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NEWS

For Immediate Release

“Summer, Fall Season Shows Strong Growth in Sun Valley Air Travelers” August Enplanements Hit Record High

Sun Valley’s air service and passenger traffic has continued to show strong growth due to the recent addition of new nonstop flights into the market. According to Friedman Memorial Airport (SUN) reports, this past summer and fall season SUN had a 39% increase in seats and a 49% increase in enplanements. And August enplanements of 10, 928 set a monthly record high, noted Friedman Memorial Airport Director Rick Baird.

The increases were a result of Fly Sun Valley Alliance (FSVA) and the Sun Valley Resort’s successful efforts in adding new United Airlines regional jet service from both San Francisco (SFO) and Denver (DEN) this past summer, along with an expansion of Alaska Airlines seasonal flights from Seattle (SEA) and Los Angeles (LAX) later into the fall. These contract seasonal nonstop flights and the year-round Delta Air Lines regional jet service to Salt Lake City (SLC) are part of the continuing improvement of air service for the Sun Valley area.

Visit Sun Valley also was a key partner in the air passenger growth through their increased marketing efforts in the various nonstop and connecting flight markets.

Overall January through October year-to-date figures show a 27% increase in seats and a 30% increase in passenger enplanements at SUN.

2014 SUMMER/FALL SEASON (June-Oct)

52,526 seats available - up 39%*

37,139 enplanements - up 49%*

Average Load Factor: 71%

**Note: Beaver Creek Fire impacted August 2013 seats/enplanements*

2014 YTD (Jan - Oct)

85,501 seats available - up 27%

61,161 enplanements - up 30%

Average Load Factor: 72%

Note: Flights diverted to TWF, BOI in winter due to weather are not included in the YTD statistics.

Eric Seder, President of the Board of the non-profit Fly Sun Valley Alliance, noted that, “The support and partnership of the airport, community and businesses has allowed us to make our air service program more successful than ever, bringing new visitors and millions in new revenue into our valley. We especially thank the community for its support of the 1% LOT for Air, and for using these new flights, and helping spread the word to their customers, friends and family.”

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