



FLY SUN VALLEY ALLIANCE OVERVIEW & UPDATE

**FOR IDAHO
TRAVEL COUNCIL**

2/8/22

FSVA ORGANIZATION OVERVIEW



MISSION

- **To improve commercial air service access to the Wood River Valley for the benefit of the community.**

STRUCTURE & PARTNERS

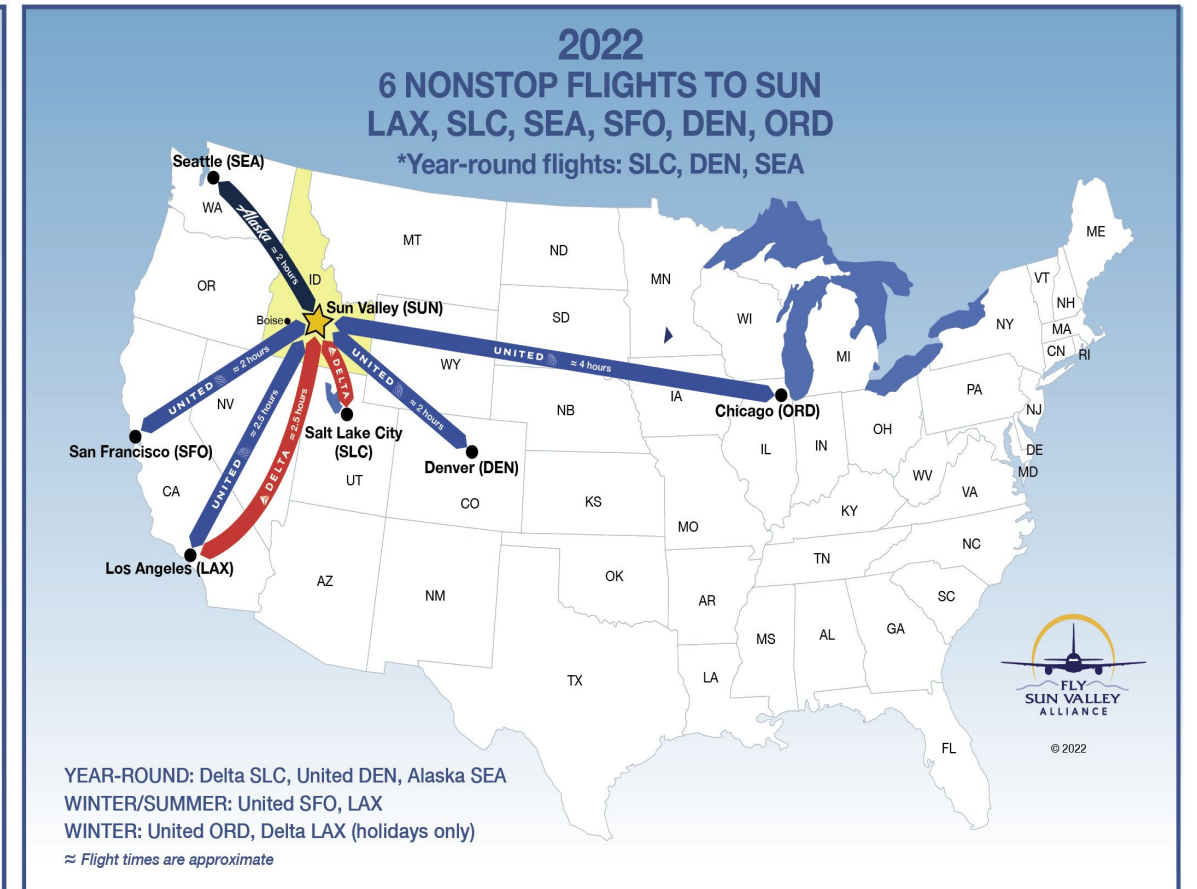
- Non-profit 501c6; volunteer board of private & public officials
- KEY PARTNERS:
- Sun Valley Resort, SUN Airport, SV Air Service Board, Visit Sun Valley

SCOPE

- Air Service Development (Air service contracts, negotiations, planning)
- Research (Air passenger surveys, competitive & market analysis)
- Local Air Marketing
- Business Air Support Partnership Programs

AIR SERVICE IS IMPORTANT FOR BUSINESS & QUALITY OF LIFE

- 1% LOT for Air Program began in 2014 to provide additional \$ support for air service & marketing
- **We've come a long way in the past 8 years.....6 NONSTOP CITIES....More year-round flights**

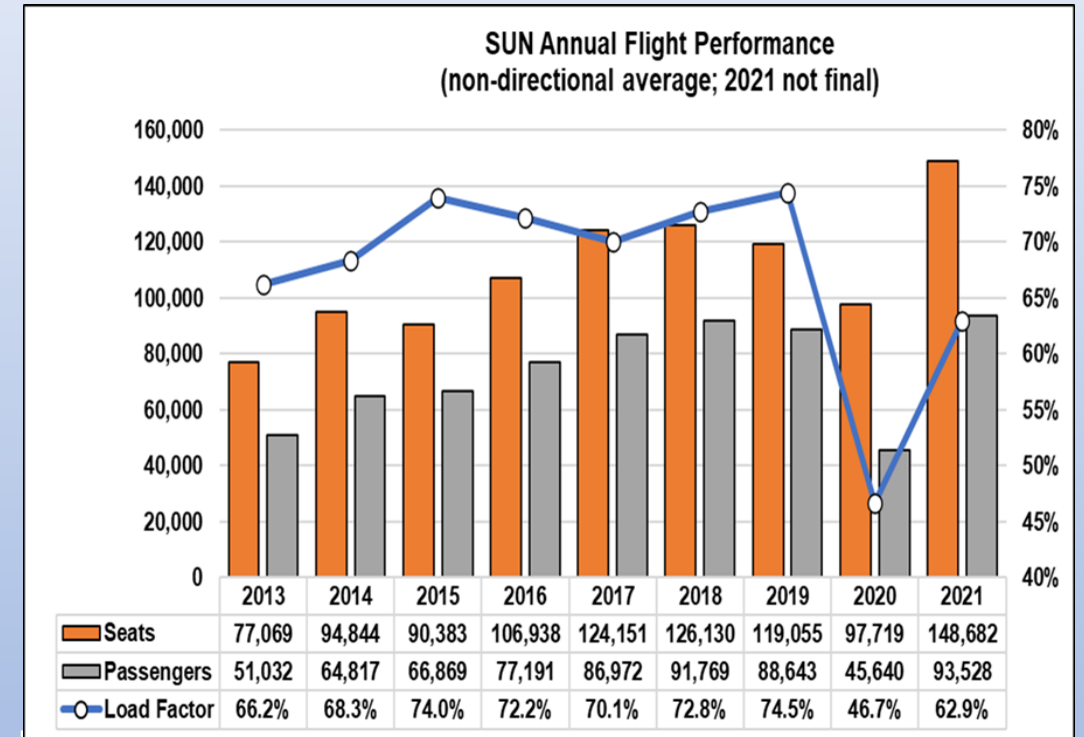


SUN AIR SERVICE PROGRAM SUCCESS, 2014-2021

More Flights. More Seats. More Passengers. More Visitors.
Improved Convenience. Lower Fares.



NEW Regional Jet service
NEW Airline: United
3 NEW nonstop cities: DEN, SFO, ORD
Expansion/Frequency: SEA, SLC

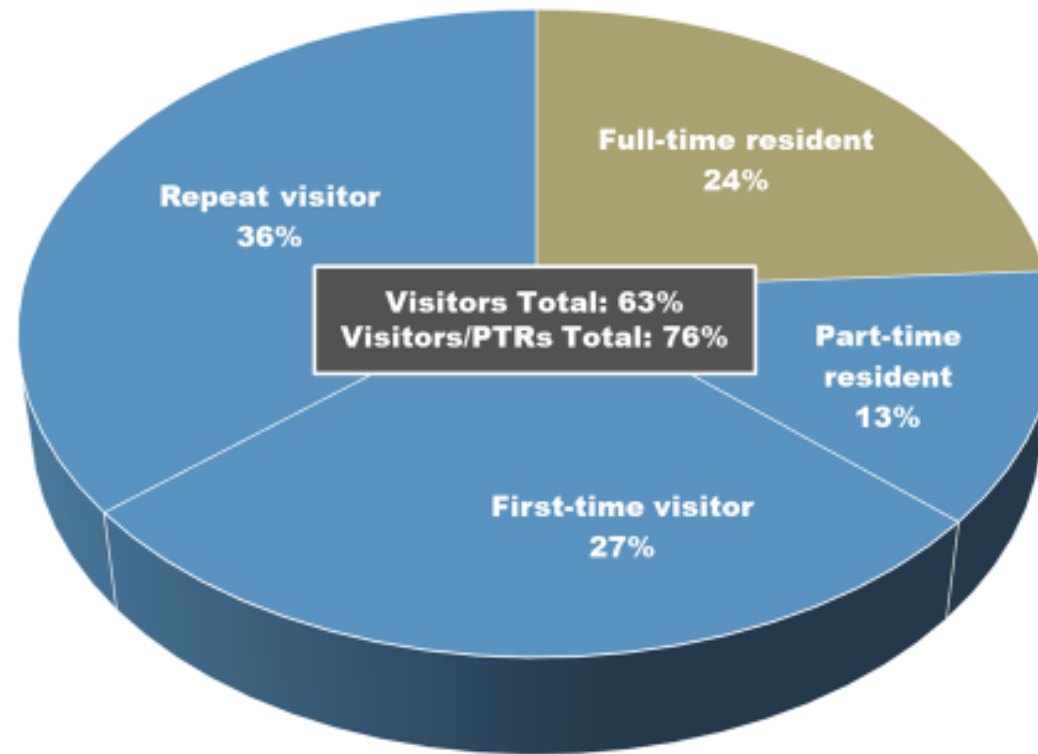


Seats: + 93%
Passengers: + 83%

SUN AIR PASSENGER MIX

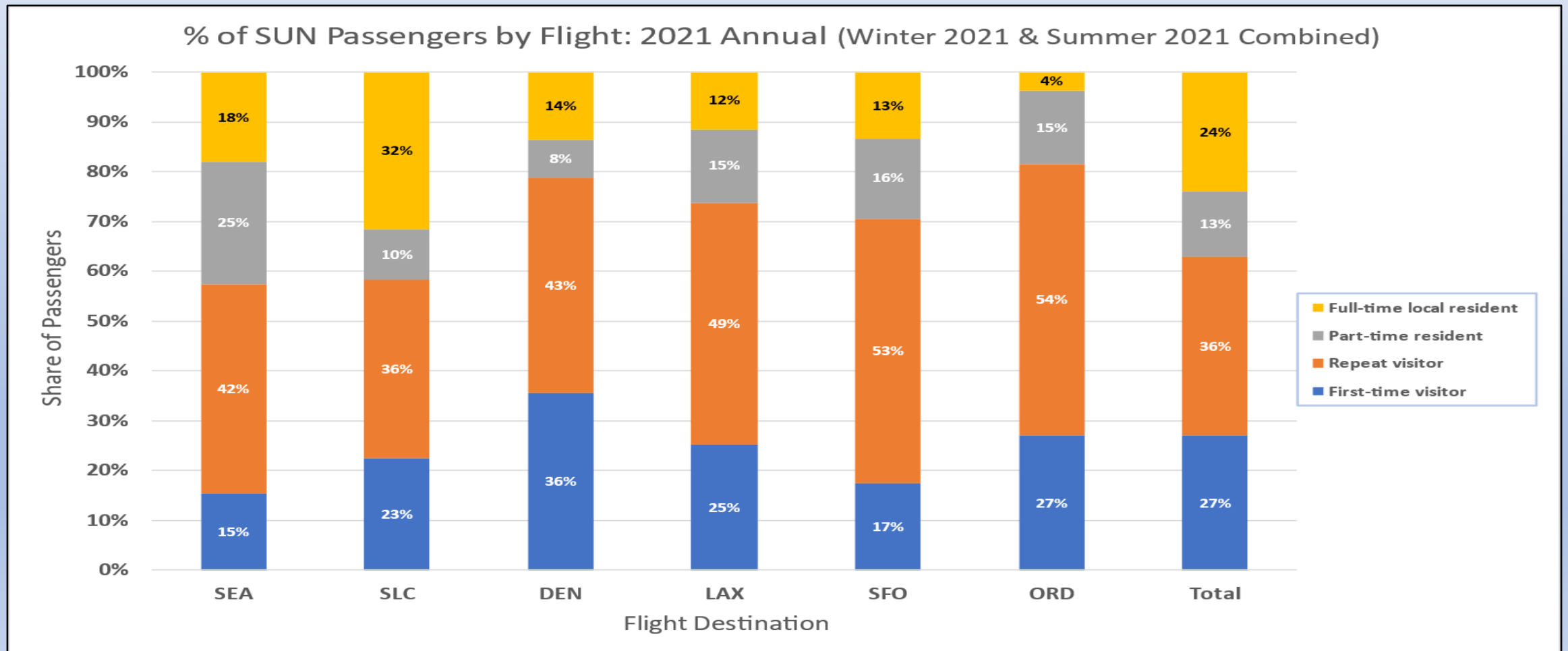
SUN Passengers: Year-Round Mix 2020/21

(Winter 2020/21 & Summer 2021)



SUN PASSENGER TYPE MIX BY FLIGHT

More established flights used by more locals and part-time resident passengers (SLC, SEA, LAX, SFO)
Newer flights generate higher % of first time and repeat visitor passengers (DEN, ORD)



ECONOMIC ROI: 1% LOT AIR SERVICE + AIR MKTG



\$1 invested = \$60 economic impact
1% LOT investment per visitor passenger: \$34
Direct Spend per visitor passenger: \$2100*

*Source: SUN Air Passenger Surveys

**420,000
SUN Air
Visitors**

(2014-2019)



**\$2,100 avg
per person
spend per
trip**



**\$882 Million
Direct
Spend
ECONOMIC
IMPACT**

THE PLATFORM – SUN AIRPORT

RECENT SUN AIRPORT IMPROVEMENTS



- New approach procedure = greater flight reliability in winter (95% in 20/21)
- New TSA screening process = more efficient passenger flow
- Obstacle removal = improved safety & flight operations
- Additional aircraft parking

SUN AIRPORT IMPROVEMENTS ON THE HORIZON



- Runway, taxiway and apron rehabilitation (spring 2022)
- Terminal Area Improvements (timeframe TBD)
- *Expanded terminal space for ticketing, TSA security screening, departure lounge, baggage claim, and surface auto parking facilities*



QUESTIONS?

