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NEWS FOR IMMEDIATE RELEASE

“Sun Valley Adds New & Expanded Flights for 2016/17 Winter Season”

Sun Valley, ID.... Sun Valley may be located in a beautiful and remote mountain valley in Idaho, but getting here is no longer a challenge. Sun Valley now offers nonstop flights from six major cities - Denver, Los Angeles, Portland, Salt Lake City, San Francisco, and Seattle – with more flights scheduled from November through early April for the upcoming 2016/17 ski season.

Here is a summary of the new and expanded air service to/from Sun Valley (SUN) for the 2016/17 winter season:

- **New nonstop flight from Portland (PDX) to Sun Valley (SUN) on Alaska Airlines, starting Dec 17, 2016. The new flight will run twice a week, on Wednesdays and Saturdays, for the winter season as well as during the summer 2017 season.**
- **Alaska will expand its winter flights from Seattle (SEA) to start in time for Thanksgiving, with additional weekend flights on Saturdays and Sundays added during February and March.**
- **Delta Air Lines will also be offering a new daily nonstop flight from Los Angeles (LAX) to SUN for the winter season, as well as new daily nonstop flight from Seattle to SUN during the holidays and on Saturdays throughout the winter.**
- **United Airlines will now offer both its San Francisco (SFO) and Denver (DEN) flights daily during the full winter season.**

The following is the air service schedule of flights to Sun Valley (SUN) for the 2016/17 winter season:

Alaska Airlines:

- SEA-SUN: starting Wednesday Nov 23, then 3x week Thur/Fri/Sun Nov 24-Dec 15, 2016; daily from Dec 16, 2016 – April 2, 2017; additional daily flight Dec 16, 2016 -Jan 2, 2017, and additional Sat/Sun flight Feb 18, 2017 –March 26, 2017
- LAX-SUN: Daily from Dec 16, 2016 – Jan 2, 2017; 5x week (no Tues/Wed) Jan 10 – April 2, 2017
- PDX-SUN: 2x week (Wed/Sat) Dec 17, 2016 – April 1, 2017

United Airlines:

- SFO-SUN: Daily from Dec 16, 2016 - March 26, 2017
- DEN-SUN: Daily from Dec 16, 2016 – March 26, 2017

Delta Air Lines:

- SLC-SUN: Two daily flights year-round; three flights 6x week (no Tues) Dec 17, 2016-Feb 28, 2017; three flights daily March 1-28, 2017
- LAX-SUN: Daily from Dec 17, 2016 to March 26, 2017

- SEA-SUN: Daily from Dec 17, 2016 to January 2, 2017; Saturdays Jan 7-March 25, 2017

A complete flight schedule is available at www.flysunvalleyalliance.com

The 2016/17 winter flight schedule represents approximately 67,000 seats November through March, a 30 percent increase (+15,500) in overall seat capacity from the previous winter, and a 61 percent increase over the past three years since 2013/14.

“We have continued to successfully work with our airline partners to add new service from key markets, expand flight schedules longer during each season, provide additional seat capacity during peak periods and increase the amount of overall service throughout the year,” said Carol Waller, director of Fly Sun Valley Alliance. “Our community has shown its support for improving air service and we are continuing to deliver results.”

Waller noted that there will also be an increased marketing program to promote the new and expanded flights. Visit Sun Valley (VSV) and the Sun Valley Resort plan to collectively spend over \$1.3 million dollars for the winter season to reach targeted customers in key air service markets with the goal of attracting new visitors, and more repeat visits by visitors and second homeowners.

Funding for FSVA’s air service development program and VSV’s air service marketing program is provided by the Sun Valley Air Service Board through the one percent Local Option Tax for Air. Additional financial support is provided by FSVA local business partner programs including Realtors for Air and Air Support Business Ski Passes.

Flights are available for booking at www.alaskaair.com, www.united.com and www.delta.com

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