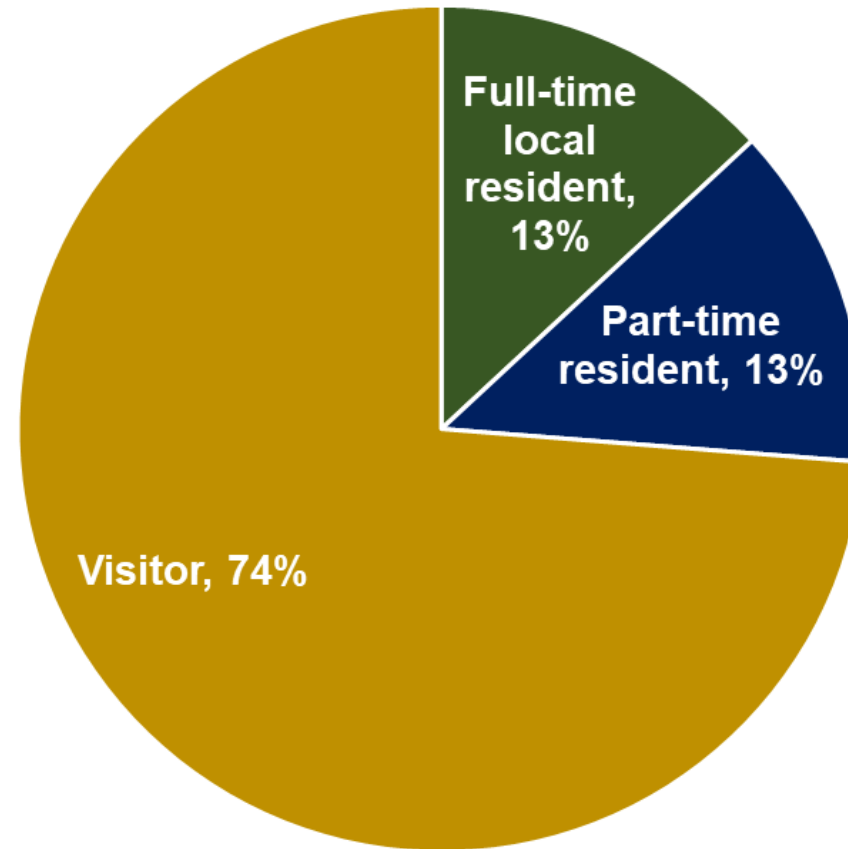


Passenger Type

Winter 2025/26 (Dec-Mar)



N=3,880



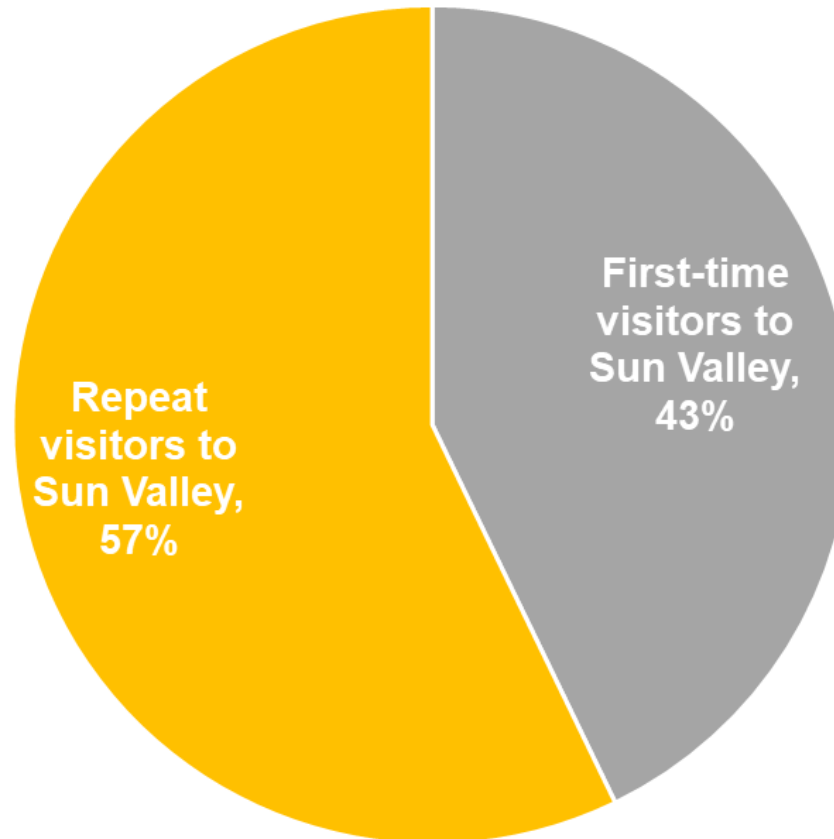
Source: SUN Passenger Wifi Survey. Note: Results are weighted to match enplanements by flight route in the study period.



Previous Visitation of Sun Valley

Universe: Visitors

Winter 2025/26 (Dec-Mar)

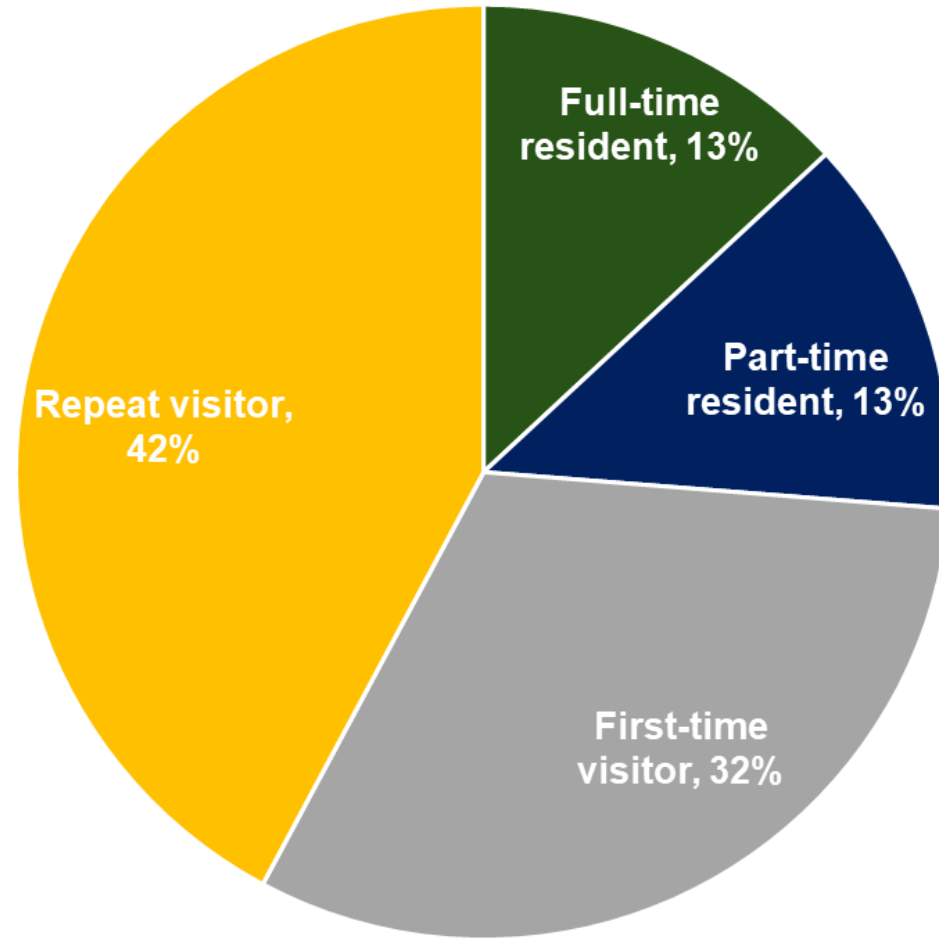


Source: SUN Passenger Wifi Survey. Note: Results are weighted to match enplanements by flight route in the study period.



Expanded Passenger Type

Winter 2025/26 (Dec-Mar)

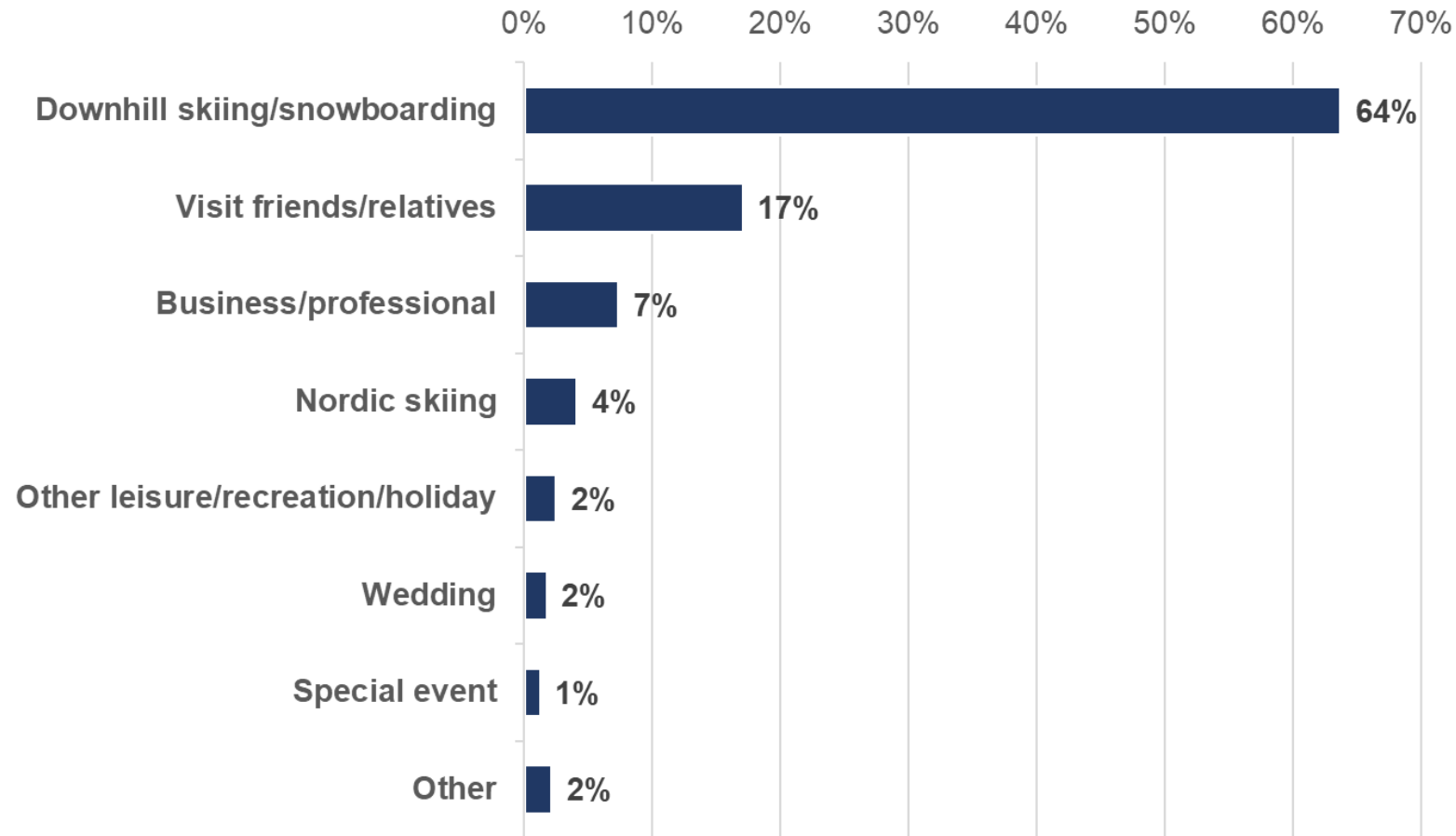


Source: SUN Passenger Wifi Survey. Note: Results are weighted to match enplanements by flight route in the study period.



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

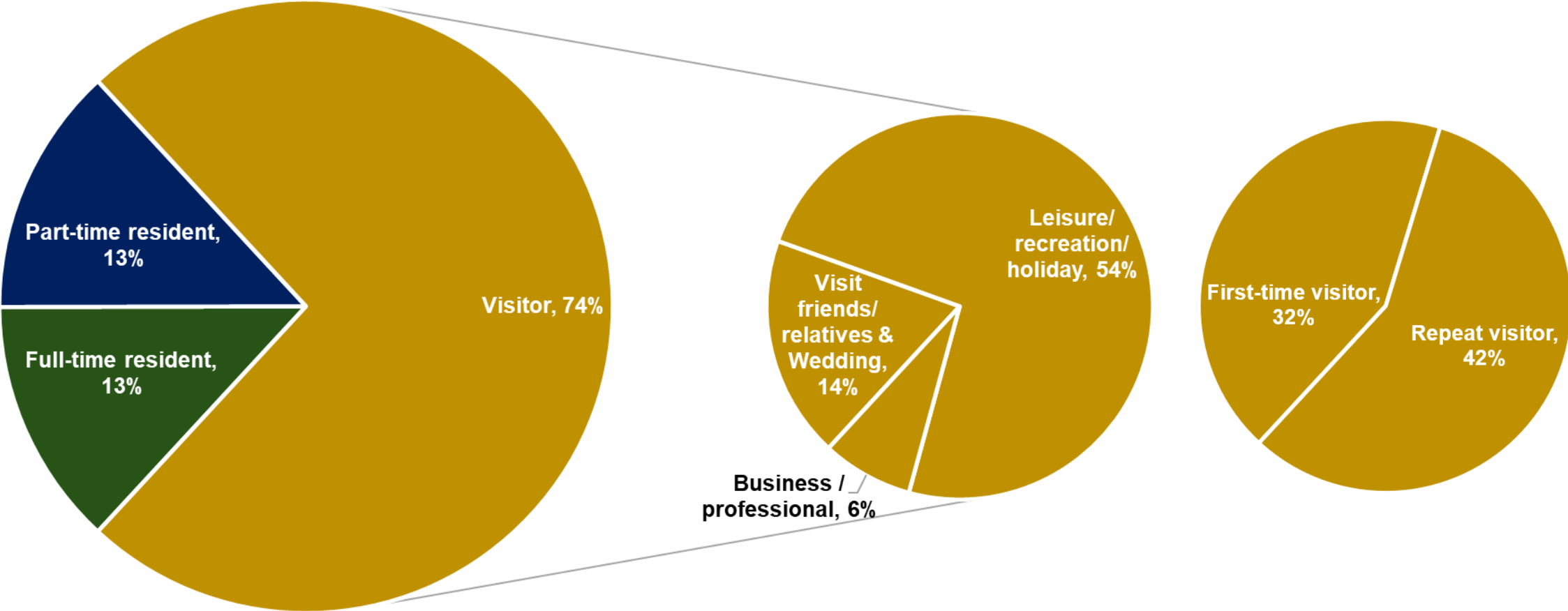
Winter 2025/26 (Dec-Mar)



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



SUN Passenger Mix Winter 2025/26

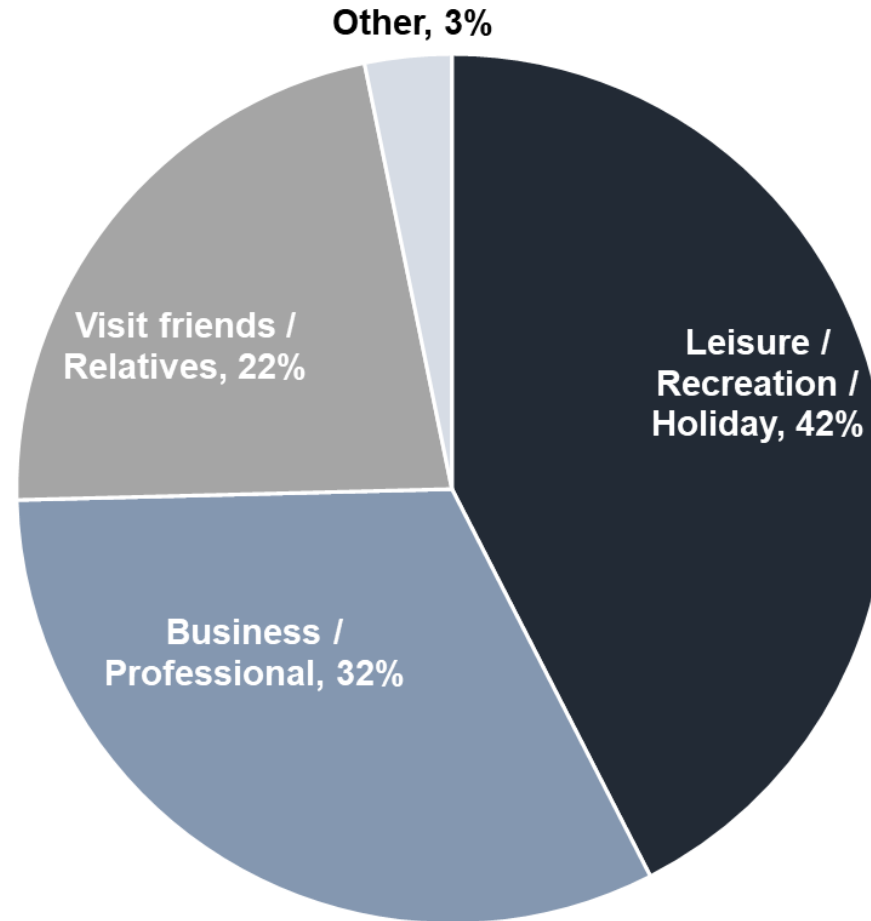


Source: SUN Passenger Wifi Survey. Note: Results are weighted to match enplanements by flight route in the study period.



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

Winter 2025/26 (Dec-Mar)

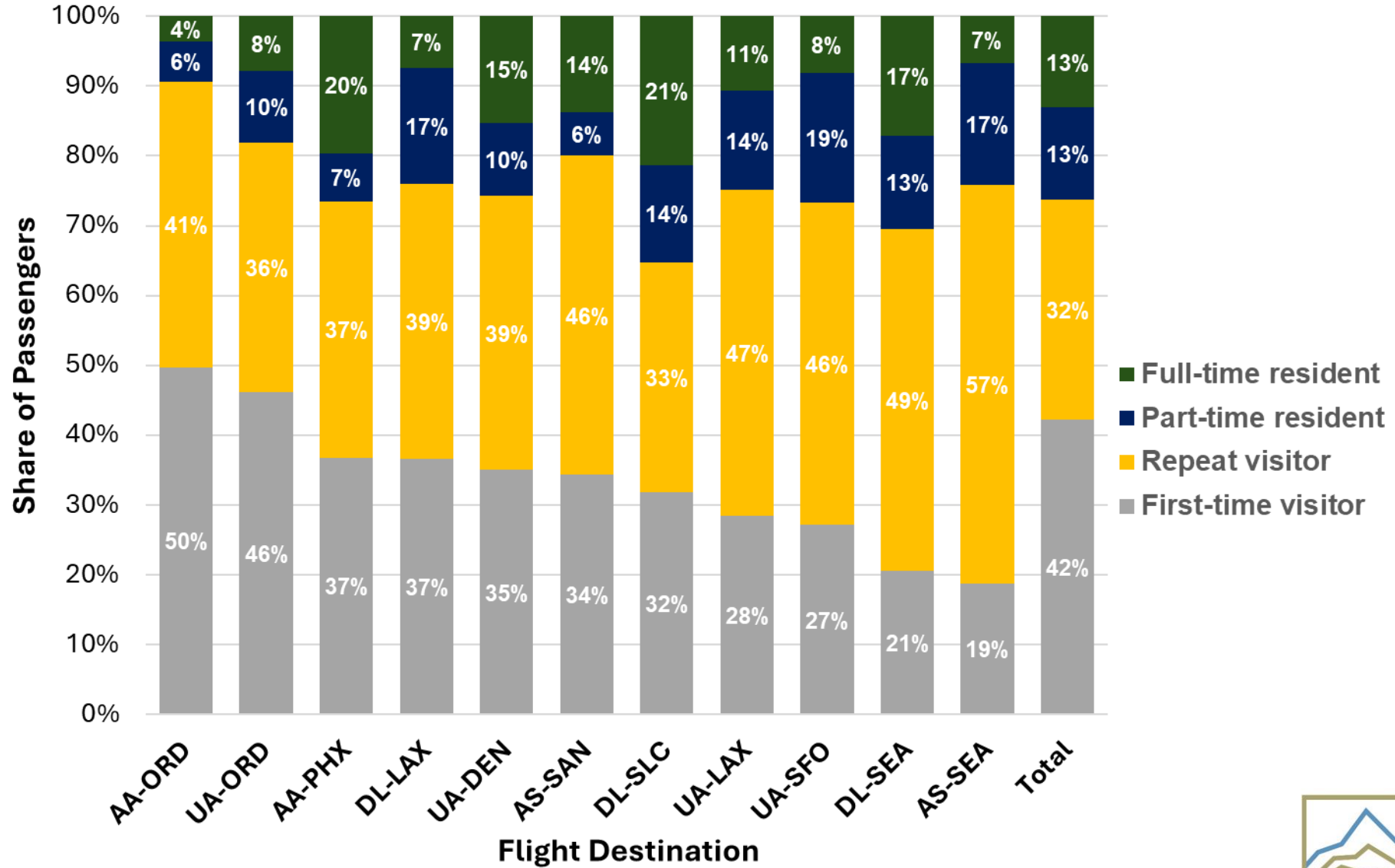


Source: SUN Passenger Wifi Survey. Note: Results are weighted to match enplanements by flight route in the study period.



SUN Passenger Mix by Flight

Winter 2025/26 (Dec-Mar)

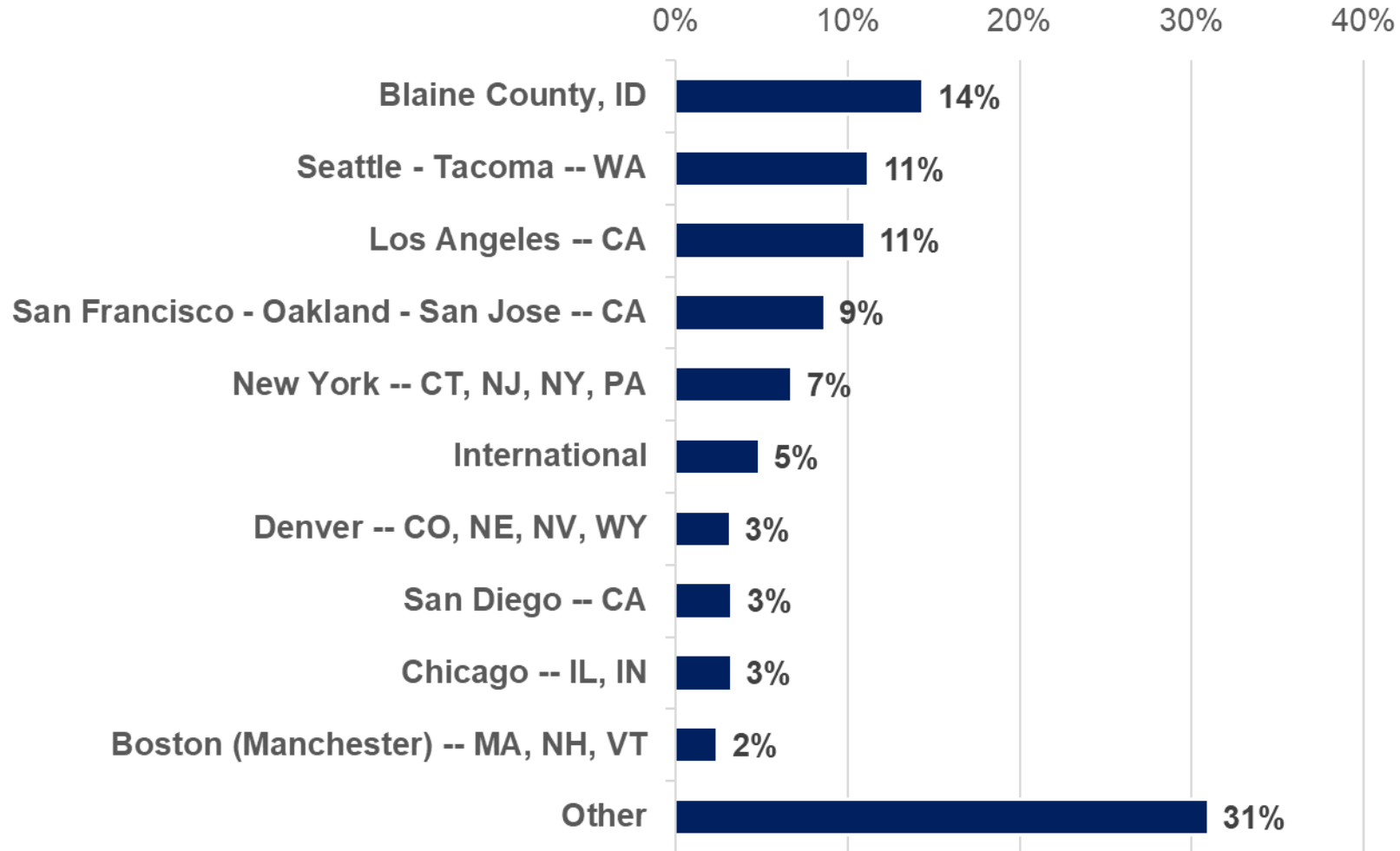


Source: SUN Passenger Wifi Survey. Note: Results are weighted to match enplanements by flight route in the study period.



Designated Market Area | All Respondents

Winter 2025/26 (Dec-Mar)

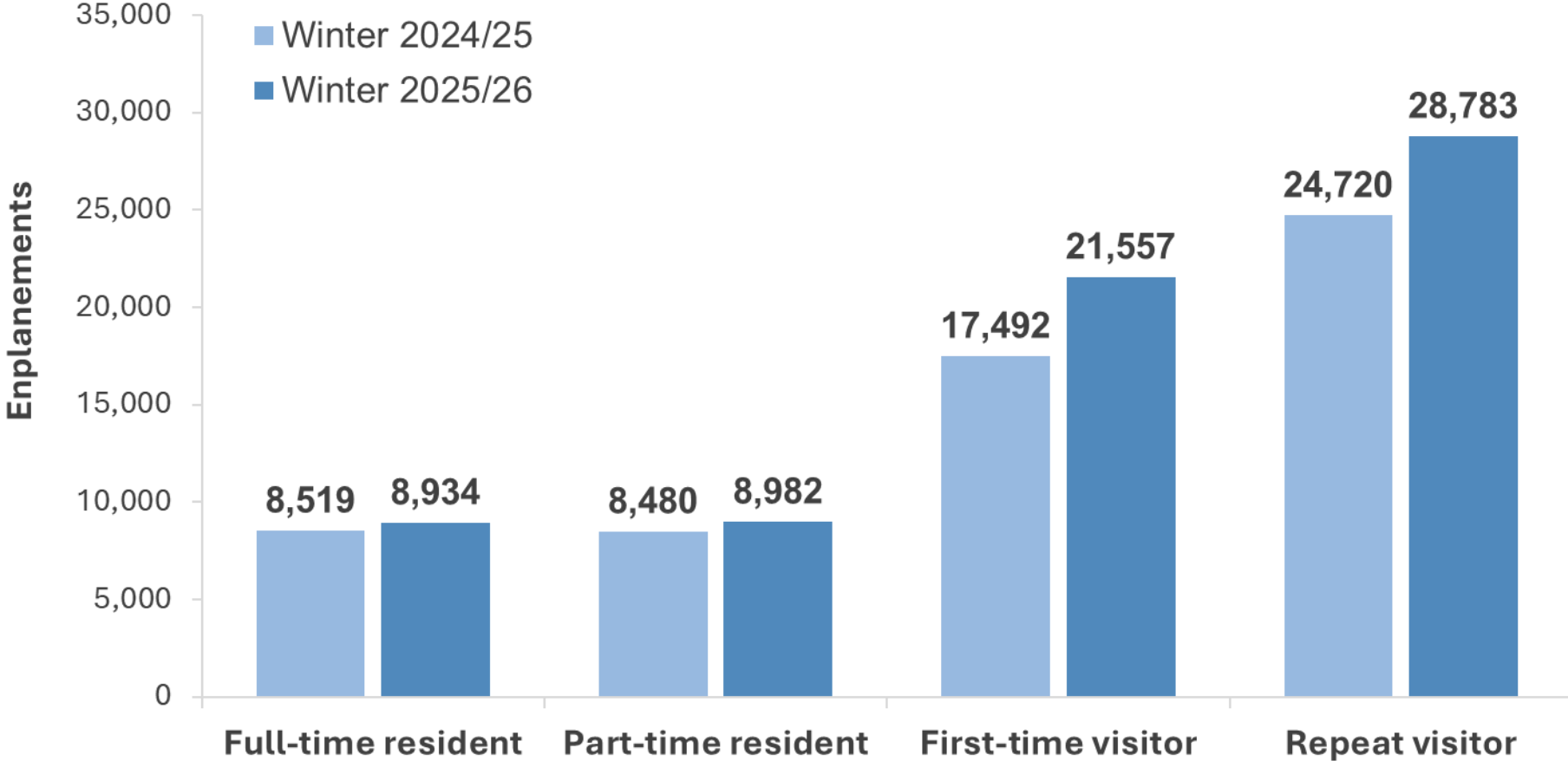


Source: SUN Passenger Wifi Survey. Note: Results are weighted to match enplanements by flight route in the study period.



Enplanements by Passenger Type

Winter (Dec - Mar) 24/25 - 25/26



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

