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**Taos Ski Valley Closes Out Most Successful Winter Season in Two Decades**

*Skier visits were up significantly thanks to The Blake, Taos Air, B Corp commitment, strong snowfall and more*

**TAOS, NM – May 10, 2019** – Taos Ski Valley wrapped up the 2018-2019 winter season earlier this month, and today announced it was the best season for skier visitation in more than two decades.

“Taos Ski Valley has been undergoing a significant renaissance that has delivered modern and thoughtful upgrades while retaining its character, soul and spirit,” said David Norden, CEO of Taos Ski Valley. “We are incredibly proud that these efforts are appealing to travelers and propelling Taos Ski Valley back to being a premier, world-class skiing destination. Our success also translates to positive economic impact on the Taos and New Mexico communities. Many local businesses in our area reported record-breaking visitation and financial results this winter.”

Taos Ski Valley (Taos) attributes its successful winter season to a handful of key factors:

- **[B Corp Certification/Community Impact](#)**

In 2017 Taos became the first and only ski resort in the world to become a [Certified B Corporation®](#) (B Corp™) by thoroughly demonstrating its commitment to deliberate and thoughtful social, economic and environmental actions. This ethos remains central to every decision Taos makes, and is highly attractive to today's mission-driven travelers.

Several highlights from 2018: Taos had a 90% reduction in food waste; exceeded a three-year goal of \$1 Million in donations to regional non-profits, schools and community organizations; and Taos staff donated 350 volunteer hours to local organizations. Taos also shared its successes with employees, by paying out staff bonuses at season's end.

This year Taos also collaborated on initiatives with [Camber Outdoors](#), the national organization committed to equity in the outdoors from the boardroom to the backcountry, and [Protect Our Winters](#), the leading climate advocacy group for the winter sports community.

- **[The Blake at Taos Ski Valley](#)**

The centerpiece of the Taos Ski Valley base area redevelopment, The Blake is a premier, 80-room lodging property, true to the soulful nature of Taos and shaped

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by the cultural experiences of Northern New Mexico. It was recently recognized by MSN as the top hotel in New Mexico. The new hotel, which just completed its second full winter season, provides a unique, inviting lodging experience centrally located in the Taos base area, with ski-in/ski-out access. Occupancy and average daily rate goals for the 2018-2019 winter were greatly exceeded. The Blake's success also contributes to the Lodger's Tax, which is collected from tourists who stay in lodging establishments in Taos County.

Additionally, Taos just broke ground on [The Blake Residences](#), 24 slopeside condominiums adjacent to The Blake that will offer stunning views and sophisticated amenities and services. A number of the residences have already sold.

- **[Taos Air](#)**

The first-ever air service between Taos and Dallas and Austin launched this winter. The inaugural season broke all sales goals and an economic impact study showed that the air service drove significant hospitality impact in the Taos region.

Taos Air provides greater accessibility to the Taos area and is now the fastest route to the Rockies for skiing and outdoor enthusiasts in Texas, while also giving New Mexicans enhanced and affordable accessibility to Dallas and Austin.

- **Base-Area and On-Mountain Upgrades**

Building on the last three seasons' investments, Taos continued to advance its infrastructure and amenities to give visitors the best possible experience. Last summer, Taos invested in its first ever high-speed quad chairlift, which significantly reduced the amount of time people had to spend on Lift 1. Additionally, Taos renovated and re-imagined two popular dining areas, The Bavarian and The Phoenix, giving resort-goers better dining options while also creating modern and beautiful event and wedding spaces.

These improvements round-out many upgrades Taos recently completed including the new state-of-the-art Children's Center and the new 'gondolita' connecting the base area with the beginner's area.

- **Strong Weather Conditions**

Mother Nature certainly contributed to the success of the 2018-2019 winter season. Taos boasted more than 20 feet of snowfall for the season, and skiers and riders enjoyed tremendous conditions all winter long.

- **[Ikon Pass](#)**

Taos is proud to be part of the enormously successful Ikon Pass, which helped to drive additional skier visits in the 2018-2019 season. The resort values the positive impact this tourism brings to the local economy.

Looking forward to summer programming, next up for Taos is the development of new mountain biking trails, which will kick off this month. First priority will be two beginner/intermediate trails, which will be lift serviced off of Lift 4 in the Kachina Basin.

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These thrilling flow trails will offer 6.5 miles of terrain, featuring berms, rollers and bridges. These trails will tentatively open to the public in late summer of 2019. Improvements to the longtime favorite Williams Lake hiking trail have already been completed. Finally, the Kachina Basin beautification project is taking place this spring and will significantly add to the summer guest experience, with more summer vegetation in the area and a new kids' rock wall. Scenic chairlift rides will also once again run this summer.

In addition to resort upgrades, Taos will continue to make investments and improvements in sustainability features, such as reducing its energy consumption, improving recycling access, and restoring area habitats including maintaining a healthy forest to reduce the risk of devastating wildfires.

## **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, and the [Ikon Pass](#). To learn more about Taos Ski Valley, and see the future plans for the Ski Valley, please visit [www.skitaos.com](http://www.skitaos.com).

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