



# FY16 REPORT

## 2015 RECAP & 2016 UPDATE

January 27, 2016

Presented To

SUN VALLEY  
**AIR SERVICE BOARD**





# FY16 GOALS & PERFORMANCE METRICS

- **Retain/Expand Current Air Service**
  - Retain contracted nonstop SEA, LAX, SFO, DEN flights
  - Optimize all air service schedules and frequency as feasible
  - Improve diversion bussing passenger experience in winter
- **Increase Load Factors & Enplanements**
- **Reduce Air Service Contract Costs**
  - Work with airlines & marketing partners to increase load factors & minimize air service contract costs. Reduce local market leakage
  - Work with airlines to make SUN fares as competitive as possible.
- **New Air Service**
  - Pursue new nonstop flight market for FY17
- **Research**
  - Conduct 1000+ air passenger surveys at SUN
  - Continue with competitive and economic impact analysis and studies





# FY16 UPDATE

## FSVA Air Service Development Efforts

- **Airline Meetings/Strategic Development**

- Negotiated and secured optimized winter air service contracts w/United and Alaska
- Negotiating optimized summer /fall air service contracts w/United and Alaska
- Continued discussions with airlines re: performance analysis, fares, etc.
- Continued pursuit of strategic opportunities for enhanced/new future service
- Initiated continued improvements to diversion bussing for winter season
- Weekly monitoring/tracking of bookings, competitive developments

- **Local Air Marketing/Community Outreach**

- Promotion in local and regional (southern ID) markets.  
*Encourage use of SUN as air gateway*
- Keep community, stakeholders, consumers, media updated with information via Enews, website, social media, press releases, presentations, etc.
- Gather input from business on air service needs, opportunities

- **Research**

- Air Passenger survey for 2015/16 winter season underway
- Other ongoing research studies, analysis, etc.

**Alaska**  
**Hit the Slopes or Hit the Coast.**  
**Fly between Sun Valley and LAX for as low as \$139\***  
**and SEA for as low as \$99\***  
Additional restrictions apply.  
See [www.alaskaair.com](http://www.alaskaair.com) for details  
**Hurry! Book by November 16, 2015**

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

FLY SUN VALLEY ALLIANCE



# 2015 RESULTS & SUCCESS

## Secured Expanded Service for Winter/Summer

- ❖ 2013-2015: 19% increase in seats; 33% increase in enplanements
- ❖ Maintained contract nonstop SEA, LAX, SFO winter & summer flights
- ❖ Expanded United DEN-SUN winter 2015/16 service to 5x/week
- ❖ Delta added new LAX-SUN weekly Sat flight Feb 13- April 2, 2016
- ❖ Made schedule adjustments to maximize service utilization, reduce costs

## Improved Diversion Busing Operations & Customer Experience

- ❖ Newer motor coaches – standby busses & drivers
- ❖ Airport hosts in TWF/SUN - improved communication with passengers

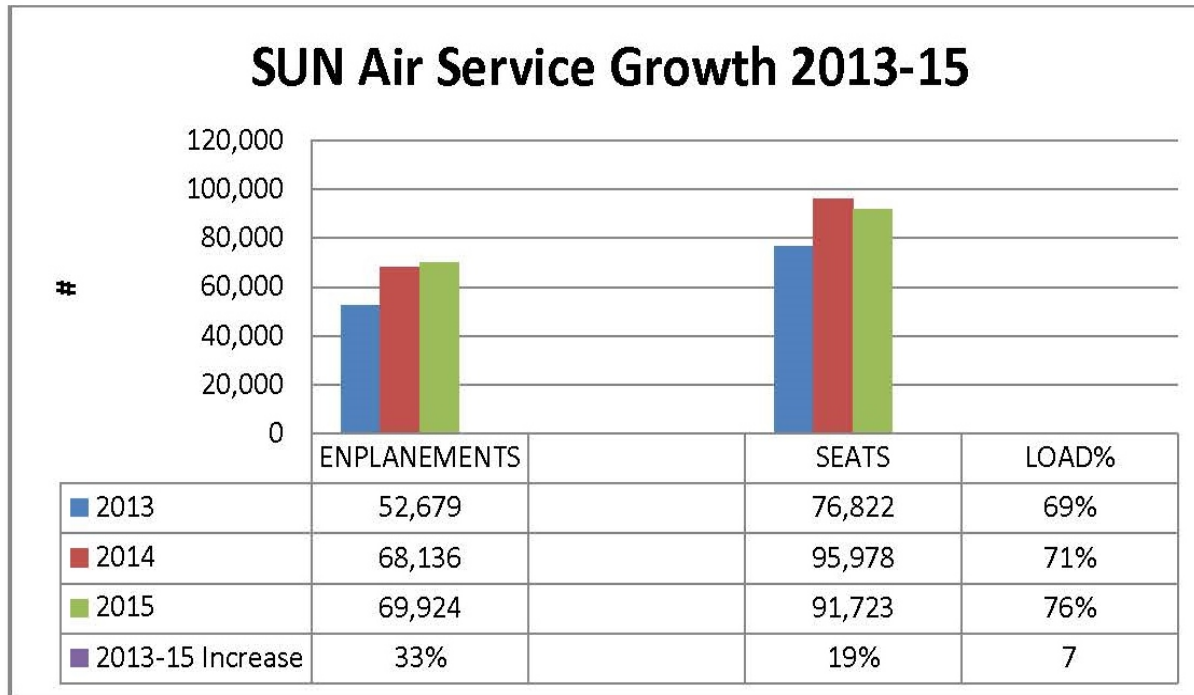
## MORE COMPETITIVE average business and leisure airfares to SUN

- ❖ Airfares have dropped in past two years in 17 of top 20 SUN markets





# 2015 RESULTS & SUCCESS



## Notes:

- Passengers/flights diverted to TWF and BOI not included in these stats
- Average annual flight load factor at competing Rocky Mtn destinations: 65-75%





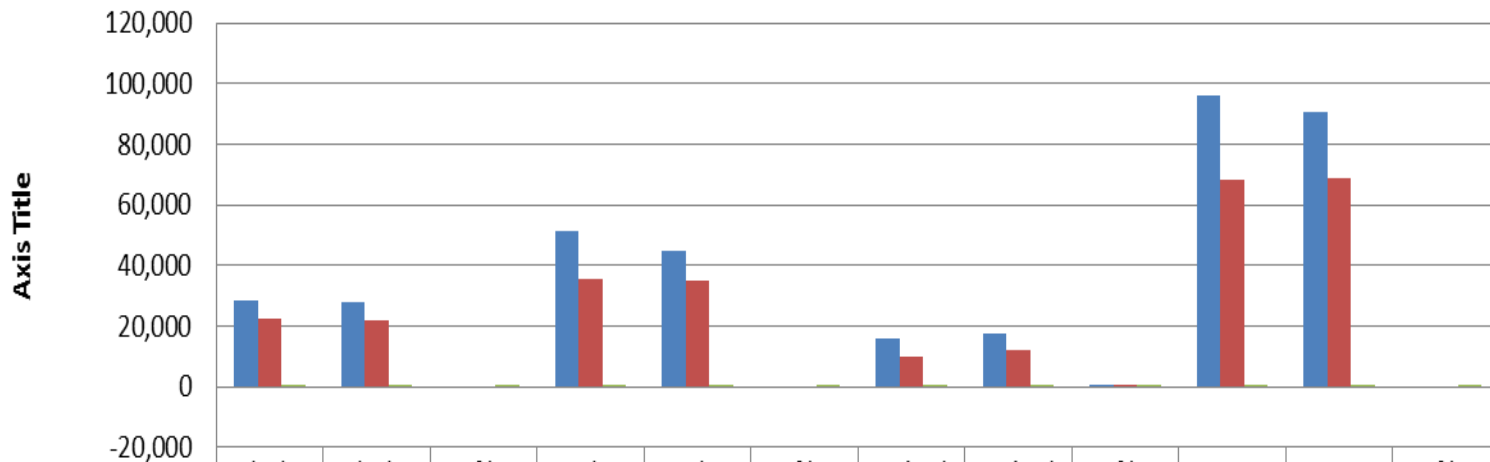
# 2015 RESULTS & SUCCESS

## SUN Stats – Continued Overall Growth

Notes: Statistics do not include flights, passengers diverted to TWF or BOI in winter

### SUN STATS 2015 vs 2014

(Note: Data does not include diverted flights)

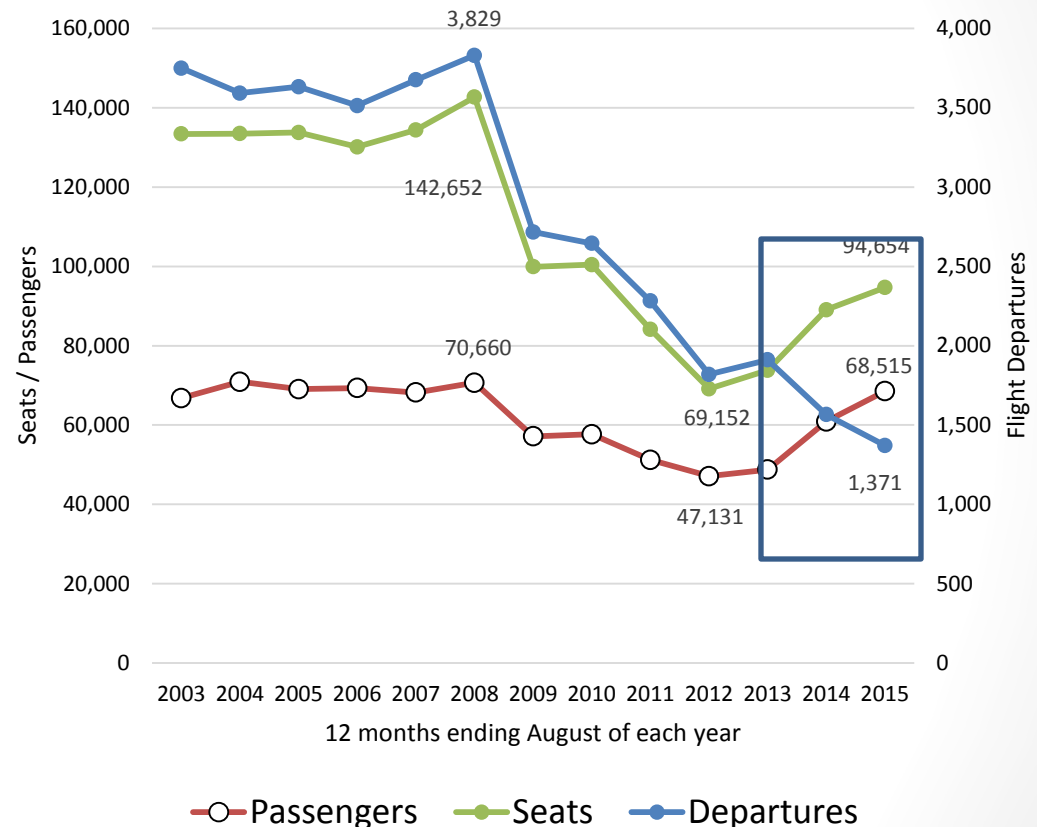


■ Seats Available	28,380	27,860	-2%	51,554	44,919	-13%	16,044	17,702	10%	95,978	90,481	-6%
■ Enplanements	22,646	22,048	-3%	35,790	35,136	-2%	9,700	11,805	22%	68,136	68,989	1%
■ % Load Factor	80%	79%	1	69%	78%	9	60%	67%	7	71%	76%	5



# SUN FLIGHT PERFORMANCE BY YEAR

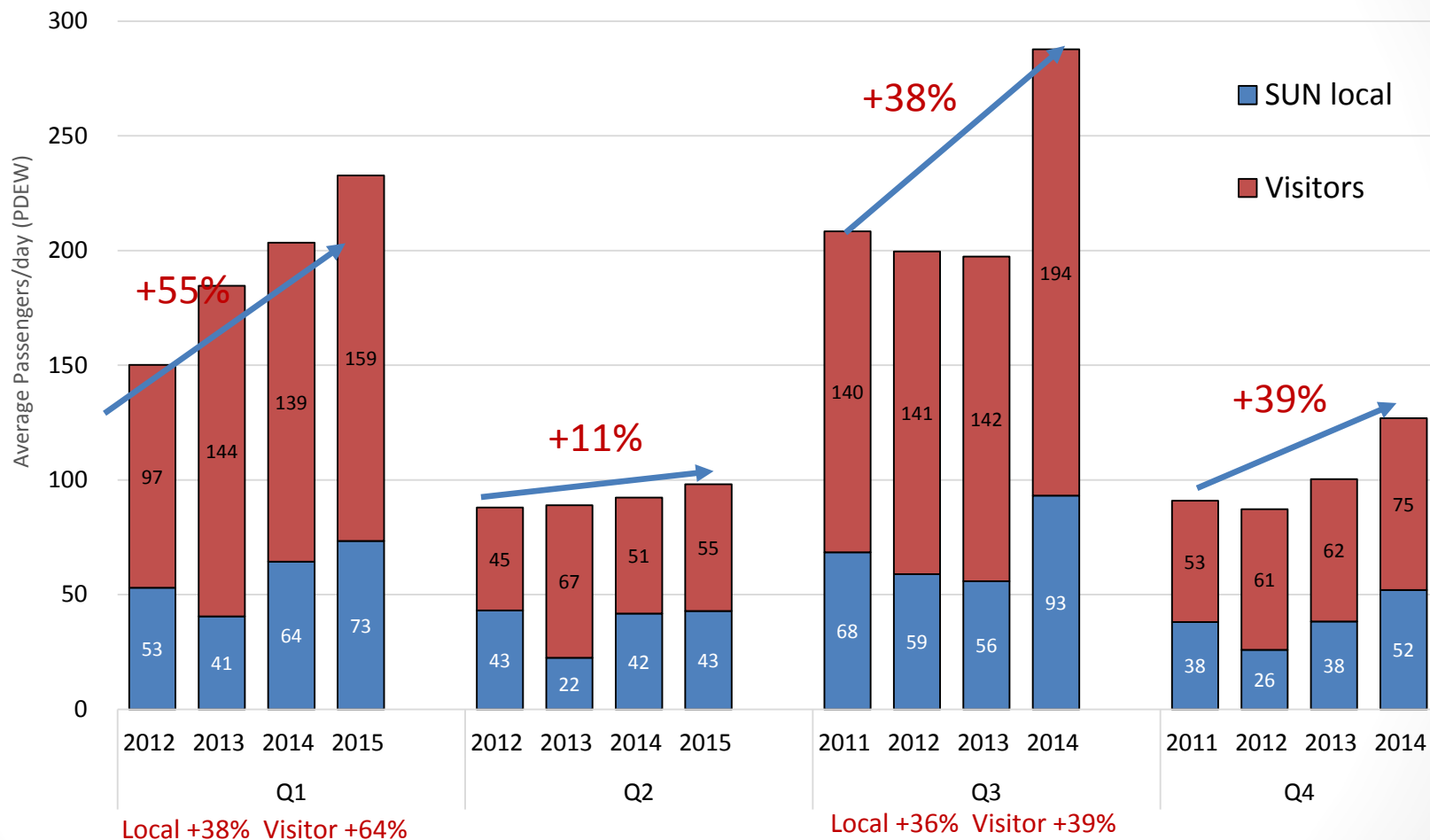
- SUN flights reduced in 2009 with the loss of OAK and year-round SEA service
- Seats began to increase at the end of 2013 with new service
- Passengers have grown significantly in the last two years but have not yet returned to 2008 peak level





# SUN TOTAL PASSENGER GROWTH

## BY QUARTER

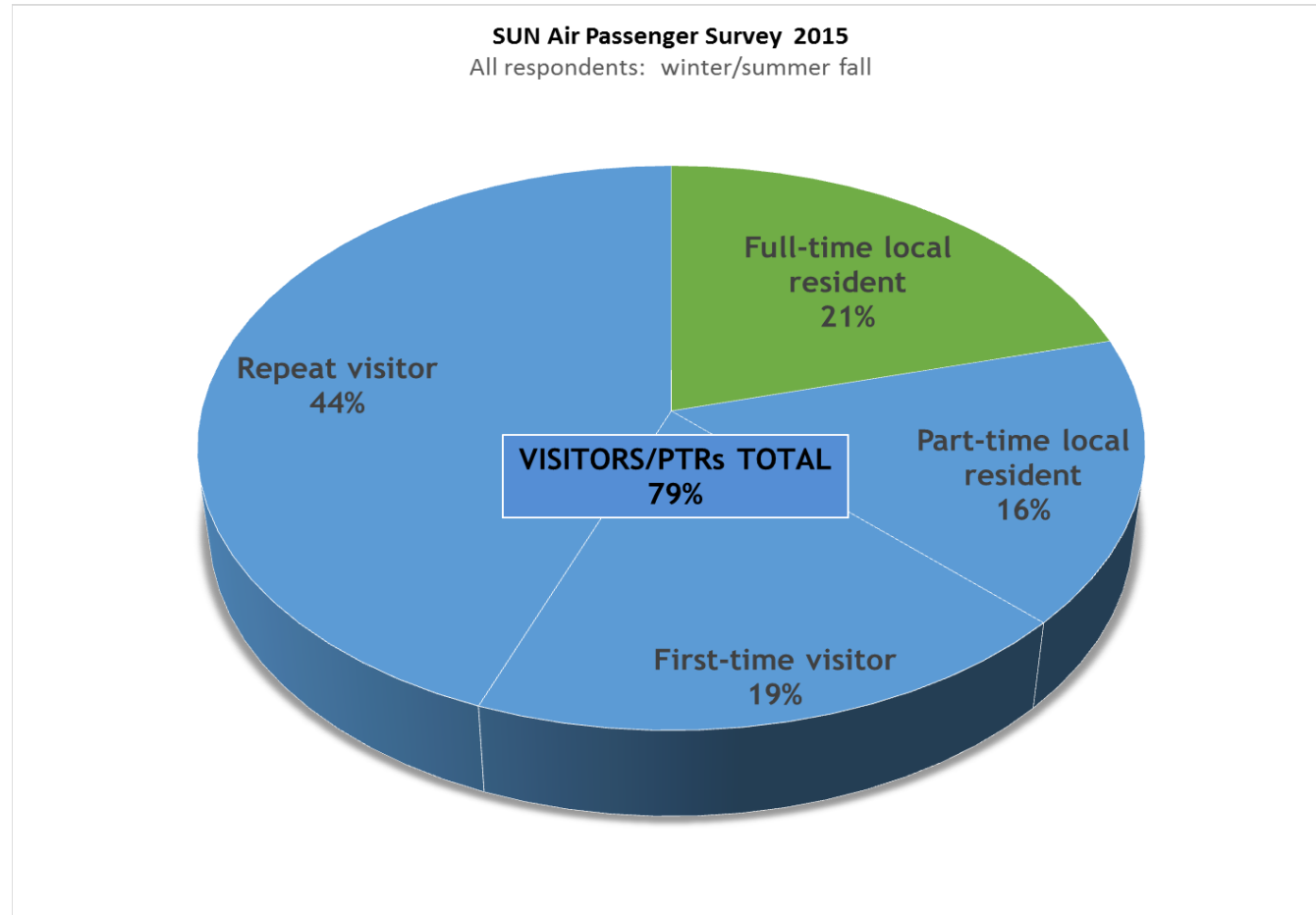






# 2015 RESULTS & SUCCESS

## AIR PASSENGER MIX (2015 SUN Air Passenger Survey)



**79% SUN Air Passengers were Visitors or PTR residents/2<sup>nd</sup> Homeowners**

- \*Estimated from SUN Air Passenger surveys



# 2015 RESULTS & SUCCESS

## ECONOMIC IMPACTS

(2015 SUN Air Passenger Survey)

- **2015 ECONOMIC IMPACT:**

- **\$115M** estimated total direct spend of Visitors/PartTimeResidents (+0.3% from 2014)
- **\$ 19M** estimated direct spend of ~12,500 first-time visitors

- **2015 SUN IMPORTANCE:**

- 70% of visitors/PTRs said availability of SUN flights was very-extremely important in their decision to visit .
- All passenger groups cite convenience as top factor for choosing SUN.
- All passenger groups more likely to have said they increased use of SUN this past year
- Satisfaction with flight service and airport facilities improved





# 2015 RESULTS & SUCCESS

## ECONOMIC IMPACTS

### OTHER ECONOMIC IMPACTS OF IMPROVED AIR SERVICE

- Estimated \$150M + in new infrastructure investments and new jobs

### Investment in new & renovated upscale hotel projects

- **Limelight Hotel - \$ 54M Construction Investment**  
205 jobs during construction\*; 57 jobs when open\*  
Opening Dec 2016
- **Auberge Resort: Sun Valley - \$55M Construction Investment**  
100+ jobs during construction; 80+ jobs when open  
Opening fall of 2017
- **Sun Valley Lodge renovation – reopened June 15, 2015**



### Investment in SUN airport improvements

- \$34 million 30 jobs during construction



\*Source: SV Economic Development



# FY16 WINTER & SUMMER/FALL UPDATE

- Secured 13% more seats winter 2015/16 vs winter 2014/15
- Finalizing airline contracts for 2016 summer/fall service; projected 13% increase in seats
- Pursuing new and expanded service for FY17
- SUN Air Passenger Surveys for winter underway
- Local marketing of SUN air service continuing
- Advance flight bookings for winter season looking good

## WINTER 2015-16 SUN VALLEY (SUN) NON-STOP FLIGHT SCHEDULE

AIRLINE	CITY	AIRPORT	PLANE	DEPARTS CITY	ARRIVES SUN	DEPARTS SUN	ARRIVES CITY	FREQUENCY	DATES	DETAILS
 <a href="http://www.alaskaair.com">www.alaskaair.com</a>	Los Angeles	LAX	Q400	8:50am	12:19pm	12:55pm	2:27pm	Daily	Dec 17-Mar 28	Except Select Dates
				1:35pm	5:04pm	11:20am	12:52pm		Select Dates	Dec 19, 23, 26, 30, Jan 2
	Seattle	SEA	Q400	1:35pm	4:17pm	4:50pm	5:43pm	Daily	Dec 17-Mar 28	Except Select Dates
				8:00am	10:42am	5:40pm	6:35pm		Select Dates	Dec 19, 23, 26, 30, Jan 2
				8:00am	10:42am	11:20am	12:13pm		Select Dates	Dec 24, 27, 28, 29, 31, Jan 1, 3
				4:40pm	7:22pm	7:55pm	8:48pm		Select Dates	Dec 26, 30, Jan 2
 <a href="http://www.delta.com">www.delta.com</a>	Salt Lake City	SLC	CRJ700	11:15am	12:30pm	6:50am	7:50am	Daily	Year-round	
				9:40pm	10:55pm	1:05pm	2:10pm	Daily	Year-round	
				4:50pm	6:00pm	6:25pm	7:25pm	Daily	Dec 19-Jan 10	(no Dec 24-25, Jan 1)
								1x week	Feb 13, 20, 27	(Saturdays)
								Daily	Mar 3-April 3	
	Los Angeles	LAX	CRJ700	12:00pm	3:30pm	4:05pm	5:35pm	Sat only	Feb 13-April 2	
 <a href="http://www.united.com">www.united.com</a>	Denver	DEN	CRJ700	11:15am	1:00pm	1:40pm	3:20pm	Daily	Dec 17-Jan 4	(no Tues/Wed) (will operate on Feb 16)
								Wed/Sat	Jan 4-Feb 7	
								5x week	Feb 8-Mar 28	
	San Francisco	SFO	CRJ700	10:40am	1:30pm	2:10pm	3:05pm	Daily	Dec 17-Mar 28	

Flight times and dates are approximate and subject to change.  
Airline and independent booking resources should be checked for accurate flight schedules and times.





# FSVA AIR SERVICE PARTNERS

## FLY SUN VALLEY ALLIANCE SUN VALLEY AIR SERVICE KEY PARTNERS

SUN VALLEY  
AIR SERVICE BOARD  
.....



Plus.....

- The Wood River Valley Community
- Over 50 Local Businesses





# AIR SERVICE = BUSINESS

We are making great progress - more to come.

THANK YOU

# Fly SUN.

- Fly nonstop to/from 5 cities! DEN, LAX, SEA, SFO, SLC
- Regional jet service
- Lower fares — more flight options
- New SUN airport improvements, including expanded Passenger Terminal



Sign up for email alerts on Flight Deals & News:  
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[www.iflysun.com](http://www.iflysun.com)

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Check SUN Fares  
First — Book  
Early & Save!

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