



**SUN VALLEY
ECONOMIC
DEVELOPMENT**

Community Roundtable - Seasonally Adjusted Population

1Q 2025

Sun Valley Culinary Institute

Today's Event



Sun Valley Economic Development Community Roundtable

5:00 to 7:00pm • Wednesday Jan. 15th

Sun Valley Culinary Institute, Ketchum

Data, Drinks & Networking

RSVP NOW FOR FREE ADMISSION

Harry@SunValleyEconomy.org

MORE DETAILS ON THIS EVENT AT

www.SunValleyEconomy.com/forums

In Partnership with



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Today's Sponsors



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Membership Opportunities

- Support your community's future
- Easy to join
- Tangible benefits
- Invest today



ANNUAL MEMBER BENEFITS

\$10,000+
DIAMOND
ANALYSIS/CONSULTING **40 HOURS**
EVENT TICKETS **12**
NEWSLETTER **LOGO**
WEBSITE **LOGO/LINK**

\$750+
BRONZE
ANALYSIS/CONSULTING **2 HOURS**
EVENT TICKETS **3**
NEWSLETTER **LISTING**
WEBSITE **LISTING**

\$5,000+
PLATINUM
ANALYSIS/CONSULTING **20 HOURS**
EVENT TICKETS **10**
NEWSLETTER **LOGO**
WEBSITE **LOGO/LINK**

\$250
COMMUNITY
NEWSLETTER **RECOGNITION**
EVENT TICKETS **2**

\$2,500+
GOLD
ANALYSIS/CONSULTING **10 HOURS**
EVENT TICKETS **8**
NEWSLETTER **LISTING**
WEBSITE **LOGO/LINK**

\$125
INDIVIDUAL
EVENT TICKETS **1**

\$1,500+
SILVER
ANALYSIS/CONSULTING **5 HOURS**
EVENT TICKETS **6**
NEWSLETTER **LISTING**
WEBSITE **LISTING**

**INVEST IN OUR
COMMUNITY
BY BECOMING A
SVED MEMBER**
208-721-7847
harry@SunValleyEconomy.org
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AND IN-KIND DONATIONS WELCOME*



2021 Seasonally Adjusted Population

Harry Griffith

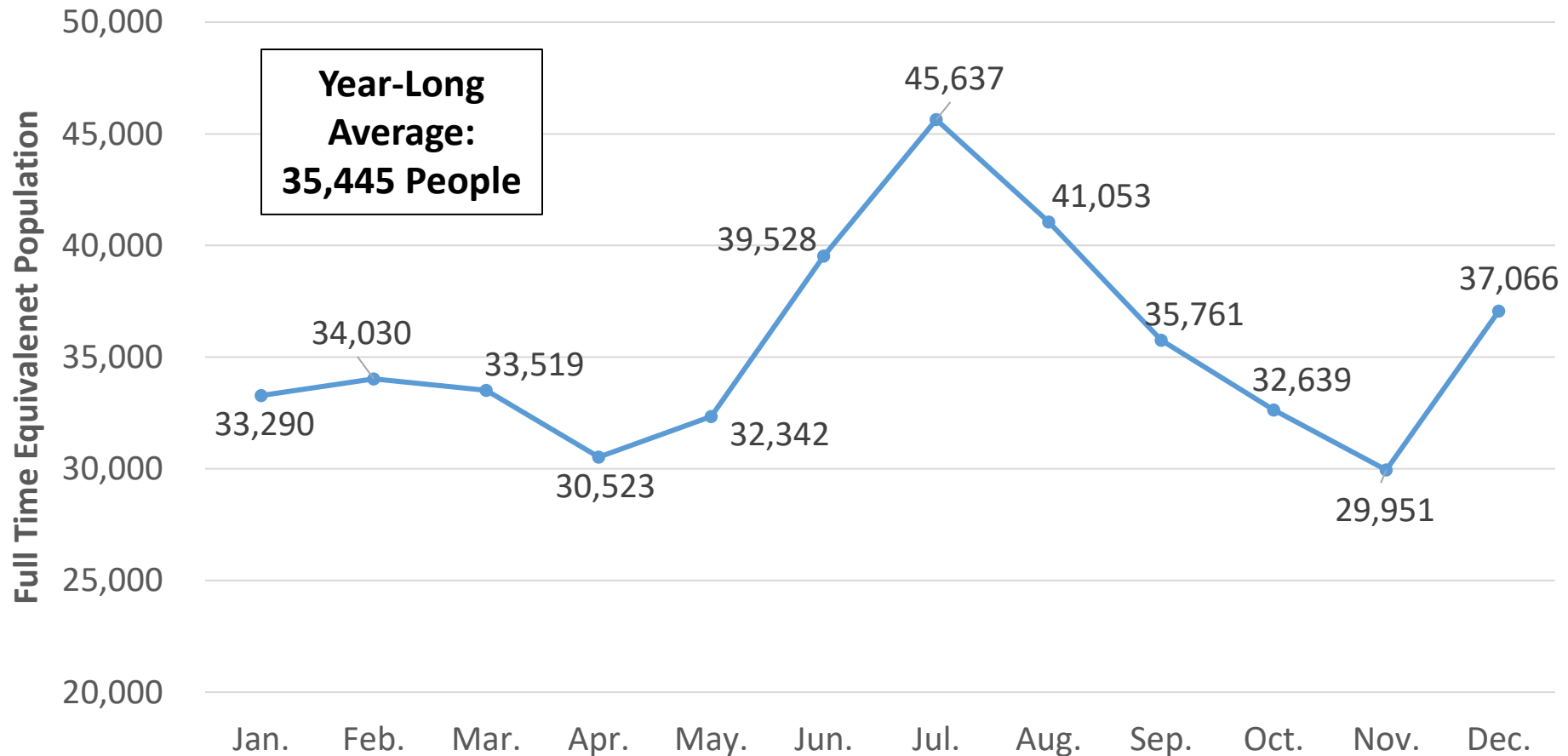
ED Sun Valley Economic Development

harry@sunvalleyeconomy.org

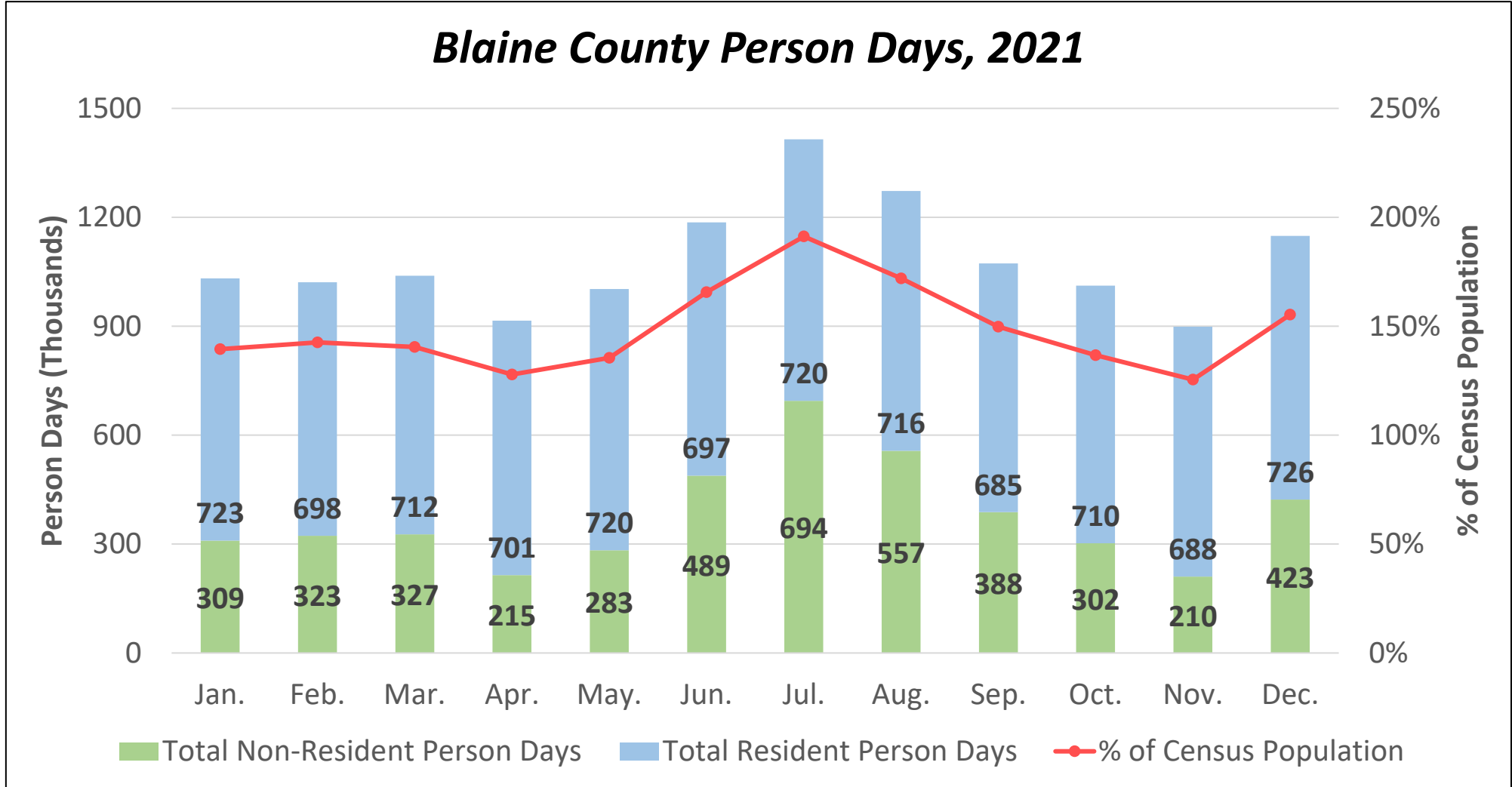
Analytical Framework

- Cutting edge analysis
- 2021 Timeframe
- Multiple data sources
- Differing margins of error
- Presented as Person Days/Month and FTEs
- No weekend or city specific analysis

Blaine County Full Time Equivalent Population by Month, 2021

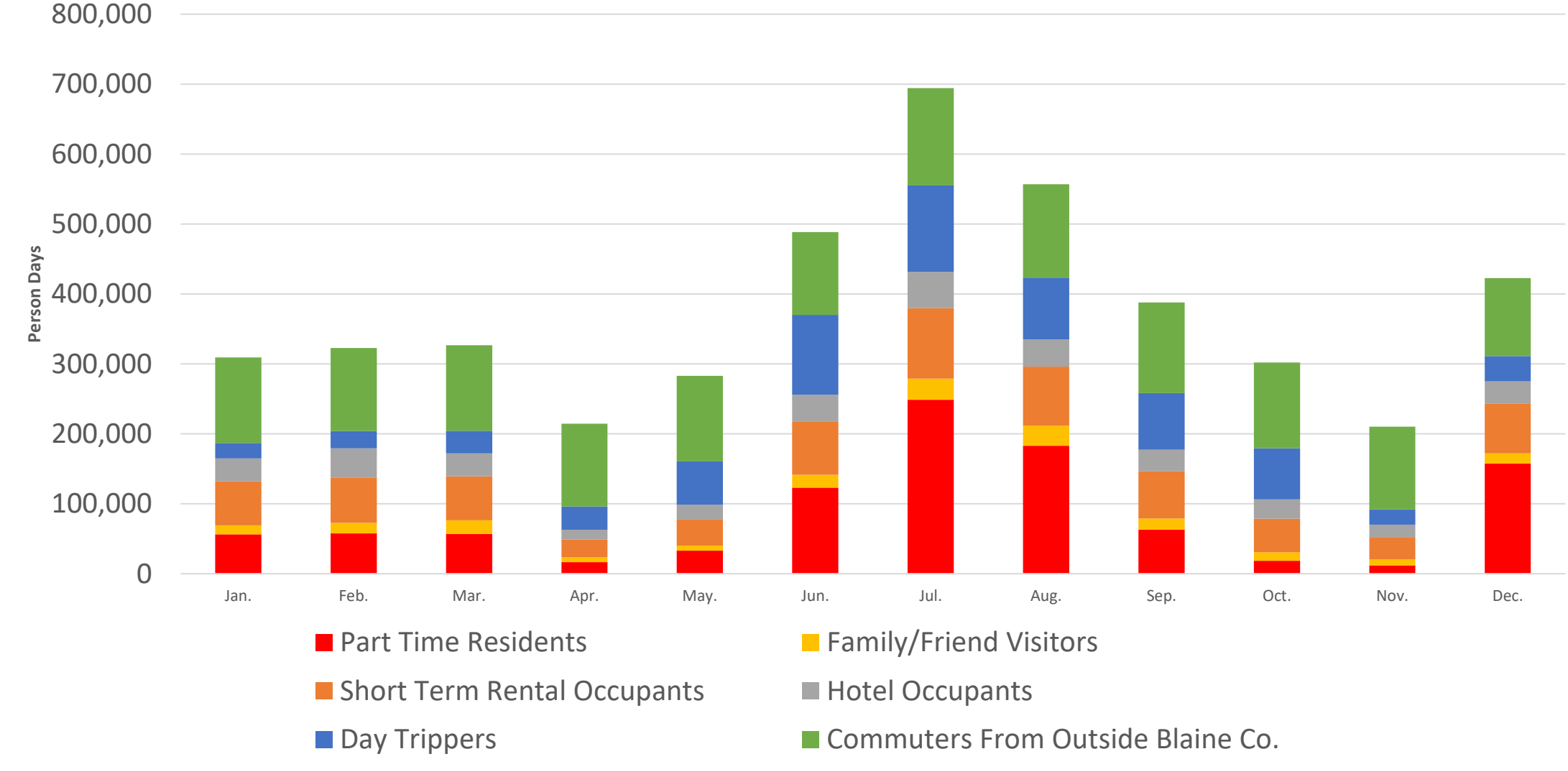


Sources: AirDNA,, Blaine County GIS, Destimetrics, Friedman Memorial Airport, Idaho Department of Transportation, U.S. Census Bureau, VisitSunValley surveys, Zartico.



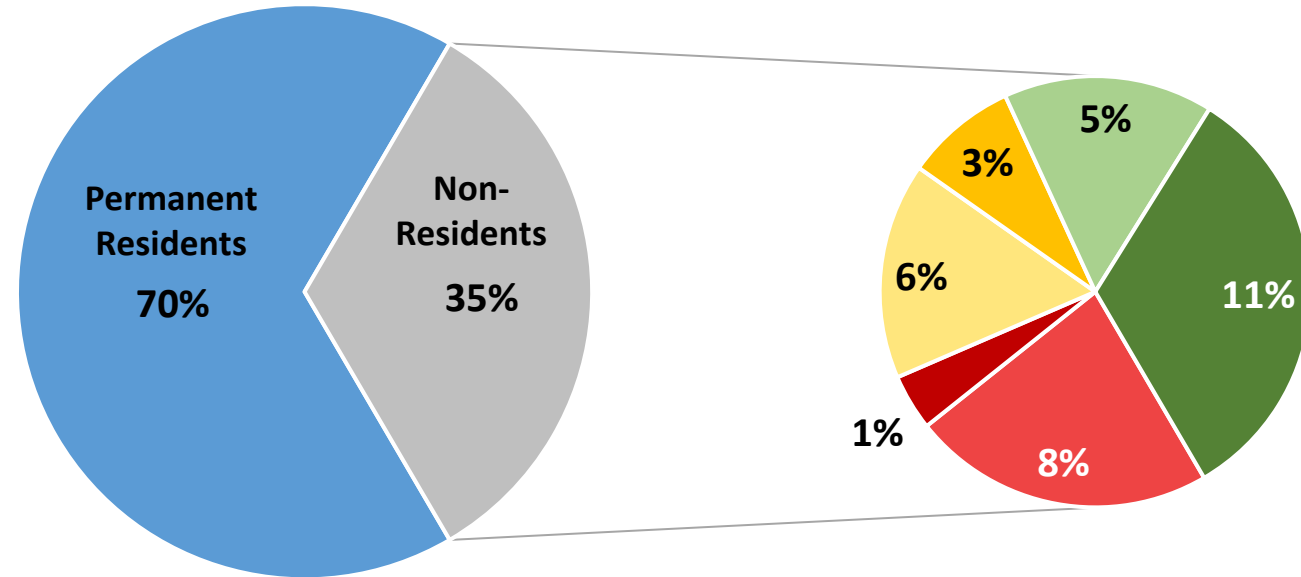
Sources: AirDNA,, Blaine County GIS, Destimetrics, Friedman Memorial Airport, Idaho Department of Transportation, U.S. Census Bureau, VisitSunValley surveys, Zartico.

Blaine County Non-Resident Person Days by Month, 2021



Sources: AirDNA,, Blaine County GIS, Destimetrics, Friedman Memorial Airport, Idaho Department of Transportation, U.S. Census Bureau, VisitSunValley surveys, Zartico.

Person Days Breakdown by Group, 2021

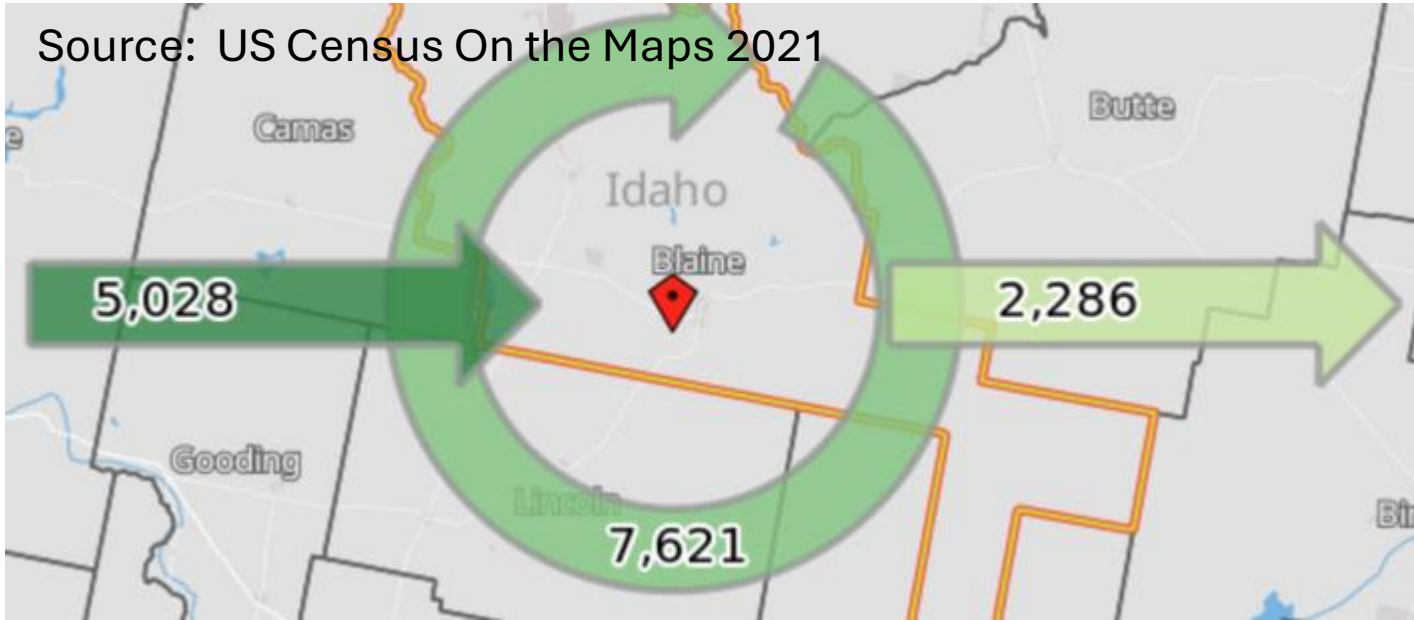


- Part Time Residents
- Short Term Rental Occupants
- Day Trippers
- Family/Friend Visitors
- Hotel Occupants
- Commuters From Outside Blaine Co.

Sources: AirDNA,, Blaine County GIS, Destimetrics, Friedman Memorial Airport, Idaho Department of Transportation, U.S. Census Bureau, VisitSunValley surveys, Zartico.

Detail - Commuters from Outside Blaine Co.

Source: US Census On the Maps 2021



Adjusted for:

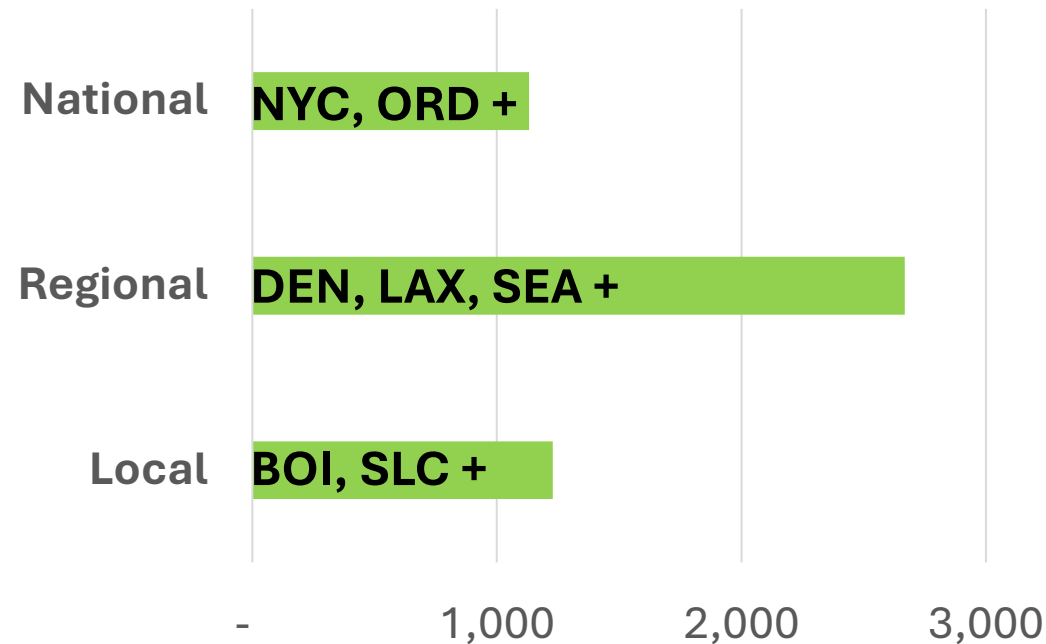
- seasonality
- non-full time employment
- business trips

123,000 Person days per month

Equivalent of 500 workers/workday

Detail - Part-Time Residents

PTR Housing Stock (# units)



3x/yr >>> 19k/mo. or 625/day

5x/yr >>> 34k/mo. or 1,117/day

2x/mo. >>> 38k/mo. or 1,250/day

AVERAGE PTR VISIT DURATION (DAYS)



6,658 Seasonal Homes

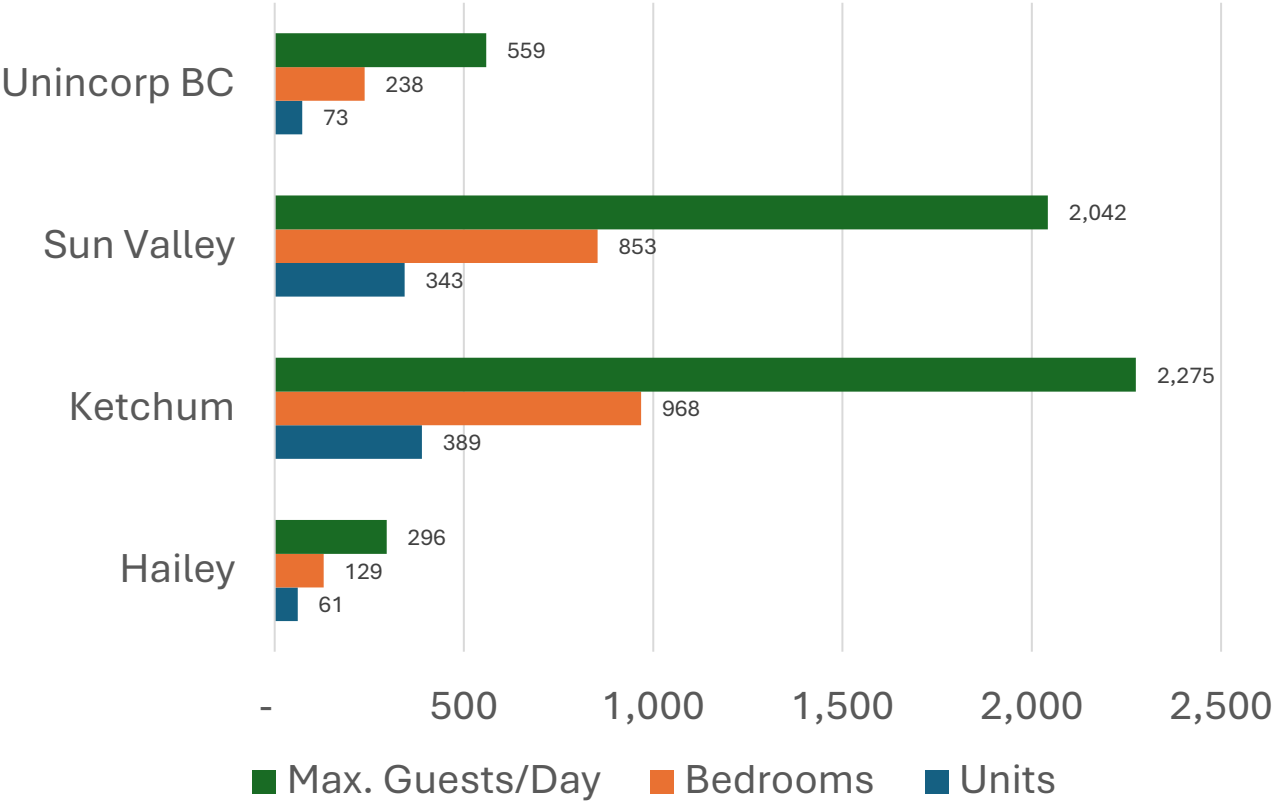
Vacant, STR or F&F ROY

85,000 Person Days/mo.

2,851 2nd homeowners/day

Detail - Short Term Renters

Blaine Co. Short Term Rental Market Structure
(#)



900 units/5,000 pillows

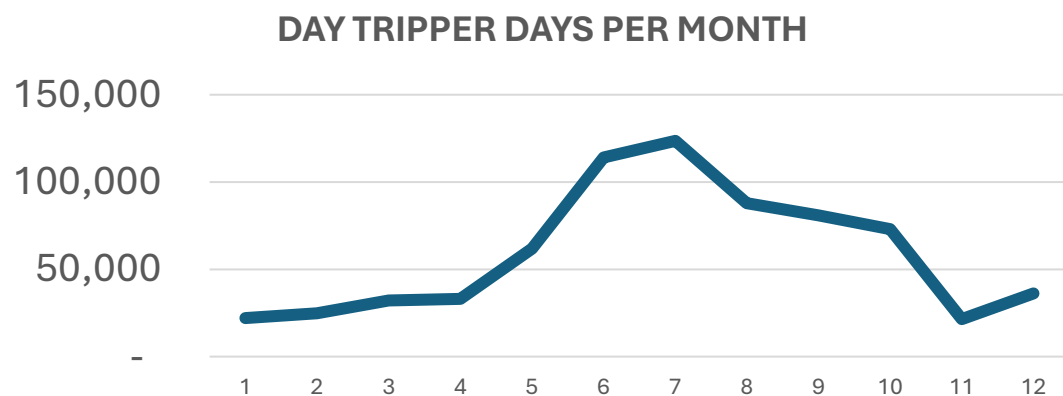
50% Occupancy

4.0 days per booking

61,000 Person Days/mo.

2,038 short-term renters/day

Detail – Day Trippers



Traffic Counter adjusted for:

- resident traffic
- commuters
- part time residents
- hotel & STR visitors
- seasonality

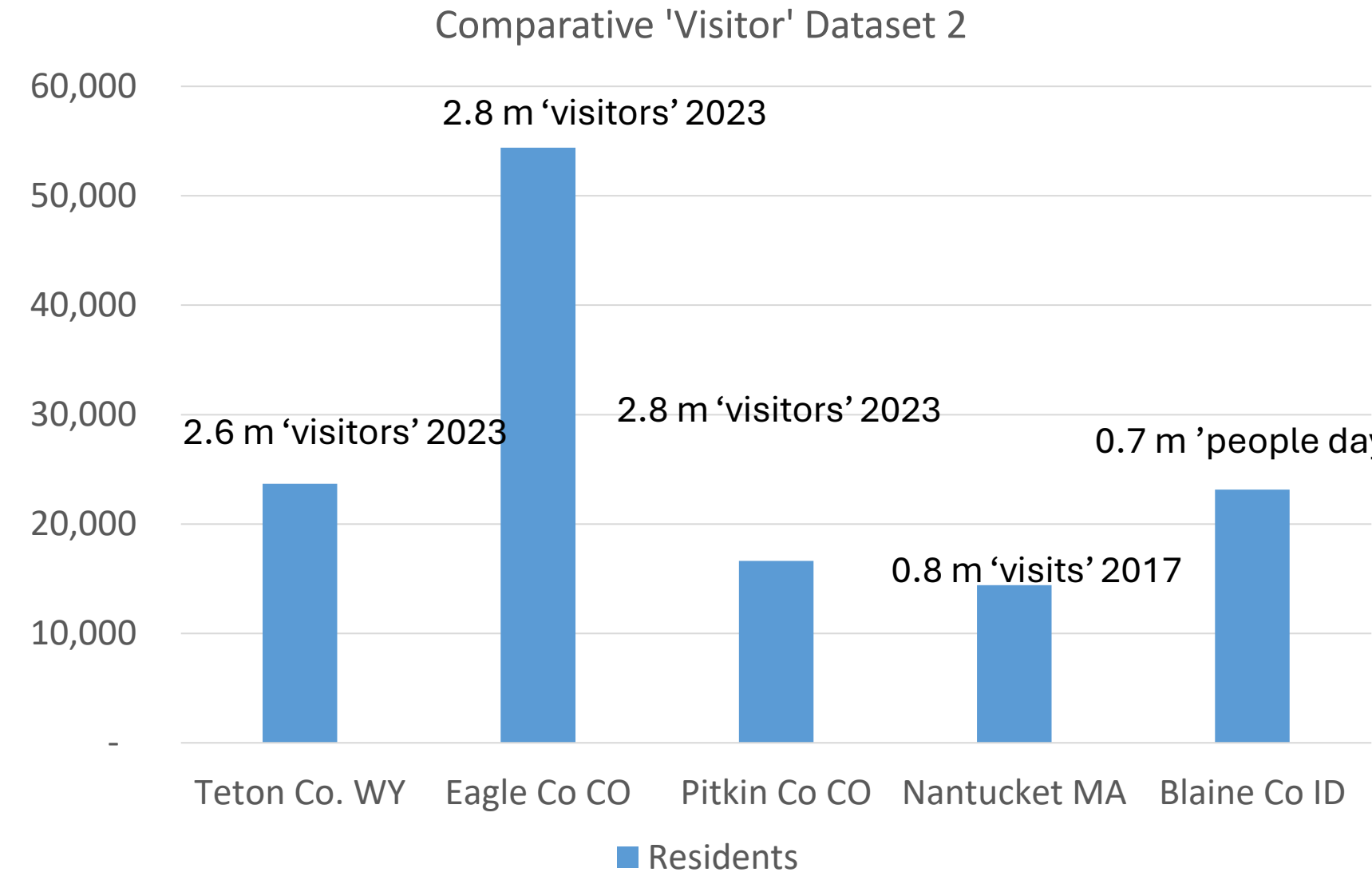
Entry into Blaine = 1 Person Day

Includes N&S Through-Traffic

59,000 Person Days/mo.

1,967 day-trippers/day

Effective Population Benchmarks ?



- Other Ski Resorts are recent anecdotal comparisons
- Nantucket 2017 study empirical
- Blaine Co.2021 similar in many regards to Nantucket

Note: Data from differing time periods between 2017 to 2023

SVED Panel

Dave Patrie – Galena Benchmark Associates

Muffy Davis – Blaine Co Commissioners

Jade Riley – City of Ketchum

Lise Horowitz – City of Hailey

Brittney Skelton – City of Sun Valley