



Taos Ski Valley Wraps-Up 2020-2021 Ski Season That Kept Staff, Guests, and Community Health at the Forefront

Zero cases of COVID among staff demonstrates power of industry-leading operating procedures

TAOS SKI VALLEY, NM – April 9, 2021 – Taos Ski Valley closed on its 2020-2021 ski season on Sunday, marking the end of its highly unusual operating plan that included extensive COVID-Safe Protocols designed to keep guests, staff, and the community's health and wellbeing top-of-mind. As a result of the aggressive COVID procedures, Taos Ski Valley operated throughout the season without a single case of COVID detected among its staff, a stand-out in the industry.

Avoiding staff and guest spread of COVID was a critical objective for Taos Ski Valley, and so it put in place industry-leading measures including daily screening via an advanced mobile app, and regular surveillance testing of the workforce. The resort conducted more than 2,000 PCR tests since December and had a zero-positivity rate throughout the entirety of its season. It also participated in community testing with the Village of Taos Ski Valley and area businesses. Additionally, Taos developed modules and trained its hundreds of employees on the resort's COVID-Safe Practices early on.

"Our staff was incredible this season and worked tirelessly to keep themselves, the community, and our guests free from COVID, which has devastated so many. We also credit success to the terrific and seamless collaboration with the Village of Taos Ski Valley, the Taos Ski Valley Chamber of Commerce and Mogul Medical urgent care," said David Norden, CEO of Taos Ski Valley. "When we developed our COVID-Safe Practices in the fall we didn't know what the season would bring. I'm incredibly proud of this team for what they accomplished. And I'm proud that we were able to deliver a positive outdoor experience for our guests, and be the source of critical economic activity for the community."

While not always popular, limiting capacity on the mountain and lodging was also a critical factor, as was the resort's investment in creating entirely new outdoor eating spaces and no-touch services, including its skier drop-off area, basket check, ticketing, ski school, and rental departments. Extensive communication to guests before and during their visits helped ensure they knew what to expect and complied with the new protocols.

"Our B Corp values compel us to put community and social responsibility at the forefront of every decision, and in this case, we demonstrated that commitment by going above and beyond the government requirements, investing in safety materials and equipment, and strictly enforcing our own rules despite the inconvenience or cost," continued Norden. "Taos has been a beacon of hope for New Mexicans and outdoor enthusiasts during a particularly sad and difficult time in the world."

TAOS

A little over one year ago, Taos was the first resort in the country to introduce a planned closing as the pandemic grew near. Its plans were accelerated as the virus began spreading aggressively through the US, at which time resorts throughout all of North America began to close en masse.

Taos plans to create COVID-Safe Protocols for its summer operations, and will follow similar plans for testing staff members and communicating with guests and the community.

“We hope next ski season will be pretty much normal, but until this devastating virus is eradicated, we’re committed to the wellbeing and health of all who work, live, or play at Taos,” said Norden.

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.

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