



# FLY SUN VALLEY ALLIANCE

**FY26 YTD Progress Report  
FY27-30 STRATEGIC PLAN  
FY27 BUDGET REQUEST**

**to Sun Valley Air Service Board**

**MAY 2026**



**VISIT SUN VALLEY**



# SUN WINTER 2025/26– AIR SERVICE RECAP

Welcomed new airline and new SUN winter 2025/26 flights



daily nonstop flights from Chicago (ORD) and Phoenix (PHX)



3x weekly nonstop flights from San Diego (SAN)

## SUN Winter Flight Performance: (Nov-April)

Source: Friedman Memorial Airport - outbound flights

Seats: 124,122 (+26%)

Passengers: 82,190 (+15%)

Load Factor Avg: 66% (-6%)

- Lack of snow and large increase in seat capacity affected load factor
- Kudos to Sun Valley Resort for their efforts to provide a great skiing experience despite the challenging weather conditions



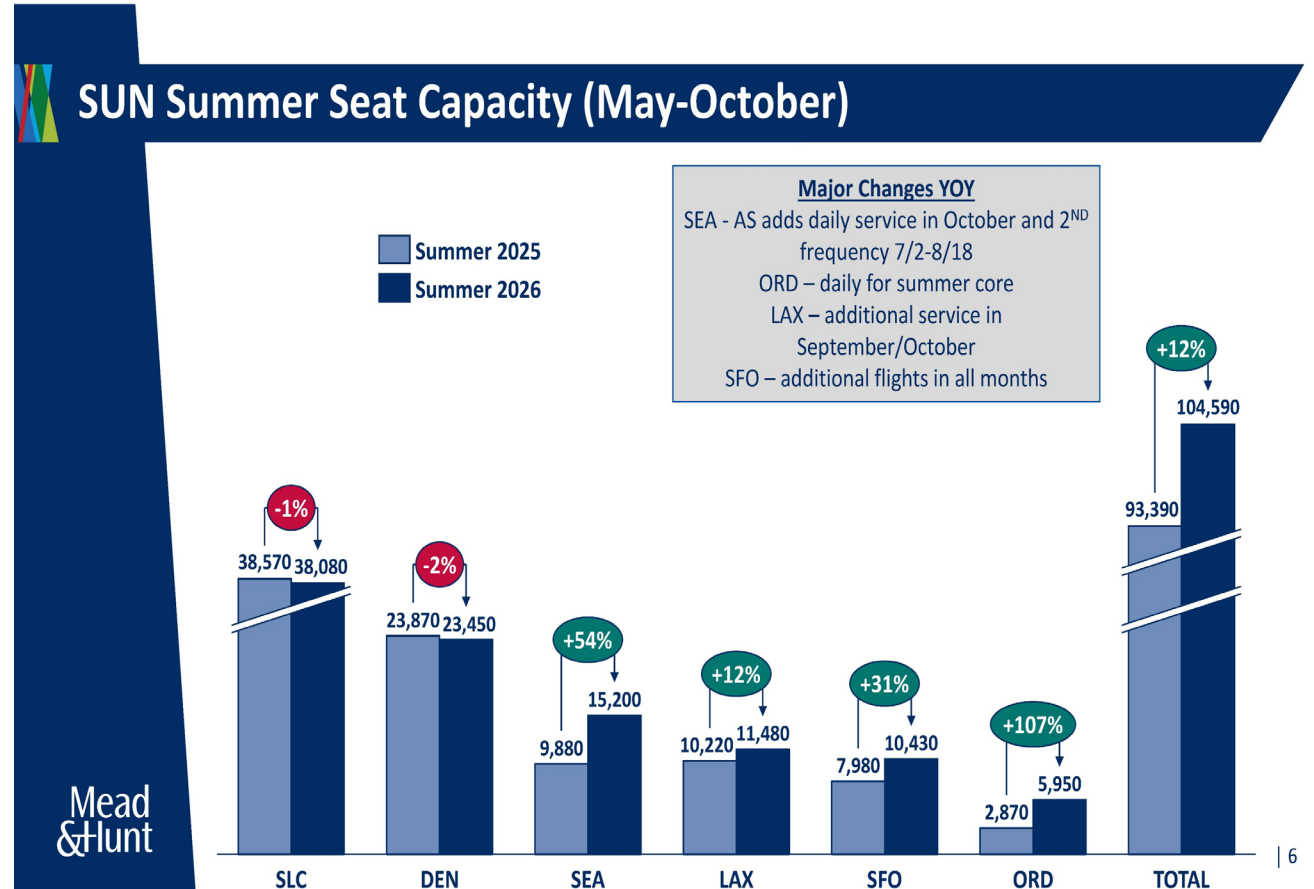
# SUN SUMMER 2026 – AIR SERVICE IMPROVEMENTS

## Summer 2026 additional seat capacity driven by:

- United Chicago (ORD) flights improved with daily schedule
- Alaska Seattle (SEA) flights improved with more frequency through October
- United LAX and SFO flights improved with more frequency in September and October

## NOTES

- Delta and SLC flights reduced slightly due to May 26-28 SUN airport closure
- AA ORD, PHX and AS SAN flights are scheduled to return next winter





# FLY SUN VALLEY ALLIANCE

## FY27-30 STRATEGIC PLAN SUMMARY

APRIL 2026



VISIT SUN VALLEY



# FSVA FY27-30 STRATEGIC PLAN

GOOD AIR SERVICE IS IMPORTANT TO OUR COMMUNITY



LOCALS



BUSINESS



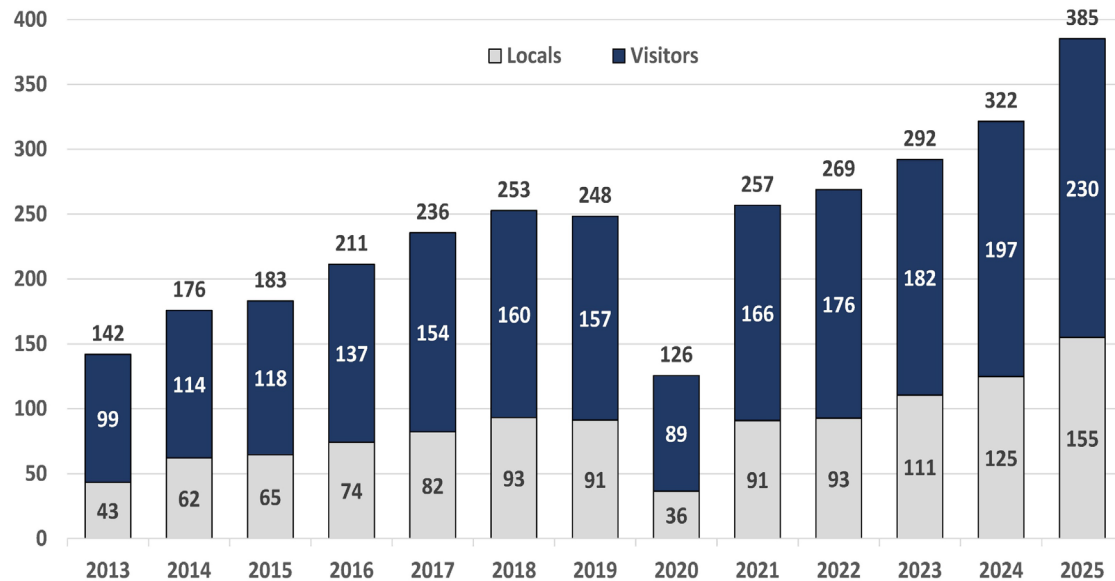
TOURISM

# FSVA FY27-30 STRATEGIC PLAN

## BIG PROGRESS ON BETTER AIR SERVICE & OUR COMMUNITY IS BENEFITTING

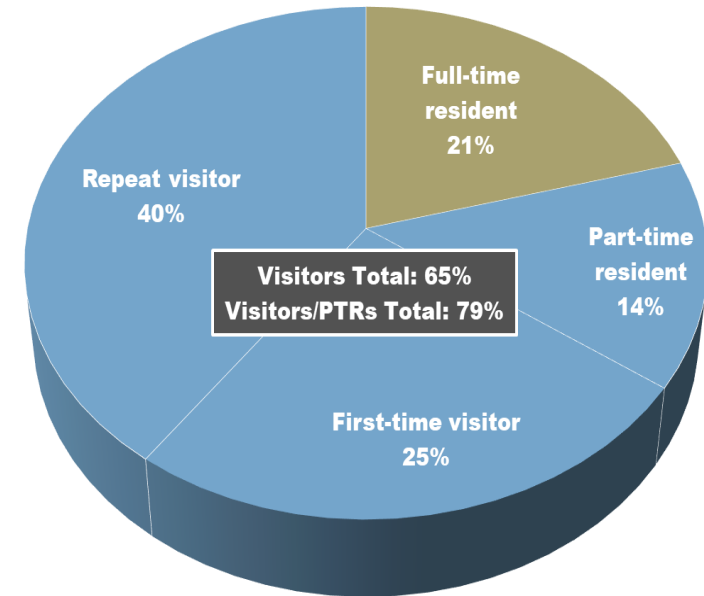
More flights, 4 Airlines, 8 Nonstop Cities – More Locals and Visitors using those flights

### SUN Locals/Visitors Average Daily Trips Per Year



### SUN Passenger Mix Year-Round: Winter 2024/25 & Summer 2025

21% Locals, 79% Visitors/Part-Time Residents



# FSVA FY27-30 STRATEGIC PLAN

***FSVA MISSION : To improve commercial air service in the Wood River Valley to benefit the community – our local residents, our part-time residents, our businesses and our visitors.***

**SUN has experienced significant growth in air seat capacity over the past decade**

**FSVA focus for the next few years is to ensure our existing service is successful and sustainable**

## **Air Service Development Goals**

**Overall: Focus on improving performance and frequency of existing routes; not adding new routes**

- Maintain and support **year-round air service** from key hub markets (SLC, DEN, SEA)
- Maintain and support **seasonal air service** on other existing routes (ORD, SFO, LAX, PHX, SAN)
- Improve flight frequency on **core connecting routes** - emphasis on spring & fall DEN; SLC as feasible

## **Key Performance Indicators (KPI)**

- Improve annual SUN flight load factor from 71% to 75%; focusing on non-peak months
- Improve flight frequency in spring and fall; increase DEN flights to 2x daily year round
- Ensure adequate funding to accomplish air service development and support goals;
  - renew LOT for Air, continue other support programs
- Measure SUN air passenger satisfaction, activity, economic impact through survey data and other sources



# FSVA STRATEGIC PLAN – KEY PERFORMANCE INDICATOR

## INCREASE ANNUAL SUN FLIGHT LOAD FACTOR FROM 71% TO 75%

There are two ways to increase Load Factor on flights:

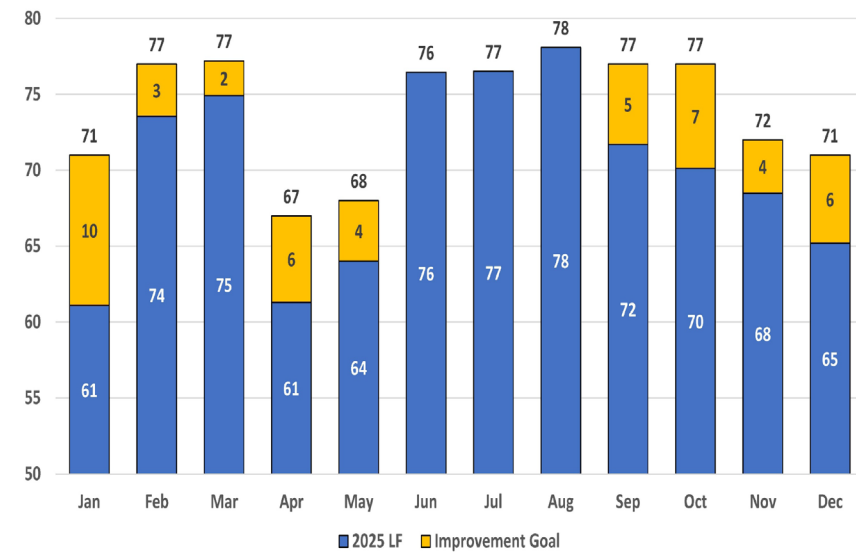
- 1) Grow passenger demand
- 2) Reduce capacity

Goal is to **maintain and improve performance of existing SUN air service.**

Therefore, FSVA will work with Visit Sun Valley (VSV), airlines, SUN airport and other marketing partners to:

- **Improve performance on flights in the non-peak months to reach 75% annual load factor**

### Increase SUN Annual Load Factor From 71% to 75%



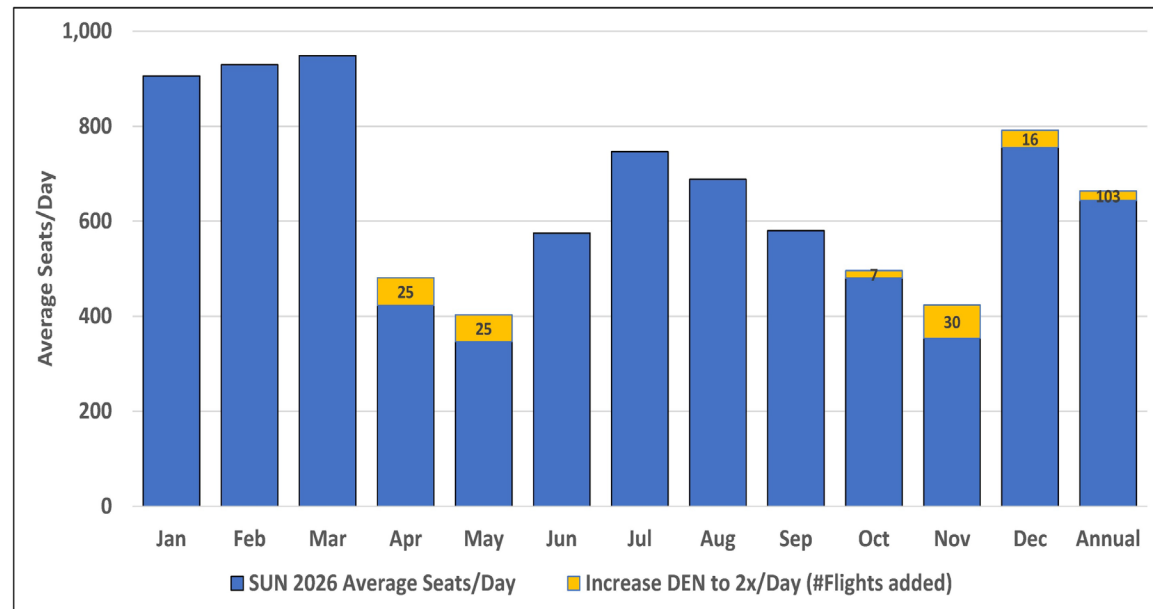
# FSVA STRATEGIC PLAN – KEY PERFORMANCE INDICATOR

INCREASE DEN FLIGHTS TO 2X DAILY YEAR ROUND

Goal is to improve SUN flight frequency in spring and fall

- **Increase DEN flights to 2x daily year-round**

## Add 2<sup>nd</sup> Flight to DEN in Off-Peak Periods



# AIR SERVICE IS AN IMPORTANT INVESTMENT FOR OUR COMMUNITY – OUR QUALITY OF LIFE – OUR ECONOMY

## FLY SUN VALLEY ALLIANCE STRATEGIC AIR SERVICE PARTNERS

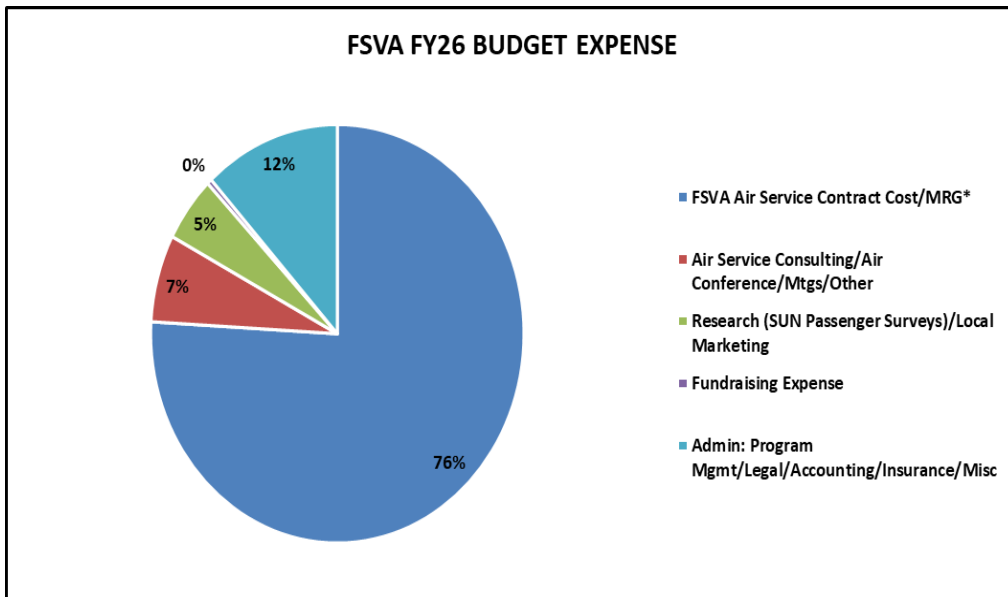




**THANK YOU FOR  
YOUR SUPPORT**

# FSVA FY27 BUDGET REQUEST

- This FSVA budget is based on current projection of FY27 MRG costs as of May.
- We have MRG proposal for winter 2026/27 flights but summer 2027 is estimated/TBD
- Higher airline operating costs and now higher fuel costs are driving higher MRG costs



<b>FY27 FSVA BUDGET &amp; RESERVE BALANCE</b>	
<b>INCOME</b>	
Sun Valley Air Service Board Contract (LOT FOR AIR funds)	\$ 1,300,000
Fundraising/Contributions	\$ 200,000
Interest	\$ 15,000
<b>TOTAL INCOME</b>	<b>\$ 1,515,000</b>
<b>EXPENSE</b>	
FSVA Air Service Contract Cost/MRG*	\$ 1,121,250
Air Service Consulting/Air Conference/Mtgs/Other	\$ 100,000
Research (SUN Passenger Surveys)/Local Marketing	\$ 75,000
Fundraising Expense	\$ 6,000
Admin: Program Mgmt/Legal/Accounting/Insurance/Misc	\$ 174,600
<b>TOTAL EXPENSE</b>	<b>\$ 1,476,850</b>
<b>NET INCOME TO(FROM) RESERVES (Contingency)</b>	<b>\$ 38,150</b>
<b>FSVA RESERVE BALANCE**</b>	
FY25 Actual @ 9/30/25 (audited)	\$ 2,390,956
FY26 Projected drawdown on reserves	\$ (825,139)
FY26 Projected @ 9/30/26**	\$ 1,565,817
<b>Footnotes:</b>	
* <b>FSVA Air Service contract cost/MRG:</b> Amount is FSVA projected net cost after 50% SVC cash + inkind cost share offset	
Total MRG: \$1.9M, could be higher due to higher fuel costs, weaker demand due to higher prices, economic uncertainty	
** <b>Reserve Balance:</b> \$1.5 is minimum needed for MRG contract Letter of Credit and additional costs that might arise	



**QUESTIONS?**