



CITY OF IDAHO FALLS

PO Box 50220
Idaho Falls, ID 83405

Press Release

Contact: Knut K. Meyerin
Public Information Officer
Office: (208) 612-8122
Cell: (208) 709-8078
kmeyerin@idahofallsidaho.gov

FOR IMMEDIATE RELEASE:
August 4, 2010

Idaho Falls Regional Airport Launches On-Line Survey to Determine Demand for Non-Stop Boise Flights

After Horizon Announced Cancellation of Idaho Falls – Boise Service, Airport Wants to Determine if There is Sufficient Demand for New Service

IDAHO FALLS – The general public has a chance to help the Idaho Falls Regional Airport build service – by taking a quick, ten minute on-line survey designed to determine how much demand there is for non-stop service to Boise. Horizon has announced it will end the long-standing non-stops linking eastern Idaho with western Idaho on August 22nd. The Idaho Falls Regional Airport is working to determine if there is enough travel between the two cities to bring-in another carrier to resume service on that route.

The results of the survey will reveal the number of trips local travelers take each year, how they travel right now (by car, by air, etc.), what they would support in terms of non-stop air service.

The survey is being conducted by Sixel Consulting Group (SCG), a Northwest-based airport consulting firm. Sixel works with dozens of small and mid-size airports throughout the country, specializing in recruiting new air service.

The survey is open to anyone, and can be reached by logging on to <http://survey.constantcontact.com/survey/a07e2z6yeomgby7uvz2/start>

For additional information on the Idaho Falls Regional Airport, you can also log on to the airport's website at <http://www.idahofallsidaho.gov/city/city-departments/idaho-falls-regional-airport.html>.

#####