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NEWS FOR IMMEDIATE RELEASE

“Sun Valley to offer nonstop flights from five major cities this winter”

Sun Valley, ID... Getting to Sun Valley this winter will be easier than ever with nonstop flights from five major cities – Denver, Los Angeles, San Francisco, Salt Lake City and Seattle – scheduled from December through March for the upcoming 2014-15 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/LAX-SUN: Daily from December 18 – March 29
(5 flights per week, Thurs/Fri/Sat/Sun/Mon, Jan 12 –25)

United Express:

- SFO-SUN: Daily from December 18 - March 29
(5 flights per week, Thurs/Fri/Sat/Sun/Mon, Jan 6-Feb 11*) **Will operate Tuesday, Jan 20 and Wednesday Feb 11*
- DEN-SUN: Daily from December 18 – January 5; Saturday only from January 10 – February 7; Wednesday/Saturday from February 11 – March 28.

Delta Air Lines:

- SLC-SUN: Daily year-round; 3 flights daily during peak winter periods, 2 flights daily other periods

The 2014.15 winter flight schedule represents a 2% increase in overall seat capacity over the previous winter, which had a 28% increase over the 2012/13 winter season. “We worked closely with the airlines and our partners to add the right mix of seat capacity and schedules to match the variable demand periods, with strong capacity during the holidays, February and March, and a bit less in January and April,” said Carol Waller, Director of Fly Sun Valley Alliance. “There will also be significantly expanded marketing outreach to ensure we have a successful winter season and fill all these flights coming into Sun Valley,” she added. 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.

On the marketing front, Visit Sun Valley (VSV) and the Sun Valley Resort plan to collectively spend over \$1 million 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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