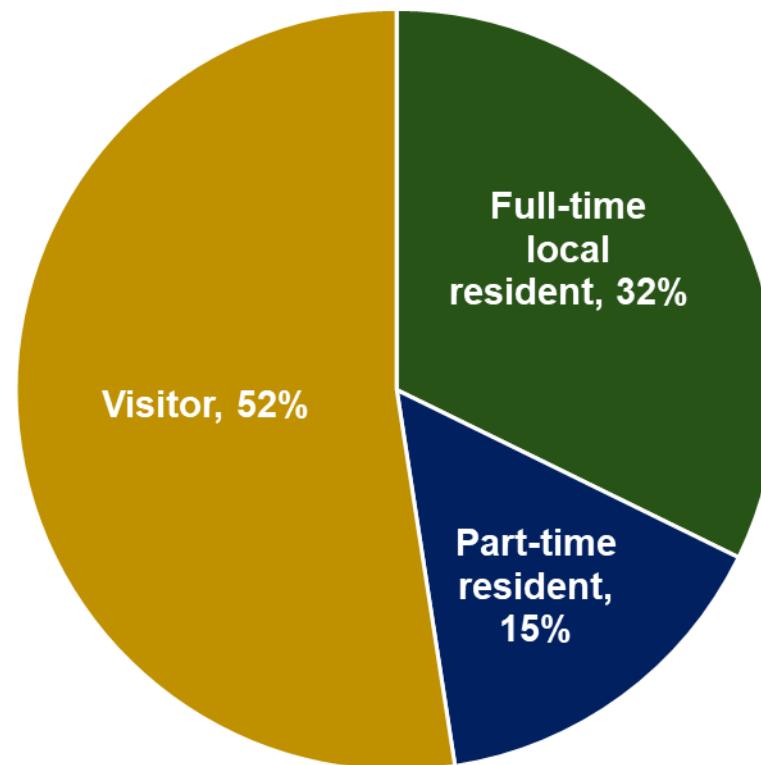


## Passenger Type

Fall 2025 (Sep-Nov)



N=1,100

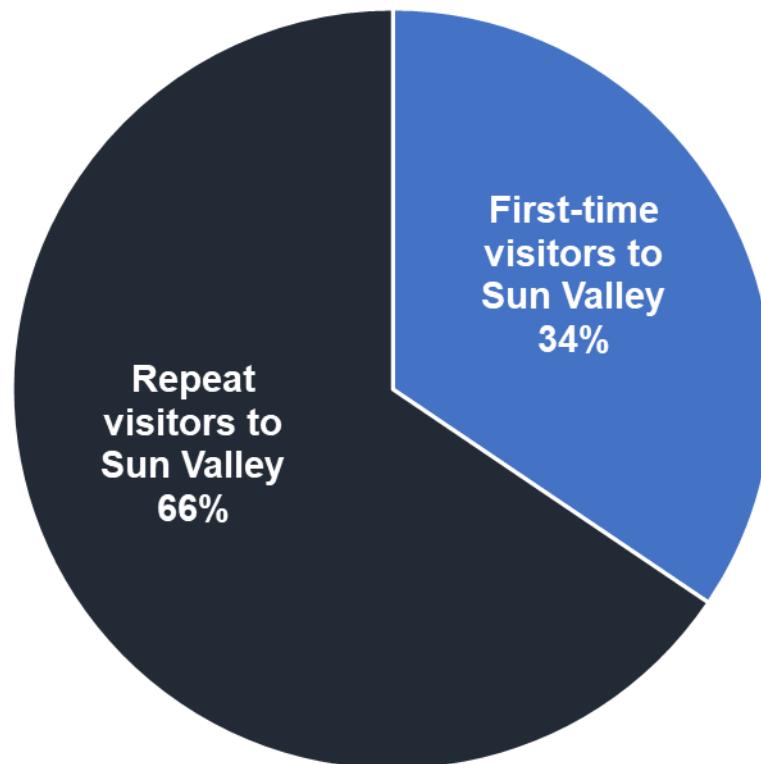
Source: SUN Passenger Wifi Survey. Note: Results are weighted to match enplanements by flight route in the study period.



## Previous Visitation to Sun Valley

**Universe: Visitors**

Fall 2025 (Sep-Nov)

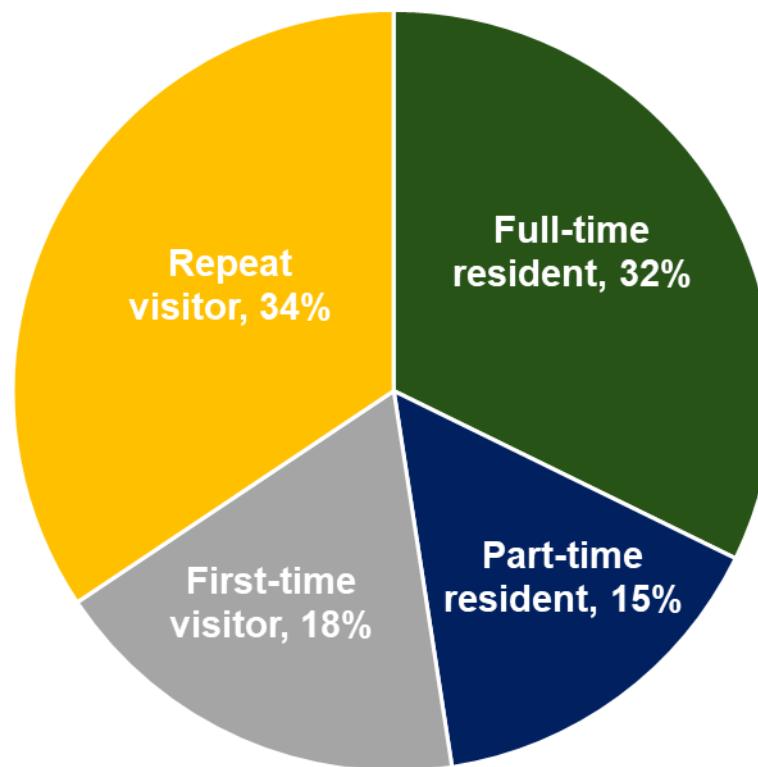


Source: SUN Passenger Wifi Survey. Note: Results are weighted to match enplanements by flight route in the study period.



## Expanded Passenger Type

Fall 2025 (Sep-Nov)

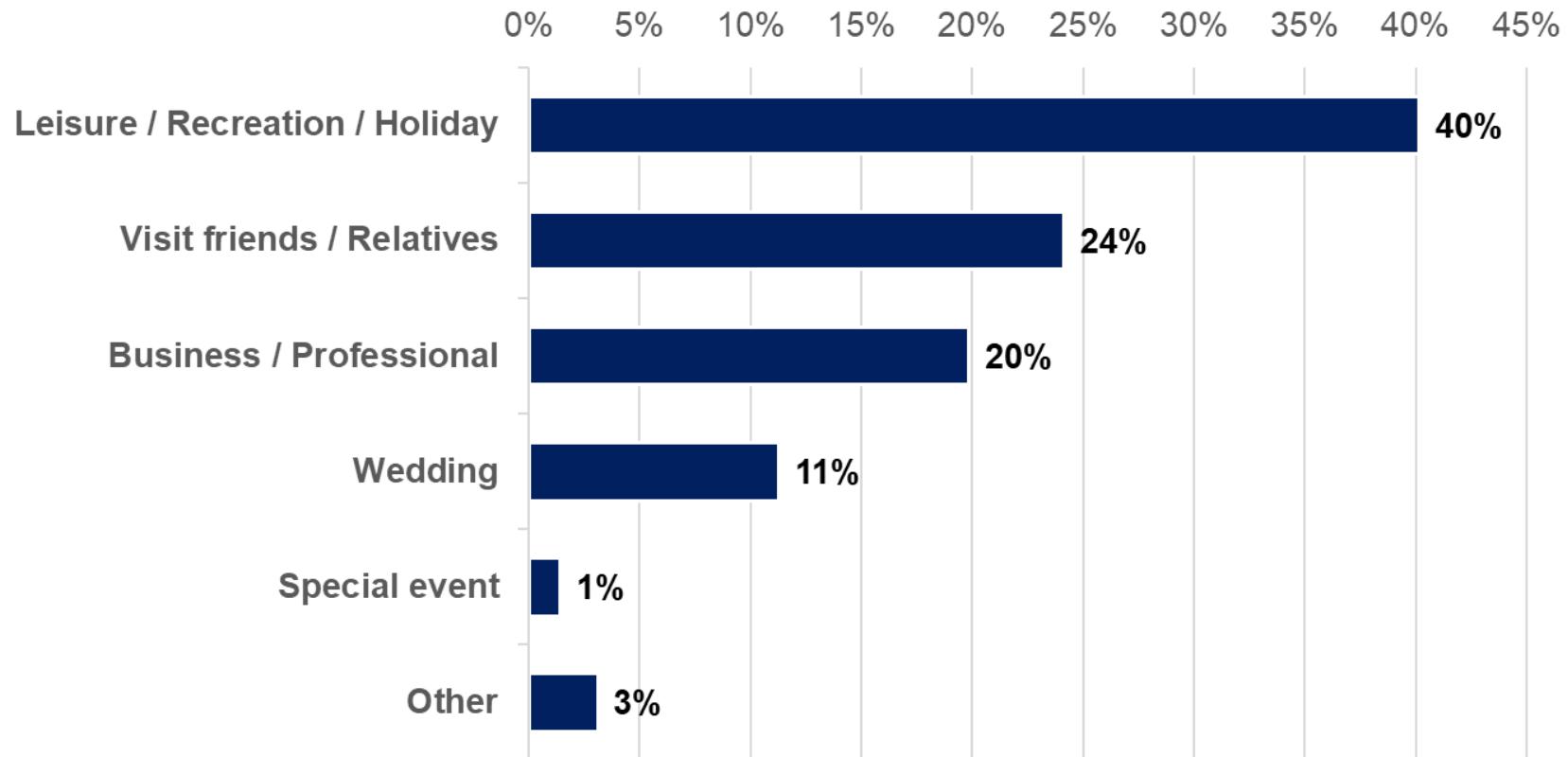


Source: SUN Passenger Wifi Survey. Note: Results are weighted to match enplanements by flight route in the study period.



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

Fall 2025 (Sep-Nov)

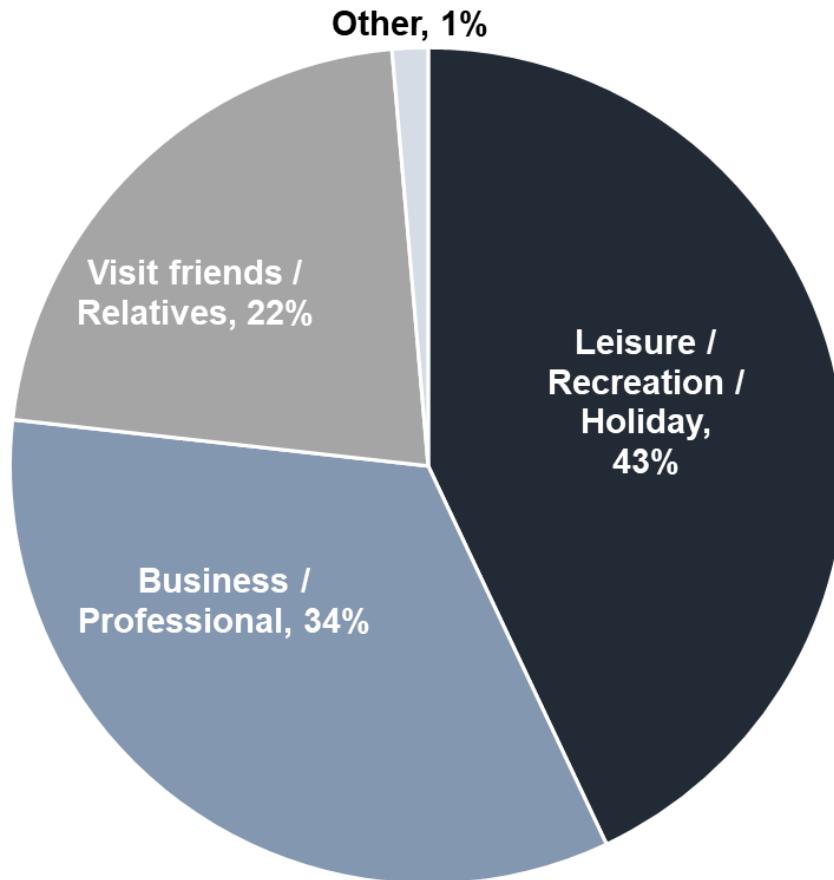


Source: SUN Passenger Wifi Survey. Note: Results are weighted to match enplanements by flight route in the study period.



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

Fall 2025 (Sep-Nov)

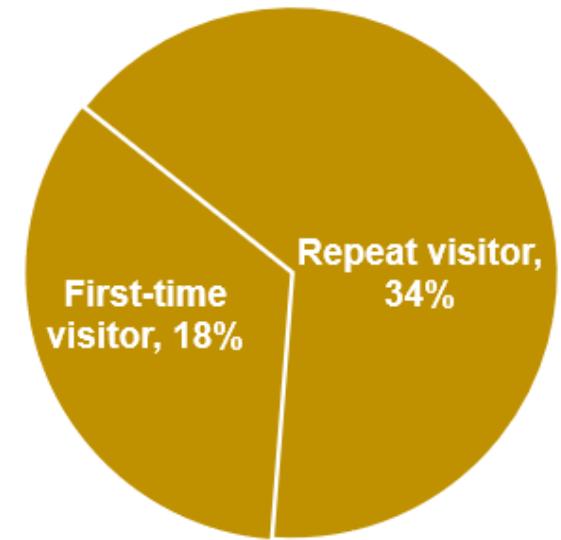
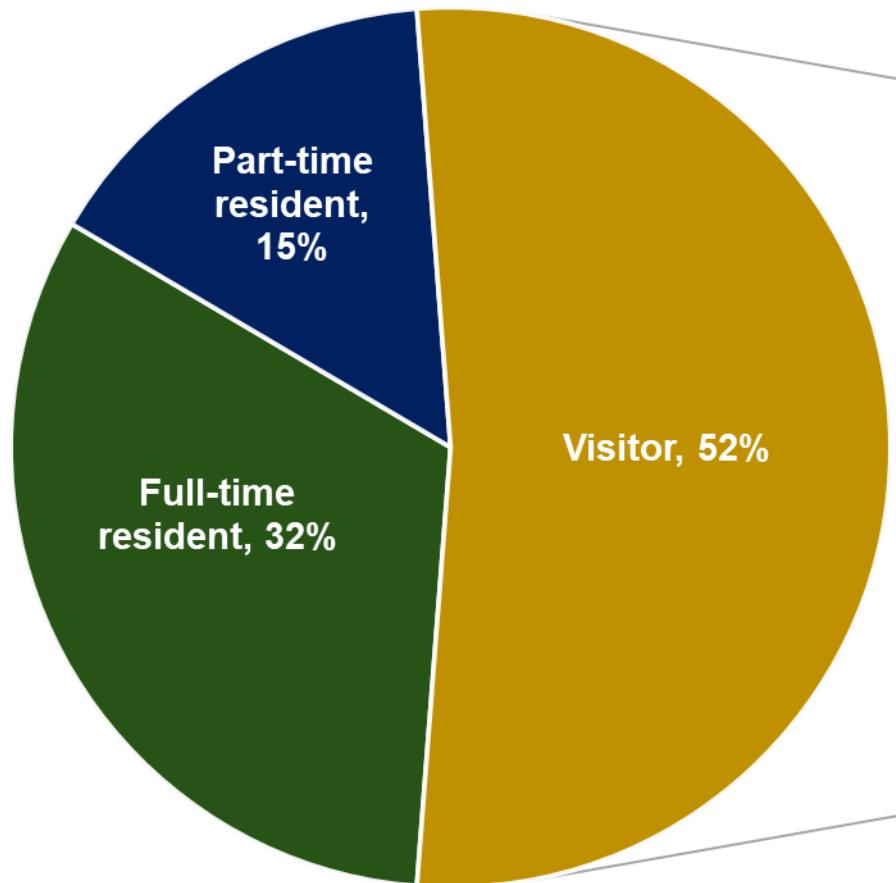


Source: SUN Passenger Wifi Survey. Note: Results are weighted to match enplanements by flight route in the study period.



# SUN Passenger Mix

## Fall 2025

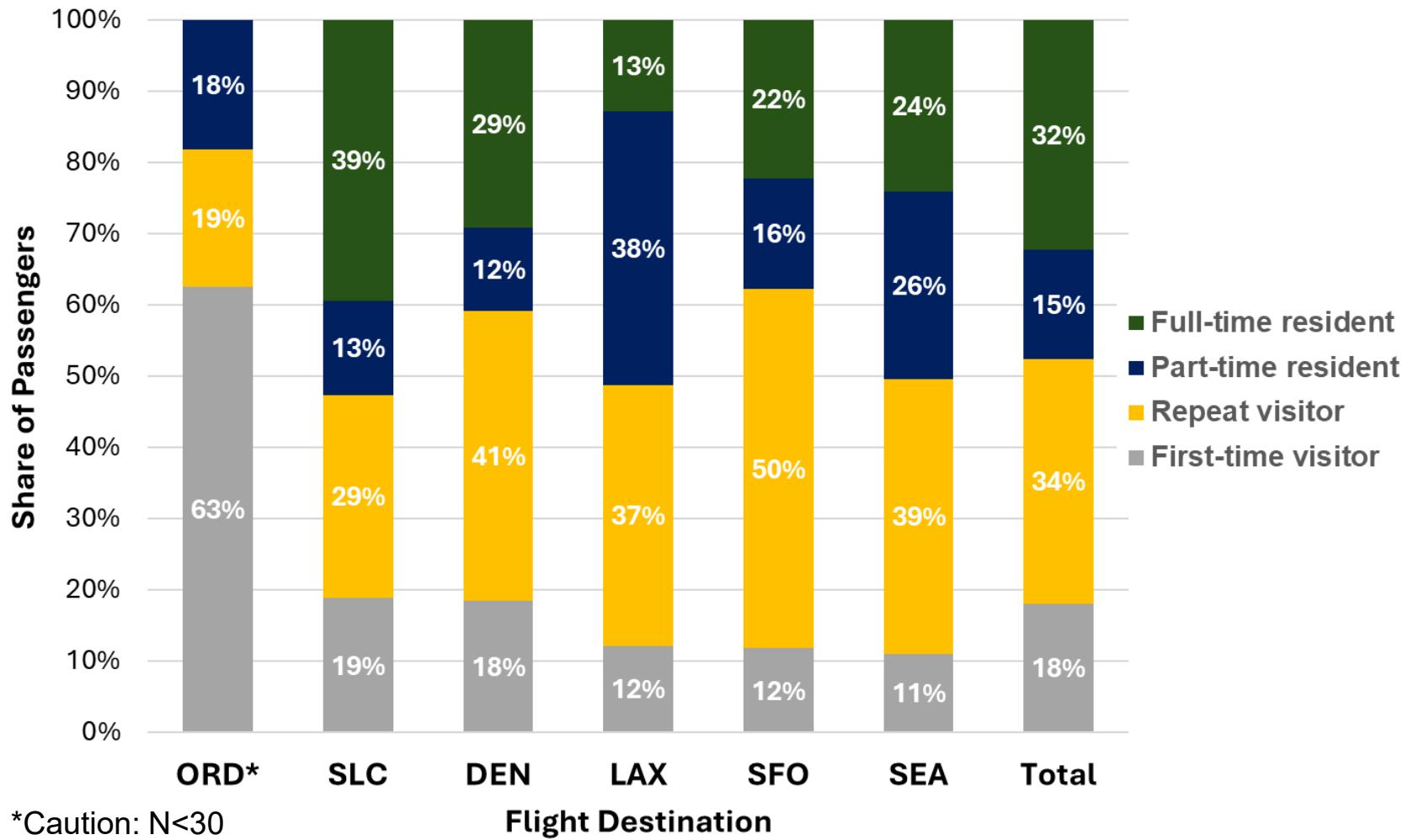


Source: SUN Passenger Wifi Survey. Note: Results are weighted to match enplanements by flight route in the study period.



# SUN Passenger Mix by Flight

Fall 2025 (Sep-Nov)

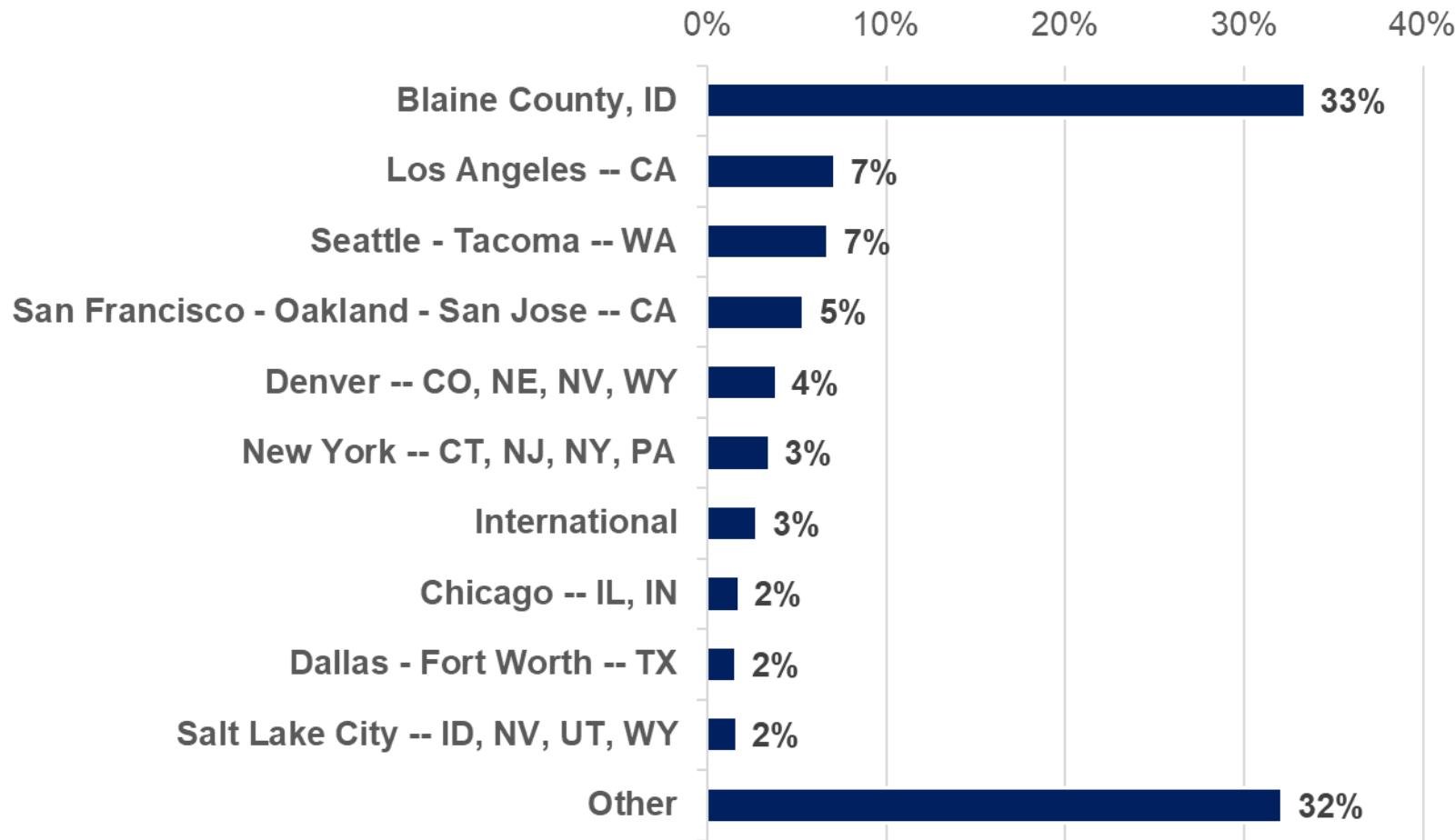


Source: SUN Passenger Wifi Survey. Note: Results are weighted to match enplanements by flight route in the study period.



## Designated Market Area | All Respondents

Fall 2025 (Sep-Nov)

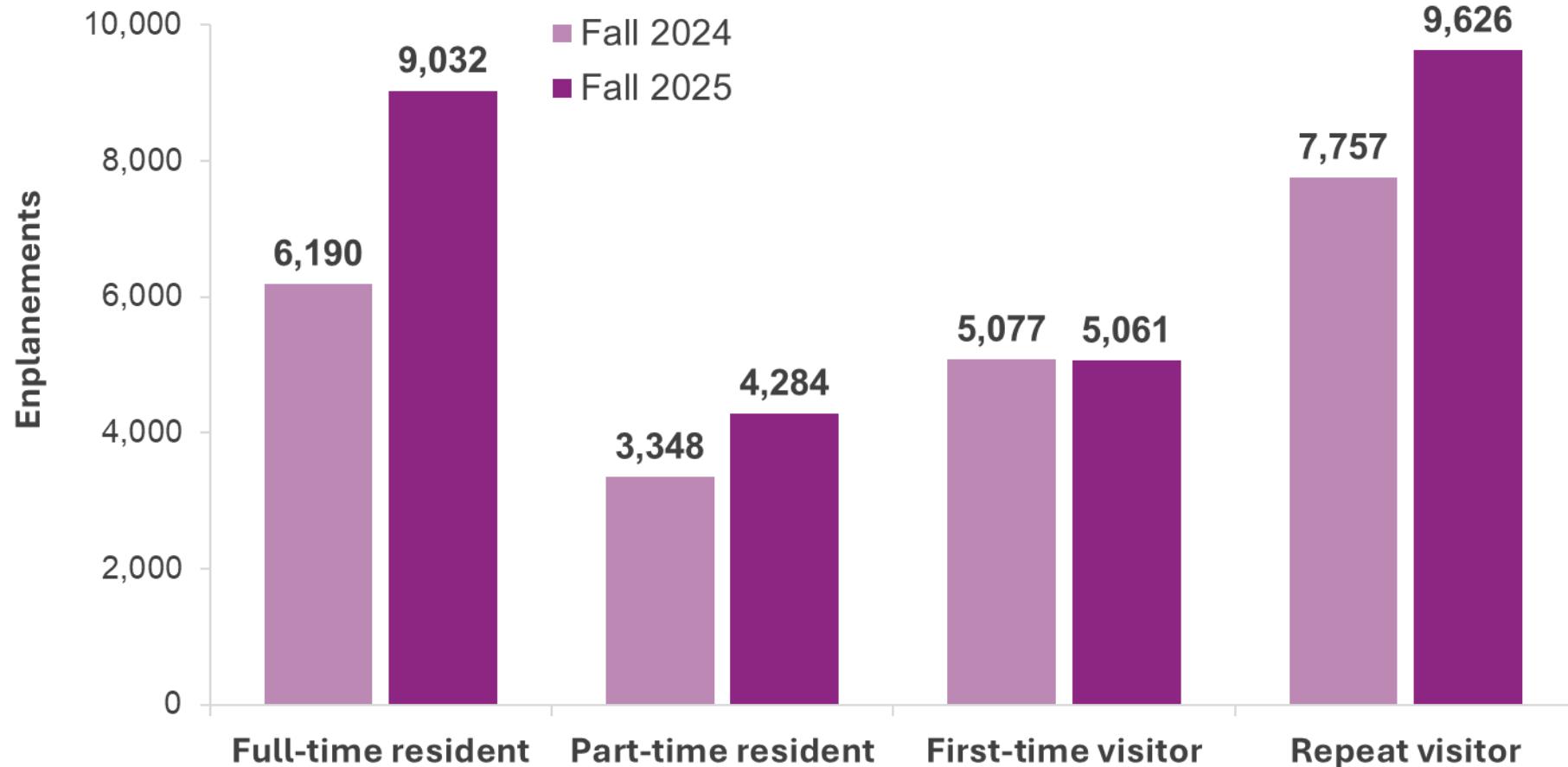


Source: SUN Passenger Wifi Survey. Note: Results are weighted to match enplanements by flight route in the study period.



## Enplanements by Passenger Type

Fall (Sep - Nov) 2024 & 2025



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

