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COMPARATIVE ECONOMIC/FISCAL IMPACT
& MARKETING ANALYSIS OF
TAOS AIR FLIERS:
2021 SUMMER &
2021-22 WINTER SEASONS

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

PRESENTED BY:

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TABLE OF CONTENTS

Introduction.....	2
Economic Impact Comparison	4
Fiscal Impact Comparison	8
Marketing Comparison.....	12

COMPARATIVE ECONOMIC/FISCAL IMPACT & MARKETING ANALYSIS OF TAOS AIR FLIERS: 2021 SUMMER & 2021-22 WINTER SEASONS



Introduction

Taos Air, a collaborative public/private partnership led by the Town of Taos and Taos Ski Valley, Inc., provided non-stop service from Austin and Dallas, Texas and Los Angeles and San Diego, California to Taos, New Mexico during the summer of 2021 and 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 Summer and Winter 2021-22 Seasons, as well as to do a concurrent marketing survey of all fliers.

This report presents a comparative analysis of the key findings from the Summer 2021 versus the Winter 2021-22 Seasons, with notable differences between the two seasons outlined below:

Economic & Fiscal Impact

- ✓ The winter flights by Taos Air generated much higher economic and fiscal impact than did summer flights, due to increased spending by winter respondents and the longer winter flight season (resulting in more flier parties).
- ✓ Winter flier parties spent, on average, \$1,038 more during their trips than did summer flier parties, due in part to increased direct spending and other associated expenses related to skiing/snowboarding.
- ✓ Summer flier parties generated a total economic impact of direct spending of \$3,147,108, while winter flier parties generated \$16,651,563 in total economic impact of direct spending.
- ✓ Summer flier parties generated \$48,278 in lodgers' tax and \$75,675 in gross receipts tax on lodging, while winter flier parties generated \$247,868 in lodgers' tax and \$412,948 in gross receipts tax on lodging.
- ✓ Summer flier parties generated \$102,133 in gross receipts tax on all other spending, while winter flier parties generated \$589,544 in gross receipts tax on all other spending.
- ✓ The total estimated lodgers' tax plus gross receipts tax on lodging and all other spending was \$227,835 for the summer and \$1,249,621 for the winter.

Marketing

- ✓ Winter respondents skewed younger (average age of 51.0) than summer respondents (average age of 56.3).
- ✓ A higher percentage of the winter respondents were male (54.6%) than were summer respondents (46.0%).
- ✓ Winter respondents tended to be tourists/visitors to New Mexico at a higher rate (55.4%) than summer respondents (41.6%).
- ✓ This was the first time visiting Taos for a higher percentage of winter respondents (36.8%) than summer respondents (29.2%).
- ✓ More winter respondents (61.0%) traveled for leisure than summer respondents (53.8%).
- ✓ Summer respondents (5.4 nights) spent more nights in New Mexico than winter respondents (5.0 nights).
- ✓ Summer respondents stayed at a second home or with friends/relatives at a higher rate than winter respondents; winter respondents stayed at hotels/bed & breakfasts at a higher rate.

COMPARATIVE ECONOMIC/FISCAL IMPACT & MARKETING ANALYSIS OF TAOS AIR FLIERS: 2021 SUMMER & 2021-22 WINTER SEASONS



- ✓ The availability of direct flights to Taos created more interest in second home ownership among summer respondents (56.1%) than winter respondents (47.2%).
- ✓ 65.2% of summer respondents heard about the Taos Air service via word of mouth versus 57.4% of winter respondents; 30.9% of winter respondents heard about the service from SkiTaos.com versus 21.6% of summer respondents.
- ✓ The Summer Season Net Promoter Score (NPS)¹ was a world-class rating of 83; the Winter Season NPS increased to 88.

¹ 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.



Economic Impact Comparison

Spending in NM by Fliers Originating Texas and California: Summer

Respondents with flights originating in Texas/California were asked to estimate their entire party's spending while visiting New Mexico during the 2021 Summer Season in six categories: lodging, food/meals/beverages, transportation/fuel, outdoor recreation, attractions/entertainment, and shopping/miscellaneous/other.

Total average spending per trip per party was \$3,176 and total spending during the study period for all flier parties combined was \$2,401,409.

Total spending by category was \$967,066 for lodging, \$399,227 for food/meals/beverages, \$126,271 for transportation/fuel, \$263,127 for outdoor recreation, \$163,320 for attractions/entertainment, and \$482,399 for shopping/miscellaneous/other.

Spending in NM by Fliers Originating Texas and California: Winter

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 average spending per trip per party was \$4,214 and total spending during the study period for all flier parties combined was \$12,266,753.

Total spending by category 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.

The increased spending by winter flier parties versus summer fliers is likely due to increased direct spending and other associated expenses related to skiing/snowboarding.

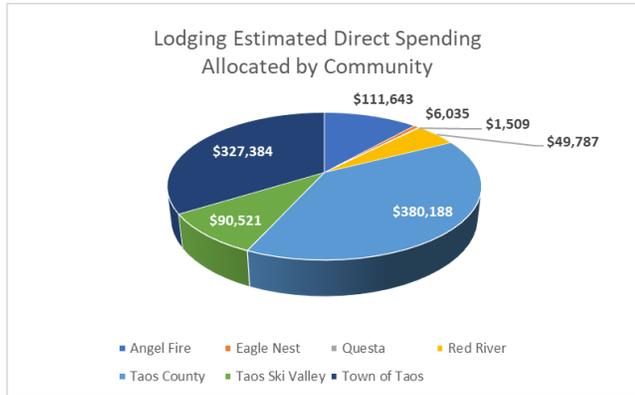
Average Spending Per Party in NM by Fliers Originating Texas and California Summer		Average Spending Per Party in NM by Fliers Originating Texas and California Winter	
Category	Average \$	Category	Average \$
Lodging	\$ 1,279	Lodging	\$ 1,703
Food, Meals, Beverages	\$ 528	Food, Meals, Beverages	\$ 618
Transportation, Fuel (in NM)	\$ 167	Transportation, Fuel (in NM)	\$ 267
Outdoor Recreation	\$ 348	Outdoor Recreation	\$ 856
Attractions, Entertainment	\$ 216	Attractions, Entertainment	\$ 241
Shopping, Misc., Other	\$ 638	Shopping, Misc., Other	\$ 529
Total Average Spending Per Party	\$ 3,176	Total Average Spending Per Party	\$ 4,214

COMPARATIVE ECONOMIC/FISCAL IMPACT & MARKETING ANALYSIS OF
TAOS AIR FLIERS: 2021 SUMMER & 2021-22 WINTER SEASONS



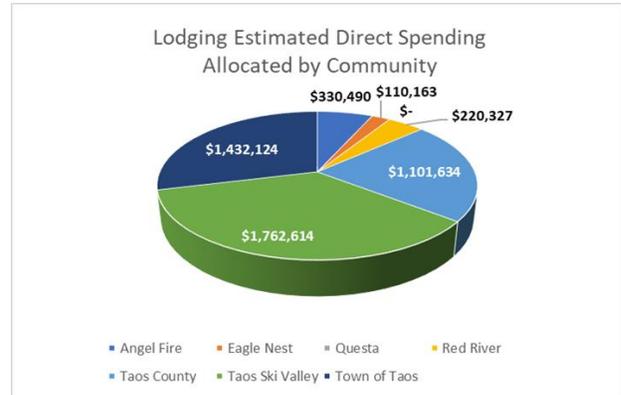
Lodging Estimated Direct Spending Allocated by Community: Summer

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



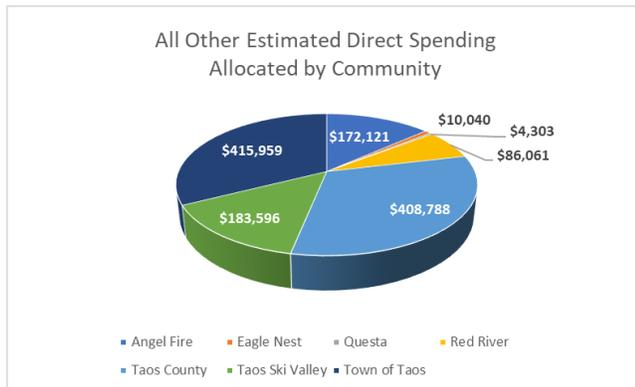
Lodging Estimated Direct Spending Allocated by Community: Winter

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.



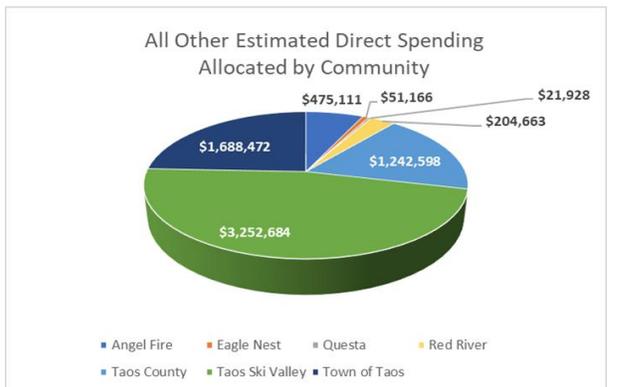
All Other Estimated Direct Spending Allocated by Community: Summer

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



All Other Estimated Direct Spending Allocated by Community: Winter

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.

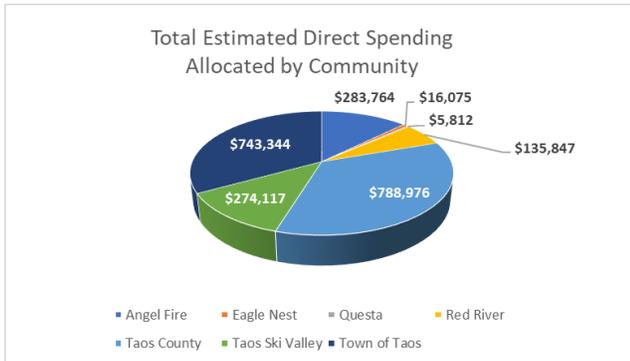


COMPARATIVE ECONOMIC/FISCAL IMPACT & MARKETING ANALYSIS OF TAOS AIR FLIERS: 2021 SUMMER & 2021-22 WINTER SEASONS



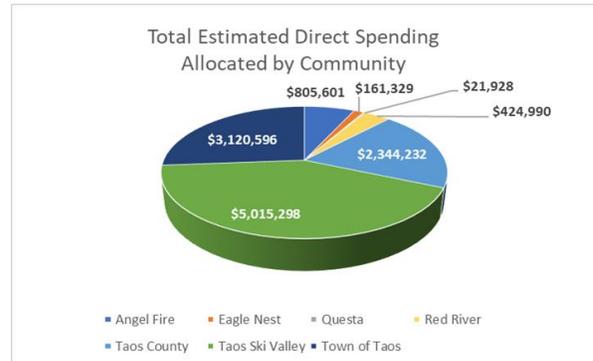
Total Estimated Direct Spending Allocated by Community: Summer

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



Total Estimated Direct Spending Allocated by Community: Winter

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: Summer

Total estimated economic impact of spending in the study area during the study period by fliers originating in Texas/California was \$3,147,108.

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

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

Total Estimated Direct Spending Allocated by Community: Winter

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

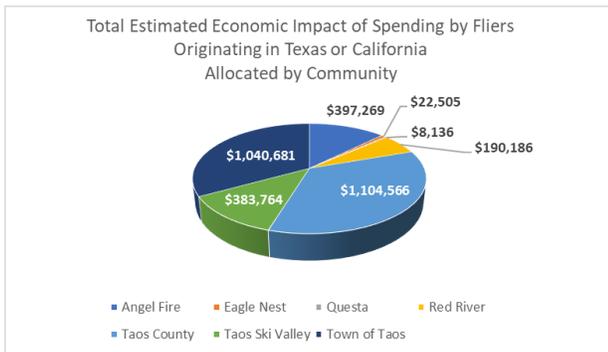
*Note: Respondents spent an additional \$372,779 in non-study area New Mexico communities not reflected in the totals above.

COMPARATIVE ECONOMIC/FISCAL IMPACT & MARKETING ANALYSIS OF
TAOS AIR FLIERS: 2021 SUMMER & 2021-22 WINTER SEASONS



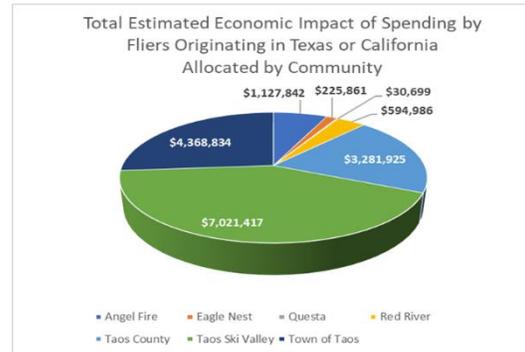
Total Estimated Economic Impact of Spending by Fliers Originating in Texas/California Allocated by Community: Summer

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



Total Estimated Economic Impact of Spending by Fliers Originating in Texas/California Allocated by Community: Winter

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.



COMPARATIVE ECONOMIC/FISCAL IMPACT & MARKETING ANALYSIS OF
TAOS AIR FLIERS: 2021 SUMMER & 2021-22 WINTER SEASONS



Fiscal Impact Comparison

Total Estimated Lodgers' Tax: Summer

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

Total Estimated Lodgers' Tax: Winter

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, Red River – \$11,016, Taos County – \$55,082, Taos Ski Valley – \$88,131, and the Town of Taos – \$71,606.

Community	Lodgers' Tax Rate	Total Lodgers' Tax: Summer	Total Lodgers' Tax: Winter
Angel Fire (Colfax County)	5.0%	\$ 5,582	\$ 16,525
Eagle Nest (Colfax County)	5.0%	\$ 302	\$ 5,508
Questa (Taos County)	0.0%	\$ -	\$ -
Red River (Taos County)	5.0%	\$ 2,489	\$ 11,016
Taos County	5.0%	\$ 19,009	\$ 55,082
Taos Ski Valley (Taos County)	5.0%	\$ 4,526	\$ 88,131
Town of Taos (Taos County)	5.0%	\$ 16,369	\$ 71,606
Total		\$ 48,278	\$ 247,868

COMPARATIVE ECONOMIC/FISCAL IMPACT & MARKETING ANALYSIS OF
TAOS AIR FLIERS: 2021 SUMMER & 2021-22 WINTER SEASONS



**Total Estimated Gross Receipts Tax on Lodging:
Summer**

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

Community	Total GRT: Summer	Village/Town GRT: Summer	County GRT: Summer	State GRT Portion: Summer
Angel Fire (Colfax County)	\$ 8,676	\$ 2,303	\$ 651	\$ 5,722
Eagle Nest (Colfax County)	\$ 454	\$ 109	\$ 35	\$ 309
Questa (Taos County)	\$ 126	\$ 24	\$ 25	\$ 77
Red River (Taos County)	\$ 4,295	\$ 902	\$ 841	\$ 2,552
Taos County	\$ 25,910	\$ -	\$ 6,425	\$ 19,485
Taos Ski Valley (Taos County)	\$ 8,378	\$ 2,209	\$ 1,530	\$ 4,639
Town of Taos (Taos County)	\$ 27,836	\$ 5,525	\$ 5,533	\$ 16,778
Total	\$ 75,675	\$ 11,071	\$ 15,041	\$ 49,562

Total Estimated Combined Lodgers' Tax and Gross Receipts Tax on Lodging: Summer

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

**Total Estimated Gross Receipts Tax on Lodging:
Winter**

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.

Community	Total GRT: Winter	Village/Town GRT: Winter	County GRT: Winter	State GRT Portion: Winter
Angel Fire (Colfax County)	\$ 25,682	\$ 6,816	\$ 1,928	\$ 16,938
Eagle Nest (Colfax County)	\$ 8,285	\$ 1,997	\$ 643	\$ 5,646
Questa (Taos County)	\$ -	\$ -	\$ -	\$ -
Red River (Taos County)	\$ 19,009	\$ 3,993	\$ 3,724	\$ 11,292
Taos County	\$ 75,076	\$ -	\$ 18,618	\$ 56,459
Taos Ski Valley (Taos County)	\$ 163,130	\$ 43,008	\$ 29,788	\$ 90,334
Town of Taos (Taos County)	\$ 121,766	\$ 24,167	\$ 24,203	\$ 73,396
Total	\$ 412,948	\$ 79,981	\$ 78,903	\$ 254,064

Total Estimated Combined Lodgers' Tax and Gross Receipts Tax on Lodging: Winter

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**.

COMPARATIVE ECONOMIC/FISCAL IMPACT & MARKETING ANALYSIS OF
TAOS AIR FLIERS: 2021 SUMMER & 2021-22 WINTER SEASONS



Total Estimated Gross Receipts Tax on All Other Spending: Summer

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

Total Estimated Gross Receipts Tax on All Other Spending: Winter

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.

Community	Total All Other Spending-Related GRT: Summer	Village/Town GRT: Summer	County GRT: Summer	State GRT Portion: Summer
Angel Fire (Colfax County)	\$ 13,375	\$ 3,550	\$ 1,004	\$ 8,821
Eagle Nest (Colfax County)	\$ 755	\$ 182	\$ 59	\$ 515
Questa (Taos County)	\$ 360	\$ 67	\$ 73	\$ 221
Red River (Taos County)	\$ 7,425	\$ 1,560	\$ 1,454	\$ 4,411
Taos County	\$ 27,859	\$ -	\$ 6,909	\$ 20,950
Taos Ski Valley (Taos County)	\$ 16,992	\$ 4,480	\$ 3,103	\$ 9,409
Town of Taos (Taos County)	\$ 35,367	\$ 7,019	\$ 7,030	\$ 21,318
Total	\$ 102,133	\$ 16,858	\$ 19,631	\$ 65,644

Community	Total All Other Spending-Related GRT: Winter	Village/Town GRT: Winter	County GRT: Winter	State GRT Portion: Winter
Angel Fire (Colfax County)	\$ 36,920	\$ 9,799	\$ 2,771	\$ 24,349
Eagle Nest (Colfax County)	\$ 3,848	\$ 927	\$ 298	\$ 2,622
Questa (Taos County)	\$ 1,837	\$ 343	\$ 371	\$ 1,124
Red River (Taos County)	\$ 17,657	\$ 3,710	\$ 3,459	\$ 10,489
Taos County	\$ 84,683	\$ -	\$ 21,000	\$ 63,683
Taos Ski Valley (Taos County)	\$ 301,036	\$ 79,365	\$ 54,970	\$ 166,700
Town of Taos (Taos County)	\$ 143,562	\$ 28,493	\$ 28,535	\$ 86,534
Total	\$ 589,544	\$ 122,637	\$ 111,405	\$ 355,502

COMPARATIVE ECONOMIC/FISCAL IMPACT & MARKETING ANALYSIS OF
TAOS AIR FLIERS: 2021 SUMMER & 2021-22 WINTER SEASONS

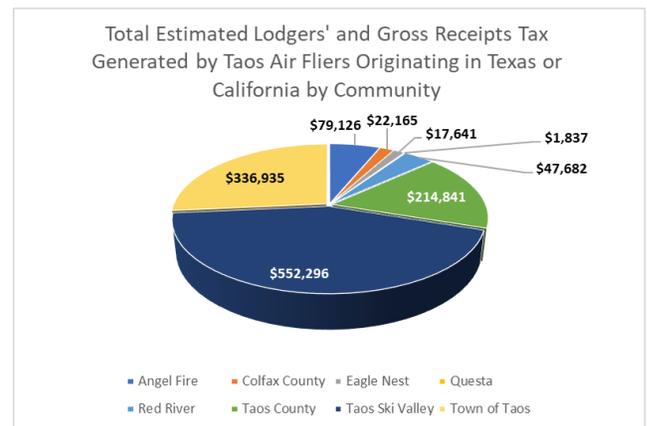
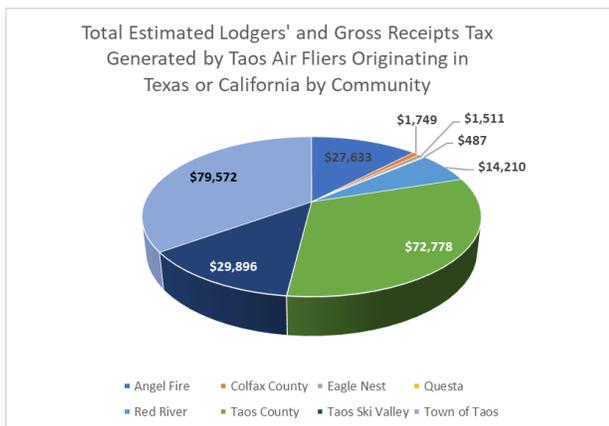


Total Estimated Lodgers' Tax plus Gross Receipts Tax on Lodging and All Other Spending: Summer

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

Total Estimated Lodgers' Tax plus Gross Receipts Tax on Lodging and All Other Spending: Winter

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.



Total Estimated Gross Receipts Tax on Lodging and All Other Spending Allocated By County and to the State: Summer

The total estimated gross receipts tax on lodging and all other spending allocated to **Colfax County was \$1,749** and to **Taos County was \$34,672**. The total estimated GRT on all spending combined allocated to the **State was \$115,206**.

Total Estimated Gross Receipts Tax on Lodging and All Other Spending Allocated By County and to the State: Winter

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**.

COMPARATIVE ECONOMIC/FISCAL IMPACT & MARKETING ANALYSIS OF
TAOS AIR FLIERS: 2021 SUMMER & 2021-22 WINTER SEASONS



Marketing Comparison

Demographic Profile of Respondents: Summer vs. Winter

What is your age?	Summer Average	Winter Average
Age	56.3	51.0

What is your gender identity?	Summer %	Winter %
Male	46.0%	54.6%
Female	54.0%	45.3%
Non-binary	0.0%	0.1%

What is the highest level of education you have completed?	Summer %	Winter %
Some High School	0.3%	0.7%
High School	1.2%	1.9%
Some College	12.2%	10.8%
Bachelor's Degree	43.6%	44.4%
Master's Degree or above	42.7%	42.2%

What is your annual household income?	Summer %	Winter %
Less than \$49,999	5.9%	4.7%
\$50,000 to \$74,999	8.3%	7.4%
\$75,000 to \$99,999	9.9%	9.7%
\$100,000 to \$124,999	13.4%	9.0%
\$125,000 to \$149,999	8.7%	9.7%
\$150,000 to \$249,999	18.6%	20.6%
\$250,000 to \$499,999	21.2%	23.5%
\$500,000 or more	13.9%	15.3%

What is your ethnicity?	Summer %	Winter %
Hispanic	9.9%	7.1%
White/Anglo, Non-Hispanic	84.1%	86.1%
American Indian	1.1%	0.5%
Black or African American	0.2%	0.5%
Asian American/Pacific Islander	2.3%	2.4%
Other/Mixed	2.3%	3.5%

City of Residence: Summer

16.4% of the respondents reported their primary city of residence as being Taos, followed by Dallas (11.8%), Austin (11.2%); 4.1% were from San Diego or Carlsbad and 3.2% were from Los Angeles.

City of Residence: Winter

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.

City of Residence			
Summer	Frequency	Winter	Frequency
Taos	16.4%	Taos	15.1%
Austin	11.8%	Dallas	11.6%
Dallas	11.2%	Austin	9.0%
San Diego	3.2%	Los Angeles	5.5%
Los Angeles	3.0%	Arroyo Seco	5.4%
Arroyo Seco	2.6%	El Prado	3.4%
Carlsbad	2.4%	Fort Worth	2.1%
El Prado	2.4%	San Diego	2.1%
Houston	2.3%	Ranchos de Taos	2.1%
Oceanside	1.7%	Carlsbad	1.3%
Ranchos de Taos	1.5%	Plano	1.2%
Redondo Beach	1.5%	Santa Fe	1.2%
San Antonio	1.1%	Houston	1.0%

COMPARATIVE ECONOMIC/FISCAL IMPACT & MARKETING ANALYSIS OF
TAOS AIR FLIERS: 2021 SUMMER & 2021-22 WINTER SEASONS



State of Residence: Summer

43.4% of the respondents stated their primary state of residence was Texas; New Mexico (31.1%) and California (20.1%) were the next closest states of primary residence.

State of Residence: Winter

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.

State of Residence			
Summer	Frequency	Winter	Frequency
Texas - TX	43.4%	Texas - TX	37.3%
California - CA	31.1%	New Mexico - NM	31.3%
New Mexico - NM	20.1%	California - CA	25.3%
Florida - FL	0.8%	Colorado - CO	1.2%
New York - NY	0.6%	New York - NY	1.2%
Connecticut - CT	0.6%	Tennessee - TN	0.7%
Louisiana - LA	0.5%	Illinois - IL	0.5%
Arkansas - AR	0.5%	Louisiana - LA	0.4%
Washington - WA	0.3%	Alabama - AL	0.4%
Kansas - KS	0.3%	Florida - FL	0.3%
Massachusetts - MA	0.3%	Georgia - GA	0.3%

New Mexico Residency: Summer

29.0% of the respondents were full-time residents of New Mexico (reside in New Mexico six or more months per year), 26.0% were part-time residents of the state (second homeowners in New Mexico who reside in the state fewer than six months per year) and 3.4% were part-time residents of the state (renter or other) who reside in the state fewer than six months per year); 41.6% did not reside in the state on either a full-time or part-time basis (were visitors/tourists).

New Mexico Residency: Winter

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).

In New Mexico, are you a:	Summer %	Winter %
Full-time resident? (reside in New Mexico six or more months per year)	29.0%	24.6%
Part-time resident (second home owner)? (reside in New Mexico fewer than six months per year)	26.0%	17.0%
Part-time resident (renter or other)? (reside in New Mexico fewer than six months per year)	3.4%	3.0%
Tourist/visitor to New Mexico? (do not reside there)	41.6%	55.4%

COMPARATIVE ECONOMIC/FISCAL IMPACT & MARKETING ANALYSIS OF
TAOS AIR FLIERS: 2021 SUMMER & 2021-22 WINTER SEASONS



First Time Ever Flying Taos Air: Summer

For **65.1%** of the respondents, this trip was their first ever to fly Taos Air.

First Time Ever Flying Taos Air: Winter

For **62.6%** of the respondents, this trip was their first time ever to fly Taos Air;

Was this your first time flying on Taos Air?	Summer %	Winter %
Yes	65.1%	62.6%
No	34.9%	37.4%

First Time this Season Flying Taos Air: Summer

For 48.0% of the respondents, it was their first time flying Taos Air this summer (2021).

First Time this Season Flying Taos Air: Winter

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

Was this your first time flying on Taos Air this summer/winter?	Summer %	Winter %
Yes	48.0%	46.1%
No	52.0%	53.9%

First Time Visiting Taos: Summer

For 29.2% of the respondents from Texas and California, this was their first time visiting Taos.

First Time Visiting Taos: Winter

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

Was this your first time visiting Taos?	Summer %	Winter %
Yes	29.2%	36.8%
No	70.8%	63.2%

Reason for Trip: Summer

The majority of respondents (53.8%) flew on Taos Air for leisure, followed by 47.8% who flew to visit friends/family, and 9.9% who flew for business.

Reason for Trip: Winter

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.

What was the purpose of your travel on Taos Air?	Summer %	Winter %
Leisure	53.8%	61.0%
Business	9.9%	11.3%
Visit friends/family	47.8%	44.2%
Other	5.2%	2.1%

COMPARATIVE ECONOMIC/FISCAL IMPACT & MARKETING ANALYSIS OF
TAOS AIR FLIERS: 2021 SUMMER & 2021-22 WINTER SEASONS



Activities Participated in While Visiting Taos:

Summer

While visiting Taos, 65.2% of the respondents visited the Taos Plaza, 61.2% participated in fine dining, 55.9% shopped, 53.9% hiked/biked, and 47.8% took scenic drives.

Activities Participated in While Visiting Taos:

Winter

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.

What activities did you participate in while visiting Taos?	Summer %	Winter %
Visited the Taos Plaza	65.2%	45.0%
Visited Taos Pueblo	8.4%	2.9%
Visited Museums	25.8%	14.1%
Visited Art Galleries	39.1%	20.8%
Rafting, Paddleboard, Kayaking	14.5%	N/A
Hiking, Biking	53.9%	17.6%
Golfing	10.7%	N/A
Hunting, Fishing	10.4%	2.3%
Ice Skating	N/A	3.8%
Scenic Drives	47.8%	18.3%
Skiing/Snowboarding	N/A	67.6%
Fine Dining	61.2%	47.5%
Shopping	55.9%	37.8%
Nightlife, Live Music	16.5%	13.0%
Visited the Rio Grande Gorge	39.1%	18.9%
Visited the Earthships	10.7%	5.9%
Disc Golf	1.7%	N/A
Scenic Chairlift Ride(s)	15.1%	N/A
Villa Ferrata	1.7%	N/A
Zipline	2.3%	N/A
Summer Tubing	0.9%	N/A
Other:	18.6%	13.2%

Travel Origination City: Summer

37.7% of the respondents originated their travel in Taos, 21.1% in Dallas, 16.7% in Austin, 12.4% in Carlsbad/San Diego, and 12.1% in Hawthorne/LA.

Travel Origination City: Winter

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.

Where did your travel on Taos Air originate?	Summer %	Winter %
Taos	37.7%	29.2%
Austin	16.7%	19.2%
Dallas	21.1%	19.6%
Carlsbad/San Diego	12.4%	16.1%
Hawthorne/LA	12.1%	15.8%

COMPARATIVE ECONOMIC/FISCAL IMPACT & MARKETING ANALYSIS OF
TAOS AIR FLIERS: 2021 SUMMER & 2021-22 WINTER SEASONS



Flier Party Size: Summer

The average respondent flier party size was 1.8 (all respondents combined). Party sizes for flier respondents by city/state of origination were: Austin – 2.0, Carlsbad/San Diego 1.9, Hawthorne/LA 1.9, Dallas – 1.6, and Taos – 1.4.

Flier Party Size: Winter

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.

Average Party Size by Place of Travel Origination		
Flight Origination	Summer	Winter
All Cities of Origination Combined	1.8	2.1
Travel Originated in Taos	1.4	1.4
Travel Originated in Austin	2.0	2.1
Travel Originated in Dallas	1.6	2.0
Travel Originated in Carlsbad/San	1.9	2.2
Travel Originated in Hawthorne/LA	1.9	2.0

Nights Spent in New Mexico: Summer

Most (91.2%) of the respondents with flights originating in Texas/California spent one or more nights in New Mexico following their arrival.

Overall, these respondents stayed an average of 5.4 nights in New Mexico that were allocated to study area communities as follows: Taos County 2.52, Town of Taos 2.17, Angel Fire 0.74, Taos Ski Valley 0.60, Red River 0.33, Eagle Nest 0.04, and Questa 0.01.

Respondents with travel originating in Dallas stayed, on average, longer in New Mexico than those whose travel originated elsewhere (5.6 nights), followed by respondents originating in Carlsbad/San Diego (5.5 nights), Hawthorne/LA (5.4 nights), and Austin (5.2 nights).

Nights Spent in New Mexico: Winter

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).

Average Nights Spent in Enchanted Circle Communities Summer			Average Nights Spent in Enchanted Circle Communities Winter		
Community	Average Nights	% of Nights Spent	Community	Average Nights	% of Nights Spent
Angel Fire	0.62	11.5%	Angel Fire	0.30	6.7%
Eagle Nest	0.03	0.6%	Eagle Nest	0.10	2.2%
Questa	0.01	0.2%	Questa	0.00	0.0%
Red River	0.28	5.1%	Red River	0.20	4.4%
Taos County	2.12	39.3%	Taos County	1.00	22.2%
Taos Ski Valley	0.51	9.4%	Taos Ski Valley	1.60	35.6%
Town of Taos	1.83	33.9%	Town of Taos	1.30	28.9%

Average Nights Spent in NM by Place of Travel Origination		
Flight Origination	Summer	Winter
All Cities of Origination Combined	5.4	5.0
Travel Originated in Austin	5.2	5.1
Travel Originated in Dallas	5.6	4.8
Travel Originated in Carlsbad/San	5.5	4.7
Travel Originated in Hawthorne/LA	5.4	5.7

COMPARATIVE ECONOMIC/FISCAL IMPACT & MARKETING ANALYSIS OF
TAOS AIR FLIERS: 2021 SUMMER & 2021-22 WINTER SEASONS



**Time Spent in Enchanted Circle Communities:
Summer**

Overall, respondents reported that they spent most of their time while in New Mexico (including overnights and daytrips) in the Town of Taos (29.0% of their time), Taos County (28.5% of their time), Taos Ski Valley (12.8% of their time), and Angel Fire (12.0% of their time).

**Time Spent in Enchanted Circle Communities:
Winter**

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).

% of Time Spent in Enchanted Circle Communities Summer		% of Time Spent in Enchanted Circle Communities Winter	
Community	% of Time Spent	Community	% of Time Spent
Angel Fire	12.0%	Angel Fire	6.5%
Eagle Nest	0.7%	Eagle Nest	0.7%
Questa	0.3%	Questa	0.3%
Red River	6.0%	Red River	2.8%
Taos County	28.5%	Taos County	17.0%
Taos Ski Valley	12.8%	Taos Ski Valley	44.5%
Town of Taos	29.0%	Town of Taos	23.1%

Lodging Used: Summer

35.5% of the respondents who stayed overnight indicated that they stayed with friends/relatives; 32.5% stayed in a second home, 17.5% in a hotel/motel/B&B, and 13.3% stayed in a vacation/short-term rental.

Lodging Used: Winter

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.

What type(s) of lodging did you use during your stay in New Mexico?	Summer %	Winter %
Hotel/Bed & Breakfast	17.5%	29.5%
Vacation rental/short-term rental (e.g., Airbnb, VRBO, property management company, other)	13.3%	27.2%
Second Home	32.5%	19.5%
Friends/relatives	35.5%	27.7%
Recreational vehicle (RV)	0.9%	0.5%
Campground (non-RV)	0.0%	0.0%
Other	7.1%	2.7%

COMPARATIVE ECONOMIC/FISCAL IMPACT & MARKETING ANALYSIS OF
TAOS AIR FLIERS: 2021 SUMMER & 2021-22 WINTER SEASONS



Influence of Flights on Decision to Visit Study

Area: Summer

For 88.0% of the respondents from Texas and California, the availability of direct flights to Taos influenced their decision visit communities in the study area.

Influence of Flights on Decision to Visit Study

Area: Winter

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.

Did the availability of direct flights to Taos influence your decision to visit?	Summer %	Winter %
Yes	88.0%	91.4%
No	12.0%	8.6%

Influence of Flights on Interest in Second Home

Ownership: Summer

For 56.1% of the respondents from Texas and California, the availability of direct flights to Taos created interest in second home ownership in New Mexico.

Influence of Flights on Interest in Second Home

Ownership: Winter

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.

Did the availability of direct flights to Taos create an interest in second homeownership in New Mexico?	Summer %	Winter %
Yes	56.1%	47.2%
No	43.9%	52.8%

Transportation from Airport: Summer

64.2% of the respondents traveled to their final destination from the Taos Regional Airport via friend/family pick-up (64.2%); 15.3% traveled via rental car (15.3%).

Transportation from Airport: Winter

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%).

How did you get from the Taos Airport to your final destination?	Summer %	Winter %
Hotel Shuttle	5.7%	24.9%
Car Service/Taxi	2.5%	8.0%
Rental Car	15.3%	11.9%
Ride Share (Uber, Lyft)	4.6%	5.6%
Friend/Family Picked Me Up	64.2%	42.5%
Other	10.4%	11.1%

COMPARATIVE ECONOMIC/FISCAL IMPACT & MARKETING ANALYSIS OF
TAOS AIR FLIERS: 2021 SUMMER & 2021-22 WINTER SEASONS



How Fliers Heard About Taos Air: Summer

65.2% of the respondents heard about the Taos Air service via word of mouth. This was followed by SkiTaos.com (21.6%), TaosAir.com (16.3%), a print article (8.2%), and Taos.org (7.9%).

How Fliers Heard About Taos Air: Winter

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%).

How did you hear about Taos Air service?	Summer %	Winter %
Word of mouth/someone told me about it	65.2%	57.4%
Print ad	6.5%	6.0%
Print article	8.2%	4.5%
Web ad	7.4%	11.8%
Web article	5.7%	4.0%
Television	0.3%	0.6%
Radio ad	3.7%	1.3%
Billboard	3.0%	3.6%
Travel Show	0.0%	0.5%
Taos.org	7.9%	7.2%
SkiTaos.com	21.6%	30.9%
TaosAir.com	16.3%	15.1%
Another website	2.0%	1.9%
Mail or email sent to me	6.1%	5.3%
Social Media (Facebook)	7.2%	6.5%
Social Media (Twitter)	0.4%	0.0%
Social Media (Instagram)	3.8%	5.2%
Social Media (Other)	0.6%	0.5%

Taos Air Ratings: Summer

When asked to rate their overall experience with Taos Air on a scale from 1 to 5, with 1 being “Fell short of my expectations” and 5 being “Exceeded my expectations,” respondents rated their overall experience an exceptional 4.7.

Respondents were also asked to rate their experience on variety of aspects of Taos Air. Respondents were most satisfied with the Onboard Experience (4.7), Staff Friendliness (4.7), and Ticket Purchasing (4.5); the Flight Schedule rated the lowest (4.2).

Taos Air Ratings: Winter

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. 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).

Please rate Taos Air on the following aspects: (1=Fell short of my expectations and 5=Exceeded my expectations)	Summer Average	Winter Average
Ticket Purchasing	4.5	4.5
Onboard Experience	4.7	4.8
Staff Friendliness	4.7	4.8
Flight Schedule	4.2	4.1
Your Overall Experience with Taos Air	4.7	4.7

COMPARATIVE ECONOMIC/FISCAL IMPACT & MARKETING ANALYSIS OF
TAOS AIR FLIERS: 2021 SUMMER & 2021-22 WINTER SEASONS



Net Promoter Score: Summer

When asked to rate Taos Air using the Net Promoter Scale (NPS), the resulting score was a world-class level of **83**.²

Net Promoter Score: Winter

When asked to rate Taos Air using the Net Promoter Scale (NPS), the resulting score was a world-class level of **88**.

² 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.