

MAMMOTH LAKES TOURISM

# 2024 SUMMER AIR SURVEY

## BISHOP AIRPORT



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

NOV 2024

# 2024 SUMMER AIR VISITOR PROFILE BISHOP AIRPORT (BIH)



OBJECTIVE: PROVIDE A CURRENT PROFILE OF THE SUMMER AIR VISITOR

Intercepts were conducted at the Eastern Sierra Regional Airport/Bishop 7/01/2024 – 10/6/2024

SAMPLE SIZE

965 TOTAL

497 LOCALS  
468 VISITORS

174 FIRST TIME  
294 REPEAT

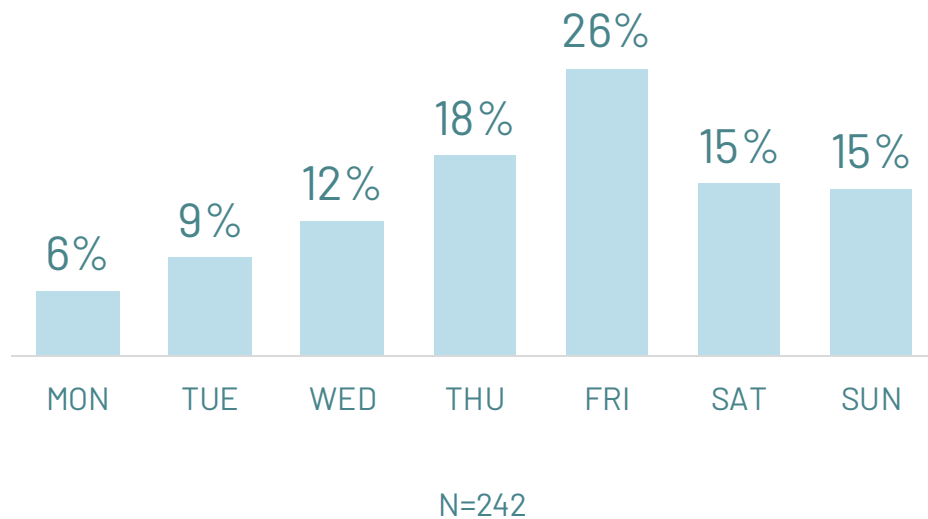
158 CALIFORNIA  
310 OUT OF STATE  
(19 OUT OF US)

242 ARRIVALS  
226 DEPARTURES

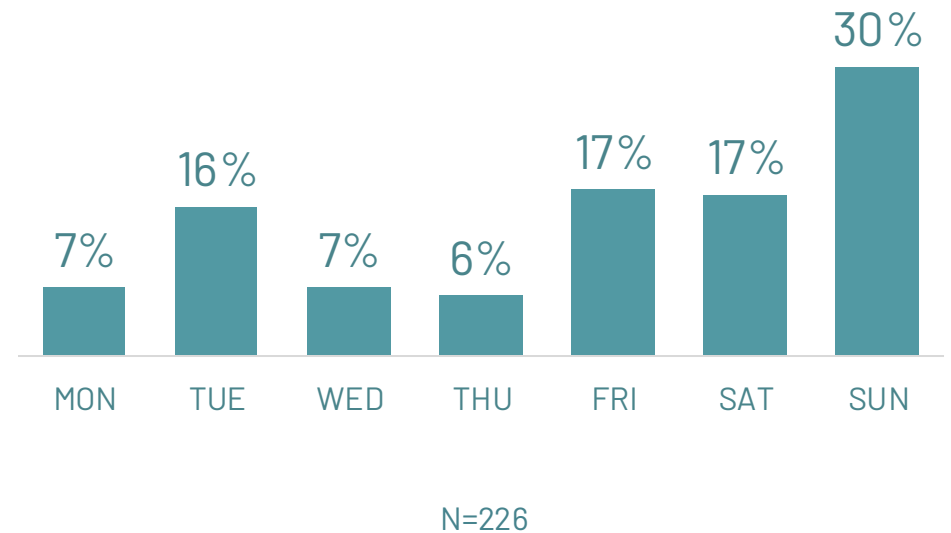
# VISITOR ARRIVAL & DEPARTURE DAYS



## 52% ARRIVALS



## 48% DEPARTURES



# KEY CHANGES 2024 VS. 2023



- **SAMPLE SIZE:** 2024 Visitor Sample size (468) increased significantly from 2023 (166)
- **OUT OF STATE VISITORS:** Declined in 2024 (66%) from 2023 (71%)
- **FIRST TIME VISITORS:** Decreased in 2024 (37%) from 2023 (42%)
- **MAMMOTH LAKES EXPERIENCE RATINGS:** Up from 74.47 in 2023 to 87.26 in 2024
- **TRIP CHARACTERISTICS:** Primary destination was up (46% - 2024 vs. 42% - 2023). Hotel/Motel was up (38% - 2024 vs. 30% - 2023). Party size and visiting friends & family were flat
- **AVERAGE DAILY SPENDING:** Declined in 2024 (\$432.22) from 2023 (\$467.95). Significant decrease in spending by Non-Lodging visitors. Could be a result of the low sample in 2023
- **DEMOGRAPHICS:** Slightly lower incomes (\$163.5k - 2024 vs. \$169.1K - 2023) More singles (47% - 2024 vs. 39% - 2023). Higher Gen Z (14% - 2024 vs. 8% - 2023) and higher Gen X (23% - 2024 vs. 14% - 2023) and lower Millennials (44% - 2024 vs. 55% - 2023). These changes may also be a result of the low sample in 2023.

# VISITOR TYPES, ORIGIN & SEASONS VISITED

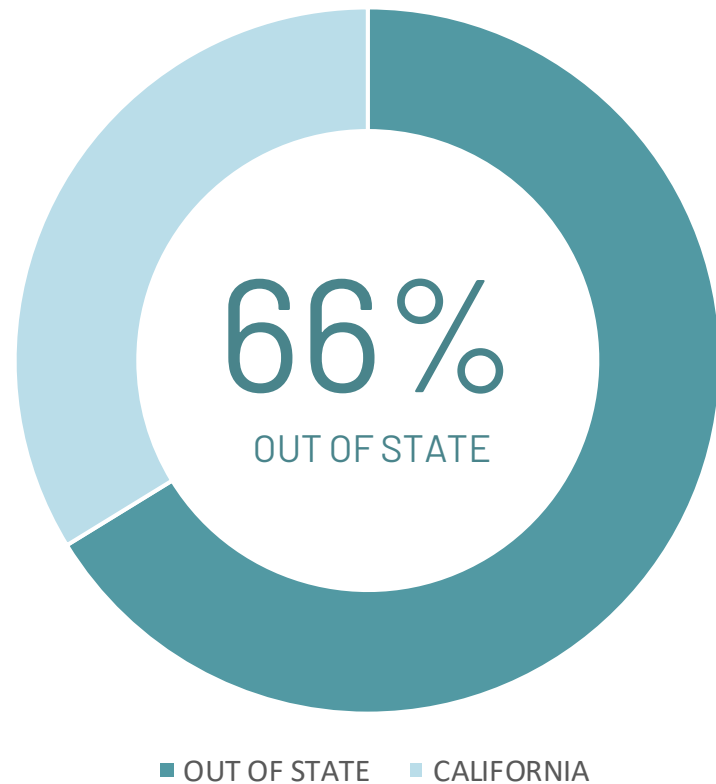


*Mammoth Lakes*<sup>™</sup>  
CALIFORNIA

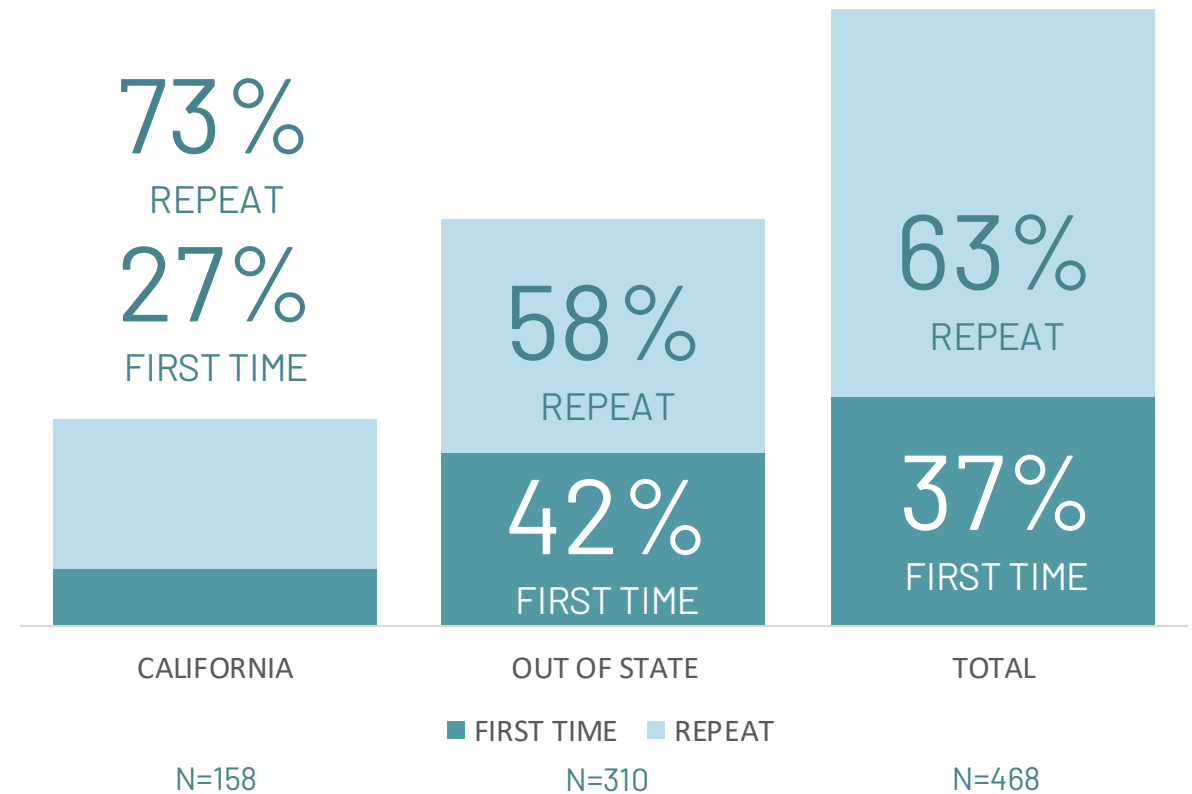
# OUT OF STATE VS. CALIFORNIA VISITORS



## OUT OF STATE VS. CALIFORNIA



## REPEAT VS. FIRST TIME - OUT OF STATE & CALIFORNIA



# TOTAL TRAVELER TYPE TREND



2024



2023



2022



2024



2023



2022

CALIFORNIA

33% 29% 32% | 25% 22% 36%

OUT OF STATE

66% 71% 68% | 75% 78% 64%

FIRST TIME

37% 42% 33% | 42% 53% 51%

REPEAT

63% 58% 67% | 58% 47% 49%

## TOP ORIGIN STATES

California	33.76%
Colorado	8.97%
Washington	7.26%
Texas	5.34%
Oregon	4.49%
TOP 5	59.83%

New York	4.06%
Illinois	3.63%
Arizona	2.78%
Ohio	2.14%
Virginia	2.14%
TOP 6-10	14.74%

TOP 10 74.57%

4% International visitors

N=349

## FIRST TIME VISITORS

California	24.71%
Colorado	9.77%
Washington	9.20%
Texas	7.47%
Illinois	6.32%
TOP 5	57.47%

Ohio	4.60%
New York	4.02%
Arizona	2.30%
Georgia	1.72%
Kentucky	1.72%
TOP 6-10	14.37%

TOP 10 71.84%

N=125

## REPEAT VISITORS

California	39.12%
Colorado	8.50%
Oregon	6.46%
Washington	6.12%
New York	4.08%
TOP 5	64.29%

Texas	4.08%
Arizona	3.06%
Virginia	3.06%
Idaho	2.04%
Illinois	2.04%
TOP 6-10	14.29%

TOP 10 78.57%

N=231

## OUT-OF-STATE VISITORS

Colorado	13.55%
Washington	10.97%
Texas	8.06%
Oregon	6.77%
New York	6.13%
TOP 5	45.48%

Illinois	5.48%
Arizona	4.19%
Ohio	3.23%
Virginia	3.23%
Idaho	2.58%
TOP 6-10	18.71%

TOP 10 64.19%

N=199



# TOP WINTER VISITOR ORIGIN STATES – TREND



2024

California	33.76%
Colorado	8.97%
Washington	7.26%
Texas	5.34%
Oregon	4.49%
TOP 5	59.83%



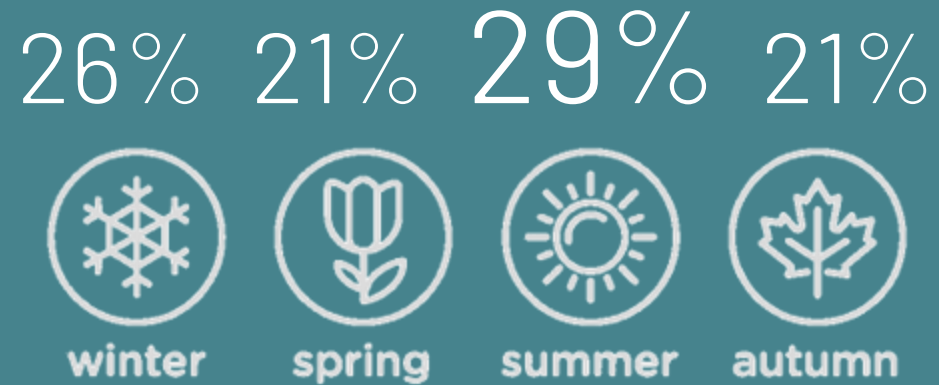
2023

California	28.92%
Colorado	12.05%
INTERNATIONAL	7.23%
Illinois T	4.82%
Texas T	4.82%
Washington T	4.82%
TOP 6	62.65%

# SUMMER REPEAT VISITORS - PAST SEASONS VISITED



## TOTAL REPEAT VISITORS

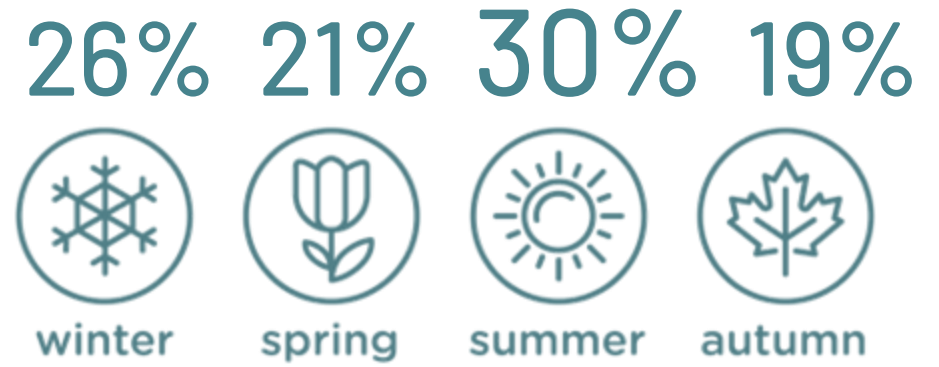


N=294

## VISITED LAST TIME

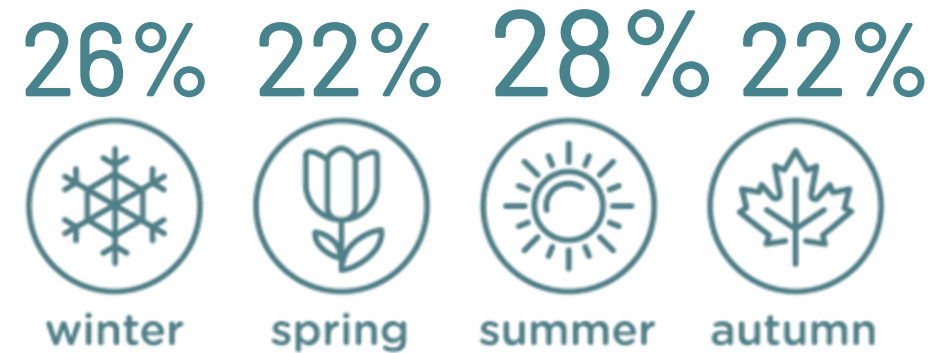
Past 12 months	56.8%
1-2 years ago	18.7%
3-5 years ago	11.2%
6+ years ago	13.3%

## CALIFORNIA REPEAT VISITORS



N=215

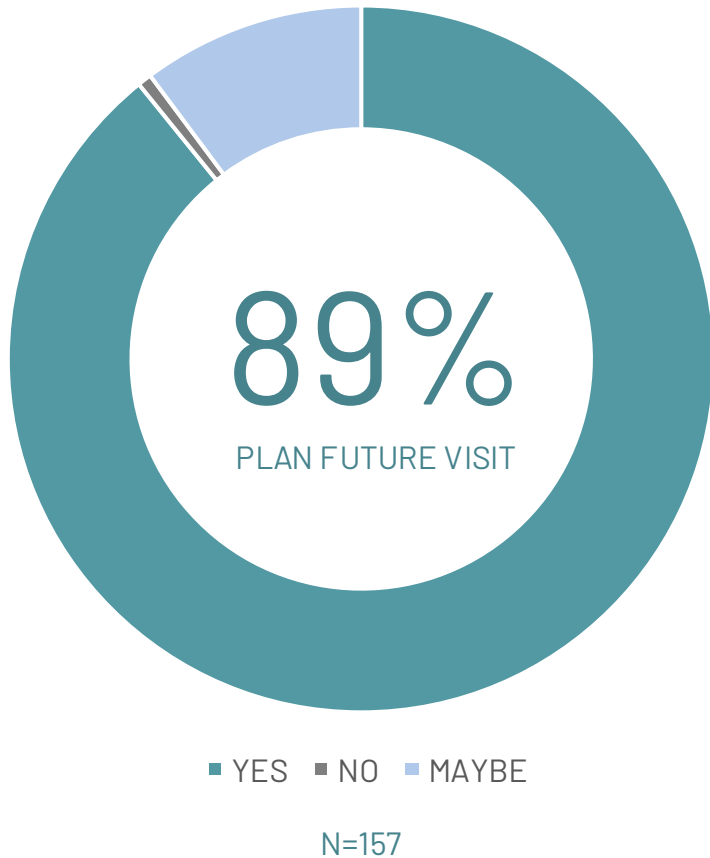
## OUT-OF-STATE REPEAT VISITORS



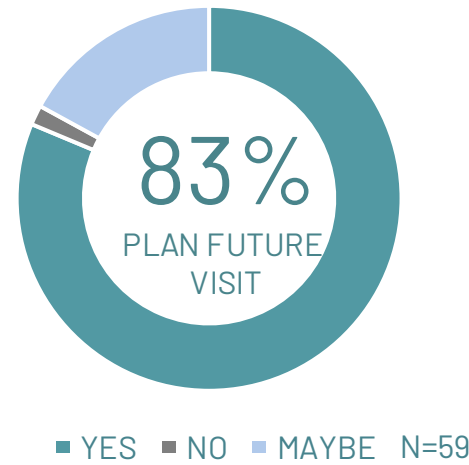
N=463

# PLANNED FUTURE VISITS – Remains Very High

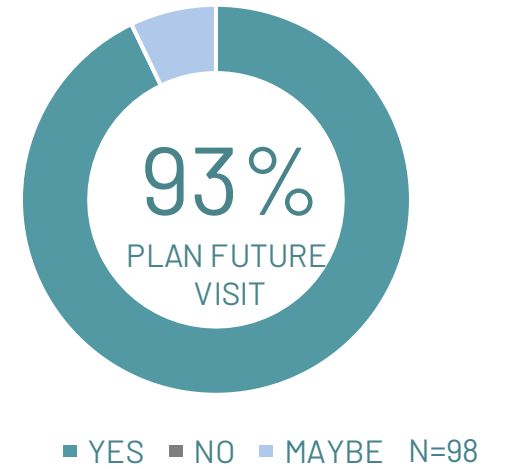
Repeat & California Visitors continue to have the highest intention to visit again



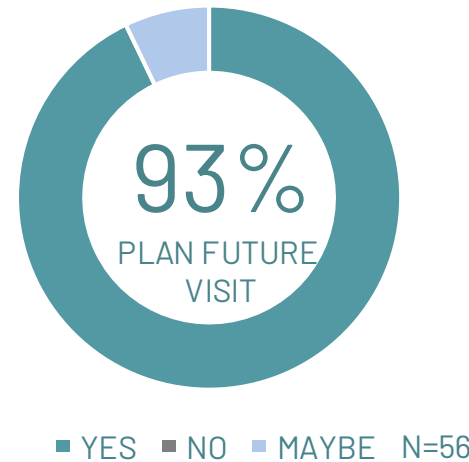
### FIRST TIME VISITORS



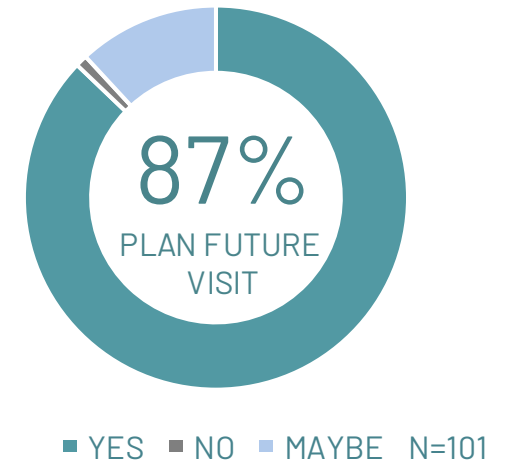
### REPEAT VISITORS



### CALIFORNIA VISITORS



### OUT-OF-STATE VISITORS



Departures that visited Mammoth Lakes

# FUTURE SEASON VISITS (OF THOSE CONSIDERING FUTURE VISITS)



25% 20% 30% 25%



2.6 FUTURE SEASONS

N=151

## FIRST TIME VISITORS

25% 20% 31% 24%



2.2 FUTURE SEASONS

N=59

## CALIFORNIA VISITORS

25% 20% 29% 25%



3.1 FUTURE SEASONS

N=56

## REPEAT VISITORS

25% 20% 30% 25%



2.8 FUTURE SEASONS

N=98

## OUT-OF-STATE VISITORS

25% 20% 31% 24%



2.3 FUTURE SEASONS

N=101

# VISITOR EXPERIENCE

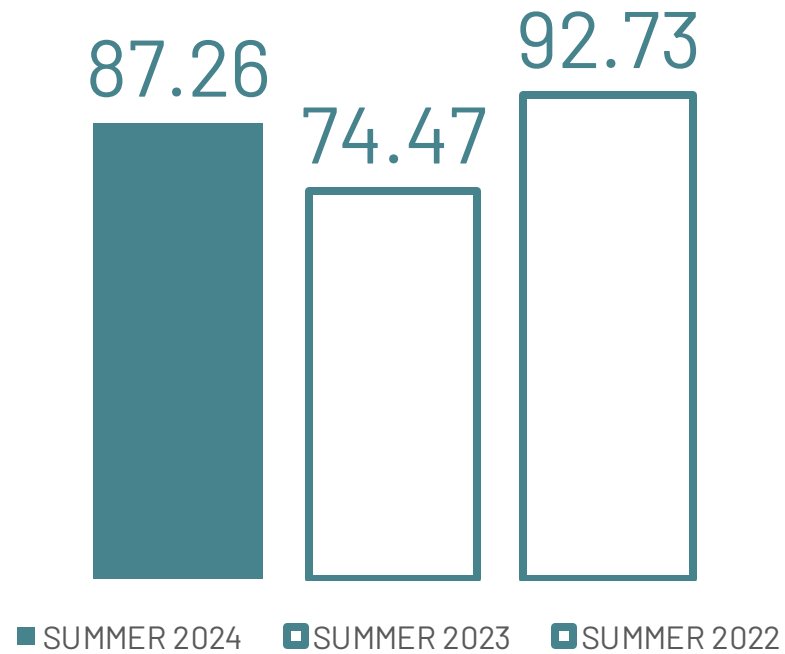


*Mammoth Lakes*<sup>™</sup>  
CALIFORNIA

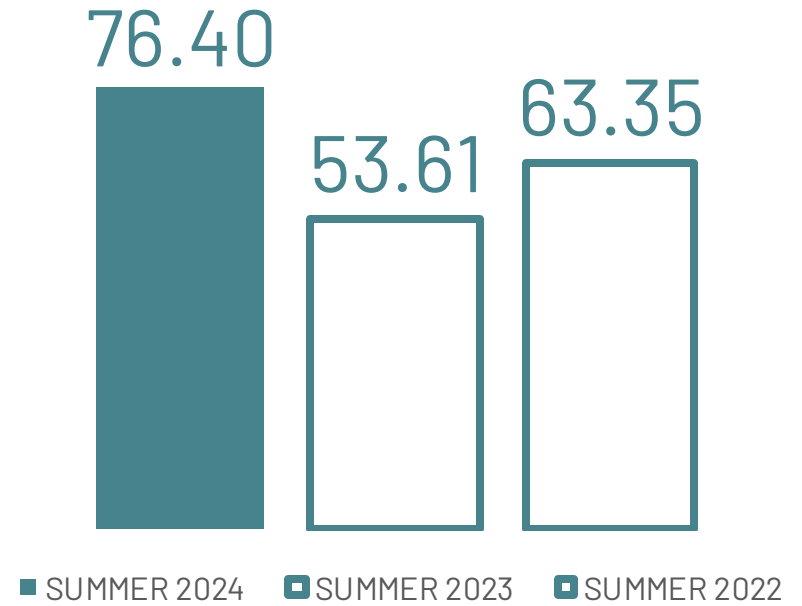
# SUMMER EXPERIENCE RATING TREND



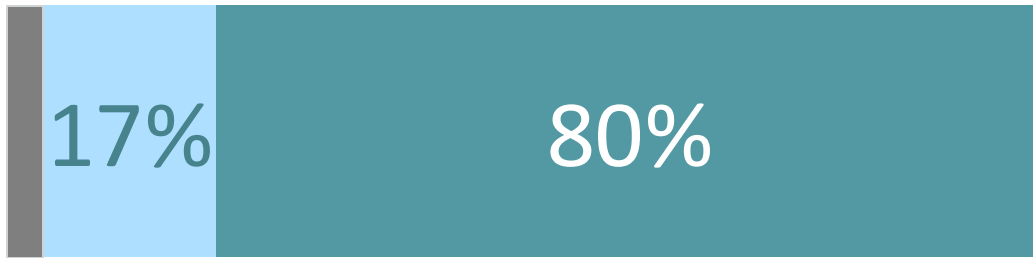
## MAMMOTH LAKES



## UNITED AIRLINES



# UNITED FLIGHT EXPERIENCE RATING



3%

■ 0-6 ■ 7-8 ■ 9-10

# 76.40

(POSITIVE - NEGATIVE)

N=304

FIRST - TIME VISITORS

# 77.01

N=174

REPEAT VISITORS

# 76.19

N=294

CALIFORNIA VISITORS

# 75.32

N=158

OUT-OF-STATE VISITORS

# 77.10

N=291

# MAMMOTH LAKES EXPERIENCE RATING

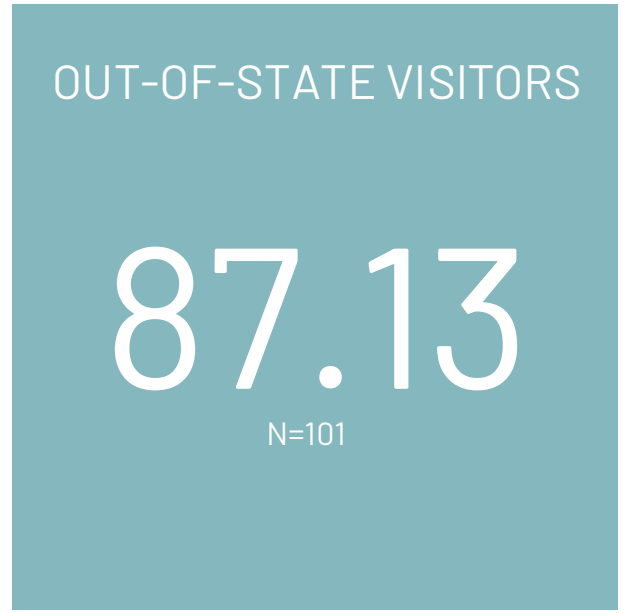
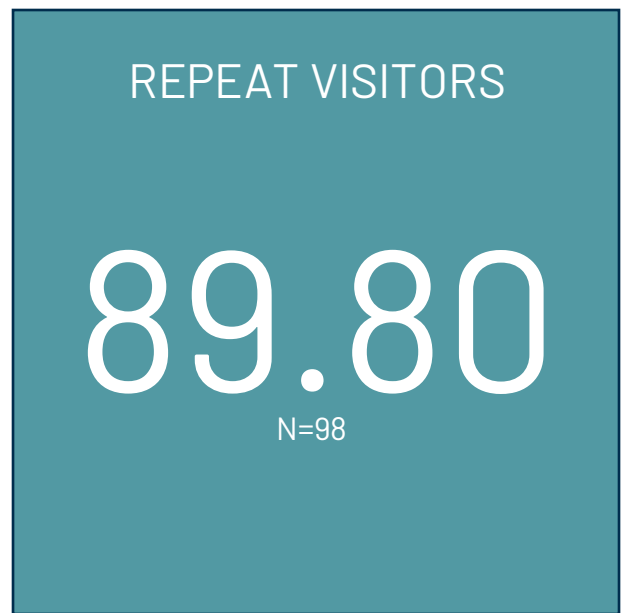
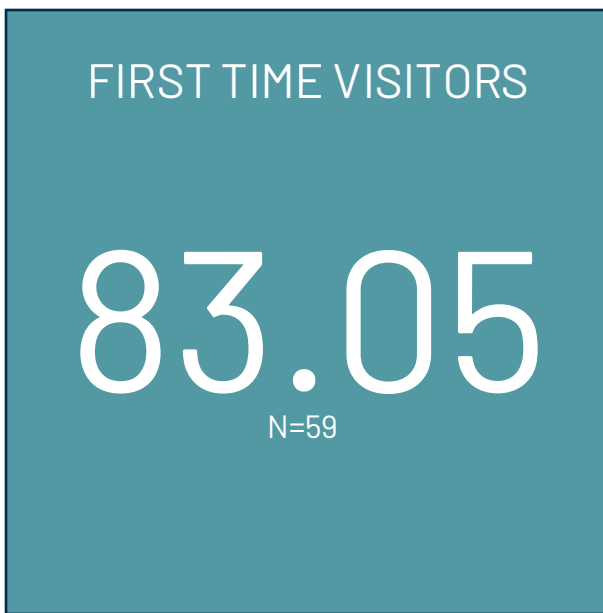


0% ■ 0-6 ■ 7-8 ■ 9-10

## 87.26

(POSITIVE-NEGATIVE)  
N=157

There were no negative ratings for any of the visitor segments





# MAMMOTH/UNITED COMMENTS



## POSITIVE - MAMMOTH

- Best town in the world!
- It was amazing! So pretty and great service!
- Flying into Bishop is excellent
- Fantastic place for a family vacation. So much to see and do. I loved it !
- The shuttle buses are helpful. Mammoth staff were very friendly and helpful.
- Incredible experience, such friendly locals!
- The most beautiful place in California, the airport makes it accessible for all, please keep it!

## NEGATIVE - MAMMOTH

- Loved it. Please offer more flights and/or all year round.
- Food could be better in Mammoth Lakes!
- Awesome town to visit! The pedestrian infrastructure seems like it was an afterthought for the amount of people in the town but I loved my experience then
- Love Mammoth and all the options! Just wish there were more affordable accommodations
- Everything was great! It would be nice if the buses (ESTA and YARTs) ran more frequently.
- Everything was great. More transportation between Bishop and Mammoth would be nice. Mammoth taxi isn't the greatest. MAWS is better.

## NEGATIVE - AIR SERVICE

- Flight was delayed by 5.5 hours and updates were inconsistent and inaccurate throughout.
- Heat delay
- My flight was delayed, and then I missed the connection. Since there's only one flight a day, my trip was cut by 60%
- The time of the flight and the lack of connections
- Canceled flights
- No communication about turbulence
- I think it's terrible to charge for a carry-on bag







# VISITOR TRIP PROFILE



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

# TRIP PROFILE TREND



	 2024	 2023	 2022	 2024	 2023	 2022
MAMMOTH PRIMARY DESTINATION	46%	42%	51%	82%	85%	79%
PARTY SIZE	2.1	2.1	2.7	1.9	2.5	2.5
AVG. # NIGHTS	4.5	4.8	4.8	4.7	4.6	4.2
HOTEL, MOTEL, INN	38%	30%	27%	24%	32%	30%
FRIENDS/FAMILY	30%	29%	40%	30%	30%	28%

# PRIMARY TRIP PURPOSE

Outdoor adventure activities	37.8%
Visiting friends or family	25.4%
Other outdoor activities	9.4%
Enjoy nature	8.8%
Attending a wedding	5.3%
Attending festivals/events	3.6%
Work/Business	3.4%
Other	2.4%
Water activities	1.9%
Fishing	1.5%
Sporting Event	0.4%

N=468

Outdoor adventure activities – Rock climbing, backpacking, mountain biking, bouldering etc.

Other outdoor activities – horseback riding, biking, hiking, running etc.

Enjoy nature - nature walks, wildlife watching, visiting geological formations unique to the area, etc.

Attending festivals and events (music, food, arts, health & wellness etc.)

Water activities – kayaking, canoeing, boating, swimming, etc.

## FIRST TIME VISITORS

Outdoor adventure activities	48.9%
Visiting friends or family	11.5%
Other outdoor activities	10.9%
Enjoy nature	9.2%
Attending a wedding	7.5%
Other	4.6%
Attending festivals and events	2.9%
Work/Business	2.3%
Sporting Event	1.7%
Water activities	0.6%
Fishing	0.0%

N=174

## REPEAT VISITORS

Visiting friends or family	33.0%
Outdoor adventure activities	31.3%
Other outdoor activities	8.5%
Enjoy nature	8.5%
Work/ Business	4.8%
Attending a wedding	4.1%
Other	4.1%
Attending festivals and events	3.7%
Water activities	2.7%
Fishing	2.4%
Sporting Event	0.0%

N=294

## CALIFORNIA VISITORS

Outdoor adventure activities	31.0%
Visiting friends or family	17.1%
Enjoy nature	13.9%
Other outdoor activities	10.1%
Attending a wedding	8.9%
Attending festivals and events	6.3%
Work/Business	5.1%
Water activities	3.2%
Other	2.5%
Fishing	1.9%
Sporting Event	0.0%

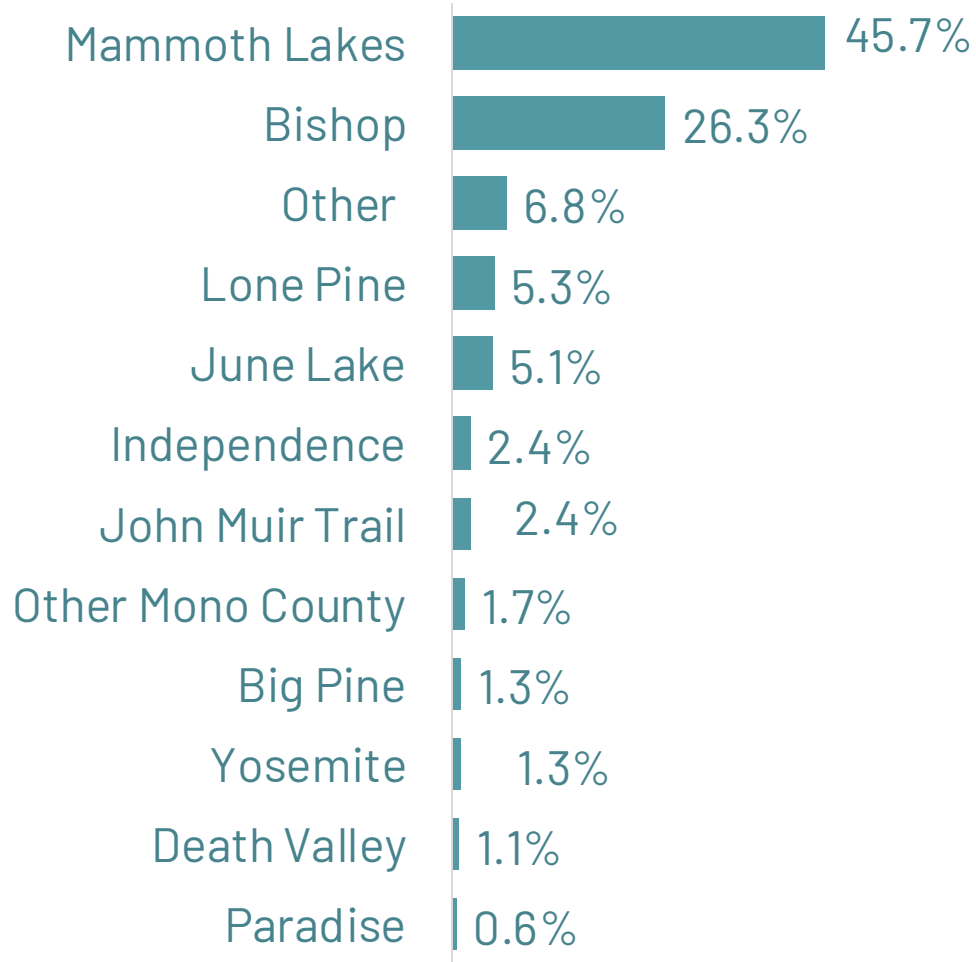
N=158

## OUT OF STATE VISITORS

Outdoor adventure activities	41.3%
Visiting friends or family	29.0%
Other outdoor activities	9.0%
Enjoy nature	6.1%
Attending a wedding	3.5%
Work/Business	3.2%
Other	2.3%
Attending festivals and events	1.9%
Water activities	1.3%
Fishing	1.3%
Sporting Event	1.0%

N=310

# PRIMARY DESTINATION



N=468

## FIRST TIME VISITORS

44%

MAMMOTH LAKES

22%

BISHOP

N=174

## REPEAT VISITORS

47%

MAMMOTH LAKES

29%

BISHOP

N=294

## CALIFORNIA VISITORS

49%

MAMMOTH LAKES

25%

BISHOP

N=158

## OUT-OF-STATE VISITORS

44%

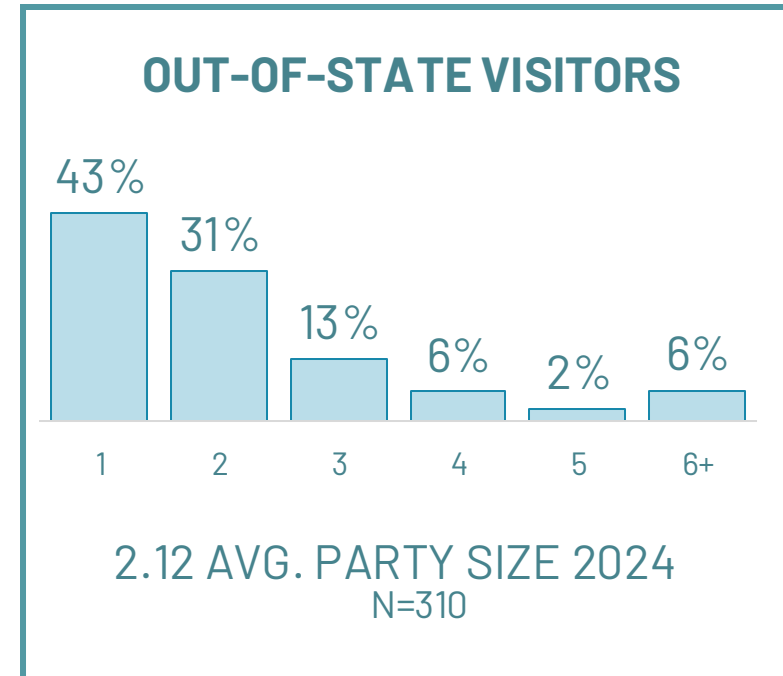
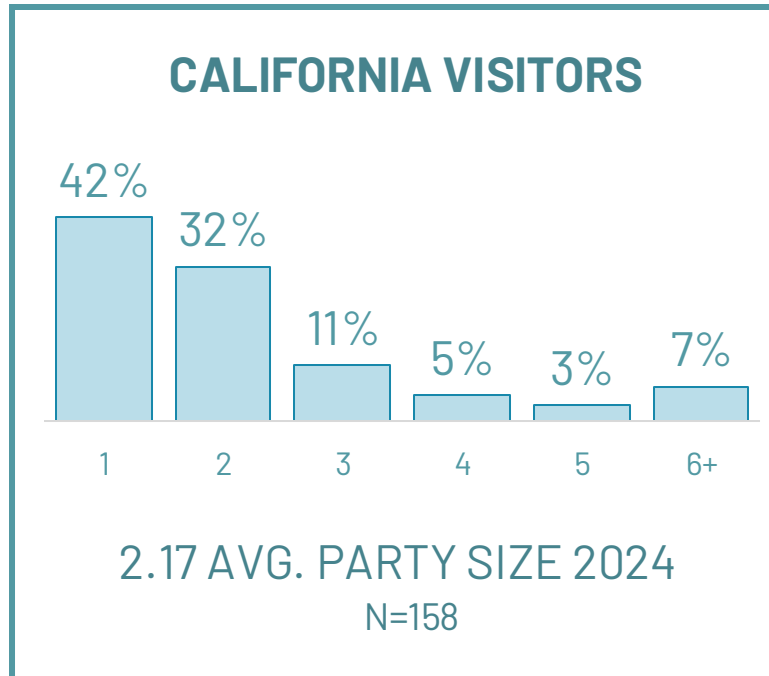
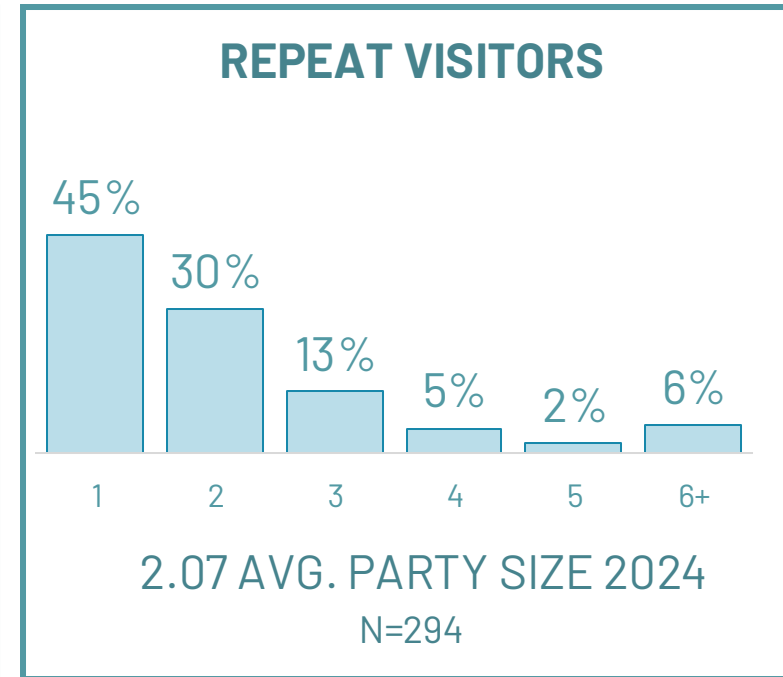
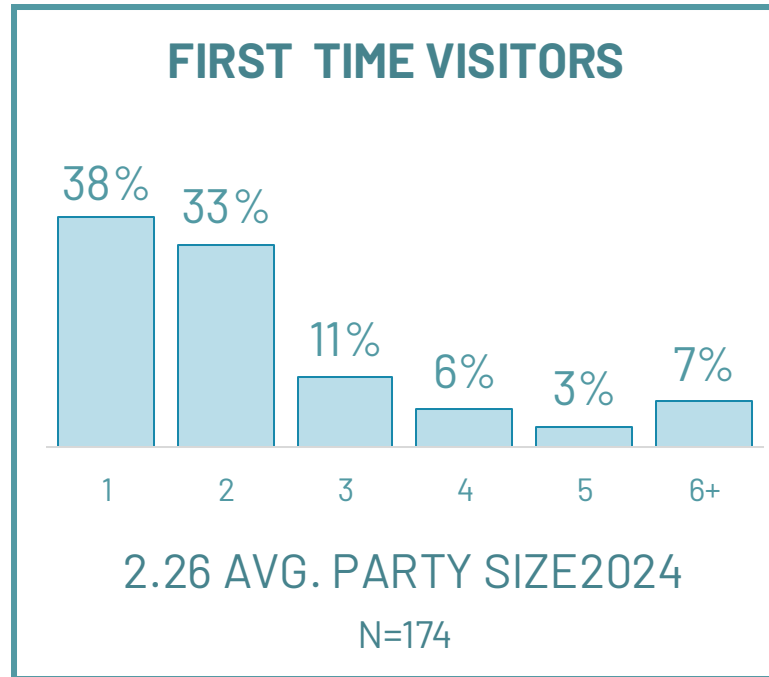
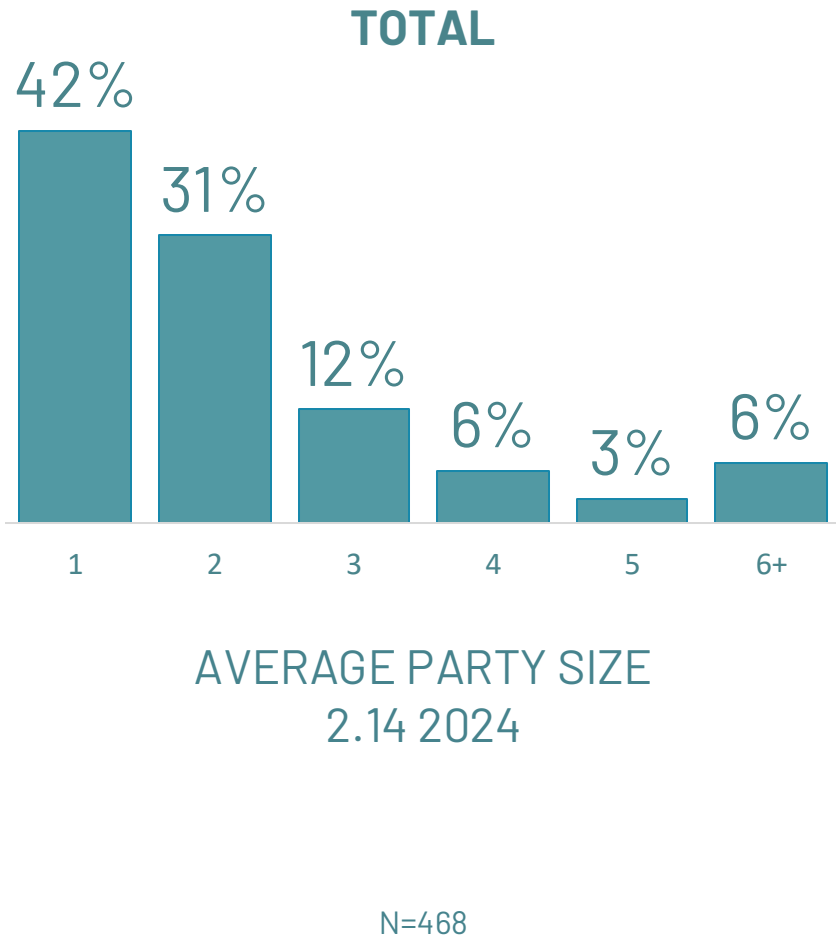
MAMMOTH LAKES

27%

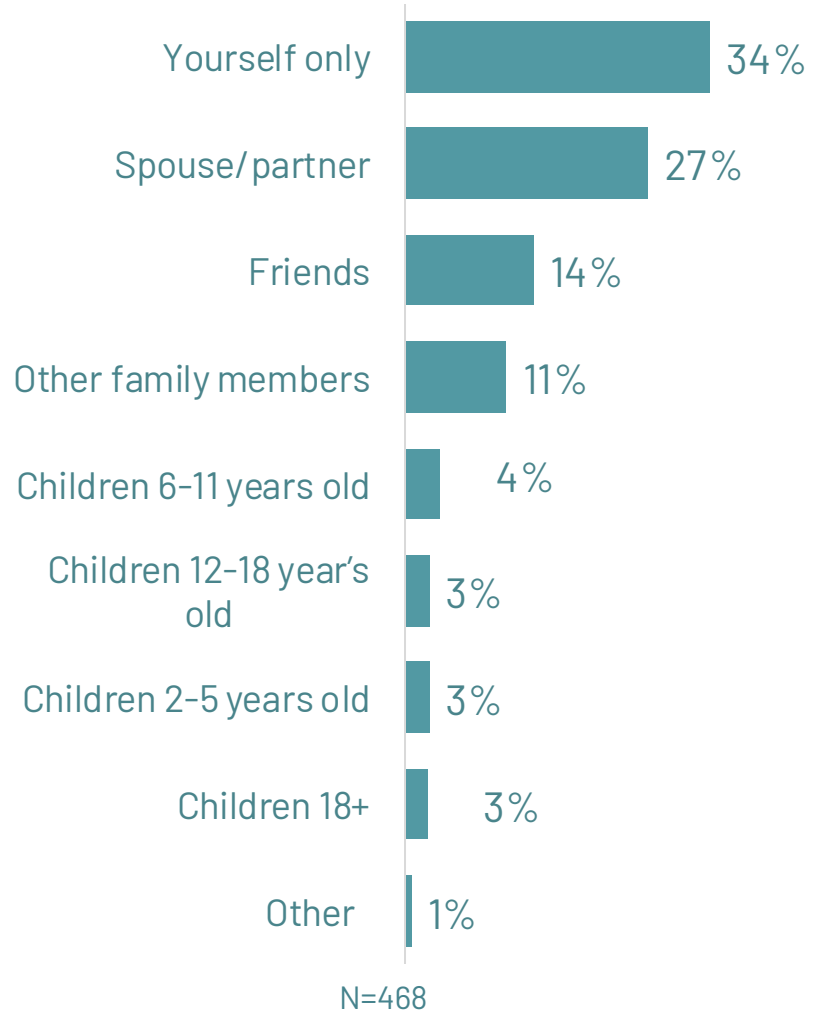
BISHOP

N=310

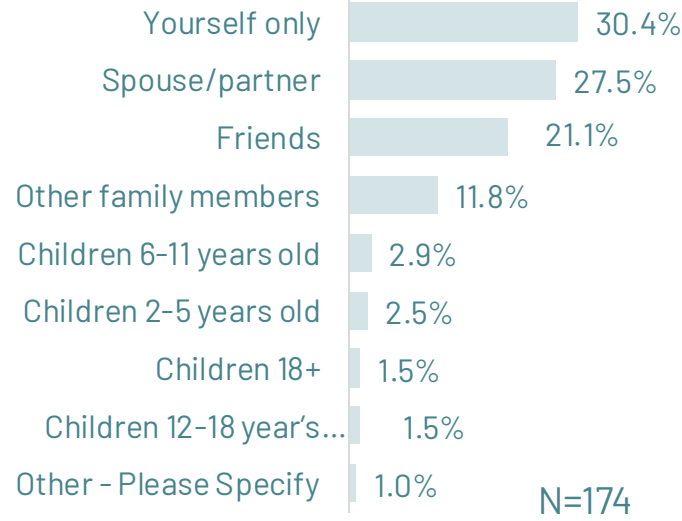
# SUMMER PARTY SIZE



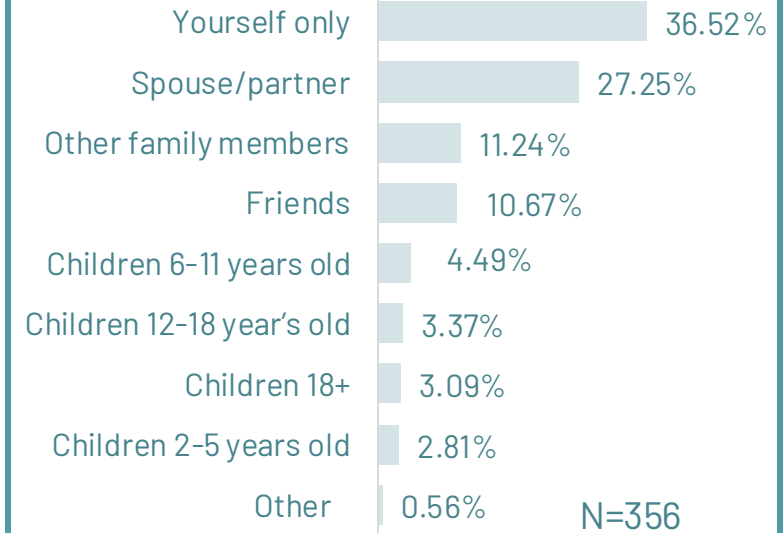
# TRAVEL COMPANIONS



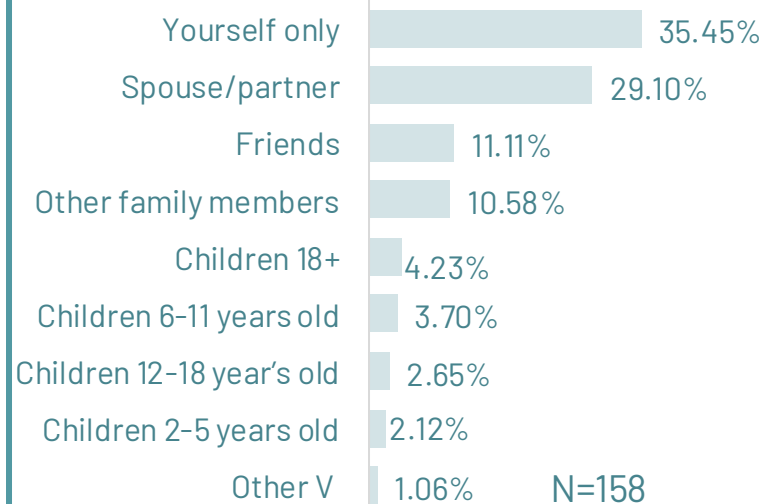
## FIRST TIME VISITORS



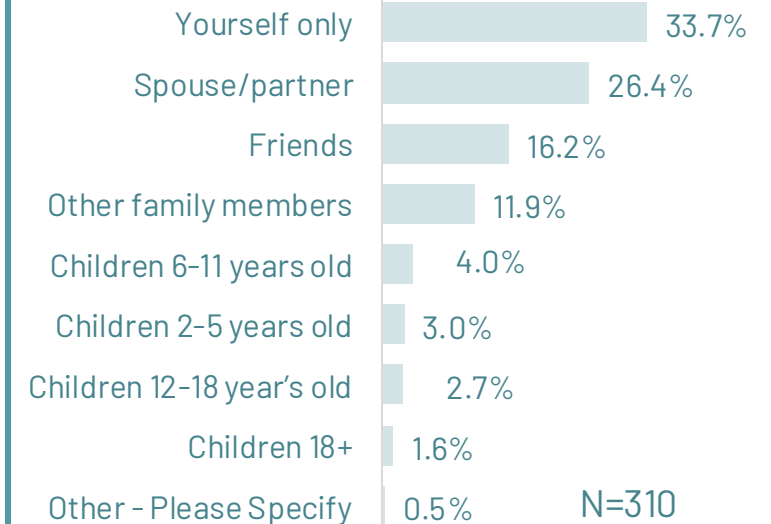
## REPEAT VISITORS



## CALIFORNIA VISITORS

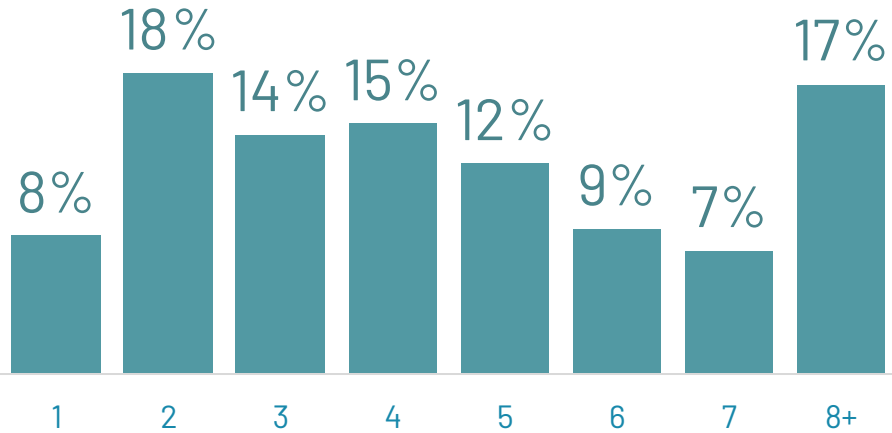


## OUT-OF-STATE VISITORS



# AVERAGE # NIGHTS

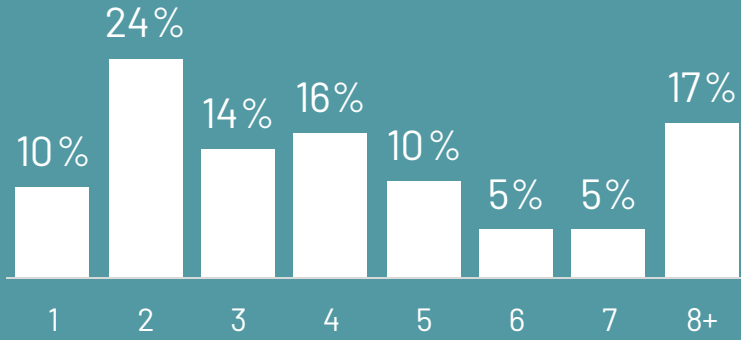
## TOTAL



AVERAGE # NIGHTS  
4.46 2024

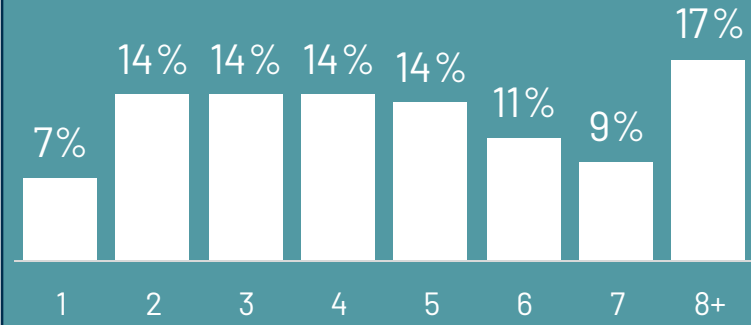
N=468

## FIRST TIME VISITORS



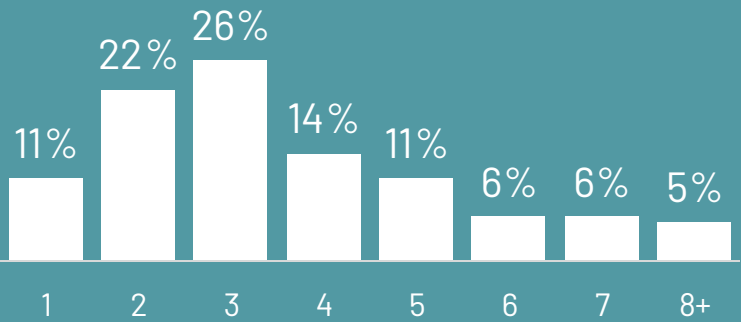
4.13 AVG. # NIGHTS  
N=174

## REPEAT VISITORS



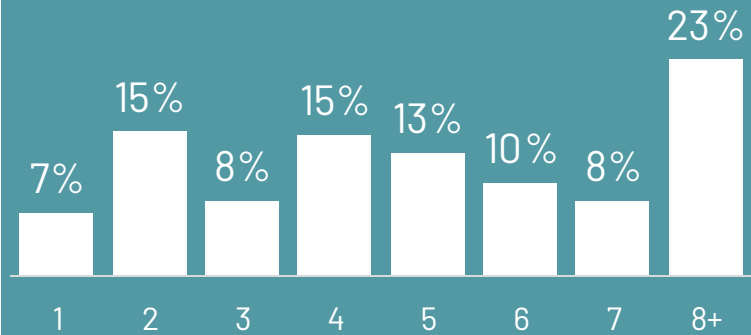
4.65 AVG. # NIGHTS  
N=294

## CALIFORNIA VISITORS



3.57 AVG. # NIGHTS  
N=158

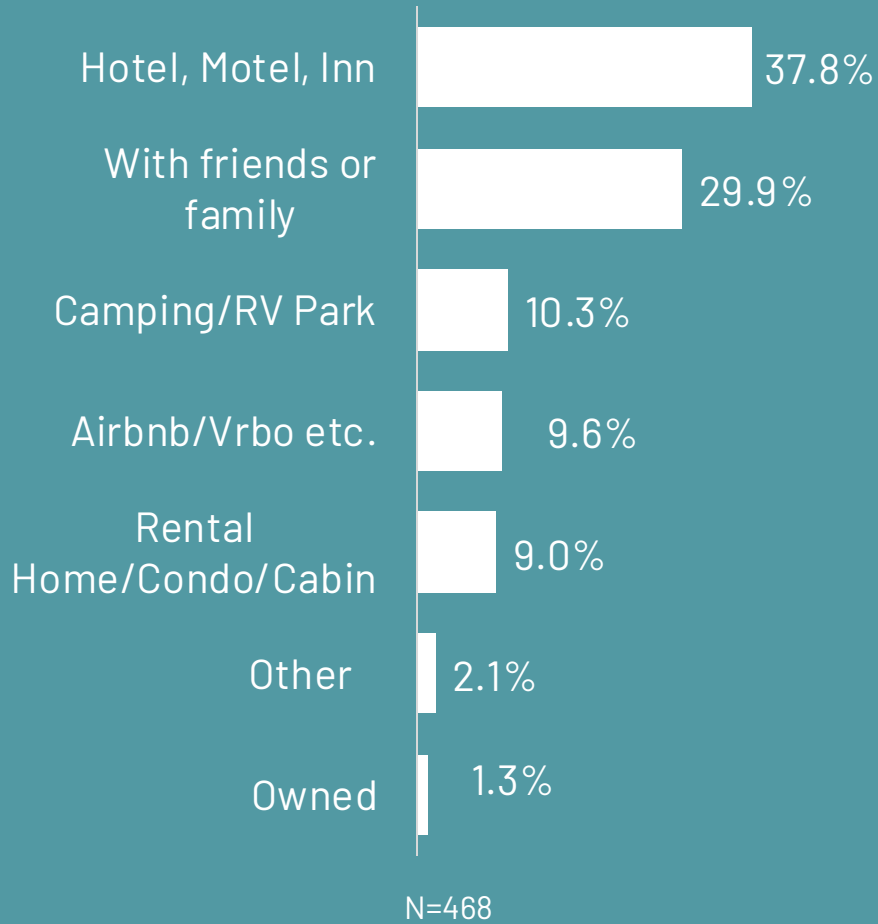
## OUT-OF-STATE VISITORS



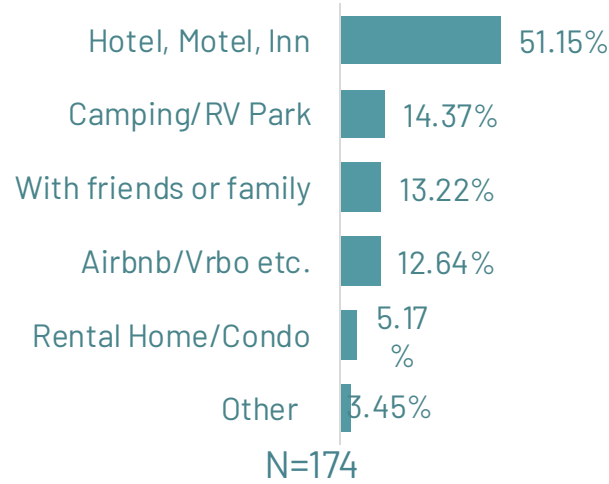
4.91 AVG. # NIGHTS  
N=310



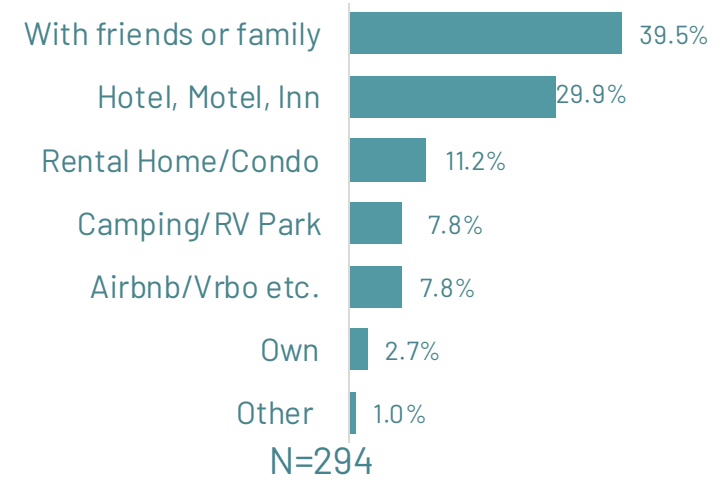
# ACCOMMODATIONS



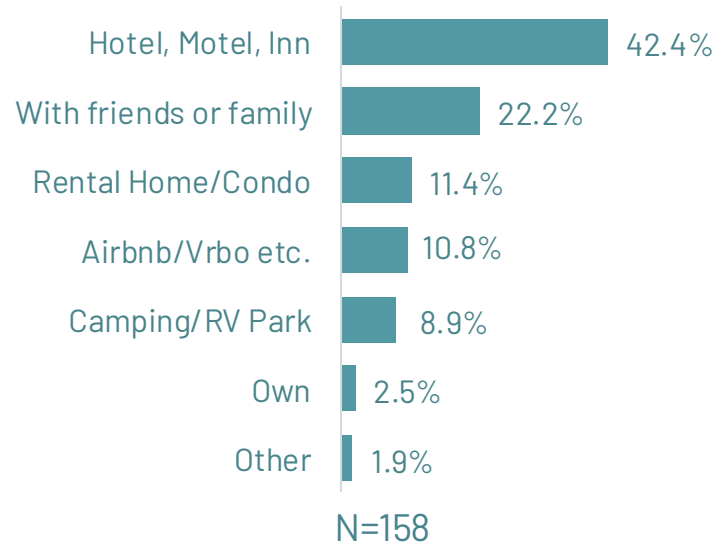
## FIRST TIME VISITORS



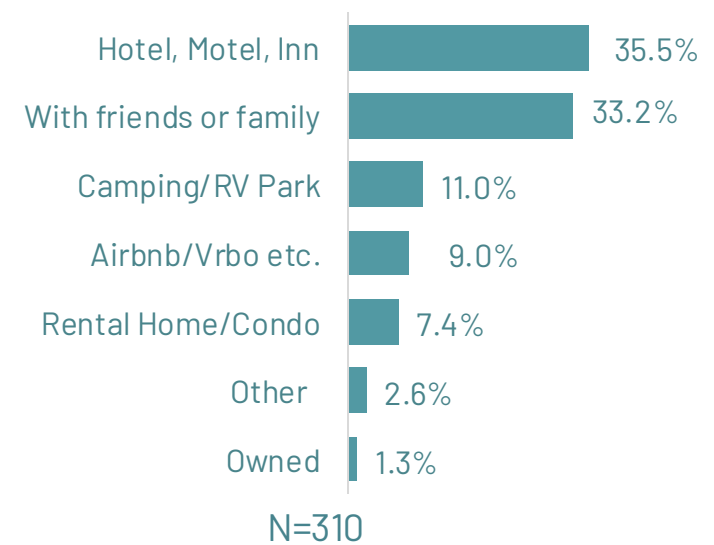
## REPEAT VISITORS



## CALIFORNIA VISITORS



## OUT-OF-STATE VISITORS



# LOCAL TRANSPORTATION



## FROM AIRPORT

Friend's or Family's vehicle	49.57%
Rental Car	20.94%
Shuttle Service	15.81%
Other.	7.69%
Taxi	3.63%
Uber/Lyft	2.35%

## IN-TOWN

Friend's or Family's vehicle	49.36%
Rental Car	22.65%
Free Town Shuttle (Mammoth Lakes)	8.33%
Shuttle Service	7.91%
Other	5.98%
Taxi	3.42%
Uber/Lyft	2.35%

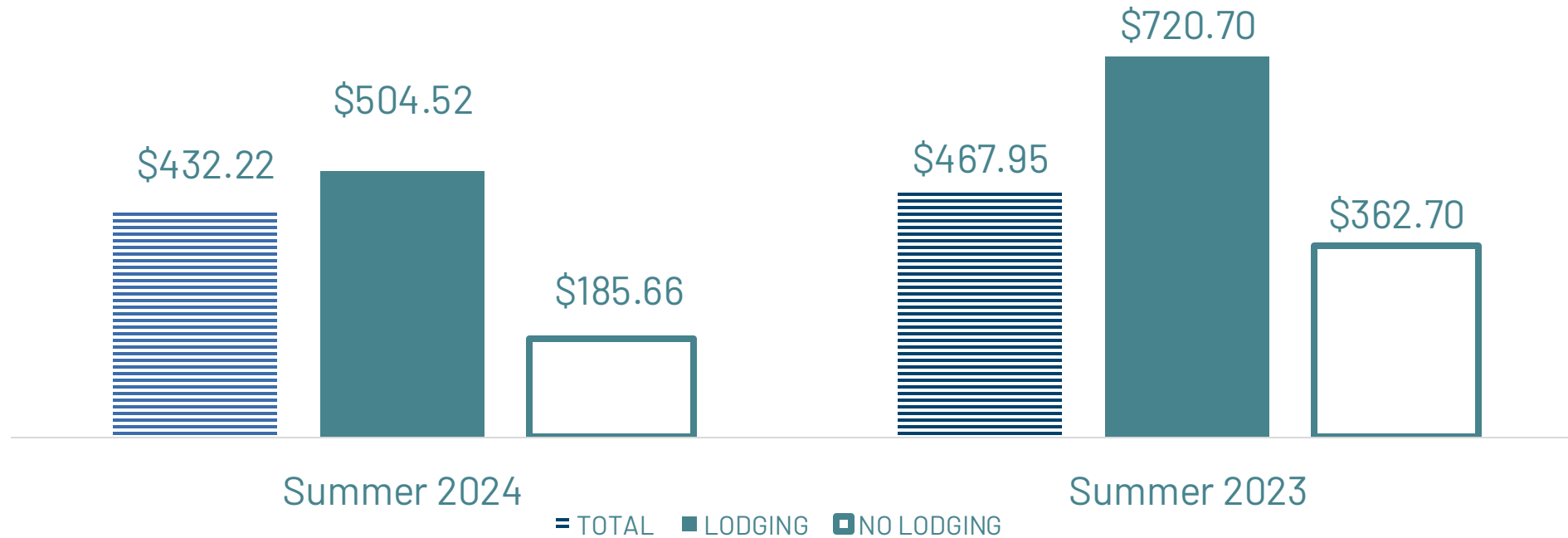
N=1178

# VISITOR SPENDING



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

AVG. SPENDING/DAY  
SUMMER 2024 VS. SUMMER 2023



# AVERAGE SPENDING/DAY DETAIL



TOTAL \$ PER DAY	LODGING	RESTAURANTS	RETAIL	SIGHTSEEING ENTERTAINMENT	CAR RENTAL	GAS, PARKING TRANSPORTATION	OTHER
TOTAL	\$ 432.22	\$ 187.84	\$ 87.48	\$ 39.72	\$ 39.72	\$ 30.49	\$ 23.89
LODGING	\$ 504.52	\$ 242.92	\$ 92.53	\$ 39.23	\$ 43.94	\$ 36.01	\$ 25.01
NO LODGING	\$ 185.66	\$ 0.00	\$ 70.24	\$ 41.39	\$ 25.33	\$ 16.96	\$ 20.06

N= 419 TOTAL  
 • 324 77% LODGING  
 • 95 23% NO LODGING

# 2024 VS. 2023 - AVERAGE SPENDING/DAY



	TOTAL	LODGING	RESTAURANT	RETAIL	SIGHTSEEING/ ENTERTAINMENT	CAR RENTAL	GAS, PARKING TRANSPORTATION	OTHER
<b>TOTAL</b>								
2024	432.22	187.84	87.48	39.72	39.72	30.49	23.07	23.89
2023	467.95	152.13	115.76	68.49	38.49	28.35	41.83	22.94
+/-	-7.6%	23.5%	-24.4%	-42.0%	3.2%	7.5%	-44.8%	4.1%
<b>LODGING</b>								
2024	504.52	242.92	92.53	39.23	43.94	36.01	24.87	25.01
2023	720.70	319.70	161.80	66.50	44.00	47.40	59.70	21.50
+/-	-30.0%	-24.0%	-42.8%	-41.0%	-0.1%	-24.0%	-58.3%	16.3%
<b>NO LODGING</b>								
2024	185.66	0	70.24	41.39	25.33	11.68	16.98	20.06
2023	362.7	0	120.66	102.27	48.48	24.09	41.48	27.73
+/-	-48.8%	0.0%	-41.8%	-59.5%	-47.8%	-51.5%	-59.1%	-27.7%

SAMPLE SIZE: 2024 419 TOTAL, 324 LODGING, 95 NO LODGING  
 2023 117 TOTAL, 73 LODGING, 44 NO LODGING







# VISITOR DEMOGRAPHICS



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

# DEMOGRAPHIC TREND



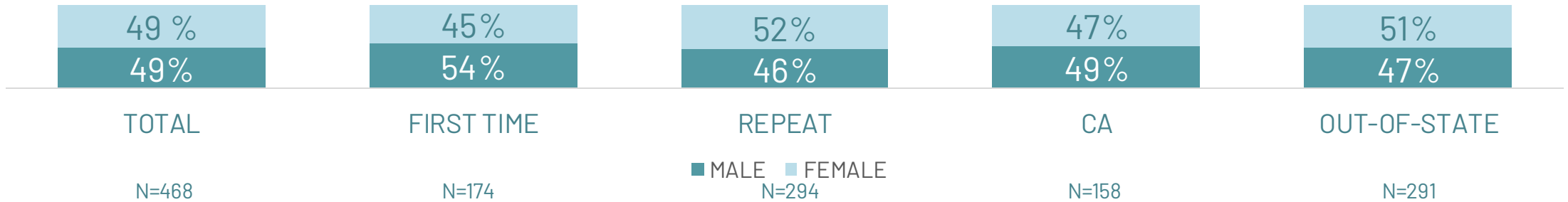
	 2024	 2023	 2022	 2024	 2023	 2022
% MALE/FEMALE	49%/49%	57%/45%	51%/47%	49%/49%	58%/41%	54%/45%
SINGLE/MARRIED	47%/49%	39%/55%	41%/53%	47%/49%	47%/44%	N/A
AVG. HH INCOME	\$163.5K	\$169.1K	\$150.4K	\$174.3K	\$165.4K	\$159.7K
GEN Z	14%	8%	13%	19%	15%	13%
MILLENNIAL	44%	55%	44%	42%	48%	59%
GEN X	23%	14%	22%	24%	19%	18%
BOOMERS	19%	22%	19%	15%	17%	10%
CAUCASIAN	85%	85%	83%	84%	86%	80%
HISPANIC	4%	6%	5%	4%	2%	3%
BLACK/AA	1%	1%	3%	2%	1%	1%
ASIAN	8%	4%	6%	8%	7%	13%
OTHER	2%	5%	3%	2%	2%	2%



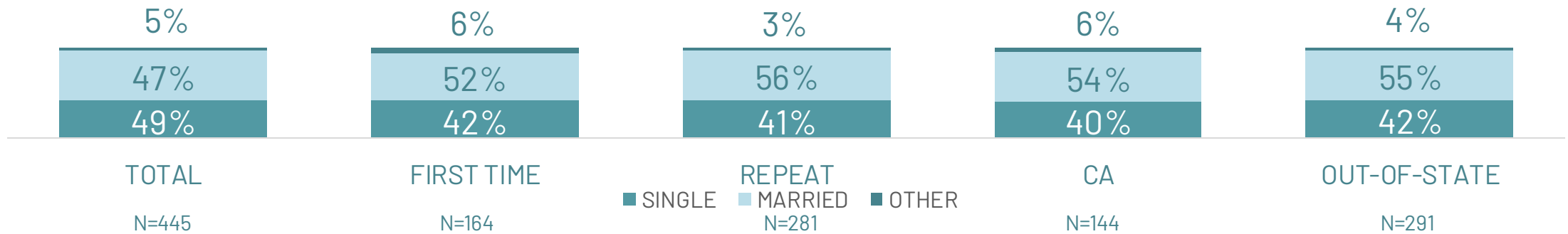
# DEMOGRAPHICS



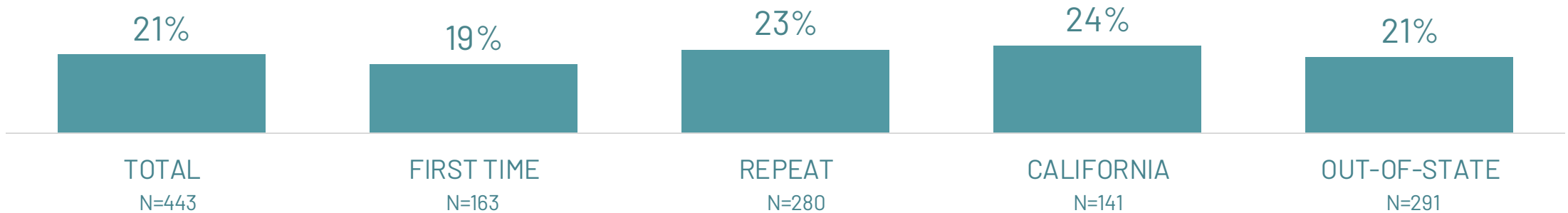
## GENDER



## MARITAL STATUS



## CHILDREN IN HOUSEHOLD



# DEMOGRAPHICS AVG. HH INCOME

**\$163.5K**  
N=395

FIRST TIME VISITORS

**\$158.2K**  
N=144

REPEAT VISITORS

**\$166.6K**  
N=250

CALIFORNIA VISITORS

**\$190.0K**  
N=129

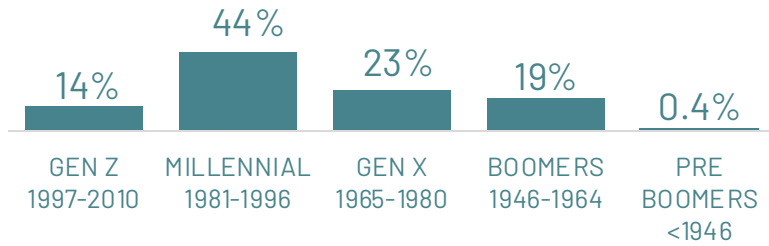
OUT-OF-STATE VISITORS

**\$150.7K**  
N=265

# DEMOGRAPHICS - GENERATION

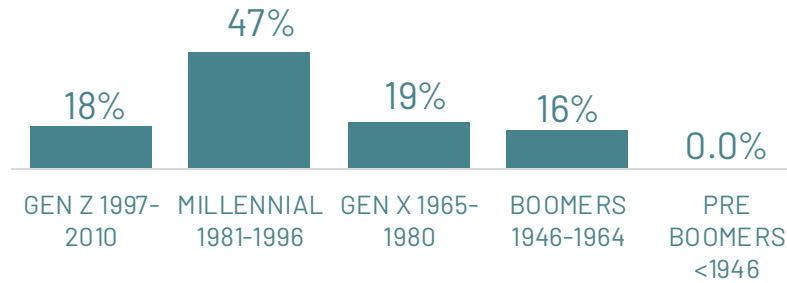


## TOTAL GENERATION



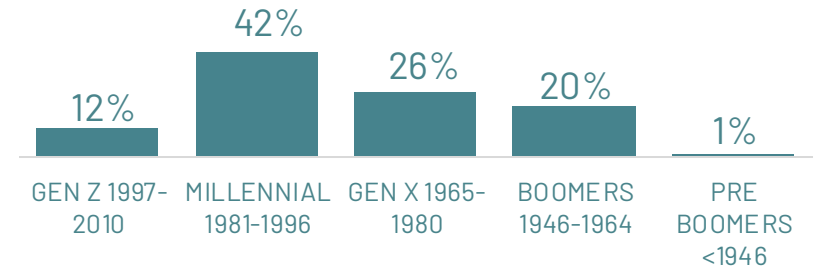
N=468

## FIRST TIME



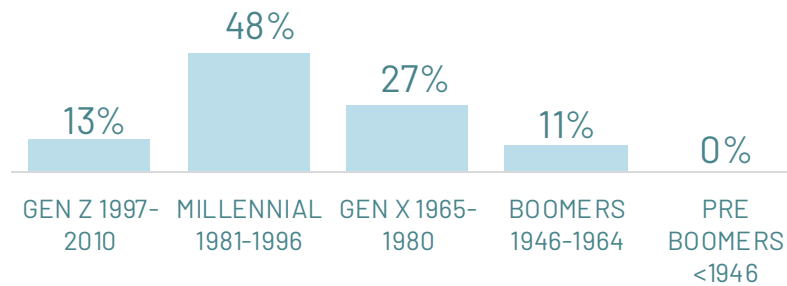
N=174

## REPEAT



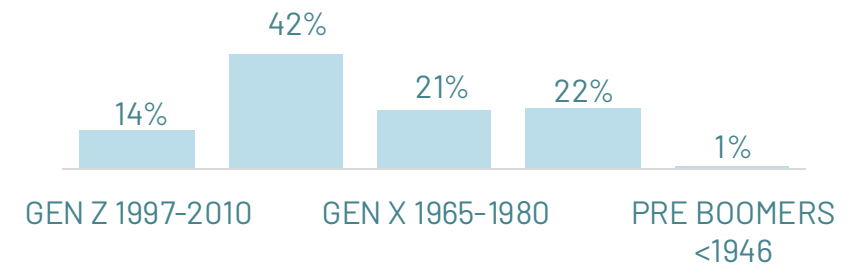
N=294

## CALIFORNIA



N=158

## OUT OF STATE

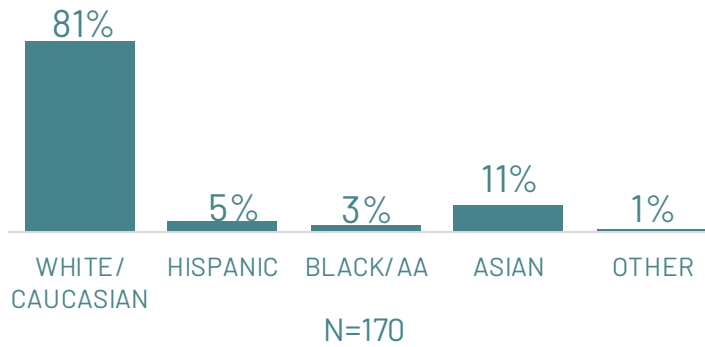


N=291

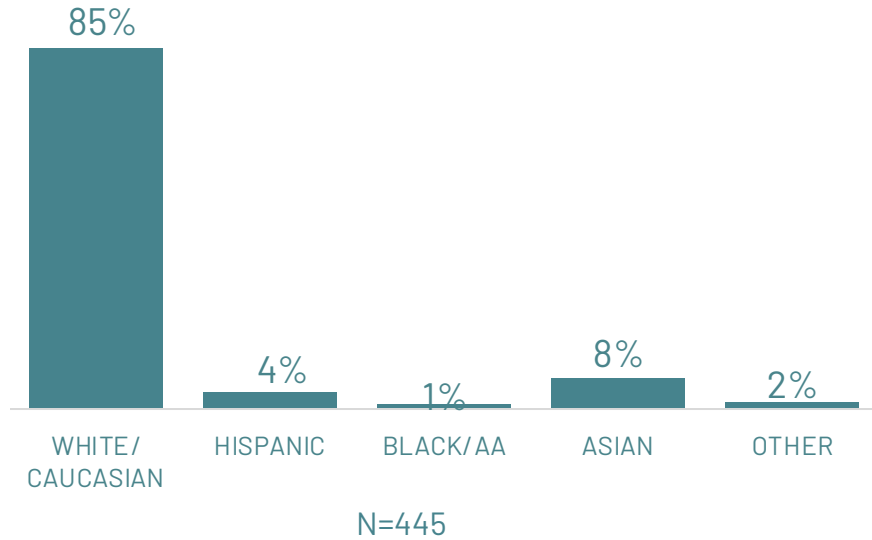
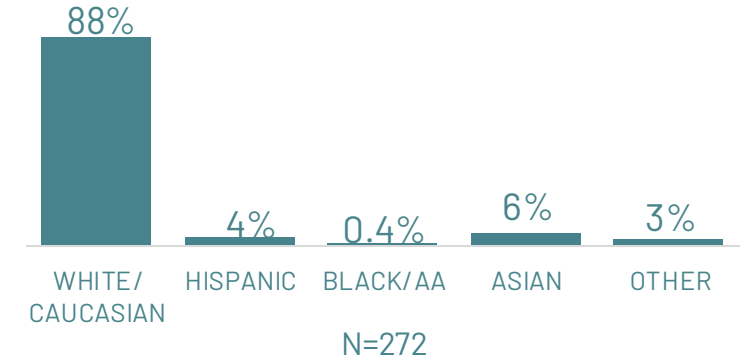
# DEMOGRAPHICS - ETHNICITY



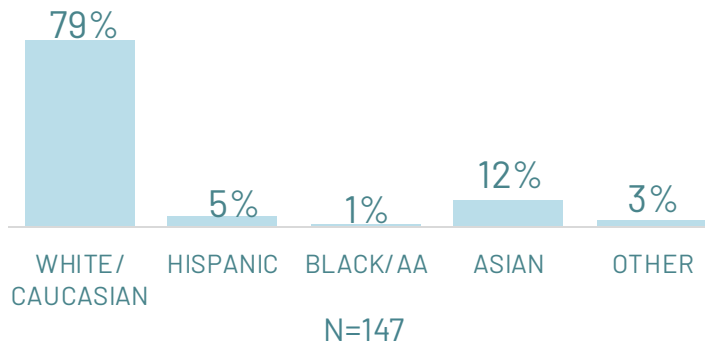
### FIRST TIME VISITORS



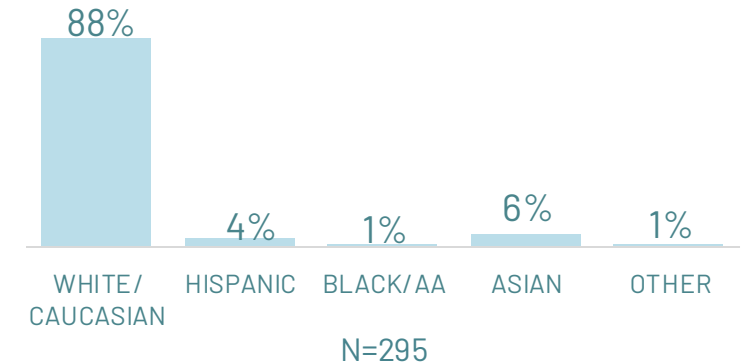
### REPEAT VISITORS



### CALIFORNIA VISITORS



### OUT-OF-STATE VISITORS



# EASTERN SIERRA REGIONAL AIRPORT & BISHOP

LOCALS & VISITORS

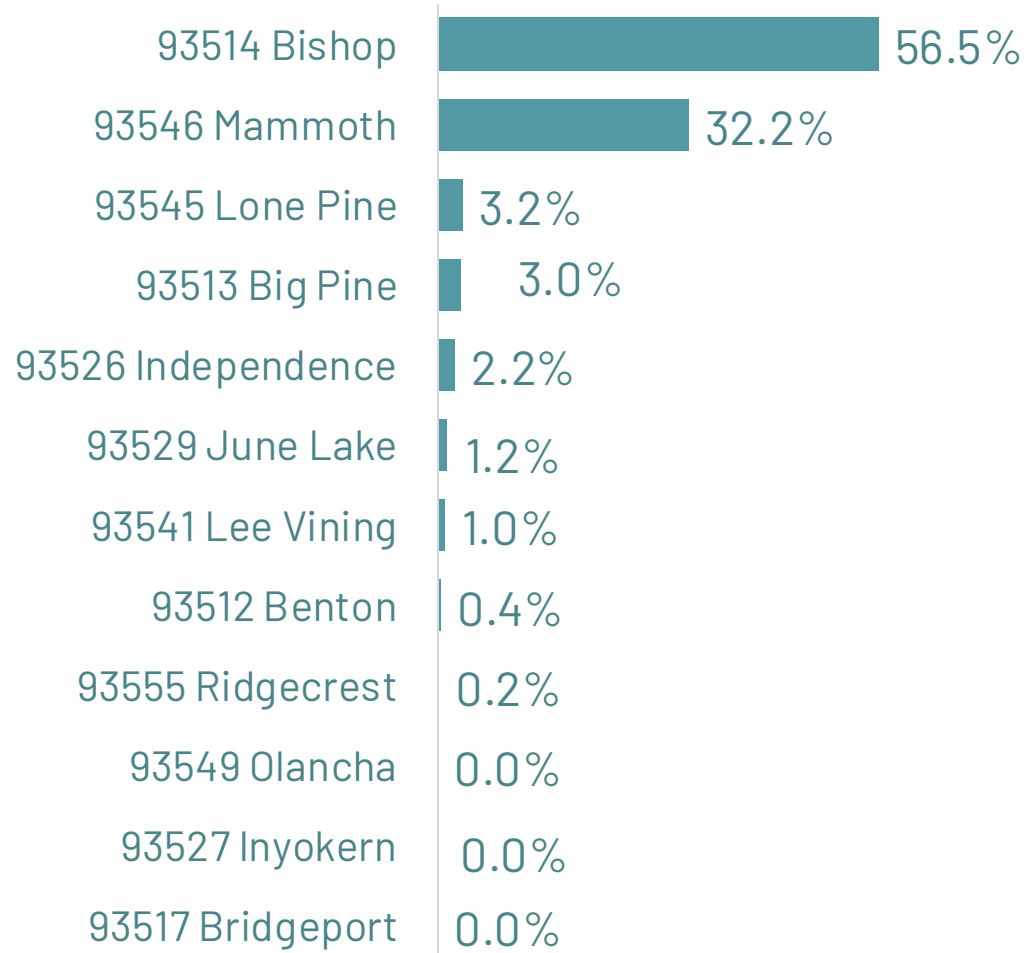


*Mammoth Lakes*<sup>™</sup>  
CALIFORNIA

# SUMMER 2024 - LOCALS



## LOCAL ZIP CODES



N=497

# 25%

## FIRST TIME USING BIH

N=497

# 75%

## # TRIPS PAST YR

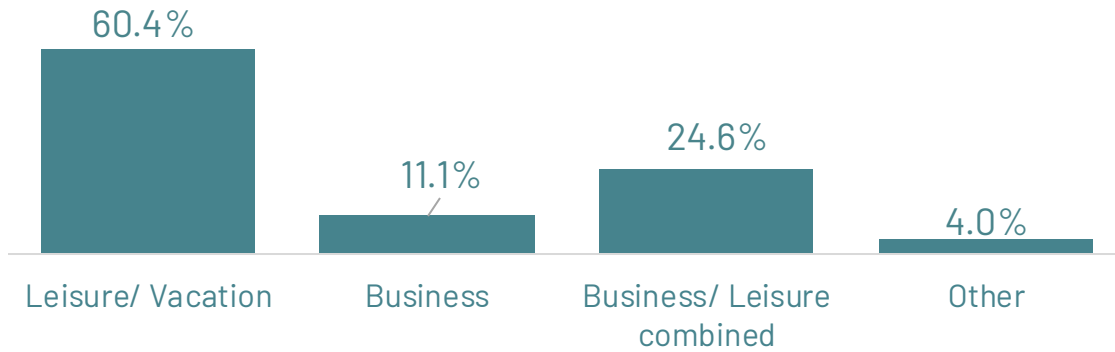
14% 1X/YR  
40% 2-3X/YR  
25% 3-5X/YR  
21% 6+X/YR

N=371

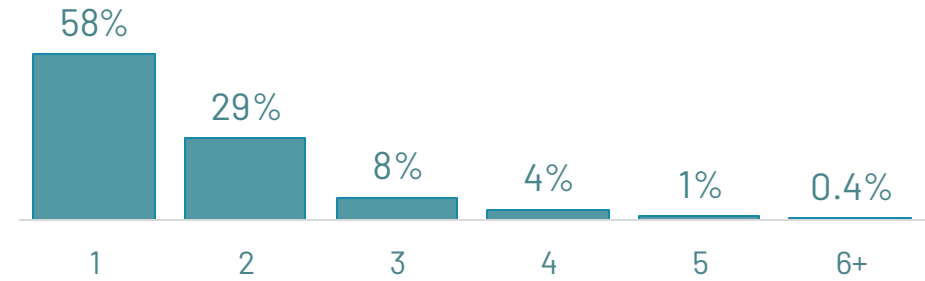
# SUMMER 2024 - LOCALS



## TRIP PURPOSE

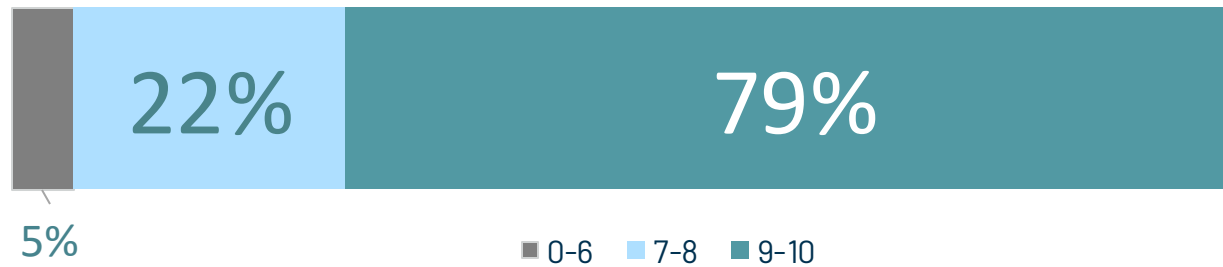


## PARTY SIZE



1.61 AVG. PARTY SIZE

## UNITED POSITIVE RATING



67.81

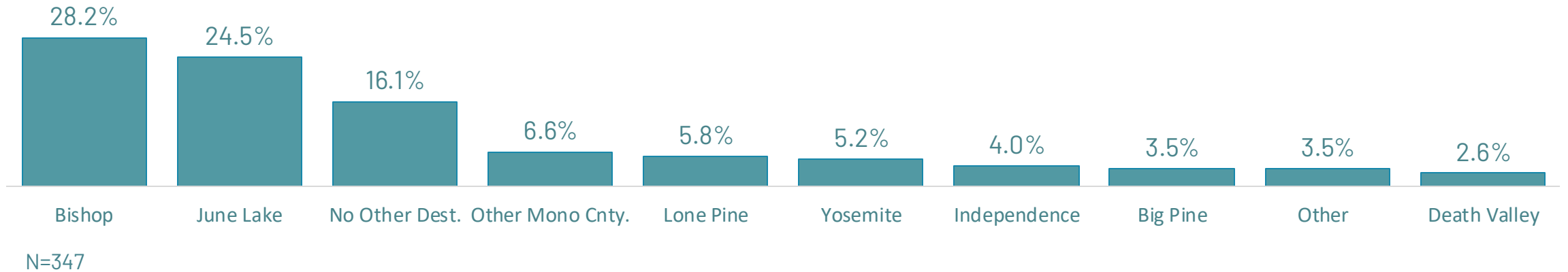
(POSITIVE - NEGATIVE)

N=497

# SUMMER 2024 - VISITORS (Primary Mammoth)



## 59% WILL/DID VISIT OTHER AREA DESTINATIONS



## BISHOP ACTIVITIES –WILL/DID VISIT

Visit local restaurants	32.7%
Visit local shops	28.5%
Stay overnight in a hotel, motel, or inn	10.3%
Rock climbing or Bouldering	5.6%
Stay overnight in a rental Home/Condo, Airbnb/Vrbo etc.	5.6%
Stay overnight camping/RV Park	4.7%
Hiking/Backpacking	4.7%
Other	4.2%
Visit a museum	3.7%

N=214



# SUMMER 2024 –VISITORS (Primary Bishop)



## BISHOP ACTIVITIES –WILL/DID VISIT

Visit local restaurants	18.8%
Visit friends/family	16.4%
Visit local shops	15.2%
Stay overnight in a hotel, motel, or inn	15.2%
Other	11.3%
Rock climbing or Bouldering	8.6%
Stay overnight camping/RV Park	6.3%
Stay overnight in a rental Home/Condo, Airbnb/Vrbo etc.	4.3%
Visit a museum	3.9%

N=256