



# FSVA SUN AIR SERVICE UPDATE

April 20, 2017





# BIG SUCCESS

## Investment in Air Service Delivers Results

**MORE FLIGHTS = MORE BUSINESS, IMPROVED QUALITY OF LIFE**

- ❑ Local, business, part-time resident, visitor travelers have more choices, more convenience, more competitive fares
- ❑ Improved air service to Wood River Valley = more positive economic impact

**2013**



**2016**





# RESULTS & SUCCESS (2014-2016)

We have made great progress...

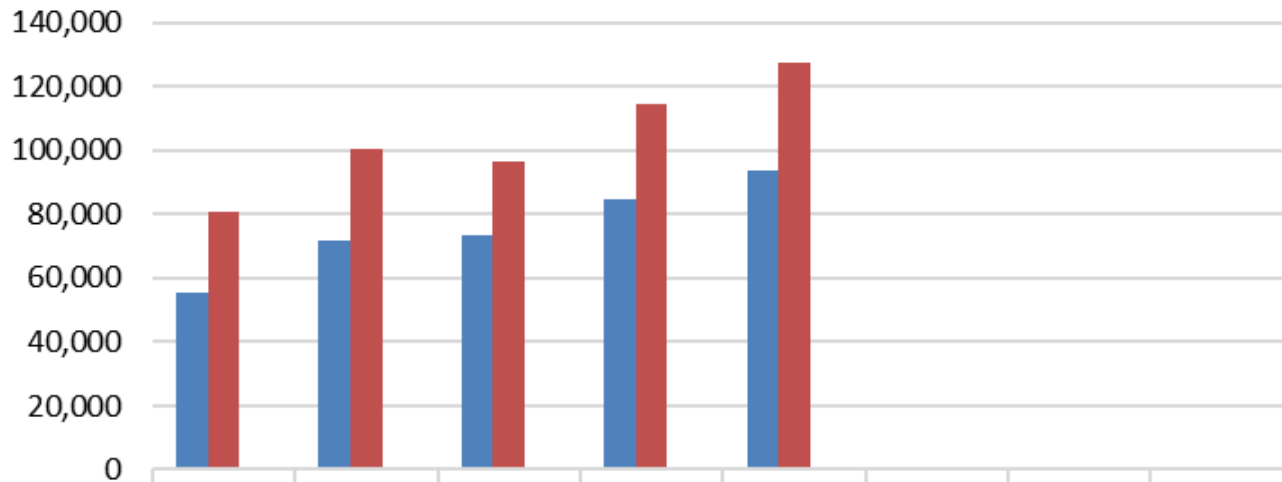
- ✓ 3 new flights-DEN, PDX, SFO (+LAX, SEA, SLC)
- ✓ New airline – United
- ✓ New regional jet service on United, Delta
- ✓ More seats to all 6 cities; longer seasons
- ✓ 40,000+ new air-travel visitors; spending \$55M
- ✓ \$340M total in direct spending by visitors and part-time residents
- ✓ \$200M overall economic impact from tourism developments (hotels, airport, etc.) and new visitor spending
- ✓ Airfares decreased by an average of 10%





# RESULTS & SUCCESS (2014-17 Projected)

**SUN Air Service Growth 2013-2017 Projected**



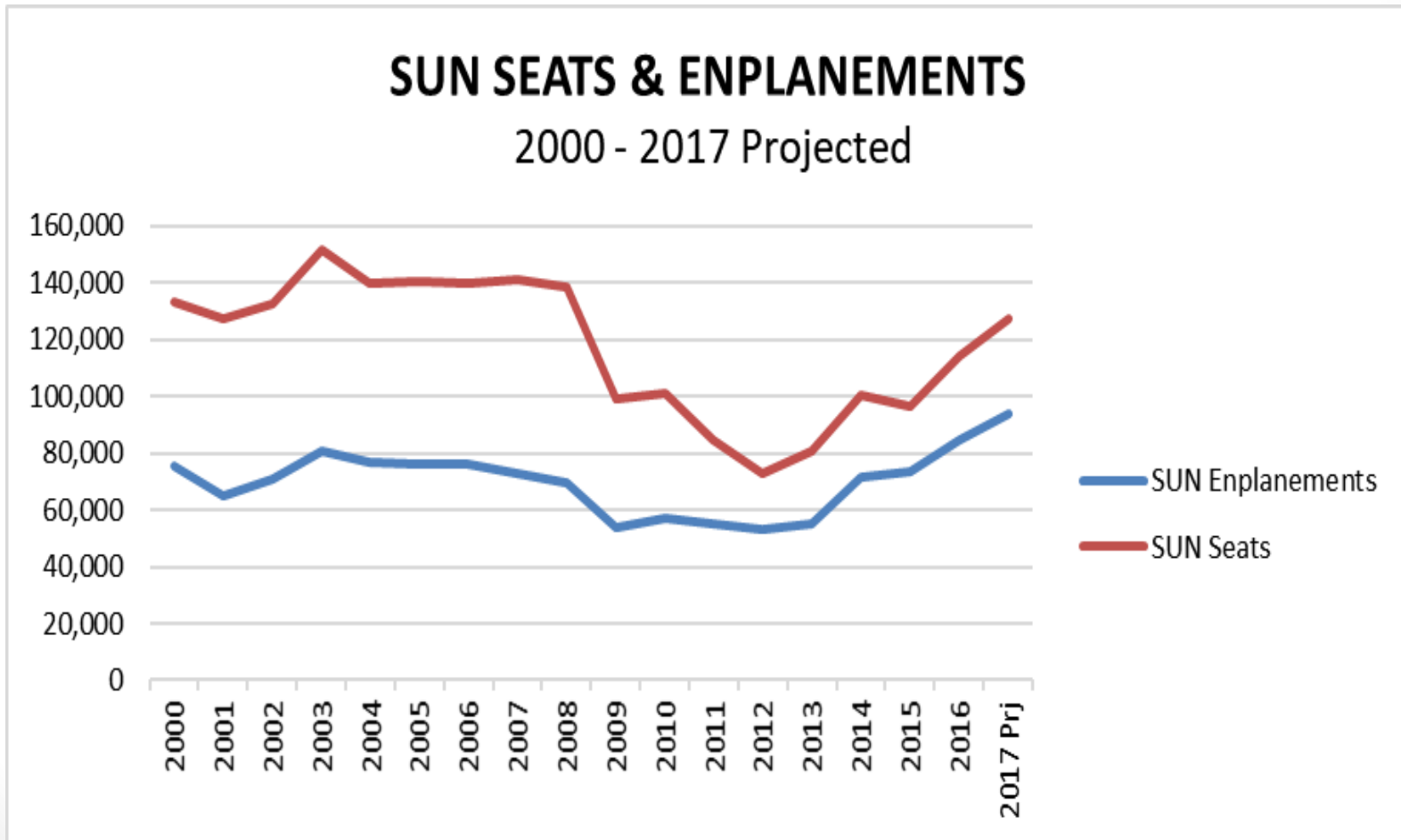
	2013	2014	2015	2016	2017 Proj	2013-15 Increase	2013-16 Increase	2013-17 Increase Proj
■ ENPLANEMENTS	55,313	71,543	73,420	84,560	94,000	33%	53%	70%
■ SEATS	80,663	100,777	96,309	114,370	127,350	19%	42%	58%
■ LOAD%	69%	71%	76%	74%	74%	7 pts	5 pts	5 pts

*\*SUN Airport Stats +5% estimated for diverted flights/pax. New service: SFO Dec 2013; DEN June 2014; PDX Dec 2016*



# SUN AIR SERVICE SEATS & ENPLANEMENTS

- SUN air service showing strong recovery



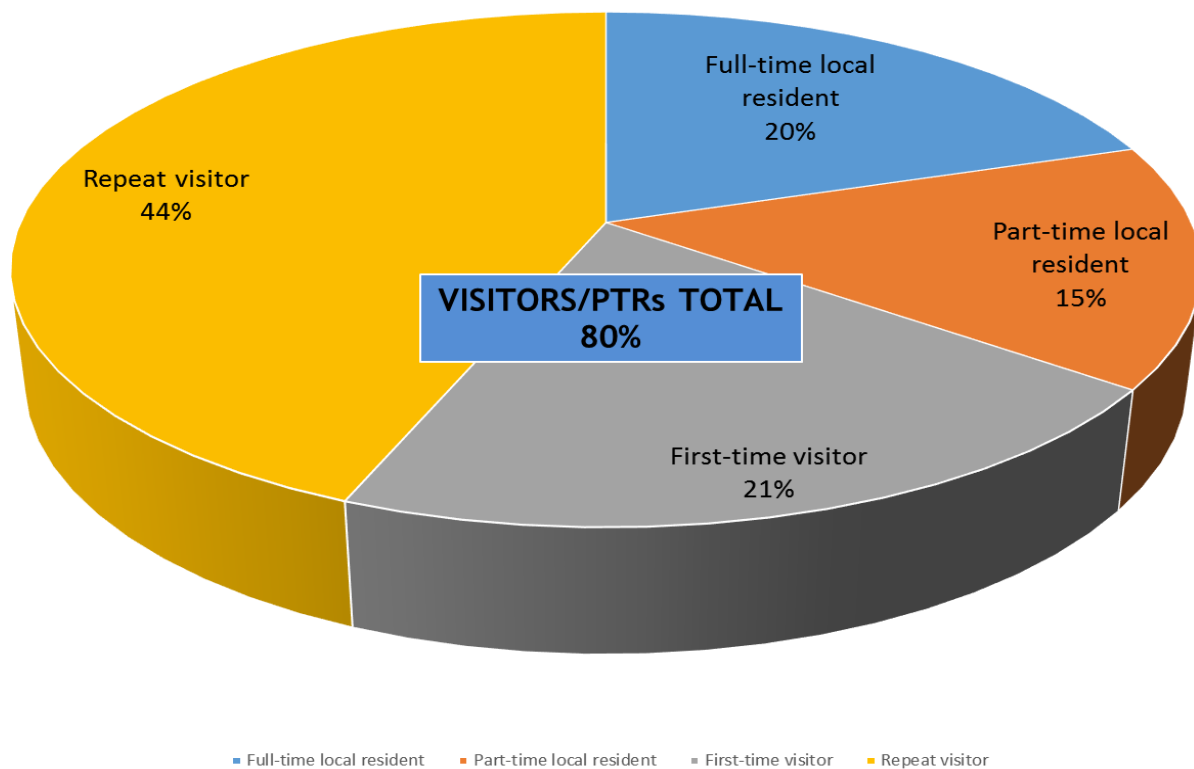




# SUN AIR PASSENGER MIX

## SUN Air Passenger Survey 2016

All respondents: winter/summer fall

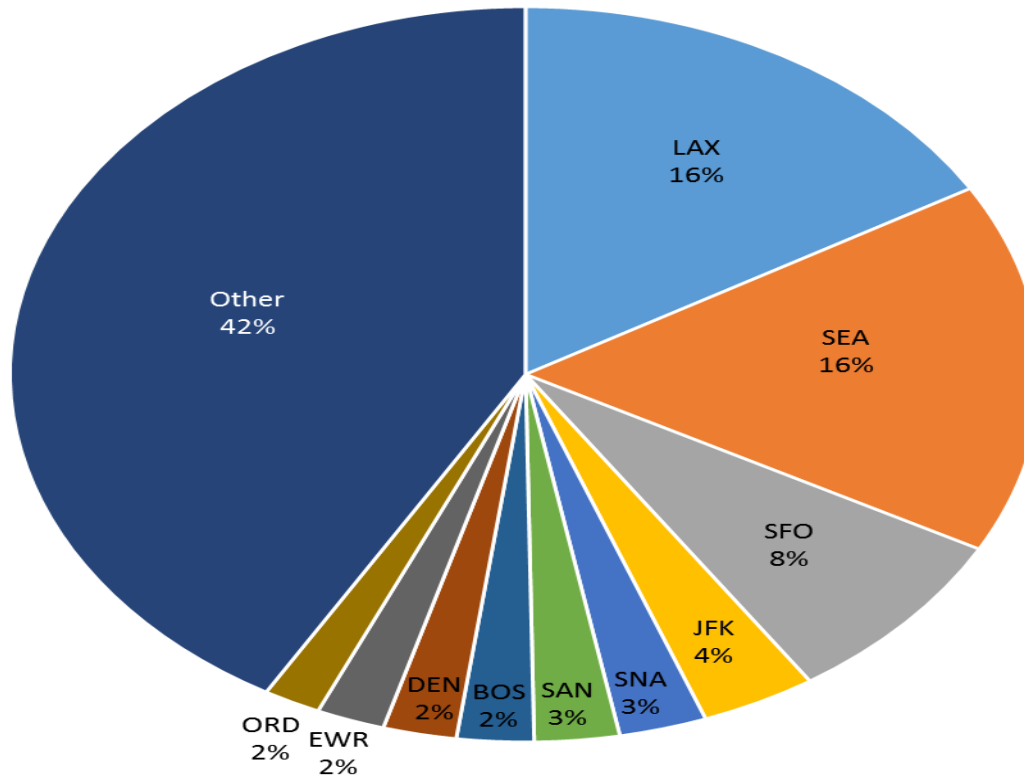


Source: SUN Air Passenger survey, 2016. RRC Associates for FSVA



# SUN PASSENGER ORIGIN

Top SUN Markets for Calendar Year 2016



- Source: Mead & Hunt, USDOT, 2016 data – all SUN airlines



# 2017 SUMMER/FALL UPDATE

## MORE SEATS & FLIGHTS

12% more seats added for summer 2017 (proj - fall UA flights still being finalized)

### **NEW!**

- Expanded United SFO service begins June 10
- Expanded Alaska SEA service June 9 – Dec 10  
(10 months in 2017, June-March!)
- New Alaska PDX summer service June 14 – Sept 17







# 2017 SUMMER/FALL UPDATE

## SUMMER/FALL 2017 SUN VALLEY (SUN) NON-STOP FLIGHT SCHEDULE

As of 4/5/2017

AIRLINE	CITY	AIRPORT	PLANE	DEPARTS CITY	ARRIVES SUN	DEPARTS SUN	ARRIVES CITY	FREQUENCY	DATES	DETAILS
<b>Alaska</b> www.alaskaair.com	Los Angeles	LAX	Q400	1:35pm	5:00pm	11:20am	12:55pm	Daily	Jun 9 - Sep 17	
				1:35pm	5:00pm	11:20am	12:55pm	3 x week	Sep 21 - Oct 15	Thurs, Fri, Sun
	Seattle	SEA	Q400	8:00am	10:50am	5:55pm	6:45pm	Daily	Jun 9 - Sep 17	
				5:30pm	8:20pm	8:55pm	9:45pm	2 x week	July 1 - Sep 3	Sat/Sun
				8:05am	10:45am	5:30pm	6:30pm	3 x week	Sep 22 - Dec 10	Thurs, Fri, Sun
	Portland	PDX	Q400	12:40pm	3:05pm	3:40pm	4:10pm	2 x week	Jun 14 - Sep 16	Wed/Sat
<b>DELTA</b> www.delta.com	Los Angeles	LAX	CRJ700	1:10pm	4:15pm	11:20am	12:20pm	Saturday	Jun 17 - Aug 26	
				9:45am	12:45pm	8:00am	9:05am	Sunday	Jun 18 - Aug 27	
	Seattle	SEA	CRJ700	9:30am	12:00pm	12:45pm	1:40pm	Saturday	Jun 10 - Aug 26	
	Salt Lake City	SLC	CRJ700	10:00pm	10:55pm	7:00am	7:50am	Daily	Year Round	
				11:00am	12:00pm	1:00pm	2:00pm	Daily	Year Round	
				1:55pm	3:00pm	3:25pm	4:25pm	Daily	Jun 12 - Sep 29	
<b>UNITED</b> www.united.com	Denver	DEN	CRJ700	7:00pm	8:55pm	7:15am	9:00am	Daily	Jun 30 - Sep 5	(to SUN June 30; from SUN July 1)
									Fall TBD	
	San Francisco	SFO	CRJ700	4:15pm	7:15pm	8:25am	9:35am	Daily	Jun 10 - Sep 5	(to SUN June 10; from SUN June 11)
									Fall TBD	

Flight times and dates are approximate and subject to change.  
Airline and independent booking resources should be checked for accurate flight schedules and times.

IMPROVING AIR SERVICE TO SUN VALLEY ✈️ [www.flysunvalleyalliance.com](http://www.flysunvalleyalliance.com)





# STRATEGIC GOALS

## Retain-Expand-Add Air Service

- Retain contracted nonstop SEA, LAX, SFO, DEN, PDX (+SLC) flights
- Strategically expand service schedules and frequency
- Secure increased service/frequency during non-peak months
- Contract for a new nonstop flight market in FY18, others for future years
- Work with airlines & marketing partners to increase load factors
- Ensure competitive fares through monitoring and advocacy





# IT'S WORKING – THANK YOU!

## FLY SUN VALLEY ALLIANCE SUN VALLEY AIR SERVICE KEY PARTNERS

SUN VALLEY  
AIR SERVICE BOARD  
\*\*\*\*\*



**The Wood River Valley Community**  
**Over 50 Local Businesses**