

# Winter Air Survey

May 25, 2022



Mammoth Lakes<sup>TM</sup>  
CALIFORNIA

# Agenda

1. Visitor Profile
2. Arrival / Departure
3. Geographics
4. First-Timers vs Repeat Visitors
5. Demographics
6. Ratings

# OBJECTIVE

*To provide a current profile of the winter air visitor.*

A surreal landscape featuring a brown horse with large, white, feathered wings on the left. A young girl with blonde hair, wearing a purple long-sleeved shirt and light-colored pants, stands on a rocky shore looking up at the horse. The background consists of a large, flat-topped mountain range covered in dense evergreen forests, with a body of water in the foreground. The scene is overlaid with a semi-transparent blue filter.

# Visitor Profile

# 2022 Winter Air Visitor Profile

Intercepts were conducted at the Eastern Sierra Regional Airport/Bishop from January – March 2022.

Surveys through a QR code were also available during the same time period.



## SAMPLE SIZE

**537** Total Sample Size

**524** Intercepts

**13** QR Code

**273** First-Time Visitors

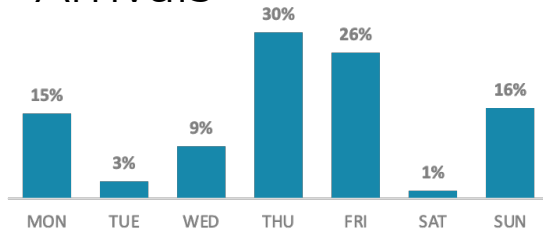
**264** Repeat Visitors

# Arrival / Departure



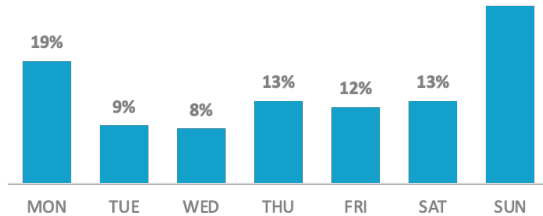
# Day of Arrival / Departure

## Arrivals



N = 305

## Departures



N = 214



## Airport City of Origin – Top 75%

	% VISITORS
SAN FRANCISCO	27.4%
DENVER	20.3%
LOS ANGELES	9.3%
CHICAGO	3.0%
SEATTLE	2.2%
NEWARK	1.9%
DULLES VA	1.9%
BOSTON	1.5%
MINNEAPOLIS ST PAUL	1.5%
SALT LAKE CITY	1.5%
RALEIGH DURHAM	1.3%
DALLAS FW	1.1%
ORLANDO	1.1%
PHILADELPHIA	1.1%
LA GUARDIA	0.7%
	75.8%

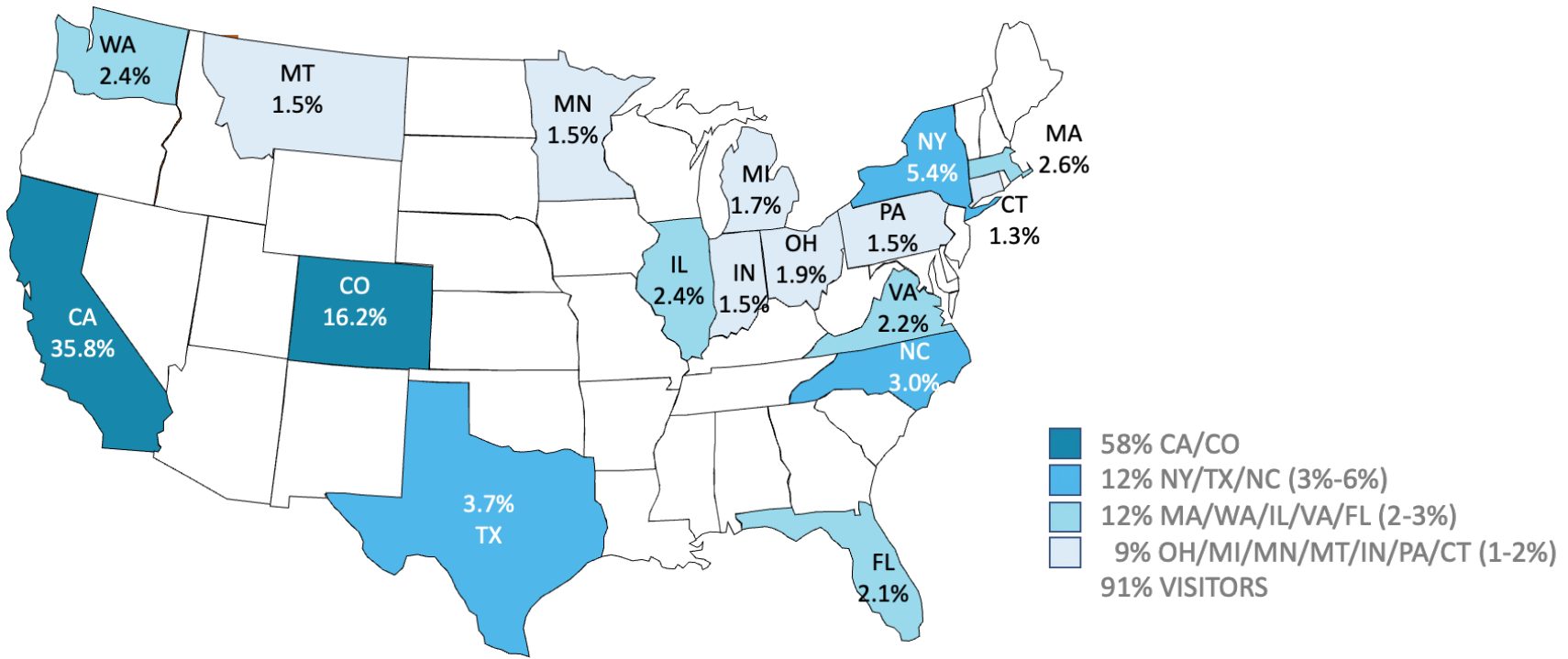


# Geographics





# Winter Air Visitors – Key Origin States



# Fly vs Drive

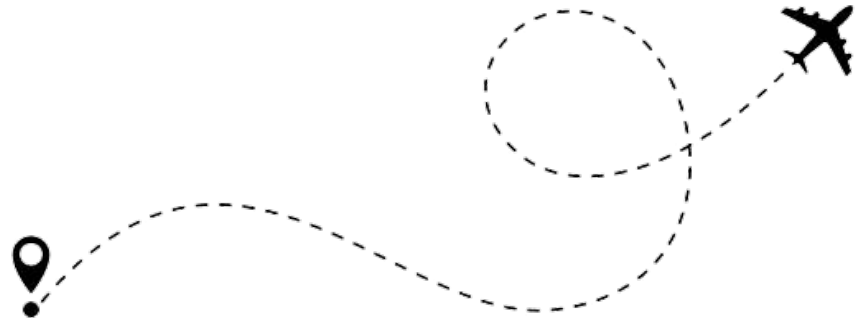
Of the total respondents who traveled by plane, **35%** live in CA.

*(65% live outside of CA)*

Californians felt that traveling by plane was more convenient and thought it was too far to drive.

Their reasons for flying instead of driving include...

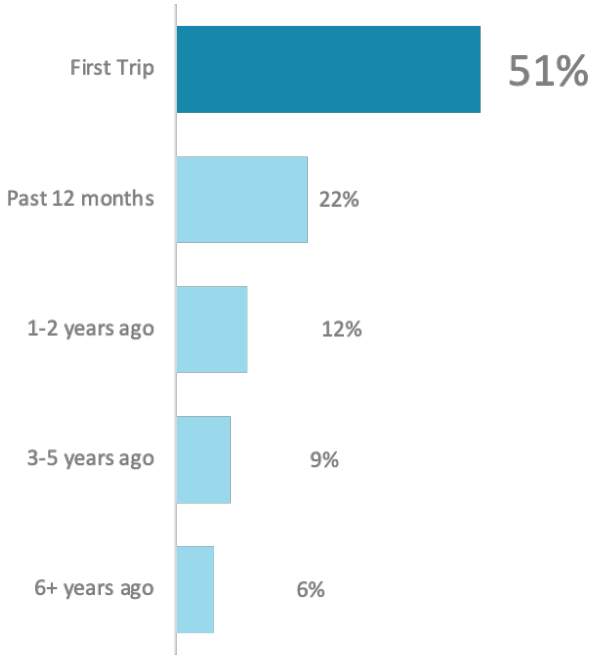
- 34%** Convenience
- 29%** Too far to drive
- 19%** Wanted to spend more time in Mammoth Lakes
- 16%** Did not want to drive snowy mountain roads
- 2%** Other



# First-Time Visitors vs Repeat Visitors



# First-Time Visitors vs Repeat Visitors



**First-time visitors represent over half of all air visitors and offer a greater potential for future visits.**

They differ from repeat visitors in many ways...

- Live outside CA
- Greater % say Mammoth was their primary destination
- Primary trip purpose = skiing & snowboarding
- Larger party sizes
- More likely to stay in paid accommodations
- Younger audience
- Have high incomes
- Slightly more diverse

# California vs Out-of-State Visitors

## TOTAL VISITORS



**35%** Live in CA

**65%** Do not live in CA

## FIRST TIME VISITORS



**29%** Live in CA

**71%** Do not live in CA

## REPEAT VISITORS

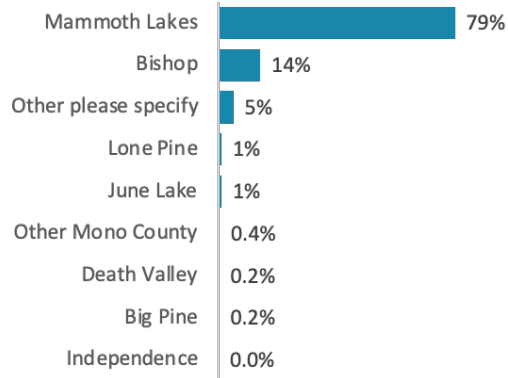


**43%** Live in CA

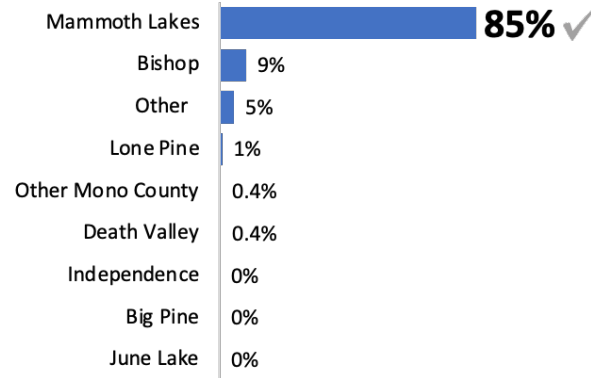
**57%** Do not live in CA

# Primary Destination

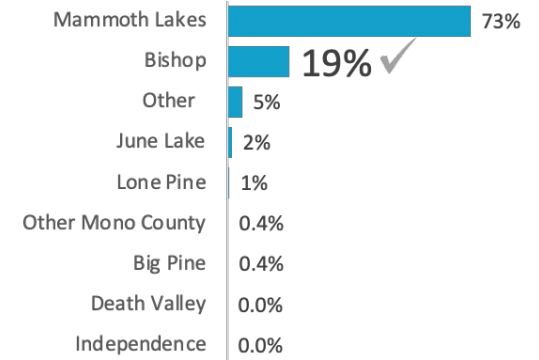
## TOTAL VISITORS



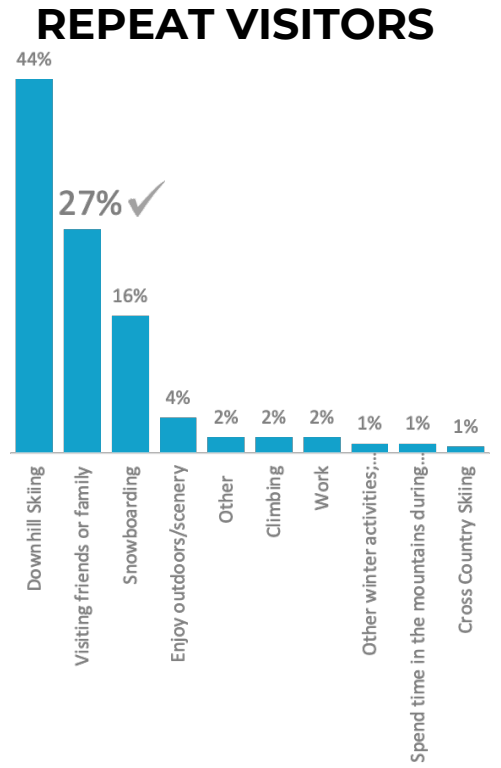
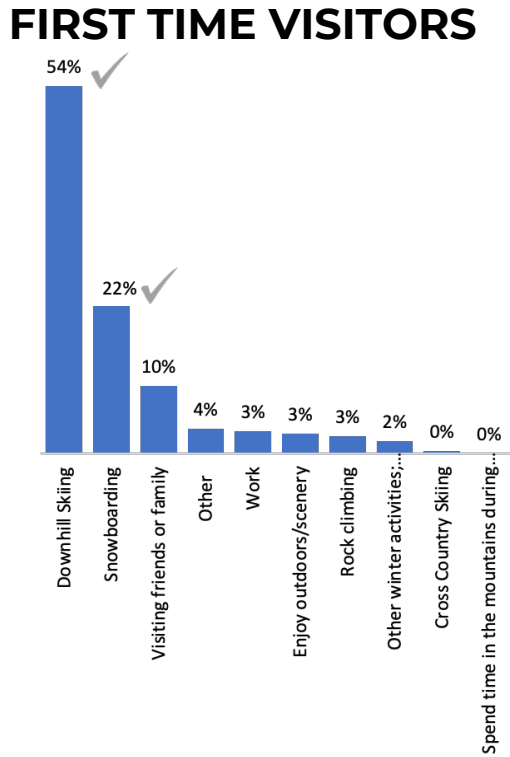
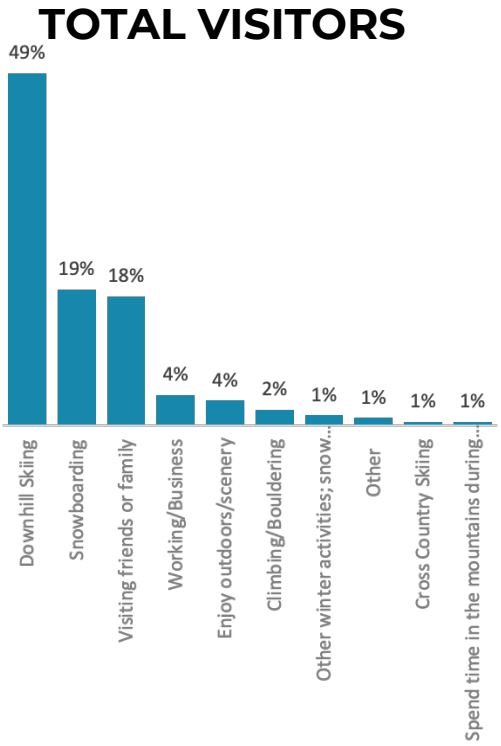
## FIRST TIME VISITORS



## REPEAT VISITORS



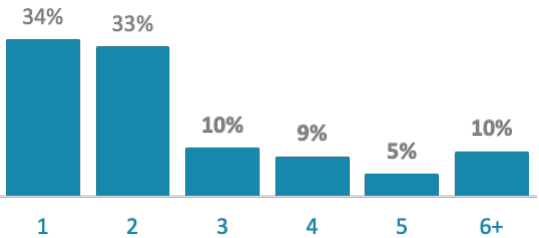
# Primary Trip Purpose



Note: Check mark represents above average response when compared to Total Visitors

# Party Size

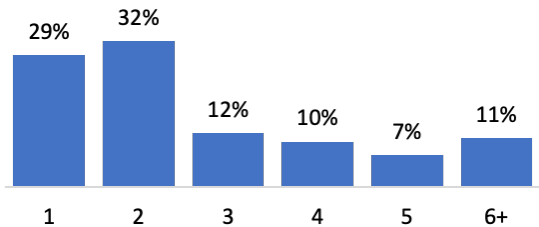
## TOTAL VISITORS



2.5 AVG. PARTY SIZE

67% 1 or 2  
33% 3+

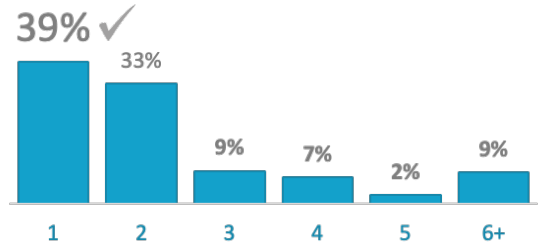
## FIRST TIME VISITORS



2.7 AVG. PARTY SIZE

61% 1 or 2  
39% 3+ ✓

## REPEAT VISITORS



2.3 AVG. PARTY SIZE

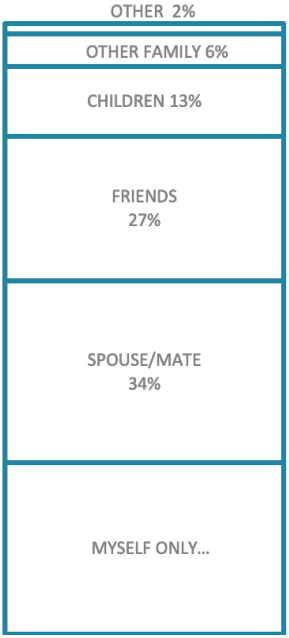
72% 1 or 2  
28% 3+

Note: Check mark represents above average response when compared to Total Visitors



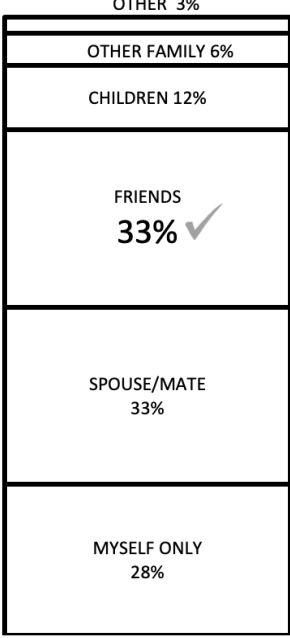
# Party Composition

## TOTAL VISITORS



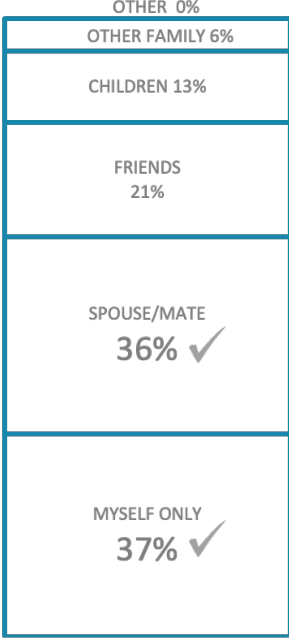
CHILDREN - 2% 2-5 YRS, 5% 6-11 YRS, 4% 12-18 YRS, 2% 18+ YRS

## FIRST TIME VISITORS



CHILDREN - 1% 2-5 YRS, 4% 6-11 YRS, 5% 12-18 YRS, 1% 18+ YRS

## REPEAT VISITORS

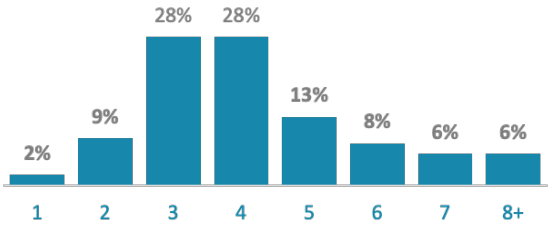


CHILDREN - 2% 2-5 YRS, 5% 6-11 YRS, 3% 12-18 YRS, 3% 18+ YRS

Note: Check mark represents above average response when compared to Total Visitors

# Average # of Nights

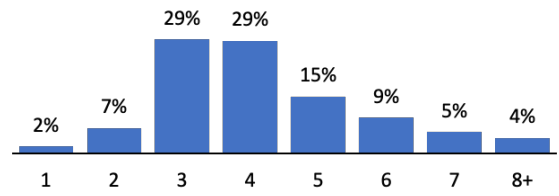
## TOTAL VISITORS



4.2 AVG. # NIGHTS

67% 1 - 4  
33% 5+

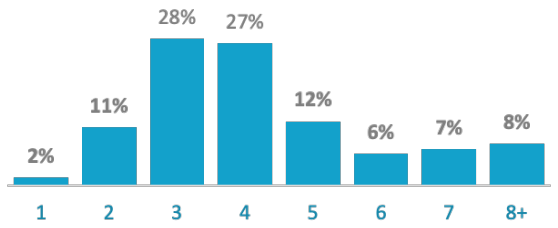
## FIRST TIME VISITORS



4.2 AVG. # NIGHTS

67% 1 - 4  
33% 5+

## REPEAT VISITORS

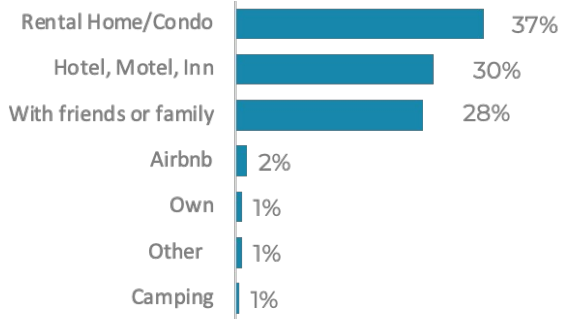


4.2 AVG. # NIGHTS

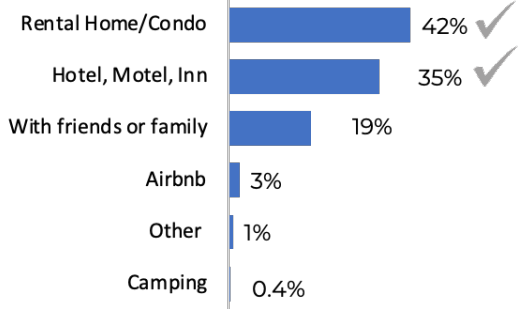
68% 1 - 4  
32% 5+

# Accommodations

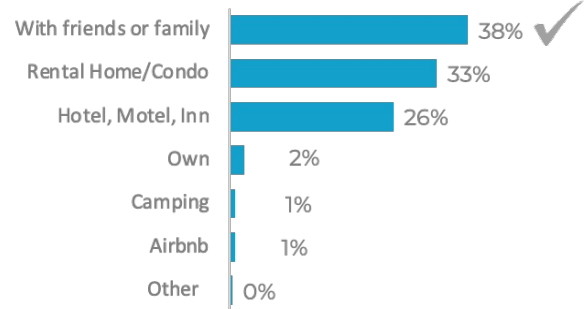
## TOTAL VISITORS



## FIRST TIME VISITORS



## REPEAT VISITORS



Note: Check mark represents above average response when compared to Total Visitors

# Demographics



# Demographics

## TOTAL VISITORS



54%/46% MALE/FEMALE



\$159.7K HOUSEHOLD INCOME



13% TRAVELED WITH CHILDREN

## FIRST TIME VISITORS



58%/42% MALE/FEMALE



\$161.3K HOUSEHOLD INCOME



12% TRAVELED WITH CHILDREN

## REPEAT VISITORS



52%/48% MALE/FEMALE



\$158.7K HOUSEHOLD INCOME

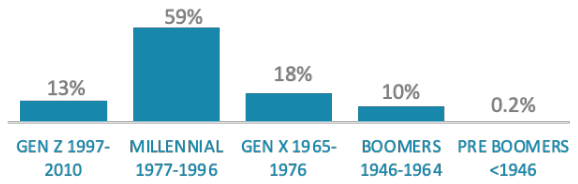


13% TRAVELED WITH CHILDREN

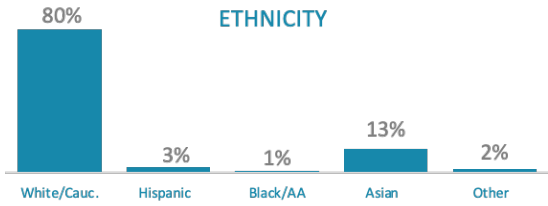
# Demographics

## TOTAL VISITORS

GENERATION

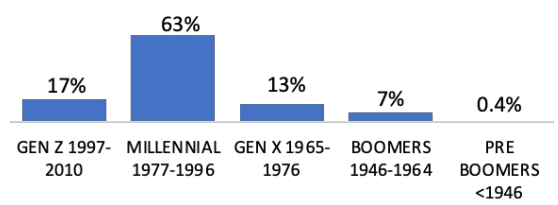


ETHNICITY

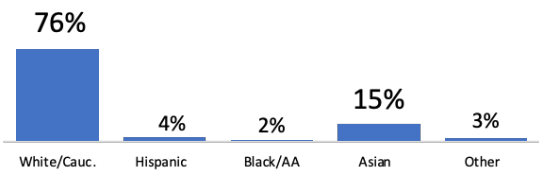


## FIRST TIME VISITORS

GENERATION

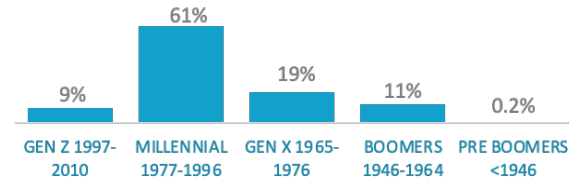


ETHNICITY

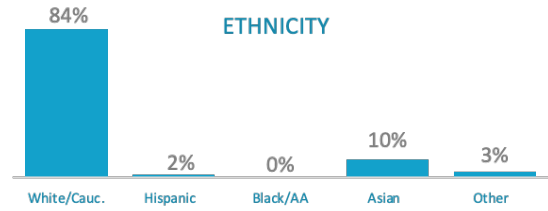


## REPEAT VISITORS

GENERATION



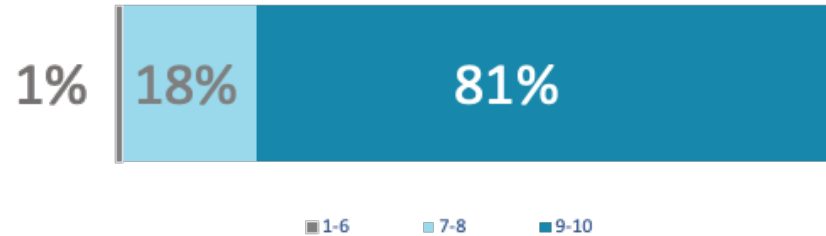
ETHNICITY





# Ratings

# Ratings - Mammoth Lakes Experience



**80%**

(Positive – Negative)

**80%** First Time Visitors

**80%** Repeat Visitors



# Ratings - Travel

40% of all visitors have an IKON pass



42% First Time Visitors

39% Repeat Visitors

## United Flight Experience




■ 1-6 ■ 7-8 ■ 9-10

**53%**

(Positive – Negative)

49% First Time Visitors

57% Repeat Visitors



*Mammoth Lakes*  
CALIFORNIA™

*Thank you*