



THE Savvy Traveler

NEWSLETTER

Summer 2009

iFlyPocatello.com

WHY FLY LOCAL?

Benefits of flying from Pocatello Regional Airport

SPOKANE

Pocatello \$318
Idaho Falls \$260
SLC \$226

ORANGE COUNTY

Pocatello \$320
Idaho Falls \$498
SLC \$245

SACRAMENTO

Pocatello \$380
Idaho Falls \$380
SLC \$247

HONOLULU

Pocatello \$677
Idaho Falls \$674
SLC \$584

LAS VEGAS

Pocatello \$266
Idaho Falls \$434
SLC \$119

Pocatello Regional Airport offers quality air service at competitive fares, eliminating the cost and the stress of driving to and from Salt Lake International Airport.

Pocatello Regional Airport provides fast, friendly and convenient service to world-wide destinations. We offer amenities such as free parking, complimentary coffee and even free wi-fi. We strive to provide the highest level of customer service and a pleasant travel experience.

Competitive airfares make flying from Pocatello the easy choice. Check out the great fare comparisons to the left.

Compare the fare markup to the true costs of driving to SLC. At the current IRS mileage rate, it costs \$195 to drive roundtrip to the Salt Lake airport. That may seem unrealistically high, especially if you only put \$30 in the gas tank. But the IRS rate accounts for much more in hidden costs. You may not pay that full cost today, but you do pay it eventually in the accelerated devaluation of your vehicle and the increased frequency of maintenance costs, tire wear, etc. Add parking fees of \$49 a week and driving to SLC could cost \$245. Flying from Pocatello Regional Airport is usually more cost effective, and we haven't even talked about the value and quality of your time yet!

Driving to Salt Lake airport takes two and a half hours. Add another two hours to park, catch the parking shuttle, go through check-in and screening and walk to your gate. That's four and a half hours! And while driving to SLC is stressful enough, it's harder when you return. You'll spend another hour picking up your luggage and taking the shuttle back to your vehicle, followed by an agonizing two and a half hour drive when you're already exhausted from a long day. All told, you'll spend eight hours driving to Salt Lake airport and back.

Do you really want to spend that time driving to SLC, schlepping your luggage onto the shuttle and into the terminal, and fighting the crowds at the ticket counter and security screening? Or would you rather take an easy, relaxing flight from Pocatello Regional Airport to a connecting flight at SLC, where

your bags are transferred and you are already inside the screening checkpoint. More importantly, after your return flight would you rather face hours of driving while exhausted or be home in minutes? Isn't your traveling time better spent relaxing or working than driving and standing in line?

Competitive fares and fast, friendly and convenient service make it easy to fly local. So next time, fly from Pocatello Regional Airport – closer to home, closer to you.



DID YOU KNOW?

...viable local air service is usually a top-five site requirement for businesses looking to relocate or expand into a new location? Flying from Pocatello is important to economic development and our ability to recruit new, exciting businesses to the region.

... the eight businesses and organizations at Pocatello Regional Airport that provide or support air service meet regularly to discuss customer service satisfaction and improvements? It's our commitment to you!