



MAMMOTH LAKES TOURISM

– FY23/24 ANNUAL REPORT –



#KEEPMAMMOTHUNREAL

DEAR COMMUNITY MEMBERS,

2023/24 marked a return to more typical patterns of visitation and weather after the COVID-19 pandemic and record 22/23 winter. Mammoth Lakes Tourism (MLT) continued to focus on driving business to off-peak times and honing our stewardship messaging.

I am proud to join the Mammoth Lakes Tourism team as the first VP of Community Engagement. My role is to help strengthen the relationship between MLT and residents. It isn't always easy to live in a place others love to visit, and that's why MLT is focused on messaging intended to inspire visitors to respect and profoundly care for this special place.

Visitation remains the lifeblood of our local economy. Almost 70% of the Town of Mammoth Lakes' budget is funded by tourism-generated revenues, and thanks to revenue from our visitors, projects planned for many years are finally real. The first residents have moved into The Parcel, and other Housing Now! programs are making a difference in our community.

Amenities like the Community Recreation Center (CRC), community dog park, infrastructure improvements and public safety enhancements like wildfire mitigation measures ensure that Mammoth Lakes remains an unreal place to live and play for generations to come.

Read on for highlights from the year and please take our annual resident sentiment survey. I look forward to hearing from you!

Sincerely,

Betsy Truax

Vice President, Community Engagement
Mammoth Lakes Tourism



THE REAL UNREAL™

The premise of MLT's "The Real Unreal" campaign is to inspire visitors to respect, protect, and steward our community and incredible natural environment for generations to come. The campaign features a cast of local residents and images produced in collaboration with local photographers.

"It's a Mammoth Thing" video series

125k plays and counting



visitmammoth.com/its-a-mammoth-thing



CLEAN UP THE LAKE

Lake George, 2023

25
volunteers

13
clean-up
dives

1.49
underwater
miles

1,059
lbs. litter removed
and categorized

Lake Mary, 2024

1,050
fishing line
snags removed

1,800
lbs. litter removed
and categorized

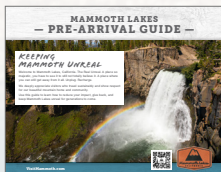
TRASHY THURSDAYS

Spring/Summer 2024

293
volunteer
hours

1,005
lbs. trash
collected

68
lbs. recycling



Pre-Arrival Guide

Essential resources and tips for visitors to lessen their impact while getting the most out of their visit.

- Camp like a PRO!
- Leave No Trace

Destination Think (member)

In 2023, MLT joined a consortium of stewardship-focused destinations worldwide working to attract visitors who support local values.



A CRITICAL RESPONSIBILITY of Mammoth Lakes

Tourism is attracting respectful visitors to our community. Surveys demonstrate that visitors arriving by air stay longer and spend more, particularly those visiting from international destinations. Air service has local benefits, too. Locals receive discounted rates on Advanced Air flights from Mammoth Yosemite Airport and United Airlines flights from the Bishop airport.



Go to [VisitMammoth.com/flylocal](https://www.visitmammoth.com/flylocal) to find information about locals' air service discounts!



**LOCALS-ONLY
AIRFARES ARE TAKING OFF.**



This summer, Eastern Sierra locals get unreal flight discounts. Save up to 40% on Advanced Air with Friday and Sunday service from BHM, save 20% - 30% or save up to 50% on United each day, service from BHM to SFO, July 1 - Sept 2, and extended fall service running on Fridays and Sundays, Sept 6 - Oct 6. Thank you for being such unreal neighbors. Learn more at [visitmammoth.com/flylocal](https://www.visitmammoth.com/flylocal).



*Terms and conditions apply. Rates and dates subject to change without notice.

AIR DISCOUNT CODES REDEEMED

592 UNITED 

933 ADVANCED AIR 

Scan this QR code to complete a brief, anonymous Community Survey

Tourism is vital to our economy, but it must be balanced with stewardship for the land and respect for our community. This survey is one part of a larger research effort to help us address your needs and concerns so we can work together to ensure effective, responsible tourism.

Para tomar nuestra encuesta en español, por favor escanear aquí.





SPECIAL EVENT FUNDING



24 events funded

\$350k in funding budgeted for 2025

In the Resident Sentiment Survey, **42%** of respondents cited Special Events and festivals as a benefit of living in Mammoth Lakes.

A Green Events checklist was developed in conjunction with the High Sierra Energy Foundation to encourage sustainable practices.

WEBSITE ENGAGEMENT



avg. engagement time per session

0:43

↑15.6%



total website sessions

2,057,876

↑23.5%

REAL UNREAL CAMPAIGN IMPACT



79%

positive reaction to campaign ads



\$241M

in visitor spending



119k+

incremental visits to Mammoth Lakes



\$194

in return for every \$1 in marketing spend

“ WE HAVE BEEN IMPRESSED BY MLT’S CURRENT FOCUS NOT ONLY ON MARKETING THE BEAUTIFUL REGION WE LIVE IN, BUT ALSO ACTIVELY PLAYING A PART IN PRESERVING AND ENHANCING THE PLACES OUR CUSTOMERS AND EMPLOYEES LOVE. ”

— Silver Chesak & Zach Yates, owners of Footloose Sports

BOARD MEMBERS

Pat Foster

Chair, At-large representative

Eric Clark

Vice Chair, Mammoth Resorts representative

John Morris

Treasurer, Lodging representative

John Mendel

Secretary, Retail representative

John Wentworth

Board Member, Town Council representative

Marybeth Ericson

Board Member, Lodging representative

Tom Parker

Board Member, Mammoth Lakes Chamber of Commerce representative

Cristi Quesada-Costa

Board Member, At-large representative

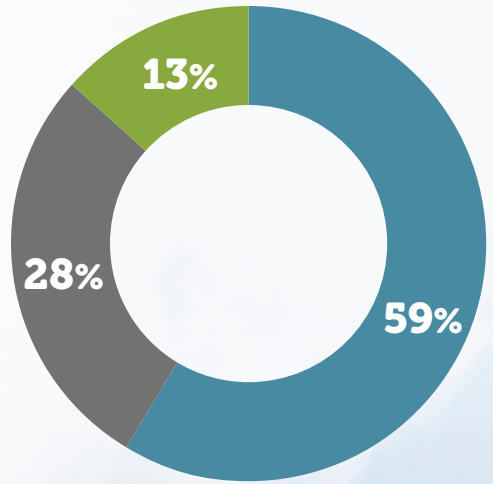
Kirk Wallace

Board Member, Restaurant representative

For more information, please go to VisitMammoth.com



Mammoth Lakes Tourism is an independent 501(c)6 organization contracted by the Town of Mammoth Lakes to educate visitors and to help generate TOT dollars through marketing, sales and public relations efforts. Since FY17/18, the Town of Mammoth Lakes has invested the budget surpluses generated by visitation in projects that benefit our community.



Housing Now!

\$34,461,100

- The Parcel – The Sawyer occupied, The Kingfisher under construction
- 60 Joaquin – 4 ownership units under construction
- Placemate, Inc. “Lease to Locals” program
- Bridge Program
- Eastern Sierra Community Housing partnerships

Community Investment

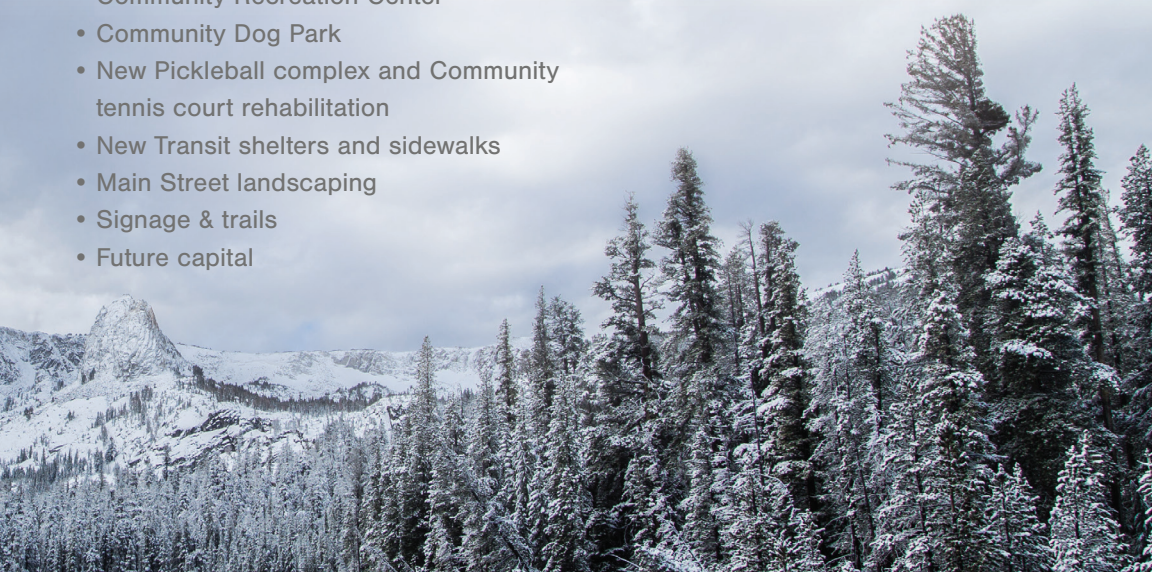
\$7,785,000

- Childcare facilities (MLF/Parcel)
- Wildfire resiliency
- COVID-19 response
- Snow emergency support
- Emergency road and community repairs

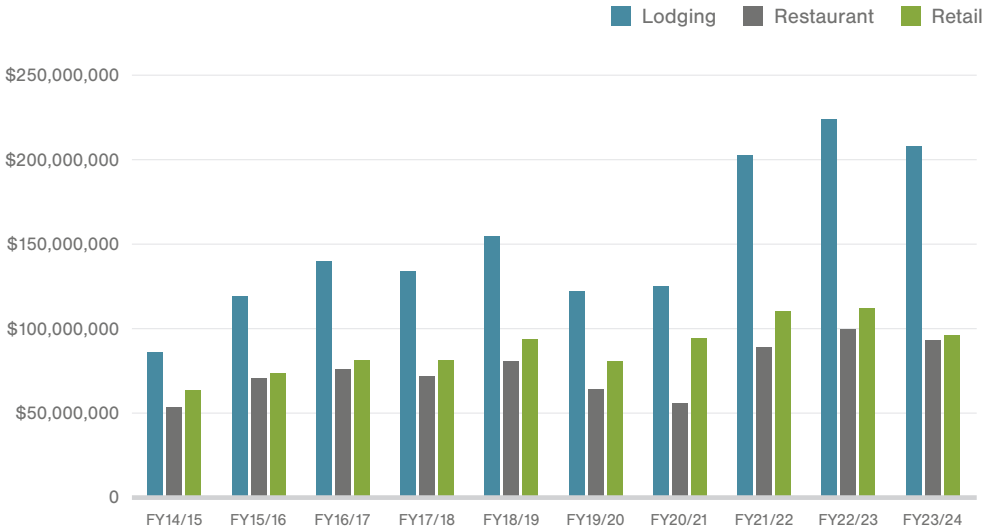
Infrastructure, Equipment & Facilities

\$16,377,378

- Community Recreation Center
- Community Dog Park
- New Pickleball complex and Community tennis court rehabilitation
- New Transit shelters and sidewalks
- Main Street landscaping
- Signage & trails
- Future capital



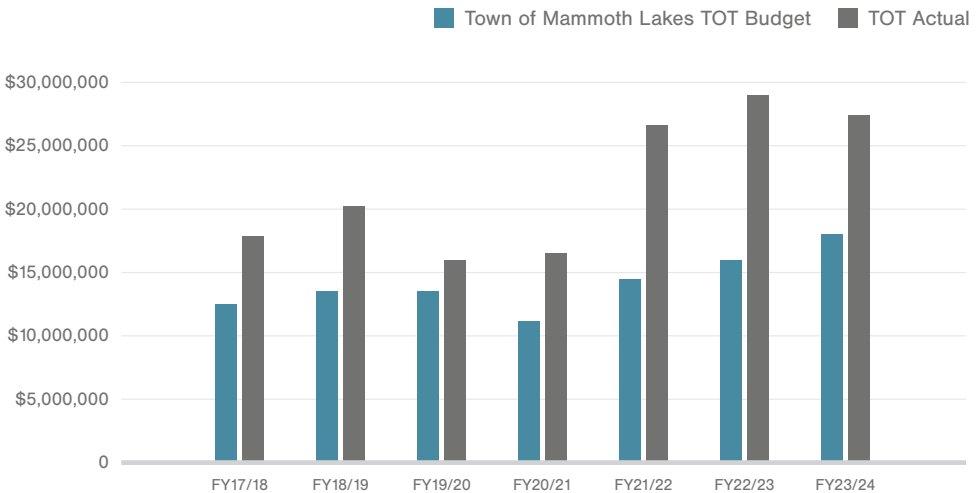
ANNUAL REVENUE GROWTH BY TBID SECTOR



For more information on TBID funds, please visit [visitmammoth.com/industry/tbid](https://www.visitmammoth.com/industry/tbid)

TOT FUND ALLOCATION

Revenues primarily allocated to the Town's General Fund.



Record TOT months: August, September, October, February, March.
 First October to **exceed \$1M** in TOT.