



Media Contact:

Erin Dolin
erin@feedmedia.com
(303) 204-4819

Taos Ski Valley Reaches Milestones For Reducing Carbon Footprint, Sustainability
The resort reduced its greenhouse gas emissions by 10.9% in just one year, recognized by the National Ski Area Association for sustainability

TAOS, NM – May 10, 2016 – During the 2015-2016 winter season, [Taos Ski Valley](#) undertook a variety of sustainability initiatives that simultaneously reduced its impact on the environment while improving the overall employee and guest experience.

The ski valley refined its guests' dining experience by offering organic, locally sourced foods and reducing its use of pre-packaged, frozen foods. In its base area and on-mountain facilities it retrofitted its lighting systems and installed water bottle refilling stations. Taos Ski Valley's recycling program has been reviewed and improved to encourage guests and employees to recycle more. On the mountain, the ski valley pursued thinning projects in partnership with the US Forest Service and The Nature Conservancy that expanded skiable terrain while improving and protecting the vital watershed.

To improve its guests' travel experience, Taos Ski Valley increased the public transportation offerings in the area, expanded its airport shuttle service and started a free ride share program. For its employees, it started a free shuttle that took an average of 125 vehicles off the road every day during the 2015-16 season, thus preventing 22,000 round trips and 299 metric tons of CO₂, and saving 33,000 gallons of fuel.

[Taos Ski Valley](#) pledged to reduce its carbon footprint as part of its participation in the [National Ski Area Association's \(NSAA\) Climate Challenge](#). In 2015 the ski valley reduced greenhouse gas emissions by 340 metric tons of CO₂, representing a 10.9 percent reduction over the previous year. To accomplish this, Taos Ski Valley made its snowmaking capabilities more efficient, resulting in an 18 percent reduction in energy use with a 15 percent increase in water-to-snow conversion. The lighting retrofits also supported the ski valley's greenhouse gas emissions reduction.

This month, the NSAA selected Taos Ski Valley as one of just two recipients of the annual Sustainable Slopes Grants. As a result, HKD Snowmakers will award the ski valley with five high-efficiency snowmaking guns. Additionally, Taos Ski Valley's trails and snowmaking manager, John Weinmeister, was recently selected as one of three finalists

for the NSAA's prestigious Golden Eagle Hero of Sustainability Award. The award winner will be announced in May at the annual NSAA National Conference. Weinmeister played a crucial role in increasing snowmaking efficiency in the ski valley.

Taos Ski Valley has also mobilized its staff base to encourage sustainability. Two staff positions were added specifically devoted to sustainability projects. This led to the creation of the "Green Team" — a group of employees dedicated to aiding sustainability projects throughout the resort.

"We are incredibly committed to mitigating the effects of climate change on our operations and are thrilled that our hard work is paying off, as seen by our strong results and recognition," said Taos Ski Valley CEO Gordon Briner. "As Taos Ski Valley continues its ongoing renovations in the base area and improvements to the mountain and facilities, sustainability is at the forefront of our plans."

The new Blake Hotel, which is slated to open in late fall of 2016, will be LEED certified, with ground source heat pumps and other energy-saving technologies. The ski valley also plans to construct an automobile-free base village plan and an improved water system and water treatment facility.

About Taos Ski Valley

Located in northern New Mexico, Taos Ski Valley is one of North America's premier ski and snowboard destinations, with more than 305 inches of average annual snowfall and more than 110 trails. Taos has a relaxed, friendly atmosphere, spectacular scenery, and amazing terrain, truly making it a world of its own.

To learn more about Taos Ski Valley, please visit www.skitaos.com.