



# Economic/Fiscal Impact and Marketing Analysis of Taos Air Fliers: 2021 Summer Season

Report provided by independent third-party  
Southwest Planning & Marketing (SWPM) based out of Santa Fe, NM.

# Summer Air Service Program

A collaborative public/private partnership providing non-stop charter air service to encourage regional tourism, provide greater convenience to residents, and to diversify and expand economic investment and opportunities to Taos and the surrounding region.

July 1 – September 27, 2021 (13 weeks)

2x weekly to 4 destinations:

Dallas and Austin, Texas

Carlsbad and Los Angeles, California

**TAOS** AIR

## Where passenger flights originated from:

Taos*	38%
Dallas	21%
Austin	17%
Los Angeles	12%
San Diego	12%

\*In 2018/2019, 20% of fliers originated travel from Taos.

Average fare: \$233 one way for all summer flights

**TAOS** AIR

# Total Economic Impact of Direct Spending

Fliers who originated travel in Texas and California spent

**\$3,147,108**

in the region during the 13 weeks of summer air service.

Spending categories included:

lodging, food and meals, transportation, outdoor recreation,  
attractions and shopping.

<b>Community</b>	<b>Total Economic Impact of Direct Spending</b>
Taos County	\$1,104,566
Town of Taos	\$1,040,681
Angle Fire	\$397,269
Taos Ski Valley	\$383,764
Red River	\$190,186
Eagle Nest	\$22,505
Questa	\$8,136
<b>Total</b>	<b>\$3,147,108</b>

Community	Visitation (% of nights spent)
Taos County	39%
Town of Taos	34%
Angle Fire	12%
Taos Ski Valley	9%
Red River	5%
Other	1%

	<b>2021 Summer Fliers</b>	<b>2018/2019 Winter Fliers</b>
Full-time Resident	29%	11%
Part-time Resident	26%	16%
Visitors	42%	72%

	2021 Summer Fliers	2018/2019 Winter Fliers
Leisure Travel	54%	78%
Visiting Family/Friends	48%	24%
Business Travel	10%	9%



# Activities that fliers participated in while in Taos

- 65% Visited the Taos Plaza
- 61% Fine dining
- 56% Shopping
- 54% Hiking/Biking
- 48% Took scenic drives
- 39% Visited galleries
- 26% Visited museums
- 14% Rafting
- 10% Golfing
- 10% Hunting/Fishing

- Average party size: 1.8
- Fliers stayed an average of 5.4 nights in NM. Up from 4.3 nights stayed in 2018/2019.
- 88% said the availability of direct flights influenced their decision to *visit* Taos.
- 65% flew Taos Air for the first time.
- 30% visited Taos for the first time.
- More money was spent on outdoor recreation in winter vs summer.
- Average direct spend of shopping was \$638 per person compared to \$226 per person in 2018/2019.
- \$3176 average spend per party vs \$2784 in 2018/2019.

## Key Takeaways

- Locals used the air service to visit family, access medical treatments, vacation, connect to other destinations and attract new business for Taos.
- The investments made by the Town and County to support the air service had a strong return by realizing the vast majority of visitation and economic impact.
- The air service drives economic impact across the region and to a wide range of industries. It also positions the region to support new types of businesses to be established in the future.



To review the Summer 2021 Economic / Fiscal Impact for Taos Air in its entirety visit <https://www.taosgov.com/309/Economic-Development>

Thank you.

Karina Armijo, Town of Taos Director of Tourism and Marketing  
Ph. 575-737-5849 Email [aarmijo@taosgov.com](mailto:aarmijo@taosgov.com)

## Community Funding Commitments

Community	Funding for 2021 / 2022 Air Service
Town of Taos	\$300,000
Taos County	\$200,000
Taos Ski Valley	\$200,000
Angel Fire	\$0
Red River	\$35,000
Eagle Nest	\$0
Colfax County	\$0
Questa	\$0
<b>Total</b>	<b>\$735,000</b>