

FEBRUARY  
2019

# 2019 ECONOMIC/FISCAL IMPACT & MARKETING ANALYSIS OF TAOS AIR FLIERS

[DECEMBER 20, 2018 – FEBRUARY 10, 2019]  
\*REVISED\*

PRESENTED TO:

TOWN OF TAOS

400 CAMINO DE LA PLACITA

TAOS, NM 87571

PRESENTED BY:

Southwest Planning & Marketing

RESEARCH | MARKETING | ECONOMIC DEVELOPMENT | PLANNING

P.O. Box 1506

SANTA FE, NM 87504

505.989.8500

[SOUTHWESTPLANNING.COM](http://SOUTHWESTPLANNING.COM)



# Table of Contents

**EXECUTIVE SUMMARY** ..... 3

    Economic/Fiscal Impact Summary..... 4

        Introduction ..... 4

        Economic Impact..... 4

        Fiscal Impact..... 6

    Marketing Summary ..... 7

**METHODOLOGY**..... 9

**ECONOMIC / FISCAL IMPACT ANALYSIS**..... 12

    Economic Impact Analysis ..... 13

        Flier Spending – Total Combined ..... 13

        Flier Spending – Allocated by Communities in Study Area ..... 14

        Indirect and Induced Impact of Spending ..... 16

        Total Estimated Economic Impact of Flier Spending ..... 17

    Fiscal Impact Analysis..... 18

        Tax Benefits from Flier Spending – Lodging..... 18

        Tax Benefits from Flier Spending – All Other Spending ..... 19

        Tax Benefits from All Flier Spending Combined..... 20

**Q&A PRESENTATION OF THE FINDINGS / MARKETING DATA** ..... 21

    Q2. What was the purpose of your travel on Taos Air? ..... 22

    Q3. How did you hear about Taos Air service between Taos and Austin and/or Dallas? ..... 22

    Q4. Please rate Taos Air on the following aspects: ticket purchasing, onboard experience, staff friendliness, schedule, overall experience..... 23

    Q5. Would you fly Taos Air to Taos again if the service was offered during the summer?..... 23

    Q5a. If you were to fly in the summer, where are you most likely to visit? ..... 23

    Q6. Where is your primary residence? (City) ..... 24

    Q6. Where is your primary residence? (State) ..... 25

    Q6. Where is your primary residence? (Zip Code) ..... 25

    Q6. Where is your primary residence? (Country) ..... 26

    Q7. Are you a (full-time/part-time resident of NM vs. visitor)? ..... 26



Q8. Did your travel on Taos Air originate in Taos? Austin? Dallas? ..... 26

Q9. How many people were in your travel party, including yourself? ..... 26

Q10. Did you spend one or more nights in New Mexico following your arrival? ..... 27

Q11. How many total nights did you spend in New Mexico? ..... 27

Q12. How many nights did your travel party stay in each of the following [Enchanted Circle] communities during your trip? ..... 27

Q13. What type(s) of lodging did you use during your stay in New Mexico? ..... 28

Q14. Please estimate the percentage of time your travel party spent in each of the following [Enchanted Circle] communities, including overnights and daytrips, during your visit to New Mexico: ..... 28

Q15. Did the availability of direct flights between Austin/Dallas and Taos influence your decision to visit the following [Enchanted Circle] communities? ..... 29

Q16. How did you get from the Taos Airport to your final destination? ..... 29

Q17. How much did your entire party (including yourself) spend on your trip in each of the following categories? ..... 30

Q18. What is your age? ..... 30

Q19. What is your gender identity? ..... 30

Q20. What is the highest level of education you have completed? ..... 30

Q21. What is your annual household income? ..... 31

Q22. What is your ethnicity? ..... 31

**VERBATIM (UNEDITED) OPEN-ENDED RESPONSES** ..... 32

Q2. What was the purpose of your travel on Taos Air? (other) ..... 33

Q3. How did you hear about Taos Air service between Taos and Austin and/or Dallas? (other) ..... 34

Q4a. Please rate Taos Air on the following aspects: ticket purchasing, onboard experience, staff friendliness, schedule, overall experience - please explain ..... 36

Q5a. If you were to fly in the summer, where are you most likely to visit? (Angel Fire, Eagle Nest, Questa, Red River, Taos, Taos Ski Valley) Please explain. .... 48

Q15a. Did the availability of direct flights between Austin/Dallas and Taos influence your decision to visit (Angel Fire, Eagle Nest, Questa, Red River, Taos, Taos Ski Valley)? Please explain. .... 51

Q16. How did you get from the Taos Airport to your final destination? (other) ..... 56

**APPENDIX A: SURVEY INSTRUMENT** ..... 57



# EXECUTIVE SUMMARY



## Economic/Fiscal Impact Summary

### Introduction

The Taos Air service, a collaborative public/private partnership led by the Town of Taos, began non-stop service from Austin and Dallas, Texas to Taos, New Mexico in December 2018. The goal of the service is to boost the economy and tourism in the study area of the Enchanted Circle communities of Taos, Taos Ski Valley, Angel Fire, Eagle Nest, Questa, and Red River (and their host counties of Colfax and Taos).

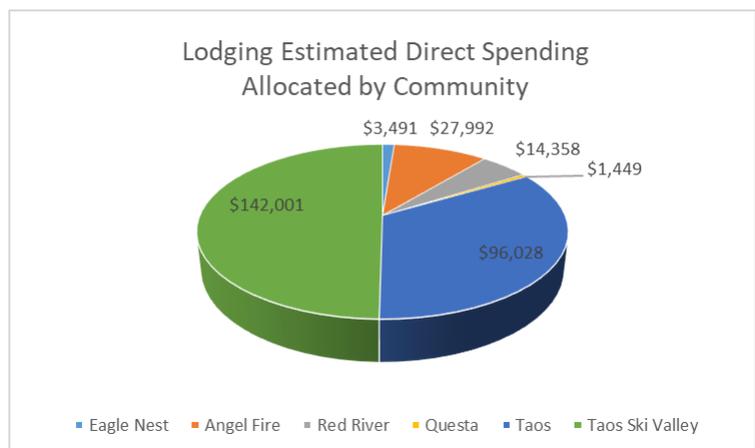
The Town of Taos commissioned Southwest Planning & Marketing (SWPM) to determine the economic and fiscal impact of flier spending (for travelers from Texas) in the study area during the study period of December 20, 2018 through February 10, 2019, as well as to do a concurrent marketing survey of all fliers. The survey had forty-seven percent (46.8%) response rate, with a total sample size of 521 survey responses. The overall data for the entire sample is accurate to plus or minus 3.1% at the 95% confidence level. That means that 95% of the time the data for the entire flier population would not vary by more than 3.1% from the result obtained from the sample in this survey.

The total number of unique fliers who originated in Texas during the study period was 887.<sup>1</sup> The average travel party size of 3.0 for these fliers yielded an estimated 296 flier parties from Texas.

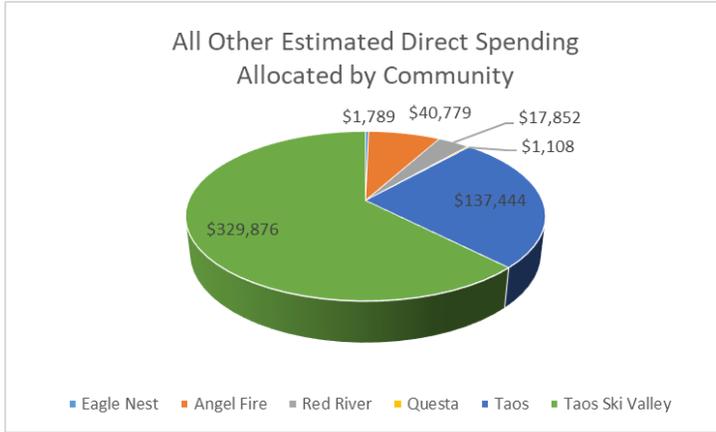
### Economic Impact

Respondents with flights originating in Texas were asked to estimate their entire party's spending while in New Mexico during the study period in six categories: lodging, food/meals/beverages, transportation/fuel, outdoor recreation (including skiing), attractions/entertainment, and shopping/miscellaneous/other. Spending was \$285,318 for lodging, \$210,515 for food/meals/beverages, \$22,471 for transportation/fuel, \$213,176 for outdoor recreation (including skiing), \$21,879 for attractions/entertainment, and \$72,438 for shopping/miscellaneous/other. Total spending for all categories combined was \$825,797.

The estimated allocated spending on lodging per community was: Taos – \$96,028, Taos Ski Valley – \$142,001, Angel Fire – \$27,992, Eagle Nest – \$3,491, Questa – \$14,358, and Red River – \$1,449.

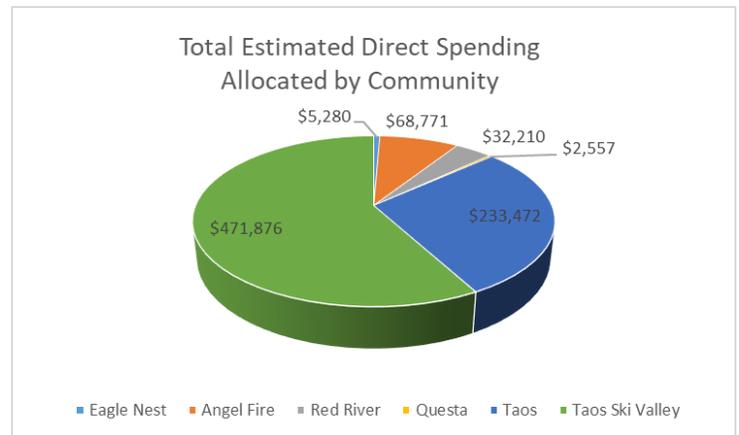


<sup>1</sup> Source: Taos Air.



The estimated allocated spending on all other spending categories combined by community was: Taos – \$137,444, Taos Ski Valley – \$329,876, Angel Fire – \$40,779, Eagle Nest – \$1,789, Questa – \$1,108, and Red River – \$17,852.

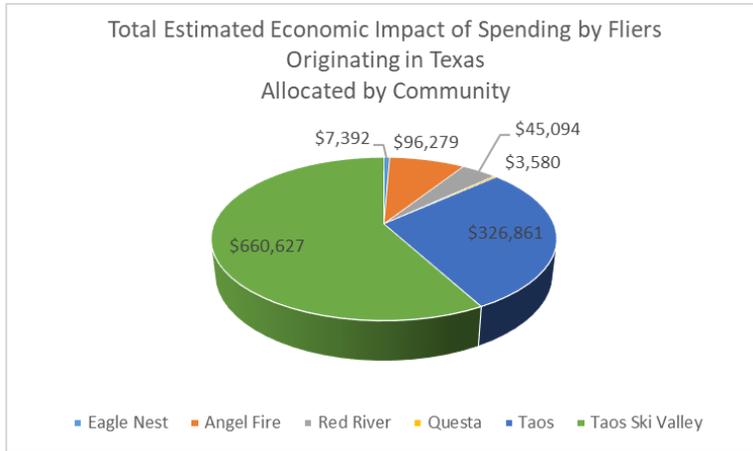
The estimated total combined allocated spending (lodging plus all other spending) by community was: Taos – \$233,472, Taos Ski Valley – \$471,876, Angel Fire – \$68,771, Eagle Nest – \$5,280, Questa – \$2,557, and Red River – \$32,210.



Combining total direct spending with the induced/indirect impact of spending yielded a **total estimated economic impact** of spending in the study area and during the study period of **\$1,139,832**.

Total Estimated Economic Impact of Spending by Fliers Originating in Texas			
Community	Total Direct Spending	Induced/ Indirect Impact of Direct Spending	Total Economic Impact of Direct Spending
Eagle Nest	\$ 5,280	\$ 2,112	\$ 7,392
Angel Fire	\$ 68,771	\$ 27,508	\$ 96,279
Red River	\$ 32,210	\$ 12,884	\$ 45,094
Questa	\$ 2,557	\$ 1,023	\$ 3,580
Taos	\$ 233,472	\$ 93,389	\$ 326,861
Taos Ski Valley	\$ 471,876	\$ 188,751	\$ 660,627
<b>Total</b>	<b>\$ 814,166</b>	<b>\$ 325,666</b>	<b>\$ 1,139,832</b>

\*Note: Respondents spent an additional \$11,631 in non-study area New Mexico communities not reflected in the totals above.



**Estimated allocated total economic impact of spending by community was: Taos – \$326,861, Taos Ski Valley – \$660,627, Angel Fire – \$96,297, Eagle Nest – \$7,392, Questa – \$3,580, and Red River – \$45,094.**

### 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.<sup>2</sup> These fliers spent an average of \$965 on lodging during their visit to the study area. Based on this number, the estimated total taxable spending on lodging by these fliers was \$285,318, generating a combined estimated \$14,124 in lodgers' tax. Estimated allocated lodgers' tax by community was: Taos – \$4,801, Taos Ski Valley – \$7,100, Angel Fire – \$1,400, Eagle Nest – \$105, Questa – \$0, and Red River – \$718.

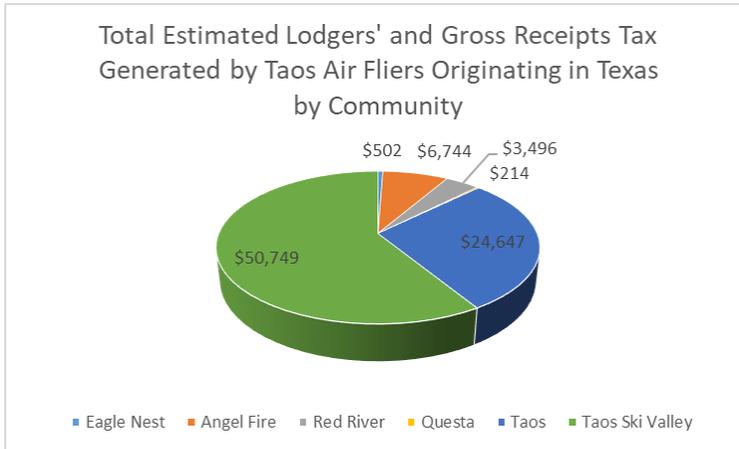
Fliers from Texas generated a combined estimated \$25,095 in GRT on lodging in the study area. Estimated allocated GRT on lodging by community was: Taos – \$1,620, Taos Ski Valley – \$2,929, Angel Fire – \$577, Eagle Nest – \$63, Questa – \$23, and Red River – \$260. The total estimated GRT on lodging allocated to Colfax County (Angel Fire, Eagle Nest) was \$184; estimated total GRT on lodging allocated to Taos County (Taos, Taos Ski Valley, Questa, Red River) was \$3,808. The total estimated GRT on lodging allocated to the State was \$14,623.

The total estimated combined gross receipts and lodgers' tax on lodging paid by fliers from Texas in the study area and during the study period was \$39,219.

<sup>2</sup> GRT and Lodgers' Tax Rates Sources: New Mexico Taxation & Revenue Department GRT Tax Rate Schedule [January 1 - June 30, 2019] and New Mexico Municipal League [<https://nmml.org/directory>]



Fliers from Texas generated a combined estimated \$47,132 in GRT on all other spending categories combined in the study area and during the study period. Estimated allocated GRT on all other spending by community: Taos – \$2,319, Taos Ski Valley – \$6,804, Angel Fire – \$841, Eagle Nest – \$32, Questa – \$17, and Red River – \$324. The total estimated GRT on all other spending allocated to Colfax County (Angel Fire, Eagle Nest) was \$248; estimated total GRT on all other spending allocated to Taos County (Taos, Taos Ski Valley, Questa, Red River) was \$7,294. The total estimated GRT on all other spending allocated to the State was \$27,103.



The total estimated gross receipts and lodgers' tax on lodging and all other spending categories combined by fliers from Texas in the study area and during the study period was \$86,351. Estimated allocated combined gross receipts and lodgers' tax on lodging and all other spending by community was: Taos – \$24,647, Taos Ski Valley – \$50,749, Angel Fire – \$6,744, Eagle Nest – \$502, Questa – \$214, and Red River – \$3,496.

The total estimated combined gross receipts and lodgers' tax on lodging and all other spending allocated to Colfax County (Angel Fire, Eagle Nest) was \$432; estimated total GRT on all other spending allocated to Taos County (Taos, Taos Ski Valley, Questa, Red River) was \$11,102. The total estimated GRT on all spending combined allocated to the State was \$53,260.

### Marketing Summary

- Over one quarter (26.2%) of the respondents reported their primary residence as being in Austin, followed by 17.6% in Dallas, 5.9% in Taos, and 4.0% in Houston.
- For nearly eighty percent (78.0%) of the respondents, their primary residence was in Texas; New Mexico (13.2%) was the next closest state of primary residence.
- 13.2% of the respondents were full-time residents of New Mexico (reside in New Mexico six or more months per year) and 14.9% were part-time residents of the state (reside in New Mexico fewer than six months per year); 71.9% did not reside in the state (were visitors/tourists).
- 88.8% of respondents had a bachelor's degree or higher.
- The average age of respondents was 47.4 (ranging in age from 18-86).
- Just under fifty-eight percent (57.6%) of respondents were male; 42.1% were female.
- The majority of respondents were White/Anglo (82.2%), followed by Hispanic (6.9%).
- Sixty-three percent (63.1%) of the respondents reported annual household incomes of \$125,000 or greater, with 44.7% having incomes of \$250,000 or more.



- Most respondents (76.9%) flew on Taos Air for leisure, followed by 24.5% who flew to visit friends/family, and 8.3% who flew for business.
- 39.3% of the respondents originated their travel in Dallas, 38.2% originated their travel in Austin, and 22.5% originated their travel in Taos.
- The average respondent flier party size was 3.0 (all respondents combined). Party sizes for flier respondents by city/state of origination were: Taos – 2.0, Austin – 3.3, Dallas – 2.7, Texas Combined – 3.0.
- Nearly all (99.7%) of the respondents with flights originating in Texas spent one or more nights in New Mexico following their arrival. Overall, these respondents stayed an average of 4.4 nights in New Mexico and allocated to study area communities as follows: 2.2 nights in Taos Ski Valley, 1.5 nights in Taos, 0.4 nights in Angel Fire, 0.2 nights in Red River, 0.1 nights in Eagle Nest, and 0 nights in Questa.
- Just under forty-three percent (42.7%) of the respondents who stayed overnight indicated that they stayed in a hotel/motel/B&B; 26.1% stayed in a second home, 20.2% stayed in a vacation/short-term rental, and 19.9% stayed with friends/relatives.
- Overall, respondents reported that they spent most of their time while in New Mexico (including overnights and daytrips) in Taos Ski Valley (61.0% of their time) and Taos (25.4% of their time).
- The availability of direct flights between Austin/Dallas and Taos had an influence on respondents' decisions to visit communities in the study area, influencing their decision to visit Taos Ski Valley the most (78.2% of respondents); this was followed by Taos (54.4% of respondents), Angel Fire (10.7% of respondents), and Red River (9.1% of respondents).
- Nearly half of the respondents (49.4%) traveled to their final destination from the Taos Airport via shuttle, followed by friend/family pick-up (27.6%) and rental car (18.2%).
- Fifty-three percent (52.8%) of respondents heard about the new Taos Air service via word of mouth. This was followed by SkiTaos.com (24.5%), Facebook (13.0%), FlyTaosAir.com (9.9%), Instagram (8.9%), a billboard (8.3%), a print ad (7.1%), and a print article (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 an exceptional 4.8.
- Respondents were also asked to rate their experience on variety of aspects of Taos Air on a scale from 1-5, with a 1 being "Fell short of my expectations" and 5 being "Exceeded my expectations." Respondents were most satisfied with the Onboard Experience (4.8), Staff Friendliness (4.8), and Ticket Purchasing (4.5); the Thursday, Saturday, Sunday Schedule rated the lowest (4.3 – based on open-ended responses, the lower rating for the schedule appears based on an overall desire for more flights/flight options).
- The majority of respondents (77.6%) would fly Taos Air again if the service was offered during the summer. Of these respondents, 69.0% would use the summer service to visit Taos, 53% to visit Taos Ski Valley, 24.2% to visit Angel Fire, and 18.0% to visit Red River.



# METHODOLOGY



The Taos Air service, a collaborative public/private partnership led by the Town of Taos, began non-stop service from Austin and Dallas, Texas to Taos, New Mexico in December 2018. Flights are provided on a 30-passenger jet with service on Thursday, Saturday, Sunday and holiday Mondays through the winter season 2019. 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 Taos, Taos Ski Valley, Angel Fire, Eagle Nest, Questa, and Red River (and their host counties of Colfax and Taos).

The Town of Taos commissioned Southwest Planning & Marketing (SWPM) to determine the economic and fiscal impact of flier spending (for travelers from Texas) in the study area during the study period of December 20, 2018 through February 10, 2019, as well as to do a concurrent marketing survey of all fliers. SWPM sent out an email survey to a flier email list provided by Taos Air (fliers that flew during the study period). The survey was designed by SWPM and approved by Town of Taos and Taos Air staff. The survey included questions about flier party spending while in the study area, as well as flier average party size, and other questions about marketing, demographics and flier experiences with Taos Air.

Total unique fliers during the study period (flew once on Taos Air) equaled 1,166. Of these, 279 originated their travel in Taos, 455 originated in Austin and 432 originated in Dallas. The total number of unique fliers who originated in Texas during the study period was 887.<sup>3</sup> The average travel party size of 3.0 for fliers from Texas yielded an estimated 296 flier parties from Texas.

SWPM used the average spending and party size of fliers who originated in Texas, combined with the total number of unique fliers from Texas, 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 in total, and by state and each community and county in the study area. An indirect/induced multiplier of 1.4 was added to the direct impact.<sup>4</sup> SWPM also

---

<sup>3</sup> Source: Taos Air.

<sup>4</sup> 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.



analyzed the information provided about user experiences, marketing, and demographics, and provided averages and other relevant information.

The survey had forty-seven percent (46.8%) response rate, with a total sample size of 521 survey responses. The overall data for the entire sample is accurate to plus or minus 3.1% at the 95% confidence level. That means that 95% of the time the data for the entire flier population would not vary by more than 3.1% from the result obtained from the sample in this survey.



# ECONOMIC / FISCAL IMPACT ANALYSIS



## Economic Impact Analysis

### Flier Spending – Total Combined

Respondents with flights originating in Texas were asked to estimate their entire party's spending while visiting New Mexico during the study period of December 20, 2018 – February 10, 2019 in six categories: lodging, food/meals/beverages, transportation/fuel, outdoor recreation (including skiing), attractions/entertainment, and shopping/miscellaneous/other. Total spending was \$285,318 for lodging, \$210,515 for food/meals/beverages, \$22,471 for transportation/fuel, \$213,176 for outdoor recreation (including skiing), \$21,879 for attractions/entertainment, and \$72,438 for shopping/miscellaneous/other. Total spending during the study period for all categories combined was \$825,797.

Total Flier Average Estimated Direct Spending (Fliers that Originated in Texas)									
Average Party Size	Total Unique Fliers During Study Period	Number of Flier Parties	Lodging	Food, Meals, Beverages	Transportation, Fuel, Etc.	Outdoor Recreation (includes skiing)	Attractions, Entertainment	Shopping, Misc., Other	Total
3.0	887	296	\$ 965	\$ 712	\$ 76	\$ 721	\$ 74	\$ 245	\$ 2,793
Total Spending			\$ 285,318	\$ 210,515	\$ 22,471	\$ 213,176	\$ 21,879	\$ 72,438	\$ 825,797

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 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: Taos – \$96,028, Taos Ski Valley – \$142,001, Angel Fire – \$27,992, Eagle Nest – \$3,491, Questa – \$1,449, and Red River – \$14,358.

Lodging Estimated Direct Spending Allocated by Community			
Community	Average Nights Spent in Community	Nights Spent %	Lodging Allocation
Eagle Nest	0.1	1.2%	\$ 3,491
Angel Fire	0.4	9.8%	\$ 27,992
Red River	0.2	5.0%	\$ 14,358
Questa	0.0	0.5%	\$ 1,449
Taos	1.5	33.7%	\$ 96,028
Taos Ski Valley	2.2	49.8%	\$ 142,001
<b>Total</b>			<b>\$ 285,318</b>

*Numbers may not total due to rounding.*

The estimated allocated spending on all other spending combined per community was: Taos – \$137,444, Taos Ski Valley – \$329,876, Angel Fire – \$40,779, Eagle Nest – \$1,789, Questa – \$1,108, and Red River – \$17,852.

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
Eagle Nest	0.3%	\$ 697	\$ 74	\$ 706	\$ 72	\$ 240	\$ 1,789
Angel Fire	7.5%	\$ 15,883	\$ 1,695	\$ 16,084	\$ 1,651	\$ 5,465	\$ 40,779
Red River	3.3%	\$ 6,953	\$ 742	\$ 7,041	\$ 723	\$ 2,393	\$ 17,852
Questa	0.2%	\$ 432	\$ 46	\$ 437	\$ 45	\$ 148	\$ 1,108
Taos	25.4%	\$ 53,534	\$ 5,714	\$ 54,211	\$ 5,564	\$ 18,421	\$ 137,444
Taos Ski Valley	61.0%	\$ 128,486	\$ 13,715	\$ 130,110	\$ 13,354	\$ 44,212	\$ 329,876
<b>Total</b>		<b>\$ 205,984</b>	<b>\$ 21,987</b>	<b>\$ 208,588</b>	<b>\$ 21,408</b>	<b>\$ 70,879</b>	<b>\$ 528,848</b>

\*Note: Respondents spent an additional \$11,631 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: Taos – \$233,472, Taos Ski Valley – \$471,876, Angel Fire – \$68,771, Eagle Nest – \$5,280, Questa – \$2,557, and Red River – \$32,210.

<b>Total Estimated Direct Spending Allocated by Community*</b>	
<b>Community</b>	<b>Total Direct Spending</b>
Eagle Nest	\$ 5,280
Angel Fire	\$ 68,771
Red River	\$ 32,210
Questa	\$ 2,557
Taos	\$ 233,472
Taos Ski Valley	\$ 471,876
<b>Total</b>	<b>\$ 814,166</b>

\*Note: Respondents spent an additional \$11,631 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 Spending<sup>5</sup>

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 as a result of tourism in New Mexico. Tourism Economics estimates that for every dollar spent as a result 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

<sup>5</sup> 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 and during the study period by fliers originating in Texas of **\$1,139,832**.

**Estimated allocated total economic impact of spending by community was: Taos – \$326,861, Taos Ski Valley – \$660,627, Angel Fire – \$96,297, Eagle Nest – \$7,392, Questa – \$3,580, and Red River – \$45,094.**

Total Estimated Economic Impact of Spending by Fliers Originating in Texas			
Community	Total Direct Spending	Induced/ Indirect Impact of Direct Spending	Total Economic Impact of Direct Spending
Eagle Nest	\$ 5,280	\$ 2,112	\$ 7,392
Angel Fire	\$ 68,771	\$ 27,508	\$ 96,279
Red River	\$ 32,210	\$ 12,884	\$ 45,094
Questa	\$ 2,557	\$ 1,023	\$ 3,580
Taos	\$ 233,472	\$ 93,389	\$ 326,861
Taos Ski Valley	\$ 471,876	\$ 188,751	\$ 660,627
<b>Total</b>	<b>\$ 814,166</b>	<b>\$ 325,666</b>	<b>\$ 1,139,832</b>

\*Note: Respondents spent an additional \$11,631 in non-study area New Mexico communities not reflected in the totals above.

*Numbers may not total due to rounding.*



## 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 (including skiing), 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.<sup>6</sup> These fliers spent an average of \$965 on lodging during their visit to the study area. Based on this number, the estimated total taxable spending on lodging by these fliers was \$285,318, generating a combined estimated \$14,124 in lodgers' tax. Estimated allocated lodgers' tax by community was: Taos – \$4,801, Taos Ski Valley – \$7,100, Angel Fire – \$1,400, Eagle Nest – \$105, Questa – \$0, and Red River – \$718.

Fliers from Texas generated a combined estimated \$25,095 in GRT on lodging in the study area. Estimated allocated GRT on lodging by community was: Taos – \$1,620, Taos Ski Valley – \$2,929, Angel Fire – \$577, Eagle Nest – \$63, Questa – \$23, and Red River – \$260. The total estimated GRT on lodging allocated to Colfax County (Angel Fire, Eagle Nest) was \$184; estimated total GRT on lodging allocated to Taos County (Taos, Taos Ski Valley, Questa, Red River) was \$3,808. The total estimated GRT on lodging allocated to the State was \$14,623.

The total estimated combined gross receipts and lodgers' tax on lodging paid by fliers from Texas in the study area and during the study period was \$39,219.

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	Misc. Additional** GRT Portion*	Misc. GRT	Total Lodging-Related Taxes
Eagle Nest (Colfax County)	3.0%	\$ 105	7.5208%	\$ 263	1.8125%	\$ 63	0.5833%	\$ 20	5.1250%	\$ 179	0.0000%	\$ -	\$ 367
Angel Fire (Colfax County)	5.0%	\$ 1,400	7.7708%	\$ 2,175	2.0625%	\$ 577	0.5833%	\$ 163	5.1250%	\$ 1,435	0.0000%	\$ -	\$ 3,575
Red River (Taos County)	5.0%	\$ 718	8.6250%	\$ 1,238	1.8125%	\$ 260	1.5000%	\$ 215	5.1250%	\$ 736	0.1875%	\$ 27	\$ 1,956
Questa (Taos County)	0.0%	\$ -	8.3750%	\$ 121	1.5625%	\$ 23	1.5000%	\$ 22	5.1250%	\$ 74	0.1875%	\$ 3	\$ 121
Taos (Taos County)	5.0%	\$ 4,801	8.5000%	\$ 8,162	1.6875%	\$ 1,620	1.5000%	\$ 1,440	5.1250%	\$ 4,921	0.1875%	\$ 180	\$ 12,964
Taos Ski Valley (Taos County)	5.0%	\$ 7,100	9.2500%	\$ 13,135	2.0625%	\$ 2,929	1.5000%	\$ 2,130	5.1250%	\$ 7,278	0.5625%	\$ 799	\$ 20,235
<b>Total</b>		<b>\$ 14,124</b>		<b>\$ 25,095</b>		<b>\$ 5,473</b>		<b>\$ 3,991</b>		<b>\$ 14,623</b>		<b>\$ 1,008</b>	<b>\$ 39,219</b>

\*Sources: New Mexico Taxation & Revenue Department GRT Tax Rate Schedule [January 1 - June 30, 2019] and New Mexico Municipal League [https://nmml.org/directory]  
 \*\*Special additional tax assessments assigned elsewhere (e.g. Hold Harmless)

Numbers may not total due to rounding.

<sup>6</sup> GRT and Lodgers' Tax Rates Sources: New Mexico Taxation & Revenue Department GRT Tax Rate Schedule [January 1 - June 30, 2019] and New Mexico Municipal League [https://nmml.org/directory]



### Tax Benefits from Flier Spending – All Other Spending

Fliers from Texas generated a combined estimated \$47,132 in GRT on all other spending combined in the study area and during the study period. Estimated allocated GRT on all other spending by community was: Taos – \$2,319, Taos Ski Valley – \$6,804, Angel Fire – \$841, Eagle Nest – \$32, Questa – \$17, and Red River – \$324. The total estimated GRT on all other spending allocated to Colfax County (Angel Fire, Eagle Nest) was \$248; estimated total GRT on all other spending allocated to Taos County (Taos, Taos Ski Valley, Questa, Red River) was \$7,294. The total estimated GRT on all other spending allocated to the State was \$27,103.

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	Misc. Additional** GRT Portion*	Misc. GRT
Eagle Nest (Colfax County)	7.5208%	\$ 135	1.8125%	\$ 32	0.5833%	\$ 10	5.1250%	\$ 92	0.0000%	\$ -
Angel Fire (Colfax County)	7.7708%	\$ 3,169	2.0625%	\$ 841	0.5833%	\$ 238	5.1250%	\$ 2,090	0.0000%	\$ -
Red River (Taos County)	8.6250%	\$ 1,540	1.8125%	\$ 324	1.5000%	\$ 268	5.1250%	\$ 915	0.1875%	\$ 33
Questa (Taos County)	8.3750%	\$ 93	1.5625%	\$ 17	1.5000%	\$ 17	5.1250%	\$ 57	0.1875%	\$ 2
Taos (Taos County)	8.5000%	\$ 11,683	1.6875%	\$ 2,319	1.5000%	\$ 2,062	5.1250%	\$ 7,044	0.1875%	\$ 258
Taos Ski Valley (Taos County)	9.2500%	\$ 30,514	2.0625%	\$ 6,804	1.5000%	\$ 4,948	5.1250%	\$ 16,906	0.5625%	\$ 1,856
<b>Total</b>		<b>\$ 47,132</b>		<b>\$ 10,337</b>		<b>\$ 7,542</b>		<b>\$ 27,103</b>		<b>\$ 2,149</b>

\*Sources: New Mexico Taxation & Revenue Department GRT Tax Rate Schedule [January 1 - June 30, 2019] and New Mexico Municipal League [https://nmml.org/directory]

\*\*Special additional tax assessments (e.g. Hold Harmless)

Note: Respondents spent and were taxed on an additional \$11,631 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 in the study area and during the study period was \$86,351. Estimated allocated combined gross receipts and lodgers' tax on lodging and all other spending by community was: Taos – \$24,647, Taos Ski Valley – \$50,749, Angel Fire – \$6,744, Eagle Nest – \$502, Questa – \$214, and Red River – \$3,496. The total estimated combined gross receipts and lodgers' tax on lodging and all other spending allocated to Colfax County (Angel Fire, Eagle Nest) was \$432; estimated total GRT on all other spending allocated to Taos County (Taos, Taos Ski Valley, Questa, Red River) was \$11,102. The total estimated GRT on all spending combined allocated to the State was \$53,260.

<b>Total Estimated Lodgers' and Gross Receipts Tax Generated by Taos Air Fliers Originating in Texas by Community</b>	
<b>Community</b>	<b>Total Taxes</b>
Eagle Nest	\$ 502
Angel Fire	\$ 6,744
Red River	\$ 3,496
Questa	\$ 214
Taos	\$ 24,647
Taos Ski Valley	\$ 50,749
<b>Total</b>	<b>\$ 86,351</b>

<b>Total Estimated Gross Receipts Tax Generated by Taos Air Fliers Originating in Texas by County</b>	
<b>County</b>	<b>Total GRT</b>
Colfax County	\$ 432
Taos County	\$ 11,102
<b>Total</b>	<b>\$ 11,534</b>

*Numbers may not total due to rounding.*

Note: Respondents spent and were taxed on an additional \$11,631 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



**Q2. What was the purpose of your travel on Taos Air? (check all that apply)**

Response	20%	40%	60%	80%	100%	Frequency
<b>Leisure</b>						<b>76.9%</b>
Business						8.3%
Visit friends/family						24.5%
Other						2.4%

**Q3. How did you hear about Taos Air service between Taos and Austin and/or Dallas? (check all that apply)**

Response	20%	40%	60%	80%	100%	Frequency
<b>Word of mouth/someone told me about it</b>						<b>52.8%</b>
Print ad						7.1%
Print article						7.1%
Web ad						11.5%
Web article						4.7%
Billboard						8.3%
Travel Show						1.2%
Television						0.8%
Radio ad						4.3%
Taos.org						6.3%
SkiTaos.com						24.5%
FlyTaosAir.com						9.9%
NewMexico.org						0.2%
Another website						1.6%
Mail or email sent to me						6.9%
Social Media (Facebook)						13.0%
Social Media (Twitter)						0.6%
Social Media (Instagram)						8.9%
Social Media (Other)						0.0%
Other						4.9%



**Q4. Please rate Taos Air on the following aspects: ticket purchasing, onboard experience, staff friendliness, schedule, overall experience.**

	1-Fell short	2	3	4	5-Exceeded	Mean
Ticket Purchasing	0.6%	2.3%	8.7%	26.0%	<b>62.3%</b>	4.5
Onboard Experience	0.2%	0.0%	1.9%	13.3%	<b>84.5%</b>	4.8
Staff Friendliness	0.0%	0.9%	2.4%	12.6%	<b>84.2%</b>	4.8
Thursday, Saturday, Sunday Schedule	1.5%	3.8%	12.2%	28.8%	<b>53.6%</b>	4.3
Your Overall Experience with Taos Air	0.2%	0.6%	1.7%	16.6%	<b>80.9%</b>	4.8

**Q5. Would you fly Taos Air to Taos again if the service was offered during the summer?**

Response	20%	40%	60%	80%	100%	Frequency
Yes						<b>77.6%</b>
No						5.4%
Maybe						17.0%

**Q5a. If you were to fly in the summer, where are you most likely to visit? (check all that apply)**

Response	20%	40%	60%	80%	100%	Frequency
Village of Angel Fire						24.2%
Village of Eagle Nest						6.0%
Village of Questa						3.5%
Town of Red River						18.0%
<b>Town of Taos</b>						<b>69.0%</b>
Taos Ski Valley						53.0%
Other						16.6%



**Q6. Where is your primary residence? (City)**

Response	Frequency
Austin	26.20%
Dallas	17.60%
Taos	5.90%
Houston	4.00%
El Prado	2.30%
Fort Worth	1.90%
Angel Fire	1.70%
Frisco	1.30%
San Antonio	1.30%
Tyler	1.00%
Arroyo Seco	0.80%
McKinney	0.80%
New Braunfels	0.80%
Pflugerville	0.80%
Ranchos de Taos	0.80%
Round Rock	0.80%
Arlington	0.60%
Corpus Christi	0.60%
Denton	0.60%
Garland	0.60%
Georgetown	0.60%
Irving	0.60%
Lakeway	0.60%
Lewisville	0.60%
New York	0.60%
Sanger	0.60%
Valdez	0.60%

Response	Frequency
Allen	0.40%
Coppell	0.40%
Denison	0.40%
Highland Village	0.40%
Lago Vista	0.40%
Ligonier	0.40%
Longview	0.40%
Magnolia	0.40%
Orlando	0.40%
Plano	0.40%
Prosper	0.40%
San Angelo	0.40%
Santa Fe	0.40%
Spicewood	0.40%
Taos Ski Valley	0.40%
Texarkana	0.40%
Tulsa	0.40%
Other Responses	17.80%



**Q6. Where is your primary residence? (State)**

Response	Frequency
Texas - TX	78.00%
New Mexico - NM	13.20%
New York - NY	1.30%
Arkansas - AR	0.60%
California - CA	0.60%
Colorado - CO	0.60%
Florida - FL	0.60%
Oklahoma - OK	0.60%
Pennsylvania - PA	0.60%
Missouri - MO	0.40%
Tennessee - TN	0.40%
Virginia - VA	0.40%
Other Responses	2.40%

**Q6. Where is your primary residence? (Zip Code)**

Response	Frequency
78703	4.90%
87571	4.90%
78704	3.00%
78746	2.80%
87529	2.10%
75208	1.90%
75204	1.70%
75214	1.70%
78731	1.70%
87710	1.70%
78757	1.50%
75205	1.30%
78701	1.30%
78723	1.30%
75229	1.10%
76109	1.10%
78749	1.10%
87514	1.10%
87557	1.10%
75206	0.90%
75220	0.90%
75225	0.90%
75703	0.90%
77019	0.90%
77389	0.90%
78734	0.90%
78759	0.90%

Response	Frequency
75035	0.60%
75039	0.60%
75209	0.60%
75219	0.60%
75230	0.60%
76266	0.60%
77008	0.60%
78130	0.60%
78660	0.60%
78664	0.60%
78735	0.60%
78737	0.60%
78739	0.60%
78751	0.60%
87580	0.60%
15658	0.40%
22202	0.40%
71854	0.40%
75013	0.40%
75019	0.40%
75020	0.40%
75034	0.40%
75043	0.40%
75070	0.40%
75072	0.40%
75077	0.40%
75078	0.40%

Response	Frequency
75093	0.40%
75160	0.40%
75201	0.40%
75218	0.40%
75223	0.40%
75227	0.40%
75233	0.40%
75238	0.40%
75248	0.40%
75603	0.40%
76034	0.40%
76262	0.40%
77006	0.40%
77563	0.40%
78261	0.40%
78628	0.40%
78669	0.40%
78681	0.40%
78702	0.40%
78705	0.40%
78722	0.40%
78745	0.40%
78750	0.40%
78758	0.40%
87525	0.40%
Other Responses	30.30%



**Q6. Where is your primary residence? (Country)**

Response	Frequency
United States of America (USA)	98.70%
Canada	0.40%
Other Responses	0.80%

**Q7. Are you a (full-time/part-time resident of NM vs. visitor)? (choose one)**

Response	20%	40%	60%	80%	100%	Frequency
Full-time resident of New Mexico? (reside in New Mexico six or more months per year)						13.2%
Part-time resident of New Mexico? (reside in New Mexico fewer than six months per year)						14.9%
<b>Neither (I am/have been a tourist/flier to New Mexico, but do not reside there)</b>						<b>71.9%</b>

**Q8. Did your travel on Taos Air originate in Taos? Austin? Dallas? (choose one)**

Response	20%	40%	60%	80%	100%	Frequency
Taos? (i.e. one-way or roundtrip from Taos to Austin or Dallas)						22.5%
Austin? (i.e. one-way or roundtrip from Austin to Taos)						38.2%
<b>Dallas? (i.e. one-way or roundtrip from Dallas to Taos)</b>						<b>39.3%</b>

**Q9. How many people were in your travel party, including yourself?**

Average Party Size by Place of Travel Origination	
Flight Origination	Average Party Size
All Cities of Origination Combined	3.0
Travel Originated in Taos	2.0
Travel Originated in Austin	3.3
Travel Originated in Dallas	2.7
Travel Originated in Texas	3.0



**Q10. Did you spend one or more nights in New Mexico following your arrival?**

Response	20%	40%	60%	80%	100%	Frequency
Yes						99.7%
No						0.3%

**Q11. How many total nights did you spend in New Mexico?**

Average Nights Spent in NM by Place of Travel Origination	
Flight Origination	Average Nights
Travel Originated in Austin	4.2
Travel Originated in Dallas	4.6
Travel Originated in Texas	4.4

**Q12. How many nights did your travel party stay in each of the following [Enchanted Circle] communities during your trip? (# of nights spent in Enchanted Circle communities – fliers that originated in Texas)**

Average Nights Spent in <u>Enchanted Circle</u> Communities		
Community	Average Nights	% of Nights Spent
Angel Fire	0.4	9.8%
Eagle Nest	0.1	1.2%
Red River	0.2	5.0%
Questa	0.0	0.5%
Taos	1.5	33.7%
Taos Ski Valley	2.2	49.8%



**Q13. What type(s) of lodging did you use during your stay in New Mexico?**

Response	20%	40%	60%	80%	100%	Frequency
<b>Hotel/motel/B&amp;B</b>						<b>42.7%</b>
Vacation rental/short-term rental (i.e. Airbnb, VRBO)						20.2%
Second Home						26.1%
Friends/relatives						19.9%
Recreational vehicle (RV)						0.3%
Campground (non-RV)						0.6%
Other						2.8%

**Q14. Please estimate the percentage of time your travel party spent in each of the following [Enchanted Circle] communities, including overnights and daytrips, during your visit to New Mexico:**

<b>% of Time Spent in Enchanted Circle Communities</b>	
<b>Community</b>	<b>% of Time Spent</b>
Angel Fire	7.5%
Eagle Nest	0.3%
Red River	3.3%
Questa	0.2%
Taos	25.4%
Taos Ski Valley	61.0%



**Q15. Did the availability of direct flights between Austin/Dallas and Taos influence your decision to visit the following [Enchanted Circle] communities?**

	Yes	No	Didn't Visit Community
The Village of Angel Fire?	10.7%	12.8%	76.5%
The Village of Eagle Nest?	2.8%	12.2%	85.0%
The Village of Questa?	2.2%	13.9%	83.9%
The Town of Red River?	9.1%	12.2%	78.7%
The Town of Taos?	54.4%	12.1%	33.5%
Taos Ski Valley?	78.2%	8.8%	12.9%
Another Community(s) in New Mexico?	7.9%	16.8%	75.2%

**Q16. How did you get from the Taos Airport to your final destination? (check all that apply)**

Response	20%	40%	60%	80%	100%	Frequency
Shuttle						49.4%
Car Service/Taxi						4.0%
Rental Car						18.2%
Ride Share (Uber, Lyft)						1.7%
Friend/Family Picked Me Up						27.6%
Other						2.8%



**Q17. How much did your entire party (including yourself) spend on your trip in each of the following categories?**

Average Spending Per Party in NM by Fliers Originating in TX	
Category	Average \$
Lodging	\$ 965
Food, Meals, Beverages	\$ 712
Transportation, Fuel (in NM)	\$ 76
Outdoor Recreation (includes skiing)	\$ 721
Attractions, Entertainment	\$ 74
Shopping, Misc., Other	\$ 245
<b>Total Average Spending Per Party</b>	<b>\$ 2,793</b>

**Q18. What is your age? Average Age of Respondents = 47.4 years (ranging from 18-86)**

**Q19. What is your gender identity?**

Response	20%	40%	60%	80%	100%	Frequency
Male						57.6%
Female						42.1%
Other:						0.2%

**Q20. What is the highest level of education you have completed?**

Response	20%	40%	60%	80%	100%	Frequency
Some High School						0.4%
High School						1.3%
Some College						9.4%
<b>Bachelor's Degree</b>						<b>47.5%</b>
Master's Degree or above						41.3%



### Q21. What is your annual household income?

Response	20%	40%	60%	80%	100%	Frequency
Less than \$24,999						2.1%
\$25,000 to \$49,999						3.7%
\$50,000 to \$74,999						5.3%
\$75,000 to \$99,999						8.6%
\$100,000 to \$124,999						9.1%
\$125,000 to \$149,999						8.0%
\$150,000 to \$249,999						18.4%
<b>\$250,000 or more</b>						<b>44.7%</b>

**Median Household Income of Respondents = \$157,800**

### Q22. What is your ethnicity?

Response	20%	40%	60%	80%	100%	Frequency
Hispanic						6.9%
White/Anglo, Non-Hispanic						82.2%
American Indian						0.9%
Black or African American						0.4%
Asian American/Pacific Islander						1.1%
Other/Mixed						1.6%
Decline to answer						6.9%



# VERBATIM (UNEDITED) OPEN-ENDED RESPONSES



## Q2. What was the purpose of your travel on Taos Air? (other)

Response
ski
SMU in Taos
Death in family
medical appointment
Doctor appointment
SMU classes
pleasure
Funeral
Funeral
Personal
TSVInc.



### Q3. How did you hear about Taos Air service between Taos and Austin and/or Dallas? (other)

Response
SMU
<a href="https://www.taosgov.com/149/Airport">https://www.taosgov.com/149/Airport</a>
Taos County Chamber of Commerce
Google
taosnews.com
Heritage Hotels and Resorts
Google search
I work for Taos Ski Valley and wanted to check it out
Travel agent
Sister lives in Taos, told me about it
Outdoor trade show in Dallas
I'm a local
From the Ski Valley directly
Taos Chamber
Saw on a map that there was a regional airport nearby Taos and began looking for flights there online
Friend
Friend
Did a search for flights in area
Internet Search
Saw the planes while at airport
Social "verbal"
I am based at Signature and saw the aircraft.
LTAB Meeting in Taos
Attended Austin kickoff party.
message board: <a href="http://forum.skyscraperpage.com/showthread.php?t=140690">http://forum.skyscraperpage.com/showthread.php?t=140690</a>
I was on the realtor tour in the ski valley when they announced the launch of Taos Air



Texas Monthly ads
Dallas Morning News
I work at Embark Aviation
Google search



**Q4a. Please rate Taos Air on the following aspects: ticket purchasing, onboard experience, staff friendliness, schedule, overall experience - please explain.**

Response
Need a better schedule; current flight schedules are limited and sell out quickly.
Flight was delayed on both legs of trip, but the experience was overall great and very convenient for my purposes
My only complaint was that it wasn't clear where to go at Taos airport. Better signage would help.
So fabulous to be able to get to Austin directly from Taos and at a price in line with what it would cost on a commercial airline. I fear getting spoiled!
Everything was great
This was a fantastic option for our travels to Taos! Travel was easy to and from and the staff was very friendly along the way! We hope to utilize you all again next year! The only suggestion I have is sending an email upon purchasing of tickets. The only thing I received was the statement from my credit card company showing the charge, so it would have been nice to receive a receipt of purchase following my purchase.
We were a group traveling to Taos for the weekend. The flight from Love to Taos was wonderful. On the return , the original flight time confirmation was different from the flight . We arrive for our flight an hour prior to departure but the plane had left as the flight time was incorrect. We waited at the small airport for 2 hours while they tried to find a solution. We then had to board a shuttle and drive the 3 plus hours to Albuquerque, spend the night and miss work and school the next morning . This was difficult as my son had a test he missed and I had to scramble and find people to cover for me at work. It was an awful experience on the return. Taos air arranged shuttle and hotel and flights back and we are grateful, but it cause a lot of problems back home I.
Two thumbs up. Three if I had another!
We loved the ease of travel.
It is a "game changer" for me. Genius idea. I hope it is successful.
Very easy process to buy tickets and board, friendly/helpful staff. Schedule was great overall, maybe would have liked a later Thursday flight or an early Friday flight.
I really enjoyed flying Taos Air. It was the best flying experience I ever had and it was super easy to get to the slopes. Thank you! I drove in from Houston to fly it and it was well worth it. The only tiny snapu was my fault mostly. Somehow I didn't get confirmation email after booking. That is when I double check my flight time. As it turned out, I messed up and booked the wrong day and missed my original flight. You guys were great about it and was able to re book for the next day for small fee.
The 3 flights per week schedule between Austin and Taos limited our family flexibility.
Everything about flying Taos air was great! The staff was incredibly friendly and everything was easy to understand. The flight itself was seamless. Best way to get to Taos by far!
Thought it was good experience but everyone can always do better.
Hassle free all around, staff was awesome, trip was short and sweet! Can't wait to win this and fly Taos Air again!
A delightfully civilized experience all around.
I live in Taos and had to go overseas for a short important business trip. It was such a pleasure on the return to fly straight to Taos instead of Santa Fe or Albuquerque. I loved the experience and really really wish you would offer the flights year round. The onboard experience was fantastic and I honestly didn't even mind the long delay (due to inclement weather). It was so nice to land at home in Taos.
I am from Austin,TX and I have been coming to Taos for over 15 years and I was so excited when I found out that there was going to be a direct flight to Taos. Taos is one of my favorite places in the whole world and now having the opportunity to get there easier and in less time, is just amazing.

## 2019 ECONOMIC/FISCAL IMPACT & MARKETING ANALYSIS OF TAOS AIR FLIERS



<p>Reliable info about the shuttle from TSV to the airport was not available over the phone. It should be on the website. The schedule I got from the Taos Air office at TSV could be better. It should tie the shuttle runs to the flights. It just had times for the shuttle without any reference to the flight time times/destinations.</p>
<p>Travel experience at the airport was simplified &amp; brought us right to our doorstep. Car was there waiting for us. Couldn't have been a nicer experience!!</p>
<p>Ticket purchase interface a little challenging, but manageable. Overall experience was extraordinary! No more convenient way to travel to Taos.</p>
<p>The entire experience was easy, friendly, unstressful and fast, compared to my driving to the Dallas area or flying out of Albuquerque. The plane was clean, roomy; the stewardess was wonderful--friendly, helpful, knowledgeable. The e-mail notifications were timely and well-done; the woman I spoke with to book my flight was also most accommodating and easy-going--the trip from Taos to Dallas was like magic!--Thanks!</p>
<p>It was one the most enjoyable flights we have ever taken. We hope to fly again soon and hope you are able to continue the service in the summer months.</p>
<p>Ticket purchasing was fine, basic, had questions on what ski rentals were included w/ purchase (had heard they were), and had to call to find out, as i didn't see it on the website. I was pleasantly surprised by the attendants, seating space, drinks and snacks, and ride for a small plane. The Thursday to Sunday fit our skiing schedule this year, but in prior years, we've done 4 nights and 3 days of skiing, which is not a current option, but not a problem. I think the biggest thing by far is convenience, from signing the lunch check at the Blake Sunday, to being in our house in Dallas, was 3.5 hours. Whereas it's not uncommon to spend 3.5 hours of travel time on either end actual flight time.</p>
<p>Flying Taos Air was a game changer for our group trip. It made it fast and easy to get to the mountain quickly and saved our group so much time.</p>
<p>Awesome experience</p>
<p>More days of the week would be more beneficial to those of us who live in both the Taos and Dallas area.</p>
<p>Schedule is a bit confusing when booking online.</p>
<p>Lux experience, no issues. Wish there were more flight times but understand how its a ramp up process. Stoked this service exists!!</p>
<p>Loved loved loved my experience with Taos Air. 5+ on every aspect!</p>
<p>My flight options were only Thursday and Monday; it wasn't clear whether that was just when flights were of if there were other flights, but they were full. It looks like the website has changed somewhat since I last used it. My experience was excellent; my only complaint was how cold it was on the aircraft, which I wasn't expecting. I brought along a light blanket and wore my jacket on my return flight, which made it better.</p>
<p>Super easy and affordable. Will repeat at least annually provided the price remains affordable.</p>
<p>Staff was great, free booze was great, the ease of check in was great, the free shuttle was awesome and the schedules worked great for us</p>
<p>The experience was top notch. No complaints.</p>
<p>Would love to have expanded service beyond Thurs, Sat, Sun.</p>
<p>Loved the flying experience. Just wish there were more flight options.</p>
<p>Ticket purchasing: The website was showing no availability, but when I called there was plenty of availability. It looks like the website was not working right. But my wife tried it later and it worked.</p>
<p>Schedule: obviously, more is better, but totally understand having to limit initially. If you can push the Taos to Dallas flight to a little later, it would give us more time on the slopes on Sunday.</p>
<p>We have flown a few times and have had issues with purchasing tickets online. Frustrating</p>
<p>This could not be more convenient! I was Traveling alone with my 80 year old grandmother and my 3 month old daughter and was initially so stressed about having to fly with my baby (her first flight) and the whole process was so easy and the staff was VERY accommodating, letting us and my grandmother board first and helping me with our bags etc. this was leaps and bounds easier than flying commercial would have been!</p>
<p>One of the best travel experiences we have had, hands down! We appreciate all of the hard work that was put into making the trip so enjoyable and practical. Taos will now be our yearly ski destination because of the convenient accessibility.</p>

## 2019 ECONOMIC/FISCAL IMPACT & MARKETING ANALYSIS OF TAOS AIR FLIERS



<p>I'm not sure what you were asking for here. If it refers to ticket purchasing, it all went smoothly. I'm thrilled to have direct flights to Taos from somewhere in Texas. Would love to have flights from Houston in the future. Would use it a lot.</p>
<p>Ticket purchasing was straightforward, however, the mobile platform didn't work well at all.</p>
<p>I'd love to be able to fly from Austin to Taos on Friday morning. I missed a few opportunities to visit TSV because I was unable to take 2 full days off. If I could fly up on Friday morning I would visit often</p>
<p>The only downfall are the facilities at the Taos airport. The women's restroom wasn't even open and we had to use the mens. When the flight is delayed and we have to hang there for a long long time it was no fun. But the awesome plane ride made up for it. We are totally spoiled after getting to fly Taos Air instead of having to fly into Albuquerque and rent a car.</p>
<p>Wonderful service!!!</p>
<p>Overall excellent service - the snacks, the staff, the convenience. I'm looking forward for it to be successful so there will be more flight time options!</p>
<p>Was left standing in the parking lot (Austin) waiting on the shuttle for almost 30 min. We did not get picked up until after the departure time.</p>
<p>Excellent and friendly service from everyone involved</p>
<p>The flight was amazing! Very comfortable and the staff were super friendly!</p>
<p>Friendly service at a reasonable price.</p>
<p>Exceeded my expectations on all of the above.</p>
<p>Did not get a confirmation. Felt the need to call CS and they emailed one.</p>
<p>The schedule's a bit limiting, and the plane interior is quite dated. Otherwise the experience was excellent.</p>
<p>Would love if you made the d</p>
<p>Great experience aided by super casualness, friendly staff, nice comfortable jet and reasonable pricing.</p>
<p>Would go many more time if had a Friday afternoon flight . Can't take kids out of school on Thursday's.</p>
<p>The flight was great, the service was awesome. You cant beat getting on a plane at 8am in Austin and stepping into your bindings by 11am on the hill.</p>
<p>I would absolutely love for a few more flight days to be included in Taos Air. We have a home in Arroyo Seco, but live in Dallas. I will take the Thurs/Sat/Sun schedule though! PLEASE keep Taos Air and make it year round. WE LOOOOOVE it!</p>
<p>I would like more flights. These don't suit my schedule very well. One on Wednesday would be great!</p>
<p>The website was glitchy, but I booked very early.</p>
<p>It's an amazing service that is well over due</p>
<p>I have lived in Taos since 2000 and used to travel a lot for business. Loosing Rio Grande Air was a big blow and actually sent me pursuing a career that keeps me closer to home. I am thrilled to have an airline back in Taos and with loads of family in both Dallas and Austin will use this service as often. As a matter of fact I will be going back to Austin on the 28th of March. Welcome to Taos!!!!</p>
<p>3 hour delay fue to weather</p>
<p>Loved everything about our experience with Taos Air. We hope there will be summer flights soon.</p>
<p>Ticket purchasing was a little confusing, because the prices changed randomly and without explanation. We also did not receive a confirmation message on-line after booking nor did we receive a confirmation email right after booking so we were not sure if we successfully booked the flight or not.</p>
<p>I would rate my overall experience with Taos Air as an 8/10. I found the aircrew and ground staff's warm and personable manner to be more than welcome at a time when flying can be almost dehumanizing. While my flight</p>

## 2019 ECONOMIC/FISCAL IMPACT & MARKETING ANALYSIS OF TAOS AIR FLIERS



<p>from DAL to Taos was delayed, I was impressed that the flight crew took to time to present themselves in the lounge prior to take off and to explain the reasons for the delay (weather). Also the on board experience was, in my humble estimation, second to none. The only issue I would bring up is that there is no easy way to get from the main Dallas Lovefield terminal to the Taos Air lounge. I flew into Dallas Fort Worth from Montreal (my city of origin) and then used the DART train and bus to get to Lovefield airport. However, once there, I was surprised that Taos Air was not at the main terminal and could only be reached by taking a short taxi ride (which is a little disappointing if one is looking to save money by using public transportation) or by walking for 45 minutes. In all honesty, I'm not sure what suggestions I could make to remedy the situation, except maybe making clearer that while Taos Air does fly out of Lovefield, the lounge is not accessible through from the Airport's main terminal.</p>
<p>would love a Friday late afternoon/evening flight from dallas</p>
<p>We have been going to Taos for 10+ years a couple of times a year. We drive, fly into Santa Fe or ABQ. This cut the travel time down so much and was so convenient. I hope they expand to more flights, year round, so we can use it more.</p>
<p>I fly commercial for business, over 100k per year so I have preferred status. Taos Air was far and away better than flying commercial first class.</p>
<p>We travel a lot, and this was one of the best travel experiences we have had ! We love everything about it and definitely do it again !</p>
<p>I have ever liked flying in small planes, but our pilot did a great job with an easy smooth takeoff and an easy smooth landing. There was a little turbulence but he managed to escape the worst of it. The cabin service was better than most large commercial airlines and she seemed to genuinely be happy to help all of us. We will definitely fly with Taos Air next January and any other trips to Taos. Congratulations on a great product!</p>
<p>The interface for ticket purchasing falls pretty far short of a ticket website (like Kayak) or other airline websites</p>
<p>Would love more fly days.</p>
<p>Easy travel getting boarding without TSA. Very friendly and chill staff. The feeling is professional yet almost family-like. Informative on Taos and BCorp. Time went quickly.</p>
<p>it would be nice if there was another day or two with flights but the current schedule is fine.</p>
<p>My family is thrilled to have Taos air! It was a perfect experience from door to door. We hope we will be able to travel to Taos on a year round basis. Thank you!!</p>
<p>Flying with Taos Air made it extremely easy for me to get back and fourth from my vacation house to my home in a short amount of time. I've flown with Taos Air twice and both times were divine. The staff is excited to see you and very nice. I would recommend Taos Air to anyone visiting that entire area as my vacation spot is in Angel Fire. I hope to see the flights continue on into the summer.</p>
<p>Loved it, Danielle is great!</p>
<p>The crew was very nice and the experience of the flight itself was great. Had difficulties with transferring from a Southwest flight arriving to DAL to the Outside terminal using Uber and getting on time for the flight. Would be helpful to have an interconnection inside the airport and better communication with incoming and outgoing flights. I purchased my ticket well in advance of the first flights to be sure I had a set. I paid over \$400 for round trip. After purchasing, Taos Air started offering special pricing at less 1/2 what i paid. I felt I was being penalized for booking in advance.</p>
<p>We LOVED flying with Taos Air. I wish we could fly like that all the time. With a three year old and a 5 month old, it was so convenient! The staff was so friendly, we were so taken care of.</p>
<p>Loved all of it!</p>
<p>We have 3 kids under 8. In-laws just purchased a home in Taos &amp; this flight allowed all of us to easily &amp; affordably escape. Thank you!!!! It was amazing!!!! Please keep it going this summer!!!!!!</p>
<p>Some issues with baggage but other than that everyone was very nice</p>
<p>professional crew.. great plane.. good price</p>
<p>Sunday departure was a bit late</p>
<p>MAYBE ADD MONDAY AS WELL</p>

## 2019 ECONOMIC/FISCAL IMPACT & MARKETING ANALYSIS OF TAOS AIR FLIERS



Just a really great experience overall. Friendly staff, easy traveling, and a great flight
Was a little concerned that there is no type of security or metal detector.
More flights
Great experience with Taos Air! Easy to purchase, fly and get to the slopes!
Went above and beyond my expectations. Process with a toddler was so simple and Seamless!!
Hoping this continues and turns into an all year option with more flights during the week.
Great service. Professional and friendly crew. BeSt way to get to Taos from Austin
Off terminal boarding and in-flight experience was great. I think the pre-board process could be improved . It seemed awkward for the attendant to circle the room to check everyone in, hand a boarding card and then walk to the plane and hand the card back in. Overall it was a good experience.
Having someone from Taos Air go through passenger list and handing out a boarding pass that is then later retrieved at plane was a bit awkward. Why not have this done at the time we arrive at airport or a more efficient way to board and hand over our luggage? Other than that, the experience was great!
This was the best travel experience I've ever had! So smooth, easy, and accommodating
Excellent service, very convenient, & great staff
The Pilot and Flight Attendants were awesome. Great personalities and the plane was great. I am ready to book again for the same holiday weekend next year.
I would have liked Monday and Friday as a choice as well.
So glad to have this service. Hope it continues. I am a 70 year old permanent resident of Taos and this has made it so much easier to visit family.
This was a "first class" experience and I have recommended it to a number of others. It was a good "price performer". The fare is MUCH higher now and would preclude me from purchasing at this level.
Flight attendants (Julie!!) were FANTASTIC!
It was all great
The check in and on boarding process was SO easy and low-stress. The staff was extremely friendly and accommodating. I also enjoyed the snacks on board!
I had a great experience with Taos Air and will have flown 3 times, my parents twice, and my niece once during this first season. We have a house in Taos and live NY, so flying into Dallas and then connecting directly into Taos is so convenient. Although we enjoy skiing, we also love to come in the summer too. PLEASE continue the service! We will be great customers.
My flight is next week so not 100% applicable yet... but overall super easy. I would have liked a slightly later flight out of Dallas on that Thursday just b/c of work but 3pm worked. I was expected a Friday option but that's okay. I recommend doing some from Centennial Airport in Denver!
I love the convenience of the service out of Taos Regional Airport and Dallas Love Field. I only wish that the Dallas to Taos flights were in the morning so I could ski the same afternoon.
Outstanding flight experience! I purchased a 1-way ticket Taos-Dallas in order to move one of my sons to Taos. I rode out with him and truck and trailer. The availability of TaosAir was a godsend. I would've preferred to stay over until Sunday to help him unpack and organize, but could not justify the delta in ticket price between the Saturday morning and Sunday afternoon flights.
I LOVE this option and would use it year round if offered. My family is in NM and I am in Austin and there is no easy way to get there-except private and this makes that so affordable. Thank you again and please continue this!!
TOP NOTCH. ABSOLUTELY INCREDIBLE FLIGHT EXPERIENCE FROM START TO FINISH
I say all 5 star. We were very impressed with the friendliness and attentiveness if our flight attended. Also we enjoyed the Taos bars and tea that we were served.
Could have used more information initially in regards to parking, confirmation of flight booked. Otherwise it was fabulous



Love if it was everyday, but I know not feasible
I was impressed by the courteous service, efficient and friendly.
Friendly, convenient
Traveling Taos Air tomorrow the 2/19th for the first time.
Everything has been great. Hopefully the service continues throughout the year. I know the number have to be there but if the program is to continue momentum it really needs to be a year round service.
The ease of checking in and boarding was the best...especially since the government was shut down causing delays in main terminals.
I was really excited about TaosAir when I saw the ad on Taos.com and called my friends to tell them about it for our trip on 1/17-1/21... I am not new to flying private (my work lends itself to those perks) and so my expectations for the trip were held high. The experience of the trip were that of private; I was able to park at the Love Field terminal, walk right in, have a drink and snack, and not worry... 90 minutes later we were in Taos! Rocky was our shuttle driver and was as friendly as your favorite uncle, a great guy – keep him on staff!!!
- I am 38 years old and have been skiing Taos since I was 5 years old (I have the pictures to prove it); I have skied Taos every few years or so, not because I wanted to go elsewhere, just because my parents or eventually my high school and college friends found it too hard to get to... "Let's just go to Colorado if we have to drive that far" is basically the excuses I would get....
After the trip, a lot of people have been asking me about the TaosAir trip and this is my response to them..... It is a game changer; for \$500 you match the cost of flying to ABQ (\$300+/-) then having to rent a car (\$200+/-) and then waste 2 full days of travel. TaosAir is a semi-private 90 minute flight with no security, baggage cost, and the chance to try a free demo set of skis; all while truly cutting off the competition (CO and other NM ski resorts) with the quickest way to get to world class skiing in the Rocky's.
Congrats to the Louis Bacon and the Taos team on taking this gamble of purchasing your own plane and working with Taos and New Mexico to extend the runway; your investment in these huge capital expenditures are going to pay off dividends.
I tried to buy tickets the first day they were available. The website had technical difficulties, and the price had gone up by the time the issue was resolved. In the end, I received the initial price, so I was happy with the result. I am hopeful that the website issues have been fixed long term.
Everything was GREAT!
It would be really helpful to have some type of numbered boarding card. On both the outbound and return flight there was a sort of dash for the entrance once it became clear that boarding would be started. All semblance of grace was lost. It would be nice to take this element out of the equation by having a numbered system once you arrived at the airport.
Please offer year round service from austin to Taos
Ticketing information very limited, with no follow up following confirmation. Need better info that there is no reserved seating and expectation of experience. It's a little different, so just more clarity on how the experience differs from a commercial flight.
Also, shuttle from Taos Regional to TSV was just a little unorganized. In fact, we left a passenger behind on the return. Part of that might be that the driver actually left early. They should have a clear manifest of who they are transporting and contact information.
Ticket purchased for me by my son.
While it was very simple, I kept thinking I was missing something or that I need to confirm seats, etc. Perhaps make it clearer explaining the process of what to do when getting to checkin
Tickets were purchased by another party, however in all other aspects Taos Air greatly exceeded expectations. The survey is not allowing me to leave feedback on the above questions.
Tickets purchased by another
website had some problems

## 2019 ECONOMIC/FISCAL IMPACT & MARKETING ANALYSIS OF TAOS AIR FLIERS



Great service and amazing staff
difficult to purchase tickets on the internet
My one complaint is that it was not made clear to anywhere on the website that whe landing in Dallas (DAL) you were not actually located at the main airport nor was there transit to the main terminal. I had to download the Lyft app, and get a Lyft and pay extra to en external provider for this service. Furthermore though I gave myself an ample window of 2.5 hours before international travel, this confusion and delay signifigantly narrowed the window when I actually got to the main terminal for my connecting flight and increased my stress levels measurably. I suggest that your website and staff make it very clear that you need to allow an additional 30 minutes or so for arranging for private ground transportation. When I asked the stewardess on the plane, were we landing at DAL she had no idea and asked the other passengers for clarification. They all said yes, but then it turned out we were landing near DAL but not actually within the terminal. Your staff seemed so unclear they were not even sure if we were going to DAL or DFW.
Convenience was excellent. Very friendly. Website posted incorrect departure/arrival times and that caused my family to miss their flight!
Amazing!!!!!!
Would like more days! And in summer.
I would love to be able to fly thursday and able to return monday. It's hard for me to justify a thursday to sunday morning ticket when i have to be at the airport so early sunday morning - that also only allows me two full days to ski. I wish there was a later flight on sunday or i didnt have to wait until the following thursday to return.
User friendliness of website can be improved
Fabulous experience at Love Field (Dallas). Makes things so easy.
I used the service to travel TO Austin. Great service, in cabin treats were a big bonus, seats comfortable, private terminal service is fantastic, we had weather delay on return flight from Austin and did not receive email notification of change so spent 4 extra hours in airport Signature Terminal which was NOT cool, but there was tea, popcorn and treats in the terminal so we survived. The flights, flight service, and flight crew were fantastic. We plan to use this service often, maybe 4 times a year if round trip service is instated.
Would like daily flights.
Great service
took me about 2 tries to purchase the ticket, webpage clitch
I was very impressed ! I hope to become a regular customer and would vote for year round service ;). Pilot and staff = Excellent Great ride to the mountains!
I would like for earlier flights from Dallas on Thursday and later on Sunday so you could have more time to ski
It would be a little more convenient if there were more days / times to choose from when flying! Like adding in a Monday or Tuesday. Or just a few extra flight times to allow for more time to ski.
We look forward to more days and more locations! Absolutely love it! Hope this lasts throughout the entire year. I have been trying to book some later in the spring flights and notice that it is not available for booking yet..
The staff was extremely friendly and outgoing! They made the flying experience very enjoyable.
Had to call for further information after purchasing ticket.
the whole experience was easy and JUST FUN
I think the app on my phone is not working too
But I rate 5 for everything. Best flights ever
Flight was great. Would do again.

## 2019 ECONOMIC/FISCAL IMPACT & MARKETING ANALYSIS OF TAOS AIR FLIERS



Had trouble booking ticket on iPad. Worked fine on laptop. Emergency contact must be required field, but on iPad nothing notified user of this. Just appeared not to be able to get to next step in reservation
We did not actually fly but really wanted to. The issue was that the sunday did not allow us to rent a car since the rental car services are not open on Sunday. I understand that there was shuttle service to the valley, but that still did not allow us to shop for food for our condo. I hope that the rental car companies will work with you in the future to improve on this.
All 5. Mobile view is being funny and only lets me select for one
Loved the service I'll be using it annually!
Given the short duration of the flight I would love to do more weekend trips. An earlier Saturday flight or a late Friday flight from Austin to Taos would be really nice.
We were able to enjoy the first day around the city and accumulated to the altitude. The times were perfect for us to enjoy the weekend and still get back in town.
Had some problems with ticket purchases in December. Didn't get confirmations and had to call. Reservations were stil messed up. Husband ended up with two tickets for one flight. Would be nice to have a customer record so don't have to re-enter info all the time and can check/verify reservations on line.
Ticket purchase and confirmation process is cumbersome. Also pricing roulette is difficult to deal with out of 5 round trips my costs ranged from \$375 to \$750....
Can always use more options on flight dates but I'm understand the demand must be there before this can increase. We had a great experience flying Taos Air, and enjoyed every bit of the package that was offered from rental equipment to shuttle service and the pre, post and in air flight was expertly handled!
Would love more day options
it was so convenient; I loved the crew - they were professional and personable; the ride was great. the additional lift up to the ski valley was seamless and fun.
Would love to arrive Friday night.
Everything was fantastic. The only glitch we had in booking flights was that the ticket price fluctuated back and forth briefly as we were trying to purchase the tickets.
Absolutely loved it. Most convenient but would LOVE and make a LIFE CHANGING DIFFERENCE if we had a location from HOUSTON to fly out of!
Excellent, we got snowed in once at our home in Angel Fire and they let us move flights without a fee. Loved it! The closeness to our home beats driving from ABQ and Santa Fe. It's so convenient and cost effective. I do hope they will offer service from Houston as my family lives in The Woodlands, therefore, flying out of Tomball would be so excellent as we live 10 min. from that airport. We have 4 family members that would use it regularly. My boys live in Ft. Worth and flying out of Dallas works so great for them. It's nice for us too, as we would rather driver to Dallas then ABQ. It's safer.
I wish there was a Friday and/or Monday option. It would be nice to have an option for two nights instead of a minimum of three.
We did a Saturday Sunday Austin flight and it was great, however I feel like a Friday option would have been ideal as Thursday is more days then I want to spend and Saturday felt a little rushed. Props to the Blake hotel for handling us showing up before check in and letting us get changed, and again on Sunday for letting us use the hot tub and fitness center before our evening flight, even though we had checked out. Also, it wasn't communicated clearly that we had free demo ski rental packages as part of our airfare. Fortunately at check in we were alerted and our ~\$200 in reserved rentals was refunded.
Everything was awesome! I will get to ski with my dad twice this year thanks to Taos air! And it makes life much easier for him. Hope for a Houston expansion later!!!
Everything was good! Very little could have been done better. But there was some confusion at 'Check-In' because there were no signs or schedules saying when the plane and staff would arrive. But I now know the deal. I'll be OK to rebook! But it would be helpful to others to leave signs or directions about no staff being there until the plane shows up.
Face to face with all staff members rates 5. Telephone experience rates 3. Shuttle service to TSV excellent! Enjoyed friendly, entertaining driver. Suggest adding drop off/pickup at St. Bernard condos. Check in & boarding would be more pleasant if there was a system, perhaps passengers given boarding number based on arrival time at airport. This might encourage people to be on time. People could relax, might be more polite while waiting to board & during boarding.

## 2019 ECONOMIC/FISCAL IMPACT & MARKETING ANALYSIS OF TAOS AIR FLIERS



The convenience of boarding and the wonderful flying experience is something we could totally get used to! Staff was very friendly. Check in could be more organized... maybe you could consider assigning a number as people arrive so you have some sort of order as you check in folks and have a boarding order.
We live in Dallas. Taos is our favorite ski resort, and we try to get at least one Taos trip in each year, but it's always been a little difficult just due to the travel time involved. Being able to fly direct and get shuttled right up to the mountain was absolutely awesome. It was one of our best trips ever, and everything about it was a great experience -- please keep offering this service -- thank you!
Would like more flights to chose from if you have tickets sales to support it.
very easy to purchase
Obviously more daily flight options would be nice but overall our experience was exceptional. The staff was amazing and the flight was excellent. Taos Air makes it so much more convenient for us to travel as a family to Taos. We LOVED it!!!
Very helpful to have the rental car return taken care of
Awesome and you should have taken bookings into April to see how many people would still fly in spring andsummer
We loved everything about TAOS AIR! The staff was awesome.
Love TSV, loved flying out of Dallas, Love Taos Air!
Staff was very friendly quick on board and quick take off
I flew from Austin but drove in from Houston. I ideally would like a Houston/Taos route. Also- Parking for me was \$80. Which I was not expecting it to be that expensive. Great flight attendant on the inaugural flight from Austin-Taos. Return was different attendant and not quite as accomplished.
Need more schedule options so I can use for business travel.
Amazing service. Already shared glowing reviews with many friends!
Dramatic Fluctuation of flight prices caused some difficulties with our travel plans.
Saw an add on the internet
Tickets were easy to obtain, staff was professional & friendly, flights were smooth, both ways! Thank you!
The experience was up to date, yet old fashioned as well; both very positive, and I appreciated the unhurried, stressless and very personal manner in which all aspects of the travel was conducted. Thanks, Taos Air!
There were difficulties and big miscommunications regarding transport from the Signature terminal in Austin to the main Austin terminal (car rental). I think Taos Air and Signature should make the options very clear for passengers before time becomes an issue (I.e.missing a flight or missing a car reservation). Thank you!
Would love to have more flexibility in schedule, but understand why it is restricted.
Excellent experience all around- very friendly flight attendant.
Exceeded expectations in all categories. Not sure if selections showed up.
Purchasing screen was difficult to navigate. The site was not straightforward about the flight schedule.
Everything was perfect. Got in early for both flights. Onboard cocktails were great as well
I left my house at 2 pm cst, and by 5 pm mst was checked in to my room at the Alpine Village Suites. That speed as well as not having to rent a car, as well as the free ski rentals was a tremendous value.
As a Taos resident I am thrilled to have a local air service that so quickly and easily gets me into and out of Taos without having to travel to either Santa Fe or Albuquerque.
It was great all around!

## 2019 ECONOMIC/FISCAL IMPACT & MARKETING ANALYSIS OF TAOS AIR FLIERS



Great experience!!!
Great to have this service available to get to Taos from Dallas fast and without the hassle of standard airline travel.
It was perfect! I work in general aviation, so being able to commute back home and get dropped off at the FBO (Signature - Austin) was AMAZING!
Great service and very accommodating
The website in general is not great. Checking the schedule and booking online is a bit of a pain. Doing it by phone was great. The people are awesome!
Need to better explain the parking and shuttle arrangements when purchasing tickets. There were little to no instructions on where to park. Also, need to explicitly state that parking should be in the long-term lot.
There was no space on my flight back
Thjere was a little confusion about bags when I left Taos and when I arrived in Dallas...no signage, no announcement.
arranged without my input
Very friendly staff from pilot on down
I haven't flown yet! My daughter and her family live in Taos; I live in NY. This is a welcome option!
The above questions wouldn't allow me score each category. I would rank 5 for all
Taking Taos Air made going to Taos Ski Valley the best value among the various ski resorts we were considering in Tahoe and Colorado. The cost was competitive and including demo ski rentals made it the best value I could find. I hope this service continues into the future.
It was relax,,,staff was great... Did not have to deal with standing in line and Airport security
experience was beyond what we expected. didn't have much to base it on, but it seemed like a good deal, and it came through big time.
We live in Taos and have family in TX. The ease, lack of stress, friendly staff combined with free luggage and alcohol creates an affordable luxury of living in Taos and flying!
It would nice if there were more flights.
Excellent all around
I know this might be economically feasible, but it would be great to be able to fly on more days.
Schedule was limiting. Could only use one way.
Awesome operations being able to arrive 30 min prior to flight. Free checked bags is awesome. 10/10 will do this again
I live in Taos. My kids and grandkids live outside of Austin. This is a game changer for me and I pray it continues! Great experience on Taos Air recently. I booked 2 more tickets in March.
Perhaps add more flights as demand allows
It'll be great when the service is broadly available. Very thankful for the service!
Too limited
Had a great experience over all. Better than most flying experiences that I have had.
The ticket purchasing needs to be improved with a better interface.
Purchasing website is still a little klunky. Doesn't work well on mobile. Phone rang off the hook at the TaosAir office during normal business hours.



Excellent operation from start to finish.
Shuttle pickup for return to airport confusing. Upon realizing I was a little beyond the pickup point, I was walking back with my bags , and although waving, the driver drove around me and left me there!
Very pleased. It was so nice to fly out of Taos on short notice. Very professional. I could not have been happier!
Everyone was so nice and helpful! The accommodations were amazing!
I live in Taos. Everything about my experience with Taos Air has been awesome. I flew roundtrip to Dallas during the Christmas holidays and again last week. It makes going to see my family so easy! I can have breakfast at home in Taos and lunch in Dallas!
It was an excellent experience. From leaving Dallas to flying into Taos it was so easy and smooth. The pilot and flight attendant was absolutely awesome. I would love to fly Taos Air more and plan too in the future. I'm so happy you know I can visit my sister and ski Taos Ski Valley without the long drive or hassle of flying into Albuquerque or Santa Fe. Top notch company!!
Best airline in the world
Re ticket purchase .. I was unable to complete it online for whatever reason and had to call the toll free number. Thankfully it had retained all my information and the person I spoke with was able to complete the reservations.
The easiest flight eve. Totally going again.
I received an error in my confirmation email -- it shows the incorrect return time to Austin (shows the same timing as the outbound flight, which is incorrect. I never received a correction and only figured it out on my own.
I liked not having to go through security and having no cost to have baggage. It was on time leaving Austin and on leaving Taos on my return trip. When I go to Taos now to see family this is what I will use. I do not ski but like the ease in the trip.
The onboard experience and staff help was incredible. Our flight might have actually been the best, most enjoyable commercial flight I've ever taken.
The staff was fantastic, the experience was relaxed and simple. I was able to get tickets for a promotion price, so please notify me when you have special pricing available. The free demo skis werer ahuge plus, I did not have lug around a ski bag, just my boot bag on my back!
We would like to be able for our son to fly up on Friday or Thursday nites as he feels he could nit take off from work on Thursday and Friday.
Convenience, Convenience, Convenience. The ease of no security and no drive from Santa Fe or Albq is a wonderful convenience.
Very easy and clear instructions
<ol style="list-style-type: none"> <li>1. I think it is important that the onboard staff is more educated on Taos experiences. They are the first ambassadors of your guests.</li> <li>2. Add more branded items on the flight, little things like cocktails napkins, New Mexico Beer, disposable cups</li> <li>3. Providing a shuttle to/and from the main terminal at the Dallas/Love Airport. We had to hail a taxi/uber to get to and from Signature Services</li> </ol>
Can't wait for more flights to be available as well as Summer flights
My only two complaints were that on Sunday the staff at the Blake told us they could not hold our luggage there, since we didn't stay at the Blake, even though we were on Taos Air and the shuttle left from the Black. The more substantive gripe involves the hotel restaurant, which significantly trails the hotel and the resort generally in quality. That was not an elite restaurant, in food or service.
Beth the flight attendant was terrific.
Great Experience
It was great experience to fly with Taos Air. I am glad they started this service. I have friends in New Mexico and I was once a resident of Santa Fe and love to to come back sometimes. This plane have made it easy plus due to direct flight from Dallas to Taos. It is great to go skiing when we land in Taos!
I wish there was a Friday flight.
Wonderful experience! Can't wait to fly again!

## 2019 ECONOMIC/FISCAL IMPACT & MARKETING ANALYSIS OF TAOS AIR FLIERS



Website is a bit clunky. Can't compare rate across days easily
Changed my original condo booking to fit the airline schedule
It was a great experience flying Taos Air and will fly again.
n/a responses are because I have not traveled yet, will be doing so next week
Great all around. Please keep this flight in the future as we now plan to come more often from Dallas.....due to the convenience.
Was a seamless experience from beginning to end, what a treat to not have to deal with the usual hassles of air travel.
I can't seem to get the survey to take my answers to Question 4. But I tried to say that my expectations were exceeded in each category. This was a great experience. We really liked it.
Love being able to fly directly to Taos. Easy and elegant way to fly.
wish there were a few more flying options.
Flying from East Coast, difficult to get connecting flights.
Would like another service day- probably Monday!
For first flights, had it all together. Very helpful.
thurs/sat/sun schedule a little inconvenient but really minor.
great experience
It was VERY convenient and the price was cost effective.
It was awesome. Very quick and easy
I sure wish TA would fly directly to Houston.
I was flying to meet my family who had already left town. It was so easy. The pilots and crew were amazing. Felt like you were flying with friends.
Love Love Loved the experience. Will be the way that we travel in the future, even if we go to Angel Fire, the other NM ski slope we use
I loved the easy boarding process! The staff were all so friendly. It was a perfect flight. Comfortable, quick, and easy. Please keep it around!!!
I will travel on Air Taos 21-24 Feb. I received and completed this survey on 12-Feb; haven't traveled yet, but looking forward to it!
I just wish there were more detail on the website when purchasing a ticket - perhaps how many seats are still available on that flight.
Due to the holiday (MLK Day) weekend, the schedule was a little different—departed for Taos Saturday morning and returned Monday evening, which was perfect!
Great overall process—very quick and easy with friendly staff. Only issue was a bit of a delay in boarding and baggage on one flight, but overall it was an excellent experience.



**Q5a. If you were to fly in the summer, where are you most likely to visit? (Angel Fire, Eagle Nest, Questa, Red River, Taos, Taos Ski Valley) Please explain.**

Response
Depends on where it goes.
Santa Fe
We have a family home in Taos in Valdez
Dallas
I live in Taos and fly to Tx for work
Austin;Dallas
I live in Taos; would likely visit friends/family in Austin &/or Dallas area.
Hiking in the upper Rio Grande valley.
I'm a resident of Southern Colorado, so I wouldn't "visit" per say, but the day I came home from my last trip, we spent the day in Taos, had lunch there and did shopping, then drove towards the ski valley for more shopping and dessert before heading home
AUSTIN
Dallas, Austin
Albuquerque
Austin
Secco
Village of Taos
I live in Taos so I would visit Austin for fun.
DFW, Austin, Denver, Fort Collins, LA
Espaniola
Red River Gorge, Sante Fe
Ted Turner's ranch
Santa Fe
Valdez
I would use the service to connect with international flights from Austin. (I live in Taos and fly usually from Albuquerque to either Houston or Denver to connect. )
El Prado
Santa Fe

2019 ECONOMIC/FISCAL IMPACT & MARKETING ANALYSIS OF TAOS AIR FLIERS



El Monte Sagrado
We live in Southern Colorado, 17 Miles West of HW 285 and HW 17. This was much more convenient and it was nice to have the option of Dallas, Since United/Boutique Air in Alamosa goes through Denver
I live in Taos, I would be flying away, not to.
Other end of route
Dallas
Santa Fe
I traveled to Austin from Taos
SMU in Taos, Talpa
Best place for hiking and flyfishing
Ojo, Santa Fe
Ojo Caliente, Santa Fe
Dallas; Phoenix, Denver, San Diego
Santa Fe
California
Live in Taos and use Taos to Texas legs
Dallas or Austin
Santa Fe
I don't know about each of this destinations enough to know which I would visit, but loved the whole area.
Hiking trails, river activities, cycling, hot springs, bookstore, restaurants
Family in TAOS and angel fire
I would fly Taos to Austin & Dallas for leisure/sightseeing...
I m reverse commuter. I live in Taos and travel to Austin.
Santa Fe
Unsure
dont know
Second home is in Seco
live here so would fly to Austin
Austin and Dallas
Live in Taos and would visit my mother in TX.



I would fly to visit my sister in Dallas area.
The Blake
I live in Taos... so I go to Dallas to see family.
I live in Taos so to have the availability to fly to TX would be great.
Arroyo Seco
Austin
I live in AF so I would go to Austin. I also hear San diego might become an option. I would love to visit there as well.
Santa Fe
Ojo Caliente, Abiqui, Santa Fe day trips plus some day trips to Red River and Angle Fire
ojo
I live in Taos, however guests would come.
Fly fishing locations through out the area.
Arroyo Hondo



**Q15a. Did the availability of direct flights between Austin/Dallas and Taos influence your decision to visit (Angel Fire, Eagle Nest, Questa, Red River, Taos, Taos Ski Valley)? Please explain.**

Response
Design a better survey and test in next time. This was built by a grade schooler!
business trip for a specific facility in taos
Perfect option at a great price for r/t (\$400) that included the ski rentals as well.
We spent the entire visit at our condo in TSV.
I definitely took more trips to Taos/Taos Ski Valley than normal because of the direct flights.
We wouldn't have gone to TSV if not for the well priced round trip flight from Austin
I drove from Houston to Austin fly Taos Air. I normally fly to ABQ and then drive up to Taos ski valley. That is what I did for the way back. Naturally I would prefer flights from Houston. However, I would fly from Austin again if the time is right and the price isn't too much higher.
The availability of direct flights between Austin and Taos sealed our decision to take a family Christmas holiday in Taos and do some skiing as well.
Was going to travel to Taos anyway but flight from Dallas worked in my favor
I live in Taos. I love the convenience of the direct flight to Taos. Please offer the flights year round! If you build it they will come!
Drove to a different community.
We generally visit TAOS Ski Valley 3-4 times a year. We have a condo in the ski valley. While we are here we may visit the town of Taos, Santa Fe for restaurants and sightseeing purposes.
Wouldn't have gone if it weren't for direct flight
I would not have gone if Taos air did not exist
The drive is just too long for us with work, the direct flight was a great option!
We were looking for a different ski destination, and seeing the flights lead us to a quick decision to book TSV.
Would like to visit the town of Taos next time as we didn't have time since we spent time skiing.
We come to TSV each year regardless but this flight made the trip so much more enjoyable!
Only stayed in TSV
I've owned my house in the town of Taos for about 10 years and Taos air has allowed me and my family to use it much more frequently and take advantage of skiing and hiking more than before the service.
Having a direct flight to Taos is Awesome! It is a game-changer in terms of making it a viable destination. My parents live there, and I work in Dallas. Visiting them (to ski) was a real chore. Now it is easy. Love it.
Traveling to TSV from Austin is time consuming and expensive. It's nearly impossible to spend quality time on the mountain when you spend 8-12 hours commuting to the mountain. Taos Air is a game changer.
Arora Seco
We visit family in Taos every year, but Taos Air makes the trip 1,000,000% easier!! We would visit more than once a year if the airline operates year round.
We would have gone to Taos anyway. But this might get us to come more than once a year.

## 2019 ECONOMIC/FISCAL IMPACT & MARKETING ANALYSIS OF TAOS AIR FLIERS



We are more likely to go to Taos over other places as long as Taos air is providing an affordable service
We only wanted to ski Taos ski valley.
For this trip, our party would not have considered Taos absent TaosAir
We typically fly into ABQ and rent a car. We wouldn't be able to make the short weekend trips work without Taos Air. I have now visited Taos 3 times in 3 months because of Taos air. We absolutely love it.
I would have flown into Santa Fe or Albuquerque. Happy you're here!
I took the trip to get to Albuquerque.
The ease of travel to ski in Taos was amazing and really exciting. It is a game changer because it's so easy to get to now!
I was in Taos to visit family. The option to fly to Taos directly was definitely a factor my decision to travel there (rather than having to fly to Santa Fe or Albuquerque and arrange ground transportation to Taos).
We have family here, so we will come regardless, however with this flight being so easy and quick, we plan to visit more often.
we usually go to Vail and only went to Taos because of the new flights.
12-14 hour road trip vs 90 minute flight, it was an easy decision.
Made travel very easy !
We had been invited to a family members birthday ski trip. We were considering it but dreading the drive from Albuquerque or Santa Fe. Taos Air was the perfect solution
The direct flight allowed me to have two visits of 2-day stay in Taos instead of one time stay coming and going from ABQ or SAF.
Our drive would have been so long with our family, we may have not decided to go.
very convenient
Went skiing in angel fire
Saves up to 8 hours round trip from DAL or DFW.
Went because we heard of the skiing in Taos and this flight made it very accessible
Only other option is to fly to Albuquerque or Santa Fe and drive to Taos or drive from DFW to Taos which is too far. We haven't visited Taos in many years until this direct flight became available.
It's inconvenient to fly to ABQ or Santa Fe to then drive to a ski destination. Used to drive to Taos when I resided in El Paso, TX, but drive from new residence too far. Hadn't returned to Taos until this airline became an option.
Have a second home in angel fire so would go anyway but ease of going to Taos with flight made us spend more time there.
It made the trip much easier. Normally we would fly to Albuquerque and Drive
Wish it had been from houston
Flying works for us vs. driving from Austin.
We love to ski Taos , but having ski Taos charter made it great !
We were trying to decide where to Ski this year (utah or taos) and the direct flight to Taos 100% influenced our decision.
It was more convenient for those picking me up to just fly directly into Taos. If this had not been available, I likely would not have come to New Mexico for Christmas.
Although we have a house in Taos and would spend time there whether or not we have Taos Air service, the availability of the service makes it more possible for us to visit frequently and also to invite friends to visit.

## 2019 ECONOMIC/FISCAL IMPACT & MARKETING ANALYSIS OF TAOS AIR FLIERS



I happened to be in Dallas for work and Taos was the full intended destination
We have a home in Red River but, we love to spend time in in Taos, Santa Fe and Quasta. We also come during the summer and having this flight available will increase our trips to New Mexico
I come for both business and pleasure. Without TaosAir I would still come but now I probably will come more often and more of my money will go directly to the greater Taos community. I promote this service everywhere I can.
I'm a skier and this was a ski trip. I would like to fly back in the summer and visit with the wife and explore the other areas.
I already had plans to visit Taos Ski Valley.
Could not have made the trip to Red River otherwise.
Taos Air makes it really easy to get to Taos Ski Valley. Otherwise it would be a 3hr drive and that is just not easy.
Wanted to spend my entire visit at my second home in Taos
Amazing service above all else
I live in Taos 5 month out of the year and ski at TSV in the winter
We have a second home in angel fire and this is super convenient.
We visited the Taos Pueblo
I had to travel to Santa Fe for a couple of days.
but it was a bonus! Wow, this is now a game changer.
I do have friends with homes in Angel Fire but was not the purpose of this visit
N/A
TSV♥
It was easy and hassle free.
Without the direct flight I would not have gone to Taos, the travel is too difficult otherwise. With the direct flight, I'm not terribly interested in visiting any other resort for snowboarding/skiing.
We were planning to visit Taos regardless. The Taos Air connection made that easier for us.
We went skiing for the weekend.
The convenience and total package was what helped sell us in our week long trip to Taos Ski Valley. If it hadn't been offered there's a chance we wouldn't have decided to go there.
Easier to travel back home to visit relatives through Taos Air; don't have to drive up from Albuquerque
When in Taos I x country in red river and downhill in Taos for 2 days. hiking in area as well.
Our group talked about exploring the areas around Taos and TSV the next time we visit.
We have a home in Angel Fire and Live in Houston
We have a mountain house in Angel Fire
We just came for two days/one night to ski.
It was incredible to leave Austin around 8 in the morning and be on the slopes before lunch!

## 2019 ECONOMIC/FISCAL IMPACT & MARKETING ANALYSIS OF TAOS AIR FLIERS



Wouldn't have made the drive, but with the easy flights I'll visit at least twice this winter
I came here to ski at Taos Ski Valley. Other destinations were not important.
Meet family for ski week at TSV
We do really enjoy Taos and the surrounding area, but on this trip we focused only on skiing at Taos Ski Valley.
This trip we only went to Taos and Taos ski valley but when we return we plan to visit Angel Fire and other areas.
Avoided long drive from Albuquerque
I flew out on a guy's ski trip, and the flight was so convenient I flew my wife out to extend my stay and ski with her.
Spent one day in Santa Fe
Direct flight is great!
Stayed in Angel Fire due to family living there.
Great access to skiing villages now
Came to ski...might have chosen other destination if not for direct flight.
only had classes at the SMU campus
Yes, it definitely influenced my decision and was the reason why we chose to ski at Taos. Not having to deal with a oversized luggage fees, rental cars or mountain shuttle services was really great and saved me money compared to other ski destinations.
It was easy and the staff order rent cars for us and had them warm when we got off the plane. Also gave us instruction for operating the car. A lot of one on one attention
We went to ski in Ski Valley. we did some shopping and eating in Town of Taos.
This trip only stayed in home in Arroyo Seco
Saves tremendous time when driving 10 hours
Excellent service when combined with shuttle bus.
I ski and have a sister that lives in Taos.
With less than average time we had more time to enjoy vacation
The direct flight from Austin to Taos was the reason I booked the trip.
This where my family lives and I spent Christmas with them.
We go to Red River and Taos annually. While we'd probably still go without Taos Air, it definitely makes it easier to visit.
We have a second home in Arroyo Seco and travel to Taos from Houston monthly. Houston would be a great departure City.
We estimated flying Taos Air saved us overall about 10 hours in travel time(round trip) even with connected in Dallas. Huge bonus!!
We stayed at the resort the whole time.
Taos Air is the only reason we visited in January and I am taking my hedge fund team back solely because of Taos Air and the Blake



You literally can't beat this service!!!!
I have heard good things about instructors and skiing lessons in TSV so I decided to take this trip.
I'm from Santa Fe
Without the direct flight, I would not have visited.
We have always driven from Texas to Ski Taos
Have not traveled yet. Most likely will spend majority of time near ski base and potentially travel to Taos for meals and or nightly entertainment.
We would have gone to Taos Ski Valley regardless but it was definitely more convenient
We have had a vacation home in Taos since 1987. We tend to ski in the winter mostly at Taos, but sometimes at Angel Fire and we visit Ojo Caliente. In the summer time, we hike in the ski valley, and widen our vacation area to Red River, Angel Fire, Ojo Caliente and Abiqui, and occasionally southern Colorado. We rarely visit Santa Fe unless we need to go find furniture or visit stores like Home Depot.
I came solely to ski
second home in Taos
I live in Valdez
Would have visited anyway. Taos Air just makes it easier.
N/A
It's was easy and we skied
Have relatives who live in Arroyo Hondo, and would visit them regardless
We have a house in RR. I would have had to fly another airline and drive further to get to my destination. The extra cost to fly directly to Taos was worth it.
I was looking for an easy way to access Taos during ski season. The Air Taos seems perfect - I'm looking forward to my visit.
My parents live in Angel Fire. Driving from Texas, through the canyon in the snow is less than desirable. I LOVE that this flight is offered because it will make my visits much more frequent and easier!
The purpose of our trip was to ski at Taos Ski Valley.



**Q16. How did you get from the Taos Airport to your final destination?  
(other)**

Response
Own a car and neighbor brings it to airport
Taos air
Had to ask a fellow passenger for a ride. Shuttle service to Angel fire did not exist. Very stressful overall.
my own car
Had to drive from Texas
Shuttle from Taos Airport to Taos Ski Valley couldn't take us up to our vacation rental so we found a ride in town.
We keep a truck in Taos
My truck
Friend dropped our car at airport for us to pick it up when we arrived



# APPENDIX A: SURVEY INSTRUMENT



**Thank you for taking a few minutes to provide your valuable feedback on Taos Air.**

Q1. Did you fly on Taos Air between December 2018 and February 2019?

- Yes
- No

PLEASE NOTE: IF YOU FLEW TAOS AIR MORE THAN ONCE BETWEEN DECEMBER 2018 AND FEBRUARY 2019, BASE YOUR RESPONSES ON YOUR MOST RECENT EXPERIENCE WITH TAOS AIR.

Q2. What was the purpose of your travel on Taos Air? (check all that apply)

- Leisure
- Business
- Visit friends/family
- Other \_\_\_\_\_

Q3. How did you hear about Taos Air service between Taos and Austin and/or Dallas? (check all that apply)

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



Q4. 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>Thursday, Saturday, Sunday Schedule</u>	<input type="radio"/>				
<u>Your Overall Experience with Taos Air</u>	<input type="radio"/>				

Q4a. Please explain:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Q5. Would you fly Taos Air to Taos again if the service was offered during the summer?

- Yes
- No
- Maybe

Q5a. If you were to fly in the summer, where are you most likely to visit? (check all that apply)

- Village of Angel Fire
- Village of Eagle Nest
- Village of Questa
- Town of Red River
- Town of Taos
- Taos Ski Valley
- Other \_\_\_\_\_

Q6. Where is your primary residence?

City \_\_\_\_\_

State \_\_\_\_\_

Zip Code \_\_\_\_\_

Country \_\_\_\_\_

Q7. Are you a: (choose one)

- Full-time resident of New Mexico? (reside in New Mexico six or more months per year)
- Part-time resident of New Mexico? (reside in New Mexico fewer than six months per year)
- Neither (I am/have been a tourist/flier to New Mexico, but do not reside there)



Q8. Did your travel on Taos Air originate in: (choose one)

- Taos? (i.e. one-way or roundtrip from Taos to Austin or Dallas)
- Austin? (i.e. one-way or roundtrip from Austin to Taos)
- Dallas? (i.e. one-way or roundtrip from Dallas to Taos)

Q9. How many people were in your travel party, including yourself? # in party \_\_\_\_

Q10. Did you spend one or more nights in New Mexico following your arrival?

- Yes
- No

Q11. How many total nights did you spend in New Mexico?

Nights Spent \_\_\_\_\_

Q12. 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.)

- Village of Angel Fire \_\_\_\_\_
- Village of Eagle Nest \_\_\_\_\_
- Village of Questa \_\_\_\_\_
- Town of Red River \_\_\_\_\_
- Town of Taos \_\_\_\_\_
- Taos Ski Valley \_\_\_\_\_

Q13. What type(s) of lodging did you use during your stay in New Mexico? (check all that apply)

- Hotel/motel/B&B
- Vacation rental/short-term rental (i.e. Airbnb, VRBO)
- Second Home
- Friends/relatives
- Recreational vehicle (RV)
- Campground (non-RV)
- Other

Q14. 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%))

- Village of Angel Fire \_\_\_\_\_
- Village of Eagle Nest \_\_\_\_\_
- Village of Questa \_\_\_\_\_
- Town of Red River \_\_\_\_\_
- Town of Taos \_\_\_\_\_
- Taos Ski Valley \_\_\_\_\_
- Other Community \_\_\_\_\_



Q15. Did the availability of direct flights between Austin/Dallas and Taos influence your decision to visit:

	Yes	No	Didn't Visit Community
The Village of Angel Fire?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Village of Eagle Nest?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Village of Questa?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Town of Red River?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Town of Taos?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Taos Ski Valley?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Another Community(s) in New Mexico?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q15a. Please explain:

---



---



---

Q16. How did you get from the Taos Airport to your final destination? (check all that apply)

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

Q17. 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) \_\_\_\_\_
- Attractions/entertainment \_\_\_\_\_
- Shopping, miscellaneous, other \_\_\_\_\_



Q18. What is your age?

Age \_\_\_\_\_

Q19. What is your gender identity?

- Male
- Female
- Other: \_\_\_\_\_

Q20. 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

Q21. What is your annual household income?

- Less than \$24,999
- \$25,000 to \$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 or more
- Decline to answer

Q22. What is your ethnicity?

- Hispanic
- White/Anglo, Non-Hispanic
- American Indian
- Black or African American
- Asian American/Pacific Islander
- Other/Mixed
- Decline to answer

**Please provide the following information to be entered into the drawing to win a roundtrip Taos Air Flight for Two (valued at \$800+) during the remaining 2018/2019 winter season or during the 2019/2020 winter season (based on availability).**

Name \_\_\_\_\_

Email address \_\_\_\_\_

***Thank you for taking our survey. We appreciate your responses and helpful feedback!***