



Town of Taos
PRESS RELEASE
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FOR IMMEDIATE RELEASE

Town Lodgers' Tax Sees Unprecedented Double Digit Increase For Five Months in A Row

TAOS, NM – January 13, 2014 – The Town of Taos Finance Department reported an increase in Lodgers' Tax from July 1 to November 30 of 13.28 percent. Every month was up significantly over the same time last year. Additionally, the amount collected, which represents payments of past due Lodgers' Tax, is up 21.86 percent over the same time period in FY 13.

"These results did not just magically happen," said Taos Town Manager Oscar Rodriguez. "It has come about by hard work by both our staff to collect past due taxes and our tourism initiatives that are clearly bearing fruit as we consistently keep the Taos brand out in the marketplace."

The Town's tourism marketing is a collaborative effort with the Taos County Lodgers Association, the Taos County Chamber of Commerce and the Taos Tourism Council and consists of regular advertising in print, broadcast and online venues, regular national and international news release dissemination and several monthly electronic newsletters that are sent to prospective travelers. The Town's tourism marketing budget is \$398,000 for the year.

Businesses and organizations that engage in tourism marketing can participate in the Town's efforts by being included in news releases and the electronic newsletters. For more information on how to get involved, people should contact Joanie Griffin at (505) 261-4444 or jgriffin@griffinassoc.com. Additionally, the Town's marketing committee meets every Tuesday at 9 a.m. at the Taos Visitors Center. Interested people are welcome to attend and participate.

TOWN OF TAOS GOVERNING BODY

Mayor Darren M. Cordova
Councilmember Rudy C. Abeyta
Councilmember Andrew T. Gonzales
Councilmember Frederick A. Peralta
Councilmember Michael A. Silva