Taos Ski Valley, Inc.
Vision Development

Monday, July 31, 2017
The Big Picture – Our Story Framework

1. Major Revitalization
2. Iconic and Historic Mountain Resort
3. Intimate Scale – Better, Not Bigger
4. Culturally Rich Region
5. Triple Bottom Line Philosophy
The Big Picture – Our Plan

- Improve the **Mountain Experience**
- Improve the **Guest Experience**
- Elevate **Service + Infrastructure** standards to meet guest’s need
- Expand the available **Bed Base**
- **Extend Operations** from 4 months to 12 months each year
- Maintain a sense of **Scale and Intimacy**
- Commit to the highest standards of **Triple Bottom Line** performance
- Celebrate and build upon our **Rich Culture**
Our Story

Taos Ski Valley sits at the foot of iconic Kachina Peak, whose big vertical terrain, abundant snowfall and sun-soaked slopes are the making of legendary ski weeks. But Taos is much more than skiing and snowboarding. Here where the Rockies begin is a region rich with art, culture, history and soul.

Amidst this enduring and evolving culture, Taos is undergoing its own renaissance: reinvesting in lodging, infrastructure, lifts, snowmaking, and facilities. Upgrading service to meet the demands of today’s mountain enthusiasts. Becoming a year-round destination. Our intention isn’t to grow bigger. It’s to grow better. We are the antithesis to the conglomeration and homogenization found in other parts of our industry and in favor of the friendly, warm, and hospitable spirit upon which we were founded. We believe our intimate scale and unique culture are assets to enhance, not expand.

We created Taos Verde to establish our environmental initiatives program. But we don’t stop there. We take social responsibility to heart and believe in bettering our community, our workforce, and the economic development of this region. We’re proud to be the first ski resort in the world to earn B-Corp certification -- a symbol of where we’re headed and what we stand for. We invite you to join us.