



# SUN AIR SERVICE & ECONOMIC IMPACT UPDATE

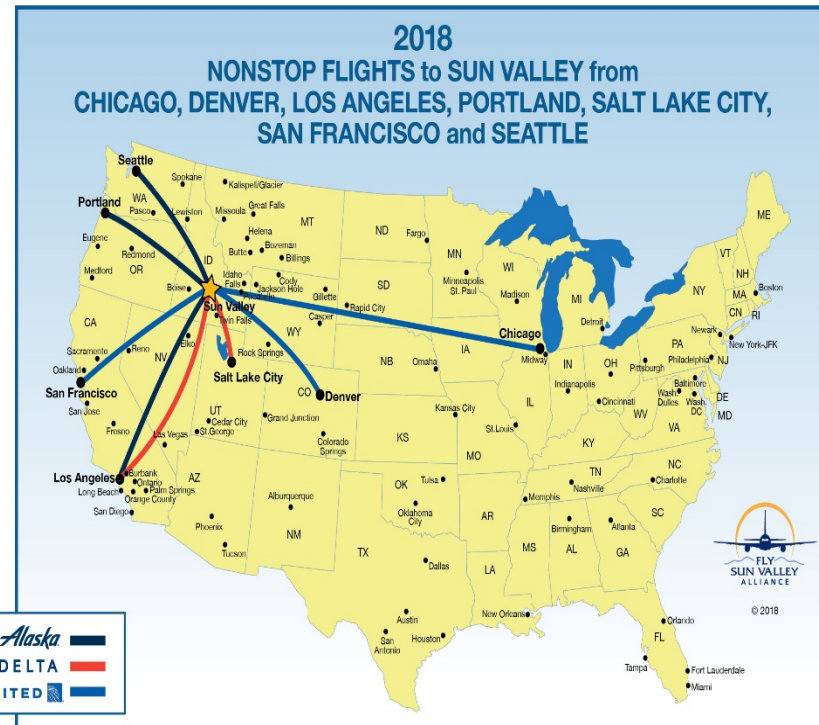
February 2018



# CONTINUED SUCCESS

Investment in Air Service Continues to Deliver Results

*“We’ve come a long way, baby”*



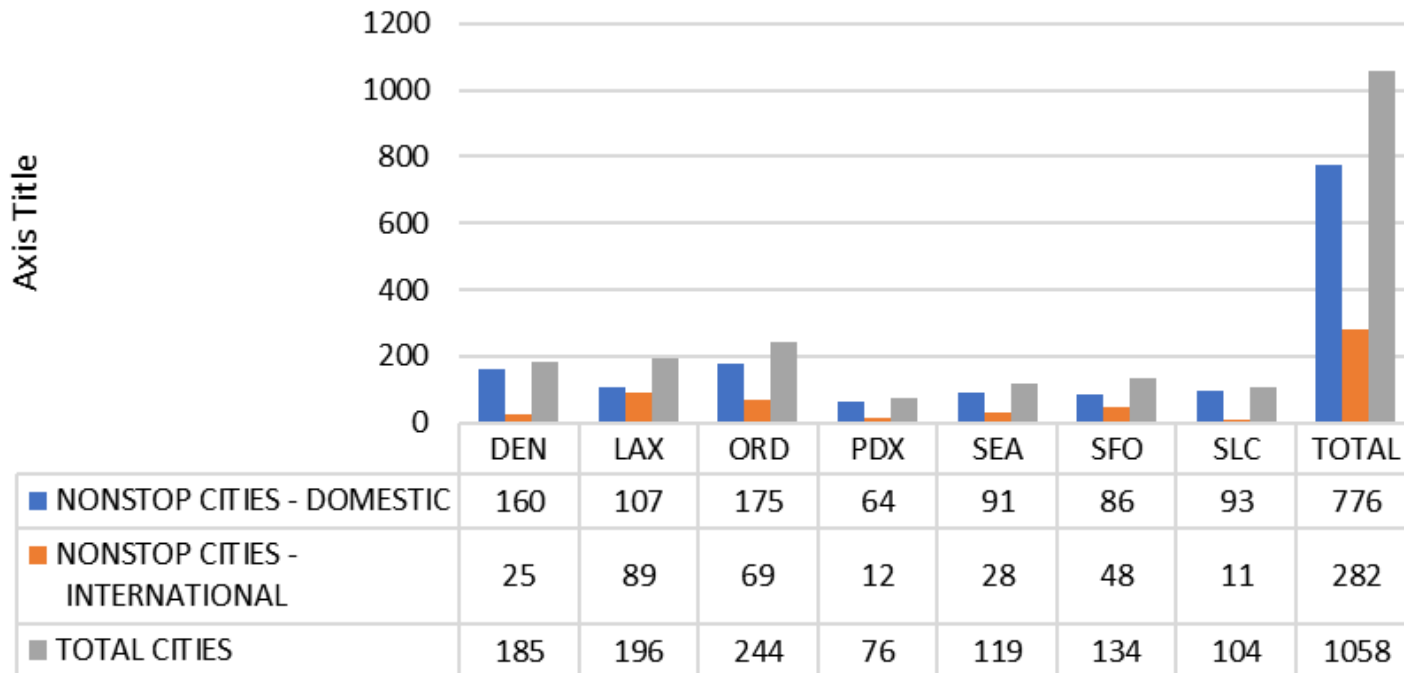


Fly SUN. ✈️

Nonstop to DEN, LAX, ORD, PDX, SEA, SFO, SLC.  
ONE STOP TO THE WORLD.

- SUN travelers can access 374 unique destinations via one stop (259 domestic- 115 international)

### TOTAL DESTINATIONS via ONE STOP FROM SUN





# RESULTS & SUCCESS (2014 - 2017)

## NONSTOP FLIGHTS TO 7 CITIES!

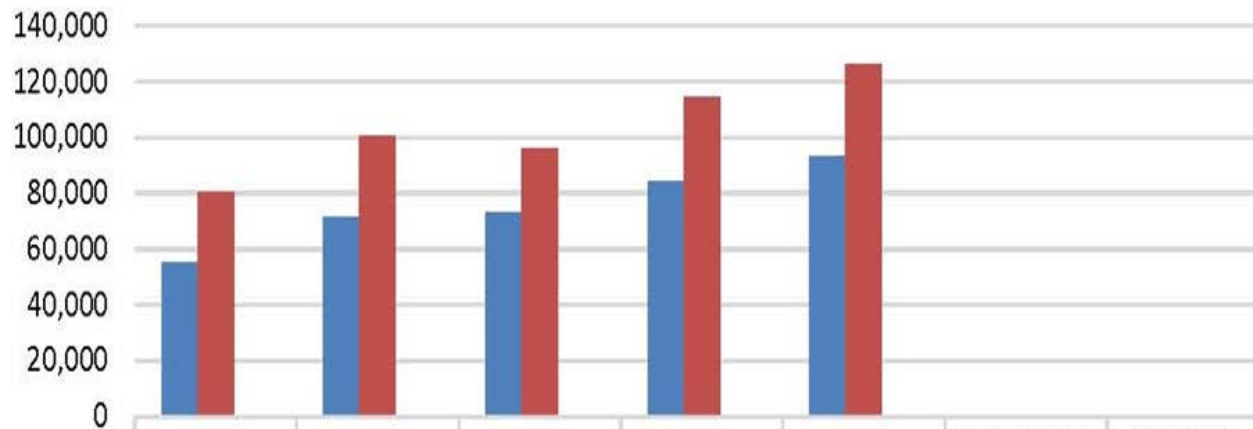


- ✓ 4 NEW FLIGHTS - ORD, DEN, PDX, SFO (+LAX, SEA, SLC)
- ✓ NEW AIRLINE (United); NEW AIRCRAFT (CRJ700, E175)
- ✓ 56% more SEATS, 68% more ENPLANEMENTS (2013-17), longer seasons
- ✓ 58,000 new air-travel visitors; spending \$81M
- ✓ \$477M total in direct spending by visitors and part-time residents
- ✓ \$200M economic impact from new tourism developments/enhancements (hotels, airport, etc.)
- ✓ Improved airline reliability (re: Horizon RNP landing approach system)



# RESULTS & SUCCESS (2013-17)

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

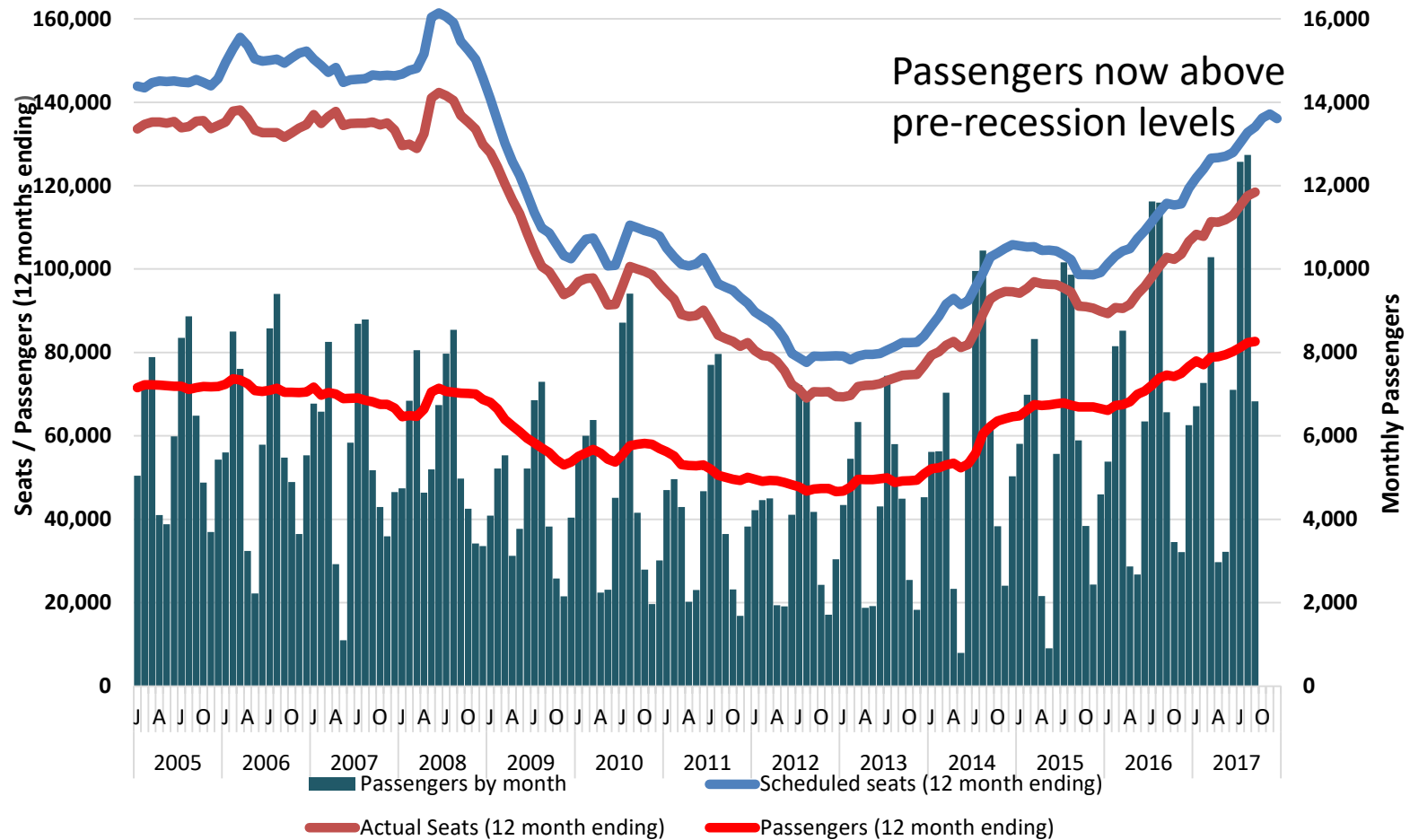


	2013	2014	2015	2016	2017	2016-2017 Increase	2013-17 Increase
■ ENPLANEMENTS	55,313	71,543	73,420	84,560	93,068	10%	68%
■ SEATS	80,663	100,777	96,309	114,370	126,203	10%	56%
■ LOAD FACTOR%	69%	71%	76%	74%	74%		

\*SUN Airport Stats +5% estimated for diverted flights/passengers. New service: SFO Dec 2013; DEN June 2014; PDX Dec 2016; ORD Dec 2017



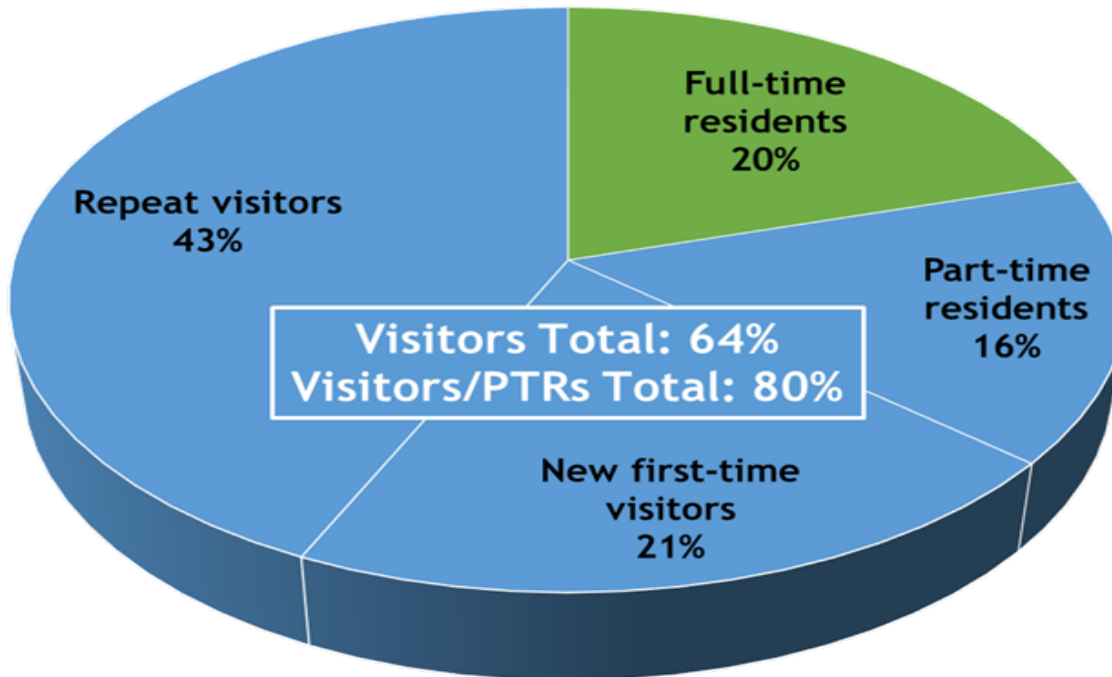
# SUN AIR SERVICE OVER TIME





# SUN AIR TRAVELERS – WHO ARE THEY?

**Resident/Visitor Mix of SUN Passengers**  
2016 & 2017 Combined Annual Results

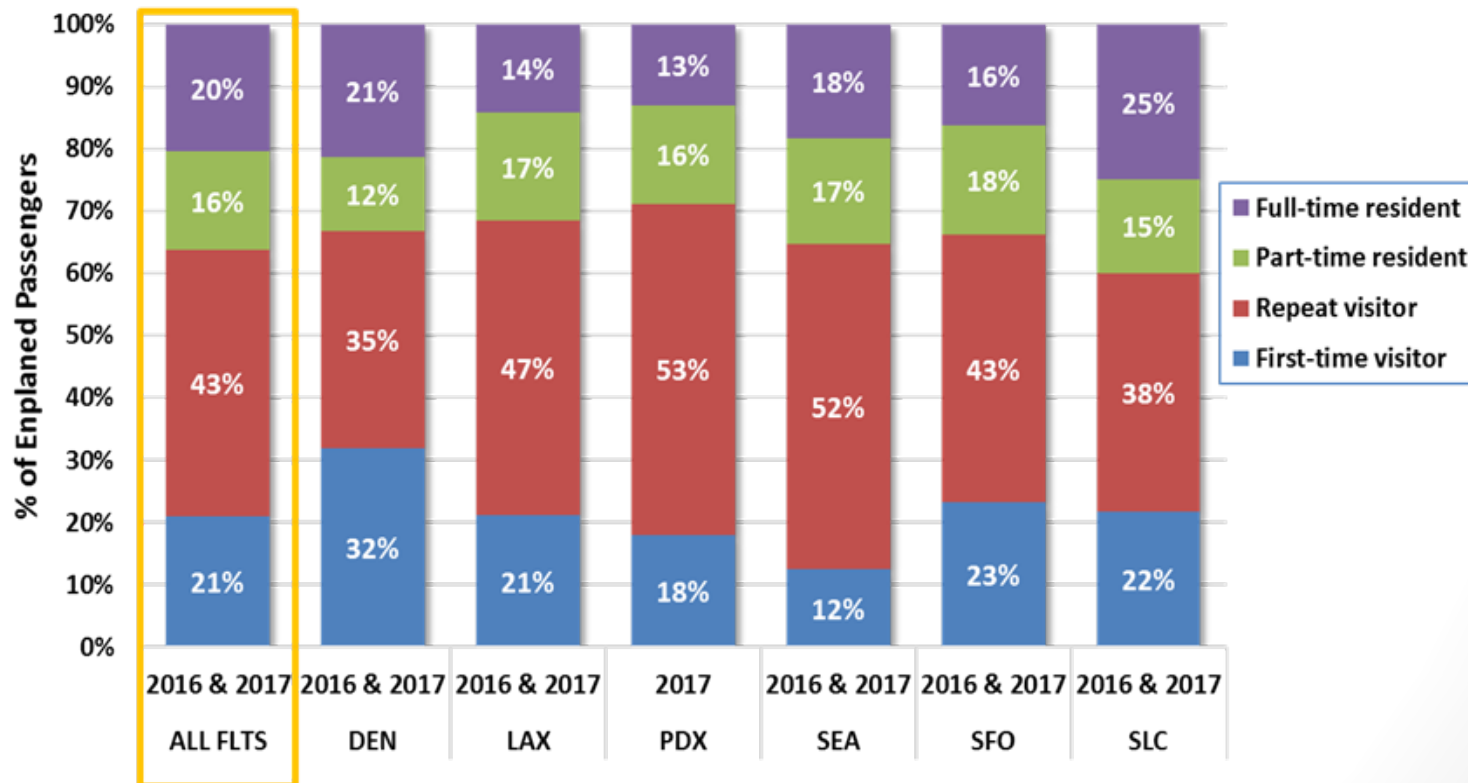




# SUN AIR TRAVELERS – WHO ARE THEY?

- The vast majority of passengers on all SUN flights are short-term visitors (new and repeat).

**SUN Passenger Mix by Flight: 2016 & 2017 Combined**

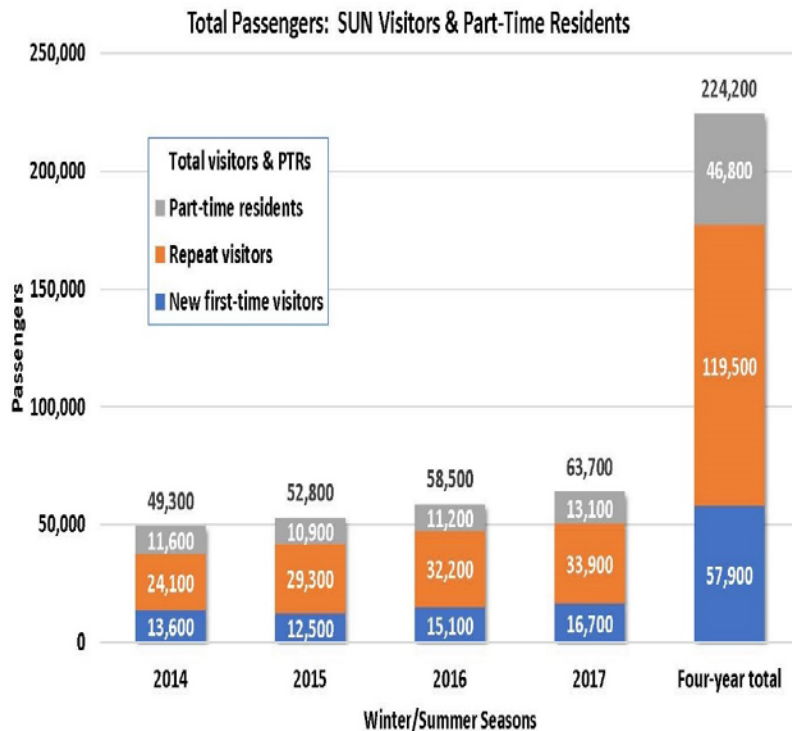


Source: FSVA SUN Air Passenger Survey, RRC Associates. Results based 2016/2017 two-year survey data.



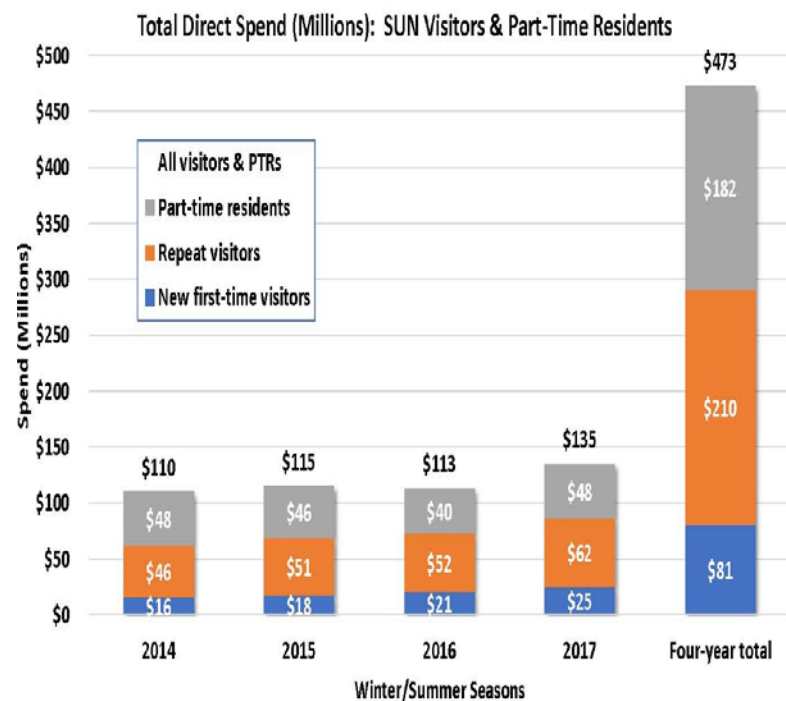
# SUN AIR TRAVEL VISITORS - ECONOMIC IMPACT

58,000 New Visitors



Source: FSVA SUN Air Passenger Survey, RRC Associates

\$81M spent by New Visitors



Source: FSVA SUN Air Passenger Survey, RRC Associates

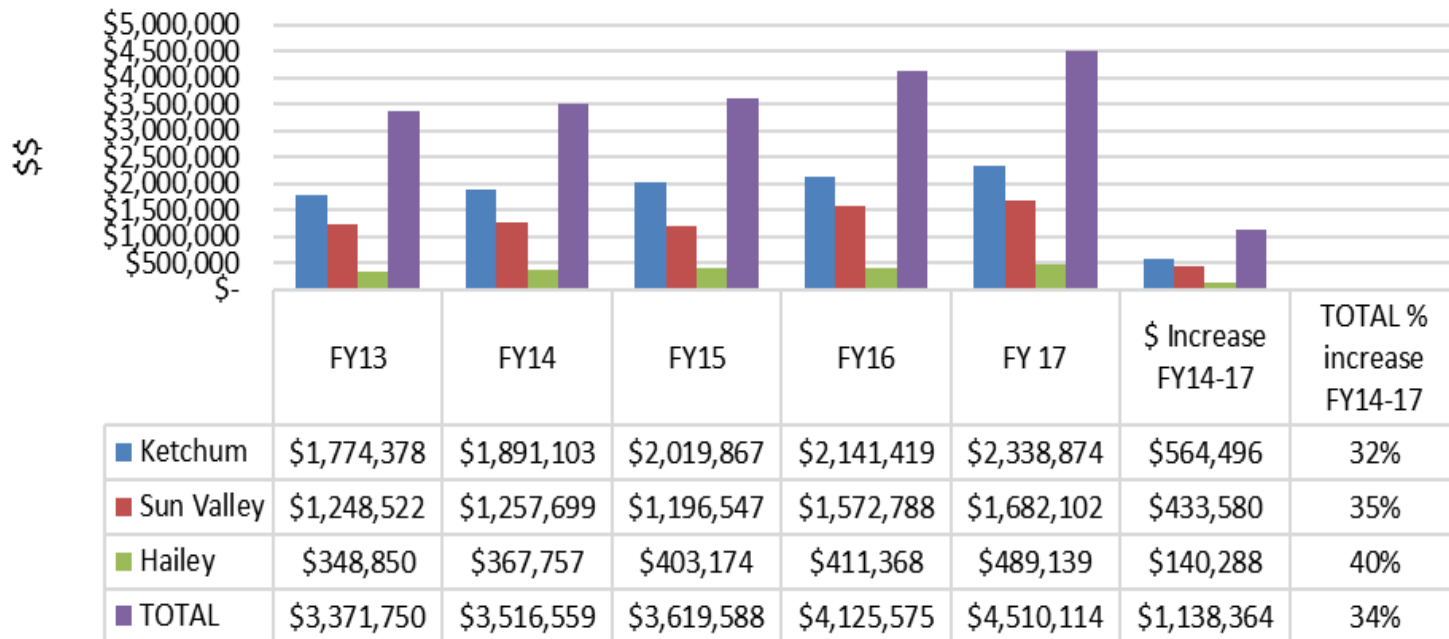


# ECONOMIC IMPACT - LOT

- Dramatic growth in SUN air seats and enplanements over past 4 years at SUN, tracks with strong growth in general Local Option Tax revenues.
- Investment in air service & marketing has significant community ROI in many ways

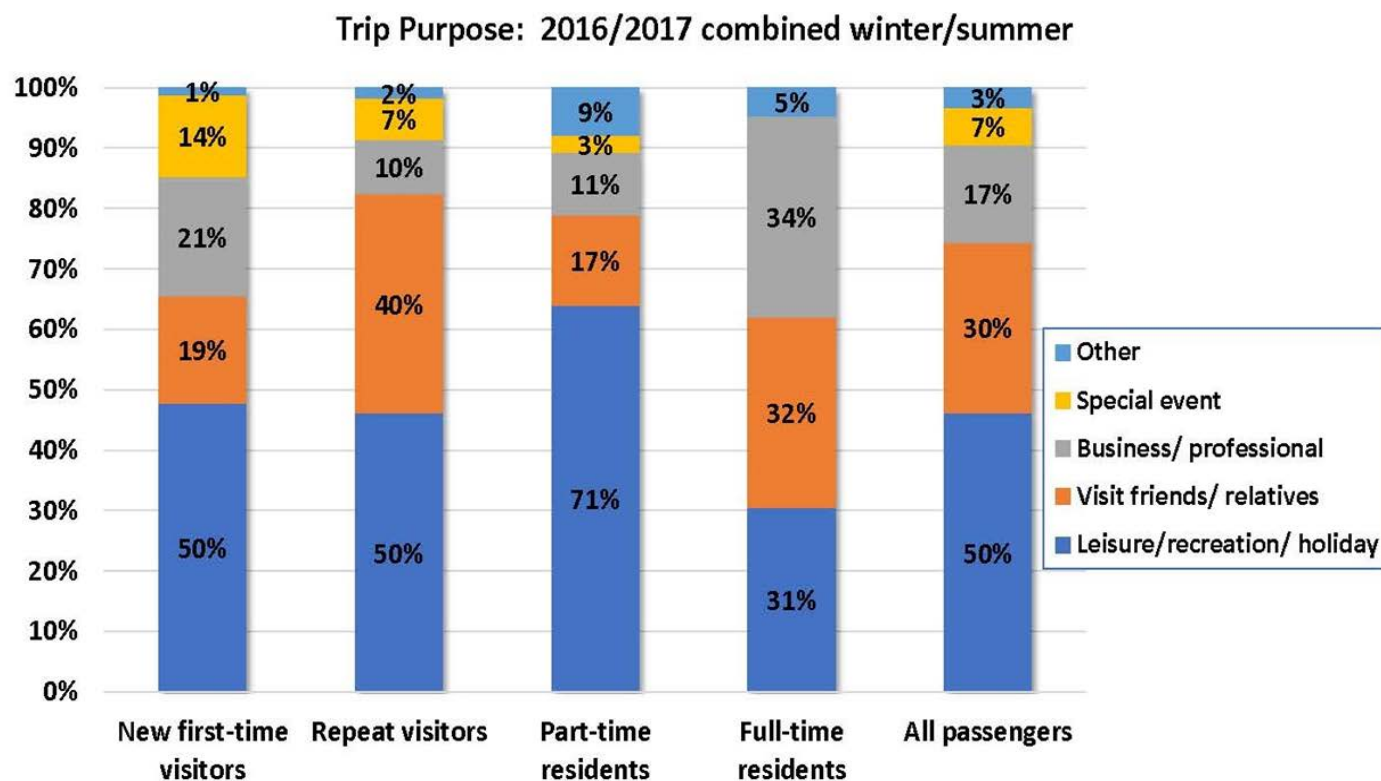
## General LOT Revenues 2013-17

(not including 1% for Air)



# SUN AIR TRAVELERS – TRIP PURPOSE

- 83% of visitors are coming to Sun Valley for leisure/visit FF/events
- 63% of locals are traveling out for leisure/visit FF, 34% on business



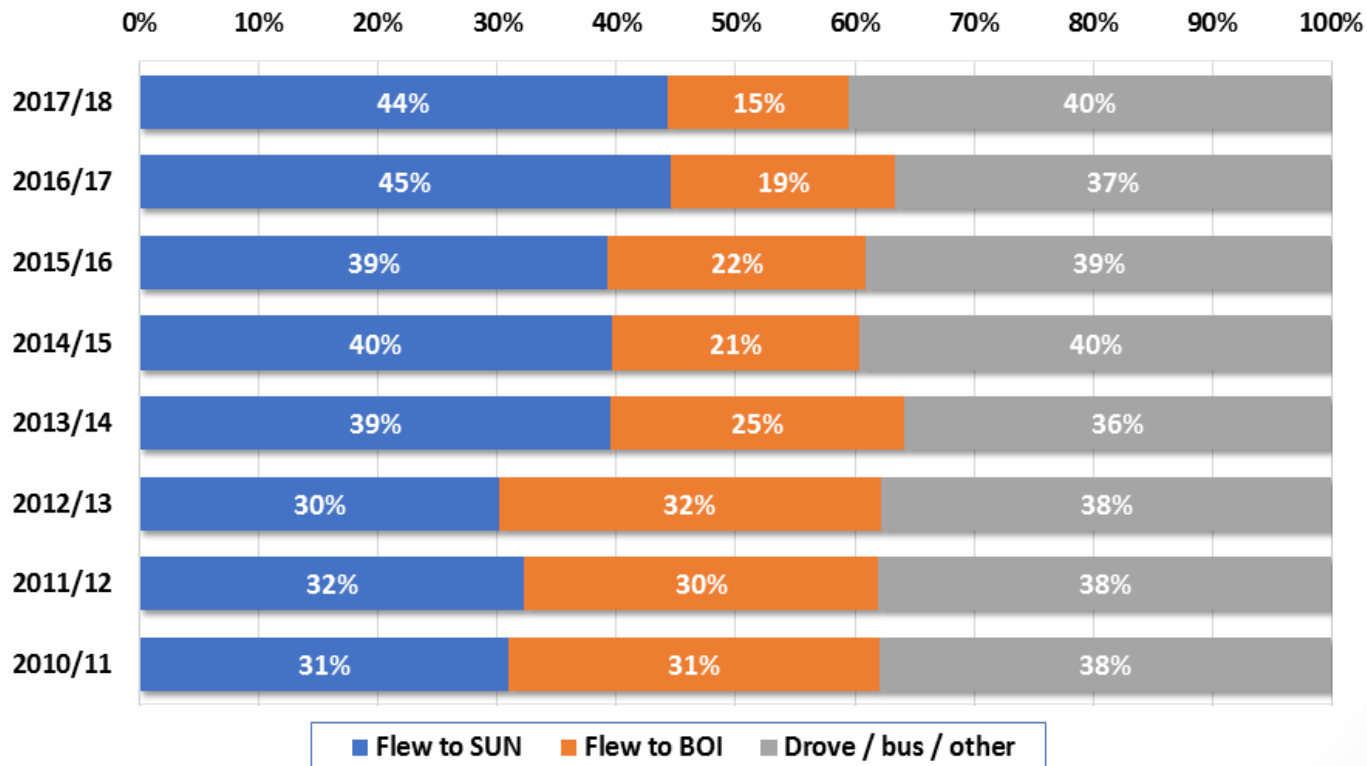
Source: FSVA SUN Air Passenger Survey, RRC Associates. Numbers shown in graph sum to greater than 100% due to multiple responses.



# LEAKAGE OVERVIEW

- More flight options at SUN = less passenger leakage to BOI

**Mode of Travel to SV: Sun Valley Resort Skiers (overnight visitors only)  
2010/11 - 2017/18**





# SKI RESORT AIR SERVICE COMPARISON

- The competition remains very strong

## COMPARISON OF RESORT AIR SERVICE - FLIGHTS, SEATS, CITIES

### 2017/18 WINTER (Nov-Apr)

RESORT	# Flight Departures	# Seats	# Nonstop Cities	NONSTOP CITIES	AVG FLIGHTS PER DAY	AIRLINES
Aspen (ASE)	4,210	294,216	10	ATL,DEN,DFW,IAH,LAX,MSP,ORD,PHX,SFO,SLC	23	AA, DL, UA
Vail/Beaver Creek (EGE)	1,847	240,320	14	ATL,DEN,DFW,EWR,IAD,IAH,JFK,LAX,MIA,ORD,PHX,SFO,SLC,YYZ	10	AA, AC, DL, UA
Jackson Hole (JAC)	1,867	208,860	12	ATL,DEN,DFW,EWR,IAH,JFK,LAX,MSP,ORD,SEA,SFO,SLC	10	AA, DL, UA
Montrose/Telluride (MTJ)	1,510	116,966	12	ATL,CLT,DEN,DFW,EWR,IAH,LAX,LGA,ORD,PHX,SFO,SLC	8	AA, DL, G4, UA
Steamboat Springs (HDN)	1,523	127,626	14	ATL,AUS,DEN,DFW,EWR,IAD,IAH,LAX,MCI,MSP,ORD,SAN,SEA,SFO	8	AA, AS, DL, UA, VC
Sun Valley (SUN)	900	65,719	7	DEN, LAX, ORD, PDX, SEA, SFO, SLC	5	AS, DL, UA
Mammoth (MMH)	438	32,664	3	LAX,SAN,SFO	2	AS, UA
Gunnison/Crested Butte (GUC)	479	38,198	3	DEN,DFW,IAH	3	AA, UA

\*New service

### 2017 SUMMER (May-Oct)

RESORT	# Flight Departures	# Seats	# Nonstop Cities	NONSTOP CITIES	AVG FLIGHTS PER DAY	AIRLINES
Jackson Hole (JAC)	2,284	276,213	11	ATL, DEN, DFW, IAH, LAX, MSP, ORD,PHX,SEA,SFO,SLC	12	AA, DL, UA
Aspen (ASE)	2,072	144,915	7	DEN,DFW,IAH,LAX,ORD,SFO,SLC	11	AA, DL, UA
Sun Valley (SUN)	959	68,980	6	DEN,LAX,PDX, SEA,SFO,SLC	5	AS, DL, UA
Montrose/Telluride (MTJ)	1,039	64,338	5	DEN, DFW,IAH,ORD,PHX	6	AA, UA
Vail/Beaver Creek (EGE)	441	45,134	3	DEN,DFW,IAH	2	AA, UA
Steamboat Springs (HDN)	346	23,966	2	DEN,IAH	2	UA
Gunnison/Crested Butte (GUC)	221	12,194	2	DEN,IAH	1	UA
Mammoth (MMH)	159	12,084	1	LAX	1	AS

\*New service

### TOTAL ANNUAL

RESORT	# Flight Departures	# Seats	# Nonstop Cities	NONSTOP CITIES	AVG FLIGHTS PER DAY	AIRLINES
Jackson Hole (JAC)	4,151	485,073	13	ATL,DEN,DFW,EWR,IAH,JFK,LAX,MSP,ORD,PHX,SEA,SFO,SLC	11	AA, DL, UA
Aspen (ASE)	6,282	439,131	10	ATL,DEN,DFW,IAH,LAX,MSP,ORD,PHX,SFO,SLC	17	AA, DL, UA
Vail/Beaver Creek (EGE)	2,288	285,454	14	ATL,DEN,DFW,EWR,IAD,IAH,JFK,LAX,MIA,ORD,PHX,SFO,SLC,YYZ	6	AA, AC, DL, UA
Montrose/Telluride (MTJ)	2,549	181,304	12	ATL,CLT,DEN,DFW,EWR,IAH,LAX,LGA,ORD,PHX,SFO,SLC	7	AA, DL, G4, UA
Steamboat Springs (HDN)	1,869	151,592	14	ATL,AUS,DEN,DFW,EWR,IAD,IAH,LAX,MCI,MSP,ORD,SAN,SEA,SFO	5	AA, AS, DL, UA, VC
Sun Valley (SUN)	1,859	134,699	7	DEN, LAX, ORD, PDX, SEA, SFO, SLC	5	AS, DL, UA
Mammoth (MMH)	597	44,748	3	LAX,SAN,SFO	2	AS, UA
Gunnison/Crested Butte (GUC)	700	50,392	3	DEN,DFW,IAH	2	AA, UA

\*New service



# FY18 STRATEGIC GOALS

## Retain & Improve Air Service

- Retain contracted nonstop SEA, LAX, SFO, DEN, PDX, ORD flights
- Support SLC flights; continue to advocate and promote frequency
- Work to strategically optimize schedules for all flights
- Work with airlines & marketing partners to increase load factors
- Pursue new flight market opportunities
- Support SUN airport improvements
  - Reliability
  - Infrastructure
  - Operations



## Research

- Conduct Air Passenger Surveys at SUN (expand to 12 months)
- Continue competitive analysis, economic impact and air service ROI research

## Local Air Marketing/Community Outreach

- Continue local educational/promotional outreach efforts on air service, FLY SUN





# FY18 WINTER UPDATE

- ❖ **NEW!** United Chicago (ORD) nonstop weekly flight
  - Holiday flights strong, but overall season affected by lack of snow
  - Fewer diversions, enhanced communications with passengers and others
    - Welcoming educational video on busses enroute from TWF or BOI to SUN
    - Text messages to hotel shuttles, taxis, car rentals, re: bus departure times from TWF, BOI





# SUMMER 2018 UPDATE

- Finalizing schedule for summer/fall service – to be announced soon





# FSVA AIR SERVICE PARTNERS

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

SUN VALLEY  
AIR SERVICE BOARD



Plus.....

The Wood River Valley Community

Over 50 Local Businesses





# AIR SERVICE = BUSINESS

The investment in air service is working for our community.

THANK YOU

