



February 10, 2016

NEWS

FOR IMMEDIATE RELEASE

“Flights Bring More New Visitors to Sun Valley in 2015” SUN Air Passenger Survey shows \$115 million in economic impact from air travel visitors

Increased air service to and from Sun Valley has continued to generate more visitors and economic impact for the community, according to the results of the recently completed 2015 air passenger survey at Friedman Memorial Airport (SUN) by Fly Sun Valley Alliance. The flights brought in a significant number of new first-time visitors, resulting in over \$19 million in estimated direct spend economic impact to the area just from those first-time visitors alone. **Total estimated economic impact from visitor and part-time resident SUN air travelers was \$115 million in 2015.**

According to Fly Sun Valley Alliance’s recently completed 2015 SUN Air Passenger Survey Report:

- The over 12,500 estimated new first-time visitors represented:
 - 22% of SFO flight passengers
 - 28% of DEN flight passengers
 - 11% of LAX flight passengers
 - 10% of SEA flight passengers
 - 22% of SLC flight passengers

The estimated direct spend economic impact of new first-time visitor passengers: \$19.3 million.

Other highlights of the 2015 SUN Winter and Summer Air Passenger Survey Report include:

- Of all SUN air passengers on Alaska, Delta, United flights:
 - Approximately 79% visitors/part-time residents; 21% full-time local residents
 - Breakdown: 19% new visitors, 44% repeat visitors, 16% part-time residents, 21% local residents
- Total estimated direct spend* economic impact of all visitor air travelers: \$115 million
**Direct spend: purchases for lodging, food, entertainment, recreation, shopping, car rental, etc.*
- Overall Average Per Capita Spend per Trip: \$2176
 - Visitors: \$1637 (average 5 nights); Part-Time Residents: \$4254 (average 17 nights)
- 70% 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.
- All Passenger Groups (visitors, part-time residents, locals) reported an increased use of SUN in 2015

Full survey report can be found at <http://www.flysunvalleyalliance.com/sun-stats-economic-impact>

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

Passenger Traffic Continues to Increase

Commercial air passenger enplanements at the Friedman Memorial Airport (SUN) were up 3% in 2015 vs 2014, not including passengers on flights that were weather diverted to alternative airports. For the two year period 2013-2015 enplanements were up 33% and seat capacity was up 19% due to new flights, expanded air service schedules and increased marketing, continuing the positive trend in air service growth at SUN.

“This data shows clearly that our community air service development plan is working,” said Eric Seder, President of the Board of the non-profit Fly Sun Valley Alliance. “Along with our key partners – the Sun Valley Air Service Board, Sun Valley Resort, Friedman Memorial Airport, Visit Sun Valley, Realtors for Air and Sun Valley Economic Development - we are seeing the results of our collective efforts continue to grow, not only through more air passengers, more new visitors and more direct economic spending, but also through significant investment in our tourism product and infrastructure. Projects including the recently completed Friedman Memorial Airport reconfiguration, the multi-million dollar transformation of the Sun Valley Lodge & Spa, and the development of the new Limelight and Auberge hotels in Ketchum, are all a direct result of the successful expansion and improvement of air service to our community.”

Seder added, “This positive progress is made possible through the 1% LOT for Air funds provided by the Sun Valley Air Service Board for these specific air service development and air service marketing efforts. The Wood River Valley community has made an important economic investment in air service, and it’s working. We have some great momentum going and will continue to build on it for the future.”

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