



August 27, 2019

NEWS

FOR IMMEDIATE RELEASE

“Sun Valley Improves Nonstop Flight Access for Winter 2019-20 Season” *More nonstop flights from Seattle and Chicago offered*

*Sun Valley, ID.....*Traveling to and from Sun Valley, Idaho will be easier than ever this winter with an improved schedule of flights for the 2019-20 winter season, featuring more flights from Seattle and Chicago, along with daily flights from Los Angeles, San Francisco, Denver and three daily nonstop flights from Salt Lake City. Fly Sun Valley Alliance (FSVA), in partnership with Sun Valley Resort, recently announced the Friedman Memorial Airport (SUN) airline flight schedule for the upcoming winter season, which will provide travelers improved access to one of the most celebrated ski resort destinations in the world.

From Seattle (SEA), Alaska Airlines has increased its service to two daily nonstop flights to SUN during the holidays, December 19 through January 5, and will also offer two daily nonstop flights three days a week on Wednesday, Saturday and Sunday from February 12 through March 22. From Chicago (ORD), United will expand its nonstop service to run daily during the holidays, December 19 – January 5, and then weekly on Saturdays throughout the rest of the season, January 11 through March 28.

In addition to Chicago, United Airlines will offer daily nonstop flights from Denver (DEN), Los Angeles (LAX) and San Francisco (SFO) from December 19 – March 29.

Delta Air Lines, which serves Sun Valley year-round, will once again offer three daily nonstop flights to their Salt Lake City (SLC) hub during the core winter season, offering easy connections to a multitude of cities. Delta will also offer a daily nonstop flight from LAX December 21 to January 5.

FSVA Director Carol Waller noted that the opportunities provided by Sun Valley Resort’s new EPIC pass partnership is a major factor in increasing the air service level from key markets. “We are excited for the potential of bringing new skiers to Sun Valley through the EPIC pass and an important part of how we do that is making Sun Valley more accessible by air. The fact that we now have nonstop flights from six major cities and continue to make improvements in schedules and frequency is a big plus,” she commented.

The total number of scheduled winter 2019-20 SUN flights is 996, up from 962 flights the previous winter.

Flights are available for booking and the 2019/20 winter schedule is available at www.flysunvalleyalliance.com.

###

About Fly Sun Valley Alliance

The mission of Fly Sun Valley Alliance is to improve air service to Sun Valley for the benefit of the community. Its efforts over the years have resulted in increased air service, which, in turn, has led to a sharp increase in visitors and more convenience for local and business air travelers. Between 2013 and 2018 the community's air seat capacity increased by 64%, enplanements increased by 80%, and an estimated 76,000 first-time visitors flew to Sun Valley. The estimated overall economic impact of all visitor and part-time resident air travelers during this period was \$622 million dollars in direct spending in the local economy.

FSVA's air service development program is funded through both public and private investment. Public sector investment is provided through an annual contract with Sun Valley Air Service Board funded by the 1% for Air Local Option Sales Tax revenue. Significant private sector investment is provided by Sun Valley Resort, with additional support provided by other local businesses through FSVA and Sun Valley Resort partner programs. Friedman Memorial Airport is also a key partner in the community's air service efforts and operations and Visit Sun Valley is a key strategic partner in marketing air service.

###

Media Contact: Carol Waller, FSVA Director, carol@flysunvalleyalliance.com, 208-720-3965