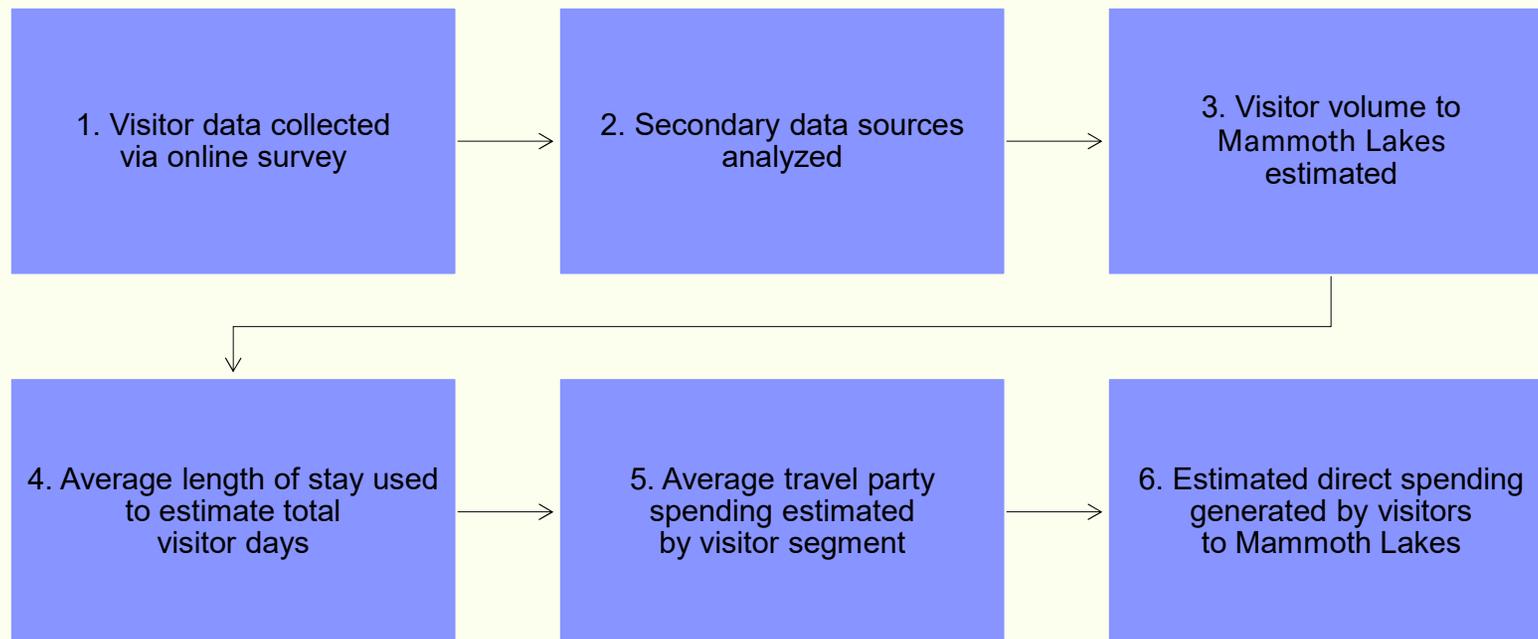


A couple is standing on a grassy bank next to a calm lake. The woman, wearing a red sweater and a tan hat, is holding a smartphone to take a picture of the landscape. The man, wearing a green jacket and glasses, has his arm around her. The background features a line of trees with bright yellow autumn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

Mammoth Lakes Tourism Visitor Profile

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

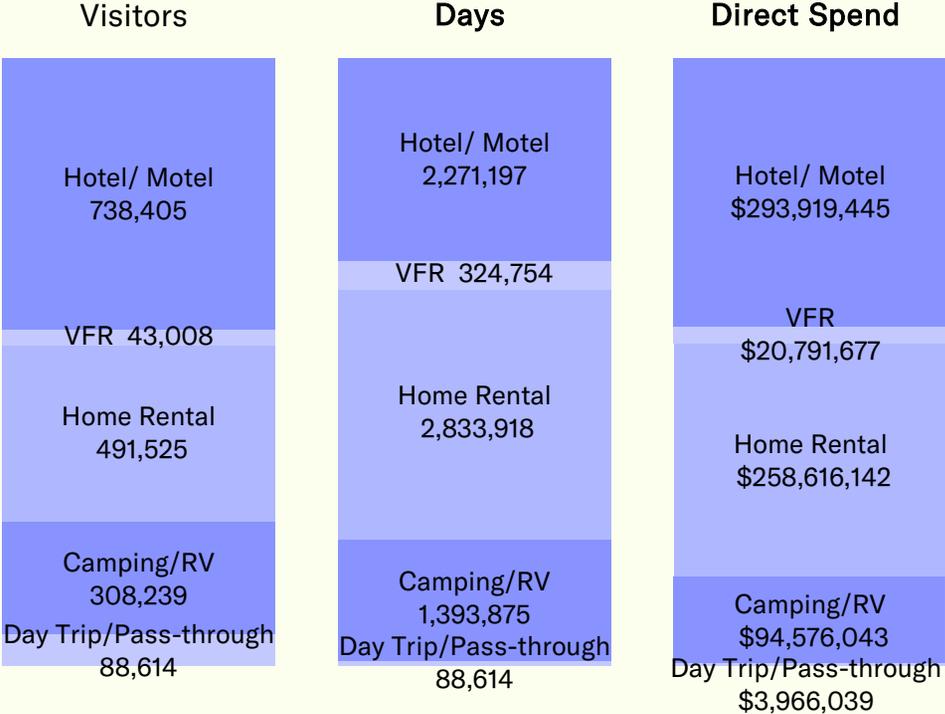
The following determines the impact of visitors to Mammoth Lakes between July 2022 - June 2023 by estimating visitation, spending, and taxes generated as a result. Our proprietary economic impact model relies on data collected from an online survey of past visitors and non-visitors to Mammoth Lakes, 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
Total	1,669,791	6,912,358	\$671,869,346



More than four times as many visitors came during the winter season.

Over two-thirds of visitors to Mammoth Lakes (70%) came during the winter season, while only one-sixth of visitors (17%) came during the spring/summer season and even fewer (12%) visited during the fall season.

	Fall Months September - November 2022			Winter Months December 2022 - May 2023			Spring/Summer Months July - August 2022 & June 2023		
	Visitors	Days	Direct Spend	Visitors	Days	Direct Spend	Visitors	Days	Direct Spend
Hotel/ Motel/ B&B	91,670	281,961	\$36,489,043	517,684	1,592,299	\$206,062,071	129,051	396,937	\$51,368,331
Friends/ Relatives (VFR) or Second Home	5,339	40,317	\$2,581,212	30,152	227,680	\$14,576,702	7,517	56,757	\$3,633,763
Home Rental	61,021	351,821	\$32,106,265	344,600	1,986,813	\$181,311,508	85,904	495,284	\$45,198,369
Camping/ RV	38,267	173,045	\$11,741,276	216,101	977,223	\$66,305,703	53,871	243,608	\$16,529,064
Day Trip/ Pass-through	11,001	11,001	\$492,369	62,126	62,126	\$2,780,524	15,487	15,487	\$693,145
Total	207,299	858,144	\$83,410,166	1,170,663	4,846,140	\$471,036,508	291,830	1,208,073	\$117,422,672

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
Total Direct Spending	\$671,869,346
Total Taxes Generated	\$37,877,245

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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
Total Direct Spending	\$293,919,445	\$20,791,677	\$258,616,142	\$94,576,043	\$3,966,039