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## NEWS

FOR IMMEDIATE RELEASE

### **“New Flights Bring New Visitors to Sun Valley”**

#### **Survey shows \$44 million in economic impact from winter air travel visitors**

*Sun Valley, ID.....*This past winter Sun Valley welcomed United Airlines with new daily nonstop regional jet flights from San Francisco, and, as anticipated, the flights brought in a significant number of new first-time visitors, and over \$1 million in estimated economic impact to the area just from those first-time visitors alone.

According to the data from the recently completed 2013/14 SUN Winter Air Passenger Survey Report, the new San Francisco (SFO) flight impacts were:

- Over 1000 estimated new first-time visitors to the area
  - 30% of the total SFO flight passengers were new first-time visitors
  - Of all SFO flight passengers: 83% were visitors/second homeowners; 17% were local residents (Breakdown: 30% new visitor, 38% repeat visitor, 15% PT resident, 17% FT local resident)
- Over \$1.3 million estimated direct spend economic impact in the community from first-time visitors
  - First-time SFO flight visitors spent an average of \$1263 per trip, generating a total direct spend economic impact of \$1.34 million this past winter.
- Over \$5.2 million estimated direct spend economic impact from all visitor/part-time resident SFO flight passengers.

Other highlights of the 2013/14 SUN Winter Air Passenger Survey Report include:

- SUN air passengers on Alaska, Delta, United flights:
  - Approximately 80% visitors/part-time residents; 20% full-time local residents
  - Breakdown: 23% new visitor, 38% repeat visitors, 18% part-time residents, 21% local residents
- Total estimated visitors/part-time resident (2<sup>nd</sup> homeowner) passengers: ≈ 20,000
- Total direct spend\* economic impact: \$44 million
  - \*Direct spend: purchases for lodging, food, entertainment, recreation, shopping, car rental, etc.*
- 73% of all visitor/part-time resident air travelers said convenience of airport location and availability of flights was very to extremely important in their decision to visit. 69% of first-time visitors said same.

Complete survey details can be found at [www.flysunvalleyalliance.com](http://www.flysunvalleyalliance.com) and [www.iflysun.com](http://www.iflysun.com)

The seasonal SUN Air Passenger Studies are done each winter and summer by RRC Associates research consulting firm, in partnership with Fly Sun Valley Alliance and Friedman Memorial Airport.

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In other good news, winter enplanements at the Friedman Memorial Airport this past winter season were up 16%, due to increased access and a 28% increase in seat capacity. The increased seat capacity was due primarily to the new United Airlines nonstop San Francisco flight, as well as an expanded season for Alaska Airlines nonstop Seattle and Los Angeles, and larger capacity Delta Air Lines regional jets, which replaced the smaller, turbo prop Brasilius On the Sun Valley-Salt Lake City route in January.

"This shows that our collective air service development efforts are working," said Eric Seder, President of the Board of the non-profit Fly Sun Valley Alliance. "With our partners, including Sun Valley Resort, we successfully secured a brand new carrier and new nonstop service last fall, which has already had a very positive impact, bringing in new visitors, more repeat visitor trips and new dollars into our valley this past winter. And starting July 2 we will have brand new United Airlines daily nonstop flights to Denver and San Francisco for the summer season and new expanded Alaska Airlines flights from Los Angeles and Seattle this fall. More flights do bring more business and it is exciting to begin to catch up with our competitors in terms of offering easier air service access to and from our community."

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