

Taos Air Selects JSX Air to Operate Flights to California and Texas

Northern New Mexicans to benefit from local pricing options

TAOS, NM – Nov. 9, 2022 – [Taos Air](#) today announced Dallas-based air carrier Delux Public Charter, LLC dba [JSX Air](#) will operate roundtrip flight service between Taos and four markets across California and Texas starting this Winter. This change of operators will provide Customers with a convenient and reliable experience and the ability to offer certain discounts and promotions to local residents.

Taos Air's convenient, hassle-free, and non-commercial travel experience will continue with JSX Air as the operator, featuring the use of 30-passenger jets, private terminals, and the ability to check-in just 20 minutes before departure. On JSX flights, customers will now enjoy a more spacious cabin, the ability to accrue towards United and JetBlue loyalty rewards programs, and, coming soon, complimentary Starlink high-speed internet access onboard. Taos Air will continue to deliver on its promise to be the 'Easiest Route to the Rockies' and will offset 100% of the carbon impact on routes to and from Taos.

JSX Air's Winter service will commence December 15, 2022 and will fly through April 3, 2023, with roundtrip flights between Taos Regional Airport to private terminals at following destinations:

- Austin Bergstrom International Airport (AUS)
- Dallas Love Field (DAL)
- Burbank Airport (Los Angeles) (BUR)
- San Diego International Airport (SAN)

"JSX has an excellent on-time and service track record and has proven itself to be an innovative leader in aviation, so we are thrilled they will operate flights to Taos," said Joe Zvada, Director of Aviation for Taos Air. "Their booking system also gives us the ability to provide certain discounts to locals, which has been a priority for us and the community for some time."

"We are proud to work together with the Taos community to fully elevate and enhance the customer experience to and from New Mexico," said JSX CEO Alex Wilcox. "With our proven track record, modern fleet, and experienced Crewmembers, I am confident locals in and around the Taos community will enjoy the JSX experience."

Travelers can book new itineraries on JSX Air online at [JSX.com/taos](#) or by calling (800) 435-9579.

Local residents can visit [JSX.com/TaosLocals](#) before each booking to take advantage of the locals discount.

About Taos Air

Launched in 2018, Taos Air is the Easiest Route to the Rockies for visitors from Texas and California. The air service is the result of a collaborative effort by the Enchanted Circle Council of Governments (ECCoG), an inter-governmental group focused on promoting and enhancing regional economic development. Since its inception, Taos Air has generated significant economic gains for Northern New Mexico.

Prices are affordable and competitive, yet the travel experience is much more convenient than traditional commercial flights because of the ease of parking, simplified check-in, and reduced airport congestion that comes with a boutique charter service. Taos Air also offsets 100 percent of its carbon impact.