

MAMMOTH LAKES TOURISM

2024 WINTER AIR SURVEY EASTERN SIERRA REGIONAL AIRPORT



MAY 2024

2024 WINTER AIR VISITOR PROFILE BISHOP AIRPORT



OBJECTIVE: PROVIDE A CURRENT PROFILE OF THE WINTER AIR VISITOR

Intercepts were conducted at the Eastern Sierra Regional Airport/Bishop **12/14/2023- 4/16/2024**

SAMPLE SIZE

2157 TOTAL

979 LOCALS
1178 VISITORS

500 FIRST TIME
678 REPEAT

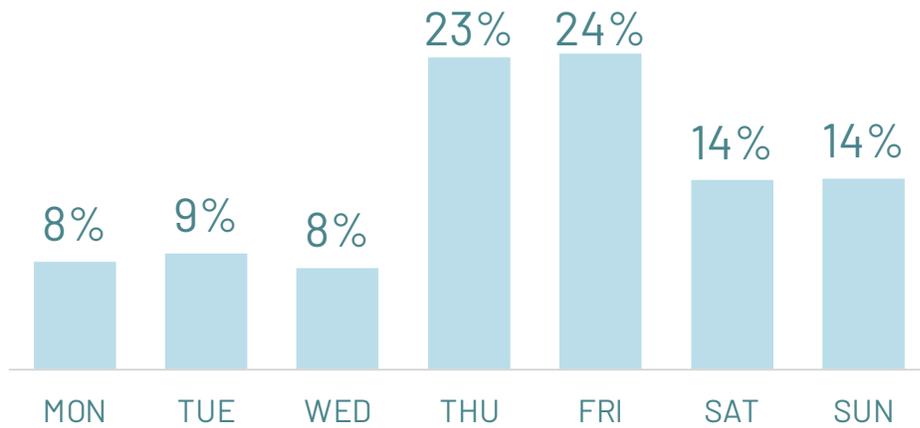
296 CALIFORNIA
882 OUT OF STATE
(31 OUT OF US)

607 ARRIVALS
571 DEPARTURES

VISITOR ARRIVAL & DEPARTURE DAYS

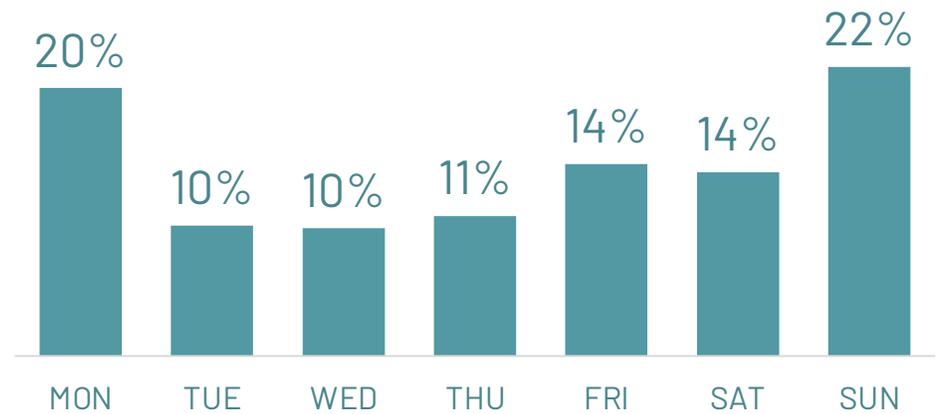


52% ARRIVALS



N=607

48% DEPARTURES



N=571

VISITOR TYPES, ORIGIN & SEASONS VISITED

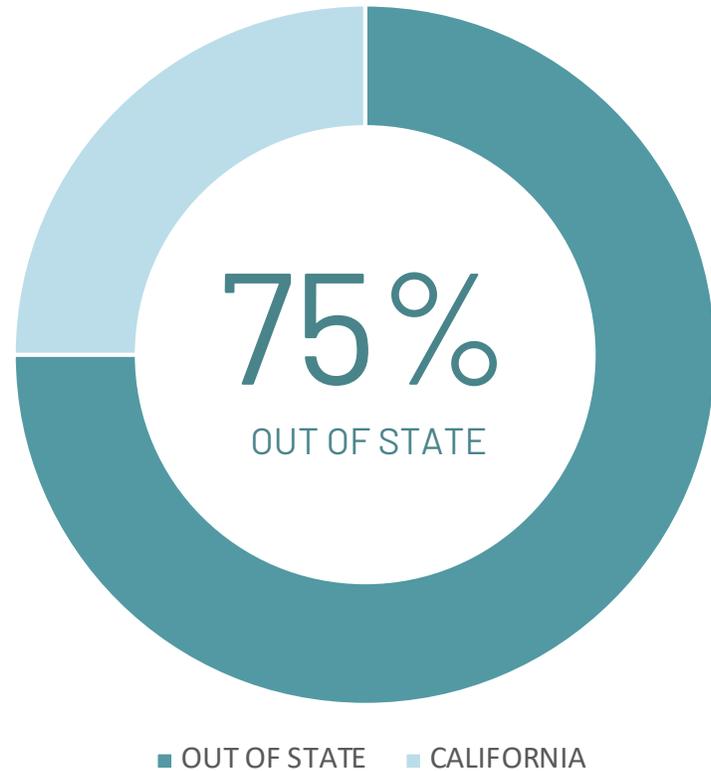


Mammoth Lakes[™]
CALIFORNIA

CALIFORNIA VS. OUT OF STATE VISITORS



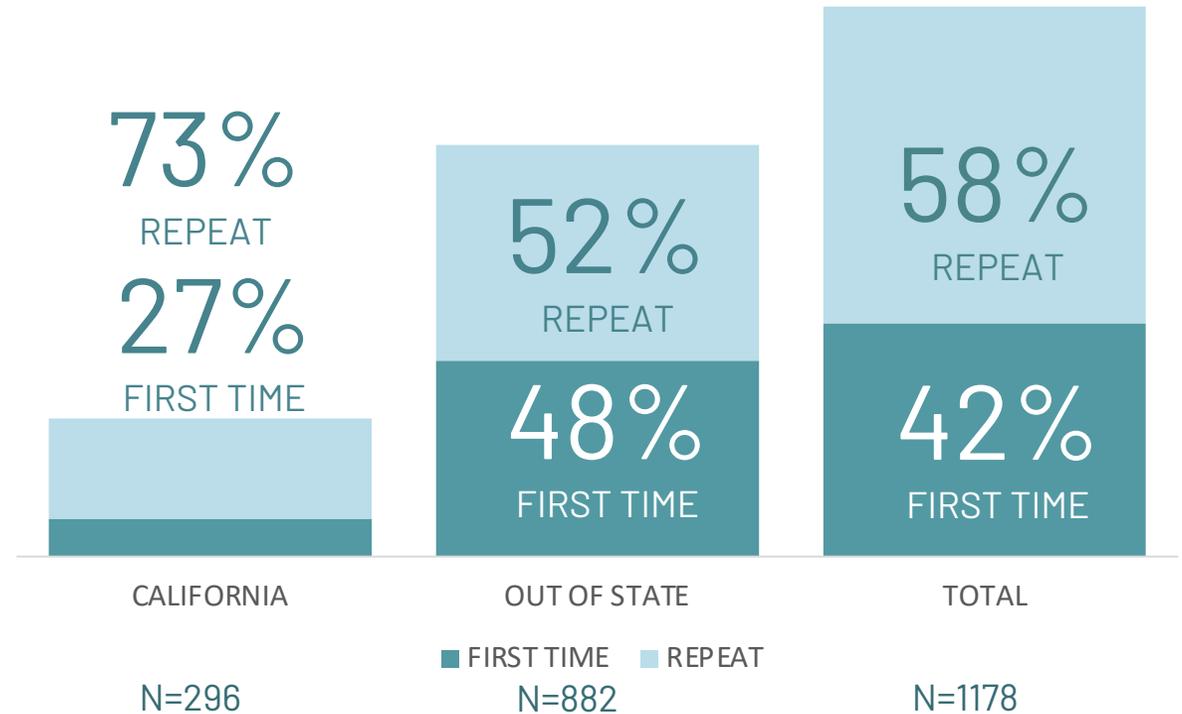
OUT OF STATE VS. CALIFORNIA



Out of state visitors were down slightly

- 75% 2024 vs. 78% in 2023

REPEAT VS. FIRST TIME - OUT OF STATE & CALIFORNIA



The ratio of California repeat visitors was just about the same as 2023

- 73% 2024 vs. 72% 2023

Out-of-state first time visitors dropped significantly

- 48% 2024 vs. 60% 2023

TOTAL TRAVELER TYPE TREND

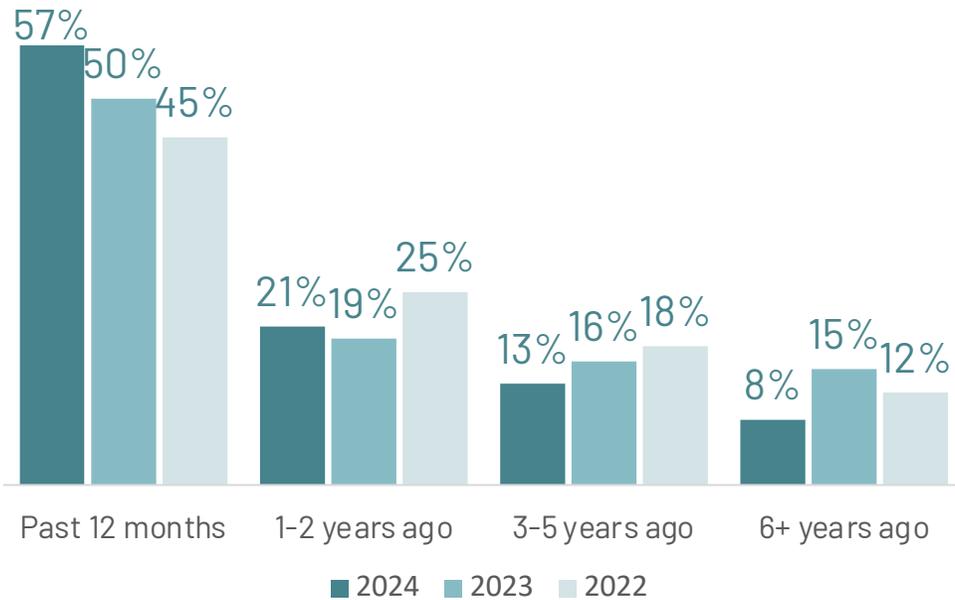


	 2024	 2023	 2022	 2023	 2022
CALIFORNIA	25%	22%	36%	29%	32%
OUT OF STATE	75%	78%	64%	71%	68%
FIRST TIME	42%	53%	51%	42%	33%
REPEAT	58%	47%	49%	58%	67%

REPEAT VISITORS

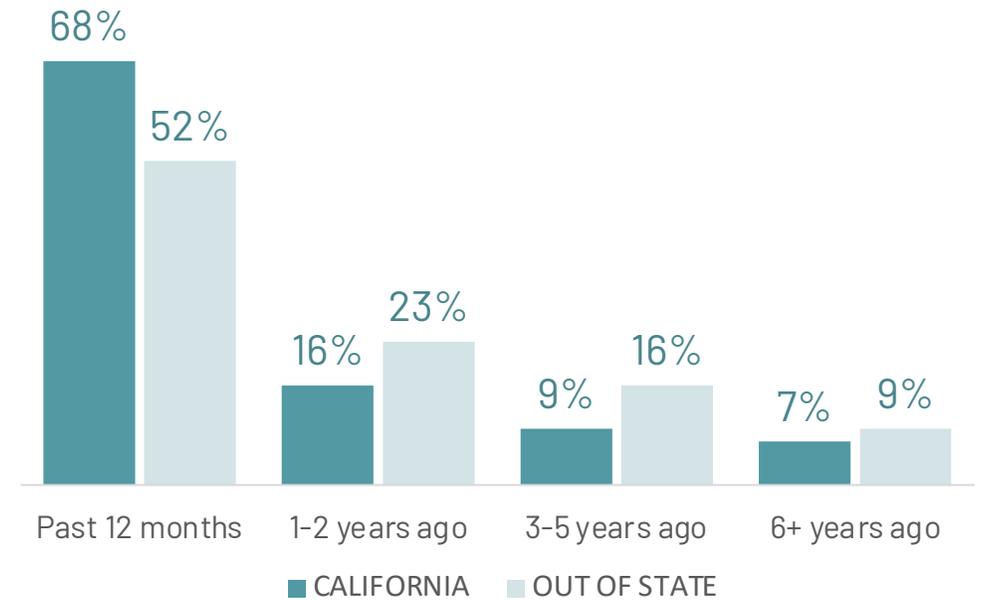


PREVIOUS VISIT TREND



N=2024 678

PREVIOUS VISIT CALIFORNIA VS. OUT OF STATE



N=215/463

TOP ORIGIN STATES

California	25.13%
Colorado	16.21%
New York	6.20%
Texas	4.58%
Massachusetts	3.82%
TOP 5	55.94%

Washington	3.40%
Virginia	2.97%
Florida	2.72%
International	2.63%
New Jersey	2.38%
TOTAL 6-10	14.09%

TOP 14	70.03%
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N=1178

FIRST TIME VISITORS

California	16.20%
Colorado	16.20%
New York	8.40%
Texas	6.40%
Massachusetts	5.60%
TOP 5	52.80%

New Jersey	3.40%
Washington	3.40%
International	3.00%
Florida	2.80%
Virginia	2.80%
TOTAL 6-10	15.40%

TOP 12	69.20%
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N=500

REPEAT VISITORS

California	31.71%
Colorado	16.22%
New York	4.57%
Washington	3.39%
Texas	3.24%
TOP 5	59.13%

Virginia	3.10%
Florida	2.65%
Oregon	2.65%
Massachusetts	2.51%
International	2.36%
TOTAL 6-10	13.27%

TOP 12	71.40%
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N=678

OUT-OF-STATE VISITORS

Colorado	21.66%
New York	8.28%
Texas	6.12%
Massachusetts	5.10%
Washington	4.54%
TOP 5	45.72%

Virginia	3.97%
Florida	3.63%
International	3.51%
New Jersey	3.17%
Illinois	2.95%
TOTAL 6-10	17.23%

TOP 13	62.95%
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N=882

TOP 5 WINTER VISITOR ORIGIN STATES – TREND



2024

California	25.13%
Colorado	16.21%
New York	6.20%
Texas	4.58%
Massachusetts	3.82%
TOP 5	55.94%



2023

California	22.0%
Colorado	13.0%
New York	6.4%
Massachusetts	5.2%
Texas	4.8%
TOP 5	51.3%



2022

California	35.8%
Colorado	16.2%
New York	5.4%
Texas	3.7%
N. Carolina	3.0%
TOP 5	64.1%

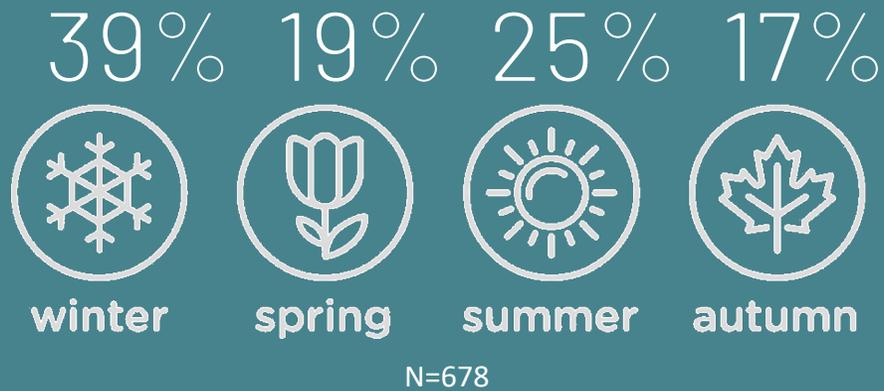
The top 5 states

- States remained consistent from last year
- Increased in the total % of visitors over 2023 but down from 2022

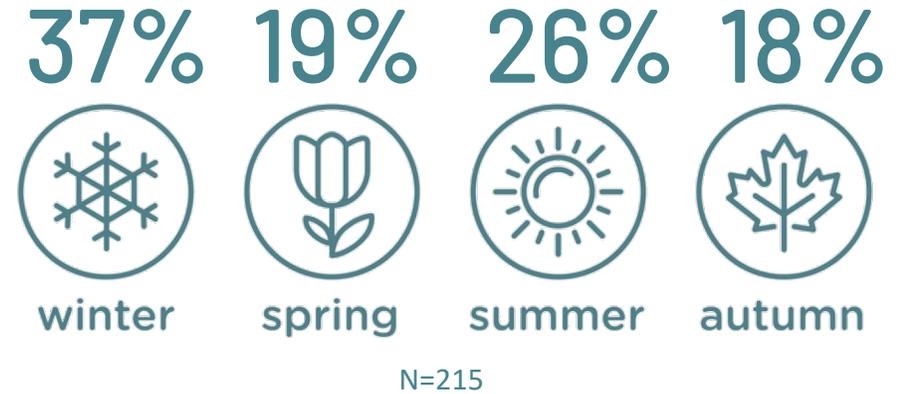
WINTER REPEAT VISITORS - PAST VISIT SEASONS



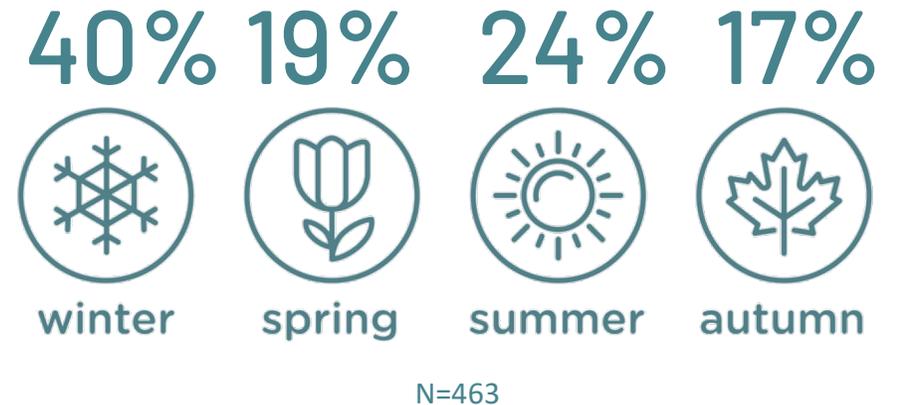
TOTAL REPEAT VISITORS



CALIFORNIA REPEAT VISITORS

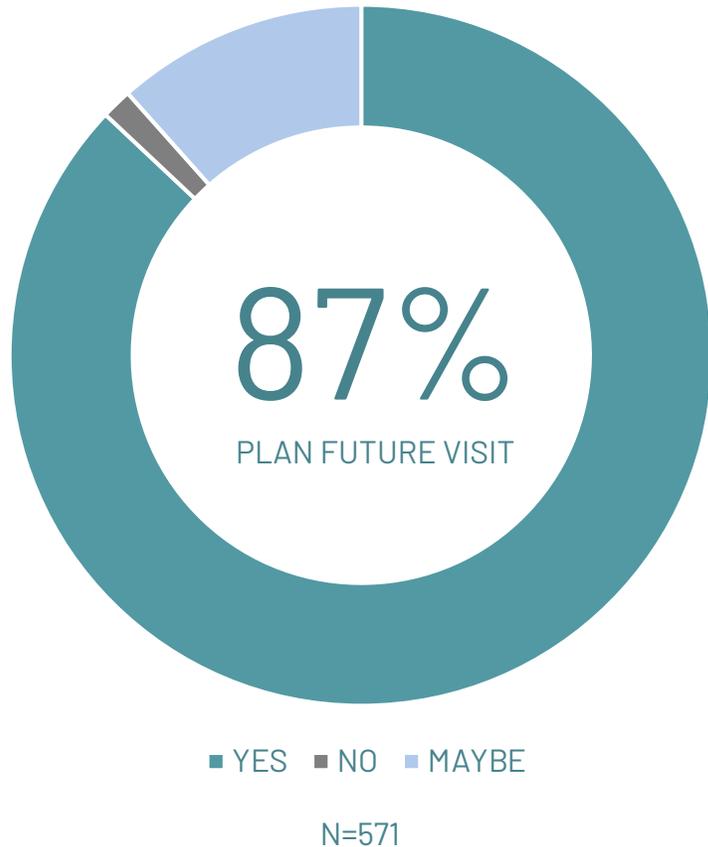


OUT-OF-STATE REPEAT VISITORS

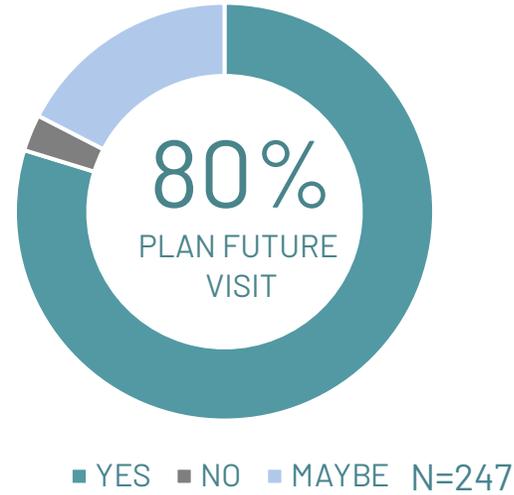


PLANNED FUTURE VISITS – Remains Very High

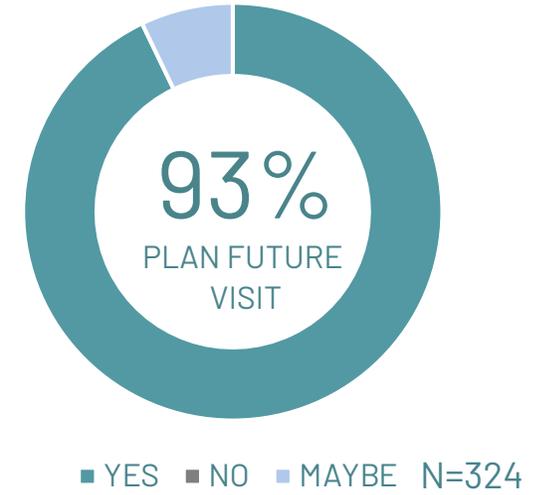
Repeat & California Visitors have the highest intention to visit again



FIRST TIME VISITORS



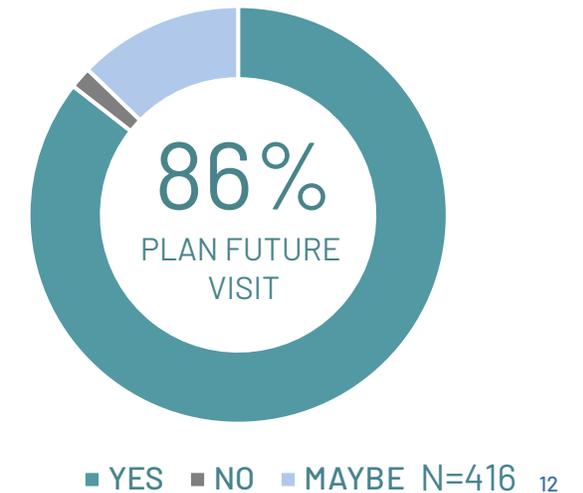
REPEAT VISITORS



CALIFORNIA VISITORS



OUT-OF-STATE VISITORS



FUTURE SEASON VISITS (OF THOSE CONSIDERING FUTURE VISITS)



40% 16% 28% 15%



winter spring summer autumn

2.2 FUTURE SEASONS

N=571

FIRST TIME VISITORS

46% 14% 28% 12%



winter spring summer autumn

1.9 FUTURE SEASONS

N=247

REPEAT VISITORS

36% 18% 29% 17%



winter spring summer autumn

2.4 FUTURE SEASONS

N=324

CALIFORNIA VISITORS

38% 18% 27% 16%



winter spring summer autumn

2.3 FUTURE SEASONS

N=155

OUT-OF-STATE VISITORS

40% 16% 29% 15%



winter spring summer autumn

2.2 FUTURE SEASONS

N=416

VISITOR EXPERIENCE

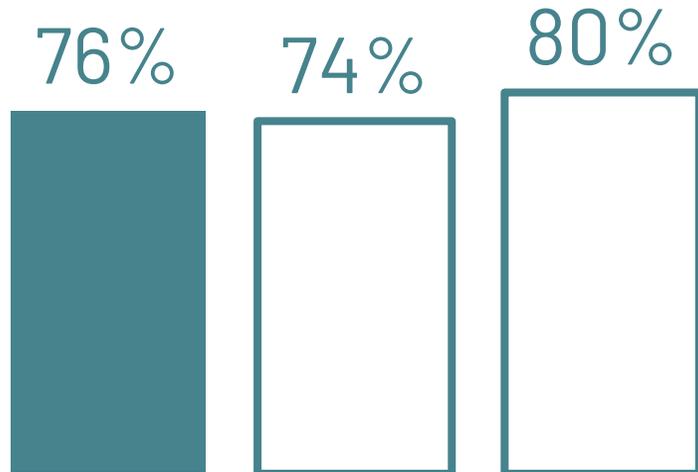


Mammoth Lakes[™]
CALIFORNIA

WINTER EXPERIENCE RATING TREND

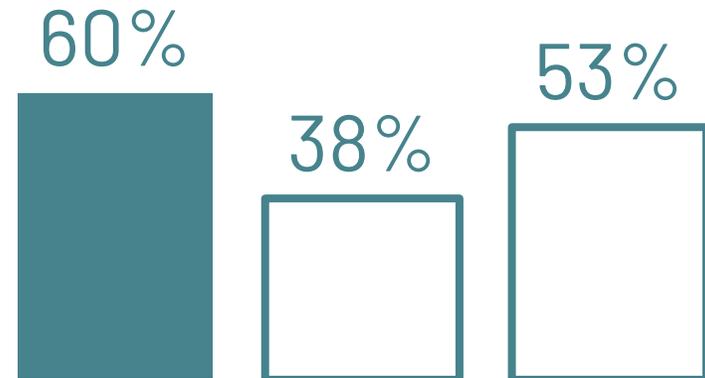


MAMMOTH LAKES



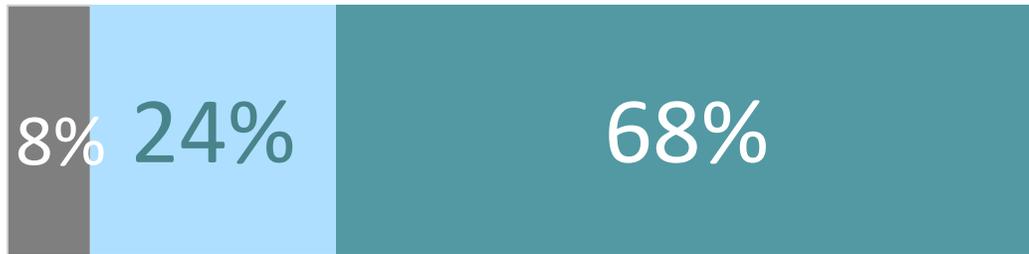
■ Winter 2024 ■ Winter 2023 ■ Winter 2022

UNITED AIRLINES



■ Winter 2024 ■ Winter 2023 ■ Winter 2022

UNITED FLIGHT EXPERIENCE RATING



■ 0-6 ■ 7-8 ■ 9-10
60.05
(POSITIVE - NEGATIVE)
N=1179

FIRST - TIME VISITORS

56.09
N=500*

REPEAT VISITORS

62.98
N=678

CALIFORNIA VISITORS

67.23
N=296

OUT-OF-STATE VISITORS

57.65
N=882

MAMMOTH LAKES EXPERIENCE RATING



2%

0-6

7-8

9-10

76.18

(POSITIVE-NEGATIVE)

N=571

FIRST TIME VISITORS

73.28

N=247

REPEAT VISITORS

78.40

N=324

CALIFORNIA VISITORS

76.13

N=155

OUT-OF-STATE VISITORS

76.21

N=416

POSITIVE - MAMMOTH

- First trip here. Hopefully the first of many. Would love to come back in the summer!
- I've been coming here for 20 years and it's always a pleasure!
- I loved the beautiful nature around here. Also had a fun 2-day skiing trip at mammoth. The food options are excellent
- Love the free shuttles around Mammoth!
- It was amazing! I love that there are things to do here no matter what the weather is like - skiing, snowboarding, hiking, ice skating, etc.
- Bishop makes traveling to Mammoth Lakes painless in the winter

NEGATIVE - MAMMOTH

- MORE FLIGHTS
- Very few runs groomed in spite of 16" new snow. The Mammoth app is very poor, indicating 7 runs as groomed, but they were not.
- People are really nice and helpful, but most places are very expensive and outdated
- I think greater coordination with the Eastern Sierra Transit Authority to better align the Mammoth Express to the plane arrival and departure times would dramatically improve my experience visiting Mammoth Lakes in the future.
- Me and my crew had a hard time getting transportation to and from the Airport. The people employed here were the nicest part about this trip.

NEGATIVE - AIR SERVICE

- Sticklers for weight of ski bag. Alaska is not.
- Flight was so delayed (for 2nd year in a row) that we will miss our connecting flight and now have two days of travel to get back
- Mainly because they need more airline choices. Never liked United. Their customer service is sub par
- Too many delays
- Poor rescheduling of canceled flight
- Only 1 flight per day; struggled with baggage weight
- Our bags didn't arrive so no ski gear

HAVE AN IKON PASS



50.5%

UP FROM 40% IN 2022 & 2023

FIRST - TIME VISITORS

50.2%

REPEAT VISITORS

50.7%

CALIFORNIA VISITORS

55.7%

OUT-OF-STATE VISITORS

48.8%

VISITOR TRIP PROFILE



Mammoth Lakes[™]
CALIFORNIA

VISITOR PROFILE



Primary Activity

- Downhill skiing and snowboarding remain the top winter activities
- Visiting friends/family was second for returning and out-of-state visitors

Primary Destination

- Mammoth continues to be the top destination (82%)
- Bishop has higher visitation in Summer 31% vs. 12% in Winter

Travel Companions

- Overall Spouse/Partner were number one (29%)
- California (27%) and First Time (29%) visitors were more likely to come with friends

Accommodations

- Overall, Friends & Family was number 1 (30%), Airbnb/Vrbo number 2 (29%) and Hotel/Motel number 3 (24%)
- Airbnb increased from 21% in Winter 2023 and Hotel/Motel decreased from 32%
- First time visitors were more likely to stay at an Airbnb/Vrbo (35%) or a Hotel/Motel (32%)

TRIP PROFILE TREND



2024



2023



2022



2023



2022

MAMMOTH PRIMARY DESTINATION

82%

85%

79%

42%

51%

PARTY SIZE

2.7

2.5

2.5

2.1

1.9

AVG. # NIGHTS

4.7

4.6

4.2

4.8

4.8

HOTEL, MOTEL, INN

24%

32%

30%

30%

27%

FRIENDS/FAMILY

30%

30%

28%

29%

40%

PRIMARY TRIP PURPOSE

Downhill Skiing	50.1%
Snowboarding	19.5%
Visiting friends or family	18.2%
Holidays	2.5%
Work	2.1%
Enjoy Nature	2.0%
Other Winter Activities	1.6%
Other	1.6%
Attending Festivals/Events	1.1%
Climbing/Bouldering	0.8%
Other Outdoor Activities	0.5%
Cross Country Skiing	0.1%

N=1178

FIRST TIME VISITORS

Downhill Skiing	59.6%
Snowboarding	19.8%
Visiting friends or family	8.0%
Other	2.8%
Holidays	2.4%
Other winter activities	1.8%
Enjoy nature	1.6%
Attending festivals and events	1.4%
Climbing/Bouldering	1.4%
Work	1.2%
Cross Country Skiing	0.0%
N=500	

REPEAT VISITORS

Downhill Skiing	43.1%
Visiting friends or family	26.0%
Snowboarding	19.3%
Holidays	2.5%
Enjoy nature	2.5%
Work	2.2%
Other	1.8%
Other winter activities	1.5%
Attending festivals and events	0.7%
Climbing/Bouldering	0.3%
Cross Country	0.1
N=678	

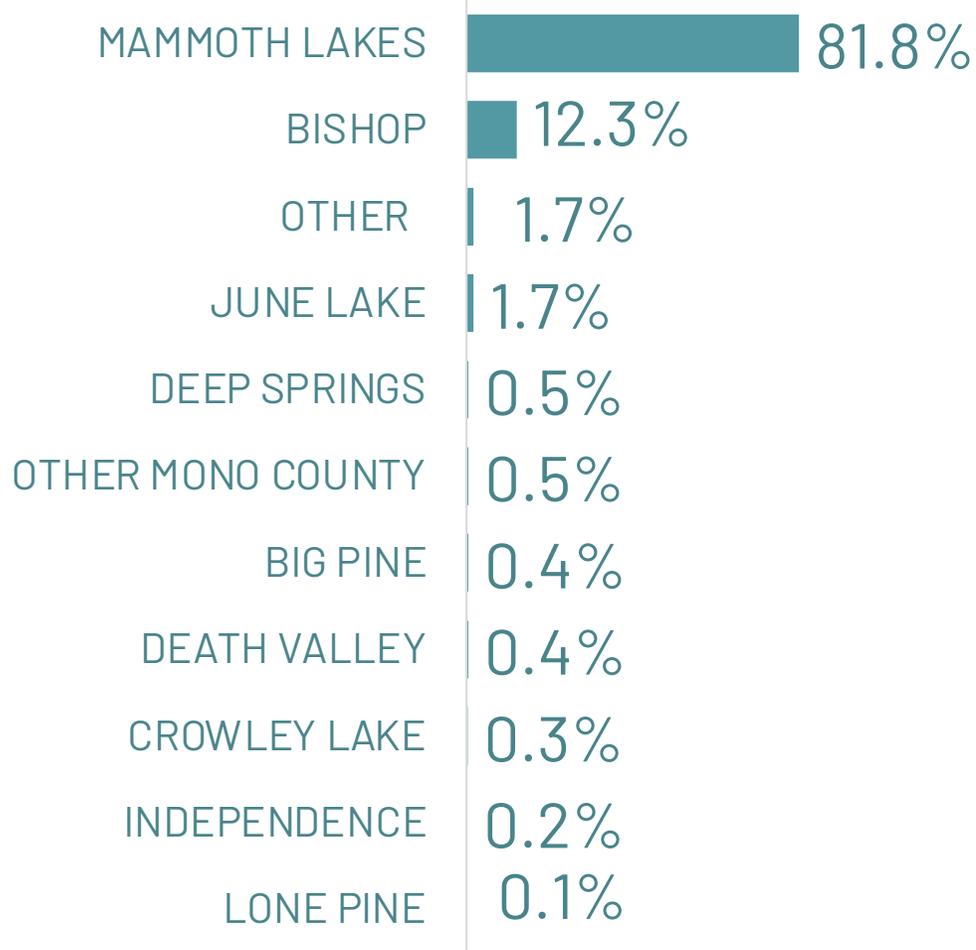
CALIFORNIA VISITORS

Downhill Skiing	48.6%
Snowboarding	22.3%
Visiting friends or family	13.9%
Other winter activities	3.7%
Holidays	3.7%
Enjoy nature	3.0%
Other	2.0%
Work	1.4%
Attending festivals and events	0.7%
Cross Country Skiing	0.3%
Climbing/Bouldering	0.3%
N=296	

OUT OF STATE VISITORS

Downhill Skiing	50.6%
Visiting friends or family	19.8%
Snowboarding	18.6%
Holidays	2.0%
Enjoy	2.0%
Other	2.0%
Work	1.9%
Attending festivals and events	1.1%
Other winter activities	0.9%
Climbing/Bouldering	0.9%
Cross Country Skiing	0.0%
N=882	

PRIMARY DESTINATION



N=1178

FIRST TIME VISITORS

89%

MAMMOTH LAKES

7%

BISHOP
N=500

REPEAT VISITORS

77%

MAMMOTH LAKES

10%

BISHOP
N=678

CALIFORNIA VISITORS

82%

MAMMOTH LAKES

13%

BISHOP
N=295

OUT-OF-STATE VISITORS

82%

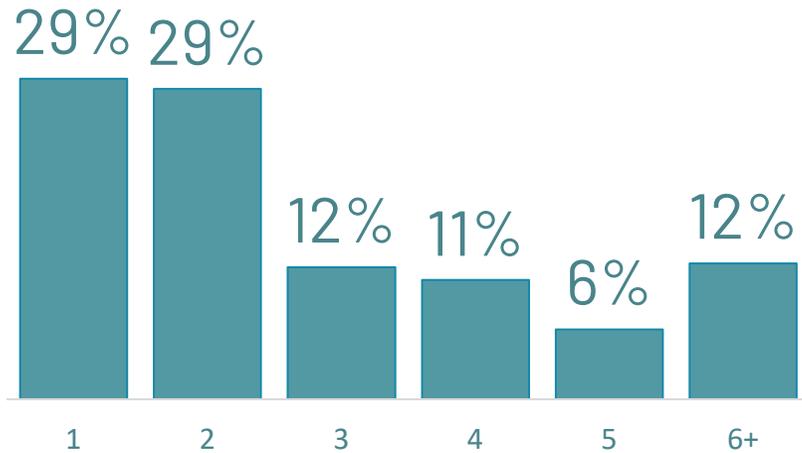
MAMMOTH LAKES

12%

BISHOP
N=882

WINTER PARTY SIZE

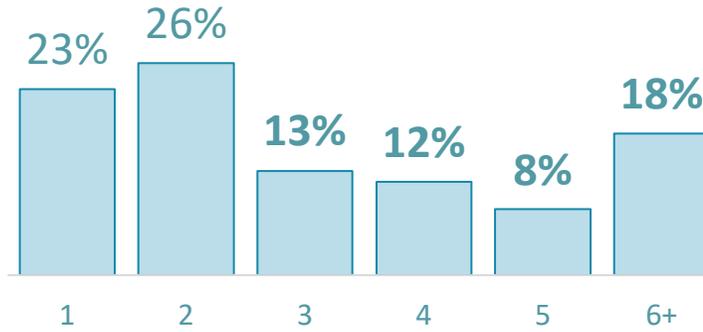
TOTAL



AVERAGE PARTY SIZE
2.7 2024

N=1178

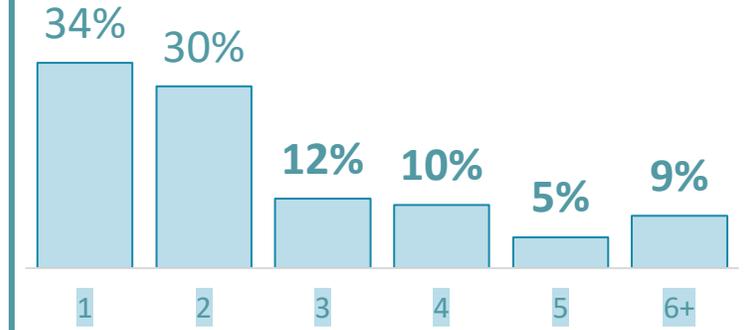
FIRST TIME VISITORS



3.1 AVG. PARTY SIZE 2024

N=500

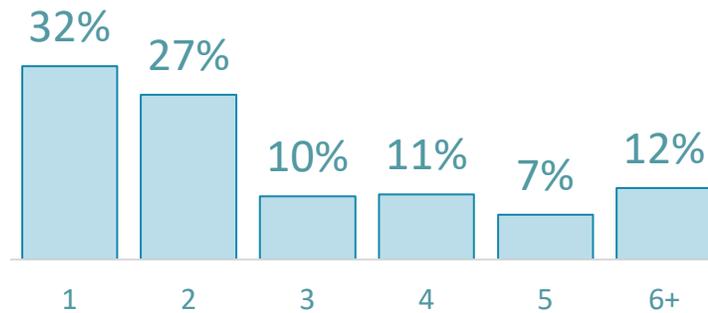
REPEAT VISITORS



2.5 AVG. PARTY SIZE 2024

N=678

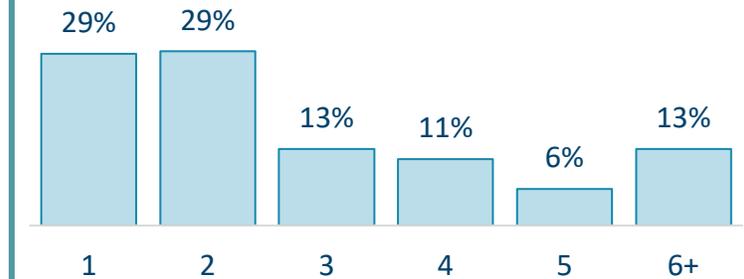
CALIFORNIA VISITORS



2.1 AVG. PARTY SIZE 2024

N=296

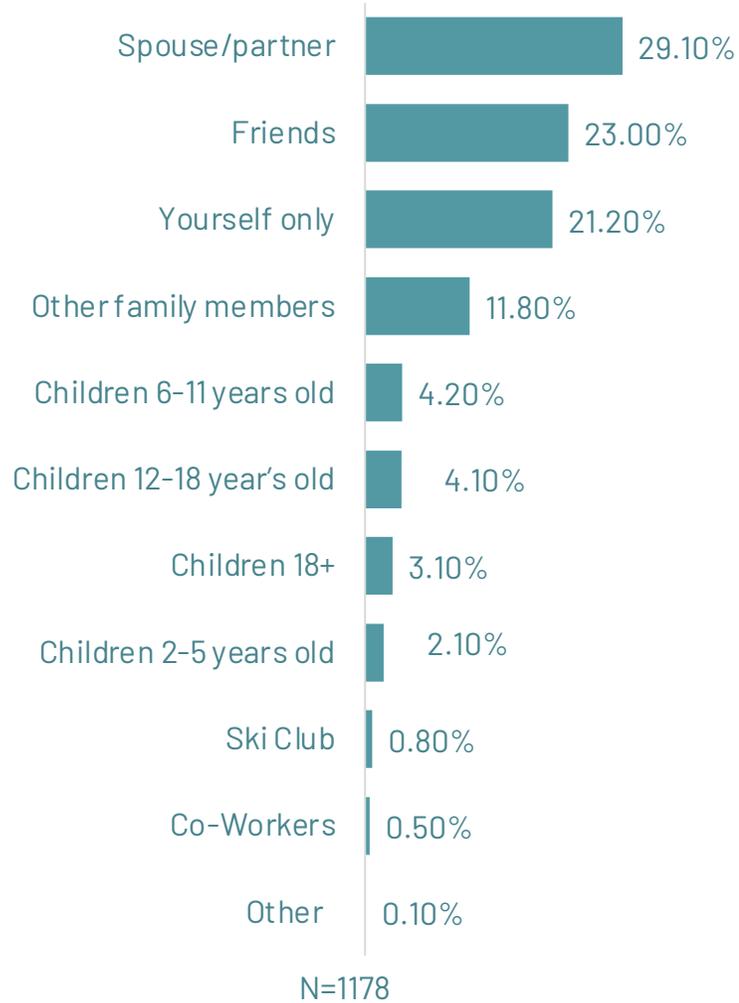
OUT-OF-STATE VISITORS



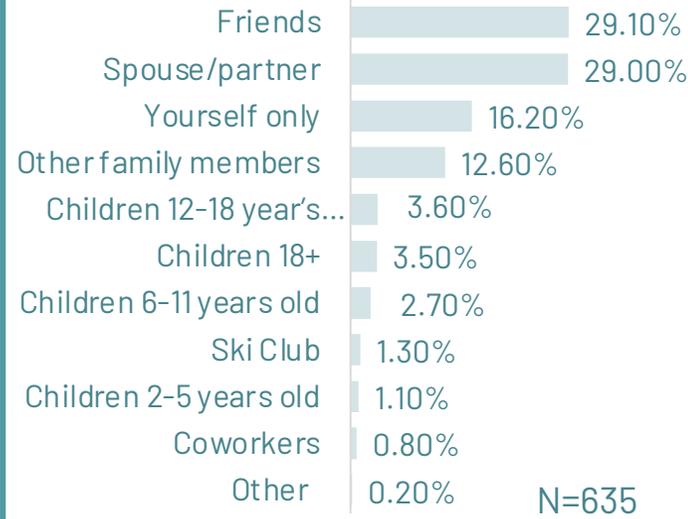
2.7 AVG. PARTY SIZE 2024

N=882

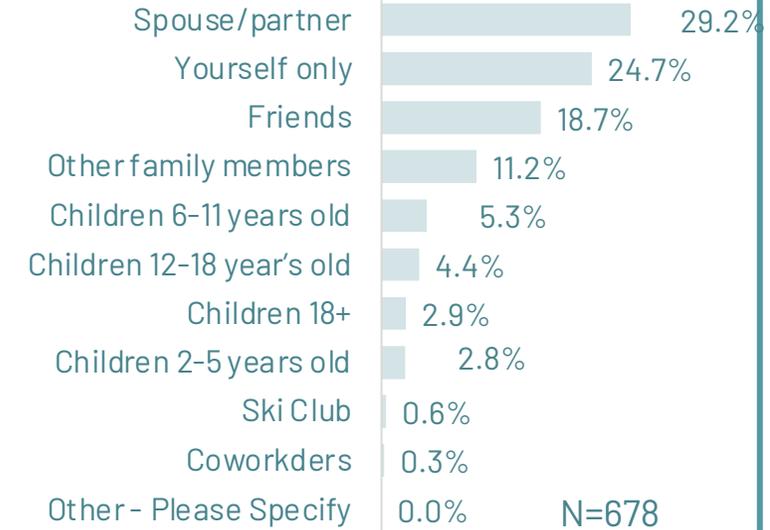
TRAVEL COMPANIONS



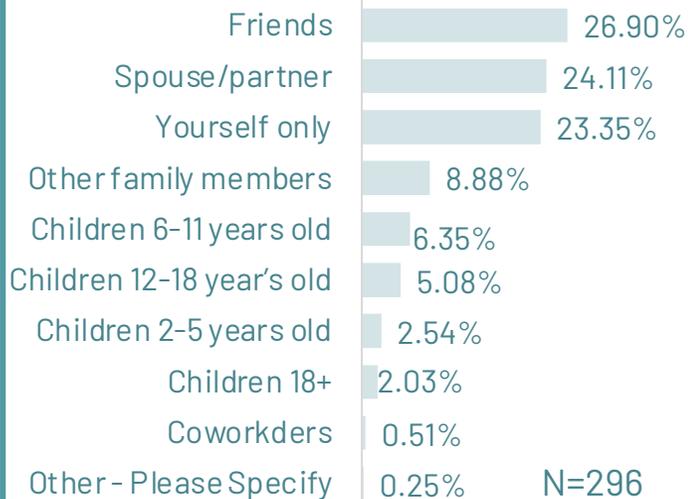
FIRST TIME VISITORS



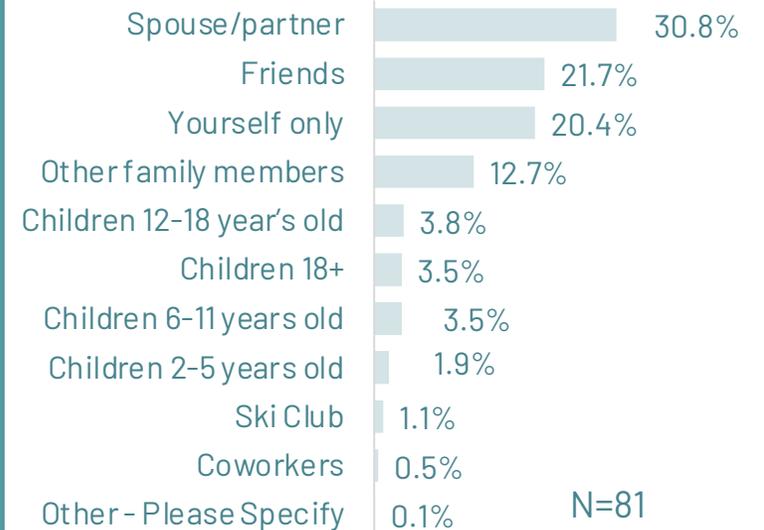
REPEAT VISITORS



CALIFORNIA VISITORS

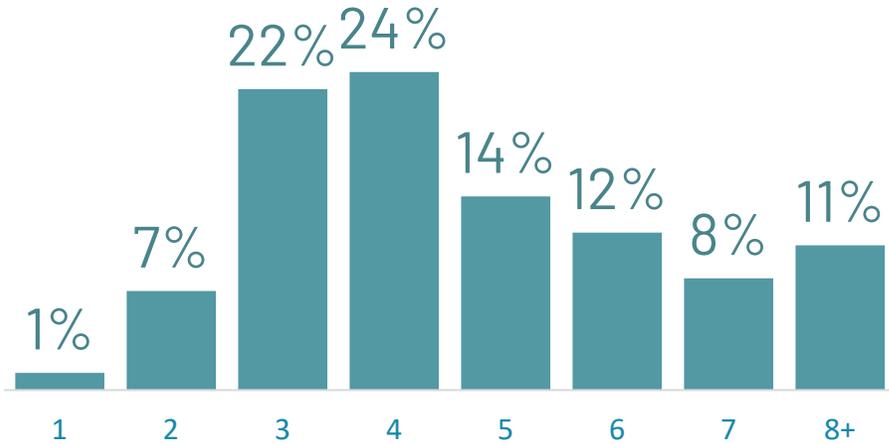


OUT-OF-STATE VISITORS



AVERAGE # NIGHTS

TOTAL



AVERAGE # NIGHTS
4.65 2024

N=1178

FIRST TIME VISITORS



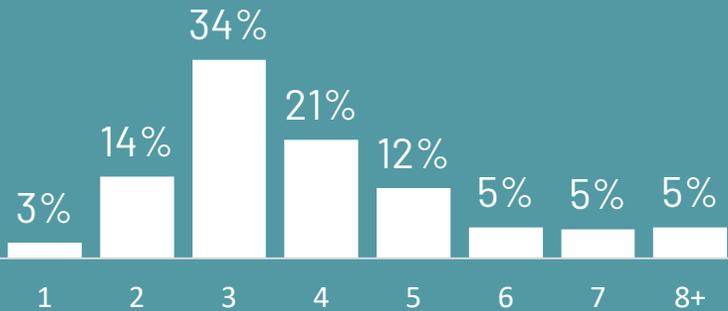
4.43 AVG. # NIGHTS
N=500

REPEAT VISITORS



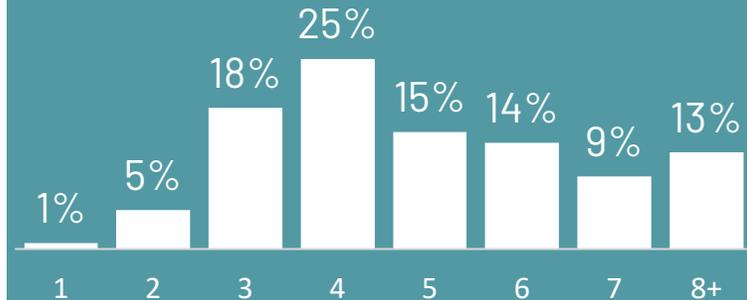
4.80 AVG. # NIGHTS
N=678

CALIFORNIA VISITORS



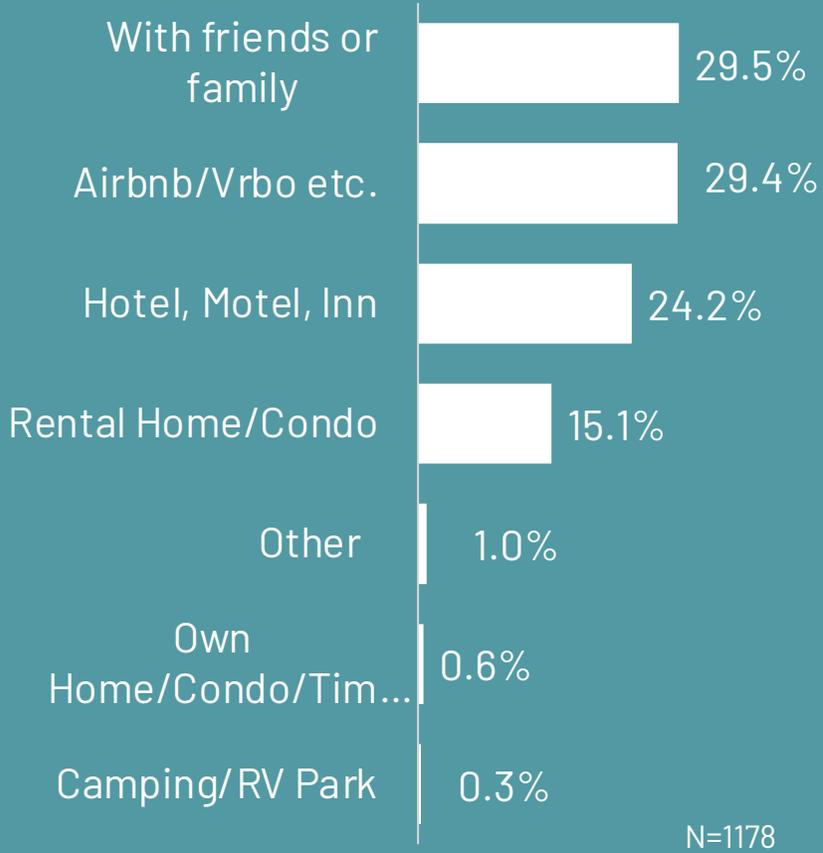
3.88 AVG. # NIGHTS
N=296

OUT-OF-STATE VISITORS

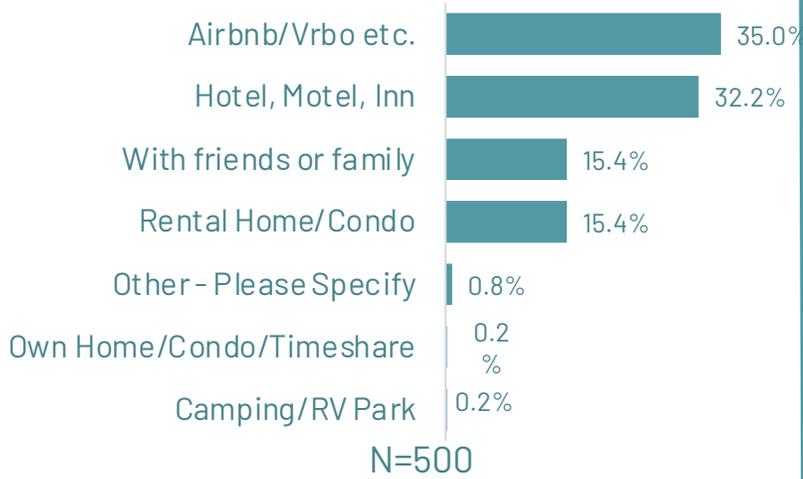


4.90 AVG. # NIGHTS
N=882

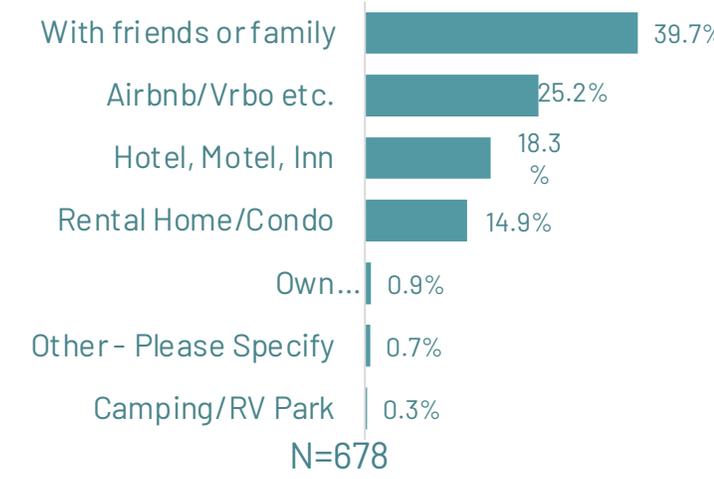
ACCOMMODATIONS



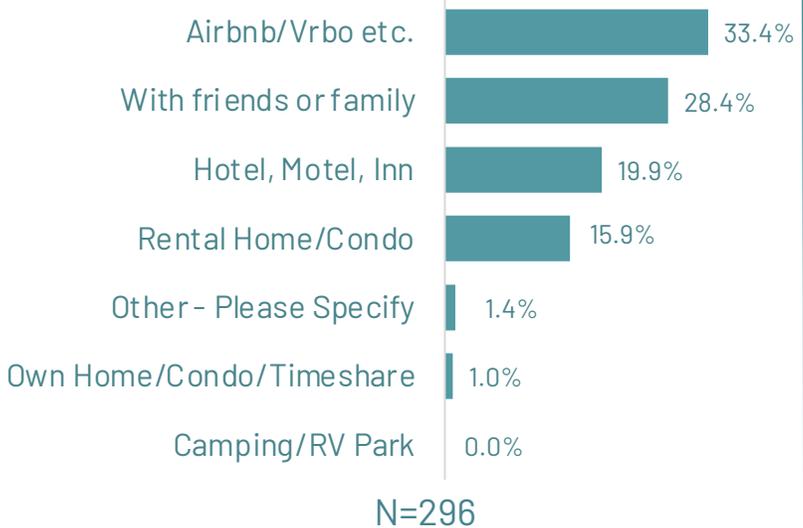
FIRST TIME VISITORS



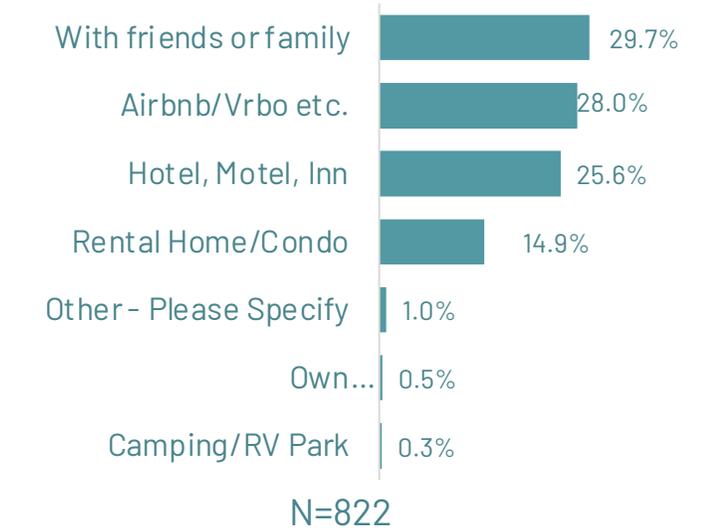
REPEAT VISITORS



CALIFORNIA VISITORS



OUT-OF-STATE VISITORS



LOCAL TRANSPORTATION



FROM AIRPORT

Friend's or Family's vehicle	42%
Shuttle Service	28%
Rental Car	20%
Taxi	8%
Other	2%
Uber/Lyft	1%

N=1178

IN-TOWN

Friend's or Family's vehicle	47%
Rental Car	20%
Free Town Shuttle (Mammoth Lakes)	17%
Shuttle Service	8%
Other-Please specify	3%
Taxi	3%
Uber/Lyft	2%

VISITOR SPENDING



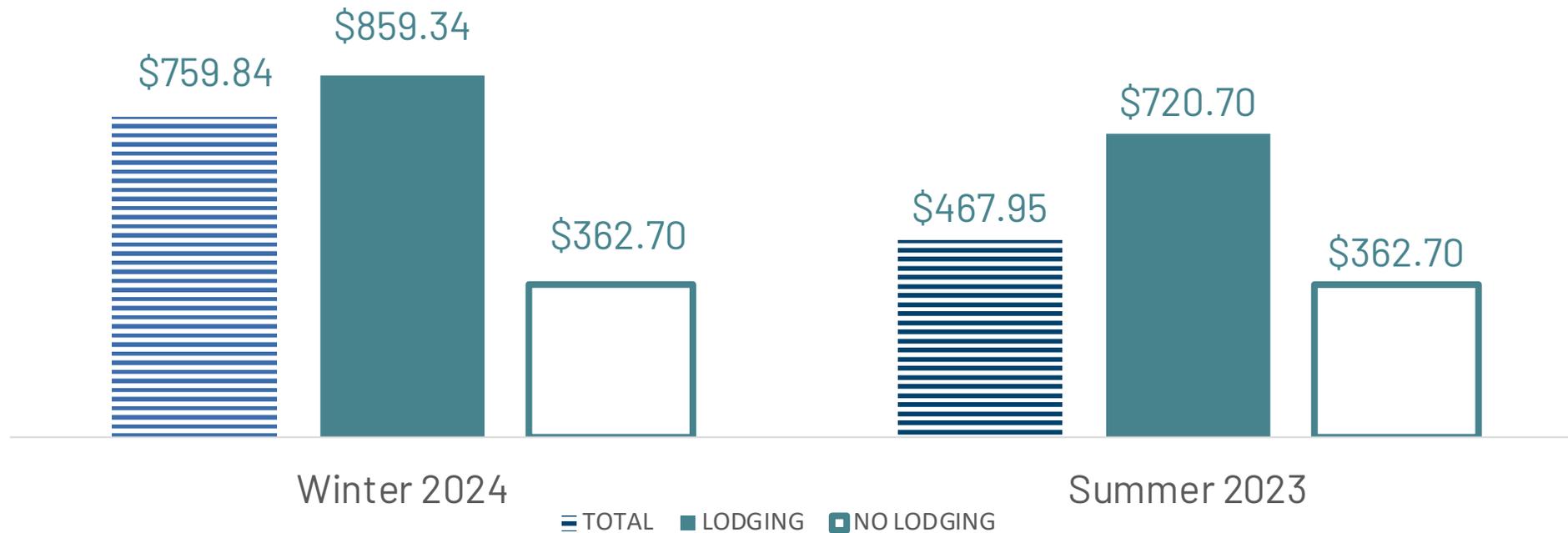
Mammoth Lakes[™]
CALIFORNIA

TRIP SPENDING

Winter Expenditures Higher Than Summer



AVG. SPENDING/DAY
WINTER 2024 VS. SUMMER 2023



NOTE: Ski Equipment/Rentals (\$138.67/day) were included in the Winter Expenditures
Average Winter expenditures were \$620.97 not including Equipment/Rentals

AVERAGE SPENDING/DAY DETAIL



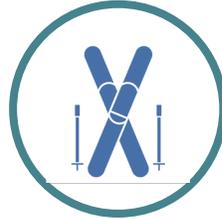
TOTAL \$
PER DAY



LODGING



RESTAURANTS



LIFT TICKETS
EQUIPMENT
RENTAL



RETAIL



SIGHTSEEING
ENTERTAINMENT



CAR RENTAL



GAS, PARKING
TRANSPORTATION



OTHER

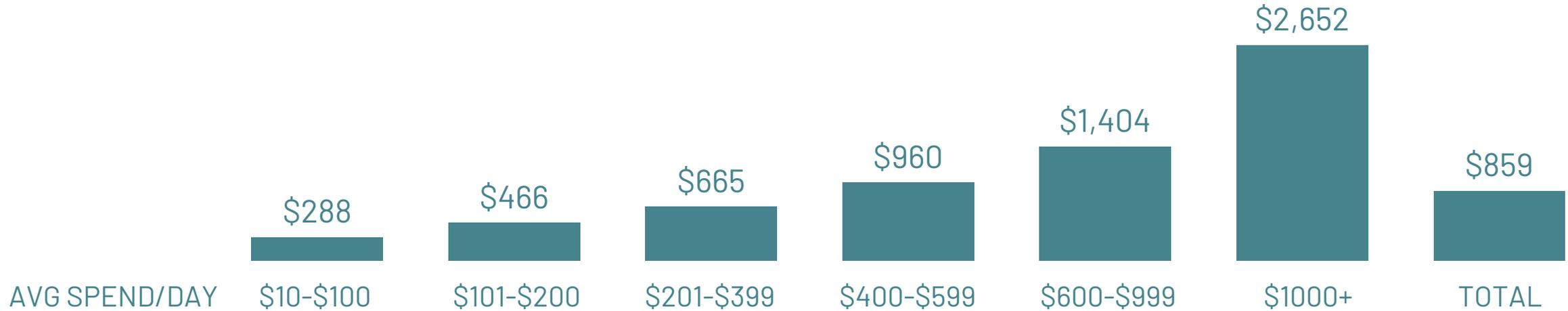
	TOTAL \$ PER DAY	LODGING	RESTAURANTS	LIFT TICKETS EQUIPMENT RENTAL	RETAIL	SIGHTSEEING ENTERTAINMENT	CAR RENTAL	GAS, PARKING TRANSPORTATION	OTHER
TOTAL	\$ 759.84	\$ 329.67	\$ 131.61	\$ 138.67	\$ 47.85	\$ 26.47	\$ 32.58	\$ 23.54	\$ 29.45
LODGING	\$ 859.34	\$ 407.82	\$ 136.39	\$ 147.17	\$ 47.34	\$ 28.45	\$ 38.23	\$ 24.71	\$ 29.24
NO LODGING	\$ 362.70	\$ 0.00	\$ 111.42	\$ 102.84	\$ 50.02	\$ 18.11	\$ 8.74	\$ 18.61	\$ 30.33

N=1002 TOTAL
810 81% LODGING
192 19% NO LODGING

AVERAGE SPENDING/DAY BY LODGING SPENDING



AVG SPENDING/DAY



%/AVG. LODGING SPENDING/DAY



VISITOR DEMOGRAPHICS



Mammoth Lakes[™]
CALIFORNIA

DEMOGRAPHIC TREND

Male skew, Income similar, Older this summer, Not diverse

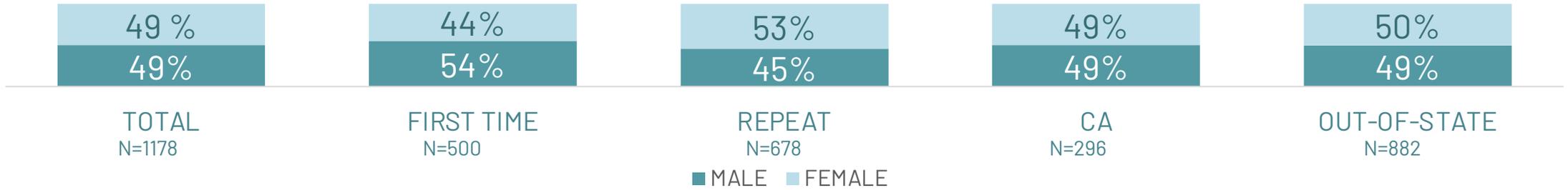


	 2024	 2023	 2022	 2023	 2022
% MALE/FEMALE	49%/49%	58%/41%	54%/45%	57%/45%	51%/47%
SINGLE/MARRIED	47%/49%	47%/44%	N/A	39%/55%	41%/53%
AVG. HH INCOME	\$174.3K	\$165.4K	\$159.7K	\$169.1K	\$150.4K
GEN Z	19%	15%	13%	8%	13%
MILLENNIAL	42%	48%	59%	55%	44%
GEN X	24%	19%	18%	14%	22%
BOOMERS	15%	17%	10%	22%	19%
CAUCASION	84%	86%	80%	85%	83%
HISPANIC	4%	2%	3%	6%	5%
BLACK/AA	2%	1%	1%	1%	3%
ASIAN	8%	7%	13%	4%	6%
OTHER	2%	2%	2%	5%	3%

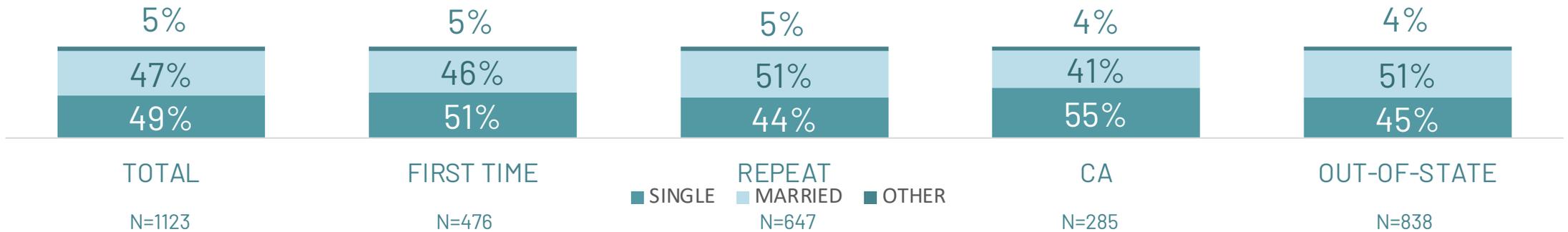
DEMOGRAPHICS



GENDER



MARITAL STATUS



CHILDREN IN HOUSEHOLD



DEMOGRAPHICS AVG. HH INCOME

\$174.3K
N=984

FIRST TIME VISITORS

\$175.9K
N=423

REPEAT VISITORS

\$173.0K
N=561

CALIFORNIA VISITORS

\$188.7K
N=245

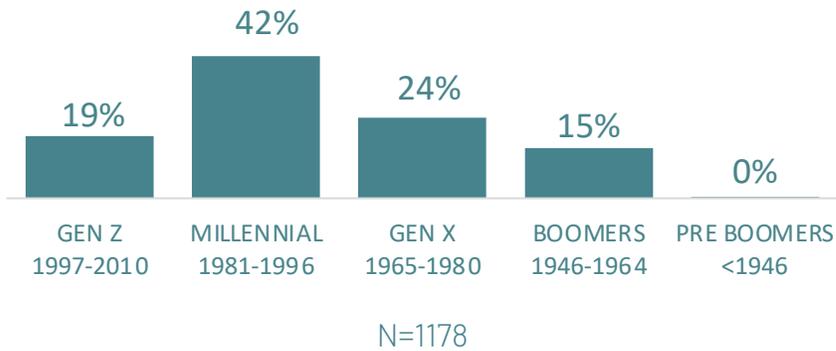
OUT-OF-STATE VISITORS

\$169.5K
N=739

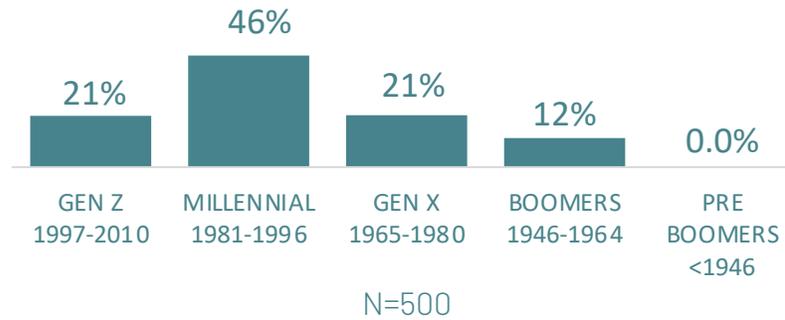
DEMOGRAPHICS



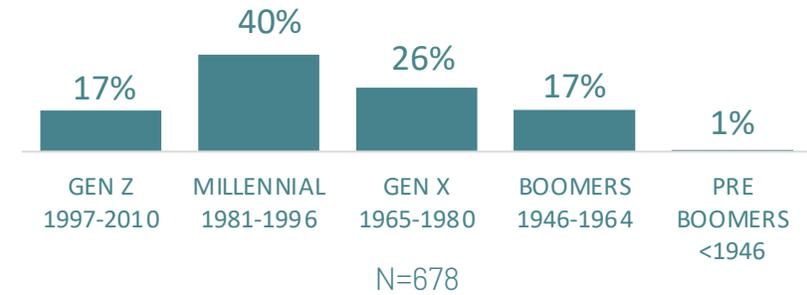
TOTAL GENERATION



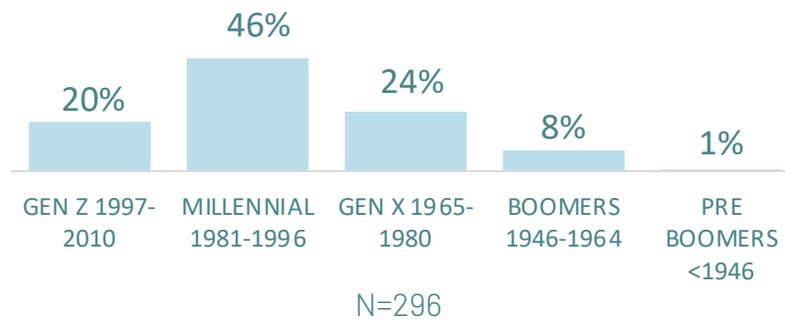
FIRST TIME



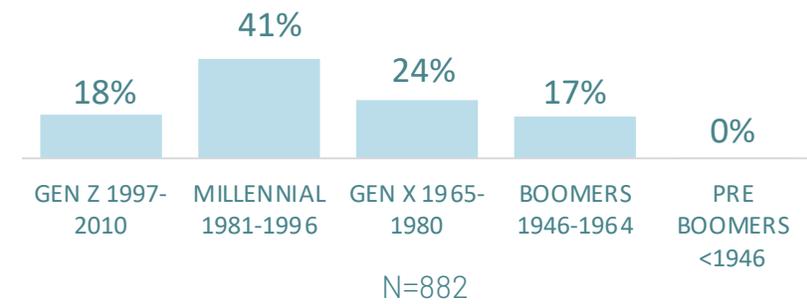
REPEAT



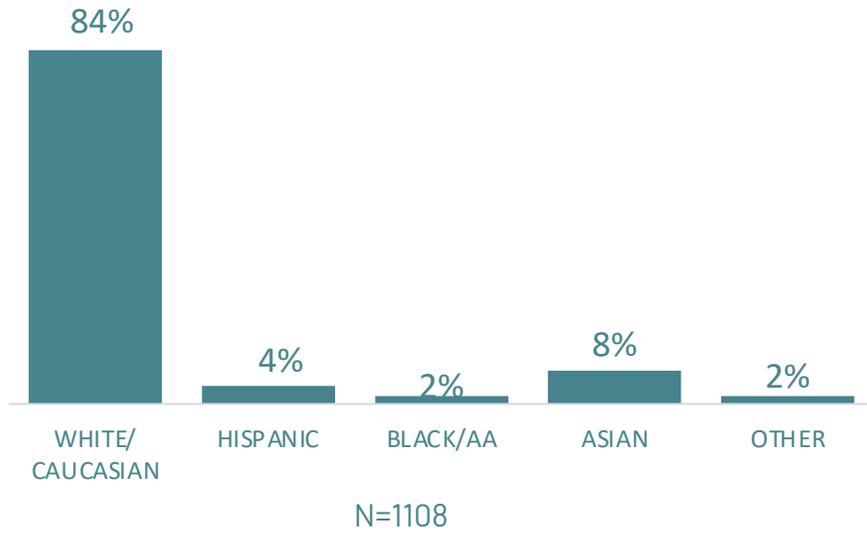
CALIFORNIA



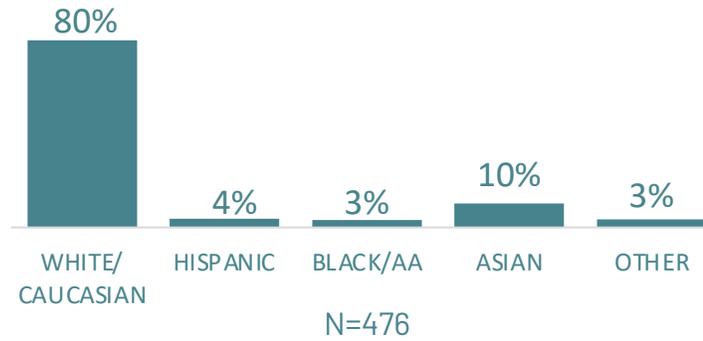
OUT OF STATE



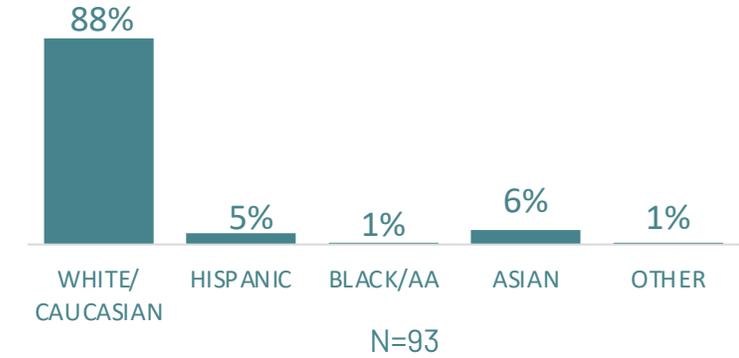
DEMOGRAPHICS



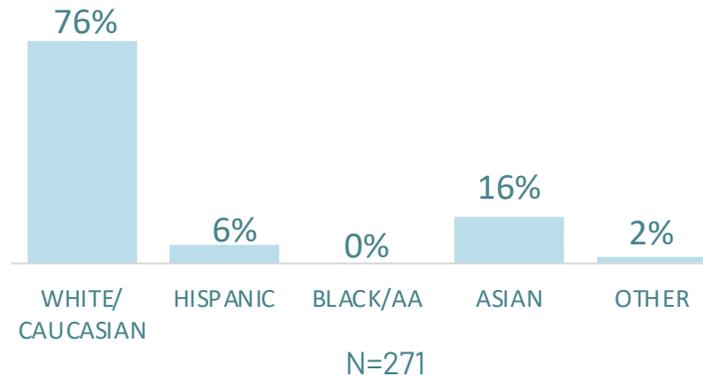
FIRST TIME VISITORS



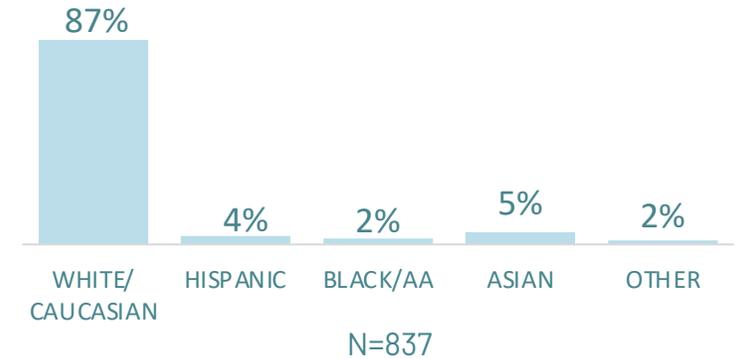
REPEAT VISITORS



CALIFORNIA VISITORS



OUT-OF-STATE VISITORS



EASTERN SIERRA REGIONAL AIRPORT

LOCALS & VISITORS

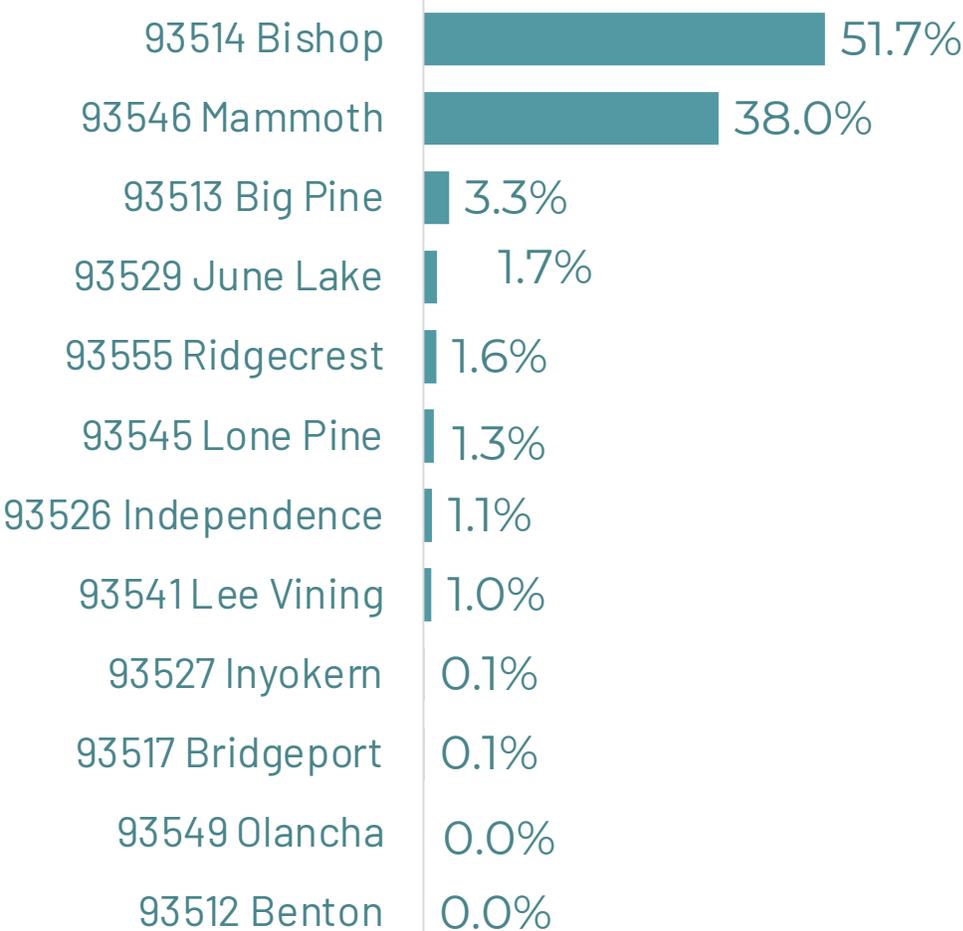


Mammoth Lakes[™]
CALIFORNIA

WINTER 2024 - LOCALS



LOCAL ZIP CODES



N=979

31%

FIRST TIME USING BIH

N=979

69%

TRIPS PAST YR

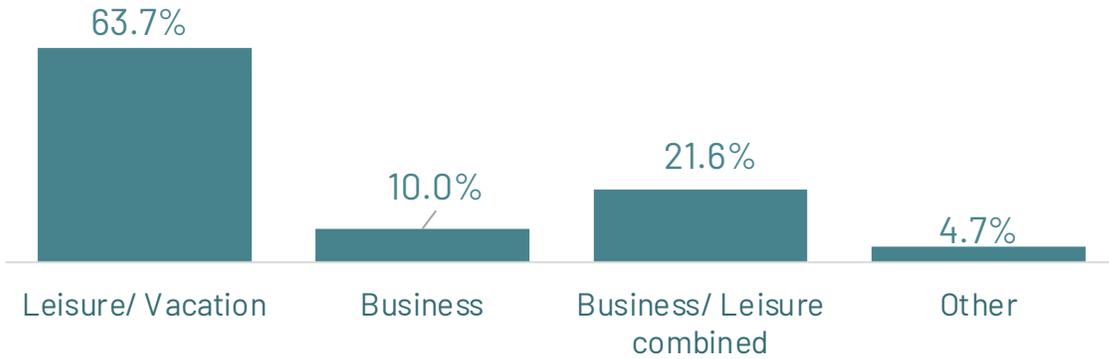
- 16% 1X/YR
- 49% 2-3X/YR
- 22% 3-5X/YR
- 18% 6+X/YR

N=674

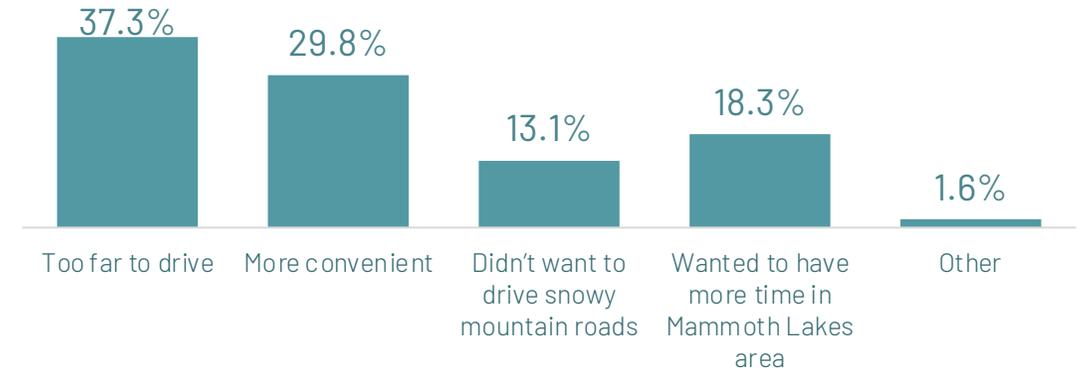
WINTER 2024 - LOCALS



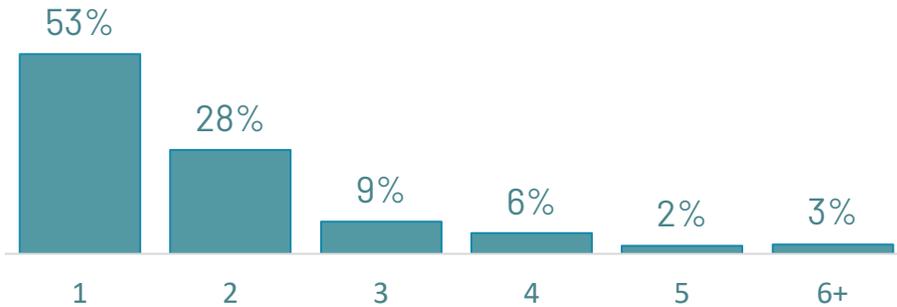
TRIP PURPOSE



REASON FOR FLYING INSTEAD OF DRIVING



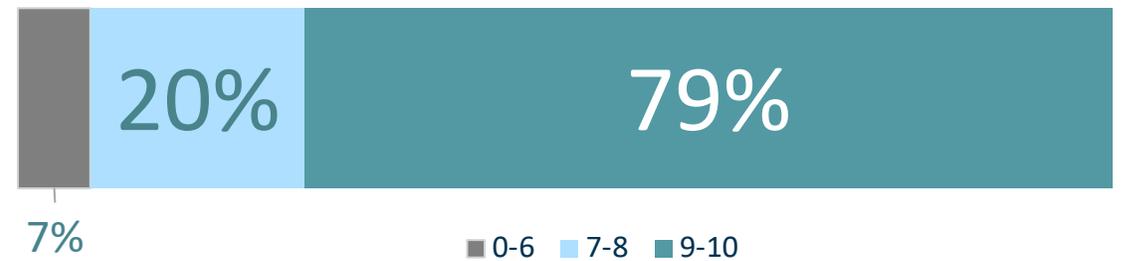
PARTY SIZE



1.83 AVG. PARTY SIZE

N=979

UNITED POSITIVE RATING



0-6 7-8 9-10

67.11

(POSITIVE - NEGATIVE)

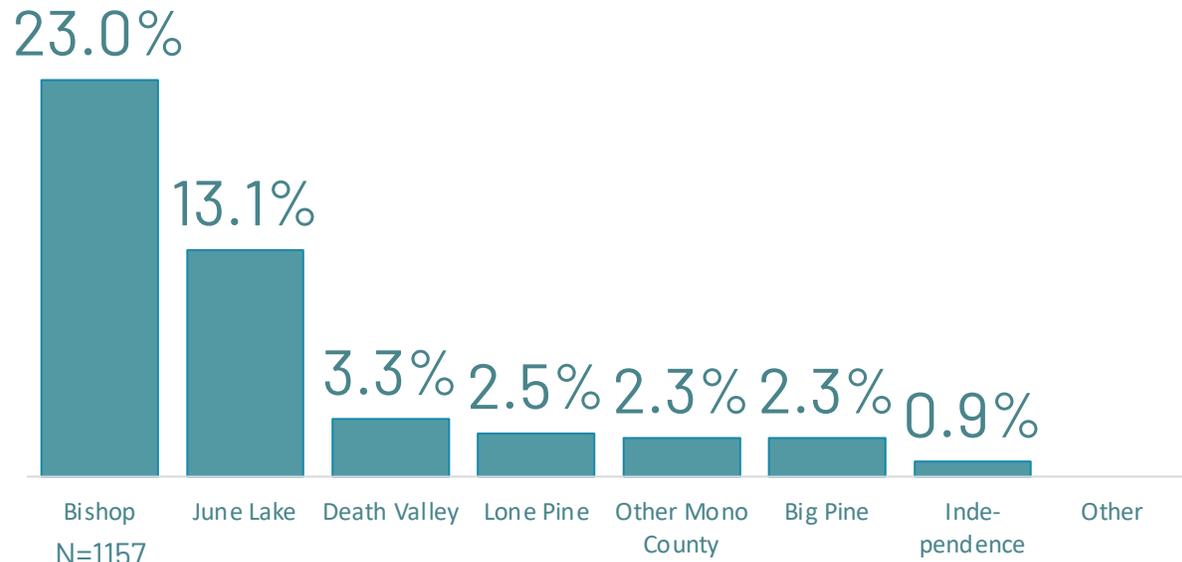
WINTER 2024 - VISITORS



PRIMARY MAMMOTH LAKES VISITORS

WILL/DID VISIT OTHER AREA DESTINATIONS

49%



BISHOP ACTIVITIES –WILL/DID VISIT

Visit local restaurants	37%
Visit local shops	27%
Rock climbing or Bouldering	7%
Stay overnight in a hotel, motel or inn	10%
Stay overnight camping/RV Park	2%
Stay overnight in a rental Home/Condo, Airbnb/Vrbo etc.	8%
Visit a museum	4%
Other	6%

N=531

PRIMARY BISHOP VISITORS

BISHOP ACTIVITIES –WILL/DID VISIT

Visit local restaurants	18.3%
Visit local shops	16.7%
Visit Friends & Family	14.6%
Stay overnight in a hotel, motel, or inn	11.0%
Hiking/Backpacking/fishing	10.4%
Rock climbing or Bouldering	13.0%
Stay overnight camping/RV Park	2.7%
Other*	28.4%
Stay overnight in a rental Home/Condo, Airbnb/Vrbo etc.	6.0%
Visit a museum	3.3%

N=299

*Visiting Family was the primary “Other” Activity