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Press Release

La Posada de Taos: Rebirth of Taos' First B&B

Taos, NM, October 1, 2008: Years before Taos became known for its many boutique hotels and B&B's, a hacienda in the Historic District west of the Plaza was welcoming guests with a "Bed and Hearty Breakfast." La Posada de Taos opened its doors in the early 1980's as the town's first B&B and has been continuously operating since.

Located in an adobe home built by Taos Society of Artists co-founder Burt Phillips for his daughter Margo Beutler in 1906, La Posada now features charming ground-floor guest rooms two blocks west of the Plaza. In addition to its historic connection to the thriving Taos art community, La Posada was also home to one of the central characters of the famous coming-of-age story "*Red Sky at Morning*" by Richard Bradford.

Early in 2008, the old Inn came under new ownership and management seeking to restore its old Taos roots. "Our goal is to re-establish La Posada as one of those special places where people will take away lifelong memories of Taos," said Brad Malone, Innkeeper. "That means that we're not only focused on the experience offered by this amazing historic home, but we're helping our guests make connections to the community in special ways." From finding the right restaurant to giving hints for visiting the nearby Pueblo, the staff is always willing to offer personalized recommendations on what to do in Taos.

Because La Posada is a B&B, food is the star attraction each morning. The day starts with a multi-course breakfast prepared by Chef Michael Carter. Typical fare includes fresh fruits, juices, organic yogurt and granola, chili piñon scones or other fresh-baked items. The final course features a breakfast standard with a Taos twist such as blue corn-piñon waffles with peppered slab bacon. One food critic recently wrote "Michael Carter amazed us each morning with some great taste sensations."

In addition to upgrades in guest and food service, La Posada's interior has been redecorated to Taos style featuring artwork and furnishings from throughout the Southwest. From the moment you step into the front door of the old hacienda, you immediately sense that it is a place where you can relax and let the cares of the world evaporate into the adobe walls. Guest rooms include kiva fireplaces and separate entrances onto semi-private patios.

La Posada's profile on the Internet was recently raised with a total redesign of the Inn's website that includes an online reservation system at www.laposadadetaos.com. Guests can browse the history of the home, link to local businesses, and view each of the rooms before booking their stay entirely through the website. Returning guests as well as those visiting Taos and La Posada for the first time often comment on the site's simplicity and ease of use.

During the upcoming Winter Season, La Posada will offer one-stop shopping for visitors to the Taos Ski Valley. When prospective guests book a room online they can purchase any of the offerings of the Taos Ski Valley such as lift tickets or Ski Schools directly through the La Posada website. Additionally, during this first full season of snowboarding, guests can purchase a personalized "Ski Concierge Service" where a ski instructor with 17 years experience at the Taos Ski Valley will arrange a complete ski vacation for our guests.

"The Ski Concierge Service is designed to allow multi-generational families to come to Taos without fuss," said Innkeeper Malone. "It's quite common for parents to ski but for kids to snowboard. Our goal is to help families and groups to find all they need with one visit to our website. There's no reason why visitors to Taos should have to call all over the place to get

what they need this winter.” The Ski Concierge will be able to book an entire ski vacation based upon the individual needs of our guests whether it is simply a one night stay with lift tickets or a five night stay with ski schools, lift tickets, equipment rental and transportation.

Travel writers and editors will be offered half-price stays at La Posada de Taos this first full season of snowboarding at Taos Ski Valley. All regular services will be offered as part of this special pricing during the 2008-2009 ski season.