

MAY 2022

*ECONOMIC/FISCAL IMPACT
& MARKETING ANALYSIS OF
TAOS AIR FLIERS:
2021-22 WINTER SEASON*

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

PRESENTED BY:

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SUMMARY OF KEY FINDINGS

ECONOMIC/FISCAL IMPACT & MARKETING ANALYSIS OF TAOS AIR FLIERS
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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 winter of 2021-22. 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 2021-22 Winter Season, as well as to do a concurrent marketing survey of all fliers.

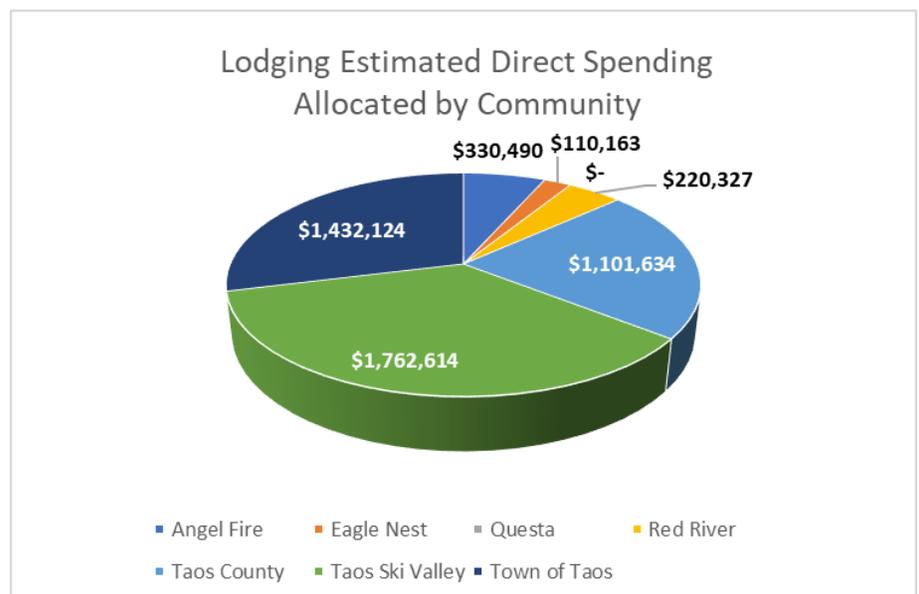
The survey had a total sample size of 833 survey responses. The overall data for the entire sample is accurate to plus or minus 3.2% at the 95% confidence level. That means that 95% of the time the data for the entire flier population would not vary by more than 3.2% from the result obtained from the sample in this survey.

Total flier trips during the study period equaled 7,642. Of these, 1,529 originated in Taos, 1,834 in Austin, 1,603 in Dallas, 1,300 in San Diego, and 1,376 in Los Angeles. The total number of flier trips originating in Texas/California combined during the study period was 6,113. The average combined travel party size was 2.1 for fliers from Texas/California, yielding an estimated 2,911 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 2021-22 Winter Season in six categories: lodging, food/meals/beverages, transportation/fuel, outdoor recreation, attractions/entertainment, and shopping/miscellaneous/other. Total spending was \$4,957,352 for lodging, \$1,798,969 for food/meals/beverages, \$777,224 for transportation/fuel, \$2,491,775 for outdoor recreation, \$701,540 for attractions/entertainment, and \$1,539,894 for shopping/miscellaneous/other. Total direct spending during the study period for all categories combined was \$12,266,753.

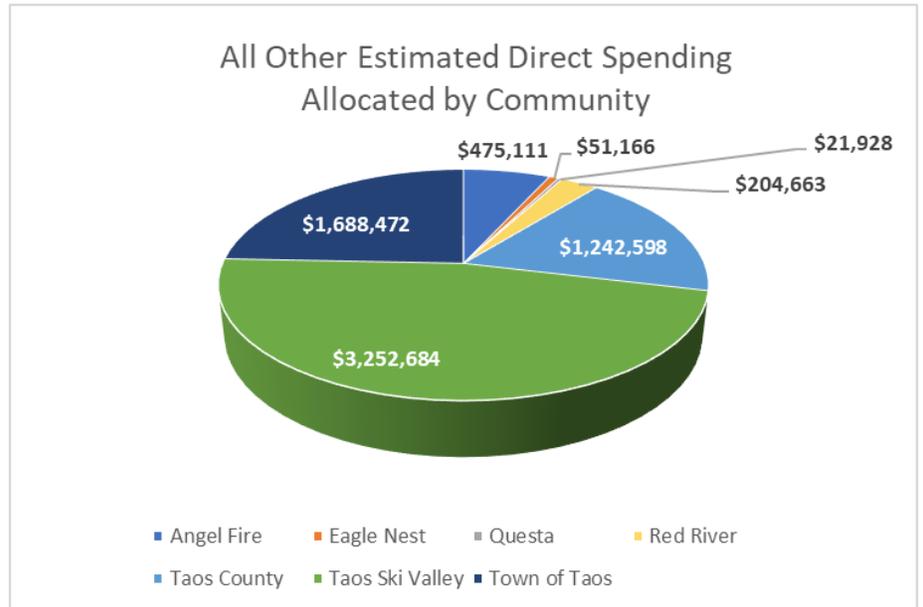
✓ The estimated allocated spending on lodging by community was: Angel Fire – \$330,490, Eagle Nest – \$110,163, Questa – \$0, Red River – \$220,327, Taos County – \$1,101,634, Taos Ski Valley – \$1,762,614, and the Town of Taos – \$1,432,124.



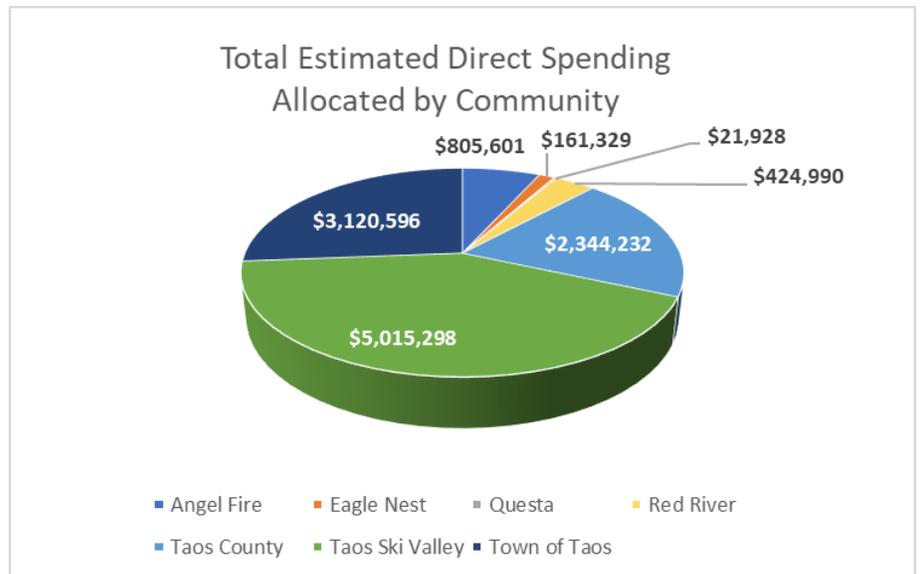
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- ✓ The estimated allocated spending on all other spending combined per community was: Angel Fire – \$475,111, Eagle Nest – \$51,166, Questa – \$21,928, Red River – \$204,663, Taos County – \$1,242,598, Taos Ski Valley – \$3,252,684, and the Town of Taos – \$1,688,472.



- ✓ The estimated total combined allocated spending (lodging plus all other spending) by community was: Angel Fire – \$805,601, Eagle Nest – \$161,329, Questa – \$21,928, Red River – \$424,990, Taos County – \$2,344,232, Taos Ski Valley – \$5,015,298, and the Town of Taos – \$3,120,596.



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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 \$16,651,563.

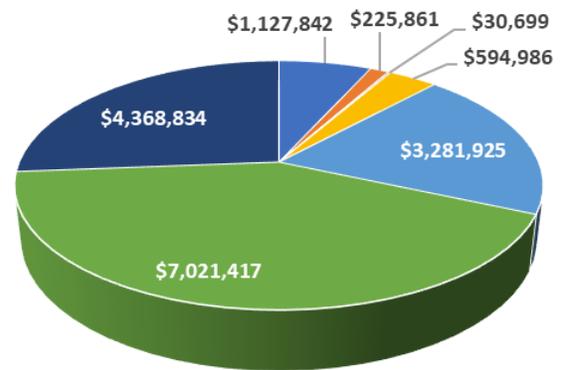
Total Estimated Economic Impact of Spending by Fliers Originating in Texas or California

Community	Total Direct Spending	Induced/ Indirect Impact of Direct Spending	Total Economic Impact of Direct Spending
Angel Fire	\$ 805,601	\$ 322,240	\$ 1,127,842
Eagle Nest	\$ 161,329	\$ 64,532	\$ 225,861
Questa	\$ 21,928	\$ 8,771	\$ 30,699
Red River	\$ 424,990	\$ 169,996	\$ 594,986
Taos County	\$ 2,344,232	\$ 937,693	\$ 3,281,925
Taos Ski Valley	\$ 5,015,298	\$ 2,006,119	\$ 7,021,417
Town of Taos	\$ 3,120,596	\$ 1,248,238	\$ 4,368,834
Total	\$ 11,893,974	\$ 4,757,590	\$ 16,651,563

*Note: Respondents spent an additional \$372,779 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 – \$1,127,842, Eagle Nest – \$225,861, Questa – \$30,699, Red River – \$594,986, Taos County – \$3,281,925, Taos Ski Valley – \$7,021,417, and the Town of Taos – \$4,368,834.

Total Estimated Economic Impact of Spending by Fliers Originating in Texas or California Allocated by Community



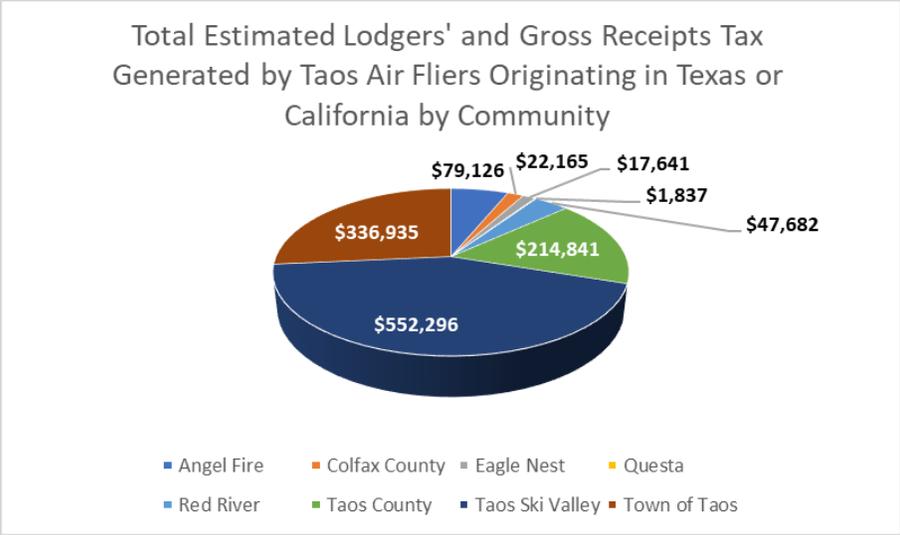
Legend:
 ■ Angel Fire ■ Eagle Nest ■ Questa ■ Red River
 ■ Taos County ■ Taos Ski Valley ■ Town of Taos

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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 \$1,703 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 \$4,957,352, generating a combined estimated \$247,868 in lodgers' tax. Estimated lodgers' tax allocated by community was: Angel Fire – \$16,525, Eagle Nest – \$5,508, Questa – \$0,¹ Red River – \$11,016, Taos County – \$55,082, Taos Ski Valley – \$88,131, and the Town of Taos – \$71,606.
- ✓ Fliers from Texas/California generated a combined estimated \$412,948 in GRT on lodging in the study area. Estimated GRT on lodging allocated by community was: Angel Fire – \$25,682, Eagle Nest – \$8,285, Questa – \$0, Red River – \$19,009, Taos Ski Valley – \$163,130, and the Town of Taos – \$121,766. The total estimated GRT on lodging allocated to Colfax County (Angel Fire, Eagle Nest) was \$2,570; estimated total GRT on lodging allocated to Taos County (Taos, Taos Ski Valley, Questa, Red River) was \$76,332. The total estimated GRT on lodging allocated to the State was \$254,064.
- ✓ 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 \$660,816.
- ✓ Fliers from Texas/California generated a combined estimated \$589,544 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 – \$9,799, Eagle Nest – \$927, Questa – \$343, Red River – \$3,710, Taos Ski Valley – \$79,365, and the Town of Taos – \$28,493. The total estimated GRT on all other spending allocated to Colfax County (Angel Fire, Eagle Nest) was \$3,070; estimated total GRT on all other spending allocated to Taos County (Taos, Taos Ski Valley, Questa, Red River) was \$108,335. The total estimated GRT on all other spending allocated to the State was \$355,502.
- ✓ 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 \$1,249,621. Estimated allocated combined gross receipts and lodgers' tax on lodging and all other spending by community was: Angel Fire – \$79,126, Colfax County – \$22,165, Eagle Nest – \$17,641, Questa – \$1,837, Red River – \$47,682, Taos County – \$214,841, Taos Ski Valley – \$552,296, and the Town of Taos – \$336,935.
- ✓ The total estimated gross receipts tax on lodging and all other spending allocated to Colfax County was \$5,640 and to Taos County was \$184,667. The total estimated GRT on all spending combined allocated to the State was \$609,566.



¹ Questa does not have a lodgers' tax.

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Marketing Summary

✓ 15.1% of the respondents reported their primary city of residence as being Taos, followed by Austin (11.6%) and Dallas (9.0%); 5.5% were from San Diego or Carlsbad and 5.4% were from Los Angeles.²

✓ 37.3% of the respondents stated their primary state of residence was Texas;

California (31.3%) and New Mexico (25.3%) and were the next closest states of primary residence.

✓ 24.6% of the respondents were full-time residents of New Mexico (reside in New Mexico six or more months per year), 17.0% were part-time residents of the state (second homeowners in New Mexico who reside in the state fewer than six months per year) and 3.0% were part-time residents of the state (renter or other) who reside in the state fewer than six months per year); 55.4% did not reside in the state on either a full-time or part-time basis (were visitors/tourists).

✓ 86.6% of respondents had a bachelor's degree or higher.

✓ The average age of respondents was 51.0 (ranging in age from 18-100).

✓ 54.6% of respondents were male; 45.3% were female.

✓ Most respondents were White/Anglo (86.1%); 7.1% were Hispanic.

✓ 69.1% of the respondents reported annual household incomes of \$125,000 or greater, with 38.8% having incomes of \$250,000 or more.

✓ For 62.6% of the respondents, this trip was their first time flying Taos Air; for 46.1% it was their first time flying Taos Air this winter (2021-22).

✓ For 36.8% of the respondents from Texas and California, this was their first time visiting Taos.

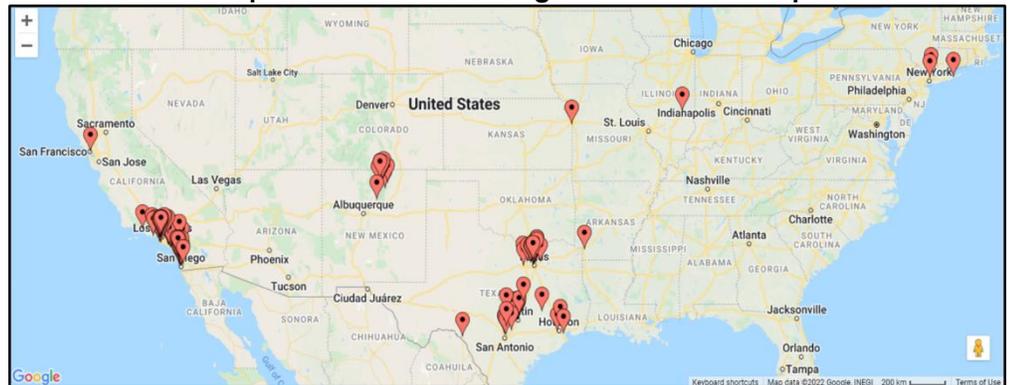
✓ The majority of respondents (61.0%) flew on Taos Air for leisure, followed by 44.2% who flew to visit friends/family, and 11.3% who flew for business.

✓ While visiting Taos, 67.6% of the respondents went skiing or snowboarding, 47.5% participated in fine dining, 45.0% visited the Taos Plaza, 37.8% shopped, 20.8% visited art galleries, 18.9% visited the Rio Grande Gorge, 18.3% took scenic drives, and 17.6% hiked/biked.

✓ 29.2% of the respondents originated their travel in Taos, 19.6% in Dallas, 19.2% in Austin, 16.1% in Carlsbad/San Diego, and 15.8% in Hawthorne/LA.

✓ The average respondent flier party size was 2.1 (all respondents combined). Party sizes for flier respondents by city/state of origination were: Austin – 2.1, Carlsbad/San Diego 2.2, Hawthorne/LA 2.0, Dallas – 2.0, 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	2.1
Travel Originated in Taos	1.4
Travel Originated in Austin	2.1
Travel Originated in Dallas	2.0
Travel Originated in Carlsbad/San Diego	2.2
Travel Originated in Hawthorne/LA	2.0

² On the Cluster Map, each point represents two or more responses.

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- ✓ Most (94.6%) 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 4.5 nights in New Mexico that were allocated to study area communities as follows: Taos Ski Valley 1.60, Town of Taos 1.3, Taos County 1.00, Red River 0.20, Eagle Nest 0.10, Angel Fire 0.30, and Questa 0.
- ✓ Respondents with travel originating in Hawthorne/LA (5.7 nights), stayed, on average, longer in New Mexico than those whose travel originated elsewhere, followed by respondents originating in Austin (5.1 nights), Dallas (4.8 nights), and Carlsbad/San Diego (4.7 nights).
- ✓ 29.5% of the respondents who stayed overnight indicated that they stayed in a hotel/motel/B&B; 27.2% stayed with friends/relatives, 27.2% stayed in a vacation/short-term rental, and 19.5% stayed in a second home, and.
- ✓ Overall, respondents reported that they spent most of their time while in New Mexico (including overnights and daytrips) in Taos Ski Valley (44.5% of their time) the Town of Taos (23.1% of their time), Taos County (17.0% of their time), and Angel Fire (6.5% of their time).
- ✓ For 91.4% of the respondents from Texas and California, the availability of direct flights to Taos influenced their decision visit communities in the study area.
- ✓ For 47.2% of the respondents from Texas and California, the availability of direct flights to Taos created interest in second home ownership in New Mexico.
- ✓ 42.5% of the respondents traveled to their final destination from the Taos Regional Airport via friend/family pick-up; 24.9% traveled via hotel shuttle, and 11.9% traveled via rental car (15.3%).
- ✓ 57.4% of the respondents heard about the Taos Air service via word of mouth. This was followed by SkiTaos.com (30.9%), TaosAir.com (15.1%), a web ad (11.8%), and Taos.org (7.2%).
- ✓ 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 a 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 (4.8), Staff Friendliness (4.8), and Ticket Purchasing (4.5); the Flight Schedule rated the lowest (4.1).
- ✓ When asked to rate Taos Air using the Net Promoter Scale (NPS), the resulting score was a world-class level of 88 (a five point increase from the already outstanding Summer 2021 NPS of 83).³

Average Nights Spent in Enchanted Circle Communities		
Community	Average Nights	% of Nights Spent
Angel Fire	0.30	6.7%
Eagle Nest	0.10	2.2%
Questa	0.00	0.0%
Red River	0.20	4.4%
Taos County	1.00	22.2%
Taos Ski Valley	1.60	35.6%
Town of Taos	1.30	28.9%
Total	4.5	100.0%

Average Nights Spent in NM by Place of Travel Origination	
Flight Origination	Average Nights
All Cities of Origination Combined	5.0
Travel Originated in Austin	5.1
Travel Originated in Dallas	4.8
Travel Originated in Carlsbad/San Diego	4.7
Travel Originated in Hawthorne/LA	5.7

³ 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 winter of 2021-22. 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 2022-21 Winter 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 7,642. Of these, 1,529 originated in Taos, 1,834 in Austin, 1,603 in Dallas, 1,300 in San Diego, and 1,376 in Los Angeles. The total number of flier trips originating in Texas/California combined during the study period was 6,113.⁴ The average combined travel party size was 2.1 for fliers from Texas/California, yielding an estimated 2,911 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.

⁴ Source: Taos Air.

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An indirect/induced multiplier of 1.4 was applied to the direct impact.⁵ 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 833 survey responses. The overall data for the entire sample is accurate to plus or minus 3.2% 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 3.2% from the result obtained from the sample in this survey.

⁵ 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 2021-22 Winter Season in six categories: lodging, food/meals/beverages, transportation/fuel, outdoor recreation, attractions/entertainment, and shopping/miscellaneous/other. Total spending was \$4,957,352 for lodging, \$1,798,969 for food/meals/beverages, \$777,224 for transportation/fuel, \$2,491,775 for outdoor recreation, \$701,540 for attractions/entertainment, and \$1,539,894 for shopping/miscellaneous/other. Total direct spending during the study period for all categories combined was \$12,266,753.

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
2.1	6,113	2,911	\$ 1,703	\$ 618	\$ 267	\$ 856	\$ 241	\$ 529	\$ 4,214
Total Spending			\$ 4,957,352	\$ 1,798,969	\$ 777,224	\$ 2,491,775	\$ 701,540	\$ 1,539,894	\$ 12,266,753

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 – \$330,490, Eagle Nest – \$110,163, Questa – \$0, Red River – \$220,327, Taos County – \$1,101,634,⁶ Taos Ski Valley – \$1,762,614, and the Town of Taos – \$1,432,124.

Lodging Estimated Direct Spending Allocated by Community			
Community	Average Nights Spent in Community	Nights Spent %	Lodging Allocation
Angel Fire	0.30	6.7%	\$ 330,490
Eagle Nest	0.10	2.2%	\$ 110,163
Questa	0.00	0.0%	\$ -
Red River	0.20	4.4%	\$ 220,327
Taos County	1.00	22.2%	\$ 1,101,634
Taos Ski Valley	1.60	35.6%	\$ 1,762,614
Town of Taos	1.30	28.9%	\$ 1,432,124
Total			\$ 4,957,352

Numbers may not total due to rounding.

⁶ 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 – \$475,111, Eagle Nest – \$51,166, Questa – \$21,928, Red River – \$204,663, Taos County – \$1,242,598, Taos Ski Valley – \$3,252,684, and the Town of Taos – \$1,688,472.

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	6.5%	\$ 116,933	\$ 50,520	\$ 161,965	\$ 45,600	\$ 100,093	\$ 475,111
Eagle Nest	0.7%	\$ 12,593	\$ 5,441	\$ 17,442	\$ 4,911	\$ 10,779	\$ 51,166
Questa	0.3%	\$ 5,397	\$ 2,332	\$ 7,475	\$ 2,105	\$ 4,620	\$ 21,928
Red River	2.8%	\$ 50,371	\$ 21,762	\$ 69,770	\$ 19,643	\$ 43,117	\$ 204,663
Taos County	17.0%	\$ 305,825	\$ 132,128	\$ 423,602	\$ 119,262	\$ 261,782	\$ 1,242,598
Taos Ski Valley	44.5%	\$ 800,541	\$ 345,865	\$ 1,108,840	\$ 312,185	\$ 685,253	\$ 3,252,684
Town of Taos	23.1%	\$ 415,562	\$ 179,539	\$ 575,600	\$ 162,056	\$ 355,715	\$ 1,688,472
Total		\$ 1,707,221	\$ 737,586	\$ 2,364,695	\$ 665,761	\$ 1,461,359	\$ 6,936,622

*Note: Respondents spent an additional \$372,779 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 – \$805,601, Eagle Nest – \$161,329, Questa – \$21,928, Red River – \$424,990, Taos County – \$2,344,232, Taos Ski Valley – \$5,015,298, and the Town of Taos – \$3,120,596.

Total Estimated Direct Spending Allocated by Community*	
Community	Total Direct Spending
Angel Fire	\$ 805,601
Eagle Nest	\$ 161,329
Questa	\$ 21,928
Red River	\$ 424,990
Taos County	\$ 2,344,232
Taos Ski Valley	\$ 5,015,298
Town of Taos	\$ 3,120,596
Total	\$ 11,893,974

*Note: Respondents spent an additional \$372,779 in non-study area New Mexico

Numbers may not total due to rounding.



Indirect and Induced Impact of Spending⁷

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

⁷ Source: Tourism Economics - An Oxford Economics Company.

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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 **\$16,651,563**.

Estimated allocated total economic impact of spending by community was: Angel Fire – \$1,127,842, Eagle Nest – \$225,861, Questa – \$30,699, Red River – \$594,986, Taos County – \$3,281,925, Taos Ski Valley – \$7,021,417, and the Town of Taos – \$4,368,834.

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	\$ 805,601	\$ 322,240	\$ 1,127,842
Eagle Nest	\$ 161,329	\$ 64,532	\$ 225,861
Questa	\$ 21,928	\$ 8,771	\$ 30,699
Red River	\$ 424,990	\$ 169,996	\$ 594,986
Taos County	\$ 2,344,232	\$ 937,693	\$ 3,281,925
Taos Ski Valley	\$ 5,015,298	\$ 2,006,119	\$ 7,021,417
Town of Taos	\$ 3,120,596	\$ 1,248,238	\$ 4,368,834
Total	\$ 11,893,974	\$ 4,757,590	\$ 16,651,563

*Note: Respondents spent an additional \$372,779 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
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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.⁸ These flier parties spent an average of \$1,703 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 \$4,957,352, generating a combined estimated \$247,868 in lodgers' tax. Estimated lodgers' tax allocated by community was: Angel Fire – \$16,525, Eagle Nest – \$5,508, Questa – \$0,⁹ Red River – \$11,016, Taos County – \$55,082, Taos Ski Valley – \$88,131, and the Town of Taos – \$71,606.

Fliers from Texas/California generated a combined estimated \$412,948 in GRT on lodging in the study area. Estimated GRT on lodging allocated by community was: Angel Fire – \$25,682, Eagle Nest – \$8,285, Questa – \$0, Red River – \$19,009, Taos Ski Valley – \$163,130, and the Town of Taos – \$121,766. The total estimated GRT on lodging allocated to Colfax County (Angel Fire, Eagle Nest) was \$2,570; estimated total GRT on lodging allocated to Taos County (Taos, Taos Ski Valley, Questa, Red River) was \$76,332. The total estimated GRT on lodging allocated to the State was \$254,064.

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 \$660,816.

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%	\$ 16,525	7.771%	\$ 25,682	2.063%	\$ 6,816	0.583%	\$ 1,928	5.125%	\$ 16,938	\$ 42,206
Eagle Nest (Colfax County)	5.0%	\$ 5,508	7.521%	\$ 8,285	1.813%	\$ 1,997	0.583%	\$ 643	5.125%	\$ 5,646	\$ 13,793
Questa (Taos County)	0.0%	\$ -	8.378%	\$ -	1.563%	\$ -	1.690%	\$ -	5.125%	\$ -	\$ -
Red River (Taos County)	5.0%	\$ 11,016	8.628%	\$ 19,009	1.813%	\$ 3,993	1.690%	\$ 3,724	5.125%	\$ 11,292	\$ 30,025
Taos County	5.0%	\$ 55,082	6.815%	\$ 75,076	0.000%	\$ -	1.690%	\$ 18,618	5.125%	\$ 56,459	\$ 130,158
Taos Ski Valley (Taos County)	5.0%	\$ 88,131	9.255%	\$ 163,130	2.440%	\$ 43,008	1.690%	\$ 29,788	5.125%	\$ 90,334	\$ 251,261
Town of Taos (Taos County)	5.0%	\$ 71,606	8.503%	\$ 121,766	1.688%	\$ 24,167	1.690%	\$ 24,203	5.125%	\$ 73,396	\$ 193,373
Total		\$ 247,868		\$ 412,948		\$ 79,981		\$ 78,903		\$ 254,064	\$ 660,816

Numbers may not total due to rounding.

⁸ GRT and Lodgers' Tax Rates Sources: New Mexico Taxation & Revenue Department GRT Tax Rate Schedule and New Mexico Municipal League [<https://nmml.org/directory>]

⁹ Questa does not have a lodgers' tax.

ECONOMIC/FISCAL IMPACT & MARKETING ANALYSIS OF TAOS AIR FLIERS
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Tax Benefits from Flier Spending – All Other Spending

Fliers from Texas/California generated a combined estimated \$589,544 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 – \$9,799, Eagle Nest – \$927, Questa – \$343, Red River – \$3,710, Taos Ski Valley – \$79,365, and the Town of Taos – \$28,493. The total estimated GRT on all other spending allocated to Colfax County (Angel Fire, Eagle Nest) was \$3,070; estimated total GRT on all other spending allocated to Taos County (Taos, Taos Ski Valley, Questa, Red River) was \$108,335. The total estimated GRT on all other spending allocated to the State was \$355,502.

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%	\$ 36,920	2.063%	\$ 9,799	0.583%	\$ 2,771	5.125%	\$ 24,349
Eagle Nest (Colfax County)	7.521%	\$ 3,848	1.813%	\$ 927	0.583%	\$ 298	5.125%	\$ 2,622
Questa (Taos County)	8.378%	\$ 1,837	1.563%	\$ 343	1.690%	\$ 371	5.125%	\$ 1,124
Red River (Taos County)	8.628%	\$ 17,657	1.813%	\$ 3,710	1.690%	\$ 3,459	5.125%	\$ 10,489
Taos County (Taos County)	6.815%	\$ 84,683	0.000%	\$ -	1.690%	\$ 21,000	5.125%	\$ 63,683
Taos Ski Valley (Taos County)	9.255%	\$ 301,036	2.440%	\$ 79,365	1.690%	\$ 54,970	5.125%	\$ 166,700
Town of Taos (Taos County)	8.503%	\$ 143,562	1.688%	\$ 28,493	1.690%	\$ 28,535	5.125%	\$ 86,534
Total		\$ 589,544		\$ 122,637		\$ 111,405		\$ 355,502

*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 \$372,779 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 \$1,249,621. Estimated allocated combined gross receipts and lodgers' tax on lodging and all other spending by community was: Angel Fire – \$79,126, Colfax County – \$22,165, Eagle Nest – \$17,641, Questa – \$1,837, Red River – \$47,682, Taos County – \$214,841, Taos Ski Valley – \$552,296, and the Town of Taos – \$336,935. The total estimated gross receipts tax on lodging and all other spending allocated to Colfax County was \$5,640 and to Taos County was \$184,667. The total estimated GRT on all spending combined allocated to the State was \$609,566.

Total Estimated Lodgers' and Gross Receipts Tax Generated by Community by Taos Air Fliers Originating in Texas and California	
Community	Total Taxes
Angel Fire	\$ 79,126
Colfax County	\$ 22,165
Eagle Nest	\$ 17,641
Questa	\$ 1,837
Red River	\$ 47,682
Taos County	\$ 214,841
Taos Ski Valley	\$ 552,296
Town of Taos	\$ 336,935
Total	\$ 1,272,524

Note: Respondents spent and were taxed on an additional \$372,779 in non-study area New Mexico communities not reflected in the totals above.

Numbers may not total due to rounding.

Total Estimated Gross Receipts Tax Generated by Taos Air Fliers Originating in Texas and California by County	
County	Total GRT
Colfax County	\$ 5,640
Taos County	\$ 184,667
Total	\$ 190,307

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						62.6%
No						37.4%

Was this your first time flying on Taos Air this winter (2021/22)?

Response	20%	40%	60%	80%	100%	Frequency
Yes						46.1%
No						53.9%

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

Response	20%	40%	60%	80%	100%	Frequency
Leisure						61.0%
Business						11.3%
Visit friends/family						44.2%
Other						2.1%

ECONOMIC/FISCAL IMPACT & MARKETING ANALYSIS OF TAOS AIR FLIERS
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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						57.4%
Print ad						6.0%
Print article						4.5%
Web ad						11.8%
Web article						4.0%
Television						0.6%
Radio ad						1.3%
Billboard						3.6%
Travel Show						0.5%
Taos.org						7.2%
SkiTaos.com						30.9%
TaosAir.com						15.1%
Another website						1.9%
Mail or email sent to me						5.3%
Social Media (Facebook)						6.5%
Social Media (Twitter)						0.0%
Social Media (Instagram)						5.2%
Social Media (Other)						0.5%

ECONOMIC/FISCAL IMPACT & MARKETING ANALYSIS OF TAOS AIR FLIERS
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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	0.0%	1.8%	6.2%	29.3%	62.7%	4.5
Onboard Experience	0.5%	0.6%	3.4%	14.3%	81.2%	4.8
Staff Friendliness	1.0%	0.5%	1.4%	13.9%	83.1%	4.8
Flight Schedule	3.2%	4.5%	15.5%	28.1%	48.7%	4.1
Your Overall Experience with Taos Air	0.6%	1.2%	4.0%	20.8%	73.4%	4.7

ECONOMIC/FISCAL IMPACT & MARKETING ANALYSIS OF TAOS AIR FLIERS
2021-22 WINTER SEASON



Where is your primary residence? (City)

Response	Frequency
Taos	15.1%
Austin	11.6%
Dallas	9.0%
San Diego	5.5%
Los Angeles	5.4%
Arroyo Seco	3.4%
Carlsbad	2.1%
El Prado	2.1%
Houston	2.1%
Oceanside	1.3%
Ranchos de Taos	1.2%
Redondo Beach	1.2%
San Antonio	1.0%
New York	0.8%
Plano	0.8%
Red River	0.8%
Richardson	0.8%
Angel Fire	0.7%
Encinitas	0.7%
Frisco	0.7%
Irvine	0.7%
Arroyo Hondo	0.5%
Coto de Caza	0.5%
Manhattan Beach	0.5%
McKinney	0.5%
New Braunfels	0.5%
Newport Beach	0.5%
Orange	0.5%

Response	Frequency
Pensacola	0.5%
Santa Fe	0.5%
Carrollton	0.4%
Costa Mesa	0.4%
Heath	0.4%
Irving	0.4%
La Jolla	0.4%
Malibu	0.4%
Round Rock	0.4%
Seattle	0.4%
Temple	0.4%
Addison	0.3%
Altadena	0.3%
Azusa	0.3%
Carson	0.3%
Chacon	0.3%
College Station	0.3%
Colleyville	0.3%
Corona	0.3%
Del Mar	0.3%
Del Rio	0.3%
Dobbs Ferry	0.3%
Fort Worth	0.3%
Georgetown	0.3%
Horseshoe Bay	0.3%
La Mesa	0.3%
Lafayette	0.3%
Laguna Beach	0.3%

Response	Frequency
Laguna Niguel	0.3%
Leewood	0.3%
Long Beach	0.3%
Lucas	0.3%
Moreno Valley	0.3%
Murrieta	0.3%
New Orleans	0.3%
Pacific Palisades	0.3%
Pflugerville	0.3%
Rancho Palos Verdes	0.3%
Saginaw	0.3%
San Francisco	0.3%
San Marcos	0.3%
Sant Monica	0.3%
Santa Ana	0.3%
Sierra Madre	0.3%
Solana Beach	0.3%
Spicewood	0.3%
Spring Branch	0.3%
Texarkana	0.3%
Thousand Oaks	0.3%
Venice	0.3%
Ventura	0.3%
Vista	0.3%
Westport	0.3%
Winchester	0.3%
Other Responses	14.1%

ECONOMIC/FISCAL IMPACT & MARKETING ANALYSIS OF TAOS AIR FLIERS
2021-22 WINTER SEASON



Where is your primary residence? (State)

Response	Frequency
Texas - TX	37.3%
California - CA	31.3%
New Mexico - NM	25.3%
Florida - FL	1.2%
New York - NY	1.2%
Connecticut - CT	0.7%
Louisiana - LA	0.5%
Arkansas - AR	0.4%
Washington - WA	0.4%
Kansas - KS	0.3%
Massachusetts - MA	0.3%
Other Responses	1.2%

ECONOMIC/FISCAL IMPACT & MARKETING ANALYSIS OF TAOS AIR FLIERS
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Where is your primary residence? (Zip Code)

Response	Frequency								
10028	0.3%	75254	0.5%	78739	0.3%	90068	0.3%	92084	0.3%
10522	0.3%	76034	0.4%	78745	0.5%	90230	0.3%	92101	0.5%
11959	0.3%	76109	0.3%	78746	1.6%	90265	0.3%	92103	0.9%
62440	0.3%	76179	0.3%	78751	0.4%	90266	0.5%	92104	0.4%
66224	0.3%	76502	0.4%	78756	0.4%	90275	0.3%	92107	0.5%
71854	0.3%	77058	0.3%	78759	0.3%	90277	1.1%	92109	0.9%
75001	0.3%	77345	0.3%	78840	0.3%	90278	0.3%	92117	0.4%
75002	0.3%	77401	0.3%	87505	0.4%	90290	0.3%	92130	0.5%
75006	0.3%	77840	0.3%	87513	0.8%	90291	1.1%	92131	0.3%
75032	0.4%	78070	0.3%	87514	4.1%	90405	0.5%	92553	0.3%
75039	0.3%	78130	0.4%	87517	0.3%	90731	0.3%	92596	0.3%
75062	0.3%	78209	0.3%	87529	3.8%	91001	0.3%	92612	0.3%
75069	0.3%	78232	0.4%	87557	1.9%	91024	0.3%	92617	0.3%
75070	0.3%	78258	0.3%	87557	0.3%	91362	0.3%	92626	0.3%
75080	0.8%	78657	0.3%	87558	0.8%	91702	0.3%	92651	0.3%
75093	0.4%	78660	0.3%	87564	0.3%	91941	0.4%	92656	0.3%
75201	0.7%	78669	0.4%	87571	10.5%	92008	0.7%	92677	0.3%
75204	0.3%	78701	0.5%	87572	0.3%	92009	0.7%	92679	0.5%
75205	0.3%	78702	0.8%	87710	0.7%	92010	0.3%	92707	0.3%
75206	0.4%	78702	0.3%	87713	0.3%	92011	0.4%	92867	0.3%
75208	0.5%	78703	0.7%	90004	0.3%	92014	0.3%	92878	0.3%
75209	0.7%	78704	1.1%	90016	0.3%	92024	0.8%	93001	0.3%
75214	1.1%	78721	0.3%	90020	0.3%	92026	0.3%	94124	0.3%
75218	0.9%	78723	0.3%	90026	0.3%	92037	0.4%	Other	24.7%
75219	1.1%	78731	0.9%	90027	0.4%	92054	0.4%		
75229	0.3%	78732	0.4%	90035	0.3%	92056	0.3%		
75230	0.3%	78733	0.3%	90039	0.5%	92058	0.3%		
75235	0.3%	78737	0.4%	90047	0.3%	92067	0.3%		
75252	0.3%	78738	0.4%	90064	0.3%	92075	0.5%		

Where is your primary residence? (Country)

Response	Frequency
United States of America (USA)	99.4%
Other Responses	0.6%

ECONOMIC/FISCAL IMPACT & MARKETING ANALYSIS OF TAOS AIR FLIERS
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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)						24.6%
Part-time resident (second home owner)? (reside in New Mexico fewer than six months per year)						17.0%
Part-time resident (renter or other)? (reside in New Mexico fewer than six months per year)						3.0%
Tourist/visitor to New Mexico? (do not reside there)						55.4%

Was this your first time visiting Taos?

Response	20%	40%	60%	80%	100%	Frequency
Yes						36.8%
No						63.2%

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

Response	20%	40%	60%	80%	100%	Frequency
Taos						29.2%
Austin						19.2%
Dallas						19.6%
Carlsbad/San Diego						16.1%
Hawthorne/LA						15.8%



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	2.1
Travel Originated in Taos	1.4
Travel Originated in Austin	2.1
Travel Originated in Dallas	2.0
Travel Originated in Carlsbad/San Diego	2.2
Travel Originated in Hawthorne/LA	2.0

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

Response	20%	40%	60%	80%	100%	Frequency
Yes						94.6%
No						5.4%

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	5.0
Travel Originated in Austin	5.1
Travel Originated in Dallas	4.8
Travel Originated in Carlsbad/San Diego	4.7
Travel Originated in Hawthorne/LA	5.7



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	0.30	6.7%
Eagle Nest	0.10	2.2%
Questa	0.00	0.0%
Red River	0.20	4.4%
Taos County	1.00	22.2%
Taos Ski Valley	1.60	35.6%
Town of Taos	1.30	28.9%
Total	4.5	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 Winter	
Community	% of Time Spent
Angel Fire	6.5%
Eagle Nest	0.7%
Questa	0.3%
Red River	2.8%
Taos County	17.0%
Taos Ski Valley	44.5%
Town of Taos	23.1%

ECONOMIC/FISCAL IMPACT & MARKETING ANALYSIS OF TAOS AIR FLIERS
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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						29.5%
Vacation rental/short-term rental (e.g., Airbnb, VRBO, property management company, other)						27.2%
Second Home						19.5%
Friends/relatives						27.7%
Recreational vehicle (RV)						0.5%
Campground (non-RV)						0.0%
Other						2.7%

What activities did you participate in while visiting Taos?

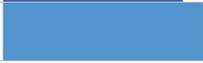
Response	20%	40%	60%	80%	100%	Frequency
Visited the Taos Plaza						45.0%
Visited Taos Pueblo						2.9%
Visited Museums						14.1%
Visited Art Galleries						20.8%
Hiking, Biking						17.6%
Hunting, Fishing						2.3%
Ice Skating						3.8%
Scenic Drives						18.3%
Skiing/Snowboarding						67.6%
Fine Dining						47.5%
Shopping						37.8%
Nightlife, Live Music						13.0%
Visited the Rio Grande Gorge						18.9%
Visited the Earthships						5.9%
Other						13.2%



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

Response	20%	40%	60%	80%	100%	Frequency
Yes						91.4%
No						8.6%

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						47.2%
No						52.8%

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						24.9%
Car Service/Taxi						8.0%
Rental Car						11.9%
Ride Share (Uber, Lyft)						5.6%
Friend/Family Picked Me Up						42.5%
Other						11.1%



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	\$ 1,703
Food, Meals, Beverages	\$ 618
Transportation, Fuel (in NM)	\$ 267
Outdoor Recreation	\$ 856
Attractions, Entertainment	\$ 241
Shopping, Misc., Other	\$ 529
Total Average Spending Per Party	\$ 4,214



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).

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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		
JetBlue	300	58		
Alaska	300	50		
Delta	300	24		
American	301	10		
United	300	-3		
Spirit	301	-19		
Overall	2,102	27		

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When asked to rate the Taos Air Winter 2021-22 Season using the NPS scale, the resulting NPS was a world-class level of 88, a five point increase from the already outstanding Summer 2021 NPS 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	0.1	0.0	0.1	0.0	0.4	0.8	0.6	2.2	5.3	11.2	79.2	
	Detractors							Promoters				



What is your age? (Age)

Average Age of Respondents = 51.0

What is your gender identity?

Response	20%	40%	60%	80%	100%	Frequency
Male						54.6%
Female						45.3%
Non-binary						0.1%

What is the highest level of education you have completed?

Response	20%	40%	60%	80%	100%	Frequency
Some High School						0.7%
High School						1.9%
Some College						10.8%
Bachelor's Degree						44.4%
Master's Degree or above						42.2%

What is your annual household income?

Response	20%	40%	60%	80%	100%	Frequency
Less than \$49,999						4.7%
\$50,000 to \$74,999						7.4%
\$75,000 to \$99,999						9.7%
\$100,000 to \$124,999						9.0%
\$125,000 to \$149,999						9.7%
\$150,000 to \$249,999						20.6%
\$250,000 to \$499,999						23.5%
\$500,000 or more						15.3%

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What is your ethnicity? (select one)

Response	20%	40%	60%	80%	100%	Frequency
Hispanic						7.1%
White/Anglo, Non-Hispanic						86.1%
American Indian						0.5%
Black or African American						0.5%
Asian American/Pacific Islander						2.4%
Other/Mixed						3.5%



VERBATIM (UNEDITED) OPEN-ENDED RESPONSES



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

Response
Medical
Going home
media trip
Charitable board meeting
Doctors appointment
go home
return home
Car broke down in LA.
Reset life
Travel home
I have a second home in Angel Fire
Returning home
Check on my house. Prep my gardens



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

Response
Expedia
Expedia.com
Ikon pass
Expedia
I googled fly to taos
Angel Fire
IKON pass
Ikon pass .com
Ikonpass
Expedia
skyscanner.com
expedia.com
Expedia
Orbitz
instagram
Friend

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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
When I bought the tickets I was trying to buy 6 together. I had trouble with that so bought them in twos. As a result I ended up paying much more than expected.
When we purchased we had to buy tickets in pairs. The price went way up with each pair. The flight was half empty so it wasn't because it was full. It's a glitch in the system. I called and the resort was unable to resolve it.
Absolutely love Taos Air. Easy, reliable, and welcoming staff!
Flight was delayed and was already at airport before being notified. Had to return home 20 miles away. Also not enough flight times or days. Live in DFW area.
Flight was excellent but 5 hours late.
The only concern was when we were told we flying out of Austin at Signature Flight Services, but Signature Flights Services told us Taos Air does NOT fly from there. After several phone calls with both Taos Air and Signature Flight Services, everyone was on the same page and everything went smoothly.
We had a wonderful experience. It would be great if you could expand the schedule but know it's a challenge.
I do hope that service to Carlsbad continues!!
By far the best flight experience I've had in my life! Super quick travel time, friendly flight crew, and exceptional service.
Due to a mechanical issue, the flight was delayed about four hours. It wasn't a huge inconvenience, and the staff was friendly and helpful throughout, but I missed a dinner with friends because of the delay.
Flight was 2 hours late. Almost missed my connecting flight in Austin.
Everyone at Taos Air was courteous and professional, and the plane flight itself was prompt and trouble-free. I'll definitely fly Taos Air again!
Schedule was fine but limited. Our return flight was delayed 1.5 hours
Friendly staff, smooth ride and comfortable seats.
Every thing outstanding!!!
Every thing Outsandig!!!
Great flight!!
Flight was approximately 1.5 hours behind schedule, due to a maintenance issue. Of course safety is paramount, so we fully understand the delay, however due to the remote nature of the Taos airport, transportation was made more difficult with the delay. Additionally, the steward on our flight forgot to bring my partner's drinks. Otherwise, however, we had a wonderful experience!
Taos air provided a truly streamlined check in, lounge, and boarding experience. I appreciated the friendliness of the check in and on flight staff, the comfort of the lounge and the snacks. The flight was smooth and the on flight hospitality was refreshing.
Relaxed and very accommodating crew. I travelled with my daughter, who is handicapped, and couldn't have asked for more.

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Absolutely wonderful service & staff. It would be nice to have flights offered on even additional days one day!
would be great if Taos Air ran a shuttle from Dallas Love Field
I would like more dates and times available for flights and I would use Taos air more but I understand it's just starting and hope it will last and expand. However the Los Angeles office changes location often without any communication and the signage is horrible.
This is the easiest flight experience I've ever had. So much time saved that can now be spent with family.
I had a great experience on my flight, I have Always been very nervous flying and was very happy at how clam I felt. You have great staff!
Great experience! I will fly with Taos Air again!
The staff was amazing, helpful Courteous and kind. The whole process of checking in and boarding was seamless and wonderful.
This private plane experience was phenomenal it made things so easy for us traveling from out of state!
Phenomenal service all the way around, completely impressed that we could get door to door without complications!
It was just so easy, I live in houston but should rather drive to Austin than go through hobby and land in Albuquerque. The luggage issue is a non issue, no hassle getting on or off the plane.
I flew to Mammoth last month and the hostess was amazing. She set a very high expectation so my ratings are shaped by that experience which was exceptional.
Loved the friendly service, easy boarding and deplaning, great flight attendant. Low pressure, casual and easy. Loved it!
I appreciate the convenience of the flights from Taos to Carlsbad but concerned that there was not strict adherence to mask wearing in the Taos terminal by staff and patrons.
As a local this service is invaluable and they deliver on every front.
All was very straight forward and easy. Flight attendant was wonderful. Very friendly and accommodating. Flight crew was the same. In days like today where customer service is so scarce, Taos Air has managed to still offer it! Thank you!
Overall this was a much simpler and easier travel experience than I ever could have expected. The flight was smooth & felt comparable to a large commercial airline & having a smaller group & simpler travel with attentive staff was delightful.
Great experience even with a nearly full flight. Champagne on a flight was a first, fun & delicious.
I always have a hard time finding the website where I can actually buy the plane ticket, the only way I can seem to get there is to go to the ski taos website which is frustrating. Even when I do a search on the web for flying taos it's hard to come up with the right website.
I wish there were more times/dates available, and also a more user friendly platform when buying tickets.
Best semi private experience ive wver had. Very friendly staff and left ahead of schedule.
excellent service, so glad you are offering this! Best travel experience ever!!!
Wonderful experience; just wish there were more flight days & times available
our flight was delayed and we didn't know until pretty close to flight time; otherwise, our experience would have been amazing. We didn't use TAOS Air to fly back, bc we didn't want to travel on Xmas eve, so we ended up flying out of ABQ on the 23rd of Dec. The staff was super friendly and accommodating.
Yesterday 12-29-21 I had a flight to Taos and went to the Million Air terminal and told the people working there I was flying to Taos. They did not bother sharing that the airline is now at Signature Air Services. After about 20 min I noticed the Taos Air plane on the runway. I then approached the staff to see why the plane was taking off and wondering where they boarded. The Million Air staff then shared that terminals have changed. I went to Signature but it was too late... The terminal info was buried in the confirmation email and obviously missed. Last evening I purchased another ticket to fly on your Friday flight to Taos. So... Would you consider converting

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my missed flight ticket to a credit for a future flight? Yesterdays experience is really a poor reflection on Million Air... I have flown with Taos Air about 6-7 times and have always had a great experience. It is nice visiting Taos and not having to travel trough Santa Fe or Albuquerque.
Flight has been delayed for 8 hours and no updates of delay.
Communication was challenged as to when to expect our flight to be rescheduled. We had an 11:30AM flight that was delayed and did not receive notification until an hour before the 10 hour delayed flight. More communication would have been appreciated via text or email even if there were no updates.
The experience was excellent!
Loved the ice cream
Regarding schedule, I would like to see more flights and at least I hope you fly year round! Not your fault, but due to mechanical difficuties, our plane was delayed 6.5 hours in LA on 12/30/21. However, they DID get us another plane and get us to Taos - so i'm happy. I love Taos Air.
The flight schedule got us into Taos after 4pm from Austin, It would be great to get in sooner so we could get a rental car from National before they close at 4pm.
lady behind me coughing the whole flight with no mask on
Great expletive over all. Seats were a little tight.
Shannon Kelly was our flight attendant and could not have been more amazing. Because of her I have applied to be a flight attendant for advanced air!
Your airline is fantastic. We live flying with you. We'd love more travel time options to choose from since we have kids and their school calendar impacts our travel.
I would like to see more flights scheduled for more options
I am a senior citizen and they were most helpful.
Wish had more flights
Overall outstanding and we plan to use Taos Air as along as it meets our schedule. We book at least a week and usually a year in advance so we have difficulty planning our week using Taos Air. Also prefer to arrive earlier in the day...I think we were scheduled to arrive at 7:10. I'd prefer a morning flight so we could get out lift tickets and equipment when we arrive rather than wait until the next morning.
Friendly, convenient, price was competitive! Loved the entire experience, I live in Oceanside and typically drive to LAX to find a non-stop to Albuquerque then head up to Santa Fe to see family, this is soooo much easier.
We've flown Taos Air on two different ski trips -- each time the process was very easy, the staff was very helpful in making a change to one of the tickets we needed to make, and we love being picked up in Dallas and standing on the ramp in Taos less that 2 hours later!
We were so pleased with how smooth everything was run and how friendly the staff were. Thank you
Great experience-Julie the flight attendant was awesome & EVERYONE was full of great customer service:)
Me and my husband flew first time with Taos Air from Taos to Dallas love field on 30th December, our flight was delayed multiple times and eventually we arrived after 12 hours. We were not updated during the delay period and had to make multiple trips to the airport to get the actual update. We didn't have any way to reschedule the flight either.
We absolutely LOVED TaosAir! I am Jack Barrett's wife and made all the arrangements. We both LOVED TaosAir and will fly it again!
Would love Taos Air to fly year round or add additional flights to Carlsbad, CA! We fly once a month, and find Taos Air a much better option all around than flying out of Albuquerque.
A great experience. All went smoothly and all were professional and helpful. And great snacks on the plane. :)

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Nice flight schedule, no hassles and very friendly staff
Flying directly into north county Carlsbad was truly amazing. Being born and raised here it was quite an experience. I hope you continue to offer service to Taos. I would love you to expand the flights and have Vegas and Arizona in the off season. Well done and thank you for an efficient flight with great staff/service.
Overall, we had a great experience with Taos Air - it was a great value to get the flights, shuttle and ski rentals packaged together. Additionally, it saved a ton of time getting to fly into Taos directly.
Love this airline and wished you hadn't going also to northern Ca.
We would love more flights from Hawthorne to taos
Everything went perfect (if not better then perfect).
We had a great time! Everybody we were in contact with were friendly and helpful.
There wasn't really any clarity in my confirmation email on whether I needed to check into my flight. That concern me a little as I was my first time flying with you and I wasn't sure whether or not everything was good to go. Also, I'd love it if they were more flight and day options however what you guys do provide is great! Overall it was a great experience
Taos Air is the most convenient way to Fly from New Mexico to Texas. Landing at the private terminals is awesome and easy for family to pick me up.
Would be great to have more flights, more times!
Would love for you to continue to keep doing the deals or sales if possible and lower regular priced Tix as I'll travel much more often on Taos air if so! Thanks, will be telling many friends about it who live in Austin and LA.
Awesome experience. Allowed me to visit my sister for a few days. Will definitely be flying Taosair again as long as the flights stay reasonably priced!
Awesome experience. Definitely flying TaosAir again!
Only two things come to mind to possibly consider changing for the future: your pet policy and filling the flights. I have a sister in San Diego and could spontaneously fly out there if flight prices went down a little bit towards the flight date if the plane wasn't full. Just a thought! Our flight from Taos to Carlsbad was half full. Our flight from Carlsbad to Taos was about 3/4 full.
More flights would be better
Super convenient, easy to board, super friendly staff throughout ! We'll done- I'll be back
The titles could be clearer. For example, trying to find the dates of travel could be stated as just that as opposed to outbound. And this portion will only let me select one question to answer. So my answers were exceeded my expectations
I live in Taos, it was wonderful to fly out of my home town.
Great experience, we work in Taos 12 days a month. I wish our dates would coincide every month . We would certainly be frequent flyers .From start to finish it was an awesome experience. We are looking forward to our next flight with Taos Air. Thank you, Kim Darnell
Everything was great. Parking at Hawthorne is a little expensive, but still less than an Uber.
Austin has better connections to Taos than Dallas. Wednesday is too early in the week.
A Sunday evening flight would be ideal
Exceptional flight attendant. Very easy travel.
Julie was amazing! Also Shannon on the way back was so cool and easy! The check in process was simple and quick and the planes are so cool!!! Definitely love the Taos bars you hand out! I do wish the flights were a little more affordable because we got 2 4 1 on the promo around Christmas but then when I went to book my boyfriend

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<p>a seat a few days later it was over \$700. The planes were half full both ways I think a little cheaper they might be full. Great experience overall and would love to use Taos Air again!</p>
<p>Our flight was delayed 1 hr and then they had to fly us to Santa Fe and then shuttgle us. I ended up arriving 3 hours later than my departure and missing a day of skiing. I understand there were unforeseen issues but this was really not the experience I paid for. I'm frankly really disappointed and I doubt I would give this another shot.</p>
<p>They did not enforce the mask requirement. More than half of our plane was not wearing masks the entire time and no one said anything. This was highly frustrating and nearly prompted us to make other arrangements for return flight. However everything else was great. If they enforced the mask requirements (as they are supposed to), this would've been a 5/5 experience.</p>
<p>Great service. Quick check in and flight. Be great to have more skin destinations from Austin direct.</p>
<p>My only wish was more options so we could do our usual Thur-Mon trip.</p>
<p>Ground staff appeared to be under staffed, requiring people to have to que up outside. Everyone was extremely friendly. Flight attendant was outstanding, thoughtful and helpful. Would like to see year round service.</p>
<p>Outbound flight TSM-DAL on 1/26 had to divert to Santa Fe before departure. Shuttle bus to Santa Fe wasn't great. Arrived over an hour behind schedule. I blame TSM for failing to open the airport after a very minor snowfall. More notice of the need to arrive early at TSM would have been nice.</p>
<p>Return flight on 1/28 was just fine. I will fly with you again.</p>
<p>1. There wasn't a clear sign indicating where passengers should enter at HHR. There were a lot of people who had a hard time finding the building and waiting in the wrong line for the flight to Taos and Mammoth. It was confusing overall.</p>
<p>2. The computer system was down. Everything had to be written on paper. It had slowed down the process.</p>
<p>3. The shuttle wasn't booked automatically. When I called 866-206-0754 from the email, I was told that NCRTD had ended the contract with Taos Air. I had to contact Taos Air to book it. It was very annoying.</p>
<p>The whole experience was one of a kind! It made us realize how stressful it can be flying in and out of major airports with major airlines. It will certainly be difficult to return to LAX the next time we have to :-)</p>
<p>I must say that the flight attendant deserves special recognition. She was incredible and authentically friendly and made our experience fantastic. I do not recall her name, but we were on the flight from Hawthorne to Taos on Friday, January 28th.</p>
<p>Service was great. Would have liked to see mask wearing enforced on the plane.</p>
<p>Had to divert to Santa Fe, which is understandable, but the shuttle driver didn't seem to think he could actually drive us all the way into Taos Ski Valley. Also, he wasn't wearing a mask for most of the trip, only for a short time after he was asked to. The departure times are not convenient either, considering checkout times.</p>
<p>just outstanding! It's such a blessing to travel with happy staff and much less stressful</p>
<p>All exceeded</p>
<p>Probably the best airline experience I've ever had</p>
<p>The staff were so friendly and made everything easy & fun!</p>
<p>This was my fifth flight with Taos Air. Words cannot describe how wonderful it is to travel so elegantly and well cared for, not to mention the luxury of being in Taos, door to door, in two hours. I am forever spoiled and hope that one day this route will be so successful you will run it year around.</p>
<p>The inflight experience was amazing. It was like flying private. The flight attendants were so nice and accommodating. The check in service people were also excellent and accommodating. We will definitely recommend Taos air to everyone.</p>
<p>Half of our plane was not required to wear masks which was so upsetting. Also, a group of middle aged women were SO loud and SO obnoxious. They stood and yelled for the entirety of the flight, and the flight attendants would not say anything. Multiple of us were upset about it.</p>
<p>Overall excellent! Would love an earlier arrival, even by 1-2 hours to TSV.</p>

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I'm sure there would be more selection on flights if it weren't for covid.
Incredibly thoughtful staff and thorough service. Lots of fun people that make traveling a part of the experience of being on vacation, not just a mode to its beginning.
would love more options, but understand the limitations so there aren't a bunch of extra flights
Everything exceeded my expectations.
Everything worked perfectly.
It was so wonderful being able to leave from Taos and arriving in Dallas at Love field
Wish you flew every day. Sometimes the schedule just misses the day we'd like to travel
Very pleasant and friendly staff, good snack and drink options on flight. Convenient and easy check-in and preflight process.
This flight experience was extremely smooth & efficient, and onboard the staff and amenities were very nice. I hope to fly with Taos air again soon!
Had the best flight attendant ever. Great experience
The flight attendant, the ground crew, the terminal in Dallas, everything was great. I was disappointed to be diverted to Santa Fe due to the snow storm, but you cannot control Mother Nature. Safety first.
The trip to LA was perfect and staff was great. Lounges very nice. Trip to Taos from LA was re-routed to SF due to weather which is understandable but there are no other options than to take it since the next flight was Friday and sold out. I would have preferred a delay to get straight to Taos. The shuttle driver also went straight to the ski valley instead of the airport where many of us had cars or arranged transportation adding at least another hour of travel after the additional 2 hr shuttle. I would have paid half the price flying to ABQ and driven the 2.5 hrs.
Love love love and will never fly any other flights to Taos other than Taos Air - scouts honor !
I was extremely pleased with the overall experience. The convenience of this flight was off the charts.
It would be nice for a flight to not leave at 7:30 am, maybe 9or 10.
You make air travel as it should be— pleasant - efficient- reliable. I wish you flew everywhere I want to go. But I'd settle for Cbad to Santa Fe! 😊
We were scheduled to come back to Dallas on Wed Feb 2 from Taos. The weather was too bad to fly out of there. So you shuttled the passengers to Santa Fe where the plane could land. (we chose to drive our rental car to Santa Fe). To my pleasant surprise your pilots and flight attendant were waiting on us. As soon as the shuttle arrived, we took off. The shock was that you flew with only 4 passengers. Your pilots Nelson and Aleksa were great and Julie, the flight attendant on that flight and Kim the one on the flight to Taos from Dallas are charmers. I did not get the names of the two pilots on the flight to Taos, but they were very helpful and professional. My wife and I are scheduled to fly on March 7 and 11 on the same route. Your service has changed the trip to my home in Red River, and make flying a pleasure. Thanks for all the great service, Ed Kinkeade
This is the best airline around! I was so impressed with everything! The pilots are so skilled, flight attendants so friendly, and the choices of drinks and snacks is superior! What a wonderful experience! I can't wait to fly Taos Air again! Keep up the good work, you are better than all of the major airlines!
Best flight ever!
When trying to purchase my tickets I had difficulty getting my purchase to go through. It kept prompting me to enter another phone #. Finally, I figured it out that you have to enter a 1 before the Area Code? It should tell you that?
Of course the flight schedule could be broader with more days but I understand the limited schedule.
While the aircraft interior is slightly tired, the service could not be any easier and better, and the price of the ticket was extremely reasonable. I will be flying Taos Air again.
We loved it. The only recommendation I'd have is to have either early morning flights so we can ski on arrival or later flights that allow a longer day on the way out. Otherwise it was perfect.

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You make flying easy again. And fun!
Preferred the old schedule which left Austin at 8:30AM as we lost a half day of skiing departing at 3:15
Julie gave us exceptional service throughout the flight and would certainly bring me back to Taos Air. Very efficient flight service from the whole crew and airplane! Thank You
It's just easy!!! Great staff which are in great humor and have an amazing attitude!
We had an absolutely incredible experience. Easy, smooth boarding. Our flight attendant was wonderful. Great snacks and drinks. We will be back and will recommend this service to friends and family. Thank you!
I love Taos Air and Taos Ski Valley. I have flown in the past out of Austin, Texas and enjoyed being able to fly out in the morning to be able to ski a half day on the day of travel, but I fully understand there are a lot of logistics to work out with where the flights originate from. Regardless, I look forward to flying Taos Air again soon!
Once again, Taos Air FAR exceeded my expectations. If I could fly y'all everywhere i would.
The only reason the Ticket purchasing is not a five is it took a few tries on the site to get it to work. It May have been a server issue, the staff friendliness definitely made up for it 10 fold :)
The way you handled the freeze and rescheduled was brilliant, thoughtful and made everything so very easy. Thank you!!!
Flight days/times too limited and when flight was cancelled no offer to compensate for the cancellation in terms of accommodations or lift ticket
Easy check in, on time, courteous staff!
I absolutely loved my experience. Everyone was super friendly, on time and it was just so easy i never want to fly commercial again! My Mother and sister have lived In Taos for over 30 years so coming from LA this is a godsend. Glad its not a big jet, and glad for the sustainable input. I went on Weds both times so plane was practically empty! OMG. Surely nice during Covid, though I know the weekends are full. At any rate thank you so much. Your stewardess' were both wonderful and super friendly.
Everything was great overall. The planes could use an upgrade and the schedule could allow for more morning skiing on departure date, but it was great overall.
on line ticket purchase is not user friendly
It would nice to have more days available for Dallas
Great experience
Accommodating on all fronts
Our Flight was rerouted to Santa Fe due to weather. We were shuttled from Santa Fe to Toas. Half the passengers were told we were going to the Airport, and the other half were told the Ski Valley. This complicated things for those expecting the airport and had arranged rides.
On the trip from Taos to Hawthorne a passenger refused to wear a mask. The stewardess who I enlisted for help had her mask below her nose.
I understand the limited flights to Dallas and elsewhere, just wish that I had more options than Wednesday and Friday
On our flight out (Taos to LA) there was a man who refused to put his mask on. The flight attendant was very friendly and she, also, had to be reminded to put her mask above her nose. The man was unpleasant and that impacted the quality of the flight. Our return flight (LA to Taos) was much better -- that problem was not encountered, and again the flight attendant was pleasant and helpful
Schedule isn't the most convenient.
The days and times limit our ability to utilize Taos air more frequently . We hope to be able to plan further ahead in our ticket purchases for 2022/23.
I would LOVE to have more options in scheduling the flights, but other than that very small comment, I remain EXTREMELY pleased with every aspect of my experience on Taos Air!

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The staff and crew were great; everything was easy and on-time. My only suggestion would be for the Sunday flight from Taos to Austin to be a few hours later to allow more skiing that day.
It would be nice to have more days to/from Dallas.
The flight had 27 passengers from Dallas to Taos and there were 4 of us wearing a mask, including the flight attendant. Disappointing given the NM mandate and FAA rules. If people want to charter the whole Plane, then it is up to them, but anything else is inconsiderate at best. I had been traveling overseas and gotten off a 16 hour flight where everyone was masked.
First time was the charm for my wife and me. We fell in love at first site with Taos Air. For the last 15 years, we have been making several trips a year to Southern California and back. What's not to love? With Taos Air we give up our 900 mile drive for a 7 minute drive to Taos Airport, free parking, complimentary beverages and snacks, smooth on-time, 1 hour and 45 minute flight, no truck stop gassing up, and friendly helpful staff. We also give up the sprawling LAX experience, TSA security checks, parking fees, and traffic. Good Riddance! Our hostess Daniel could not have been more hospitable or friendly! We are now part of the Taos Air family We will probably make 2 or 3 more round trips as long as Taos Air is still flying. We're also thinking about 1 or 2 trips to Austin/San Antonio or Carlsbad. I'll want my own Taos Air cap! We'd love very much for Taos Air to become a year-round flight service.
38 pound baggage limit is difficult when doing a week long ski trip
purchasing flights on your website is not user friendly
Great flight attendant
Top Notch
Flight attendant was great - super friendly helpful and offered drinks and food
The staff were fantastic and I thoroughly enjoyed the flight. I would have liked to have been able to correct my reservation and add the Taos valley shuttle service in the "manage my booking" service. I would also like a more frequent schedule. Friday evening would be great.
Loved our experience flying Taos Air. Would love to see flights out of Houston.
Need more flights
Works love more flights to other locations, Mammoth,
Overall great experience
Ease of travel was amazing. In flight amenities went above and beyond our expectations. Flight attendants hospitality was outstanding.
We will see you again. Thank you!
Dear Joe, 🙏 Pilot Dan & Flight Attendant Danielle made our experience better than ever...however pilot Matt & Flight Attendants Julie's & Kim made it equally special in 2020!!! Joe, pls. expand service to near-year round sched, e.g. mid-May thru mid-Oct!!!! Taos Air is as good if not better than any airline I've experienced Business &/or First Class!!! Joe, you r doing an absolute stellar job!!! Richard Kruse La Jolla CA & Arroyo Seco NM
Everyone was amazing, especially Danielle
The only thing that would have made our experience better would have been to arrive in Taos before the rental shop closed so we could get our ski rentals the night before. Outside of that our experience was exceptional and Danielle, the flight attendant on our flight home was especially delightful.
It was all good. Loved the hassle free travel experience of going through the big airport experience.
carlsbad direct schedule awesome. One slopes by 12:30. Skied full day on departure. Great value, great aircraft, snacks, drinks, Danielle was great. Booking for next year. Shuttle & ski rentals comped were a big value.

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What a wonderful airline, will continue flying out of Taos airport to Los Angeles. A great flight!!!
What a great airline to fly to Los Angeles, No crowds and airline staff was awesome and friendly.
Door to door AUS - Taos 4 hours. Incredible!!!
Flight late for 2nd time
Everything was perfect
Danielle was excellent! She is a professional, kind, courteous and incredible asset to your team!!!
Our 2/14 plane was seriously delayed into Dallas Lov. I missed my connection and had to spend the night in a hotel and also needed to get an Uber black to try to make my connection. Very frustrating.
Everything is great. Would like different flight days but I'm good with it now
Overall great experience. I do wish there were daily flights to provide a little more flexibility for a long weekend.
Julie was terrific, friendly, professional
Loved everything about it!! Will go again!!
Free adult drinks?!?! Two of them?!?! And as many snacks as I wanted?!?! What airline even does that these days?!?! A WELCOME surprise. So thanks for that! Was delayed a couple of hours by weather/snow on the ground at destination but that was mother nature so not anyone's fault. Would definitely fly again!
Please always board lap babies first. They forgot to do that on the flight back and it caused a bunch of confusion and upset passengers because they had to rearrange the whole flight to make it work.
Every flight is great with Taos Air! We miss the Saturday flights from Dallas to Taos, would love to see that schedule again.
Would be nice to have more flight options
Used all five days of demo rental ski gear. Love this deal. Keep doing it and I will 100% be back. (demo gear should include helmet though;))
Pilots Dan, Josh & Matt 2020) and Attendants Julie N, Danielle and Diane (2020)!!! Flight, Onboard service & Boarding/Deplaning & Baggage service!!!!
Would prefer shorter time between arrival and departure. Like sat dep and wed return. Thought masks were required and it wasn't enforced. Person n front of us didn't wear a mask and had a bad cough.
More flights a destinations please! How about Chicago??
Wish there was more frequency during the week
I am delighted with the Taos Air Service and recommend Taos Air to fellow Taosenos. It would be great if the flight into Carlsbad from Taos left an hour earlier especially in the winter as it is very dark at the Palomar Airport and little or no shuttle service at the Palomar Airport.
I live in Taos and was traveling to Southern California for work and Taos Air was amazingly pleasant and convenient.
This was my return leg from a work trip - Taos Air was very pleasant and convenient!
Our flight attendant was outstanding - professional,, enthusiastic, very competent. She was a superb representative of both the airline and the Taos area.
Limited flight schedule from Carlsbad, although timing of flights excellent on days provided. Discounted rates for young children would be more enticing for families and would aid carbon neutral goals since they're lighter and generally carry less baggage.
A little expensive but for the convenience and meeting our needs it was fine.

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Great experience, overall pretty much what I expected. Very happy with the service
I live in Taos and will rely on TaosAir for business trips versus having to go to SF or Alb. Please move to a year round schedule!
Best flying experience I've ever had.
Great experience. I wasn't expecting red carpet treatment. Ground staff in Taos could have explained more about what was going on. Nothing bad; just not great.
Our daughter lives in Fort Worth so we drive up to FW from Houston and next day, go to Taos Air
I've flown TA since service began and always an excellent experience
only thing that wasn't great was that the flight was running late and I never got notified- so we showed up early and were locked out of the FBO in the cold for about 30 minutes.
Love Taos Air!
Flights are delayed for no apparent reason!!
Masks were enforced in flight and I appreciate that. Wish there were more flight day options. Our flight was changed due to weather. While we were notified, the timing was a bit late. We didn't learn until at terminal that we would need to go to Santa fe. I appreciate safety first which u did.
First the flight was delayed (due to weather, that's fine) but then when I get there I'm told that I'm being shuttled to Santa Fe!? Then I check my email at 12:30, and an email at 12:28 says to arrive no later than 12:20 to the airport because we are being shuttled. It was such a surprise! Next time I'd rather be told I'm being shuttled in the morning, instead of "delayed" and then "oh yeah you're being shuttled". I totally get weather delays. But more info sooner would've been really nice.
Could not have been more convenient or comfortable
We had a wonderful experience on the way to Taos. On time, kind and helpful. The trip home was awful from start to finish and delays and waiting on your end cost us hundreds of dollars in Ubers, train tickets and missed flights.
Our flight was delayed in Austin almost 4 hours due to weather. The moved us to Hangar 5 which has no amenities whatsoever - barely any place to sit, and no water, for starters. The flight was not fully catered. No ice, and limited drink choices.
Need more scheduled flight to more locations!
Love Taos Air! Would love to see Taos Air fly into Santa Fe
Onboard experience wasn't your fault. There were some very loud and obnoxious children. Their parents didn't make them settle down, and I honestly started to get a headache from the one boy screaming about how much his ears hurt. Mask wearing wasn't very good, but the flight attendant really tried; there is not much she can do when most of the passengers couldn't care less and pull down their masks as soon as she turns her back. Schedule worked perfectly for me, but looking at some of the other destinations, the schedules wouldn't have worked, but since you are so small, I cannot fault you for that. Great job. I had a lovely time.
Our flight leaving Taos for Hawthorne was delayed but it was not communicated that it was delayed. The ground staff in Taos did not really seem like they had it together. There seemed to be some training going on. The two men working in the terminal were discussing another co-worker's failed drug test which did not seem appropriate. The flight crew was wonderful!
Return flight was delayed twice
Overall experience was very positive. We did have to depart out of Santa Fe via a shuttle for our return flight which was not ideal but was weather related. The schedule of flights is the most difficult part. Limited flights and days makes planning more challenging but it all worked out this time.
I'm from Taos. Visited my friends in San Diego. The best experience I've ever had traveling. And I travel. I own KTAOS Solar Radio and would LOVE to sell out your flights on the airwaves. I spoke about my experience today onair. Thank you!
Pricing included a couple of surprises and options were never explained. (Maybe there were none?)

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Our flight was delayed an hour resulting in us having to cancel our dinner reservations and not make it in time to catch restaurant open for dinner. Ticket prices were high. Snacks served on board for not up to par.
Flight delays 'because of weather' and flight time changes weren't explained and didn't make sense since the weather was exceptionally nice.
Loved, loved, loved it. So convenient, safe, easy. Now I am spoiled and don't want to go anywhere Taos Air can't take me.
I hope to never have to fly big commercial lines by! Best experience ever!
Julie the flight attendant is amazing! So friendly, efficient, caring, and responsive. The rest of the staff is wonderful too. Best flying experience I've ever had, and I've been a world traveler.
They had to bus us to Santa Fe when we left which was not a fun shuttle ride. Other than that, great experience!
The terminal changed in Austin and we weren't informed, so that was confusing and inconvenient. Also, I was disappointed to see that mask wearing was not enforced on the flight.
Very nice pilots and attendants and folks at airport- best thing to happen at Taos !
More flights would be better, including during the summer. Better communication re: shuttle and skis is needed. Better availability to reach someone live is needed.
Unlike the hanger experiences in Austin in the past this time 3/3/22 the arrival experience was less than desirable. No staff to help direct anyone. Bags took a long time to get off plane. The hanger was the antithesis of Millionaire location. If you hadn't flown Taos Air before you would have no help or assistance with getting to another private air strip or the larger Austin airport. I answered many questions for first time travelers.
Amazing staff! Great service. Loved the snacks & drinks!
Great service. Flight attendant Danielle was amazing.
Check in process was a little amateur/ scattered but ok.
Really fun experience, incredibly easy Check in, fantastic snacks and super size mimosa. Loved it all.
This was a great experience to fly from Dallas straight to Taos. It provides a great opportunity for a quick getaway for the ski season. Everything was smooth. Staff was very friendly. Very personal experience.
Only thing that worried me was the weight limit of 38 lbs on all luggage. I made the cut but was not aware of this until checking at the airport Maybe an advance warning would help I will recommend your service to my skiing friends. What a time saver it was!
Taos Air is the best part of the Taos ski experience. The rest is a complete mess.
A good experience all round; avoiding large airport hassles is wonderful. I would have preferred a one-day shorter trip that the limited schedule didn't allow.
The flight times were changed after I bought my tickets and had arranged travel from the airport. The flight change put the flight arriving very late. It was also difficult to get an answer on when my new arrival time was. I got 3 different responses when I emailed what to ask what the new arrival time was.
Staff was excellent, schedule was perfect, snacks were great. The plane was dated and tired (my tray table latch was broken, so scotch tape was used to hold it in place). In flight staff was great, Danielle was adorable.
both flights were delayed
We had a great experience.
The return flight to Carlsbad was too late. Wish it was 2 hrs earlier. It was very inconvenient with the hotel, room less and just waiting for flight.
We never want to fly regular commercial airlines again! This is the way it used to be and we have missed that no hassle experience!
Please add direct service to NYC area! We would only ever fly Taos Air! We decided to give it a try via Austin instead of flying NY to ABQ and it's a great option but direct would be incredible!

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The flight was delayed but nobody gave passengers info on why there was a delay and how long it would be. Otherwise everything was great.
Overall experience was great. Best Ive flown. It would just be nice to have a few more flight options but it's not a big deal.
We live in Taos part time. A few years ago, I had multiple flights booked on Taos Air that were cancelled at the last minute, forcing me into purchasing on American into SAF at triple price. I was so frustrated that I said that I would never fly TA again. Last summer, I met a man named Jeff Sherwood, a supposed executive with TSV. He assured me that the service was now reliable, and gave me his card and told me to contact him with any questions. Well, I have, and he has not returned a single call. So I book my first TA flight tonight, and that flight is diverted to Santa Fe. Then the bus was stuck in Pilar awaiting a snowplow. I know you can't control the weather, but you operate an unreliable business. I will never use you again, and suggest the same to others. Randy Burt
We love this wonderful service and intend to use it as often as possible! We hope it becomes a year round service.
Great in every way.
Wonderful staff and flight crew. Parking is too expensive and limited options.
Night flight from dallas encounter weather in mountains
Leaving from Dallas after dark makes it difficult to drive in the mountains
What an amazing experience this was! Top to bottom, everything was smooth. I felt like a jet setter! Can't wait to do this again. Thank you for everything!
I only wish you flew more locations. I can say enough about ease of flying with Taos air! I will never go to Taos again without Taos Aie.
Awesome airline!
I am a huge fan of Taos Air - from start to finish it is easy, comfortable, and pleasant. The staff are great, the snacks and drinks are a great touch, and I love how easy it is to get on/off. I'll never travel to NM any other way again.
Wish you had more flights!
The service and staff was amazing!
Love the airline. Today was rough due to em weather and having to shuttle to Santa Fe. I do appreciate the effort your staff made to make the flight happen.
Wonderful service always. I wish you flew year round.
Great experience. Hope you can keep the fares level as you get more growth so us people can afford. Kudos to 3/10 Carlsbad attendant for great service and hospitality! T Air Not bad reschedule/communication re snow in and a redirect to Santa Fe. Thank you!
The flight from Carlsbad to Taos was great. The flight was slightly delayed but the check-in and in-flight experiences were great.
The flight was diverted from Taos to Sante Fe due to weather. For this reason, it wasn't restocked with the much anticipated Taos nut packs and ice cream sandwiches. The bus ride from Taos to Sante Fe wasn't bad except the bus didn't have a bathroom. Overall, the flight experience was still great though.
OUR FLIGHT CREW FROM TAOS TO CARLSBAD WERE FANTASTIC
FILLED OUT SURVEY ON FIRST FLIGHT. I WANT TO ADD THAT THE FLIGHT CREW WERE EXCEPTIONAL!! DANNIEL WAS AWSOME. SHOULD GET A RAISE.
Had accidentally put in wrong date and did not notice until I showed up to board. The staff worked with me and was able to get me on the flight on short notice. I appreciate them helping me out.
I honestly couldn't think of a better experience at this price point. Every aspect exceeded my expectations. I wish there was a more frequent flight schedule. Hopefully one day! :)
The facilities in Austin keep deteriorating this time we were in the wrong lounge and were told at the last minute that the boarding was at an adjacent terminal. Each year the facilities get worse - signature air was good them

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million air was awesome back to signature air this Feb which was good bar parking then this latest move with no notice was not good at all
Unfortunately the return leg of my flight was cancelled at very short notice. Whilst I completely understand unpredictable weather changes, I do not understand how a "semi private" (read - expensive) airline can't contribute towards accommodation for the night. I was stranded with 90 minutes notice, in freezing temperatures, in the night/dark, on my own, thousands of miles from home and unfortunately customer service at Advanced Air was incredibly short and unhelpful, no apology, nothing. Just, you're left to fend your yourself. Not on, considering the ticket price and how brilliant and enjoyable all other aspects of the experience were
Terrific experience. My only issue was the Carlsbad airport and finding out where I could park. I ended up very far away and felt like Steve Martin from Trains, Planes, Automobiles when he had to return to the terminal by navigation across the runway.
We would fly Taos Air exclusively if it were available
Would be nice to have more choices for flight times. The whole experience was very good.
What a wonderful experience! I just don't feel like I ever want to fly commercial again. I felt so welcomed and at home. The process was quick and easy and they got me where I needed to be with the upmost amount of kindness and ease. You guys are the best kept secret.
Twice my flight had to be rerouted to Santa Fe - which I get because you can't control the weather! - however, you can control the shuttle and riding on it is miserable. Seats are broken and don't maintain their position, no water offered, no pit stop option prior to boarding plane.
lovely flying experience
Friendly staff. Timely flight. Love it over alternative travel options! Opportunities are beverage selection on board and interior maintenance of plane (e.g. broken tray table, worn seats).
Loved the whole being experience, only wish is that you'll operate year around.
So easy. So pleasurable. So friendly. The way flying should be.
Loved the experience and would fly Taos Air every month to LA if it comes available. Julee was wonderful and everyone is so impressed with service!!!! Hope it keeps up!
I love that I am able to fly home to see my family in Taos, being able to skip the grueling step of flying to Albuquerque-renting a car and driving 120 miles is fantastic! My only wish would be for year round flights from Hawthorne airport, I would use this service along with my family members 4-5 times a year. -Eric Z
It's the only way to go to Taos, as far as I'm concerned. No crowds, no waiting in long lines, Taos regional airport was conveniently located to my airbnb.
Special compliments to flight attendant on Taos-Calsbad 3-10-22. Great experience and free ski rental makes it work. Please don't raise pricing so remains feasible for budget travelers.
We were diverted on both legs this trip due to weather. Everything was handled great and the service was amazing. My only complaint is that the food and drink selection has definitely gone down hill since the last time I flew. I also prefer the earlier in the day flights as opposed to the later flights. Other than that it was a great experience as always.
flight got cancelled due to weather - communication could hav ebeen better
I've flown Taos Air many times the past year. It would be great if TA had a program for frequent flyers, even if it only meant retaining customer's information so that it was faster to book a ticket. Aside from that I have nothing but great things to say about TA - the planes, fares, staff and schedule all fantastic!!
Couldn't get bathroom door to close and seats/belts did not seem entirely clean. But the snacks/drinks were really great! All staff were very nice. I wish the flight had lined up better with my previous flight. I had 3 hours between and planned to walk to the TaosAir Terminal but found there are no sidewalks! That was disappointing. All in all a great flight. It was a real thrill to see my home of nearly 40 years from the air for the first time...
Amazing experience from the website information, online booking, arrival at the terminal, check-in, boarding, and flight. You guys have raised the bar when it comes to air travel
Unavoidable weather meant being transported to another airport. Very well organized. Onboard experience was disturbed by a hollering, screaming 2-3 year old. Of course, this was not the airlines fault. That is why I gave an overall "exceeded my expectations".

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What a great experience- so easy and smooth!! Thanksgivings
Not a fan of 7:25 am departure!
ended up diverted to Santa Fe. Did not reach destination til 1 AM. A flight at 8pm is not advisable during the winter months
Left HHR just about 10 minutes late. Everything else was great.
Best flight experience!
Love this service
So convenient and excellent customer service!
I would like more flight availability especially during vacation weeks
Great experience overall, but very inconsistent enforcement of mask requirements (including on staff themselves)
Boarding in Austin did not go smoothly. This is the 3rd hanger y'all have used ((Millionaire, Signature and now Hanger 5). Signage was poor and we were directed to walk with our luggage from Signature to Hanger 5 :(
Our plane had a little electrical issues before taking off. We had to de-board and re-board. The staff went above and beyond though to be accommodating and was not a big deal at all, just a little scary for someone who doesn't like flying!
For flight schedule, it would have been ideal to have a little earlier flight back to SD.
Boarding in AUS continues to be difficult. This is the third terminal I have boarded at in the past year. Signage was poor to non-existence and since there is no parking at Signature Aviation we took an Uber, after which we were directed to take a fairly lengthy walk to Hanger 5 that didn't have a sign.
Staff are helpful and very friendly
Everything was amazing!!! The flight changed times without explanation, but that's not a huge deal. LOVED everything else about the experience!
i know about Taos Air, we live right next to the airport. and yes, all people i know locally, who have used Taos Air, are raving about it. we do love this option, and i love being able to get over to San Diego area so easily! i hope a few more stops can be added, maybe Seattle or.... (but only a few more). staff is great. service is awesome. snacks are too!!
On time, quick, great snacks
Please o please fly more often year round.
Always love flying with you! I just wished you had more flights to Los Angeles but everything else was perfect as usual !
On my outbound flight the attendant spent more than 30 minutes chatting in the cockpit, I eventually lost my patience with watching her through the window that I rang my call button. 10 minutes later she came out for last rounds.
On my inbound flight the bathroom door lock wasn't working so I had to pee and wash my hands in almost total pitch black darkness.
Very disappointment that the plane windows don't have shades. The seats were very comfortable but a little disappointing that they do not recline.
It would be nice to have a menu of in flight drinks and snacks to know what's available to order.
Great! Services, convenience!!!'
Loved rentals of akis

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Would love to have come out on Wednesday, but overall outstanding experience.
Julie was the best flight attendant ever
Totally professional friendly on time and seamless
Price of flight increased from the first time I checked your website to the time I made the purchase, and it was unclear why this occurred.
staff arraigned for a ride to commercial terminal when Taos Air was delayed. Excellent service.
The flight was delayed by 4 hrs. This has happened on 3 flights that has effected me. All were due to "maintenance " . Once I got on the plane, the tray table was taped shut. Therefore making it difficult to manage drink and snack.
The only negative experience with Taos Air is that our flight was delayed for 8 hours but the overall experience flying with Taos was fantastic. Without prompting, Taos Air offered us vouchers which was unexpected and a nice surprise. Just seems Taos Air really cares about their customers and want to do the right thing.
I am very happy with Taos Air. All of the staff were very friendly, Polite and helpful. I enjoy my interactions with each and everyone of them. The only negative on our trip was a flight delayed due to a mechanical issue. I am happy that Taos Air chose to delay our flight rather then send a questionable plane into the sky. That was the right choice and always will be. Thank you Taos Air. I look forward to flying with you again. I will be recommending Taos air to friends.
Much easier to visit West coast family and for them to visit us who've lived in Taos for 30 years,
easier
Too late of a flight to get back to San Diego on Sunday.
i wish there more days per week for flights to from austin. had to fly from AUS to DAL on WN on monday then. catch Taos Air flight from dallas in order to return on monday
had to book two one way flights because flight schedule didn't work for me and had to fly from austin to dallas in southwest in order to leave austin on monday
I love Taos Air! Although this was my first flight, my niece from Austin has used Taos Air several times in the last couple of years. The staff is wonderful and it is such a luxury having the opportunity to get away other than a 10 hour car ride!
I haa as d a great experience. My husband did the scheduling.
Wish there were more months to fly Taos Air. Would like to have Wi-Fi and cellphone charging abilities at your terminals, especially the one in Austin
I preferred the 8:15 pm departure versus the 9:15 departure from Taos to Carlsbad on Sundays.
Had relatively high expectations so hard to exceed.
You had a maintenance issue with the plane causing a 5 hour delay. We were notified of the problem only minutes ahead of our scheduled departure from Taos, the plane was in LA, two hours away. The notification and updated info were slow and infrequent.
The 5:15 flight from Taos arrives in Carlsbad at 6:30, but the Avis Rental Car Agency closes at 5 pm! No way to rent a car until the following morning.
Overall had a great experience. Our flight from LA was delayed by about 5 hours which was unfortunate but we understand that happens from time to time. We wish there were more options for days/times to fly but understand that, as a smaller airline, you can't fly as often as larger airlines. We'll definitely fly TAOS Air again and hope you grow to include more flights. :)
Would have preferred wider selection of flights, of course! Arriving in Carlsbad at 6:30 pm means you can't rent a car! All rental car agencies at that small airport are closed by 5 pm. It would at least be good to alert passengers of this limitation in advance.
Flight was delayed for 1 hour due to maintenance problems
Flight into Taos was delayed by more than 4 hours due to mechanical issues. Please improve your flight status updates. It is really lacking.

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Best experience ever! It was easy convenient and I arrived to Taos in 2 hours. I cant stop telling everyone I know that this was the best flying experience coming to Taos I will never fly any other way. Thank you so much!
Amazing !!
Love the convienience of Taos Air and not having to go into a major airport terminal. I wish TA would fly a year around schedule and not just seasonal:(
I travel from Taos to San Diego about every six months and looks like I'll be hitting the road again on my next trip...as I won't deal with the foolishness and torture of going to a major airport terminal - it's even worse now with the Covid ordeal, security, etc....
You guys are the best, and I sincerely hope that you will expand your flights to cover the entire year. Emily Gillispie, a Taos resident.
I finally got to fly to Taos and back to Dallas and just found out you are stopping service in April. Really wish you would be open during summer because lots of people from Dallas would use it and even if they didn't stay at TSV they would remember the convenience of flying Taos Air and possibly return during ski season and would certainly tell their friends about it. Please keep it going.
Plane had mechanical issues and it took 5hrs to fix the back up plane before we were able to take off. I have since received a voucher for this trouble and appreciate Taos Air's response and will gladly continue to fly this airline in the future despite this unfortunate first experience with the departure time and flight delay.
My husband and I have flown twice with Taos Air between (December 2021 and March 2022). I love the ease of Hawthorne and Taos Airport. The proximity is perfect and makes for a more enjoyable trip. The boarding process is great too.
Price was a little high
Great trip wish I could always fly like this
onward to taos -i was disappointed to be on a subsidized different plane. my tray in front of me was broke which they tried to take up but bounced around on me the whole flight
outbound flight wasn't a taos plane tray was broken which they tried to tape but it bounced on my lap the duration of the flight
This was the most prficient flight I have been on-on land besides a sea plane I was on last year. I am going to tell everyone I know about TAOS Air. Me and my daughter flew with you all and just loved how easy it was to buy the tickets, check in our laugauage, and fly to our destination with awsome services all the way through. Thank you for the experience.
I loved everything about my experience with Taos Air, it was a simple process and every staff member I encountered was beyond friendly and professional.
I live in San Diego and Taos. This could not be any more convenient for me. Only issue is 58 pound limit. I would be OK paying for extra luggage, but not the possibility of getting there and being turned away.
Everything just worked. It was a great experience and sure as shit beats driving for 12 hours
Had some problems rescheduling and not told different later time
This was my first experience flying Taos Air and I was very impressed. The staff was friendly, the flight was smooth and on-time, and it was a great overall travel experience.
Great experiece. Not much else to say - ice cream on board is a home run.
Please expand service to Houston
We love Taos Air! We live in Angel Fire and use Taos air to fly to Austin to visit my family and Carlsbad for fun. Shannon was our flight attendant many times and she is awesome. The only suggestion I can even come up with is.... would be nice to have glasses for cocktails in a plastic glass instead of paper. Maybe a reusable plastic???
I would prefer a few more flight options. I had to do Thursday to Thursday, would like to have done Thursday to Saturday
First time to fly with Taos Air, I live in Red River and get extremely nervous about driving to Albuquerque to fly to Austin. This was great, I felt relaxed when I walked in. Plan on using you guys again!!! Thank you
Fantastic and I hope you eventually fly year round!

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Super easy and efficient.. love it!
I love Taos Air, Was great. Please note for internal operations: There was no water in the bathroom sink on the plane and the bathroom light did not work and there was no hot water for hot tea on the plane either. Other than that it was a great experience!!
Ticket prices went up on me while i was booking. Once someone clicks on a price it should hold. Looks fishy
Very good first experience. Definitely a game changer since I am typically used to driving to Albuquerque to fly commercially.
I have flown with Taos Air before and I recommended it for my parents. I booked the flight for them so they can fly directly to Taos where they spend their summers. My father grew up there and still has family there. They used to fly with Southwest until we found out about Taos Airlines. I was confident to send them off alone from Palomar Airport in Carlsbad on April 3rd, 2022. My parents had a fantastic flight and were so happy with the convenience with boarding and being on a direct flight . They were so pleased with the staff being friendly and helpful. This is my moms second flight and my dads first flight with Taos Air. I would like to Thank everyone at Taos Air for giving my parents a wonderful flight experience. We all look forward to flying with Taos Air in our future travels. Thank you, Millie , John & Anna Vigil
Would prefer more travel times
More flights from Hawthorne please. And can there be an earlier flight in the morning from either Hawthorne or Carlsbad so that we could ski at least 2-3 hours on arrival? Hoping you add flights next ski season! I'm hooked!
Everything was great, except the cabin temperature was way too cold.
Having no parking options at the Austin location is problematic, and there is no advice given that's realistic if you don't live in Austin.
This service is an amazing discovery for us. We live in Taos and love the opportunity to travel so easily to several cities for leisure and relaxation. We arrived at our destination rested and ready to enjoy our surroundings rather than exhausted and weary from air travel. There were no long lines, never herded like cattle, and felt like the entire plane was "first class"! We were literally took a flight and were enjoying our resort stay by the ocean in the time it would have normally taken us to navigate a major airport The staff was wonderful and treated us like family.
Staff was incredible. Very nice. Ready to have fun.
Fantastic experience, always feels like first class! It is often difficult to reach anyone by phone to ask questions about rate or schedule options. Would LOVE for this service to be available year-round!
Taos air was outstanding. The air fare a little high. The over all experience Excellent.
Flight schedule a 4 only because I would LOVE to be able to travel any day of the week. Love Taos Air so much that I wish I could use it all the time.
Great service. I wish it ran a limited schedule through the year instead of quitting totally in slack times.
Couldn't have been easier - comfortable terminals in TX and NM with free parking, great crew, comfortable seat (at exit row for this 6'6" passenger). Felt like I was flying on a private charter. I LOVE being able to fly to LA from Taos. That was brilliant. Service was fine. Both going to and coming from LA the cabin was VERY cold. Perhaps blankets could be handed out to passengers or advice could be given beforehand to bring warm layered clothing. Fortunately I was prepared on the return trip.
The cabin both flights was freezing, I needed a down parka and a hat and was still shivering. The entire flight was covered in coats so I don't think I was alone.
No enforcement of mask rules on Taos to Dallas.
Great experience all the way around.
TAOS Air website was easy to navigate and provided an excellent description of luggage policy and services. The check-in procedure was very efficient, as well as boarding. The accomodations and "ride" quality of the Dornier

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2021-22 WINTER SEASON



328 were exceptional. On-board flight crew exhibited outstanding demeanor and hospitality; and they were very proactive at destination to provide orientation and helpful ground transportation information, as well as preliminary information regarding the upcoming Summer season schedule. I am sold on this airline. Thank you for your outstanding service.

The Taos Air website was well organized and provided useful information regarding baggage limitations and services. Ground-staff were helpful in directing me to the Advanced Air terminal and in providing simple and efficient check-in. Air crew exhibited exceptional demeanor and hospitality, and provided outstanding ground boarding and in-flight service. The "ride" quality of the Dornier 328 was very smooth, and aisle-way and lavatory space made in-cabin movement easy and safe. Air crew additionally were proactive in assisting at destination with orientation and helpful ground transportation information, as well as in providing an overview of the upcoming Summer schedule. I am sold on this airline. Thank you for an outstanding flight.

Love the short time it takes to travel between CA and Taos.

Ticket was purchased for me

I say this every review, please add more travel days and more locations. It is so wonderful to fly in and out of Taos on Taos Air. Love it

The website for purchasing tickets could have been easier to navigate and flight schedules to and from locations could have been easier to locate/understand. It would be nice to have more flight options, i had to fly into Carlsbad and out of Hawthorne to be able to fit my schedule...

ECONOMIC/FISCAL IMPACT & MARKETING ANALYSIS OF TAOS AIR FLIERS
2021-22 WINTER SEASON



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

Response
Visiting relatives
Family
Ski
Golf
Stayed with friends who own an Earthship. Visited for Christmas so didn't really do any other outside activities.
Sleep
Sante Fe
Ghost Ranch , Santa Fe
Conference
I live here
Spa
Ojo Caliente
Ojo caliente
Sipapu frisbee golf
Dispensary
Snowshoeing
Visited friends.
Tried to go bowling
Eating
Drove to Santa Fe
Angel Fire ski
RV camping
Friends
Got snowed. In stayed at families house
Ojo Caliente Mineral Baths

ECONOMIC/FISCAL IMPACT & MARKETING ANALYSIS OF TAOS AIR FLIERS
2021-22 WINTER SEASON



Stayed at Family house
Live here
Went Home
Live there
Stayed home
It's our first day here still!
i live here and work here
Snow mobile adventure in red river
Bowling
Reside in Taos area
I Live in Taos
Ski
Just saw the airport for a connecting flight from LA to Dallas
Research
Recording studio
Wildlife Spotting and Photography
Wildlife Spotting and Photography

ECONOMIC/FISCAL IMPACT & MARKETING ANALYSIS OF TAOS AIR FLIERS
2021-22 WINTER SEASON



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

Response
Did not stay in Taos
Taos air shuttle
Taos air shuttle
W
Asked a local for a ride
n/a
My personal car
I keep a SUV in the Ski Valley during winter months
Taos Air Shuttle
Taos shuttle arraigned by TA
Shuttle from Taos Air
TaosAir provided shuttle. Thank you!
Taos Shuttle
Taos Shuttle Bus - airport to Taos Ski Valley
Taos air shuttle
shuttle
Taos Air shuttle
Taos Shuttle
See above Comment
Shuttle service provided by Taos Air to Taos Ski Valley. I stayed in Alpine Village Suites
have a car at the airport in Taos
Taos air shuttle
Hitched a ride from the ski valley to our hotel because there is no shuttle service currently
Car at airport
Taos air/Blake shuttle

ECONOMIC/FISCAL IMPACT & MARKETING ANALYSIS OF TAOS AIR FLIERS
2021-22 WINTER SEASON



Taos Air Shuttle
Taos Air Shuttle
Taos Air shuttle
We had to take a "limo" because it was the only option ie: transportation to Red River needs to be improved. Hopefully more options are available asap.
Taos air shuttle
Shuttle provided by Taos Air to Taos Ski Valley
Took own car
Taos Air provided shuttle
own car
Shuttle
Self
Driver let me off in Seco
Taos Ski Valley Shuttle (White Bus)
Taos air shuttle
my own truck
Taos Air shuttle
Shuttle
Taos air shuttle
own car
I flew in to Taos to purchase a vehicle that was located at Angel Fire.
Own a car
Taos air shuttle
Bus
Airplane
My vehicle



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 December 2021 and April 2022, 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
2021-22 WINTER 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
- Hiking, Biking
- Hunting, Fishing
- Ice Skating
- Scenic Drives
- Skiing/Snowboarding
- Fine Dining
- Shopping
- Nightlife, Live Music
- Visited the Rio Grande Gorge
- Visited the Earthships
- 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 (including skiing/snowboarding) _____
- 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