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## NEWS

FOR IMMEDIATE RELEASE

### **“Flights Bring New Visitors to Sun Valley in 2014” Survey shows \$105 million in economic impact from air travel visitors**

This past year Sun Valley welcomed United Airlines with new daily nonstop regional jet flights from San Francisco (SFO) and Denver (DEN) which, along with flights from Alaska Airlines flights from Seattle (SEA), and Los Angeles (LAX) and Delta Air Lines flights from Salt Lake City (SLC), brought the level of nonstop flights to SUN to a record five cities served in 2014. As anticipated, the flights brought in a significant number of new first-time visitors, and over \$16 million in estimated direct spend economic impact to the area just from those first-time visitors alone.

According to the data from Fly Sun Valley Alliance’s recently completed 2014 SUN Air Passenger Survey Report:

- Over 12,000 estimated new first-time visitors to the area
  - 25% of the total SFO flight passengers
  - 27% of total DEN flight passengers
  - 21% of total LAX flight passengers
  - 17% of total SEA flight passengers
  - 21% of total SLC flight passengers

**The estimated direct spend economic impact from all new first-time visitor passengers was \$16.3 million.**

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

- SUN air passengers on Alaska, Delta, United flights:
  - Approximately 77% visitors/part-time residents; 23% full-time local residents
  - Breakdown: 21% new visitor, 38% repeat visitors, 18% part-time residents, 23% local residents
- Total estimated visitors/part-time resident (2<sup>nd</sup> homeowner) passengers: ≈ 44,582
- **Total direct spend\* economic impact of all visitor air travelers: \$105 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).

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

### **Increased Passenger Traffic in 2014**

January through December 2014 enplanements at the Friedman Memorial Airport were up 29% (+15, 457 passengers), due to a 25% increase in airline seat capacity and additional marketing by Visit Sun Valley, Sun Valley Resort and other partners. The increased airline seat capacity was due primarily to the new United Airlines nonstop San Francisco and Denver flights, but was also helped by 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 Brasilias On the Sun Valley-Salt Lake City route in January of 2014.

“This data demonstrates that our collective air service development plan is working well,” said Eric Seder, President of the Board of the non-profit Fly Sun Valley Alliance. “With our partners, including Sun Valley Resort and the Friedman Memorial Airport, we successfully secured a brand new carrier and new nonstop service to two new cities and expanded and improved service from our existing cities this past year. The Sun Valley Resort and Visit Sun Valley also invested significantly more dollars into marketing the flights and our destination. This improved air service and marketing was made possible through the 1% LOT for Air funds provided by the Sun Valley Air Service Board for our efforts. Improved air service has had a very immediate and positive economic impact on our community, bringing in new visitors, more repeat visitor trips and new dollars into our valley. We also know that the increased competition has lowered overall fares to SUN which is another big benefit for all our air travelers, both local residents and visitors. We have some great momentum going and we’ll work hard to continue to build on it in 2015.”

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DIRECT LINK TO SURVEY REPORT PDF HERE:

<http://www.flysunvalleyalliance.com/documents/SUN2014yearroundFINALVSUMMARY.pdf>