



THE

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UPDATE

Summer 2010

iFlyPocatello.com

Fast, Friendly and Convenient Service

Nowadays air travel seems more like a chore than the adventure it used to be. You drive for hours, park in a lot so far away you don't even see air traffic and heave your bags onto a shuttle bus for the ride to the terminal. Next you go through the lines at the ticket counter, baggage inspection and the passenger screening checkpoint. Yeah, you and hundreds of other people. You finally reach your gate and try to squeeze in a few minutes to rest or get something to eat. Who needs that stress?

And how long does it take to complete all that stressful activity? Driving to Salt Lake International 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 most exhausted from the long day. All told, you'll spend eight hours driving to Salt Lake airport and back!

It doesn't have to be like that. Pocatello Regional Airport is your hometown airport, and we offer you the kind of fast, friendly and convenient service you expect in your hometown.

At Pocatello Regional Airport you process through check-in and screening in a handful of minutes, with service provided by friendly, local employees who value you as a customer. In fact, the eight different businesses and organizations that function in the terminal work together to provide you the best possible service. It's our commitment to you!

In June, 2010, Pocatello Regional Airport makes a significant customer-service improvement with a feature not found in

most small airports and even many larger airports - one-stop baggage check-in! Check your bags at the ticket counter and that's it. You no longer have to carry them to the TSA baggage screening area. Just one more improvement for you, our customer.



Crane Island - a symbolic component of the new Japanese Garden.

As always, Pocatello Regional Airport offers amenities such as free parking, free wi-fi and complimentary coffee. Amenities not usually found at other airports.

Yes, you still make a connection at Salt Lake International Airport. But because you and your bags have already gone through the fast, easy processing at Pocatello Regional Airport, connecting at SLC is easy - way easy!

And as for your valuable time - well, sometimes we're not able to save you any time at all. Sometimes yes, sometimes no. But we do offer you a better use of your time: relaxing or working instead of driving, shuttling, checking in and herding through the pens.

Fast. Friendly. Convenient. Start your air travel the easy way. Pocatello Regional Airport. Closer to Home. Closer to You.

The True Costs of Driving to Salt Lake International Airport (SLC)

Did you know it will cost you approximately \$196 to drive to SLC and back home for a four-day trip? Here's how: the driving distance between downtown Pocatello and SLC is 168 miles. Roundtrip is 336 miles. At the 2010 IRS mileage rate that amounts to \$168. Add parking at \$7 a day and your total is \$196.

That may seem unrealistically high. You may be thinking, "I only put \$35 in the

tank and \$28 to that parking attendant; that's way less than \$196!" And you'd be right. But the IRS rate accounts for much more in hidden costs. You may not pay that full cost today, but you do pay it. It will be in the accelerated devaluation of your vehicle, and the increased frequency of maintenance costs, tire wear, etc. If you drive a nice vehicle, think about what high mileage will do to your trade-in value. No, you might not pay \$196 now, but you are

paying \$196 to drive to SLC, one way or another.

So think about all the costs of driving to SLC the next time you're considering the costs of air fares. And think about us - your hometown airport. Pocatello Regional Airport. Closer to Home. Closer to You.

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Terminal Project: Professional Appearance and Professional Service



The Terminal Renovation and Expansion Project will continue through October 14, 2010, to allow for the completion of three key upgrades that were not in the original scope of work. When completed, the terminal will have a totally new look and be highly functional, especially concerning airport security requirements. Notable features include:

1. a highly-functional, trapezoidal-shaped gate building with central seating and restrooms inside the secured area, wrapped in an attractive, hangar-style appearance,
2. single-point baggage check-in at the airline counter,
3. dramatic elevator and skylighting in the central lobby,
4. a covered walkway across the security buffer between the parking lot and the terminal, and;
5. all new surface colors in warm, earth tones.

The airport and tenant employees are eagerly looking forward to completion of the project because the new appearance will have a large impact on our customers' perception of us. In other words, we will finally have a professional-looking facility to accompany our professional service to you.

It's all part of who we are: your hometown airport. Pocatello Regional Airport. Closer to Home. Closer to You.

Closer To Home, Closer To You!

- **New, Competitive Airfares!**
- **Free Wi-Fi**
- **Free Coffee**
- **Free Parking**



It's close. It's easy. It's economical.