

TAOS

The un-resort resort

Cover Photo: Chris Dahl Bredine

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skitaos.org

Welcome to Taos

Taos is unlike other resorts. Its mysticism comes from its rich Native American heritage, adoption by early ski pioneers, an amazing aura of light and unique culture.

It's where world-renowned mountaineers, haute cuisine, creative artists and Native peoples live in harmony. A place of dramatic peaks, black steeps and deeps, remote chutes and long, uncrowded blue/green cruisers.

Whatever the magic, Taos inspires unparalleled loyalty. Dedicated instructors, rugged patrollers and worldly guests alike who stay forever or always come back. Not for corporate glitz and glamour, but for the legendary Taos mountain experience.

Photo: Seth Bullington



TAOS

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Photo: Thatcher Dorn



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Photo: TSV



Photo: Dorie Hagler



Photo: Seth Bullington



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Photo: Dorie Hagler

Taos Ski Valley Mountain Stats

| | |
|----------------------------------|---|
| Hours of Lift Operation: | 9:00 a.m. – 4:00 p.m. |
| Average Annual Snowfall: | 305 inches / 774.7 cm |
| Average Annual Days of Sunshine: | 300+ days |
| Trails: | 110 Total, 24% Beginner, 25% Intermediate, 51% Expert |
| Lifts: | 13 Total 4 Quads, 1 Triple, 5 Doubles, 3 Surface |
| Base Elevation: | 9,207 feet / 2,805 meters |
| Kachina Peak Elevation: | 12,481 feet / 3,804 meters |
| Top of Highest Lift (#2) Served: | 11,819 feet / 3,602 meters |
| Vertical Drop: | 2,612 feet lift served/796.13 meters 3,274 feet with Kachina Peak hike/988.77 meters |
| Uphill Capacity: | More than 15,000 skiers per hour |



Photo: GaKStonn

Lift Ticket Rates

| | ADULT 18-64 | TEEN 13-17 | CHILD 7-12 | SENIOR 65-69 | SENIOR+ 70-79 |
|---|-------------|------------|------------|--------------|---------------|
| Regular 1 Day 12/17/11 - 03/25/12 | \$75 | \$65 | \$45 | \$65 | \$65 |
| Regular 2+ Days (Per Day) 12/17/11 - 03/25/12 | \$70 | \$60 | \$40 | \$60 | \$125 Pass |
| Discount Season 11/24/11 - 12/16/11 3/26/12 - 4/8/12 | \$50 | \$40 | \$35 | \$40 | \$40 |

Group Rates available e-mail stw@skitaos.org

Children 6 and under ski free with a paying adult. Seniors 70 - 79 qualify for a \$125 Season Pass. Seniors 80 and above ski free with valid identification and liability release form.

Above rates are per day and subject to change without notice. American Express®, Discover®, Mastercard®, VISA® accepted.

Online tickets now are available at www.skitaos.org

Please note that tickets bought online are only good for our regular season. 48 HOURS REQUIRED FOR PROCESSING!
 Tickets will be mailed out within five business days. The ticket office is now open daily from 9:00am - 4:30pm. Call 866-968-7386 or email tickets@skitaos.org



Photo: Seth Bullington



2011-2012 Season Pass Rates

| | |
|---------------------------------|-------|
| Youth Pass (7-17) | \$299 |
| College Passes* | \$299 |
| Senior (70-79) Full Pass | \$125 |
| Senior 80 + | FREE |

** College students must provide us with a copy of a class schedule for 12+ hours.*

All rates are subject to change without notice.

Taos Card

The Taos Card, a direct-to-lift card, gives you \$17 off the single-day ticket rate during regular season, plus every seventh day free. The Taos Card lets you go straight to the lift, charging your credit card automatically. You also receive many other discounts in and around the resort center.

TAOS CARD MEMBER LIFT TICKET RATES

| | Adult | Teen | Child | Senior |
|----------------------------------|-------|------|-------|--------|
| Regular 1 Day 12/17/11 - 3/25/12 | \$58 | \$48 | \$28 | \$48 |

Taos Card not valid during discount season.

Visit www.skitaos.org to activate your Taos Card.

Experience it yourself. Become better than you ever thought you could be.

Float on feather-light Sangre de Cristo Mountain powder. Carve like there's no tomorrow. Go as steep as you dare or as gentle as you want in what often seems like your own private winter wonderland.

You'll emerge with that knowing smile. Eager to escape into the nighttime charm and character only northern New Mexico can give you.



Ernie Blake Snowsports School | Ski & Snowboard Lessons

PRIVATE LESSONS

Personalized instruction to match your level and improve your skiing or riding.

| | Morning: | After 1pm: |
|------------|----------|------------|
| One Hour: | \$ 170 | \$100 |
| Two Hours: | \$ 250 | \$150 |
| Half Day: | \$ 350 | \$225 |
| Full Day: | \$ 550 | |

YELLOWBIRD NEVEREVER PROGRAM

(13 years and older)

While Taos earned its reputation as a haven for advanced skiers and riders, here is no better place to learn. This package includes four hours of lessons, rentals and beginner lift ticket.

Regular Season:
12/17/11 - 03/25/12

| | |
|----------|-------|
| Full-Day | \$ 97 |
| Two-Day | \$157 |

GROUP LESSONS

Each class consists of other skiers and riders with similar interest and ability.

| | Regular Season: 12/17/11 - 03/25/12 |
|--------------------------|--|
| Single Day Group Lesson: | \$ 51 |
| 3+ days: | \$ 99 |

Ski & Snowboard Weeks

SPECIAL SNOWSPORTS WEEKS

We have weeks for skiers and boarders of all abilities, telemarkers and teens. From Sunday through Friday, top instructors work with you for two hours each morning. Tech talks and discussions of biomechanics and ski psychology in the evenings immerse you in a total mountain experience, while giving you the chance to further friendships forged while on the snow.

Per Person \$99*

January 8, 15, 22, 29, February 5, 12, and April 1, 2012

*Prices do not include lift ticket.

Must purchase separate six-day lift ticket, have season pass or Taos Card.

Taos Ski Valley Rental Rates

Offering high-quality rentals closest to the slopes, free overnight storage, immediate adjustments, and the convenience of not having to transport your equipment to and from home.

| | 1 DAY | 2+ DAYS | CHILD |
|----------------------------|-------|---------|-------|
| Sport | \$30 | \$28 | \$20 |
| Performance Skis | \$41 | \$39 | n/a |
| High Performance Skis | \$45 | \$43 | n/a |
| Performance Snowboard | \$41 | \$41 | \$29 |
| High Performance Snowboard | \$45 | \$45 | n/a |
| Demo from Ski & Boot | \$50 | n/a | n/a |
| Telemark Skis | \$41 | \$39 | n/a |
| Helmet | \$10 | n/a | \$7 |

All rental packages include skis or snowboards, boots, poles and free overnight storage with boot dryers.
All rates are per day and subject to change.

Taos Ski & Boot Company

An experienced staff provides you with everything you need to stay warm, look great, and ski better. Ski & Boot has the best selection of skis, boots, accessories, expertly tuned demos, and quality boot fitting to insure a great day on the slopes. Call 575-776-2516 or email tsbc@skitaos.org



Photo: Seth Bullington

Taos is where you can get away
from the furry glitz and glamour
of a big corporate resort and
get a better mountain to boot.

It's family.

You can see and feel it in the air.

Boarders don't get bored.

Skiers revere the history.

Both are thrilled with the
legendary steep,
the pioneering spirit
and international flavor.

With some 300 sunny days each year,
you wonder:

How can there be so much powder?

Partly because it's so light and the crowds so few.

Mostly because there's so much amazing terrain,
from hidden chutes and fine groomers to
wide-open faces that seem to go on forever.

Extreme skiers and boarders thrive on it.
Less experienced athletes learn from the best
and get really good, really fast.



Photo: Dorie Hagler

Children's Center

BEBEKARE (Six weeks to one year old)

KINDERKARE (One to three years old)

| Bebekare & Kinderkare | 1 DAY | 2+ DAYS |
|---|-------|---------|
| Regular Season 12/17/11 - 03/25/12 | \$85 | \$170 |
| Discount Season 11/24/11 - 12/16/11 & 3/26/12 - 04/08/12 | \$65 | \$130 |

JUNIOR ELITE I (Three years old & potty trained – First grade)

JUNIOR ELITE II (Second grade – 15 years old)

A passion for snowsports starts here! Includes all-day lifts, lessons, lunch, and rentals.

| Junior Elite I & II | 1 DAY | 2+ DAYS |
|---|-------|---------|
| Regular Season 12/17/11 - 03/25/12 | \$115 | \$220 |
| Discount Season 11/24/11 - 12/16/11 & 3/26/12 - 04/08/12 | \$90 | \$180 |



Photo: Kevin Rebholtz



Taos Ski Valley Central Reservations

Why make multiple calls, when you could make only one? Taos Ski Valley Central Reservations is your one stop shop for planning and booking your Taos vacation. We can create custom vacation packages by bundling lodging, lift tickets, ski and snowboard equipment, car rentals and provide information on activities such as snowmobiling, and guided snowshoe tours. We offer lodging and lift ticket packages throughout the entire winter ski season. Refer to sample packages on the following page or visit us online to view additional package information.

Our friendly and local reservation specialists are here to guide you through your reservation process. We can answer any questions you may have about Taos Ski Valley.

Call us today at 1-800-776-1111 or visit us online at www.skitaos.org to plan your perfect mountain getaway!

Photo: Eleanor Williamson



Photo: Eleanor Williamson

2011-2012 Vacation Packages

Stay Free Ski Free:

Book three or more nights of lodging and three or more days of skiing and receive your fourth night of lodging free and your fourth day of skiing free as well.

Blackout dates and lodging restrictions may apply.

Steep & Sleep:

Bundle package of lodging, lift tickets, and rentals. Choose the Steep & Sleep and receive a 5% discount on lodging and a 10% discount on tickets and rental equipment.

Blackout dates and lodging restrictions may apply.

Check out skitaos.org for other packages offered throughout the summer and winter seasons.



Photo: Kevin Rebholtz

At Taos, it's almost like stepping back in time. To when parking was free, when yodelers were heard, service was personal and you and your friends had the mountain to yourselves.

It's where you feel part of the family.

Where you are greeted by the same instructors, patrollers, lifties and boot fitters you knew from last year.

Yes, they're back again to greet you. Be there.



Photo: Kevin Rebholtz

It's not all like this. But it can be. Taos ridge running can make your adrenaline flow like the rapids of the nearby Upper Rio Grande. You'll get amazing views to Colorado.

Perhaps you'll even see some bighorn sheep grazing.

And on the way, master some of the best powder runs anywhere.

You'll look back up and say, "Wow, I did that!" Pick your spot. Take your time. Enjoy Taos for what it is. And for what other resorts aren't.



Photo: Ty Edwards



Photo: Dorie Hagler

Taos Ski Valley Events Calendar for 2011-2012 Season

NOVEMBER

24 Opening Day / Thanksgiving Day

Join us as we welcome in the 2011/2012 snowsports season. We will be operating Thursday - Sunday through December 15. Lifts will begin running at 9:00 am, weather permitting.

DECEMBER

17 Brew Master's Festival

Bring your friends and sample beers from across the Southwest and food from some of Taos' best restaurants. Located in Tenderfoot Katie's Cafeteria and the Martini Tree Bar from 4:30 - 7:00 pm, \$25 entry fee. This is a 21 and over event.

24 Christmas Eve Torchlight Parade

In the base area beginning at 6:00 pm, a great way to kick off your Christmas Eve celebrations. Watch as skiers make their way down the mountain in the dark with flares as their only means of light.

31 New Year's Eve Torchlight Parade & Fireworks

Ring in the New Year in style with our torchlight parade and fireworks display. Starting at 6:00 p.m. at the base of Lift #1. Countdown to the New Year in the Martini Tree Bar immediately following the fireworks with music. Doors open at 8:00 pm. Show starts at 9:00 pm. This is a 21 and over event.

JANUARY

8-29 January Snowsports Week Special

January Snowsports Weeks are \$99, from Sunday through Friday, beginning January 8th, 15th, 22nd, and 29th. The price covers the lessons only. You must purchase a six-day lift ticket, have a season pass or a Taos Card.

28 Winter Wine Festival

The Grand Tasting at the Taos Ski Valley Resort Center (at the foot of Lift #1) features more than 75 different wines from 30 participating wineries and tastes from ten of Taos Ski Valley's finest restaurants. A silent auction of rare wines benefits the Taos Community Foundation. 4:00 - 6:30 pm. \$75 entry fee. This is a 21 and over event.

FEBRUARY

TBD Salomon Extreme Freeride Championships

MARCH

24-25 Ernie Blake's Birthday celebration

A fireworks display and torchlight parade to celebrate Ernie Blake's birthday begins at 8:00 pm and can be seen from anywhere in the base area. Festivities follow in the Martini Tree Bar.

24 Spring Beer Festival

Bring your friends and sample beers from across the Southwest and food from some of Taos' best restaurants. Located in Tenderfoot Katie's Cafeteria and the Martini Tree Bar from 4:30 - 7:00 pm, \$20 entry fee. This is a 21 and over event

APRIL

8 Closing Day

8 Bud Light Pond Skimming Championships

Get ready to laugh until your sides hurt at this must see event. From 2:30 pm to 5:00 pm people will use any means necessary to skim across an 80 foot pool of ice cold water (best costume earns points). No motorized vehicles. Don't miss the fun. Base of Strawberry Hill. Registration at the TSV Administration Offices and a \$10 entry fee.

All prices and dates are subject to change.

For a complete Events Calendar please visit: www.skitaos.org/events



Photo: Seth Ballington



Summer Hiking Trails

| Trail Name | Distance* | Elevation Gain |
|-----------------------------|-----------|----------------|
| Williams Lake | | |
| From Taos Village | 3.5 mi | 1620' |
| From Trailhead Parking | 1.9 mi | 830' |
| Bull of the Woods | 2.3 mi | 1430' |
| Long Canyon Junction | 1.3 mi | 820' |
| Gold Hill | 5.5 mi | 3291' |
| Long Canyon | 3.0 mi | 1620' |
| Wheeler Peak | 7.2 mi | 3741' |
| Yerba | 3.9 mi | 3600' |
| Manzanita | 4.3 mi | 3420' |
| Italianos | 3.7 mi | 2660' |
| Gavilan | 2.4 mi | 2160' |

* From 9240' at Taos Ski Valley Village Center

Photo: Seth Bullington

Resort Information

Taos Ski Valley, Inc. | Post Office Box 90
Taos Ski Valley, New Mexico 87525
tsv@skitaos.org | 1.866.968.7386

Snow Phone | 1.575.776.2291 ext. 2202

Ernie Blake Snowsports School
snowsports@skitaos.org
1.866.968.7386 ext. 2355

Ticket Office | tickets@skitaos.org
1.866.968.7386 ext. 2262

Village of Taos Ski Valley | www.taoskivalley.com
info@taoskivalley.com

www.skitaos.org

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Winter sports at Taos Ski Valley are made possible through a unique public-private partnership with the United States Forest Service which manages those portions of the federal land utilized for these activities.

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