



Media Contact:

Claire Mylott

For Taos Ski Valley

claire@feedmedia.com

303-257-2928

www.feedmedia.com

Taos Voted Best Ski Town in USA Today's 10Best Reader's Choice Survey

TAOS, NM, Nov. 28, 2016 – In a month-long survey of tens of thousands of USA Today readers, Taos was voted [North America's Best Ski Town](#), underscoring the loyalty and appreciation visitors and locals alike have for this unique area. The variety of on-mountain and off-mountain activities as well as the world-class skiing and snowboarding have consistently made Taos one of the most beloved destinations in the country, as this survey demonstrates.

“For more than 60 years Taos has offered some of the best skiing in North America in addition to unrivaled culture, art, cuisine and outdoor activities,” said Suzanne Brown, vice president of marketing for Taos Ski Valley. “Today Taos continues to be a place full of history and a distinct mountain mystique. We are evolving to bring even more modern amenities and new experiences to the ski valley, without compromising our unique personality and appeal.”

Taos is currently undergoing a \$300 million renovation that includes a transformed base area, the addition of the [Kachina Peak lift that opened in 2015](#), and, opening this season, [The Blake at Taos Ski Valley](#), a new 80-room hotel anticipated to become the premier lodging experience in the region. In addition to slope-side lodging, The Blake will offer internationally inspired dining, an elegant spa that embraces the spiritual reflections of the local native cultures, and unparalleled service.

“It takes more than just a great mountain to be North America's best ski town,” continued Brown. “The people who dedicate their lives to this storied area, the culture that is infused in every detail, the history, and the New Mexican influence are all part of what makes Taos so special.”

About Taos Ski Valley

Nestled among the pristine peaks of northern New Mexico, Taos Ski Valley is one of North America's premier vacation and adventure destinations. With over 305 inches of average annual snowfall and more than 110 trails, Taos Ski Valley offers a relaxed, friendly atmosphere, breathtaking scenery and exhilarating terrain for every ability level for a spirited mountain experience unlike any other. To learn more about Taos Ski Valley, please visit www.skitaos.com.