

MAMMOTH LAKES TOURISM

WINTER AIR SURVEY

2025

BISHOP AIRPORT



Mammoth Lakes[™]
CALIFORNIA

June 2025

2025 WINTER AIR VISITOR PROFILE BISHOP



OBJECTIVE: PROVIDE A CURRENT PROFILE OF THE WINTER AIR VISITOR

Intercepts were conducted at the Eastern Sierra Regional Airport/Bishop 12/12/2024- 3/29/2025

SAMPLE SIZE

1970 TOTAL

797 LOCALS
1173 VISITORS

538 FIRST TIME
635 REPEAT

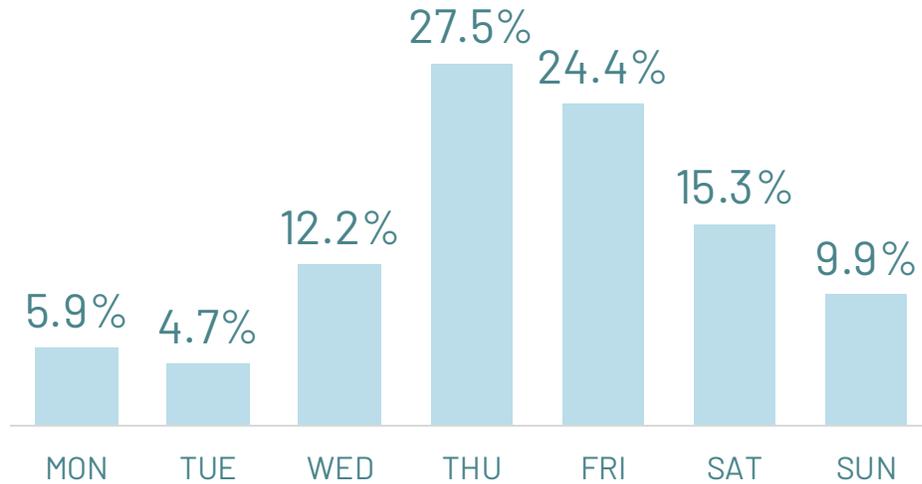
312 CALIFORNIA
832 OUT OF STATE
29 OUT OF US

576 ARRIVALS
597 DEPARTURES

VISITOR ARRIVAL & DEPARTURE DAYS

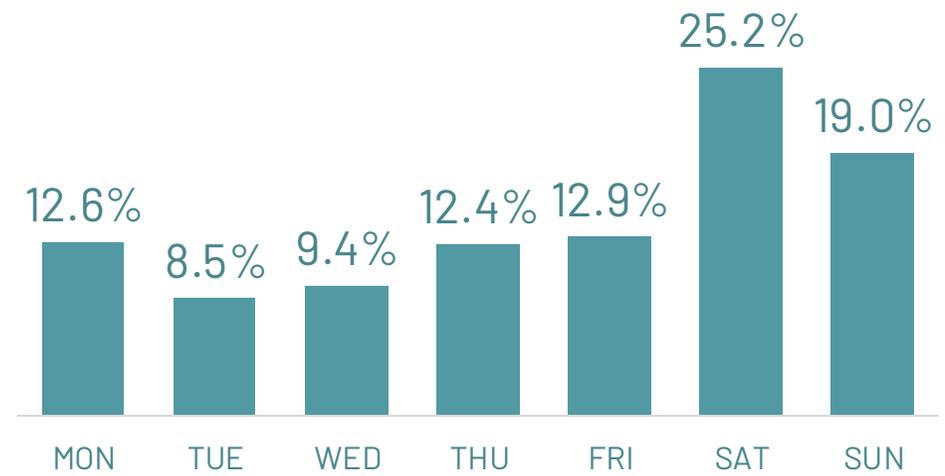


49% ARRIVALS



N=574

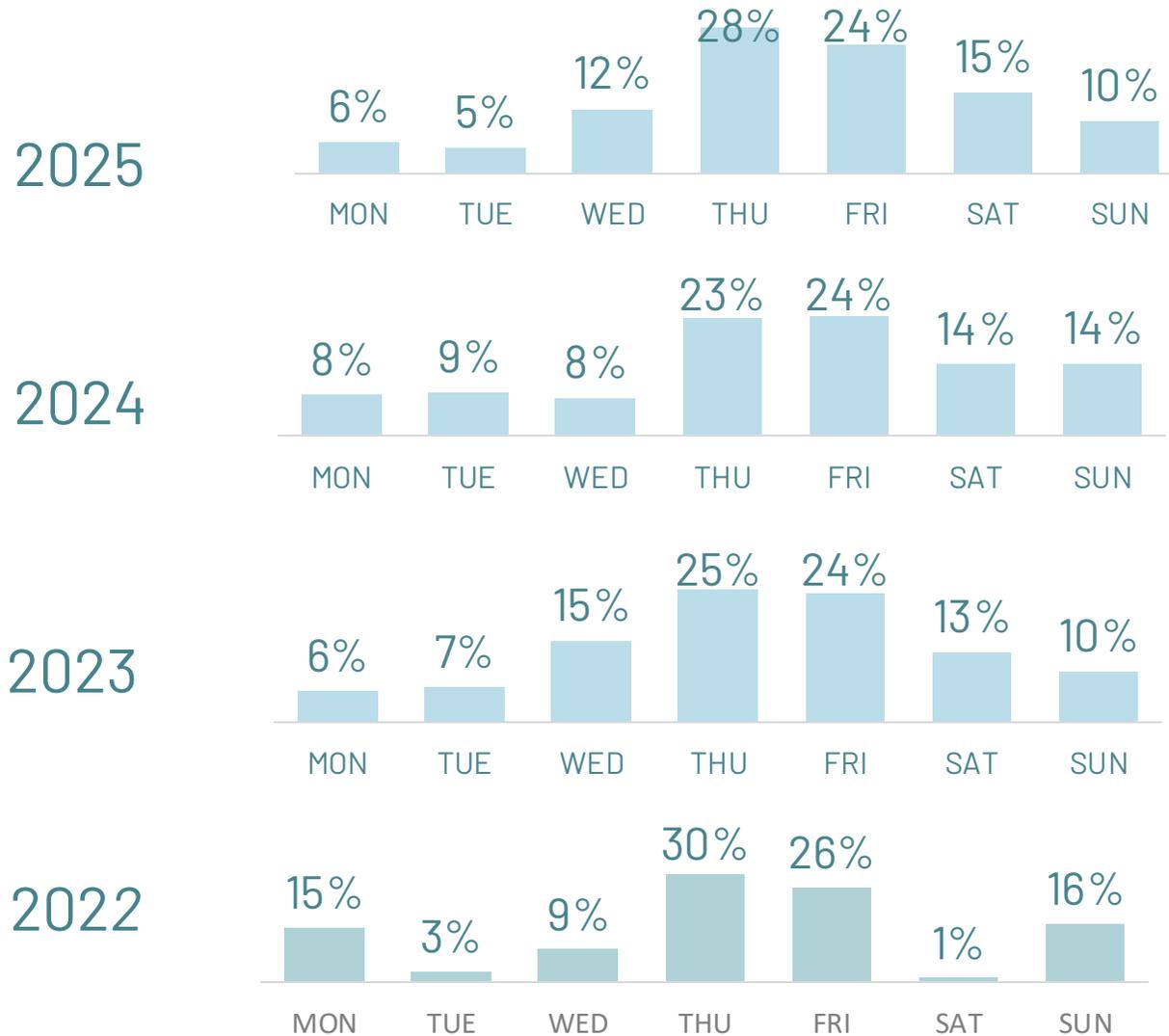
51% DEPARTURES



N=588

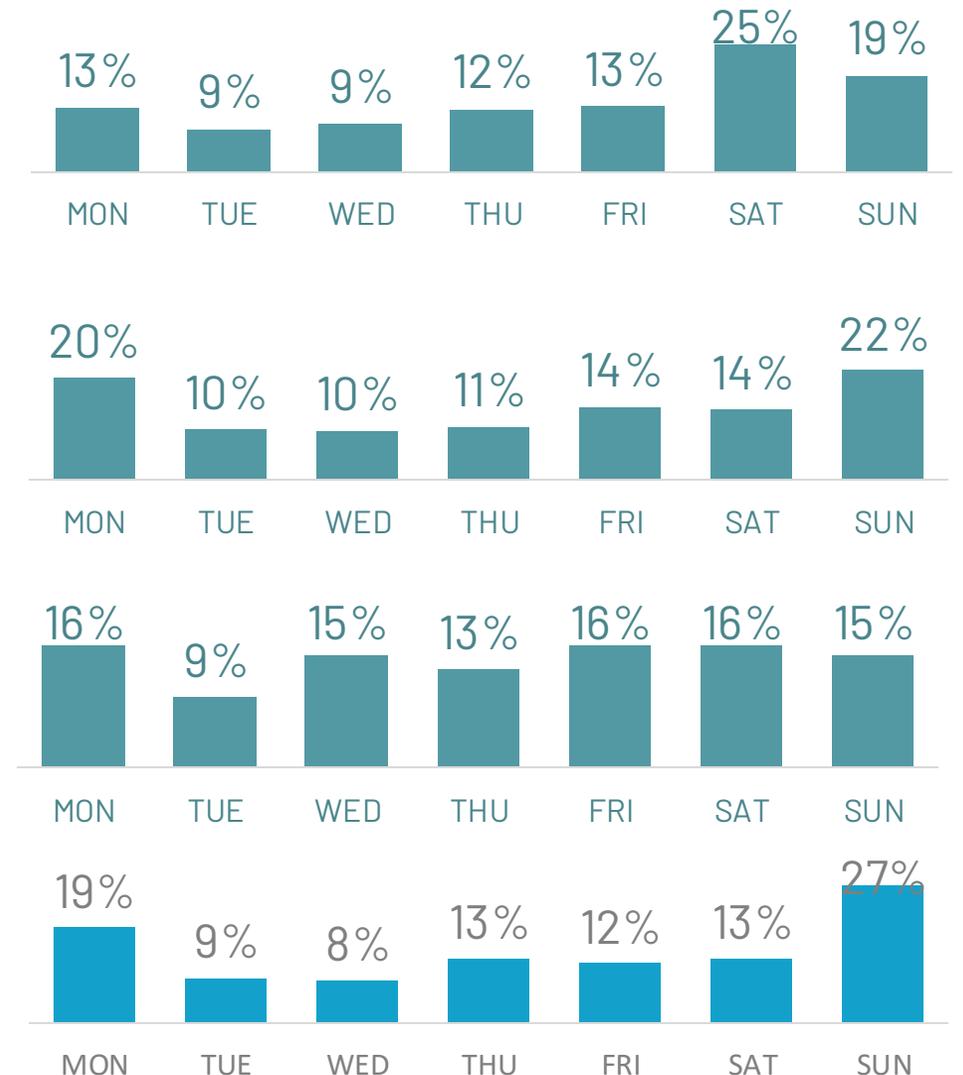
ARRIVAL/DEPARTURE DAYS TREND

ARRIVALS



N=574

DEPARTURES

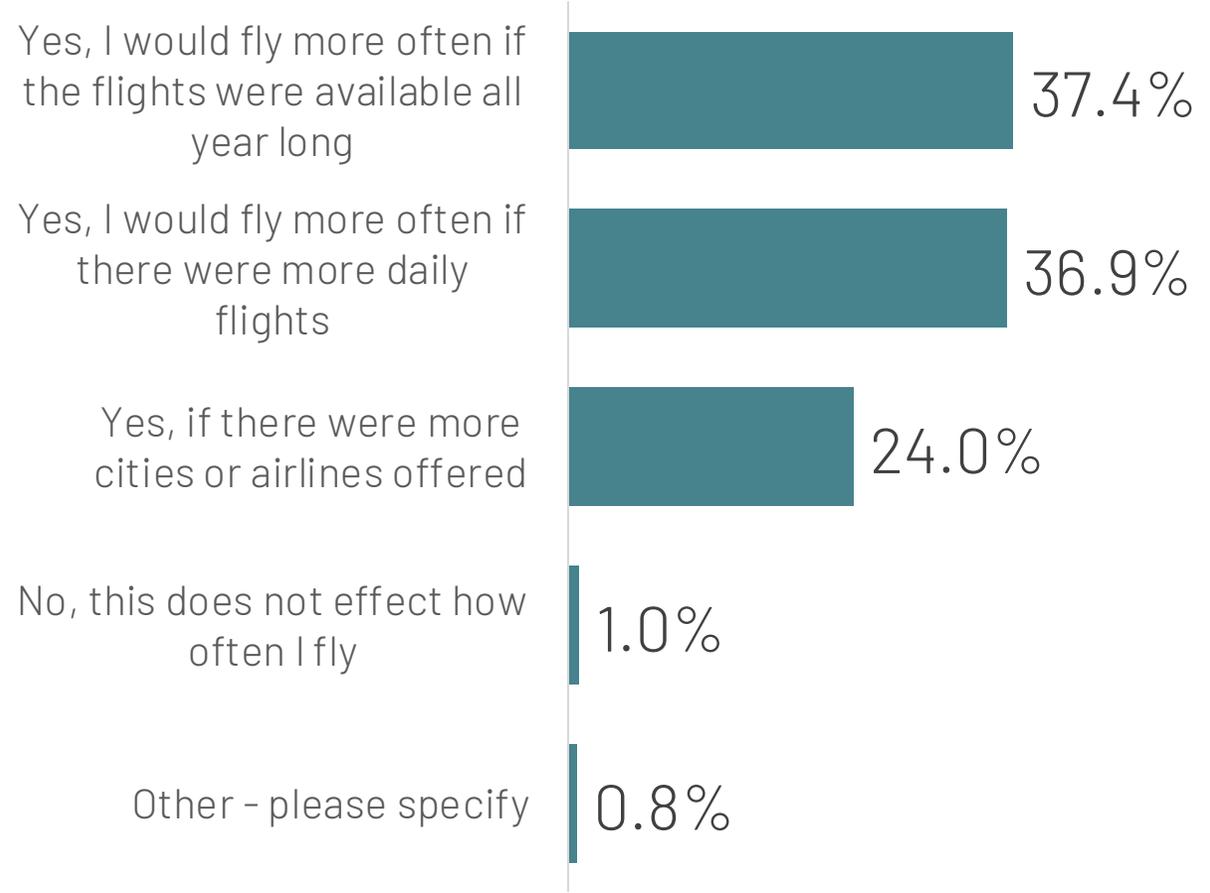


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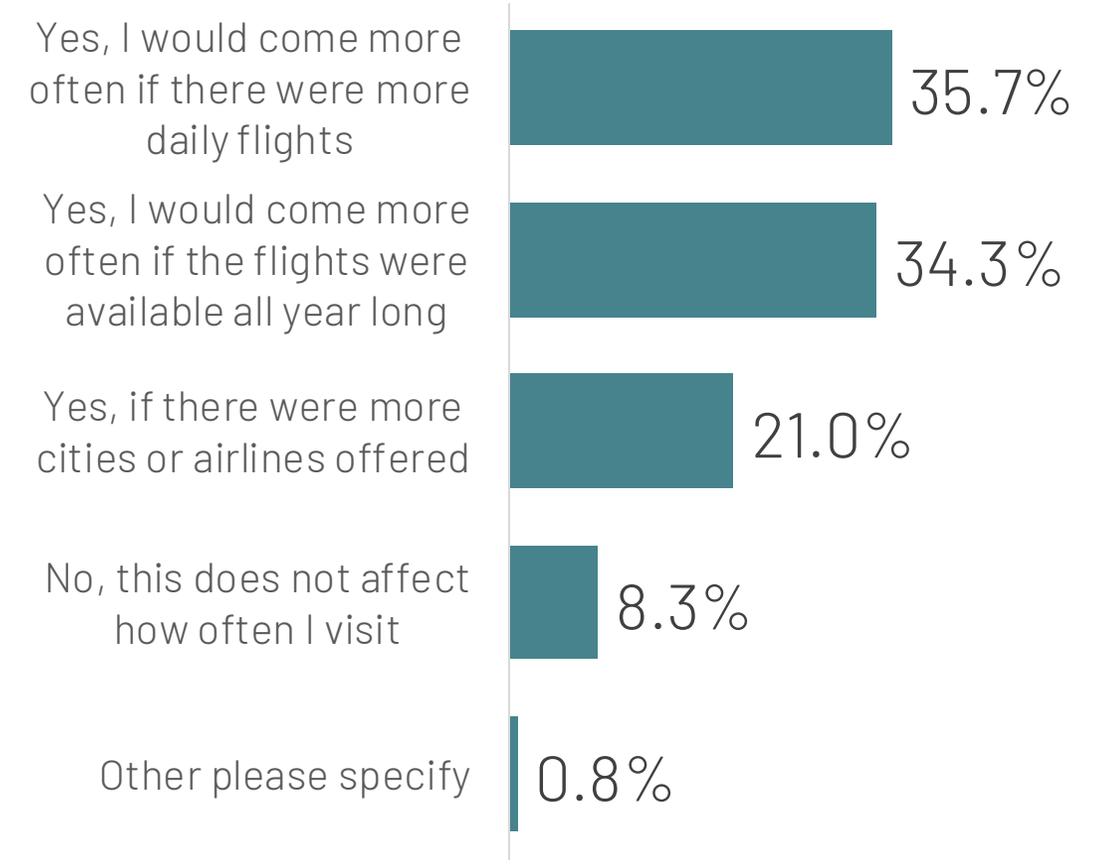
Would you utilize air service more often if there were more flights to Bishop?



LOCALS



VISITORS



Would you utilize air service more often if there were more flights to Bishop?



LOCALS - OTHER

- Direct flights to LA
- Denver year round please
- It's more the price than the number of flights offered
- I fly for work travel I would absolutely love more options
- Having cheaper options to promote flying out of Bishop instead of budget airlines in Vegas. It is often cheaper to drive and get a hotel than to fly out of Bishop.
- Denver flight in summer would double my use of the airport
- One flight mid-day from/to SFO and Denver is enough

VISITORS - OTHER

- Better/more connections for east coast
- Cheaper
- Delta!
- Frequency and cost would play the biggest factor
- More flights and more airlines will bring more extended viability to the amazing tourist region and neighboring areas

VISITOR TYPES, ORIGIN & SEASONS VISITED

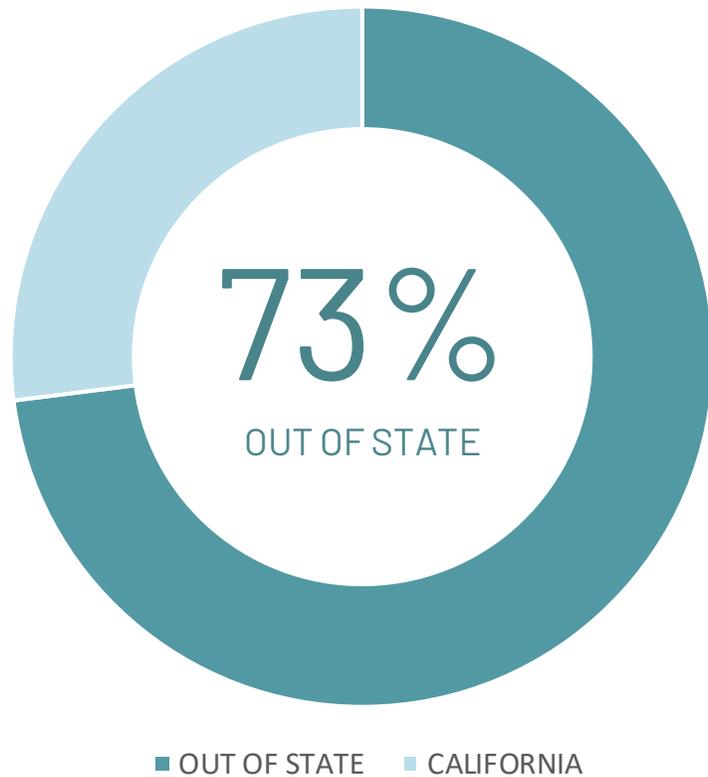


Mammoth Lakes[™]
CALIFORNIA

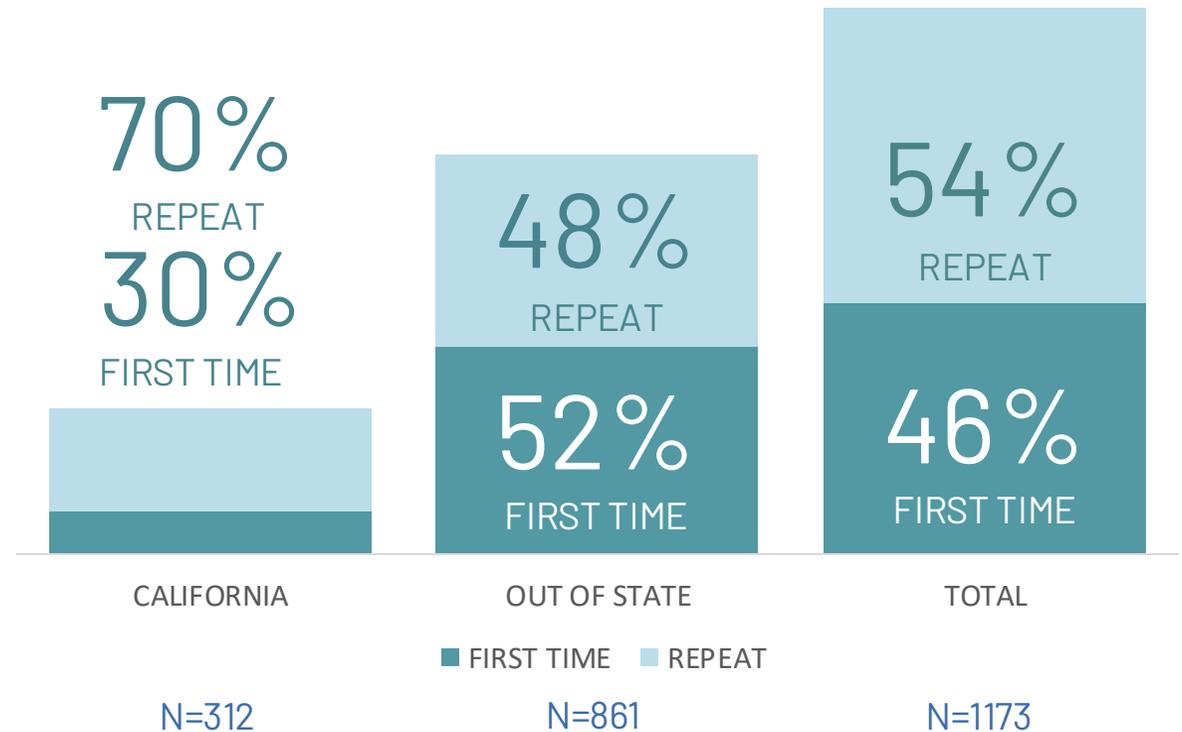
CALIFORNIA VS. OUT OF STATE VISITORS



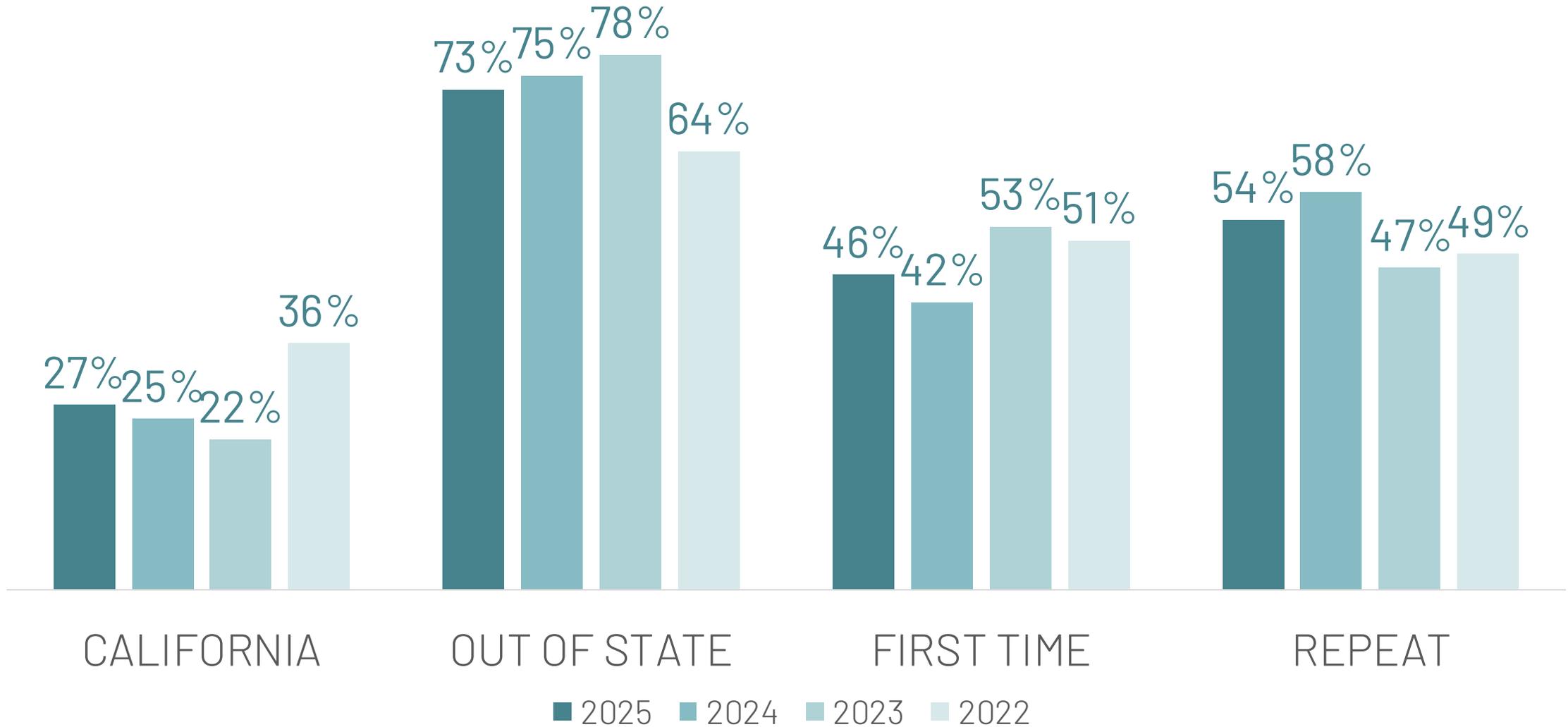
OUT OF STATE VS. CALIFORNIA



REPEAT VS. FIRST TIME - OUT OF STATE & CALIFORNIA



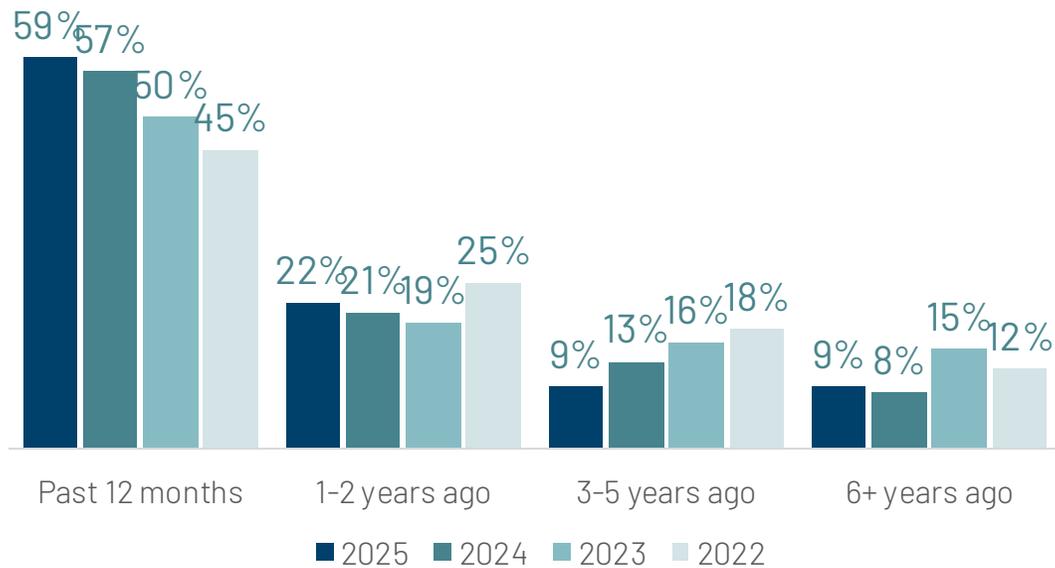
TOTAL TRAVELER TYPE TREND



REPEAT VISITORS

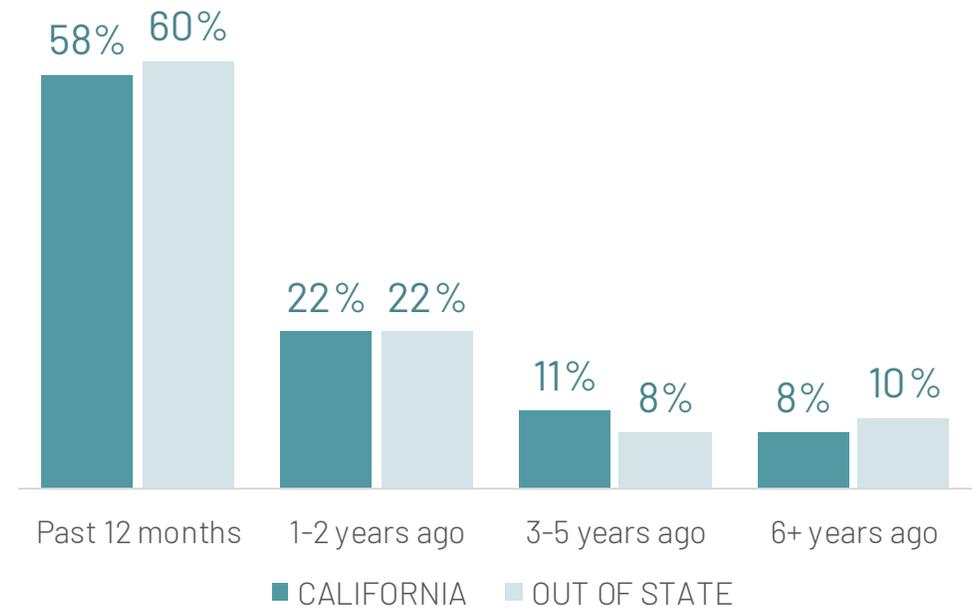


PREVIOUS VISIT TREND



N=2025 635

PREVIOUS VISIT CALIFORNIA VS. OUT OF STATE 2025



N=219 / 417

TOP ORIGIN STATES

California	26.6%
Colorado	12.9%
New York	4.9%
Texas	4.7%
Washington	4.4%
TOP 5	53.5%

Illinois	3.8%
Virginia	3.8%
Arizona	3.6%
Massachusetts	3.4%
New Jersey	2.7%
6-10	17.3%

TOP 10 70.8%

N=1173

FIRST TIME VISITORS

California	17.3%
Colorado	11.5%
New York	5.9%
Texas	5.9%
Illinois	5.8%
TOP 5	46.4%

Virginia	5.6%
Washington	4.6%
New Jersey	4.5%
Massachusetts	4.3%
Arizona	3.5%
9-10	22.5%

TOP 10 68.9%

N=538

REPEAT VISITORS

California	34.5%
Colorado	14.0%
Washington	4.3%
New York	4.1%
Arizona	3.6%
TOP 5	60.5%

Texas	3.6%
Oregon	2.8%
Massachusetts	2.7%
Virginia	2.4%
Illinois	2.2%
6-10	13.7%

TOP 10 74.2%

N=635

OUT-OF-STATE VISITORS

Colorado	18.1%
New York	7.0%
Texas	6.6%
Washington	6.3%
Illinois	5.4%
TOP 5	43.4%

Virginia	5.4%
Arizona	5.0%
Massachusetts	4.8%
New Jersey	3.8%
Oregon	3.6%
6-10	22.6%

TOTAL 66.0%

N=832

TOP 5 WINTER VISITOR ORIGIN STATES – TREND



2025

California	26.6%
Colorado	12.9%
New York	4.9%
Texas	4.7%
Washington	4.4%
TOP 5	53.5%



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%

What CITY did you originally fly out of to get to the Mammoth Lakes/Bishop area?

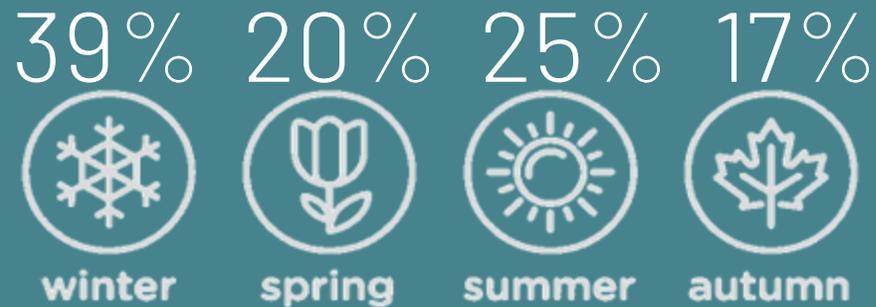
CALIFORNIA

SAN FRANCISCO	90.0%
LA/ORANGE	
LOS ANGELES	3.6%
ORANGE	1.8%
ONTARIO	0.4%
	5.7%
SAN DIEGO AREA	
SAN DIEGO	0.7%
CARLSBAD	1.4%
	2.1%
COAST	
SANTA BARBARA	0.4%
SLO	0.7%
MONTEREY	0.4%
	1.4%
VALLEY	
SACRAMENTO	0.4%
FRESNO	0.4%
	0.7%

WINTER REPEAT VISITORS – PAST VISIT SEASONS

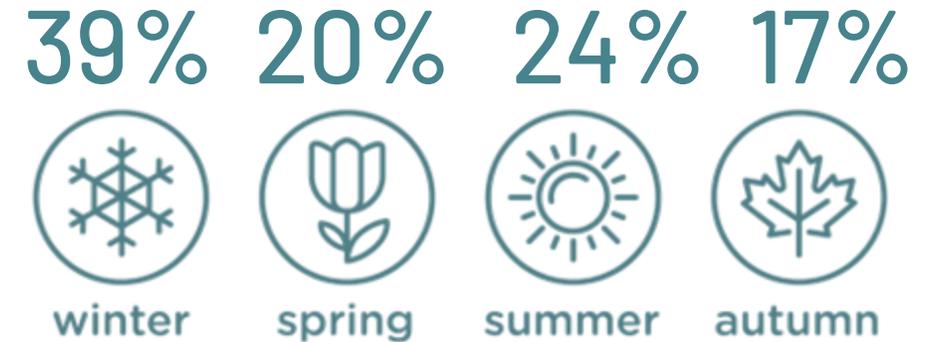


TOTAL REPEAT VISITORS



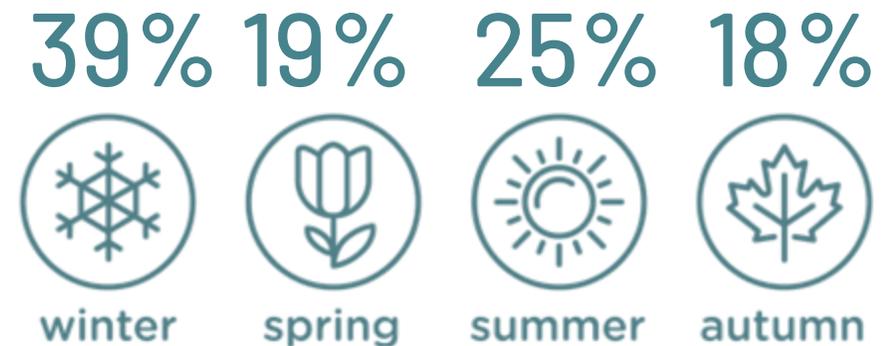
N=635

CALIFORNIA REPEAT VISITORS



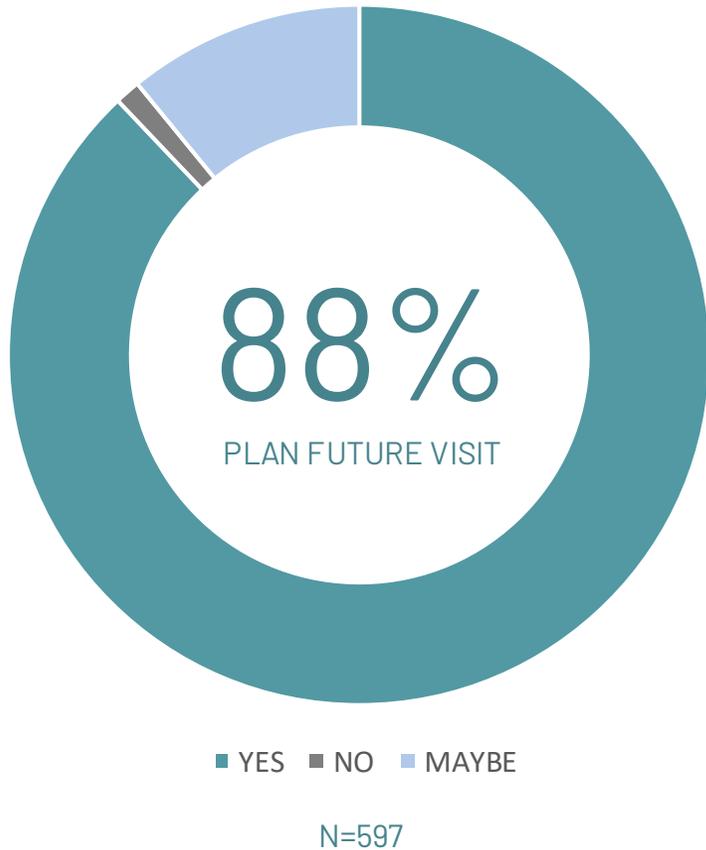
N=219

OUT-OF-STATE REPEAT VISITORS

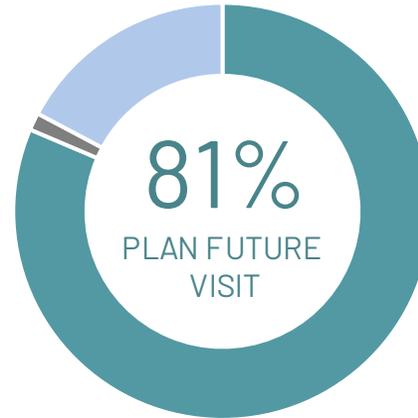


N=414

PLANNED FUTURE VISITS



FIRST TIME VISITORS



REPEAT VISITORS



CALIFORNIA VISITORS



OUT-OF-STATE VISITORS



FUTURE SEASON VISITS (OF THOSE CONSIDERING FUTURE VISITS)



40% 17% 27% 16%



winter spring summer autumn

2.6 FUTURE SEASONS

N=525

FIRST TIME VISITORS

46% 14% 28% 12%



winter spring summer autumn

1.9 FUTURE SEASONS

N=247

REPEAT VISITORS

36% 19% 27% 18%



winter spring summer autumn

2.5 FUTURE SEASONS

N=301

CALIFORNIA VISITORS

40% 18% 26% 16%



winter spring summer autumn

2.6 FUTURE SEASONS

N=155

OUT-OF-STATE VISITORS

40% 17% 27% 16%



winter spring summer autumn

2.5 FUTURE SEASONS

N=416

VISITOR EXPERIENCE

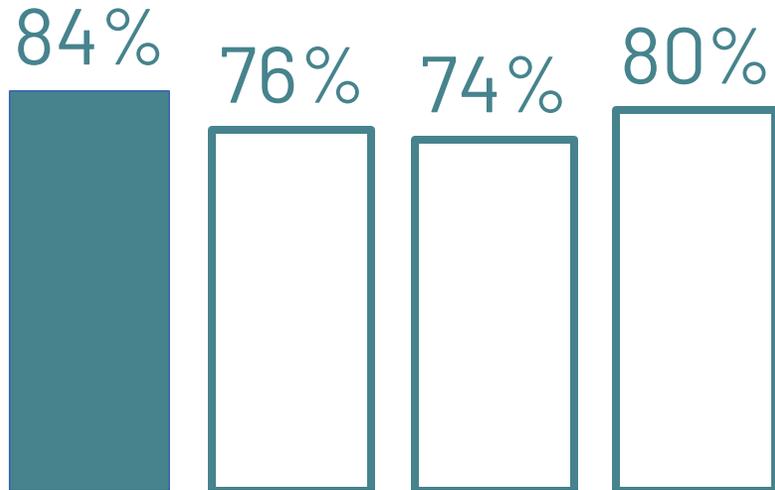


Mammoth Lakes[™]
CALIFORNIA

WINTER EXPERIENCE RATING TREND

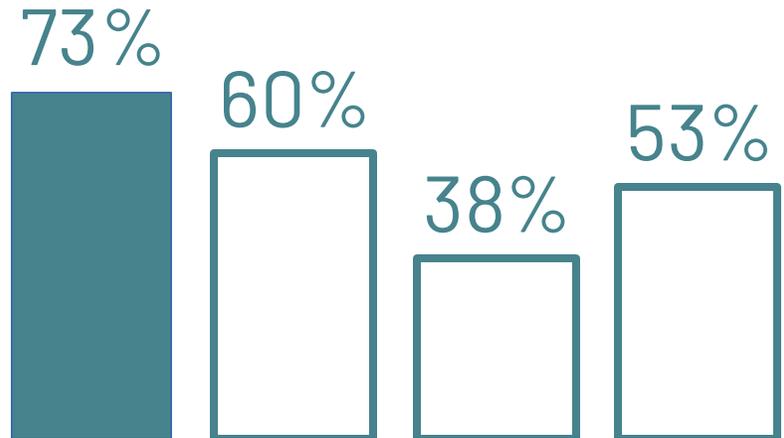


MAMMOTH LAKES



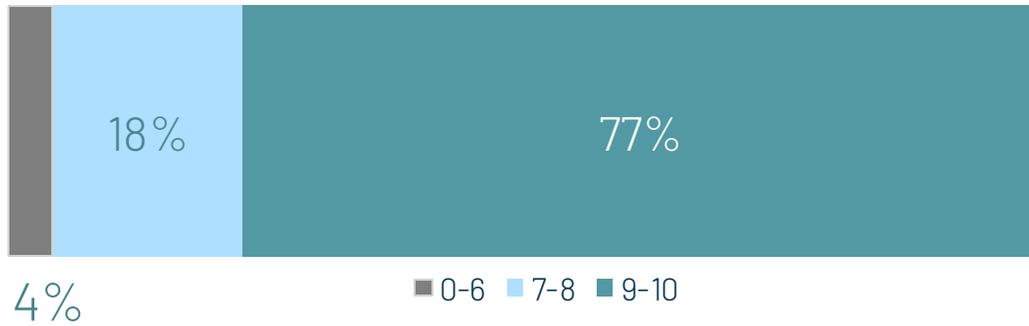
■ Winter 2025 ■ Winter 2024 ■ Winter 2023 ■ Winter 2022

UNITED AIRLINES



■ Winter 2025 ■ Winter 2024 ■ Winter 2023 ■ Winter 2022

UNITED FLIGHT EXPERIENCE RATING



73.06

(POSITIVE - NEGATIVE)

N=1173

FIRST - TIME VISITORS

72.12

N=538

REPEAT VISITORS

73.86

N=635

CALIFORNIA VISITORS

73.72

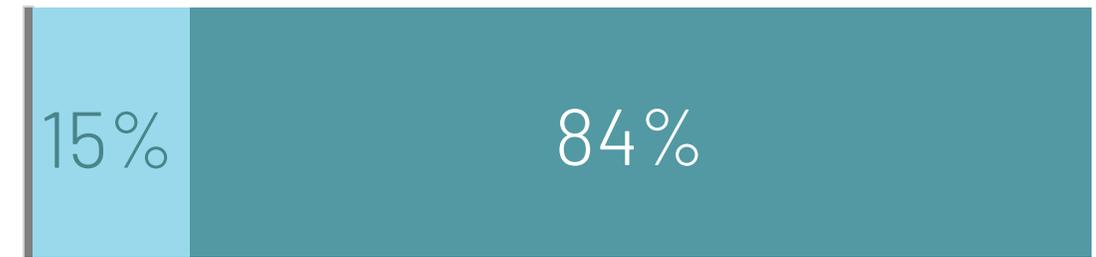
N=312

OUT-OF-STATE VISITORS

72.84

N=858

MAMMOTH LAKES EXPERIENCE RATING



1% ■ 0-6 ■ 7-8 ■ 9-10

83.58

(POSITIVE-NEGATIVE)

N=597

FIRST TIME VISITORS

81.08

N=597

REPEAT VISITORS

86.05

N=301

CALIFORNIA VISITORS

84.67

N=163

OUT-OF-STATE VISITORS

83.06

N=431

MAMMOTH/UNITED COMMENTS



POSITIVE - MAMMOTH

- Appreciate the free shuttle service!
- Very nice people. Beautiful area. Great skiing.
- Scenic drive to Mammoth Lakes. Appreciated the expedient road crews that addressed snow on the roads.
- Love it here - beautiful area, great local shops and food.
- Several comments wishing the snow was better, but still enjoyed the trip.

NEGATIVE - MAMMOTH

- Delay in travel coming in and limited rental car options.
- Just little bit small.
- I love Mammoth once I'm there - but sure wish there were a more reliable and seamless way to get here from San Diego.
- It needs to be bigger to service the amount of people who are here to ski! Both in the summer and the winter.
- More flights in and out of Denver on United, year round.
- More flights was mentioned a lot.
- More ground transportation.

NEGATIVE - AIR SERVICE

- Their ticketing system and price structure sucks.
- They sent my ski stuff to Birmingham instead of Bishop.
- I will not fly on United in the future because of its partnership with Starlink and Elon Musk.
- There were significant delays and not a lot of communication about whether or not we would make the connecting flight.
- Delays and lost luggage were mentioned a lot.

HAVE AN IKON PASS



53.9%

FIRST - TIME VISITORS

52.4%

REPEAT VISITORS

55.3%

CALIFORNIA VISITORS

55.1%

OUT-OF-STATE VISITORS

53.6%

VISITOR TRIP PROFILE



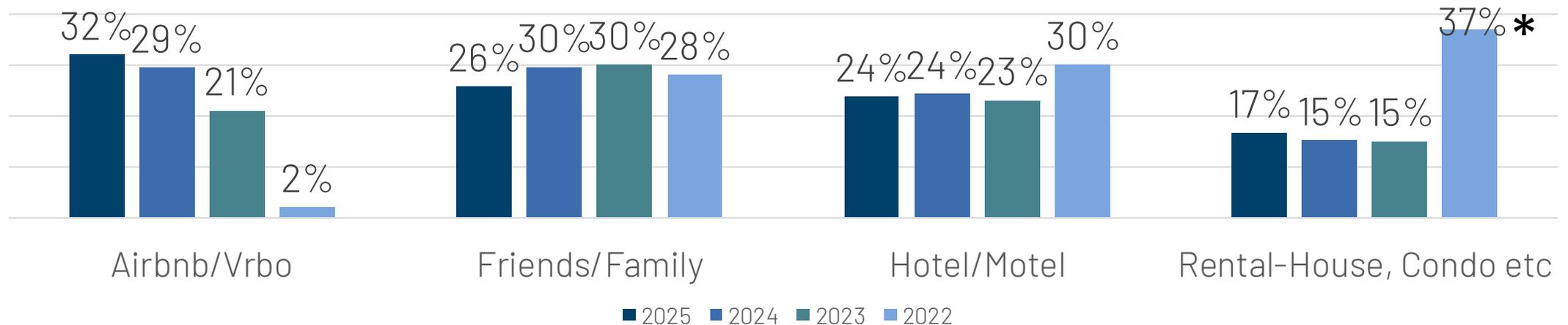
Mammoth Lakes[™]
CALIFORNIA

TRIP PROFILE TREND



	 2025	 2024	 2023	 2022
MAMMOTH PRIMARY DESTINATION	84%	82%	85%	79%
PARTY SIZE	2.8	2.7	2.5	2.5
AVG. # NIGHTS	4.5	4.7	4.6	4.2

ACCOMODATIONS



* Airbnb/Vrbo was not a question option in 2022, therefore increasing the rental numbers

PRIMARY TRIP PURPOSE

Downhill	52.17%
Snowboarding	20.29%
Visiting friends or family	14.07%
Climbing	7.70%
Other	6.05%
Work/Business	2.90%
Time-beautiful mountain	2.64%
Attending festivals/events	1.79%
Enjoy nature	1.53%
Other winter activities	1.11%
Bouldering	0.43%
Cross Country Skiing	0.34%

- Other winter activities; snowmobiling, skating, snow shoeing, etc.
- Spend time in a beautiful mountain setting
- Attending festivals and events (music, food, arts, health & wellness etc.)
- Enjoy nature - nature walks, wildlife watching, visiting geological formations

N=1173

FIRST TIME VISITORS

Downhill Skiing	56.51%
Snowboarding	24.91%
Visiting friends or family	6.32%
Other	5.39%
Work	2.60%
SiTime beautiful mountain	2.04%
Attending festivals/events	2.04%
Other winter activities	1.49%
Enjoy nature	0.93%
Climbing/Bouldering	0.74%
Cross Country Skiing	0.37%

N=538

CALIFORNIA VISITORS

Downhill Skiing	49.04%
Snowboarding	25.00%
Visiting friends or family	8.65%
Other	8.01%
Work	3.85%
Time - beautiful mountain	3.85%
Other winter activities	2.56%
Attending festivals/events	1.28%
Enjoy nature	1.28%
Climbing/Bouldering	0.96%
Cross Country Skiing	0.32%

N=312

REPEAT VISITORS

Downhill Skiing	48.50%
Visiting friends or family	20.63%
Snowboarding	16.38%
Work	3.31%
Time beautiful mountain	3.15%
Enjoy nature	2.05%
Other	1.73%
Attending festivals/events	1.57%
Climbing/Bouldering	1.57%
Other winter activities	0.79%
Cross Country Skiing	0.31%

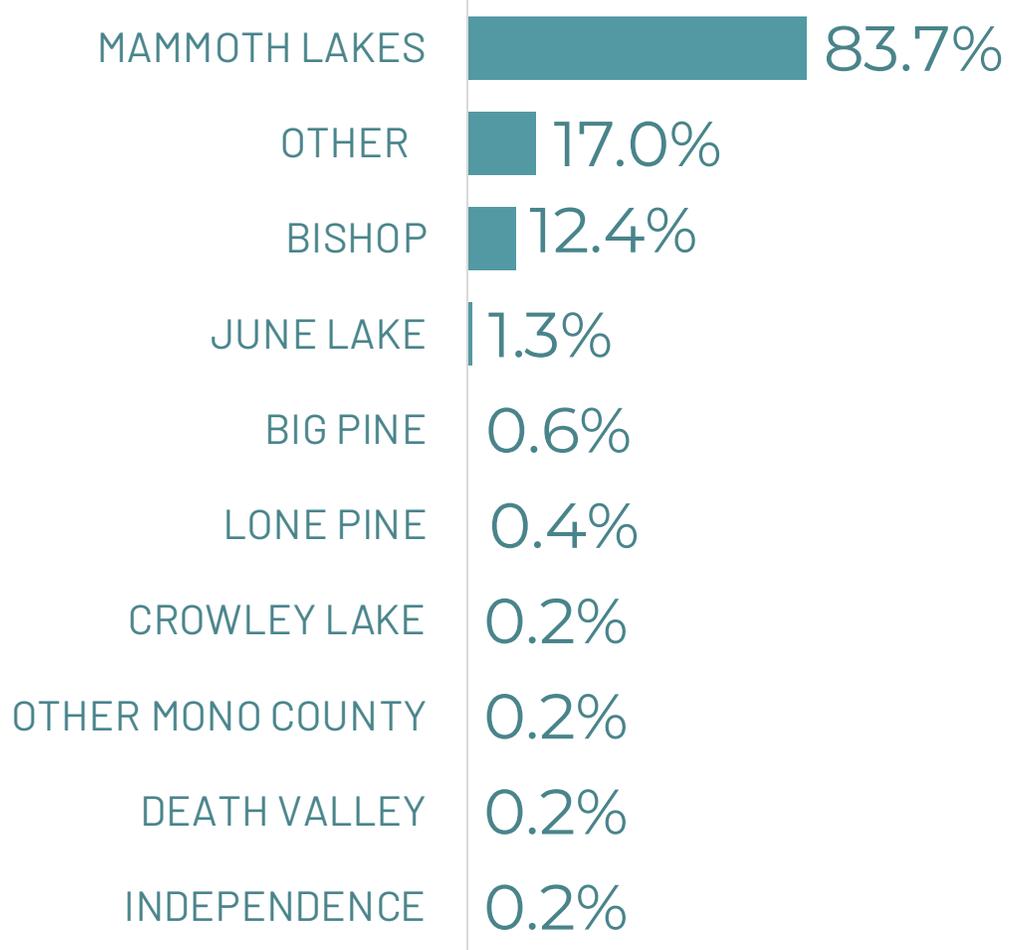
N=635

OUT OF STATE VISITORS

Downhill Skiing	53.38%
Snowboarding	18.65%
Visiting friends or family	15.97%
Work	2.33%
Time - beautiful mountain	2.21%
Attending festivals/events	1.86%
Other	1.75%
Enjoy nature	1.63%
Climbing/Bouldering	1.28%
Other winter activities	0.58%
Cross Country Skiing	0.35%

N=858

PRIMARY DESTINATION



N=1173

FIRST TIME VISITORS

90%

MAMMOTH LAKES

7%

BISHOP

N=538

REPEAT VISITORS

78%

MAMMOTH LAKES

17%

BISHOP

N=635

CALIFORNIA VISITORS

86%

MAMMOTH LAKES

8%

BISHOP

N=312

OUT-OF-STATE VISITORS

83%

MAMMOTH LAKES

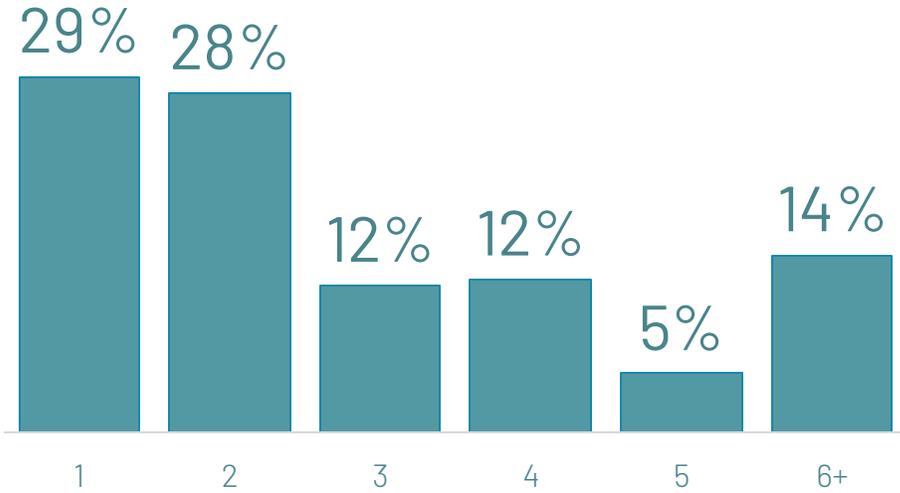
14%

BISHOP

N=852

WINTER PARTY SIZE

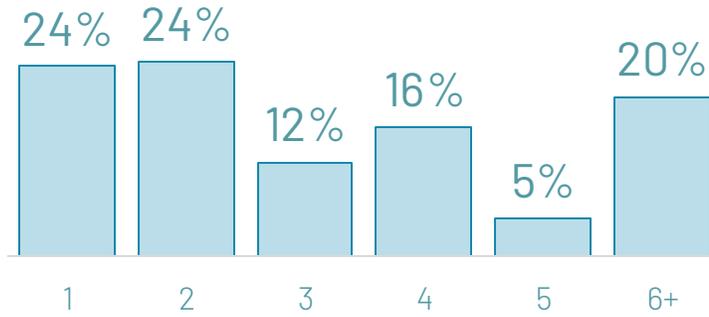
TOTAL



AVERAGE PARTY SIZE
2.8 2025

N=1173

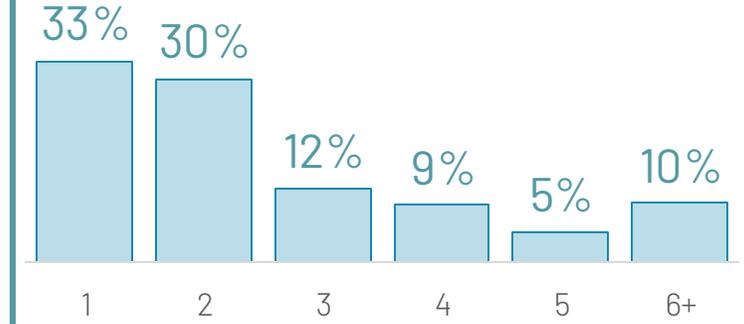
FIRST TIME VISITORS



3.1 AVG. PARTY SIZE 2025

N=538

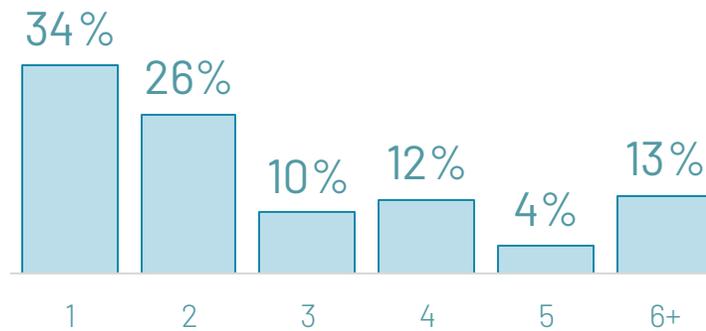
REPEAT VISITORS



2.5 AVG. PARTY SIZE 2025

N=635

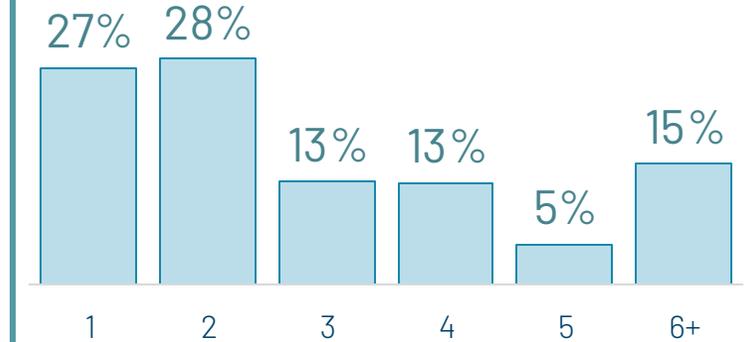
CALIFORNIA VISITORS



2.6 AVG. PARTY SIZE 2025

N=312

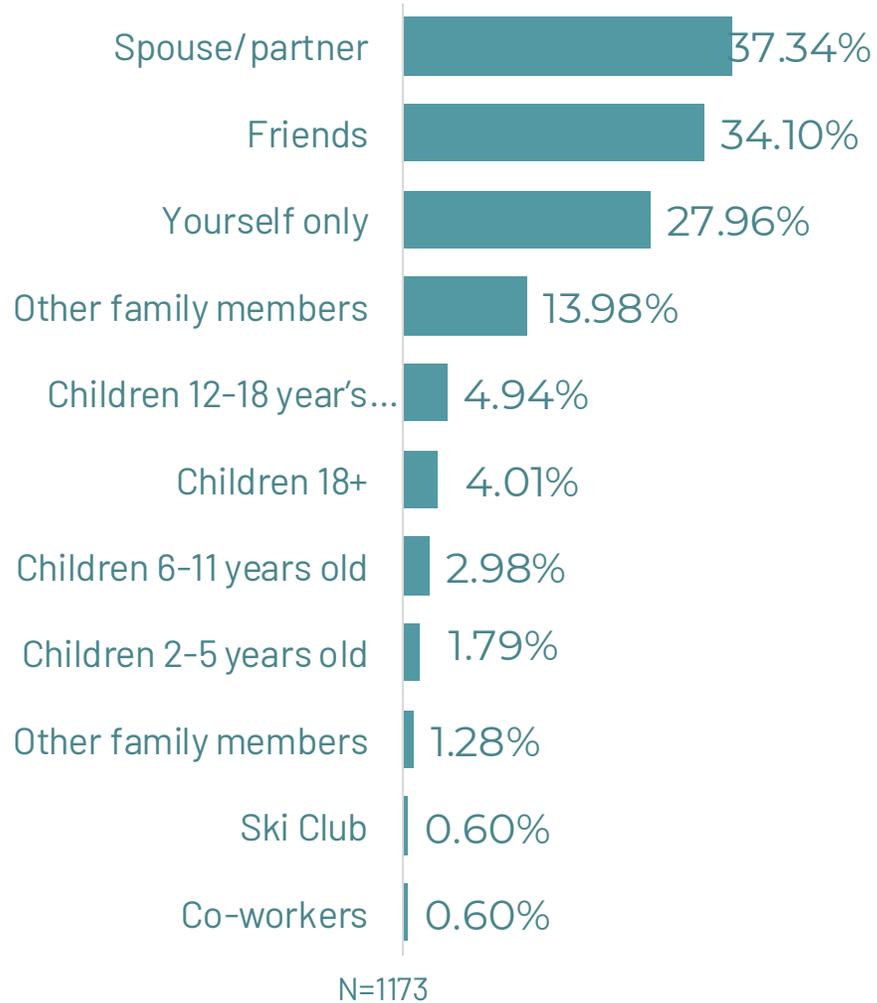
OUT-OF-STATE VISITORS



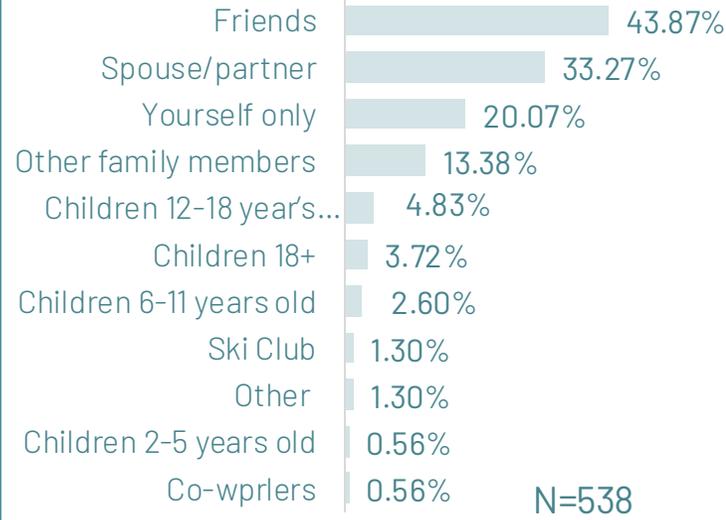
2.85 AVG. PARTY SIZE 2025

N=858

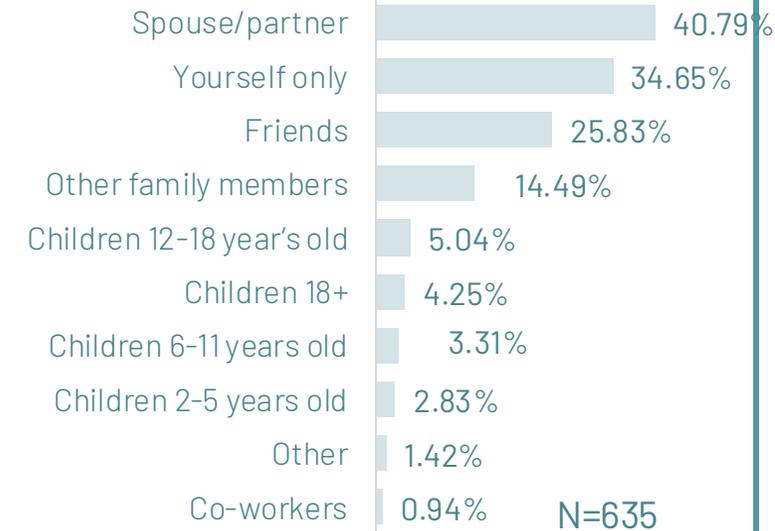
TRAVEL COMPANIONS



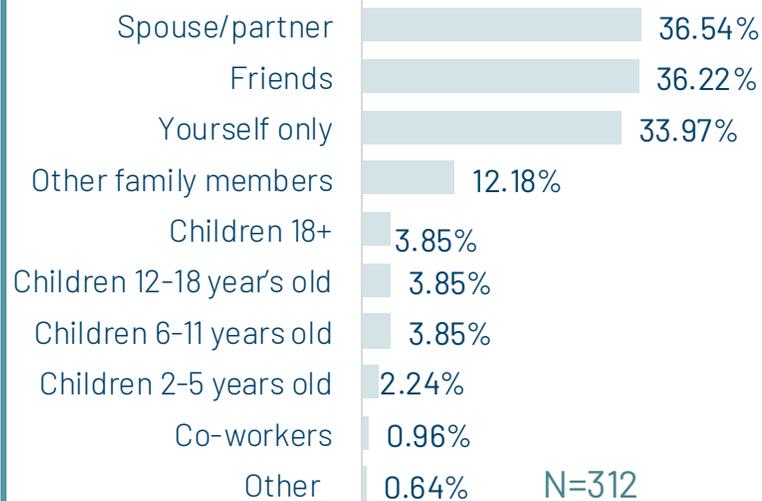
FIRST TIME VISITORS



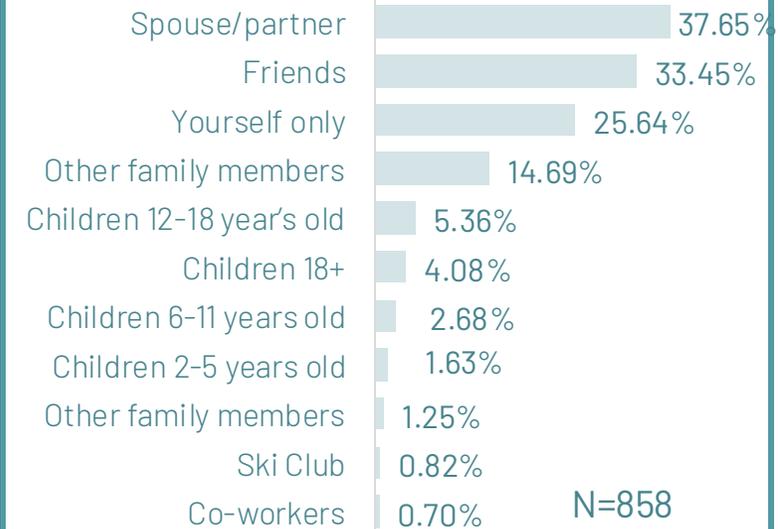
REPEAT VISITORS



CALIFORNIA VISITORS

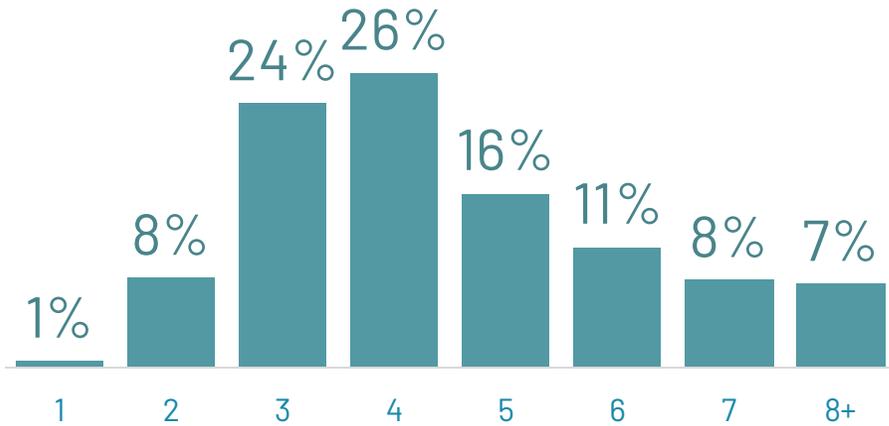


OUT-OF-STATE VISITORS



AVERAGE # NIGHTS

TOTAL

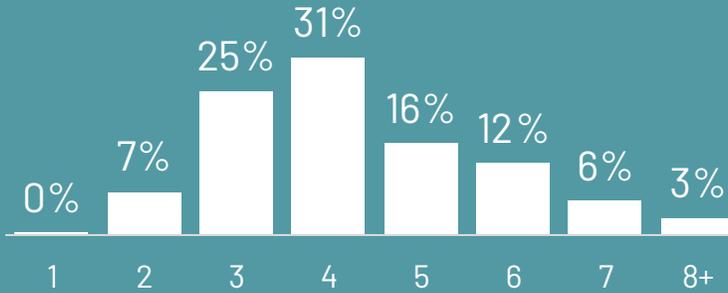


AVERAGE # NIGHTS
4.47 2025

N=1173

Down from 2024

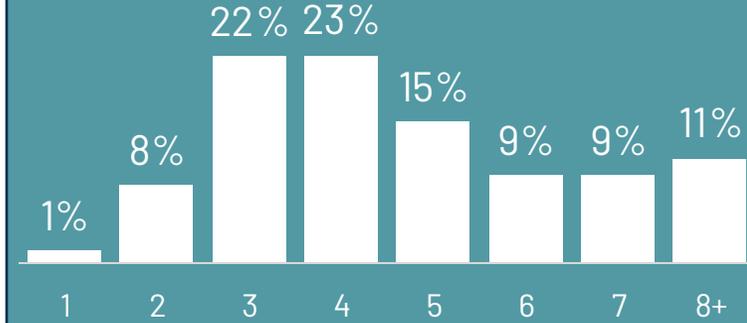
FIRST TIME VISITORS



4.27 AVG. # NIGHTS

N=538

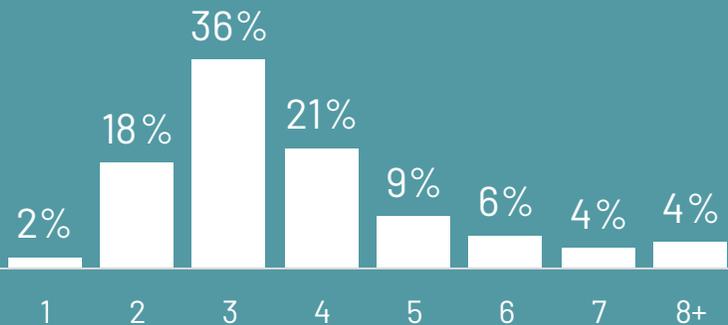
REPEAT VISITORS



4.65 AVG. # NIGHTS

N=635

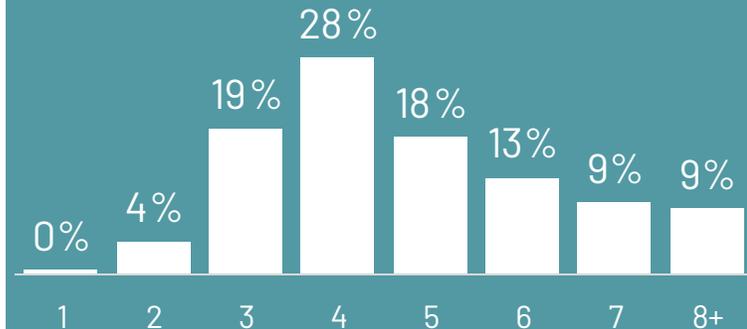
CALIFORNIA VISITORS



3.70 AVG. # NIGHTS

N=312

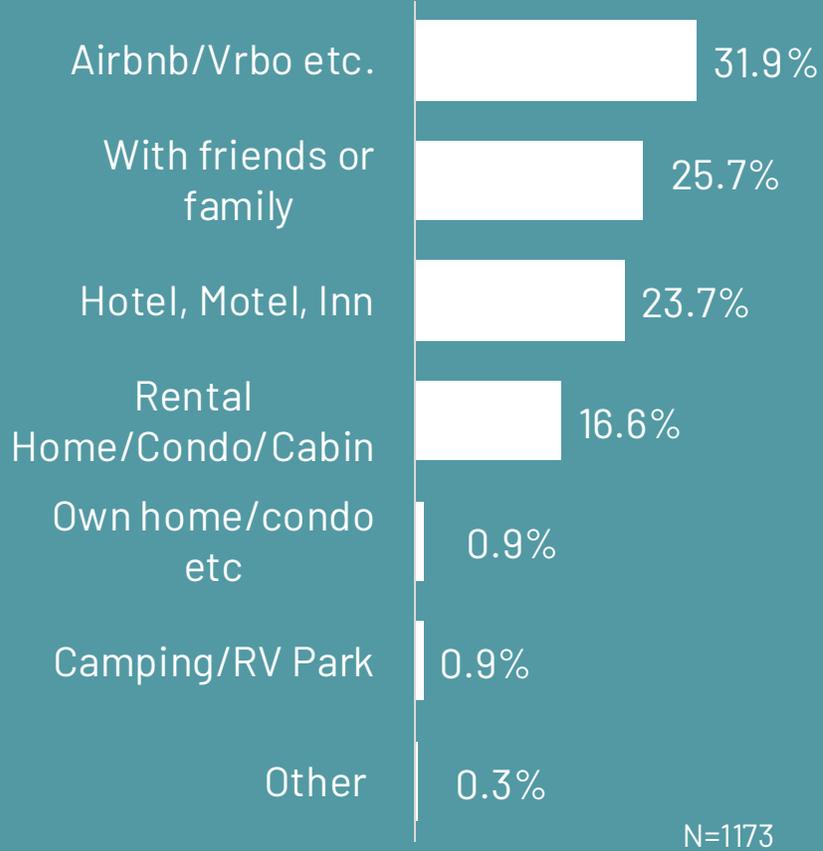
OUT-OF-STATE VISITORS



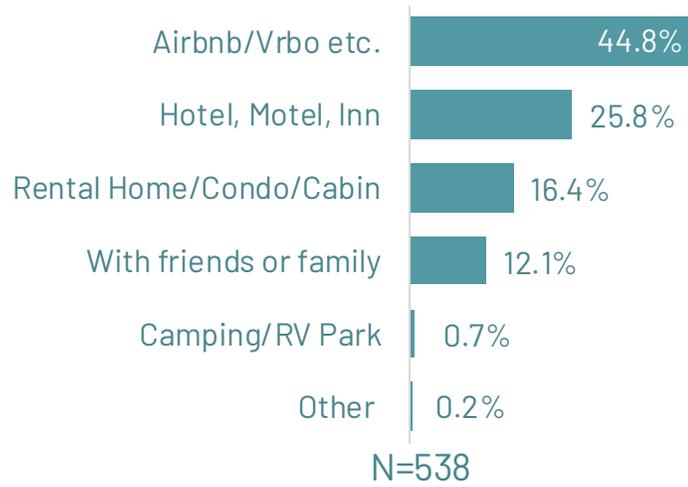
4.76 AVG. # NIGHTS

N=858

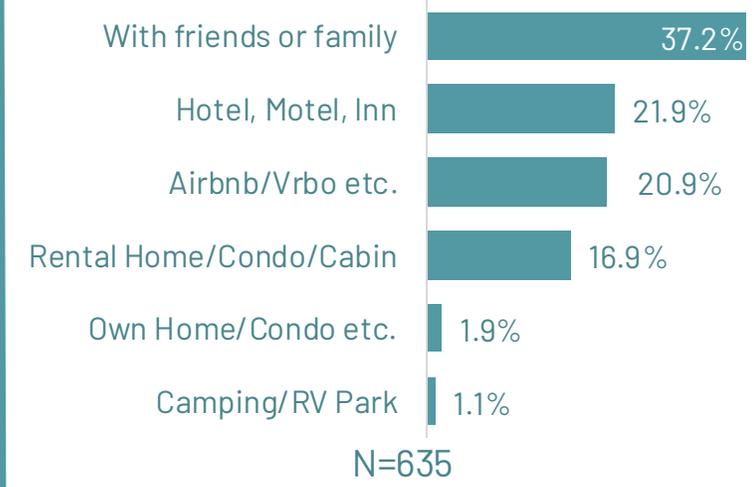
ACCOMMODATIONS



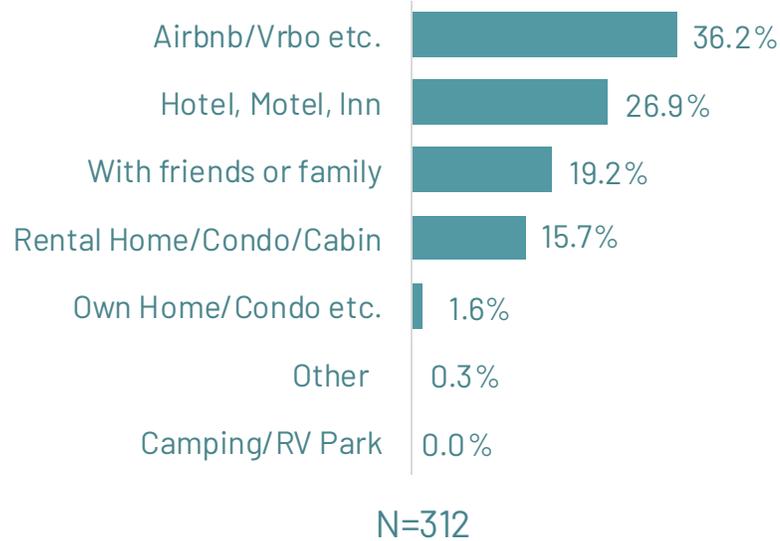
FIRST TIME VISITORS



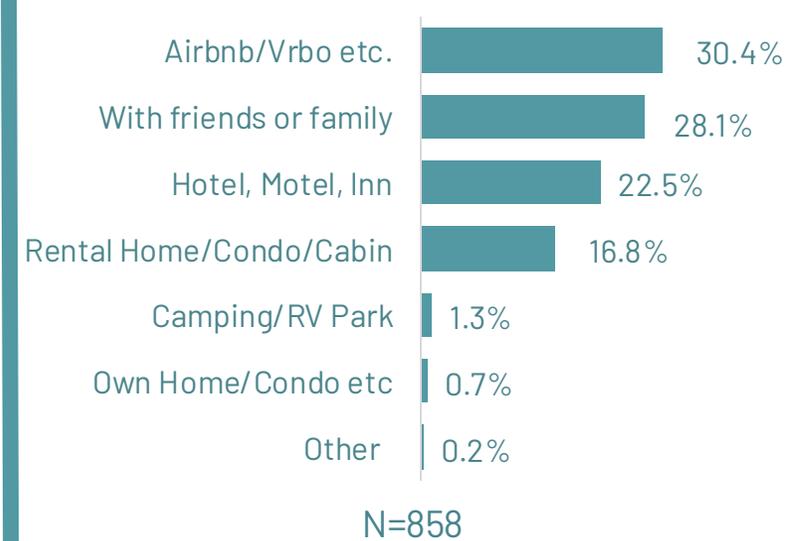
REPEAT VISITORS



CALIFORNIA VISITORS



OUT-OF-STATE VISITORS



LOCAL TRANSPORTATION



FROM AIRPORT

Friend's or Family's vehicle	36.0%
Shuttle Service	25.6%
Rental Car	24.9%
Taxi	9.3%
Other	1.7%
Public Transit/Bus	1.4%
Uber/Lyft	1.2%

N=1173

IN-TOWN

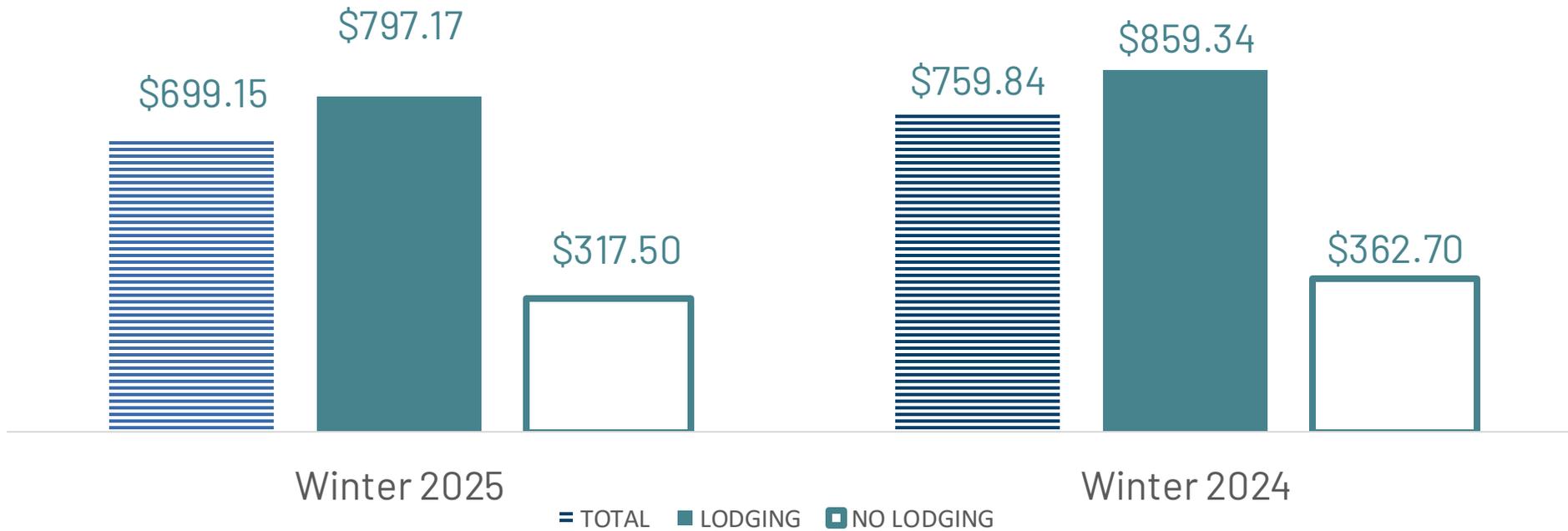
Friend's or Family's vehicle	41.0%
Rental Car	25.8%
Free Town Shuttle	19.3%
Shuttle Service	6.1%
Taxi	3.7%
Uber/Lyft	1.9%
Other	1.7%
Walking	0.6%

VISITOR SPENDING



Mammoth Lakes[™]
CALIFORNIA

AVG. SPENDING/DAY WINTER 2025 VS. WINTER 2024



AVERAGE SPENDING/DAY DETAIL



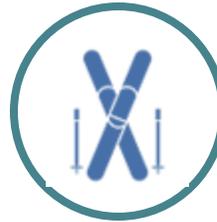
TOTAL \$
PER DAY



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	\$ 699.15	\$ 308.59	\$ 125.11	\$ 124.83	\$ 44.57	\$ 25.92	\$ 30.89	\$ 20.31	\$19.28
LODGING	\$ 797.17	\$ 387.77	\$ 128.49	\$ 133.77	\$ 44.36	\$ 26.83	\$ 36.52	\$ 20.56	\$ 18.87
NO LODGING	\$ 317.15	\$ 0.00	\$ 111.94	\$ 89.96	\$ 45.39	\$ 22.35	\$ 8.92	\$ 19.31	\$ 18.95

N=1097 TOTAL
873 80% LODGING
224 20% NO LODGING

% SPENDING/SPENDING/DAY FOR LODGING



2025

\$/DAY

\$293

\$357

\$615

\$961

\$1262

\$2248

% \$/DAY

24.0%

9.1%

31.5%

17.2%

7.3%

11.2%

2024

\$/DAY

\$288

\$466

\$665

\$960

\$1404

\$2652

% \$/DAY

21.6%

20.4%

19.6%

19.4%

9.6%

9.5%

■ \$10-100

■ \$100-\$200

■ \$201-399

■ \$400-\$599

■ \$600-\$999

■ \$1000+

VISITOR DEMOGRAPHICS



Mammoth Lakes[™]
CALIFORNIA

DEMOGRAPHIC TREND

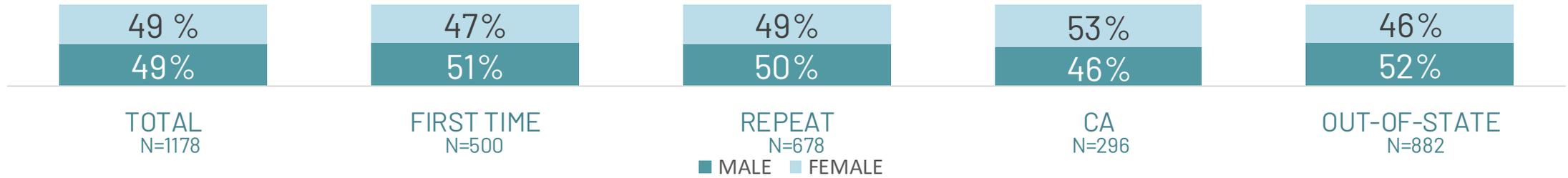


	 2025	 2024	 2023	 2022
% MALE/FEMALE	49%/49%	49%/49%	58%/41%	54%/45%
SINGLE/MARRIED	49%/47%	47%/49%	47%/44%	N/A
AVG. HH INCOME	\$177.5K	\$174.3K	\$165.4K	\$159.7K
GEN Z	22%	19%	15%	13%
MILLENNIAL	44%	42%	48%	59%
GEN X	21%	24%	19%	18%
BOOMERS	12%	15%	17%	10%
CAUCASIAN	83%	84%	86%	80%
HISPANIC	5%	4%	2%	3%
BLACK/AA	1%	2%	1%	1%
ASIAN	8%	8%	7%	13%
OTHER	2%	2%	2%	2%

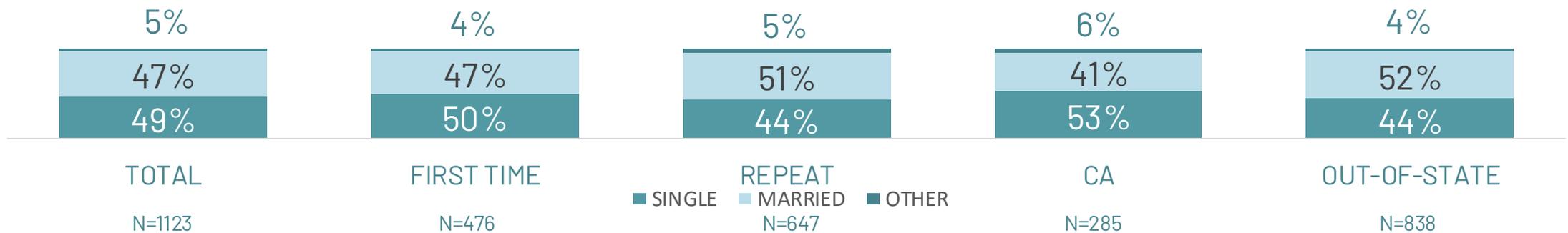
DEMOGRAPHICS



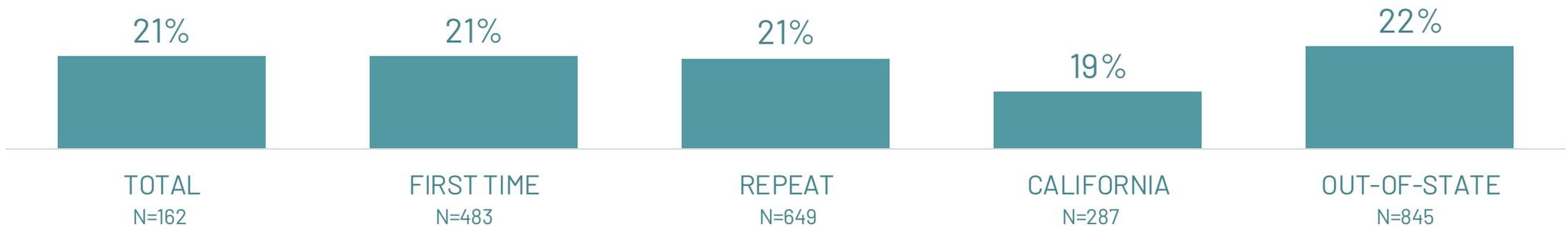
GENDER



MARITAL STATUS



CHILDREN IN HOUSEHOLD



DEMOGRAPHICS
AVG. HH INCOME

\$177.5K

N=1016

FIRST TIME VISITORS

\$174.6K

N=461

REPEAT VISITORS

\$180.0K

N=555

CALIFORNIA VISITORS

\$190.1K

N=271

OUT-OF-STATE VISITORS

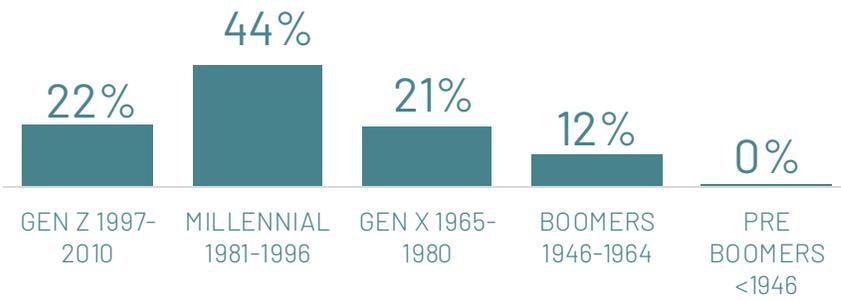
\$173.0K

N=744

DEMOGRAPHICS - GENERATION

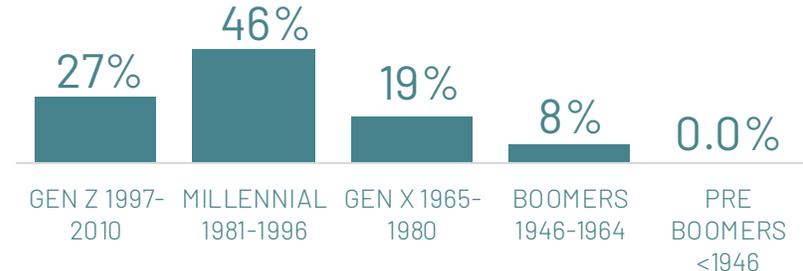


TOTAL GENERATION



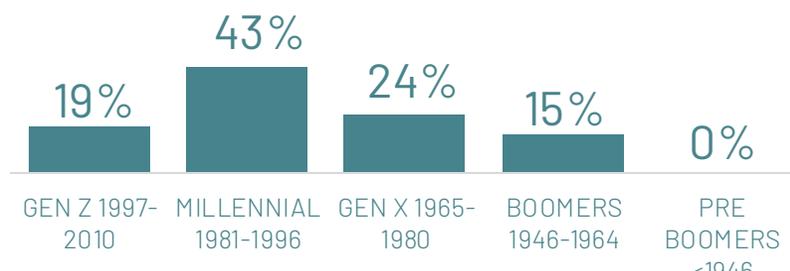
N=1173

FIRST TIME



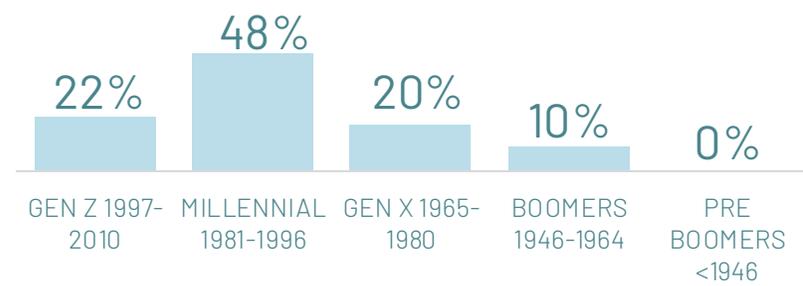
N=538

REPEAT



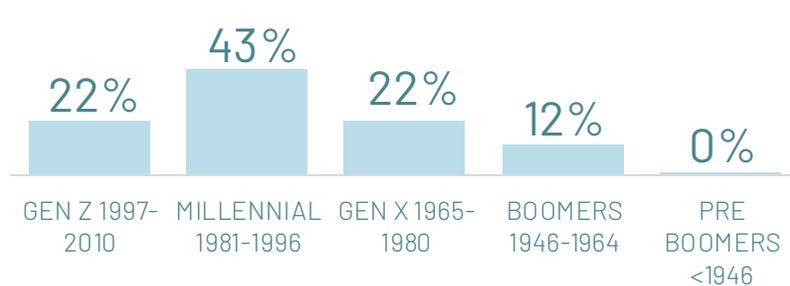
N=635

CALIFORNIA



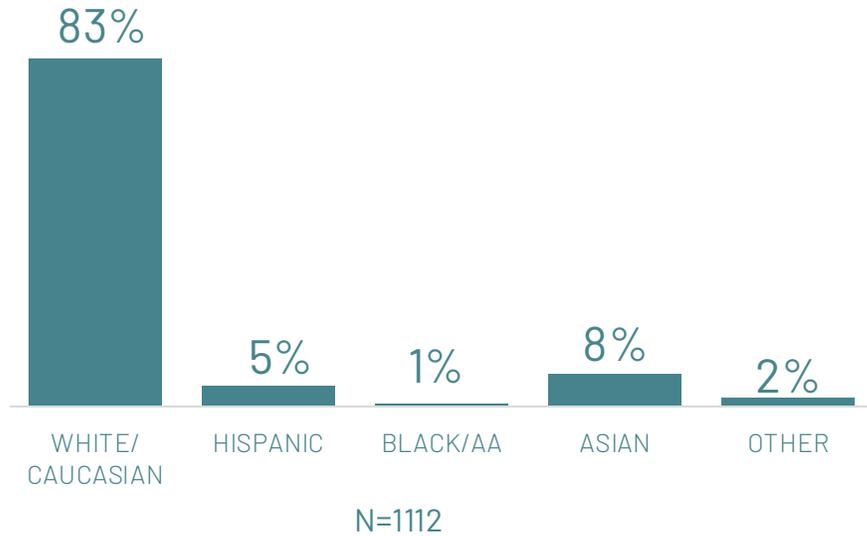
N=312

OUT OF STATE

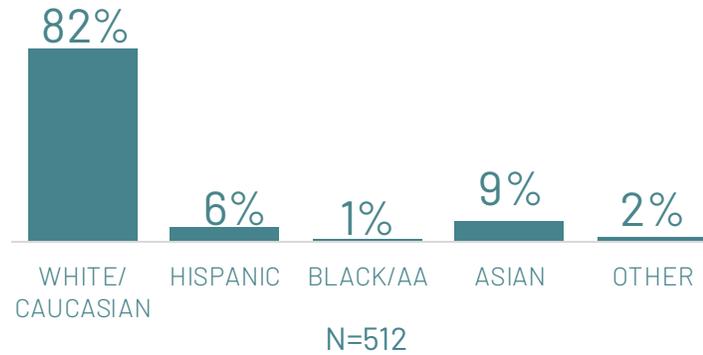


N=858

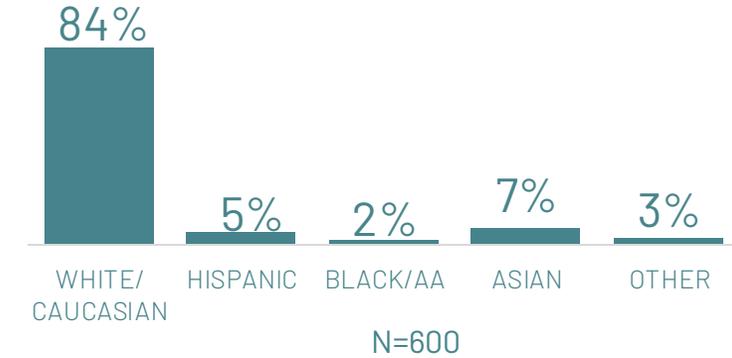
DEMOGRAPHICS - ETHNICITY



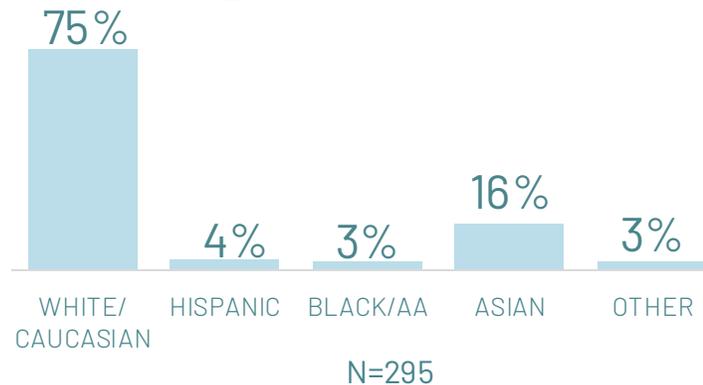
FIRST TIME VISITORS



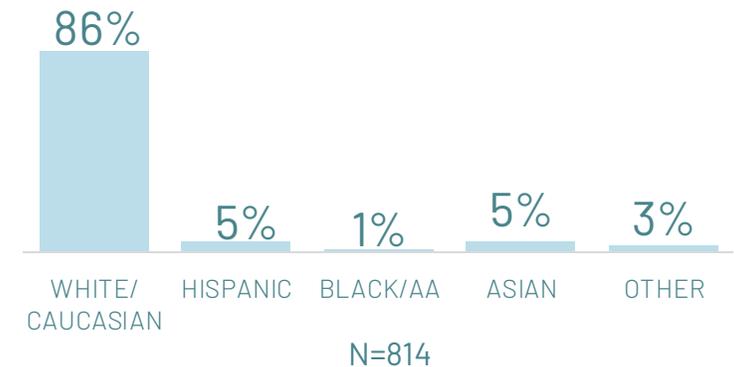
REPEAT VISITORS



CALIFORNIA VISITORS



OUT-OF-STATE VISITORS



EASTERN SIERRA REGIONAL AIRPORT & BISHOP

LOCALS & VISITORS

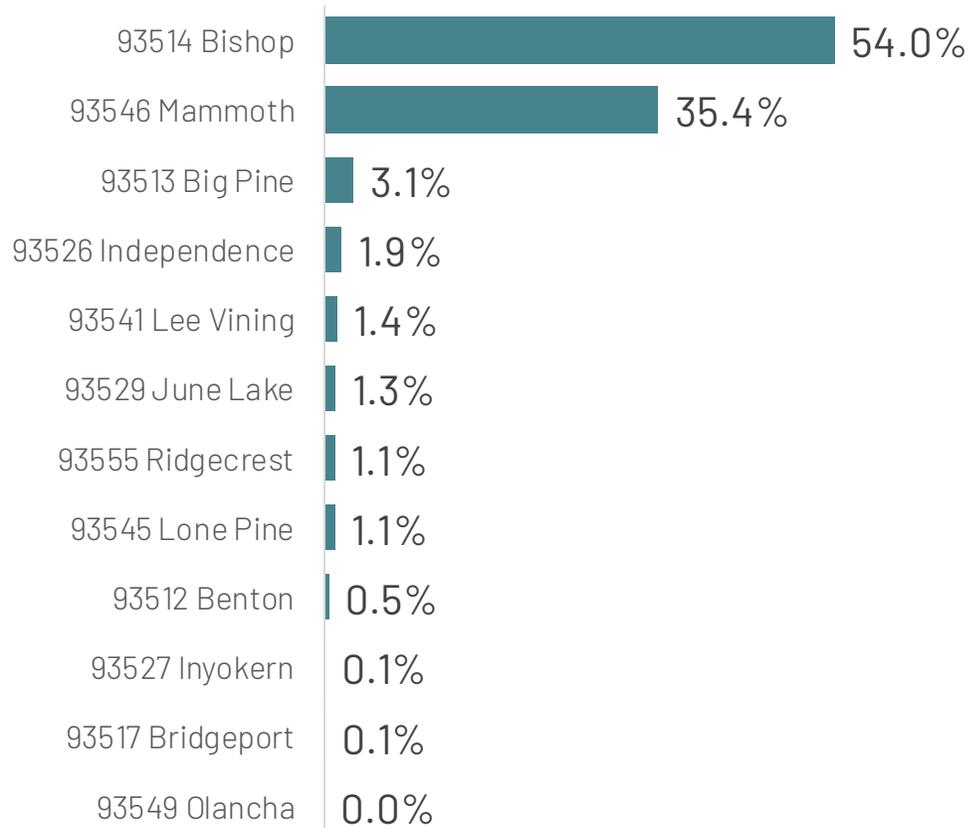


Mammoth Lakes[™]
CALIFORNIA

WINTER 2025 - LOCALS



LOCAL ZIP CODES



N=797

29%

FIRST TIME USING BIH

N=797

61%

TRIPS PAST YR

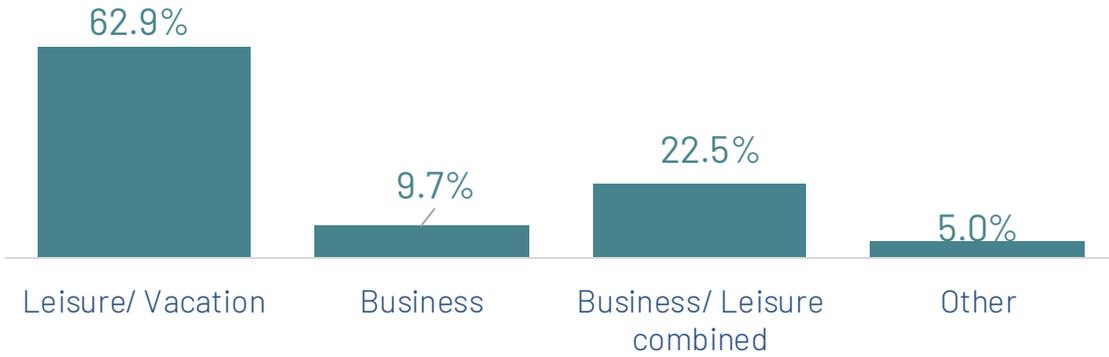
20% 1X/YR
41% 2-3X/YR
20% 3-5X/YR
18% 6+X/YR

N=679

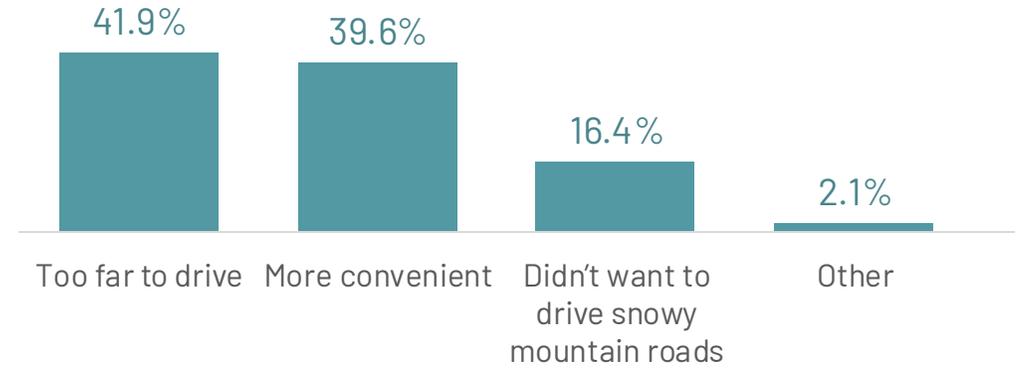
WINTER 2025 - LOCALS



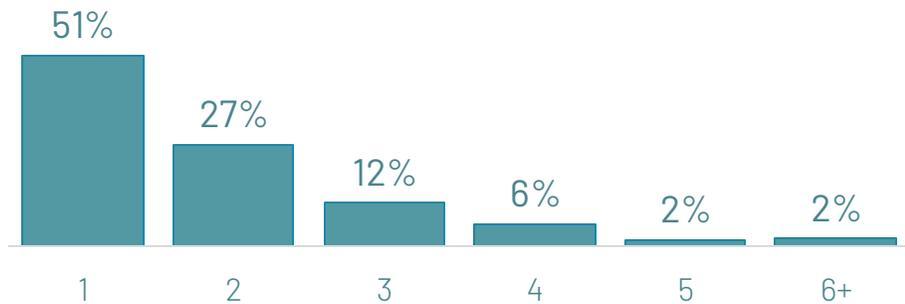
TRIP PURPOSE



REASON FOR FLYING INSTEAD OF DRIVING

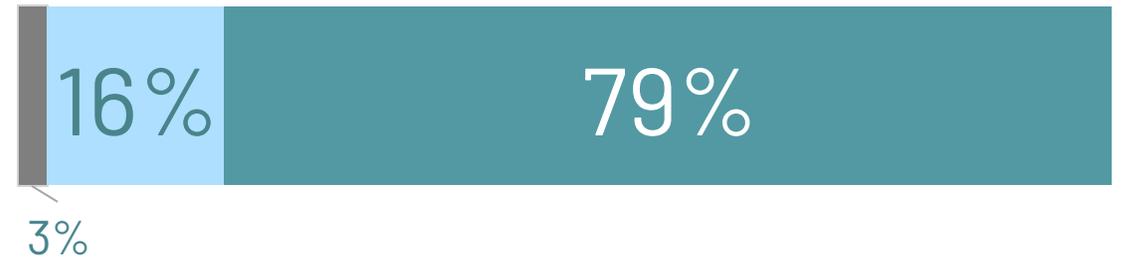


PARTY SIZE



1.83 AVG. PARTY SIZE

UNITED POSITIVE RATING



0-6 7-8 9-10

78.5

(POSITIVE - NEGATIVE)

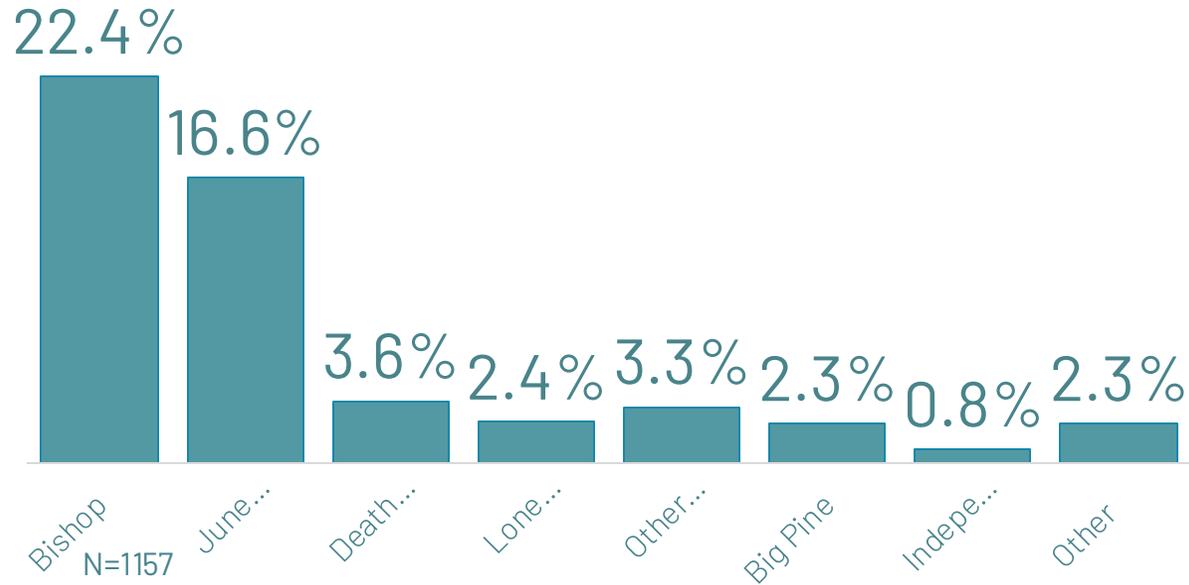
WINTER 2025 - VISITORS



PRIMARY MAMMOTH LAKES VISITORS

WILL/DID VISIT OTHER AREA DESTINATIONS

51%



BISHOP ACTIVITIES -WILL/DID VISIT

Visit local restaurants	36.41%
Visit local shops	25.81%
Stay overnight in a rental Home/Condo, Airbnb/Vrbo etc.	10.94%
Stay overnight in a hotel, motel, or inn	8.89%
Rock climbing or Bouldering	6.50%
Visit a museum	5.47%
Other-Please specify	4.27%
Stay overnight camping/RV Park	1.71%

N=585

PRIMARY BISHOP VISITORS

BISHOP ACTIVITIES – WILL/DID VISIT

Visit local restaurants	36.41%
Visit local shops	25.81%
Stay overnight in a rental Home/Condo, Airbnb/Vrbo etc.	10.94%
Stay overnight in a hotel, motel, or inn	8.89%
Rock climbing or Bouldering	6.50%
Visit a museum	5.47%
Other-Please specify	4.27%
Stay overnight camping/RV Park	1.71%
Visiting Friends/Family	1.03%

N=585