

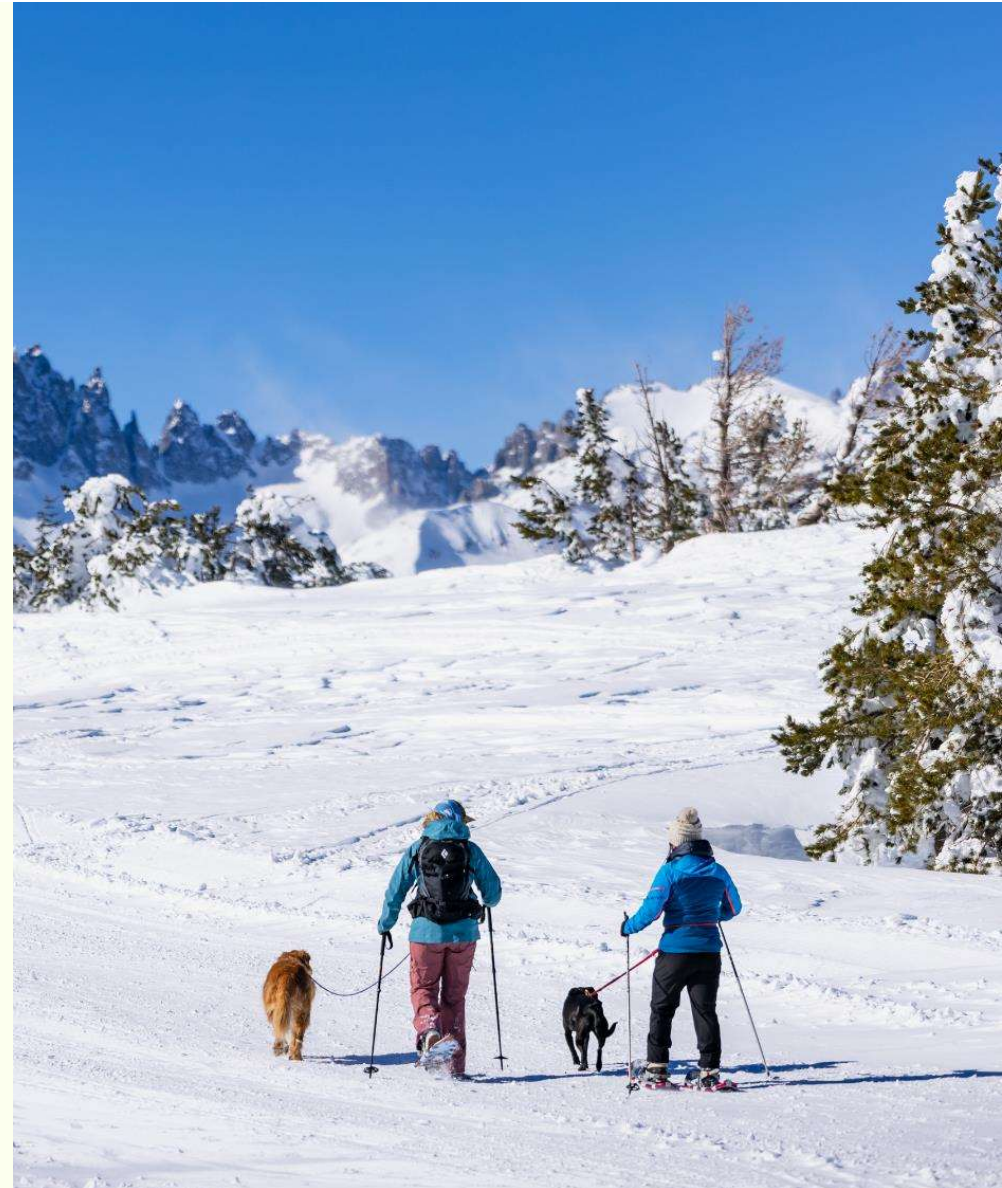
A couple is standing on a grassy bank next to a calm lake. The woman, wearing a red sweater and a tan hat, is holding a smartphone up to take a picture of the landscape. The man, wearing a green jacket and glasses, has his arm around her. The background features a line of trees with bright yellow autumn foliage, and a rocky mountain peak is visible in the distance. The water in the lake reflects the yellow trees.

# Mammoth Lakes Tourism Visitor Profile

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# Research Overview & Objectives

Mammoth Lakes Tourism, along with its agency-partner The Shipyard, sought to develop a more comprehensive understanding of previous and non-visitors to Mammoth Lakes. To achieve this, Future Partners developed a research study to provide critical insights into past visitors and non-visitors to Mammoth Lakes, which included:

- Determining what motivates visitors (past and potential) to travel to Mammoth Lakes
- Understanding Mammoth Lakes' perception among past and potential visitors
- Understanding the behavior and needs of past and potential visitors
- Assessing visitor satisfaction and likelihood to revisit and/or recommend Mammoth Lakes
- Understanding their specific trip data, such as origin, purpose of visit, mode of transportation, accommodations, and detailed in-market spending
- Estimating visitor volume and the economic impact of tourism to Mammoth Lakes, including direct visitor spending, indirect and induced effects, and taxes generated

## Methodology

Future Partners conducted 2,975 online survey responses (885 past visitors and 1,910 potential visitors) sourced from trusted panel providers and Mammoth Lakes Tourism partners. Surveys were collected from late-August through September 2023.

All data collected was weighted to be representative of the overall population of Mammoth Lakes visitors, specifically secondary resources were used to validate the proportion for trip type (i.e., day trip, overnight) and accommodation type (e.g., hotel/motel, RV, etc.), age, and origin market.

As part of the visitor volume and economic impact estimates, secondary industry data (e.g., Destimetrics, TE Symphony, TOML tax rates/collections, etc.) were used as inputs, in addition to the primary data collected from the intercept surveys.

# Executive Summary

## **Almost 1.7 million visitors came between July 2022 - June 2023.**

While some visitors were day trippers/pass-throughs, visitors staying at hotels and other accommodations (e.g., home rental, campground, etc.) accounted for the most days in destination and the highest spending while in Mammoth Lakes.

## **Visitors accounted for almost \$700 million in direct spending for Mammoth Lakes.**

Visitors also contributed almost \$38 million in taxes to the destination. On average, travel parties averaged almost four (4) persons that spent \$718 per day while in Mammoth Lakes, with hotel/lodging and restaurants/dining being the largest expenses.

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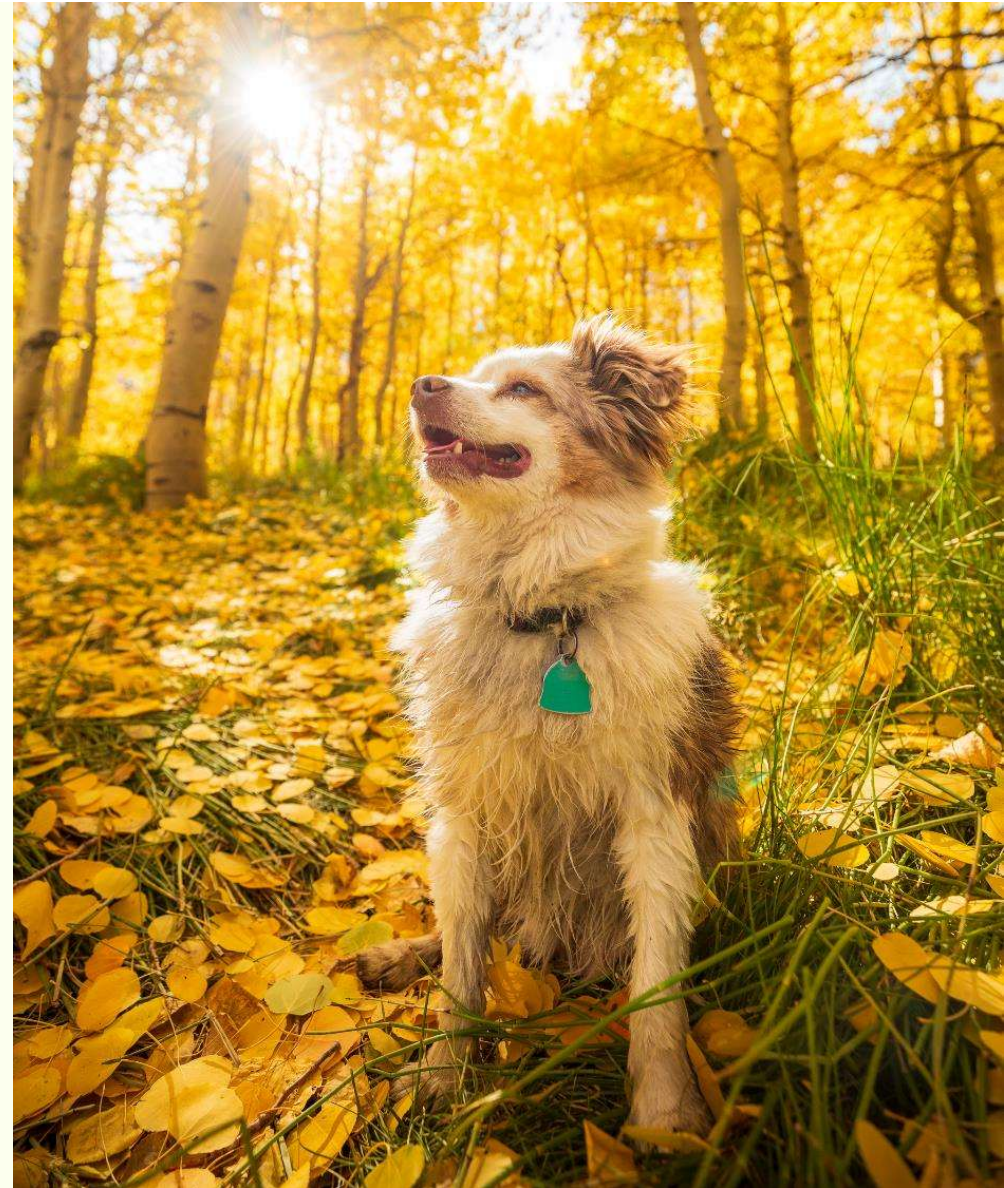
## **Cold weather visitors spent more in Mammoth Lakes.**

Cold weather visitors spent more across all categories compared to warm weather visitors and had a total daily travel party spend of \$1,170 compared to \$596. Cold weather visitors also had a larger average travel party size and were more likely to travel with children under 18.

## **Warm weather visitors have taken more trips to Mammoth Lakes in the past 12 months.**

Warm weather visitors have taken an average of 2.5 trips to Mammoth Lakes in the past 12 months, compared to only 2.1 trips by cold weather visitors. Additionally, warm weather visitors had a much longer planning and booking windows compared to cold weather visitors.

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## Visitors who flew into Mammoth Lakes (BIH/MMH) had a higher daily spend.

Those who flew into Mammoth Lakes spent more across all categories compared to those who drove and had a total daily travel party spend of \$1,480 compared to \$641. Los Angeles/Long Beach and San Diego/Orange County were the most common origin markets among those who arrived into BIH or MMH by airplane. Those who flew also had very short planning and booking windows, significantly shorter than those who drove to Mammoth Lakes. Additionally, it was more likely for this audience to visit Mammoth Lakes at least once a year (if not more frequently).

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# Key Comparisons by Segments of Interest

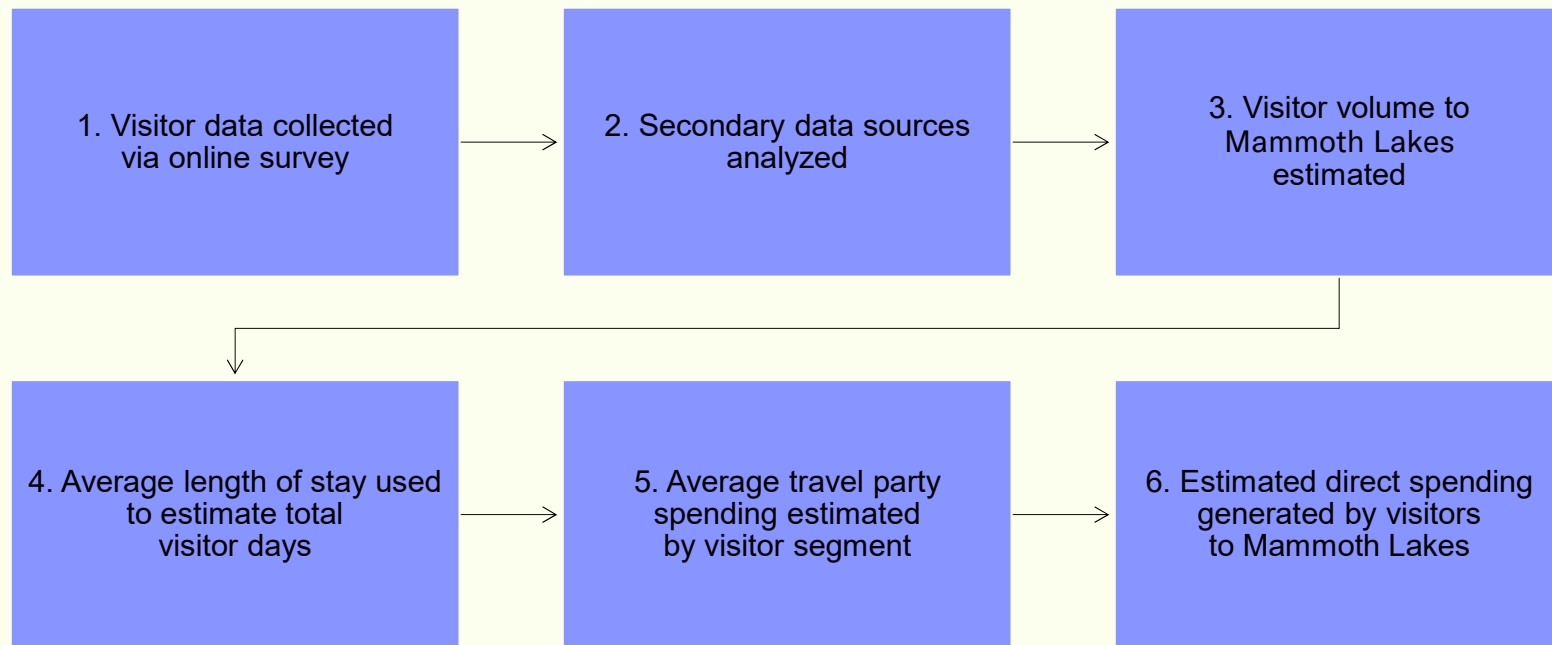
Visitors who came in <u>cold</u> weather months	Visitors who came in <u>warm</u> weather months
November   December   January   February   March   April	May   June   July   August   September   October
<p><b>More likely to</b></p> <ul style="list-style-type: none"> <li>• chose a mountain/lake destination to “take time out to think and regain control” and/or “let go and feel completely carefree”</li> <li>• visited Mammoth Lakes for a weekend getaway</li> <li>• stayed in a hotel/motel</li> <li>• spent more during their trip to Mammoth Lakes</li> </ul>	<p><b>More likely to</b></p> <ul style="list-style-type: none"> <li>• be a baby boomer (or older)</li> <li>• plan to take a trip to a mountain/lake destination in the next 12 months</li> <li>• be familiar with Mammoth Lakes</li> <li>• agree that Mammoth Lakes “inspires me to want to keep it beautiful”, “is an authentic outdoor playground”, and/or “exudes a sense of awe/wonder”</li> <li>• have planned and booked their trip to Mammoth Lakes further in advance</li> </ul>
Visitors who <u>flew</u> into BIH/MMH	Visitors who <u>drove</u> to Mammoth Lakes
<p><b>More likely to</b></p> <ul style="list-style-type: none"> <li>• be a millennial</li> <li>• have children</li> <li>• chose a mountain/lake destination to “try something new”, “broaden knowledge/understanding”, “feel special and spoil myself”, “feel looked after”, and/or “feel organized/avoid surprises”</li> <li>• rate Mammoth Lakes higher on its activities/attractions</li> <li>• visit Mammoth Lakes at least once a year</li> <li>• stayed in a hotel/motel during their recent trip to Mammoth Lakes</li> <li>• stayed longer during their recent trip to Mammoth Lakes</li> <li>• spent more during their recent trip to Mammoth Lakes</li> </ul>	<p><b>More likely to</b></p> <ul style="list-style-type: none"> <li>• be a baby boomer (or older)</li> <li>• chose a mountain/lake destination to “be close to nature” and/or “a sense of exhilaration”</li> <li>• agree that Mammoth Lakes “place that inspires me to want to keep it beautiful”</li> <li>• visited Mammoth Lakes for a weekend getaway</li> <li>• have planned and booked their trip to Mammoth Lakes further in advance</li> </ul>



# Economic Impact

# Future Partners has a conservative approach to modeling economic impact that utilizes primary visitor data.

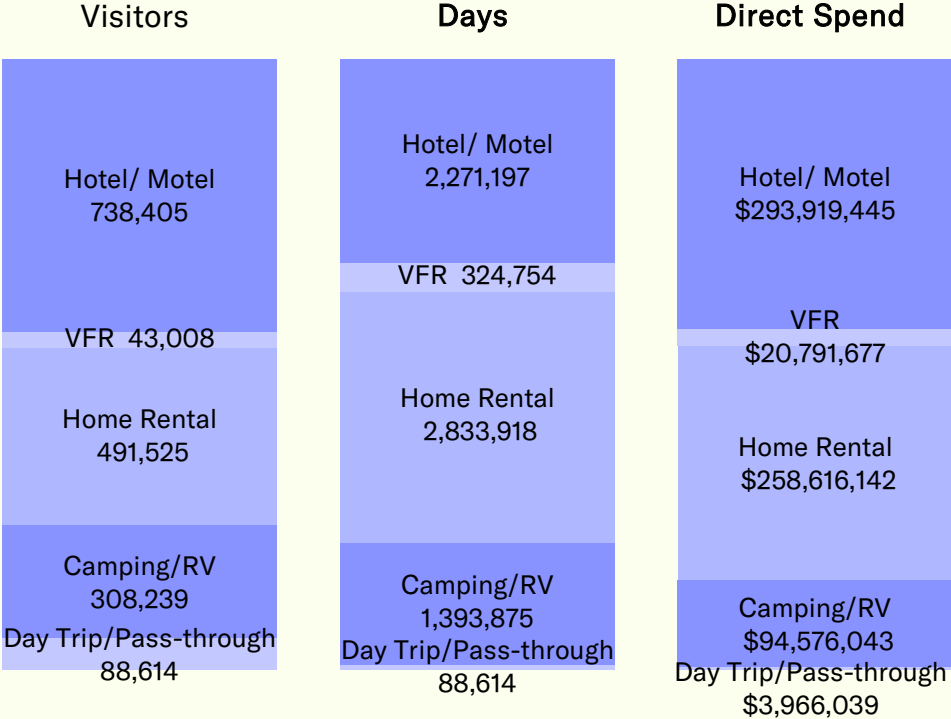
The following determines the impact of visitors to Mammoth Lakes between July 2022 - June 2023 by estimating visitation, spending, and taxes generated as a result. Our proprietary economic impact model relies on data collected from an online survey of past visitors and non-visitors to Mammoth Lakes, as well as other survey data and secondary data sources, including data from Destimetrics, AirDNA, and tax collections.



# Visitors accounted for almost \$700 million in direct spending.

The visitor volume to Mammoth Lakes between July 2022 - June 2023 is estimated to total 1,669,791, with those staying in hotels, motels, or B&B/inns representing the largest group of unique visitors. However, those staying in home rentals and campgrounds accounted for significant number of days in destination. It is estimated that visitors to Mammoth Lakes during this timeframe generated almost \$700 million in direct spending for the destination.

July 2022 - June 2023			
	Visitors	Days	Direct Spend
Hotel/ Motel/ B&B	738,405	2,271,197	\$293,919,445
Friends/ Relatives (VFR) or Second Home	43,008	324,754	\$20,791,677
Home Rental	491,525	2,833,918	\$258,616,142
Camping/ RV	308,239	1,393,875	\$94,576,043
Day Trip/ Pass-through	88,614	88,614	\$3,966,039
<b>Total Visitors</b>	<b>1,669,791</b>	<b>6,912,358</b>	<b>\$671,869,346</b>



## Visitors generated almost \$38 million in taxes for the area.

It is estimated that visitors to Mammoth Lakes generated almost \$700 million in direct spending for the destination from July 2022 - June 2023. The amount of taxes generated for the town of Mammoth Lakes from visitor spending during the same timeframe is estimated to be almost \$38 million.

	July 2022 - June 2023
Lodging/ Accommodations	\$223,888,805
Restaurants/ Dining	\$99,784,448
Recreation/ Activities	\$80,235,205
Entertainment/ Sightseeing	\$37,351,929
Retail/Shopping	\$112,289,430
Gasoline	\$98,580,610
Other	\$19,738,919
<b>Total Direct Spending</b>	<b>\$671,869,346</b>
<b>Total Taxes Generated</b>	<b>\$37,877,245</b>

**Future Partners**



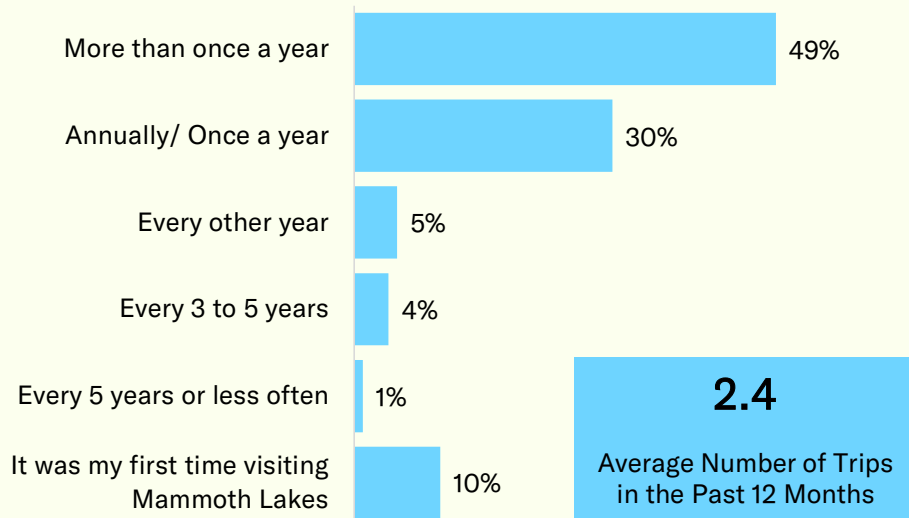
## Those staying in hotels and renting a home/condo accounted for the vast majority of direct spending.

July 2022 - June 2023					
	Hotel/ Motel/ B&B	Friends/ Relatives (VFR) or Second Home	Home Rental	Camping/ RV	Day Trip or Pass-through
Lodging/ Accommodations	\$100,937,265	-	\$93,440,849	\$15,420,001	-
Restaurants/ Dining	\$53,376,213	\$6,862,134	\$52,941,724	\$19,688,378	\$1,346,798
Recreation/ Activities	\$39,504,163	\$3,925,851	\$34,015,587	\$11,025,559	\$541,680
Entertainment/ Sightseeing	\$18,094,402	\$985,322	\$12,486,088	\$5,659,077	\$112,037
Retail/Shopping	\$36,326,154	\$3,845,913	\$27,691,338	\$15,001,797	\$686,352
Gasoline	\$35,879,736	\$4,613,994	\$32,322,311	\$24,388,490	\$1,002,949
Other	\$9,801,512	\$558,465	\$5,718,245	\$3,392,740	\$276,223
<b>Total Direct Spending</b>	<b>\$293,919,445</b>	<b>\$20,791,677</b>	<b>\$258,616,142</b>	<b>\$94,576,043</b>	<b>\$3,966,039</b>

# Detailed Findings: Recent Visitors

# Most visit Mammoth Lakes more than once a year, with the average being 2.4 visits.

## Frequency of Visitation



Question: Approximately how many trips have you taken to the Mammoth Lakes area in the PAST 12 MONTHS?

Question: And how often do you take trips to Mammoth Lakes?

Base size: Total (870-885).

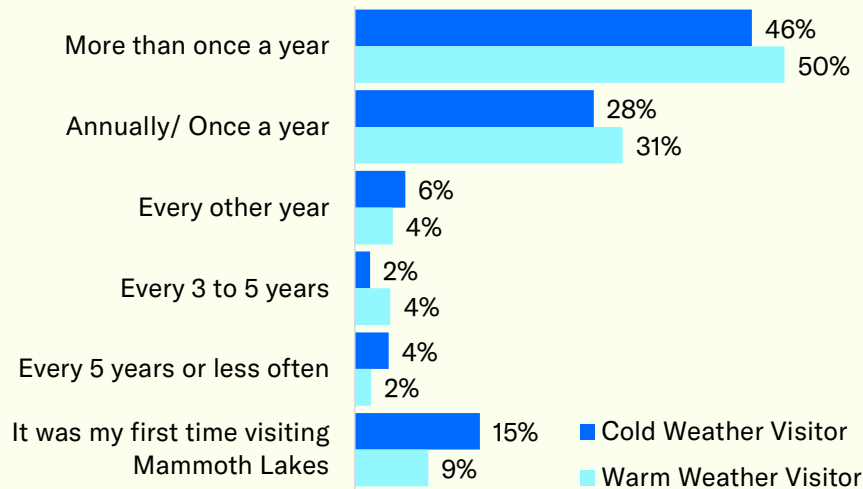
**Future Partners**    **Total Visitors**



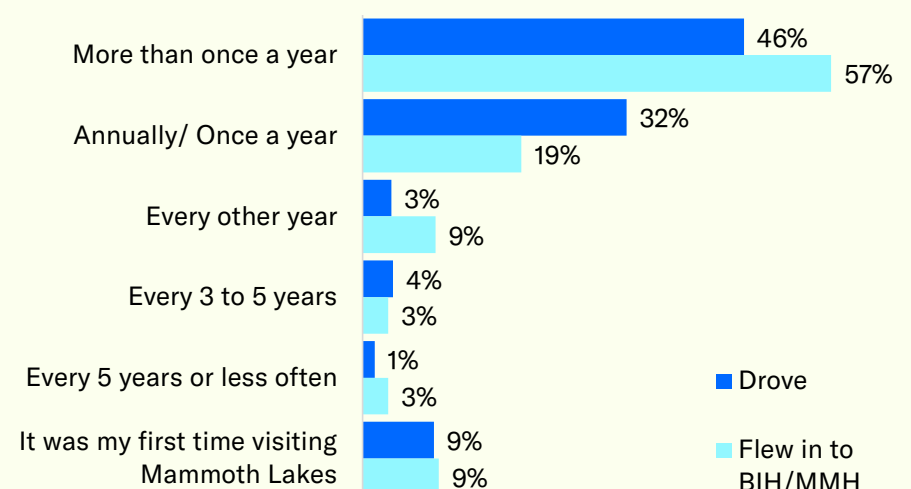
# Those who flew into Mammoth Lakes have taken more trips to the destination in the past 12 months and visit more frequently.

Similarly, those who came in the warmer months have visited Mammoth Lakes more in the past 12 months.

Frequency of Visitation



Frequency of Visitation



2.1

Average Number of Trips in the Past 12 Months by Cold Weather Visitors

2.5

Average Number of Trips in the Past 12 Months by Warm Weather Visitors

2.3

Average Number of Trips in the Past 12 Months by those who Drove

2.8

Average Number of Trips in the Past 12 Months by those who Flew into BIH/MMH

Question: Approximately how many trips have you taken to the Mammoth Lakes area in the PAST 12 MONTHS?

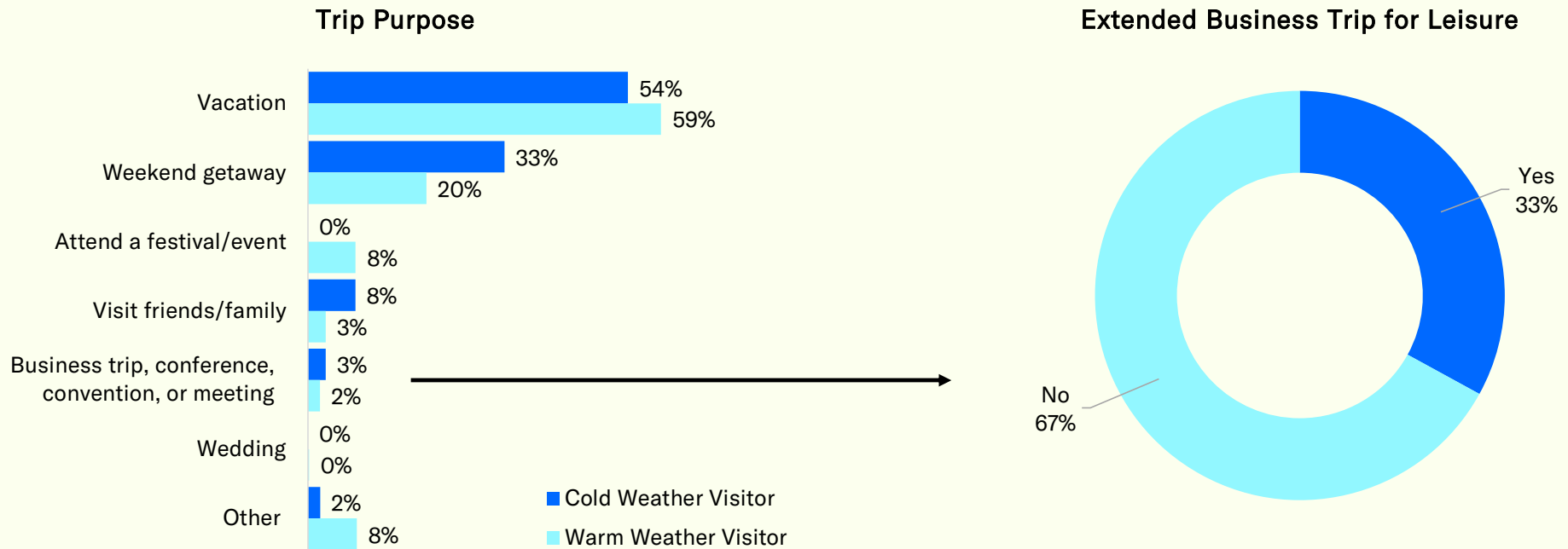
Question: And how often do you take trips to Mammoth Lakes?

Base sizes: Cold Weather Visitors (249-521); Warm Weather Visitors (621-634); Drove (700-709); Flew into BIH/MMH (35-36).



# Vacation or weekend getaway was the most common purpose for visiting Mammoth Lakes, regardless of month of visitation.

Very few visitors came to Mammoth Lakes for business, and even fewer extended their business trip for leisure.



Question: Thinking about your last trip to Mammoth Lakes, which of the following best describes your primary reason for visiting?

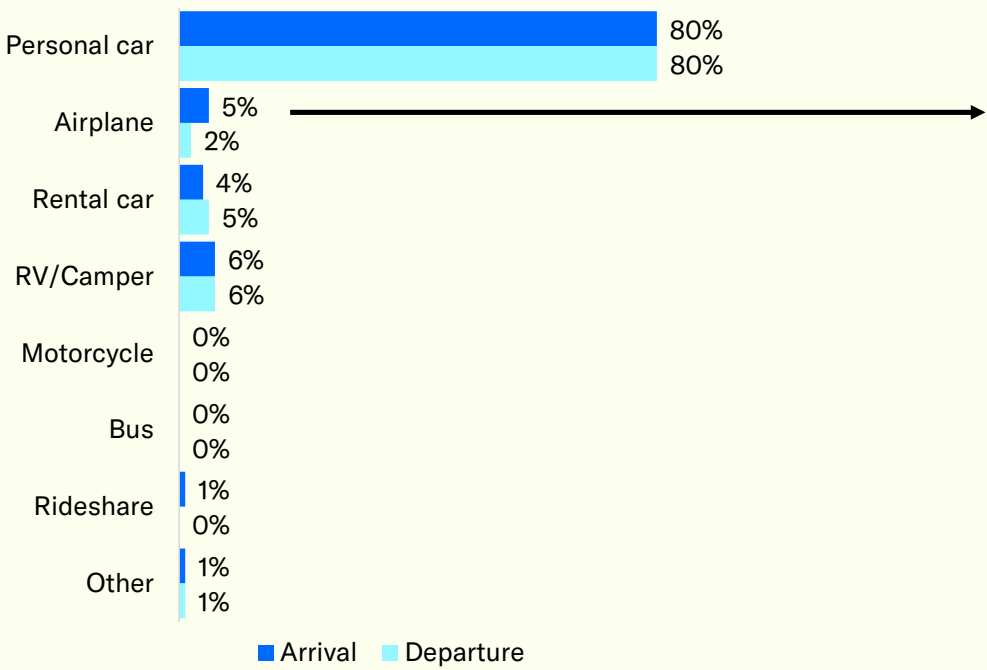
Question: And during your last trip to Mammoth Lakes did you spend any additional time in the area for leisure and/or vacation? .

Base sizes: Cold Weather Visitors (251); Warm Weather Visitors (634); Total Business Travelers (18).

# When it comes to method of transportation, most visitors used their personal vehicle.

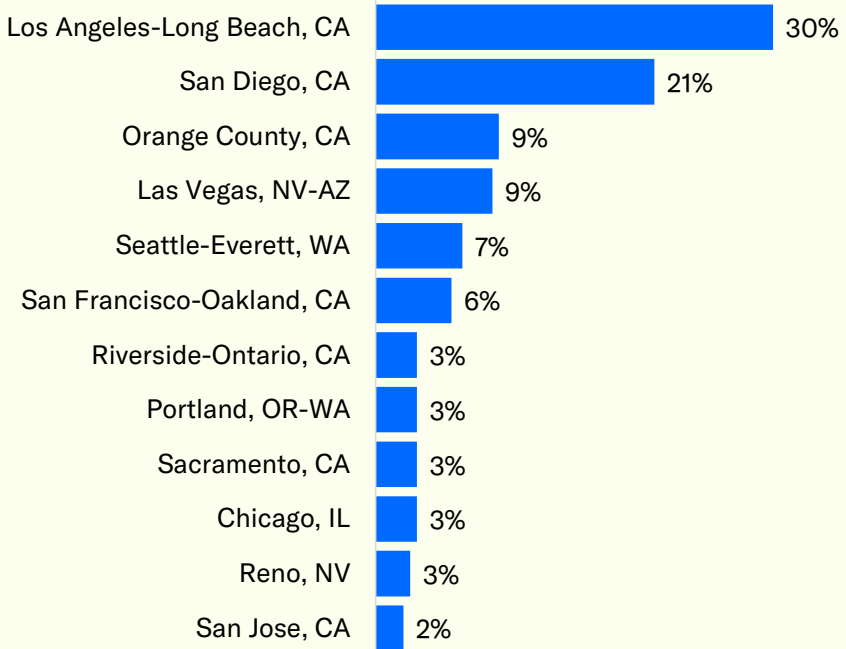
Los Angeles/Long Beach and San Diego were the most common origin market DMAs among those who arrived by airplane. Additionally, those that arrived by airplane but departed using a different method shifted to rideshare, rental car, or and another method.

Method of Transportation



Origin Market DMAs

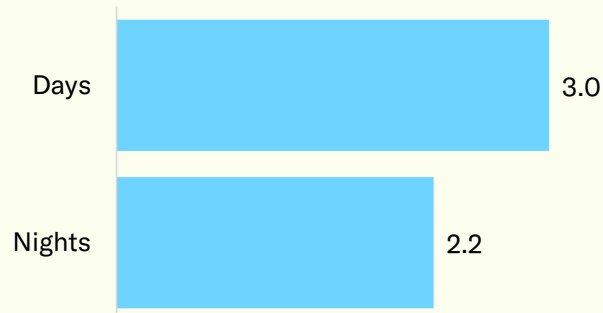
(Among those arriving by airplane into BIH/MMH)



Question: Which type of transportation did you use to arrive and depart the region?  
 Question: Please enter your zip code?  
 Base sizes: Total (885); Flew into BIH/MMH (38).

# On average, visitors stayed 3 days in Mammoth Lakes and booked their trip shortly after planning it.

## Length of Stay



## Planning & Booking Window

Avg. Planning Window 12 weeks

Avg. Booking Window 10 weeks

Question: How many days and nights did you spend in Mammoth Lakes on your most recent visit? .

Question: And in which month did you most recently visit Mammoth Lakes?

Question: How many days and weeks before your most recent visit to Mammoth Lakes did you begin PLANNING for the trip?

Question: How many days and weeks before your most recent visit to Mammoth Lakes did you BOOK your trip?

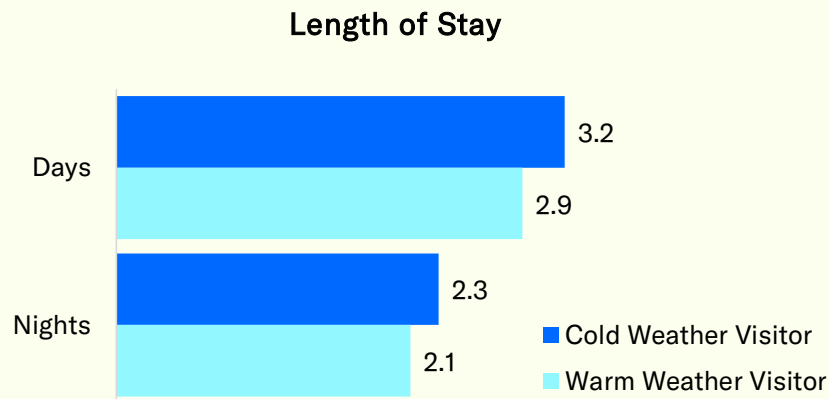
Base size: Total (880-884).

**Future Partners** Total Visitors



# Cold weather visitors stayed longer in Mammoth Lakes compared to warm weather visitors.

Additionally, cold weather visitors had much shorter planning and booking windows.



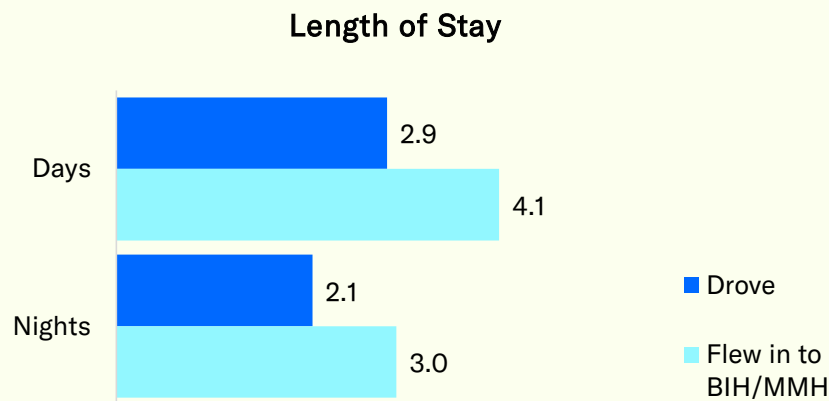
Question: How many days and nights did you spend in Mammoth Lakes on your most recent visit?

Question: How many days and weeks before your most recent visit to Mammoth Lakes did you begin PLANNING for the trip?

Question: How many days and weeks before your most recent visit to Mammoth Lakes did you BOOK your trip?.

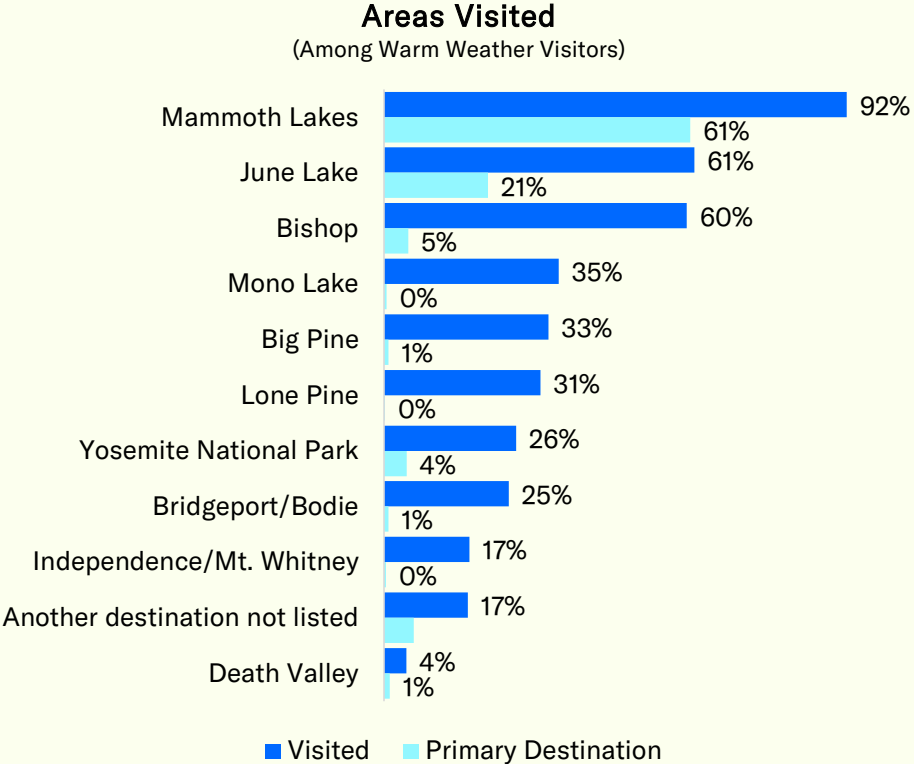
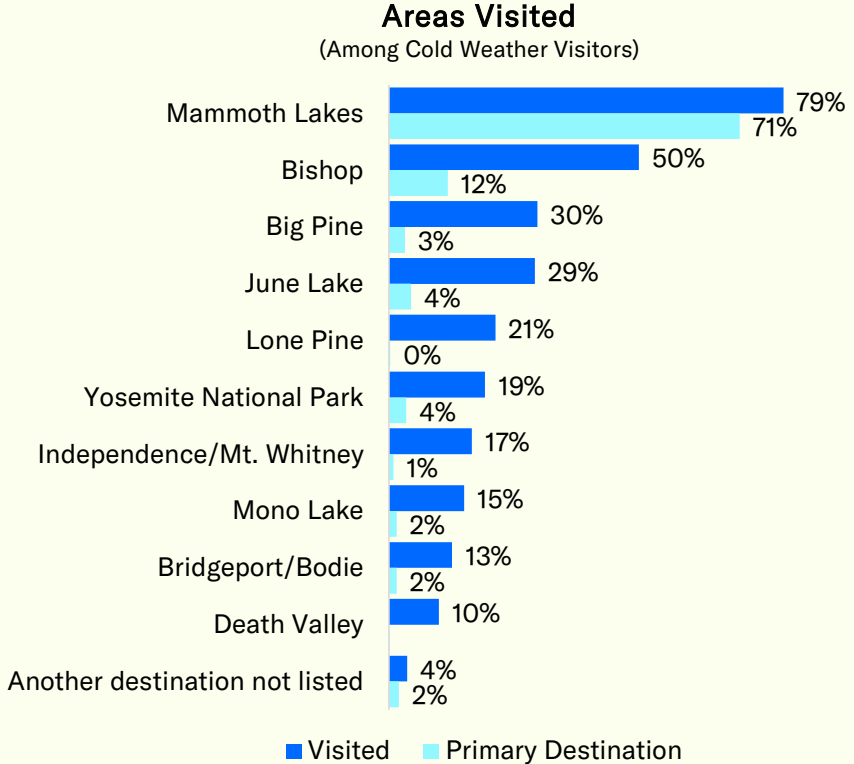
Base sizes: Total (885); Cold Weather Visitors (250-251); Warm Weather Visitors (629-634).

# Those who flew into Mammoth Lakes had significantly shorter planning and booking windows and stayed longer.



Question: How many days and nights did you spend in Mammoth Lakes on your most recent visit?  
 Question: How many days and weeks before your most recent visit to Mammoth Lakes did you begin PLANNING for the trip?  
 Question: How many days and weeks before your most recent visit to Mammoth Lakes did you BOOK your trip?  
 Base sizes: Drove (706-709); Flew into BIH/MMH (35-36).

# Mammoth Lakes was the most common area visited, and the most common reason (primary destination) for visiting.

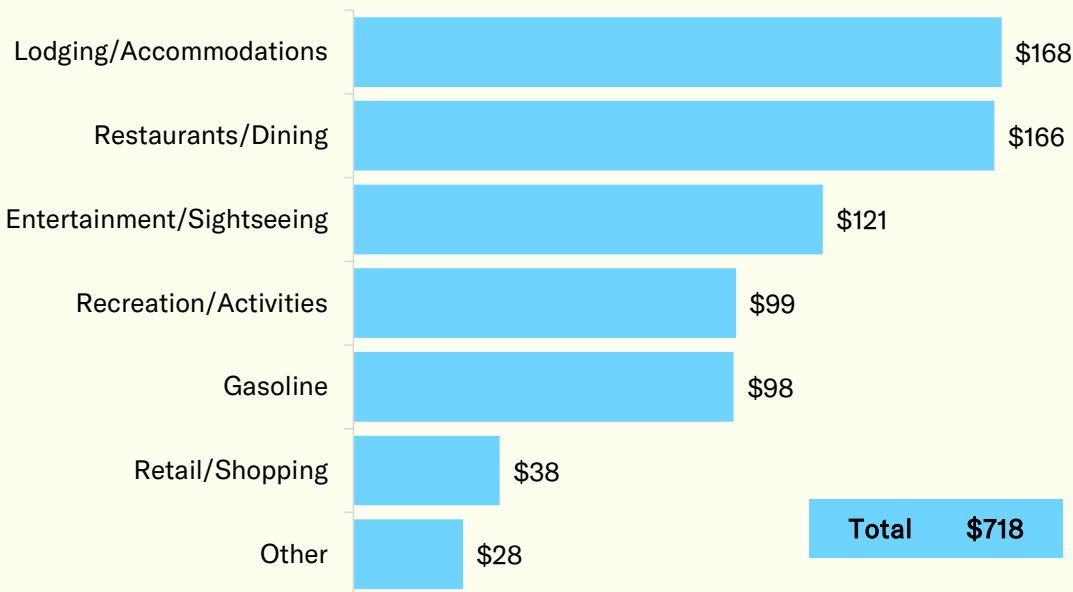


Question: Which of the following destinations did you visit during your most recent trip to the Mammoth Lakes area?  
 Question: Which of the following was your primary destination during your most recent trip to the Mammoth Lakes area?  
 Base sizes: Total (885).

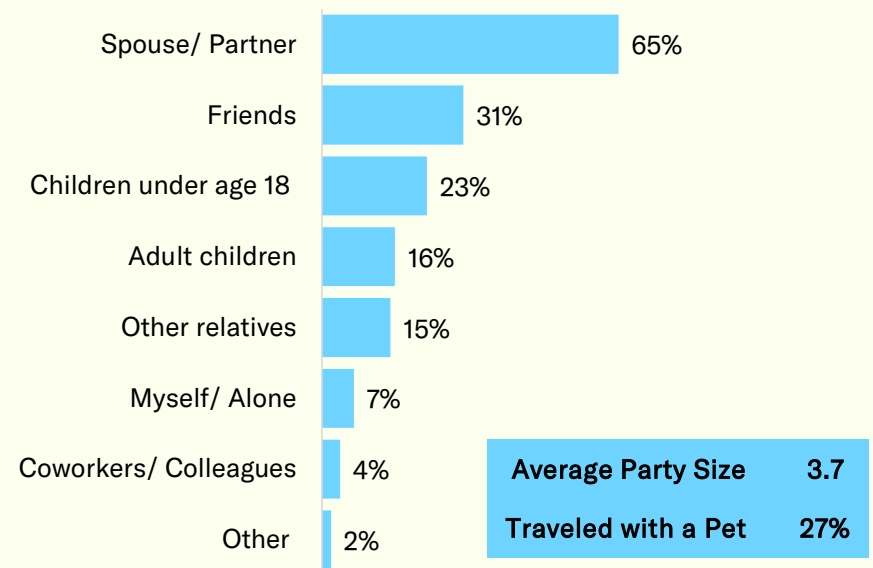
# Most visitors to Mammoth Lakes came with their spouse/partner with an average travel party size of almost four (4) persons.

On average, travel parties spent \$718 per day while in Mammoth Lakes with lodging/accommodations and restaurants/dining being the largest expenses.

Average Daily Spend per Party



Travel Party Composition



Question: Approximately how much did you spend PER DAY for the following during your most recent visit to Mammoth Lakes?

Question: Including yourself, how many people were in your travel party on your most recent visit to Mammoth Lakes?

Question: Including yourself, who did you travel with on your most recent visit to Mammoth Lakes?

Question: Did you travel with a pet on your most recent visit to Mammoth Lakes?

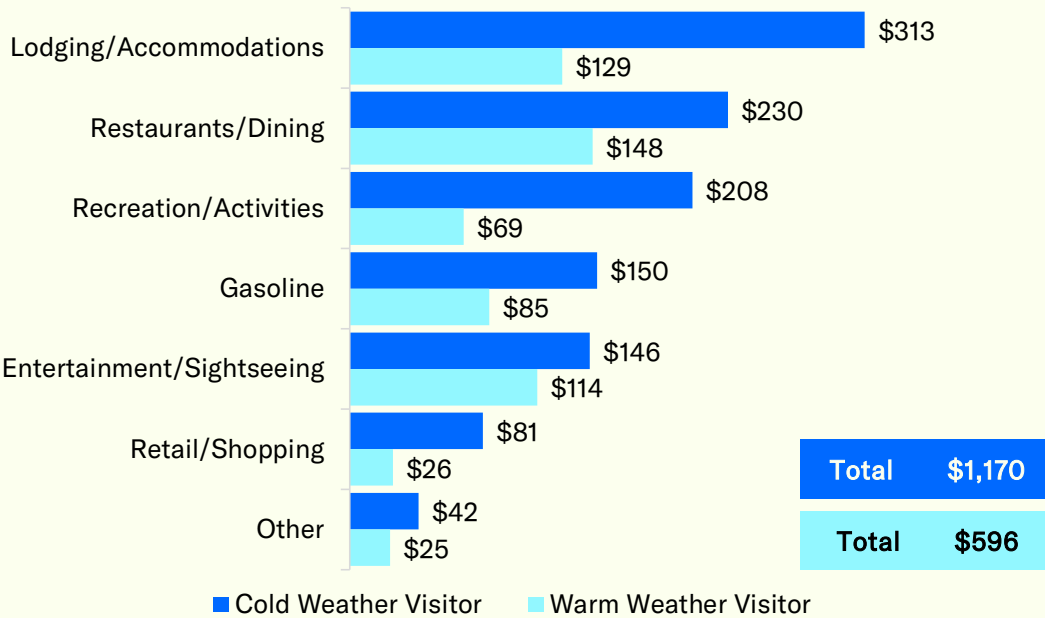
Base sizes: Total (821-885).

**Future Partners**    **Total Visitors**

# Cold weather visitors spent twice as much more per day.

Specifically, cold weather visitors spent significantly more on lodging/accommodations and recreation/activities.

Average Daily Spend per Party



Question: Approximately how much did you spend PER DAY for the following during your most recent visit to Mammoth Lakes?  
Base sizes: Cold Weather Visitors (229); Warm Weather Visitors (592).

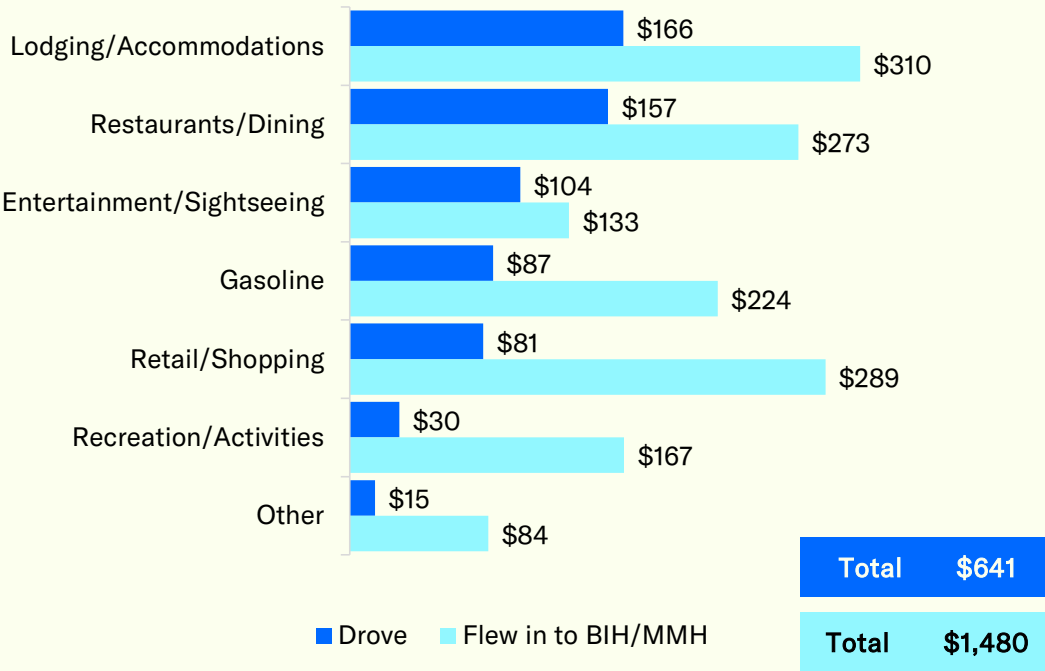
**Future Partners**    **Visitors by Seasonality**





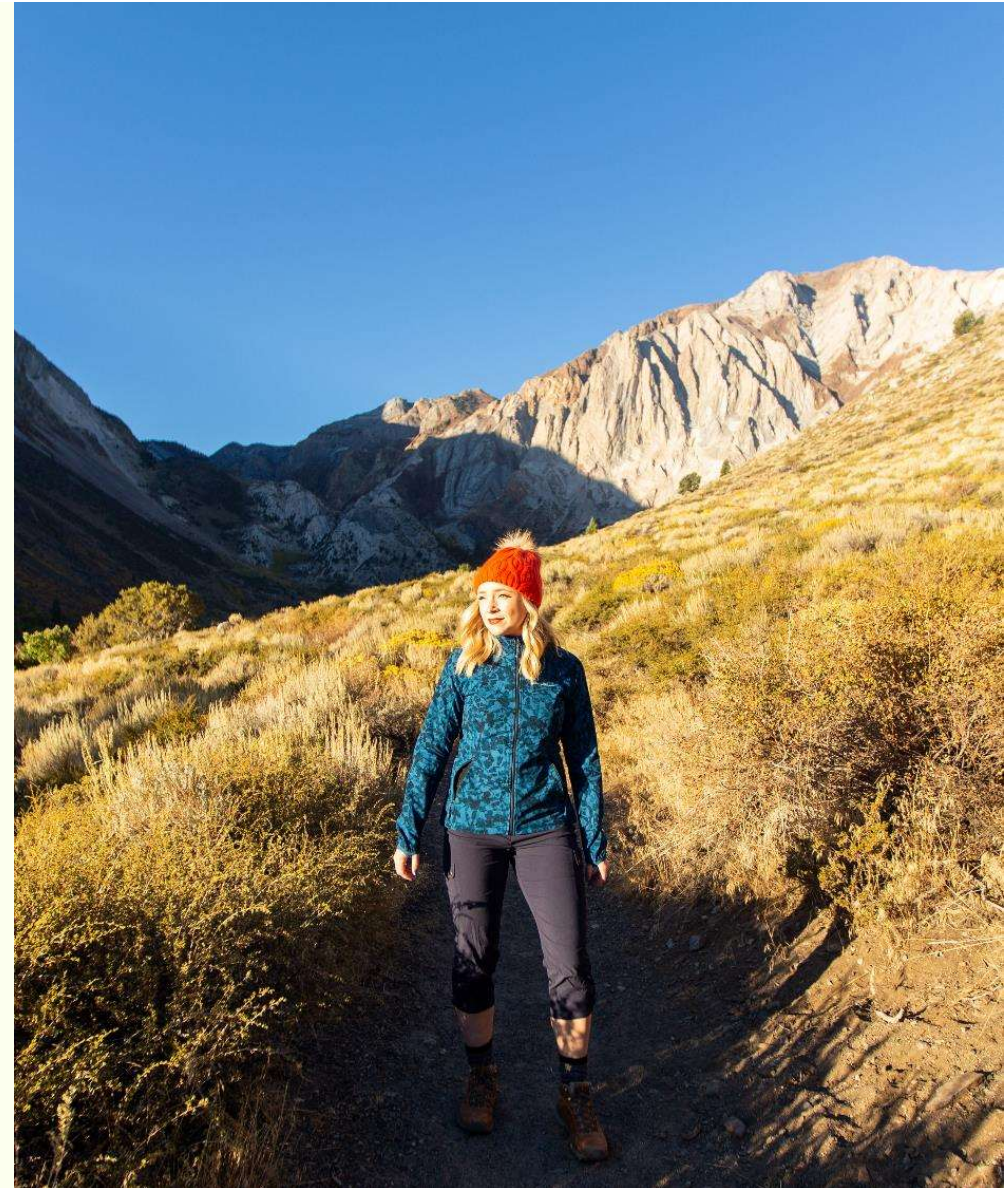
# Visitors who flew into Mammoth Lakes spent over twice as much more per day.

Average Daily Spend per Party



Question: Approximately how much did you spend PER DAY for the following during your most recent visit to Mammoth Lakes?  
 Base sizes: Drove (661); Flew into BIH/MMH (31).

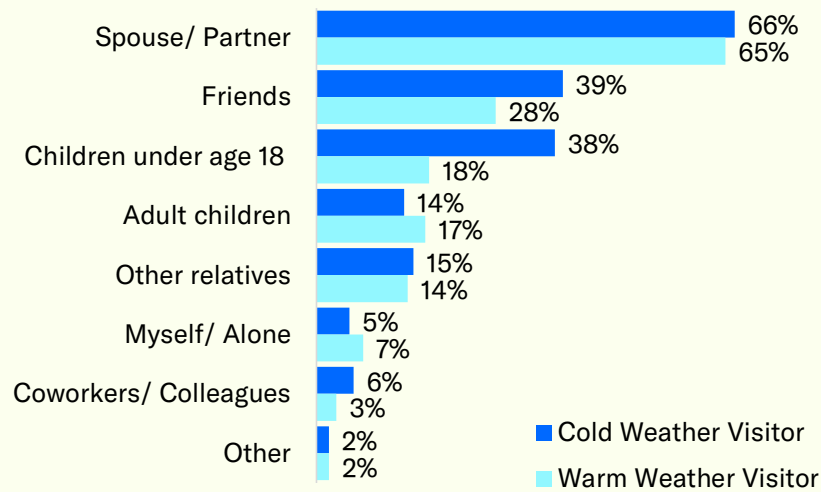
**Future Partners**   **Visitors by Arrival Type**



# Cold weather visitors had a larger average travel party size and were more likely to travel with children under 18.

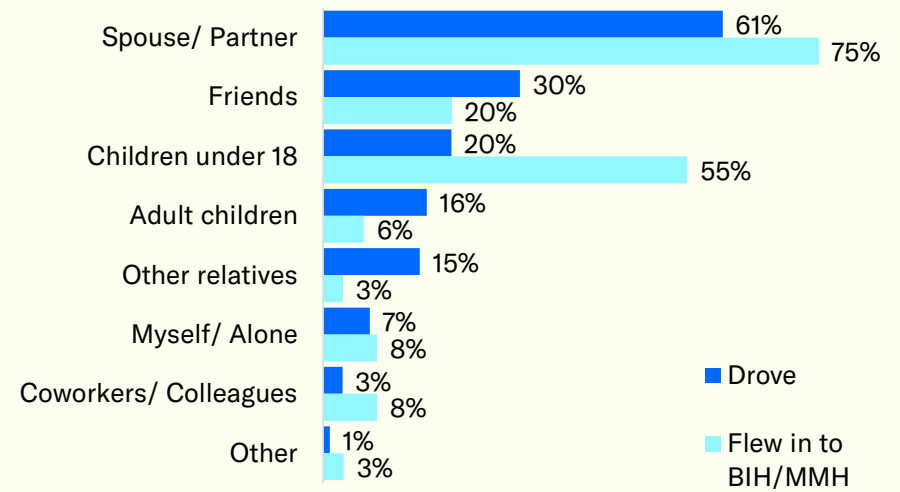
Visitors who flew into Mammoth Lakes were more likely to travel with their spouse/partner and/or children under 18.

Travel Party Composition



Average Party Size	4.2	Average Party Size	3.6
Traveled with a Pet	26%	Traveled with a Pet	27%

Travel Party Composition



Average Party Size	3.6	Average Party Size	3.3
Traveled with a Pet	25%	Traveled with a Pet	34%

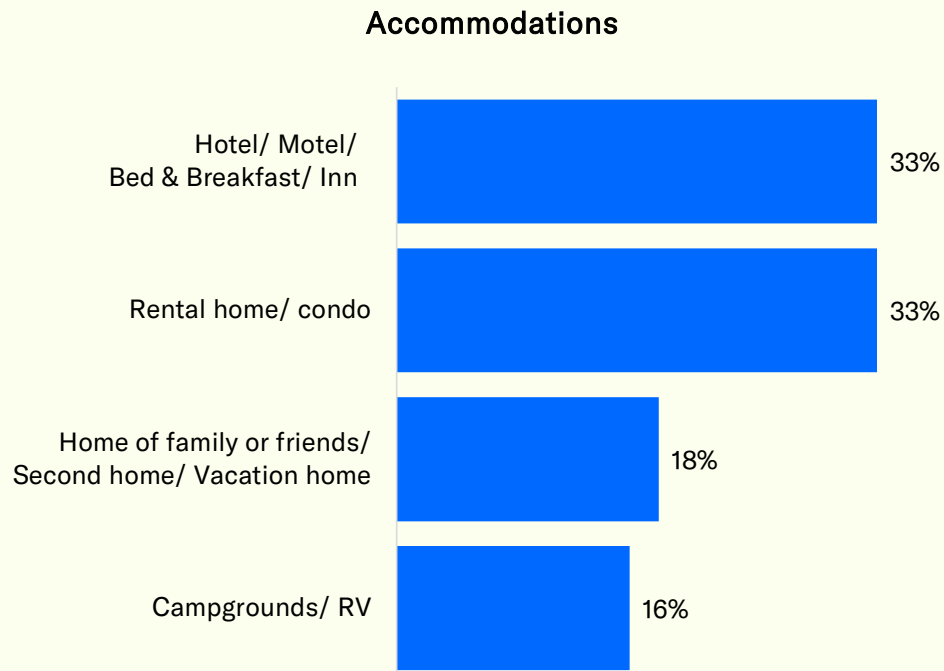
Question: Including yourself, how many people were in your travel party on your most recent visit to Mammoth Lakes?.

Question: Including yourself, who did you travel with on your most recent visit to Mammoth Lakes?

Question: Did you travel with a pet on your most recent visit to Mammoth Lakes?

Base sizes: Cold Weather Visitors (249-251); Warm Weather Visitors (627-634); Drove (705-708); Flew into BIH/MMH (35-36).

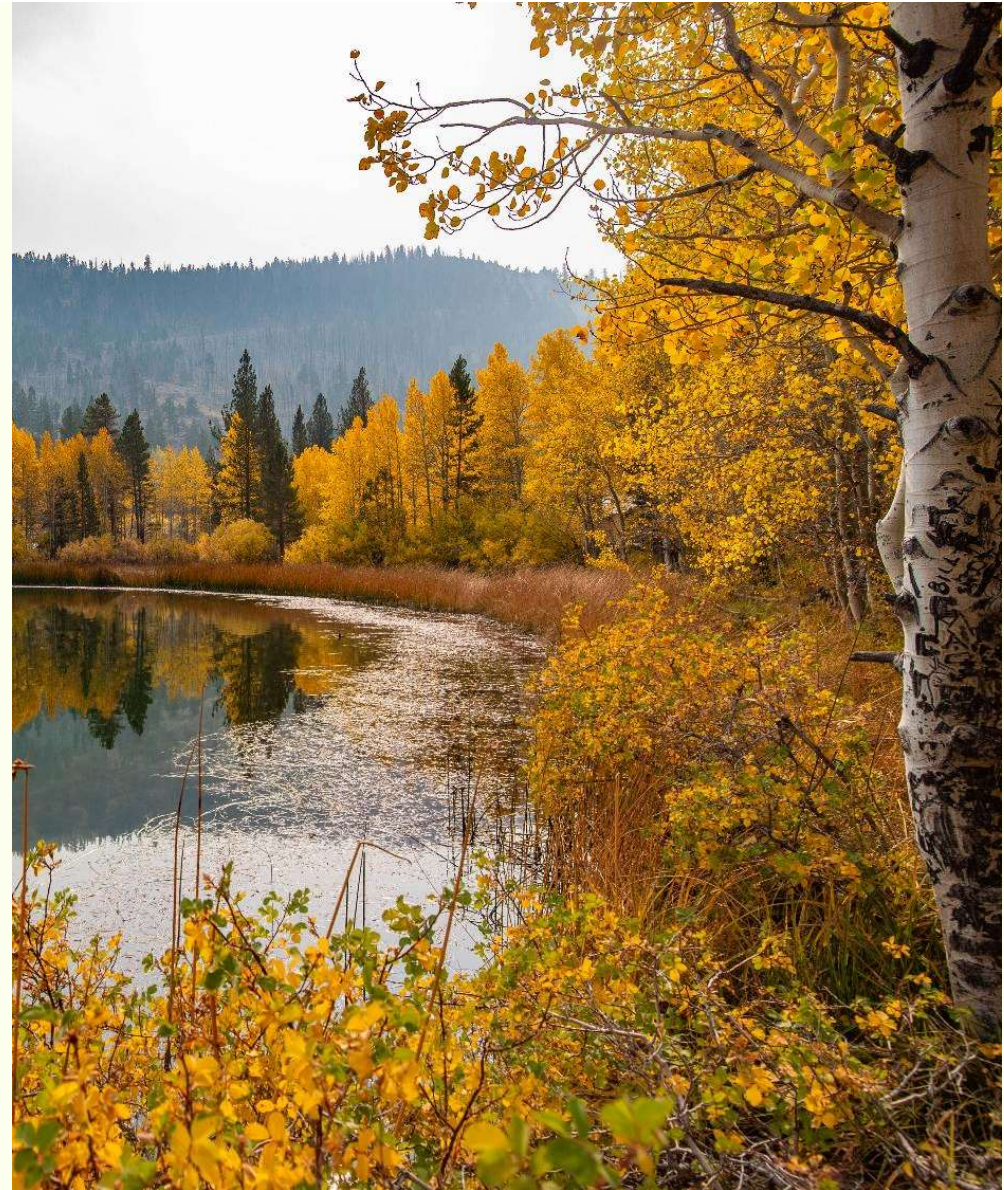
# Most visitors stayed in a hotel/motel or rental home/condo



Question: What type of lodging/accommodations did you stay in on your last overnight trip to Mammoth Lakes?

Base size: Total (868).

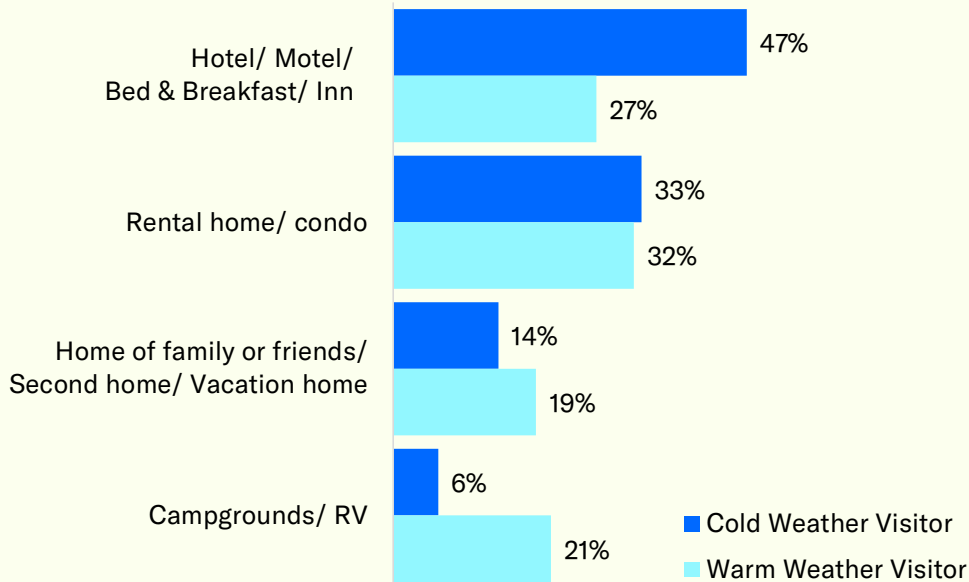
**Future Partners** Total Visitors



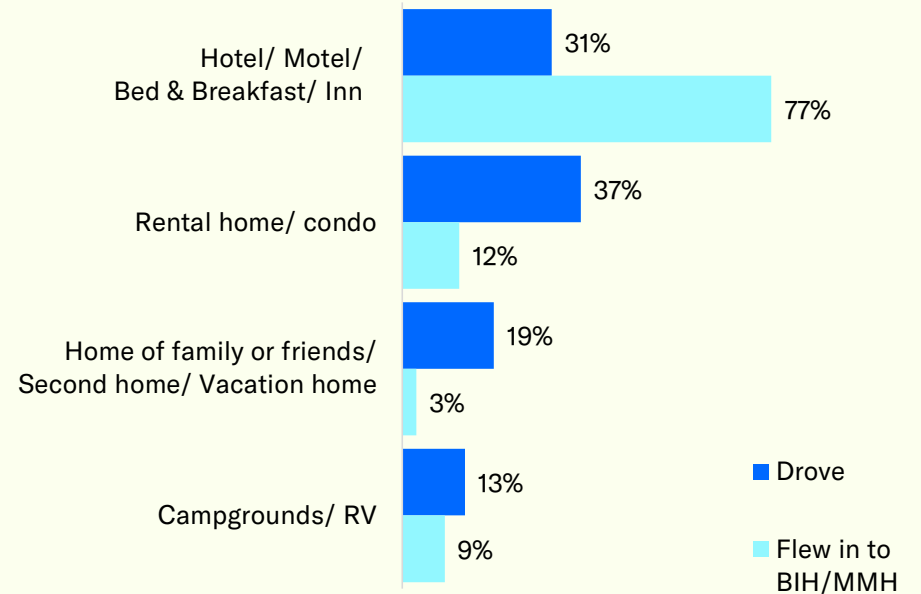
# Cold weather visitors are more likely to stay in a hotel/motel while warm weather visitors are more likely to stay in a campground.

Visitors who flew into Mammoth Lakes were far more likely to stay in a hotel.

Accommodations



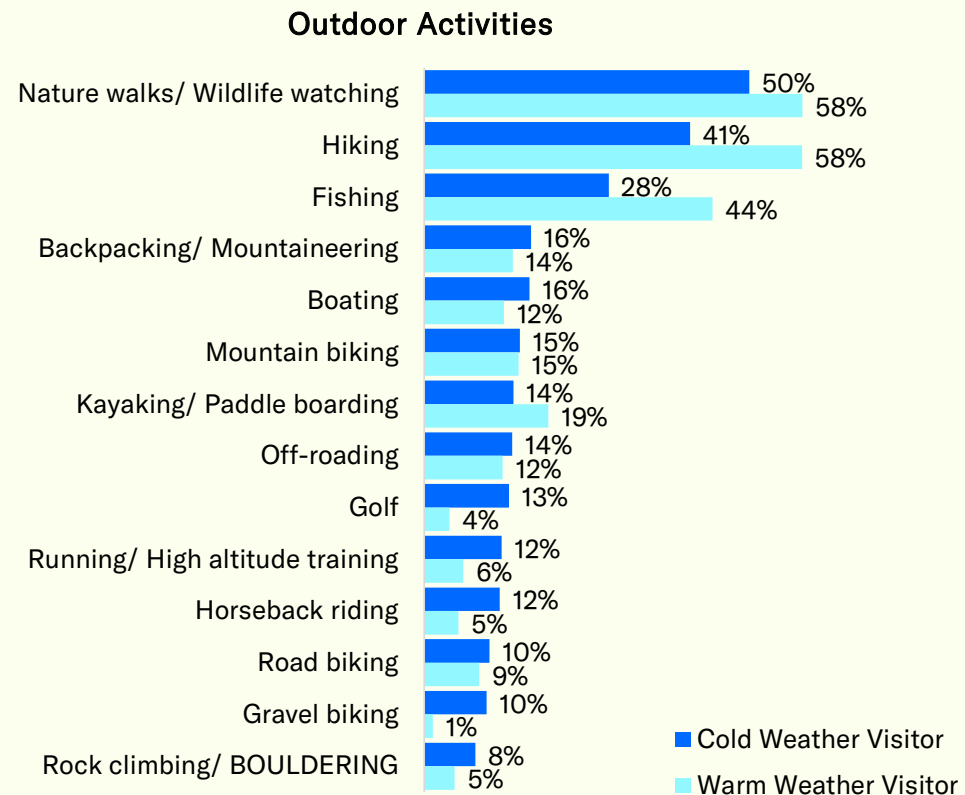
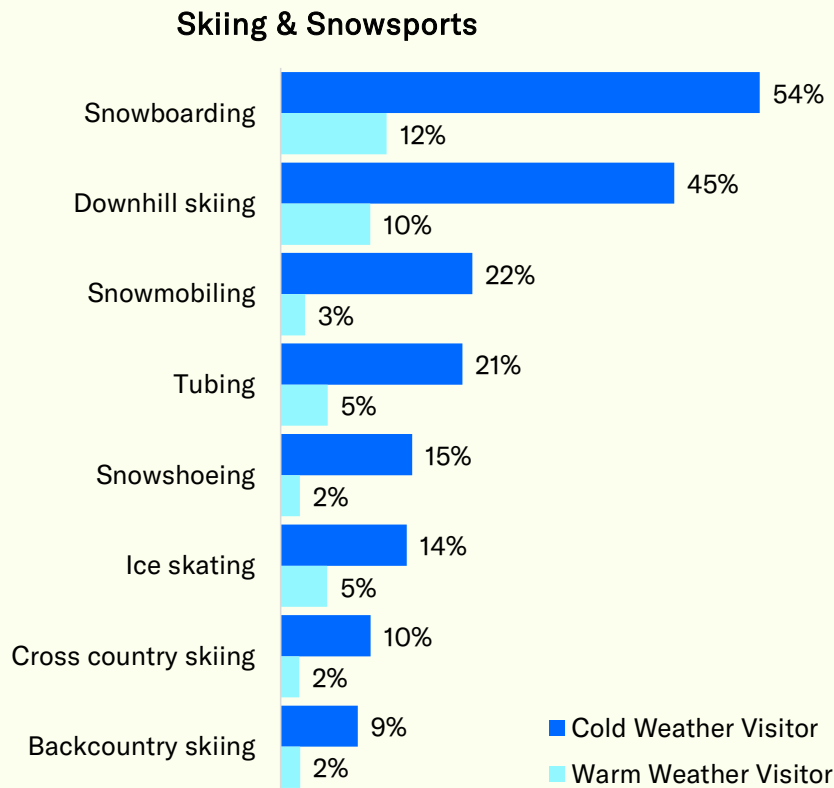
Accommodations



Question: What type of lodging/accommodations did you stay in on your last overnight trip to Mammoth Lakes?

Base sizes: Cold Weather Visitors (249); Warm Weather Visitors (619); Drove (696); Flew into BIH/MMH (36).

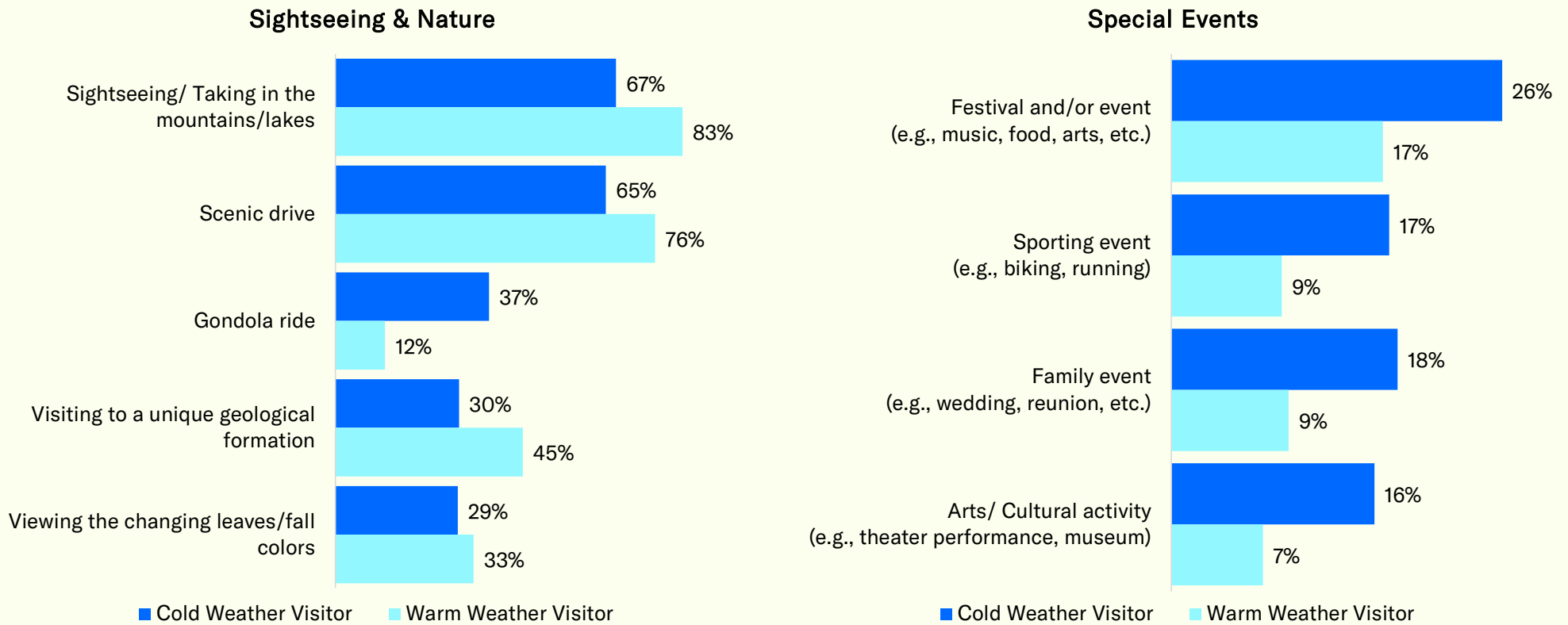
# Cold weather visitors were more likely to snowboard or ski, while warm weather visitors were more likely to take nature walks or hike.



Question: Which, if any, of the following activities did you, or members of your travel party, participate in during your most recent visit to Mammoth Lakes?

Base sizes: Cold Weather Visitors (251); Warm Weather Visitors (634).

# Cold weather visitors were more likely to attend an event, while warm weather visitors were more likely to sightsee/enjoy nature.



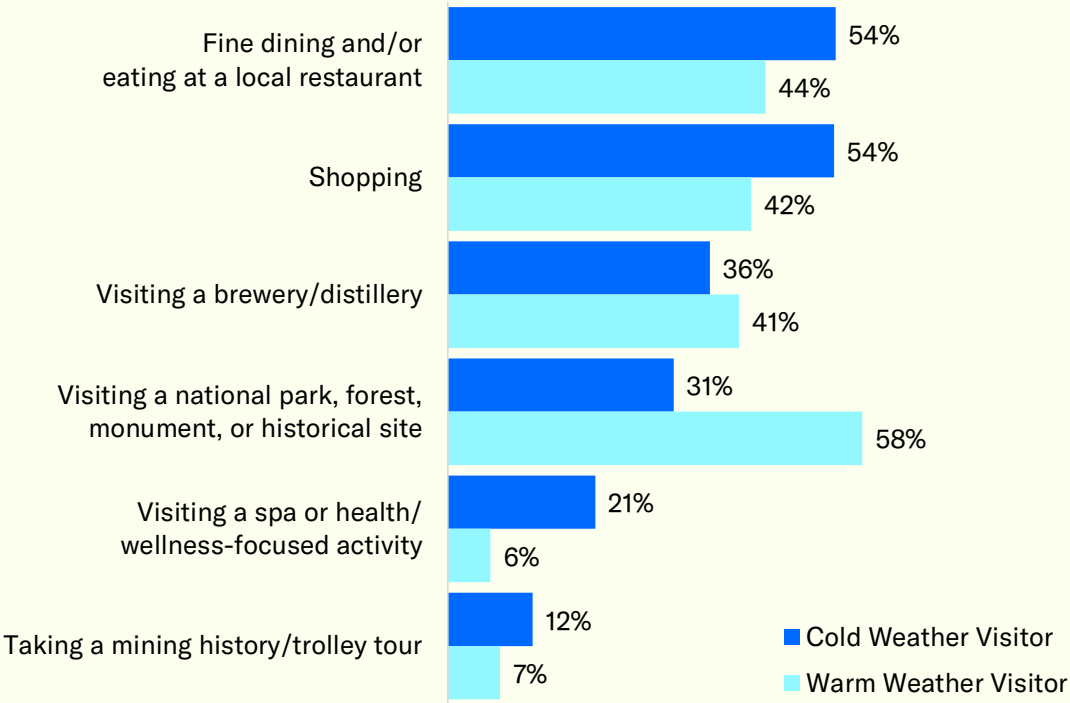
Question: Which, if any, of the following activities did you, or members of your travel party, participate in during your most recent visit to Mammoth Lakes?

Base sizes: Cold Weather Visitors (251); Warm Weather Visitors (634).

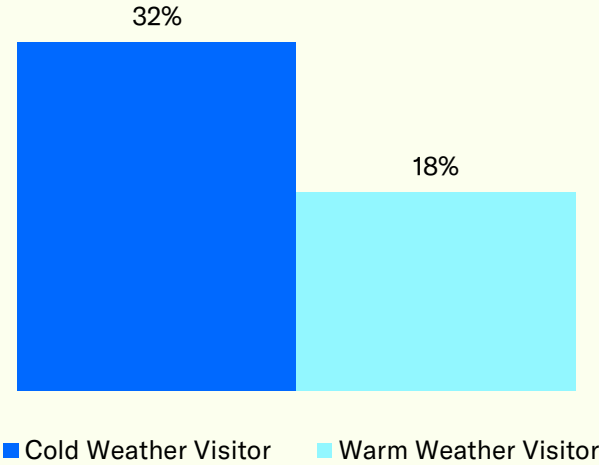
# Warm weather visitors were more likely to go to a national park or historical site.

Unsurprisingly, more cold weather visitors purchased an IKON ski pass compared to warm weather visitors.

Other Activities



Purchased IKON Ski Pass



Question: Which, if any, of the following activities did you, or members of your travel party, participate in during your most recent visit to Mammoth Lakes?  
 Question: Have you purchased an IKON Ski Season Pass in the PAST TWO (2) YEARS?  
 Base sizes: Cold Weather Visitors (246-251); Warm Weather Visitors (630-634)

# Overall, visitors are very satisfied with the different aspects of Mammoth Lakes.

Visitors are most dissatisfied with the high-end offerings and/or nightlife scene in Mammoth Lakes.

Satisfaction with Mammoth Lakes					
	Total	Cold Weather	Warm Weather	Drove	Flew into BIH/MMH
Ease of getting around	83%	78%	84%	84%	76%
Welcoming/ Hospitable	82%	77%	83%	85%	90%
Overall cleanliness	81%	80%	82%	84%	86%
Ease of getting to/from the area	80%	79%	80%	82%	85%
Casual dining options	73%	68%	75%	77%	85%
Variety of accommodations	73%	72%	74%	76%	75%
Parking	70%	64%	72%	71%	76%
Value for the money	68%	63%	70%	68%	73%
Traffic	68%	62%	70%	72%	61%
Accessibility for everyone	62%	64%	62%	62%	81%
Wait times for dining	62%	58%	64%	63%	67%
Amount of public restrooms	60%	68%	57%	59%	79%
Sustainability efforts	58%	59%	58%	58%	81%
Inclusivity	58%	63%	56%	58%	80%
High-end/ Luxury accommodations	38%	55%	33%	37%	85%
High-end dining options	36%	48%	32%	34%	82%
Nightlife scene	32%	40%	30%	29%	65%

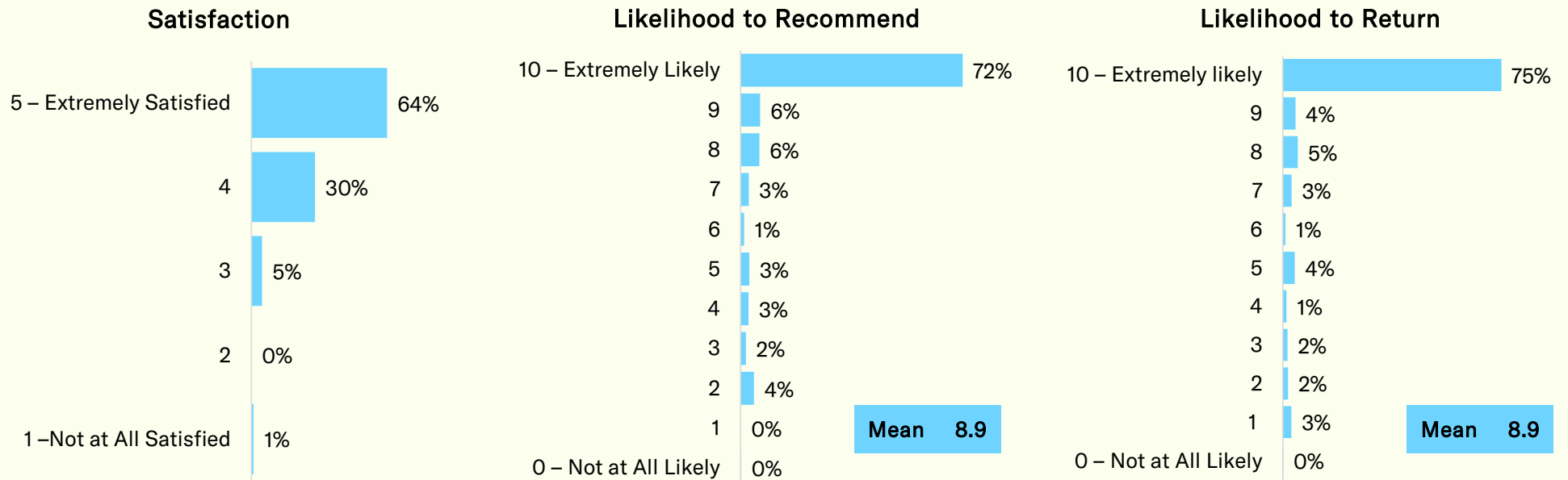
Question: Please rate how satisfied you are with the following as they relate to your most recent trip to Mammoth Lakes. Base size 760 and 885.

Base sizes: Total (885); Cold Weather Visitors (251); Warm Weather Visitors (634); Drove (709); Flew in BIH/MMH (36).

**Future Partners** Total Visitors | Visitors by Seasonality | Visitors by Travel Type



# Visitors were very satisfied with Mammoth Lakes and are very likely to recommend Mammoth Lakes to friends/family, as well as return to the destination themselves.



Question: How satisfied were you with the overall experience during your most recent trip to Mammoth Lakes?

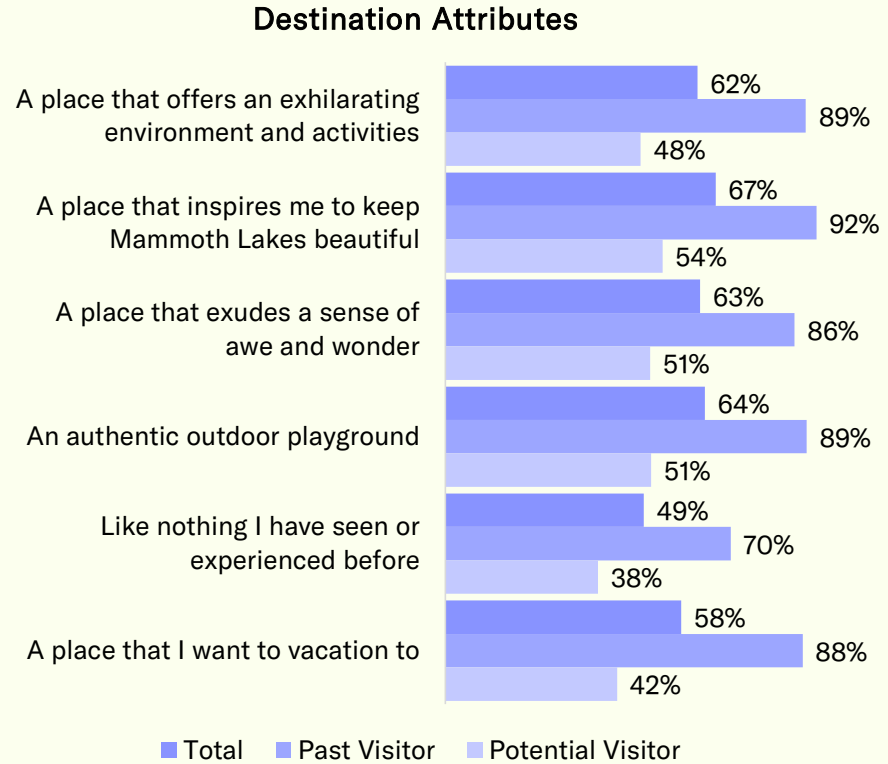
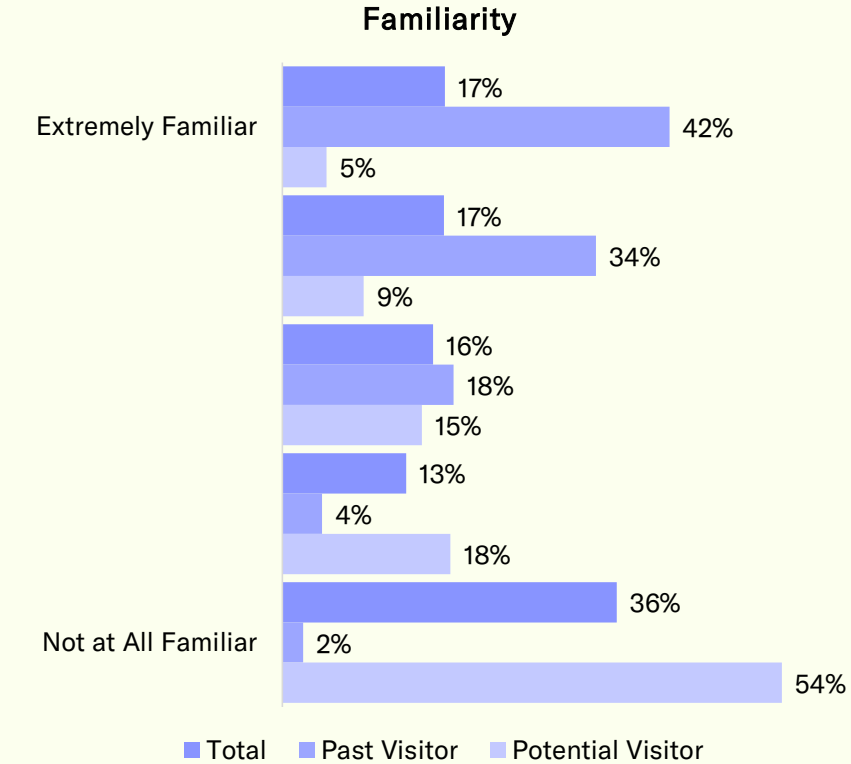
Question: How likely are you to do the following?

Base size: Total (885).

# **Detailed Findings: Opinion of Mammoth Lakes**

# In general, travelers are not very familiar with Mammoth Lakes.

However, among those who have visited Mammoth Lakes, agreement with key destination marketing attributes is very high.



Question: How familiar are you with Mammoth Lakes, California? .  
 Question: When thinking about Mammoth Lakes, how much do you agree or disagree with the following statements?  
 Base sizes: Total (2965); Past Visitor (885); Non-visitor (2080).

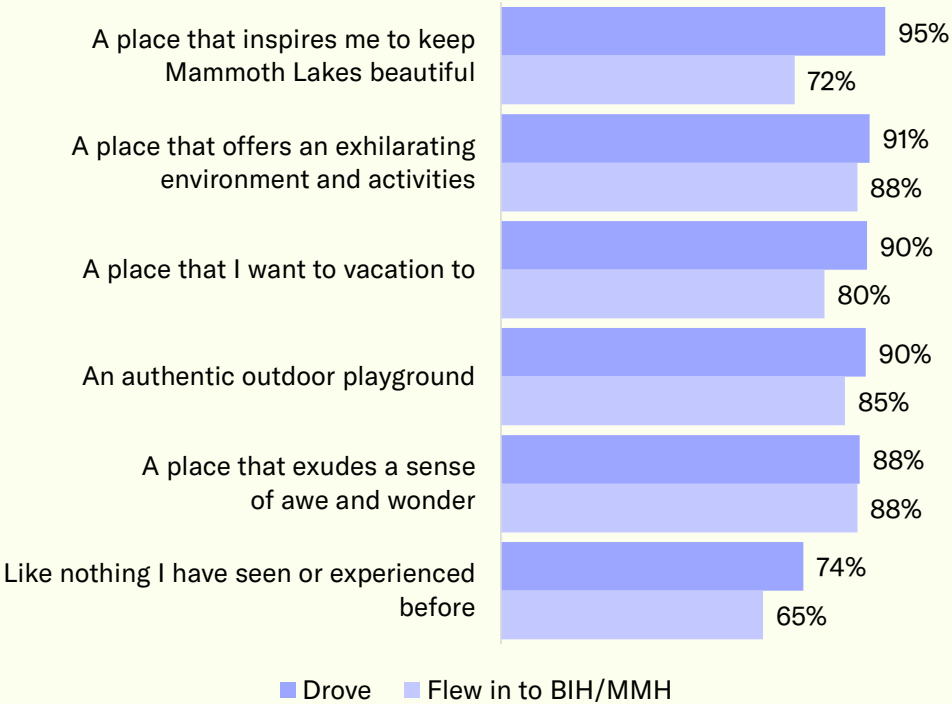
# Warm weather visitors were more likely to agree that Mammoth Lakes “exudes a sense of awe and wonder”.

Visitors who flew into Mammoth Lakes were more likely to agree that the destination “inspires me to keep Mammoth Lakes beautiful”.

Destination Attributes



Destination Attributes

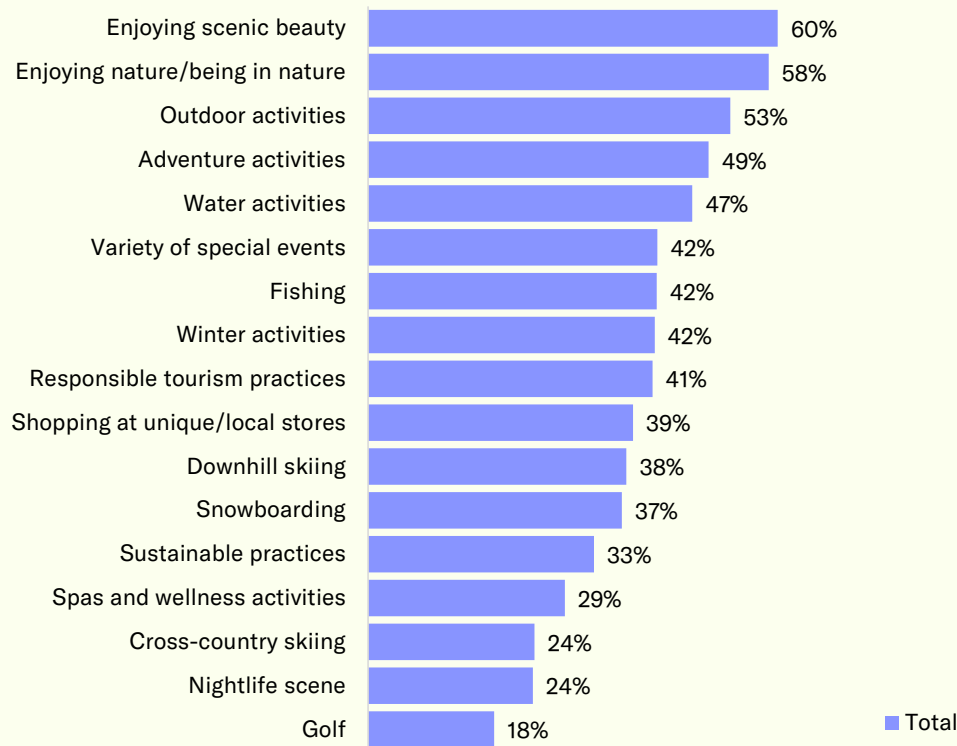


Question: When thinking about Mammoth Lakes, how much do you agree or disagree with the following statements?  
 Base sizes: Cold Weather Visitors (251); Warm Weather Visitors (634); Drove (709); Flew into BIH/MMH (36).

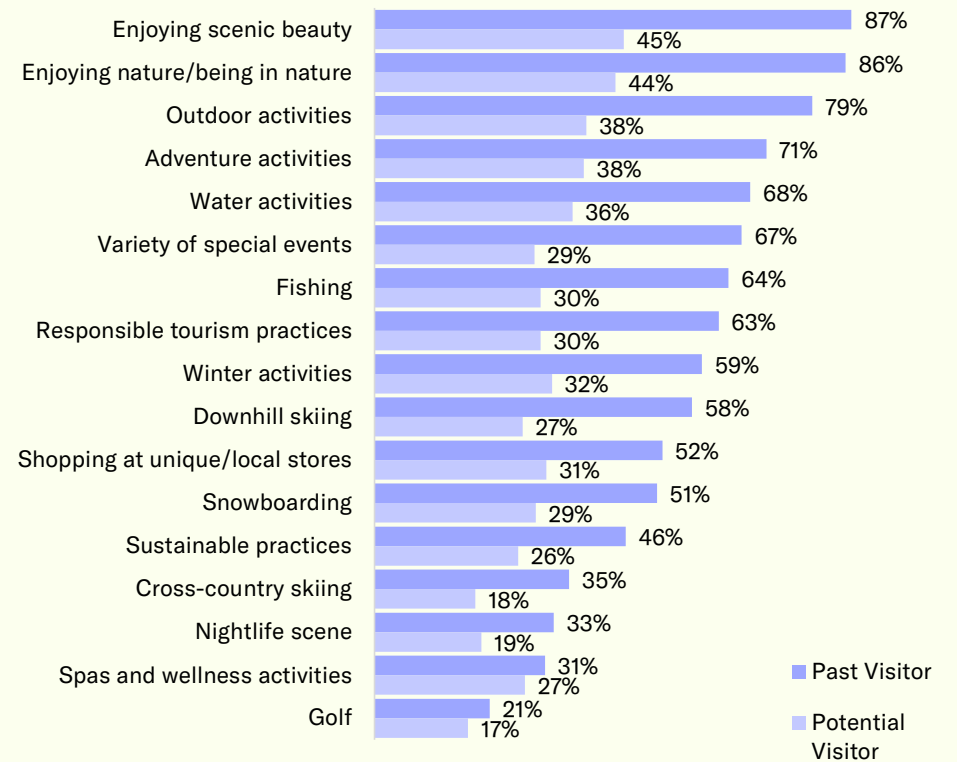
# Scenic beauty, nature, and outdoor activities were all highly rated.

Almost all activities/attractions are rated as more important by past visitors compared to non-visitors.

### Importance of Activity/Attraction in Mammoth Lakes



### Importance of Activity/Attraction in Mammoth Lakes



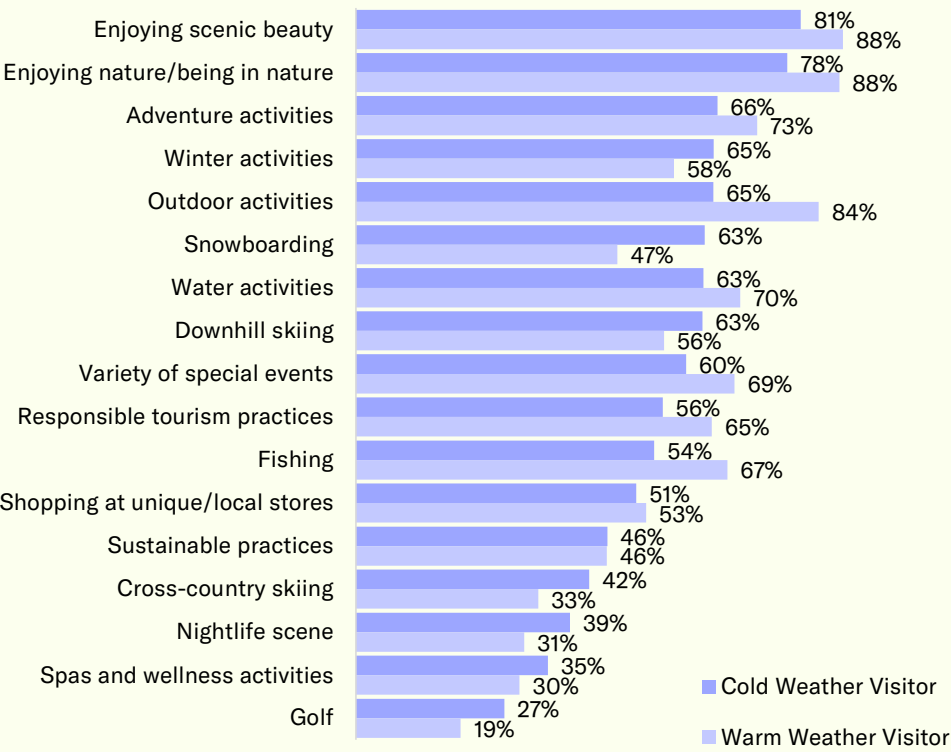
Question: How would you rate Mammoth Lakes on each of the following...?

Base sizes: Total (2965); Past Visitor (885); Non-visitor (2080).

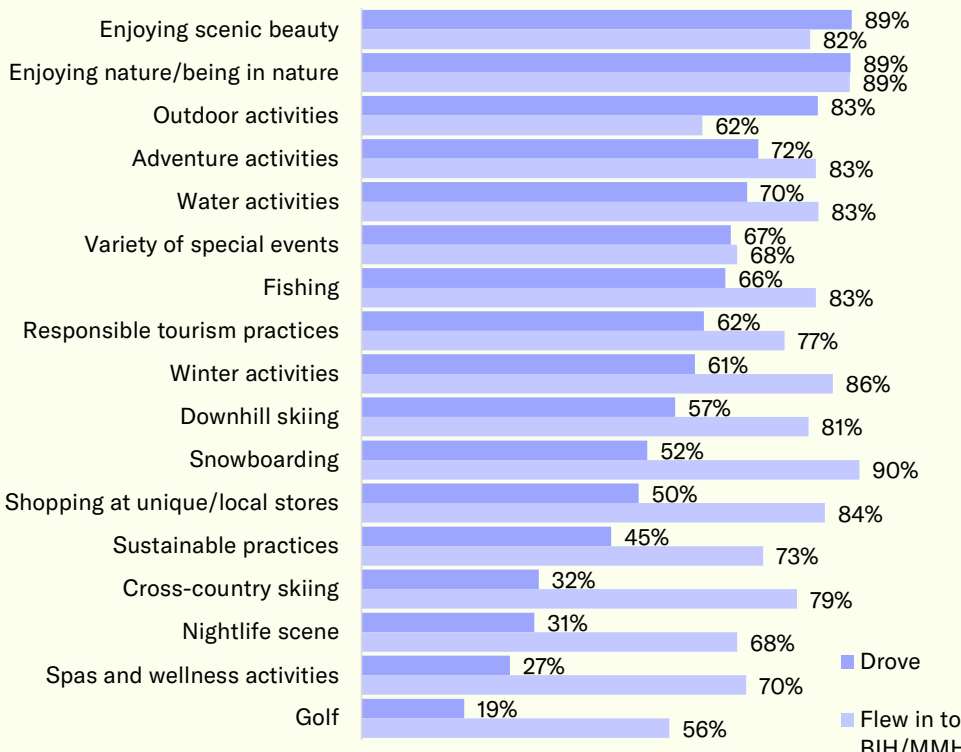
# Warm weather visitors were more likely to rate Mammoth Lakes high for its nature, outdoor activities, and fishing as important.

Visitors who flew into Mammoth Lakes were more likely to rate the destination high for its adventure activities, winter activities, and many others.

Importance of Activity/Attraction in Mammoth Lakes



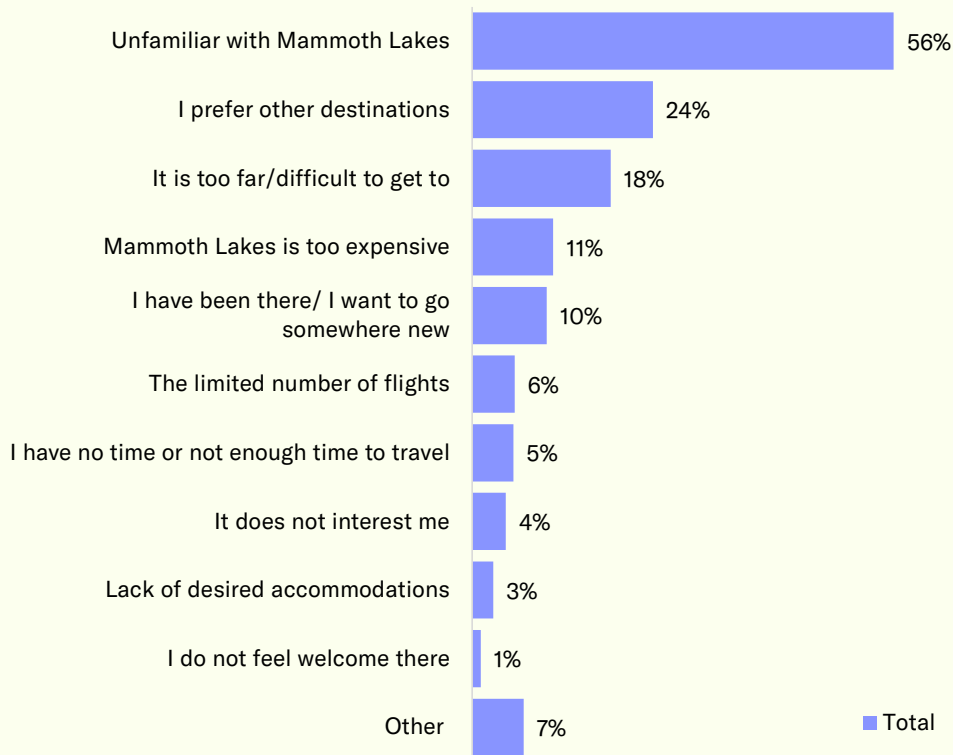
Importance of Activity/Attraction in Mammoth Lakes



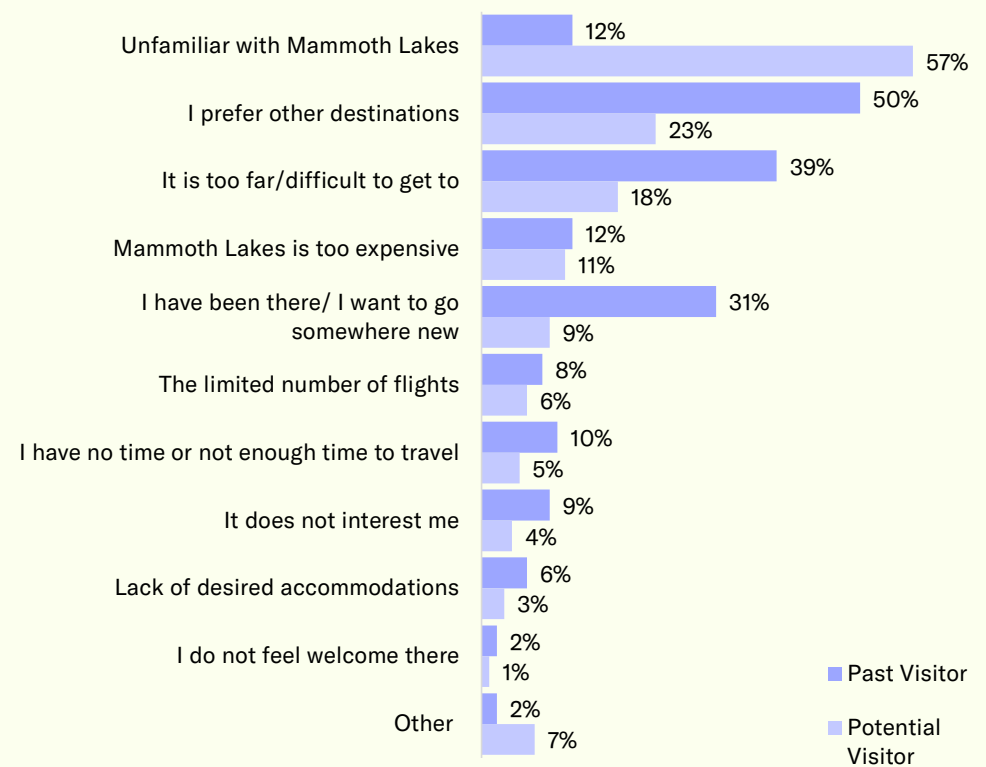
Question: How would you rate Mammoth Lakes on each of the following...?  
 Base sizes: Cold Weather Visitors (251); Warm Weather Visitors (634); Drove (709); Flew into BIH/MMH (36).

# Among those unlikely to visit Mammoth Lakes in the next two years, most will not because they are unfamiliar with the destination.

Reasons Unlikely to Visit Mammoth Lakes



Reasons Unlikely to Visit Mammoth Lakes



Question: Previously, you mentioned that you are UNLIKLEY TO VISIT Mammoth Lakes as part of leisure trip in the NEXT TWO (2) YEARS. From the list below, please select why you are unlikely to visit Mammoth Lakes.

Base sizes: Total (2141); Past Visitor (61); Non-visitor (2080).

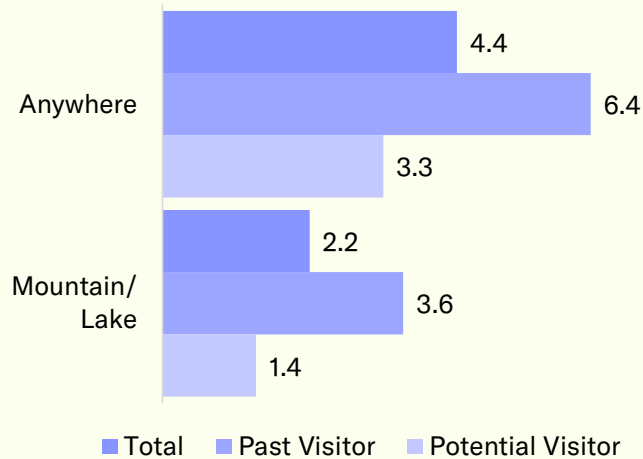
# **Detailed Findings: Travel Behavior & Motivation**



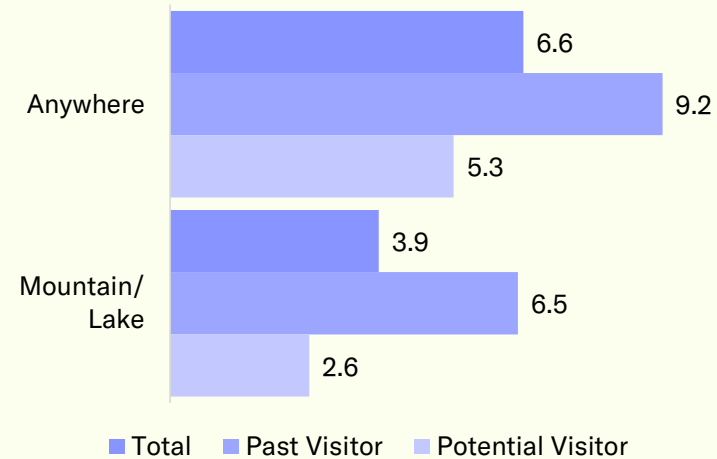
# Travelers have taken an average of 4.4 trips in the past 12 months with another 6.6 trips planned for the next two (2) years.

Past visitors are far more likely than non-visitors to have taken a trip and/or plan to take one.

**Leisure Trips Taken**



**Leisure Trips Planned**



Question: In the past 12 months, how many overnight leisure trips HAVE YOU TAKEN? .

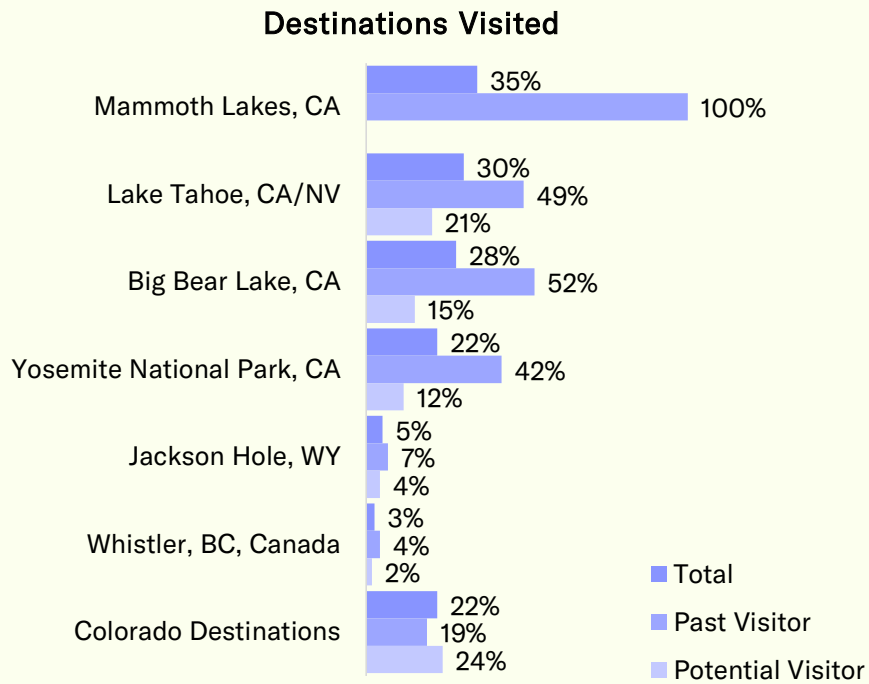
Question: And in the past 12 months, how many overnight leisure trips HAVE YOU TAKEN to a MOUNTAIN OR LAKE destination?

Question: In the next two (2) years, how many overnight leisure trips do you PLAN TO TAKE? .

Question: And in the next two (2) years, how many overnight leisure trips to a MOUNTAIN OR LAKE destination do you PLAN TO TAKE?

Base sizes: Total (2848-2953); Past Visitor (802-874); Non-visitor (2048-2079).

# Aside from Mammoth Lakes, travelers are most likely to have visited Lake Tahoe and Big Bear in the past 12 months.



Question: Which of the following areas have you visited for leisure in the PAST 12 MONTHS?

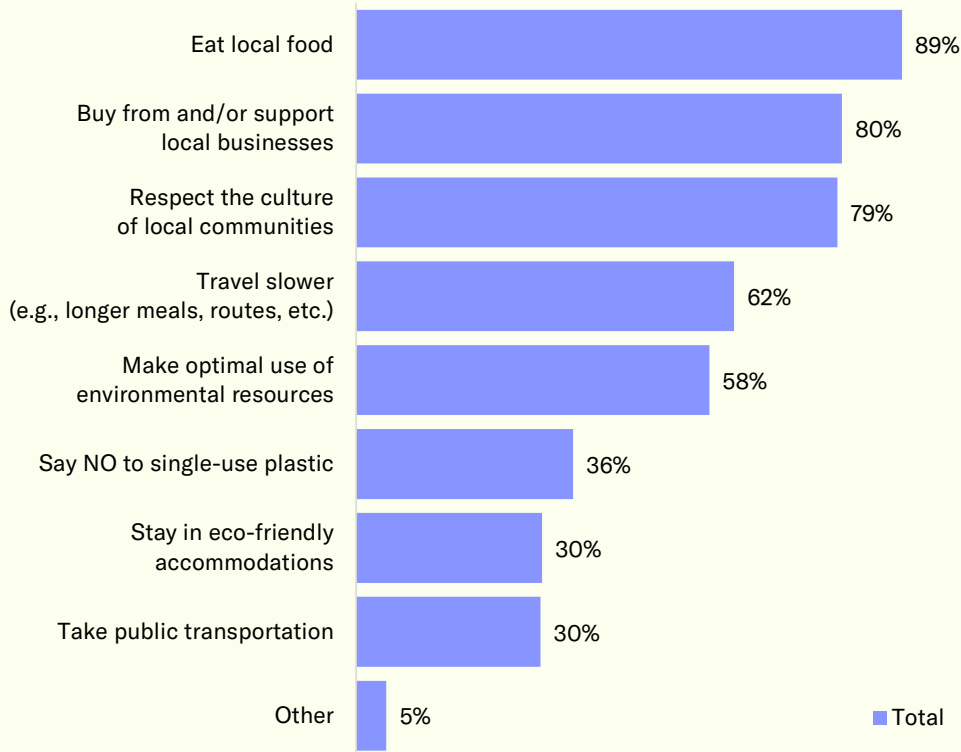
Base sizes: Total (2965); Past Visitor (885); Non-visitor (2080).

**Future Partners** Total Respondents | Respondents by Visitation

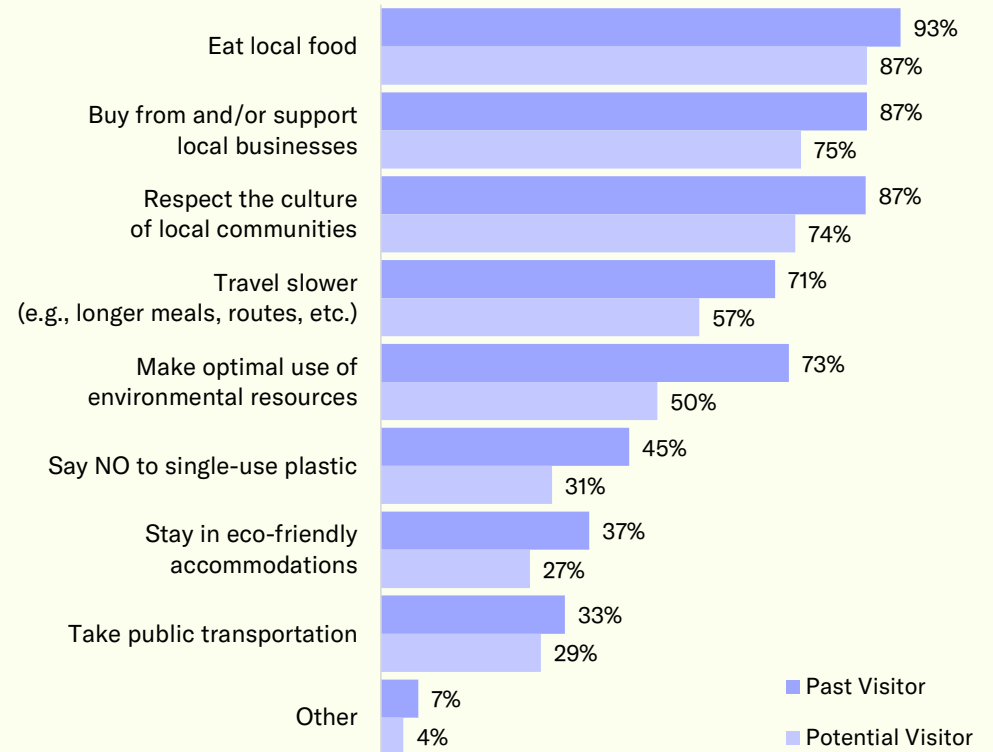


# Travelers participate in a variety of activities while on vacation, most commonly dining/eating and shopping at local businesses.

Actions taken while on Vacation



Actions taken while on Vacation



Question: When visiting a destination for a leisure trip, do you take any of the following actions?

Base sizes: Total (2965); Past Visitor (885); Non-visitor (2080).

# Travelers agree that mountain/lake destinations allow them to be close to nature.

## Agreement regarding Mountain/Lake Destinations

(Allows me to...)



## Agreement regarding Mountain/Lake Destinations

(Allows me to...)



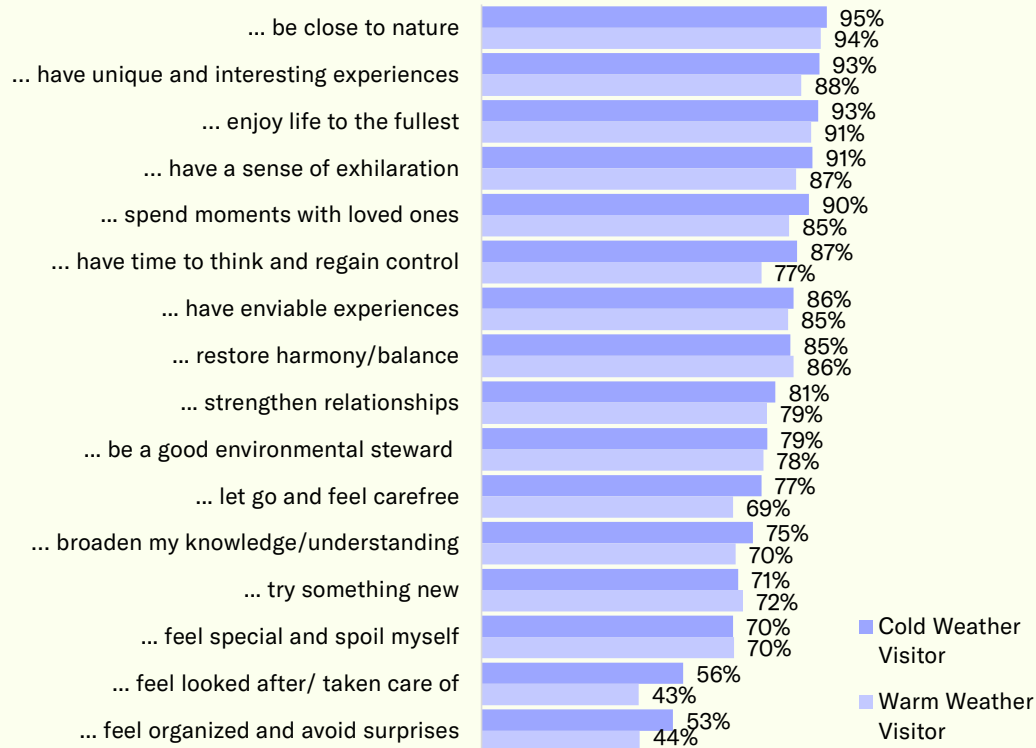
Question: Please select how much do you agree with each of the statements below when selecting a MOUNTAIN OR LAKE destination to visit?

Base sizes: Total (2965); Past Visitor (885); Non-visitor (2080).

# There is little differentiation between visitors by seasonality or arrival type regarding agreement with mountain/lake attributes.

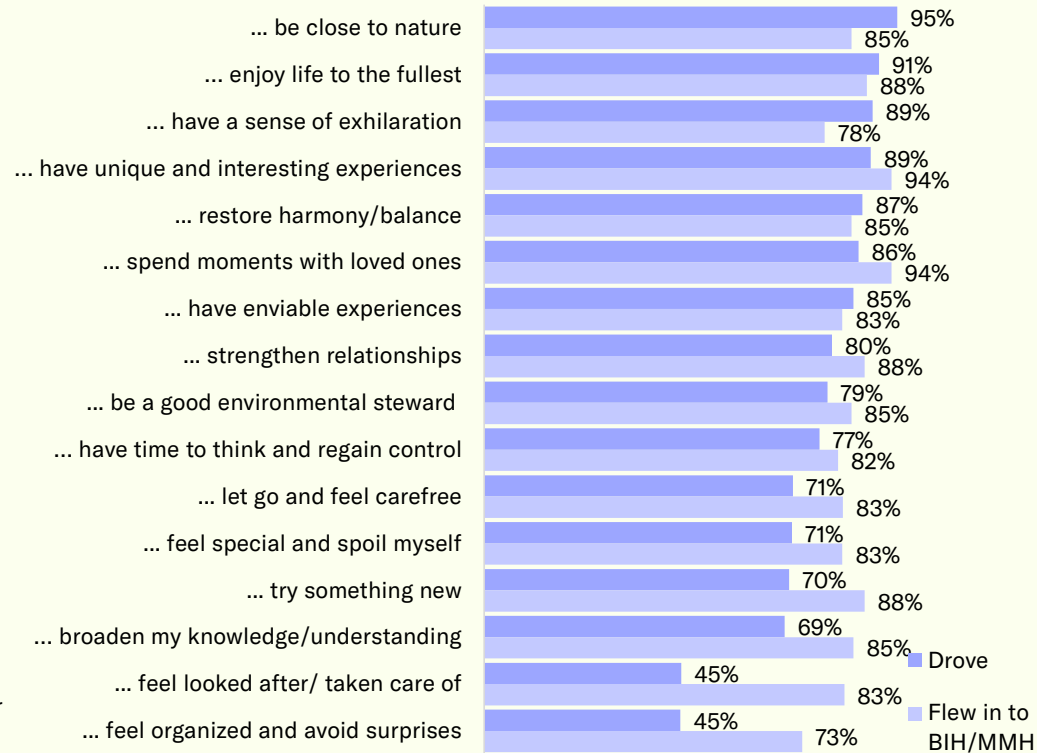
Agreement regarding Mountain/Lake Destinations

(Allows me to...)



Agreement regarding Mountain/Lake Destinations

(Allows me to...)

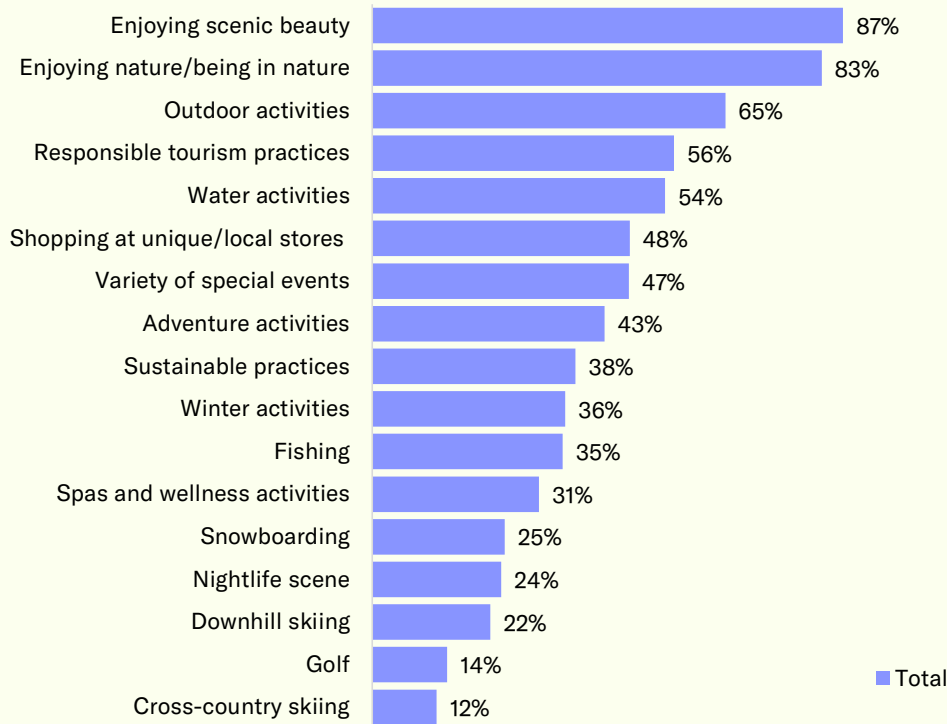


Question: Please select how much you agree with each of the statements below when selecting a MOUNTAIN OR LAKE destination to visit?

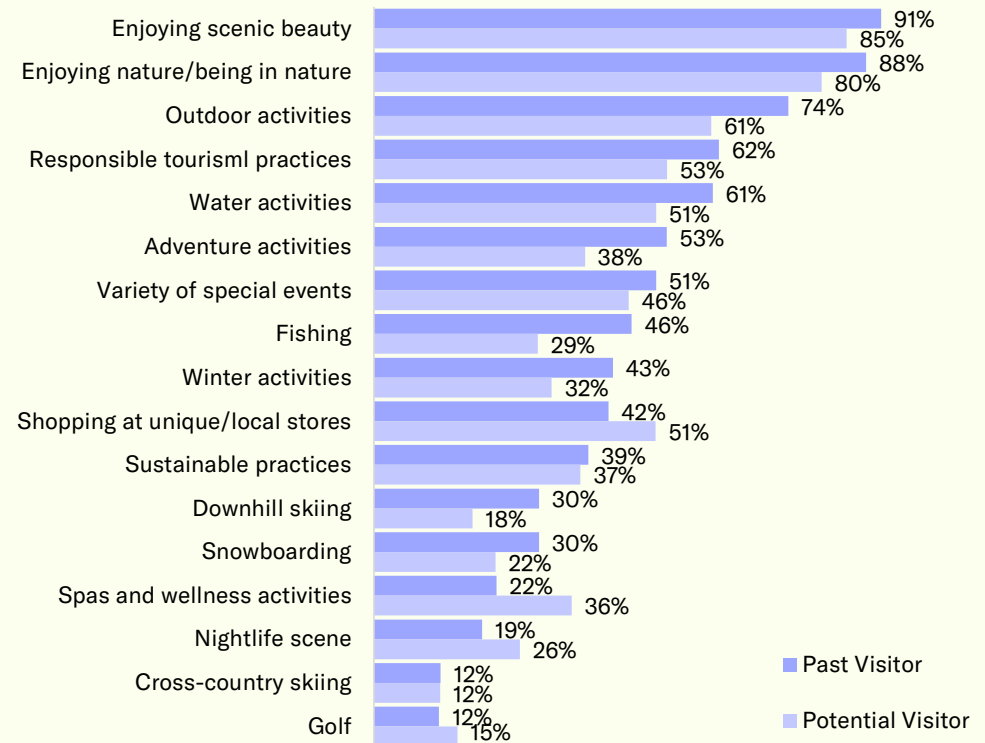
Base sizes: Cold Weather Visitors (251); Warm Weather Visitors (634); Drove (709); Flew into BIH/MMH (36).

# Travelers find scenic beauty, nature, and outdoor activities important when selecting a mountain/lake destinations.

## Importance of Mountain/Lake Destination Attributes



## Importance of Mountain/Lake Destination Attributes

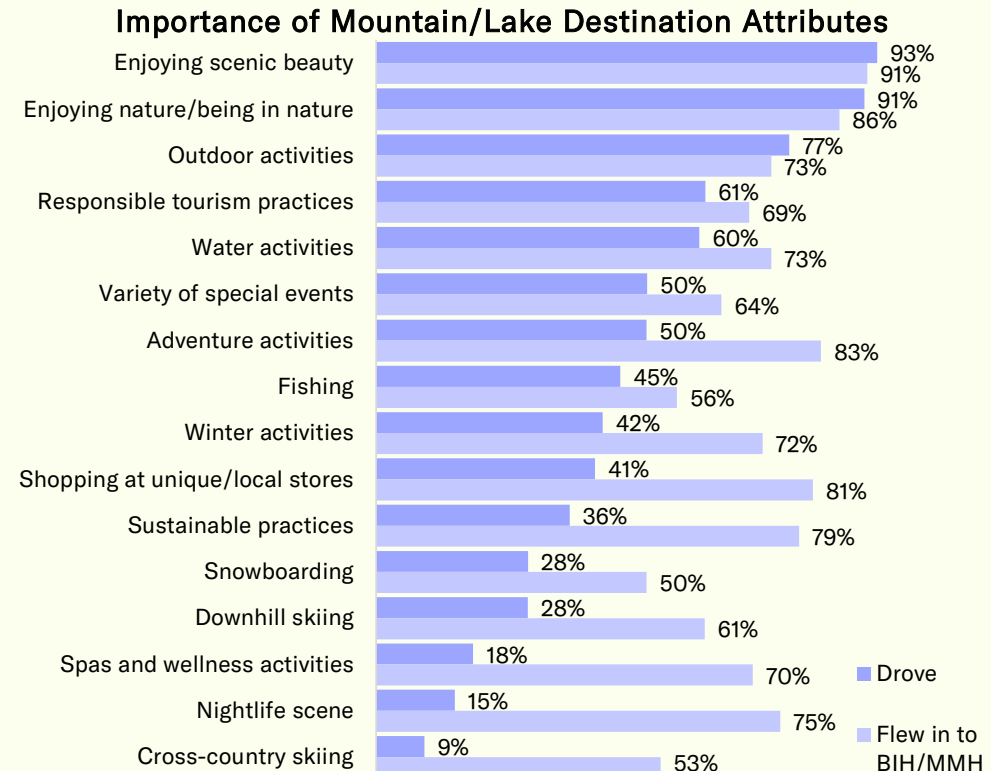
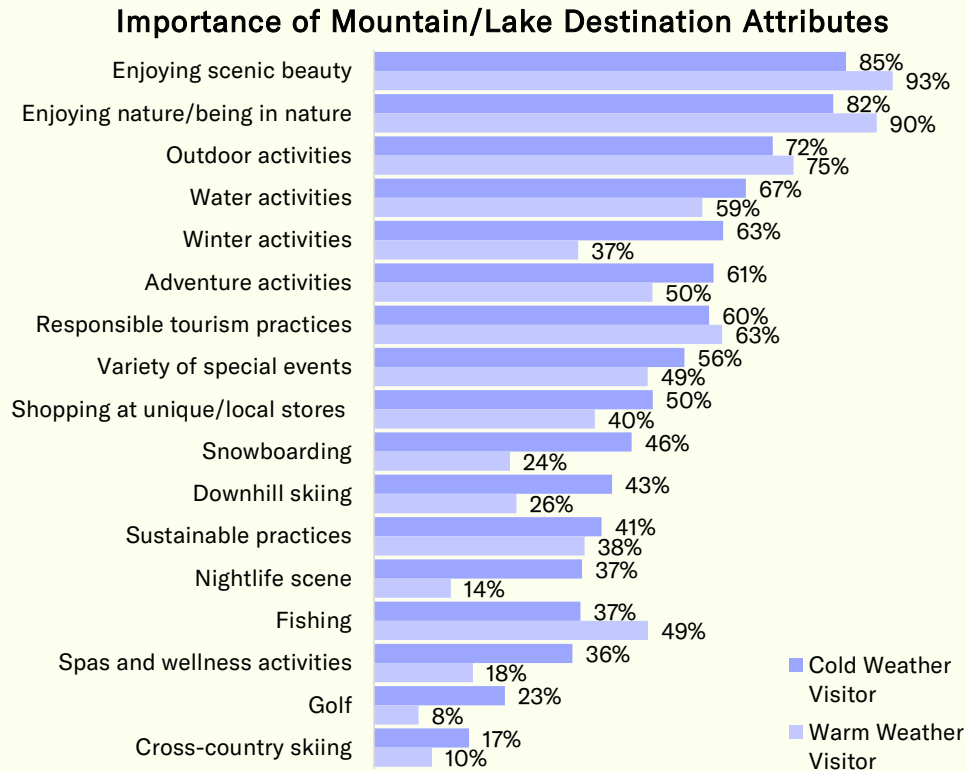


Question: Please select how much do you agree with each of the statements below when selecting a MOUNTAIN OR LAKE destination to visit?

Base sizes: Total (2965); Past Visitor (885); Non-visitor (2080).

# Cold weather visitors are more likely to find winter activities, snowboard, skiing, and nightlife to be important.

Visitors who flew into Mammoth Lakes are more likely to find water activities, adventure activities, shopping, and other activities to be important.



Question: Please select how much do you agree with each of the statements below when selecting a MOUNTAIN OR LAKE destination to visit?

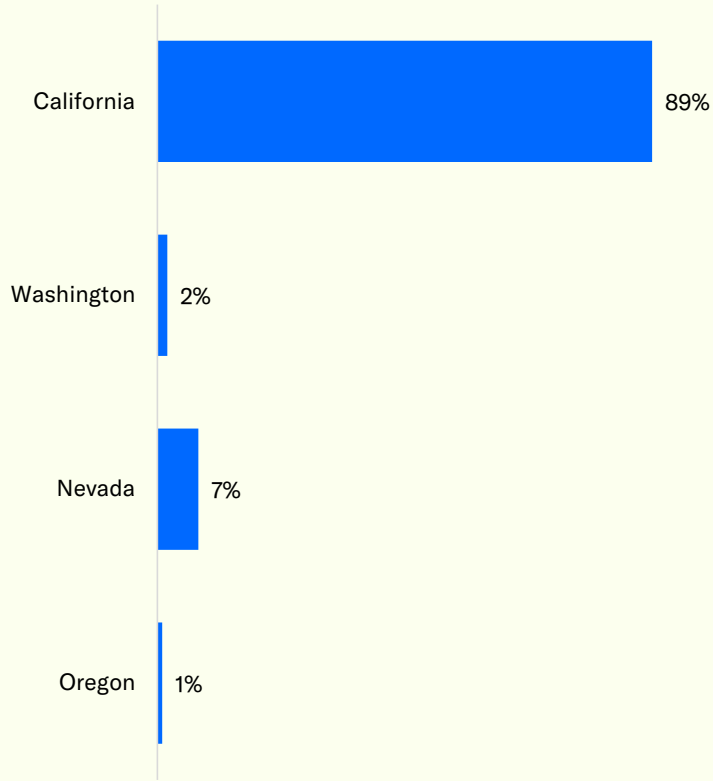
Base sizes: Cold Weather Visitors (251); Warm Weather Visitors (634); Drove (709); Flew into BIH/MMH (36).

# Appendix: Origin & Demographics

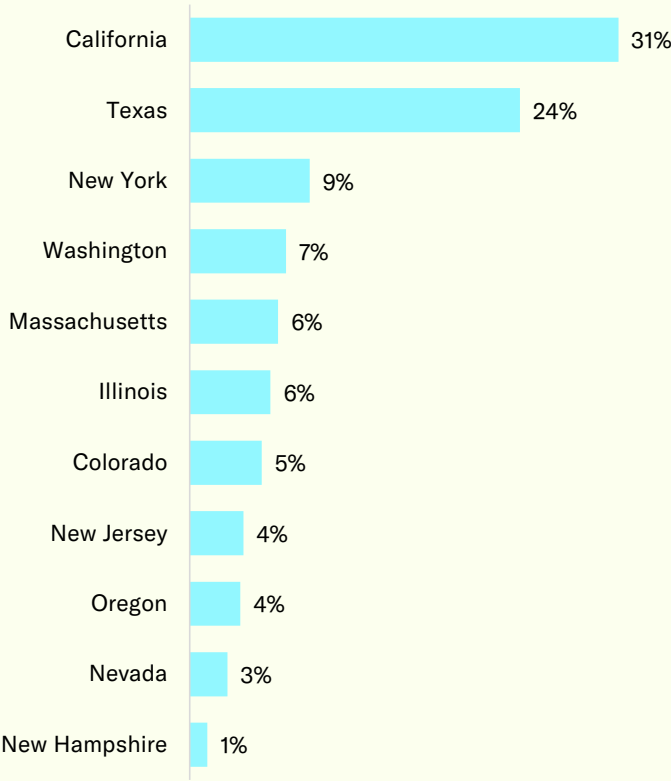


# Origin State

Top U.S. Origin States - Past Visitor

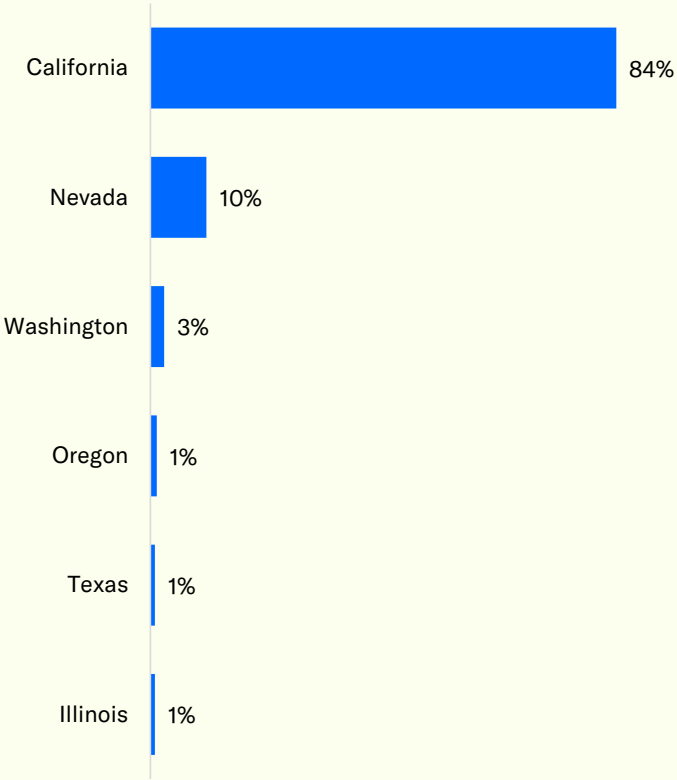


Top U.S. Origin States - Potential Visitor

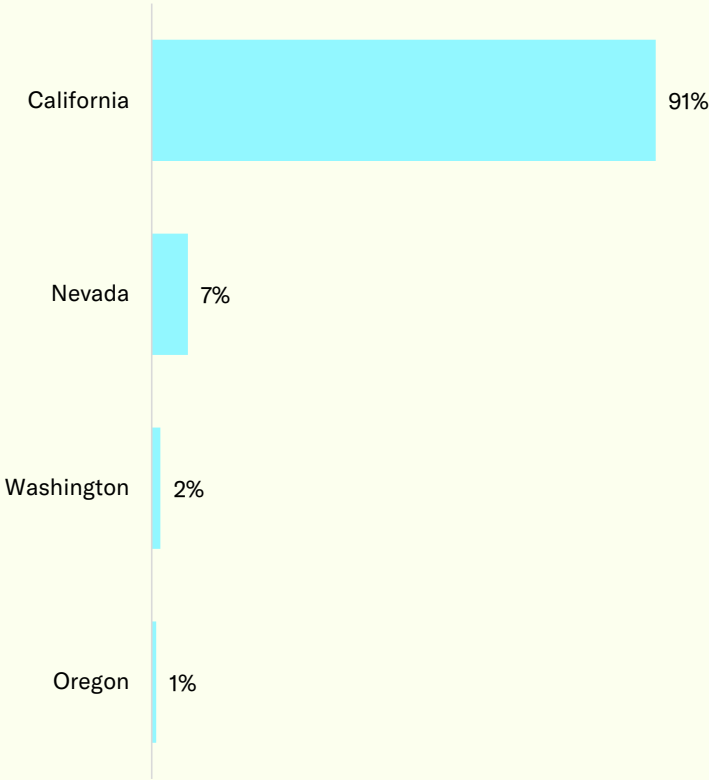


# Origin State

Top U.S. Origin States - Cold Weather Visitor

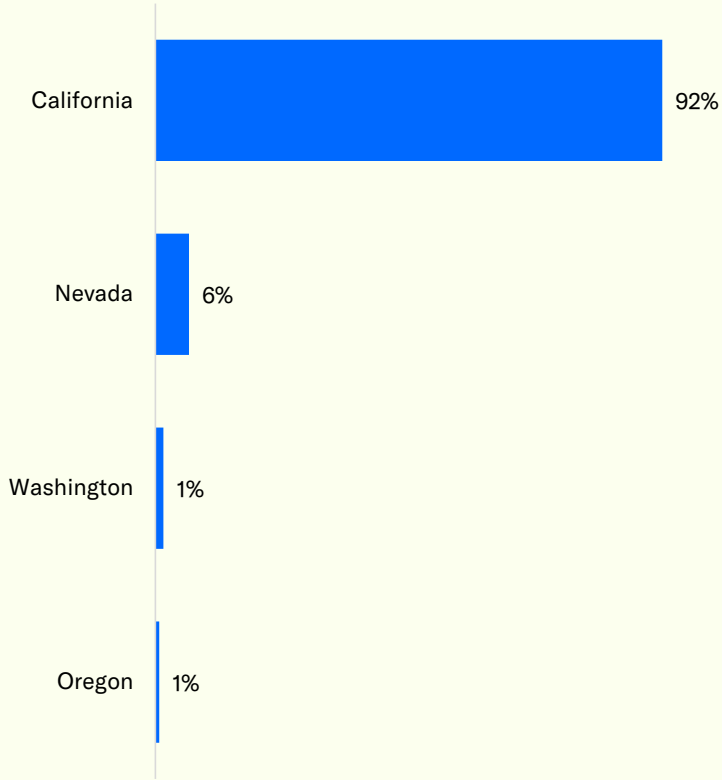


Top U.S. Origin States - Warm Weather Visitor

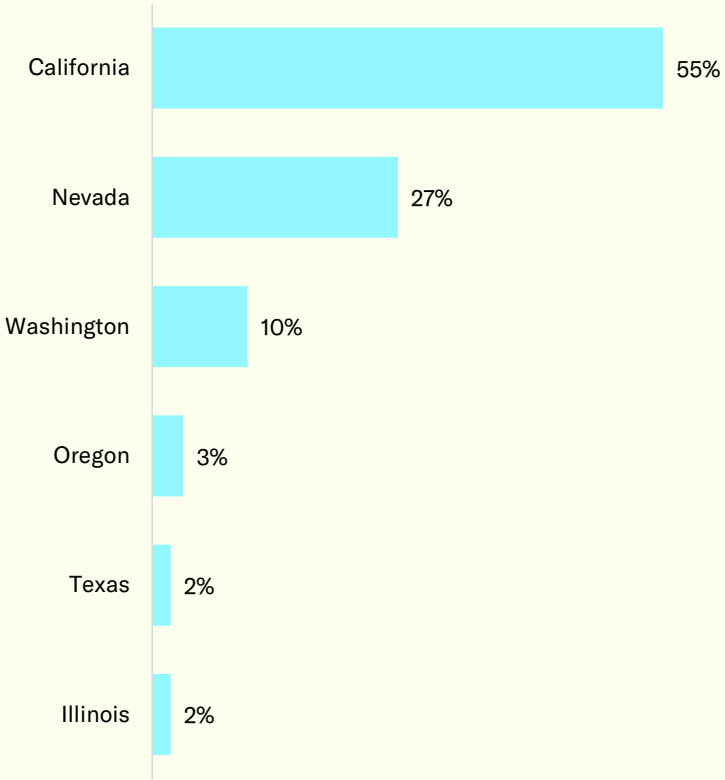


# Origin State

Top U.S. Origin States - Drove

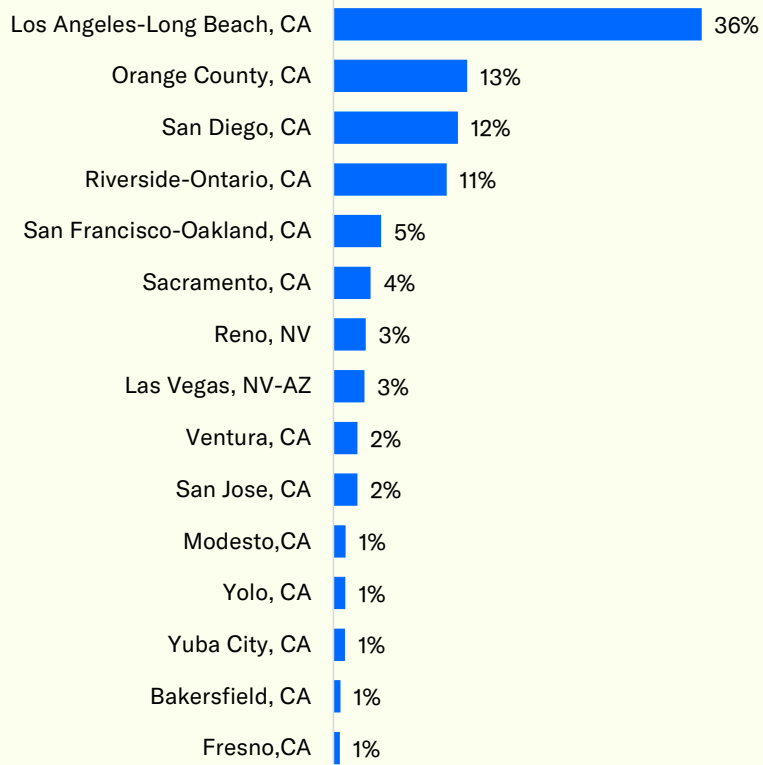


Top U.S. Origin States - Flew into BIH/MMH

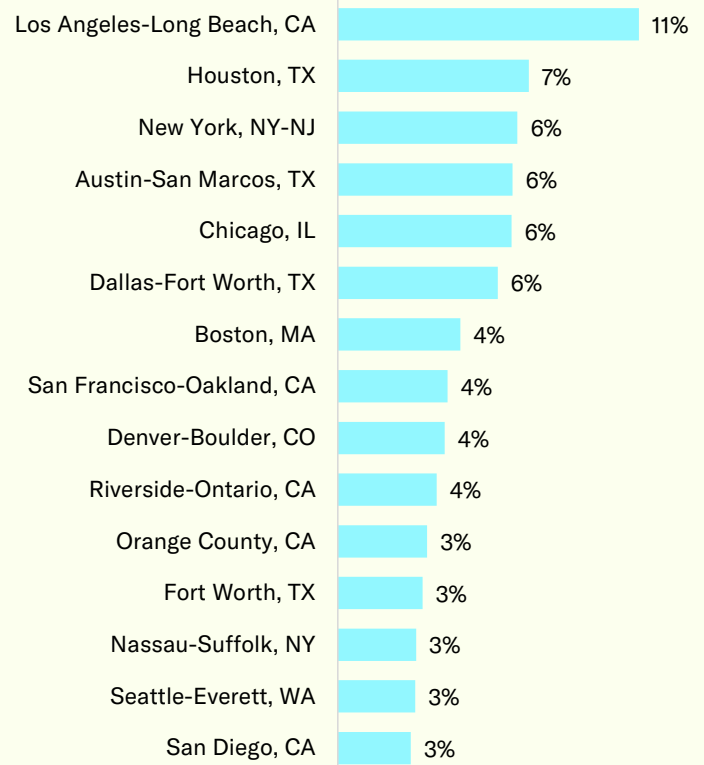


# Origin DMA

Top Origin DMAs - Past Visitor

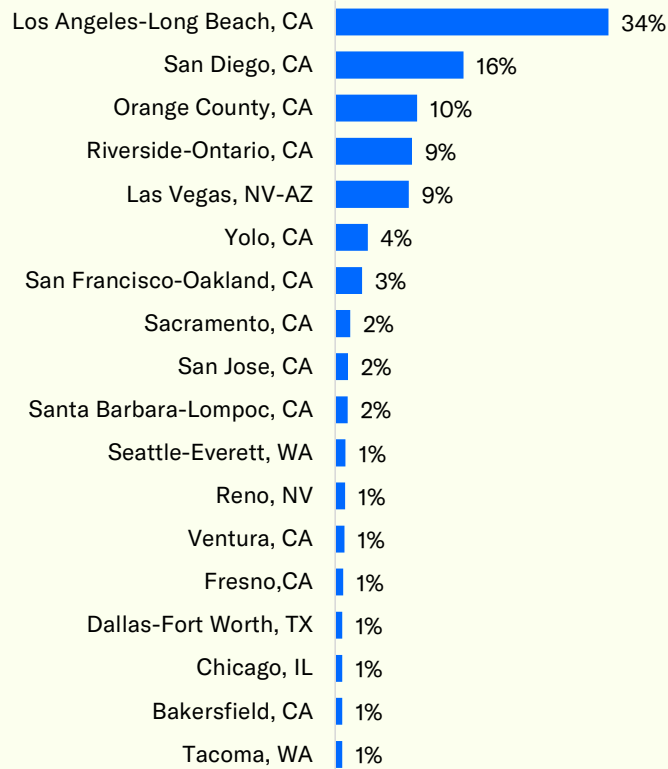


Top Origin DMAs - Potential Visitor

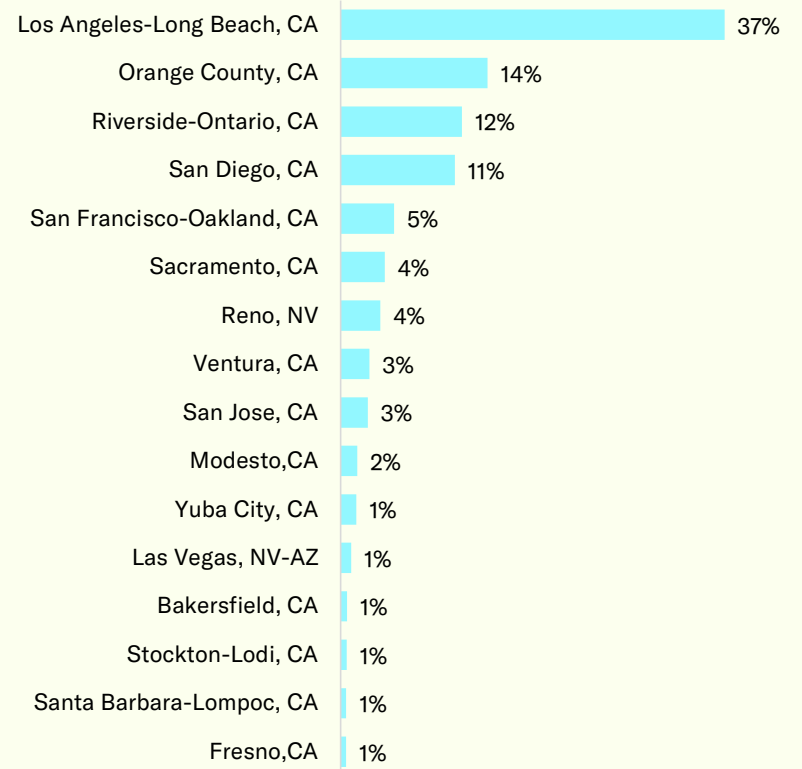


# Origin DMA

Top Origin DMAs - Cold Weather Visitor

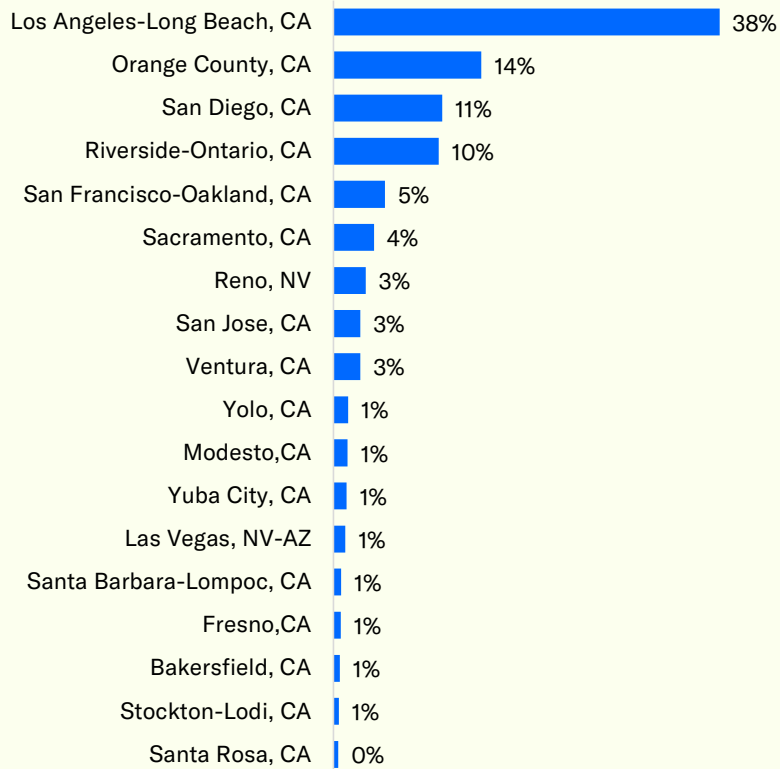


Top Origin DMAs - Warm Weather Visitor

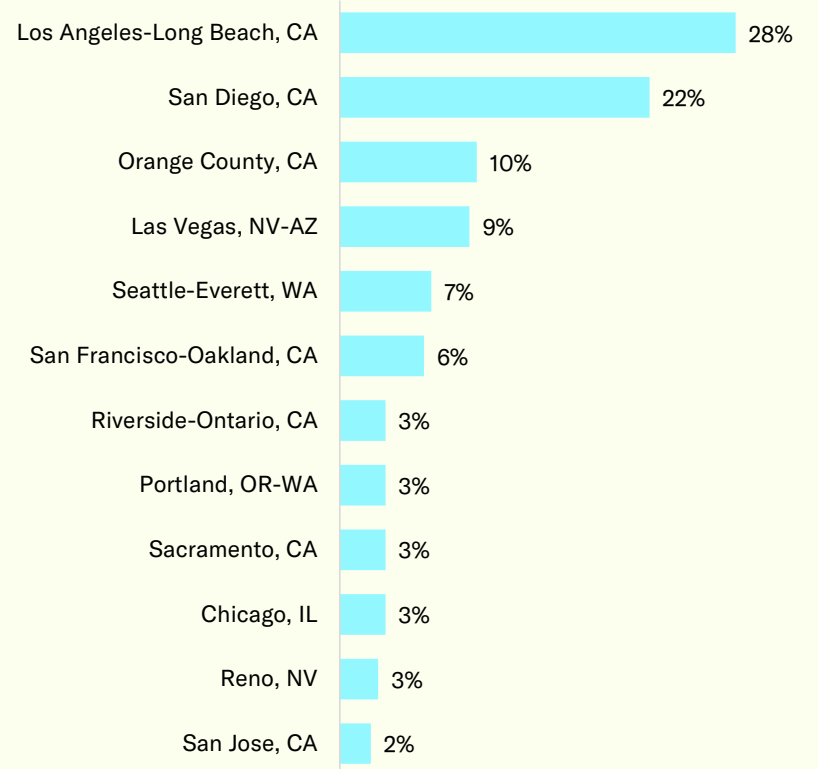


# Origin DMA

Top Origin DMAs - Drove



Top Origin DMAs - Flew into BIH/MMH

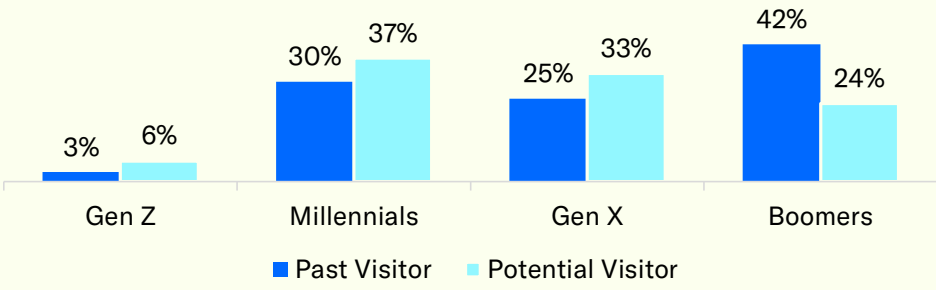
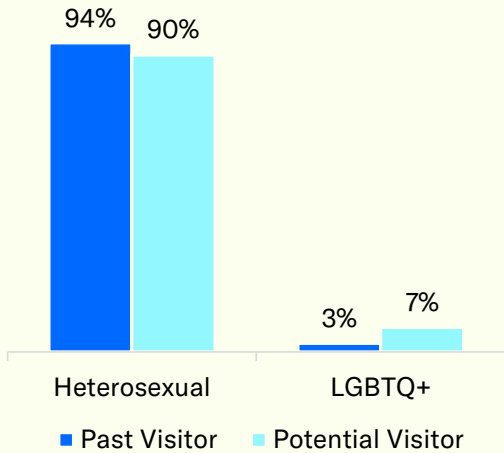
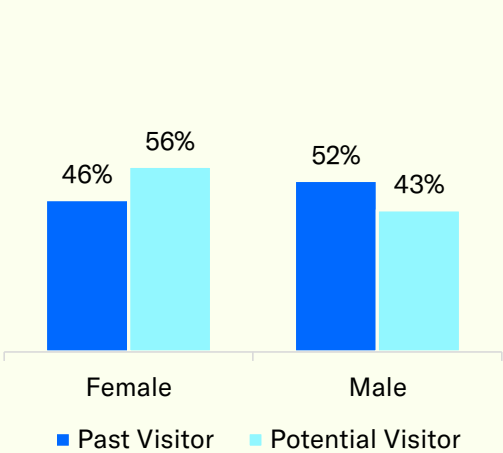


# Demographics

Gender

Orientation

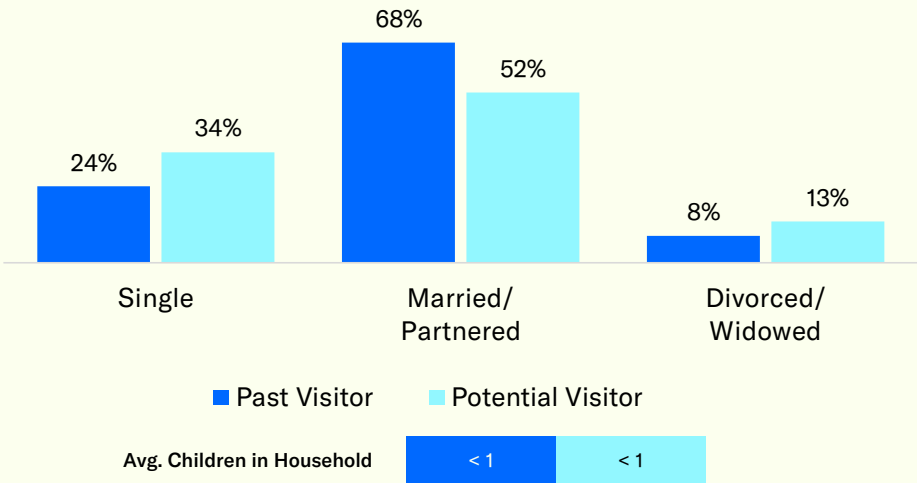
Generation



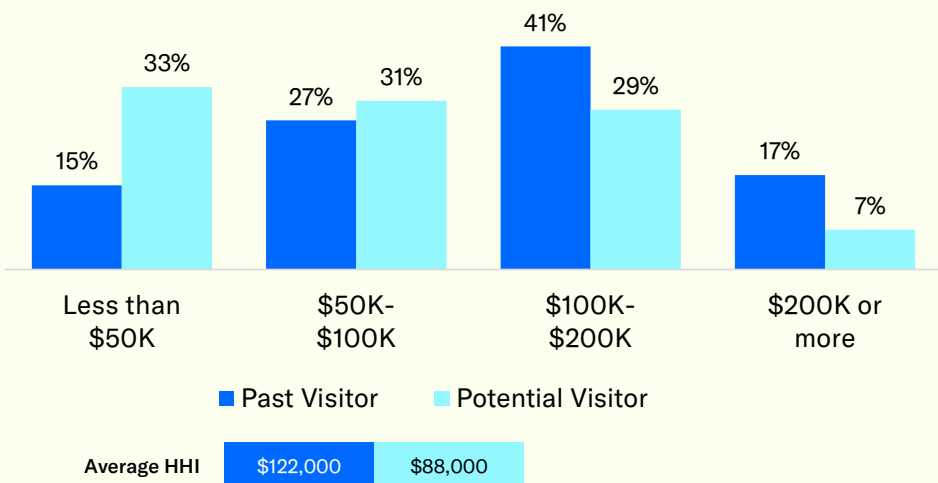
Average Age 51 years old 46 years old

# Demographics

Marital Status



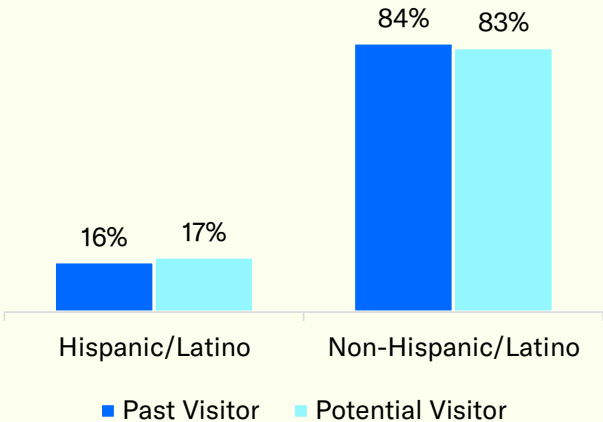
Household Income



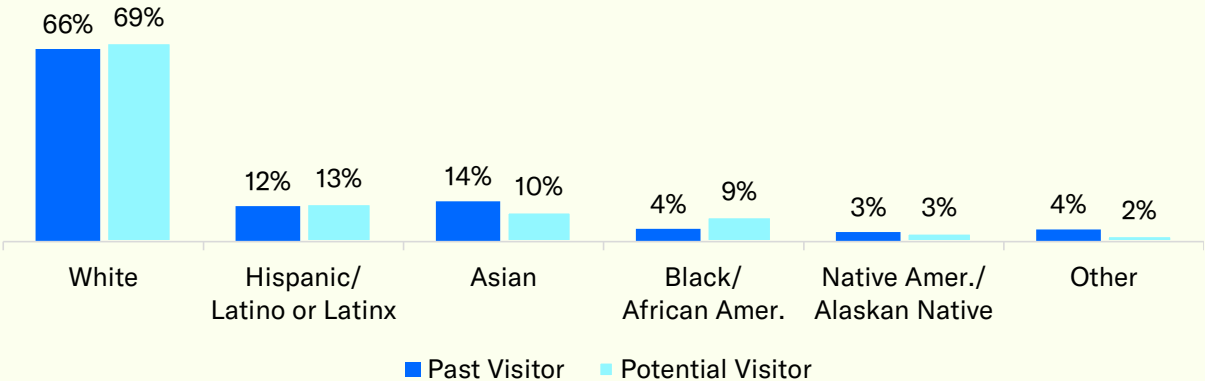


# Demographics

Ethnicity



Racial Identity



**Future Partners**