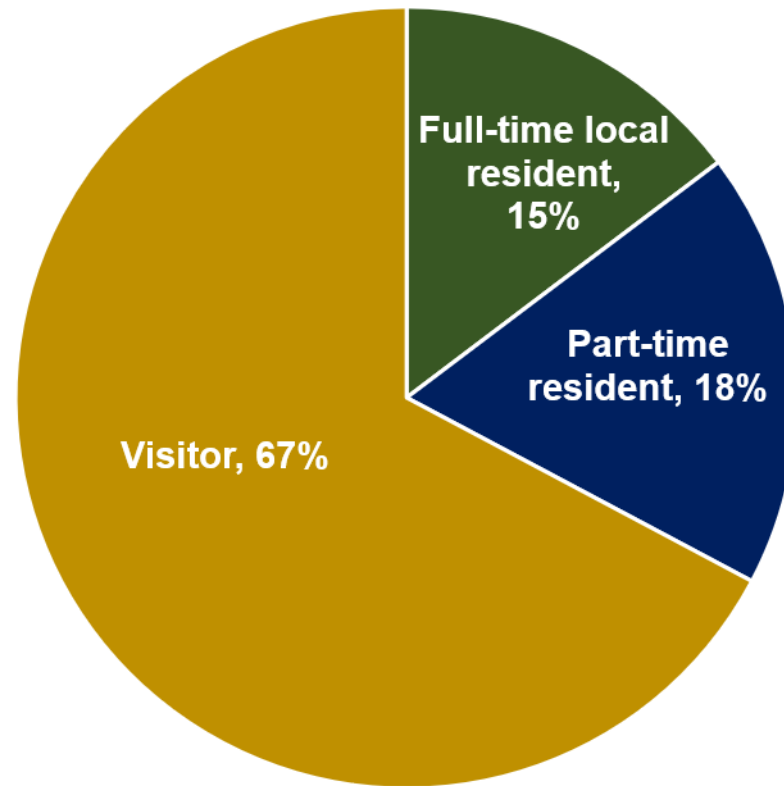


Passenger Type

Summer 2026 (Jun-Aug)



N=2,139



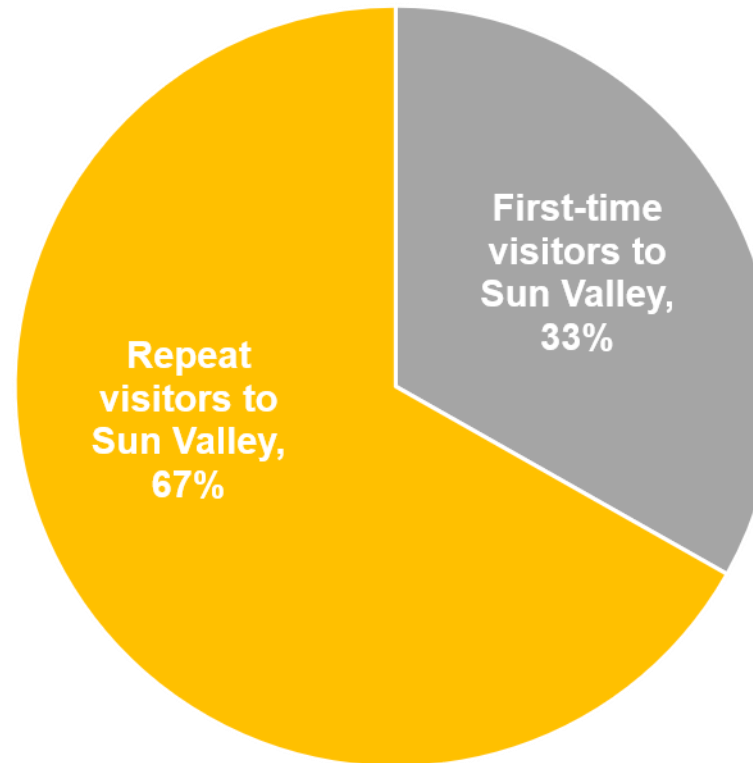
Source: SUN Passenger Wifi Survey. Note: Results are weighted to match enplanements by flight route in the study period.



Previous Visitation to Sun Valley

Universe: Visitors

Summer 2026 (Jun-Aug)

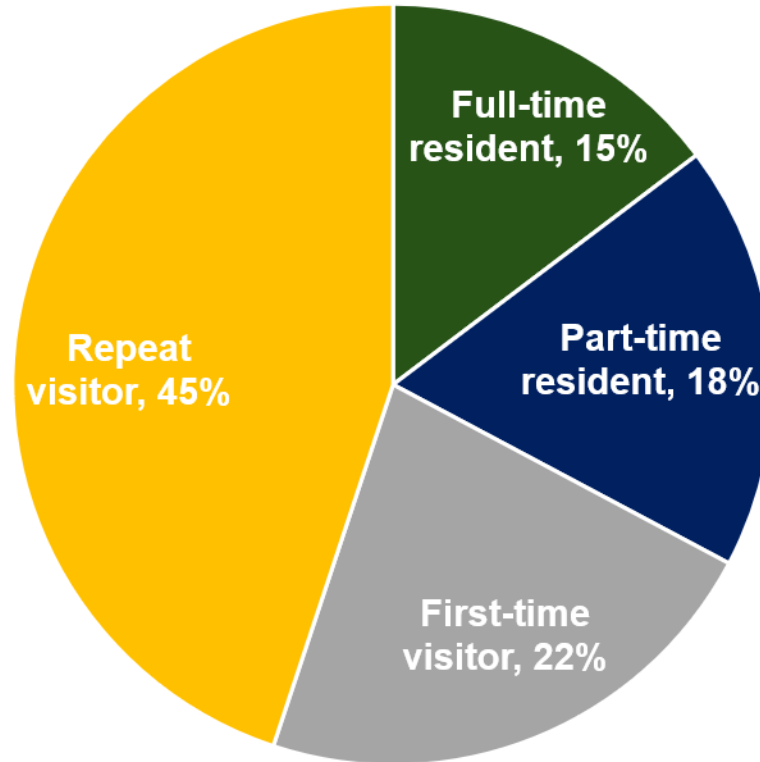


Source: SUN Passenger Wifi Survey. Note: Results are weighted to match enplanements by flight route in the study period.



Expanded Passenger Type

Summer 2026 (Jun-Aug)

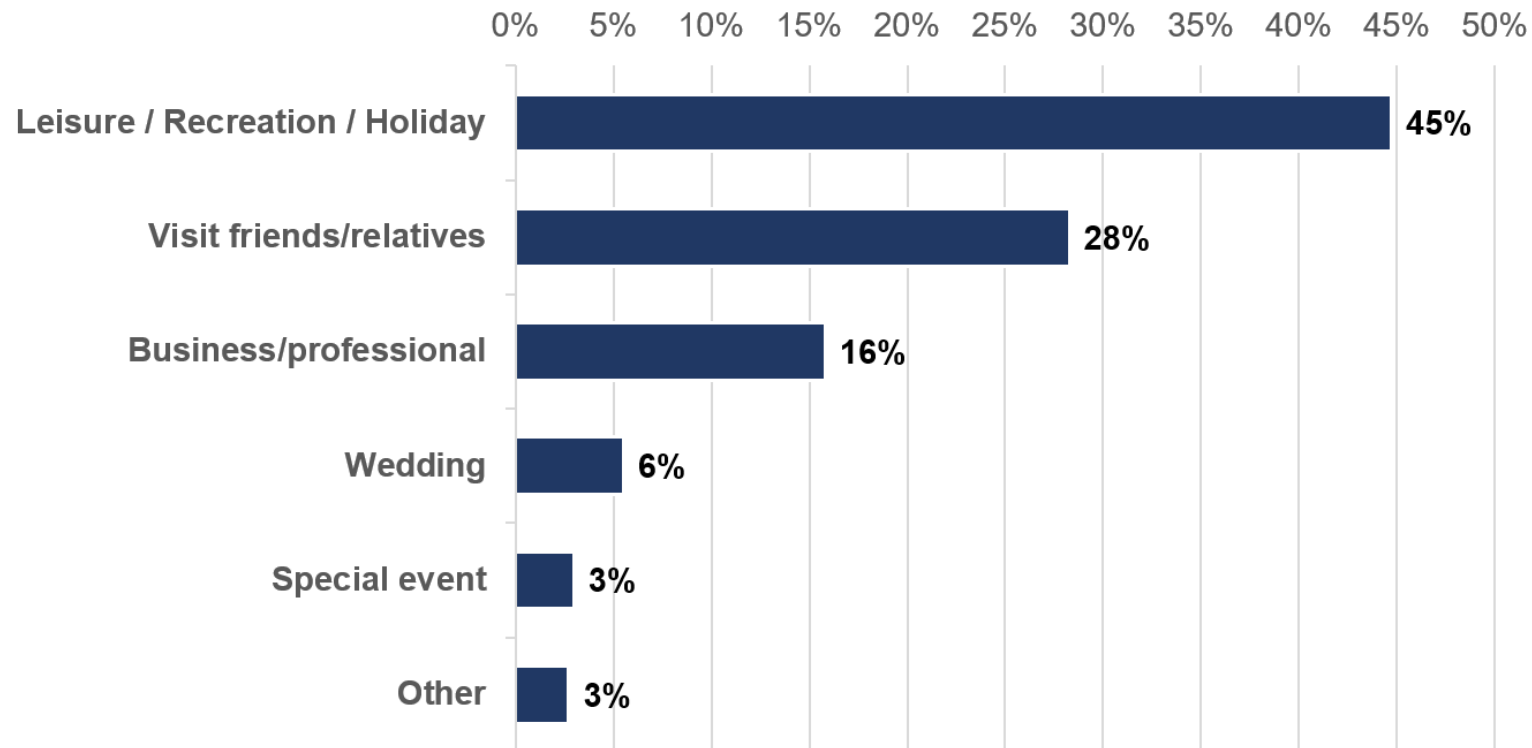


Source: SUN Passenger Wifi Survey. Note: Results are weighted to match enplanements by flight route in the study period.



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

Summer 2026 (Jun-Aug)

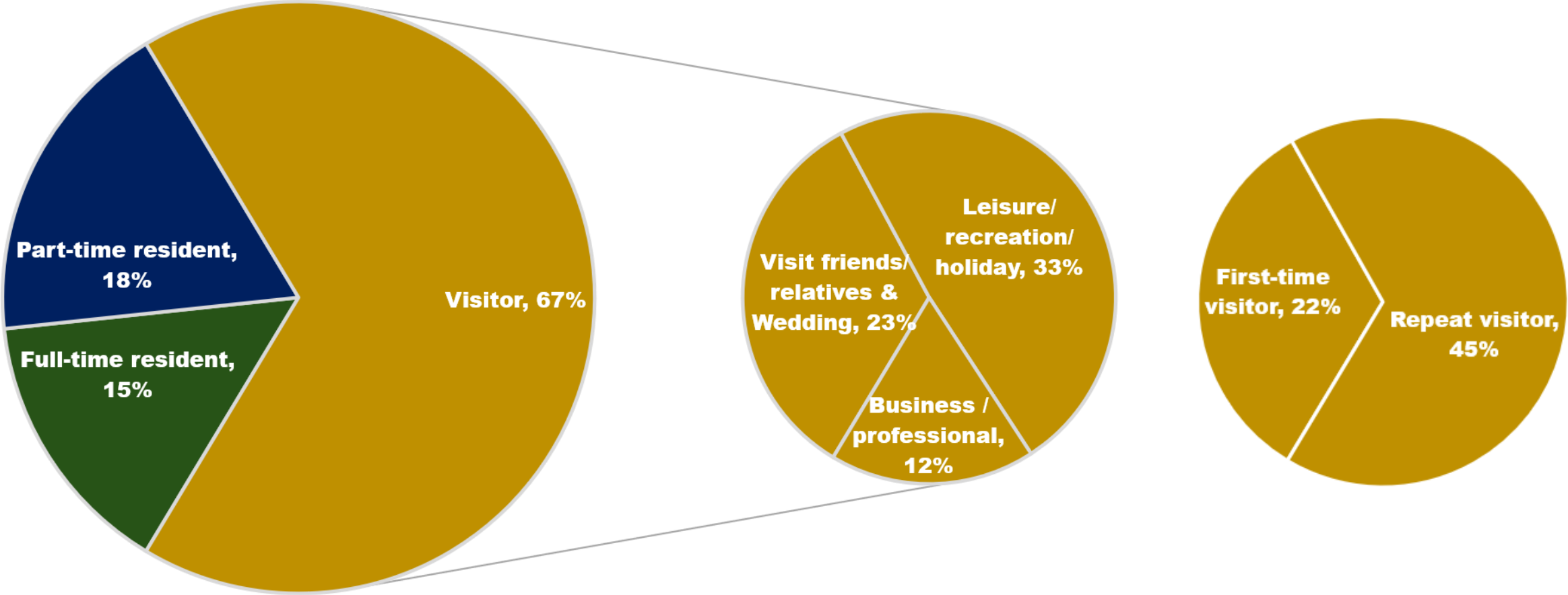


Source: SUN Passenger Wifi Survey. Note: Results are weighted to match enplanements by flight route in the study period.



SUN Passenger Mix

Summer 2026 (Jun-Aug)

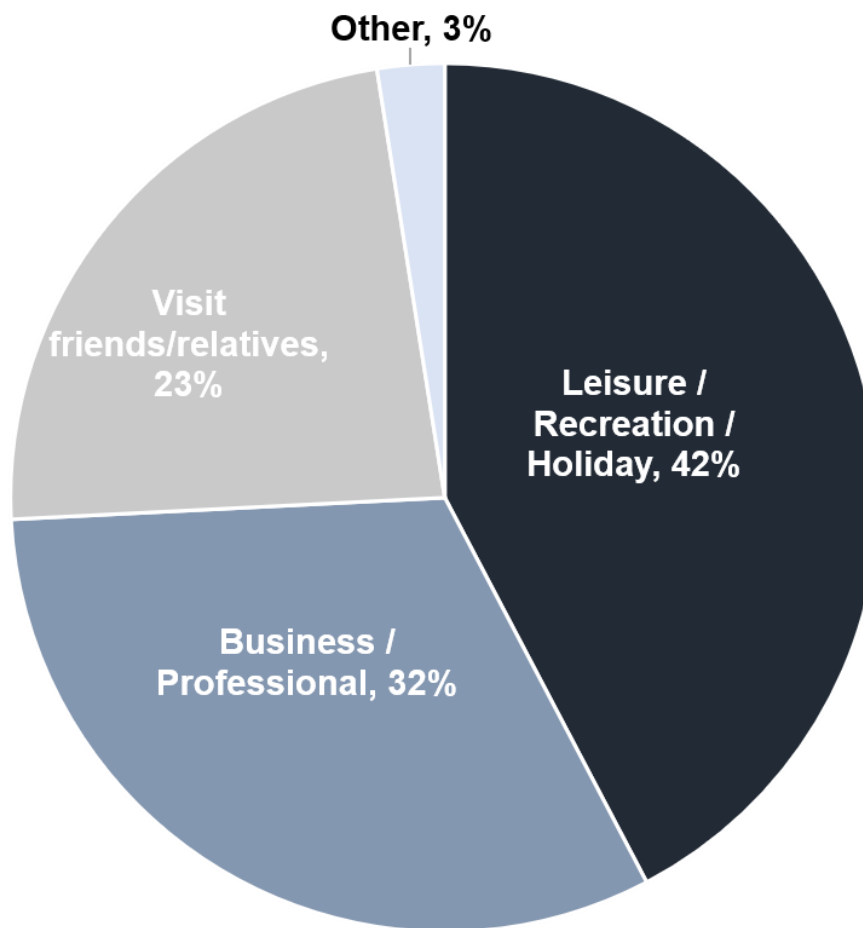


Source: SUN Passenger Wifi Survey. Note: Results are weighted to match enplanements by flight route in the study period.



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

Summer 2026 (Jun-Aug)

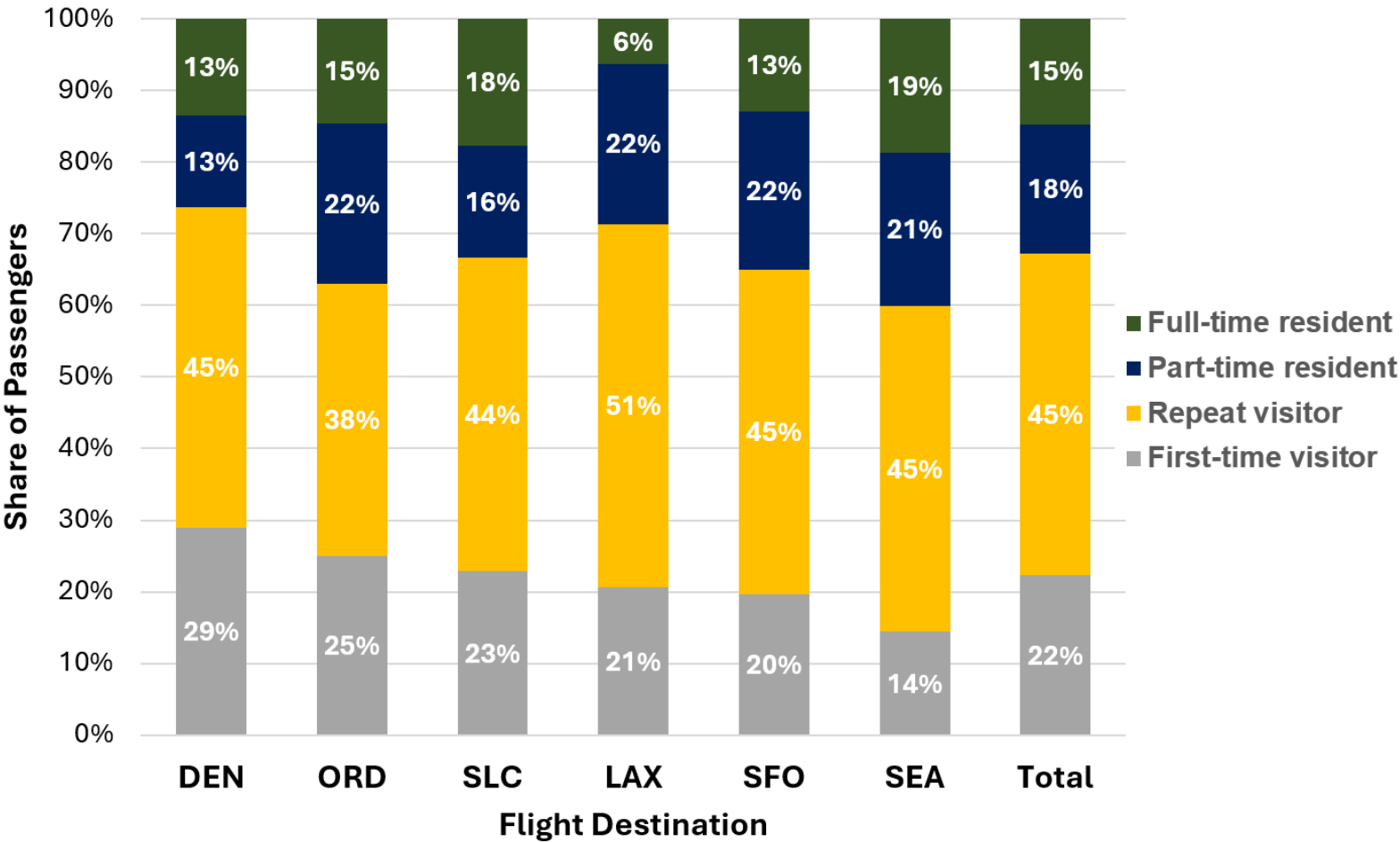


Source: SUN Passenger Wifi Survey. Note: Results are weighted to match enplanements by flight route in the study period.



SUN Passenger Mix by Flight

Summer 2026 (Jun-Aug)

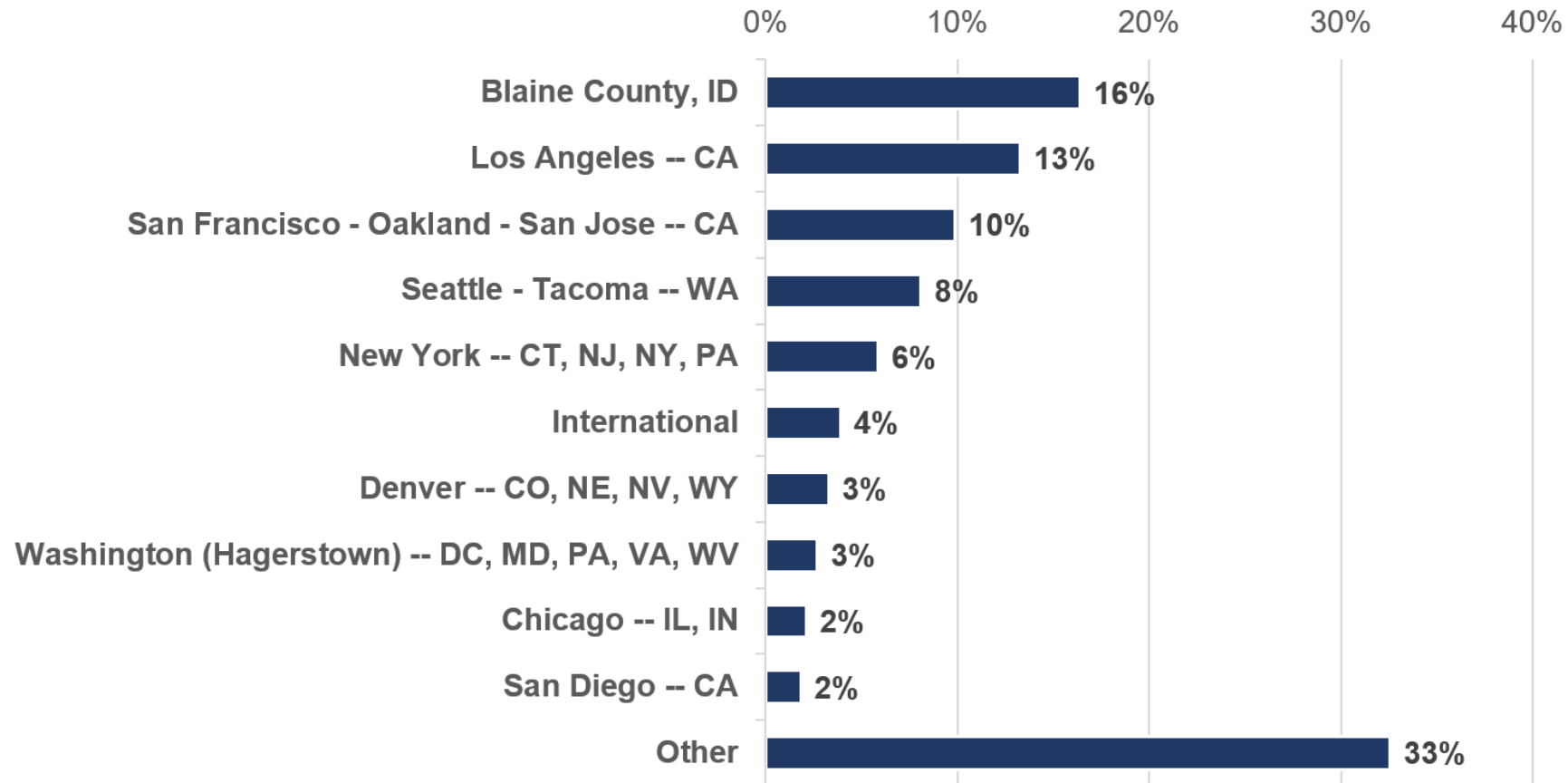


Source: SUN Passenger Wifi Survey. Note: Results are weighted to match enplanements by flight route in the study period.
There were insufficient survey responses to accurately profile pax on flights to SFO, LAX, and ORD.



Designated Market Area | All Respondents

Summer 2025 (Jun-Aug)

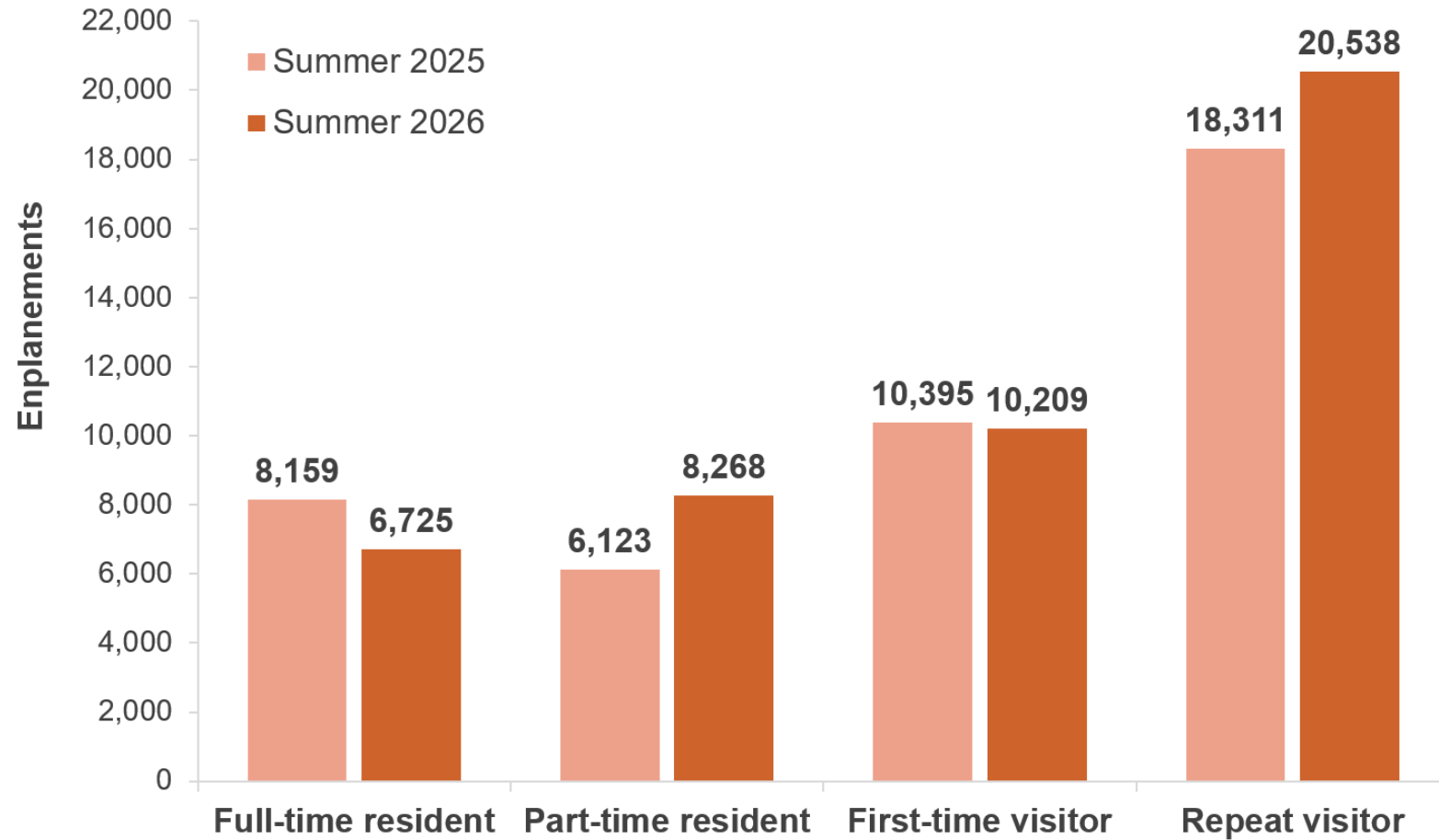


Source: SUN Passenger Wifi Survey. Note: Results are weighted to match enplanements by flight route in the study period.



Enplanements by Passenger Type

Summer (Jun - Aug) 2025 & 2026



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

