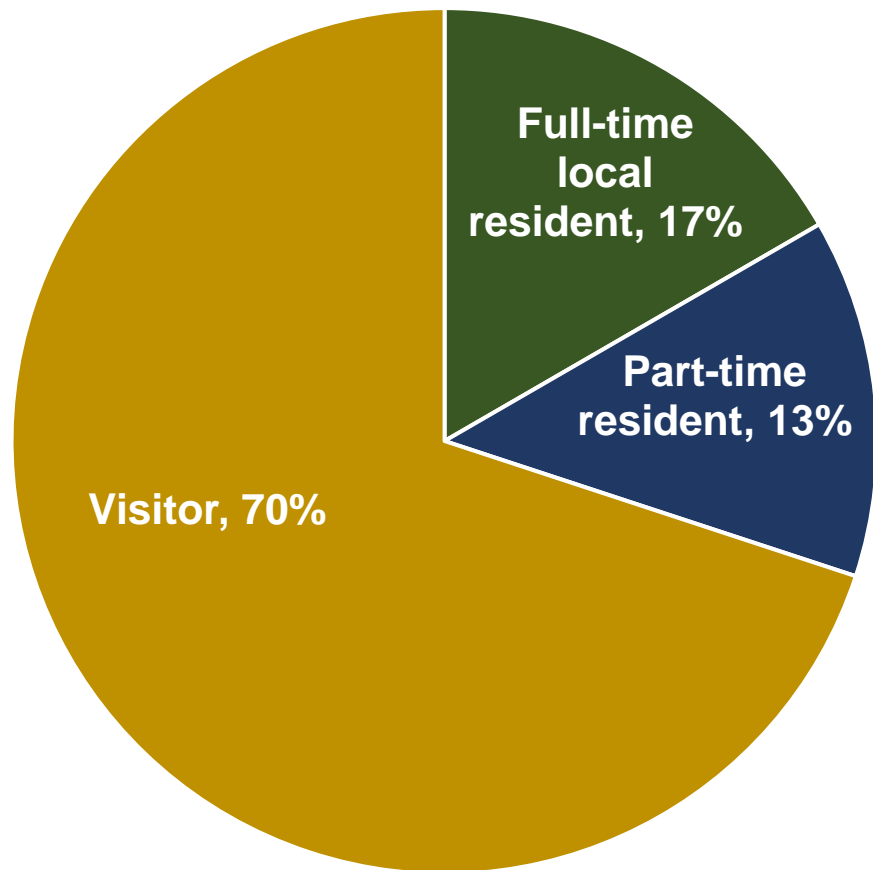


# Passenger Type

Winter 2023/24 (Dec-Mar)



N=3,418



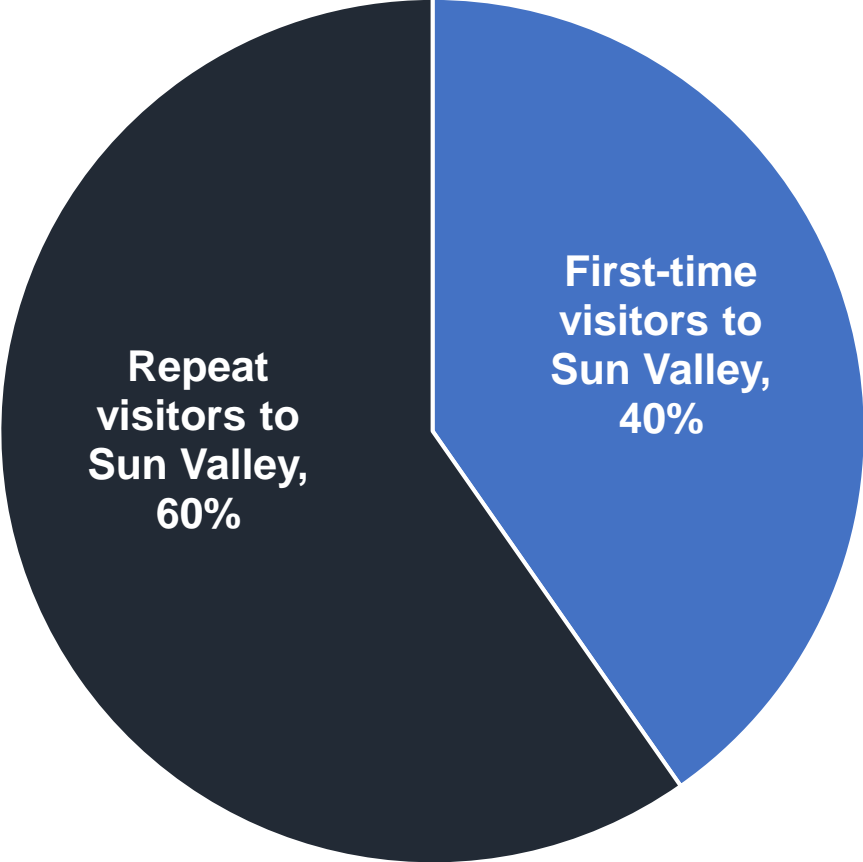
Source: SUN Passenger Wifi Survey. Note: Results are weighted to match enplanements by flight route in the study period.



# Previous Visitation to Sun Valley

Universe: Visitors

Winter 2023/24 (Dec-Mar)

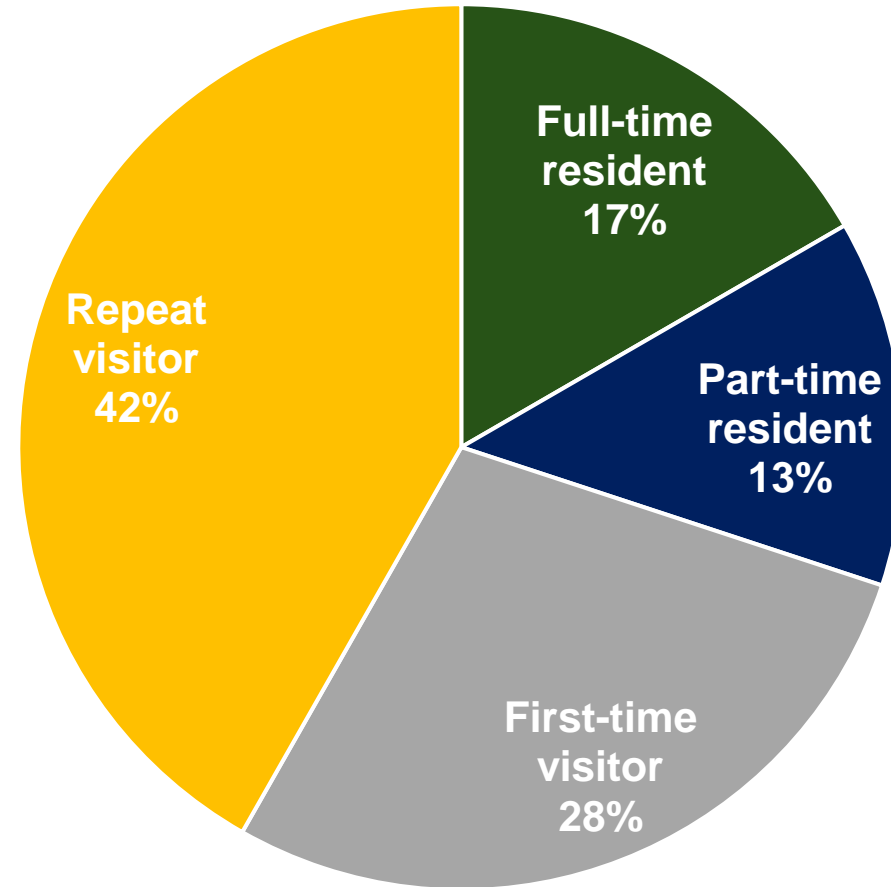


Source: SUN Passenger Wifi Survey. Note: Results are weighted to match enplanements by flight route in the study period.



# Expanded Passenger Type

Winter 2023/24 (Dec-Mar)

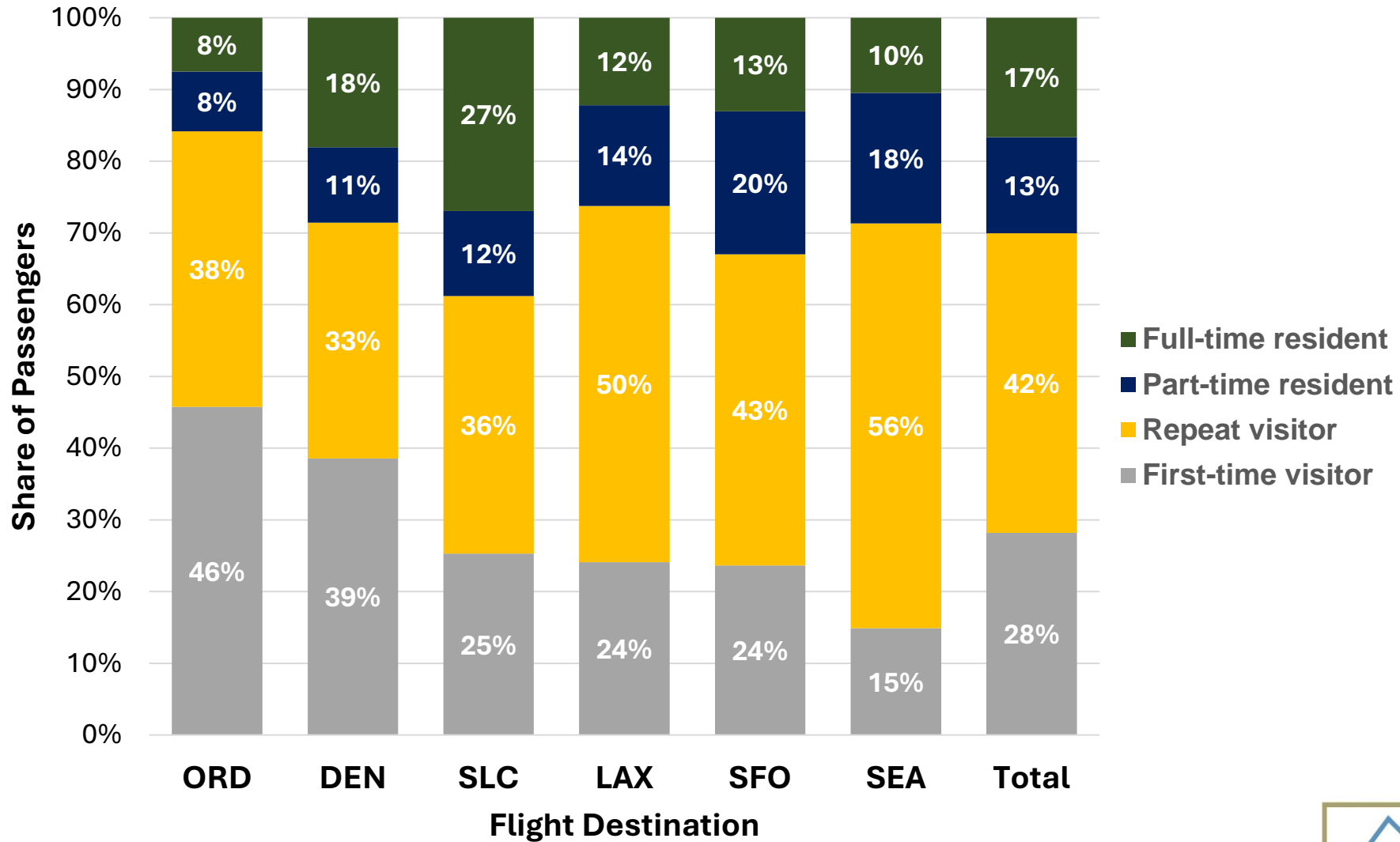


Source: SUN Passenger Wifi Survey. Note: Results are weighted to match enplanements by flight route in the study period.



# SUN Passenger Mix by Flight

Winter 2023/24 (Dec-Mar)

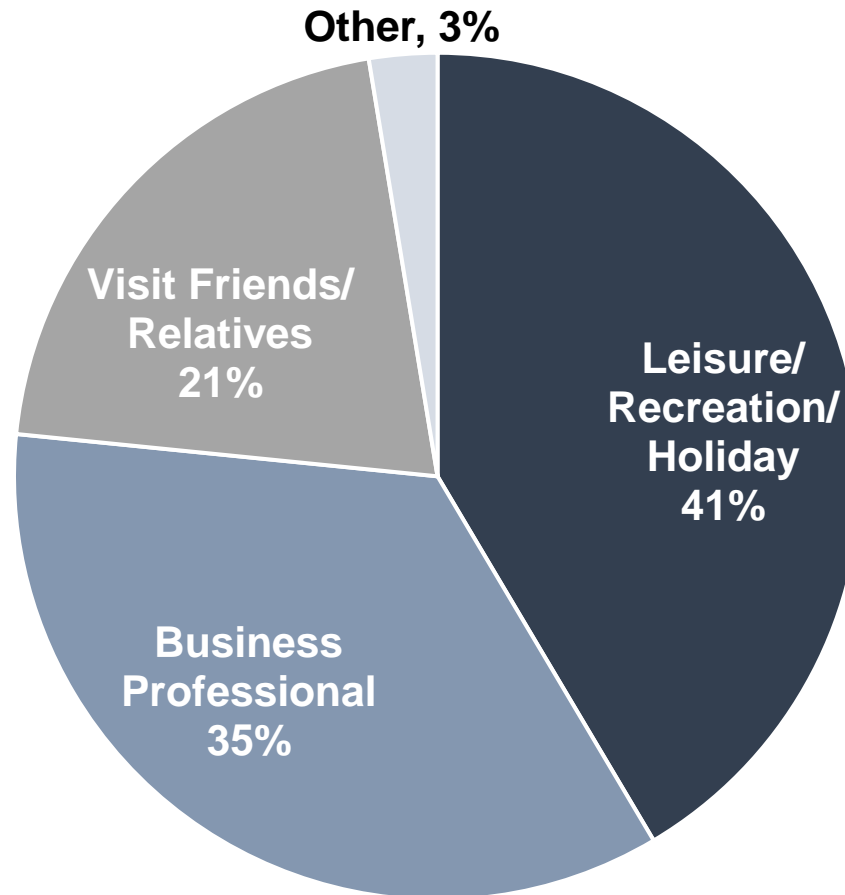


Source: SUN Passenger Wifi Survey. Note: Results are weighted to match enplanements by flight route in the study period.



# **(Full-time residents) What is the main purpose of your trip?**

Winter 2023/24 (Dec-Mar)

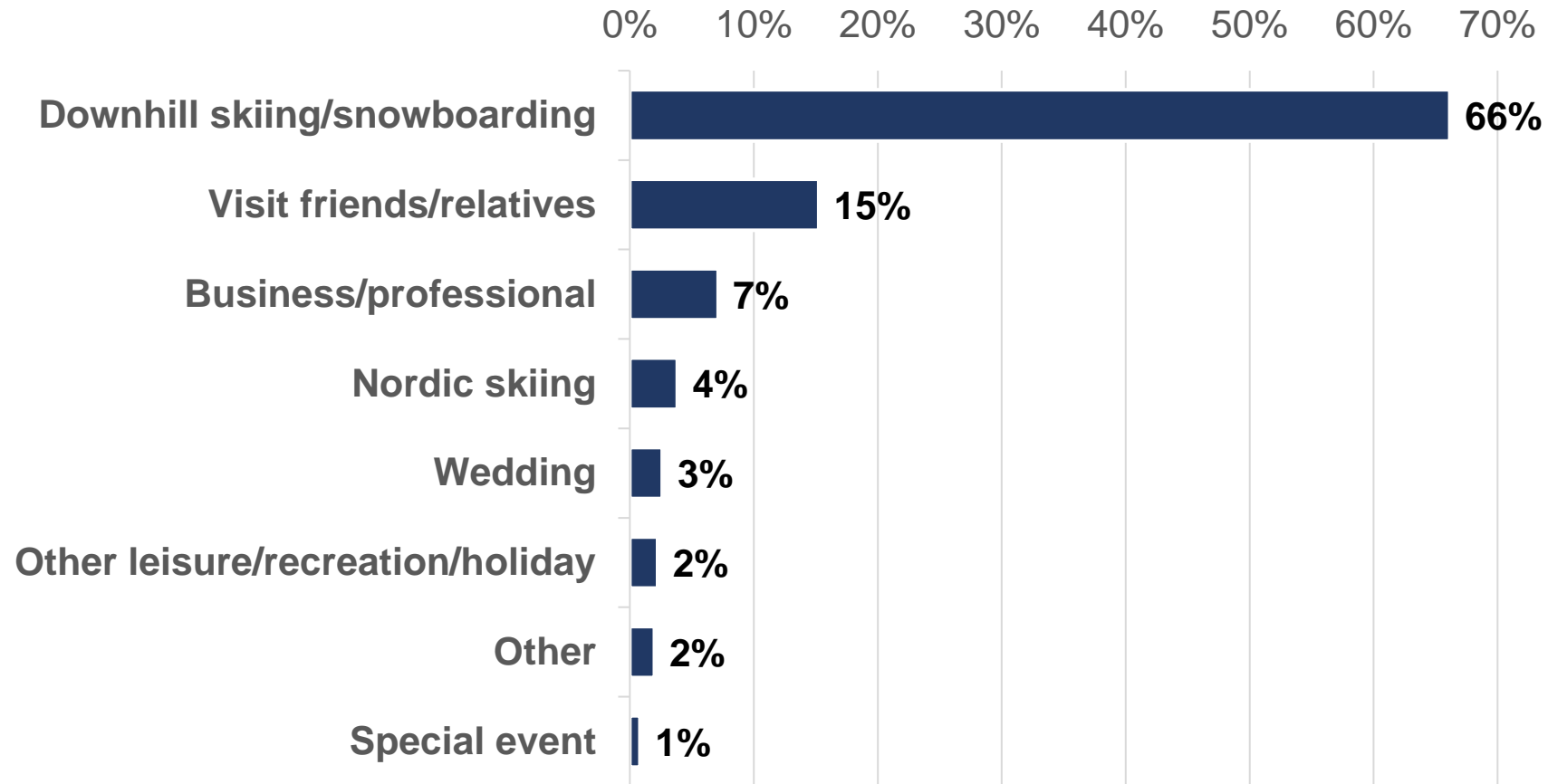


Source: SUN Passenger Wifi Survey. Note: Results are weighted to match enplanements by flight route in the study period.



# (Visitors & PTRs) What was the main purpose of your visit to the Sun Valley area this trip?

Winter 2023/24 (Dec-Mar)

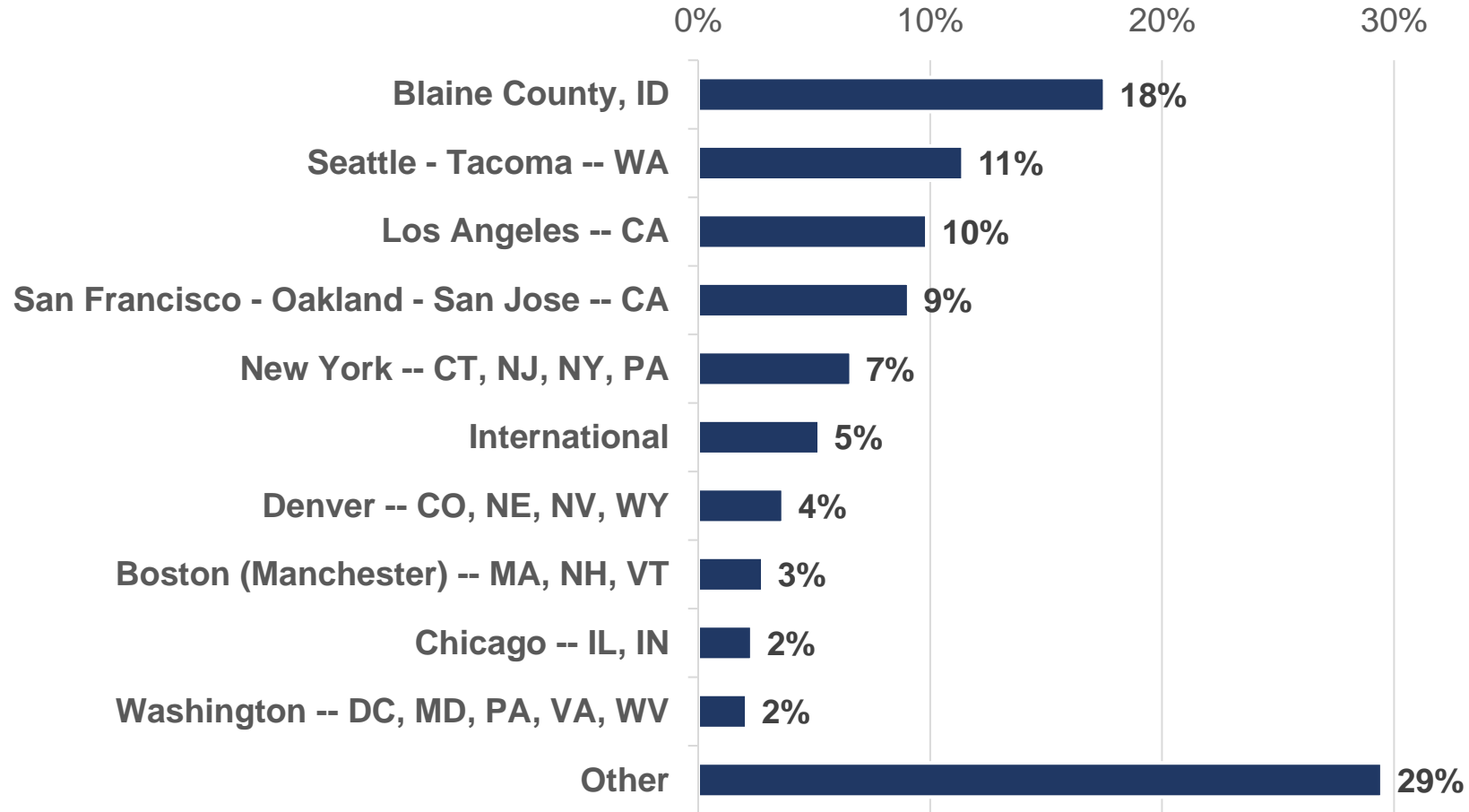


Source: SUN Passenger Wifi Survey. Note: Results are weighted to match enplanements by flight route in the study period.



# Designated Market Area | All Respondents

Winter 2023/24 (Dec-Mar)

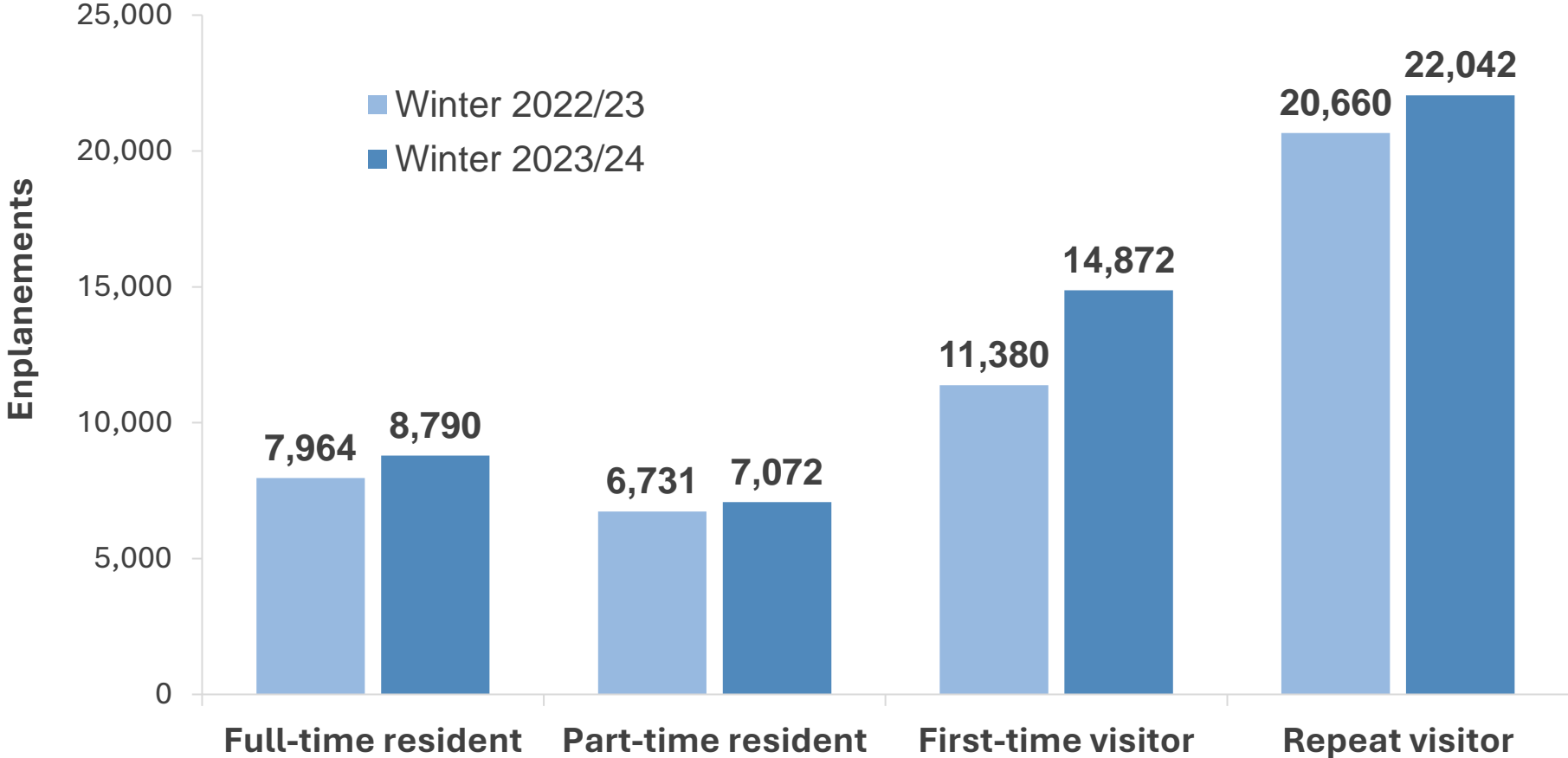


Source: SUN Passenger Wifi Survey. Note: Results are weighted to match enplanements by flight route in the study period.



# Enplanements by Passenger Type

Winter (Dec - Mar) 22/23 - 23/24



Source: SUN Passenger Wifi Survey. Note: Results are weighted to match enplanements by flight route in the study period.

