

MAY 2023

*ECONOMIC/FISCAL IMPACT
& MARKETING ANALYSIS OF
TAOS AIR FLIERS:
2022-23 WINTER 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
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Economic/Fiscal Impact Summary

Introduction

Taos Air, a collaborative public/private partnership led by the Town of Taos and Taos Ski Valley, Inc., provided non-stop service from Austin and Dallas, Texas and Los Angeles (Burbank) and San Diego, California to Taos, New Mexico during the winter of 2022-23. The goal of the service is 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 2022-23 Winter Season, as well as to do a concurrent marketing survey of all fliers.

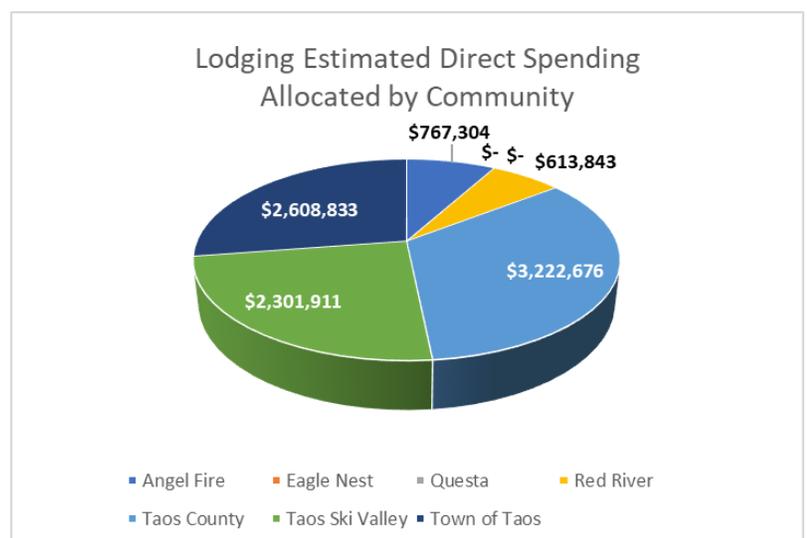
The survey had a total sample size of 1,016 survey responses. The overall data for the entire sample is accurate to plus or minus 2.9% at the 95% confidence level. That means that 95% of the time the data for the entire flier population would not vary by more than 2.9% from the result obtained from the sample in this survey.

Total flier trips during the study period equaled 10,133. Of these, 2,031 originated in Taos, 2,659 in Austin, 2,524 in Dallas, 1,265 in San Diego, and 1,654 in Los Angeles (Burbank). The total number of flier trips originating in Texas/California combined during the study period was 8,102. The average combined travel party size was 2.3 for fliers from Texas/California, yielding an estimated 3,523 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 2022-23 Winter Season in six categories: lodging, food/meals/beverages, transportation/fuel, outdoor recreation, attractions/entertainment, and shopping/miscellaneous/other. Total spending was \$9,514,566 for lodging, \$2,715,931 for food/meals/beverages, \$951,104 for transportation/fuel, \$4,040,432 for outdoor recreation, \$1,088,486 for attractions/entertainment, and \$3,335,910 for shopping/miscellaneous/other. Total direct spending during the study period for all categories combined was \$21,646,430.

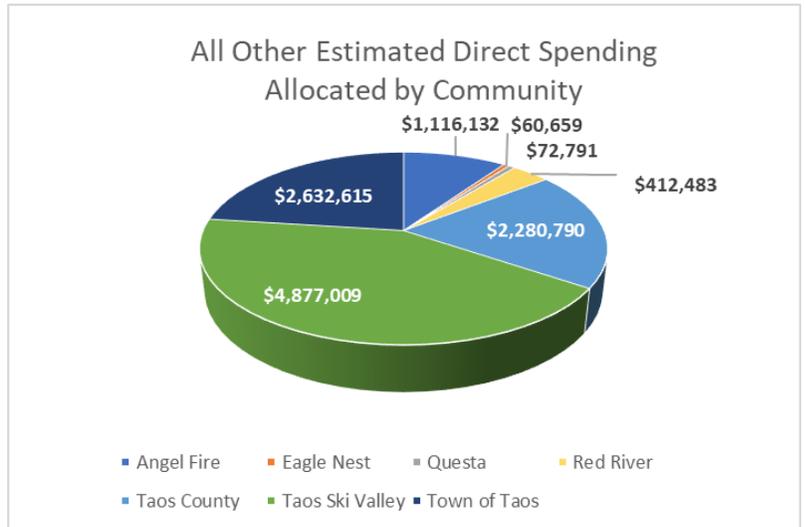
✓ The estimated allocated spending on lodging by community was: Angel Fire – \$767,304, Eagle Nest – \$0, Questa – \$0, Red River – \$613,843, Taos County – \$3,222,676, Taos Ski Valley – \$2,301,911, and the Town of Taos – \$2,608,833.



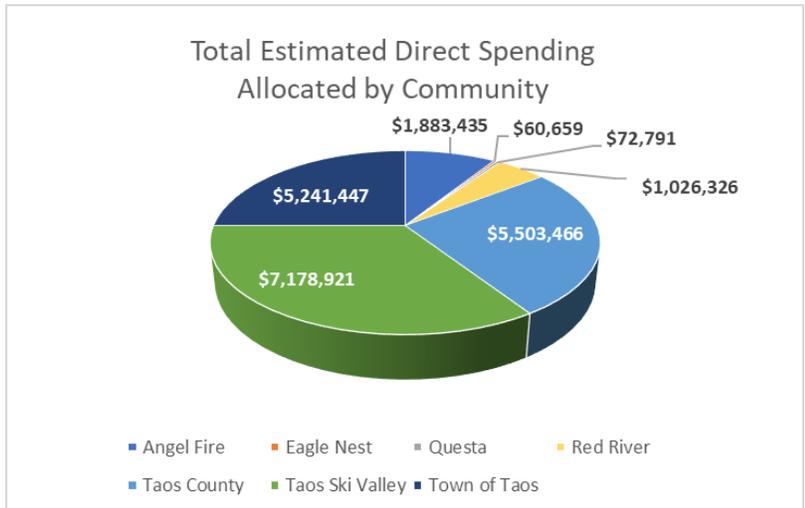
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- ✓ The estimated allocated spending on all other spending combined per community was: Angel Fire – \$1,116,132, Eagle Nest – \$60,659, Questa – \$72,791, Red River – \$412,483, Taos County – \$2,280,790, Taos Ski Valley – \$4,877,009, and the Town of Taos – \$2,632,615.



- ✓ The estimated total combined allocated spending (lodging plus all other spending) by community was: Angel Fire – \$1,883,435, Eagle Nest – \$60,659, Questa – \$72,791, Red River – \$1,026,326, Taos County – \$5,503,466, Taos Ski Valley – \$7,178,921, and the Town of Taos – \$5,241,447.



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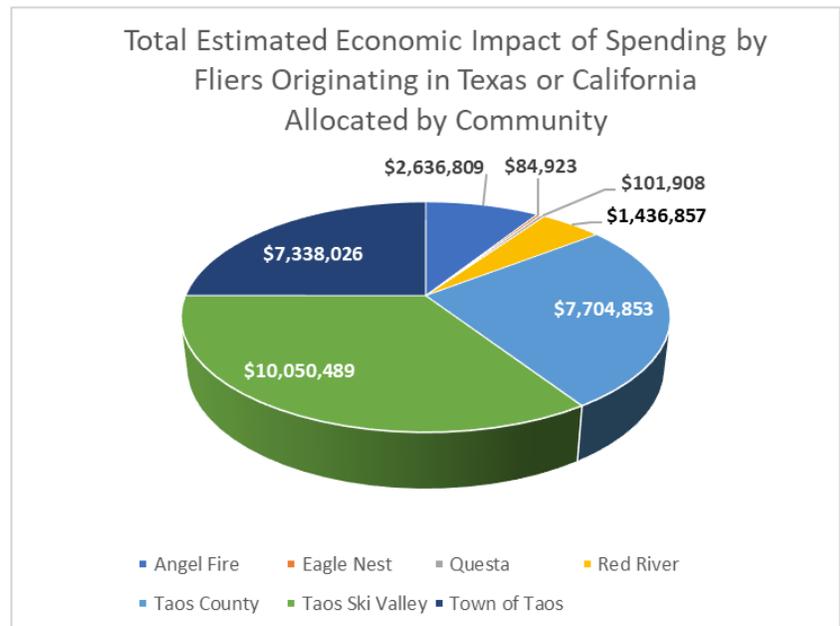


- ✓ Combining total direct spending with the induced/indirect impact of spending yielded a total estimated economic impact of spending in the study area during the study period by fliers originating in Texas/California of \$29,353,864.

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	\$ 1,883,435	\$ 753,374	\$ 2,636,809
Eagle Nest	\$ 60,659	\$ 24,264	\$ 84,923
Questa	\$ 72,791	\$ 29,116	\$ 101,908
Red River	\$ 1,026,326	\$ 410,531	\$ 1,436,857
Taos County	\$ 5,503,466	\$ 2,201,386	\$ 7,704,853
Taos Ski Valley	\$ 7,178,921	\$ 2,871,568	\$ 10,050,489
Town of Taos	\$ 5,241,447	\$ 2,096,579	\$ 7,338,026
Total	\$ 20,967,046	\$ 8,386,818	\$ 29,353,864

*Note: Respondents spent an additional \$679,384 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 – \$2,636,809, Eagle Nest – \$84,923, Questa – \$101,908, Red River – \$1,436,857, Taos County – \$7,704,853, Taos Ski Valley – \$10,050,489, and the Town of Taos – \$7,338,026.

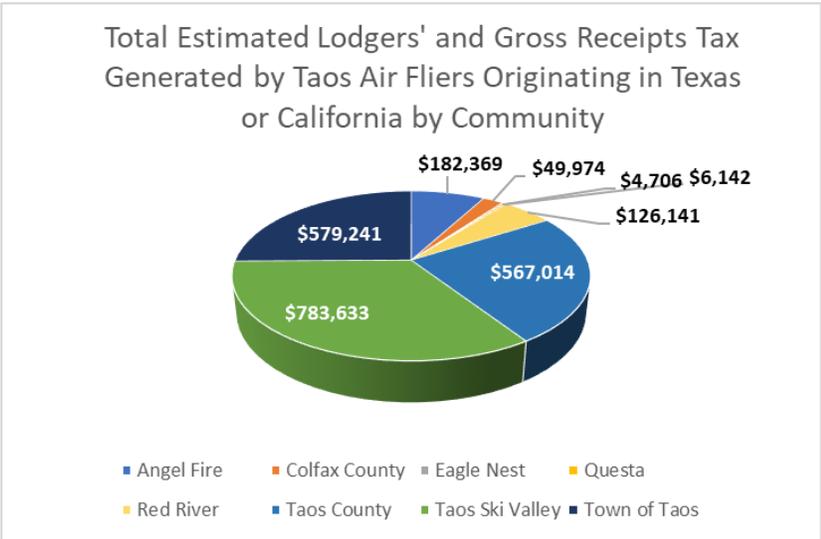


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Fiscal Impact

- ✓ 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 \$2,701 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 \$9,514,566, generating a combined estimated \$475,728 in lodgers' tax. Estimated lodgers' tax allocated by community was: Angel Fire – \$38,365, Eagle Nest – \$0, Questa – \$0, Red River – \$30,692, Taos County – \$161,134, Taos Ski Valley – \$115,096, and the Town of Taos – \$130,442.
- ✓ Fliers from Texas/California generated a combined estimated \$791,173 in GRT on lodging in the study area. Estimated GRT on lodging allocated by community was: Angel Fire – \$15,806, Eagle Nest – \$0, Questa – \$0, Red River – \$11,111, Taos Ski Valley – \$56,167, and the Town of Taos – \$44,089. The total estimated GRT on lodging allocated to Colfax County (Angel Fire, Eagle Nest) was \$4,495; estimated total GRT on lodging allocated to Taos County (Taos, Taos Ski Valley, Questa, Red River) was \$169,904. The total estimated GRT on lodging allocated to the State was \$475,728.
- ✓ 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 \$1,266,901.
- ✓ Fliers from Texas/California generated a combined estimated \$982,343 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 – \$22,992, Eagle Nest – \$1,098, Questa – \$1,136, Red River – \$7,466, Taos Ski Valley – \$118,999, and the Town of Taos – \$44,491. The total estimated GRT on all other spending allocated to Colfax County (Angel Fire, Eagle Nest) was \$7,114; estimated total GRT on all other spending allocated to Taos County (Taos, Taos Ski Valley, Questa, Red River) was \$189,283. The total estimated GRT on all other spending allocated to the State was \$572,624.
- ✓ 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 \$2,299,218. Estimated allocated combined gross receipts and lodgers' tax on lodging and all other spending by community was: Angel Fire – \$182,369, Colfax County – \$49,974, Eagle Nest – \$4,706, Questa – \$6,142, Red River – \$126,141, Taos County – \$567,014, Taos Ski Valley – \$783,633, and the Town of Taos – \$579,241.
- ✓ The total estimated gross receipts tax on lodging and all other spending allocated to Colfax County was \$11,608 and to Taos County was \$359,187. The total estimated GRT on all spending combined allocated to the State was \$1,048,352.



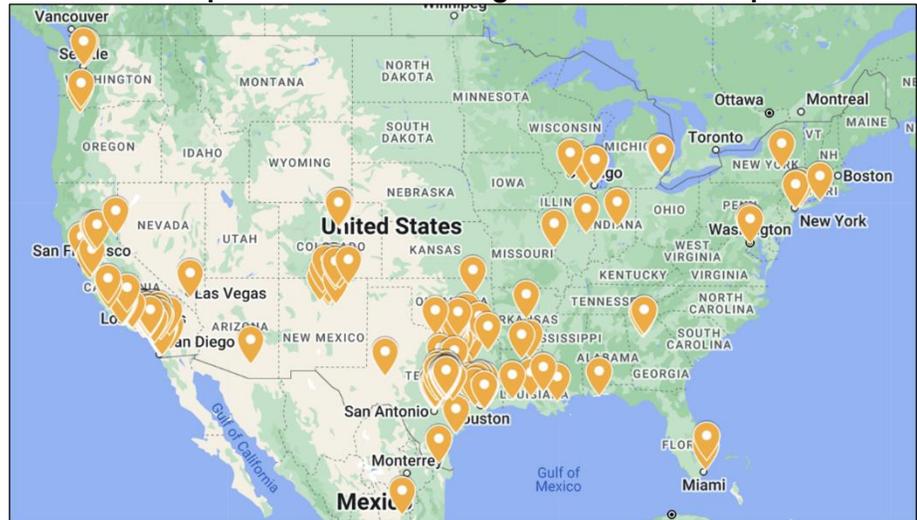
ECONOMIC/FISCAL IMPACT & MARKETING ANALYSIS OF TAOS AIR FLIERS 2022-23 WINTER SEASON



Marketing Summary

- ✓ 11.9% of the respondents reported their primary city of residence as being Austin, followed by Dallas (10.6%) and Taos (9.9%); 5.9% were from Los Angeles/Burbank and 5.6% were from San Diego.¹
- ✓ 41.5% of the respondents stated their primary state of residence was Texas; California (30.7%) and New Mexico (21.6%) and were the next closest states of primary residence.
- ✓ 21.8% of the respondents were full-time residents of New Mexico (reside in New Mexico six or more months per year), 18.2% were part-time residents of the state (second homeowners in New Mexico who reside in the state fewer than six months per year) and 3.7% were part-time residents of the state (renter or other) who reside in the state fewer than six months per year); 56.3% did not reside in the state on either a full-time or part-time basis (were visitors/tourists).
- ✓ 86.7% of respondents had a bachelor's degree or higher.
- ✓ The average age of respondents was 51.2 (ranging in age from 18-94).
- ✓ 50.6% of respondents were female; 47.0% were male.
- ✓ Most respondents were White/Anglo (83.6%); 9.2% were Hispanic.
- ✓ 71.3% of the respondents reported annual household incomes of \$125,000 or greater, with 42.4% having incomes of \$250,000 or more.
- ✓ For 57.8% of the respondents, this trip was their first time flying Taos Air; for 64.2% it was their first time flying Taos Air this winter (2022-23).
- ✓ For 38.7% of the respondents from Texas and California, this was their first time visiting Taos.
- ✓ Most respondents (65.0%) flew on Taos Air for leisure, followed by 38.4% who flew to visit friends/family, and 10.7% who flew for business.
- ✓ While visiting Taos, 65.9% of the respondents went skiing or snowboarding, 47.1% participated in fine dining, 45.5% visited the Taos Plaza, 41.3% shopped, 23.2% visited art galleries, 21.6% took scenic drives, 19.4% visited the Rio Grande Gorge, and 14.5% visited museums.
- ✓ 24.5% of the respondents originated their travel in Taos, 23.4% in Dallas, 21.3% in Austin, 17.1% in Los Angeles (Burbank), and 13.7% in San Diego.
- ✓ 80.4% of the respondents flew Taos Air Roundtrip.
- ✓ For respondents from Texas and California that did not return to their city of origin on Taos Air, 39.5% returned to their city of origin by driving, 23.5% flew out of the Albuquerque airport, and 14.3% flew out of the Santa Fe airport.

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



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

ECONOMIC/FISCAL IMPACT & MARKETING ANALYSIS OF TAOS AIR FLIERS
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- ✓ The average respondent flier party size was 2.3 (all respondents combined). Party sizes for flier respondents by city/state of origination were: Austin – 2.5, San Diego 1.9, Los Angeles (Burbank) – 2.3, Dallas – 2.4, and Taos – 1.8.
- ✓ Most (97.2%) 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 7.4 nights in New Mexico that were allocated to study area communities as follows: Taos Ski Valley 1.5, Town of Taos 1.7, Taos County 2.1, Red River 0.4, Eagle Nest 0, Angel Fire 0.5, and Questa 0.
- ✓ Respondents with travel originating in Austin (9.4 nights), stayed, on average, longer in New Mexico than those whose travel originated elsewhere, followed by respondents originating in Los Angeles (Burbank) (7.9 nights), San Diego (6.2 nights), and Dallas (5.5 nights).
- ✓ 30.3% of the respondents who stayed overnight indicated that they stayed with friends/relatives; 27.0% stayed in a hotel/motel/ B&B, 25.1% stayed in second home, and 20.7% 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 Taos Ski Valley (40.2% of their time) the Town of Taos (21.7% of their time), Taos County (18.8% of their time), and Angel Fire (9.2% of their time).
- ✓ For 89.0% of the respondents from Texas and California, the availability of direct flights to Taos influenced their decision visit; 53.1% would not have visited without the availability of direct flights.
- ✓ 50.5% of the respondents traveled to their final destination from the Taos Regional Airport via friend/family pick-up; 20.1% traveled via hotel shuttle, and 14.2% traveled via rental car.
- ✓ 60.3% of the respondents heard about the Taos Air service via word of mouth. This was followed by SkiTaos.com (24.0%), TaosAir.com (19.1%), and Taos.org (7.1%).
- ✓ 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 4.5.
- ✓ Respondents were also asked to rate their experience on a variety of aspects of Taos Air on a scale from 1-5, with a 1 being “Fell short of my expectations” and 5 being “Exceeded my expectations.” Respondents were most satisfied with the Onboard Experience (4.6), Staff Friendliness (4.6), and Ticket Purchasing (4.4); the Flight Schedule rated the lowest (4.0).
- ✓ When asked to rate Taos Air using the Net Promoter Scale (NPS), the resulting score was a world-class level of 78.²

Average Party Size by Place of Travel Origination	
Flight Origination	Average Party Size
All Cities of Origination Combined	2.3
Travel Originated in Taos	1.8
Travel Originated in Austin	2.5
Travel Originated in Dallas	2.4
Travel Originated in San Diego	1.9
Travel Originated in Los Angeles (Burbank)	2.3

Average Nights Spent in NM by Place of Travel Origination	
Flight Origination	Average Nights
All Cities of Origination Combined	7.4
Travel Originated in Austin	9.4
Travel Originated in Dallas	5.5
Travel Originated in San Diego	6.2
Travel Originated in Los Angeles (Burbank)	7.9

Average Nights Spent in Enchanted Circle Communities		
Community	Average Nights	% of Nights Spent
Angel Fire	0.5	8.1%
Eagle Nest	0.0	0.0%
Questa	0.0	0.0%
Red River	0.4	6.5%
Taos County	2.1	33.9%
Taos Ski Valley	1.5	24.2%
Town of Taos	1.7	27.4%

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 (Burbank) and San Diego, California to Taos, New Mexico during the winter of 2022-23. 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 2022-23 Winter Season, as well as to do a concurrent marketing survey of all fliers. Fliers were surveyed via an email with a link to a survey sent by Taos Air shortly after the completion of each flight trip. The survey was designed by SWPM and approved by Town of Taos and Taos Air staff and included questions about flier party spending while in the study area, flier average party size, and other questions about marketing, demographics, and flier experiences with Taos Air.

Total flier trips during the study period equaled 10,133. Of these, 2,031 originated in Taos, 2,659 in Austin, 2,524 in Dallas, 1,265 in San Diego, and 1,654 in Los Angeles (Burbank). The total number of flier trips originating in Texas/California combined during the study period was 8,102.³ The average combined travel party size was 2.3 for fliers from Texas/California, yielding an estimated 3,523 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 1,016 survey responses. The overall data for the entire sample is accurate to plus or minus 2.9% at the 95% confidence level. That means that 95% of the time the data for the entire flier population would not vary by more than 2.9% from the result obtained from the sample in this survey.

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 2022-23 Winter Season in six categories: lodging, food/meals/beverages, transportation/fuel, outdoor recreation, attractions/entertainment, and shopping/miscellaneous/other. Total spending was \$9,514,566 for lodging, \$2,715,931 for food/meals/beverages, \$951,104 for transportation/fuel, \$4,040,432 for outdoor recreation, \$1,088,486 for attractions/entertainment, and \$3,335,910 for shopping/miscellaneous/other. Total direct spending during the study period for all categories combined was \$21,646,430.

Total Flier Average Estimated Direct Spending (Fliers that Originated in Texas or California)									
Average Party Size	Total Fliers Originating in Texas or California: Winter 2022-23	Number of Flier Parties	Lodging	Food, Meals, Beverages	Transportation, Fuel, Etc.	Outdoor Recreation	Attractions, Entertainment	Shopping, Misc., Other	Total
2.3	8,102	3,523	\$ 2,701	\$ 771	\$ 270	\$ 1,147	\$ 309	\$ 947	\$ 6,145
Total Spending			\$ 9,514,566	\$ 2,715,931	\$ 951,104	\$ 4,040,432	\$ 1,088,486	\$ 3,335,910	\$ 21,646,430

Numbers may not total due to rounding.



Flier Spending – Allocated by Communities in Study Area

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

The estimated allocated spending on lodging by community was: Angel Fire – \$767,304, Eagle Nest – \$0, Questa – \$0, Red River – \$613,843, Taos County – \$3,222,676,⁵ Taos Ski Valley – \$2,301,911, and the Town of Taos – \$2,608,833.

Lodging Estimated Direct Spending Allocated by Community			
Community	Average Nights Spent in Community	Nights Spent %	Lodging Allocation
Angel Fire	0.5	8.1%	\$ 767,304
Eagle Nest	0.0	0.0%	\$ -
Questa	0.0	0.0%	\$ -
Red River	0.4	6.5%	\$ 613,843
Taos County	2.1	33.9%	\$ 3,222,676
Taos Ski Valley	1.5	24.2%	\$ 2,301,911
Town of Taos	1.7	27.4%	\$ 2,608,833
Total			\$ 9,514,566

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 – \$1,116,132, Eagle Nest – \$60,659, Questa – \$72,791, Red River – \$412,483, Taos County – \$2,280,790, Taos Ski Valley – \$4,877,009, and the Town of Taos – \$2,632,615.

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	9.2%	\$ 249,866	\$ 87,502	\$ 371,720	\$ 100,141	\$ 306,904	\$ 1,116,132
Eagle Nest	0.5%	\$ 13,580	\$ 4,756	\$ 20,202	\$ 5,442	\$ 16,680	\$ 60,659
Questa	0.6%	\$ 16,296	\$ 5,707	\$ 24,243	\$ 6,531	\$ 20,015	\$ 72,791
Red River	3.4%	\$ 92,342	\$ 32,338	\$ 137,375	\$ 37,009	\$ 113,421	\$ 412,483
Taos County	18.8%	\$ 510,595	\$ 178,808	\$ 759,601	\$ 204,635	\$ 627,151	\$ 2,280,790
Taos Ski Valley	40.2%	\$ 1,091,804	\$ 382,344	\$ 1,624,254	\$ 437,571	\$ 1,341,036	\$ 4,877,009
Town of Taos	21.7%	\$ 589,357	\$ 206,390	\$ 876,774	\$ 236,201	\$ 723,893	\$ 2,632,615
Total		\$ 2,563,839	\$ 897,843	\$ 3,814,168	\$ 1,027,531	\$ 3,149,099	\$ 11,452,480

*Note: Respondents spent an additional \$679,384 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 – \$1,883,435, Eagle Nest – \$60,659, Questa – \$72,791, Red River – \$1,026,326, Taos County – \$5,503,466, Taos Ski Valley – \$7,178,921, and the Town of Taos – \$5,241,447.

Total Estimated Direct Spending Allocated by Community*	
Community	Total Direct Spending
Angel Fire	\$ 1,883,435
Eagle Nest	\$ 60,659
Questa	\$ 72,791
Red River	\$ 1,026,326
Taos County	\$ 5,503,466
Taos Ski Valley	\$ 7,178,921
Town of Taos	\$ 5,241,447
Total	\$ 20,967,046

*Note: Respondents spent an additional \$679,384 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.



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 spending** in the study area during the study period by fliers originating in Texas/California of **\$29,353,864**.

Estimated allocated total economic impact of spending by community was: Angel Fire – \$2,636,809, Eagle Nest – \$84,923, Questa – \$101,908, Red River – \$1,436,857, Taos County – \$7,704,853, Taos Ski Valley – \$10,050,489, and the Town of Taos – \$7,338,026.

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	\$ 1,883,435	\$ 753,374	\$ 2,636,809
Eagle Nest	\$ 60,659	\$ 24,264	\$ 84,923
Questa	\$ 72,791	\$ 29,116	\$ 101,908
Red River	\$ 1,026,326	\$ 410,531	\$ 1,436,857
Taos County	\$ 5,503,466	\$ 2,201,386	\$ 7,704,853
Taos Ski Valley	\$ 7,178,921	\$ 2,871,568	\$ 10,050,489
Town of Taos	\$ 5,241,447	\$ 2,096,579	\$ 7,338,026
Total	\$ 20,967,046	\$ 8,386,818	\$ 29,353,864

*Note: Respondents spent an additional \$679,384 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
2022-23 WINTER 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 \$2,701 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 \$9,514,566, generating a combined estimated \$475,728 in lodgers' tax. Estimated lodgers' tax allocated by community was: Angel Fire – \$38,365, Eagle Nest – \$0, Questa – \$0,⁸ Red River – \$30,692, Taos County – \$161,134, Taos Ski Valley – \$115,096, and the Town of Taos – \$130,442.

Fliers from Texas/California generated a combined estimated \$791,173 in GRT on lodging in the study area. Estimated GRT on lodging allocated by community was: Angel Fire – \$15,806, Eagle Nest – \$0, Questa – \$0, Red River – \$11,111, Taos Ski Valley – \$56,167, and the Town of Taos – \$44,089. The total estimated GRT on lodging allocated to Colfax County (Angel Fire, Eagle Nest) was \$4,495; estimated total GRT on lodging allocated to Taos County (Taos, Taos Ski Valley, Questa, Red River) was \$169,904. The total estimated GRT on lodging allocated to the State was \$475,728.

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 \$1,266,901.

Estimated Lodging-Related Taxes (Lodgers' and Gross Receipts) Allocated by Taxing Municipality											
Community	Lodgers' Tax Rate*	Total Lodgers' Tax	Total Gross Receipts Tax (GRT) Rate*	Total GRT	Village/Town GRT Portion*	Village/Town GRT	County GRT Portion*	County GRT	State GRT Portion*	State GRT Portion	Total Lodging-Related Taxes
Angel Fire (Colfax County)	5.0%	\$ 38,365	7.6458%	\$ 58,667	2.060%	\$ 15,806	0.586%	\$ 4,495	5.000%	\$ 38,365	\$ 97,032
Eagle Nest (Colfax County)	5.0%	\$ -	7.7583%	\$ -	1.810%	\$ -	0.948%	\$ -	5.000%	\$ -	\$ -
Questa (Taos County)	0.0%	\$ -	8.4375%	\$ -	1.560%	\$ -	1.690%	\$ -	5.000%	\$ -	\$ -
Red River (Taos County)	5.0%	\$ 30,692	9.3000%	\$ 57,087	1.810%	\$ 11,111	1.690%	\$ 10,374	5.000%	\$ 30,692	\$ 87,780
Taos County	5.0%	\$ 161,134	7.3750%	\$ 237,672	0.000%	\$ -	2.375%	\$ 76,539	5.000%	\$ 161,134	\$ 398,806
Taos Ski Valley (Taos County)	5.0%	\$ 115,096	9.3125%	\$ 214,365	2.440%	\$ 56,167	1.690%	\$ 38,902	5.000%	\$ 115,096	\$ 329,461
Town of Taos (Taos County)	5.0%	\$ 130,442	8.5625%	\$ 223,381	1.690%	\$ 44,089	1.690%	\$ 44,089	5.000%	\$ 130,442	\$ 353,823
Total		\$ 475,728		\$ 791,173		\$ 127,173		\$ 174,399		\$ 475,728	\$ 1,266,901

*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
2022-23 WINTER SEASON



Tax Benefits from Flier Spending – All Other Spending

Fliers from Texas/California generated a combined estimated \$982,343 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 – \$22,992, Eagle Nest – \$1,098, Questa – \$1,136, Red River – \$7,466, Taos Ski Valley – \$118,999, and the Town of Taos – \$44,491. The total estimated GRT on all other spending allocated to Colfax County (Angel Fire, Eagle Nest) was \$7,114; estimated total GRT on all other spending allocated to Taos County (Taos, Taos Ski Valley, Questa, Red River) was \$189,283. The total estimated GRT on all other spending allocated to the State was \$572,624.

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%	\$ 85,337	2.060%	\$ 22,992	0.586%	\$ 6,538	5.000%	\$ 55,807
Eagle Nest (Colfax County)	7.758%	\$ 4,706	1.810%	\$ 1,098	0.948%	\$ 575	5.000%	\$ 3,033
Questa (Taos County)	8.438%	\$ 6,142	1.560%	\$ 1,136	1.690%	\$ 1,230	5.000%	\$ 3,640
Red River (Taos County)	9.300%	\$ 38,361	1.810%	\$ 7,466	1.690%	\$ 6,971	5.000%	\$ 20,624
Taos County (Taos County)	7.375%	\$ 168,208	0.000%	\$ -	2.375%	\$ 54,169	5.000%	\$ 114,040
Taos Ski Valley (Taos County)	9.313%	\$ 454,172	2.440%	\$ 118,999	1.690%	\$ 82,421	5.000%	\$ 243,850
Town of Taos (Taos County)	8.563%	\$ 225,418	1.690%	\$ 44,491	1.690%	\$ 44,491	5.000%	\$ 131,631
Total		\$ 982,343		\$ 196,182		\$ 196,396		\$ 572,624

*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 \$679,384 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 \$2,299,218. Estimated allocated combined gross receipts and lodgers' tax on lodging and all other spending by community was: Angel Fire – \$182,369, Colfax County – \$49,974, Eagle Nest – \$4,706, Questa – \$6,142, Red River – \$126,141, Taos County – \$567,014, Taos Ski Valley – \$783,633, and the Town of Taos – \$579,241. The total estimated gross receipts tax on lodging and all other spending allocated to Colfax County was \$11,608 and to Taos County was \$359,187. The total estimated GRT on all spending combined allocated to the State was \$1,048,352.

Total Estimated Lodgers' and Gross Receipts Tax Generated by Community by Taos Air Fliers Originating in Texas and California	
Community	Total Taxes
Angel Fire	\$ 182,369
Colfax County	\$ 49,974
Eagle Nest	\$ 4,706
Questa	\$ 6,142
Red River	\$ 126,141
Taos County	\$ 567,014
Taos Ski Valley	\$ 783,633
Town of Taos	\$ 579,241
Total	\$ 2,299,218

Total Estimated Gross Receipts Tax Generated by Taos Air Fliers Originating in Texas and California by County	
County	Total GRT
Colfax County	\$ 11,608
Taos County	\$ 359,187
Total	\$ 370,795

Numbers may not total due to rounding.

*Note: Respondents spent and were taxed on an additional \$679,384 in non-study area New Mexico communities not reflected in the totals above.

Numbers may not total due to rounding.



Q&A PRESENTATION OF THE FINDINGS / MARKETING DATA



Was this your first time flying on Taos Air?

Response	20%	40%	60%	80%	100%	Frequency
Yes						57.8%
No						42.2%

Was this your first time flying on Taos Air this winter (2022/23)?

Response	20%	40%	60%	80%	100%	Frequency
Yes						64.2%
No						35.8%

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

Response	20%	40%	60%	80%	100%	Frequency
Leisure						65.0%
Business						10.7%
Visit friends/family						38.4%
Other						3.1%

ECONOMIC/FISCAL IMPACT & MARKETING ANALYSIS OF TAOS AIR FLIERS
2022-23 WINTER SEASON



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

Response	20%	40%	60%	80%	100%	Frequency
Word of mouth/someone told me about it						60.3%
Print ad						4.2%
Print article						1.8%
Web ad						5.4%
Web article						2.6%
Television						0.1%
Radio ad						0.5%
Billboard						3.0%
Travel Show						0.2%
Taos.org						7.1%
SkiTaos.com						24.0%
TaosAir.com						19.1%
Another website						1.8%
Mail or email sent to me						4.2%
Social Media (Facebook)						3.7%
Social Media (Twitter)						0.0%
Social Media (Instagram)						4.3%
Social Media (Other)						0.7%

ECONOMIC/FISCAL IMPACT & MARKETING ANALYSIS OF TAOS AIR FLIERS
2022-23 WINTER SEASON



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

	1-Fell short	2	3	4	5-Exceeded	Mean
Ticket Purchasing	1.6%	1.0%	8.9%	32.6%	56.0%	4.4
Onboard Experience	1.8%	1.9%	4.8%	16.0%	75.6%	4.6
Staff Friendliness	1.5%	1.7%	4.6%	18.9%	73.4%	4.6
Flight Schedule	5.7%	4.9%	15.9%	28.1%	45.4%	4.0
Your Overall Experience with Taos Air	2.6%	1.2%	7.0%	24.7%	64.4%	4.5

ECONOMIC/FISCAL IMPACT & MARKETING ANALYSIS OF TAOS AIR FLIERS
2022-23 WINTER SEASON



Where is your primary residence? (City)

City	%
Austin	11.9%
Dallas	10.6%
Taos	9.9%
Los Angeles	5.7%
San Diego	5.6%
El Prado	2.9%
Houston	2.4%
Arroyo Seco	1.8%
Ranchos de Taos	1.8%
Fort Worth	1.6%
San Antonio	1.6%
Pasadena	1.1%
Encinitas	1.0%
New Braunfels	0.9%
Angel Fire	0.8%
Plano	0.8%
Santa Barbara	0.8%
Santa Fe	0.8%
Santa Monica	0.8%
Carlsbad	0.7%
La Jolla	0.7%
Long Beach	0.7%
Oakland	0.7%
Red River	0.7%
Arroyo Hondo	0.6%
Oceanside	0.6%
Redondo Beach	0.6%
Sherman Oaks	0.6%
Arlington	0.5%
Atlanta	0.5%

City	%
Frisco	0.5%
Georgetown	0.5%
Ventura	0.5%
Addison	0.3%
Allen	0.3%
Argyle	0.3%
Boerne	0.3%
Carrollton	0.3%
Davis	0.3%
Denver	0.3%
Fallbrook	0.3%
Irving	0.3%
Katy	0.3%
Las Vegas	0.3%
McKinney	0.3%
New York	0.3%
San Carlos	0.3%
Trophy Club	0.3%
Waco	0.3%
Alhambra	0.2%
Altadena	0.2%
Brooklyn	0.2%
Burbank	0.2%
Canyon Lake	0.2%
Cedar Hill	0.2%
Chicago	0.2%
Cimarron	0.2%
Claremont	0.2%
Covina	0.2%
Cuernavaca	0.2%

City	%
Dana point	0.2%
Embudo	0.2%
Flower Mound	0.2%
Forney	0.2%
Glendora	0.2%
Granbury	0.2%
Indianapolis	0.2%
Laguna Beach	0.2%
Little Rock	0.2%
Lucas	0.2%
Malibu	0.2%
McLean	0.2%
Mountain View	0.2%
Orange	0.2%
Palos Verdes	0.2%
Pleasant Ridge	0.2%
Prosper	0.2%
Questa	0.2%
Round rock	0.2%
San Francisco	0.2%
Santa Ana	0.2%
Taos Ski Valley	0.2%
Temple	0.2%
Topanga	0.2%
Torrance	0.2%
Van Nuys	0.2%
Wimberley	0.2%
Other Responses	15.0%

ECONOMIC/FISCAL IMPACT & MARKETING ANALYSIS OF TAOS AIR FLIERS
2022-23 WINTER SEASON



Where is your primary residence? (State)

State	%
Texas - TX	41.5%
California - CA	30.7%
New Mexico - NM	21.6%
New York - NY	0.9%
Florida - FL	0.6%
Louisiana - LA	0.6%
Georgia - GA	0.5%
Illinois - IL	0.5%
Virginia - VA	0.5%
Colorado - CO	0.3%
Massachusetts - MA	0.3%
Michigan - MI	0.3%
Washington - WA	0.3%
Arkansas - AR	0.2%
Indiana - IN	0.2%
New Jersey - NJ	0.2%
Oklahoma - OK	0.2%
Other Responses	0.6%

ECONOMIC/FISCAL IMPACT & MARKETING ANALYSIS OF TAOS AIR FLIERS
2022-23 WINTER SEASON



Where is your primary residence? (Zip Code)

Zip Code	%								
87571	6.2%	75229	0.5%	92054	0.3%	77056	0.2%	90290	0.2%
87529	3.9%	75235	0.5%	92139	0.3%	77345	0.2%	90291	0.2%
87557	2.8%	76109	0.5%	93003	0.3%	77389	0.2%	90803	0.2%
87514	2.3%	76262	0.5%	94610	0.3%	77401	0.2%	90806	0.2%
75205	1.7%	78735	0.5%	22203	0.2%	78212	0.2%	90814	0.2%
78703	1.5%	78749	0.5%	46204	0.2%	78620	0.2%	91001	0.2%
78704	1.2%	90068	0.5%	48069	0.2%	78628	0.2%	91105	0.2%
87513	1.2%	92101	0.5%	62440	0.2%	78657	0.2%	91106	0.2%
78130	1.0%	92106	0.5%	72205	0.2%	78665	0.2%	91356	0.2%
75230	0.9%	94070	0.5%	75002	0.2%	78669	0.2%	91406	0.2%
92024	0.9%	75001	0.3%	75006	0.2%	78676	0.2%	91607	0.2%
75225	0.8%	75013	0.3%	75023	0.2%	78701	0.2%	91722	0.2%
78746	0.8%	75063	0.3%	75023	0.2%	78730	0.2%	91741	0.2%
87710	0.8%	75201	0.3%	75028	0.2%	78731	0.2%	92008	0.2%
92037	0.8%	75219	0.3%	75032	0.2%	78733	0.2%	92009	0.2%
75209	0.7%	75252	0.3%	75035	0.2%	78734	0.2%	92071	0.2%
75220	0.7%	76226	0.3%	75039	0.2%	78738	0.2%	92103	0.2%
76107	0.7%	77494	0.3%	75069	0.2%	78753	0.2%	92111	0.2%
78705	0.7%	78006	0.3%	75078	0.2%	78757	0.2%	92117	0.2%
75206	0.6%	78702	0.3%	75080	0.2%	87501	0.2%	92124	0.2%
78209	0.6%	78719	0.3%	75104	0.2%	87505	0.2%	92128	0.2%
78759	0.6%	78721	0.3%	75126	0.2%	87508	0.2%	92629	0.2%
87558	0.6%	78727	0.3%	75167	0.2%	87514	0.2%	92651	0.2%
90049	0.6%	78739	0.3%	75208	0.2%	87525	0.2%	92704	0.2%
90277	0.6%	78750	0.3%	75231	0.2%	87531	0.2%	93109	0.2%
90405	0.6%	78752	0.3%	75248	0.2%	87556	0.2%	93110	0.2%
91104	0.6%	87701	0.3%	76016	0.2%	87714	0.2%	93111	0.2%
92109	0.6%	90027	0.3%	76049	0.2%	90013	0.2%	94040	0.2%
92116	0.6%	90036	0.3%	76123	0.2%	90026	0.2%	94609	0.2%
92130	0.6%	90046	0.3%	76502	0.2%	90041	0.2%	95618	0.2%
75204	0.5%	91403	0.3%	77018	0.2%	90042	0.2%	Other	28.8%
75214	0.5%	92028	0.3%	77024	0.2%	90265	0.2%		



Where is your primary residence? (Country)

Country	%
United States of America (USA)	99.7%
Other Responses	0.3%

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

Response	20%	40%	60%	80%	100%	Frequency
Full-time resident? (reside in New Mexico six or more months per year)						21.8%
Part-time resident (second home owner)? (reside in New Mexico fewer than six months per year)						18.2%
Part-time resident (renter or other)? (reside in New Mexico fewer than six months per year)						3.7%
Tourist/visitor to New Mexico? (do not reside there)						56.3%

Was this your first time visiting Taos?

Response	20%	40%	60%	80%	100%	Frequency
Yes						38.7%
No						61.3%

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

Response	20%	40%	60%	80%	100%	Frequency
Taos						24.5%
Austin						21.3%
Dallas						23.4%
San Diego						13.7%
Los Angeles						17.1%



Did you fly roundtrip?

Response	20%	40%	60%	80%	100%	Frequency
Yes						80.4%
No						19.6%

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

Response	20%	40%	60%	80%	100%	Frequency
Drive						39.5%
Fly out of Santa Fe airport						14.3%
Fly out of Albuquerque airport						23.5%
Other						22.7%

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

Average Party Size by Place of Travel Origination	
Flight Origination	Average Party Size
All Cities of Origination Combined	2.3
Travel Originated in Taos	1.8
Travel Originated in Austin	2.5
Travel Originated in Dallas	2.4
Travel Originated in San Diego	1.9
Travel Originated in Burbank	2.3

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

Response	20%	40%	60%	80%	100%	Frequency
Yes						97.2%
No						2.8%



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

Average Nights Spent in NM by Place of Travel Origination	
Flight Origination	Average Nights
All Cities of Origination Combined	7.4
Travel Originated in Austin	9.4
Travel Originated in Dallas	5.5
Travel Originated in San Diego	6.2
Travel Originated in Burbank	7.9

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	0.50	8.1%
Eagle Nest	0.00	0.0%
Questa	0.00	0.0%
Red River	0.40	6.5%
Taos County	2.10	33.9%
Taos Ski Valley	1.50	24.2%
Town of Taos	1.70	27.4%



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

% of Time Spent in Enchanted Circle Communities Winter	
Community	% of Time Spent
Angel Fire	9.2%
Eagle Nest	0.5%
Questa	0.6%
Red River	3.4%
Taos County	18.8%
Taos Ski Valley	40.2%
Town of Taos	21.7%

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

Response	20%	40%	60%	80%	100%	Frequency
Hotel/Bed & Breakfast						27.0%
Vacation rental/short-term rental (e.g., Airbnb, VRBO, property management company, other)						20.7%
Second Home						25.1%
Friends/relatives						30.3%
Recreational vehicle (RV)						0.2%
Campground (non-RV)						0.0%
Other						5.0%



What activities did you participate in while visiting Taos?

Response	20%	40%	60%	80%	100%	Frequency
Visited the Taos Plaza						45.5%
Visited Taos Pueblo						8.8%
Visited Museums						14.5%
Visited Art Galleries						23.2%
Hiking, Biking						13.0%
Hunting, Fishing						0.5%
Ice Skating						2.8%
Scenic Drives						21.6%
Skiing/Snowboarding						65.9%
Fine Dining						47.1%
Shopping						41.3%
Nightlife, Live Music						12.8%
Visited the Rio Grande Gorge						19.4%
Visited the Earthships						4.0%
Other						13.3%

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

Response	20%	40%	60%	80%	100%	Frequency
Yes						89.0%
No						11.0%

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

Response	20%	40%	60%	80%	100%	Frequency
Yes						46.9%
No						53.1%



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

Response	20%	40%	60%	80%	100%	Frequency
Hotel Shuttle						20.1%
Car Service/Taxi						7.2%
Rental Car						14.2%
Ride Share (Uber, Lyft)						3.3%
Friend/Family Picked Me Up						50.5%
Other						8.8%

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

Average Spending Per Party in NM by Fliers Originating Texas and California	
Category	Average \$
Lodging	\$ 2,701
Food, Meals, Beverages	\$ 771
Transportation, Fuel (in NM)	\$ 270
Outdoor Recreation	\$ 1,147
Attractions, Entertainment	\$ 309
Shopping, Misc., Other	\$ 947
Total Average Spending Per Party	\$ 6,145



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

NET PROMOTER SCORE

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

Respondents are grouped as follows:

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

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

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

Distribution of NPS Performance for Individual Airlines, Q1 2020

01/01/2020 to 12/31/2020				
Company		NPS		Distribution
Southwest	300	71		
JetBlue	300	58		
Alaska	300	50		
Delta	300	24		
American	301	10		
United	300	-3		
Spirit	301	-19		
Overall	2,102	27		

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When asked to rate the Taos Air Winter 2022-23 Season using the NPS scale, the resulting NPS was a world-class level of 78.

Taos Air NPS	0 - Not at all likely	1	2	3	4	5	6	7	8	9	10 - Very likely	
Likelihood to recommend	0.7	0.4	0.7	0.4	0.2	1.0	2.3	2.8	7.4	7.9	76.1	
	Detractors							Promoters				



What is your age? Average Age of Respondents = 51.2

What is your gender identity?

Response	20%	40%	60%	80%	100%	Frequency
Male						47.0%
Female						50.6%
Non-binary						0.3%
Prefer not to answer						2.1%

What is the highest level of education you have completed?

Response	20%	40%	60%	80%	100%	Frequency
Some High School						0.6%
High School						2.3%
Some College						10.4%
Bachelor's Degree						41.6%
Master's Degree or above						45.1%

What is your annual household income?

Response	20%	40%	60%	80%	100%	Frequency
Less than \$49,999						5.0%
\$50,000 to \$74,999						7.3%
\$75,000 to \$99,999						9.3%
\$100,000 to \$124,999						7.1%
\$125,000 to \$149,999						6.2%
\$150,000 to \$249,999						22.7%
\$250,000 to \$499,999						21.9%
\$500,000 or more						20.5%

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What is your ethnicity? (select one)

Response	20%	40%	60%	80%	100%	Frequency
Hispanic						9.2%
White/Anglo, Non-Hispanic						83.6%
American Indian						0.4%
Black or African American						0.6%
Asian American/Pacific Islander						2.8%
Other/Mixed						3.5%



VERBATIM (UNEDITED) OPEN-ENDED RESPONSES

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

Response
school, SMU-in-Taos
return home from Taos after my SW Air flight was cancelled during the holiday crash
Returning to Taos home
2nd home / business / leisure
Funeral services
Medical appointments in California
heading home
Medical appointments in California
Attend a retreat
fly home
I have had a home in Taos for 18 years.
JSX rescued me from the Southwest debacle.
Own property in Taos.
Return home to prepare for winter storm
Attend a retreat
funeral
Medical treatment
Returning home
work from second home
Medical care in Dallas
Medical appointments in California
Medical appointments in California
medical treatment
Had a death in the family and had to get to taos.



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

Response
Angel Fire resort
Google search for transport from Dallas to New Mexico
Angelfireresort.com
JSX
JSX
JSX
JSX.com
Jsx.com
Researching for a direct flight to Taos from CA
JSX
google
JSX
Jsx
The JSX website
facebook
Angel fire resort
Tik tok (JSX)
Facebook
Taos News

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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
I had an initial issue getting vouchers transferred over. After that was resolved, everything was great.
I had an amazing time flying Taos air. So easy and accommodating!
Great experience all around! Would like to see more flight schedule options, understand why it's limited so if something else that had to be traded I probably wouldn't sacrifice it!
First flight was changed to another airport.
Loved Taos air/jsx. Was very convenient. The flight attendant on the return trip was not as good as the one going to my destination but it is fine. As long as Taos air is at the price or a little above commercial air, I will fly it. Very convenient and the only 1 flight per day was ok as long as it leaves! I thought 40+/day to park was a little steep so decided to park offsite. I assume the reason for this is the limited number of spaces provided at the airport. Hopefully this helps.
Would be great if flew back to San Diego late on Sundays to allow for a full ski day!
I love JSX
Everything was wonderful!! The only challenge was needing to rebook when ownership changed, but it was handled flawlessly by the person I called. Can't wait to fly again!!
When flying Advanced Airlines, most Taos Air customers became accustomed to friendly, competent gate agents. The JSX gate agents are dour, unhelpful, and just self-important. (A gate agent to an elderly woman who didn't have a valid form of ID: "I'm not going to let you fly today." It was quite shitty how he communicated to her.) Additionally, many passengers on my recent trip didn't know there was assigned seating because it was never announced and, as far as I know, not mentioned in JSX emails. I think you have some work to do.
Our United flight was canceled, managed to book jsx to Taos for the next day on recommendation and was so happy we did! I felt like a VIP, no stress, easy seating, nice cocktails, nice snacks. My husband and I were in disbelief and vowed to book out trips around wherever JSX flies!
We have had a home in Taos for 18 years and travel here regularly from Boston. We wish you had more flights as it was hard to coordinate our schedule and we had to overnight near DLF to make the 7:30AM. But we love the experience so much and wish you flew year round, to and from more cities. If I could I would fly your airline all the time! If you expand to MA and more cities I promise we will be frequent fliers
Burbank is a hike from our house Hawthorne was way more convenient. The flight back I worry about what our time to home will be.
Some uncertainty with changeover from TaosAir to JSX but ultimately worked out ok. Taos air originally included free parking and ski rental, and flew from a luxury private terminal. JSX falls short in those areas (parking rates are especially egregious). Having said that, I would still fly again as the convenience compared to commercial flight is huge
it was a great flight, but there is always room for improvement, right? Also - could you all please work on recycling? Taos Air used to recycle. And can you please bring back those organic gluten free nuts? They were SO good! And lastly, is there any chance that you will have a few flights that go to Carlsbad again? That was so convenient! TY! Roxanne George
Since making my original reservation on Taos, I shortly received an email letting me know that they would be refunding my money for my tickets because JSX is taking over that route. I then made my flight reservations for my trip through JSX. I never experienced any staff from Taos. Not sure what else that I can say. Thanks for your followup. Sheila Martin
Our original flight was canceled and we were not notified of the new flight time. We sat on hold for over an hour, we emailed and finally got answers by doing a Facebook post. We had no clue as to when to get to the airport.

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Had a blast!
When will I get my refund? I had to purchase another ticket for JSX! Process handled very poorly! Johnlyn Mitchell
Driving rented vans from TSV to Airport, checking in and loading on other vans and then driving to Santa Fe on a clear days was extremely frustrating.
Communication regarding flight delays was very poor to non existent.
perfect trip. thank you.
Our flight to ATX from Taos was delayed for several hours, told we'd need to be shuttled to Santa Fe to fly from there, but when I got to the airport there was no communication, people trying to check bags for 3 different flights and no prioritization for the first scheduled flight out, no communication around when the shuttle would arrive, best way to get bags and people on and even how long the drive was. Once at Santa Fe's airport, we went straight on the plane only to sit for over an hour and a half while the manifest got sorted, then waited for a passenger who got on the wrong shuttle in Taos, a second de-icing truck because there were issues with the first. Again, no good communication as to the delays, process, order of things, etc. You need to do better, especially if we are flying JSX for convenience and it's the most inconvenienced I've ever been! I had to scramble to find after hour care at home and it was a highly stressful situation, especially since i had to drive 2.5 hours home from Austin to Houston. Not a goof first impression at all and no conversation about customer compensation.
My first time, tho it won't be my last. Excellent service, friendly staff...such a pleasure
One main issue was that the lavatory had no running water nor any disinfectant in its stead
Check in process was lengthy and unorganized. Plane was diverted to sante fe and we had to take a shuttle
I purchased an apparent upgrade to a "cocktail table" and when I boarded there was absolutely nothing special about my seat and absolutely no cocktail table..... I did call customer service and received a \$50 voucher, but it just seemed strange to pay for something that wasn't recognized.
Understaffed at Taos airport but crew was very nice
There needs to be a direct flight from Houston. Also, we had a severe delay on our return flight and when we finally arrived in Austin 8 hour later, the Austin JSX office was closed so we couldn't get our keys from valet
While weather can't be avoided, my flight leaving Taos was delayed for hours and then had to shuttle to Santa Fe to get ok the flight and overall resulted in about an 7 hr delay getting home. It seems there should be some better, more organized protocols in place as it was a bit chaotic and unorganized and for an airline that is mainly flying to a place where there is snow and weather it just seems a better plan should be in place.
Not sure why up charge for seat that wasn't available. I paid \$30 for seat with table but it wasn't even available on aircraft
Every aspect of our trip was great. Our kids especially liked the snacks on board and the flight attendants were very accommodating.
We enjoyed every aspect of our trip from the lounge to the ease of the boarding process. Our two kids were very fond of the ice cream and snacks onboard served by the very hospitable flight attendants.
Even with a 1 hr delay on 1/2/23 and diverted to Sant Fe, JSX provided pizza o. Then during the wait and a very comfy coach bus at sf for the trip back to taos. Compared to the debacle of southwest I experienced days earlier with a cancelled flight and every man for himself to sort it out I note the comparison most keenly!
Easy access, easy ticketing, simple check-in. Lounge accommodations were spartan but efficient. Baggage handling was efficient, easy, simple. Attendant was friendly and helpful. Drinks and snacks were excellent. Ticket cost was very reasonable. Good experience all around.
I love Taos Air! Everybody is friendly and helpful, the flights are easy and it's so nice to land so close to where my Mom lives in Eagle Nest!
My ticket credits got lost during the transfer from Advantage air to TSX, but I called advantage and they took care of it. Thank you!
Excellent! Was like the "old days" of flying commercial. No hassle, courteous, no crazy large terminal environment.

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Outbound flight from Austin gate agent overcharged me for my excess baggage by 100% and was truculent in the process.
wish there was a daily flight option to and from austin
I absolutely loved my experience with Taos Air and will look to book through here for another trip - the only reason it received 4 stars is because the ability to choose different times for flying out on one day. I understand it's a smaller airline - the quality of service made up for it time and time again!
We had scheduled our flights originally using times that fit well into our schedule (using an air carrier we had flown with before and were quite happy with), and late in the game you changed to a different air carrier that forced us into times that were not as optimal as we had hoped and created some other unplanned logistical issues. You also picked an air carrier that does not have simple parking available at its Dallas location but instead informed us we would have to pay an exorbitant \$40 per day to valet, or, too bad / so sad, use an Uber / Lyft / their preferred Alto service for an additional cost and logistical hassle for an early morning flight we had not originally planned on either. Once we got there, we discovered we were assigned seats (which had not been the case with your previous carrier) that we would not have picked had we been able to choose ourselves (no one ever told us about that). So, figuring that out, I did go ahead and reserve seats for the flight back. But then, due to weather -- more on that in a second -- they slipped the flight, put us on a different type of aircraft and once-again assigned us the worst seats in the aircraft -- I ended up sitting in the very last row in a very cramped seat with a teenager directly in front of me who had his seat back the entire flight, with no ability to get up and move to a different seat because the pilot kept the seat belt sign on the entire flight, even though there was little to no turbulence. Finally, on the day we were scheduled to come back, the carrier cancelled the flight due to weather. I am a pilot and understand and appreciate there can be real weather concerns, and am much happier staying safe on the ground rather than launching into a thunderstorm. That said, on this particular day, the weather was forecast to be clear / VFR all day in Dallas, and it was forecast to be, and never dropped below, MVFR the entire time in Taos. I noted that when they originally reschedule the flight, it was for when conditions were to be VFR in Taos, and when MVFR was re-forecast to extend another hour or so, the flight was slipped by an our to once again be scheduled to land in VFR conditions. That may all be a coincidence, but if this air carrier is not going to schedule flights into / out of Taos in less than VFR conditions in the middle of the winter, then I'm not crazy about using you all again as that will most likely guaranty multiple delays and a completely unreliable schedule (including it cost us a fair amount of additional expense for another night at a hotel and another day for the rental car). I realize that all sounds pretty petty, and I don't mean to be, but for the price that we paid for these tickets, I found the whole string of small and irritating occurrences to be extremely frustrating.
You were great except that my flight was delayed by about 1.5 hours and I missed my connecting flight
GREAT CREW, STAFF, PLANE. The only negative is the ridiculously narrow seat. Otherwise, you exceeded my expectations.
Loved the entire experience.
toilets not available on San Diego flight. No coffee available on board. All out.
This is just so convenient and everyone is so friendly.
Terrible communication once tickets were purchased and flights transferred to JSX.
Wonderful service and I love being able to fly home to visit family in LA without having to drive to Abq. Would love a couple more days added for flying into and back from Burbank to Taos. Thanks for such a great experience flying.
everything about your service is wonderful except your flights coming and going were very late
One of the best flying experiences- including private
The flight, the staff...everything was so much more relaxing than reg commercial flights. A breath if fresh air!
Quick easy avoided big airport and waiting
It would be nice if you flew in the summer as well, or year round. I am sure you would get the passengers.

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Flight was delayed an hour from Taos to Dallas.
We fell in love with our experience.....the convenience, no lines, no hassle. Completely stress free!
The personal, informal nature of this airline's employees and business model make flying back and forth to Taos a total pleasure. The air line treats its customers as individuals, not as "seats." REALLY nice people work for you in all fields - - check in, boarding, service during the flight, de-boarding. Plus, the radio playing music in the waiting room in Austin was a nice touch. The Taos office needs some Taos music! Kudos on the service and what you do. John Aldridge
Lovely snacks and drinks!!
RIDICULOUSLY NARROW SEATS
Great first experience. Will definitely prefer flying with you over other airlines if fares are comparable.
The flight from Taos to Burbank was delayed. The passengers were transported to Santa Fe for a newly scheduled flight. This was a cluster unto itself. Taos Air was completely unprepared, and it resulted in more than a 5-hour delay
The manager young thin gentleman with blonde hair small frame, forgot his name at love Field Airport set a refund the tickets because we cannot get on the flight at 7:30 AM flight from Dallas to Taos. He mentioned that the refund will appear 25 hours later on the credit card and that was December 23 we have not said any refund yet!
really very narrow seats
Jan..2 Austin to Taos flight was delayed due to Taos weather. Understandable. Then announced that it would fly but diverted to Santa Fe, again due to weather in Taos. Staff announced that a bus would take passengers to Taos Ski Valley. That's where the service broke down, as staff offered no transportation option for me (and others) to be transported back to Taos airport as I live in Taos and wasn't going to TSV. Was told I wouldn't have access to the TSV bus, thus apparently stranded at Santa Fe airport. After complaining and some time, they did offer transportation for us back to Taos airport. Ultimately the flight was cancelled with successful reschedule the next morning.
Need better signage for JSX at SAN given intersections streets maze. Maria Flight Attendant both directions was wonderful. (3) Staff at SAN sufficient however only (1) Staff at TSM insufficient & she was barraged w/ passengers.
Not as pleasant as Previous Taos Air ((Alliance Air)
Everything about the experience was wonderful. The only thing I would like to see if more flights from BUR to TAOS in the spring / summer
Taos Air is the most reliable and easiest transportation to fly to Texas. I love and tell all my family and friends. I wish you would fly year round.
I live in Taos. The flight times make connecting flights nearly impossible, forcing my family often to stay at a hotel in Dallas overnight in order to go anywhere else in the country. Everything else about the experience is lovely (though I do wish the experience waiting for the plane at the Taos airport were a little more comfortable).
My flight Taos to Burbank was cancelled Jan 12 so rescheduled for Jan 13. The Jan 13 flight was delayed by an hour to allow another flight to go before it, thus causing me to miss my connection Burbank to Oakland. It took three tries to get home.
It was a bit difficult to make reservations for my husband and me, it was cheaper to buy two separate tickets....why not make the lower fare available to a couple?
asked the boarding cru what was ETA..????looked at me like..WHAAAA? asked pilot. He said 3:20...landed 3:30..no indication that baggage would go out front to street in San Diego..Niece circled parking for 20 min waiting for me.. Confusion..Not major but some.. (was raining) On schedule it said arrival 3:50...
flight was 45 minutes late departing
It was a delightful experience. My husband has a progressive degenerative neurological disease and has a service dog to assist him with motor disorders. All of the staff were super accommodating and put him at ease. Kelly "KC" was awesome!!

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<p>Had to pay to select seat; didn't have to do that before. The equipment is ERJ 135/45; the Dornier was better. An ERJ 170/90 would have been an upgrade. I don't ever want to fly a feeder/regional carrier in my life again. The staff threatened me with placing me on the no-fly list for taking pictures of equipment in the FBO (they said there we signs but I didn't see them). In the past I was able to do a turn AUS-TSM-TSV-TSM-AUS in a single day. That was cool, but not now, not any more. Taos Air is three steps below where it was. I won't be flying it again. I appreciate the original service, and I understand that it was probably losing money. I'm happy to have have flown the Dornier and am grateful to have shared the experience with my son. No hard feelings.</p>
<p>I clicked 5 on all categories Gray experience Normally fly AA in to Santa Fe or Southwest in to Albuquerque. When schedules work we are switching to Taos Air</p>
<p>Flights were delayed several hours both on the inbound and outbound flights.</p>
<p>I miss being able to fly into Taos from Carlsbad and land at 10:00 a.m. It gave me the rest of the day to get settled in. I'm not crazy about leaving Taos at 10:00 (for San Diego). It messes up another day in Taos.. I totally understand that you're doing round trips on the same day, but it makes me lose two day\$\$\$ of my visit.</p>
<p>My last flight, the pilot never once spoke over the speaker. I don't love to fly, it gives me anxiety. When the pilot introduces themselves and gives a few updates, it's always comforting. It's also just basic manors. Other than that, thank you for being there and flying from Burbank to Taos. I love the airline.</p>
<p>The schedule is somewhat limiting, but we made it work. We were very excited to have Taos Air as an option so we didn't have to fly into Santa Fe. We are hoping you have a summer schedule to Taos, so we can fly it again for our gold trip to Angel Fire!</p>
<p>Have had a wonderful experience on Taos Air since January 2022.</p>
<p>i would love it if there was more than one flight per day, especially since it's ski season and busier.</p>
<p>I feel spoiled.</p>
<p>No WIFI on second leg of the flight, poor amenities in the "lounge" when waiting for take off (no water (or anything else) in Taos airport)</p>
<p>Great experience. Easy on_off friendly staff.</p>
<p>This was the worst airport experience we have ever had. Left us in the cold with 2 kids for 15 mins and wouldn't open the doors. Could not start check in until 30 mins before our flight. Then when the girl started it she could not figure out how to check us in or weigh our bags. The man working there kept coming into the conversation and was extremely rude. Then once we finally boarded the flight we could not take off because they didn't have a luggage weight or count. We stayed on the plane for almost 2 hours. We were suppose to arrive in Dallas at 5 and did not get there until 7. The staff at Taos Air was unprofessional, not friendly, or respectful of our time. We would not fly this again with the current management in place.</p>
<p>The linkage between TaosAir and JSX is a little subtle - especially related to shuttle and ski package. All worked out well in the end, but it's not obvious when you are booking (and was clearer in previous communications)</p>
<p>Mainly disappointed in the limited jumper of days I could fly to Taos. But everything else was lovely! Even with a two hour delay and technical difficulties, the staff was kind, attentive, and communicative</p>
<p>Everything was great from start to finish. The only issue I had as I did not want to stay as long in Taos, but due to scheduling and the number of flights weekly, I ended up staying an extra day or so in order to fly back. The flight was comfortable the team from flight attendant, to check in desk. Security baggage was excellent. This will be my airline of choice winning season which I wish was your around but understand why it isn't on my travels for business to Taos in the off-season when you are not flying I will have to fly a commercial airline into Santa Fe, and drive. Again, I understand the economics of this, so no worries I will continue to fly towels there, JSX Throughout your seasonal schedule thank you</p>
<p>I love flying the Convenience of Taos Air. Just wish you flew year round. I have an elderly mom that I go see several times a year.</p>
<p>Love flying the convenience of Taos Air. I have an elderly mom in Texas that I visit several times a year. Which you would fly year round.</p>
<p>Year round flights would be awesome!</p>

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<p>All excellent You should hire my daughter to help you market! I have already referred 2 people to your plane!</p>
<p>Would love more summer flight options!</p>
<p>When we booked to ski, we wanted to make sure that our skis and boot bag will ups count as one item and our suitcase would count as the second item. I know there has been a change in management. I even called JSX to confirm that our ski equipment would count as one item and was told yes. When went to check in, I was told that was not the case and we would be charged an additional \$50 per bag. After some discussion the manager at the hangar agreed not to charge us for the extra bag. When I shared that every major carrier has this policy, it was shared that "we aren't a commercial airline, we are a charter." I understood that, if I hadn't called, I wouldn't have made it an issue. In my opinion you will be flying many skiers to Taos and this policy needs to be fixed. Boot bag and skis count as one checked item.</p>
<p>Really good experience overall.</p>
<p>Very convenient, priced right and staff friendly</p>
<p>Baggage took a fair amount of time to come off of the plane. Personnel blamed it on staff shortage, which may be true, but should be fixed.</p>
<p>Changing carriers from our original booking was a hassle but otherwise it was good.</p>
<p>Convenient and easy access make this a great experience. When booking flight the new site was not as intuitive as prior site. Does offer other options.</p>
<p>From the ease of making my reservation to touchdown...A+/100%. JSX took the stress out of flying. This was my 1st flight since 2020 and I'm thinking I will only fly JSX and their destinations 😊 Now if they only flew to Taos year round!</p>
<p>Flight was over 1 hour late, flight 901 TSM to DAL, on 1-20-2023. I had to rebook DAL to ORD on Southwest for the next day. Had to stay in a hotel in Dallas. All snacks on board had NUTS in them. No one with a nut allergy can fly on this airline. SW gave us nut-free Check Mix for snacks. The flight attendant was great. Captain made 2 announcements without using a microphone. Be professional. Use the microphone! I would fly JSX again, convenient for my family to pick me up.</p>
<p>I like flying out of Hawthorne better, (closer) but overall this is a super great service and I couldn't be happier to fly to Taos this way!</p>
<p>Taos Air Flight departure moved from Orange County to San Diego County. We live in Laguna Beach and this change requires a much further commute.</p>
<p>It was a great experience!</p>
<p>Extremely pleasurable experience. I will use JSX again. Now that I know the day I fly determines the price I will seek out more affordable flights to schedule.</p>
<p>Both flights (there and back) did not take off on time, but it wasn't too terrible.</p>
<p>check in is not well org</p>
<p>Lavatory did not work but.....this is still a great airline. Keep up the good work.</p>
<p>A good experience Hoping the service will continue in the summer</p>
<p>Would love more times and routes from San Diego</p>
<p>Flight from Austin to Taos on Jan 26 was OK, but food and beverage service not as great as it was a year ago. Flight back to Austin on Jan 30 was delayed about an hour, and bathroom on plane was not functional and food was not brought out very quickly. A 2 hr flight should have working bathroom</p>
<p>Both our outbound and return flights were over an hour late, and we never received any explanation. When we arrived at the Taos airport for our return flight (via transportation arranged by The Blake hotel), there was no one at the airport. We had to wait outside in 23 degree weather for 20+ minutes! On the return flight, the bathroom wasn't working. On the first flight, I was not too bothered about the delay, but it was very disappointing to have a significant delay again (due to mechanical issues) and the other issues mentioned above.</p>

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The flight was delayed due to “mechanical issues” which were staff not properly prepping the plane for cold weather so the flight was delayed almost 2 hours and we had no bathroom the entire flight.
Flight delayed twice for a total of one hour. Not a big deal, and understandable, given the weather in Austin this past Monday. The check-in process was easy. The waiting area was crowded but everyone was friendly. On board I could not hear the captain or the flight attendant at all. Not one word was audible above the engine noise. Again, not a huge deal - I didn't think there was anything that was essential. But good for you to know.
There was also an enormous bump when we began to head over the mountains into Taos. I've been on small craft over mountains before so wasn't totally surprised but I didn't love it. Also, can't necessarily fault anyone for weather. But it did make me think, "do I want to do this again?"
Overall, good experience. Not extraordinary, but good.
nice airplane and JSX provides quality service. just missed all the taos based snacks and the taos personalizations.
It was the best! We'll do it again!
It was totally fine, not as lovely as when advance was handling it, but still a lovely experience versus the larger airlines and / or flying into Santa Fe or Albuquerque. When advanced was handling it, Hawthorne is easier airport than Burbank, small, etc, the staff was friendlier and the check in process was easier and less fuss over baggage and carry on's etc. More snacks, more drink offerings, etc. I still so appreciate being able to fly directly into Taos, just miss Advanced Air's sweetness and smallness and really miss Hawthorne.
Both our flight segments were delayed, very frustrating. Upon arrival at the Taos Regional Airport the terminal was locked and not staffed. We had to wait in the parking for 45 minutes before getting in.
Easy to use and staff was very friendly!
This is the first time I was on a flight with Taos Air/JSX where the plane's interior was not as well maintained as my other flights. My tray was broken and the pocket holding safety brochure was ripped. Usually I feel like a rock star but this time I felt more like a groupie. I still enjoy the flights though so you get a pass.
It wasn't a huge problem, but the toilet was broken on both my flights to and from Taos over a two week period.
The ability to speak to an agent to ask questions wasn't available. This was especially necessary since JSX just took over and we were unable to secure a discount as the website says.
Flying mid week makes it more difficult but great experience
Departure delays and inclement weather made confirming matters difficult
No bathroom available on board
The schedule was perfect because I was able to enjoy the whole day in Taos when I arrived and when I left, the service on the ground and onboard was great 🇺🇸
Mechanical problem with plane delayed flight 1 hour. Then we were told to go the bathroom before we boarded as there would be no working bathrooms in the flight. Finally, my suitcase was damaged.
Taos Air was less-than-helpful + difficult to reach by phone re schedule change eliminating 1/30 flight from LA to TSM in favor of 1/29 flight, which made our group scramble for lodging on the 29th (had already booked at Edelweiss from 30th. You need better staffing of phone lines!
The purchasing of the ticket was little cumbersome due to my experience with Alaska airlines who is very streamlined. The hang up also began with the JSX transition (even though you did a great job laying out what to expect) but the timing was challenging given prime season for Taos air is for Skiing so we had to change ALL of our travel arrangements, worked out in the end but we have status on other airlines so could make changes without costs and know the hotel in Taos ski valley well who could accommodate the changes.
Otherwise the experience was great and now know what to expect, we will plan to fly again next ski season.
This was the best flight I've ever taken. The staff is incredible. It's super easy the flight attendant was super informative and really sweet and the snacks were wonderful. It felt like I was taking my own private charter jet.
Super easy

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It was a great timesaver for me to fly directly to Taos, instead of having to fly to Albuquerque then drive into Taos.
Long delays on outgoing and return flights, with little warning or explanation. Terminal at Burbank not as nice as Hawthorn. Staff generally great, but onboard better than on the ground.
Very nice trip well run
Staff is professional, but not particularly friendly. Need to put an agent at the plane stairs to offer assistance to passengers
changing flight from Carlsbad to Burbank was awful - too far, expensive parking! plane was 1 hour late, tolerable issue if had been from Carlsbad; awful from Burbank
Flight was delayed for two hours with no real explanation given. That's what I'd expect flying commercial, not semi private.
Would love sf bay area destination , flew to Burbank from oakland
Both times I have flown the return flight delayed, first for an entire day, this last time for 3 hours.
Over all great experience and will fly JSX again when feasible.
I could not fly round trip because there was no return after the long holiday weekend
The flight schedule is quite limited. The flight to Taos was very nice. 2 to a row, excellent complimentary Wi-Fi and beverage service. The flight back was less comfortable. 3 across, no Wi-Fi and essentially no beverage service.
no room for my service dog that I had to leave at home
So I LOVE flying from Taos to CA. And all of you staff have been amazing. My only two complaints are (1) there were very few snacks on the trip home, and (2) I really wish you all would recycle - Taos Air used to pride themselves on being green until JSX took over. Please consider improving these two issues. Thank you! Roxanne George, Taos resident
The flight from Dallas to Taos was GREAT! Plane was 2 seats per row and had the best wifi I've ever had on a flight. The trip back from Taos was a disappointment. No bar service and no internet.
Whole experience was phenomenal!
We had a lot of bags to juggle with a toddler. It would have been nice to have some sort of cart or assistance while we were lugging all of our things to the pick-up area after we departed our return flight to Austin.
Flight was delayed, smaller plane than what we flew prior on Taos Air.
limited dates, but we understand...
My main complaint was slow onboarding process at Taos Airport and the lack of options and times flying out of Austin during the week.
The ground staff in Taos were not very friendly and somewhat intimidating.
Woman who checked us in in taos was especially friendly.
Amazing experience. I wish you flew Austin to Taos year round!
Confusing about seat assignment. Made me feel like I had to buy a seat. Felt like I needed to call and took several hrs to accomplish
I really enjoyed the ease of flying Taos Air. Please fly year-round!
Outstanding. Drinks. Snacks. Staff. Short boarding and deplaning times....excellent. Use work. A bit larger terminal space. No Starlink on Austin Taos route.....was surprised as had Starlink on Taos - Austin flight. Not explained. A little cramped at both airport waiting areas. Still....compared to regular airline experience. Excellent!
Ticket purchasing on TaosAir vs JSX website is a little confusing. Seems like it's better to go directly to JSX site

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<p>Would love to see TaosAir add destinations. Also, would love to see year-round service, or at least add summer-fall flights to start soon then the end of June. May-October in Taos is beautiful. Why do we have to wait until the ski valley opens their summer program? There is so much to enjoy.</p>
<p>Great overall experience. Would have preferred an early flight out and a late flight back</p>
<p>The flight was delayed twice. Otherwise it was great and I wish it flew to more cities such as Amarillo and Austin.</p>
<p>Branon was one of the ground crew at Austin Signature Flight Support he was great! John Roure</p>
<p>Wish there were a few more mid-week options to make a long weekend possible with 3 days skiing but understand there are volume concerns.</p>
<p>This was a very pleasant flight with no hiccups. The onboard experience felt like flying in a private jet, and the check-in baggage claim/security process was such a breeze. I wish you guys flew all over!</p>
<p>I couldn't buy the ticket online. My payment kept being cancelled. The hostess at the Airport wouldn't smile and that's the least I did expect. The hostess on the plane wasn't friendly either. The flight schedules are not corresponding with my international flights out of Dallas.</p>
<p>Disappointed in diversion from Taos airport to Santa Fe - kind of defeats purpose of taking JSX. Realize you can't control the weather, but this was due to ice on runway. Seems like that could be controlled through better communication (e.g., advance notice to passengers and delay flight an hour or two to give ground crew time).</p>
<p>Delays were expected due to icing; but 45 Minute delay due to crew members not getting there was a little harder to handle since many of us also had to travel to get to the facility and gave sufficient time to deal with the conditions.</p>
<p>I wish I could book in advance summer flight but none were available yet to amd from Dallas to Taos/</p>
<p>On the second leg of the trip the flight was delayed three times. It was a little confusing because it wasn't communicated very well. Also, on the second leg the bathroom was broken and unusable. That wasn't very enjoyable. Our flight attendant was the same on both legs of the trip and she was just fantastic.</p>
<p>Best, easiest, most leisurely flight I have ever had. I felt like royalty and was not exhausted afterward the way I am anytime I have to fight airport security and get herded like cattle. I felt like a millionaire, so well treated, the plane was so comfortable, and the price was great.</p>
<p>Initially I purchased my round trip flight on Taos Air which "pivoted" to JSX. The flight schedule is the flight schedule, the last thing we would want is for JSX to grow too fast too soon and not be able to keep up with all the flights that they offer.</p>
<p>On board experience was great although I imagined the seats would be wider. But it was a short flight. The departure and arrival experience was the thing I loved the most.</p>
<p>It was a smooth experience from start to finish.</p>
<p>Flight delays. No one answered your phones .. 20 min holds. No texts or emails About hour and a half delays!!! In both directions!!!</p>
<p>Between the Taos Air site and JSX site, it is a little confusing on which site is the best to book. As far as the schedule, we are always hopeful for more destinations and year-round flight options. If it continues to be a seasonal schedule, why not start the seasonal travel in May, when the weather is sooo nice in Taos. Why do we have to wait on the ski valley activities to start before the flights can start? Taos has so much to offer. Thanks</p>
<p>This airlines is so convenient and friendly. I love to fly with you.</p>
<p>My original itinerary was RT from Austin, then I paid an extra \$200 to switch my return to Dallas. That flight was cancelled (I'm assuming it was weather related, but not sure - no worries at all, it happens). However, I wasn't able to make my meetings in Dallas and returned to Austin instead.</p>
<p>Can you refund my for the \$200 I spent on the Dallas flight that I didn't end up taking?</p>
<p>Started with not getting the seat I paid for. I purchased a seat on the left-hand side of the aircraft and should have had a table, but instead, I had another passenger. Our flight was rerouted to Santa Fe, and we had to take a bus to Taos. Our return flight was canceled entirely, and we had to drive to Albuquerque and fly Delta.</p>

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I fly Taos air between our home in Los Angeles and Taos .in my previous trips it has been really great .the last trip was not so great ...things felt very disorganized , my flight was cancelled a couple hours before I was supposed to leave .the next morning the hanger was chaotic , the people at the desk (at the boarding area) were unfriendly and the flight was an hour late leaving ...when I got on they put me in a shared space with a crying toddler and when I asked to be moved she said sorry it's a full flight and there were maybe 10 empty seats ...disappointed .
One leg was delayed by 2 hours, second leg was completely cancelled for the day. No attempt at delaying after weather had passed. Pretty weak.
Flight was cancelled and rebooked for next day with only email notification
We waited at a terminal that didn't slow us in in Taos NM in 36 degree temp and staff was very rude.
I was very disappointed in JSX. I have flow Taos Air many times and the service provided by JSX was not in par with Taos Air. First, I arrived 20min before my flight as JSX's email instructed. Because so many JSX flights were leaving at or about the same time there were at least 100 people in line. JSX should not tell passengers they may arrive 20min before departure when they have multiple flights leaving at or about the same time. By the time I could get someone to speak with me in the terminal the flight had left and my vacation was delayed by a day costing me over \$1,000. To add insult to injury, I was told that I needed to stay in the terminal for some undetermined amount of time while agents checked in passengers who were on the next flight. I refused to wait in the terminal for people to cut in line in front of me but instead left for home and called the 800 number to rebook. The agent said I was a no show and to book a flight the next day required me to pay a fair difference despite me explaining to her the situation. This was very frustrating and not the experience I expected from JSX. Also, my return flight was cancelled. I was told this information by my hotel concierge as I waited on the shuttle to take me to the airport. I never received any text, email, or phone call from JSX. This is unacceptable. Last, the Taos airport facilities are not acceptable. The portable bathrooms had no toilet paper and no soap to wash hands.
JSX was great. TaosAir was not great, for reasons I explained in the other survey I completed. I love Taos Ski Valley, and I've spent close to \$15k their this year I think. I plan to go back, but Taos airport staff needs a lot of work.
All ratings are 5. My responses did not show when i clicked the exceeded option.
The only bummer was that I paid for an "upgraded seat" that was characterized as a "bar" or something like that. When we boarded the plan there was nothing special about the seat and it was confusing for our group and for the staff on the plane!
no hassle, get there 20 min before flight
great in flight service
We had a fantastic trip!
The only disappointment is the lack of parking at Love Field Dallas.
Flying with TaosAir made it sooo easy to travel to Austin and back. So much better than driving to ABQ. NO long security lines, parking issues, etc. Plane was comfy, great service and snacks and wifi! Wish you flew year round.
Taos Air was great. JSX needs drinks/snacks at their terminal like Taos Air had. Also, what happened to free wifi on JSX? I read about it but haven't seen it on flights.
Not thrilled about limited Austin offerings and long queue in Taos Airport
Everything was wonderful except for the lady working in the terminal in Taos she had dark long hair and was very rude to multiple passengers. An elderly man asked for a wheelchair for his wife and was ignored the same man asked that the door be closed as it was cold again ignored but she eventually closed the door. She was rude and seemed bothered by the fact she had to work. On multiple occasions when asked a question she just ignored it. I point this out as otherwise the experience was fantastic and I will certainly use your airline again.
Top Service and professionalism. Love the non-stop Austin to Taos. Food and drinks very generous! Love this airline!
Everything was perfect, and easy trip from Dallas to Taos
We originally booked before flights were changed to JSX. The rescheduling was a little difficult. All else was great.

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great just need more help at Taos airport
Crew friendliness and on-board service was superior when operated by Advanced Airlines
The flight attendants with Taos Air (prior to JSX) were much friendlier, offered additional drink refills & snacks, and overall just made the experience much more enjoyable. My last flight, the flight attendant did not bother saying anything other than "what can I get you?"
I had a great time in Taos air! This was my first time on Taos Air and I was impressed by the quick check-in, the friendly staff, the delicious on-board snacks, the champagne, and the classy friendly other customers. The two lounges for customers to wait for our flight were comfortable and quiet so I was able to get some work done. The fact that I received complimentary demo ski equipment package from Taos Air included as a part of the flight cost was totally impressive and a hugely appreciated bonus!. The shuttle provided by Blake hotel to slope side was a great convenience as they picked us up right when we stepped off the plane.
Extremely poor checkin experience
The only way to fly
The flight attendant (I had the same one on both flights) was so warm and kind! I wish I could remember her name. It was all just delightful!
Flights were a little limiting put of Taos, but everything worked fine.
Ease of boarding with JSX was great
We loved everything about our Taos Air experience—it was a pleasure to fly and our trip was flawless.
We live closer to Austin but had to drive to Dallas for flights since the Dallas flights have four ski days (Thursday to Sunday) and the Austin flight only has two ski day (Friday and Saturday). Our flight Sunday night was cancelled due to weather and didn't get rescheduled until over 24 hours later
Great experience. Wish flights were from San Antonio too. Austin is nearly a two hour drive from San Antonio --- the other place I live.
Carrier change caused a change of airport and time.
It was a seamless experience. On board was very comfortable and flying directly into Taos is a game changer for me
The early am departure out of Burbank was a bit harsh.
As I have said in the three surveys I have already completed (for one one-way flight), this was the best flight I have ever had. It was easy, friendly, and relaxing...a real pleasure. From the spacious, comfortable seats which included both an aisle and a window, to the super convenient boarding (where I didn't feel like we were being herded like cattle), to the incredible snacks and drinks and friendly staff, everything about the flight was a true pleasure. I wish I could always fly like this!
Not many flight options in terms of days available. I would book more flights if more days were open.
I like the convenience
Flying with our 1 1/2 year old and dog, it was so much easier with how JSX made it simple and smooth from our luggage to getting on and off the airplane. The flight attendant always made sure our daughter was having a fun flight as well. Thank you
pleas fly from Oakland !
I was so grateful to fly directly to Taos.
Very convenient. I did not need to fly in and out of Albuquerque, then take a long drive to and from Taos.
Staff on flight and pilot were amazing about helping travel with a toddler and infant.

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Wonderful overall experience. I typically drive to Taos, bc the commercial flight options into Santa Fe and Albuquerque are bad, but I probably will fly more often after experiencing Taos Air.
I would like to fly JSX more between Taos and San Diego.
check in is somewhat complicated
The flight was delayed then had to be shuttled to Santa Fe. That process could have been handled better/faster. There was knowledge of the plane not being able to get into Taos very early in the day, but we weren't shuttled until hours after the plane was supposed to take off
I am very disappointed that you are not running flights in the summertime. It was also disappointing to have to go to San Diego instead of Carlsbad.
There were plane issues, so we were delayed a couple hours. Packed waiting lobby. The replacement plane didn't have wifi.
Easy access in Taos and Austin. None of the hassles of flying major airlines. Friendly staff.
Wonderful experience! Hope you add more routes! I bought my ticket from the other airline before it switched to JSX and that was a pain. Also my original ticket included ski rental. When I called JSX the first time I was told it would be included in the new ticket too which it was not.
We had a very disappointing experience. Our flight to Taos got rerouted to Santa Fe and then we had to take a two hour bus ride. We missed our ski day due to the delays. Then our return flight on Sunday was canceled, we had to rebook a new flight out of Albuquerque, which was a 3 hour drive. We had to incur the cost of new flights and transportation, and missed our last ski day. We missed 2 out of our 4 ski days due directly in part to Taos air cancellations and delays. Very disappointed.
The changeover from the previous operator was not smooth. It would have been easy to have missed the change and lose our reservation.
The previous operator made the experience a little more "special," but overall a great experience.
Great first experience with Taos Air/JSX. I had heard about JSX from other friends/colleagues that have enjoyed flying with the company. And when we were part of the Southwest flight cancellations over the holidays, I immediately turned to JSX to see how we could get out of New Mexico, & back home to Dallas. The website was user friendly, and the price point was more reasonable for 2 adult one-way tickets (under \$700 total) than the larger commercial airlines, especially for a last minute flight that would get us home in time for a prior engagement. The Taos Air/JSX airport was very small, but efficient. The experience was pleasant - even with the delay of our plane coming in to Taos (delayed from Austin), which then delayed our flight from Taos-Dallas, and there was a power outage at the airport, so it caused a delay with boarding (had to manually call in the manifest). The staff at Taos airport were patient, professional and great at problem solving quickly to get the passengers boarded. Once on board the Taos Air/JSX employees were friendly, professional, & efficient to get us in the air. As there wasn't an option for lunch/food at the Taos Air airport, we were thrilled that JSX offered quite a few treats (locally-sourced from New Mexico - very cool touch) & the JSX-steward even gave us a few extras knowing we had not had lunch yet. Much appreciated. The plane was comfortable and clean. The pilots were smooth for take off and landing. We thoroughly enjoyed our experience, and will be sure to check the Taos Air/JSX schedules for future trip needs, before we think about commercial options!
The grounds crew in Taos were intimidating and unfriendly.
With two young kids traveling through JSX was super convenient. Wish there were more destinations from austin, tx. Already started to share the excellent experience we had. The key highlight was during winter storm when other flights were getting cancelled and my friends were stuck at airport, our trip was ontime and felt special. Looking forward for more such trips.
Prices were pretty high but overall great experience
JSX was super convenient to and stress free.
Would love more flights more days of the week.
The only issue for me was, when we landed in Austin, I did not know that I would have to take Uber to go to the main airport terminal to get my rental car. That was a real hassle. Please consider providing a shuttle back and forth to the main terminal!
I had trouble booking the flight, and didn't know about a Local's discount, so I feel I paid a premium. BUT...the experience was fantastic! Just like when we had a private plane!

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I wish Taos Air flew on more days of the week, but I also understand that this is a small operation!
Delays were partially caused for deicing, but also the lte arrival of the crew. We all also had to get to the airport
I paid extra to reserve front seats but flight crew announced it was open seating due to limited amount of passengers. The seats I had reserved were consequently taken.
the ability to fly out of the private terminal in DAL, and then get into the taos regional and be driven up the mountain is awesome.
Easy fun short way to get to San Diego from Taos. Best part is the JSX terminal is across the street from the car rental center!
I live in Taos and rely on Taos Air for business travel provided the options are there.
Left Dallas love field to Taos couldn't have been any better
Just great. Easy to get to and from, pleasant flight, on time.
Cancelled flight with very poor communication to your passengers. I received no text message, no alert and absolutely no contact to tell me my flight had been cancelled. Would love reimbursement/credit for my \$200 in Uber travel to and from my cancelled flight. Other than that Taos is fantastic, just mind the travel weather conditions.
I miss the old Taos Air airplanes!!!! And connections! My son lived so close to the airport in Carlsbad, I flew out there all the time. I hate that it now goes to San Diego Airport. This was a flight home from Austin, I drove out with friends. The flight was several hours late leaving Austin.
My only request would be scheduling flights year round.
Booking the shuttle was a bit confusing at booking. Biggest thing was that we really could have used instructions on when/how we would get the ski rentals. There wasn't any communication about that and then after the switch to JSX, they couldn't really answer our questions, so we basically just showed up at the Blake hotel hoping we had the rentals as communicated before the switch to JSX. Still a bit unclear --- do passengers still get ski rentals?
Wish you flew every day to BUR
I wish there were more days of the week to choose from! And I wish you flew from Houston to Taos. The time of day for the flight was perfect.
Onboard experience on this trip outbound to date was a (2) given placed us in the last row 16...we r frequent Taos Air flyers...10-legs to date...only 12-passengers aboard the aircraft...asked fa upon birding if we could move which had done on previous TA flight in Jan...and nothing ever became of it...forgot my new abuse noise canceling headphones...and the noise from the engines in row 16 on the flight was near 80-db (recorded via my iWatch 6) which is defending for more than two (2) hours! Unacceptable!! Perhaps allow passengers to move around when not full flight &/or offer disposable ear plugs of some type?
Oh how I LoVe to fly via Taos Air/JSX! I live in Taos and it is such a pleasure... You make flying nice again! And it was comparable and even less, due to parking and gas costs, than flying out of Albuquerque! I only wish there was more schedule options, but I totally get it - you need more travelers. Also, we felt like celebrities on the beautiful little jet with the excellent service, drinks and snacks.
Taos Air underwent a change in management after I had originally purchased my ticket and that affected the schedule. Also, the plane to Taos was great. The plane back to Dallas was not so good. No internet and no bar service.
I had taken Taos air before it became JSX. The experience was smoother and overall better than before. I look forward to flying again and sharing my experience with others traveling to Taos.
Schedule alignment with connecting onward flights on mainline carriers is not great. Perfect for just going to the immediate JSX destination, but if looking to fly onward using United or some other carrier, the connecting times aren't great.
Love flying Taos Air. So convenient to fly directly into Taos.
The level of service on the flight was exceptional. Check in was easy, but you will need to get with the industry standard and allow skis and boot bag to count as one checked item. Other than that, the experience was amazing and we will be flying Taos Air again!

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There is nothing better than hopping on a plane locally in Taos and arriving to Burbank in two hours and vice versa! Makes my life and travel experience so much more pleasant.
Flights on more days would have been great, could have stayed and skied longer
Easy and professional
Staff could assist people at stairs/ramp to plane
I was about o schedule Taos Austin flights in April and see it is available only during ski season. You are missing the boat, summer tourist season would be most helpful.
I wish there were more days of flights and Māori destinations from Taos
Flight was delayed, but everything else was great.
Need more flights
The onboard experience and ease of travel avoiding security and crowds was awesome. I wish y'all had more flights.
I loved how accommodating the light attendant was. Check in staff were great. Check in area at both terminals is cramped and it takes a very long time to get luggage. When flying out of Carlsbad it was a much nicer time experience then San Diego. I wish taos air was year round not just seasonal. In flight service us outstanding. I would rather pay the extra to fly direct from San Diego to taos then deal with the hassle of alb or sad, a connection flight transportation and all the tsa
I was very glad I could fly directly to Taos and service was excellent
The Austin FBO could be better. And the schedule could be adjusted so we can ski on Sunday and make it back to Austin after the mountain closes.
Wonderful staff, super flight attendant on both legs (I forgot her name but gorgeous young African American woman) and so convenient. My only complaint was the flight was delayed and we got no updates that it would be a 2 hour delay due to ice. I wasn't upset by the delay at all but could have had lunch in Austin
A little element of crossed wires on shuttle and ski package initially - all worked out in the end
The service on board is the best and the schedules are excellent cause you can enjoy the whole day when you arrive and when you leave 🍷 🍷
The flight schedule is still somewhat limited. Our flight up was very nice. 2 across seating, complimentary fast wifi and complimentary beverages. We thought it was going to be like this on every flight! However, the return was a bit different. 3 across seating in a slightly smaller plane. No wifi at all and no beverage service. So we are not sure what to expect on a regular flight.
Everything was great and I will do it again!
Wish you would fly Between Taos and Denver area
Loved the staff in Taos, especially Kino. So friendly and efficient. On our departure Taos runway was icy and we had to drive to Santa Fe and fly out from them 2 hours behind schedule. Our departure from San Diego was terrible and a couple of hours very late. There needs to be lighting in the parking lot in Taos. So dark and scary.
Very convenient and I would definitely fly again
The whole flight experience was great. We booked due to the direct flight to Taos vs driving 10 hours; however, we are hooked. When we can make it work (we live in tula) we will definitely use jsx when we can.
I wasn't told about seat purchasing when I booked. Heard about it from a friend. My handicapped husband needs to sit at the front for easy access.
The limited flight days meant we were limited in our choice of days to fly and trip length
nice staff, clean plane= great drinks and snacks no nickel and diming customers

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Love flying Taos Air. It is 9 minutes from my home in Taos. Makes it so easy to visit family back in Texas. The flight attendants are always wonderful!
I love flying Taos Air! The convenience, the friendly staff, the small plane size, the snacks- it all adds up to a fabulous flight experience!
We had the best experience from check-in to grabbing our luggage. The ease of travel exceeded our expectations.
It took me awhile to figure out how to get the info I needed when I first booked. After that, it was ok. The Palomar airport was inconvenient, but Taos Air was so much better than SWA. IN EVERY WAY.
It was a little confusing on whether to book on Taos Air or JSX directly. Also, I would love to have more options out of Taos. In addition, having the summer schedule start sooner would be great too. Thanks
Flight schedule was due to weather I would guess
If I fly to San Diego on Thursday I have to come back to Taos on Sunday early or stay a week until the next Thursday.
Really would've liked to have had the option to have our dog sit in the seat that we paid for
Overall I enjoyed my experience flying Taos Air. The staff was friendly and the seating was spacious and comfortable. I would say that my experience flying in from Dallas was smoother than my experience flying out of Taos. The Taos Air office computer system went down prior to our flight, so there was a bit of chaos as the staff tried to figure out a solution. We were delayed about an hour, but I appreciated the staff's friendliness and resourcefulness in finding a solution.
The location of hanger for flight is a bit strange. Would like to have a usual flight experience. Having said that, Taos Air experience was incredible, would recommend and travel again.
I have been wanting to try Taos Air for a few years now, this was our first trip. Overall, the experience was wonderful, although there has been a couple of issues with the return flight. First, we came into LA during one of the biggest storms of the year. We circled within the LA basin for over an hour, not landing, sometimes descending to very low altitude only to climb into the clouds again and continue circling. I could tell we were nowhere near Burbank and it was kind of scary to keep circling and descending when we were still 40 miles from our airport. Meanwhile, the heat was stuck on and the cabin was turning into a sauna. Nobody was getting on the intercom and explaining what was going on. After an hour of this we finally landed and only then did the captain inform us we were in Ontario and had to land there due to storm damage at Burbank. Why couldn't they have just told us what was going on earlier? The stewardess said she hadn't known the cabin was getting so hot and apologized. Meanwhile, she did not have stairs to unload the plane so we sat on the tarmac at Ontario for over an hour in the dark while they tried to track down the right sized stairs. That was really crappy. We were still over an hour from Burbank by ground and a couple of hours after we were supposed to arrive and we just wanted to go home. We were told to arrange our own ground transportation to Burbank and Taos Air would reimburse us. I did so and emailed my \$100.16 Uber receipt (for four of us) four days ago requesting my refund. I have not heard back, received no acknowledgement at all, I don't even know if the email was received. I really want to love Taos Air, so much about our first trip was awesome, but I'm feeling pretty let down about the trip home. Jeff Phillips, 415-652-6502. Ljefe00@gmail.com.
Please bring Hawthorn Airport in Los Angeles back!! And it would be great if it's a year round service.
Great customer service but flights were never on time
I have been flying for 55+ years and never had an experience this good.
First time JSX passenger, First Class Experience!
The flight was excellent! Ground experience for check in varies greatly by location.
I'm never sure of what "exceeded expectations" means because I expect all the above. My "complaints" are: the bathroom on plane was broken, flights were delayed (weather??), the lobbies/waiting rooms could be nicer. Planes were clean, comfortable (except broken bathroom), crew nice and friendly, good drinks and snacks. I am planning another JSX flight in June and look forward to notification that the June schedules are posted.
What a wonderful experience. No hassle. Friendly people on the phone, ground, and air

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2022-23 WINTER SEASON



It was easy
I gave Ticket Purchasing a 4 because it was just as I would have expected it to be with any airline ticketing experience. It was simple to use and got the job done, however, there was not anything special about it that would have exceeded my expectations... same with the flight schedule.
I gave the rest of the survey options a 5! The onboard experience, staff friendliness, and overall experience definitely exceeded my expectations. The whole experience was enjoyable while traveling with my 2 kids. Staff were so friendly and accommodating! I will definitely fly with JSX again, and will plan vacations around where you fly.
Such a simple and efficient way to fly. It's nothing like major airlines. I will look at flights through Taos Air/JSX first from now on.
Amazing
2 most recent flights were over a hour delayed. A different plane showed up and I had to be moved into a different seat, although I had paid for the more expensive seat with table.
Flight was delayed 3 hours for mechanical. Notified very late as I was arriving to the FBO. Had to wait 3 hours in the FBO.
It was a great experience being able to get dropped off, check my bags, get my boarding pass and get a free coffee in 5 minutes!
Flight was delayed out of Dallas - we were told because of weather In Dallas. Then another JSX flight boarded and departed and everyone questioned what we had been told. Story then changed to mechanical problems with flight. After almost 2 hours, we were told flight would depart but that none of the bathrooms on the plane were operational so everyone needed to use the bathroom before we departed and hold it during the flight. Finally, luggage was delivered to me upon arrival in Taos with handle completely pulled off the suitcase - just literally hanging.
Everything about the flight from Burbank to Taos and back was 5 star! From the ticketing agents at the gate to the flight crew-all friendly, helpful and kind. Loved the whole experience!!
Under staffed at Taos Airport and the check in was delayed because of it
I love Taos Air! It felt like I was flying private. As a Taos resident, I would love it if you flew year-round. Lots of people would come in the summer too. Thanks for servicing our area.
The flight attendant was FANTASTIC, but the plane was not the JSX I purchased. It was older.
The experience was very good. It would be helpful if flights to/from your destinations were available every day.
The whole process was delightfully easy and straightforward
What an amazing experience flying directly into Taos and getting free ski rentals on top of it was a really nice bonus.
Ticket purchasing was a little confusing the hop on versus the other option and the location of where in San Diego you arrive. JSX versus Taos Air was unclear. But overall it turned out fantastic
The interface for buying tickets is a bit confusing to me!
Easy. Pleasant. Relaxed. Enjoyable.
We got stuck in a snow storm/avalanche and were able to reschedule half our crew on the next one. Everyone tried really to help! It took a lot of time to get us off the mountain about JSX worked with us. :)
The booking software is little glitchy. The flight schedule times were great, just wished there were more options in terms of different days, and also flying year round instead of just seasonally.
It was a very easy travel experience. It was simple and efficient. The friendliness of the staff and the in-flight beverage/snack options were a bonus! I cannot wait to fly with y'all again.
It would be great if you served other areas or at least had more flight choices.
We were several hours late and very little communicated while we waited. It was well past take off time before they even acknowledged the delay.

ECONOMIC/FISCAL IMPACT & MARKETING ANALYSIS OF TAOS AIR FLIERS
2022-23 WINTER SEASON



From beginning to end Taos Air was amazing. Flight attendant was a 10. Pilots were also a 10
3 hour delays both going and coming. Late notice of delays
there was no way for me to fly to/from the same location over a holiday weekend
We had a great experience on our recent trip to Taos, NM our only complaint would be that when we arrived at the airport for our return flight the door was locked and we had to sit outside in the snow/cold until 30 minutes before our departure. We did not know this and had arranged to return our rental car at noon. It was unexpected to not have anywhere to shelter or put our luggage while we waited but we made the best of it and know now that when flying into small airports we should check out the hours before our return trip. Our flight was two hours delayed so we sat on the plane out on the tarmac for quite awhile but the flight crew did keep up informed and allowed us to use the restroom while we waited, they did all you could expect to make the situation as pleasant as possible.
Close by. Great short flight.
Start to finish, we had a great experience! Loved the ease and speed.
All good. Web site needs work
love everything about JSX/Taos Air. Hoping in the future there are more flights and year around service!
Original flight was canceled. Next flight was late. Crew was absolutely amazing. Super friendly and helpful. Really love that the airline is kid friendly. Would definitely recommend to others.
My initial flight was delayed and I only received a notification an hour before the flight. I was already at the airport and it ended up being over 3 hours delayed.
When I booked my flight to Taos, it only showed two seats per row and I paid extra for the window seats. When we boarded the plane it had three seats per row. Because we wanted to sit together, we gave up the window seat we paid for and traded with the passenger sitting in the third seat between us.
When all other flights were being cancelled, we had the Best, most relaxing, stress free travel experience imaginable !
Limited flight options but the flight experience was incredible. Definitely plan to use this again next year.
I took JSX to Dallas n Dec 23rd 2022. After that my southwest flight to NY was cancelled. I didn't get to By for two days. On the return flight on Jan 2, 2023 to Taos there was a one hour weather delay to de ide weather to fly up taos or fly to Santa Fe. While deciding JSX provided the passengers pizza at their expense. Ultimately we flew to Santa Fe where a comfortable coach bus awaited us to take us to Taos. Compared to the nightmare of Southwest Airlines JSX was informative and well run when an alternate route became necessary. I would fly JSX happily again. I wish they could run year round.
My overall flight experience in the winter was far superior to the fall flight I had taken before Taos Air was acquired by JSX. During my fall trip, my flight had been delayed multiple times on the way to Taos and back. When I flew with JSX, the only issue I ran into was my flight being delayed by an hour or so on my return flight, which was inconvenient but not as disruptive as it being changed multiple times. I marked the ticket purchasing experience as a 3 above because I had a credit from Advanced Air that JSX didn't want to honor.
I absolutely love the JSX airport in Dallas. It is very bright and clean with friendly staff. I really enjoyed the coffee machine.
A great way to start and end an international holiday
Our flight was delayed out of Dallas, the service to accommodate was 2nd to none.
Amazing flight ✈️
On time, convenient access, staff at Taos site are wonderful. The new website with JSX is not as user-friendly as the previous site.
Best flight experience I have ever had. Staff and service exceeded my expectations.

ECONOMIC/FISCAL IMPACT & MARKETING ANALYSIS OF TAOS AIR FLIERS
2022-23 WINTER SEASON



Although my flight was delayed over 2 hours, I received a voucher to be used on a future flight.
2 flight occasions, flight attendants 'crispy' curt It's hard to find a flight time that matches my schedule Rates higher
wonderful experience. I would fly with you again and have already recommended you to my friends.
Flight got delayed twice, due to ice storm, but happy we got out from Austin to Texas.
I will never go back to SouthWest if JSX offers a competing flight. Check in was a breeze. No fighting long TSA Lines. The staff was cheerful and welcoming. The passenger cabin was spacious and comfortable. My wallet fell out of my pocket. The flight attendant went back on the aircraft after our arrival and found it under my seat.
I wish there were more options to and from my home airport (San Diego) but I do understand that is based on market needs.
Pilot needed to communicate more with the passengers
Taos Air had me instantly with easy access to the quaint terminal, the overly helpful staff, the beauty of the outdoors while we boarded AND the Ben and Jerry's ice cream as we departed home to Dallas. I felt as if I chartered the aircraft myself....celebrity status!!
Outbound flight leaving later and return flight leaving earlier cut the whole trip shorter than would have been desired. Next time shift one , or shift them both in the same direction if changes are needed.
Restrooms in Taos had no soap in any of the 4 dispensers and the staff I told didn't seem to care. Since JSX took over, the male staff in Taos aren't very friendly. They act as if they are doing us a favor by checking ID's
Check in process was easy and all staff were very friendly and helpful. Both flights were pretty delayed. It works be great if the seats on the two sides of the plane were more equal, as opposed to one having a huge arm rest space with cup holders and the other not having anything. Overall, we would fly again.
there is a problem with where a service dog can be placed. if you have a two one seat plan and you have a seat mate there is no room for the dog on the floor in a one one seat plane it works if you have the seat with a bench beside it. problem is you never know what type of plane you are going to get.
Great service. Parking is much better at Burbank airport Hawthorn was very difficult.
For a morning flight, it would have been nice to have more snack options before getting on flight.
The times of some of the flights are not the best, but other than that I have no complaints. Very good experience.
Once we got on the plane, everything was smooth and hunkey dorey, and I appreciate that JSX has taken over Taos Air and brought it to an airport closer to me. I appreciate the low cost fare. The staff was wonderful, she was so nice. BUT..our flight was LATE going out, and VERY, VERY late coming back from Taos. My poor boyfriend was 1/2 frozen and treated poorly waiting for me at the airport for over 4 hours! The notice that our plane was going to be that late should have been sent to me WAAAY sooner!!! not AFTER my boyfriend left to battle the traffic through Pasadena at the busiest hour, and then having to park way out in the lot, and not allowed to go inside until an hour before my arrival! I really hope the messages can get upgraded to sooner. AND on the day the flight was cancelled to go to Taos because of high winds, I didn't get the message until I was all packed, battered down the hatches and ready to leave. If the day before the flight was still a go, why couldn't they have made that decision then, and I wouldn't have practically had a heart attack the next morning?
Excellent service
Departure was 30 minutes late PA system hard to hear
Return flight was very hot, which was exacerbated by no ice for drinks and limited snacks.
Loved it!!
Overall a great experience. The flight attendant on the way to Taos was much friendlier than the one on the flight back to San Diego.

ECONOMIC/FISCAL IMPACT & MARKETING ANALYSIS OF TAOS AIR FLIERS
2022-23 WINTER SEASON



Did not appreciate landing in Sante Fe without the shuttle waiting for us. Otherwise, the experience was great, as always.
Great service, especially the ice cream on the return flight!
Flight going back to Austin from Taos not on time. No explanation. Need to communicate in terminal. Ground crew looked like they preferred not to be there. Not welcoming at all. Need some training in customer service.
Best airlines we have ever flown. Priced reasonably and no hassle!
Great overall experience. Easy boarding process and convenient shuttle
The gate experience and in flight hosts were top notch.
Friendly and helpful staff, no fuss, no stress, all relaxed. Flew to Taos on 3/5/23. Flew back on 3/11/23 with a torn ACL and crutches. The staff/crew, everyone of them, was so very helpful and kind and patient. Could not have had a better experience on Taos. Thank you!!
With the switch from Taos Air to JSX - the repurchasing of tickets was annoying but not a huge deal, easy to do.
Experience purchasing online was mediocre. Prompted me to call. Took a long time to speak to a representative (guessing 10+ minute wait). Once I spoke to a rep everything was clarified and satisfied w/purchase.
Long flight delay due to weather conditions but otherwise was great!
2 Families for a total of 10 people were unable to make flight bc of an avalanche on the mountain and winter storm Olive. It was delayed and re-routed to Sante Fe. 6 of us were able to get on the next flight home. the others had to drive to 3 hours to catch a hopper.
first time to fly JSX. Have Flown "Taos Air" many times previously. Love the quick flights and the convenience and not having to show up at the airport an hour early and go through TSA. Positive things for JSX are you do have more flights going in and out. It was a little difficult to find the small Hanger in Austin --in the past you've flown out of Signature or MillionAire or Pflugerville. But that's minor. Maybe just need more signage. the jsx flags helped to find it on Emma Browning Avenue.
I love flying towels there. What I wish would change is a more frequent flight schedule because often the flights I'm trying to book are already booked. Another option would be to put another column of seats in the middle of the plane so you could accommodate more people per flight.
Nice staff, clean plane, good food and drinks
Only criticism was the check in at JSX Austin was crowded and clunky! Signature and Millionair were so much easier!
Great service
I only wish you had more flight options, more flights.
I'd like more flights in the Summer.
Overall experience was great in every respect. The flight attendants on each flight were both really exceptional! Felicia was on our return flight, but I've forgotten the name of our outbound flight attendant. They were both So kind and thoughtful and really went above and beyond with customer service. Top notch!
I have to rate the onboard experience low, since the flight attendant was rude/smug to me throughout the flight for no apparent reason. I didn't appreciate that and hope that it will be a different experience on my trip home so that I can continue to use TaosAir/JSX.
It was perfect. On our landing at Taos Regional Airport on a very windy day, the pilot had to touch down briefly and then get back into the air again. But everything worked out smoothly and the communication was very professional.
Wonderful experience, would like availability of service year round!
Both discounts I had were supposedly applied but did not diminish the cost. I wrote and did not receive any reply

ECONOMIC/FISCAL IMPACT & MARKETING ANALYSIS OF TAOS AIR FLIERS
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need more flights to Taos via Dallas
Hangar in Austin was not comfortable but the staff was GREAT. They were friendly and helpful. The Taos waiting area was adequate but the staff was unfriendly. Our flight was delayed because a pilot forgot their cell phone!
Overall, the staff was lovely and friendly, and this is a very convenient flight to access Taos Ski Valley. A few things that could be improved: 1) On time arrival (pad arrival times to manage expectations); flight landed ~30 minutes late. 2) Ensure basic amenities (no hot water available on flight). 3) Upgrade some of the smaller terminals. Burbank is nice, but Taos was too small to fit even the one flight, so people stood outside in snow and wind while a single person checked us all in. 4) Don't unload suitcases into puddles (issue on the flight from Burbank to Taos, several bags were dropped directly into water). 5) Make the shuttle schedule more accessible and post it on the website.
It would be great to have more options for flying to and from Taos
Good airline And it is so easy, in a World where most things are complicated! Thank you Taos Air.
It was great. I will use it again
You have NO customer service. I called the customer service line multiple times and it was NEVER answered. Once I stayed on for over one hour. I also sent an email, which was never answered.
The experience was great.
More flights, year round would be fantastic. I'd fly once a month back and forth to L.A. if I could.
First time flyer, trip felt like a private jet. Not having to use main terminal made trip seem exclusive. Was really nice to fly into Taos, NM
Good experience
At first website on the phone was a bit of a challenge. Had to call to understand. Now I am aware navigation is easier.
Flight Schedule, I wish you had more location out of SAN. Hopefully in the future MFR and PDX.
Thank you, Tomas
Super easy and convenient. Not much else to say.
great snacks, super friendly staff. plane was clean and roomy. check-in was incredibly easy.
Website was a little difficult and slow but actual flight experience was great! Very friendly and courteous staff.
I paid for an upgrade to select my seat and the attendants still moved me to a less desirable seat because a parent with a young child who did not pay for their upgrade in the seat complained about not sitting next to their child. I have yet to be offered a refund for the seat charged that was not honored.
For some reason we had a different plan on the return trip. My booked seat was to be the single with the expanded no seat area next to me. Unfortunately, the different plane allowed a passenger to sit next to me. Not the end of the world but not the type of seat I booked.
When I booked the flight, the seat map showed a very nice airplane with few cushy seats and promised a spectacular experience. When it came time for the flights, both ways, there were aircraft issues causing tail swaps for older aircraft that didn't fulfill the same expectations. My seats were non existent as booked causing confusion getting on, but the flight attendants were great about letting me just pick a seat, so that happened to work out ok. No only were there tail swaps, but it also caused about 2 hour delays for the trip itself. This wouldn't have been so bad, but the communication wasn't that great about it when I arrived on time at each airport for the flights.
Very pleasant experience, as compared to any other flights I have taken over the years.
I wish during Spring Break there were more flights running from Dallas to Taos

ECONOMIC/FISCAL IMPACT & MARKETING ANALYSIS OF TAOS AIR FLIERS
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I wish there were more flights more often in the year. Overall experience when there are flights is good.
Besides mid-Dec thru Mar/early Apr, need Year-round service or at least May thru Sep!!!
Preferred Taos air out of Carlsbad. Taos air out of Carlsbad had a friendlier staff, larger and nicer selection of a snacks, the plane itself was much quieter and harder to feel turbulence on versus the JSX planes.
Our return flight seemed to leave on schedule but was 30 mins late arriving at our return destination. There was no notification or reason given by the crew before or during the flight until the captain announced our timing for landing near the end of the flight.
I did not know what to expect, and was a little hesitant at first. But the entire experience from the valet of my car, the Luggage and check in and everything regarding the flight was absolutely amazing! I am now completely spoiled and look forward to flying with you again as often as I can.
Excellent but I still loved it when it was Taos Air unmerged more! But it was really good and very efficient!
super easy and stress free
It was all excellent, considering the weather it worked for me perfectly because I was scheduled to fly to Burbank on Thursday. The fact that I landed in San Diego was perfect for me. I had to be there the next day so it's all good. The beginning was a bit stressful. Computers were down no one seemed to know what was going on. But it was all very understandable considering the weather. I live in Taos and I would certainly use you again..
The flight was excellent! Loved checking in only 30min prior to the flight, loved avoiding TSA, loved having my own space onboard, loved the free Wifi! Just wish you all flew to Little Rock!
I had to call to use my Taoseno discount. Unable to get 20% discount online. I did get it tho after the call.
The ticket purchase was a nightmare. They won't accept foreign credit cards. I had to call 3 times and ended up asking a friend for her card. Ridiculous.
I called to book the ticket because I couldn't get it to work online. After I booked it , I checked my confirmation and it was booked on the wrong days. Had to call back again and change the ticket and wanted to charge me more money for something that wasn't my fault. Then the airport departure place changed and nobody alerted me so I had to change where my rental car was getting returned, thankfully no charge to change that. Then I called JSX to ask about transport from rental car agency to terminal, was told to take an Uber. Nobody told me it was literally 200 yards away and could walk. Spent \$20 on an Uber that I could have walked to terminal faster than what we waited for the Ubet to arrive. The flight itself was great, the experience leading up to the flight, not so great.
Everything from check in to flight to landing was excellent. Thank you!
We diverted to a Santa Fe and the staff was at a loss for a long time
Great service, DAL terminal is fantastic. Seating charges should reflect the minimum price per seat. With upgrades as desired. Scheduling not so much an issue but reflects late ski season travel.
Great experience. Flight crew was great!
JSX customer service was fantastic. Communication during a weather delay was very good.
Flights were fine. The plane and the food service was a step down from the previous flights on Taos Air in past years.
Flight was delayed slightly because of fueling issues.
WONDERFUL experiences
Just wish there were more flights - more places, more times, and flights to Taos during the summer!
The only drawback was with the Taos airports small size. due to the delay of the incoming flight, which was my departing aircraft, and the complimentary shuttle service not being able to fully adjust their schedule, I was left to wait outside the locked airport doors since I could no longer wait on the shuttle as the driver had to return to the resort for the next trip

ECONOMIC/FISCAL IMPACT & MARKETING ANALYSIS OF TAOS AIR FLIERS
2022-23 WINTER SEASON



Wanted to fly on Tuesday but no flights offered
very easy and convenient
Return flight was canceled for no reason and left me stranded in Taos.
Please have more flights to California and ideally one to Northern California!
Boarding process was easy. The only thing I would do is organize the check in line at Burbank a bit better. Flight was great. Flight attendant was great.
Flight delayed upon leaving and then cancelled upon return. No clear info on who to talk to or alternative flights.
Fast flight, convenient and great staff.
JSX cancelled my flight 1 hour prior to departure and left me stranded in Austin. I had to pay out of pocket to drive home.
We had to return sooner than needed because it was the last flight of the season. It isn't easy to invite people to Taos for summer, since the flight schedule is unknown, unpublished, or maybe will not be available. The website doesn't have any information about summer schedule. The staff was unable to answer questions.
JSX was a pleasure to fly with. Thank you, Taos Air!
Wish there were flights from Northern Ca or a later flight from Burbank
Only wish you flew more often
We had delays on both flights. Onboarding in Taos was a bit sluggish.
I always have awesome experiences flying Taos Air every time I take it. I have flown on it at least 6+ times. The staff is very kind and attentive. On my last trip we had to turn around because something was going on with the plane's de-icing equipment. Even then, they made sure we were taken care of as we deplaned and had to wait a few hours. They brought out many snacks and even ordered lunch for us while we waited. They also provided many updates as to when we would be able to get back to Taos. The JSX app also did a great job of giving us updates on our status.
I think the base price should include a seat and the nicer seats could be an upgrade
Great airline, I hope you succeed. My only caveat is the limited schedule reduces the utility but I would definitely give it a first shot.
Two flights cancelled in a row. Still waiting for refund.
On time, friendly staff, efficient check in process, good website, good quality food and beverages.
Flight from Austin to Taos was continually delayed at the last minute. Staff took our luggage and told us we had 2.5 hours before we would leave and to go get lunch. Flight was cancelled and you had our luggage and we could not get through customer service. Finally we got through and we were told we can pick up our luggage. We went and again no one there. Came back a third time and finally got our luggage. The whole experience cost us over \$600. Then to make it worse our flight back to Austin was cancelled 20 min before we were scheduled to leave and got rescheduled: times. We missed our connecting flights and this time it cost us over \$1500 in added airfares and hotel. I cannot see us using Taos Air again
So good. I wish there were more days available
My wife's grandmother passed away the night before she can leave. She was only able to fly out on a Friday. Wanted her to leave from Austin on Thursdays but no outgoing flights just return. Fares are kinda on the more pricey side as well.
Flight home got cancelled. Had to stay overnight to catch flight next day. Was on hold for over 2 hours trying to rebook.
Helpful staff, great flight!

ECONOMIC/FISCAL IMPACT & MARKETING ANALYSIS OF TAOS AIR FLIERS
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Had to fly one way because needed to travel on a day without a flight
Arriving in Burbank during the evening rush hour isn't ideal, but really I was flying against the more popular intent of the route, so not a complaint; just an observation.
I'd love to have more flights available to more locations
I thoroughly enjoyed my experience! I have recommended your airline to so many people. The staff, both in the hanger and in-flight, were the best of the best. Unfortunately, my flight was cancelled on my returning flight due to weather. It was a bummer spending my day on the phone trying to schedule a new flight, new lodging, transportation, but appreciate you creating a new flight the next day to get us all home.
JSX was AMAZING. Good operator for TAOS AIR.
Flying Taos Air was a great experience overall. Friendly staff, quick service, good snacks & drinks! My only recommendation is that flights continue year round!!
Amazing experience. JSX is a huge improvement over the previous operator. The WIFI is amazing
Air service in Taos allows me to run my business from this community. Without it, I don't think I could live, work, and employ people here.
my business could not function in Taos without Taos Air.
Outgoing flight was late in leaving without timely notice to me.
*Loved the snacks and you had hot water on board!
Grateful for air service to Taos

ECONOMIC/FISCAL IMPACT & MARKETING ANALYSIS OF TAOS AIR FLIERS
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How will/did you return to your city of origin?

Response
Taos air to Austin
I got stuck in Oregon due to weather, and rerouted to get home.
I drove to Taos and flew home
Southwest cancellation. Found Taos Air. Will fly it whenever possible. Family in CA will fly it also for visits to Taos.
fly JSX to Burbank
fly out of Taos to Burbank
Taos Air but unsure of departure date
PRIVATE
Taos Air was my return flight
Net jets
I drove one way to NM and flew home from Taos
flew back to denver.
I always book one way flights. Flight choice is just compliant with my flight date and time needed.
Fly from Taos
Had to take an emergency trip to San Diego on a commercial flight and flew home on Taos Air
Stayed long term
Flew to Jackson Hole from Santa Fe
fly to Burbank on JSX
Not sure of return date, may or may not be before TAOS Air season ends. If have a choice on return flight, would prefer Taos air
Haven't taken return trip
Private plane
Flew from taos to Austin. No flights to ca back.

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

Response
Ojo Caliente
Red River
I live here!
Went to Angel Fire
family visit
Stayed at home at my Mommas house
Homeowner not a tourist
i was working; went to ojo for a day
Ojo caliente
Wineries
Visit family
Funeral
Business trip with the hotel did not go anywhere
Business at Hotel
Looking for second home
Visited at my friends' ranch
Hot springs
Stayed in the Hotel and Bar
Brewery
Hot springs
Skiing and went to Ojo Caliente.. which was fabulous
regular dining
Sled ride
Wine tour
Ojo Caliente

ECONOMIC/FISCAL IMPACT & MARKETING ANALYSIS OF TAOS AIR FLIERS
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Live in Cimarron, NM
Taos Enchanted Village
Ojo Caliente Hot Springs
Casino, The Living Spa, errands
Business Meetings
Santa Fe
snowmobiling
snowmobiled in Red River
making jewelry, cooking class
I live here!!!
went to ski valley but didn't ski
Funeral and visiting family
work
Went to the Chimayo shrine
Visiting family with medical issues
Checked on my second home
Ojo Caliente Spa day trip
Spa/massage
Snowmobile tour
Grocery Stores
We spent four days in Santa Fe
Hot Spring
Funeral



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

Response
Taos Air shuttle
Taos shuttle
Car left at airport
We have our own vehicle and someone dropped it off for us
We live here
We had our vehicle delivered
Personal car
We have a car there
Own a car
Our vehicle
Own second vehicle
personal car at airport
Shuttle from JSX
Taos air shuttle to ski valley (Blake hotel)
Taos air shuttle
Taos air shuttle
have a car at the airport in Taos
I left my car in the parking lot
Drove own car. . Parking at airport in San Diego was bad
We have a driver
Taos air provided shuttle to the Blake
Taos ski valley shuttle
caught a ride with someone living in Taos who has there own plane. On return flight, a friend gave us a lift.
My personal car
We had to be bused from Santa Fe due to flight reroute

ECONOMIC/FISCAL IMPACT & MARKETING ANALYSIS OF TAOS AIR FLIERS
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my own car in the parking lot.
parked car in lot
Taos Enchanted Village had their own Shuttle
Taos Shuttle
Remained at Taos Airport. Picked up a Private Jet (we are a flight crew)
We have our own car in Taos
turo
car at airports
My own car
Local driver
Co worker
have a car at the airport in Taos
Shuttle
Own vehicle
We keep our private car at Taos airport
Taos air shuttle
have a car at the airport in Taos
Our car
JSX Shuttle
Taos Air Shuttle
Friends' car
Shuttle
We leave a car at our residence (2nd home) and have a friend leave it at the airport for us
Taos Shuttle
taos shuttle



APPENDIX A: SURVEY INSTRUMENT



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

If you flew Taos Air more than once between December 2022 and April 2023, 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 winter (2022/23)?

- Yes
- No

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

- Taos
- Austin
- Dallas
- San Diego
- Los Angeles



Did you fly roundtrip?

- Yes
- No

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

- Drive
- Fly out of Santa Fe airport
- Fly out of Albuquerque airport
- Other _____

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?

Nights Spent _____

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

Angel Fire _____

Eagle Nest _____

Questa _____

Red River _____

Taos Ski Valley _____

Town of Taos (excludes El Prado, Arroyo Seco, Talpa, or Ranchos de Taos) _____

Taos County (El Prado, Arroyo Seco, Talpa, and/or Ranchos de Taos) _____

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

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



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

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

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

- Visited the Taos Plaza
- Visited Taos Pueblo
- Visited Museums
- Visited Art Galleries
- Hiking, Biking
- Hunting, Fishing
- Ice Skating
- Scenic Drives
- Skiing/Snowboarding
- Fine Dining
- Shopping
- Nightlife, Live Music
- Visited the Rio Grande Gorge
- Visited the Earthships
- Other _____

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

- Yes
- No

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

- Yes
- No



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

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

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

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

How likely are you to recommend Taos Air to friends, family or colleagues? (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

Please provide the following information to be entered into the drawing to win a roundtrip Taos Air flight for two during the 2023 summer season. Blackout dates apply.

Name _____

Email address _____

Thank you for taking our survey. We look forward to seeing you again on Taos Air!