

MAY 2023

*ECONOMIC/FISCAL IMPACT
& MARKETING ANALYSIS OF
TAOS AIR FLIERS:
2022 SUMMER SEASON
< REVISED >*

*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 2022 SUMMER SEASON



Economic/Fiscal Impact Summary

Introduction

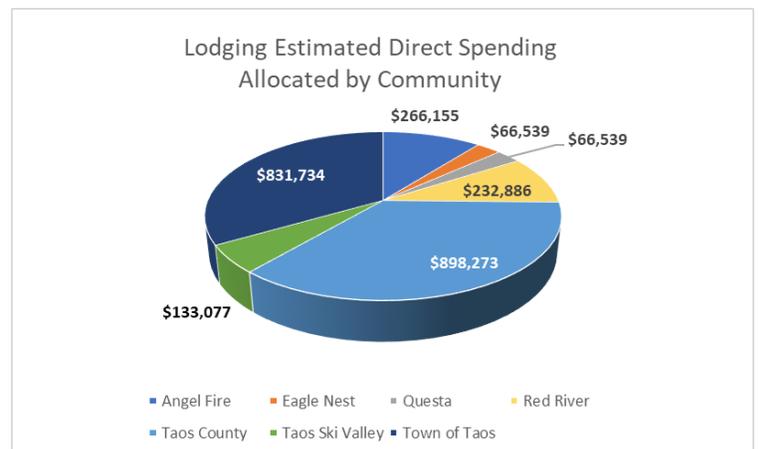
Taos Air, a collaborative public/private partnership led by the Town of Taos and Taos Ski Valley, Inc., provided non-stop service from Austin and Dallas, Texas and Los Angeles and San Diego, California to Taos, New Mexico during the summer of 2022. The goal of the service was to boost the economy and 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 2022 Summer Season, as well as to do a concurrent marketing survey of all fliers.

The survey had a total sample size of 289 survey responses. The overall data for the entire sample is accurate to plus or minus 5.5% 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 5.5% from the result obtained from the sample in this survey.

Total flier trips during the study period equaled 3,850. Of these, 1,343 originated in Taos, 833 in Austin, 683 in Dallas, 436 in San Diego, and 555 in Los Angeles. The total number of flier trips originating in Texas/California combined during the study period was 2,507. The average combined travel party size was 1.7 for fliers from Texas/California, yielding an estimated 1,475 out-of-state flier parties.

Economic Impact

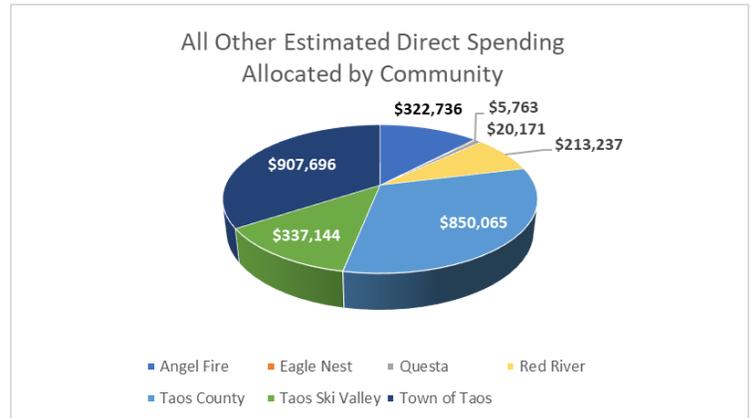
- ✓ Respondents with flights originating in Texas/California were asked to estimate their entire party's spending while visiting New Mexico during the 2022 Summer Season in six categories: lodging, food/meals/beverages, transportation/fuel, outdoor recreation, attractions/entertainment, and shopping/miscellaneous/other. Total spending was \$2,495,202 for lodging, \$793,392 for food/meals/beverages, \$324,435 for transportation/fuel, \$492,552 for outdoor recreation, \$401,120 for attractions/entertainment, and \$870,076 for shopping/miscellaneous/other. Total direct spending during the study period for all categories combined was \$5,376,778.
- ✓ The estimated allocated spending on lodging by community was: Angel Fire – \$266,155, Eagle Nest – \$66,539, Questa – \$66,539, Red River – \$232,886, Taos County – \$898,273, Taos Ski Valley – \$133,077, and the Town of Taos – \$831,734.



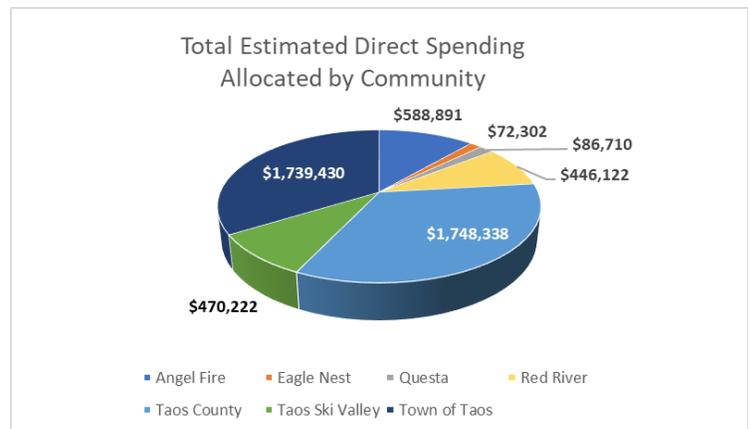
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- ✓ The estimated allocated spending on all other spending combined per community was: Angel Fire – \$322,736, Eagle Nest – \$5,763, Questa – \$20,171, Red River – \$20,171, Taos County – \$850,065, Taos Ski Valley – \$337,144, and the Town of Taos – \$907,696.



- ✓ The estimated total combined allocated spending (lodging plus all other spending) by community was: Angel Fire – \$588,891, Eagle Nest – \$72,302, Questa – \$86,710, Red River – \$446,122, Taos County – \$1,748,338, Taos Ski Valley – \$470,222, and the Town of Taos – \$1,739,430.



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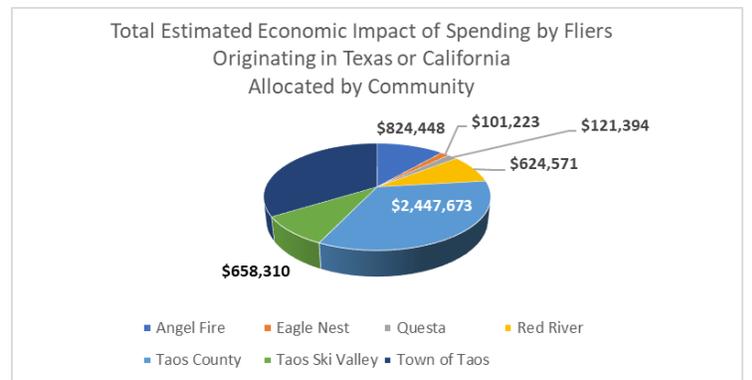


- ✓ Combining total direct spending with the induced/indirect impact of spending yielded a total estimated economic impact of spending in the study area during the study period by fliers originating in Texas/California of \$7,212,821.

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	\$ 588,891	\$ 235,557	\$ 824,448
Eagle Nest	\$ 72,302	\$ 28,921	\$ 101,223
Questa	\$ 86,710	\$ 34,684	\$ 121,394
Red River	\$ 446,122	\$ 178,449	\$ 624,571
Taos County	\$ 1,748,338	\$ 699,335	\$ 2,447,673
Taos Ski Valley	\$ 470,222	\$ 188,089	\$ 658,310
Town of Taos	\$ 1,739,430	\$ 695,772	\$ 2,435,202
Total	\$ 5,152,015	\$ 2,060,806	\$ 7,212,821

*Note: Respondents spent an additional \$224,763 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 – \$824,448, Eagle Nest – \$101,223, Questa – \$121,394, Red River – \$624,571, Taos County – \$2,447,673, Taos Ski Valley – \$658,310, and the Town of Taos – \$2,435,202.

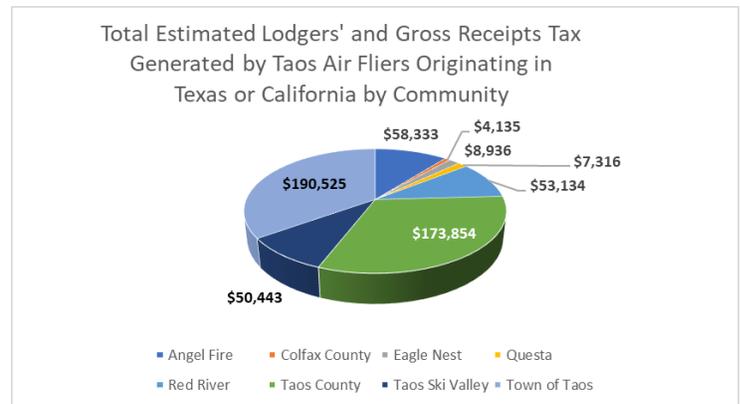


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Fiscal Impact

- ✓ 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 \$1,692 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 \$2,495,202, generating a combined estimated \$121,433 in lodgers' tax. Estimated lodgers' tax allocated by community was: Angel Fire – \$13,308, Eagle Nest – \$3,327, Questa – \$0, Red River – \$11,644, Taos County – \$44,914, Taos Ski Valley – \$6,654, and the Town of Taos – \$41,587.
- ✓ Fliers from Texas/California generated a combined estimated \$202,642 in GRT on lodging in the study area. Estimated GRT on lodging allocated by community was: Angel Fire – \$5,483, Eagle Nest – \$1,204, Questa – \$1,038, Red River – \$4,215, Taos Ski Valley – \$3,247, and the Town of Taos – \$14,056. The total estimated GRT on lodging allocated to Colfax County (Angel Fire, Eagle Nest) was \$2,190; estimated total GRT on lodging allocated to Taos County (Taos, Taos Ski Valley, Questa, Red River) was \$42,700.
- ✓ The total estimated GRT on lodging allocated to the State was \$124,760.
- ✓ 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 \$324,075.
- ✓ Fliers from Texas/California generated a combined estimated \$218,466 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 – \$6,648, Eagle Nest – \$104, Questa – \$315, Red River – \$3,860, Taos Ski Valley – \$8,226, and the Town of Taos – \$15,340. The total estimated GRT on all other spending allocated to Colfax County (Angel Fire, Eagle Nest) was \$1,945; estimated total GRT on all other spending allocated to Taos County (Taos, Taos Ski Valley, Questa, Red River) was \$45,171. The total estimated GRT on all other spending allocated to the State was \$132,841.
- ✓ 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 \$546,677. Estimated allocated combined gross receipts and lodgers' tax on lodging and all other spending by community was: Angel Fire – \$58,333, Eagle Nest – \$8,936, Questa – \$7,316, Red River – \$53,134, Taos Ski Valley – \$50,443, and the Town of Taos – \$190,525.
- ✓ The total estimated gross receipts tax on lodging and all other spending allocated to Colfax County was \$4,135 and to Taos County was \$87,871. The total estimated GRT on all spending combined allocated to the State was \$132,841.



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Marketing Summary

- ✓ 17.2% of the respondents reported their primary city of residence as being Taos, followed by Dallas (11.7%), Austin (10.6%); 5.9% were from Los Angeles.¹
- ✓ 40.6% of the respondents stated their primary state of residence was Texas, followed by New Mexico (32.1%) and California (23.2%).
- ✓ 31.9% of the respondents were full-time residents of New Mexico (reside in New Mexico six or more months per year), 31.9% were part-time residents of the state (second homeowners in New Mexico who reside in the state fewer than six months per year) and 4.2% were part-time residents of the state (renter or other) who reside in the state fewer than six months per year); 31.9% did not reside in the state on either a full-time or part-time basis (were visitors/tourists).
- ✓ 79.4% of respondents had a bachelor’s degree or higher.
- ✓ The average age of respondents was 53.7 (ranging in age from 19-89).
- ✓ 51.4% of respondents were female; 45.5% were male.
- ✓ Most respondents were White/Anglo (83.8%); 9.5% were Hispanic.
- ✓ 59.1% of the respondents reported annual household incomes of \$125,000 or greater, with 31.4% having incomes of \$250,000 or more.
- ✓ For 52.0% of the respondents, this trip was their first time flying Taos Air; for 61.5% it was their first time flying Taos Air this summer (2022).
- ✓ For 17.1% of the respondents from Texas and California, this was their first time visiting Taos.
- ✓ The majority of respondents (51.9%) flew on Taos Air to visit friends/family, followed by 48.4% who flew for leisure, and 20.7% who flew for business.
- ✓ While visiting Taos, 63.6% of the respondents visited the Taos Plaza, 59.1% participated in fine dining, 47.0% hiked/biked, 45.5% shopped, and 40.2% took scenic drives.
- ✓ 42.1% of the respondents originated their travel in Taos, 17.3% in Dallas, 15.1% in Austin, 15.1% in Hawthorne/LA, and 10.3% in Carlsbad/San Diego.
- ✓ The average respondent flier party size was 1.7 (all respondents combined). Party sizes for flier respondents by city/state of origination were: Austin – 1.8, Dallas – 1.8, Hawthorne/LA 1.6, Carlsbad/San Diego 1.5, and Taos – 1.0.



Average Party Size by Place of Travel Origination	
Flight Origination	Average Party Size
All Cities of Origination Combined	1.7
Travel Originated in Taos	1.0
Travel Originated in Austin	1.8
Travel Originated in Dallas	1.8
Travel Originated in Carlsbad/San Diego	1.5
Travel Originated in Hawthorne/LA	1.6

¹ On the Cluster Map, each point represents two or more responses.

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- ✓ Most (95.5%) 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 7.5 nights in New Mexico that were allocated to study area communities as follows: Taos County 2.7, Town of Taos 2.5, Angel Fire 0.8, Red River 0.7, Taos Ski Valley 0.4, Eagle Nest 0.2, and Questa 0.2.
- ✓ Respondents with travel originating in Hawthorne/LA stayed, on average, longer in New Mexico than those whose travel originated elsewhere (8.5 nights), followed by respondents originating in Dallas (7.7 nights), Austin (6.9 nights), and Carlsbad/San Diego (6.8 nights).
- ✓ 42.4% of the respondents who stayed overnight indicated that they stayed in a second home; 33.6% stayed with friends/relatives, 16.8% in a hotel/motel/B&B, and 9.6% stayed in a vacation/short-term rental.
- ✓ Overall, respondents reported that they spent most of their time while in New Mexico (including overnights and daytrips) in the Town of Taos (31.5% of their time), Taos County (29.5% of their time), Taos Ski Valley (11.7% of their time), and Angel Fire (11.2% of their time).
- ✓ For 88.9% of the respondents from Texas and California, the availability of direct flights to Taos influenced their decision to visit communities in the study area.
- ✓ 41.7% of the respondents from Texas and California said they would not have visited Taos this summer if direct flights had not been available.
- ✓ For 59.3% of the respondents from Texas and California, the availability of direct flights to Taos created interest in second home ownership in New Mexico.
- ✓ 74.7% of the respondents traveled to their final destination from the Taos Regional Airport via friend/family pick-up; 8.9% traveled via rental car.
- ✓ 65.5% of the respondents heard about the Taos Air service via word of mouth. This was followed by SkiTaos.com (19.9%), TaosAir.com (19.9%), a print ad (8.9%), Taos.org (8.9%), and Facebook (8.5%).
- ✓ When asked to rate their overall experience with Taos Air on a scale from 1 to 5, with 1 being “Fell short of my expectations” and 5 being “Exceeded my expectations,” respondents rated their overall experience an exceptional 4.7.
- ✓ Respondents were also asked to rate their experience on variety of aspects of Taos Air on a scale from 1-5, with a 1 being “Fell short of my expectations” and 5 being “Exceeded my expectations.” Respondents were most satisfied with the Onboard Experience (4.9), Staff Friendliness (4.8), and Ticket Purchasing (4.6); the Flight Schedule rated the lowest (4.2).
- ✓ When asked to rate Taos Air using the Net Promoter Scale (NPS), the resulting score was a world-class level of 96 (up from 83 in 2021).²

Average Nights Spent in Enchanted Circle Communities		
Community	Average Nights	% of Nights Spent
Angel Fire	0.8	10.7%
Eagle Nest	0.2	2.7%
Questa	0.2	2.7%
Red River	0.7	9.3%
Taos County	2.7	36.0%
Taos Ski Valley	0.4	5.3%
Town of Taos	2.5	33.3%

Average Nights Spent in NM by Place of Travel Origination	
Flight Origination	Average Nights
All Cities of Origination Combined	7.5
Travel Originated in Austin	6.9
Travel Originated in Dallas	7.7
Travel Originated in Carlsbad/San Diego	6.8
Travel Originated in Hawthorne/LA	8.5

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.



METHODOLOGY

ECONOMIC/FISCAL IMPACT & MARKETING ANALYSIS OF TAOS AIR FLIERS
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Taos Air, a collaborative public/private partnership led by the Town of Taos and Taos Ski Valley, Inc., provided non-stop service from Austin and Dallas, Texas and Los Angeles and San Diego, California to Taos, New Mexico during the summer of 2022. 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 Summer Season, as well as to do a concurrent marketing survey of all fliers. Fliers were surveyed via an email with a link to a survey sent by Taos Air shortly after the completion of each flight trip. The survey was designed by SWPM and approved by Town of Taos and Taos Air staff and included questions about flier party spending while in the study area, flier average party size, and other questions about marketing, demographics, and flier experiences with Taos Air.

Total flier trips during the study period equaled 3,850. Of these, 1,343 originated in Taos, 833 in Austin, 683 in Dallas, 436 in San Diego, and 555 in Los Angeles. The total number of flier trips originating in Texas/California combined during the study period was 2,507.³ The average combined travel party size was 1.7 for fliers from Texas/California, yielding an estimated 1,475 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.

³ Source: Taos Air.

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An indirect/induced multiplier of 1.4 was applied to the direct impact.⁴ 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 289 survey responses. The overall data for the entire sample is accurate to plus or minus 5.5% 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 5.5% from the result obtained from the sample in this survey.

⁴ 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 2022 Summer Season in six categories: lodging, food/meals/beverages, transportation/fuel, outdoor recreation, attractions/entertainment, and shopping/miscellaneous/other. Total spending was \$2,495,202 for lodging, \$793,392 for food/meals/beverages, \$324,435 for transportation/fuel, \$492,552 for outdoor recreation, \$401,120 for attractions/entertainment, and \$870,076 for shopping/miscellaneous/other. Total direct spending during the study period for all categories combined was \$5,376,778.

Total Flier Average Estimated Direct Spending (Fliers that Originated in Texas or California)									
Average Party Size	Total Fliers Originating in Texas or California: Summer 2022	Number of Flier Parties	Lodging	Food, Meals, Beverages	Transportation, Fuel, Etc.	Outdoor Recreation	Attractions, Entertainment	Shopping, Misc., Other	Total
1.7	2,507	1,475	\$ 1,692	\$ 538	\$ 220	\$ 334	\$ 272	\$ 590	\$ 3,646
Total Spending			\$ 2,495,202	\$ 793,392	\$ 324,435	\$ 492,552	\$ 401,120	\$ 870,076	\$ 5,376,778

Numbers may not total due to rounding.

ECONOMIC/FISCAL IMPACT & MARKETING ANALYSIS OF TAOS AIR FLIERS
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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 – \$266,155, Eagle Nest – \$66,539, Questa – \$66,539, Red River – \$232,886, Taos County – \$898,273,⁵ Taos Ski Valley – \$133,077, and the Town of Taos – \$831,734.

Lodging Estimated Direct Spending Allocated by Community			
Community	Average Nights Spent in Community	Nights Spent %	Lodging Allocation
Angel Fire	0.8	10.7%	\$ 266,155
Eagle Nest	0.2	2.7%	\$ 66,539
Questa	0.2	2.7%	\$ 66,539
Red River	0.7	9.3%	\$ 232,886
Taos County	2.7	36.0%	\$ 898,273
Taos Ski Valley	0.4	5.3%	\$ 133,077
Town of Taos	2.5	33.3%	\$ 831,734
Total			\$ 2,495,202

Numbers may not total due to rounding.

⁵ 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 – \$322,736, Eagle Nest – \$5,763, Questa – \$20,171, Red River – \$20,171, Taos County – \$850,065, Taos Ski Valley – \$337,144, and the Town of Taos – \$907,696.

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	11.2%	\$ 88,860	\$ 36,337	\$ 55,166	\$ 44,925	\$ 97,449	\$ 322,736
Eagle Nest	0.2%	\$ 1,587	\$ 649	\$ 985	\$ 802	\$ 1,740	\$ 5,763
Questa	0.7%	\$ 5,554	\$ 2,271	\$ 3,448	\$ 2,808	\$ 6,091	\$ 20,171
Red River	7.4%	\$ 58,711	\$ 24,008	\$ 36,449	\$ 29,683	\$ 64,386	\$ 213,237
Taos County	29.5%	\$ 234,051	\$ 95,708	\$ 145,303	\$ 118,330	\$ 256,673	\$ 850,065
Taos Ski Valley	11.7%	\$ 92,827	\$ 37,959	\$ 57,629	\$ 46,931	\$ 101,799	\$ 337,144
Town of Taos	31.5%	\$ 249,918	\$ 102,197	\$ 155,154	\$ 126,353	\$ 274,074	\$ 907,696
Total		\$ 731,507	\$ 299,129	\$ 454,133	\$ 369,833	\$ 802,211	\$ 2,656,812

*Note: Respondents spent an additional \$224,763 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 – \$588,891, Eagle Nest – \$72,302, Questa – \$86,710, Red River – \$446,122, Taos County – \$1,748,338, Taos Ski Valley – \$470,222, and the Town of Taos – \$1,739,430.

Total Estimated Direct Spending Allocated by Community*	
Community	Total Direct Spending
Angel Fire	\$ 588,891
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Questa	\$ 86,710
Red River	\$ 446,122
Taos County	\$ 1,748,338
Taos Ski Valley	\$ 470,222
Town of Taos	\$ 1,739,430
Total	\$ 5,152,015

*Note: Respondents spent an additional \$224,763 in non-study area New Mexico communities not reflected in the totals above.

Numbers may not total due to rounding.



Indirect and Induced Impact of Spending⁶

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

⁶ 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 **\$7,212,821**.

Estimated allocated total economic impact of spending by community was: Angel Fire – \$824,448, Eagle Nest – \$101,223, Questa – \$121,394, Red River – \$624,571, Taos County – \$2,447,673, Taos Ski Valley – \$658,310, and the Town of Taos – \$2,435,202.

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	\$ 588,891	\$ 235,557	\$ 824,448
Eagle Nest	\$ 72,302	\$ 28,921	\$ 101,223
Questa	\$ 86,710	\$ 34,684	\$ 121,394
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Taos County	\$ 1,748,338	\$ 699,335	\$ 2,447,673
Taos Ski Valley	\$ 470,222	\$ 188,089	\$ 658,310
Town of Taos	\$ 1,739,430	\$ 695,772	\$ 2,435,202
Total	\$ 5,152,015	\$ 2,060,806	\$ 7,212,821

*Note: Respondents spent an additional \$224,763 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
2022 SUMMER SEASON



Fiscal Impact Analysis

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

Tax Benefits from Flier Spending – Lodging

Fliers who paid for lodging in New Mexico during the study period were assessed gross receipts (GRT) and lodgers' taxes on the cost of their lodging.⁷ These flier parties spent an average of \$1,692 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 \$2,495,202, generating a combined estimated \$121,433 in lodgers' tax. Estimated lodgers' tax allocated by community was: Angel Fire – \$13,308, Eagle Nest – \$3,327, Questa – \$0,⁸ Red River – \$11,644, Taos County – \$44,914, Taos Ski Valley – \$6,654, and the Town of Taos – \$41,587.

Fliers from Texas/California generated a combined estimated \$202,642 in GRT on lodging in the study area. Estimated GRT on lodging allocated by community was: Angel Fire – \$5,483, Eagle Nest – \$1,204, Questa – \$1,038, Red River – \$4,215, Taos Ski Valley – \$3,247, and the Town of Taos – \$14,056. The total estimated GRT on lodging allocated to Colfax County (Angel Fire, Eagle Nest) was \$2,190; estimated total GRT on lodging allocated to Taos County (Taos, Taos Ski Valley, Questa, Red River) was \$42,700. The total estimated GRT on lodging allocated to the State was \$124,760.

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 \$324,075.

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)	5.000%	\$ 13,308	7.646%	\$ 20,350	2.060%	\$ 5,483	0.586%	\$ 1,559	5.000%	\$ 13,308	\$ 33,657
Eagle Nest (Colfax County)	5.000%	\$ 3,327	7.758%	\$ 5,162	1.810%	\$ 1,204	0.948%	\$ 631	5.000%	\$ 3,327	\$ 8,489
Questa (Taos County)	0.000%	\$ -	8.438%	\$ 5,614	1.560%	\$ 1,038	1.690%	\$ 1,125	5.000%	\$ 3,327	\$ 5,614
Red River (Taos County)	5.000%	\$ 11,644	9.300%	\$ 21,658	1.810%	\$ 4,215	1.690%	\$ 3,936	5.000%	\$ 11,644	\$ 33,303
Taos County	5.000%	\$ 44,914	7.375%	\$ 66,248	0.000%	\$ -	2.375%	\$ 21,334	5.000%	\$ 44,914	\$ 111,161
Taos Ski Valley (Taos County)	5.000%	\$ 6,654	9.313%	\$ 12,393	2.440%	\$ 3,247	1.690%	\$ 2,249	5.000%	\$ 6,654	\$ 19,047
Town of Taos (Taos County)	5.000%	\$ 41,587	8.563%	\$ 71,217	1.690%	\$ 14,056	1.690%	\$ 14,056	5.000%	\$ 41,587	\$ 112,804
Total		\$ 121,433		\$ 202,642		\$ 29,244		\$ 44,890		\$ 124,760	\$ 324,075

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

Numbers may not total due to rounding.

⁷ GRT and Lodgers' Tax Rates Sources: New Mexico Taxation & Revenue Department GRT Tax Rate Schedule and New Mexico Municipal League (<https://nmml.org/directory>)

⁸ 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 \$218,466 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 – \$6,648, Eagle Nest – \$104, Questa – \$315, Red River – \$3,860, Taos Ski Valley – \$8,226, and the Town of Taos – \$15,340. The total estimated GRT on all other spending allocated to Colfax County (Angel Fire, Eagle Nest) was \$1,945; estimated total GRT on all other spending allocated to Taos County (Taos, Taos Ski Valley, Questa, Red River) was \$45,171. The total estimated GRT on all other spending allocated to the State was \$132,841.

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)	7.646%	\$ 24,676	2.060%	\$ 6,648	0.586%	\$ 1,891	5.000%	\$ 16,137
Eagle Nest (Colfax County)	7.758%	\$ 447	1.810%	\$ 104	0.948%	\$ 55	5.000%	\$ 288
Questa (Taos County)	8.438%	\$ 1,702	1.560%	\$ 315	1.690%	\$ 341	5.000%	\$ 1,009
Red River (Taos County)	9.300%	\$ 19,831	1.810%	\$ 3,860	1.690%	\$ 3,604	5.000%	\$ 10,662
Taos County (Taos County)	7.375%	\$ 62,692	0.000%	\$ -	2.375%	\$ 20,189	5.000%	\$ 42,503
Valley (Taos County)	9.313%	\$ 31,397	2.440%	\$ 8,226	1.690%	\$ 5,698	5.000%	\$ 16,857
Town of Taos (Taos County)	8.563%	\$ 77,721	1.690%	\$ 15,340	1.690%	\$ 15,340	5.000%	\$ 45,385
Total		\$ 218,466		\$ 34,493		\$ 47,117		\$ 132,841

*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 \$224,763 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 \$546,677. Estimated allocated combined gross receipts and lodgers' tax on lodging and all other spending by community was: Angel Fire – \$58,333, Eagle Nest – \$8,936, Questa – \$7,316, Red River – \$53,134, Taos Ski Valley – \$50,443, and the Town of Taos – \$190,525. The total estimated gross receipts tax on lodging and all other spending allocated to Colfax County was \$4,135 and to Taos County was \$87,871. The total estimated GRT on all spending combined allocated to the State was \$132,841.

Total Estimated Lodgers' and Gross Receipts Tax Generated by Community by Taos Air Fliers Originating in Texas and California	
Community	Total Taxes
Angel Fire	\$ 58,333
Colfax County	\$ 4,135
Eagle Nest	\$ 8,936
Questa	\$ 7,316
Red River	\$ 53,134
Taos County	\$ 173,854
Taos Ski Valley	\$ 50,443
Town of Taos	\$ 190,525
Total	\$ 546,677

Note: Respondents spent and were taxed on an additional \$224,763 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	\$ 4,135
Taos County	\$ 87,871
Total	\$ 92,006

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						52.0%
No						48.0%

Was this your first time flying on Taos Air this summer (2022)?

Response	20%	40%	60%	80%	100%	Frequency
Yes						61.5%
No						38.5%

What was the purpose of your travel on Taos Air?

Response	20%	40%	60%	80%	100%	Frequency
Leisure						48.4%
Business						20.7%
Visit friends/family						51.9%
Other						4.9%

ECONOMIC/FISCAL IMPACT & MARKETING ANALYSIS OF TAOS AIR FLIERS
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How did you hear about Taos Air service?

Response	20%	40%	60%	80%	100%	Frequency
Word of mouth/someone told me about it						65.5%
Print ad						8.9%
Print article						4.3%
Web ad						7.5%
Web article						3.2%
Radio ad						0.4%
Billboard						1.4%
Taos.org						8.9%
SkiTaos.com						19.9%
TaosAir.com						19.9%
Another website						1.8%
Mail or email sent to me						7.5%
Social Media (Facebook)						8.5%
Social Media (Instagram)						5.7%
Social Media (Other)						0.7%

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	0.7%	1.4%	5.4%	25.7%	66.7%	4.6
Onboard Experience	0.0%	0.4%	1.5%	9.5%	88.7%	4.9
Staff Friendliness	0.4%	0.0%	2.5%	9.8%	87.3%	4.8
Flight Schedule	2.9%	4.7%	15.3%	25.1%	52.0%	4.2
Your Overall Experience with Taos Air	1.1%	0.7%	2.2%	20.8%	75.2%	4.7

ECONOMIC/FISCAL IMPACT & MARKETING ANALYSIS OF TAOS AIR FLIERS
2022 SUMMER SEASON



Where is your primary residence? (City)

Response	Frequency	Response	Frequency	Response	Frequency	Response	Frequency
Taos	17.2%	Nashville	0.7%	Forney	0.4%	Orange	0.4%
Dallas	11.7%	Oakland	0.7%	Fountain	0.4%	Palos Vereds	0.4%
Austin	10.6%	Oceanside	0.7%	Fredericksburg	0.4%	Pilar	0.4%
Los Angeles	5.9%	Round Rock	0.7%	Gardena	0.4%	Questa	0.4%
El Prado	4.4%	San Antonio	0.7%	Georgetown	0.4%	Rancho Palos Verdes	0.4%
Ranchos de Taos	2.6%	Abiquiu	0.4%	Granbury	0.4%	Rancho Santa Fe	0.4%
Arroyo Seco	2.2%	Amarillo	0.4%	Grapevine	0.4%	Red River	0.4%
Houston	1.8%	Arroyo Hondo	0.4%	Green Valley	0.4%	San Carlos	0.4%
Carlsbad	1.5%	Asheville	0.4%	Heath	0.4%	San Cristobal	0.4%
Plano	1.5%	Bastrop	0.4%	Hermosa Beach	0.4%	San Luis Obispo	0.4%
San Diego	1.5%	Bryan	0.4%	Hollywood	0.4%	San Marino	0.4%
Taos Ski Valley	1.5%	Carrollton	0.4%	Horseshoe Bay	0.4%	Santa Clarita	0.4%
Angel fire	1.1%	Cerro	0.4%	Huntington Beach	0.4%	Santa Fe	0.4%
Colleyville	1.1%	Chela Vista	0.4%	Irving	0.4%	Savannah	0.4%
Redondo Beach	1.1%	Chula Vista	0.4%	Kler	0.4%	Southlake	0.4%
San Marcos	1.1%	Cibolo	0.4%	Leander	0.4%	Uhland	0.4%
Santa Monica	1.1%	Cimarron	0.4%	Llano	0.4%	Valdez	0.4%
Spicewood	1.1%	Creede	0.4%	McKinney	0.4%	Valley Mills	0.4%
Arlington	0.7%	Cypress	0.4%	Miami	0.4%	Vista	0.4%
Culver City	0.7%	Delray Beach	0.4%	Mission Viejo	0.4%		
Encinitas	0.7%	Driftwood	0.4%	Murchison	0.4%		
Fort Worth	0.7%	Escondido	0.4%	Murrieta	0.4%		
Irvine	0.7%	Fairview	0.4%	New Haven	0.4%		
Long Beach	0.7%	Fallbrook	0.4%	Newport beach	0.4%		

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

Response	Frequency
Texas - TX	40.6%
New Mexico - NM	32.1%
California - CA	23.2%
Colorado - CO	0.7%
Florida - FL	0.7%
Tennessee - TN	0.7%
Arizona - AZ	0.4%
Connecticut - CT	0.4%
Georgia - GA	0.4%
New Jersey - NJ	0.4%
North Carolina - NC	0.4%

Where is your primary residence? (Zip Code)

Response	Frequency										
87571	11.60%	78745	0.70%	75126	0.40%	78626	0.40%	87531	0.40%	92013	0.40%
87529	6.30%	87710	0.70%	75214	0.40%	78640	0.40%	87556	0.40%	92028	0.40%
87514	4.10%	90034	0.70%	75218	0.40%	78641	0.40%	87558	0.40%	92029	0.40%
87557	3.00%	90041	0.70%	75231	0.40%	78643	0.40%	87564	0.40%	92067	0.40%
75230	2.20%	90048	0.70%	75243	0.40%	78657	0.40%	87571	0.40%	92078	0.40%
75209	1.90%	90068	0.70%	75244	0.40%	78704	0.40%	87580	0.40%	92084	0.40%
75229	1.90%	90277	0.70%	75248	0.40%	78722	0.40%	87714	0.40%	92101	0.40%
87525	1.90%	90405	0.70%	75778	0.40%	78723	0.40%	87718	0.40%	92116	0.40%
76034	1.50%	92009	0.70%	76002	0.40%	78725	0.40%	90029	0.40%	92563	0.40%
78746	1.50%	92024	0.70%	76012	0.40%	78728	0.40%	90038	0.40%	92646	0.40%
90027	1.50%	92057	0.70%	76048	0.40%	78731	0.40%	90039	0.40%	92660	0.40%
75225	1.10%	92111	0.70%	76051	0.40%	78732	0.40%	90064	0.40%	92691	0.40%
78669	1.10%	92620	0.70%	76092	0.40%	78733	0.40%	90230	0.40%	92866	0.40%
78703	1.10%	06511	0.40%	76689	0.40%	78736	0.40%	90230	0.40%	93405	0.40%
87513	1.10%	28786	0.40%	77018	0.40%	78737	0.40%	90249	0.40%	94070	0.40%
37215	0.70%	31401	0.40%	77042	0.40%	78747	0.40%	90254	0.40%	94609	0.40%
75093	0.70%	33133	0.40%	77058	0.40%	78750	0.40%	90274	0.40%	94610	0.40%
75208	0.70%	33483	0.40%	77248	0.40%	78753	0.40%	90275	0.40%		
75215	0.70%	75006	0.40%	77433	0.40%	78759	0.40%	90278	0.40%		
76107	0.70%	75024	0.40%	77808	0.40%	79119	0.40%	90290	0.40%		
77005	0.70%	75032	0.40%	78108	0.40%	80817	0.40%	90291	0.40%		
78209	0.70%	75038	0.40%	78602	0.40%	81130	0.40%	90402	0.40%		
78666	0.70%	75069	0.40%	78603	0.40%	85209	0.40%	90814	0.40%		
78681	0.70%	75070	0.40%	78619	0.40%	85614	0.40%	91108	0.40%		
78701	0.70%	75080	0.40%	78620	0.40%	87505	0.40%	91350	0.40%		
78702	0.70%	75094	0.40%	78624	0.40%	87510	0.40%	91910	0.40%		

Where is your primary residence? (Country)

Response	Frequency
United States of America (USA)	99.6%
Other Responses	0.4%

ECONOMIC/FISCAL IMPACT & MARKETING ANALYSIS OF TAOS AIR FLIERS
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In New Mexico, are you a:

Response	20%	40%	60%	80%	100%	Frequency
Full-time resident? (reside in New Mexico six or more months per year)	■					31.9%
Part-time resident (second home owner)? (reside in New Mexico fewer than six months per year)	■					31.9%
Part-time resident (renter or other)? (reside in New Mexico fewer than six months per year)	■					4.2%
Tourist/visitor to New Mexico? (do not reside there)	■					31.9%

How long have you lived in New Mexico? (# of years)

Average = 17.6 years

Was this your first time visiting Taos?

Response	20%	40%	60%	80%	100%	Frequency
Yes	■					17.1%
No	■	■				82.9%

Where did your travel on Taos Air originate?

Response	20%	40%	60%	80%	100%	Frequency
Taos	■					42.1%
Austin	■					15.1%
Dallas	■					17.3%
Carlsbad/San Diego	■					10.3%
Hawthorne/LA	■					15.1%



Did you fly roundtrip?

Response	20%	40%	60%	80%	100%	Frequency
Yes	[Bar chart showing 73.9% of respondents flying roundtrip]					73.9%
No	[Bar chart showing 26.1% of respondents not flying roundtrip]					26.1%

How will/did you return to your city of origin?

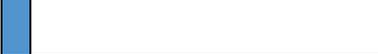
Response	20%	40%	60%	80%	100%	Frequency
Drive	[Bar chart showing 44.6% of respondents driving]					44.6%
Fly out of Santa Fe airport	[Bar chart showing 4.1% of respondents flying out of Santa Fe airport]					4.1%
Fly out of Albuquerque airport	[Bar chart showing 6.6% of respondents flying out of Albuquerque airport]					6.6%
Other	[Bar chart showing 44.6% of respondents using other methods]					44.6%

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

Average Party Size by Place of Travel Origination	
Flight Origination	Average Party Size
All Cities of Origination Combined	1.7
Travel Originated in Taos	1.0
Travel Originated in Austin	1.8
Travel Originated in Dallas	1.8
Travel Originated in Carlsbad/San Diego	1.5
Travel Originated in Hawthorne/LA	1.6



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

Response	20%	40%	60%	80%	100%	Frequency
Yes						95.5%
No						4.5%

During your trip, how many total nights did you spend in New Mexico? (Nights Spent)

Average Nights Spent in NM by Place of Travel Origination	
Flight Origination	Average Nights
All Cities of Origination Combined	7.5
Travel Originated in Austin	6.9
Travel Originated in Dallas	7.7
Travel Originated in Carlsbad/San Diego	6.8
Travel Originated in Hawthorne/LA	8.5

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	0.8	10.7%
Eagle Nest	0.2	2.7%
Questa	0.2	2.7%
Red River	0.7	9.3%
Taos County	2.7	36.0%
Taos Ski Valley	0.4	5.3%
Town of Taos	2.5	33.3%



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:

% of Time Spent in Enchanted Circle Communities	
Community	% of Time Spent
Angel Fire	11.2%
Eagle Nest	0.2%
Questa	0.7%
Red River	7.4%
Taos County	29.5%
Taos Ski Valley	11.7%
Town of Taos	31.5%

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

Response	20%	40%	60%	80%	100%	Frequency
Hotel/Bed & Breakfast						16.8%
Vacation rental/short-term rental (e.g., Airbnb, VRBO, property management company, other)						9.6%
Second Home						42.4%
Friends/relatives						33.6%
Campground (non-RV)						1.6%
Other						8.0%

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What activities did you participate in while visiting Taos?

Response	20%	40%	60%	80%	100%	Frequency
Visited the Taos Plaza						63.6%
Visited Taos Pueblo						8.3%
Visited Museums						25.0%
Visited Art Galleries						32.6%
Rafting, Paddleboard, Kayaking						10.6%
Hiking, Biking						47.0%
Golfing						6.8%
Hunting, Fishing						6.8%
Scenic Drives						40.2%
Fine Dining						59.1%
Shopping						45.5%
Nightlife, Live Music						15.2%
Visited the Rio Grande Gorge						33.3%
Visited the Earthships						10.6%
Scenic Chairlift Ride(s)						19.7%
Via Ferrata						1.5%
Summer Tubing						0.8%
Other:						15.9%



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

Response	20%	40%	60%	80%	100%	Frequency
Yes						88.9%
No						11.1%

Would you have visited Taos this summer even if direct flights had not been available?

Response	20%	40%	60%	80%	100%	Frequency
Yes						58.3%
No						41.7%

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						59.3%
No						40.7%

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

Response	20%	40%	60%	80%	100%	Frequency
Hotel Shuttle						3.4%
Car Service/Taxi						4.1%
Rental Car						8.9%
Ride Share (Uber, Lyft)						3.4%
Friend/Family Picked Me Up						74.7%
Other:						6.8%



How much did your entire party (including yourself) spend on your trip in each of the following categories?

Average Spending Per Party in NM by Fliers Originating Texas and California	
Category	Average \$
Lodging	\$ 1,692
Food, Meals, Beverages	\$ 538
Transportation, Fuel (in NM)	\$ 220
Outdoor Recreation	\$ 334
Attractions, Entertainment	\$ 272
Shopping, Misc., Other	\$ 590
Total Average Spending Per Party	\$ 3,646



NET PROMOTER SCORE

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

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:

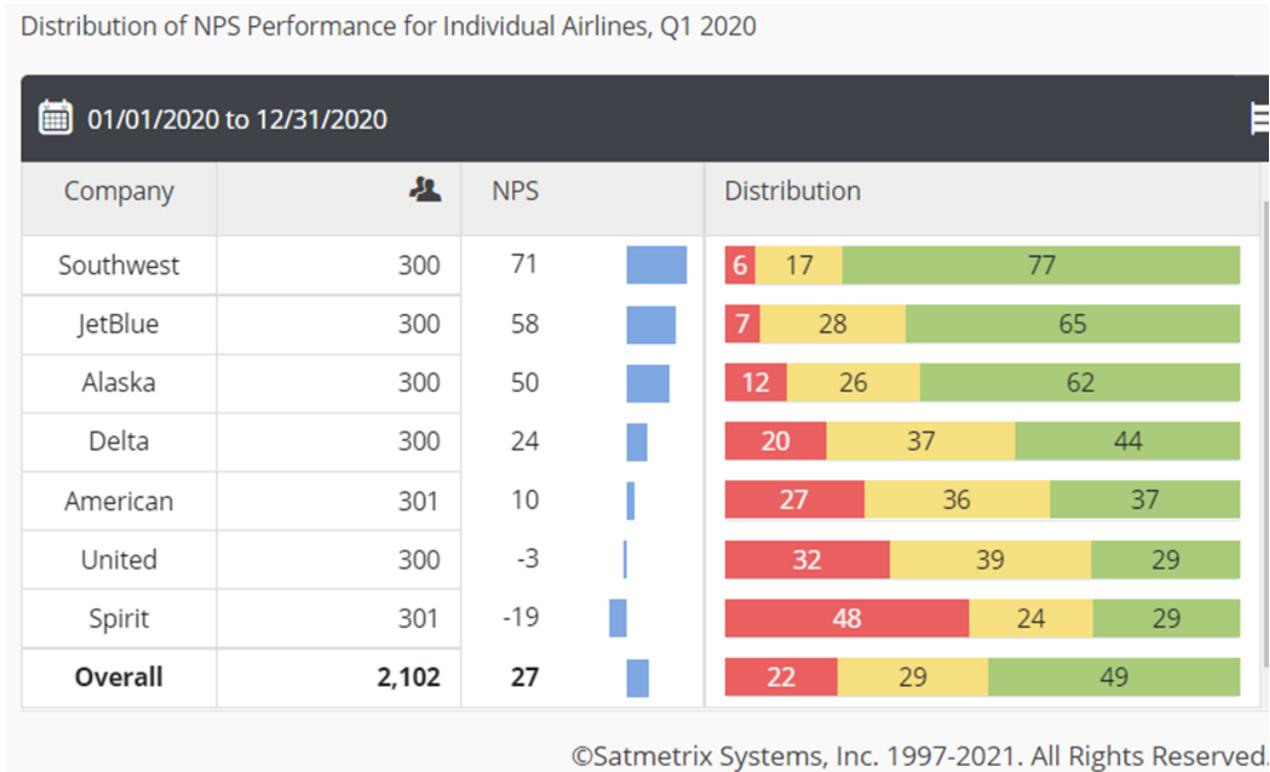
- ✓ Promoters (score 9-10) are loyal enthusiasts who will keep buying and refer others, fueling growth.
- ✓ Passives (score 7-8) are satisfied but unenthusiastic customers who are vulnerable to competitive offerings.
- ✓ Detractors (score 0-6) are unhappy customers who can damage your brand and impede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



When asked to rate Taos Air using the NPS scale, the resulting NPS was a world-class level of 96.

Taos Air NPS	0 - Not at all likely	1	2	3	4	5	6	7	8	9	10 - Very likely	
Likelihood to recommend	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.4	3.1	5.5	90.2	
	Detractors							Promoters				



What is your age?

Average Age = 53.7 (ranging from 19 to 89)

What is your gender identity?

Response	20%	40%	60%	80%	100%	Frequency
Male						45.5%
Female						51.4%
Prefer not to answer						3.2%

What is the highest level of education you have completed?

Response	20%	40%	60%	80%	100%	Frequency
Some High School						0.8%
High School						2.0%
Some College						17.8%
Bachelor's Degree						41.9%
Master's Degree or above						37.5%

What is your annual household income?

Response	20%	40%	60%	80%	100%	Frequency
Less than \$49,999						7.4%
\$50,000 to \$74,999						9.6%
\$75,000 to \$99,999						9.0%
\$100,000 to \$124,999						14.9%
\$125,000 to \$149,999						9.6%
\$150,000 to \$249,999						18.1%
\$250,000 to \$499,999						20.2%
\$500,000 or more						11.2%

ECONOMIC/FISCAL IMPACT & MARKETING ANALYSIS OF TAOS AIR FLIERS
2022 SUMMER SEASON



What is your ethnicity?

Response	20%	40%	60%	80%	100%	Frequency
Hispanic						9.5%
White/Anglo, Non-Hispanic						83.8%
American Indian						1.8%
Black or African American						0.5%
Asian American/Pacific Islander						1.8%
Other/Mixed						2.7%



VERBATIM (UNEDITED) OPEN-ENDED RESPONSES



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

Response
New home in TSV
Pick up sick parents
Attend a wedding
commuting while building a house in Taos
Medical visit
Family emergency
Doing work on my cabin in Taos
Returning from having knee surgery
Moving



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

Response
Can't remember- before pandemic
kayak.com
Angel Fire resort website
Facebook
Googled flights from Taos

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 (Ticket Purchasing, Onboard Experience, Staff Friendliness, Flight Schedule, Your Overall Experience with Taos Air) - Please explain:

Response
It was a lovely trip to and from LA and it was easy and quick and the staff was very friendly.
I sat in the first seat and it wasn't as comfortable as I might have expected for the configuration. Probably just a bad seat choice on my part
I'm assuming 3 is "Met my expectations." I certainly understand the schedule, but I am coming from the east coast, so it's difficult to synch up commercial flights timing-wise. The ticket ordering may have a glitch. I could swear I reserved a shuttle to TSV, but there was none when I arrived. All the same, very friendly and efficient staff, and this is much, much better than flying into ABQ or Santa Fe.
I wish you had a website I could save and log onto to make a reservation. It seems I have to Google Taos Air and then try to navigate to the schedule/ticketing process. Be nice if it were easier.
Great flight attendant and flight. Very easy
I really appreciate the TaosAir service to Carlsbad. I use it 2-3 times per season now and plan on continuing to do so.
I felt that all of the staff at Taos Air were professional and down to earth real folks.
Experience was great, loved it
Was such a great experience with super friendly staff. Beautiful flight!
The flight attendant was excellent, friendly, engaging a true delight. Caption and co pilot were excellent and helpful.
I live in Taos and it's an easy trip to Dallas.
All good. So much easier than commercial carriers.
This was my first time flying Taos air, what a great experience. Your staff were professional, courteous and very accommodating. I had to leave my vehicle in the parking lot of TA, and your staff never over backwards to accommodate my travel needs and schedule. Thank you! - Mr. Rivers
Best flight ever that wasn't a private plane! Wish that Santa Barbara Airbus serviced Hawthorne airport. Hard to get a driver.
I didn't bring a sweater and it was pretty cold in the cabin. You may want to recommend a layer. Otherwise a great experience
Start to finish -excellent experience
Would love Taos air to fly year round!
Loved the experience with me and my infant, ticket was expensive would be tough to take entire family but was great.
Best Flying Experience there is

ECONOMIC/FISCAL IMPACT & MARKETING ANALYSIS OF TAOS AIR FLIERS
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Actual flight schedule is not clear on the website- you have to go through the whole 'book now' process in order to get the actual times. Twice I thought I have bought tickets online and found that the order did not go through. Staff has told me that Taos Air flies to and from Dallas on Wednesday but I did not find that on the website
great service wish there were more options of which days to travel.
I had a enjoyable flight. With exception to the tubulence which was a bit scary and had nothing to do with Taos Air everythink from obtaining my ticket to landing, all went smooth and as easful as one could expect. Thank you!
Fabulously convenient for me as Taos is my home airport and my family in California lives just 15 minutes from the Carlsbad/Palomar airport.
More destinations!
Consistent great effort by the staff
Would love to see more flight options
Excellent all around, my only difficulty is ground transportation especially to Santa Barbara. Perhaps Santa Barbara Airbus could facilitate?
Would like to see more schedule offerings.
I have a choice to drive. You make me WANT to fly.
I loved almost everything! The ground transportation in Taos is a bit of a challenge... but a great experience overall. Keep up the good work
PLEASE START SERVICE TO HOUSTON. THE ONLY ISSUE WAS FINDING AN AIRPORT NEAR HOUSTON. THERE IS A HUGE DEMAND FOR SERVICE TO HOUSTON.
Very convenient. Wish there were more flights to and from Los Angeles, but that is a personal preference. Staff was friendly and knowledgeable.
BEST FLYING EXPERIENCE.
Very convenient. The team was friendly and professional.
Great service, magical views and the ease of connection between LA and Taos is amazing. I also had to change a ticket and there was no fee which was great. I live in Oakland and need to fly to LA on another airline in order to catch the ride from Hawthorne. Have you considered flying out of Oakland to Taos? I think it would be popular.
Flight from Taos to Carlsbad was 4 hours delayed- otherwise excellent experience.
Wish you had flights to northern CA or a flight that left Hawthorne a little later in the am! Otherwise Taos Air is amazing!
I was impressed with my overall experience! Staff was super friendly! I really enjoyed the direct flight and the time of flight. Most importantly, I didn't have drive 2 hours or have my elderly parents worry about trying to drive to Santa Fe or Albuquerque to pick me up from the airport!
I highly recommend and definitely mentioned to other family members!!
Need more days flying Dallas to Taos

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<p>The Pilots, Ground crews and Flight Attendant were all very kind and helpful. It always surprised me how well it is run when I was ticketing, verifying and flying with Taos Air</p>
<p>wish the dates were a little more flexible, but I also completely understand</p>
<p>A great experience</p>
<p>flight Taos to Hawthorne was canceled with very short notice. Had to find a place to stay over for 5 people and a dog on July 4. Was a little traumatic, but ended up at The Blake. The reimbursement was almost enough. The vouchers for another visit was great.</p>
<p>Friendly efficient service</p>
<p>Flawless experience from start to finish! Just wish I had more vacation time!</p>
<p>ticket prices seemed to fluctuate very much with each day! that is the only reason why I put 3 there, though I guess this is normal for these kinds of airlines?</p>
<p>The process was easy and well explained. The email that was sent with instructions was well written and clear. The staff were phenomenal in both cities, and very knowledgeable when asked any questions.</p>
<p>More flights please!</p>
<p>My experience with flying Taos Air was wonderful. It'd be nice to have perhaps one more flight each way per week to accommodate people's schedules.</p>
<p>I had plans to go to Taos, a friend whom lives there told me about the flights rather than dealing with LAX...</p> <p>She has flown Taos air. It was a no brainer:)</p> <p>It was the easiest</p>
<p>Rated flight schedule as a 3 because it was as expected.</p>
<p>Monday July 4 return trip was delayed to Tuesday July 5 AM on short notice (maintenance issues).</p>
<p>Live in Taos & welcome year round schedule</p>
<p>The people were friendly and accommodating from check in to bag drop to drink service.</p> <p>I wish there were more options to fly on different days.</p>
<p>Every employee I interacted with was friendly and professional. Julie is exceptional, and what other airline will have someone to help you down the steps with your carry on. Great experience!</p>
<p>Needed more options. I did not need to stay in L.A. a week. More flights</p>
<p>Fly Taos Air! Don't hesitate to treat yourself to this affordably luxurious experience. I am re-inspired to take weekend trips again because of the easy, efficient and high integrity experience of flying with Taos Air. Boarding at the modern clean Hawthorne airport was like a scene from Mad Men—took 15 whole minutes to leave the car, check-in, to chill at the gate holding—stocked with a mini-fridge and design mags—Then landing in Taos, 15 mins away from my final destination was a literal dream come true way to travel.</p>

ECONOMIC/FISCAL IMPACT & MARKETING ANALYSIS OF TAOS AIR FLIERS
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Can't say enough great things about this private airline. Grateful for the option to get to friends and New Mexico beauty this way. Looking forward to the next trip!
Would nice if there is enough business to grow into more weekly flight options.
Wish there were more flights
Great 1st time experience
Flight schedule each week is good/appropriate but it would be ideal if there was year round service instead of just summer/winter. On the day of my return flight, the flight was canceled last minute and when I came to the Taos airport that evening to find out when it might be rescheduled the employee there was quite unfriendly and not helpful (did not get his name). All other staff members and attendants have been great.
We love Taos Air and hope that you will continue to service Austin to Taos. The one thing that would be great is to find some nearby parking options. Overall, though, we love it!
everyone was exceptionally helpful and friendly
All staff members were courteous and helpful. My trip was so pleasant. Thank you for offering this service. I intend to fly Taos Air again.
Loved the easy of flying out of regional private airports. Would love more flights.
I couldn't book online. I had to call.
Leaving from Hawthorne and being able to fly directly into Taos was amazing. It was all so so easy. The lounge at Hawthorne was nice and everyone that helped us was lovely.
We live full time in Taos and we love Taos Air because of the convenient, no hassle way to fly without having to drive to Santa Fe or Albuquerque. Air fares are good!
Everything about Taos Air is exceptional. From buying the ticket, having to cancel and rebook the ticket to the ease of actually flying (on schedule both ways), the whole experience was the best I've ever had traveling.
Completely blown away by every part of the Taos Air journey! Convenient, friendly luxury check-in, departure and on-board comfort. Taos Air has set the bar for airplane travel in our household. It made leaving the family for a quick work trip pleasant, hassle-free and experiential!
Great service friendly staff I'll be back
Pricing for round trip collectively unclear. Had to back out at least once to see the collective number.
Wish there were more flights to and from LA
An Amazing Airline and Experience!!
I had to visit a family member and this was such a great experience! Can't wait to book another flight. The whole crew was amazing and the service was top notch.
I would love to be able to fly Taos Air all year long and with more available flights each week! To be able to fly direct from LA to Taos is AMAZING!!!!!! It's life changing for me! I LOVE it!!! Thank YOU!!!
Our flight attendant Julie on our return flight was WONDERFUL!

ECONOMIC/FISCAL IMPACT & MARKETING ANALYSIS OF TAOS AIR FLIERS
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My only input that isn't 100% positive is that the plane could use more deep cleaning. It was clear that services have been wiped down prior to boarding which is great, but there is a definite presence of build up/dust in many of the crevices and less noticeable areas of the plane, like between seats.

This was a lovely experience, the snack & drinks were awesome!

The ease of travel was excellent

I'll fly with Taos Air again for sure!

My preference is to arrive early in the day.

Would like to see more variation in the schedule - also more flights between destinations.

Best flight ever! Easy to get in and out. Everyone is so friendly. Best experience ever, and have flown all over the world.

Wonderful service and hope it become year around!

On the flight back the arm on the chair was broken (would not go up and the plastic piece was off on the front part of it. Slight annoyance but didn't ruin the trip. Just should fix that :)

I tried to buy tickets using the website and it would never let me succeed. I had to call up and do them verbally

I couldn't have been more pleased, having a direct flight to Austin is a dream come true. I have so many friends who travel back and forth and never knew this existed like myself. I just found out about Taos Air the week before I booked. The flight attendant was very attentive and I like the flight offered snacks from sustainable companies.

great experience, super easy and stress free travel

We love Taos Air!!! We have our primary home in Dallas & our 2nd home in Taos. You are the reason we fly & no longer drive!!!!

Love this route and the convenience, would prefer earlier arrival to Taos from Austin. Also I would travel more frequently if the summer season started earlier (May).

We have been coming to the area since I was a child and driving 12+ hours each time. I have become disabled and wasn't sure I'd be able to come up here for a while, but Taos Air allowed me to come back to my favorite place and have such an easy and enjoyable time getting here.

Everything is a "5" except the flight schedule. I wish flights were more frequent and not just limited to summer and winter seasons

Everything was smoother, easier, nicer than expected.

Limited schedule makes it tough to use more now that we have 2nd home in Texas, website is a bit clunky when using back button, staff all super friendly

Staff was amazing. I expected the plane to be a bit more luxe, especially for a \$440 ticket price. Would still fly again.

The schedule is pretty limited with only 2x a week.

Under two hours, no security long lines and start to finish ease of travel experience.

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Overall, it was a great experience. So different from standard commercial flying. However, I ran into a lot of hassle with the Dallas location. It's obscure and I live too far away to use a taxi or Uber. The website makes it sound like the flight is at Love field. I parked at a nearby parking place that shuttles to the airport. Once there, No one had any idea what I was talking about. I ended up taking a Taxi for \$20.00 to get to the Signature Air location and even that is obscure. As you work your way down Lemmon Ave you have to pull in at a different address and the location is at the end of the road. In my opinion, better signage would help greatly to find the location from Lemmon Ave and the website could be more clear about the location for departure..

I understand that parking is limited at the Dallas location but it would help greatly if that was rectified. At least, when one books the flight, offer prepaid parking reservations and cut it off when there are no more available spots..

Great experience—will definitely fly again

Ticket counter employee didn't acknowledge me and kept me waiting to take my license and info. She seemed new to job and stressed but a simple hello would have been nice. Flight staff was great! You should make sure that the person at the ticket podium great passengers with a smile and hello since it may be the first point of contact.

Now that I know that you exist, I would like to use your service between Dallas and Taos more often! I wonder why you do not fly in October which is a primo-time to visit. Fact is that I have a 2nd home in the area and would like to visit more frequently using your service

It would be great to have a one more round trip option between Carlsbad and San Diego.

Didn't receive confirmation email after ticket purchase and had to call to get those sent to me.

The web portal for ticket purchasing had an HTTP/0 error while I was on the road trying to book return flight, Led to my business partner booking another couple flights for us. My original purchase finally went through 12 hours later approximately but then we were double booked . however His purchase w/ Nicole and Kim's help in Taos Were able to finally get a hold of operations and get those tickets refunded. Overall my advice is an update of web design and Operations. In aim to give presion and efficiency to you vacation concierge communication expediency.

But, I appreciate the nature of a growing business, and have some extremely positive things to say regarding your pilots, stewards, and overall service. I will certainly be a regular customer. 5 star!

I have to run between Austin and Taos frequently, so this is a much needed way to get to my house in Seco quickly. Super happy it exists!

Always an excellent experience! Thank you!

Excellent experience. I've flown for many years and even worked for a major airline.... Taos Air was excellent in all ways!

The landing gave me cold sweats and nausea, nothing you all could do about motion sickness. Maybe the pressure system had a hard time adjusting. Overall a great flight though.

I've traveled every way possible to get to Taos through the years, none of which are easy from Nashville! It is always an adventure. To fly Taos Air requires us to make a connection in DAL on Southwest to get to BNA. It was nice to try out the process without the family in tow and this will now be my new preferred way to get to Taos! It was so easy. I just wish you offered the flights year round (ie. I need to come out in November but flights will not have resumed). Really enjoyed the entire experience, especially seeing Taos from the air on ascent, which was a first! Thanks so much.

more dallas flight would be great

I'm your new biggest fan. I was very impressed with the plane, the flight crew (especially Danielle), and short flights. It's a treat to fly so close to home. Thanks for all your efforts!

ECONOMIC/FISCAL IMPACT & MARKETING ANALYSIS OF TAOS AIR FLIERS
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I grew up in Taos so for as long as I can remember traveling by plane to Los Angeles took all day and was exhausting and annoying. It was like a dream to go LA to Taos in less time than it would take to get to the airport. Poof! We were there. Everyone I encountered was professional and friendly. The snacks were fantastic!
Excellent service!
Wonderful experience
Loved the opportunity to fly direct from Taos to Austin - would love a Taos to Houston route even better!
It would be great if you add additional flying days.
Taos Air provides an excellent service at a great price!
Fast, easy connection to LAX
Flight schedule is fine, but I'd love to see TaosAir extended year round
Very satisfied and pleased with the service on Taos Air. The staff are friendly and accommodating.
the seats were so close together my legs did not fit and had to splay outwards the whole time
The flight schedule is a bit limited, otherwise everything about Taos Air is excellent!
Your website has technical issues. Tried to book a ticket using the app. Found the flight, price, available seats. Got home to the computer, went to the website (instead of the app) and it showed NO available tickets for the same date and flight, one hour later. In face, no available seats for other flights. Went back to the app and purchased the ticket.
When I first booked the flight, I didn't receive a confirmation email and had to email them to confirm that my ticket purchase had gone through.
The airplane had mechanical issues for both the departure and arrival flights. Our flight home was cancelled and we were given no updates as to when we would be rescheduled onto another flight. Sitting in the unknown is extremely frustrating. It makes it very difficult to plan a day.
I am glad the problems with the plane were discovered before takeoff, however this is the 4th time that either me or family members have encountered significant delays due to mechanical issues. This is inconvenient and makes one wonder about maintenance of the planes.
Amazing experience.... I'm from NM have lived off grid at my cabin off and on for 34 years . Also live in LA and have done the "drive" and flown from albuq hundreds of times - no more!! Taos air for me. As s long as the price remains reasonable...please!!!
Great service and extremely convenient flight!
I flew with my eight month old daughter rather than drive 12 hours from Austin. The entire staff from the airport in Austin to the airport in Taos was super accommodating and very friendly. It can be very nerve-racking traveling with an infant but this was an enjoyable experience. It helped that my baby behaved! :)

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<p>I love Taos air! Unfortunately I would like to travel to back and forth. The schedule will improve with winter coming. The only glitch was a four plus hour delay departing Taos. That can happen on any airline. I was so impressed with every other aspect of Taos air. I do have friends and family that have flown Taos air to come visit me and I believe I had booked a long time ago and the pandemic did keep me with my work from traveling to my residence in Taos. I am so thrilled as all of my cousins are in Carlsbad and plan to do a big reunion over the winter and i go there also to visit in addition to family north of LA. I couldn't ask for more!</p>
<p>It has been about four years since I have flown first class, the service on Taos air is superior. Amazing enthusiastic engaged staff!</p>
<p>Amazing flight crew and flying experience.</p>
<p>Flight delayed 45 minutes for mechanical</p>
<p>Delayed flight - messed up one day of our short trip</p>
<p>Flight canceled was bummer</p>
<p>I was scheduled to fly to Taos during Hurricane in Dallas...we were delayed, transported to Mesquite Airport, and DID take off.. That was an incredible experience I'll never forget..all was well, the staff, and on board attendant pilot EVERYONE could not been nicer..I was going to see a friend AND did!!! This past trip, just recently, was again, a pleasure. This time departing from Taos to Dallas!! WHY DONT YOU FLY SUMMERS???</p>
<p>Late arrival at destination.</p>
<p>On line purchase impossible. Had to call.</p>
<p>Since I have family in Taos, it would be nice if flights were available year round.</p>
<p>Ticket purchasing is descent, but if you want to search for different dates, etc, you have to restart the whole thing. The flight status notification is really poor, our flight was canceled and ran the next day instead, but I was super luck to have checked my junk email and you had sent a notification. Half of the other passengers actually went to the little air terminal in Dallas to find out they had a email tucked away somewhere that they did not read. I was able to call the next day and talk to a real person who gave me the tail number of the aircraft so I could monitor it on Flight aware to ensure it was going to be flying in to Dallas</p>
<p>All was good. But return flight the price jumped up and I didn't realize it. The flight was canceled so I wasn't able to use the ticket and it was refunded. I was off grid unable to check email so would have appreciated a call or text in addition. Do love being able to get to Taos so quickly and conveniently. Wish you flew in October November as well!</p>
<p>Monday flight was delayed til Tuesday ; \$100 was offered for hotel . I was flying in Am from sfo , so I changed SWA flight @ cost of \$35 . I asked to be reimbursed , told only for hotel ???? I responded this didn't seem logical and please refer up the chain of command to see if the \$35 could be reimbursed . Never heard back . We have a home in Taos and was excited to be using Taos Air (I flew in earlier in summer no problems) . this has dampened my enthusiasm , as it seem like a small ask .</p>
<p>Wish you flew year long!!</p>
<p>Our flight was canceled, but rescheduled the following day.</p>
<p>Love flying Taos Air. Keep up the good work!</p>
<p>Flight attendant was awesome. Pilots were great.</p>
<p>I was unable to see potential schedule online. When you hit search...nothing happened! I had to call to book and it took a while to find the phone number. Make that more prevalent in advertising! Other than that...an amazing experience!</p>

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Friendly & courteous staff, no hassle airport experience
We had a full 24-hour delay, which was unfortunate. Everything else was great.
Very friendly, schedule perfect, I live 7 miles from Taos airport and 5 miles from HHR I learned to fly at HHR had a 30 yr career with Delta.Thank you for allowing me on board.
Your staff is awesome and super friendly. These flights are a total game changer! I just wish they didnt stop for a few months. That is my only reason for less than a 5 on two questions. I go back and forth to help care for my elderly mom so having this as an option has been so helpful. Otherwise it takes me all day to get to TAos from LA. LOVE your attention to the environment.
My flying experience was very calm and stress free and easy. However the flight tickets for a bit expensive for me and I do wish that there are alternate flight times and days to choose from
Incredible service, and super convenient travel!



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

Response
Non. Didn't stay
Visiting family
Work
Went to Taos Ski area
Work remote
Concierge Business
Ojo Caliente
Pottery fair
Work
A lot of yard work!
worked on second home
Visit new born baby



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

Response
None
Blue Bus
We have to leave our truck there.
My own vehicle
I left a car at Taos airport between trips between Taos and Dallas
Personal car kept in Arroyo Seco
Ride from friend



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 June and September 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 (2022)?

- 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
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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
<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 homeowner)? (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)

[Shown if Full-Time Resident Selected:]

How long have you lived in New Mexico? _____ # of years

[Shown if Tourist/Visitor Selected:]



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

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

- Yes
- No

Would you have visited Taos this summer even if direct flights had not been available?

- Yes
- No



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

- Yes
- No

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

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

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

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

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

What is your age? _____

What is your gender identity?

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

What is the highest level of education you have completed?

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



What is your annual household income?

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

What is your ethnicity? (select one)

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