



October 18, 2020

NEWS

FOR IMMEDIATE RELEASE

“Sun Valley retains nonstop flight access from six cities for winter 2020.21”

*Sun Valley, ID.....*Traveling to and from Sun Valley, Idaho will remain easy and convenient with nonstop flights to six cities scheduled for the 2020-21 winter season – Seattle, Chicago, Los Angeles, San Francisco, Denver, and Salt Lake City. Fly Sun Valley Alliance (FSVA), in partnership with Sun Valley Resort, recently announced the Friedman Memorial Airport (SUN) airline flight schedule for the upcoming winter season, which will provide travelers easy access to one of the most celebrated ski resort destinations in the world.

Flight Schedules

From Seattle (SEA), Alaska Airlines will offer two weekly nonstop flights on Thursday and Sunday from October 1 – December 13, then increase to two daily nonstop flights during the holidays, December 17 through January 4 (one flight on Tuesdays/Wednesdays). From January 4 through April 11, Alaska will offer one daily flight and will add a second daily flight five days a week Thursday through Monday from Feb 11 through March 27.

From Los Angeles (LAX) and San Francisco (SFO), United will offer daily nonstop flights December 17- January 4, two flights a week on Thursday and Sunday January 5 – Feb 10, and then four flights a week on Thursday, Friday, Sunday and Monday from Feb 11- March 27. Delta will also offer a daily nonstop flight from LAX December 19 to January 10.

From Chicago (ORD), United will offer its nonstop service daily during the holidays, December 17 – January 4, and then weekly on Saturdays throughout the rest of the season, January 9 through March 27.

From Denver (DEN), United Airlines will offer daily nonstop flights from December 17-March 27.

From Salt Lake City (SLC) Delta Air Lines, which serves Sun Valley year-round, has increased its schedule to four daily nonstop flights during the core winter season, offering easy connections to a multitude of cities. Delta has committed to 75% seat capacity limits on all system flights through January 6, which accounts for the increase in flights, but frequency changes may happen during the season based on demand.

FSVA Director Carol Waller said that while the demand for air travel this winter due to COVID-19 remains uncertain, Sun Valley is well-positioned as a winter vacation destination due to its wealth of outdoor activities and the fact that Sun Valley Resort recently announced they do not plan to implement a reservation system or limitations on visitation for season pass holders or Epic pass holders this upcoming winter season. She also noted that the increase of remote workers and second homeowners now living in the Wood River Valley on a more permanent basis will likely mean an increase in demand for outbound travel from SUN. “For both our visitors and local residents, maintaining all of our key flight routes and easy air access is critical to our successful economic recovery,” Waller remarked.

The total number of SUN currently scheduled winter 2020-21 seats is 82,246, up 4% from the previous winter.

Flights are available for booking and the 2020-21 winter schedule is available at www.flysunvalleyalliance.com.

###

About Fly Sun Valley Alliance

The mission of Fly Sun Valley Alliance is to improve air service to Sun Valley for the benefit of the community. Its efforts over the years have resulted in increased air service, which, in turn, has led to a sharp increase in visitors and more convenience for local and business air travelers. In the past six years, from 2013 to 2019, the community's air seat capacity increased by 54%, enplanements increased by 74%, and an estimated 420,000 visitors flew to Sun Valley. The estimated overall economic impact of all visitor and part-time resident air travelers during this period was \$882 million dollars in direct spending in the local economy.

FSVA's air service development program is funded through both public and private investment. Public sector investment is provided through an annual contract with Sun Valley Air Service Board funded by the 1% for Air Local Option Sales Tax revenue. Significant private sector investment is provided by Sun Valley Resort, with additional support provided by other local businesses through FSVA and Sun Valley Resort partner programs. Friedman Memorial Airport is also a key partner in the community's air service efforts and operations and Visit Sun Valley is a key strategic partner in marketing air service.

###

Media Contact: Carol Waller, FSVA Director, carol@flysunvalleyalliance.com, 208-720-3965