

TAOS

Media Contact:

Claire Mylott

For Taos Ski Valley

claire@feedmedia.com

303-257-2928

www.feedmedia.com

Taos Ski Valley Continues \$300M Investment with New Ski-In/Ski-Out Weddings and Meetings; Upgraded Snowmaking and Facilities

Taos Ski Valley remains committed to being the ski industry's leader in environmental and social responsibility

TAOS SKI VALLEY, NM, Nov. 18, 2019 – Building on the last four seasons' investments, [Taos Ski Valley](#) continues to advance its infrastructure and amenities to give visitors the best possible experience. In addition, Taos Ski Valley's B Corp ethos continue to underpin all upgrades to ensure community, environment and a socially just economy are foremost.

On the heels of launching its first high-speed quad chairlift, renovating several dining areas, opening the new Rio Hondo Learning Center and adding a 'gondolita' connecting the base area with the beginner's area in the last few years, visitors have even more to anticipate this winter season:

- **Continued Dedication to B Corp Ethos, Independence:** Taos Ski Valley is the first major ski resort to undertake becoming a certified B Corporation. The resort also continues to focus on the importance of its independence in a rapidly consolidating industry. These values are things that today's travelers appreciate and seek out.
- **Ski-in/Ski-out Weddings and Meetings:** With more than \$10 million in improved and updated event, conference, and wedding facilities; stunning mountain vistas; and top-ranked lodging at [The Blake](#); Taos Ski Valley has positioned itself as an idyllic destination venue for leisure groups, business conferences and weddings.
- **\$500K in Snowmaking Upgrades:** Taos continues to invest in more and better snowmaking equipment.
- **Enhanced Winter Locker Program:** The private locker room, typically used by season pass holders, has received a complete facelift. Mirrors, coat hooks, seating, shelving and greater locker capacity were added.
- **Upgraded Grooming Equipment:** New, enhanced equipment will allow Taos to groom snow more efficiently – cutting down on fuel, emissions and time.
- **New Resort Executive Chef:** Matt Deliso will lead forward the resort's culinary program this year. Deliso, most recently Executive Chef of The Hoxton, Williamsburg in Brooklyn, brings experience, creativity and culinary leadership to Taos Ski Valley, which is very unique for a small market.

TAOS

- **Taos Air:** After Texans enthusiastically embraced Taos Air's first season of operation last winter, they can now look forward to continued easy, accessible travel to the Rockies. Taos Regional Airport will continue [Taos Air](#) non-stop charter flight service to and from Dallas Love Field airport and the Million Air Austin FBO at Austin–Bergstrom International airport this winter.
- **The Blake:** On the lodging side, The Blake has been recognized by Reader's Digest as the #1 rated hotel in New Mexico. This year, the meticulously and luxuriously appointed Blake Penthouses will be added to the offering giving those that are seeking the absolute finest in slope-side accommodations a new option.

"Amid the rapidly consolidating ski industry, Taos Ski Valley remains proudly independent and focused on preserving the spirit and soul of the mountain, while also offering a world-class experience," said Taos Ski Valley CEO David Norden.

"Additionally, we're exceptionally proud to be a trailblazer as the world's first certified B Corp ski resort, focused on building a business that benefits the community and the planet."

The 2019-2020 season is expected to open on November 28, 2019.

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 more than 300 inches of average annual snowfall, 300 days of sunshine and more than 1,200 skiable acres, Taos Ski Valley is the industry's only B Corp Certified ski resort, which means it operates with the highest standards of environmental sustainability, and social and economic justice. An independently owned and operated resort, Taos maintains an authentic charm while delivering a world-class experience both on-mountain and off for skiers and riders of all abilities. Taos Ski Valley is proud to participate in the [Mountain Collective and Ikon Pass](#). To learn more about Taos Ski Valley and its B Corp commitment, please visit www.skitaos.com.