



P.O. Box 90
116 Sutton Place
Taos Ski Valley, NM 87525
skitaos.com

Taos Ski Valley Offering Benefits and Discounts Exclusively for Taos Locals

Community initiatives provide affordable access to skiing and snowboarding for locals

November 19, 2025 – TAOS SKI VALLEY, NM - This winter, Taos Ski Valley is once again offering a variety of steep discounts, free community programs, and other benefits for Taos locals. These initiatives are part of the resort's ongoing commitment to ensuring locals can participate in all the resort has to offer and enjoy the mountains in their backyard.

Locals' benefits include the following:

- The [Taos County Program](#) provides residents of Taos County with **free** Pioneers lift tickets, **free** ice skating at the Eis Haus, 50% off rentals, and 10% off dining and retail all season long. Since the Taos County Program began in 2023, the resort has proudly given hundreds of free lift tickets, lessons, and rentals to community members.
- Currently enrolling, the Taos Regional School program offers students pre-K through 12th grade skiing one day per week for five weeks every winter. The exclusive program – which has existed for over fifty years – includes half-day lessons all five days, lift tickets, rental equipment, and special on-mountain education, all for \$35/week. Last year, over 1,000 students from 16 area schools participated.
- The 4th annual [Community Weekend](#), Dec. 20-21, offers locals **free** first-time adult and kids lessons, rentals, novice lift tickets, kids' lunches, ice skating, plus a variety of fun family activities and events, all weekend long. [Advanced registration is required for lessons](#). Also, over Community Weekend, locals get significant lodging discounts at the [country's top-ranked ski-in ski-out hotel](#), The Blake, with rates starting at \$150 per night.
- Ranked the #1 ski school in the country by USA Today 10Best, The Ernie Blake Snowsports School offers six-week [Local's Lessons](#) focused on technique, tactics, and friendships, creating a one-of-a-kind experience. Also, this winter, locals can take advantage of two half-price Locals Ski Weeks, taking place the weeks of Dec. 14 and Jan. 4. For only \$195 - 50% off the price of a traditional Ski Week - locals get a weeklong coaching session with a core group of skiers or riders, creating a tight bond and memorable experiences, as well as significant skills improvements. Call 800.776.1111 for more information and to book.
- \$70 adult lift tickets are being offered through Dec. 17 in honor of the resort's 70th anniversary this winter.
- Free season passes for staff members' families means more than 85 local youth ski for free all season.





P.O. Box 90
116 Sutton Place
Taos Ski Valley, NM 87525
skitaos.com

“Taos Ski Valley is consistently ranked among the top ski destinations in North America, but we couldn’t have that designation without this diverse and supportive community, which makes Taos special,” said Dawn Boulware, Taos Ski Valley Vice President of Social and Environmental Responsibility. “Last year over 1,000 people took advantage of our Taos County Program, and we’d like even more to participate this year. Whether you’re young or old, a novice skier or an expert, a long-time resident or a recent arrival, we invite you to experience Taos Ski Valley this winter along with all your friends, family, and neighbors.”

To simplify getting to the mountain and help reduce emissions, Taos locals can take advantage of the Blue Bus. Service is expected to begin mid-December, and complete schedules will be posted here soon: <https://www.ncrtd.org/all-routes/341-tsv-green/>.

Taos Ski Valley’s opening day for the Winter 26 season is next Thursday, November 27.

To learn more about locals’ programs, lessons, events, and other community initiatives, please visit <https://www.skitaos.com/taoscounty>

