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Taos Ski Valley Wins Top Marketing Award from the National Ski Areas Association

TAOS, NM – May 26, 2016 – Taos Ski Valley received the top honors in the National Ski Areas Association (NSAA) recognition of the best 2015-2016 ski area marketing programs. Awards were given in six marketing categories as well as Best Overall Marketing Campaign, of which Taos Ski Valley was the winner. NSAA presents the awards annually to member resorts with successful marketing programs that ultimately help grow the sports of skiing and snowboarding.

Last winter season Taos Ski Valley executed a far-reaching marketing campaign that included content marketing, paid as well as earned media distribution, traditional and digital advertising and marketing through owned channels including social and CRM. The concept for the campaign, “Taos Secrets Revealed,” brings to life key brand characteristics and positioning, focusing on the spiritual mountain experience and the unique culture of Northern New Mexico.

The ski valley’s results from the campaign have been incredibly successful, at the time of the nomination in March: 11 percent increase in skier visits over last year; 331 percent revenue return and 594 percent increased online ticket sales as a result of a tactical ad campaign; a prominent earned media placement on the front page of the New York Times travel section in addition to across-the-board increased earned media placements over last year; 36 percent increase in web traffic; more than 660,000 views of campaign videos on YouTube and Facebook and more.

“We have a terrific story to tell here at Taos Ski Valley: one of untamed mystic, the genuine hospitality of our people and the quirky, funky vibe that can only be found here,” said Taos Ski Valley CEO Gordon Briner. “I am extremely proud of how our marketing and PR teams communicated that powerful story last season and for the national recognition we received for their efforts from the NSAA.”

NSAA announced the winners on May 20 at its National Convention and Tradeshow in Nashville. An in-depth review of the winning marketing award programs will be included in the summer issue of the NSAA *Journal*. Judges for the awards were Mike Bisner, vice

president of sales/East for AXESS NORTH AMERICA; Kristen Lummis, a snowsports and travel writer, and two-time winner of NASJA's Harold S. Hirsch Award for her popular Brave Ski Mom blog; and Sarah Plaskitt, founder and CEO of scoutski.com, and former brand strategist for world leading brands.

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.