Future of Air Service at SUN:

Critical Questions for Discussion

1Q 2018 Forum

February 6, 2018

Critical Questions

1. How could SLC expansion impact?
2. How could new resort strategies impact?
3. How could changing demographics impact?
4. Do we need a central reservation service to push SUN?
5. How could a Southern Idaho airport strategy augment SUN?

How could SLC Airport expansion impact?

THE NEW SLC
AIRPORT REDEVELOPMENT PROGRAM

- The New SLC
- Why Rebuild SLC
- Rebuild Highlights
- Artwork to Enhance The New SLC
- Renderings and Images
- Rebuild Videos
- E-Mail Alerts
- E-Mail Alert Archive
- Rebuild Progress Gallery

The New SLC: Rebuilding for the Future

Building a new terminal complex is a massive undertaking, but the end result will be well worth the effort. Salt Lake City International Airport serves nearly 23 million passengers a year from facilities designed 50 years ago to serve half that many travelers.

- Terminal expansion (30 new gates)
- Flexible Design (adaptable for future)
- More Efficient (traffic patterns & plane parking)
- Cost Competitive (Low operating costs)
- Airline Partnerships (Delta focus)

How could New Resort Strategies impact?

MOUNTAIN COLLECTIVE®

2018-19 Pass Product	Sponsor	# Core Resorts/ Participants	# States/ Countries
Mountain Collective	-	0/16	7/3
Epic Pass	Vail Resorts	15/46	8/4
IKON Pass	Alterra	12/23	9/2

How could changing demographics impact?

Market Differences

Booki Style

Vacation Styles

Trip Preferences

Spending Capabilities

Do we need a central reservation service to push SUN?

CENTRAL RESERVATIONS OF MAMMOTH

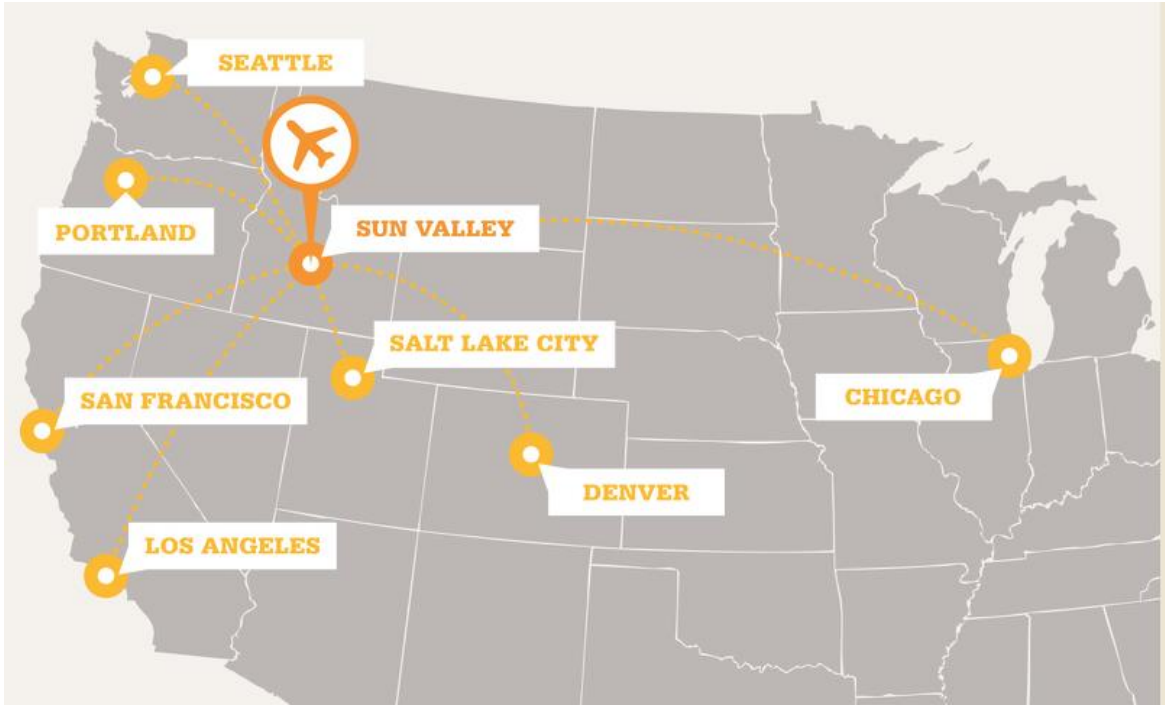
JACKSON HOLE® CENTRAL RESERVATIONS

WHISTLER CENTRAL RESERVATIONS

TAOS.org CENTRAL RESERVATIONS

Expedia · ORBITZ · ebookers · priceline.com · Booking.com

durango reservations.org 866-294-5187



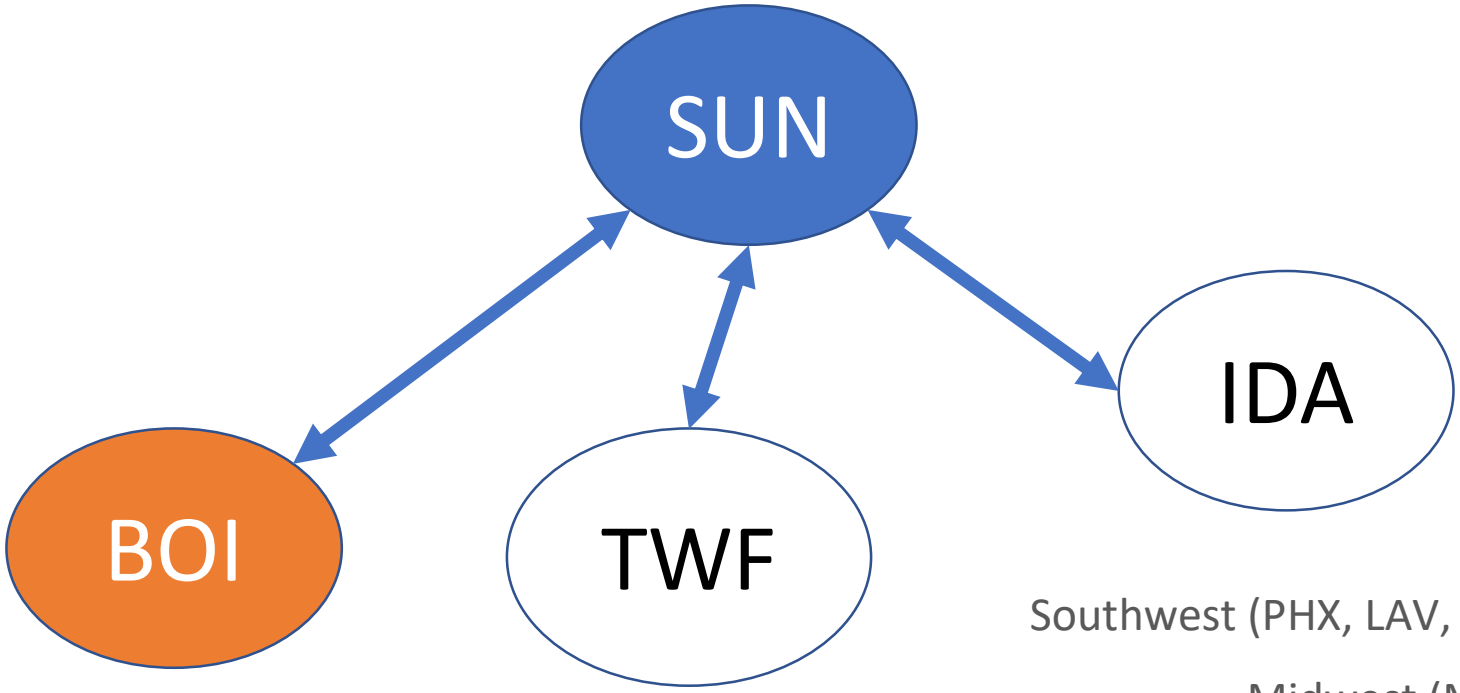
Ways to get here

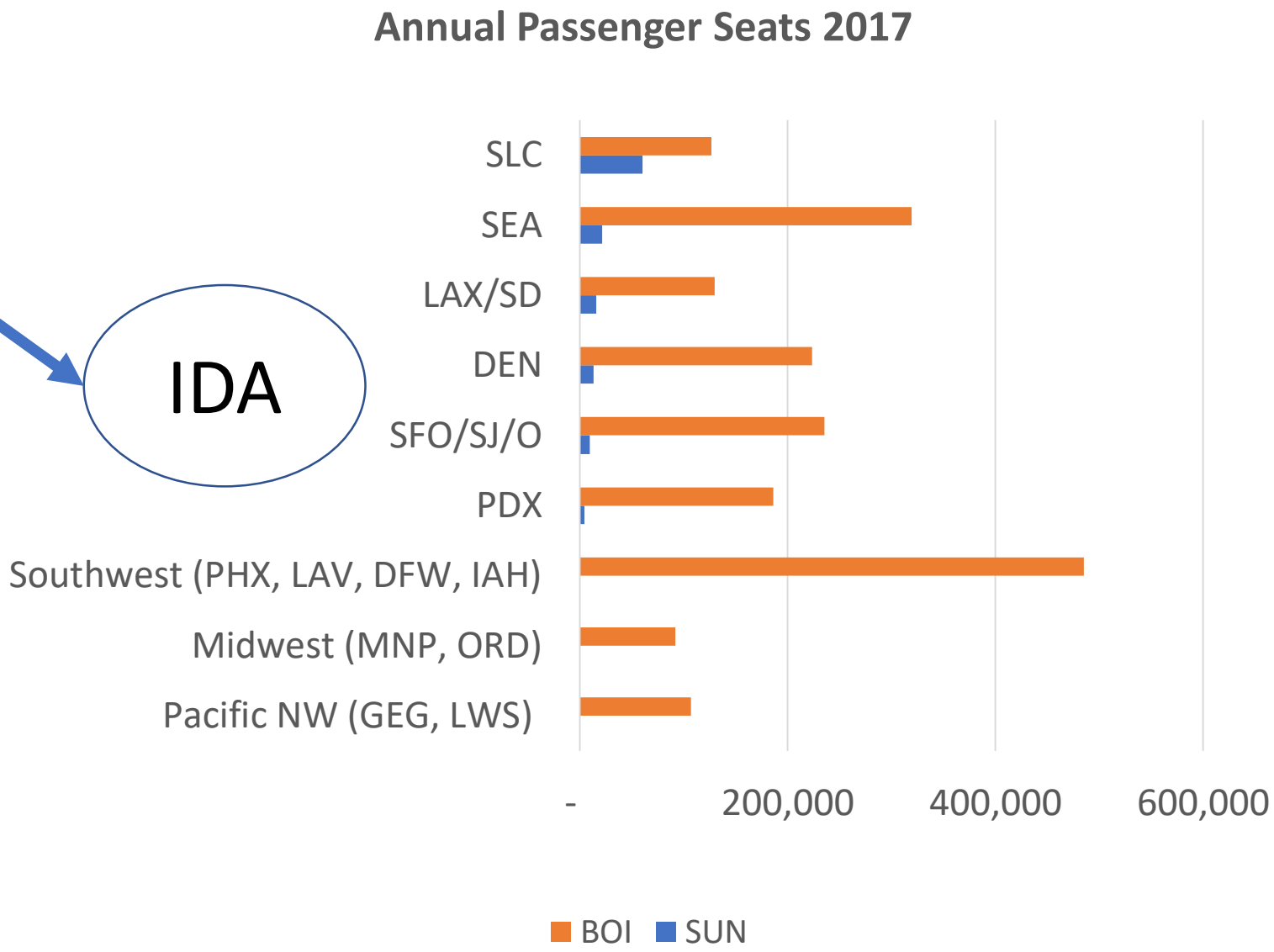
Sun Valley feels like a secluded mountain town—but without the hard-to-get-to accessibility.

- Non-stop flights from 7 major cities
- 20 min drive from the airport to the ski hill
- 2.5 hr drive from Boise
- 4.5 hr drive from Salt Lake City

GET DIRECTIONS

How could a Southern Idaho airport strategy augment SUN?





SUN VALLEY ECONOMIC DEVELOPMENT

Questions & Discussion

Harry Griffith harry@sunvalleyeconomy.org

Dave Patrie david@sunvalleyeconomy.org