taylor closed the shop in '87 though he continued to guide the area while authoring three books on the subject. After a 17 year hiatus, Taylor's son Nick re-opened the Taos Fly Shop in 2004. Nick still owns and operates the store while Taylor manages the guiding business, using the shop as his base. We pride ourselves at being friendly and helpful, providing an easy going, non-intimidating atmosphere. We carry a great selection of equipment for all price ranges and experience levels. Whether you're looking for technical advice on equipment, the "hot fly", or your first fly rod, Taos Fly Shop is happy to help.	Outdoor Recreation - Water	5	57	4.8	137
Blue Yonder Fly Fishing	Fly fishing tours	Outdoor Recreation - Water	5	1		
Rio Grande Rafting	Rio Grande Rafting and Far Flung Adventures offer rafts, SUPs, inflatable kayaks, multi-sport adventures, and exciting and relaxing half-day to multi-day tours throughout the southwest!	Outdoor Recreation - Water				

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Tour Operator Name	Description	Tour Focus/Category	Rating on Tripadvisor	Number of Reviews on Tripadvisor	Rating on Google	Number of Reviews on Google
New Wave Rafting	Kids love New Wave, New Mexico's pre-eminent river outfitter since 1980. Serving all of northern New Mexico and headquartered on the Rio Grande river between Santa Fe and Taos, we offer family-friendly trips from the mildest to the wildest.	Outdoor Recreation - Water			4.8	60
Taos Fly Shop	The Streit family works together to create a team of experienced and knowledgeable fishermen whether you are hiring a guide or asking for the "it" fly at the shop. The experts when it comes to fly fishing northern New Mexico.	Outdoor Recreation - Water	5	57	4.8	137
Solitary Angler	Flyfishing guides, booked through our fly shop and guide service in Taos offer superior fly fishing for the most avid fishermen. We also offer annual fly fishing club memberships for fishing private water in New Mexico, Colorado & Wyoming.	Outdoor Recreation - Water			5	7
New Mexico River Adventures	New Mexico River Adventures offers River Rafting, Kayaking, Stand Up Paddleboarding and Rock Climbing on the Rio Grande and Rio Chama in Northern New Mexico. Call us and let us help plan an amazing adventure for you and your family while visiting New Mexico!	Outdoor Recreation - Water	5	1390	4.9	1299

Retail

Name of Shop	Description of Shop	Type of Store	Shop Ownership	Tripadvisor Rating	Number of Tripadvisor Reviews	Google Rating	Number of Google Reviews
203 Fine Art	Fine art gallery, Specializing in early Taos Moderns (Post war Modern Art 1940's to 1970's), as well as, a select group of current regional and nationally known contemporary, modern and abstract painters and sculptors.	Art Gallery	Individually Owned	5	11	5	5
Acuarelas Studio Gallery	Art Gallery	Art Gallery	Individually Owned	5	2	3.2	6
Ammann Gallery	Art Gallery	Art Gallery	Individually Owned	5	2	5	2
Amore Gallery	Art Gallery	Art Gallery	Individually Owned				
Anee Ward & Co	Colorful and deeply emotional, her paintings capture that moment when you finally put up your feet, exhale and say, "I have arrived." From skiers, to Hawaiian waterfalls, Ward's paintings are a celebration of the joy of life's adventures.	Art Gallery	Individually Owned				

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Name of Shop	Description of Shop	Type of Store	Shop Ownership	Tripadvisor Rating	Number of Tripadvisor Reviews	Google Rating	Number of Google Reviews
Angie Coleman Fine Arts	Angie Coleman has been included in many national juried shows and is in many art collections. She received the "Best of Printmaking" Award at the 2007 Taos Invites ,Taos Show in Taos, New Mexico.	Art Gallery	Individually Owned			5	4
Aspen Gallery	art gallery	Art Gallery	Individually Owned	5	2		
Atelier Taos	Art Gallery	Art Gallery	Individually Owned				
Baumann Pottery	Featuring artists Steven Baumann, Melissa Moe, Lauren Gidwitz, and Susan Gray.	Art Gallery	Individually Owned				
Bryans Gallery	Authentic Indian/ Southwestern old pawn, estate & contemporary jewelry and art. Northern NM pueblo pottery, Zuni fetishes, the Hopi folk art of Gregory Lomayesva, silver & turquoise jewelry, rugs, baskets, paintings, and sculpture and more.	Art Gallery	Individually Owned			4.6	14
Charles Collins Gallery	Art Gallery	Art Gallery	Individually Owned	5	4	4.8	16

11.2 APPENDIX B - TOURISM PRODUCT RESEARCH

Name of Shop	Description of Shop	Type of Store	Shop Ownership	Tripadvisor Rating	Number of Tripadvisor Reviews	Google Rating	Number of Google Reviews
Charlotte Shroyer Photography	Whether painting in her studio in Taos, New Mexico or in selected sites in the world, Charlotte "Charlee" Shroyer paints contemporary images of the human face as well as abstract images. Shroyer has received numerous national and international awards for her figurative oils and monotypes.	Art Gallery	Individually Owned				
Chimayo Trading Del Norte	Specialty Store and Art Gallery	Art Gallery	Individually Owned	4.5	32	3.7	3
Claireworks Gallery	Claire L. Haye's work has garnered acclaim worldwide. Her striking ceramic sculptures have won prizes in museum exhibitions, while her bronze sculptures, paintings, monotypes, and woodblock prints are highly sought-after.	Art Gallery	Individually Owned			4.8	21
Clay Mavens	The shop hosts a variety of local sculptors, potters, painters, and jewelers including work by some of our past gallery exhibitors.	Art Gallery	Individually Owned				

11.2 APPENDIX B - TOURISM PRODUCT RESEARCH

Name of Shop	Description of Shop	Type of Store	Shop Ownership	Tripadvisor Rating	Number of Tripadvisor Reviews	Google Rating	Number of Google Reviews
Copper Moon Gallery	Art from a group of award-winning Taos artists.	Art Gallery	Individually Owned				
Crooked Man Studio		Art Gallery	Individually Owned	5	1	5	4
Dante Biss Grayson	I explore new directions in Native American art, and utilize classical methods to explore a modern, and a new contemporary vision of Native Art and Fashion.	Art Gallery	Individually Owned				
DAT Gallery	DAT Gallery is an intimate, contemporary art gallery located in the Guadalajara Grill North complex on the North end of the city. Currently exhibiting works by owner Sundara Heart. We are open 1-5pm, Th-Sa & M. Starting Memorial Day Weekend Th-M, 1-6pm. Stop By!	Art Gallery	Individually Owned				
David Anthony Fine Art	David Anthony Fine Art, (DAFA), was founded by long-time Taos furniture maker David Mapes in 2011. The mission of DAFA is to exhibit the work of accomplished fine artists and exceptional craftspeople in a setting that is welcoming and accessible to all.	Art Gallery	Individually Owned	5	9		

11.2 APPENDIX B - TOURISM PRODUCT RESEARCH

Name of Shop	Description of Shop	Type of Store	Shop Ownership	Tripadvisor Rating	Number of Tripadvisor Reviews	Google Rating	Number of Google Reviews
Debbie Lujan Photography	Debbie Lujan is a local photographer and is a native of Taos Pueblo who specializes in photography of Taos Pueblo, New Mexico.	Art Gallery	Individually Owned				
Des Montes Gallery	Des Montes Art Gallery and Sculpture Garden is a collection of art from Floyd Archuleta and other local artists of the Des Montes community. The sculptures here are made of 100% recycled material including bailing wire, antlers, and horns.	Art Gallery	Individually Owned				
Dockery of Taos	Our gallery and gift shop compliments the harmonious ambiance of El Monte Sagrado. We offer a beautiful array of original and local artisan works.	Art Gallery	Individually Owned				

11.2 APPENDIX B - TOURISM PRODUCT RESEARCH

Name of Shop	Description of Shop	Type of Store	Shop Ownership	Tripadvisor Rating	Number of Tripadvisor Reviews	Google Rating	Number of Google Reviews
Earth and Spirit Gallery	Earth and Spirit Gallery is located in Taos, New Mexico in the John Dunn Shop area. Painter Shari Ubechel is the owner of this special gallery. Come by and experience her colorful and remarkable 3D paintings complete with 3D glasses for viewing.	Art Gallery	Individually Owned	5	2	4.7	14
Ed Sandoval Gallery	As you step inside Studio de Colores Gallery, a glowing interior of soft sage and gold walls present their art. Ed's canvasses radiate passion and exuberance.	Art Gallery	Individually Owned			4.8	6
Encore Gallery at the Taos Center for the Arts	The Encore Galley at Taos Center for the Arts is an 1,100 sq.ft. space that also serves as the lobby to the Taos Community Auditorium. Exhibitions are scheduled by the Art Committee of the Taos Center for the Arts.	Art Gallery	Individually Owned			4.5	22
Ennui Gallery	Art Gallery and record store	Art Gallery	Individually Owned	5	6	4.8	18
Envision Gallery		Art Gallery	Individually Owned	4.5	3	4.8	5
Fine Art Atelier and Gallery	Art Gallery	Art Gallery	Individually Owned			5	4

11.2 APPENDIX B - TOURISM PRODUCT RESEARCH

Name of Shop	Description of Shop	Type of Store	Shop Ownership	Tripadvisor Rating	Number of Tripadvisor Reviews	Google Rating	Number of Google Reviews
Fine Art New Mexico	New Mexico's premier publisher of Southwest fine art prints of art and photography representing the most accomplished artists and photographers from the Southwest and more!	Art Gallery	Individually Owned				
Fine Art Services	Art workshops	Art Gallery	Individually Owned	5	1		
Firehouse Collection	Art Gallery	Art Gallery	Individually Owned				
Frank Seckler Gallery	Frank Seckler Gallery shows the metal work of Frank Seckler. We specialize in custom furniture, sculpture, indoor and outdoor kitchen projects and architectural accents.	Art Gallery	Individually Owned			5	2
Greg Moon Art	Greg Moon Art prides itself in continuing the fine art traditions of Taos. We specialize in contemporary works ranging from oils to assemblage... genres of work include realism, outsider art, and pop-surrealism.	Art Gallery	Individually Owned			5	11

11.2 APPENDIX B - TOURISM PRODUCT RESEARCH

Name of Shop	Description of Shop	Type of Store	Shop Ownership	Tripadvisor Rating	Number of Tripadvisor Reviews	Google Rating	Number of Google Reviews
Greg Moon Art Gallery & Studio	Located on Gallery Row in the central historical district, Greg Moon Art prides itself in continuing the fine art traditions of Taos. We specialize in contemporary works ranging from oils to assemblage.	Art Gallery	Individually Owned			5	11
Heritage Fine Arts	Taos' foremost Western Art Gallery representing acclaimed Traditional and Contemporary Western and Native American Artists. The latest works of internationally collected Artists, Andersen Kee, Malcom Furlow, Timothy Nevaquaya, Gayle Weisfield, Roberto Ugalde and other favorites. Our Estate Salesroom presents the finest assortment of very reasonably priced aftermarket truly collectible pieces by RC Gorman, Frank Howell, Earl Biss, and many other sought after artists.	Art Gallery	Individually Owned			5	2

11.2 APPENDIX B - TOURISM PRODUCT RESEARCH

Name of Shop	Description of Shop	Type of Store	Shop Ownership	Tripadvisor Rating	Number of Tripadvisor Reviews	Google Rating	Number of Google Reviews
Inger Jirby Gallery	See the vibrant paintings, watercolors, and prints of Inger Jirby, who says her quest for color is unquenchable. Born in far north Sweden, she has been painting since girlhood. Although she has traveled extensively throughout her life, she settled in Taos surrounded by our incredible landscapes.	Art Gallery	Individually Owned			4.3	7
JandreauArt	JandreauArt is the studio and gallery space of Gail Goodwin. It is located in the Historic Couse Estate along the walking path between Kit Carson and Quesnel Rd. in downtown Taos, New Mexico.	Art Gallery	Individually Owned				
Jones Walker of Taos	Jones Walker of Taos is an art gallery and design studio specializing in original local artwork	Art Gallery	Individually Owned	5	8	4.7	16

11.2 APPENDIX B - TOURISM PRODUCT RESEARCH

Name of Shop	Description of Shop	Type of Store	Shop Ownership	Tripadvisor Rating	Number of Tripadvisor Reviews	Google Rating	Number of Google Reviews
Kathleen Brenan Studio Professional Photography	Fine art and commercial photography studio. Kathleen Brennan's New Mexico landscape photographs have won numerous awards and are in private and museum collections. Kathleen's work has been described as poetic and masterful.	Art Gallery	Individually Owned				
Kleefield Paintings	Multimedia artist Claudia Kleefeld creates original oil paintings, fine art studies, installation/ art videos and photographic works. Her classical oil paintings focus on the human form and display her mastery of old world techniques.	Art Gallery	Individually Owned				

11.2 APPENDIX B - TOURISM PRODUCT RESEARCH

Name of Shop	Description of Shop	Type of Store	Shop Ownership	Tripadvisor Rating	Number of Tripadvisor Reviews	Google Rating	Number of Google Reviews
Las Comadres Gallery	Truly a unique gallery, Las Comadres is a women's co-op where one can peruse handcrafted tin, pottery, folk art, beeswax candles, quilting & fiber art, water colors, oil paintings, mixed media, precious jewelry, clay art, and stained glass.	Art Gallery	Individually Owned			5	4
Linda Rauch Gallery	Linda Rauch Gallery sits right next door to the Harwood Art Museum in Taos, New Mexico. The gallery is located in the heart of the historic district. The gallery carries the work of Linda Rauch, who paints in acrylics and watercolors, as well as the work of sculptor Rick Hewitt. Originally the gallery was the first Taos School of Art, which was founded by artist Emil Bistram many years ago.	Art Gallery	Individually Owned	5	6	5	1

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Name of Shop	Description of Shop	Type of Store	Shop Ownership	Tripadvisor Rating	Number of Tripadvisor Reviews	Google Rating	Number of Google Reviews
Logan Wannamaker Pottery	Logan's work is shown in hotels, galleries, boutiques and restaurants throughout the United States. The majority of my work is showcased in these settings however, to have a direct relationship with my collectors and do sell directly through	Art Gallery	Individually Owned			4.8	13
Lumina Gardens	Lumina is a well-known and established destination art gallery. The two-acre sculpture garden has been designed in a Japanese style with meandering footbridges crisscrossing the stream, with benches to relax and dream the day away.	Art Gallery	Individually Owned			5	4
LUN + OJO Gallery	A collection of southwestern contemporary works. Textiles, home goods, sculpture, paintings, and fine art prints. Live music events upon announcement, Open 10 to 5 Thursday thru Sunday or by appointment,	Art Gallery	Individually Owned			5	6

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Name of Shop	Description of Shop	Type of Store	Shop Ownership	Tripadvisor Rating	Number of Tripadvisor Reviews	Google Rating	Number of Google Reviews
magpie	Opened 2014. Representing over forty Taos artists in nearly every medium and price range; jewelry, pottery, functional art, fine art, folk art and more. Also offering corporate and private curating, Art acquisition, staging, design and hanging services.	Art Gallery	Individually Owned			4.9	12
Melinda Littlejohn Studio	Melinda Littlejohn began her fine art career as a minimal abstractionist but gravitated to the style of 17th century Spanish Bodegon still life paintings. She moved in 2011 to her studio located in the village of Arroyo Seco.	Art Gallery	Individually Owned				
Michael DeYoung Photography	An award-winning veteran photographer, Michael lives and breathes adventure, lifestyle and landscape photography. His images appear in many publications and commercial products and he does extensive assignment work for the tourism industry.	Art Gallery	Individually Owned				

11.2 APPENDIX B - TOURISM PRODUCT RESEARCH

Name of Shop	Description of Shop	Type of Store	Shop Ownership	Tripadvisor Rating	Number of Tripadvisor Reviews	Google Rating	Number of Google Reviews
Michael Gorman Gallery	The Michael Gorman Gallery is a Native American owned gallery specializing in contemporary art. Michael Gorman is the second generation of Gorman to have a Gallery in Taos.	Art Gallery	Individually Owned	5	2	5	2
Michael Mccormick Art Gallery	Art Gallery	Art Gallery	Individually Owned			4.8	20
Morel Studio	Visit Morel Studio featuring works by renowned Taos landscape painter Chris Morel. Morel's painting will captivate you with the essence, grandeur, scale and subtleties of the Mountain West's magnificent landscapes. Member of the Plein Air Painters of America.	Art Gallery	Individually Owned				
Natural Accents	From mesh wirework by international artist Raymond Wiger to the finest jewelry and painters in the Southwest.	Art Gallery	Individually Owned			5	2
NM Visions	NM Visions fine art photography depicts moods and scenes .. sublime, magical, cultural, soul stirring.	Art Gallery	Individually Owned				

11.2 APPENDIX B - TOURISM PRODUCT RESEARCH

Name of Shop	Description of Shop	Type of Store	Shop Ownership	Tripadvisor Rating	Number of Tripadvisor Reviews	Google Rating	Number of Google Reviews
Norlynn Coar Fine Art	Contemporary art -- Paintings, Photography, Unique Prints and Clay Sculpture. Online gallery or by appointment.	Art Gallery	Individually Owned				
Parse Seco	PARSE SECO is an experimental creative space that provides a platform for artists, musicians, and creators to present experiences in an intimate setting.	Art Gallery	Individually Owned				
Parson Gallery of the West	Art Gallery	Art Gallery	Individually Owned				
Parsons Fine Art	Presenting an array of carefully selected art of both historic and contemporary views of the American West. We exhibit fine art for the seasoned connoisseur as well as more accessible artwork for the beginning collector.	Art Gallery	Individually Owned			4.6	11

11.2 APPENDIX B - TOURISM PRODUCT RESEARCH

Name of Shop	Description of Shop	Type of Store	Shop Ownership	Tripadvisor Rating	Number of Tripadvisor Reviews	Google Rating	Number of Google Reviews
Pat Woodall Fine Art	Pat Woodall Fine Art Gallery and Southwest Framers is owned and operated by Pat and Carmen Woodall. Carmen is a conservation framer specializing in custom framing and Pat is the artist exhibited exclusively here making work in six media.	Art Gallery	Individually Owned	4	5	4.3	23
Patience Heyl / Fine Art Atelier & Gallery	Patience Heyl offers instruction in Oil, Watercolor, and Figure study. Awarded Taos Fall Festival Best of Show for 2016 and 2017. On going workshops at The Fine Art Atelier.	Art Gallery	Individually Owned				
R.C. Gorman Navajo Gallery	Art Gallery	Art Gallery	Regional Chain	5	14	4.6	13
RB Ravens Gallery	Specializing in Pre-1930's Navajo Textiles, American Indian art, Hopi Kachina Dolls, Pueblo Pottery, all of the finest quality, each with a place in history.	Art Gallery	Individually Owned			5	1

11.2 APPENDIX B - TOURISM PRODUCT RESEARCH

Name of Shop	Description of Shop	Type of Store	Shop Ownership	Tripadvisor Rating	Number of Tripadvisor Reviews	Google Rating	Number of Google Reviews
Richard Alan Nichols Workshops	With a rich foundation in traditional impressionism, this personable, internationally recognized artist schedules workshops and private classes throughout the year.	Art Gallery	Individually Owned				
Rottenstone Pottery	Specializing in unique ceramic art made in the ancient tradition of wood firing. We have intentionally embraced certain risks, and forgone certain assurances of outcome in doing so-- and with great enthusiasm.	Art Gallery	Individually Owned			4.6	14
Sage Fine Art	10 great artists, 1 great gallery! The southwest captured in oils, watercolor and photography by some of the region's best artists.	Art Gallery	Individually Owned	5	2	4.8	11
Sam Brown Art	Original Paintings and Fine Art Prints.	Art Gallery	Individually Owned				
Stephen Kilborn Gallery	Art Gallery	Art Gallery	Individually Owned			5	8

11.2 APPENDIX B - TOURISM PRODUCT RESEARCH

Name of Shop	Description of Shop	Type of Store	Shop Ownership	Tripadvisor Rating	Number of Tripadvisor Reviews	Google Rating	Number of Google Reviews
Studio 107-B	An experimental studio/gallery providing a multicultural art space for local Taos artists to exhibit and produce art, as well as hosting art-based workshops for locals and visitors.	Art Gallery	Individually Owned				
Taos Artist Collective	Our gallery is a collaboration of regional artists in the disciplines of painting, watercolor, photography, sculpture, jewelry & fiber arts, and more.	Art Gallery	Individually Owned			5	12
Taos Blue	Art Handcraft	Art Gallery	Individually Owned	5	2	4.9	15
Taos Blue	Taos Blue, on the corner of Bent Street for over 25 years, is home for numerous contemporary and native artists showing their paintings, pottery, jewelry, fetishes, masks and more. A favorite "return to" spot for visitors and locals alike.	Art Gallery	Individually Owned			4.9	15
Taos Ceramics Center	Ceramics center	Art Gallery	Individually Owned			4.8	14

11.2 APPENDIX B - TOURISM PRODUCT RESEARCH

Name of Shop	Description of Shop	Type of Store	Shop Ownership	Tripadvisor Rating	Number of Tripadvisor Reviews	Google Rating	Number of Google Reviews
Taos Studio Works	Taos Studio Works is an art gallery functioning as 4 artists' studios. Artists Ellen Goodrich, Chris Vinella, J. Mehaffey, Christy Crosson	Art Gallery	Individually Owned				
TerryThompson Photo.com	An award-winning free-lance photographer specializing in panoramic photography. Licenses his images for stock, also works with art consultants and designers to sell fine art prints to corporate, hospitality, health and residential markets.	Art Gallery	Individually Owned				
The Ranch at Taos	Art Gallery	Art Gallery	Individually Owned	5	1	4.7	3
Thom Wheeler Studio	Thom's work represents the icons of the West and Southwest - gypsy women, crosses, bucking broncos, coyotes, cow skulls, and saguaro cacti. As he said, "my interpretation of Indian jewelry," He actually calls these works "wall jewelry."	Art Gallery	Individually Owned			3.9	14

11.2 APPENDIX B - TOURISM PRODUCT RESEARCH

Name of Shop	Description of Shop	Type of Store	Shop Ownership	Tripadvisor Rating	Number of Tripadvisor Reviews	Google Rating	Number of Google Reviews
Thunderbird Fine Art Studio	Thunderbird Studio presents visionary, impressionistic, and contemporary oil paintings of the Southwest.	Art Gallery	Individually Owned			5	3
Touchstone Gallery	Touchstone Gallery features the Southwest's finest selection of "nature's art etched in stone". Touchstone is the place to find collectible, amazing and beautiful pieces created by the earth's "Oldest Master", Mother Nature herself.	Art Gallery	Individually Owned	4	2	4.9	23
Tres Estrellas Design	Art Gallery	Art Gallery	Individually Owned	4.5	2	5	5
Two Graces	Art Gallery	Art Gallery	Individually Owned	4.5	21	4.6	11
Untitled Fine Art	Untitled Fine Art Gallery places an emphasis on the traditional techniques and materials used to create fine art. Contemporary works are created in oil painting, drawing, pure mineral pigments, hand-carved sculpture and gold leafing. Light	Art Gallery	Individually Owned			4.4	9

11.2 APPENDIX B - TOURISM PRODUCT RESEARCH

Name of Shop	Description of Shop	Type of Store	Shop Ownership	Tripadvisor Rating	Number of Tripadvisor Reviews	Google Rating	Number of Google Reviews
Veloy Vigil Fine Art	The late Veloy Vigil remains a world renowned artist. Respected as a master printmaker, sculptor, and colorist; Veloy captured the nature of Native American culture with his carefully planned compositions and decisive brushstrokes.	Art Gallery	Individually Owned				
Water Works Gallery	Explore the cooler altitudes of New Mexico near Taos & the 'Water Works Gallery'. Here find oil paintings that are fun, flamboyant and full of color. Lovely landscapes in the Taos tradition as well as aspens & pines. Lots of variety, sizes & some surprises.	Art Gallery	Individually Owned			5	1
Wilder Nightingale Fine Art	Wilder Nightingale Fine Art has been and continues to assist new and seasoned art collectors acquire original art since 1990. The gallery represents over 35 leading and regional artists. The works are eclectic.	Art Gallery	Individually Owned	4.5	2	4.9	18

11.2 APPENDIX B - TOURISM PRODUCT RESEARCH

Name of Shop	Description of Shop	Type of Store	Shop Ownership	Tripadvisor Rating	Number of Tripadvisor Reviews	Google Rating	Number of Google Reviews
Bighorn Weed Co.	Veteran-owned and family-operated cannabis outfit offering delivery services to medical patients and recreational customers throughout Taos County. We handpick, small batches of GOOD CLEAN WEED from licensed farms growing consciously. More at bighornweed.com	ATF	Individually Owned				
Bumps Market and Burrito Bar	Located in Taos Ski Valley, Bumps Market stocks grocery items, beer, wine, liquor and tobacco products. Burrito Bar - made to order burritos for breakfast and lunch and several other to-go selections.	ATF	Individually Owned			3.8	5
Del Norte Lounge	Liquor store	ATF	Individually Owned			4.4	61
Dreams Dispensary	Dreamz isn't just a dispensary, it's an experience. Whether you're a cannabis expert or just starting out, our budtenders are here to help you find the product best tailored to your needs.	ATF	Individually Owned			4.8	90

11.2 APPENDIX B - TOURISM PRODUCT RESEARCH

Name of Shop	Description of Shop	Type of Store	Shop Ownership	Tripadvisor Rating	Number of Tripadvisor Reviews	Google Rating	Number of Google Reviews
El Prado Liquor Store	Liquor store	ATF	Individually Owned			3.9	66
Gunslingers Guns, Accessories and Ammunition Store	Gun shop	ATF	Individually Owned			4.5	31
Handy 2 Have	Gun shop	ATF	Individually Owned			4	3
Midtown Market and Spirits	Liquor Store	ATF	Individually Owned			4.4	135
Motherlode Liquor Store	Liquor Store	ATF	Individually Owned			3.7	3
Oliver's Store	Liquor Store	ATF	Individually Owned			4.2	88
OSO Cannabis Company	Our local staff here can answer any question you may have regarding the selection of flower, pre-rolls, infused edibles, concentrates, tinctures and topicals available. ATM in store.	ATF	Regional Chain				
PM Wine Distribution	wine wholesaler	ATF	Individually Owned				
Rocky Mountain Cannabis - Taos	Rocky Mountain Cannabis in Taos, NM. RMC is your one-stop shop for all things cannabis. Offering the best selection of cannabis products in New Mexico. Our friendly, knowledgeable, staff will assist in finding you the best product to cater to your needs.	ATF	Regional Chain			4.7	58

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Name of Shop	Description of Shop	Type of Store	Shop Ownership	Tripadvisor Rating	Number of Tripadvisor Reviews	Google Rating	Number of Google Reviews
Shadow Mountain Recovery at Taos	Addiction treatment Center	ATF	Individually Owned			4.7	57
Sierra Madre Med. Rec.	Locally owned cannabis shop. If you are looking for Cannabis or related accessories or products, come by and see us!	ATF	Individually Owned			4.9	35
SMD Zombie Tactical	Gun shop	ATF	Individually Owned			3.7	29
Smoke Signals	Owned and operated by Taos Pueblo Native Dean "Little Lake" Johnson. "Little Lake" peace pipes are made to be used, but the beautiful craftsmanship involved makes each pipe a work of art. Also selling Native American music and gifts.	ATF	Individually Owned				
Southwest Cannabis	Taos mountain sun-grown cannabis.	ATF	Regional Chain				
Taos Cannabis Company	Homegrown cannabis in Taos	ATF	Individually Owned			3.9	27

11.2 APPENDIX B - TOURISM PRODUCT RESEARCH

Name of Shop	Description of Shop	Type of Store	Shop Ownership	Tripadvisor Rating	Number of Tripadvisor Reviews	Google Rating	Number of Google Reviews
Taos Canyon Cannabis	We strive to hand select the absolute highest quality products from small and large farmers and vendors all around the state. Taos Canyon focuses on premium genetics grown organically and has a wide variety of third party concentrate, edible, and vape products.	ATF	Individually Owned			4.9	198
Taos Smoke and Vape	Smoke and vape store	ATF	Individually Owned			4.8	62
Taos Vibe Cigar & Gift Shop	Premium Quality Cigars from Nicaragua, Dominican Republic, Ecuador, and Rolling and Pipe Tobaccos, Smoking essentials, Locally owned, locally made gifts, Jewelry, artwork, Glass, Southwest items.	ATF	Individually Owned			5	7
Visit Taos Drug & Alcohol Rehabilitation Center	Drug Rehab	ATF	Individually Owned			4.6	30
A & B Automotive	Auto repair shop	Auto and Transportation	Individually Owned			3.7	19
A1 AUTOMOTIVE	Gas Station	Auto and Transportation	Individually Owned			5	3
Affordable Preventative Maintenance	Auto repair shop	Auto and Transportation	Individually Owned			4	8

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Name of Shop	Description of Shop	Type of Store	Shop Ownership	Tripadvisor Rating	Number of Tripadvisor Reviews	Google Rating	Number of Google Reviews
Allsup's Convenience Store	Convenience Store	Auto and Transportation	Regional Chain			2.6	14
Dans Auto Repair	Auto repair shop	Auto and Transportation	Individually Owned			5	6
Doc's Automotive	Auto repair shop	Auto and Transportation	Individually Owned			4.4	33
Gas Station	Gas Station	Auto and Transportation	Individually Owned			4.3	4
Giant Gas Station and Convenience Store	Gas Station and Convenience Store	Auto and Transportation	National Chain			4.3	24
Hail Creek Travel Center	Gas Station	Auto and Transportation	Individually Owned			4.2	64
Iko's Auto Repair	Auto repair shop	Auto and Transportation	Individually Owned			4.8	6
J 5 Automotive	Auto repair shop	Auto and Transportation	Individually Owned			4.2	21
J B & Co Auto Repair	Auto repair shop	Auto and Transportation	Individually Owned			4.3	15
Michael's MiniMart featuring Your Favorites by Alice	Gas Station	Auto and Transportation	Individually Owned			4	40
Miles to Go Auto Repair	Auto repair shop	Auto and Transportation	Individually Owned				
Ms Quick Stop	Gas Station	Auto and Transportation	Individually Owned			4.7	88
Northside Auto Care	Auto repair shop	Auto and Transportation	Individually Owned			5	2
Phillips 66	Gas Station	Auto and Transportation	National Chain			3.9	36
Picuris Travel Center	Gas Station	Auto and Transportation	Individually Owned			4.5	24
Red River Auto Shop	Auto repair shop	Auto and Transportation	Individually Owned			4.8	19
Rodriguez's Service Station	Gas Station	Auto and Transportation	Individually Owned				
Smith's Fuel Center	Gas Station	Auto and Transportation	Regional Chain			4	115
Speedway	Gas Station	Auto and Transportation	National Chain			1.5	13

11.2 APPENDIX B - TOURISM PRODUCT RESEARCH

Name of Shop	Description of Shop	Type of Store	Shop Ownership	Tripadvisor Rating	Number of Tripadvisor Reviews	Google Rating	Number of Google Reviews
Taos Garage	Auto repair shop	Auto and Transportation	Individually Owned			4.6	58
Taos Offroad & Performance	Auto Body Shop	Auto and Transportation	Individually Owned			4.1	63
Travelers Service Station "Mustang"	Gas Station	Auto and Transportation	Individually Owned			4.6	11
Valero	Gas station	Auto and Transportation	National Chain			3.8	40
A Stitch in Time	Twenty-five years experience in the repair and alteration of skiwear and ready-to-wear. Specializing in award-winning custom bridal and formal wear. Bridal accessories also available.	Clothing and Jewelry	Individually Owned			3.6	5
Amina's Children's Boutique	Amina's Children's Boutique welcomes shoppers to drop in and browse their unique selection of children's items such as toys, shoes, backpacks, hats, dresses, suits, gifts, accessories, and much more.	Clothing and Jewelry	Individually Owned			4.4	19
Andean Software	Clothing store	Clothing and Jewelry	Individually Owned			5	5

11.2 APPENDIX B - TOURISM PRODUCT RESEARCH

Name of Shop	Description of Shop	Type of Store	Shop Ownership	Tripadvisor Rating	Number of Tripadvisor Reviews	Google Rating	Number of Google Reviews
Artemisia Taos	Fun, colorful Artwear that is stylish & sophisticated and boldly designed accessories that express your creativity. Find a piece of Artwear that nobody else has!	Clothing and Jewelry	Individually Owned			5	4
Artwares Contemporary Jewelry	jewelry store	Clothing and Jewelry	Individually Owned	4.5	7	5	3
Atira's Southwest	Atira brings you quality garments, Old Gringo Boots, Native American Jewelry, Mary Frances purses, and much more.	Clothing and Jewelry	Individually Owned			4.8	5
Boxie Tees	Boxie - Wash, Rinse, Repeat Tees is a contemporary women's apparel collection of relaxed basic tees and loungewear. 100% Made in America, the brand was established in 2011 and is currently based in Los Angeles, CA and Taos, NM.	Clothing and Jewelry	Regional Chain			5	5

11.2 APPENDIX B - TOURISM PRODUCT RESEARCH

Name of Shop	Description of Shop	Type of Store	Shop Ownership	Tripadvisor Rating	Number of Tripadvisor Reviews	Google Rating	Number of Google Reviews
Buffalo Dancer	Buffalo Dancer has been producing Traditional Native American Jewelry since 1974 making it one of the oldest producers of fine Southwestern and Native American Jewelry in the United States.	Clothing and Jewelry	Individually Owned			5	1
Clarke & Co Menswear	Men's clothing store located in downtown Taos in the historic John Dunn House Shops. Established in 1987, we are dedicated to providing unique, contemporary men's apparel and tailoring services to customers who deserve the finest.	Clothing and Jewelry	Individually Owned			4	9
Confluence	boutique	Clothing and Jewelry	Individually Owned				
Coyote Moon	Jewelry store	Clothing and Jewelry	Individually Owned			5	8
Emily Benoist Ruffin Goldsmith	Since 1980 Emily Benoist Ruffin Design & Goldsmiths has continued to bring to you fine designer jewelry, top quality colored stones & ideal cut diamonds.	Clothing and Jewelry	Individually Owned			5	7

11.2 APPENDIX B - TOURISM PRODUCT RESEARCH

Name of Shop	Description of Shop	Type of Store	Shop Ownership	Tripadvisor Rating	Number of Tripadvisor Reviews	Google Rating	Number of Google Reviews
Gail Russell Art and Apparel	Apparel Artist Gail Russell has designed an innovative line of Gazelle Shawls featuring her photographs, Kangaroo Girls™ Pocket Scarves, and SallyGators® leg warmers. Every purchase helps Native Americans in need through the Adopt-A-Native Elder Program.	Clothing and Jewelry	Individually Owned				
Golden Anderson Studios	Golden Anderson Studios is a working jewelry studio and showroom near Arroyo Seco. We offer our original jewelry designs for sale, custom jewelry design services, expert jewelry repair, demonstrations, and private metalsmithing classes. Visits by appointment	Clothing and Jewelry	Individually Owned			5	12
Guerrilla Graphix	Guerrilla Graphix is New Mexico's Pop Culture Emporium selling unique and creative New Mexico themed merchandise, hand printed apparel and assorted gifts.	Clothing and Jewelry	Regional Chain	4.5	3	4.7	73

11.2 APPENDIX B - TOURISM PRODUCT RESEARCH

Name of Shop	Description of Shop	Type of Store	Shop Ownership	Tripadvisor Rating	Number of Tripadvisor Reviews	Google Rating	Number of Google Reviews
I Love Taos	The oldest T-Shirt shop in Taos. Thousands of great shirts.	Clothing and Jewelry	Individually Owned			4.7	13
Jacqueline Gala Jewelry	Jacqueline Gala Jewelry Featuring Earrings, Pendants, Necklaces and Bracelets. Along with Jewelry Repairs, Commission Works, Alterations of Heirloom and Heritage Jewelry - Re-imagining old pieces for a new contemporary look. New website: jacquelinegala.com	Clothing and Jewelry	Individually Owned				
Larry Martinez Jewelry	Known for complex museum quality jewelry inspired by early Meso-American, Scythian, Egyptian and other ancient cultures of the Fertile Triangle, and the traditional work of the Navajo, Hopi, Rio Grande Pueblos and the Pacific Northwest.	Clothing and Jewelry	Individually Owned			4.7	40
Levi Son Jewelry	Jewelry store	Clothing and Jewelry	Individually Owned	5	1		

11.2 APPENDIX B - TOURISM PRODUCT RESEARCH

Name of Shop	Description of Shop	Type of Store	Shop Ownership	Tripadvisor Rating	Number of Tripadvisor Reviews	Google Rating	Number of Google Reviews
Little Place Boutique	Distinctive and creative women's clothing, accessories, jewelry, and great little gift items. Contemporary, resort, and southwestern styles.	Clothing and Jewelry	Individually Owned			5	6
Lyle's Creations	Jewelry store	Clothing and Jewelry	Individually Owned			5	3
Maria Samora Jewelry	Jewelry store	Clothing and Jewelry	Individually Owned	5	2	5	5
Mesa's Edge	Jewelry store	Clothing and Jewelry	Individually Owned	4	15	4.7	20
Momo Taos	Jewelry Store	Clothing and Jewelry	Individually Owned			5	20
Moxie Fair Trade & Handmade	arts, jewelry, clothing	Clothing and Jewelry	Individually Owned	4.5	9	4.8	33
Overland Sheepskin & Leather	Overland Sheepskin is a tradition in Taos. Our first location in 1973 was a small adobe storefront near the historic central plaza. Today, our store is part of the Overland compound just north of the village.	Clothing and Jewelry	National Chain			4.6	164
Paul's Western Wear	clothing store	Clothing and Jewelry	Individually Owned			4.6	9
Re-Threads Clothing Exchange	A local clothing exchange specializing in affordable, stylish clothing and accessories in great condition for Taos and its visitors.	Clothing and Jewelry	Individually Owned			4.2	84

11.2 APPENDIX B - TOURISM PRODUCT RESEARCH

Name of Shop	Description of Shop	Type of Store	Shop Ownership	Tripadvisor Rating	Number of Tripadvisor Reviews	Google Rating	Number of Google Reviews
Regina Ann Becker Jewelry	Floral silver and gold jewelry with semiprecious and precious stones	Clothing and Jewelry	Individually Owned				
Reneux Consignment	Consignment Shop	Clothing and Jewelry	Individually Owned			4.7	36
Sam's Shop	Located downtown Taos, operating for 36 years, contemporary women's clothing in groovy historic adobe building.	Clothing and Jewelry	Individually Owned			5	6
Six Hand Hat Company	Our hats are handmade, one-at-a-time from the finest quality fur felts of either rabbit or beaver. They can be custom dyed, finished in a variety of ways, and adorned with a variety of banding options to give each hat a truly unique look.	Clothing and Jewelry	Individually Owned			4.3	9
Sky-Eagle Collection Fashion House & Fine Art Gallery	New Native Fashion and Fine Art Gallery	Clothing and Jewelry	Individually Owned			4.5	11
Spotted Bear	Ladies, grab your moms, and head over to the Spotted Bear to do some shopping while getting in some quality mother/daughter time.	Clothing and Jewelry	Individually Owned			4.8	18

11.2 APPENDIX B - TOURISM PRODUCT RESEARCH

Name of Shop	Description of Shop	Type of Store	Shop Ownership	Tripadvisor Rating	Number of Tripadvisor Reviews	Google Rating	Number of Google Reviews
Steppin' Out	For 25 years, Julie Jennerjahn has been the original owner of Steppin' Out in Taos. After 20 years of providing quality and comfortable footwear, Jennerjahn expanded her boutique to introduce clothing and accessories.	Clothing and Jewelry	Individually Owned			4.2	12
Stray Hearts ReTails	Thrift Store	Clothing and Jewelry	Individually Owned			4.5	15
Taos & Tribe Gallery Boutique	Boutique	Clothing and Jewelry	Individually Owned			5	7
Taos Gems and Minerals	rock and jewelry store	Clothing and Jewelry	Individually Owned	4.5	13	4.8	139
The Underground	A super hip clothing store tucked away from the plaza, featuring brands such as Doc Martens, Kardo, Indian Motorcycle, Kennington, Alternative Apparel, Superdry, Jungmaven, Peter Grimm, etc.	Clothing and Jewelry	Individually Owned			5	13
Two Birds Jewelers	Jewelry store	Clothing and Jewelry	Individually Owned				
UpTown Thrift Store	thrift store	Clothing and Jewelry	Individually Owned			3.7	22

11.2 APPENDIX B - TOURISM PRODUCT RESEARCH

Name of Shop	Description of Shop	Type of Store	Shop Ownership	Tripadvisor Rating	Number of Tripadvisor Reviews	Google Rating	Number of Google Reviews
Zandi Fashion Studio	Zandi Designs specializes in hand-cut custom silhouettes. These silhouettes are carefully crafted and displayed in vintage pendants. Using a simple profile picture of your loved one, we design a necklace that you will cherish.	Clothing and Jewelry	Individually Owned			5	1
Alhambra - Soul Inspired Living	Furniture Store	Crafts, Souvenirs and Homeware	Individually Owned			4.4	8
Arroyo Seco Mercantile	Arroyo Seco Mercantile is a melting pot of Northern New Mexico flavor. First established to serve the needs of the village of Arroyo Seco, a small Hispanic village on Highway 150, it now draws people from all over.	Crafts, Souvenirs and Homeware	Individually Owned			4.5	22
Ashley Furniture Retailer	Furniture Store	Crafts, Souvenirs and Homeware	International Chain				
At Home In Taos	Selling fabulous home furnishings, crafts, gifts, pottery and accessories that truly represent Taos. Visit us and take home a piece of Taos!	Crafts, Souvenirs and Homeware	Individually Owned			2.9	18
Brodsky Bookshop	Used bookstore	Crafts, Souvenirs and Homeware	Individually Owned	4	5	4.8	41

11.2 APPENDIX B - TOURISM PRODUCT RESEARCH

Name of Shop	Description of Shop	Type of Store	Shop Ownership	Tripadvisor Rating	Number of Tripadvisor Reviews	Google Rating	Number of Google Reviews
Camino Real Imports	handmade craft	Crafts, Souvenirs and Homeware	Regional Chain	5	13	3.9	14
Casa Cristal Pottery	A huge inventory of Southwestern and Mexican products. We supply Southwest-style decor. Hand painted pottery from Mexico and also local artists from the Navajo reservation in New Mexico.	Crafts, Souvenirs and Homeware	Regional Chain				
CFT Décor and Gifts	Home goods store	Crafts, Souvenirs and Homeware	Individually Owned			4.8	31
Chocolate + Cashmere	chocolate and clothes	Crafts, Souvenirs and Homeware	Regional Chain	4.5	14		
Climates	Gift Shop	Crafts, Souvenirs and Homeware	Individually Owned			4.3	29
Common Thread	fabric shop	Crafts, Souvenirs and Homeware	Individually Owned	4	13	4.3	12
Coyote Club	We are a store that offers locals and tourists many great gifts. You won't be disappointed when you visit our store!	Crafts, Souvenirs and Homeware	Individually Owned			4.3	13
Dillyhay's	gift shop	Crafts, Souvenirs and Homeware	Individually Owned				
El Rincon Trading Post Taos	Native American goods store	Crafts, Souvenirs and Homeware	Individually Owned	5	1	4.9	16
FX18	Voted "Best Place to Shop in Taos" - this wonderful little store has a wide variety of gifts, clothing, bath items and the most friendly, lovely owner.	Crafts, Souvenirs and Homeware	Individually Owned			5	9
Gold Nugget	gift shop	Crafts, Souvenirs and Homeware	Individually Owned			4.6	40

11.2 APPENDIX B - TOURISM PRODUCT RESEARCH

Name of Shop	Description of Shop	Type of Store	Shop Ownership	Tripadvisor Rating	Number of Tripadvisor Reviews	Google Rating	Number of Google Reviews
Jackie's Trading Post	For over 35 years Jackies has been known for providing the best in Navajo, Zuni, Hopi and Pueblo made art, crafts, pottery, Nav, and vintage collectible Southwestern Jewelry.	Crafts, Souvenirs and Homeware	Individually Owned			5	7

11.2 APPENDIX B - TOURISM PRODUCT RESEARCH

Name of Shop	Description of Shop	Type of Store	Shop Ownership	Tripadvisor Rating	Number of Tripadvisor Reviews	Google Rating	Number of Google Reviews
John Dunn Shops	The John Dunn Shops are located in the heart of Taos' historic district on a shaded walkway linking Taos Plaza and Bent Street. Everything you are looking for in one spot: street food and patio dining, clothing for men, women and children, books, folk art, ceramics, artwork, shoes, gems and fossils, kitchenware, unique gifts, yarn and weavings, beads and a cozy coffee shop. Sit on a shaded bench in the garden by the fountain and sip a cappuccino or a smoothie while listening to musicians and meeting local merchants. John Dunn Shops is the best of Taos all in one beautiful location.	Crafts, Souvenirs and Homeware	Individually Owned	4	6	4.7	163

11.2 APPENDIX B - TOURISM PRODUCT RESEARCH

Name of Shop	Description of Shop	Type of Store	Shop Ownership	Tripadvisor Rating	Number of Tripadvisor Reviews	Google Rating	Number of Google Reviews
Kimosabe	For over 20 years, Kimosabe has showcased treasures of the American West. Pueblo pottery, vintage Navajo rugs, Native American blankets, old pawn jewelry, American Indian baskets and beadwork, vintage posters, and New Mexican folk art.	Crafts, Souvenirs and Homeware	Individually Owned			5	2
La Tierra Mineral Gallery	Thousands of mineral specimens from around the world including New Mexico. Available in natural and carved forms such as onyx plates, bowls, mortar and pestles, goblets, wine chillers, lamps, candleholders, spheres, hearts, and fetishes.	Crafts, Souvenirs and Homeware	Individually Owned			4.6	11
Las Comadres Women's Gallery	A women's co-operative with 11 members from the local Taos area, featuring a variety of handcrafted goods; original art and photography. A diverse selection of gift items.	Crafts, Souvenirs and Homeware	Individually Owned	5	14	5	4
Letherwerks	leather goods	Crafts, Souvenirs and Homeware	Individually Owned	5	3	4.6	11

11.2 APPENDIX B - TOURISM PRODUCT RESEARCH

Name of Shop	Description of Shop	Type of Store	Shop Ownership	Tripadvisor Rating	Number of Tripadvisor Reviews	Google Rating	Number of Google Reviews
Made in New Mexico	Everything is made in New Mexico. Red and green chile powders, pods, salsas, sauces, jams, jellies, biscochitos, pinon coffee, wood carvings, Native American jewelry, ornaments, fetishes, Day of the Dead, ristras, wreaths, luminarias and books	Crafts, Souvenirs and Homeware	Individually Owned			4.7	72
Main Street Mercantile	gift shop	Crafts, Souvenirs and Homeware	Individually Owned			4	27
Mattress Mary's - Taos Lifestyle	Everything Home Furnishings - Sleep Sanctuary	Crafts, Souvenirs and Homeware	Individually Owned			4.9	19
Mooncat Fiber	yarn shop	Crafts, Souvenirs and Homeware	Individually Owned	5	5	4.5	18
Moxie Yarn & More	Yarn and crafts store	Crafts, Souvenirs and Homeware	Individually Owned	5	19	4.6	17
Murals & Faux Paint by David Vedoe	Murals & Faux Paint by David Vedoe. Transform your House, Business or Office with Murals, Faux Paint and other Design options. Call for a free consultation. Works on Historic Lodges, Boutique Hotels and B&B's, Galleries, Offices and Private Residences, Etc.	Crafts, Souvenirs and Homeware	Individually Owned				

11.2 APPENDIX B - TOURISM PRODUCT RESEARCH

Name of Shop	Description of Shop	Type of Store	Shop Ownership	Tripadvisor Rating	Number of Tripadvisor Reviews	Google Rating	Number of Google Reviews
Nambé of Taos	A family-owned company. Nambé began during modernism's mid-century design movement. Today, our pieces transcend trends and generations. Each piece is crafted with undeniable beauty, artistic integrity, and uncompromised quality.	Crafts, Souvenirs and Homeware	Individually Owned			4.7	10
Op.Cit.	op.cit. Taos is a small independent general bookstore located in the John Dunn House Shops. We have new, used and collectible books, and a great selection of regional titles, and carry the NYTimes daily. We're open every day (except Christmas) from 10 AM to 6 PM.	Crafts, Souvenirs and Homeware	Individually Owned	4.5	3	4.7	50
OptiMysm	OptiMysm is Taos' metaphysical gift and bookstore. Stop by to receive some spiritual guidance by meeting with one of our talented clairvoyants, sit and absorb the positive energy, and leave with a mystically inspired treasure!	Crafts, Souvenirs and Homeware	Individually Owned	5	3		

11.2 APPENDIX B - TOURISM PRODUCT RESEARCH

Name of Shop	Description of Shop	Type of Store	Shop Ownership	Tripadvisor Rating	Number of Tripadvisor Reviews	Google Rating	Number of Google Reviews
Ranchos Antique Furnishings	Specializing in Spanish Colonial antiques, primitives, antique doors and architectural elements, and Devotional Art and Santos	Crafts, Souvenirs and Homeware	Individually Owned	5	4	4.3	3
Red Arrow Emporium	The finest American made furniture in the world and one of a kind fabulous pieces from around the world!	Crafts, Souvenirs and Homeware	Individually Owned			3.7	20
Saint Francis Church Gift Shop	The Church gift shop carries devotional items, Holy Cards & books. This shop also features crosses, retablos, bultos, along with other arts & crafts made by the parishioners of San Francisco de Asis Church.	Crafts, Souvenirs and Homeware	Individually Owned				
Santos y Mas	We search out the most unique products in the area to bring to our store, oftentimes one of a kind creations. Browse our store and enjoy our ever changing inventory of colorful, whimsical and often surprising gifts and collectibles.	Crafts, Souvenirs and Homeware	Individually Owned			4.8	16
Seconds Eco Store	Gift shop	Crafts, Souvenirs and Homeware	Individually Owned	4	1	5	25

11.2 APPENDIX B - TOURISM PRODUCT RESEARCH

Name of Shop	Description of Shop	Type of Store	Shop Ownership	Tripadvisor Rating	Number of Tripadvisor Reviews	Google Rating	Number of Google Reviews
Starr Interiors	Since 1974, Starr Interiors has provided the finest Zapotec Indian weavings found anywhere. The Line of the Spirit collection incorporates traditional South-western designs combined with elements from cultures all over the world.	Crafts, Souvenirs and Homeware	Individually Owned			5	5
Taos Adobe Quilting	Fabric store	Crafts, Souvenirs and Homeware	Individually Owned	5	6	4.5	37
Taos Art Supply	Taos Art Supply, is in a 220-year-old building nestled between Ledoux Street and Ranchitos Road. Offering everything artists need to create their next masterpiece!	Crafts, Souvenirs and Homeware	Individually Owned			4.6	37
Taos Bee	Honeybee Balm, Propolis Toner, Honey cleanser and Mask, Bee Wonderful Box, Sun Shield.	Crafts, Souvenirs and Homeware	Individually Owned				

11.2 APPENDIX B - TOURISM PRODUCT RESEARCH

Name of Shop	Description of Shop	Type of Store	Shop Ownership	Tripadvisor Rating	Number of Tripadvisor Reviews	Google Rating	Number of Google Reviews
Taos Cookery	“The kitchen shop” on Bent Street for over 25 years, Taos Cookery offers locally handmade pottery, Taos Twist flatware, Southwestern style table linens, and the latest gadgets for the modern kitchen.	Crafts, Souvenirs and Homeware	Individually Owned			4.7	16
Taos Country Furnishing	Taos’ favorite décor and gifts store. Taos Country Furnishings sells accessories, decorative items and gifts. We now have over 2000 square feet of display space in seven separate rooms, each offering its own distinctive character and charm.	Crafts, Souvenirs and Homeware	Individually Owned			4.8	31
Taos Door and Hardware Company	Taos Door And Hardware Company was formed in 1989 by Peter Barlow. Peter is an artist in every sense of the word. He excels at taking concepts and sketches and turning them into reality. Open by appointment only.	Crafts, Souvenirs and Homeware	Individually Owned			4.8	4

11.2 APPENDIX B - TOURISM PRODUCT RESEARCH

Name of Shop	Description of Shop	Type of Store	Shop Ownership	Tripadvisor Rating	Number of Tripadvisor Reviews	Google Rating	Number of Google Reviews
Taos Estate Sales	An eclectic shop with antiques, art, furniture, vintage collectibles, Native American art, collectible and vintage vinyl LPs and much more. We also provide full estate sale service from appraisal to clean out.	Crafts, Souvenirs and Homeware	Individually Owned			5	1
Taos Fine Consignment & More	Used furniture, antiques, pottery, art and jewelry	Crafts, Souvenirs and Homeware	Individually Owned			3.9	7
taos love. & tsv love.	Novelty store	Crafts, Souvenirs and Homeware	Individually Owned				
Taos Rockers	Not your typical ma & pa rock shop: we emphasise mineral and fossil specimens. An international collection is displayed in three showrooms including many museum-grade specimens representing every continent except Antarctica.	Crafts, Souvenirs and Homeware	Individually Owned			4.7	81
Taos Trading Company	tourist shop	Crafts, Souvenirs and Homeware	Individually Owned	3	9	3.4	14

11.2 APPENDIX B - TOURISM PRODUCT RESEARCH

Name of Shop	Description of Shop	Type of Store	Shop Ownership	Tripadvisor Rating	Number of Tripadvisor Reviews	Google Rating	Number of Google Reviews
Thunder Lizard Beads	Specializing in stone beads, such as turquoise as well as semi-precious stones like amethyst, garnet, agates and carnelians. Also carrying a selection of oriental rugs and carpets.	Crafts, Souvenirs and Homeware	Individually Owned			4.9	27
Tierra Wood Stoves	Located in the historic Southwest art colony of Taos, New Mexico, Tierra Wood Stoves sustains an uncompromising 30-year journey to sell the best clean-burning stoves available.	Crafts, Souvenirs and Homeware	Individually Owned			4.2	18
Tony Whitecrow's	Soul of the Southwest – featuring the very finest in one of a kind, custom made western clothing, bedding, and accessories.	Crafts, Souvenirs and Homeware	Individually Owned			5	1
Treasures	Weird antiques (best kind). Like a decades old stuffed animal lizard or a doll made out of gourds.	Crafts, Souvenirs and Homeware	Individually Owned			4.8	5

11.2 APPENDIX B - TOURISM PRODUCT RESEARCH

Name of Shop	Description of Shop	Type of Store	Shop Ownership	Tripadvisor Rating	Number of Tripadvisor Reviews	Google Rating	Number of Google Reviews
Twirl Toy Store & Discovery Place	An experience in itself, thanks to its magical layout and artistic touches. We offer high-quality educational toys, games and crafts that inspire play-based learning in the home and encourage positive parent/child interaction.	Crafts, Souvenirs and Homeware	Individually Owned	4.5	136	4.9	140
Unicorn	Educational toys, Art supplies, School supplies, Stationary, Craft supplies, Party decorations and more.	Crafts, Souvenirs and Homeware	Individually Owned			4.8	45
Vargas Tile Company	We are retail distributors of Mexican tile specializing in handmade, handpainted Talavera , Saltillo with matching trim, ceramic sinks and accessories, domestic floor and wall tile.	Crafts, Souvenirs and Homeware	Individually Owned			4.9	29
Wabi Sabi	gifts for the spirited	Crafts, Souvenirs and Homeware	Individually Owned	4.5	6		
Albertsons Market	Grocery Store	Food Store	National Chain			4.1	895
Chokola Bean to Bar	Chokola is a small-batch, organically crafted bean-to-bar chocolate maker located in Taos, New Mexico.	Food Store	Individually Owned			4.9	283

11.2 APPENDIX B - TOURISM PRODUCT RESEARCH

Name of Shop	Description of Shop	Type of Store	Shop Ownership	Tripadvisor Rating	Number of Tripadvisor Reviews	Google Rating	Number of Google Reviews
Cid's Food Market	Delicious soup and salad bar includes a variety of eat-in or grab-and-go options. Enjoy muffins, scones, cookies (gluten-free options), sushi, sandwiches, homemade tamales, breakfast burritos, rotisserie chicken, bbq ribs, and more.	Food Store	Individually Owned			4.3	143
Der Markt Food Store	Grocery store	Food Store	Individually Owned			4.2	401
Dixon Cooperative Market and Deli	Grocery store	Food Store	Individually Owned			4.7	148
Garcia's Store	Grocery store	Food Store	Individually Owned			4.9	17
Lowe's Market	grocery store	Food Store	Regional Chain			4.3	516
Monet's Kitchen	Big city kitchenware choices: Capresso, Le Creuset, Cuisinart, Bodum, Joyce Chen, Zyliss, Good Grips, Lodge, Emile Henry, Thermos/ Nissan, Chantal, Olde Thompson, Vic Firth, Now, Microplane, William Bounds, and Republic of Tea.	Food Store	Individually Owned			3.7	23
Questa Center SuperMarket	Grocery store	Food Store	Individually Owned			4.4	144

11.2 APPENDIX B - TOURISM PRODUCT RESEARCH

Name of Shop	Description of Shop	Type of Store	Shop Ownership	Tripadvisor Rating	Number of Tripadvisor Reviews	Google Rating	Number of Google Reviews
Rocky Mountain Chocolate Factory	300 chocolate candies and other confectionery products: clusters, caramels, creams, meltaways, truffles and molded chocolates. We prepare a variety of caramel and candy apples, fudge, chocolate items and confections - plus ice cream!	Food Store	International Chain			4.3	111
Rosita's Mexican Store	Mexican grocery store	Food Store	Individually Owned			4.7	22
Smith's	Grocery store	Food Store	Regional Chain			3.9	407
Super Save Discount Foods Taos	grocery store	Food Store	Regional Chain			4.1	519
Taos Spice Merchants	Spice Store	Food Store	Individually Owned	5	1		
Albertsons Market Pharmacy	Pharmacy	Health and Wellness	National Chain			2.5	10
At Your Best: Brain and Body Massage	Be at your best in Taos! Relax or recharge with nurturing, therapeutic massage. Reset with heart-centered life coaching. Feel great now.	Health and Wellness	Individually Owned			5	3

11.2 APPENDIX B - TOURISM PRODUCT RESEARCH

Name of Shop	Description of Shop	Type of Store	Shop Ownership	Tripadvisor Rating	Number of Tripadvisor Reviews	Google Rating	Number of Google Reviews
Aurafitness Yoga & Wellness Studio	Our Studio in Taos, New Mexico is something different - a beautiful sanctuary for well-being. We are here to inspire, empower and support you in feeling healthy, vital and joyful! We offer yoga, tai chi classes, & more!	Health and Wellness	Individually Owned			5	6
Auromesa Traditional Ayurveda	Auromesa is a center dedicated to traditional Ayurveda, panchakarma, meditation, and Tibetan Healing Yoga. It offers a quiet rendezvous with yourself in joy and serenity; return to harmony and total rejuvenation with a visit to Auromesa.	Health and Wellness	Individually Owned			5	2
Bestcare Pharmacy Questa	Pharmacy	Health and Wellness	Regional Chain			4.3	10

11.2 APPENDIX B - TOURISM PRODUCT RESEARCH

Name of Shop	Description of Shop	Type of Store	Shop Ownership	Tripadvisor Rating	Number of Tripadvisor Reviews	Google Rating	Number of Google Reviews
Bison Star Naturals: Soap and Lotion	We are a small family business whose products are made with organically, naturally and locally sourced ingredients. We wild harvest the plants within our bar soaps and nothing ever contains animal products, dyes or perfumes.	Health and Wellness	Individually Owned			5	23
Body and Skin Taos	Facials, massage, microneedling, Skincare products, Botox and fillers	Health and Wellness	Individually Owned			4.9	21
Cinnamon's Botanicals	Intro to Herbalism Class: Learn basic terminology, herbs and their properties, and making medicinal teas. Dive into medicinal herbs in our magical herb shop. Full of history...this adobe trading post holds many stories. Located in the heart of downtown Taos.	Health and Wellness	Individually Owned			5	12
Edelweiss Lodge and Spa	Lodges and Resorts	Health and Wellness	Individually Owned			4.6	47

11.2 APPENDIX B - TOURISM PRODUCT RESEARCH

Name of Shop	Description of Shop	Type of Store	Shop Ownership	Tripadvisor Rating	Number of Tripadvisor Reviews	Google Rating	Number of Google Reviews
El Monte Sagrado Living Resort & Spa	Committed to providing a luxurious, healthy environment for relaxation, revitalization, and healing. Guests can enjoy the resort's two hydrotherapy tubs, saltwater pool or many spa service choices. Perfect venue for weddings and gatherings of all sizes, indoor or outdoor.	Health and Wellness	Individually Owned	4	1626	4.3	674
Essential Massage & Spa Therapies	Massage therapist	Health and Wellness	Individually Owned			4.9	33
Essential Massage and Spa Therapies	Spa and Massage	Health and Wellness	Individually Owned	5	21	4.9	33
Forest Bathing Nature Immersions	Forest bathing is a path to deep connection with the natural world, scientifically proven to improve mental, physical and emotional health via a two hour stroll in a green space with invitations that will open your senses to the wonders of the world around you	Health and Wellness	Individually Owned				
Gina O'hara	Pharmacy	Health and Wellness	Individually Owned				

11.2 APPENDIX B - TOURISM PRODUCT RESEARCH

Name of Shop	Description of Shop	Type of Store	Shop Ownership	Tripadvisor Rating	Number of Tripadvisor Reviews	Google Rating	Number of Google Reviews
Hair	Haircuts for men, women and children. Color, High-lights, Low-Lights, Lash Tints, Facial Waxing, Weddings, Outcalls	Health and Wellness	Individually Owned			4.6	38
High Altitude Health & Fitness	Gym	Health and Wellness	Individually Owned	4.5	3	4	111
Hive Salon Oxygen Bar Gallery	Oxygen bar	Health and Wellness	Individually Owned	4.5	3		
HumbleBrands	Health and beauty shop	Health and Wellness	Individually Owned			5	2
Hyperbaric Oxygen Therapy and Wellness Center	Overcome Altitude Sickness in 1 Hour with Hyperbaric Oxygen. HBOT acclimates you to high elevation. Enjoy your vacation. Speed healing from injury or breathe better. We offer HBOT sessions, Chamber Sales, Infrared Therapy, Colonics.	Health and Wellness	Individually Owned	5	3	5	11
In Tune Yoga	In Tune Yoga is a Vinyasa-inspired yoga studio, offering the most yoga classes of any studio in Taos! Classes of all levels with certified yoga teachers. Check out our Power Vinyasa class for a good sweat or join a Vinyasa Flow class, suitable for all levels.	Health and Wellness	Individually Owned			5	21

11.2 APPENDIX B - TOURISM PRODUCT RESEARCH

Name of Shop	Description of Shop	Type of Store	Shop Ownership	Tripadvisor Rating	Number of Tripadvisor Reviews	Google Rating	Number of Google Reviews
Inspirations Day Spa	Spa and Massage	Health and Wellness	Individually Owned	5	16	4.9	37
Joy Yoga	We are a community of movers believing strong bodies help us cultivate strong spirits. We offer classes for all bodies and energy levels, as well as pop up events, workshops, and offerings.	Health and Wellness	Individually Owned				
Kimberly Boberschmidt	Pharmacy	Health and Wellness	Individually Owned				
Lucid Massage & Art Studio	Massage therapist	Health and Wellness	Individually Owned	5	2	4.8	20
Maia Skin Spa	A relaxing, inviting Skin Spa specializing in facials, acne & anti-aging treatments. We also offer waxing, lash & brow tinting and hot stone massage. By appointment.	Health and Wellness	Individually Owned			5	1
Massage by Ariana	Massage therapist	Health and Wellness	Individually Owned			4.3	6
Matthew Borrego	Pharmacy	Health and Wellness	Individually Owned				

11.2 APPENDIX B - TOURISM PRODUCT RESEARCH

Name of Shop	Description of Shop	Type of Store	Shop Ownership	Tripadvisor Rating	Number of Tripadvisor Reviews	Google Rating	Number of Google Reviews
Mindful Frontiers LLC	Meditation is a practice that helps us navigate the uncertainties of life. With over 20 years of meditation experience and professional credentials, I match the meditation style to the individual or group for the best results. Welcoming a mindful future!	Health and Wellness	Individually Owned				
Native Roots Ancestral, Folk & Herbal Medicine Collective	We are a school of Ancestral, Folk & Herbal Medicine with a storefront supporting local herbalists and medicine makers. We also host onsite events, have body work and spiritual sessions available with practitioners and teachers of various backgrounds.	Health and Wellness	Individually Owned				
Ojo Caliente Mineral Springs Resort & Spa	Lodges and Resorts	Health and Wellness	Individually Owned	4	1769	4.6	2811
Peggy Jones	Pharmacy	Health and Wellness	Individually Owned				
Rolling Still Wellness	Health and beauty shop	Health and Wellness	Individually Owned				

11.2 APPENDIX B - TOURISM PRODUCT RESEARCH

Name of Shop	Description of Shop	Type of Store	Shop Ownership	Tripadvisor Rating	Number of Tripadvisor Reviews	Google Rating	Number of Google Reviews
Sage Waters of Taos	Taos Sage Waters is a healing sanctuary for both the body and the Soul, offering Soul Restorations, retreats and end of life ceremonies.	Health and Wellness	Individually Owned	5	13	5	2
Salon Marjorie	Salon Marjorie is an innovative salon in Taos, New Mexico featuring AVEDA beauty products and cosmetics, massage and bodywork, and skincare services.	Health and Wellness	Individually Owned			4.6	55
Salon X	Salon X is a full service upscale salon and day spa providing exceptional service using the greenest products available. Services include haircuts, color, and styling; day spa services include facials, manicure, pedicures and waxing.	Health and Wellness	Individually Owned			4.8	111
Shank	A full service hair salon in Taos, NM. Get your hair styled by Rachel Bell or one of our other excellent stylists. Get Shanked!	Health and Wellness	Individually Owned			4.9	33
Smith's Food and Drug Pharmacy	Pharmacy	Health and Wellness	Regional Chain			3.4	19

11.2 APPENDIX B - TOURISM PRODUCT RESEARCH

Name of Shop	Description of Shop	Type of Store	Shop Ownership	Tripadvisor Rating	Number of Tripadvisor Reviews	Google Rating	Number of Google Reviews
Spirits of Beauty - Salon & Day Spa	Spirits of Beauty Salon and Day Spa is the most comprehensive salon in Taos. Our goal is to provide a beautiful, friendly, & serene space with practitioner's who are passionate about their work.	Health and Wellness	Individually Owned			4.5	16
Sugar Bare Hair Removal	An all natural hair removal studio using a paste made from just sugar, water and lemon to leave your body feeling silky smooth. We're also a boutique featuring U.S. made lingerie, local, handmade organic body products and handcrafted teas.	Health and Wellness	Individually Owned			4.8	20
Taos Chiropractic Health Center	Chiropractor	Health and Wellness	Individually Owned			4.9	45
Taos Healing Arts	Spa	Health and Wellness	Individually Owned	5	5	4.9	26
Taos Herb Company	Herbal medicine store in Taos, New Mexico	Health and Wellness	Individually Owned			4.5	69

11.2 APPENDIX B - TOURISM PRODUCT RESEARCH

Name of Shop	Description of Shop	Type of Store	Shop Ownership	Tripadvisor Rating	Number of Tripadvisor Reviews	Google Rating	Number of Google Reviews
Taos Hyperbaric Wellness Center	Hyperbaric Oxygen Therapy, Infrared Sauna and Colonics by Certified Hyperbaric Therapist and National Board Certified / I-ACT Therapist. Located in the heart of Taos, Yucca Plaza is a beautiful professional wellness center. Hyperbaric Oxygen is the ONE HOUR FIX FOR THE ALTITUDE SICK. It also helps speed healing 33% to 50% for faster injury recovery,	Health and Wellness	Individually Owned	5	3	5	11
Taos Rocks Hot Stone Therapy	Massage therapist	Health and Wellness	Individually Owned			4.9	18
Taos Sage Waters ~ Healing the Soul	Reese Murphy has been extensively trained to scan and read the emotional, intuitional, and spiritual bodies to determine specific energetic shamanic healing protocols. She empowers each client to see for themselves where core issues originate.	Health and Wellness	Individually Owned			5	2
Taos Spa and Tennis Club	Gym	Health and Wellness	Individually Owned	4	16	4.4	106

11.2 APPENDIX B - TOURISM PRODUCT RESEARCH

Name of Shop	Description of Shop	Type of Store	Shop Ownership	Tripadvisor Rating	Number of Tripadvisor Reviews	Google Rating	Number of Google Reviews
Taos Therapeutic Massage, LLC	Restore your true, whole self through healing and wellness sessions with Bonnie via Zoom. Let's design your unique session, whether you wish to work on a specific issue, optimize your overall health, or develop a daily practice for your ongoing healing journey.	Health and Wellness	Individually Owned	5	2	4.6	8
The Spa and Wellness Center at The Blake	TEMPORARILY CLOSED until June 13. The Spa & Wellness Center at The Blake embraces a philosophy which can be found woven within the cultures and healing rituals throughout the world. This philosophy of the Circle of Life has been embraced and practiced throughout the ages by the resident European, Hispanic, and native North American cultures found in Northern New Mexico.	Health and Wellness	Individually Owned	4.5	6		
Touch of Taos	Massage therapist	Health and Wellness	Individually Owned				
TruVu -EarthCreations	Natural Goods Store	Health and Wellness	Individually Owned			5	1

11.2 APPENDIX B - TOURISM PRODUCT RESEARCH

Name of Shop	Description of Shop	Type of Store	Shop Ownership	Tripadvisor Rating	Number of Tripadvisor Reviews	Google Rating	Number of Google Reviews
Walgreens Pharmacy	Pharmacy	Health and Wellness	National Chain			2.8	11
Walmart Pharmacy	Pharmacy	Health and Wellness	International Chain			2.8	16
Wild Earth Creams	Wild Earth Remedies is a vendor booth set up in front of the Bent Street Deli on Saturdays. I bring to you a locally wild crafted all natural herbal skin care line to nourish and heal the skin. Stop by for a visit!	Health and Wellness	Individually Owned				
Wumani Earth Native Sanctuary	Sacred and Organic Hemp CBD Oils, Capsules, Bodycare, Honey and More! Wumaniti Hemp Clothing Line and the original Hemp Heroe Protein Bars, Buddha Bars, Heal Now Oil and Body Butter.	Health and Wellness	Individually Owned			4.7	66
Zia Botanics	Zia Botanics is a farm-to-family skincare line. Our minimal skincare products support skin's natural protection, repair, and renewal mechanisms to ensure skin functions optimally and ages well. Each product is made on-site with our farm-grown calendula.	Health and Wellness	Individually Owned				

11.2 APPENDIX B - TOURISM PRODUCT RESEARCH

Name of Shop	Description of Shop	Type of Store	Shop Ownership	Tripadvisor Rating	Number of Tripadvisor Reviews	Google Rating	Number of Google Reviews
10,000 Wags Pet Resort	Pet Resort	Other	Individually Owned	5	3	4.9	298
All is Well LC	Enjoy your intuitive clairvoyant reading, in our cozy adobe office in the Historic Couse House, near the central Plaza. Open 9 am to 9 pm, by appointment. Take home new perspectives on your life, love, career, health, spiritual path, etc. Experience the transformational energy for which Taos is famous.	Other	Individually Owned	5	60		
Bud's Cut Flowers and More	Bud's trusted florists are committed to creating beautiful, unique floral gifts for any special occasion. We offer flower delivery in and around Taos and we also offer nationwide delivery through our reliable florist network.	Other	Individually Owned			4.7	7

11.2 APPENDIX B - TOURISM PRODUCT RESEARCH

Name of Shop	Description of Shop	Type of Store	Shop Ownership	Tripadvisor Rating	Number of Tripadvisor Reviews	Google Rating	Number of Google Reviews
Elegant Florals	Your florist for all occasions, weddings and special events. Delighted in bringing to light the vision you have always dreamed for your wedding day from contemporary, traditional or unique designs.	Other	Individually Owned				
Enchanted Florist	Beautifully arranged flowers and gifts. Our highly trained staff handles your order with care. Delivery to Taos and surrounding areas as well as to cities across the country through our nationwide network. Same day delivery at no extra cost	Other	Individually Owned			4.9	354
Kokopelli Flutes of Taos	Paul Jones also gives flute building workshops, flute lessons, and has hand carved flutes for sale, such as Apache, Sioux, Cheyenne, and Cherokee flutes. CDs are also available.	Other	Individually Owned				

11.2 APPENDIX B - TOURISM PRODUCT RESEARCH

Name of Shop	Description of Shop	Type of Store	Shop Ownership	Tripadvisor Rating	Number of Tripadvisor Reviews	Google Rating	Number of Google Reviews
Magical Tattoo	Locally owned and operated in the heart of the Historical District of Ledoux Street. The owner, Dano, is a talented tattoo artist with the highest quality and standards.	Other	Individually Owned			4.7	52
Retails Resale Store & Cat Cafe	Thrift store and cat cafe	Other	Individually Owned				
Walmart	Department store	Other - Department Store	International Chain			3.4	1721
Dollar General	Dollar Store	Other - Dollar Store	National Chain			3.6	210
Dollar Tree	Dollar Store	Other - Dollar Store	National Chain			3.8	164
Family Dollar	Dollar Store	Other - Dollar Store	National Chain			4.4	18
Popolo's	Game store	Other - game store	Individually Owned			4.1	86
Adventure Ski Shops	We're a full service ski, snowboard and snowshoe rental and repair shop with two locations in Taos, New Mexico -- close to Taos Ski Valley, Angel Fire Ski Resort, Red River Resort and Sipapu Ski Valley. We carry a full line of outdoor merchandise, too. Looking for a tune-up on your old gear? We tune, edge, wax, mount and adjust bindings and repair bases.	Outdoor Equipment/ Sporting Goods	Regional Chain	5	6	4.8	80
Alpine Xtreme	ski shop	Outdoor Equipment/ Sporting Goods	Individually Owned	5	2	5	48

11.2 APPENDIX B - TOURISM PRODUCT RESEARCH

Name of Shop	Description of Shop	Type of Store	Shop Ownership	Tripadvisor Rating	Number of Tripadvisor Reviews	Google Rating	Number of Google Reviews
Big 5 Sporting Goods	Big 5 Sporting Goods is one of America's top retailers of name brand sporting goods and accessories. With 425 locations spread throughout 12 western states you can find a convenient location near you using our store locator. This is the Taos, NM location.	Outdoor Equipment/ Sporting Goods	National Chain			4.2	166
Boot Doctors	Taos' premiere ski shop featuring the finest lines in skis, snowboards, ski boots, clothing and accessories. In the summer we offer a unique selection of high quality functional and fashionable clothing, outerwear, shoes and boots.	Outdoor Equipment/ Sporting Goods	Individually Owned	4.5	22	4.8	210

11.2 APPENDIX B - TOURISM PRODUCT RESEARCH

Name of Shop	Description of Shop	Type of Store	Shop Ownership	Tripadvisor Rating	Number of Tripadvisor Reviews	Google Rating	Number of Google Reviews
Bootdoctors Taos	Award-winning specialty ski shop featuring America's Best Bootfitters custom bootfitting services and the widest selection of ski boots, this season's best skis to demo or buy, great variety of ski wear & accessories. Best ski tuners in the area. Summer hiking and travel clothing and gear.	Outdoor Equipment/ Sporting Goods	Individually Owned	4.5	22	4.8	210
Cottam's Ski Shops	ski shop	Outdoor Equipment/ Sporting Goods	Regional Chain	5	7	4.8	178
Dos Amigos Anglers	Fishing equipment and tours	Outdoor Equipment/ Sporting Goods	Regional Chain			4.2	15
Gearing Up Bicycle Shop	Bike shop	Outdoor Equipment/ Sporting Goods	Individually Owned	5	10		
Le Ski Mastery	Le Ski Mastery is the only family-owned ski shop in Taos Ski Valley. Alain and Peggy, owners and operators, welcome you to their quaint shop that offers outstanding service and state-of-the-art ski and snowboard equipment and world class tuning.	Outdoor Equipment/ Sporting Goods	Individually Owned	5	2	5	21

11.2 APPENDIX B - TOURISM PRODUCT RESEARCH

Name of Shop	Description of Shop	Type of Store	Shop Ownership	Tripadvisor Rating	Number of Tripadvisor Reviews	Google Rating	Number of Google Reviews
Mudd N Flood	We are a small independent outdoor shop specializing in high quality gear from businesses that are committed to workers rights and the environment. We are active in our community and love to share our knowledge of places to hike, climb, and play.	Outdoor Equipment/ Sporting Goods	Individually Owned	5	2	4.6	45
Rift Cycles	Bike shop	Outdoor Equipment/ Sporting Goods	Individually Owned			4.9	27
Taos Fly Shop	Fishing equipment and tours	Outdoor Equipment/ Sporting Goods	Individually Owned	5	57	4.8	137
Taos Mountain Outfitter	For over 40 years, TMO has been the place where adventures begin. We have the gear, clothing and footwear to prepare you for just about anything Taos has to offer – hiking, camping, climbing, rafting, trail running, yoga and more.	Outdoor Equipment/ Sporting Goods	Individually Owned			4.5	138
00 System Creations	Software Company	Technology	Individually Owned			5	1
D C Technologies LLC	Electronics Store	Technology	Individually Owned			3	1
Plaza TV Services	electronics store	Technology	Individually Owned			4.7	3

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Name of Shop	Description of Shop	Type of Store	Shop Ownership	Tripadvisor Rating	Number of Tripadvisor Reviews	Google Rating	Number of Google Reviews
Taos High Tech - Digital Marketing, Website Development, SEO Services	Website Designer	Technology	Individually Owned			4.5	2
Verizon Authorized Retailer - Russell Cellular	Cell phone store	Technology	National Chain			4.6	338

Transportation and Mobility

Name of Provider	Description	Category of Transportation Ground Transportation Air Transportation Water Transportation	Type of Service Flights, Bus Service, Taxi/ Shuttle, Car Rental, Bike Rental, Train	Rating on Tripadvisor	Number of Reviews on Tripadvisor	Rating on Google	Number of Reviews on Google
Cottam's Ski Shops		Ground Transportation	Bike Rental			4.8	178
Rift Cycles		Ground Transportation	Bike Rental			4.9	28
Rio Grande Motorsports		Ground Transportation	Bike Rental			4.3	54
Taos Sports		Ground Transportation	Bike Rental			3.8	6
Taos Bike Park		Ground Transportation	Bike Rental			5	1
NCRTD (AKA the "Blue Bus") - North Central Regional Transit District	12 buses in the Taos Area - 341 TSV Green Line provides fare-free winter shuttle service through Town, El Prado, Arroyo Seco, Valdez to the Taos Ski Valley. Service operates Thursday through Sunday, December 15th to March 26th during the 2022/2023 winter season. Free shuttle between Taos Regional Airport and the Town of Taos	Ground Transportation	Bus Service				

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Enterprise Rent-A-Car	1350 Paseo del Pueblo Sur, Ste A 575-758-5553 Hours: Monday through Friday 9:00AM - 3:00PM. Closed Saturday and Sundays.	Ground Transportation	Car Rental				
Wheeler Peak Rent A Car	24662 US 64 Taos, NM 87571 (575) 776-4904 Hours: Monday through Saturday 10:00AM- 5:00PM. Closed Sundays.	Ground Transportation	Car Rental				
Turo	Car sharing rentals - around 10 cars available	Ground Transportation	Car Rental				

Taos Regional Airport	Taos Air offers scheduled non-stop service between Taos Regional Airport and Austin and Dallas, Texas, and San Diego and Los Angeles, California. Since Taos Air flies from private terminals, it makes the airport experience faster, easier, and simpler. Parking and security are free of hassles and lines, there are no baggage fees for up to two bags, and check-in is available at the terminal up to 30 minutes prior to departure. Once you arrive at Taos Regional Airport, catch the free ground shuttle to downtown Taos or to Taos Ski Valley.	Air Transportation	Flights			4.6	27
Santa Fe Airport	Serves two airlines with daily flights to Dallas/Fort Worth, Denver, and Phoenix. Visit FlySantaFe.com .	Air Transportation	Flights			3.8	353
Albuquerque International Sunport	Offers nonstop flights to 24 major cities. Visit ABQSunport.com	Air Transportation	Flights			4.4	3349
Taos County Hospital	Hospital Airport	Air Transportation	Flights				

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Taos Transportation	Taos Ski Valley Airport Shuttle provides daily year-round service to Taos, Santa Fe and Albuquerque airports. Convenient pick-up and drop-off locations allow you to meet your friends and family, hit the slopes and trails, or access lodging quickly and easily.	Ground Transportation	Taxi/Shuttle	3.5	7	4.8	25
Shuttle Taos	We have provided safe, clean, dependable daily South Boundary Trail shuttles for your mountain biking, trail running or through-hiking needs for over half a decade. Formerly Turquoise Tours, Shuttle Taos is run by mountain bikers who give back to the trail and community through trail stewardship and volunteer service.	Ground Transportation	Taxi/Shuttle	5	2	5	18

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The Taos Traveler Personalized Transportation Services	The Taos Traveler offers clients throughout Northern New Mexico and the surrounding areas quality personalized transportation services. Your experience is guaranteed to begin and end with professional, courteous and exceptional customer care - all with a Taos Touch. If you are looking for professional, reliable and tailor made transportation experiences that you can count on, look no further.	Ground Transportation	Taxi/Shuttle	5	1		
Taos Rides LLC Shuttle Service	Serving Albuquerque, Taos, Taos Ski Valley and Angel Fire. Visit taosrides.com or call 575-613-3256.	Ground Transportation	Taxi/Shuttle			4.5	17
Uber	Taos does have Uber drivers, but they are very limited. We highly suggest you make a backup plan in case they are not available.	Ground Transportation	Taxi/Shuttle				
Lyft		Ground Transportation	Taxi/Shuttle				
Faust's Transportation		Ground Transportation	Taxi/Shuttle				
Northern NM Taxi Service		Ground Transportation	Taxi/Shuttle				
Sky Ride Taxi Cab and Airport Shuttle		Ground Transportation	Taxi/Shuttle				

New Mexico Rail Runner	Light rail service between Albuquerque and Santa Fe. riometro.org	Ground Transportation	Train				
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THE GEORGE WASHINGTON UNIVERSITY



CENTER FOR
RESPONSIBLE TRAVEL