

FOR IMMEDIATE RELEASE



Taos Ski Valley Engages VacationRoost to Strengthen Central Reservation Services
– New Service Features Complete Travel-Planning Assistance and Real-Time Booking –

Salt Lake City, UT— July 26, 2011 — Taos Ski Valley and [VacationRoost](#) today jointly announced their partnership which will enhance Taos’ central reservations system and provide the resort with back-office support and overflow sales assistance. The partnership will streamline the resort’s reservation process and provide complete travel-planning services which include lodging, airfare, ground transportation, lift tickets, gear rentals and more.

“We expect this partnership to make it even easier for guests to come and enjoy our world-class resort,” said Adriana Blake, General Manager of Taos Ski Valley, “VacationRoost’s central reservations platform will allow us to offer our guests online bookings for hotel, lodge and vacation-rental inventory, and we will back that up with full vacation-planning services by on-site customer service personnel who really know the resort.”

Taos Ski Valley will operate their central reservations program through VacationRoost’s Partner Services and White Label Central Reservations Platform, which gives the resort complete website merchandising capabilities, online booking and full call center reservation services under their own brand. The partnership will also provide Taos with enhanced marketing and promotion through VacationRoost’s leading ski vacation brand, MountainReservations.com.

“Taos is a special resort with a long history in the ski industry,” said Julian Castelli, CEO of VacationRoost. “We look forward to helping more skiers enjoy the culture of Taos by making it even easier to plan their trips to the resort.”

About Taos Ski Valley

With more than 305 inches of average annual snowfall and more than 110 trails, Taos Ski Valley is New Mexico’s premier skiing and snowboarding destination. The only major family-owned and operated ski resort in all of America, Taos Ski Valley boasts a unique relaxed atmosphere, pristine scenery, and unparalleled skiing and snowboarding. To learn more about Taos Ski Valley or to plan a vacation for the 2010–2011 season, please visit www.skitaos.org.

About VacationRoost Inc.

Boasting more than 150,000 [vacation rentals](#) in 84 beach and ski destinations across North and South America, VacationRoost.com offers the largest selection of professionally managed vacation homes and condos throughout its network of websites and affiliate partners. Travelers can search, compare and book their vacation rental online, or work with an expert to find the perfect vacation home for their vacation. VacationRoost’s team of travel professionals is committed to making booking a vacation rental as easy as booking a hotel room online.

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