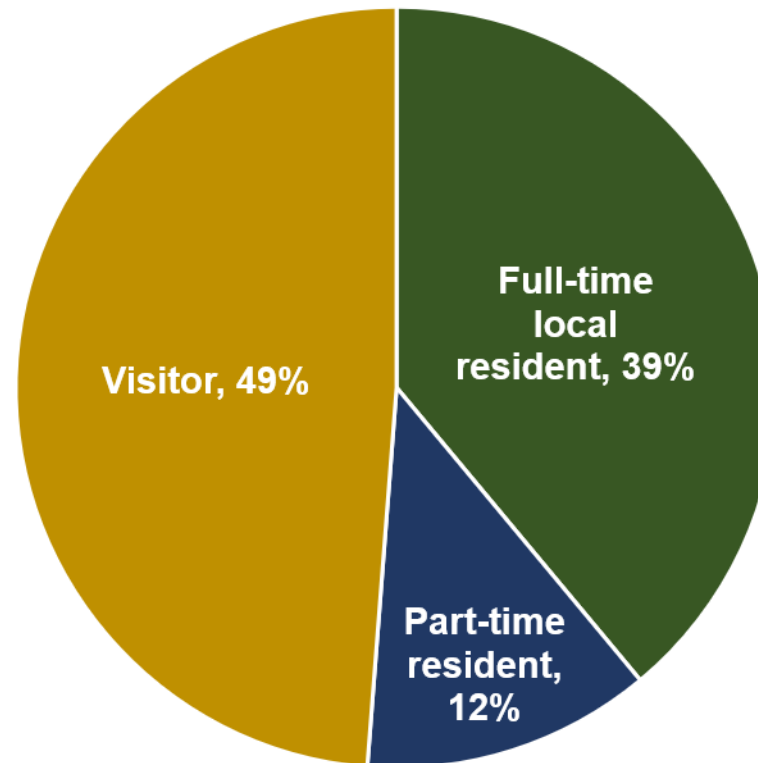


Passenger Type

Spring 2026 (Apr-May)



N=598



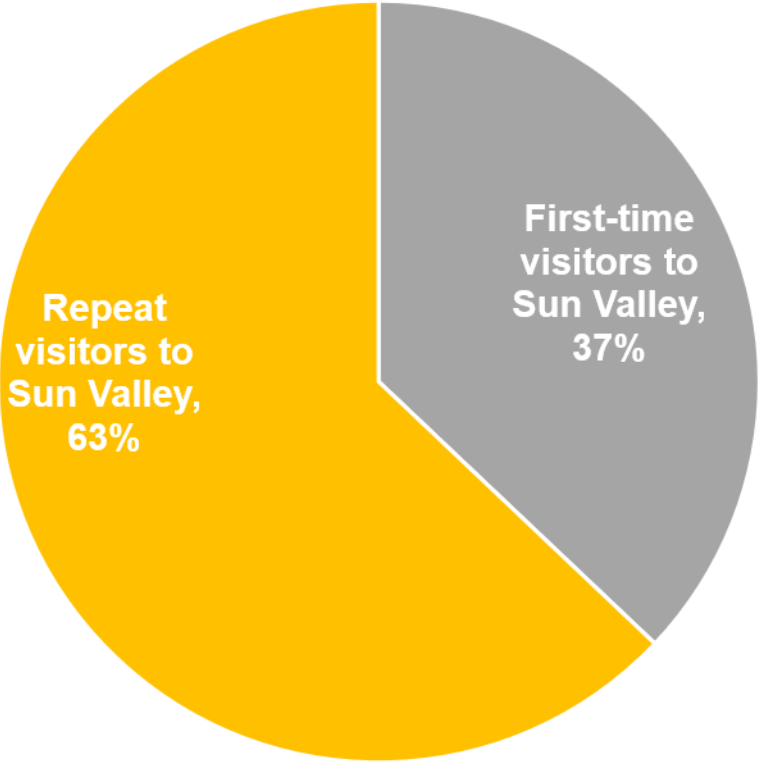
Source: SUN Passenger Wifi Survey. Note: Results are weighted to match enplanements by flight route in the study period.



Previous Visitation of Sun Valley

Universe: Visitors

Spring 2026 (Apr-May)

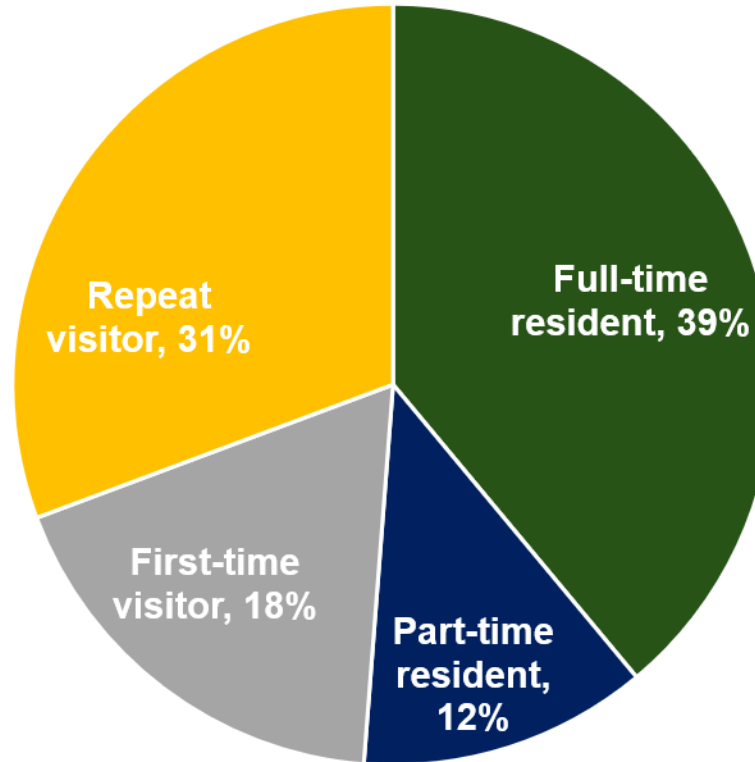


Source: SUN Passenger Wifi Survey. Note: Results are weighted to match enplanements by flight route in the study period.



Expanded Passenger Type

Spring 2026 (Apr-May)

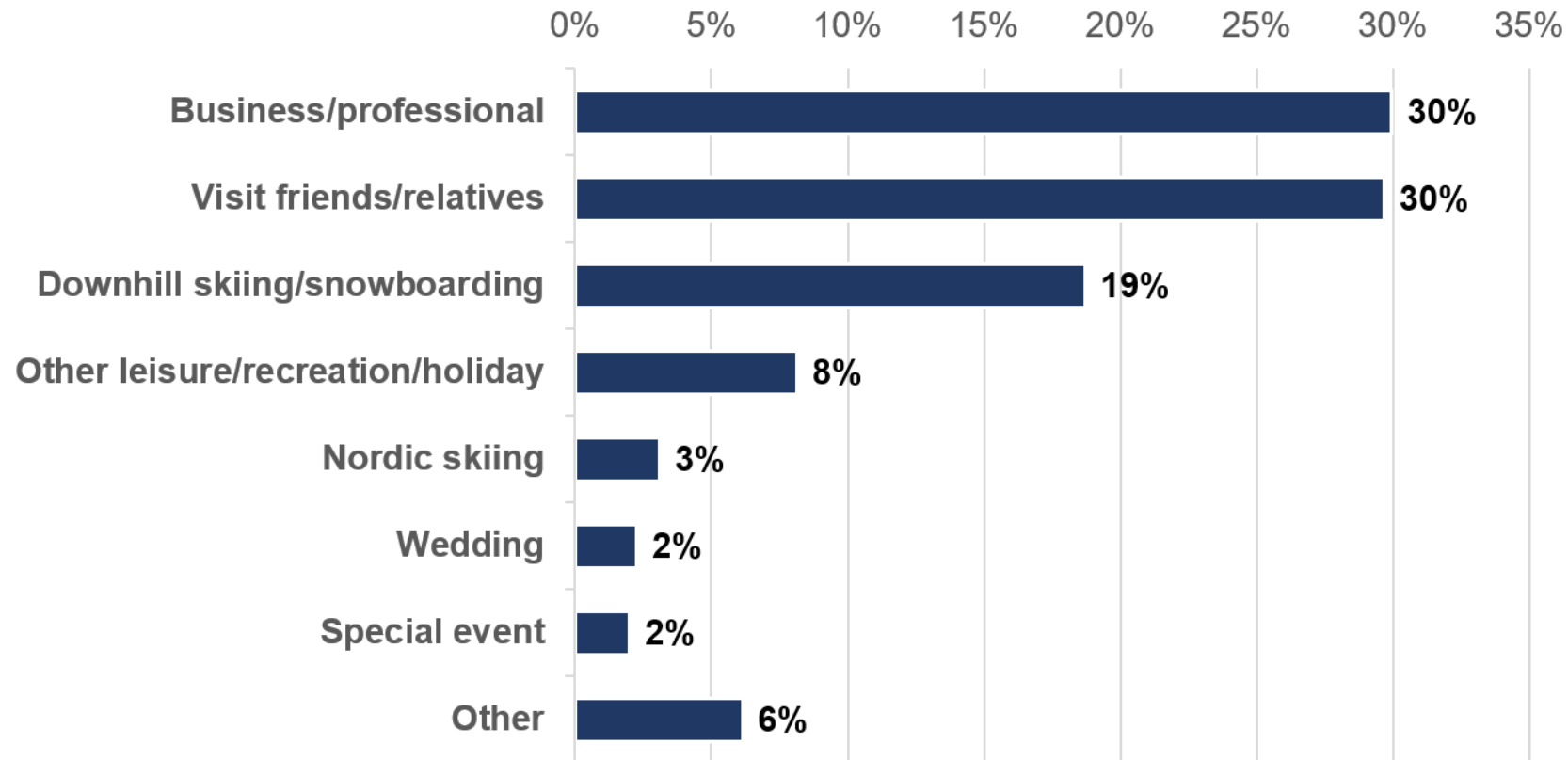


Source: SUN Passenger Wifi Survey. Note: Results are weighted to match enplanements by flight route in the study period.



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

Spring 2026 (Apr-May)

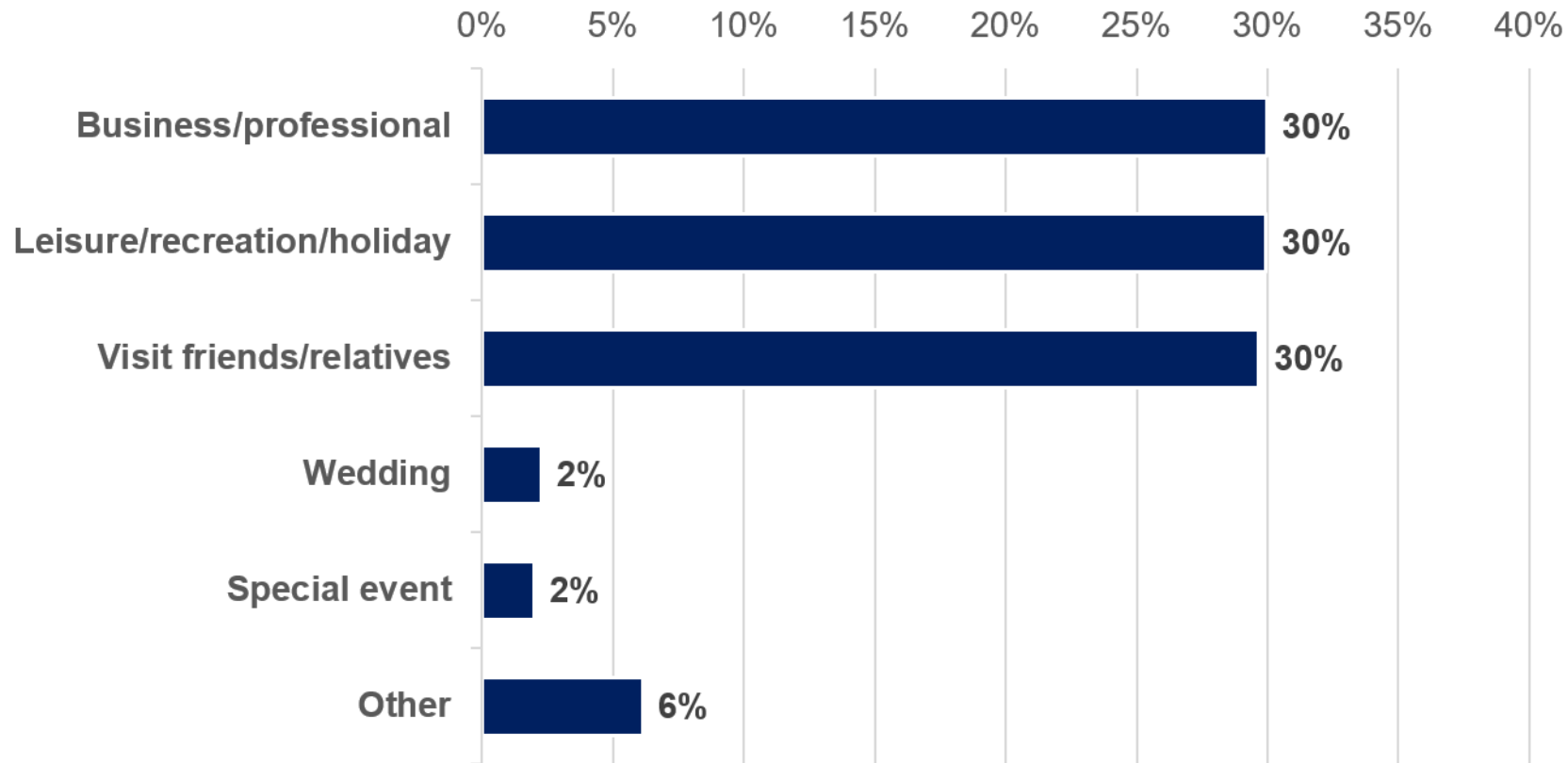


Source: SUN Passenger Wifi Survey. Note: Results are weighted to match enplanements by flight route in the study period.



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

Consolidated Categories | Spring 2026 (Apr-May)

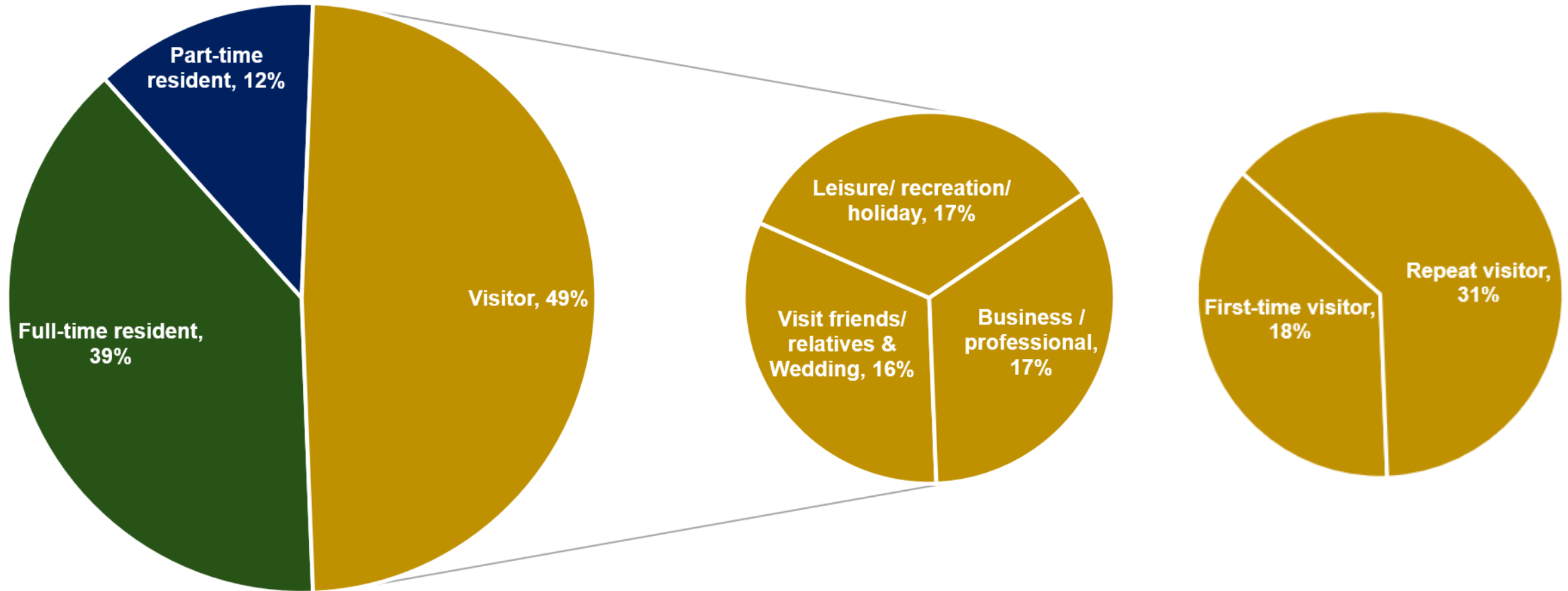


Source: SUN Passenger Wifi Survey. Note: Results are weighted to match enplanements by flight route in the study period.



SUN Passenger Mix

Spring 2026 (Apr-May)

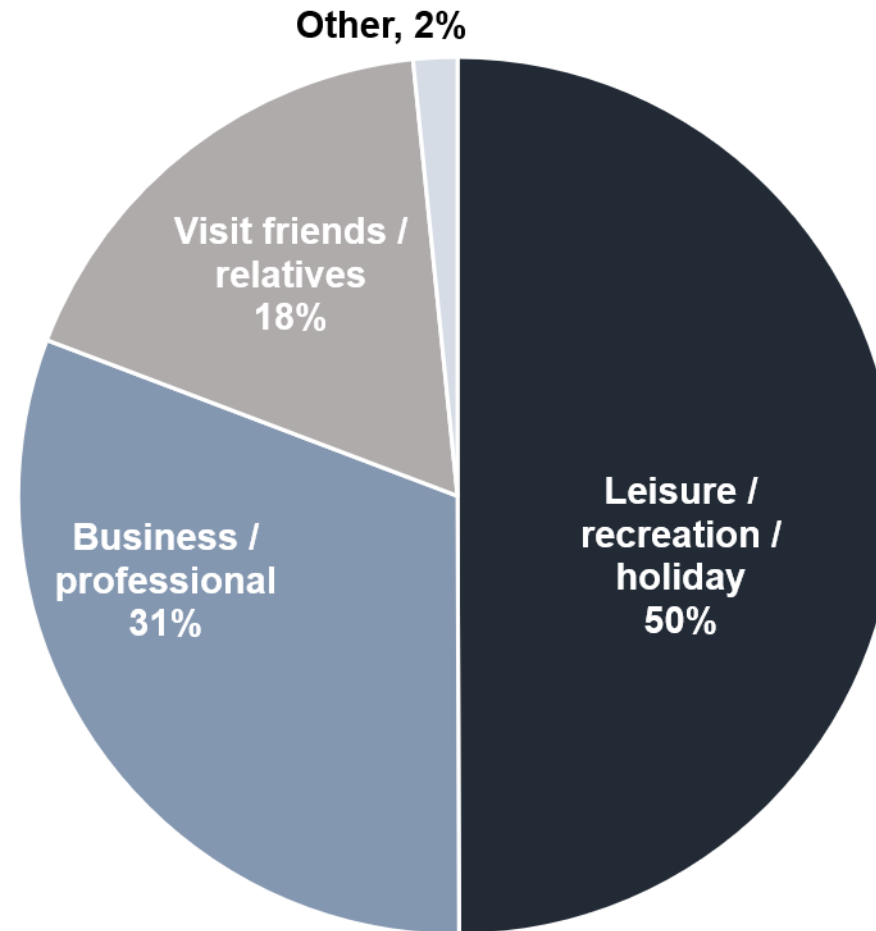


Source: SUN Passenger Wifi Survey. Note: Results are weighted to match enplanements by flight route in the study period.



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

Spring 2026 (Apr-May)

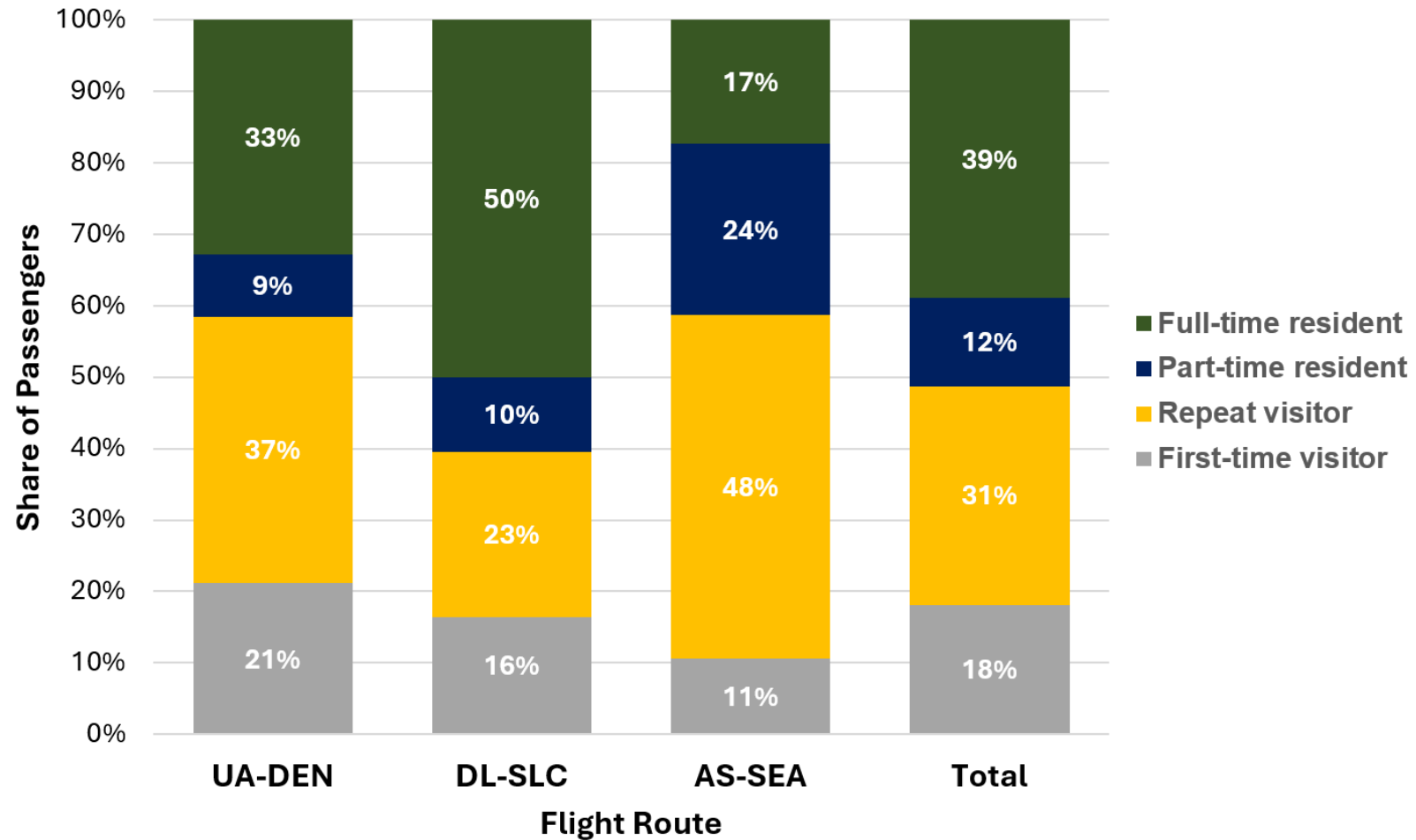


Source: SUN Passenger Wifi Survey. Note: Results are weighted to match enplanements by flight route in the study period.



SUN Passenger Mix by Flight

Spring 2026 (Apr-May)

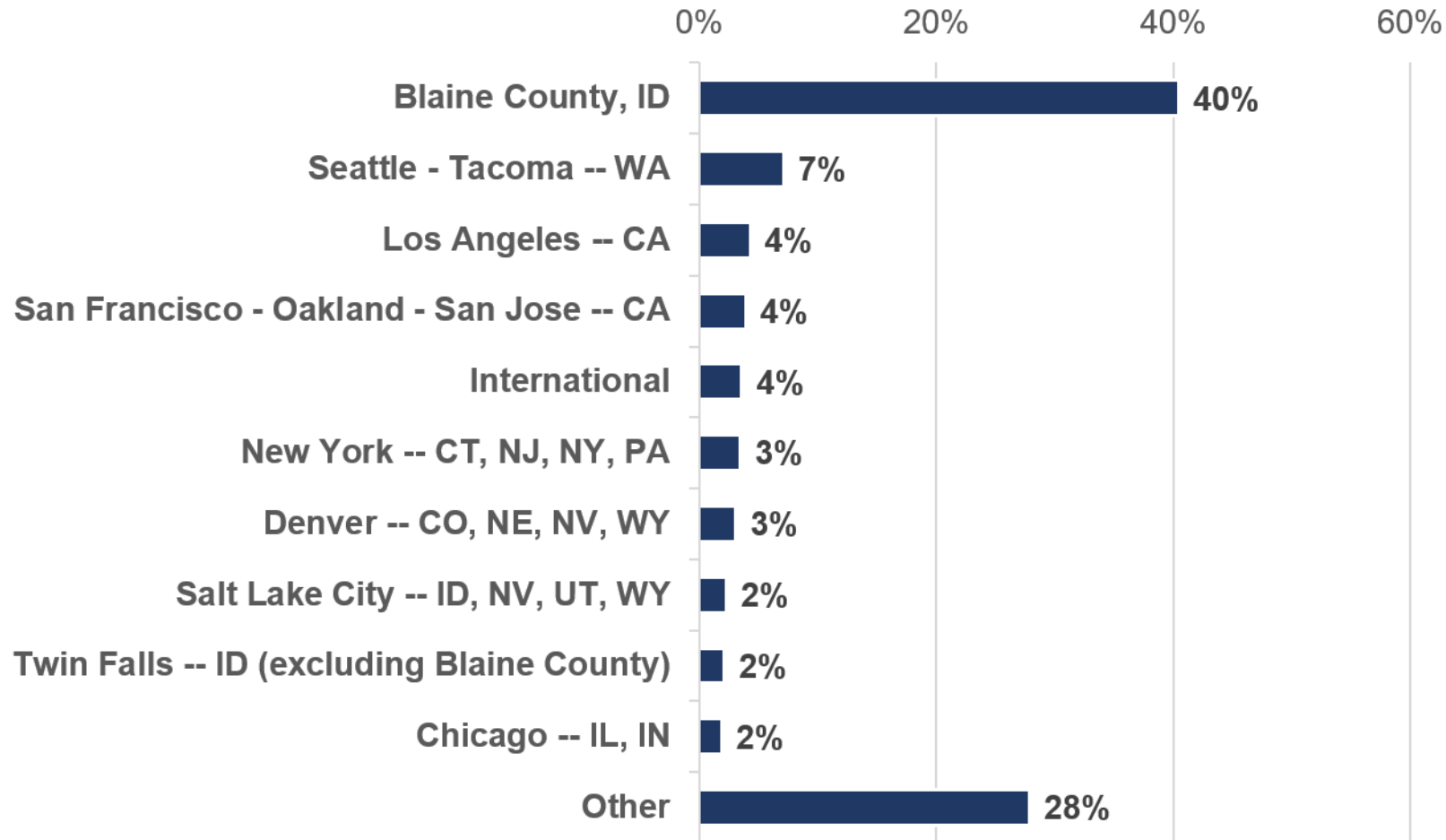


Source: SUN Passenger Wifi Survey. Note: Results are weighted to match enplanements by flight route in the study period.
There were insufficient survey responses to accurately profile pax on flights to SFO, LAX, and ORD.



Designated Market Area | All Respondents

Spring 2026 (Apr-May)

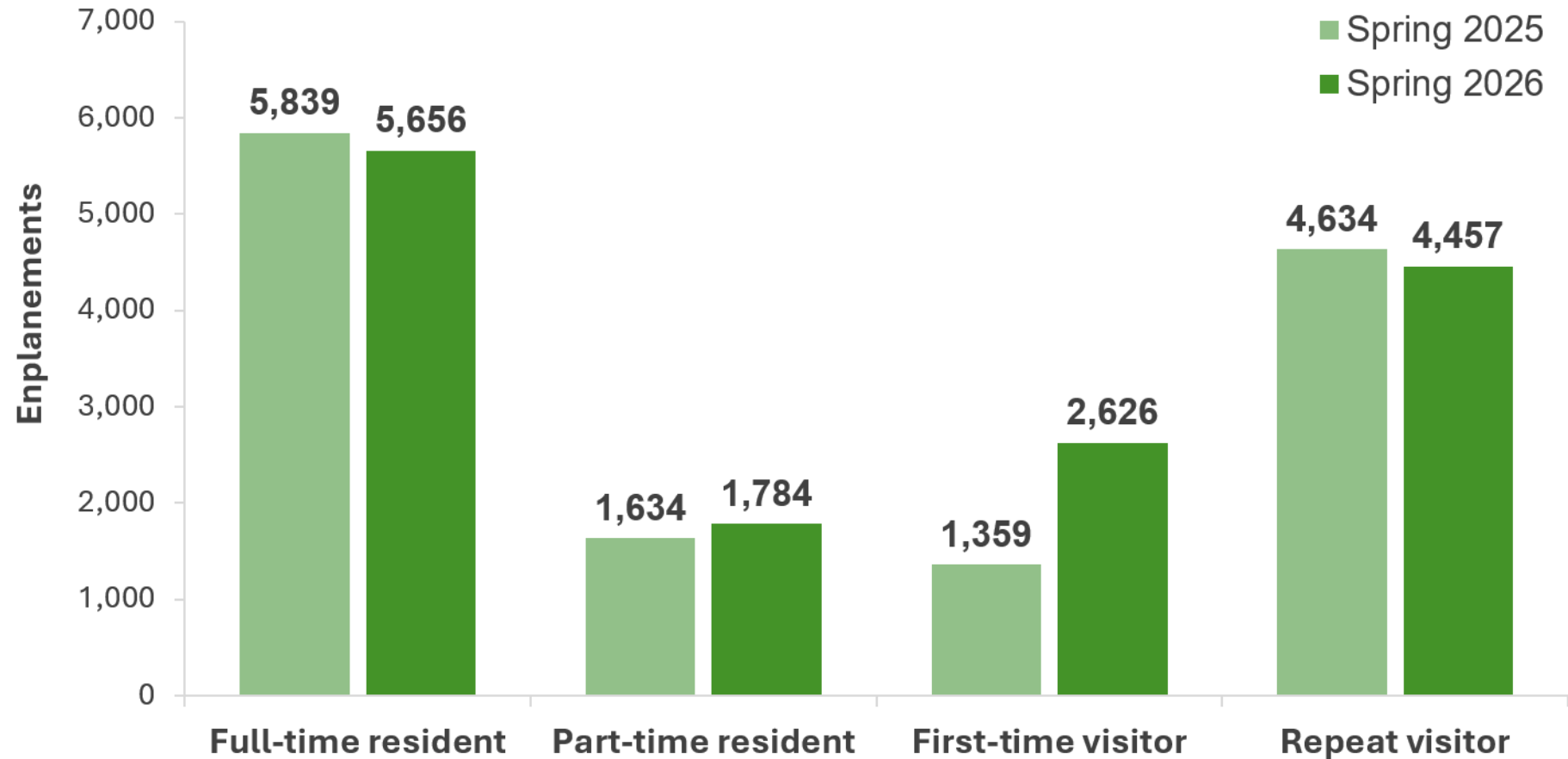


Source: SUN Passenger Wifi Survey. Note: Results are weighted to match enplanements by flight route in the study period.



Enplanements by Passenger Type

Spring (Apr - May) 2025 & 2026



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

