



5 YEAR STRATEGIC SUN AIR SERVICE PLAN SUMMARY



VISIT SUN VALLEY



INTRODUCTION

PARTNERSHIP

- This Strategic Plan is a collaboration among key SUN air program partners:
- **Fly Sun Valley Alliance, Visit Sun Valley, SUN Airport, Sun Valley Resort**
- **FSVA MISSION:** *To improve commercial air service to the Wood River Valley for the benefit of the community.*
- **VSV MISSION:** *To raise awareness of Sun Valley and influence consumers in an effort to sustainably increase visitation from our target markets valued guests*

DYNAMIC

- The Strategic Plan goals and timeline are subject to many factors, including financial and market feasibility, and therefore must be dynamic and flexible.
- **Some core elements of the Strategic Plan are confidential & proprietary**

SUCCESSFUL

- The SUN air service program has seen great success over the past 6 years due to increased funding through the 1% LOT for air service & marketing.
- The Strategic Plan outlines how we aim to continue that success in the next 5 years for the benefit of our community.



STRATEGIC PLAN

Air Program Success

SUN AIR SERVICE PROGRAM SUCCESS

IMPROVED ACCESS – NONSTOP FLIGHTS TO 6 CITIES

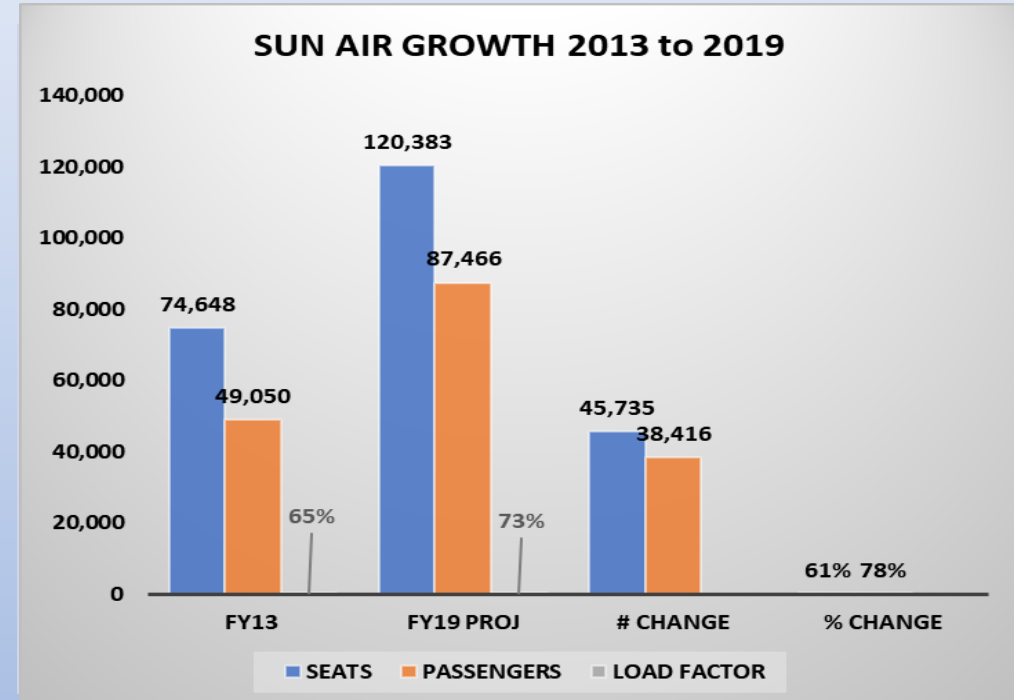


SUN AIR SERVICE PROGRAM SUCCESS – PAST 6 YEARS

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



NEW Airline - United
3 NEW nonstop cities
(DEN-SFO-ORD)
Expansion/Frequency: SEA, SLC



Seats: + 61%
Passengers: + 78%
Load Factor: + 8 pts

ECONOMIC ROI: 1% LOT AIR SERVICE + AIR MKTG

ROI=1:60

\$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**



5 YEAR STRATEGIC PLAN

Elements
Key Goals

AIR SERVICE STRATEGIC PLAN ELEMENTS

MARKETING & PLANNING

- Increase passengers and LF on current flights, decrease MRGs
 - ❖ Ongoing evaluation of flight performance, passenger profile, target marketing
- Collaborative planning: analysis of options for new and expanded air service, costs, ROI, airport ops, air marketing strategy

FINANCIAL PLANNING

- Develop and utilize financial modeling for variable revenue & cost impact analysis, adversity planning, reserve requirements
- Ensure adequate operating & reserve funding for MRG & marketing

TRACKING REPORTING COMMUNICATING

- Track and report air program results
- Continue to communicate with stakeholders, public, guests

5 YEAR AIR SERVICE & MARKETING GOALS



**IMPROVE THE WRV
ECONOMY &
QUALITY OF LIFE
THROUGH BETTER
AIR ACCESS FOR
RESIDENTS &
VISITORS**

- Attract visitors, improve tourism in key seasons (winter focus)
- Improve convenience, options for all SUN travelers
- Generate measurable economic ROI

METRICS

- Increase passengers by 5% annually
 - *(2014-2019 annual avg passenger growth = 6%)*
- Achieve/sustain 75% annual average load factor
 - *(2018 annual SUN avg = 73%)*