



**ACCESS = BUSINESS**

*Alaska Airlines*®

 **DELTA**

**UNITED** 

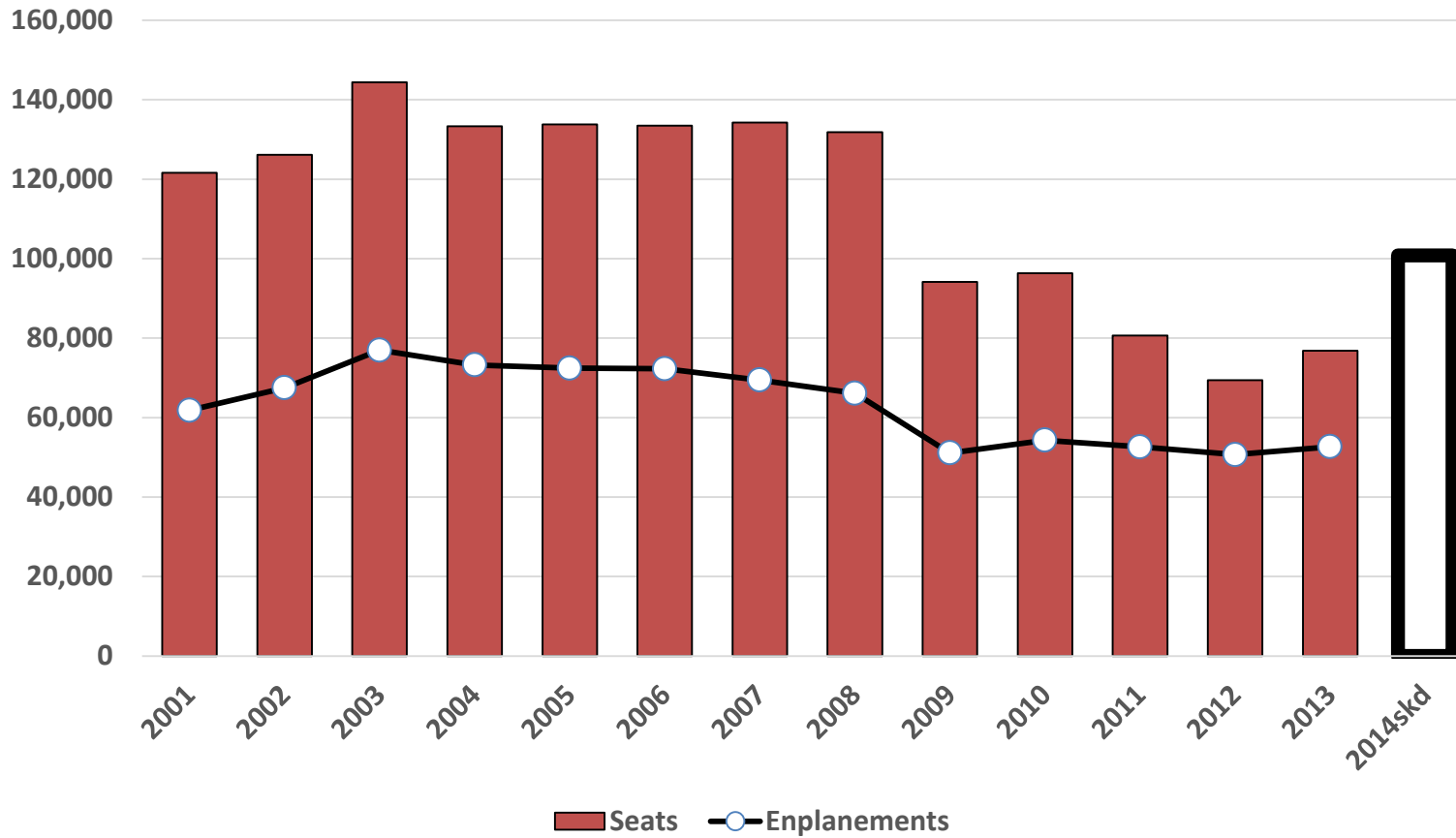
Fly SUN.   
Non-stop to DEN, LAX, SEA, SFO, SLC  
ONE-STOP TO THE WORLD



# THE GOOD NEWS

## SEATS = PASSENGERS = BUSINESS

### SUN CAPACITY/PASSENGERS 2001-2014 Projected





# BIG SUCCESS IN 2014

## NOW - NON STOP TO 5 CITIES

- ❑ New Legacy Airline - United ; 2 new cities - SFO & DEN
- ❑ New Regional Jets
- ❑ New Expanded Fall Flights to LAX and SEA
- ❑ New Improvements at SUN airport

### NONSTOP FLIGHTS to SUN VALLEY from DENVER, LOS ANGELES, SALT LAKE CITY, SAN FRANCISCO and SEATTLE



#### NON-STOP FLIGHTS TO SUN VALLEY (SUN)

- Alaska Airlines** — Los Angeles, Seattle – Sun Valley via Alaska Airlines: summer/fall/winter
- DELTA** — Salt Lake City – Sun Valley via Delta Airlines: year-round
- UNITED** — Denver, San Francisco – Sun Valley via United Express: summer/fall/winter



# MORE AIR SERVICE = MORE TRAVELERS

## 2014 WINTER SEASON (Jan-April)

- ❑ 31,597 seats available - up 17%
  - ❑ 23,199 enplanements - up 16%
- Average Load Factor: 74%**

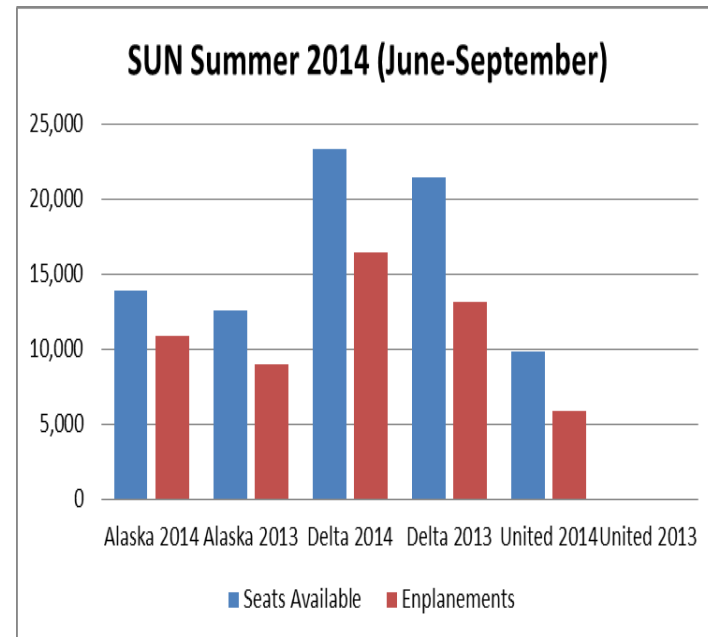


## 2014 SUMMER/FALL SEASON (June-Sept)

- ❑ 47,096 seats available – up 38%\*
  - ❑ 33,312 enplanements – up 50%\* (\*2013 fire impact in August)
- Average Load Factor: 71%**

## 2014 YTD (Jan – Sept)

- ❑ 80,539 seats available – up 26%
  - ❑ 57,064 enplanements – up 29%
- Average Load Factor: 71%**



Note: Flights diverted to TWF and BOI in winter due to weather are not included in these statistics.



# ECONOMIC IMPACT OF AIR SERVICE

## Community & Business Investment in Air is Paying Off

### MORE FLIGHTS =

- ❑ **\$80M + projected 2014 direct visitor spending; more new visitors**  
(est. 30% of passengers on new SFO flight this past winter were first-time visitors)
- ❑ **\$53M+ new infrastructure development - hotels, etc.**
- ❑ **\$35M+ federal & local investment in SUN airport improvements**
- ❑ **20% decrease in average SUN fares, more flight options**





# KEYS FOR SUSTAINABILITY & RESILIENCE

- Increase enplanements on current flights
- Improve visitor experience – airport terminal, reliability, diversion busing, community product development, services, events
- Maintain funding support for air service & marketing
- Expand current air service, add new markets
- Continue business & community partnerships



SUN VALLEY  
AIR SERVICE BOARD



Visit  
SunValley

