



# FRIEDMAN MEMORIAL AIRPORT

## 2015 SUN AIR PASSENGER SURVEY REPORT

Results: Winter 2014/15 and Summer 2015



- Methodology & Overview of Key Findings
- Visitor Demographics
- Trip Planning
- Trip Characteristics
- Ratings of Experience

- Intercept survey conducted in SUN passenger waiting area
- 1,658 survey completes in winter 2014/15 and summer/fall 2015
  - Study period: Dec 2014 - Apr 2015; Jun - Oct 2015 (10 months)
  - 95% confidence interval +/-2.4 percentage points (larger for subgroups)
- Sampling plan designed to capture representative passenger mix by flight
  - Results weighted to be representative of actual passenger mix by flight and season
- Locals were surveyed, but most survey questions and presentation results focus on Visitors and Part-Time Residents (PTRs)
- Statistically significant year-over-year differences (95% confidence level) are asterisked in graphs (colorized by visitor segment)

- **2015 SUN PASSENGERS:**

- ▶ 79% Visitor/Part-Time resident, 21% Full-Time local resident  
*Breakdown: 19% new visitors, 44% repeat visitors, 16% part-time residents, 21% locals*
- ▶ Majority of Visitors and PT Residents were from Western US

- **2015 ECONOMIC IMPACT:**

- ▶ \$115M estimated total direct spend of Visitors/PTRs (+0.3% from 2014)
- ▶ \$ 19M estimated direct spend of ~12,500 first-time visitors

- **2015 SUN IMPORTANCE & EVALUATION:**

- ▶ 70% of visitors/PTRs said availability of SUN flights was very-extremely important in their decision to visit (8-10 on 10 pt scale). All passenger groups cite convenience as top factor for choosing SUN.
- ▶ All passenger groups were more likely to have said they increased than decreased use of SUN in past yr
- ▶ Satisfaction with flight service improved (avg rating 7.4 in 2015 vs. 7.2 in 2014)

- **HOW TO IMPROVE SUN?**

- Top comment: More flights

Also frequently mentioned: reduced delays/cancellations/diversions, lower fares, more food options in terminal, faster/improved security screening, faster baggage claim.

# VISITOR DEMOGRAPHICS

# ESTIMATED PASSENGERS BY TYPE

**RRC**  
ASSOCIATES<sub>INC.</sub>



**SUN Air Passenger Survey 2015**  
All respondents: winter/summer fall

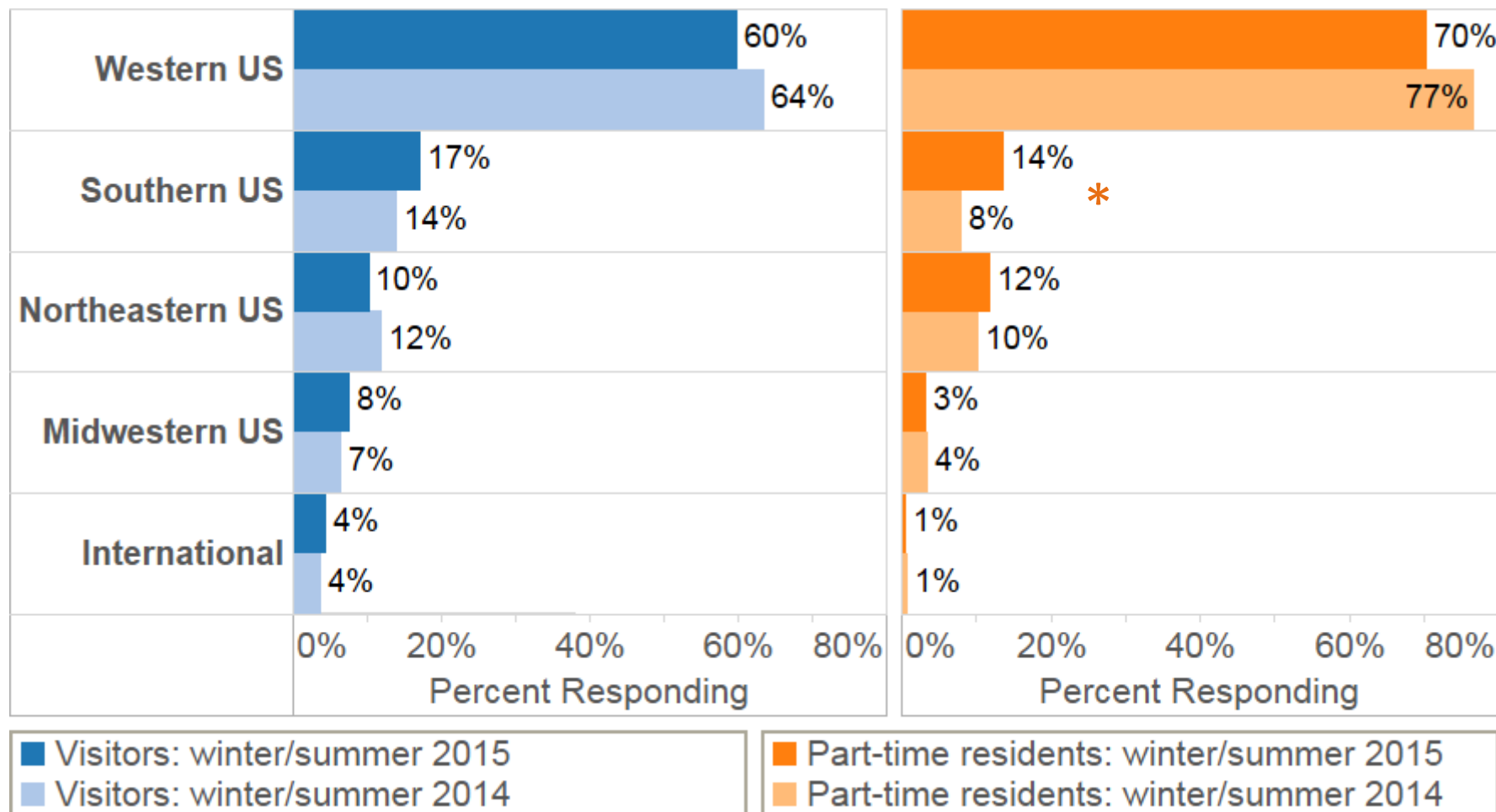


**79% SUN Air Passengers were Visitors or PTR residents/2<sup>nd</sup> Homeowners**

\*Estimated from SUN Air Passenger surveys

- *Note: Enplanements during non-survey months (May, Nov) are primarily local residents, and other data shows ongoing growth in local resident passenger use of SUN.*

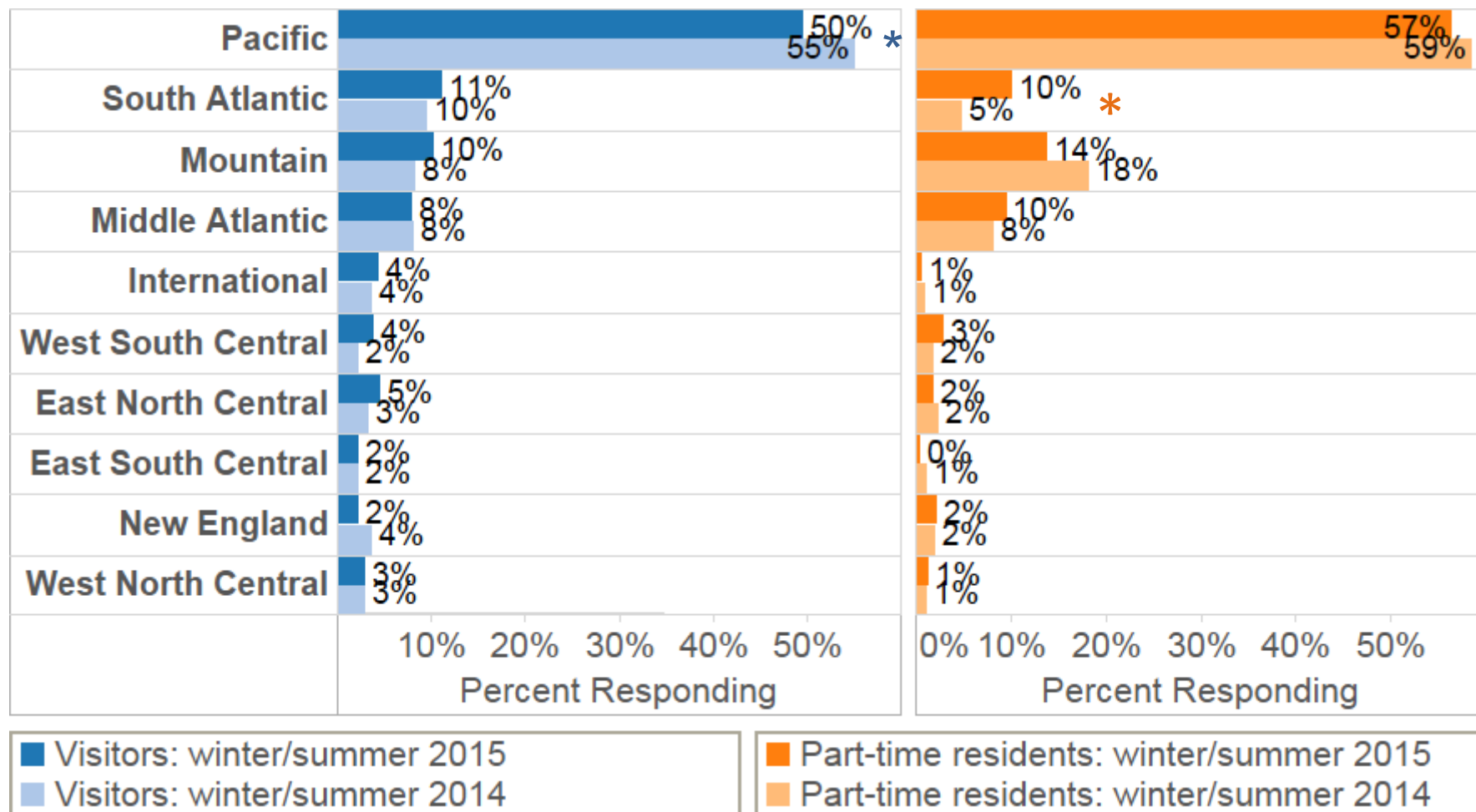
# VISITOR ORIGIN BY CENSUS REGION



- The majority of visitors & PTRs in both 2015 and 2014 were from the West.
- PTRs were somewhat more concentrated from the West (70% in 2015) than visitors (60%).
- The share of PTRs from the South increased a statistically significant 6 ppts from 2014 to 2015.



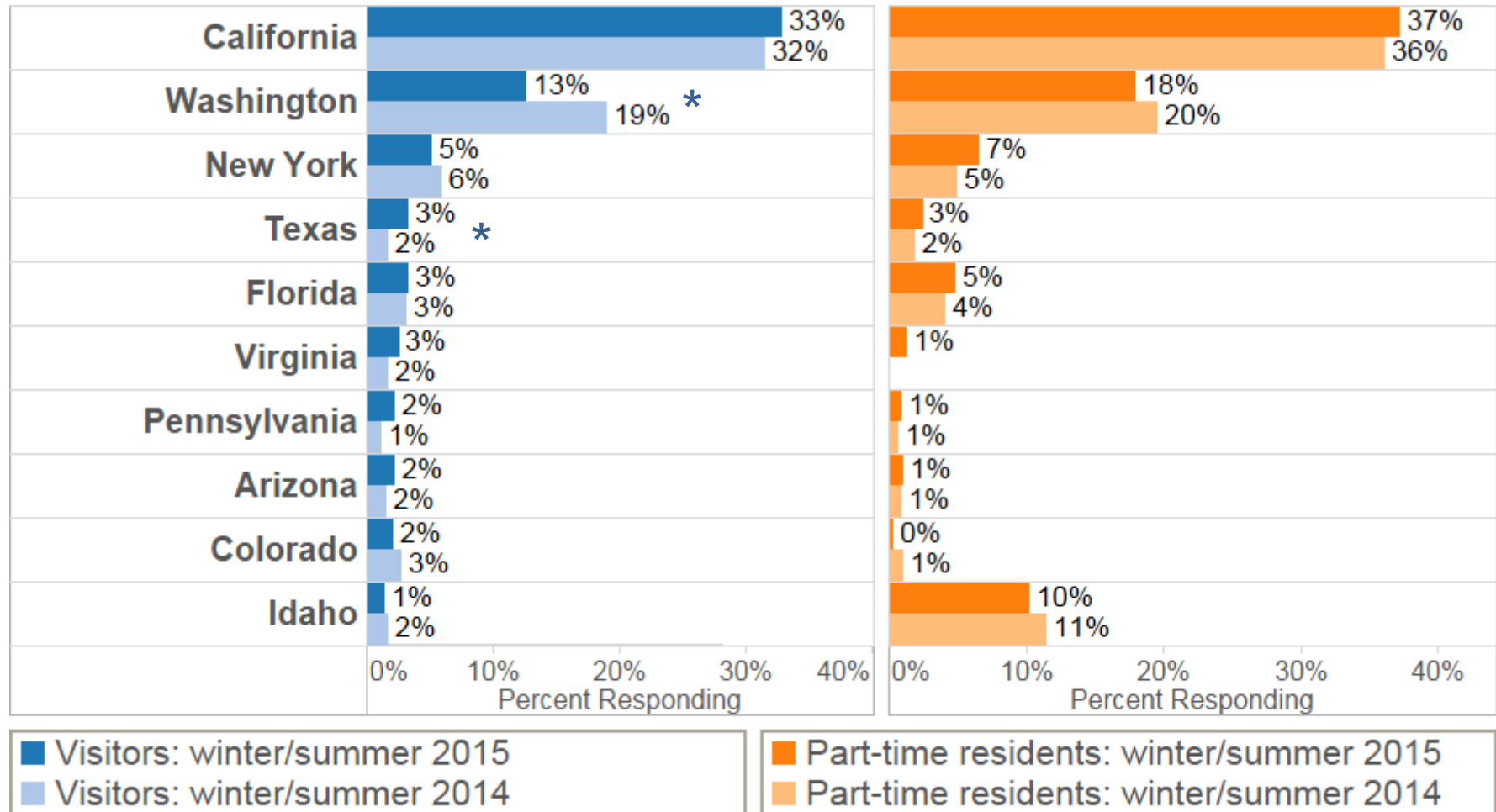
# VISITOR ORIGIN BY CENSUS DIVISION



- 50% of 2015 visitors and 57% of PTRs were from the Pacific states (CA, OR, WA, AK, HI).
- The share of visitors from the Pacific states declined this year (to 50% from 55%).
- The share of PTRs from the South Atlantic (a part of the South Census Region) rose (to 10% from 5%).

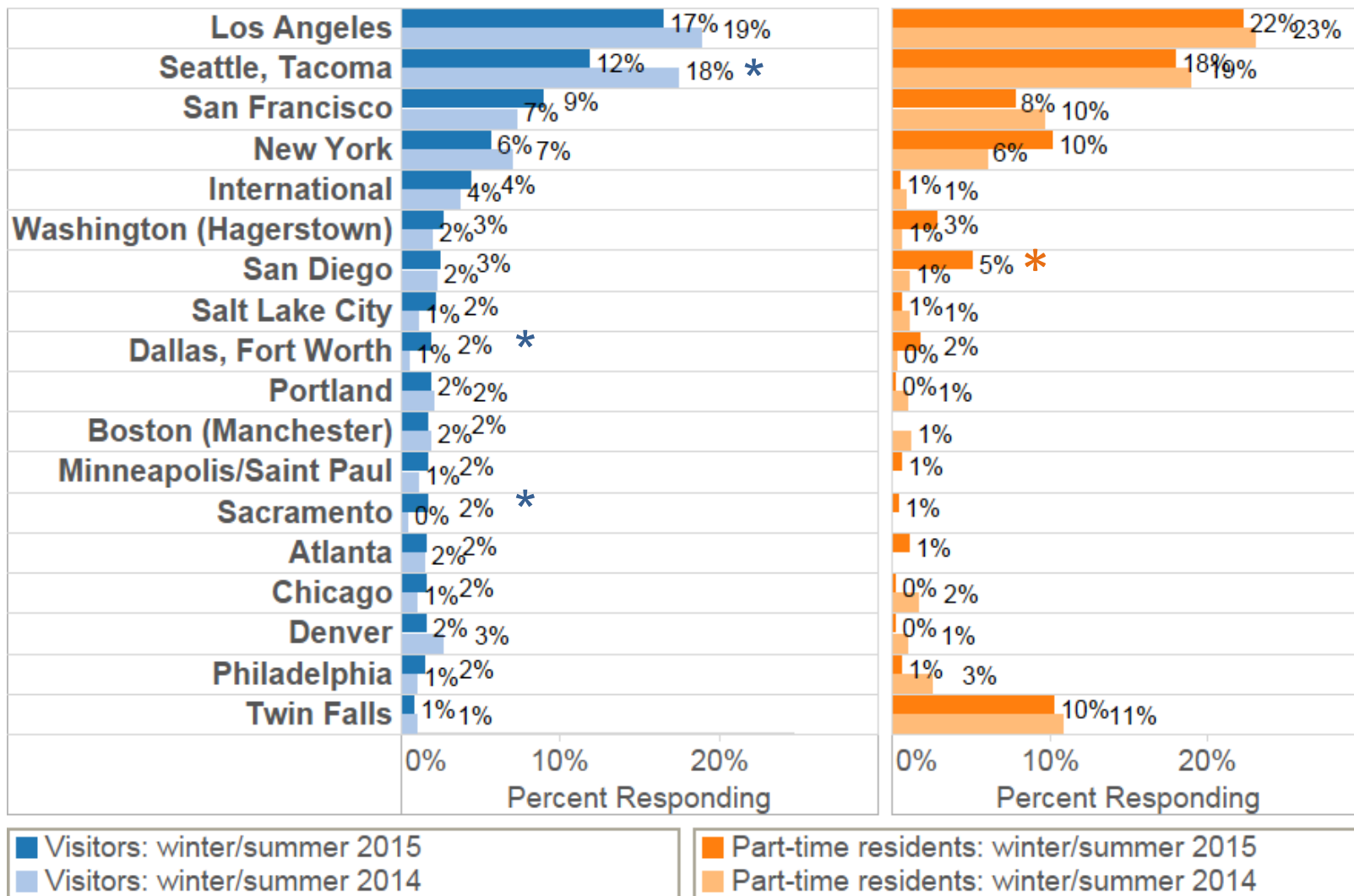


# TOP 10 STATES OF ORIGIN



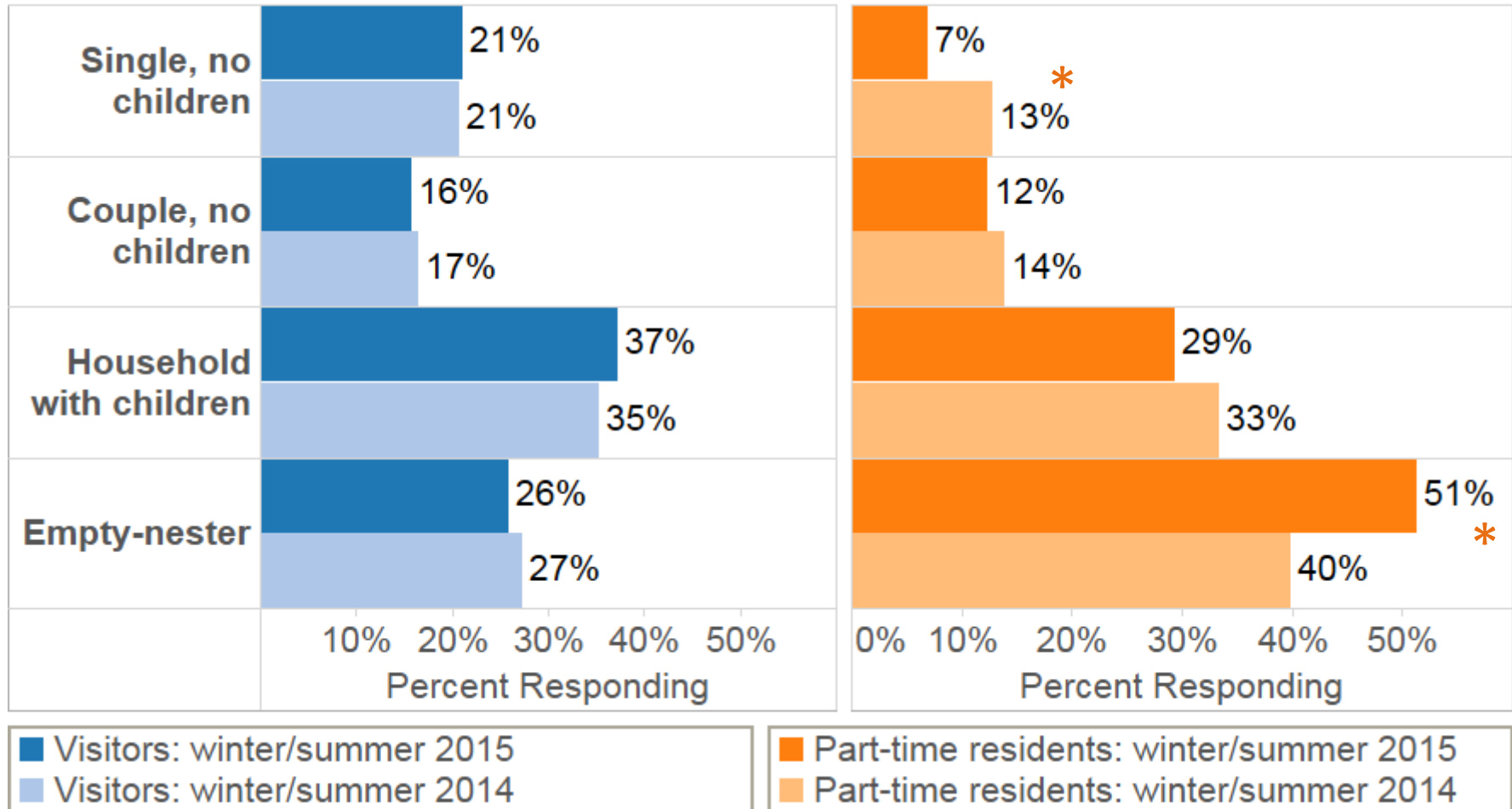
- California and Washington are the top two states for both visitors and PTRs.
- The share of visitors from Washington declined this year (from 19% to 13%), while the share from Texas edged up (from 2% to 3%).

# TOP DESIGNATED MARKET AREAS



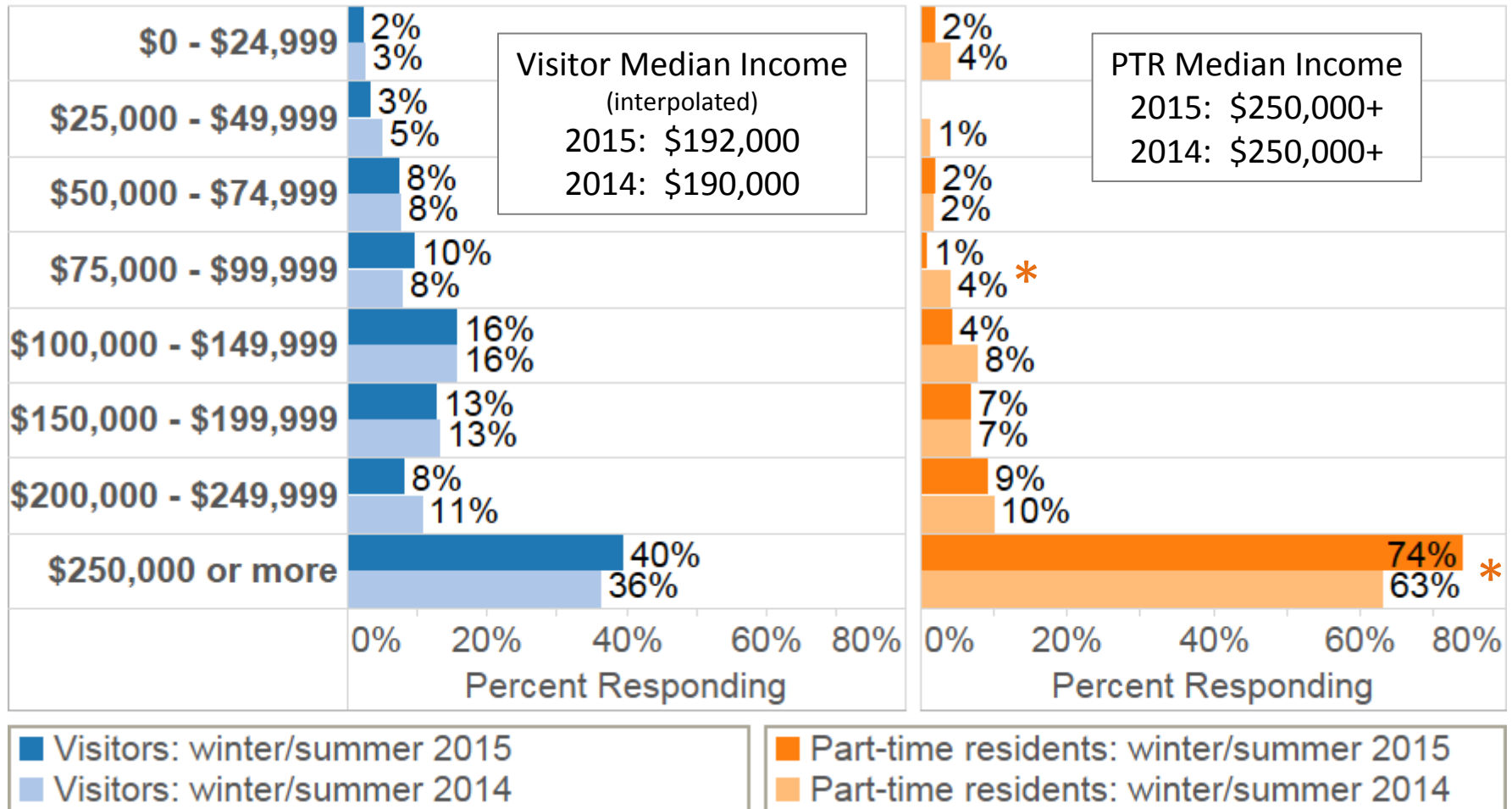
- LA, Seattle, SF, and NYC are the top four out-of-area DMAs for visitors & PTRs.
- For visitors, Seattle dipped significantly this year, while Dallas & Sacramento edged up.
- For PTRs, San Diego increased this year.

# HOUSEHOLD / FAMILY STATUS



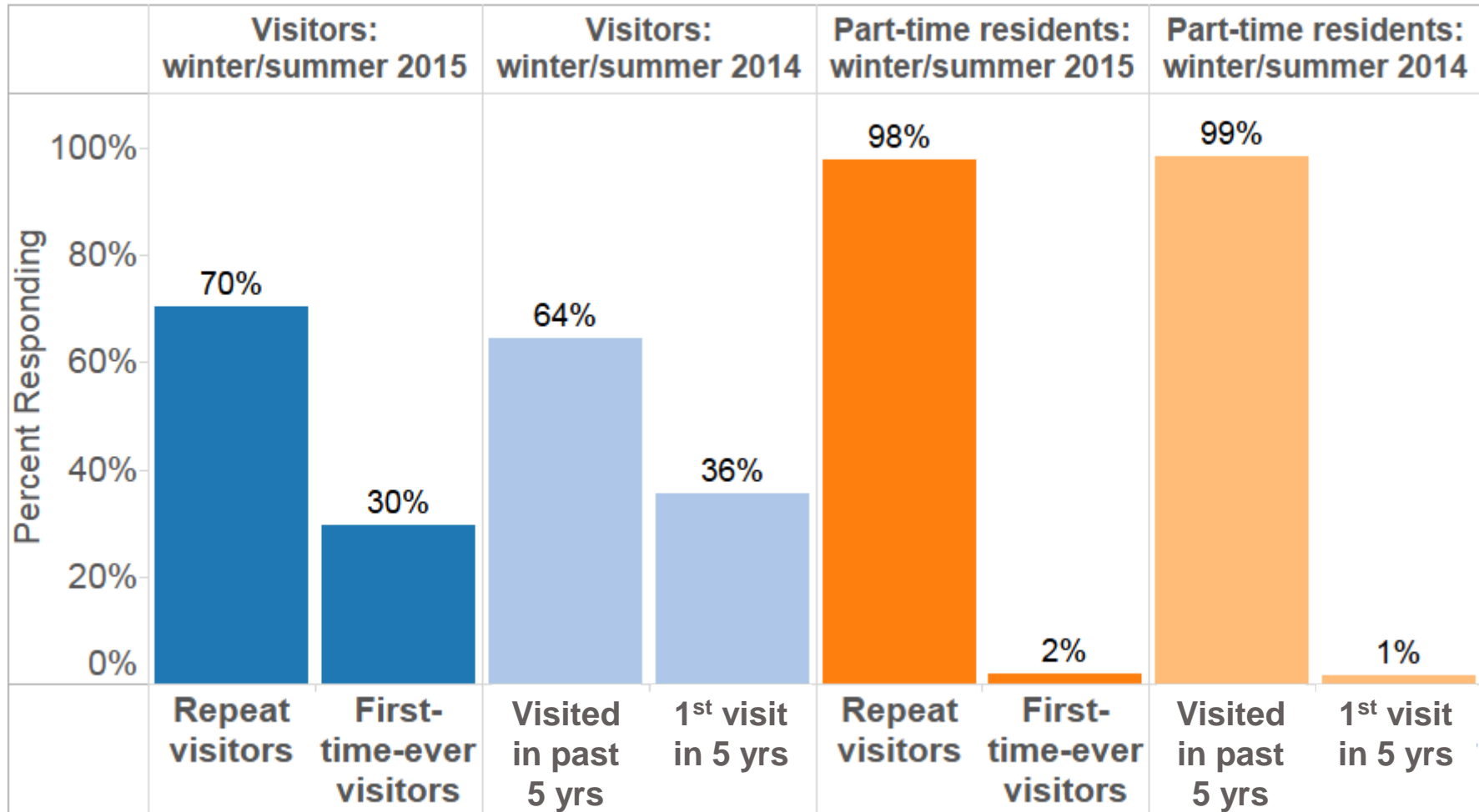
- Visitors have a diverse household profile, led by households with kids (37%).
- PTRs are predominantly empty-nesters (51%) and families (29%).
- Increase this year in PTRs who are empty nesters, decrease in singles, consistent with PTR aging shift.

# HOUSEHOLD INCOME (PRE-TAX)



- In 2015, 74% of PTRs and 40% of visitors reported an annual household income of \$250,000+, both up from 2014. (This was a statistically significant increase for PTRs – perhaps related to a greater share of non-single households. For visitors, the shift was not statistically significant.)

# PREVIOUS VISITATION TO SV (IN EITHER WINTER OR SUMMER)



In 2015, 70% of visitors had been to SV previously, while 30% were visiting for the first time ever.

NOTE: 2015 first time visitors = no previous visits to SV ever.

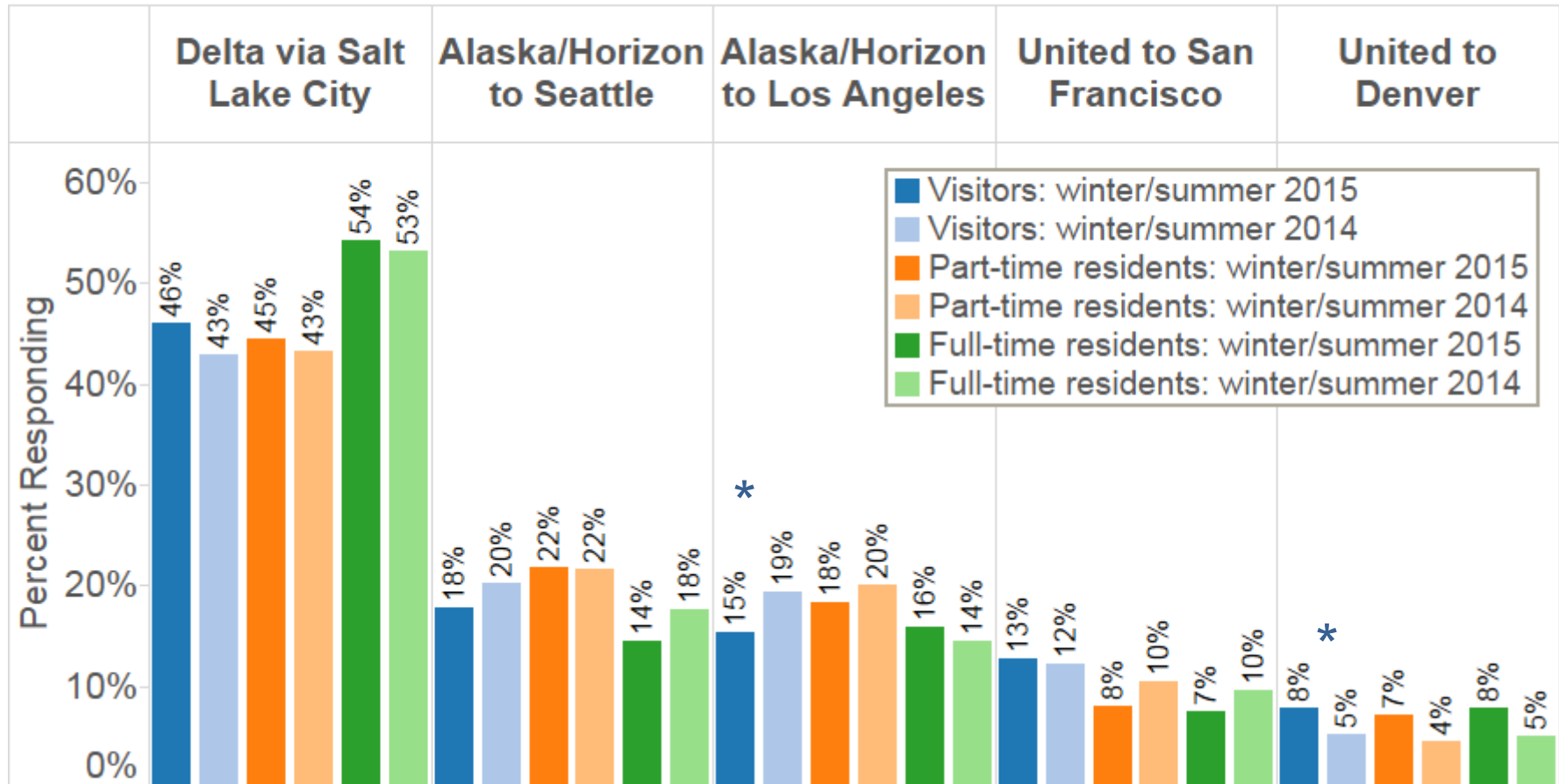
2014 first-time visitors = no previous visits to SV in past 5 years.

Thus, 2015 and 2014 results are not fully comparable, due to this wording difference.

# TRIP PLANNING

# DEPARTING FLIGHT

## On which flight are you departing today?

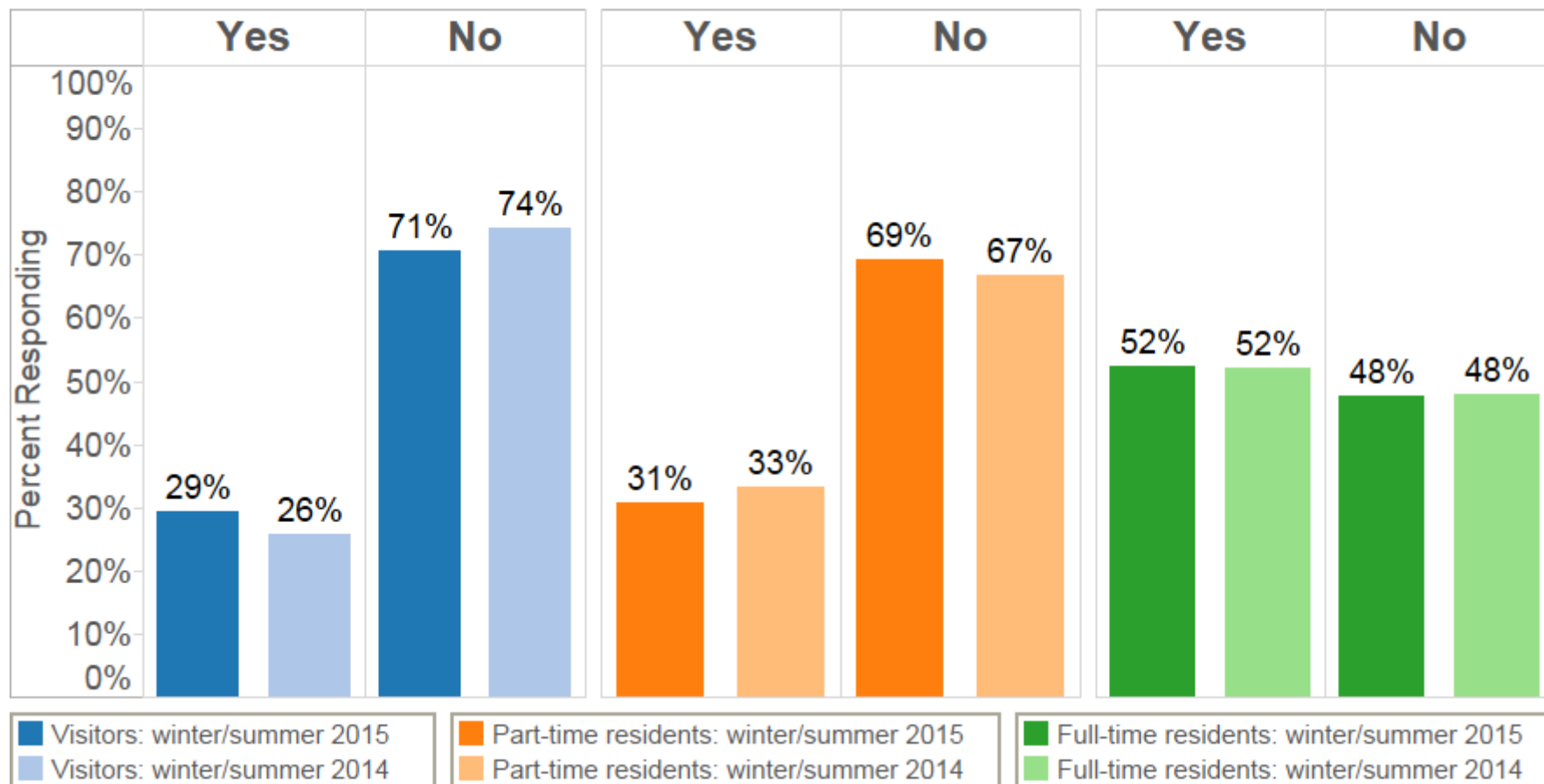


- The proportion of visitors flying to LAX dipped this year, while the proportion flying to DEN rose.
- The flight mix of PTRs and FTRs held relatively steady.
- FTRs have been more likely than other groups to use flights to SLC.



# AIRPORTS CONSIDERED

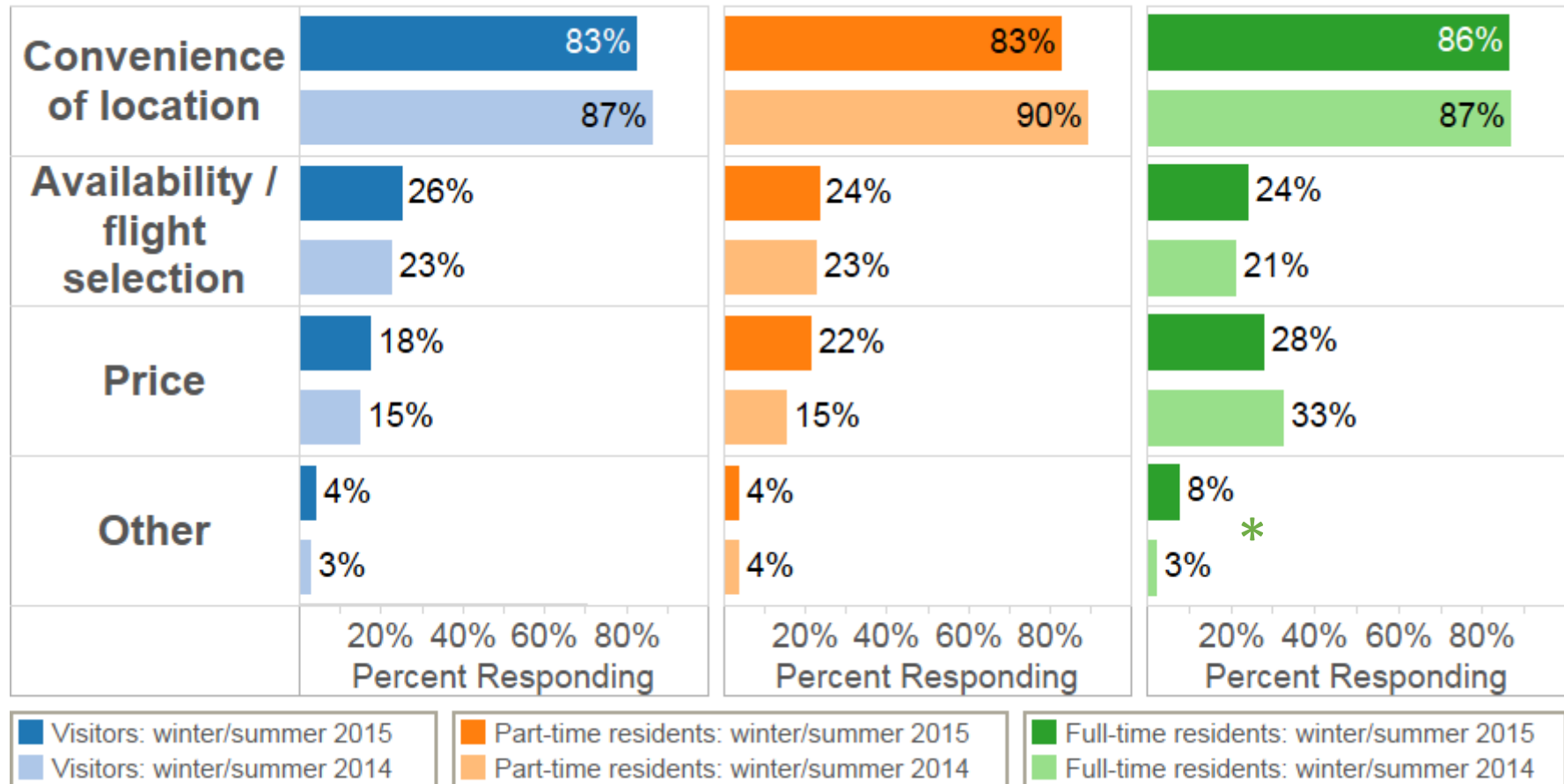
Did you consider other airports for this trip?



FTRs are most likely to consider using other airports (52%), followed by PTRs (31-33%) and Visitors (29-26%).

# AIRPORT SELECTION

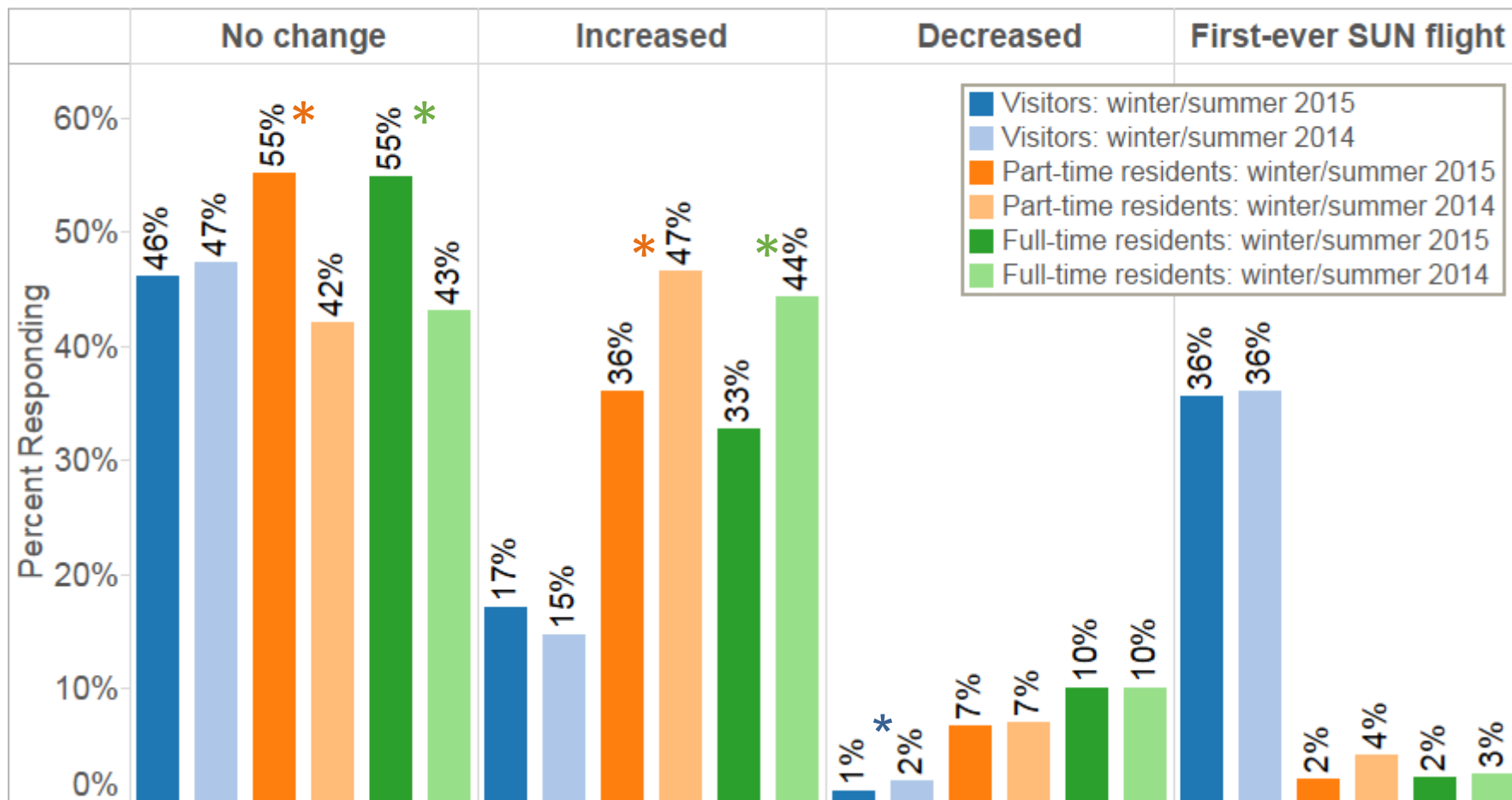
If considered other airports, why did you choose SUN for this trip?



Among passengers who considered other airports, convenience of location remains the dominant reason cited for choosing SUN. Results were generally stable over the past two years, except for an uptick in FTRs citing “other” reasons.

# CHANGE IN AIRPORT USAGE

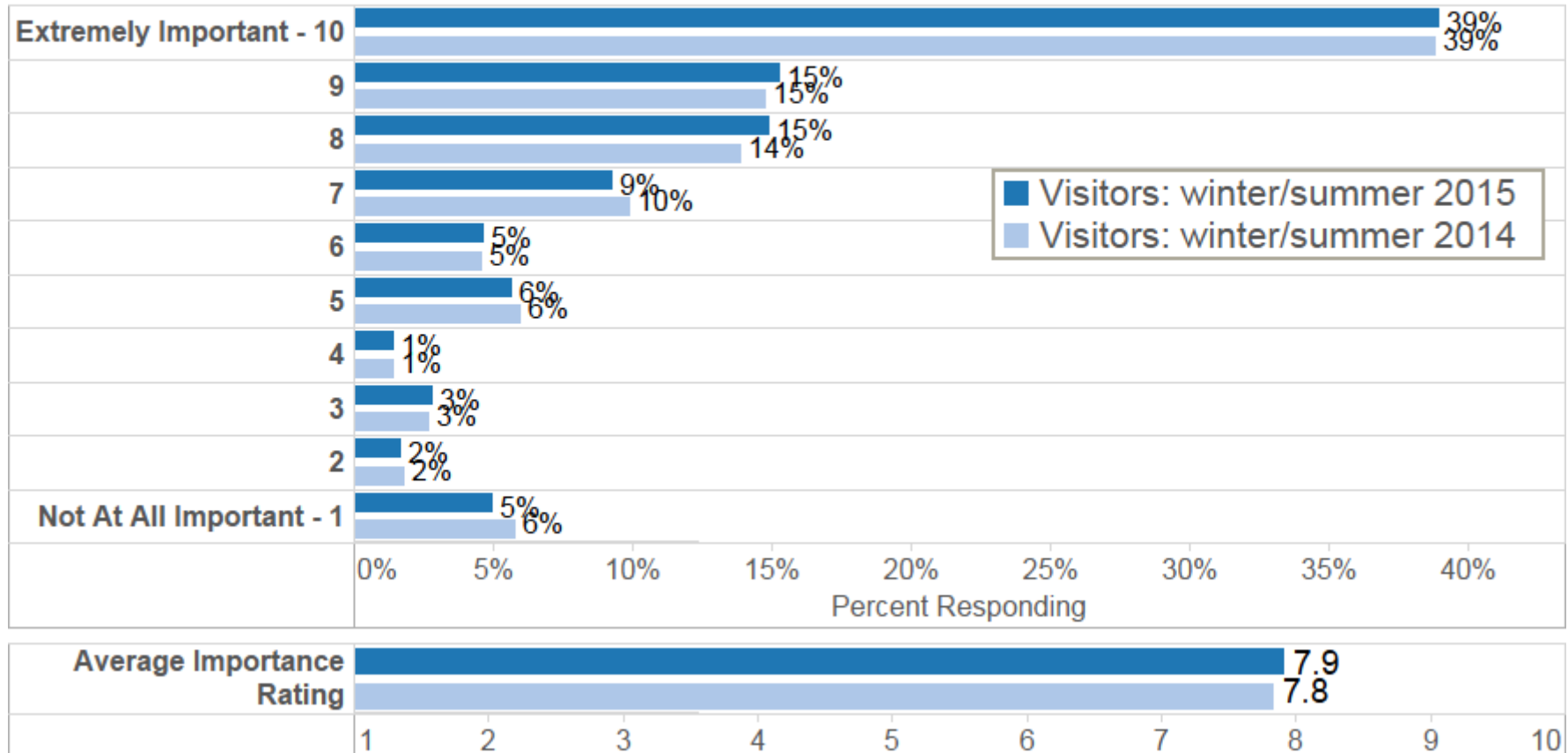
Has your usage of this airport increased, decreased, or remained the same in the past 12 months, relative to the preceding year?



**All groups were more likely to report increased than decreased use of SUN in 2015, including PTRs (33% vs. 7%), FTRs (30% vs. 9%), & visitors (16% vs. 1%).** A larger share of PTRs and FTRs reported “no change in use” in 2015, while a smaller share reported “increased use” (perhaps related to the annualization of SFO & DEN flights, which began in Dec 13 & Jul 14 respectively).

# IMPORTANCE OF FLIGHT AVAILABILITY (VISITORS)

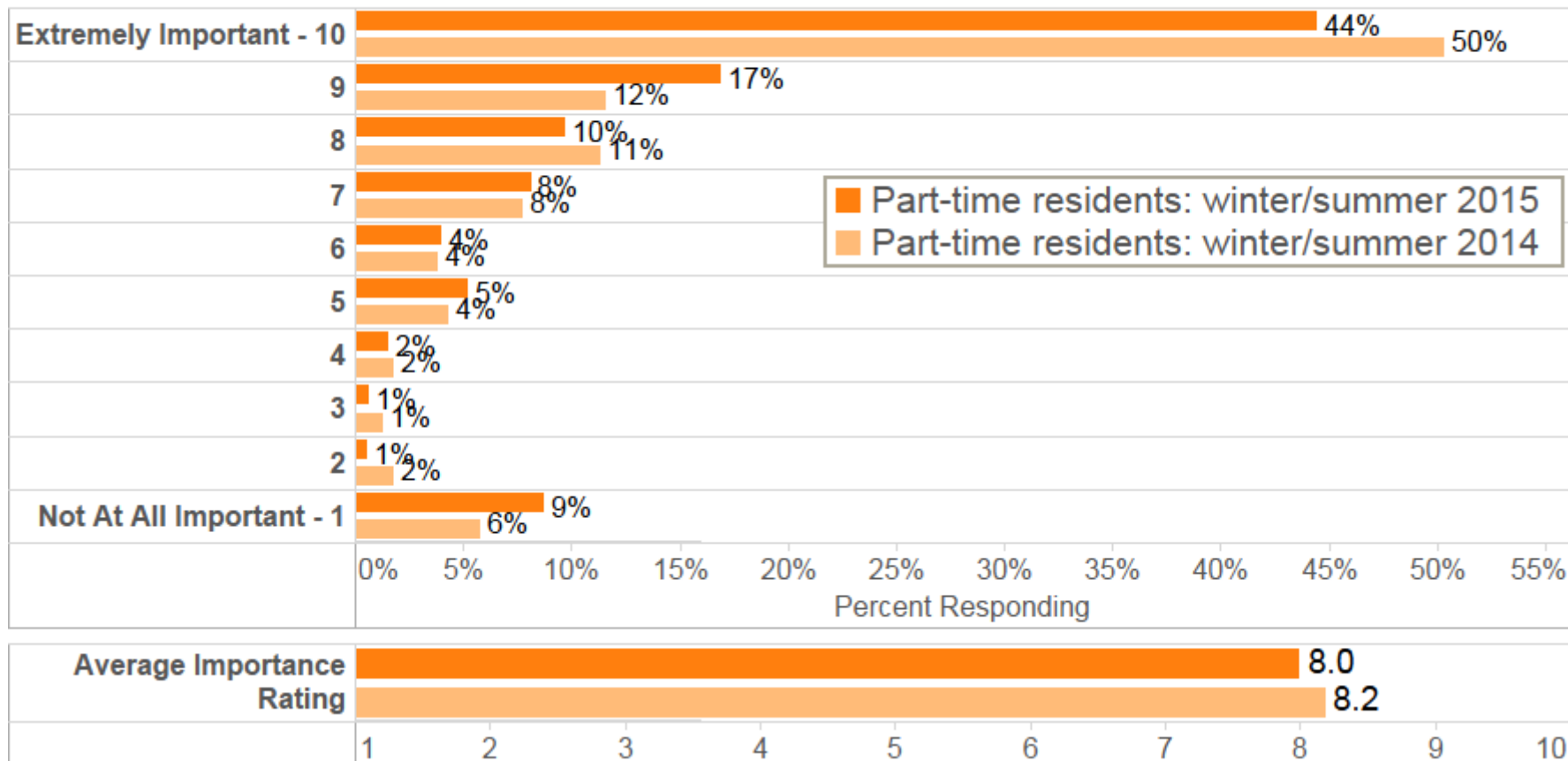
How important was the availability of flights to this airport in your decision to visit the Sun Valley area?



Availability of flights was very/extremely important (% 8, 9, 10) in the decision-making process of most visitors to Sun Valley (69% in 2015). Results were largely stable year-over-year.

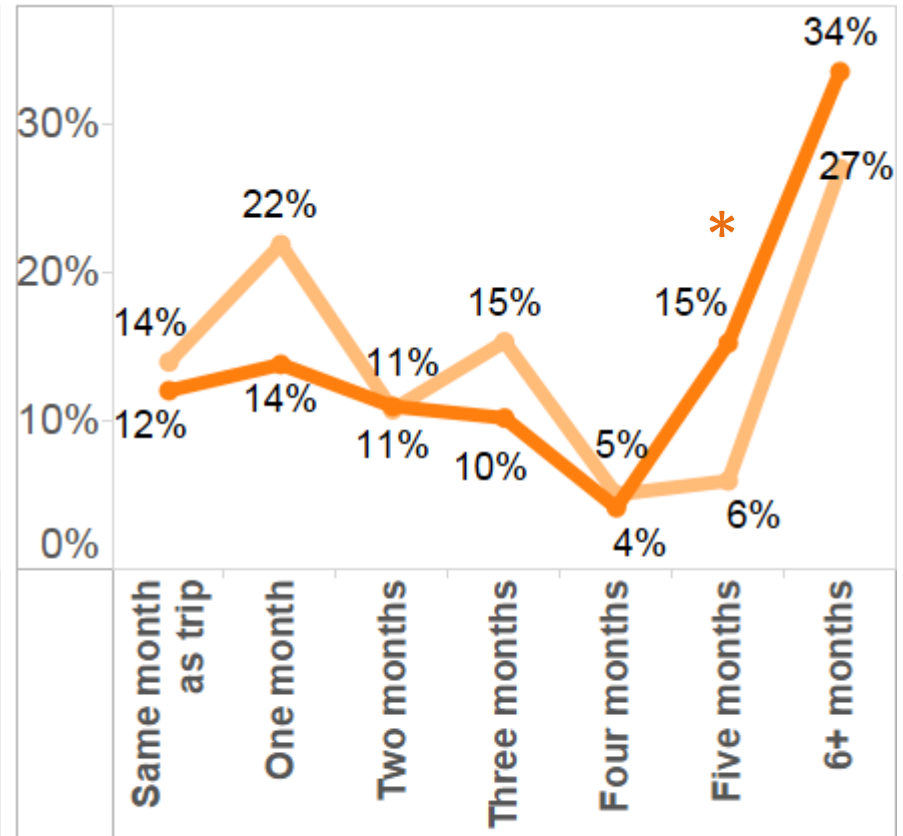
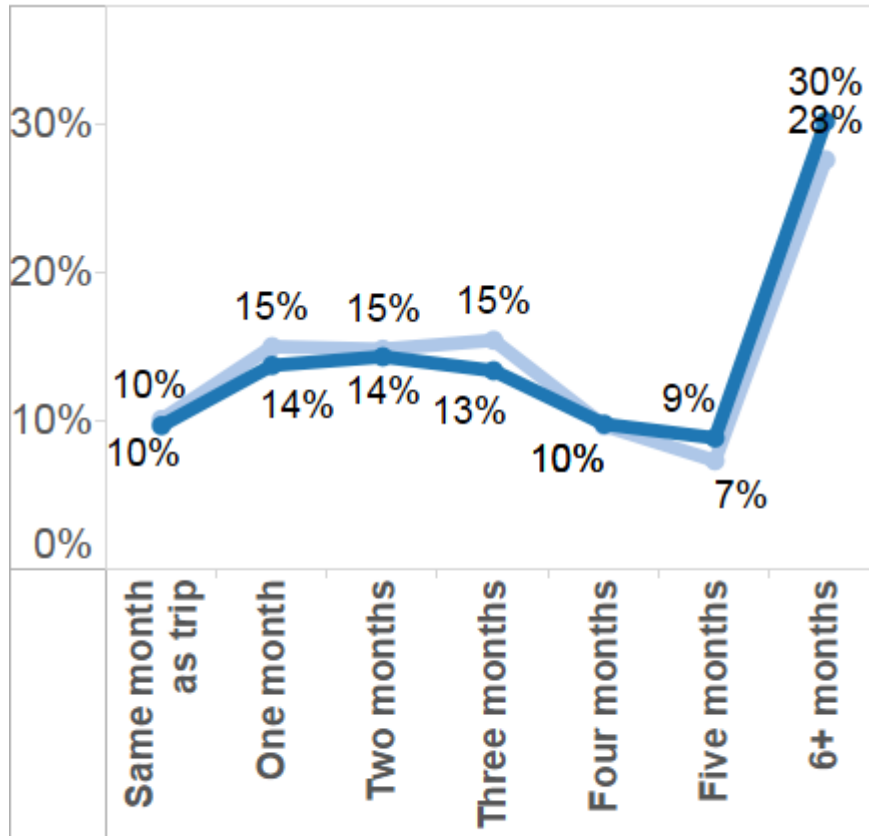
# IMPORTANCE OF FLIGHT AVAILABILITY (PTRs)

How important was the availability of flights to this airport in your decision to visit the Sun Valley area?



Availability of flights was very/extremely important (% 8, 9, 10) in the decision making process of most PTRs to Sun Valley (71% in 2015). The average importance rating was 8.0 in 2015.

# TRIP CONSIDERATION LEAD TIME

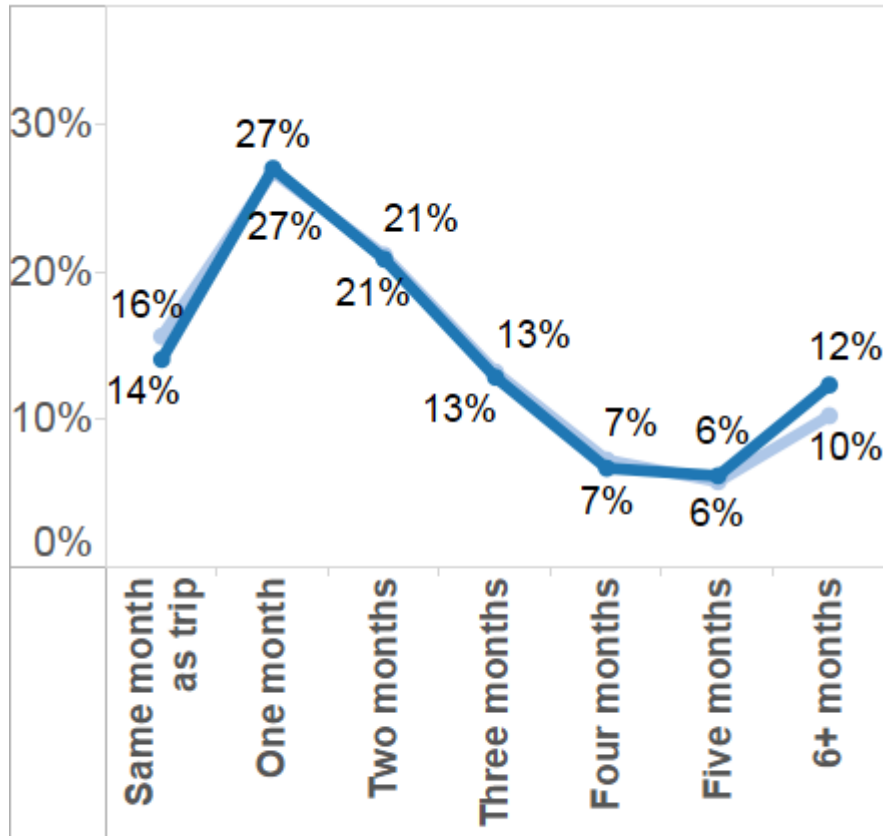


■ Visitors: winter/summer 2015  
■ Visitors: winter/summer 2014

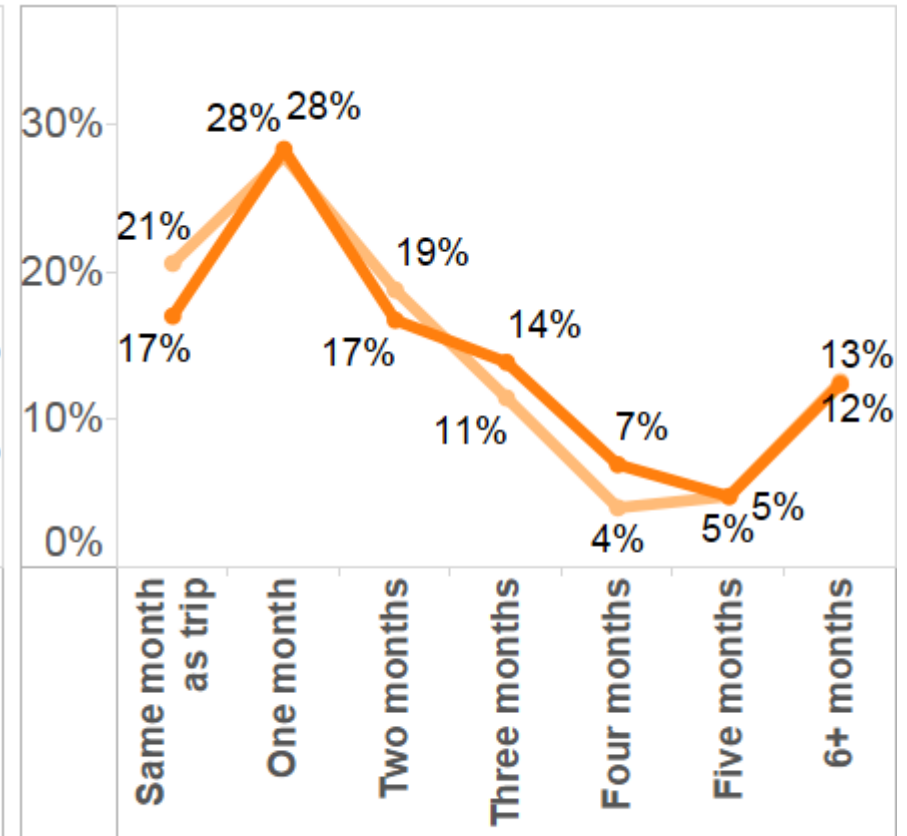
■ Part-time residents: winter/summer 2015  
■ Part-time residents: winter/summer 2014

- Visitors: Roughly equal shares began considering their trip 4+ calendar months (49%) and 0-3 months (51%) in advance in 2015. Lead times were slightly longer than in 2014 (45% - 55%).
- PTR lead times were significantly longer in 2015 (49% 5+ mo in advance) than 2014 (33%).

# FLIGHT BOOKING LEAD TIME



■ Visitors: winter/summer 2015  
■ Visitors: winter/summer 2014



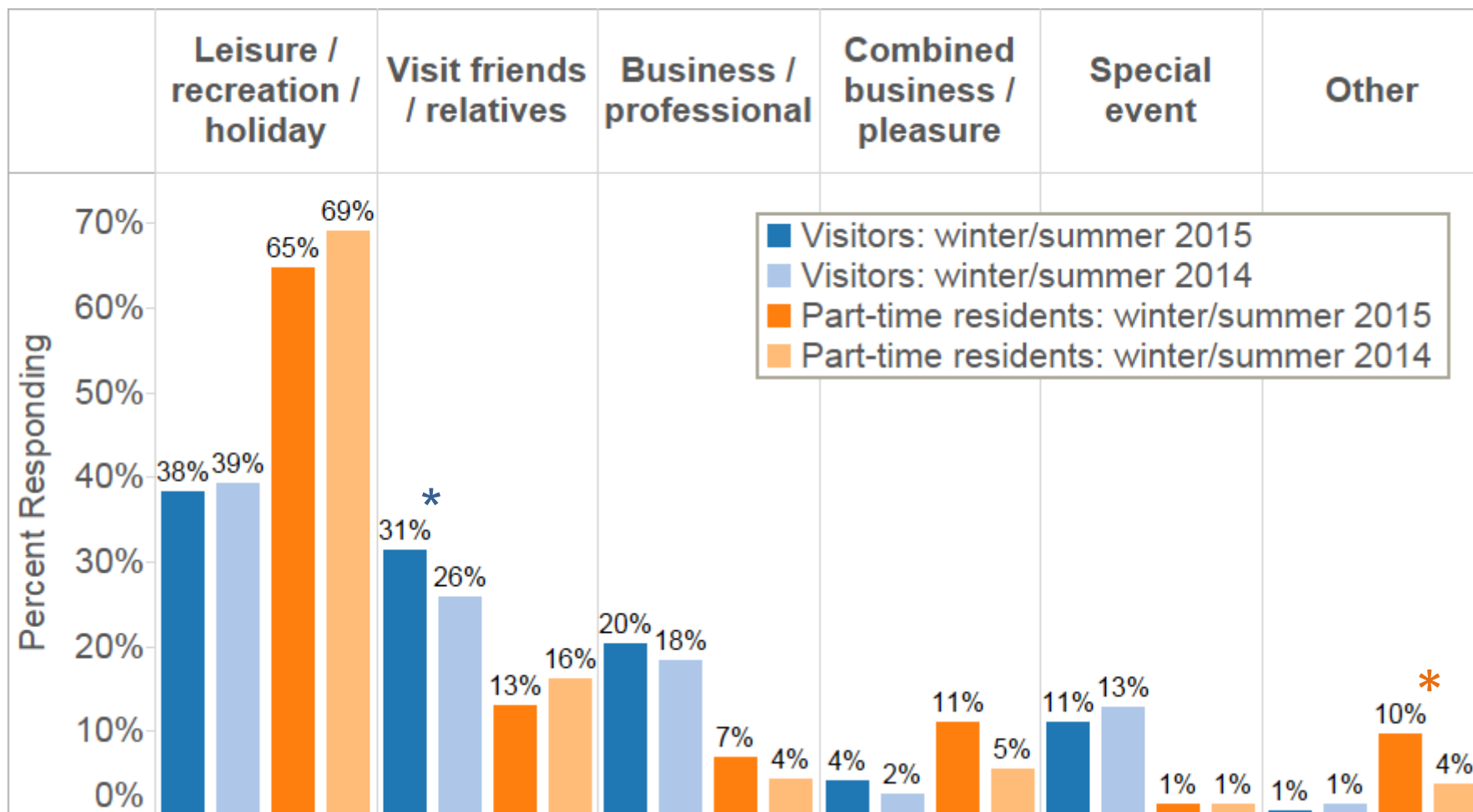
■ Part-time residents: winter/summer 2015  
■ Part-time residents: winter/summer 2014

- For both visitors and PTRs, flight bookings peak one calendar month in advance of the trip (27% and 28% respectively in 2015).
- Booking lead times were largely stable year over year, despite somewhat longer trip consideration lead times.



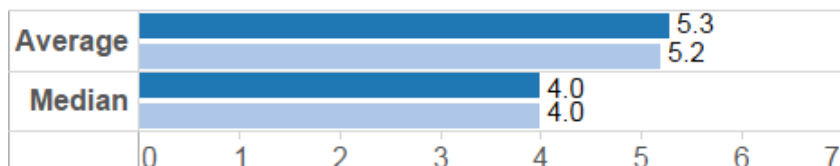
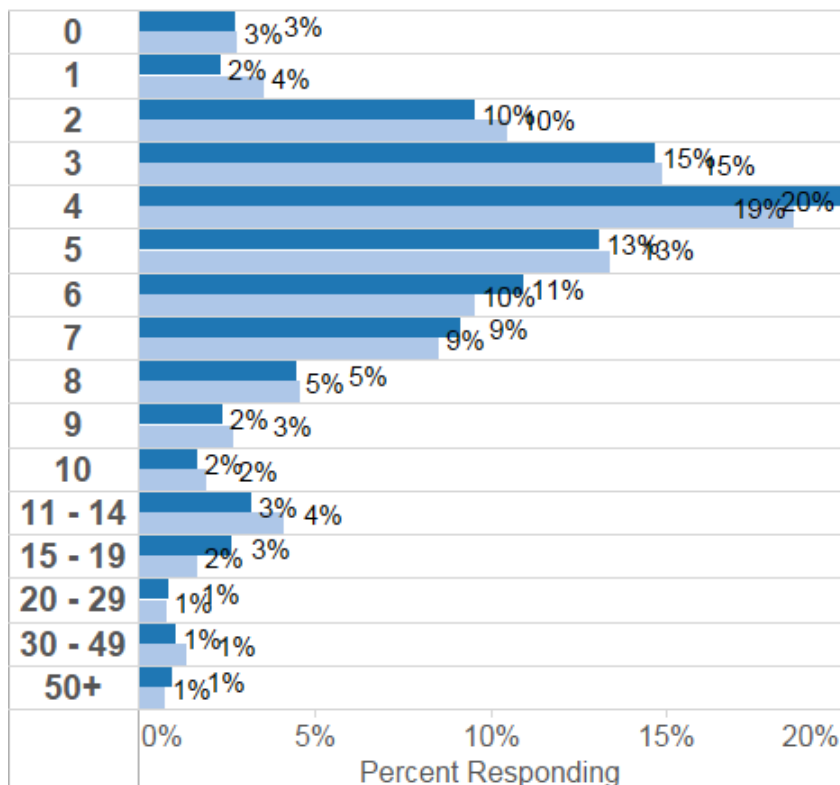
# TRIP CHARACTERISTICS

# MAIN PURPOSE OF TRIP

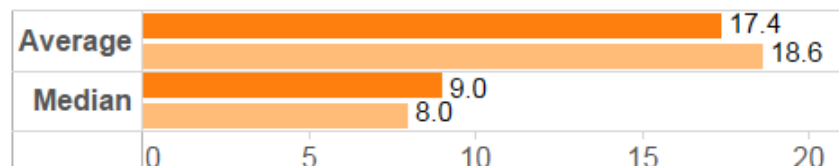
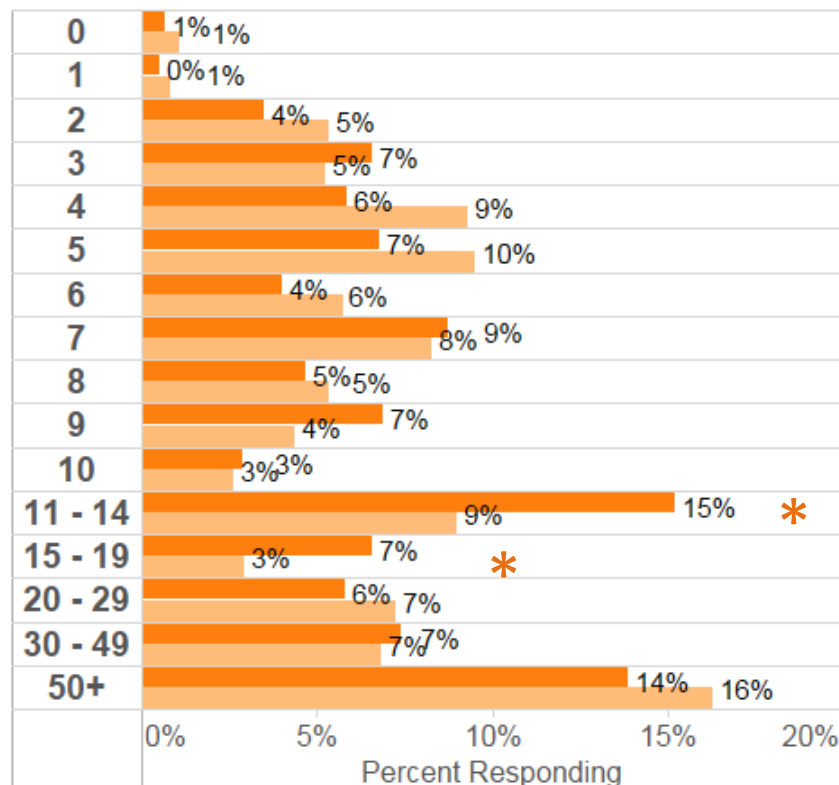


- Visitors have diverse trip purposes, led by leisure/rec/holiday (38%), visiting friends/relatives (31%), business (20%), and special event (11%). Uptick in VFR trips this year.
- PTRs primarily come for leisure/rec/holiday (65%). Uptick in "other" trips this year.

# TRIP NIGHTS



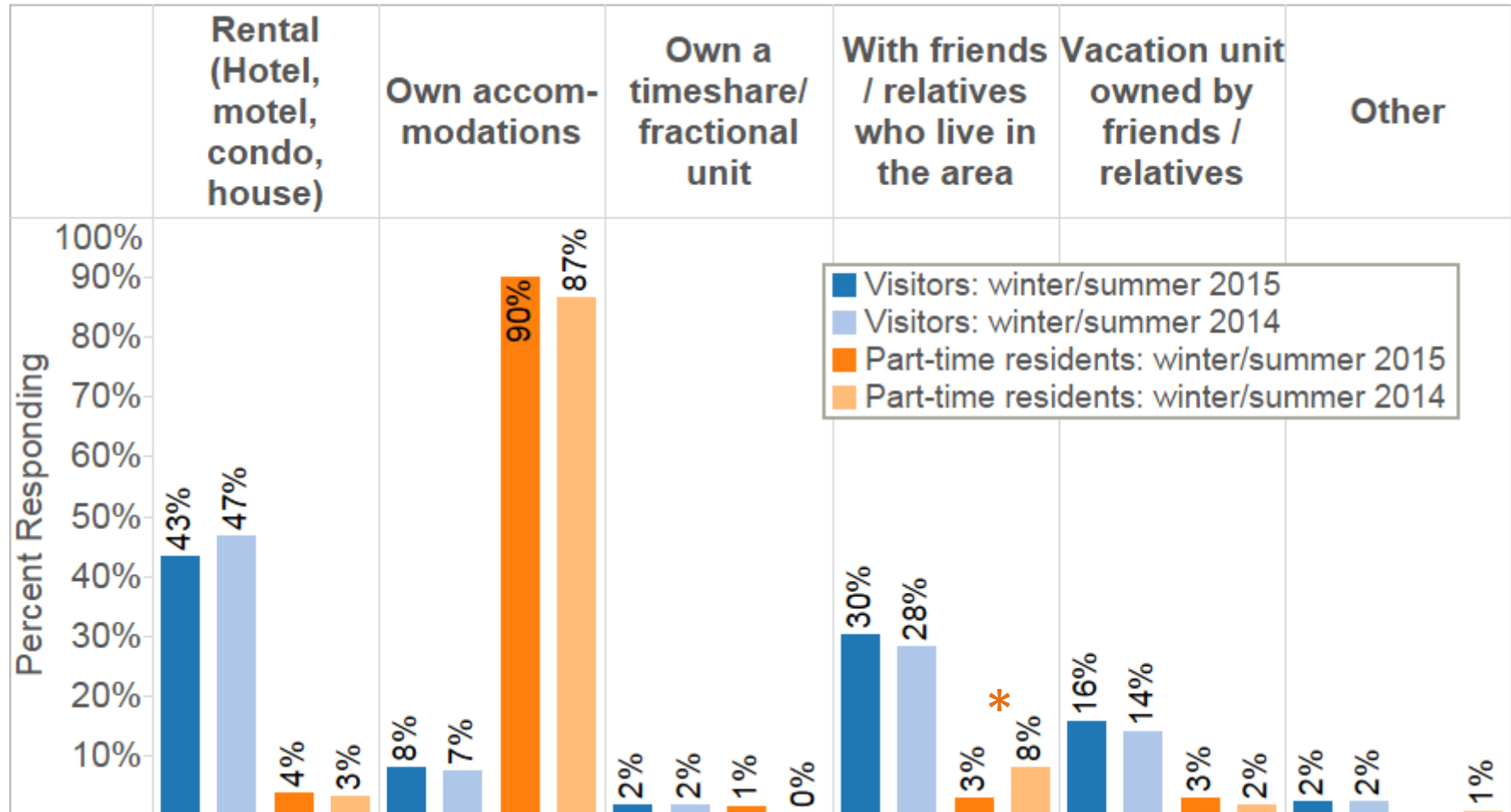
■ Visitors: winter/summer 2015  
■ Visitors: winter/summer 2014



■ Part-time residents: winter/summer 2015  
■ Part-time residents: winter/summer 2014

Trip stays are much longer among PTRs than visitors (avg 17.4 vs. 5.3 nts). Generally stable YOY results.  
Note: Calculations of average and median length of stay exclude stays of 31+ nights for visitors and 91+ nights for PTRs.

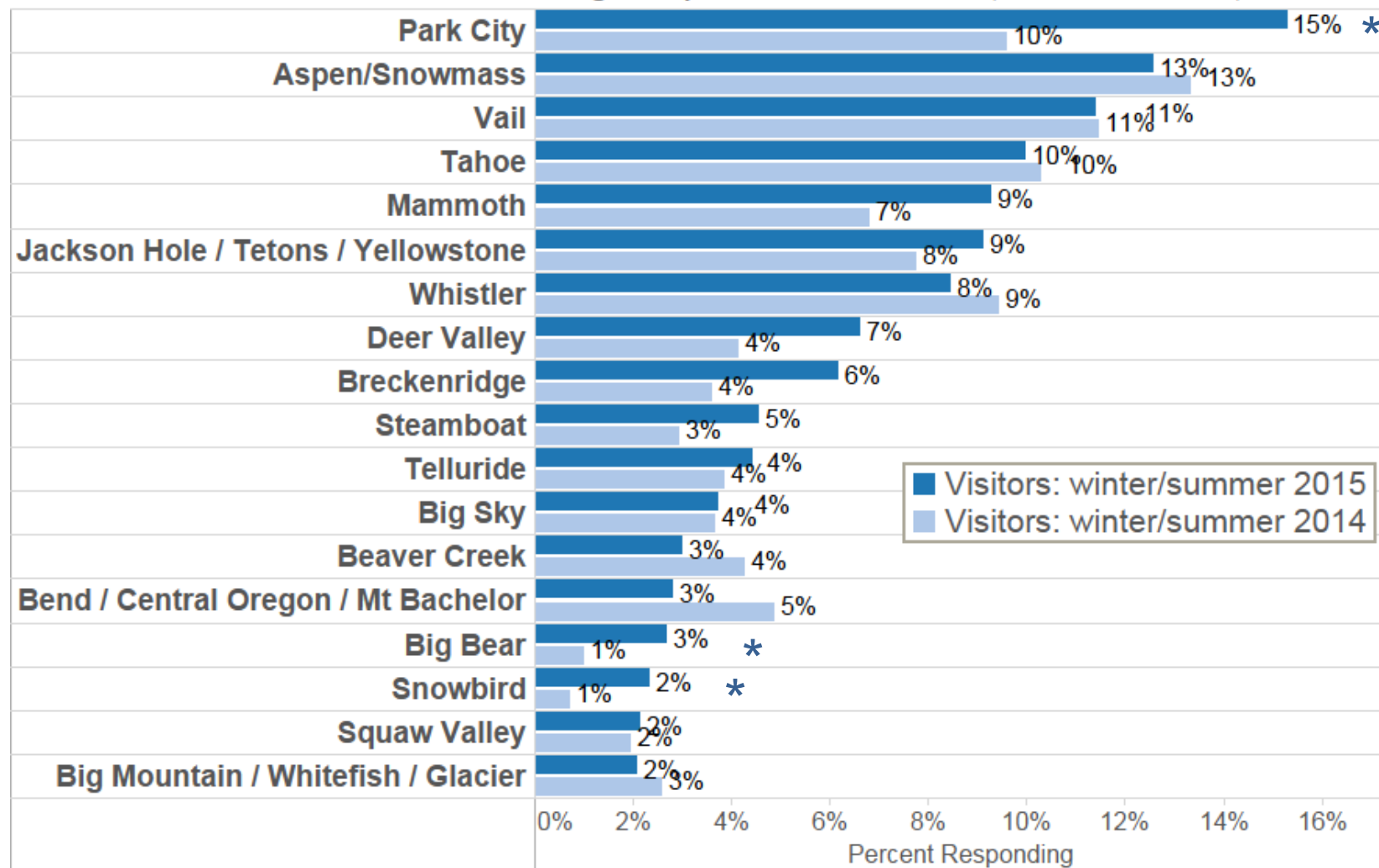
# ACCOMMODATIONS TYPE



Among 2015 visitors, just 43% stayed in rental accommodations, while 57% stayed in other unit types (i.e. 30% with family & friends, 25% in vacation homes/timeshares owned by them/family/friends, 2% in other types of accommodations).

# OTHER MTN RESORTS VISITED

Other Mountain Resorts Visited for Overnight Trips in Past 3 Summers (or Past 3 Winters)



Leading competitors: Park City, Aspen, Vail, Tahoe, Mammoth, JH, Whistler. Many others too.

# AVG. PER CAPITA DAILY SPENDING

	VISITORS			PART-TIME RESIDENTS		
	Winter/ Summer 2015	Winter/ Summer 2014	\$ Change	Winter/ Summer 2015	Winter/ Summer 2014	\$ Change
Lodging	\$54	\$54	(\$0)	\$4	\$2	\$1
Restaurants/food and beverage	\$100	\$108	(\$7)	\$93	\$99	(\$6)
Shopping/retail purchases	\$44	\$48	(\$5)	\$63	\$56	\$6
Entertainment and recreation	\$76	\$67	\$8	\$60	\$55	\$4
Local transportation	\$25	\$18	\$7	\$15	\$11	\$5
Other (incidentals, tips, sundries)	\$11	\$17	(\$6)	\$13	\$21	(\$8)
<b>TOTAL</b>	<b>\$310</b>	<b>\$313</b>	<b>(\$3)</b>	<b>\$248</b>	<b>\$245</b>	<b>\$2</b>

Average total expenditures per person per day:

- Visitors: \$310 in 2015 (very similar to \$313 in 2014: down \$3 or -0.9%)
- Part-time residents: \$248 in 2015 (very similar to \$245 in 2014: up \$2 or +0.9%)

		Visitors: Winter/ Summer 2015	PT residents: Winter/ Summer 2015	Total Visitors & PT residents: Winter/Summer 2015
	Per capita daily spend	\$310	\$248	\$281
x	Average nights of stay	5.3	17.2	7.7
=	Per capita spend per trip	\$1,637	\$4,254	\$2,176
	Total enplanements June-October	66,617	66,617	66,617
	Share of passengers by segment	63%	16%	79%
x	Number of passengers	41,898	10,879	52,777
=	Aggregate direct spend (millions)	\$69M	\$46M	\$115M

**Average spend per trip:** Visitors \$1637, PT residents \$4254, Total \$2176

**Aggregate direct spend:** Visitors \$69M, PT residents \$46M, Total \$115M



# ECONOMIC IMPACT – 2015 vs. 2014

		Total Visitors & PT residents: Winter/Summer 2015	Total Visitors & PT residents: Winter/Summer 2014	Pct change: 2015 vs. 2014
	Per capita daily spend	\$281	\$288	-2.4%
x	Average nights of stay	7.7	8.0	-3.9%
=	Per capita spend per trip	\$2,176	\$2,321	-6.2%
	Total enplanements (Dec-Apr, Jun-Oct)	66,617	64,182	3.8%
	Pct. of pax who are visitors & PT residents	79%	77%	3.1%
x	No. of pax who are visitors & PT residents	52,777	49,334	7.0%
=	Aggregate direct spend (millions)	\$114.9M	\$114.5M	0.3%

Note: 2015 surveying took place Dec. 30, 2014 – Mar. 31, 2015; and Jul. 1 – Oct. 18, 2015.

2014 surveying took place Dec. 27, 2013 – Apr. 6, 2014; and Jul 7 – Oct 19, 2014.

Calculations assume that the survey results were representative of the entire Dec – Apr & Jun – Oct period each year.

- Total economic impact held roughly steady between 2014 and 2015 (up 0.3%).
- Average per capita daily spend dipped 2.4%, average nights of stay fell 3.8%, and thus average spend per trip is estimated to have fallen 6.2%.
- However, the number of enplaned passengers who are visitors & PTRs rose an estimated 7.0%.

# ECON. IMPACT: 1<sup>ST</sup> TIME VISITORS

		Alaska to LAX	Alaska to SEA	Delta to SLC	United to DEN	United to SFO	TOTAL
	Total pax (Dec-Apr & Jun-Oct)	10,407	11,609	32,786	4,882	6,933	66,617
x	% First-time visitors	11%	10%	22%	28%	22%	19%
=	# First-time visitors	1,154	1,173	7,353	1,355	1,512	12,548
	FIRST-TIME VISITOR ECONOMIC IMPACT:						
	Per capita daily spend	\$327	\$328	\$315	\$296	\$323	\$316
x	Average nights of stay	4.6	3.9	5.0	5.2	4.8	4.9
=	Per capita spend per trip	\$1,498	\$1,272	\$1,588	\$1,551	\$1,554	\$1,542
	Aggregate direct spend	\$1,700,000	\$1,500,000	\$11,700,000	\$2,100,000	\$2,300,000	\$19,300,000

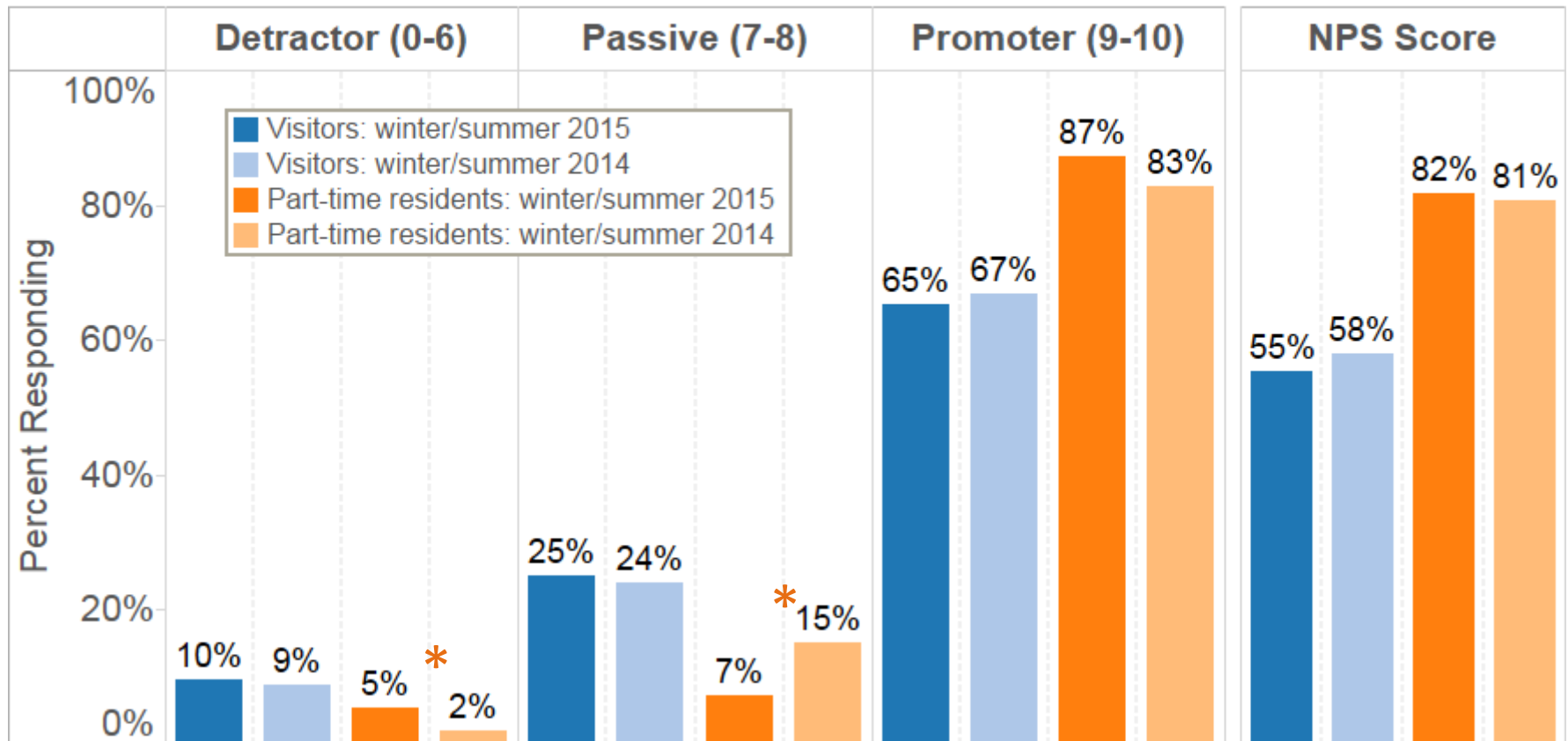
## First-time visitors overall:

- Approximately 12,500 passengers
- Average length of stay: 4.9 nights
- Average per capita spend per trip: \$1,542
- Aggregate direct spend: \$19.3 million

# RATINGS OF EXPERIENCE

# NET PROMOTER SCORE

How likely would you be to recommend the Sun Valley area as a travel destination to a friend or relative?



NPS (National Promoter Score) scores are significantly higher for PTRs (82% in 2015) than visitors (55%).

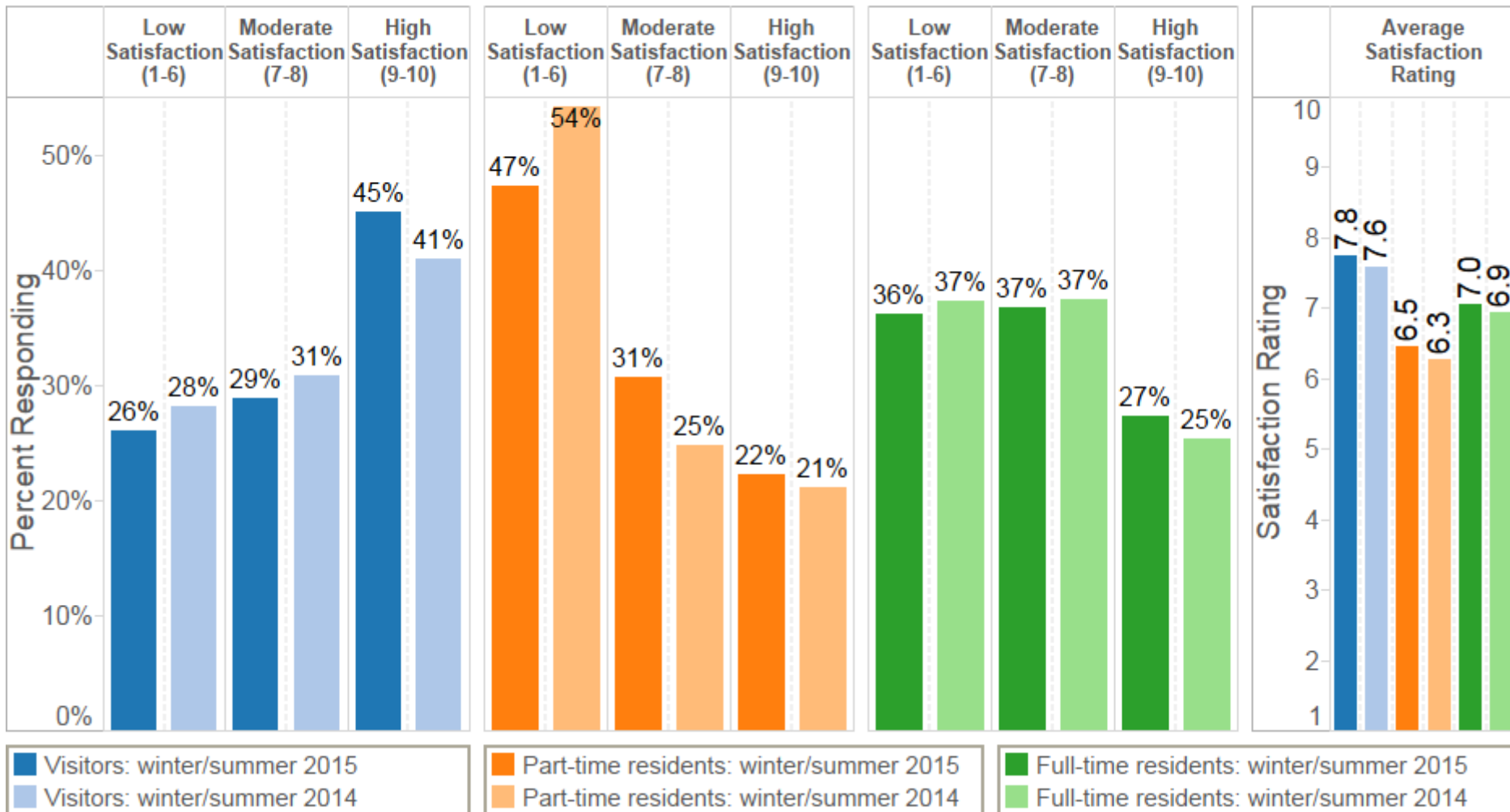
Roughly stable NPS scores year-over-year.

(Likelihood Scale: 0= Not at all likely, 10= Extremely likely)

(Net Promoter Score (NPS)= Promoters (% 9 & 10) minus Detractors (% 0-6))

# SATISFACTION: AIR SERVICE

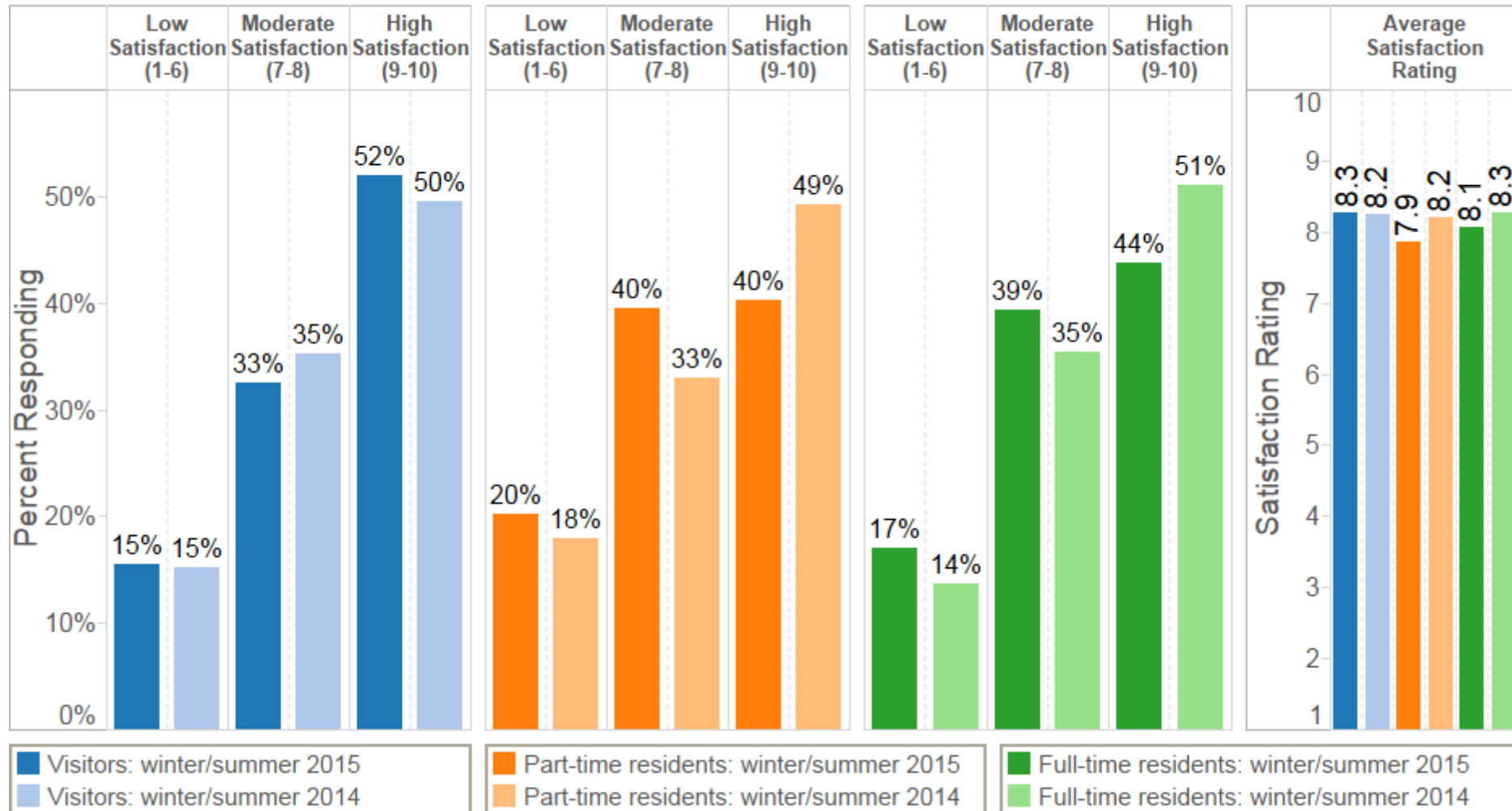
Satisfaction with Air Service to Sun Valley (1=extremely dissatisfied / 10=extremely satisfied)



- Visitors exhibit highest satisfaction with air service (mean 7.8 in 2015) while PTRs exhibit the lowest satisfaction (mean 6.5). FTRs are intermediate (mean 7.0).
- Average satisfaction for all groups edged up slightly in 2015

# SATISFACTION: AIRPORT

Satisfaction with Friedman Memorial Airport (1=extremely dissatisfied / 10=extremely satisfied)



A large majority of all groups are highly or moderately satisfied with the Airport: visitors (85%), FTRs (83%), & PTRs (82%). Satisfaction held relatively steady for visitors, dipped for PTRs & FTRs.

1. Better/more food and beverage options
2. Improved TSA security speed / process
3. Better/cheaper ground transportation/taxi services, and parking closer to airport
4. Newspaper / magazine / merchandise sales
5. Faster baggage claim on arrival
6. Other
  - expanded/more comfortable seating
  - luggage carts
  - water bottle fill stations
  - better wi-fi
  - better signage in airport and way to airport



1. Add nonstop flights to more cities
2. Expand frequency of flights to existing destinations
3. Extend seasonal flights / make year-round
4. Reduce airfare & baggage costs
5. Improve bad weather flight reliability/reduce diversions & cancellations
6. Improve flight connections
7. Improve flight arrival / departure times
8. Better communication on weather changes / delays



# FRIEDMAN MEMORIAL AIRPORT

## 2015 SUN AIR PASSENGER SURVEY REPORT

Results: Winter 2014/15 & Summer 2015

THANK YOU

