

Salt Lake City International Airport

2008 Annual Passengers: 20 million

**Market Served: Salt Lake City, Rocky Mountain Region,
Hub for bi-coastal flights**

OVERVIEW

Reach national, regional or local customers in Salt Lake City Airport. Great demos, 50/50 business & leisure, and a unique mix of hub and destination travelers. Only a 2.5 hour maximum flight from 50% of the US population, SLC is the largest hub airport in the western states, and is Delta's second largest hub. High income travelers use SLC as the gateway to exclusive ski resorts such as Park City and Solitude, as well as multiple world famous golf courses.

FAST FACTS

- 800+ scheduled daily flights
- Origination/Destination 58%
- Hub (connecting) 42%
- Leisure Traveler 58%
- Business Traveler 40%
- 30% have HHI \$100,000+
- 52% male / 48% Female
- 79% aged 28 - 64 years
- Business Traveler with College Degree 70%

AIRLINES AT SALT LAKE CITY INTERNATIONAL

American - Continental - Delta - Frontier - JetBlue - SkyWest
Southwest - United - US Airways

