



## Town of Taos **NEWS RELEASE**

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### ***For Immediate Release***

### **Town of Taos Increases Annual Tourism Marketing Budget**

**February 12, 2014 (Taos, NM)** – After recording a double digit increase in lodgers’ tax revenue last year, Taos Town Councilmembers have decided to increase the Town’s tourism marketing budget.

On Tuesday night, Councilmembers voted unanimously to allocate an additional \$98,600 to promote Taos as a top travel destination in print, online, and with additional television advertising.

“After years of investing in the marketing plan, even during the recession, the Town’s efforts are paying off. Revenue from our lodgers’ tax has exceeded projections, and our tourism marketing has become self-sufficient. It no longer requires support from the general fund,” said Taos Mayor Darren Cordova after the vote.

In five months, between July 1, 2013 and November 30, 2013, the Town of Taos recorded a 13.28 percent increase in its lodgers’ tax revenue.

Griffin and Associates principal owner Joan Griffin, who manages tourism promotions for the Town, said almost 100 percent of the new monies will be used to increase media buys in Albuquerque, Denver, and in key Arizona, California and Texas markets. Music fans, who stream Pandora Radio over the internet, will also start hearing about Taos as a tourism destination.

Key tourism campaign results for the past 12 months:

- Town and village businesses are featured in nearly 100 top magazines and newspapers.
- Taos is listed in multiple Top Ten lists.
- The [Official Online Taos Vacation Guide](#) website records a 45 percent increase in the number of unique page visits.

After last night’s vote, the total tourism marketing budget for the year is \$536,600.

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#### **TOWN OF TAOS GOVERNING BODY**

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

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Town Hall Hours: 8:00 a.m. to 5:00 p.m.  
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