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NEWS FOR IMMEDIATE RELEASE

“Sun Valley Expands Nonstop Flights for 2015/16 Winter Season”

Sun Valley, ID... Getting to Sun Valley this winter will be easier than ever with more nonstop flights from five major cities – Denver, Los Angeles, San Francisco, Salt Lake City and Seattle – scheduled from December through March for the upcoming 2015/16 ski season. Fly Sun Valley Alliance (FSVA), along with the Sun Valley Resort and Friedman Memorial Airport, announced the following air service schedule for flights to Sun Valley this coming winter:

Alaska Airlines:

- SEA-SUN: Daily from December 17 – March 28; additional flight December 24, 26-January 3
- LAX-SUN: Daily from December 17 – March 28

United Express:

- SFO-SUN: Daily from December 17 - March 28
- DEN-SUN: Daily from December 17- March 28; Wednesday/Saturday from January 4 – February 7; 5x week (Thursday-Monday) February 8-March 28

Delta Air Lines:

- SLC-SUN: Daily year-round; three flights daily during peak winter periods of December 19-January 4 (except 12/24-25, 1/1) and February 23-April 3, 4x/week Feb 12-21; two flights daily other periods

The 2015/16 winter flight schedule represents approximately 48,000 seats December through March, a 13% increase in overall seat capacity from the previous winter, and a 46% increase over the past three years. “We have successfully worked with our airline partners to expand the SUN flight schedules to provide more capacity during peak periods and more overall winter service,” said Carol Waller, Director of Fly Sun Valley Alliance. “Alaska added a second Seattle flight over the holidays, United increased the Denver flights in peak season from two flights per week to five flights per week, and Delta is offering their third daily flight more often this winter,” she added. The United and Alaska Airlines flights are operated under an air service contract which is negotiated between Fly Sun Valley Alliance, Sun Valley Resort and the airlines each season.

“There will also be an expanded marketing program to ensure we fill all these flights coming into Sun Valley,” Waller noted. Visit Sun Valley (VSV) and the Sun Valley Resort plan to collectively spend over one 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 returning visitors and second homeowners. Funding for FSVA’s air service development and VSV’s marketing program is provided by the Sun Valley Air Service Board, with additional support from 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
A complete flight schedule is available at www.flysunvalleyalliance.com

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