

MAMMOTH LAKES TOURISM

# 2024 WINTER AIR SURVEY

# MAMMOTH YOSEMITE AIRPORT



MAY 2024

# 2024 WINTER AIR VISITOR PROFILE MAMMOTH YOSEMITE AIRPORT



OBJECTIVE: PROVIDE A CURRENT PROFILE OF THE WINTER AIR VISITOR

Intercepts were conducted at the Mammoth Yosemite Airport  
**11/22/2023 – 3/31/2024**

SAMPLE SIZE

245 TOTAL

102 LOCALS  
143 VISITORS

16 FIRST TIME  
127 REPEAT

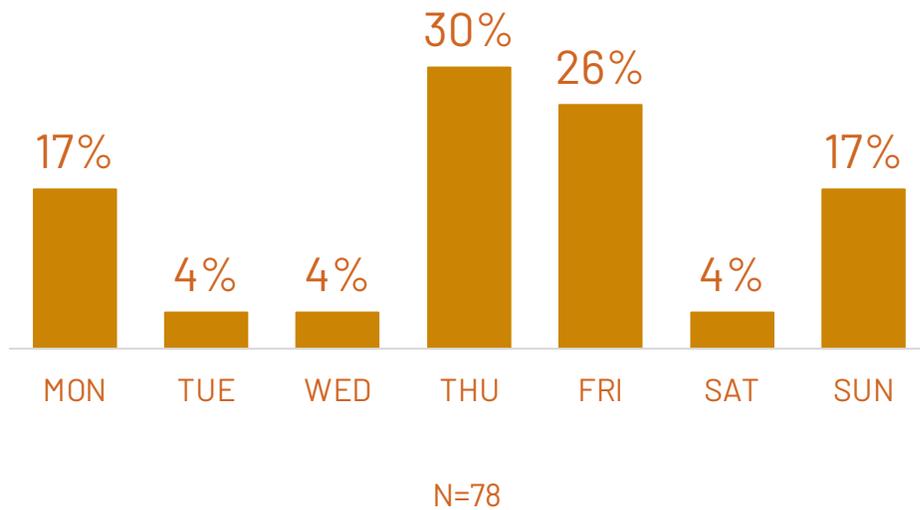
128 CALIFORNIA  
15 OUT OF STATE  
(2 OUT OF US)

78 ARRIVALS  
65 DEPARTURES

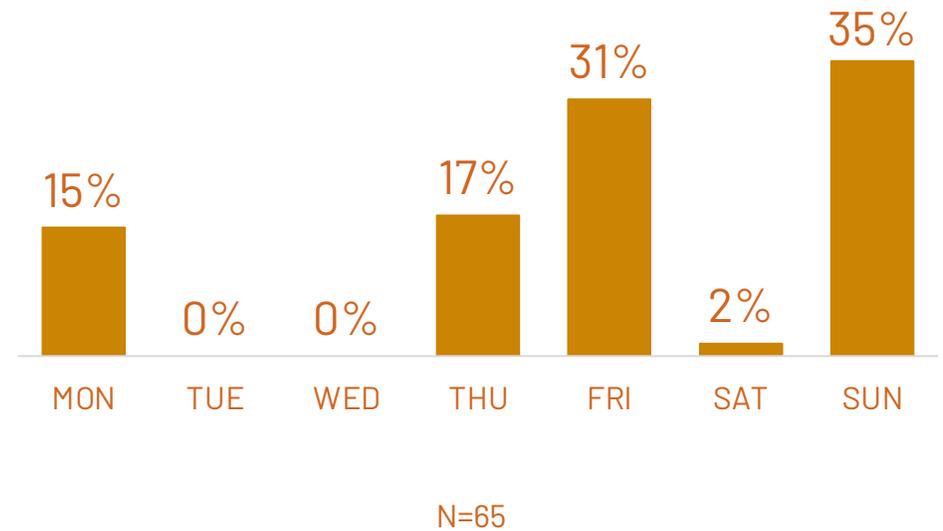
# VISITOR ARRIVAL & DEPARTURE DAYS



## 55% ARRIVALS



## 45% DEPARTURES

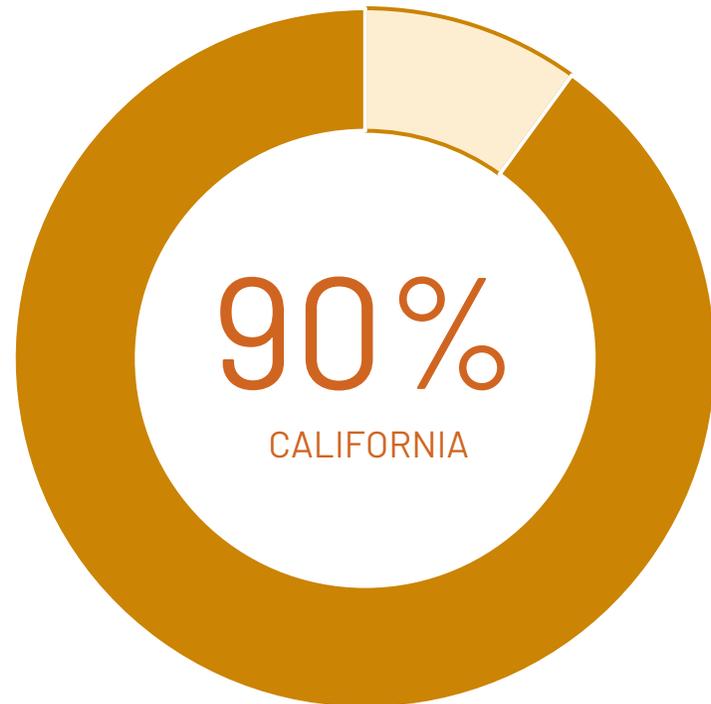


# VISITOR TYPES, ORIGIN & SEASONS VISITED



*Mammoth Lakes*<sup>™</sup>  
CALIFORNIA

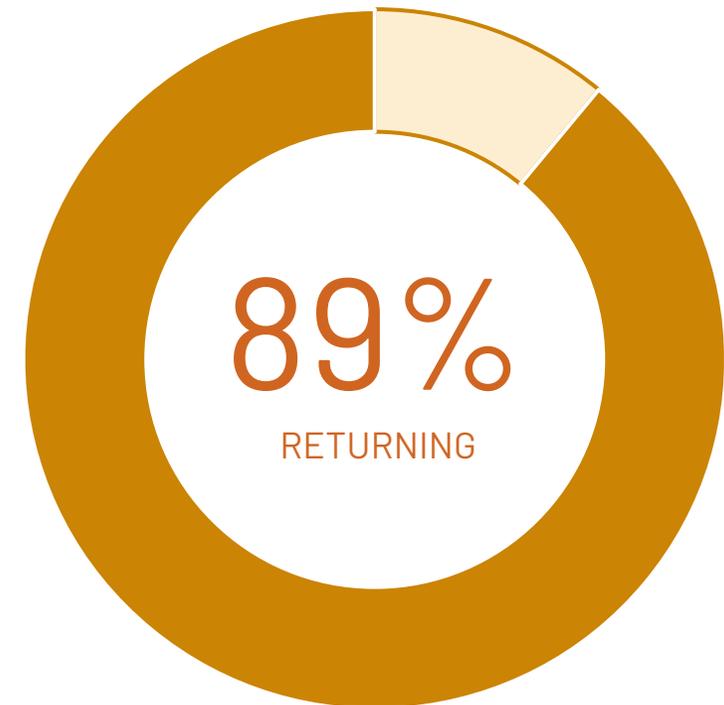
## OUT OF STATE VS. CALIFORNIA



■ OUT OF STATE ■ CALIFORNIA

N=143

## NEW VS. RETURNING



■ NEW ■ RETURNING

NEW N=16 RETURNING N=127

# REPEAT VISITORS



89%

VISITED PREVIOUSLY

SEASON PREVIOUSLY VISITED

36%

23%

23%

19%



winter



spring



summer



autumn

N=127

97%

WILL RETURN

SEASON WILL RETURN

37%

17%

29%

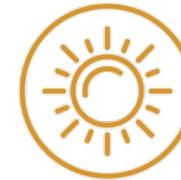
17%



winter



spring



summer



autumn

2.4 Future Season

N=55

# ORIGINATING CITY



54.1% CARLSBAD  
5.7% SAN DIEGO  
59.8% TOTAL

N=73

23.8% HAWTHORN  
12.3% LA  
36.1% TOTAL

N=44

4.1% OTHER

N=5

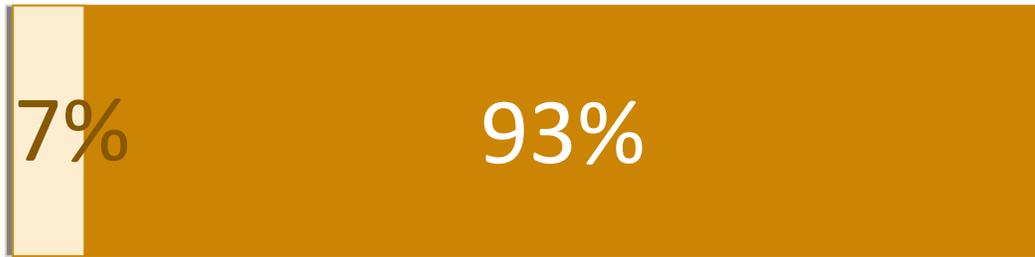
# VISITOR EXPERIENCE



*Mammoth Lakes*<sup>™</sup>  
CALIFORNIA

# ADVANCED AIR EXPERIENCE RATING

A D V A N C E D A I R



1%

0-6

7-8

9-10

# 91.61

(POSITIVE - NEGATIVE)

N=143

# MAMMOTH LAKES EXPERIENCE RATING



0%

0-6

7-8

9-10

# 92.31

(POSITIVE-NEGATIVE)

N=65\*

# MAMMOTH / ADVANCED AIR COMMENTS



## POSITIVE - MAMMOTH

- I was impressed how well the roads were taken care of having this much snowfall.
- Love the red line and how it makes things so easy around town
- Really enjoyed ice skating at the new rink
- Had an amazing experience! Thank you!

## NEGATIVE - MAMMOTH

- More snow would have been nice but otherwise good
- Fantastic Need more flights from Los Angeles, it takes 2.5 hours due to traffic just to get out of LA then 5.5 hours...flight is 50 min!

## POSITIVE - ADVANCED AIR

- Very pleasant experience for my 1st flight with Advanced Air. Highly recommended to my friends now.
- Flight was super easy and convenient. First time utilizing flying in and will definitely do it again in the future.
- The flight was worth every penny. It was busy because of the holiday, but gorgeous.
- All the staff at the airport and on the plane are so fantastic!

HAVE AN IKON PASS



66.9%

# VISITOR TRIP PROFILE



*Mammoth Lakes*<sup>™</sup>  
CALIFORNIA

# TRIP PURPOSE & PRIMARY DESTINATION



## PRIMARY TRIP PURPOSE

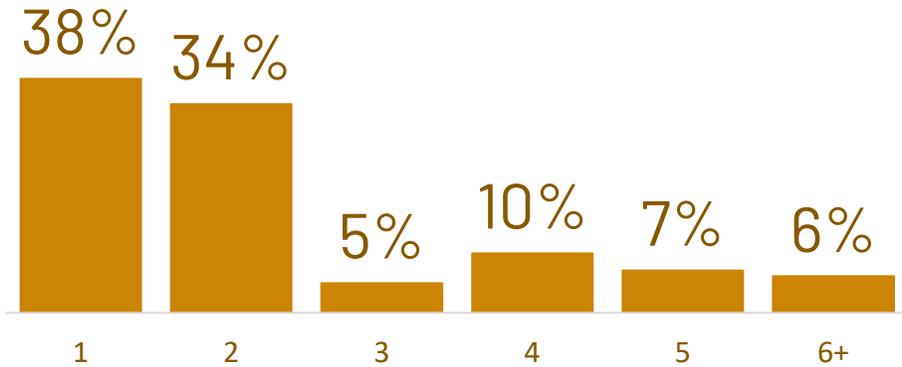
Downhill Skiing	46.2%
Snowboarding	24.5%
Visiting friends or family	10.5%
Holidays	7.0%
Enjoy nature	2.8%
Other	2.8%
Work	2.1%
Cross Country Skiing	1.4%
Other winter activities	1.4%
Attending festivals and events	1.4%

N=143

## PRIMARY DESTINATION

Mammoth Lakes	93.71%
Bishop	3.50%
Other	1.40%
June Lake	0.70%
Other Mono County	0.70%
Big Pine	0.00%
Lone Pine	0.00%
Independence	0.00%
Death Valley	0.00%

## WINTER PARTY SIZE



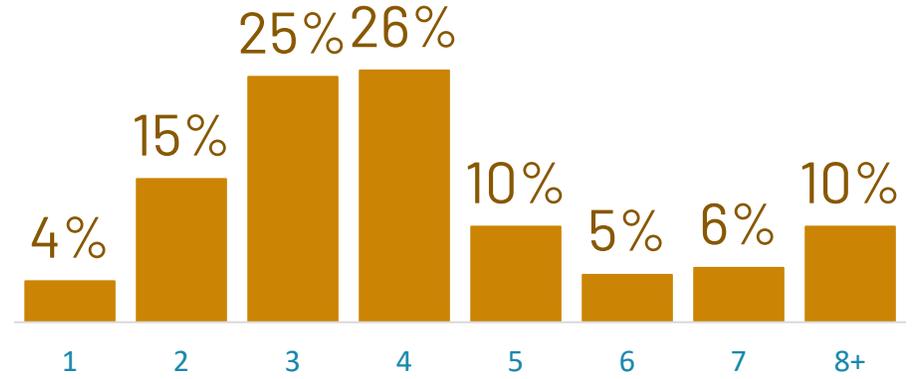
AVERAGE PARTY SIZE

2.3

## TRAVELING WITH

Yourself only	30%
Spouse/partner	24%
Friends	15%
Other family members	8%
Children 12-18 year's old	7%
Children 2-5 years old	6%
Children 6-11 years old	6%
Children 18+	4%
Other	1%

## # NIGHTS



AVERAGE # NIGHTS

4.08

## ACCOMMODATIONS

Hotel, Motel, Inn	27%
With friends or family	23%
Rental Home/Condo	21%
Airbnb/Vrbo etc.	15%
Own Home/Condo/Timeshare	11%
Other - Please Specify	2%
Camping/RV Park	1%

# LOCAL TRANSPORTATION



## FROM AIRPORT

Friend's or Family's vehicle	38%
Shuttle Service	20%
Rental Car	6%
Taxi	23%
Other	8%
Uber/Lyft	5%

N=143

## IN-TOWN

Friend's or Family's vehicle	41%
Rental Car	6%
Free Town Shuttle (Mammoth Lakes)	20%
Shuttle Service	9%
Other	10%
Taxi	10%
Uber/Lyft	5%

# VISITOR SPENDING

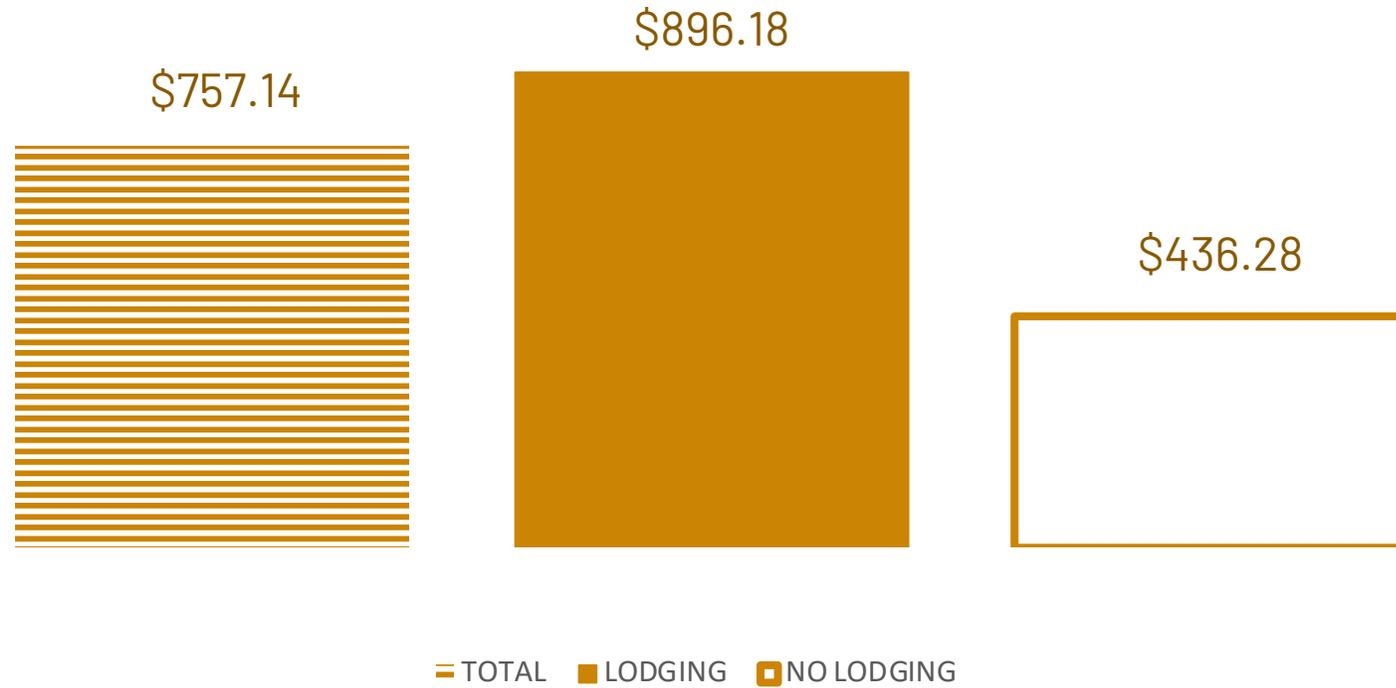


*Mammoth Lakes*<sup>™</sup>  
CALIFORNIA

# TRIP SPENDING



## AVG. SPENDING/DAY WINTER 2024



# AVERAGE SPENDING/DAY DETAIL

TOTAL \$  
PER DAY



LODGING



RESTAURANTS



LIFT TICKETS  
EQUIPMENT  
RENTAL



RETAIL



SIGHTSEEING  
ENTERTAINMENT



CAR RENTAL



GAS, PARKING  
TRANSPORTATION



	TOTAL \$ PER DAY	LODGING	RESTAURANTS	LIFT TICKETS EQUIPMENT RENTAL	RETAIL	SIGHTSEEING ENTERTAINMENT	CAR RENTAL	GAS, PARKING TRANSPORTATION	OTHER
TOTAL	\$ 757.14	\$ 310.78	\$ 168.95	\$ 91.84	\$ 56.71	\$ 44.96	\$ 318.17	\$ 26.9	\$ 38.25
LODGING	\$ 896.18	\$ 445.46	\$ 166.60	\$ 112.41	\$ 50.83	\$ 47.39	\$ 17.92	\$ 26.19	\$ 29.24
NO LODGING	\$ 436.28	\$ 0.00	\$ 174.36	\$ 44.36	\$ 70.26	\$ 39.36	\$ 20.51	\$ 28.72	\$ 58.72

N=129 TOTAL  
90 70% LODGING  
39 30% NO LODGING

# VISITOR DEMOGRAPHICS



*Mammoth Lakes*<sup>™</sup>  
CALIFORNIA

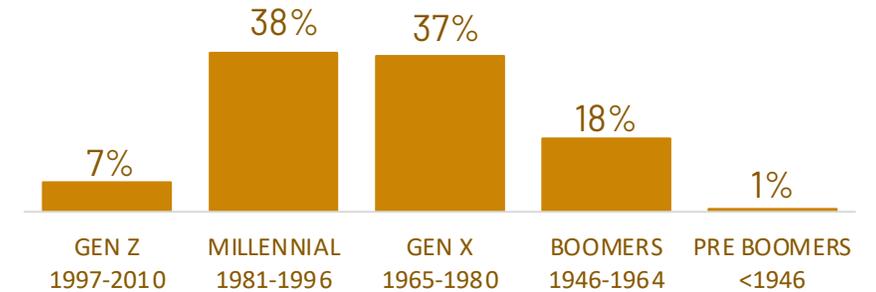
# DEMOGRAPHICS



51% MALE  
49% FEMALE  
GENDER

\$200.4K  
AVG.HH INCOME

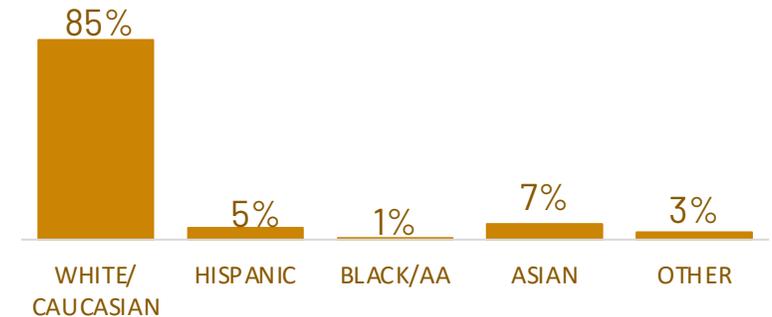
## TOTAL GENERATION



65% MARRIED  
31% SINGLE  
MARITAL STATUS

31%  
HAVE CHILDREN

## ETHNICITY



# MAMMOTH YOSEMITE AIRPORT

LOCALS & VISITORS



*Mammoth Lakes*<sup>™</sup>  
CALIFORNIA

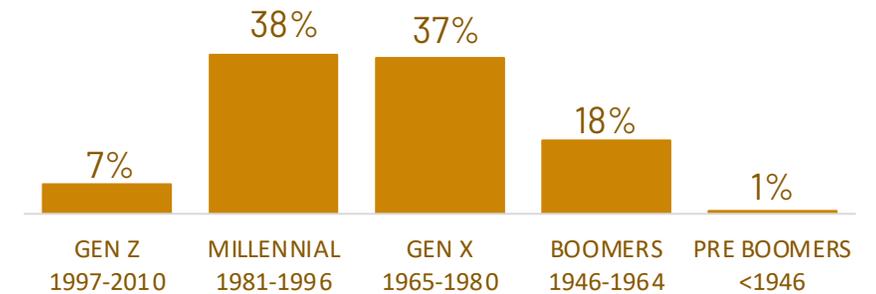
# DEMOGRAPHICS



51% MALE  
49% FEMALE  
GENDER

\$200.4K  
AVG.HH INCOME

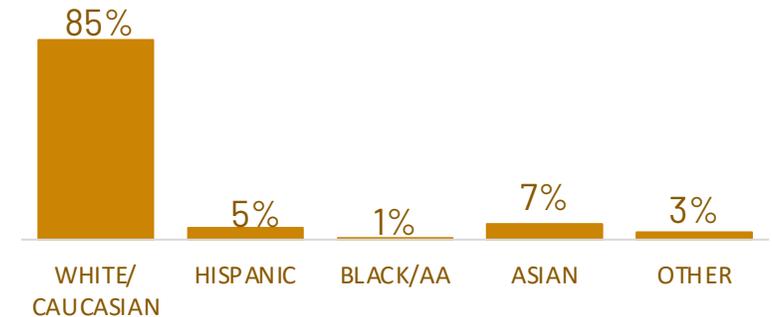
## TOTAL GENERATION



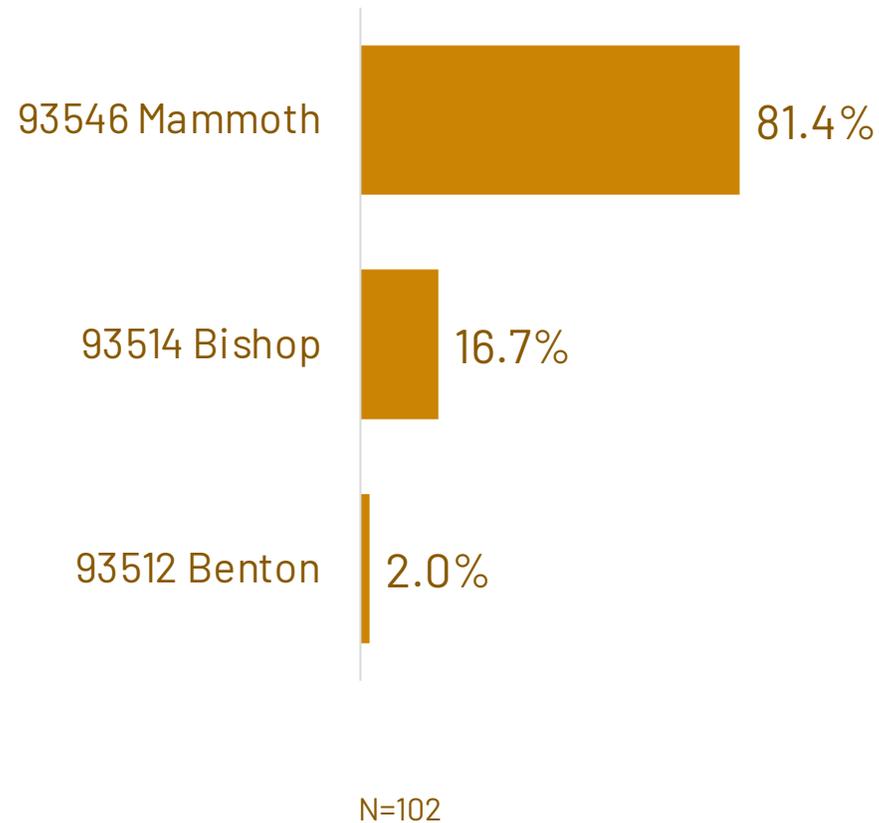
65% MARRIED  
31% SINGLE  
MARITAL STATUS

31%  
HAVE CHILDREN

## ETHNICITY



## LOCAL ZIP CODES



12.7%

FIRST TIME USING BIH

N=13

87.2%

# TRIPS PAST YR

13% 1X/YR

29% 2-3X/YR

20% 3-5X/YR

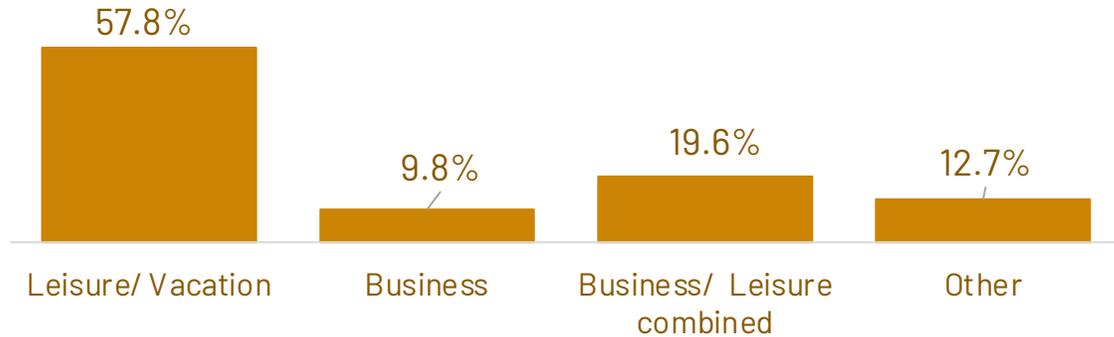
37% 6+X/YR

N=89

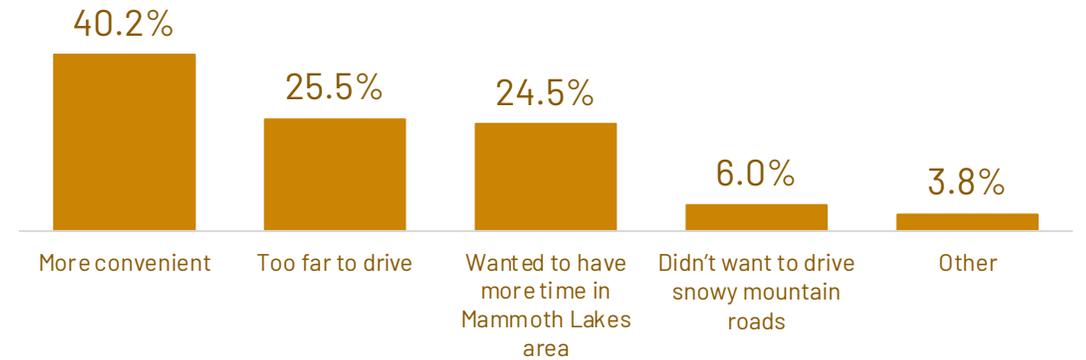
# WINTER 2024 - LOCALS



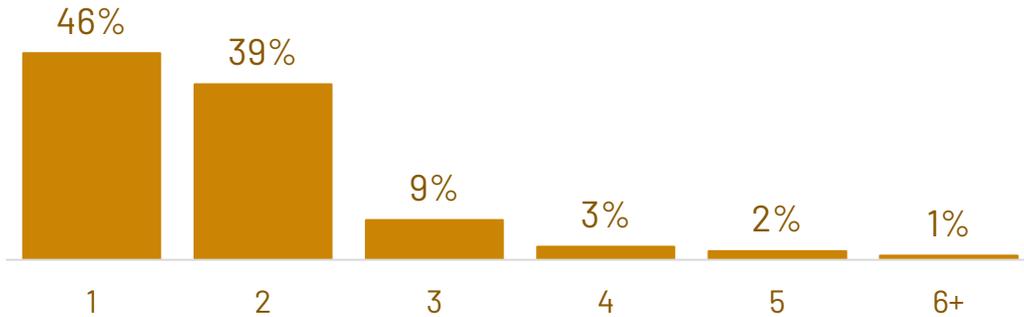
## TRIP PURPOSE



## REASON FOR FLYING INSTEAD OF DRIVING

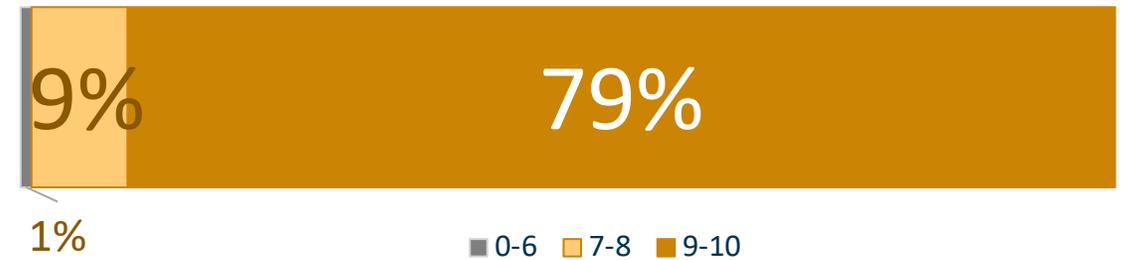


## PARTY SIZE



1.78 AVG. PARTY SIZE

## ADVANCED AIR POSITIVE RATING



0-6 7-8 9-10

89.22

(POSITIVE - NEGATIVE)

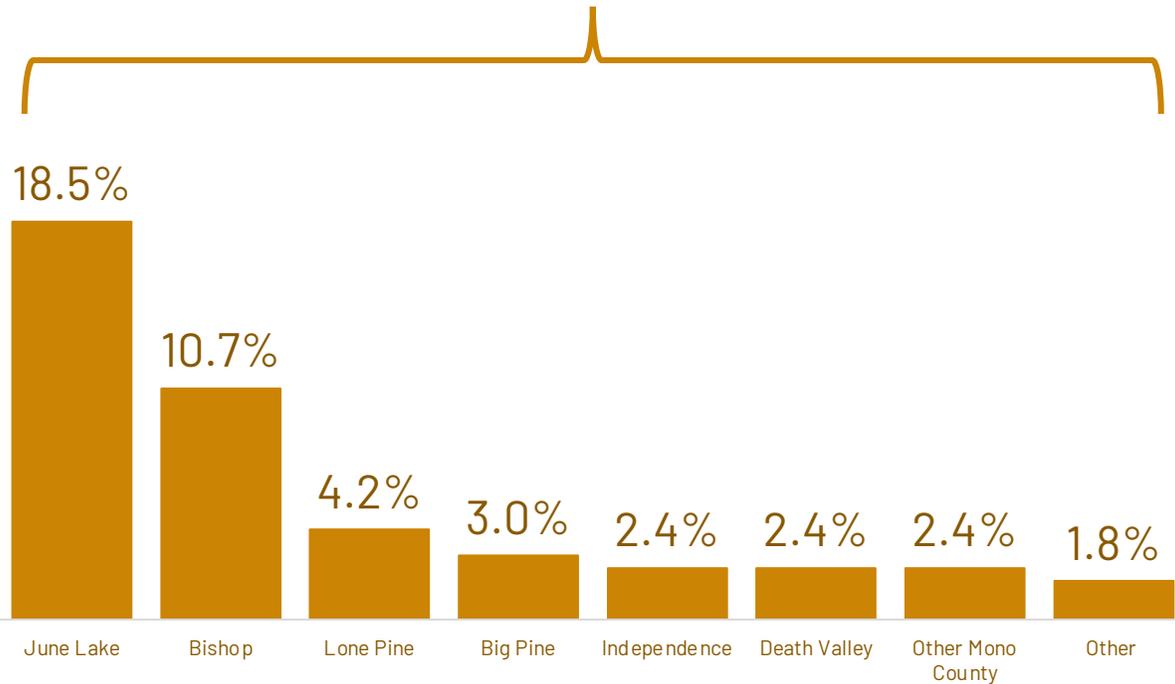
# WINTER 2024 - VISITORS



## PRIMARY MAMMOTH LAKES VISITORS

### WILL/DID VISIT OTHER AREA DESTINATIONS

45%



### BISHOP ACTIVITIES –WILL/DID VISIT

Visit local restaurants	32%
Visit local shops	29%
Rock climbing or Bouldering	5%
Stay overnight in a hotel, motel or inn	8%
Stay overnight camping/RV Park	8%
Stay overnight in a rental Home/Condo, Airbnb/Vrbo etc.	5%
Visit a museum	0%
Other	13%

N=38\*