

OCTOBER
2021

*ECONOMIC/FISCAL IMPACT
& MARKETING ANALYSIS OF
TAOS AIR FLIERS:
2021 SUMMER SEASON*

*PRESENTED TO:
TOWN OF TAOS
AND
TAOS SKI VALLEY, INC.*

PRESENTED BY:

Southwest Planning & Marketing
RESEARCH | MARKETING | ECONOMIC DEVELOPMENT | PLANNING

*P.O. Box 1506
SANTA FE, NM 87504
505.989.8500
SOUTHWESTPLANNING.COM*



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SUMMARY OF KEY FINDINGS



Economic/Fiscal Impact Summary

Introduction

Taos Air, a collaborative public/private partnership led by the Town of Taos and Taos Ski Valley, Inc., provided non-stop service from Austin and Dallas, Texas and Los Angeles and San Diego, California to Taos, New Mexico during the summer of 2021. The goal of the service was to boost the economy and tourism in the area, as well as position Taos Regional Airport as an economic driver for Northern New Mexico and, specifically, for the study area of the Enchanted Circle communities of the Town of Taos, Taos Ski Valley, Angel Fire, Eagle Nest, Questa, and Red River (and their host counties of Colfax and Taos). The Town of Taos and Taos Ski Valley, Inc. commissioned Southwest Planning & Marketing (SWPM) to determine the economic and fiscal impact of flier spending (for travelers from Texas and California) in the study area during the 2021 Summer Season, as well as to do a concurrent marketing survey of all fliers.

The survey had a total sample size of 733 survey responses. The overall data for the entire sample is accurate to plus or minus 2.9% at the 95% confidence level. That means that 95% of the time the data for the entire flier population would not vary by more than 2.9% from the result obtained from the sample in this survey.

Total flier trips during the study period equaled 2,164. Of these, 803 originated in Taos, 439 in Austin, 408 in Dallas, 256 in San Diego, and 258 in Los Angeles. The total number of flier trips originating in Texas/California combined during the study period was 1,361. The average combined travel party size was 1.8 for fliers from Texas/California, yielding an estimated 756 out-of-state flier parties.

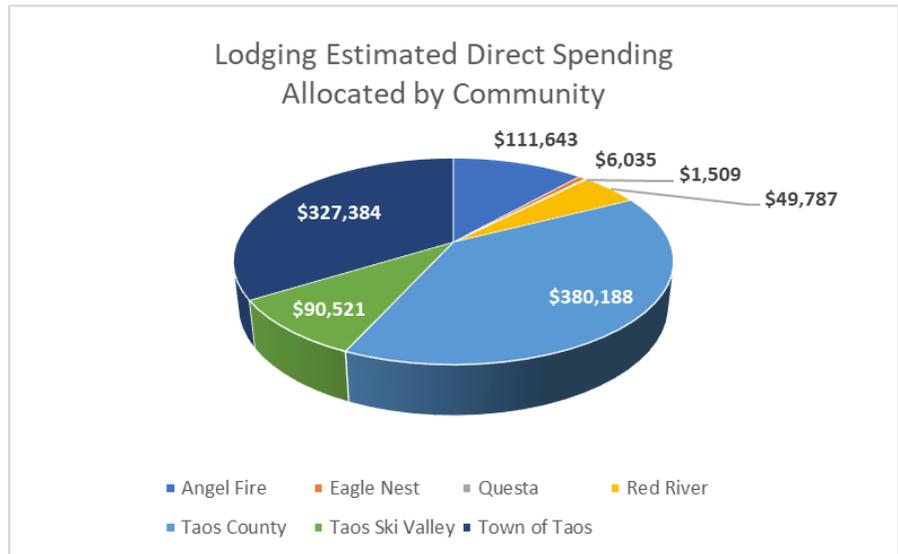
Economic Impact

- ✓ Respondents with flights originating in Texas/California were asked to estimate their entire party's spending while visiting New Mexico during the 2021 Summer Season in six categories: lodging, food/meals/beverages, transportation/fuel, outdoor recreation, attractions/entertainment, and shopping/miscellaneous/other. Total spending was \$967,066 for lodging, \$399,227 for food/meals/beverages, \$126,271 for transportation/fuel, \$263,127 for outdoor recreation, \$163,320 for attractions/entertainment, and \$482,399 for shopping/miscellaneous/other. Total spending during the study period for all categories combined was \$2,401,409.

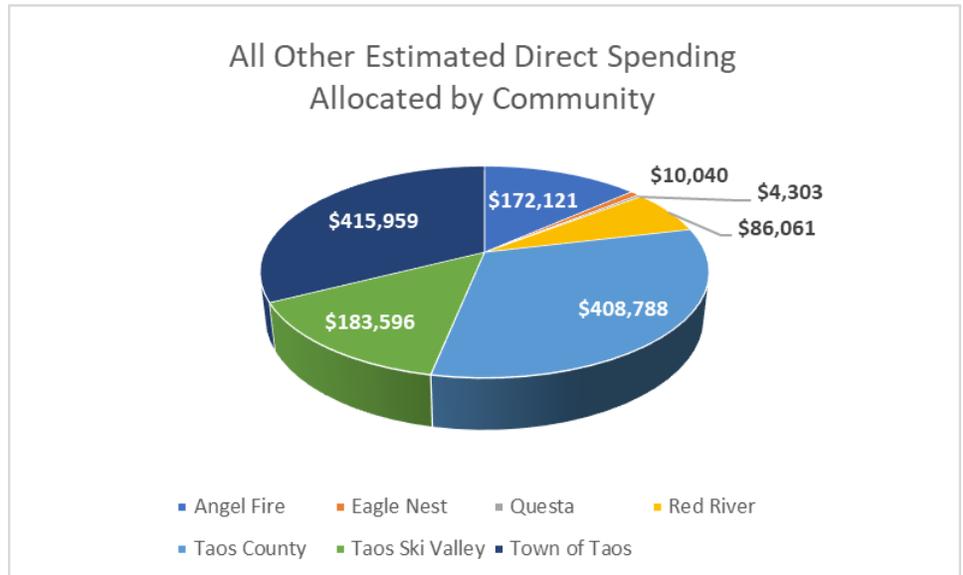
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- ✓ The estimated allocated spending on lodging by community was: Angel Fire – \$111,643, Eagle Nest – \$6,035, Questa – \$1,509, Red River – \$49,787, Taos County – \$380,188,¹ Taos Ski Valley – \$90,521, and the Town of Taos – \$327,384.



- ✓ The estimated allocated spending on all other spending combined per community was: Angel Fire – \$172,121, Eagle Nest – \$10,040, Questa – \$4,303, Red River – \$86,061, Taos County – \$408,788, Taos Ski Valley – \$183,596, and the Town of Taos – \$415,959.

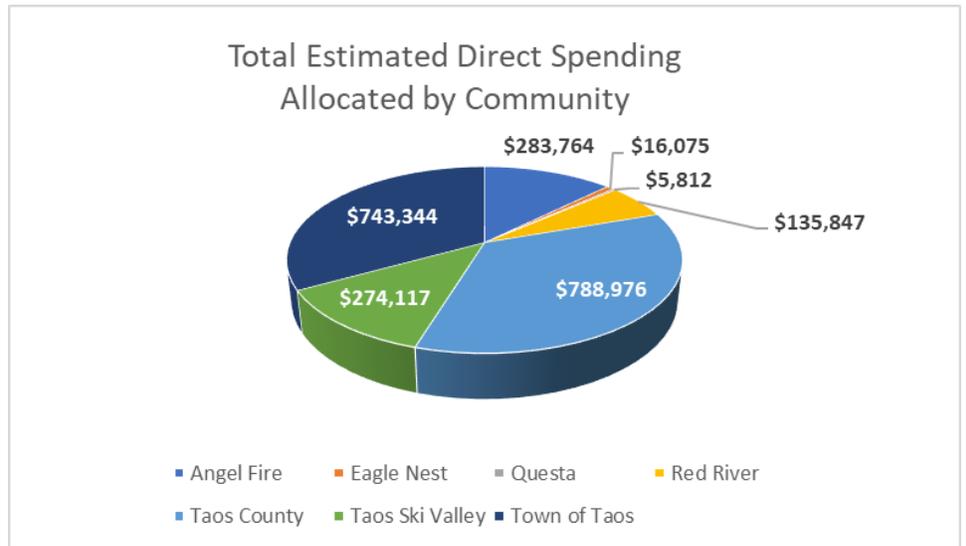


¹ To capture specific spending in the Town of Taos versus nearby unincorporated areas within Taos County, respondents were instructed to provide information on the time stayed or spent in El Prado, Arroyo Seco, Talpa, or Ranchos de Taos (unincorporated portions of Taos County) separately from the time stayed or spent within the Town of Taos. This data is referred to as “Taos County” in this analysis.

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- ✓ The estimated total combined allocated spending (lodging plus all other spending) by community was: Angel Fire – \$283,764, Eagle Nest – \$16,075, Questa – \$5,812, Red River – \$135,847, Taos County – \$788,976, Taos Ski Valley – \$274,117, and the Town of Taos – \$743,344.



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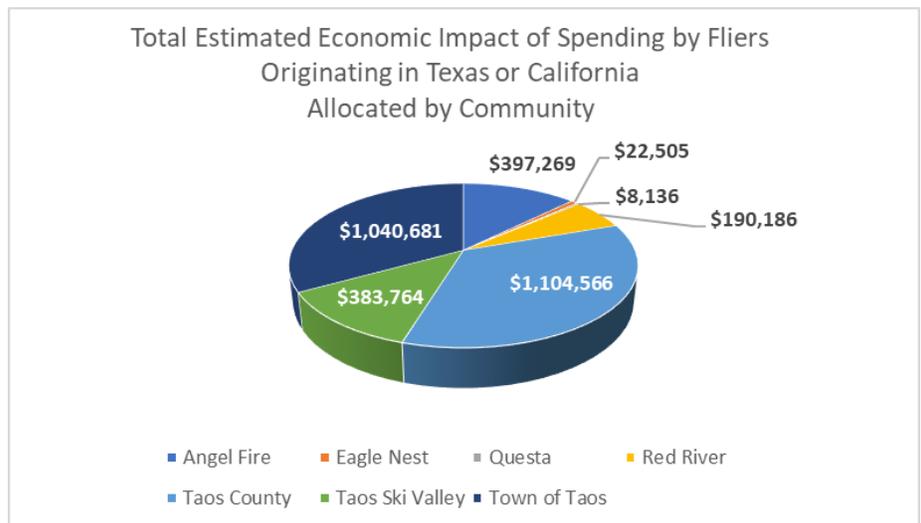


- ✓ Combining total direct spending with the induced/indirect impact of spending yielded a total estimated economic impact of spending in the study area during the study period by fliers originating in Texas/California of \$3,147,108.

Total Estimated Economic Impact of Spending by Fliers Originating in Texas or California			
Community	Total Direct Spending	Induced/ Indirect Impact of Direct Spending	Total Economic Impact of Direct Spending
Angel Fire	\$ 283,764	\$ 113,505	\$ 397,269
Eagle Nest	\$ 16,075	\$ 6,430	\$ 22,505
Questa	\$ 5,812	\$ 2,325	\$ 8,136
Red River	\$ 135,847	\$ 54,339	\$ 190,186
Taos County	\$ 788,976	\$ 315,590	\$ 1,104,566
Taos Ski Valley	\$ 274,117	\$ 109,647	\$ 383,764
Town of Taos	\$ 743,344	\$ 297,337	\$ 1,040,681
Total	\$ 2,247,934	\$ 899,174	\$ 3,147,108

*Note: Respondents spent an additional \$153,475 in non-study area New Mexico communities not reflected in the totals above.

- ✓ Estimated allocated total economic impact of spending by community was: Angel Fire – \$397,269, Eagle Nest – \$22,505, Questa – \$8,136, Red River – \$190,186, Taos County – \$1,104,566, Taos Ski Valley – \$383,764, and the Town of Taos – \$1,040,681.

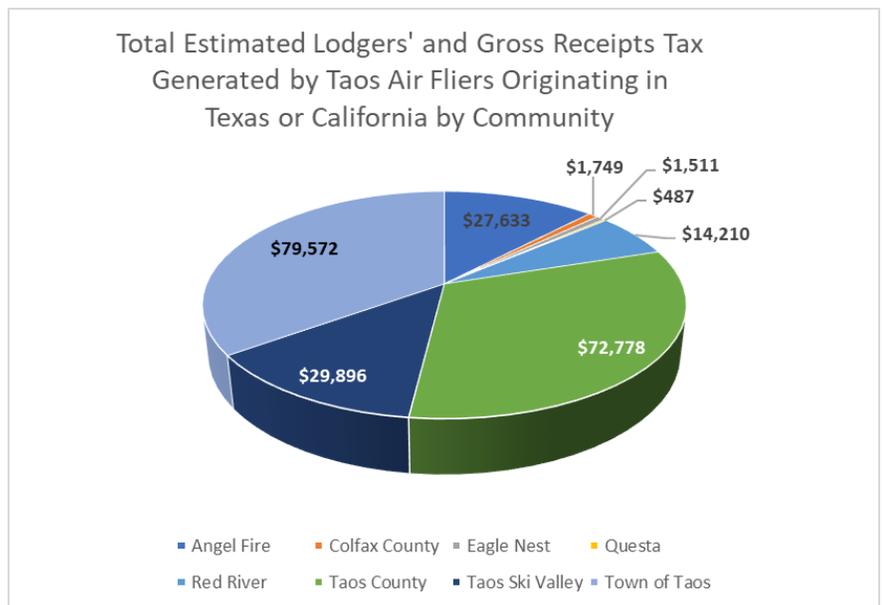


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Fiscal Impact

- ✓ Fliers who paid for lodging in New Mexico during the study period were assessed gross receipts (GRT) and lodgers' taxes on the cost of their lodging. These flier parties spent an average of \$1,279 on lodging during their visit to the study area. Based on this number, the estimated total taxable spending on lodging by these flier parties was \$967,066, generating a combined estimated \$48,278 in lodgers' tax. Estimated lodgers' tax allocated by community was: Angel Fire – \$5,582, Eagle Nest – \$302, Questa – \$0,² Red River – \$2,489, Taos County – \$19,009, Taos Ski Valley – \$4,526, and the Town of Taos – \$16,369.
- ✓ Fliers from Texas/California generated a combined estimated \$75,675 in GRT on lodging in the study area. Estimated GRT on lodging allocated by community was: Angel Fire – \$2,303, Eagle Nest – \$109, Questa – \$24, Red River – \$902, Taos Ski Valley – \$2,209, and the Town of Taos – \$5,525. The total estimated GRT on lodging allocated to Colfax County (Angel Fire, Eagle Nest) was \$686; estimated total GRT on lodging allocated to Taos County (Taos, Taos Ski Valley, Questa, Red River) was \$14,354. The total estimated GRT on lodging allocated to the State was \$49,562.
- ✓ The total estimated combined gross receipts and lodgers' tax on lodging paid by fliers from Texas/California in the study area during the study period was \$123,952.
- ✓ Fliers from Texas/California generated a combined estimated \$102,133 in GRT on all other spending combined in the study area during the study period. Estimated allocated GRT on all other spending by community was: Angel Fire – \$3,550, Eagle Nest – \$182, Questa – \$67, Red River – \$1,560, Taos Ski Valley – \$4,480, and the Town of Taos – \$7,019. The total estimated GRT on all other spending allocated to Colfax County (Angel Fire, Eagle Nest) was \$1,063; estimated total GRT on all other spending allocated to Taos County (Taos, Taos Ski Valley, Questa, Red River) was \$18,569. The total estimated GRT on all other spending allocated to the State was \$65,644.
- ✓ The total estimated gross receipts and lodgers' tax on lodging and all other spending combined by fliers from Texas/California in the study area during the study period was \$227,835. Estimated allocated combined gross receipts and lodgers' tax on lodging and all other spending by community was: Angel Fire – \$27,633, Colfax County – \$1,749, Eagle Nest – \$1,511, Questa – \$487, Red River – \$14,210, Taos County – \$72,778, Taos Ski Valley – \$29,896, and the Town of Taos – \$79,572.
- ✓ The total estimated gross receipts tax on lodging and all other spending allocated to Colfax County was \$1,749 and to Taos County was \$34,672. The total estimated GRT on all spending combined allocated to the State was \$115,206.



² Questa does not have a lodgers' tax.

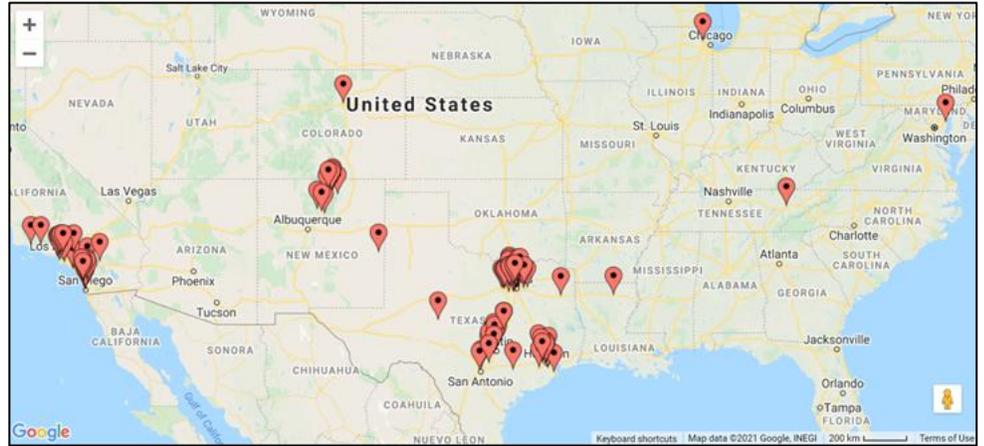
ECONOMIC/FISCAL IMPACT & MARKETING ANALYSIS OF TAOS AIR FLIERS 2021 SUMMER SEASON



Marketing Summary

- ✓ 16.4% of the respondents reported their primary city of residence as being Taos, followed by Dallas (11.8%), Austin (11.2%); 4.1% were from San Diego or Carlsbad and 3.2% were from Los Angeles.³
- ✓ 43.4% of the respondents stated their primary state of residence was Texas; New Mexico (31.1%) and California (20.1%) were the next closest states of primary residence.
- ✓ 29.0% of the respondents were full-time residents of New Mexico (reside in New Mexico six or more months per year), 26.0% were part-time residents of the state (second homeowners in New Mexico who reside in the state fewer than six months per year) and 3.4% were part-time residents of the state (renter or other) who reside in the state fewer than six months per year); 41.6% did not reside in the state on either a full-time or part-time basis (were visitors/tourists).
- ✓ 86.3% of respondents had a bachelor's degree or higher.
- ✓ The average age of respondents was 56.3 (ranging in age from 18-88).
- ✓ 54.0% of respondents were male; 46.0% were female.
- ✓ Most respondents were White/Anglo (84.1%); 9.9% were Hispanic.
- ✓ 62.4% of the respondents reported annual household incomes of \$125,000 or greater, with 35.1% having incomes of \$250,000 or more.
- ✓ For 65.1% of the respondents, this trip was their first time flying Taos Air; for 48.0% it was their first time flying Taos Air this summer (2021).
- ✓ For 29.2% of the respondents from Texas and California, this was their first time visiting Taos.
- ✓ The majority of respondents (53.8%) flew on Taos Air for leisure, followed by 47.8% who flew to visit friends/family, and 9.9% who flew for business.
- ✓ While visiting Taos, 65.2% of the respondents visited the Taos Plaza, 61.2% participated in fine dining, 55.9% shopped, 53.9% hiked/biked, and 47.8% took scenic drives.
- ✓ 37.7% of the respondents originated their travel in Taos, 21.1% in Dallas, 16.7% in Austin, 12.4% in Carlsbad/San Diego, and 12.1% in Hawthorne/LA.
- ✓ The average respondent flier party size was 1.8 (all respondents combined). Party sizes for flier respondents by city/state of origination were: Austin – 2.0, Carlsbad/San Diego 1.9, Hawthorne/LA 1.9, Dallas – 1.6, and Taos – 1.4,

Cluster Map of Fliers' Points of Origination Based on Zip Codes



Average Party Size by Place of Travel Origination	
Flight Origination	Average Party Size
All Cities of Origination Combined	1.8
Travel Originated in Taos	1.4
Travel Originated in Austin	2.0
Travel Originated in Dallas	1.6
Travel Originated in Carlsbad/San Diego	1.9
Travel Originated in Hawthorne/LA	1.9

³ On the Cluster Map, each point represents two or more responses.

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- ✓ Most (91.2%) of the respondents with flights originating in Texas/California spent one or more nights in New Mexico following their arrival. Overall, these respondents stayed an average of 5.4 nights in New Mexico that were allocated to study area communities as follows: Taos County 2.52, Town of Taos 2.17, Angel Fire 0.74, Taos Ski Valley 0.60, Red River 0.33, Eagle Nest 0.04, and Questa 0.01.
- ✓ Respondents with travel originating in Dallas stayed, on average, longer in New Mexico than those whose travel originated elsewhere (5.6 nights), followed by respondents originating in Carlsbad/San Diego (5.5 nights), Hawthorne/LA (5.4 nights), and Austin (5.2 nights).
- ✓ 35.5% of the respondents who stayed overnight indicated that they stayed with friends/relatives; 32.5% stayed in a second home, 17.5% in a hotel/motel/B&B, and 13.3% stayed in a vacation/short-term rental.
- ✓ Overall, respondents reported that they spent most of their time while in New Mexico (including overnights and daytrips) in the Town of Taos (29.0% of their time), Taos County (28.5% of their time), Taos Ski Valley (12.8% of their time), and Angel Fire (12.0% of their time).
- ✓ For 88.0% of the respondents from Texas and California, the availability of direct flights to Taos influenced their decision visit communities in the study area.
- ✓ For 56.1% of the respondents from Texas and California, the availability of direct flights to Taos created interest in second home ownership in New Mexico.
- ✓ 64.2% of the respondents traveled to their final destination from the Taos Regional Airport via friend/family pick-up (64.2%); 15.3% traveled via rental car (15.3%).
- ✓ 65.2% of the respondents heard about the Taos Air service via word of mouth. This was followed by SkiTaos.com (21.6%), TaosAir.com (16.3%), a print article (8.2%), and Taos.org (7.9%).
- ✓ When asked to rate their overall experience with Taos Air on a scale from 1 to 5, with 1 being “Fell short of my expectations” and 5 being “Exceeded my expectations,” respondents rated their overall experience an exceptional 4.7.
- ✓ Respondents were also asked to rate their experience on variety of aspects of Taos Air on a scale from 1-5, with a 1 being “Fell short of my expectations” and 5 being “Exceeded my expectations.” Respondents were most satisfied with the Onboard Experience (4.7), Staff Friendliness (4.7), and Ticket Purchasing (4.5); the Flight Schedule rated the lowest (4.2).
- ✓ When asked to rate Taos Air using the Net Promoter Scale (NPS), the resulting score was a world-class level of 83.⁴

Average Nights Spent in Enchanted Circle Communities		
Community	Average Nights	% of Nights Spent
Angel Fire	0.74	11.5%
Eagle Nest	0.04	0.6%
Questa	0.01	0.2%
Red River	0.33	5.1%
Taos County	2.52	39.3%
Taos Ski Valley	0.60	9.4%
Town of Taos	2.17	33.9%

Average Nights Spent in NM by Place of Travel Origination	
Flight Origination	Average Nights
All Cities of Origination Combined	5.4
Travel Originated in Austin	5.2
Travel Originated in Dallas	5.6
Travel Originated in Carlsbad/San Diego	5.5
Travel Originated in Hawthorne/LA	5.4

⁴ The Net Promoter Score (NPS) measures customer experience and predicts business growth. NPS is the key measure of customers' overall perception of a brand. The NPS is calculated using the answer to a key question, using a 0-10 scale: How likely is it that you would recommend [brand] to a friend or colleague? Any NPS greater than zero is considered good; scores higher than 50 are considered excellent and above 75 is considered world-class.



METHODOLOGY

ECONOMIC/FISCAL IMPACT & MARKETING ANALYSIS OF TAOS AIR FLIERS
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Taos Air, a collaborative public/private partnership led by the Town of Taos and Taos Ski Valley, Inc., provided non-stop service from Austin and Dallas, Texas and Los Angeles and San Diego, California to Taos, New Mexico during the summer of 2021. The weekend flights were provided on a 30-passenger jet with the goal of boosting the economy and tourism in the area, as well as position Taos Regional Airport as an economic driver for Northern New Mexico and, specifically, for the study area of the Enchanted Circle communities of the Town of Taos, Taos Ski Valley, Angel Fire, Eagle Nest, Questa, and Red River (and their host counties of Colfax and Taos).

The Town of Taos and Taos Ski Valley, Inc. commissioned Southwest Planning & Marketing (SWPM) to determine the economic and fiscal impact of flier spending (for travelers from Texas and California) in the study area during the 2021 Summer Season, as well as to do a concurrent marketing survey of all fliers. Fliers were surveyed via an email with a link to a survey sent by Taos Air shortly after the completion of each flight trip. The survey was designed by SWPM and approved by Town of Taos and Taos Air staff and included questions about flier party spending while in the study area, flier average party size, and other questions about marketing, demographics, and flier experiences with Taos Air.

Total flier trips during the study period equaled 2,164. Of these, 803 originated in Taos, 439 in Austin, 408 in Dallas, 256 in San Diego, and 258 in Los Angeles. The total number of flier trips originating in Texas/California combined during the study period was 1,361.⁵ The average combined travel party size was 1.8 for fliers from Texas/California, yielding an estimated 756 out-of-state flier parties.

SWPM used the average spending and party size of Texas/California fliers and the total number of fliers from Texas/California, to determine categorical total flier spending in the study area. Total spending was then allocated proportionately by community within the study area, with lodging spending allocated based on the average number of nights the fliers spent in each community and all other spending allocated based on the average percentage of time the fliers spent in each community. SWPM then determined tax on each of the spending categories, and by the state and each community and county in the study area.

⁵ Source: Taos Air.

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An indirect/induced multiplier of 1.4 was applied to the direct impact.⁶ SWPM also analyzed the information provided about user experiences, marketing, and demographics, and provided averages and other relevant information.

The survey had a total sample size of 733 survey responses. The overall data for the entire sample is accurate to plus or minus 2.9% at the 95% confidence level. That means that 95% of the time the data for the entire flier population would not vary by more than 2.9% from the result obtained from the sample in this survey.

⁶ Source: Tourism Economics-Tourism Economics utilizes a standard input-output model to generate the percentage of indirect/induced impact as a result of tourism; each directly affected sector also purchases goods and services as inputs into production (indirect impacts). Induced impact is generated when employees whose incomes are generated either directly or indirectly by tourism, spend those incomes in the local economy.



ECONOMIC / FISCAL IMPACT ANALYSIS

ECONOMIC/FISCAL IMPACT & MARKETING ANALYSIS OF TAOS AIR FLIERS
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Economic Impact Analysis

Flier Spending – Total Combined

Respondents with flights originating in Texas/California were asked to estimate their entire party's spending while visiting New Mexico during the 2021 Summer Season in six categories: lodging, food/meals/beverages, transportation/fuel, outdoor recreation, attractions/entertainment, and shopping/miscellaneous/other. Total spending was \$967,066 for lodging, \$399,227 for food/meals/beverages, \$126,271 for transportation/fuel, \$263,127 for outdoor recreation, \$163,320 for attractions/entertainment, and \$482,399 for shopping/miscellaneous/other. Total direct spending during the study period for all categories combined was \$2,401,409.

Total Flier Average Estimated Direct Spending (Fliers that Originated in Texas or California)									
Average Party Size	Total Fliers Originating in Texas or California: Summer 2021	Number of Flier Parties	Lodging	Food, Meals, Beverages	Transportation, Fuel, Etc.	Outdoor Recreation	Attractions, Entertainment	Shopping, Misc., Other	Total
1.8	1,361	756	\$ 1,279	\$ 528	\$ 167	\$ 348	\$ 216	\$ 638	\$ 3,176
Total Spending			\$ 967,066	\$ 399,227	\$ 126,271	\$ 263,127	\$ 163,320	\$ 482,399	\$ 2,401,409

Numbers may not total due to rounding.



Flier Spending – Allocated by Communities in Study Area

To allocate flier spending proportionately by community within the study area of the Enchanted Circle communities of the Town of Taos, Taos Ski Valley, Angel Fire, Eagle Nest, Questa, and Red River (and their host counties of Colfax and Taos), respondents were asked to estimate the average number of nights they spent in each community (for allocating lodging) and the average percentage of time they spent in each community (for allocating all other spending).

The estimated allocated spending on lodging by community was: Angel Fire – \$111,643, Eagle Nest – \$6,035, Questa – \$1,509, Red River – \$49,787, Taos County – \$380,188,⁷ Taos Ski Valley – \$90,521, and the Town of Taos – \$327,384.

Lodging Estimated Direct Spending Allocated by Community			
Community	Average Nights Spent in Community	Nights Spent %	Lodging Allocation
Angel Fire	0.62	11.5%	\$ 111,643
Eagle Nest	0.03	0.6%	\$ 6,035
Questa	0.01	0.2%	\$ 1,509
Red River	0.28	5.1%	\$ 49,787
Taos County	2.12	39.3%	\$ 380,188
Taos Ski Valley	0.51	9.4%	\$ 90,521
Town of Taos	1.83	33.9%	\$ 327,384
Total			\$ 967,066

Numbers may not total due to rounding.

⁷ To capture specific spending in the Town of Taos versus nearby unincorporated areas within Taos County, respondents were instructed to provide information on the time stayed or spent in El Prado, Arroyo Seco, Talpa, or Ranchos de Taos (unincorporated portions of Taos County) separately from the time stayed or spent within the Town of Taos. This data is referred to as “Taos County” in this analysis.

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The estimated allocated spending on all other spending combined per community was: Angel Fire – \$172,121, Eagle Nest – \$10,040, Questa – \$4,303, Red River – \$86,061, Taos County – \$408,788, Taos Ski Valley – \$183,596, and the Town of Taos – \$415,959.

All Other Estimated Direct Spending Allocated by Community*							
Community	Avg. Time Spent in Community %	Food and Meals Allocation	Transportation Allocation	Outdoor Recreation Allocation	Attractions/ Entertainment Allocation	Shopping/ Miscellaneous/ Other Allocation	Other Spending Allocation
Angel Fire	12.0%	\$ 47,907	\$ 15,152	\$ 31,575	\$ 19,598	\$ 57,888	\$ 172,121
Eagle Nest	0.7%	\$ 2,795	\$ 884	\$ 1,842	\$ 1,143	\$ 3,377	\$ 10,040
Questa	0.3%	\$ 1,198	\$ 379	\$ 789	\$ 490	\$ 1,447	\$ 4,303
Red River	6.0%	\$ 23,954	\$ 7,576	\$ 15,788	\$ 9,799	\$ 28,944	\$ 86,061
Taos County	28.5%	\$ 113,780	\$ 35,987	\$ 74,991	\$ 46,546	\$ 137,484	\$ 408,788
Taos Ski Valley	12.8%	\$ 51,101	\$ 16,163	\$ 33,680	\$ 20,905	\$ 61,747	\$ 183,596
Town of Taos	29.0%	\$ 115,776	\$ 36,618	\$ 76,307	\$ 47,363	\$ 139,896	\$ 415,959
Total		\$ 356,509	\$ 112,760	\$ 234,972	\$ 145,845	\$ 430,782	\$ 1,280,868

*Note: Respondents spent an additional \$153,475 in non-study area New Mexico communities not reflected in the totals above.

Numbers may not total due to rounding.

The estimated total combined allocated spending (lodging plus all other spending) by community was: Angel Fire – \$283,764, Eagle Nest – \$16,075, Questa – \$5,812, Red River – \$135,847, Taos County – \$788,976, Taos Ski Valley – \$274,117, and the Town of Taos – \$743,344.

Total Estimated Direct Spending Allocated by Community*	
Community	Total Direct Spending
Angel Fire	\$ 283,764
Eagle Nest	\$ 16,075
Questa	\$ 5,812
Red River	\$ 135,847
Taos County	\$ 788,976
Taos Ski Valley	\$ 274,117
Town of Taos	\$ 743,344
Total	\$ 2,247,934

*Note: Respondents spent an additional \$153,475 in non-study area New Mexico communities not reflected in the totals above.

Numbers may not total due to rounding.



Indirect and Induced Impact of Spending⁸

Travelers create direct economic value within a discrete group of sectors (e.g. recreation, transportation). This supports a relative proportion of jobs, wages, taxes, and GDP within each sector.

Indirect Impact – Each directly affected sector also purchases goods and services as inputs (e.g. food wholesalers, utilities) into production. These impacts are called indirect impacts.

Induced Impact – Created when employees whose incomes are generated either directly or indirectly by tourism spend those incomes in the local economy.

Tourism Economics utilizes a standard input-output model (Implan) to generate the percentage of indirect and induced impact resulting from tourism in New Mexico. Tourism Economics estimates that for every dollar spent because of a visit or an event an additional forty cents is generated in local spending.

Direct	Indirect	Induced	Total
1.0	0.2	0.2	1.4

⁸ Source: Tourism Economics - An Oxford Economics Company.



Total Estimated Economic Impact of Flier Spending

Combining total direct spending with the induced/indirect impact of spending yielded a **total estimated economic impact of direct spending** in the study area during the study period by fliers originating in Texas/California **of \$3,147,108**.

Estimated allocated total economic impact of spending by community was: Angel Fire – \$397,269, Eagle Nest – \$22,505, Questa – \$8,136, Red River – \$190,186, Taos County – \$1,104,566, Taos Ski Valley – \$383,764, and the Town of Taos – \$1,040,681.

Total Estimated Economic Impact of Spending by Fliers Originating in Texas or California			
Community	Total Direct Spending	Induced/ Indirect Impact of Direct Spending	Total Economic Impact of Direct Spending
Angel Fire	\$ 283,764	\$ 113,505	\$ 397,269
Eagle Nest	\$ 16,075	\$ 6,430	\$ 22,505
Questa	\$ 5,812	\$ 2,325	\$ 8,136
Red River	\$ 135,847	\$ 54,339	\$ 190,186
Taos County	\$ 788,976	\$ 315,590	\$ 1,104,566
Taos Ski Valley	\$ 274,117	\$ 109,647	\$ 383,764
Town of Taos	\$ 743,344	\$ 297,337	\$ 1,040,681
Total	\$ 2,247,934	\$ 899,174	\$ 3,147,108

*Note: Respondents spent an additional \$153,475 in non-study area New Mexico communities not reflected in the totals above.

Numbers may not total due to rounding.

ECONOMIC/FISCAL IMPACT & MARKETING ANALYSIS OF TAOS AIR FLIERS
2021 SUMMER SEASON



Fiscal Impact Analysis

Taxation on spending was calculated in two broad segments: lodging and all other spending combined (food/meals/beverages, transportation/fuel, outdoor recreation, attractions/entertainment, and shopping/miscellaneous/other).

Tax Benefits from Flier Spending – Lodging

Fliers who paid for lodging in New Mexico during the study period were assessed gross receipts (GRT) and lodgers' taxes on the cost of their lodging.⁹ These flier parties spent an average of \$1,279 on lodging during their visit to the study area. Based on this number, the estimated total taxable spending on lodging by these flier parties was \$967,066, generating a combined estimated \$48,278 in lodgers' tax. Estimated lodgers' tax allocated by community was: Angel Fire – \$5,582, Eagle Nest – \$302, Questa – \$0,¹⁰ Red River – \$2,489, Taos County – \$19,009, Taos Ski Valley – \$4,526, and the Town of Taos – \$16,369.

Fliers from Texas/California generated a combined estimated \$75,675 in GRT on lodging in the study area. Estimated GRT on lodging allocated by community was: Angel Fire – \$2,303, Eagle Nest – \$109, Questa – \$24, Red River – \$902, Taos Ski Valley – \$2,209, and the Town of Taos – \$5,525. The total estimated GRT on lodging allocated to Colfax County (Angel Fire, Eagle Nest) was \$686; estimated total GRT on lodging allocated to Taos County (Taos, Taos Ski Valley, Questa, Red River) was \$14,354. The total estimated GRT on lodging allocated to the State was \$49,562.

The total estimated combined gross receipts and lodgers' tax on lodging paid by fliers from Texas/California in the study area during the study period was \$123,952.

Estimated Lodging-Related Taxes (Lodgers' and Gross Receipts) Allocated by Taxing Municipality											
Community	Lodgers' Tax Rate*	Total Lodgers' Tax	Total Gross Receipts Tax (GRT) Rate*	Total GRT	Village/Town GRT Portion*	Village/Town GRT	County GRT Portion*	County GRT	State GRT Portion*	State GRT Portion	Total Lodging-Related Taxes
Angel Fire (Colfax County)	5.0%	\$ 5,582	7.771%	\$ 8,676	2.063%	\$ 2,303	0.583%	\$ 651	5.125%	\$ 5,722	\$ 14,258
Eagle Nest (Colfax County)	5.0%	\$ 302	7.521%	\$ 454	1.813%	\$ 109	0.583%	\$ 35	5.125%	\$ 309	\$ 756
Questa (Taos County)	0.0%	\$ -	8.378%	\$ 126	1.563%	\$ 24	1.690%	\$ 25	5.125%	\$ 77	\$ 126
Red River (Taos County)	5.0%	\$ 2,489	8.628%	\$ 4,295	1.813%	\$ 902	1.690%	\$ 841	5.125%	\$ 2,552	\$ 6,785
Taos County	5.0%	\$ 19,009	6.815%	\$ 25,910	\$ -	\$ -	1.690%	\$ 6,425	5.125%	\$ 19,485	\$ 44,919
Taos Ski Valley (Taos County)	5.0%	\$ 4,526	9.255%	\$ 8,378	2.440%	\$ 2,209	1.690%	\$ 1,530	5.125%	\$ 4,639	\$ 12,904
Town of Taos (Taos County)	5.0%	\$ 16,369	8.503%	\$ 27,836	1.688%	\$ 5,525	1.690%	\$ 5,533	5.125%	\$ 16,778	\$ 44,205
Total		\$ 48,278		\$ 75,675		\$ 11,071		\$ 15,041		\$ 49,562	\$ 123,952

*Sources: New Mexico Taxation & Revenue Department GRT Tax Rate Schedule and New Mexico Municipal League (<https://nmml.org/directory>)

Numbers may not total due to rounding.

⁹ GRT and Lodgers' Tax Rates Sources: New Mexico Taxation & Revenue Department GRT Tax Rate Schedule and New Mexico Municipal League (<https://nmml.org/directory>)

¹⁰ Questa does not have a lodgers' tax.

ECONOMIC/FISCAL IMPACT & MARKETING ANALYSIS OF TAOS AIR FLIERS
2021 SUMMER SEASON



Tax Benefits from Flier Spending – All Other Spending

Fliers from Texas/California generated a combined estimated \$102,133 in GRT on all other spending combined in the study area during the study period. Estimated allocated GRT on all other spending by community was: Angel Fire – \$3,550, Eagle Nest – \$182, Questa – \$67, Red River – \$1,560, Taos Ski Valley – \$4,480, and the Town of Taos – \$7,019. The total estimated GRT on all other spending allocated to Colfax County (Angel Fire, Eagle Nest) was \$1,063; estimated total GRT on all other spending allocated to Taos County (Taos, Taos Ski Valley, Questa, Red River) was \$18,569. The total estimated GRT on all other spending allocated to the State was \$65,644.

All Other Spending Estimated Gross Receipts Tax Allocated by Taxing Municipality								
Community	Total Gross Receipts Tax (GRT) Rate*	Total All Other Spending-Related GRT	Village/Town GRT Portion*	Village/Town GRT	County GRT Portion*	County GRT	State GRT Portion*	State GRT Portion
Angel Fire (Colfax County)	7.771%	\$ 13,375	2.063%	\$ 3,550	0.583%	\$ 1,004	5.125%	\$ 8,821
Eagle Nest (Colfax County)	7.521%	\$ 755	1.813%	\$ 182	0.583%	\$ 59	5.125%	\$ 515
Questa (Taos County)	8.378%	\$ 360	1.563%	\$ 67	1.690%	\$ 73	5.125%	\$ 221
Red River (Taos County)	8.628%	\$ 7,425	1.813%	\$ 1,560	1.690%	\$ 1,454	5.125%	\$ 4,411
Taos County (Taos County)	6.815%	\$ 27,859	\$ -	\$ -	1.690%	\$ 6,909	5.125%	\$ 20,950
Taos Ski Valley (Taos County)	9.255%	\$ 16,992	2.440%	\$ 4,480	1.690%	\$ 3,103	5.125%	\$ 9,409
Town of Taos (Taos County)	8.503%	\$ 35,367	1.688%	\$ 7,019	1.690%	\$ 7,030	5.125%	\$ 21,318
Total		\$ 102,133		\$ 16,858		\$ 19,631		\$ 65,644

*Sources: New Mexico Taxation & Revenue Department GRT Tax Rate Schedule and New Mexico Municipal League [<https://nmml.org/directory>]
Note: Respondents spent and were taxed on an additional \$153,475 in non-study area New Mexico communities not reflected in the totals above.

Numbers may not total due to rounding.



Tax Benefits from All Flier Spending Combined

The total estimated gross receipts and lodgers' tax on lodging and all other spending combined by fliers from Texas/California in the study area during the study period was \$227,835. Estimated allocated combined gross receipts and lodgers' tax on lodging and all other spending by community was: Angel Fire – \$27,633, Colfax County – \$1,749, Eagle Nest – \$1,511, Questa – \$487, Red River – \$14,210, Taos County – \$72,778, Taos Ski Valley – \$29,896, and the Town of Taos – \$79,572. The total estimated gross receipts tax on lodging and all other spending allocated to Colfax County was \$1,749 and to Taos County was \$34,672. The total estimated GRT on all spending combined allocated to the State was \$115,206.

Total Estimated Lodgers' and Gross Receipts Tax Generated by Community by Taos Air Fliers Originating in Texas and California	
Community	Total Taxes
Angel Fire	\$ 27,633
Colfax County	\$ 1,749
Eagle Nest	\$ 1,511
Questa	\$ 487
Red River	\$ 14,210
Taos County	\$ 72,778
Taos Ski Valley	\$ 29,896
Town of Taos	\$ 79,572
Total	\$ 227,835

Total Estimated Gross Receipts Tax Generated by Taos Air Fliers Originating in Texas and California by County	
County	Total GRT
Colfax County	\$ 1,749
Taos County	\$ 32,923
Total	\$ 34,672

Numbers may not total due to rounding.

Note: Respondents spent and were taxed on an additional \$153,475 in non-study area New Mexico communities not reflected in the totals above.

Numbers may not total due to rounding.



Q&A PRESENTATION OF THE FINDINGS / MARKETING DATA



Was this your first time flying on Taos Air?

Response	20%	40%	60%	80%	100%	Frequency
Yes						65.1%
No						34.9%

Was this your first time flying on Taos Air this summer (2021)?

Response	20%	40%	60%	80%	100%	Frequency
Yes						48.0%
No						52.0%

What was the purpose of your travel on Taos Air? (select all that apply)

Response	20%	40%	60%	80%	100%	Frequency
Leisure						53.8%
Business						9.9%
Visit friends/family						47.8%
Other						5.2%

ECONOMIC/FISCAL IMPACT & MARKETING ANALYSIS OF TAOS AIR FLIERS
2021 SUMMER SEASON



How did you hear about Taos Air service? (select all that apply)

Response	20%	40%	60%	80%	100%	Frequency
Word of mouth/someone told me about it						65.2%
Print ad						6.5%
Print article						8.2%
Web ad						7.4%
Web article						5.7%
Television						0.3%
Radio ad						3.7%
Billboard						3.0%
Travel Show						0.0%
Taos.org						7.9%
SkiTaos.com						21.6%
TaosAir.com						16.3%
Another website						2.0%
Mail or email sent to me						6.1%
Social Media (Facebook)						7.2%
Social Media (Twitter)						0.4%
Social Media (Instagram)						3.8%
Social Media (Other)						0.6%

ECONOMIC/FISCAL IMPACT & MARKETING ANALYSIS OF TAOS AIR FLIERS
2021 SUMMER SEASON



On a scale from 1 to 5, with a 1 being "Fell short of my expectations" and a 5 being "Exceeded my expectations," please rate Taos Air on the following aspects:

	1-Fell short	2	3	4	5-Exceeded	Mean
Ticket Purchasing	0.4%	1.8%	7.3%	31.6%	58.9%	4.5
Onboard Experience	0.0%	0.3%	2.7%	22.5%	74.5%	4.7
Staff Friendliness	0.3%	0.9%	4.0%	20.9%	73.8%	4.7
Flight Schedule	1.5%	4.5%	15.5%	29.3%	49.2%	4.2
Your Overall Experience with Taos Air	0.2%	0.6%	4.4%	22.7%	72.1%	4.7

ECONOMIC/FISCAL IMPACT & MARKETING ANALYSIS OF TAOS AIR FLIERS
2021 SUMMER SEASON



Where is your primary residence? (City)

Response	Frequency
Taos	16.4%
Dallas	11.8%
Austin	11.2%
Los Angeles	3.2%
Arroyo Seco	3.0%
El Prado	2.6%
Fort Worth	2.4%
San Diego	2.4%
Ranchos de Taos	2.3%
Carlsbad	1.7%
Plano	1.5%
Santa Fe	1.5%
Houston	1.1%
Encinitas	0.9%
San Antonio	0.9%
Arroyo Hondo	0.8%
Colleyville	0.8%
Taos Ski Valley	0.8%
Angel Fire	0.6%
Buda	0.6%
Dripping Springs	0.6%
Escondido	0.6%
Mckinney	0.6%
Red River	0.6%

Response	Frequency
Redondo Beach	0.6%
Bedford	0.5%
Cedar Park	0.5%
Del Mar	0.5%
Irving	0.5%
Knoxville	0.5%
New Braunfels	0.5%
Ojai	0.5%
Rockwall	0.5%
San Gabriel	0.5%
Santa Barbara	0.5%
Valdez	0.5%
Argyle	0.3%
Arnold	0.3%
Atlanta	0.3%
Cardiff by the Sea	0.3%
Carson	0.3%
Claremont	0.3%
Coronado	0.3%
Cypress	0.3%
Denver	0.3%
Forney	0.3%
Grapevine	0.3%
Heath	0.3%

Response	Frequency
Irvine	0.3%
Killington	0.3%
Laguna Beach	0.3%
Laguna Niguel	0.3%
Long Beach	0.3%
Marina Del Rey	0.3%
Orange	0.3%
Palm Springs	0.3%
Pflugerville	0.3%
Portales	0.3%
Poway	0.3%
Richmond	0.3%
Round Rock	0.3%
San Pedro	0.3%
Temple	0.3%
Tyler	0.3%
Venice	0.3%
West Hollywood	0.3%
West Monroe	0.3%
White Rock	0.3%
Wimberley	0.3%
Winchester	0.3%
Wood Dale	0.3%
Other Responses	14.9%

ECONOMIC/FISCAL IMPACT & MARKETING ANALYSIS OF TAOS AIR FLIERS
2021 SUMMER SEASON



Where is your primary residence? (State)

Response	Frequency
Texas - TX	43.4%
New Mexico - NM	31.1%
California - CA	20.1%
Colorado - CO	0.8%
New York - NY	0.6%
Tennessee - TN	0.6%
Illinois - IL	0.5%
Louisiana - LA	0.5%
Alabama - AL	0.3%
Florida - FL	0.3%
Georgia - GA	0.3%
Maryland - MD	0.3%
Vermont - VT	0.3%

Where is your primary residence? (Zip Code)

Response	Frequency								
21012	0.3%	75248	0.3%	78733	0.6%	75137	0.3%	90064	0.6%
37919	0.5%	76021	0.5%	78734	0.3%	75160	0.3%	90277	0.6%
60191	0.3%	76034	0.8%	78746	2.0%	75223	0.3%	90291	0.3%
71292	0.3%	76102	0.5%	78750	0.3%	75227	0.3%	90292	0.5%
75001	0.3%	76107	0.8%	78751	0.9%	75233	0.3%	90402	0.3%
75032	0.5%	76116	0.8%	78757	0.3%	75234	0.3%	90814	0.3%
75039	0.3%	76226	0.5%	78759	0.9%	75238	0.3%	91711	0.3%
75069	0.5%	76502	0.3%	80202	0.3%	75248	0.3%	91776	0.5%
75072	0.3%	77043	0.3%	87501	0.6%	75249	0.3%	92007	0.3%
75075	0.3%	77429	0.3%	87505	0.8%	75603	0.3%	92008	0.8%
75080	0.3%	77469	0.3%	87513	1.4%	76063	0.3%	92009	0.9%
75093	0.9%	78130	0.3%	87514	4.7%	76092	0.3%	92014	0.5%
75126	0.3%	78204	0.3%	87517	0.3%	76108	0.3%	92024	0.8%
75201	0.3%	78209	0.3%	87525	0.8%	76205	0.3%	92025	0.3%
75204	0.3%	78610	0.8%	87529	5.0%	76209	0.3%	92026	0.3%
75205	0.9%	78613	0.5%	87547	0.3%	76502	0.3%	92064	0.3%
75207	0.3%	78620	0.6%	87557	3.5%	76901	0.3%	92103	0.3%
75208	1.1%	78641	0.5%	87557	0.3%	77006	0.3%	92109	0.3%
75209	0.9%	78660	0.3%	87558	0.6%	77009	0.3%	92117	0.3%
75214	1.2%	78676	0.5%	87571	9.8%	77063	0.3%	92118	0.3%
75218	0.3%	78703	0.5%	87580	0.9%	77098	0.3%	92264	0.3%
75219	0.6%	78704	1.1%	87710	0.5%	77345	0.3%	92596	0.3%
75220	0.5%	78726	0.3%	88130	0.3%	77355	0.3%	92651	0.3%
75225	0.8%	78727	0.5%	90041	0.5%	77563	0.3%	92677	0.3%
75229	0.6%	78731	0.6%	90046	0.3%	77584	0.3%	92866	0.3%
75230	0.9%	78732	0.3%	90048	0.5%	77964	0.3%	93023	0.5%
								93110	0.5%
								Other	25.7%



Where is your primary residence? (Country)

Response	Frequency
United States of America (USA)	99.5%
Other Responses	0.5%

In New Mexico, are you a: (select one)

Response	20%	40%	60%	80%	100%	Frequency
Full-time resident? (reside in New Mexico six or more months per year)						29.0%
Part-time resident (second home owner)? (reside in New Mexico fewer than six months per year)						26.0%
Part-time resident (renter or other)? (reside in New Mexico fewer than six months per year)						3.4%
Tourist/visitor to New Mexico? (do not reside there)						41.6%

Was this your first time visiting Taos?

Response	20%	40%	60%	80%	100%	Frequency
Yes						29.2%
No						70.8%

Where did your travel on Taos Air originate? (select one)

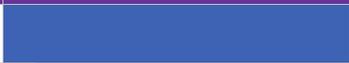
Response	20%	40%	60%	80%	100%	Frequency
Taos						37.7%
Austin						16.7%
Dallas						21.1%
Carlsbad/San Diego						12.4%
Hawthorne/LA						12.1%



How many people were in your travel party, including yourself? (# in party)

Average Party Size by Place of Travel Origination	
Flight Origination	Average Party Size
All Cities of Origination Combined	1.8
Travel Originated in Taos	1.4
Travel Originated in Austin	2.0
Travel Originated in Dallas	1.6
Travel Originated in Carlsbad/San Diego	1.9
Travel Originated in Hawthorne/LA	1.9

Did you spend one or more nights in New Mexico following your arrival?

Response	20%	40%	60%	80%	100%	Frequency
Yes						91.2%
No						8.8%

During your trip, how many total nights did you spend in New Mexico?

Average Nights Spent in NM by Place of Travel Origination	
Flight Origination	Average Nights
All Cities of Origination Combined	5.4
Travel Originated in Austin	5.2
Travel Originated in Dallas	5.6
Travel Originated in Carlsbad/San Diego	5.5
Travel Originated in Hawthorne/LA	5.4



How many nights did your travel party stay in each of the following communities during your trip? (Please enter 0 if you didn't stay overnight in a community.)

Average Nights Spent in <u>Enchanted Circle</u> Communities		
Community	Average Nights	% of Nights Spent
Angel Fire	0.62	11.5%
Eagle Nest	0.03	0.6%
Questa	0.01	0.2%
Red River	0.28	5.1%
Taos County	2.12	39.3%
Taos Ski Valley	0.51	9.4%
Town of Taos	1.83	33.9%
Total	5.4	100.0%

Please estimate the percentage of time your travel party spent in each of the following communities, including overnights and daytrips, during your visit to New Mexico: (Please enter 0 if you didn't visit a community (including "other community" – total must equal 100%))

% of Time Spent in <u>Enchanted Circle</u> Communities	
Community	% of Time Spent
Angel Fire	12.0%
Eagle Nest	0.7%
Questa	0.3%
Red River	6.0%
Taos County	28.5%
Taos Ski Valley	12.8%
Town of Taos	29.0%



What type(s) of lodging did you use during your stay in New Mexico? (select all that apply)

Response	20%	40%	60%	80%	100%	Frequency
Hotel/Bed & Breakfast						17.5%
Vacation rental/short-term rental (e.g., Airbnb, VRBO, property management company, other)						13.3%
Second Home						32.5%
Friends/relatives						35.5%
Recreational vehicle (RV)						0.9%
Campground (non-RV)						0.0%
Other						7.1%

ECONOMIC/FISCAL IMPACT & MARKETING ANALYSIS OF TAOS AIR FLIERS
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What activities did you participate in while visiting Taos? (select all that apply)

Response	20%	40%	60%	80%	100%	Frequency
Visited the Taos Plaza						65.2%
Visited Taos Pueblo						8.4%
Visited Museums						25.8%
Visited Art Galleries						39.1%
Rafting, Paddleboard, Kayaking						14.5%
Hiking, Biking						53.9%
Golfing						10.7%
Hunting, Fishing						10.4%
Scenic Drives						47.8%
Fine Dining						61.2%
Shopping						55.9%
Nightlife, Live Music						16.5%
Visited the Rio Grande Gorge						39.1%
Visited the Earthships						10.7%
Disc Golf						1.7%
Scenic Chairlift Ride(s)						15.1%
Villa Ferrata						1.7%
Zipline						2.3%
Summer Tubing						0.9%
Other:						18.6%



Did the availability of direct flights to Taos influence your decision to visit?

Response	20%	40%	60%	80%	100%	Frequency
Yes						88.0%
No						12.0%

Did the availability of direct flights to Taos create an interest in second homeownership in New Mexico?

Response	20%	40%	60%	80%	100%	Frequency
Yes						56.1%
No						43.9%

How did you get from the Taos Airport to your final destination? (select all that apply)

Response	20%	40%	60%	80%	100%	Frequency
Hotel Shuttle						5.7%
Car Service/Taxi						2.5%
Rental Car						15.3%
Ride Share (Uber, Lyft)						4.6%
Friend/Family Picked Me Up						64.2%
Other:						10.4%



How much did your entire party (including yourself) spend on your trip in each of the following categories? (Please enter 0 in each category if there wasn't any spending)

Average Spending Per Party in NM by Fliers Originating Texas and California	
Category	Average \$
Lodging	\$ 1,279
Food, Meals, Beverages	\$ 528
Transportation, Fuel (in NM)	\$ 167
Outdoor Recreation	\$ 348
Attractions, Entertainment	\$ 216
Shopping, Misc., Other	\$ 638
Total Average Spending Per Party	\$ 3,176



How likely are you to recommend Taos Air to friends, family or colleagues? (0 = Not at all likely and 10 = Very likely)

NET PROMOTER SCORE

The Net Promoter Score (NPS) measures customer experience and predicts business growth. NPS is the key measure of customers' overall perception of a brand. The NPS is calculated using the answer to a key question, using a 0-10 scale: How likely is it that you would recommend [brand] to a friend or colleague?

Respondents are grouped as follows:

- ✓ Promoters (score 9-10) are loyal enthusiasts who will keep buying and refer others, fueling growth.
- ✓ Passives (score 7-8) are satisfied but unenthusiastic customers who are vulnerable to competitive offerings.
- ✓ Detractors (score 0-6) are unhappy customers who can damage your brand and impede growth through negative word-of-mouth.

Subtracting the percentage of Detractors from the percentage of Promoters yields the Net Promoter Score, which can range from a low of -100 (if every customer is a Detractor) to a high of 100 (if every customer is a Promoter).

ECONOMIC/FISCAL IMPACT & MARKETING ANALYSIS OF TAOS AIR FLIERS
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Any NPS greater than zero is considered good; scores higher than 50 are considered excellent and above 75 is considered world-class. However, the NPS becomes most powerful when benchmarked against industry peers. Based on the Satmetrix NICE Average NPS by Industry Report, the average NPS for major airlines nationally in 2020 was 27.

Distribution of NPS Performance for Individual Airlines, Q1 2020

01/01/2020 to 12/31/2020				
Company		NPS		Distribution
Southwest	300	71		6 17 77
JetBlue	300	58		7 28 65
Alaska	300	50		12 26 62
Delta	300	24		20 37 44
American	301	10		27 36 37
United	300	-3		32 39 29
Spirit	301	-19		48 24 29
Overall	2,102	27		22 29 49

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When asked to rate Taos Air using the NPS scale, the resulting NPS was a world-class level of 83.

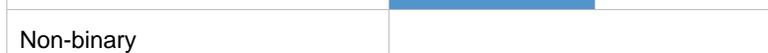
Taos Air NPS	0 - Not at all likely	1	2	3	4	5	6	7	8	9	10 - Very likely	
Likelihood to recommend	0.0	0.0	0.3	0.0	0.0	0.6	1.4	0.8	11.6	16.3	69.1	
	Detractors							Promoters				



What is your age?

Average Age = 56.3

What is your gender identity?

Response	20%	40%	60%	80%	100%	Frequency
Male						46.0%
Female						54.0%
Non-binary						0.0%
Prefer not to answer						0.0%

What is the highest level of education you have completed?

Response	20%	40%	60%	80%	100%	Frequency
Some High School						0.3%
High School						1.2%
Some College						12.2%
Bachelor's Degree						43.6%
Master's Degree or above						42.7%



What is your annual household income?

Response	20%	40%	60%	80%	100%	Frequency
Less than \$49,999						5.9%
\$50,000 to \$74,999						8.3%
\$75,000 to \$99,999						9.9%
\$100,000 to \$124,999						13.4%
\$125,000 to \$149,999						8.7%
\$150,000 to \$249,999						18.6%
\$250,000 to \$499,999						21.2%
\$500,000 or more						13.9%

What is your ethnicity? (select one)

Response	20%	40%	60%	80%	100%	Frequency
Hispanic						9.9%
White/Anglo, Non-Hispanic						84.1%
American Indian						1.1%
Black or African American						0.2%
Asian American/Pacific Islander						2.3%
Other/Mixed						2.3%



VERBATIM (UNEDITED) OPEN-ENDED RESPONSES

ECONOMIC/FISCAL IMPACT & MARKETING ANALYSIS OF TAOS AIR FLIERS
2021 SUMMER SEASON



What was the purpose of your travel on Taos Air? (Other)

Response
Came home to Taos
Medical
Have a home there & needed to take care of personal business
Traveling to my second home
leisure / business
We are relocating to Taos from San Diego. Will be there by end of September permanently
Go home for doctor appointment
medical
Back home
I drove up to Red River with my family for the week, but had to get home quick to be in one of my best friends wedding. Taos Air was the bet option to allow me to be in two places in one day.
Looking at Real Estate in the Angel Fire area and mountain biking.
Left car at Taos home; returned to NTX
Come home to go to work :(
medical
I have a home in Taos
Real Estate purchase
Indian market
Medical
medical
Wedding
Live in San Diego
Moving
commuting to San Diego
Visiting home in dallad
Business and pleasure

ECONOMIC/FISCAL IMPACT & MARKETING ANALYSIS OF TAOS AIR FLIERS
2021 SUMMER SEASON



I own homes in Austin and Taos and go back and forth.
Dr appointment
Business and family
Dr visits to Cleveland Clinic
Own second home in Taos
Medical appointment
See real estate
to winterize a small cabin
Medical appointments
Medical appointment

ECONOMIC/FISCAL IMPACT & MARKETING ANALYSIS OF TAOS AIR FLIERS
2021 SUMMER SEASON



How did you hear about Taos Air service? (Other)

Response
Angel Fire Resort
Looked up Austin airport
Austin airport
web search
google search
Google
TSV
expedia
Booking.com
Ikon
Taos news
Taos Chamber
Google search for flights to Taos
Taos newspaper
Staff at Taos Ski Valley

ECONOMIC/FISCAL IMPACT & MARKETING ANALYSIS OF TAOS AIR FLIERS
2021 SUMMER SEASON



On a scale from 1 to 5, with a 1 being "Fell short of my expectations" and a 5 being "Exceeded my expectations," please rate Taos Air on the following aspects (Ticket Purchasing, Onboard Experience, Staff Friendliness, Flight Schedule, Your Overall Experience with Taos Air) - Please explain:

Response
Small airports, direct from Taos, fast comfortable planes, and great service. I hope I never wake up.
awesome experience all around !
The flight was quite delayed but the staff was SO AWESOME that it didn't even matter. I would definitely fly Taos air again and enthusiastically recommend it to anyone!
Love the convenience, and the staff was great
Everything was wonderful except our return flight was delayed 4 hours due to a plane malfunction. Staff was friendly, cheerful, helpful and made the experience a pleasure, not a drag. I will definitely fly with you again!
I had a very good experience. Quite a bit of confusion during check in at Millionaire in Austin. Millionaire staff told me to wait upstairs. Check in was actually down stairs, no announcement, just had to follow crowd. No one told me what to do with or where to put my baggage. Mine ended up being last on due to waiting on someone to ask for it. I think I was first flight of season, so kinks I know will be worked out. Have told others they should fly using Taos. Thanks for the service.
Okay, the return flight was delayed a few hours due to a mechanical issue, but everyone was SO nice that it's merely a blip on a truly lovely experience. I was blown away and then some. The staff alone was exceptional to say the least. What a truly rock star group of people! Side note: my mother and her husband moved to Placitas five years ago and I plan on taking Taos Air to visit her and finding a way to drive to and from Placitas rather than flying to the ABQ airport. That's how much I loved my experience:)
Understandably, the flight schedule is limited at this time, but I made it work for me.
Everything was easy and much better than traveling to a larger airport.
Amazing experience! Easy process - great staff -great aircraft!
We had mechanical problems and a 4 hour delay on the return flight. Otherwise everything is a 5. Would love more days and even more destinations. I would much rather fly with taos air than commercial anywhere no question.
We had a 4 hour delay due to a maintenance issue. Of course this was disappointing but these are normal travel issues sometimes. Overall it was an excellent experience and I hope they can expand business!!!
Had only one flight choice but it worked
I was very very pleased
I have not words for how thrilled I am to have airline access in Taos.
This type of service (private gates, no hassle, nearby airport, etc) and schedules meet several of my desired routes. I'm excited about Taos Air and intend to be back several times per year. Staff and crew were all very professional and helpful. Only suggestion is that during a flight delay such as I experienced on 7/11/21 from Austin to Taos, a detailed explanation be given to passengers with frequent honest updates.
The flight was delayed four hours and not given advanced notice. What I expected to be a 4 hour day of travel turned into 9 hours and did not get to my destination until 2:30 a.m. in the morning
The terminal waiting was comfy and accommodating. The customer service from the arrival to the terminal to landing in Taos was superb. Our flight attendant was very attentive to the passengers and very helpful to me flying with my children.
The Staff were excellent both on the ground and in the air. I hope you can keep service year-round as the best weather in southern California is during SEP and OCT!! Loved going out of Taos and into Palomar!

ECONOMIC/FISCAL IMPACT & MARKETING ANALYSIS OF TAOS AIR FLIERS
2021 SUMMER SEASON



It felt like a private flight. So easy for check in and getting on flight. Fast security check in too.
Have never flown a small operation before. Loved it! Have recommended it to many others. No TSA, less than 30 people, 1:45 min flight. Just awesome!
Only two flight days a week from LA-Taos is kind of a bummer. But until you get your traffic up, I understand.
We were flying in/out of Carlsbad, so had a very early morning and a very late night. It would be nice to have slightly more "daytime" hours (but I understand the scheduling constraints).
The stewardesses were so friendly!! Very hospitable and made my flight with my young son so comfortable. It's always scary to travel with young kids so I really appreciated their kindness.
Staff were beyond friendly and helpful. Service was on time and convenient. Great personal touches on board like the local snacks.
I left my bag to be weighted and checked in along with my grandson's bag right where they told me too- his bag got on the plane mine apparently was left in the lobby! Was on the Monday flight and am told I will get my bag on Thursday! It is a little confusing at the Hawthorn airport.
Excellent experience all-around. Very convenient. Staff were exceptionally friendly and helpful all-around!
We fly Taos Air every 4-5 Weeks to Carlsbad and back for business and visit family. So convenient and a real pleasure every time. My partner and I are hoping they will continue to fly year-round as we would certainly be frequent flyers. You've got us hooked! Love Taos Air!
Loved it!
great service and i can afford it
On line booking was not friendly, phone booking excellent.
I recently flew on Taos Air with my twin 3-year-old daughters. They were a little scared at first but the sweet flight attendants gave them snacks and flight wings which put big smiles on their faces.
Will definitely be flying again :)
Difficult to purchase a ticket on line due to the software process. How when I called the phone number the individual on the phone was most helpful in helping me to purchase a ticket.
Everything was beyond great!!!
Super slick and great service!!
Excellent experience. The only downfall was the late Sunday arrival to San Diego, No Ubers available no taxi, I started walking with all my luggage and my three year old daughter to the hotel that was about a mile away until an airport employee spotted us and drove up to the hotel.
I am so thrilled to have this flight as we live between Los Angeles and Taos and it was an actual factor in buying our Taos home! the flight is so easy and it's what flying should be like..I will be using it a lot in the coming months!
This was hands down, the best flying experience I've had in a very long time. The staff was wonderful. The plane was comfortable. Very organized. I appreciate you being here.
We really enjoyed traveling on Taos Air. The only reason for the 3 overall is our flight was 3.5 hours delayed. We had a 9pm flight and didn't leave till around 12:30 am. We are grateful the team was able to use the other plane to get us home. The flight crew was AWESOME making sure we had enough snacks and water while we waited.
The ticket price is a bit steep, but competitive with larger airlines during the COVID-19 economic changes. The flight to Taos had a service dog in the aisle, which is a safety hazard. The flight attendant was forced to climb over the dog to get to the rest of the cabin. All staff were friendly to me, but one staff member was rude to my adult son. The flight schedule met our needs at this time. While I would highly recommend Taos Air to others, the absence of security scans of all luggage was disconcerting.
Tsv inc is doing a great job
Please keep flying!

ECONOMIC/FISCAL IMPACT & MARKETING ANALYSIS OF TAOS AIR FLIERS
2021 SUMMER SEASON



Great experience and very helpful. I felt very pampered.
I LOVE TAOS AIR. I needed to be in Dallas on a Thursday and the direct flights only happen on Fridays, so I chose to fly to Austin on Taos Air and then connect to Dallas on Southwest rather than drive to Albuquerque to fly direct on Southwest. I will fly back home from Dallas to Taos on Monday. The TAOS Air experience was perfect.
4 hour delay outgoing, 1 hour delay return
Great experience landing in Austin Million Air staff member drive a few of us to Austin airport bc we could not get an Uber. Exceptional Flight attendant Diane is so down to earth and nice
fantastic! keep it up
Excellent!!!!
Great process (hassle free), food, friendliness, comfort--great everything!! When the flight attendant offered me ice cream, I thought she was joking!
Everything was great !
Loved the experience. Great way to get to Taos if you live in LA
Hope the service continues - Taos air is the best way to get to Taos!!!
Arrival at Austin was confusing. No one knew where to pick up bags and my bag was left on the plane. I had to find the co-pilot so he could go back on the plane and retrieve it.
Great service at Taos and Austin airport but way too confusing about where we were going to land and where to tell friends to pick me up... Didn't know we were landing in MillionAir until we got there. My ride was waiting near gate one as instructed... But we landed far away at millionaire.
our sunday night flight from austin to taos was delayed 5 hours
Frictionless booking, very polite and accommodating staff, excellent Taos local snacks (add more like Bloody Mais mix), and keep being great
Taos Air thank you for a great trip to Carlsbad to see our family. We are locals here in Taos. This was such a great experience. Especially our flight attendant Diane. She provided guest service on board that was above and beyond. Can't wait to fly Taos Air for our future travels. If you expanded your destinations we certainly wouldn't mind. Thank you!
The staff is amazing!!
need more flights into and out of Taos from Austin - excellent service - would use it more if more available
I specifically booked a trip because I was excited about this offering! The boarding process was such a breeze, I appreciated the snacks and drinks. Our flight attendant was so helpful, as were the other staff checking us in. I loved how there were no other fees for baggage and snacks. We will definitely fly again.
Excellent all around!! Will use again and again.
Booking on the mobile website on Android was not an easy experience. In fact, I had to book through the ski valley's website and on the computer was the only thing that worked. Some upgraded IT would be helpful. I am a young guy, so this isn't like a technologically behind generational comment. Otherwise, everything else was great. More flights would be awesome!
Wish more days were available - return trip required a different carrier
Ticket confirmation took a day. Web purchasing has a glitch. I couldn't purchase my ticket because the website wouldn't accept my phone number. I tried with my partner's number and it worked. 214 seems to be a problem on Google Chrome.
Had the best experience and will be hard to fly commercial flights after this
Everything was great!

ECONOMIC/FISCAL IMPACT & MARKETING ANALYSIS OF TAOS AIR FLIERS
2021 SUMMER SEASON



It was the best flight experience I've ever had!
We wish there was a little more frequency of flights
Website not easy
Web site could use improvement. Phone number would be helpful for questions. Confirmation number would be better terminology for completed ticket purchase. Fact you don't need a ticket but an id to board should be easier to find. If have to cancel at last minute, a better way to notify you would be helpful.
Start to finish, everything was great.
Y'all are the BEST! Flying Taos Air was so easy and pleasant. I'm going to recommend it to everyone.
Everything was seamless, as always! We're so glad y'all are back for the summer. Thanks so much!
Thank you thank you thank you for coming to Carlsbad!!! Being in Taos in 2.5 hours vs. a) a very long, ugly, tiring day flying to ABQ and being exhausted when you get there or b) a two day drive to Taos (which is what I've been doing) was HEAVENLY. As I told someone at your opening reception in Carlsbad, it is my dream that you find success in this venture and that perhaps one day there will be enough support for you to fly year around. For now, though, I'm thrilled for this summer schedule and hope to fly over in winter, not to ski, but to visit my friends and family.
most convenient way to travel. Only drawback is parking charge at Million Air. Went from nothing last year to \$50/day. A little extreme
Great service.
Yeah it was a revelation in travel experience
Best experience. The flight attendant was so nice
Wonderful experience from checking in through leaving the jet. Ground crew helpful in both locations.
The pilots let me board in the very last minutes before departure. It was an extraordinarily human gesture and something no other airline has ever done. They didn't make anyone late, they just didn't strictly enforce the rule which would have stranded me in New Mexico. I am incredibly grateful and will always be a loyal customer.
Wish your flights were more frequent
Great service!
Julee was great!
Flight was on time, easy boarding process, would definitely fly Taos air again
very convenient and a lot less waiting and advance arrivals to catch flight.
I was just hoping for a bit more space..
Need a few more flights/ flight choices per week.
Website wouldn't take my 214 phone number so I had to input someone else's with a 512 area code in order to purchase my ticket. confirmation email didn't arrive until after I called the next day asking whether my purchase had gone through.
Loved Taos Air!

ECONOMIC/FISCAL IMPACT & MARKETING ANALYSIS OF TAOS AIR FLIERS
2021 SUMMER SEASON



I cancelled my reservation within a week of booking it. However, I continued to receive text messages on the travel dates regarding my travel. It would have been nice to have that process cancelled when I cancelled my seat. Customer Service was always pleasant and helpful, but the text messages for at trip I was unable to make were annoying.
The staff were so helpful and I was traveling with two kids. Taos Air made our trip so easy and enjoyable.
Everything was great except the plane could use new upholstery.
Take off was a little rough. It felt like the cabin lost pressure and I thought i was going to pass out, but everything else was wonderful. Shout out to Julie who went above abs beyond to assist our family of four. She made it so pleasant for us. Snacks abs drinks were also amazing. We will be flying again.
Flight schedule is great, but could use more days. Three out of your four city destinations work wonderfully for us.
Great service. Efficient, friendly, on-time...all those good things.
Great service!!!!
The flight attendant was amazing. She handled everything well. Taos you need to keep this lady.
Surprisingly great prices for the door-to-door experience!
Our flight home was just as easy / friendly as our flight to Taos and so convenient!
not enough schedule options yet
Wonderful experience, friendly & helpful staff, yummy snacks, professional pilots!!
I love Taos Air so so much!!! The ease of check in, the friendliness, the nice service including great snacks; parking; seeing the mountains come into view. Today the flight was early so two different people checked to make sure we all had rides!
Wish you flew more than Mon & Friday- and that it was less expensive
Would be nice to have more flight times. But Very nice Experience
This was the best experience I've ever had flying. So crazy that I can get from my house in Dallas and be on a mountain in Taos in a couple hours. Everything about the trip was pleasant, smooth, and everyone was very friendly/accommodating.
Amazing experience. Will definitely fly again. Please add more flights. Julee was the best. Could not have had a better experience
Overall good
We own a condo at The Kandahar in the Ski Valley and have always driven over for our summer stays. This trip was so pleasant and easy we hope to fly from now on.
Loved the whole experience & would fly you again . Wish you flew to other destinations but understand why you might not !
More days with flights to Dallas
Need more flights at least a Monday Morning one. I've told all my friends how amazing the airlines is. Thank you
Friendly energetic helpful staff. Easy booking, timely updates, easy check in/boarding. Nice plane, smooth flight.
I had trouble navigating the booking site. It would be helpful to put all my choices on one page to compare them without having to keep going back and forth between pages.
Amazing experience. My wife and I regularly fly to ABQ from Dallas and drive 2 1/2 hours to Taos. This was by far the best way to get to town. Start to finish - first class. Will most definitely fly again.

ECONOMIC/FISCAL IMPACT & MARKETING ANALYSIS OF TAOS AIR FLIERS
2021 SUMMER SEASON



Flight delay from 7pm to after midnight
Prior to this flight, I had only ever flown commercial. Now I feel completely spoiled and want to find more flights like this one to other places. I go to the Enchanted Circle often, mostly by car, but I hope to use Taos Air whenever conditions allow me to do so.
Amazing experience. Wish all air travel was this lovely.
Very good experience at the regional airport. Flying directly into Taos was very convenient.
One of the best travel experiences I've ever had. I just wish you had more flights and the one from Taos back to Carlsbad left earlier on Sunday.
Your Austin terminal is awesome. It was so relaxing.
It was a great flight. Flight attendant, Julee was exceptional. Friendly, efficient and just fun and nice.
Everything was wonderful from the Austin Terminal to Julie the FA to the service of good wine & snacks & even other customers were friendly!
Would like a Sunday flight that is earlier.
Great flight met all my expectations anymore. I am a retired flight attendant and loved it. Would like to have her a little more information about area up before landing
I booked last minute. The gentleman who helped me was patient and very efficient. The flight attendant was exceptional as well.
Both the gentleman that booked our flight and the flight attendant were very professional and very accommodating.
I wish there were flights to denver! I would use it a lot more and would have east coast friends and family use it. People from the north east kind of hate flying into dallas so I hope you all consider adding denver.
Very convenient and comfortable. Typically, I fly myself, but the experience will make me consider flying Taos Air more often.
Close to my house. Super friendly staff. Great flight!
Wonderful experience. Friendly service. On time. Lovely.
So easy! Good price, friendly staff. Will definitely fly with you again!
Everything perfect, would be nice if more flight could be scheduled.
First time to fly Taos Air. This is the air travel should be. I'll definitely fly Taos Air again! Thank you
Easy to purchase & amazingly easy airport experience.
Everything was very smooth. I always recommend this to my friends and family.
WHAT A PLEASANT EXPERIENCE. WE WILL DEFINITIELY BE USING YOUR SERVICES IN THE THE NEAR FUTURE. THANK YOU FOR PROVIDING THIS SERVICE
VERY PLEASANT EXPERIENCE....
More flights please
The convenience of the flight overall is incredible. The limited schedule was fine, and understandable. We love the Taos airport, and the service in Hawthorne was excellent. The price is fine, and we love that it's carbon neutral and associated with a B corp.
You guys were excellent. Wasn't sure what to expect but you exceeded that.
I had such a great experience. Thank you for making it so easy.

ECONOMIC/FISCAL IMPACT & MARKETING ANALYSIS OF TAOS AIR FLIERS
2021 SUMMER SEASON



Flying with my twin daughters has it's own challenges and Taos Air made the experience completely seamless. My girls loved receiving their Taos Air wings!
Great service and very helpful personnel
On board snack selection, crew friendliness and professionalism surpassed my expectations! Much better than other domestic airlines.
Kimberly the stewardess was so attentive and friendly. Made the experience great!
Kimberly the stewardess was fabulous
Written drink menu would be helpful to staff and passengers.
Would love more days to fly (more than just 2 x per week).
Tickets were a bit pricey and changed from \$340 to \$400 in a matter of minutes. Casey the phone agent was lovely! Three and half hour delay on departure was a bummer but Million Air in Austin made up for it!
Flight was delayed 2+ hours. No explanation given. Looking forward to ice cream and that didn't happen.
I loved the ease of flying out of Taos to San Diego and loved the price of 181. My daughter and I were EXTREMELY happy with the onboard experience. I had some concern about what would happen if the flight were delayed but found out on our return trip that it only involved waiting for a replacement plane...so all good.
Wish there were more days/times to choose from
Unable to book tickets for my entire party at once - purchased 2 adult and one child ticket, followed by another purchase for one adult ticket. Otherwise, experience was great.
4 hours late. Only had a Thursday to Sunday trip and had to change several plans including drop off at different departure time and plans for Thursday evening.
Very convenient and everyone was very friendly.
Great flight leaving from Carlsbad and returning from Taos. Flight returning was a few hours late, better safe than sorry! Still, would like a little commentary about the area we are covering going to and from. Not much just a little brief and the route we are taking. Thank you for going to Taos, 😊
Loved it!
when our flight was delayed, we appreciated getting the timely text messages and additional info from the person we spoke to over the phone. because of your great communication we did an additional 2-hr activity (swimming below John Dunn Bridge) as the result of a slightly extended vacation ;)
everyone was super friendly and professional. also appreciate affordable prices! if you keep offering rates just above Southwest flights, we'll visit often! we're already looking at booking another trip.
Easy. Not too expensive. The hardest part was waiting for Uber/lyft
When we were taking off in Carlsbad, an engine warning light came on so we had to change planes and crew which took three hours.
Overall terrific. Onboard - seats could have been a bit more comfy - a bit wider, better padded. We took a 1 day RT so a later return flight would have been better for our schedule. Staff was super friendly and the experience was smooth both at Hawthorne and Taos.
Loved the whole process. Easy to purchase ticket, check in process was flawless and entire staff and crew were amazing.
Airport is 15 minutes from my house. It was by far such a nice, easy flight. I plan to use this airlines again in November.
Wish there were more flight times throughout the day. And more locations to fly from to taos.
Ease of preboard and boarding- I live 5 minutes fromSignature Air inDallas Crew were great and loved the selection of beverages and snacks Nice comfortable planes

ECONOMIC/FISCAL IMPACT & MARKETING ANALYSIS OF TAOS AIR FLIERS
2021 SUMMER SEASON



I love the flight!
The flights are easy and dependable. No cancelled or delayed flights. No being stuck overnight at the last minute and some random airport. It's only a 2 hour flight to Carlsbad and I can leave my car at both airports for free. You just can't beat that. I only wish the flights were year round because I have to travel to San Diego for work every other week.
The only issue I had with purchasing tickets was how quickly the price went up. It doubled from the first time I looked at tickets and then went up \$50 during the checkout process. I called and no one was able to do anything about it. Flight and staff were amazing. I wish you had more flights so we could stay longer!!
Prices kept jumping while searching for tickets, including jumping \$50 a person while checking out. Flight from Austin was delayed 3 hours. Communication was great. Would have appreciated some snacks of food since we were expected to be there an hour before the new departure time and Millionaire did not have any food. They did have a bar though, which was very nice.
Great experience. Website for ticket purchase was a bit clunky. Service was absolutely outstanding. Flight and on board experience far exceeded expectations. I will be back!!!
Overall great experience. Looking forward to flying again
Everyone we encountered for our round trip flight from Carlsbad to Taos were exceptionally friendly and helpful. The check-in and boarding process is simply incredible. I can't begin to explain how happy I was to just show my ID and board the plane with no hassle whatsoever. Julie, our flight attendant is phenomenal. She remembered us on our return flight and I felt like a VIP. Captain John and Co-pilot Olaf were also very professional, enthusiastic and personally greeted us on departure and arrival. Captain John stayed in the lobby and engaged in conversations with passengers. I normally don't take the time to recognize people but I felt the service we received from this crew should be commended. I travel quite a bit and this crew went above and beyond expectations.
Parking at Austin was expensive
Listed near the top on Expedia, I picked this flight due to the airport being 5 minutes from my mother's house in Carlsbad, and the price was reasonable. I had no idea what a wonderful experience flying TAOS Air would be. Julee was amazing, and from the terminal in Carlsbad to the terminal in Austin (my home), this was one of my best flying experiences ever! I will be back!
Unfortunately, there were some technical problems with the plane and we had a delay of about four hours. However I'm glad they didn't takeoff in a faulty plane. I appreciate that. The worst part was at the airport was freezing. I don't know why the AC was turned up so high. That was ridiculous. However your staff was the friendliest most hard-working staff ever. I really enjoyed it and will do it again. Thank you for your service and flying me and my friends to Taos.
I've tried to fly before, but the flights were sold out. It was really nice to be able to leave from so close to home... and EVERYONE gets ice cream. Thank you
It would be nice to have more flights during the week out of LA.
Wished there were more options for Taos to DFW than just Monday and Friday
The quickest, smoothest flight/travel experience in a long time! Nice Taos snacks too
The staff were extremely friendly and helpful. I loved the ease of the experience: unloading, baggage, boarding, in-flight service.
Schedule doesn't allow for convenient connecting flights on mainline (United, AA, Delta) carriers to connect on to other destinations. Just misses by a few hours in most cases. Requires overnight before continuing on. Understand the purpose currently of the airline is to commute vacationers to/from Taos. Thinking about those in Taos and getting to destinations beyond the 4 serviced areas.
Perfect experience as always. Everyone was terrific, and the flight was smooth and early. Thank you! Love Taos Air!
except for not telling us we were landing in LAX instead of Hawthorne. had a problem with that, but the shuttle was fast and it worked out ok
excellent flight ...loved the snacks
What a wonderful experience. I wish I could fly Taos Air everywhere!

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2021 SUMMER SEASON



There's nothing wrong with the flight schedule. It just meant that we had to plan accordingly. I'm just glad this wonderful service is available. I know with a fleet of 2 aircraft you can't run flights every day to and from Austin.
Would love to an extended flight schedule!!!
Overall FANTASTIC experience. I understand that as a smaller airline there are only so many places that you can go on each day, but that was the only reason for a 4/5 for one question. With 100% confidence, I can assure you that I will use your airlines again.
Overall FANTASTIC experience. I understand that as a smaller airline there are only so many places that you can go on each day, but that was the only reason for a 4/5 for one question. With 100% confidence, I can assure you that I will use your airlines again. On return flight had amazing customer service from Carolyn at the Taos terminal while waiting.
The convenience of Taos Air cannot be beaten! What an amazingly easy process, great service, and a smooth, fast flight! I'll definitely be recommending both personally and in my work as a journalist writing a review of this experience!
A friend and I went separately went online at the same time to purchase our tickets. He was about 30 seconds ahead of me. His purchase went through, mine said no seats left. I called the next day and left a message. I received a return call and was told there were plenty of seats left, that it was a computer error. Very friendly and professional person completed my reservation.
Website isn't easy to navigate. Could be much better.
I love Taos Air!!! I'm thrilled to have a he opportunity to fly in and out of Taos from Dallas!
The flight attendant was very kind and attentive and the snacks were the best I've ever had on a flight. I appreciate the fact that the flight attendant took time to help and elderly customer safely board the flight.
The person who greeted me at the Million Air parking lot was arrogant and threatened to tow my truck. I was wearing an orthopedic boot and parked at the terminal. He demanded I follow him to an alternate parking lot where I was only the second vehicle in the lot. He immediately let a woman park in the spot near the terminal I vacated. My truck was only going to be parked for 3-4 as my wife was picking up. Poor customer service!!
Enjoyable experience!
Enjoyable experience! Will fly with you again.
Taos air is easy, professional and wonderful. I wish there were more flights.
Flight Attendant and check in personal were great!
Best service from everyone who worked with Taos air
Great service, spacious seating, quite plain, complimentary drinks and snacks, on time and ahead of schedule.
Pilot and flight crew were cordial and efficient - an enjoyable flight.
Flights on only Thursday and Sunday limit options. Of course I understand and appreciate that you are flying into Carlsbad 2 x a wk!!
One couple was not compliant with mask policy...boarded w/o them and never put them on the entire flight. Disappointed crew didn't enforce.
everything went very smoothly and the staff was very professional. I hope you extend service
Really good service; on land and air
The only thing I was disappointed with was the lack of security. After being given a boarding pass there was no secure area to wait in. The lack of security was a little unnerving.
I saw your pilots unloading the luggage and they assisted us getting off and on the plane. Your flight attendant was kind, friendly, and helpful.
Extremely friendly staff from check in, boarding, pilots, flight attendant. Comfortable seats, smooth flight, early arrival, great snack choices and drinks. Will absolutely fly Taos Air again ! Do y'all have a frequent flyer program ?

ECONOMIC/FISCAL IMPACT & MARKETING ANALYSIS OF TAOS AIR FLIERS
2021 SUMMER SEASON



Seems like the practices and procedure is great - would fly again
First time. Excellent overall experience
Thrilled to have Taos Air in Dallas - I will frequent your flights to Taos and other cities you offer,
This was the best flight experience I have had.
Staff was amazing both in Austin and Taos. An earlier departure from Austin would be best.
I am hoping Taos Air will expand its flight schedule to more flights on more days. Maybe even more cities. Angel Fire and Houston would be excellent.
Need to work on employees masking
I wish all airlines were similar to Taos Air.
When we arrived in Dallas to make our connection through DFW, it was very difficult to obtain Transportation
Ease and convenience
Everything was well done and the flight attendant was very friendly
First class all the way. The crew on the ground and in the air were incredibly friendly, the airport experience was good. The ease of travel made the entire trip so very nice. Everything was very clean.
I want to let me know you did not send me the survey, so I am filling it out using my friend's link. I hope that is okay. My husband, Robert Wilkins, and I Dorothy Dyer, flew to Taos on August 8 and back to Austin on August 12.
All staff members are very nice and work hard from what I can tell to making all travelers enjoy the trip.
More flight option would be great
I was traveling with my mom to visit my family in Taos. I was impressed with customer service & how pleasant the flight experience was for us. My mom does not enjoy flying in general but she enjoyed the whole flight experience with Taos Air. Thankyou for a wonderful flight . We will definitely return to fly with your airline and share our experience with our friends and family.
Outstanding experience! Highly recommend.
BEST flight experience ever!
best flight experience ever
I have looked at taking the Dallas - Taos flights many times but the options are limited and often not available.
Convenient easy
No issues, very convenient. Wait, details on arrival at Dallas were unclear at website. If you should let people know that you end up at the private jet terminal, and what your options are to travel onwards. I live in Taos and that was my first flight on Taos air, paid for by work, so cost was not an issue. If I'm paying, I'd drive to SAF. Yes convenience appreciated on someone else's dime.
We are thrilled with Taos Air!! We have homes in Dallas & Taos and now plan to travel only on Taos Air. No more driving!! Now our family will visit us!!! Julie is terrific. We've never had such a positive experience even as AAdvantage Lifetime Million Milers on American! We are so grateful to have discovered you!
In the winter schedule 3 flights a week to/from Taos/Dallas Love Field is perfect
Excellent all the way around. I could not get to the 5 on my phone - wanted to put all 5s.

ECONOMIC/FISCAL IMPACT & MARKETING ANALYSIS OF TAOS AIR FLIERS
2021 SUMMER SEASON



Loved everything
Everything was so easy!
Given the current health crisis, the federal laws requiring masks to be worn in terminals and on planes, and the Taos local order re the same, the crew could have done a better job requiring masks in the terminal and on the plane.
Taos Air is one of the best airlines I have flown. Everything works, from ticket buying to the in flight experience to avoiding LAX at arrival. We had to take a bus from LAX to Hawthorne airport, but this was a small inconvenience—I'm sure our pickup person would have never found us at LAX.
Flight crew members were cordial and efficient. They all worked very hard. It was a pleasure to fly Taos Air.
From the moment I visited the website to reserve my ticket to the moment I de-boarded the plane, my experience with Taos Air was exceptional. The site was easy to navigate and easy to understand. The reservation process was a breeze. When I arrived at Dallas Love Field to fly back to Taos after visiting my daughter in Denton, Texas, I found the airport terminal for Taos Air to be welcoming and supportive every step of the way. The electricity was off due to some failure outside of Taos Air's control. Yet, every effort was made to keep us comfortable and cool water was offered as a refreshment. The flight attendant and crew were nothing short of stellar in their customer service efforts. The flight attendant is an absolute asset to Taos Air. She is approachable, accommodating, friendly, and supportive from the moment you encounter her in the terminal through the end of the journey. I can't endorse her enough! I loved the cleanliness and beauty of the Taos Air plane, externally and internally. Drinks and snacks were extraordinary from my perspective, and I appreciated that unexpected treat. I will fly Taos Air every chance I get to visit my daughter in Texas. Thank you so much for having a summer travel option available. The time it saved me alone is well worth the cost of my ticket, and honestly, I believe the ticket price is a great value for the money. I am definitely a huge fan of Taos Air and am grateful that this airline exists!
Wish there were more options, like daily flights.
Really do not like such early morning flights
The overall experience was great. Very convenient! The only drawback was the hassle of figuring out how to get a car rental at the Palomar airport. Our flight arrived at 6:05 pm and the car rental closed at 5pm. Please work with Avis to be able to take responsibility for the keys and paperwork for individuals who are on your "after hours" flights, just as the other charters have done. I have second home in Taos. Convenient, friendly service, cost effective. I travel to and from San Diego often and this could not be better!!! I hope this service continues. I will be a repeat customer and letting everyone I know. They have expressed interest also!
Ease of check in, friendliness and efficiency. what's not to love?!
Your UI for purchasing isn't good.
I was very delighted with this flight; every aspect of it was excellent.
Love Taos air. Want more locations and more planes.
Everything was perfect
I meant to add in my original survey response that I would LOVE to see a flight option to Tulsa,OK! That would be a dream come true.
Would love to see more flights.
I can't tell you how nice it was to not have to drive to Santa Fe (or ABQ), and then spend my entire day flying two legs to get to my family. Though these little planes scare me a bit with the turbulence, your captain and staff did an excellent job keeping us happy and safe. I will definitely fly Taos Air again! TY! Roxanne
Wish there were more flights at different times of year, more choices and flexibility.
Less hassle Courteous Less congestion and stress

ECONOMIC/FISCAL IMPACT & MARKETING ANALYSIS OF TAOS AIR FLIERS
2021 SUMMER SEASON



Courtesy from all staff Good flight
The flight attendant and pilots and everyone that handled our bags were beyond pleasant.
Everything was easy and stress free. Thank you!
Flying with you has been a very pleasant experience. I do not like to fly but I'm glad I gave it a chance with you because I feel safe in the air with your pilots! I've heard from locals in Taos that they have seen you guys practicing touch and go's. It means a lot that safety is your concern.
Love it. Saved time, smooth flight and all around perfect
Everything was excellent
All excellent
Everything about the travel experience was great. It was a smooth and easy process and exceeded expectations.
the very BEST in service, just wish there were more schedule flights
My experience with Toas Air was so easy and smooth. Really made me trip to San Diego great.
On time, efficient direct routing, beautiful setting, great food (loved Taos Bakes products, ice cream treats and sparkling Underwood wine) as well as New Mexico magazine. Takes the hassle out of travel
Wish you had more flights to more places!
Great experience! So grateful to have the option to fly from my hometown
Taos air is changing our life as Taos residents for us, family, friends. So convenient. Hoping for more flights and more destinations. Many thanks
Wish there were more flights and also to the Bay Area
Best airline!
I was under thee impression that Taos Air only flew when the winter months. It was great to learn it was in operation during some summer months as well.
Personalized treatment & ease of every aspect of trip
Very good experience.
Can I create an account to ease purchase? For example to save personal info/payment info.
The best travel experience that we have had! Convenient, comfortable, excellent customer service, awesome experience! Loved the snacks and drinks. We felt like celebrities. Thank you!
Overall a good experience but this is not a private flight as I have experienced in the past. The terminal experience is much better but otherwise same as any commercial flight once on board and possibly more expensive.
Overall a good experience. Although advertised as a private flight at commercial prices the onboard experience is not comparable to a private flight. Airport experience is much better but everything else is commercial standard. I have flown on private jets before so have a reasonable point of reference. Also, you are more expensive than commercial.
My experience was good. Fortunately for me, the travel schedule worked for my trip but Thursday - Sunday would normally be difficult. The lobby in Austin and San Diego were great and seemed on brand. The "terminal" in Taos seemed off. Even a vending machine would be an upgrade. The first 2 locations seemed like a private jet experience. Taos seemed like I was at a mediocre flight school.
The experience and convenience are awesome
Great flight attendant, super friendly. I plan on flying my family of 8 over the holidays

ECONOMIC/FISCAL IMPACT & MARKETING ANALYSIS OF TAOS AIR FLIERS
2021 SUMMER SEASON



Love you airline
Had difficulty with website to secure tickets but problem was solved after calling Advanced Airlines.
The staff including gate agent, flight attendant, and pilots are so friendly and enthusiastic. The culture of the Taos Team members makes it a pleasure to fly Taos Air.
Need more flights!!
Everything was really good honestly
Wish you'll flew to/from the bay area as well!! love all the yummy Taos Bakes, Annie's Organics and other Corp B snacks!
Amazing experience. I never want to go back to regular commercial airlines. This was the best!
Flight attendant was blah. Pilots very friendly.
The most convenient thing ever!
Manager at Million air was a bit brusque. All Taos air staff very friendly and accommodating. Website could use some more detailed info regarding location and transfers to/from main terminal at AUS
Everything was great the ride, employees, service and over all satisfaction
But if you have a mask mandate which I was told please have your employees enforce it, it is not up to other passengers to say something.
A wonderful experience from purchasing tickets to landing in Taos
Would like more flights (maybe midweek) and WiFi onboard.
It was a great flight. Quick, everyone was helpful and had a good attitude. I enjoyed it.
In flight service, good large sized snacks, all included in the ticket price, exceeded my expectations.
Purchasing tickets was somewhat complicated
Not so new user friendly
For ticket purchasing, it would be helpful to have a pricing grid to compare prices if your dates are flexible. Similar to an opening option provided by google flights or many airlines like Southwest offers.
For boarding, the announcements have become clearer with my second departure from Austin. It would be best to be told a boarding time window when checking in and receiving your boarding pass. In case you are on the move getting a coffee or taking a restroom/leg stretch break while waiting.
For Austin, if the frequency can be increased to 3 flight days per week, that would be helpful.
Can a shuttle service be offered from Taos regional to a central location/drop off point in Angel Fire? There aren't enough viable/reliable/reasonable options with rental cars being sold out months in advance.
The female flight attendant on my last flight on 9/2/21 from Taos to Austin was phenomenal with customer service. Everyone has been great, and she took it to the next level with professionalism and a positive attitude. I wish I had asked her name to give her this credit.
Thanks!
Flight attendant/ flight crew were very professional and friendly. Snacks / beverages were good. Aircraft interior was a little rough- specially for the amount paid. Boarding could be a little confusing if you are not paying attention- since there are no announcements made through a PA. Other than that fair enough.
Would have given a 5 but screen didn't allow it.

ECONOMIC/FISCAL IMPACT & MARKETING ANALYSIS OF TAOS AIR FLIERS
2021 SUMMER SEASON



Love this option for traveling between my two homes in Austin and Taos.
Would love more flights per week and different options
The staff was very friendly and the flight attendant was very attentive and extremely friendly and helpful. I would like to see an expanded flight schedule in the near future, if possible.
Had a very good experience overall, flight attendant was great. I would like to see Taos Air open up flights from the Houston area, possibly from David Wayne Hooks Memorial Airport.
Ticket prices are extremely erratic. We (husband and wife) actually paid different rates for the same flight. Love the flight itself
Very cool to fly from Taos and be with family in 3 hours
Our flight attendant was amazing! She took care of us and really made the flight special. It's our anniversary and she was so kind. Her name is Shannon.
Great experience
A couple guys weren't masking up but your staff got on them. Kudos.
All was great
Very happy with entire experience
Excellent service, except you should have sent this survey to the person who paid for the tickets, not the companion, as well as putting that name first on all communication.
I have not flown in several years due to the hassle of going to DFW, parking, the lines etc. This was fling in the 1980's.
very convenient and I feel well taken care of by Taos Air staff
Getting ticketed and taking the flight was great and makes our travel from Taos to Austin to see family so much easier. Only problem was that we didn't know we would be going to a different part of the Austin airport and there is no shuttle or bus to take us to our rental car. We had to get help to load Uber onto our phone, and the internet connection was bad. It would help if you had info on your website because it appeared that we might have been able to have a rental car waiting at the Million Air location. But we will use Taos Air again! Thanks
More flights would be awesome, and prices that make it accessible to more regular folks like me. I love flying from Taos
All good
Excellent service. Very short flight Austin to Taos. Flight attendant wonderful. Wish you were year round. Total 5 excellent rating
It would be helpful to include info as to where you land and car rental options at the non-Taos destinations.
We loved it. Way better than driving. Amazing snacks.
Flight was great! It was very difficult to actually get a ticket- website kept looping to no end. The instruction that you can just show up and get on but you might not get a seat is confusing. What determines pricing- take your chances closer to departure? No locals discount?
The overall experience was excellent. I would be happy to see the Dallas-Taos route being continued into October (perhaps all year round), and perhaps more frequently (e.g. more than twice a week).
You can't go on line & get current flight info...like your flight is delayed or early, etc More choices in flights would be great!
Overall experience was very good.
Excellent service-super easy travel-would fly Taos air anywhere!
First time taos air flier. Great experience on board. Will do this now instead of driving or flying to Abq or Santa Fe. Love the Monday / Friday timing. Don't take a break summer to winter. Add more flights.

ECONOMIC/FISCAL IMPACT & MARKETING ANALYSIS OF TAOS AIR FLIERS
2021 SUMMER SEASON



I flew from Taos to Austin & there was no information about the fbo or car rental on the Austin end. I spent a lot of time trying to figure out how to leave the terminal in Austin
We use Taos Air for friends and family to visit us in Taos, also for us to visit family in Dallas. More flight choices year around would be great.
Would like more days per week service. Would like all year service.
I love no drive to ABQ. Million Air facility in Austin beautiful and relaxing
Wish there were more flight days
Some passengers are still a bit lax about masking - why are they always the ones coughing?
October and November are a great time to be in Taos. You should have service at least through the fall. I would be flying back. I already made two trips since July. Thank you
The email I received for my flight from Austin to Taos gives incorrect information about where to catch the flight. The FBO in Austin is neither Austin Bergstrom nor Taos regional. My husband's seat was broken. Both window seats in rows 5 and 6 will not stay upright. Service before, on & after the flight and the refreshments were great. The convenience is wonderful.
Everything was great
Please provide address and rental car options for non-Taos destinations and also provide a way to request shuttle service from Taos Air to the ski valley. My MIL was stranded until the kind gentleman who runs the operation gave her a ride.
The rate schedule is hard to make sense of....
More flight dates/times would be great, but understand it is off season and the COVID impact.
EXCEEDED MY EXPECTATIONS IN EVERY WAY!!!! I love ♥ Taos Air!!!!
Staff (the flight attendant) recognized us on our return trip No charge for craft beer! Plenty of space (legroom, carry on storage) on flight
On time, easy access and parking, excellent flight attendant and snacks
Super friendly and efficient staff pleasant flight nice Icecream on time. Nothing that could be improved
Excellent service, easy, friendly, great snacks
It was a great trip and excellent service!
Beautiful flight, excellent service and an overall wonderful experience
Great experience and wonderful staff!
Would prefer Carlsbad-Taos & Taos-Carlsbad flights to run throughout the year. Would make it easier to reside part-time in Carlsbad and part-time in Taos, flying back and forth regularly.
I would like to see year-around service between Taos and Carlsbad. I would fly at least once a month if I had that option. I know of a number of friends who live here and have places in the Taos areas that would also use the service if it were regular through the year. The Thursday/Sunday schedule is workable. Adding a Tuesday option in the mix during the summer months also would help frequent users of the route.
It was convenient. Staff, comfort and ride were excellent.
Town of Red River advertising
Website could use some more detail. Had trouble finding a way from AUS to M.A. the proximity to South Terminal was confusing. Also Lyft driver was sent there to pick me up on the return rather than M/A.

ECONOMIC/FISCAL IMPACT & MARKETING ANALYSIS OF TAOS AIR FLIERS
2021 SUMMER SEASON



Taos Air is such an incredible service for Taos residents and visitors alike! I would love more destinations!
Exceed expectations in all areas. Loved the flight 1 hour 45 min Austin to Taos!! Beats the heck out of driving 13+ hours. Love the complimentary drinks And snacks. Flight attendant always so Accommodating and super nice. Absolutely have recommended your Airlines to all family, friends and acquaintances. Wish you would fly year round! Thank you for your service!
Wish you flew more often to Austin, and made it a little more affordable.
Julie was so competent and friendly. Best onboard experience ever
Fantastic airline and highly professional and most importantly - easy.
Landing in LA at 6pm Friday night was less than desirable.
Parking info was a little lacking initially.
All the employees were wonderful.
Everything is done very well. Check in is easy the staff could not be nicer.
It was great! So easy and convenient.
Better, faster updated website would be single biggest improvement, along with more frequent flights
I am so happy to have found Taos Air. I grew up in Taos and I've lived in San Diego almost 30 years and have always flown into Abq. I wasn't sure what to expect with Taos Air and it was a wonderful experience. I hope to always come to Taos via Taos Air.
We had the absolute best flight experience we have ever had. Our pilots, stewardess, air marshal, salesperson were amazing. We took my mom to the beach after a long hiatus due to Covid. We loved the plane, smoky margaritas, green packaging, water, beverages, snacks, views etc. We also loved hanging out with Lily, the pilots daughter. Just amazing. We will fly again soon!!!
Great trip!
Love this flight!
everything was great
best flying experience 've had in years.
fantastic
Best flight I have ever been on! Seriously everything was spot on! Crew was first class from start to finish.
This was a great experience from checking in for the flights, the service from the flight attendant, to landing and getting luggage. I will definitely be flying with you guys again!!
Loved flying with Taos Air. Please think about extending to Las Vegas!
Please consider adding flights to Las Vegas Nevada
Wow, what a great flight experience! Everything was so easy. Staff were great!!!

ECONOMIC/FISCAL IMPACT & MARKETING ANALYSIS OF TAOS AIR FLIERS
2021 SUMMER SEASON



<p>The website interface with my iPhone was slow and locked up when trying to determine the flight schedule. Disappointed there isn't flights available for my return. Facilities were very nice and staff was super.</p>
<p>So smooth and easy. Everything was great! Can't wait to go again!</p>
<p>Very Friendly staff and overall smooth Ride</p>
<p>Ticketing appeared to be a problem. We bought the tickets on line and then it immediately flashed sold out, despite the charge going to my credit card. Thinking something went wrong, we booked again on line and it went through and I was charged again. My wife called and it all worked out!</p>
<p>This was my first flight with Taos Air, and I am happy with my experience. Easy check in and on time. Great! Thank you!</p>
<p>Excellent all around</p>
<p>My family and I were treated well and with professionalism. We were a large group from infant to senior citizen. It was a delightful experience for everyone. We had many first time flyers that were excited with the free refreshment and such. It was an experience they we will never forget. The flight was a highlight Disney land a bonus. Thanks for making it an amazing memory.</p>
<p>I travel between Taos and Dallas on business fairly often. I could be good for 7 to 10 round trips per year. But it's problem that there aren't more flights and that you go months at a time without a single flight.</p>
<p>It took a lot of rearranging this impromptu trip--so it was extremely nice to get to Million Air, sit in a comfortable chair, get checked in, and get on the plane in one very smooth and short period of time! A nice start to meeting my husband, you know?</p>
<p>It was great, very quick from my home to the airport and in L.A. from the airport to my destination</p>
<p>Hope you can add more days!</p>
<p>I wish the flight departure from LAX could have been later in the day. As it was, I had to stay overnight in LA in order to catch the morning flight. Otherwise, it was an excellent trip which far exceeded my expectations.</p>
<p>Wonderful flight to my home in Taos. Saved 3hrs. Wish ATaos air flew year round.</p>

ECONOMIC/FISCAL IMPACT & MARKETING ANALYSIS OF TAOS AIR FLIERS
2021 SUMMER SEASON



What activities did you participate in while visiting Taos? (Other)

Response
Stayed home
Santa fe, opera, day trips
Work
we live here
Visited Carson National Forest
trail riding in TSV
Tennis
Organizing and spring cleaning
Visit with out of town family
Horseback riding
trail riding in TSV
spa
Enjoying the scenery and cool weather!
Horseback riding
Horseback riding
Day trips
tennis
None
I Live in New Mexico
Taos Ski Valley
None
Buying a home
Water rafting
horseback riding
meeting people

ECONOMIC/FISCAL IMPACT & MARKETING ANALYSIS OF TAOS AIR FLIERS
2021 SUMMER SEASON



Hanging out at friends ranch
Fred Baca Nature Trail, casual dining, grocery shopping
Fishing
Cowboy dinner
None. Flew to San Diego from Austin
Drinking
Work
Music
Home
Yoga
Visited California, not Taos, I am from Taos.
Stargazing in town
Tennis ranch
Hot springs
I live here
ski valley--Bavarian
Yoga
visited friends and relatives, take-out dining, farmer's market on the plaza

ECONOMIC/FISCAL IMPACT & MARKETING ANALYSIS OF TAOS AIR FLIERS
2021 SUMMER SEASON



How did you get from the Taos Airport to your final destination? (Other)

Response
Personal vehicle
This is the only weak link. Taxi, Uber, lift were not available. The nice lady that was in charge at the terminal said she would see that we got a ride or she would take us. Your company has some great people. Hitched ride with car rental guy.
my car
Our own vehicle
Personal vehicle at Airport. Thankyou for allowing extended parking
Used my vehicle that was at the airport
Parked my vehicle at the airport for next trip in about a month, not ideal.
Personal car at Taos airport
Fly
My Personal Vehicle
Parked car at airport
Just flew through
I have a car at the airport as I often fly myself to Taos.
I park at the airport
Drive my own car.
Blue bus.
Taos is my primary residence. I have a second home in Austin where my wife is employed by UT. I leave my car at the Taos Airport when I fly to Austin and I really appreciate the free parking!
My own car we live in Taos
begged a fellow passenger. We need taxi or Uber to serve the town of taos. On return I left a vcery expensive car at the airport. Not ideal.
über to parked car and then drove home to Wimberley
Left car at airport
Car
My own car
Airport Employee from and a stranger back to Airport. SDidn't have any lick with shuttle servive, Uber or a Taxi.
Personal vehicle

ECONOMIC/FISCAL IMPACT & MARKETING ANALYSIS OF TAOS AIR FLIERS
2021 SUMMER SEASON



Own vehicles here in Taos
Left car at airport
my car. I live here, i should be able to skip this part of the questionnaire
Jeep kept at airport as we travel back and forth
my own pov
Own car
I flew to Dallas on Taos Air. Then I got a Lyft ride to my condo in Dallas. That was my final destination.
Own car



APPENDIX A: SURVEY INSTRUMENT



THANK YOU IN ADVANCE FOR TAKING OUR SURVEY. YOUR RESPONSES ARE VERY HELPFUL TOWARDS OUR EFFORT TO CREATE A FLIGHT PROGRAM THAT BEST MEETS THE NEEDS OF OUR COMMUNITY AND GUESTS!

If you flew Taos Air more than once between July and September 2021, we kindly ask that you complete a survey for each trip. Please base your responses to this survey on your most recent experience with Taos Air.

Was this your first time flying on Taos Air?

- Yes
- No

Was this your first time flying on Taos Air this summer (2021)?

- Yes
- No

What was the purpose of your travel on Taos Air? (select all that apply)

- Leisure
- Business
- Visit friends/family
- Other _____

How did you hear about Taos Air service? (select all that apply)

- Word of mouth/someone told me about it
- Print ad
- Print article
- Web ad
- Web article
- Television
- Radio ad
- Billboard
- Travel Show
- Taos.org
- SkiTaos.com
- TaosAir.com
- Another website _____
- Mail or email sent to me
- Social Media (Facebook)
- Social Media (Twitter)
- Social Media (Instagram)
- Social Media (Other) _____

ECONOMIC/FISCAL IMPACT & MARKETING ANALYSIS OF TAOS AIR FLIERS
2021 SUMMER SEASON



On a scale from 1 to 5, with a 1 being "Fell short of my expectations" and a 5 being "Exceeded my expectations," please rate Taos Air on the following aspects:

	1-Fell short	2	3	4	5-Exceeded
<u>Ticket Purchasing</u>	<input type="radio"/>				
<u>Onboard Experience</u>	<input type="radio"/>				
<u>Staff Friendliness</u>	<input type="radio"/>				
<u>Flight Schedule</u>	<input type="radio"/>				
<u>Your Overall Experience with Taos Air</u>	<input type="radio"/>				

Please explain:

Where is your primary residence?

City _____
 State _____
 Zip Code _____
 Country _____

In New Mexico, are you a: (select one)

- Full-time resident? (reside in New Mexico six or more months per year)
- Part-time resident (second home owner)? (reside in New Mexico fewer than six months per year)
- Part-time resident (renter or other)? (reside in New Mexico fewer than six months per year)
- Tourist/visitor to New Mexico? (do not reside there)

Was this your first time visiting Taos?

- Yes
- No



Where did your travel on Taos Air originate? (select one)

- Taos
- Austin
- Dallas
- Carlsbad/San Diego
- Hawthorne/LA

How many people were in your travel party, including yourself?

in party ____

Did you spend one or more nights in New Mexico following your arrival?

- Yes
- No

During your trip, how many total nights did you spend in New Mexico? _____

How many nights did your travel party stay in each of the following communities during your trip? (Please enter 0 if you didn't stay overnight in a community.)

Angel Fire _____
Eagle Nest _____
Questa _____
Red River _____
Taos Ski Valley _____
Town of Taos (excludes El Prado, Arroyo Seco, Talpa, or Ranchos de Taos) _____
Taos County (El Prado, Arroyo Seco, Talpa, and/or Ranchos de Taos) _____

What type(s) of lodging did you use during your stay in New Mexico? (select all that apply)

- Hotel/Bed & Breakfast
- Vacation rental/short-term rental (e.g., Airbnb, VRBO, property management company, other)
- Second Home
- Friends/relatives
- Recreational vehicle (RV)
- Campground (non-RV)
- Other



Please estimate the percentage of time your travel party spent in each of the following communities, including overnights and daytrips, during your visit to New Mexico: (Please enter 0 if you didn't visit a community (including "other community" – total must equal 100%))

Angel Fire _____
Eagle Nest _____
Questa _____
Red River _____
Taos Ski Valley _____
Town of Taos (excludes El Prado, Arroyo Seco, Talpa, or Ranchos de Taos) _____
Taos County (El Prado, Arroyo Seco, Talpa, and/or Ranchos de Taos) _____
Other Community _____

What activities did you participate in while visiting Taos? (select all that apply)

- Visited the Taos Plaza
- Visited Taos Pueblo
- Visited Museums
- Visited Art Galleries
- Rafting, Paddleboard, Kayaking
- Hiking, Biking
- Golfing
- Hunting, Fishing
- Scenic Drives
- Fine Dining
- Shopping
- Nightlife, Live Music
- Visited the Rio Grande Gorge
- Visited the Earthships
- Disc Golf
- Scenic Chairlift Ride(s)
- Villa Ferrata
- Zipline
- Summer Tubing
- Other: _____

Did the availability of direct flights to Taos influence your decision to visit?

- Yes
- No

Did the availability of direct flights to Taos create an interest in second homeownership in New Mexico?

- Yes
- No



How did you get from the Taos Airport to your final destination? (select all that apply)

- Hotel Shuttle
- Car Service/Taxi
- Rental Car
- Ride Share (Uber, Lyft)
- Friend/Family Picked Me Up
- Other: _____

How much did your entire party (including yourself) spend on your trip in each of the following categories? (Please enter 0 in each category if there wasn't any spending)

- Lodging _____
- Food, meals and beverages _____
- Transportation, fuel (while in New Mexico) _____
- Outdoor recreation _____
- Attractions/entertainment _____
- Shopping, miscellaneous, other _____

How likely are you to recommend Taos Air to friends, family or colleagues? (Scale from 0 to 10 where 0 = Not at all likely and 10 = Very likely) _____

What is your age? _____

What is your gender identity?

- Male
- Female
- Non-binary
- Prefer not to answer

What is the highest level of education you have completed?

- Some High School
- High School
- Some College
- Bachelor's Degree
- Master's Degree or above



What is your annual household income?

- Less than \$49,999
- \$50,000 to \$74,999
- \$75,000 to \$99,999
- \$100,000 to \$124,999
- \$125,000 to \$149,999
- \$150,000 to \$249,999
- \$250,000 to \$499,999
- \$500,000 or more
- Prefer not to answer

What is your ethnicity? (select one)

- Hispanic
- White/Anglo, Non-Hispanic
- American Indian
- Black or African American
- Asian American/Pacific Islander
- Other/Mixed
- Prefer not to answer