



TAOS AIR

Media Contacts:

Karina Armijo
Director of Marketing and Tourism
Town of Taos
(575) 737-5849
aarmijo@taosgov.com

Taos Regional Airport Launches Air Service to Dallas, Austin

*Taos Air to increase accessibility to Northern New Mexico region,
improve economic and tourism opportunities for Taos*

TAOS, NM – October 11, 2018 – The [Town of Taos](#) today announced that the [Taos Regional Airport](#) will begin direct charter flight service to and from Austin International and Dallas-Love Field airports beginning December 20. The air service will be known as Taos Air and will be comparably priced to traditional commercial airlines.

The Taos Air launch follows the Taos Regional Airport's opening of its new crosswinds runway last August. The milestone event was the result of a thirty-year, \$24,000,000 development process, in conjunction with the NM Department of Transportation's Aviation Division and the FAA.

"With the new runway in place, we are committed to positioning the Taos Regional Airport as an economic driver for Taos County and Northern New Mexico," said Daniel Barrone, Mayor, Town of Taos. "To that end, we are working with the state and our regional partners to develop and fund year-round, long-term air service. Improved accessibility to the area will provide opportunities to diversify the local and regional economy. Initiating seasonal air service with Taos Air is the first exciting step on that journey."

One stakeholder working with the Town of Taos to bring the new Taos Air charter service to the airport is [Taos Ski Valley, Inc.](#), which purchased a 30-passenger jet and entered into a management agreement with Ultimate Jet Charters to operate the new Taos Air service in and out of Taos Regional Airport.

"We're supportive of the Town's vision for the airport as a regional economic driver and premier tourist destination," said David Norden, CEO of Taos Ski Valley, Inc. "Taos Air will now offer the closest, fastest and easiest route to the Rockies from Texas, a thrilling development for skiers, snowboarders and outdoor enthusiasts from that region."

Starting December 20 and continuing through the end of March, Taos Air will begin direct charter flight service between Taos Regional Airport (TSM) and Austin International (AUS) and Dallas-Love Field (DAL) airports. Winter service will consist of one flight to and from each destination every Thursday, Saturday and Sunday or holiday Monday, for a total of six round trips per week.



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Ticket prices for Taos Air charter flights will be comparable to traditional commercial flights, making it an accessible option for young people, families or retirees traveling to the Taos area. Starting October 2, visitors can book Taos Air tickets via www.skitaos.com/taos-air or by calling 833-359-8267 (FLYTAOS).

The travel experience will be simpler than traditional commercial flights because of the direct flight nature of the charter operation. Additionally, Taos Ski Valley will provide complimentary ground shuttle service from the airport to and from its newest hotel, [The Blake at Taos Ski Valley](#). In addition, [Mountain View Shuttles](#) will have rental cars available at the airport. Taos Ski Valley has partnered with NativeEnergy, a Certified B Corporation®, to determine the carbon footprint of the Taos Air program and to purchase carbon offset credits.

About the Town of Taos

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

About Taos Ski Valley

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

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