



FY25 – 28 STRATEGIC SUN AIR SERVICE PLAN

SUMMARY

JULY 2024



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, Sun Valley Air Service Board**
- **FSVA MISSION:** *To improve commercial air service to the Wood River Valley for the benefit of the community.*
- **VSV MISSION:** *Visit Sun Valley is committed to enriching the lives of our mountain community through a balanced level of tourism that focuses on economic prosperity, environmental sustainability, and the preservation of the Valley's vibrant character.*

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 10 years
- This Strategic Plan outlines efforts to continue that success for next 4 years



FY25-28 STRATEGIC PLAN

Executive Summary

Key Goals & Metrics

Implementation Plan

EXECUTIVE SUMMARY

FSVA will work together with all its partners to accomplish the goals for air service improvement for the WRV community in this plan.

GOALS:

Air Service Development:

- Extend key connecting service (SLC, DEN) to 2-3x daily year round
- Re-establish SEA service year-round
- Extend daily summer and winter service for all other core routes (LAX, SFO, ORD); extend service into fall
- Establish new nonstop route (TBD) if feasible

Metrics/Funding:

- Increase passengers on SUN flights by 5% annually; sustain 80% load factor
- Ensure adequate funding to accomplish air service improvement goals and necessary marketing
- Measure passenger satisfaction, activity, feedback and use data through surveys and other sources to guide air service improvement

AIR SERVICE STRATEGIC PLAN ELEMENTS

MARKETING & PLANNING

- **Increase passengers and LF on flights, minimize MRGs**
 - ❖ *Ongoing evaluation of flight performance, passenger profile, target marketing*
 - ❖ *Strategic priority allocation of air marketing \$\$ to flight markets*
- Collaborative planning: analysis of options for improved air service, costs, ROI, airport operations, air marketing strategy

FINANCIAL PLANNING

- Refine financial modeling FY25-28 for variable revenue & cost impact analysis, adversity planning, reserve requirements
- Ensure adequate operating & reserve funding for air service MRGs & marketing

TRACKING REPORTING COMMUNICATING

- Track and report air program results, use of LOT funds
- Continue to communicate with stakeholders, public, guests

STRATEGIC AIR SERVICE & MARKETING

KEY GOALS & METRICS

GOALS

- **OVERALL GOAL:** Improve the WRV economy and overall quality of life through improved air access for residents and visitors
- Improve convenience, options for all SUN travelers
- Ensure good air access year-round from core hub markets
- Improve air service in key seasons; ensure all nonstop routes operate at minimum daily in peak winter and summer.
- Generate measurable economic ROI

METRICS

- Increase SUN passengers by 5% annually
- *(2014-2023 compound passenger growth rate = 6%)*
- Achieve/sustain 80% annual average load factor
- *(2023 SUN load factor = 78%)*
- Maintain consistently strong passenger satisfaction with SUN air service
- *(measured by air passenger surveys and other sources)*

STRATEGIC PLAN SUMMARY FY25-28

AIR SERVICE IMPROVEMENT & AIR MARKETING IMPLEMENTATION GOALS



FSVA AIR SERVICE

FY25

- Extend SLC to 3x daily year-round
- Extend ORD to daily summer
- Restore SEA (mid-April thru mid-May)
- Add flights to support World Cup/key events
- Implement Fare Tracking research
- Improve public communications on value of air service/tourism to community
- Increase local marketing of flights to encourage use during slower periods

FY26

- Extend DEN to 2x daily year-round
- Extend ORD into Sept/Oct

FY27

- Add potential new route/other improvements (TBD)

**airport facilities dependent*



VSV AIR MARKETING

- More focus, \$ on air markets to:
 - Increase passengers, especially from originating markets
 - Increase load factors

Emphasize winter & fall seasons

Implement monthly GPS visitor tracking research to micro target

Improve public communication on value of air service/tourism to community, improve local awareness of flight options



LOT for AIR FUNDING

Update cash flow analysis FY 25-28 aligned with strategic plan

Maintain FSVA funding partnerships and programs with SV Air Service Board, Sun Valley Resort, others

FSVA to retain adequate reserve balance, use reserves to cover projected increased costs

VSV to receive funding to adequately support air service

Plan for LOT for AIR renewal
(expires 6-28)



QUESTIONS?