

A photograph of a woman and a young child sitting on a sandy beach next to a calm lake. The woman is wearing a maroon jacket and the child is wearing a bright yellow jacket. They are both looking towards the left. The background is a dense forest of evergreen trees on a hillside, with some snow visible on the ground and trees. The water in the lake is still, reflecting the surrounding forest.

Mammoth Lakes Tourism 2024 Community Sentiment

Research Overview & Objectives

Mammoth Lakes Tourism (MLT), along with its agency-partner, The Shipyard, seeks to build successful partnerships with residents, business owners, and community groups. To support the achievement of this aim, Future Partners developed a research study to provide critical insights into each of these segments' (residents, business owners, and community groups) sentiment about tourism in Mammoth Lakes. This research supports MLT, the Town of Mammoth Lakes and key community audiences in working together to develop solutions around destination challenges and manage ways for both residents and visitors to harmoniously coexist. This study was initially designed, fielded and reported on in 2023; it was evolved in 2024 to capture current informational needs. The research study's primary objectives are to:

- Understand detailed resident and business owner profiles
- Evaluate key metrics (e.g., likelihood to recommend, etc.) for Mammoth Lakes and Mammoth Lakes Tourism
- Gauge community sentiment towards tourism and the Mammoth Lakes Tourism organization
- Identify strategies for community engagement, support, tourism growth, etc.
- Compare and benchmark to 2023 where relevant

Future Partners



Methodology

This study employed an online survey methodology, with the survey link distributed via a QR code displayed prominently on the MLT Annual Report mailed to all Mammoth Lakes Post Office boxes and featured on posters throughout the community and highlighted at Community Skate Nights. A survey link was also emailed to MLT, Chamber, TOML, and MUSD newsletter subscribers. Some MMSA departments shared the link with their employees, and MLT targeted employees of local businesses and agencies through sponsored social media posts.

The survey was available in English and Spanish. In total, 411 completed surveys were collected between November 2024 through January 2025 and include responses from all key audiences of interest. In comparison, 262 completed surveys were collected in the prior year.

To encourage response, respondents were eligible to enter a sweepstakes to win one (1) \$500 Yiftee gift card fulfilled by Mammoth Lakes Tourism.

Future Partners



Outdoor recreation/activities remain the leading benefit to living in Mammoth Lakes according to residents (92%). They also praise the small-town lifestyle (77%), pristine landscape (76%), safety (75%) and weather (72%).

Affordable housing, by far, continues to dominate residents' concerns for the area (78%); the perceived high cost-of-living impacts residents' perception of Mammoth Lakes as a place to live (48%).

Residents enthusiastically embrace the notion of Mammoth Lakes as a great place for a vacation (78%), are moderately but increasingly positive towards it as a place to live (59%), and downplay it as a place to start/open a new business (9%).



Nearly all residents agree that revenues from tourism are important to the vitality of Mammoth Lakes' economy (96%) and are important for funding government services (89%).

Although residents understand the importance of tourism to the town, more than half feel the area hosts more visitors than it can comfortably accommodate (53%), especially at peak times of the year. They commonly cite economic (costs/housing), environmental (respect for the land/wildfire awareness), and lifestyle (trash/rudeness/traffic) pressures.



In terms of weighing the benefits of tourism against the problems the industry is perceived to create, 44% of Mammoth Lakes residents feel that the benefits and problems associated with tourism balance each other out, 36% believe tourism's benefits outweigh problems (a belief that is even stronger amongst business owners), and 19% think tourism's problems outweigh its benefits. The sentiment that tourism's benefits outweigh the issues has improved over the last year amongst both residents (+9 points) and business owners (+6 points).



Nearly all residents claim familiarity with and some knowledge of Mammoth Lakes Tourism (94%), and most agree that its mission statement aligns with their expectations (84%).

While only 31% of residents feel satisfied with the organization's efforts to balance increased tourism with the needs of residents, this is a marked improvement from a year ago (when just 22% agreed). Similarly, there is a growing feeling that MLT listens to resident voices/ideas (36%, +8 points from 2023).

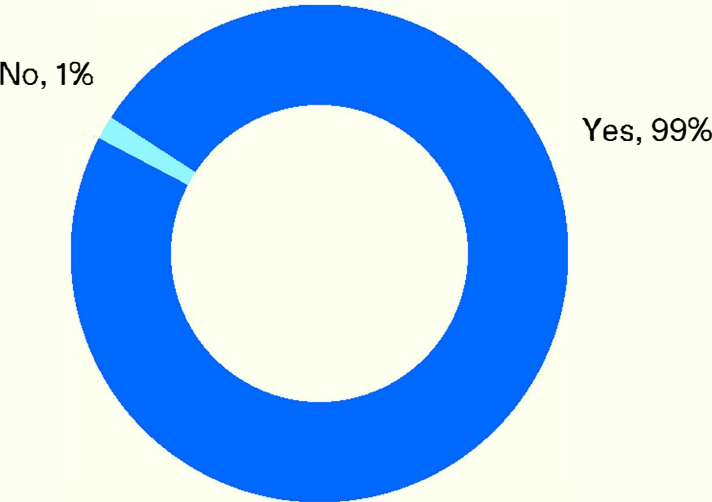
The Real Unreal campaign made gains in residents' awareness, with a majority now aware (57%). Nearly two-thirds of those aware of the campaign agree that it represents Mammoth Lakes in a way residents want to portray to visitors.



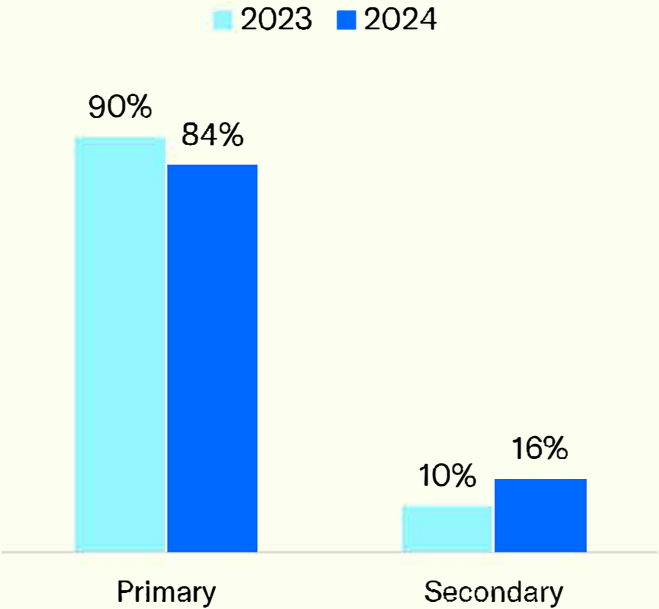
Nearly all of those surveyed live in Mammoth Lakes as their primary residence.

However, a somewhat smaller share considers Mammoth Lakes their primary residence than a year ago (84% from 90%).

Current Residency or Homeownership in Mammoth Lakes



Property Type of Residents

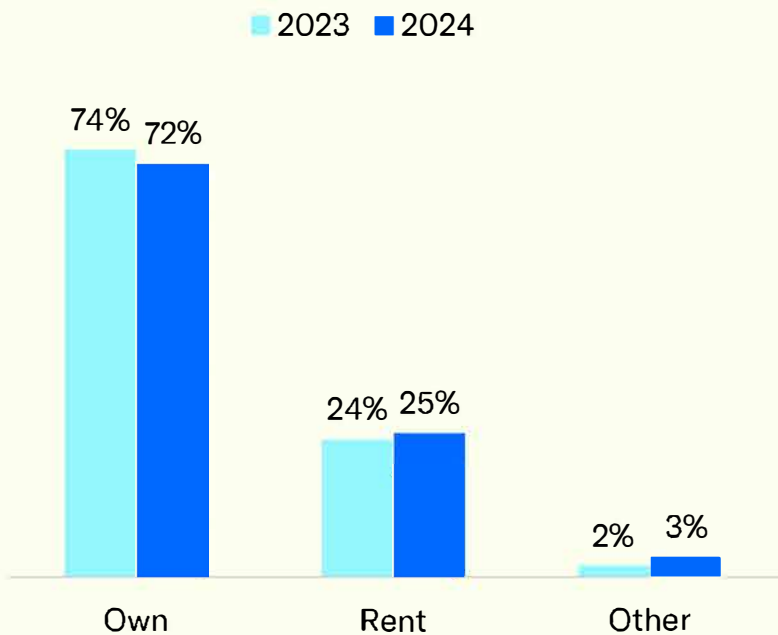


Question: Do you currently live in or own a residence in Mammoth Lakes? |
Is Mammoth Lakes your primary residence or a secondary residence?
Base Size: Total Respondents (2023: 258; 2024: 411); Total Residents (2023: 255; 2024: 405).

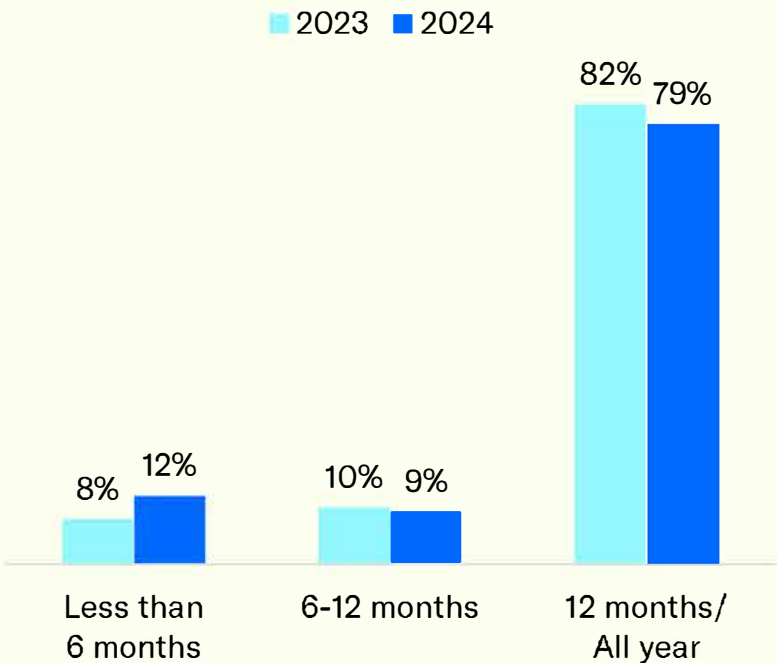
The vast majority of residents own their home and live in Mammoth Lakes year-round.

Resident living arrangements in 2024 almost mirror 2023, with just slightly fewer owning their residence (72% from 74%) and living there the entire year (79% from 82%). However, part-time residents spend less time than a year ago, with a larger share spending less than six months in the area (12% from 8%).

Residents' Living Arrangements



Months Spent Residing in Mammoth Lakes

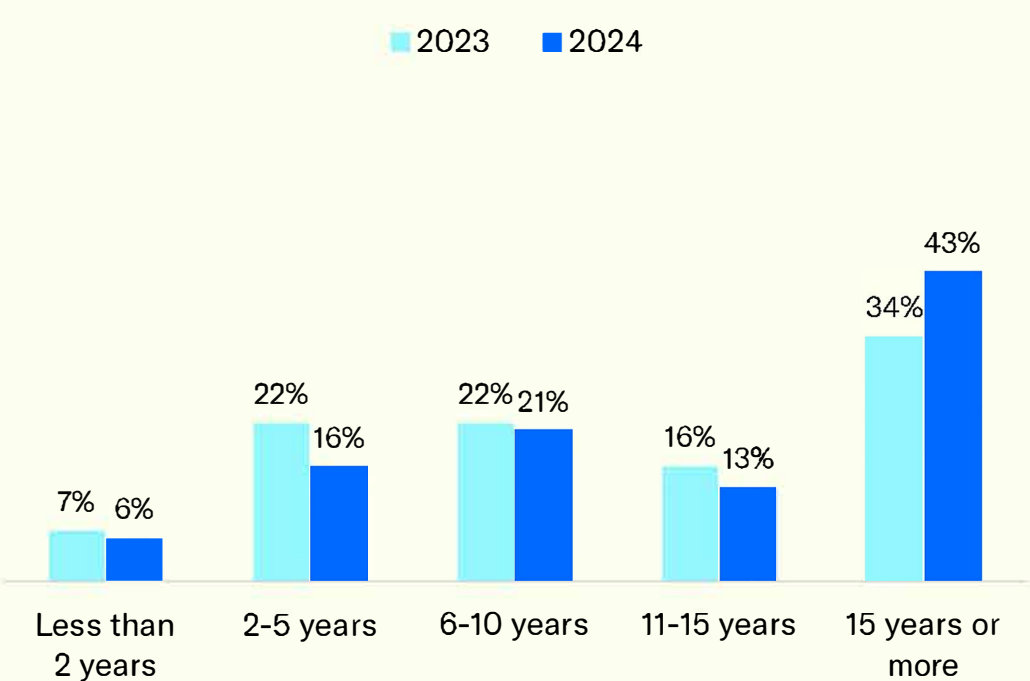


Question: Which best describes your Mammoth Lakes residence? |
For how many months out of the year do you reside in Mammoth Lakes?
Base Size: Total Residents (2023: 255; 2024: 405).

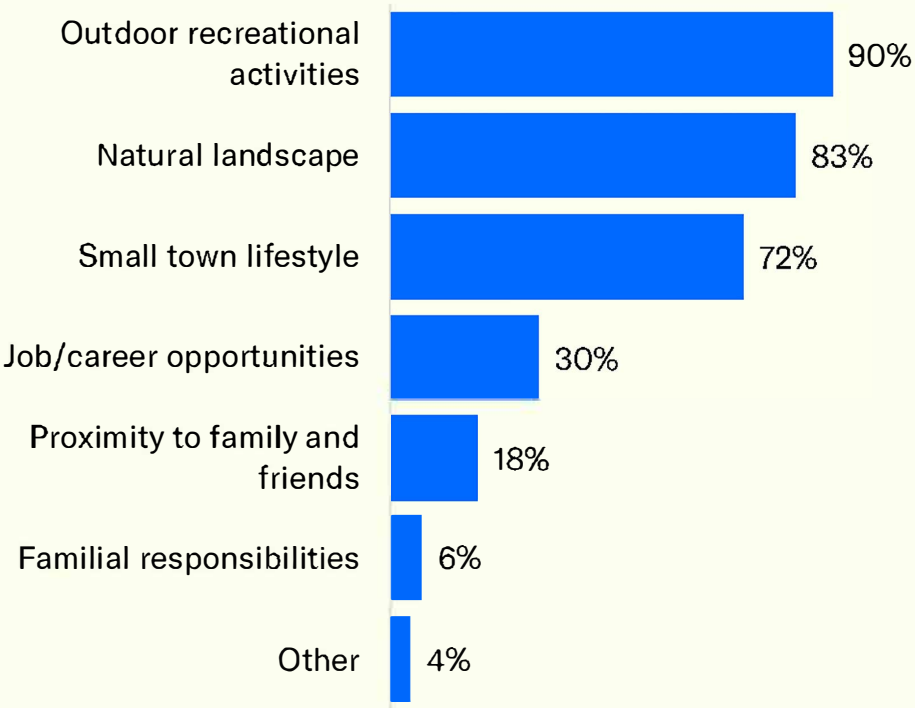
Mammoth Lakes residents represent long-term denizens who choose the area for its outdoor recreation, natural landscape and small-town lifestyle.

Three-quarters of resident survey respondents have lived in Mammoth Lakes over 5 years (78% in 2024; 72% in 2023) and over half have been there more than 10 years (56% in 2024; 50% in 2023). Residents cite outdoor recreational activities (90%), the natural landscape (83%), and small-town lifestyle as top draws for living there.

Length of Residency or Homeownership



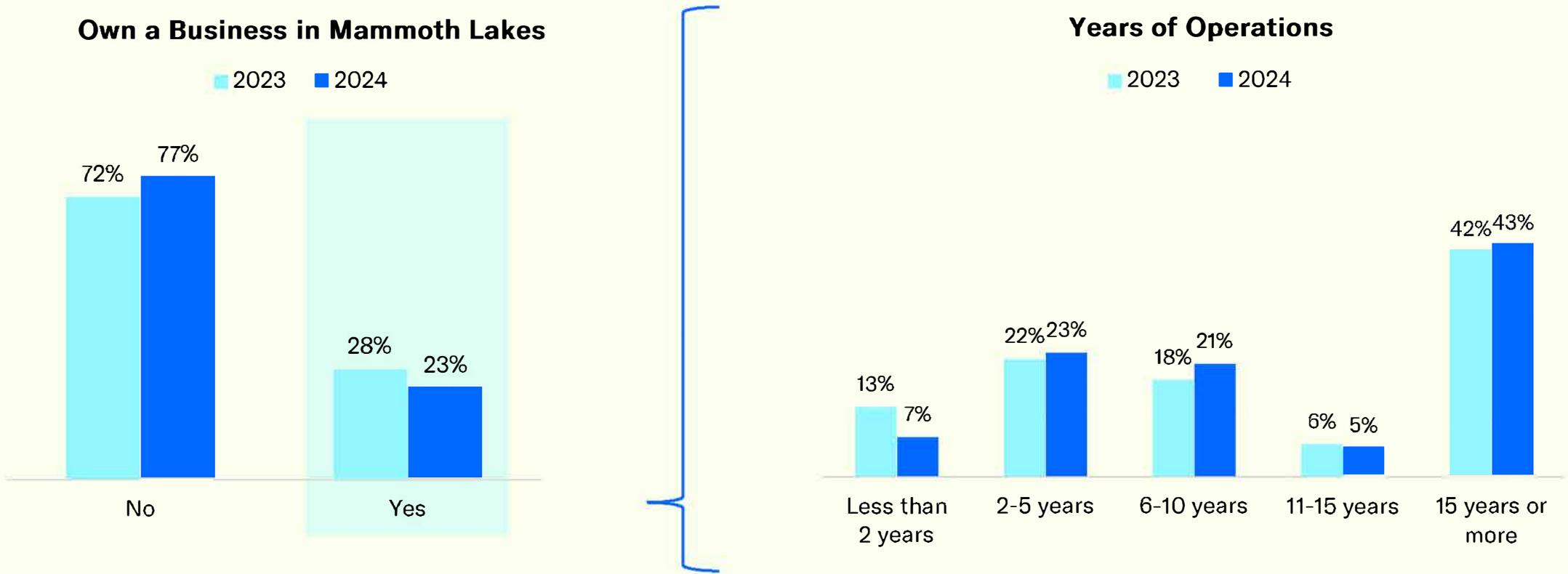
Top Reasons for Living in Mammoth Lakes



Question: How long have you lived in or owned a residence in Mammoth Lakes? |
What are the main reasons for living in Mammoth Lakes?
Base Size: Total Residents (2023: 255; 2024: 405).

Almost a quarter of residents surveyed own a business in Mammoth Lakes.

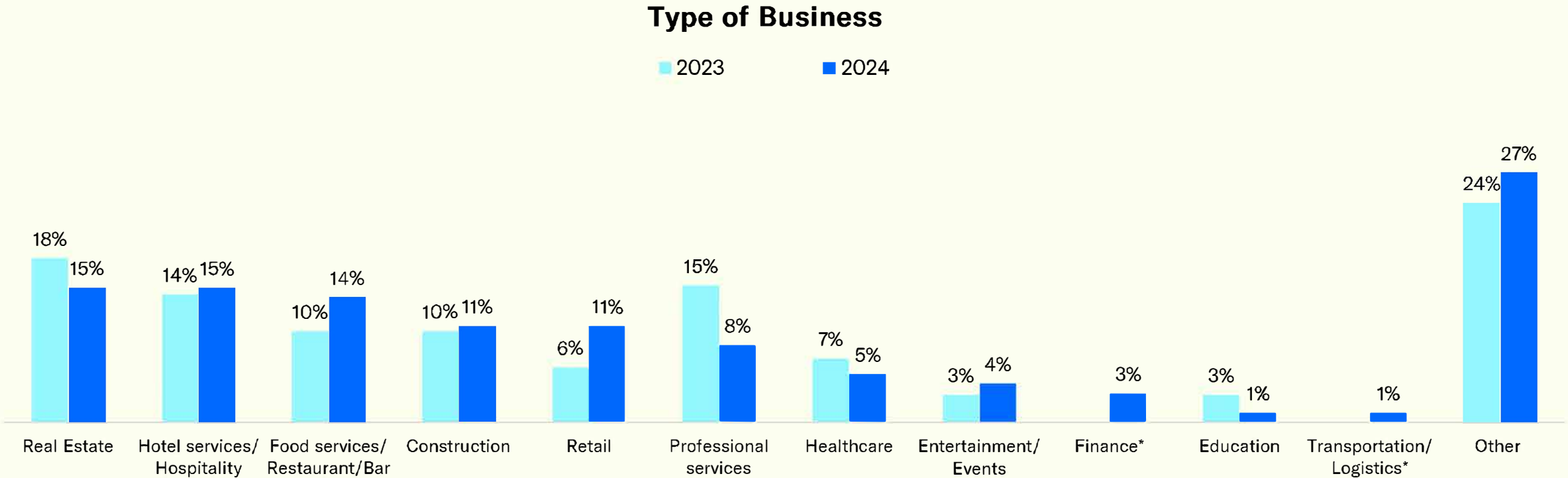
Although the types of businesses owned vary greatly, the vast majority have operated for more than 5 years, very similar to the profile in 2023.



Question: Do you own a business that operates in Mammoth Lakes? |
About how long has your company been doing business in Mammoth Lakes?
Base Size: Total Respondents (2023: 258; 2024: 411); Business Owners (2023: 72; 2024: 95).

Real estate, hotels/hospitality, and food services/restaurants top the list of business types, with nearly equal representation in 2024.

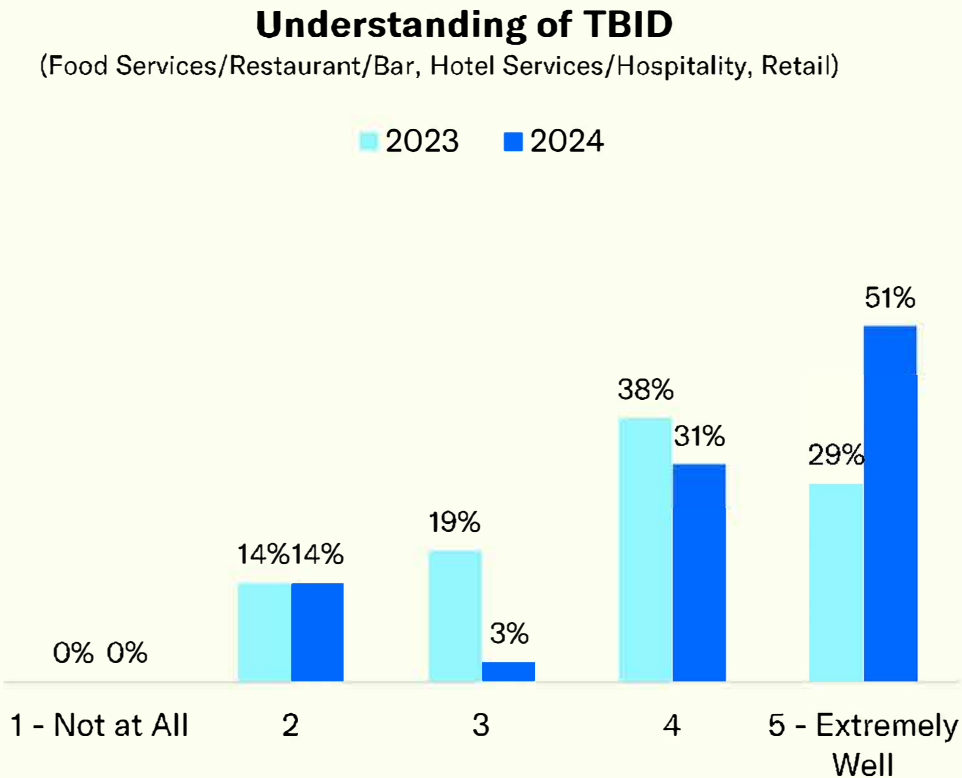
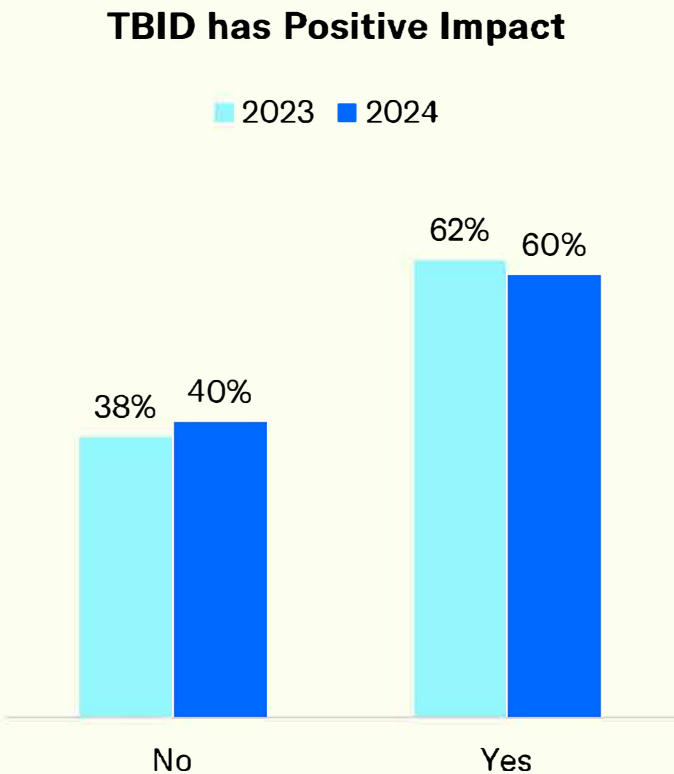
The majority of business owners surveyed have businesses in the tourism industry or adjacent industries. Over one-quarter of business owners surveyed (27%) have businesses outside of the industries specifically identified.



*Added in the 2024 survey.
Question: What type of business do you operate in Mammoth Lakes?
Base Size: Business Owners (2023: 72; 2024: 95).

A majority of business owners continue to feel that the TBID assessment has a positive impact on their business and the community at large.

Although based on a small sample size, the share of business owners who feel they understand how TBID funds are used increased to 51% from 29% a year ago. Further, all relevant business owners feel that they have at least some understanding of TBID funds usage.

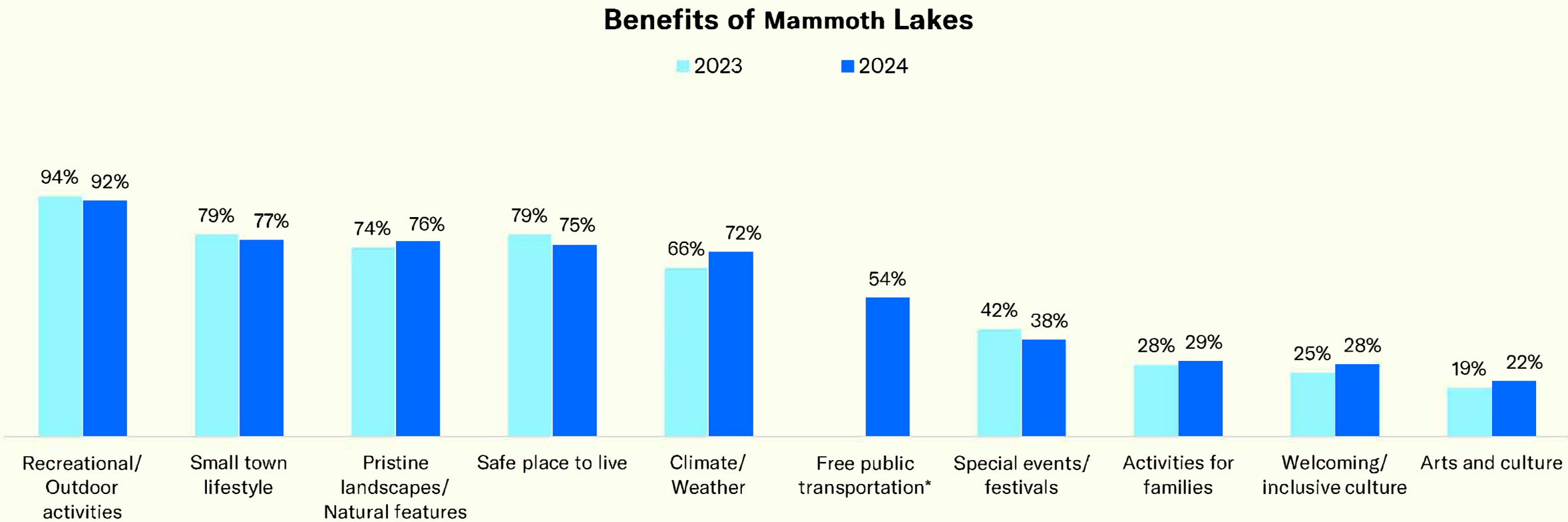


Mammoth Lakes' Tourism Improvement District (TBID).
Question: As a business owner in the Mammoth Lakes community do you feel that your TBID assessment provides a positive impact on you, your business, and the community? |
And how well do you understand how your TBID assessed dollars are used?

Base Size: "Food services/ Restaurant/ Bar", "Hotel services/ Hospitality", "Retail" Business Owners (2023: 21; 2024: 35).

The most widely appreciated benefits of Mammoth Lakes by its residents continue to be outdoor recreation/activities, small-town lifestyle, pristine natural landscapes, and its safe environment.

Climate/weather as a benefit of living in Mammoth Lakes increased 6-points from 2023 to 72%. Although still a top benefit, being a safe place to live declined 4-points from 2023. Special events/festivals also had a 4-point decline to 38%. Free public transportation was added as a response option in 2024; 54% of residents named it as a benefit they most appreciate about living in the area.



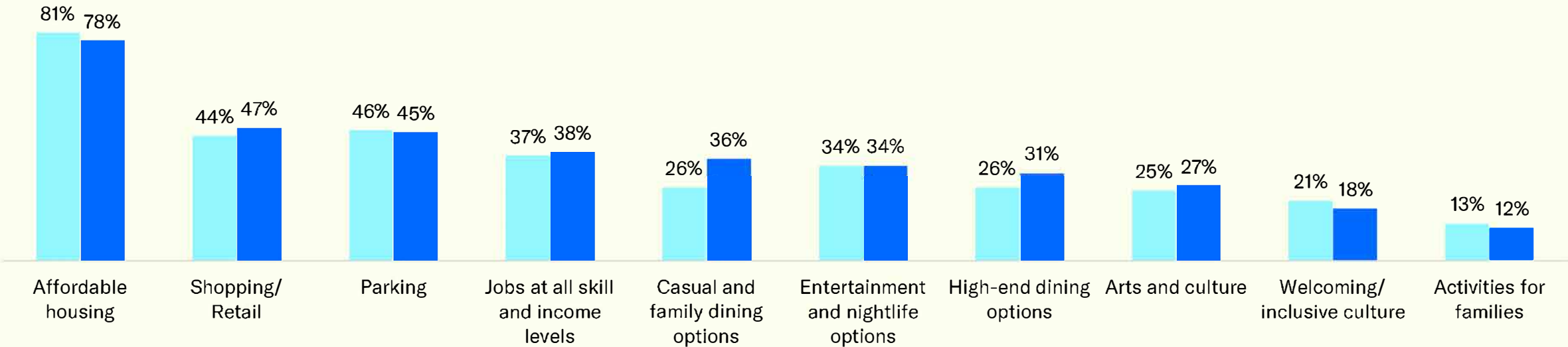
*Added in the 2024 survey/was not asked in 2023.
Question: Which of the following benefits do you appreciate about the Mammoth Lakes community? |
Base Size: Total Respondents (2023: 258; 2024: 411).

Affordable housing continues to top the list of what residents find lacking in the Mammoth Lakes community.

Although down 3-points from a year ago, 78% of residents still cite affordable housing as a gap, followed by shopping/retail (47%) and parking (45%). Generally, residents name the same elements as missing as a year ago, except more of them now note a shortage in casual/family dining options (36% from 26%).

Residents’ Perceptions of Gaps in Mammoth Lakes Community

2023 2024

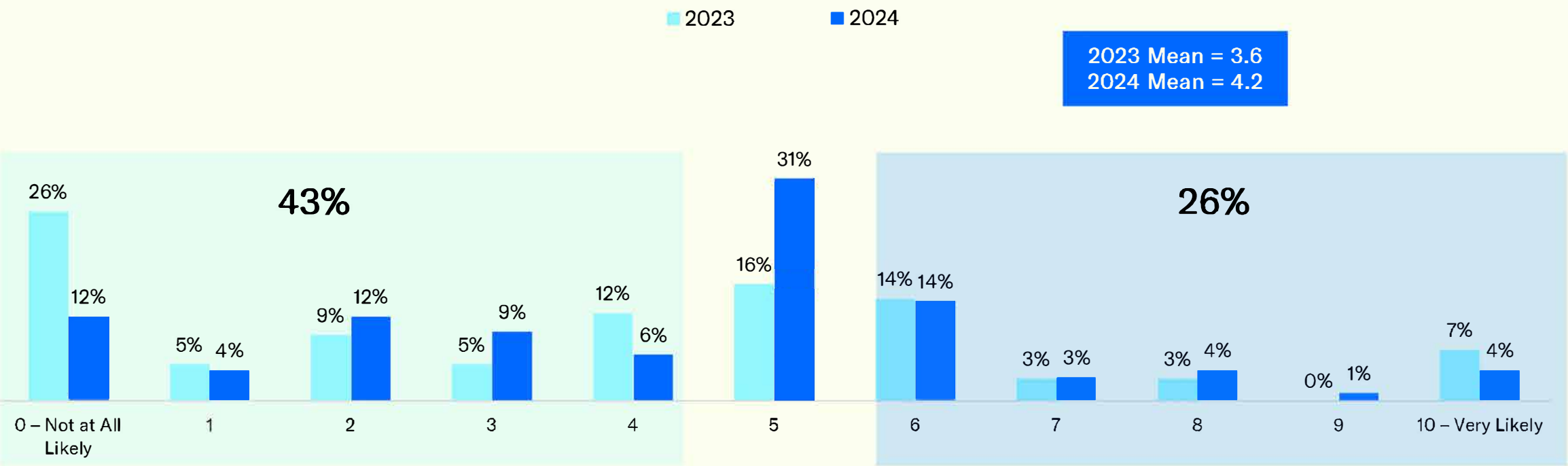


Question: Which of the following do you feel is lacking in the Mammoth Lakes community? |
Base Size: Total Respondents (2023: 258; 2024: 411).

Only one-in-ten Mammoth Lakes business owners would strongly recommend the area as a place to start or open a business.

On a 10-point scale on how likely they would be to recommend Mammoth Lakes to someone as a place to start or open a new business, just 9% of business owners responded 8 or above. However, business owners have shifted from being “not at all likely” to recommend it (12% from 26%) to being more neutral/non-committal (31% from 16% rate the recommendation level as a “5”) since 2023.

Likelihood to Recommend to Open a Business



Question: How likely are you to recommend Mammoth Lakes to someone as a place to start or open a new business? | Base Size: Business Owners (2023: 74; 2024: 95).

Reluctance to recommend the area for starting a business focuses on two highly-related issues: housing costs and labor shortage.

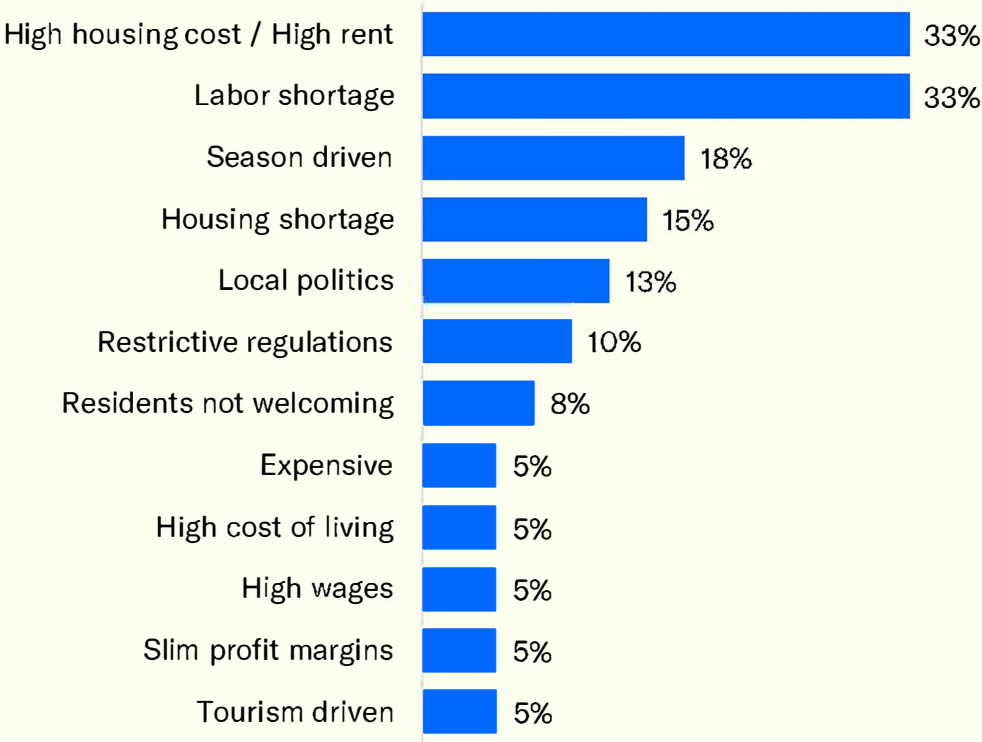
Business owners noted similar concerns in 2023, when they cited employees, housing, and costs as the primary reasons to not recommend opening/starting a business in Mammoth Lakes.

“
Because they [Business Owners] aren't going to be able to find any place to live. And they probably won't be able to find full-time employees because of the lack of affordable housing and lack of workforce housing.
Resident
”

“
Cost of living is extremely high and taxes and regulations in California are pretty restricting. Specifically in the natural resources side, it is extremely difficult to get permits in our forests.
Resident
”

Future Partners

Common Reasons for Being Unlikely to Recommend to Open a Business



Question: Why would you not recommend Mammoth Lakes to someone as a place to start or open a new business?
(Coded open-ended responses)
Base Size: Business Owners Not Recommending to Start or Open a New Business (2024: 39).

Why would you not recommend Mammoth Lakes to someone as a place to start or open a new business? (Open-ended)

“The regulations imposed on business from the State and Town are too impactful. There are many other places where the value for the investment is much greater. It is also hard to tell what new regulation will be imposed on home/business owners. For example, the new regulations on STR's or the new 2% Occupancy Tax that passed. It is too regulated for someone coming in to start something new.”

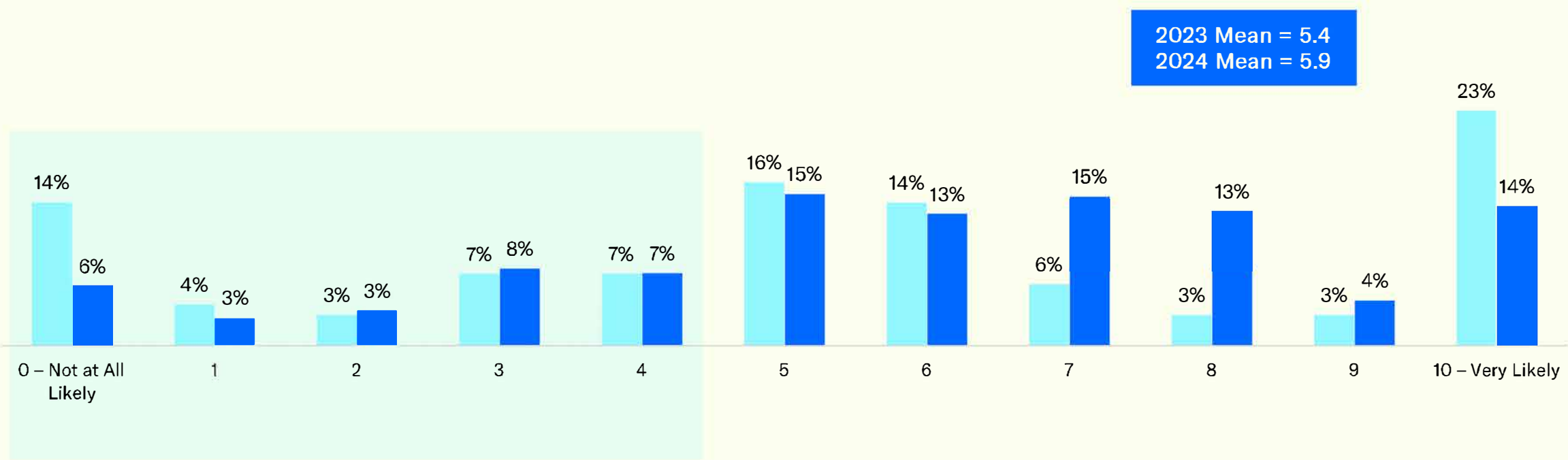
Resident

A majority of residents (59%) would recommend Mammoth Lakes as a place to live, up from 49% in 2023.

Although the ardent fans (those who rate it a “10”) fell 9-points from 2023 to 14%, those positively recommending Mammoth Lakes (rating it 6 or higher on a 10-point scale) climbed 10-points. Meanwhile, far fewer say they would absolutely not recommend the area (6% saying “0, not at all likely” down from 14%).

Likelihood to Recommend as a Place to Live

2023 2024



Question: How likely are you to recommend Mammoth Lakes to someone as a place to live? |
Base Size: Total Respondents (2023: 258; 2024: 411).

Cost of living (general and housing) and lack of housing dominate reasons for not recommending Mammoth Lakes as a place to live.

Similar results occurred in 2023 when, again, housing and costs were cited as the top reasons for not recommending the area as a place to live. Quotes from an open-ended follow-up question are shown below to provide further perspective.

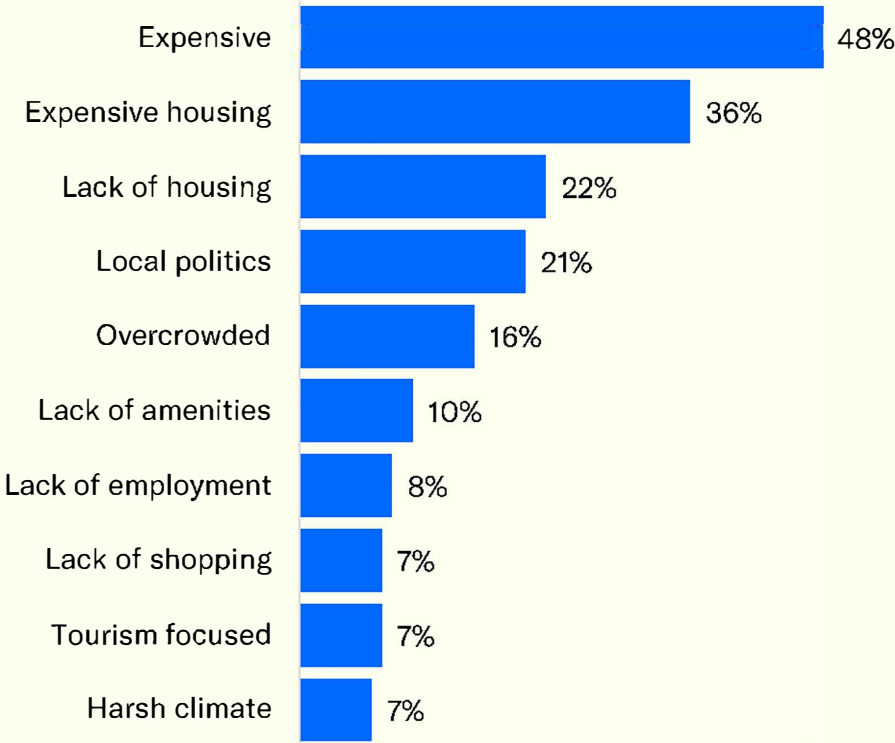
Too expensive and too small town. But it's great for vacations and part-time living. Just wouldn't recommend as full-time primary residence because I wouldn't want to live here full-time.

Resident

There is a major missing middle market and finding housing, let alone affordable housing is very difficult. Cost of living is extremely high, and wages are low.

Resident

Common Reasons for Being Unlikely to Recommend as a Place to Live



Question: How likely are you to recommend Mammoth Lakes to someone as a place to live? | Why would you not recommend Mammoth Lakes to someone as a as a place to live? (Coded open-ended responses)
Base Size: Total Respondents Not Recommending as a Place to Live (2024: 107).

Why would you not recommend Mammoth Lakes to someone as a place to live?
(Open-ended)

“Housing is not as readily available as it used to be and if coming to rent or own pricing has gone up significantly making it difficult to start a life in this town. Additionally, due to high pricing it has become apparent many have to work two jobs which limits work-life balance. Lots of new development is happening which also contributes to not feeling like it is not as much of a small town environment anymore.”

Resident

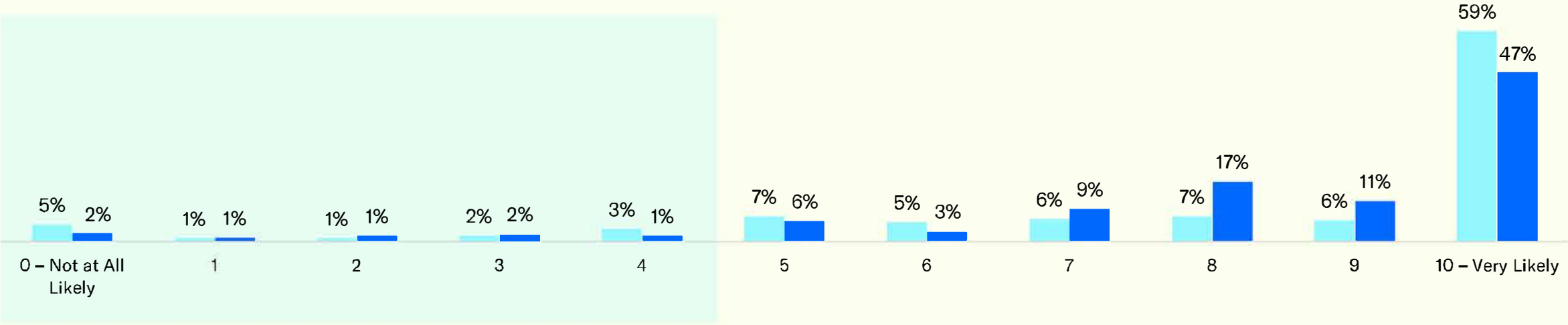
However, residents continue to enthusiastically recommend Mammoth Lakes as a place to visit for a leisure vacation.

Three quarters of residents would recommend the area for a leisure vacation (75% rate it “8+”), similar to 2023 (72%).

Likelihood to Recommend as a Place to Visit

2023 2024

2023 Mean = 8.2
2024 Mean = 8.3



Question: How likely are you to recommend Mammoth Lakes to someone as a place As a place to visit for a leisure vacation? |
Base Size: Total Respondents (2023: 258; 2024: 411).

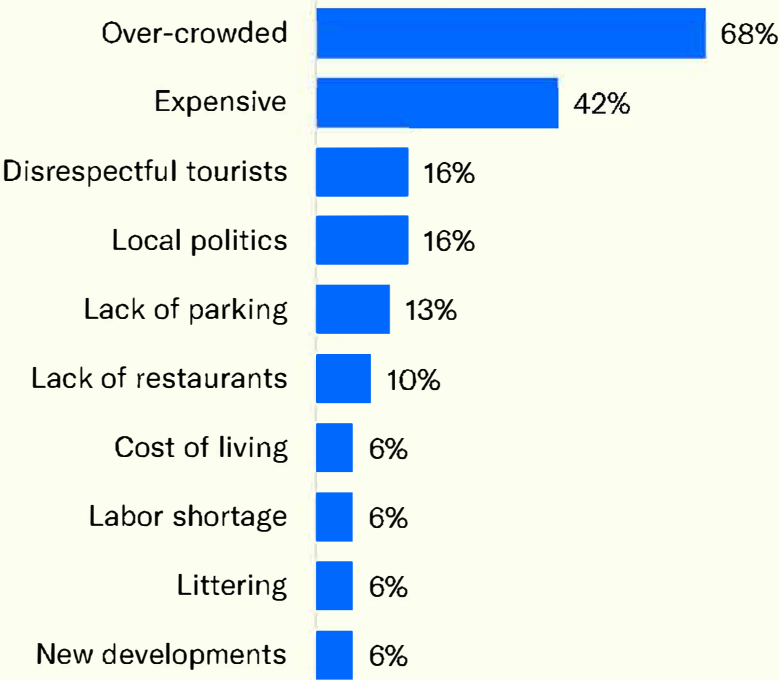
Those unlikely to recommend Mammoth Lakes for a leisure vacation primarily point to over-crowding and, secondarily, expense.

These two main issues, over-crowding and expense, were also top in 2023. However, while those noting over-crowding remains flat (68% in 2024; 69% in 2023), those mentioning expense climbs markedly (42% say expensive in 2024 vs. 27% who said costs in 2023).

“
Too crowded, overpriced, other tourists act disgustingly entitled, human waste in parking lots and scenic pull offs, disregard for basic traffic laws, public facing employees seem burnt out.
Resident
”

“
It is already overrun with tourists. The mountain is too crowded. No variety of restaurants. Grocery stores can already not handle crowds.
Resident
”

Common Reasons for Being Unlikely to Recommend as a Place to Visit



Question: Why would you not recommend Mammoth Lakes to someone as a place to visit for a leisure vacation?
(Coded open-ended responses)

Base Size: Total Respondents Not Recommending to Visit (2024: 31).

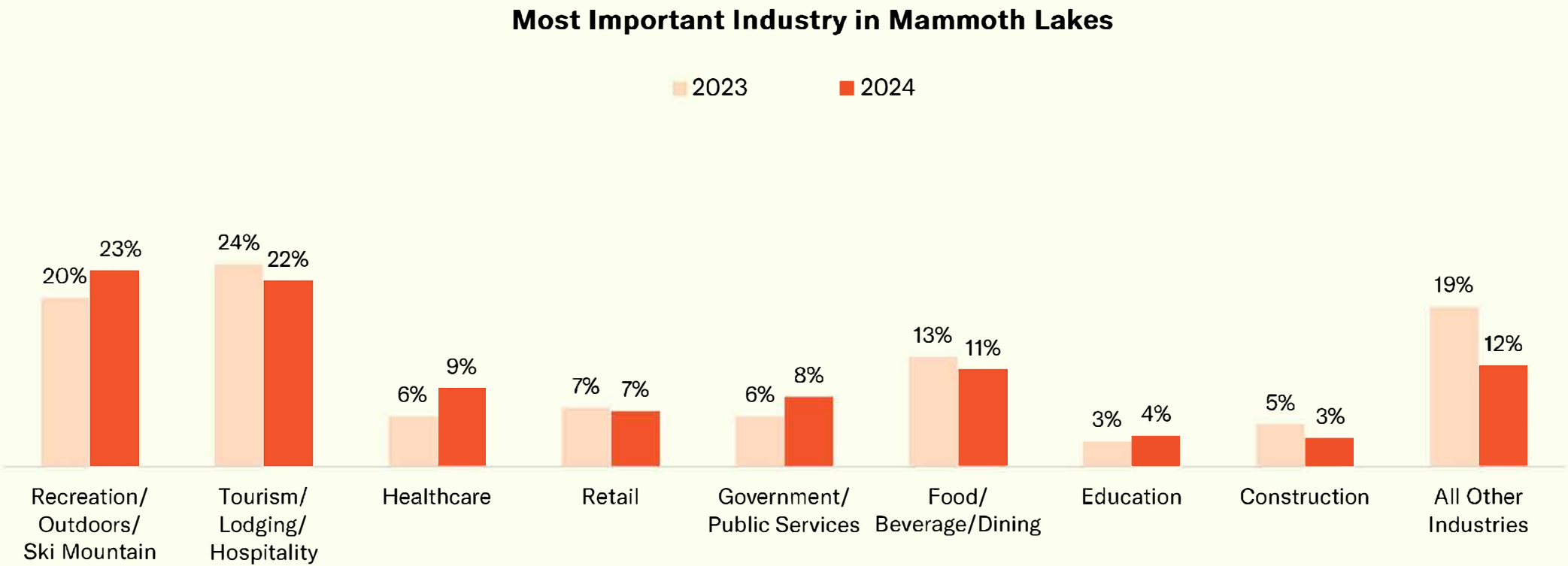
Why would you not recommend Mammoth Lakes to someone as a place to visit for a leisure vacation?

“There isn't enough space for people to visit and still have an enjoyable experience – the lines at the mountain are long and the runs are crowded, the weekend wait at restaurants average 60+ minutes, getting a pass into Yosemite or a wilderness permit is difficult because they sell out so quickly, parking lots at trailheads at the lakes basin fill up quickly, and although it may be spacious for folks coming from major cities, navigating the downtown area is stressful and finding quiet in natural spaces for families is nearly impossible, especially for families with strollers or young children. It isn't the relaxing, outdoor experience it once was.”

Resident

“Recreation/Outdoors” and “Tourism/Lodging/ Hospitality” are what residents perceive as the most important industries in Mammoth Lakes.

Although they swap positions in rank, residents most often cited these same two industries in 2023 as well.

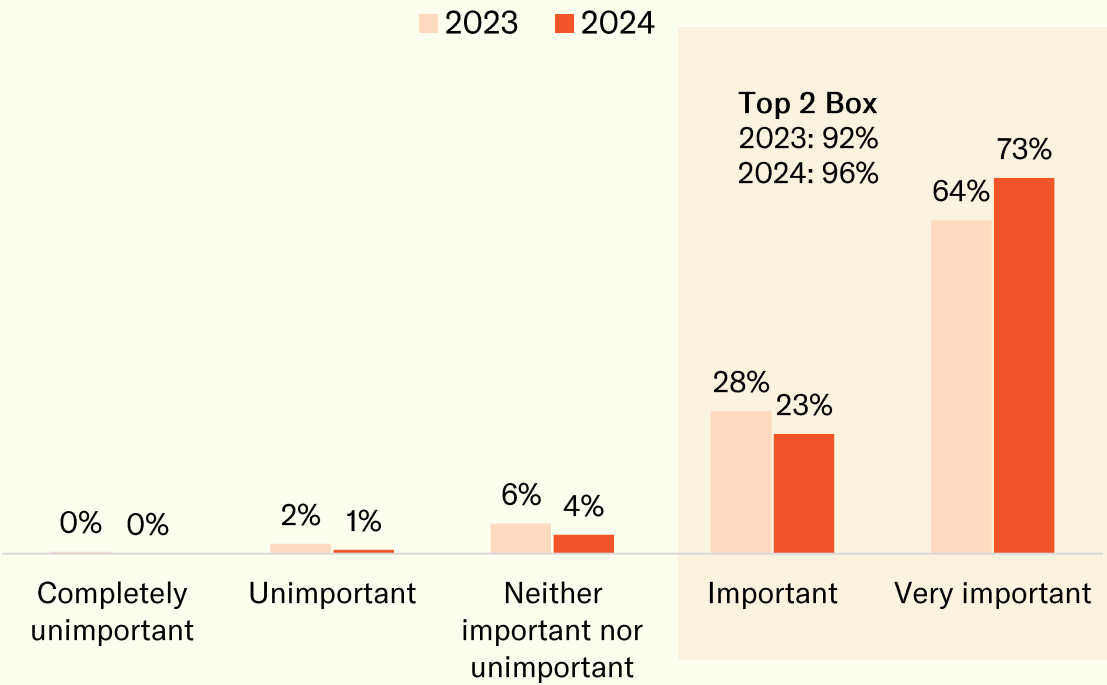


Question: In your opinion, what are Mammoth Lakes’ most important industries?
Please rank the three industries that come to mind, beginning with the most important. (Coded open-ended responses)
Base Size: Total Respondents (2024: 409; 2023: 258).

Nearly all residents agree that tourism is important to the vitality of the Mammoth Lakes economy (96%, top 2 box).

That high opinion strengthened slightly in 2024 (96% vs. 92% in 2023).

Tourism’s Importance to the Economy

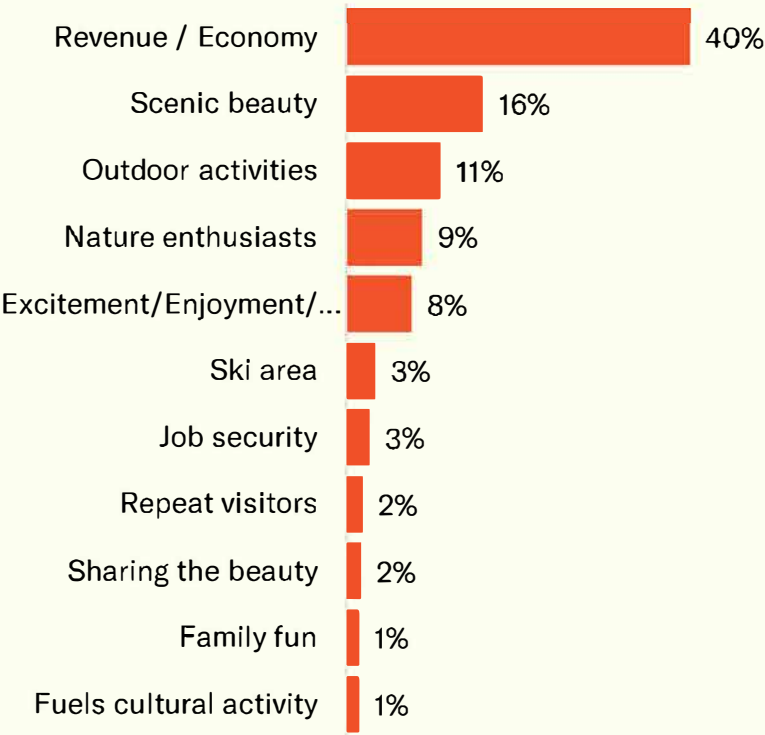


Question: How important is the tourism industry to the vitality of the Mammoth Lakes economy?
Base Size: Total Respondents (2023: 258; 2024: 411).

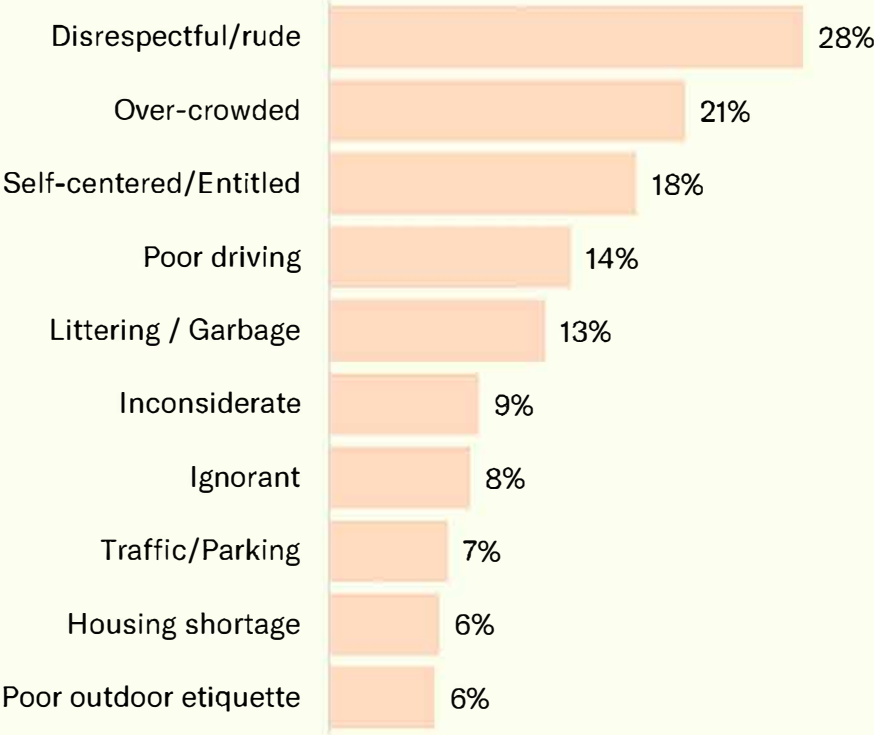


Similar to 2023, residents most positively associate visitors with revenue/economic impact and most negatively associate them with disrespect/rudeness.

Positive Associations with Mammoth Lakes Visitors



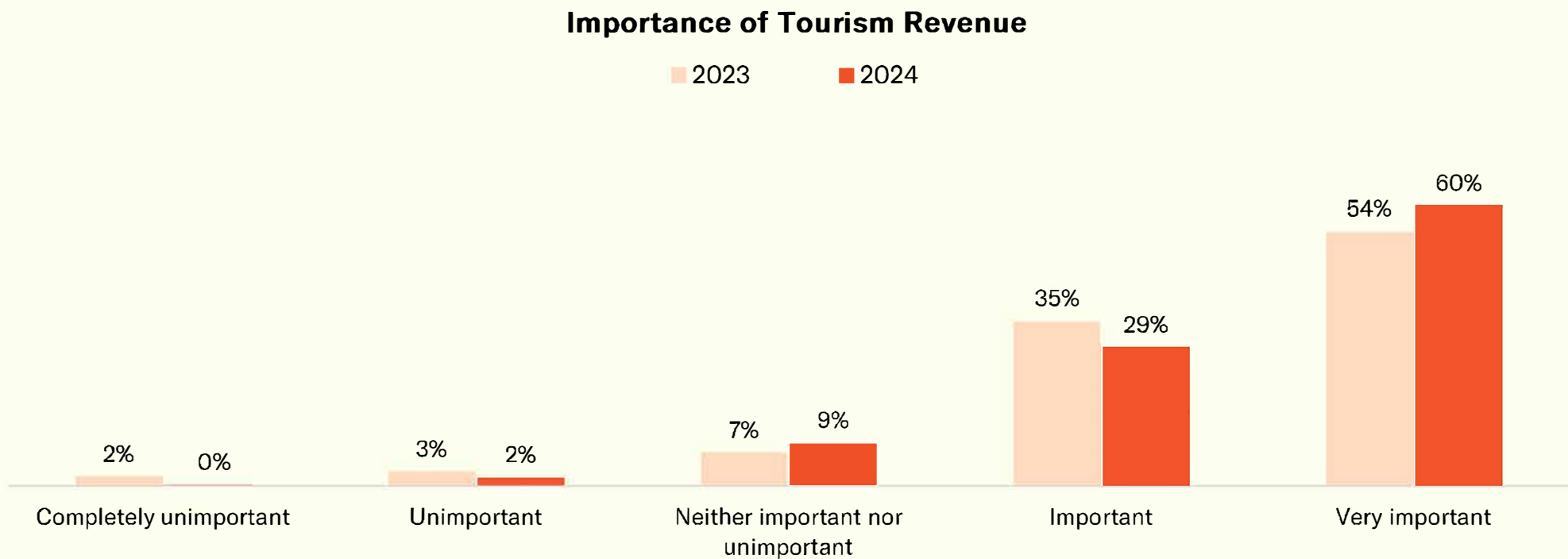
Negative Associations with Mammoth Lakes Visitors



Question: When you think of visitors to Mammoth Lakes, what is the first positive thing that comes to mind? |
When you think of visitors to Mammoth Lakes, what is the first negative thing that comes to mind?
(Coded open-ended responses)
Base Size: Total Respondents (2024: 389-405).

Nine-in-ten residents acknowledge the importance of tourism revenues in funding government services.

Residents of Mammoth Lakes continue to agree that tourism revenues are important in paying for governmental services, similar to a year ago (89% in 2024; 89% in 2023, top 2 box).



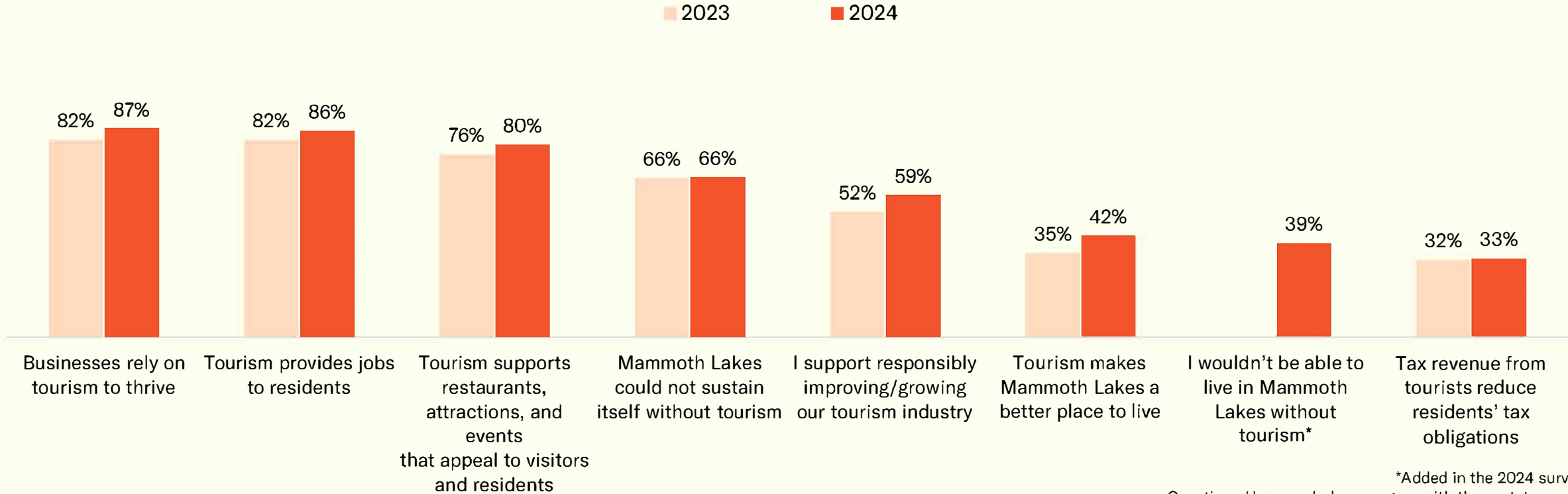
Question: How important are tourism-generated revenues in paying for Mammoth Lakes' essential government services (i.e., housing, police, snow removal, schools, parks, trails, parking, roads, recreational facilities, and repairs)? | Base Size: Total Respondents (2024: 411).

Similar to the past, residents generally agree that tourism adds support and benefits to the area’s economy and wealth.

Nearly nine-in-ten residents agree businesses rely on tourism to thrive. 80% feel tourism supports restaurants, attractions and events that appeal to both visitors and residents. However, although it has improved 7-points, note that just 42% say tourism makes Mammoth Lakes a better place to live and less than 40% say they wouldn’t be able to live in Mammoth Lakes without tourism. As in 2023, two-thirds of residents (66%) feel Mammoth Lakes could not sustain itself without tourism.

Agreement with Statements on Tourism in Mammoth Lakes

(Top-2 Box Score- % selecting “4” and “5 – Completely agree”)

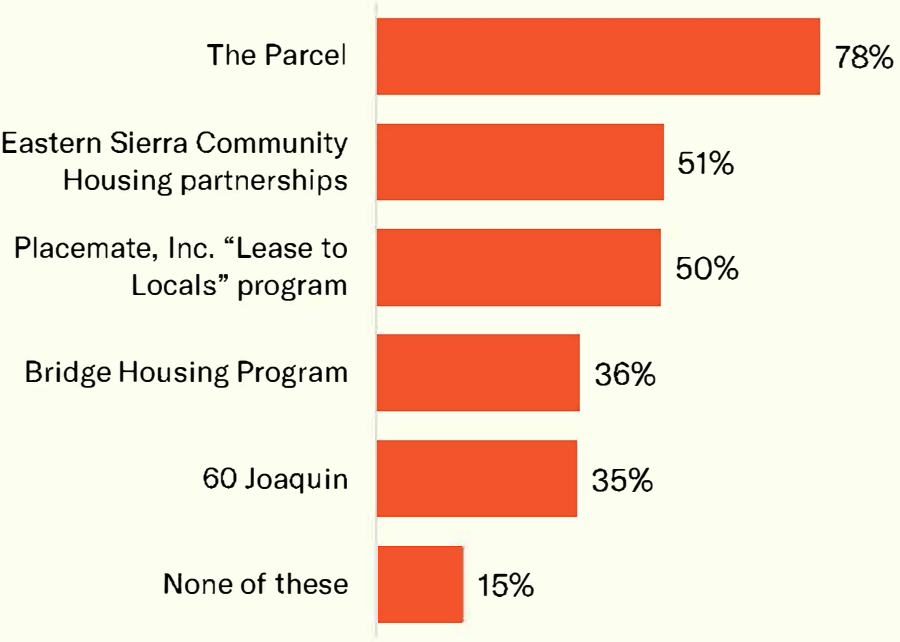


*Added in the 2024 survey.
Question: How much do you agree with these statements?
Base Size: Total Respondents (2024: 411).

Of five local housing initiatives funded by visitor revenue, residents are most aware of “The Parcel”.

More than three-quarters of residents are aware of The Parcel. Half of residents are familiar with Eastern Sierra Community Housing Partnerships and/or Placemate, Inc. Just over one-third are aware of the Bridge Housing Program and or 60 Joaquin.

Housing Initiatives Awareness

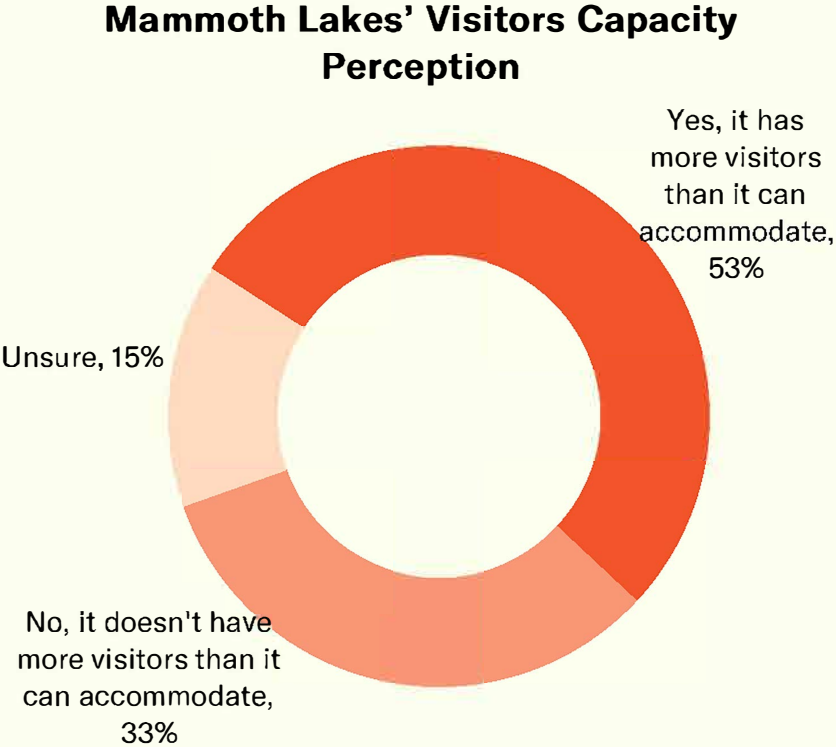


Question: Are you aware of any of the following housing initiatives, all of which are funded in whole or in part by revenue from visitors?
Base Size: Total Respondents (2024: 411).

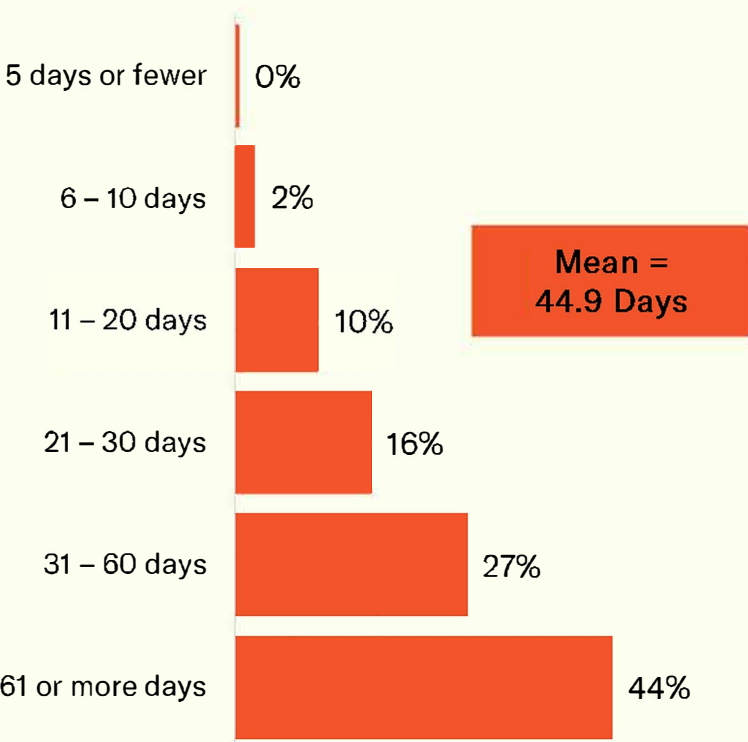


More than half of Mammoth Lakes residents feel that the area hosts more visitors than it can accommodate (53%).

Further, they consider Mammoth Lakes over-touristed/over capacity an average of 44.9 days of the year (approximately 6 weeks). Almost half of residents feel tourism exceeds the area’s capacity for at least two months of the year (44% say 61 days or more).



Numbers of Days Exceeding Capacity Comfort

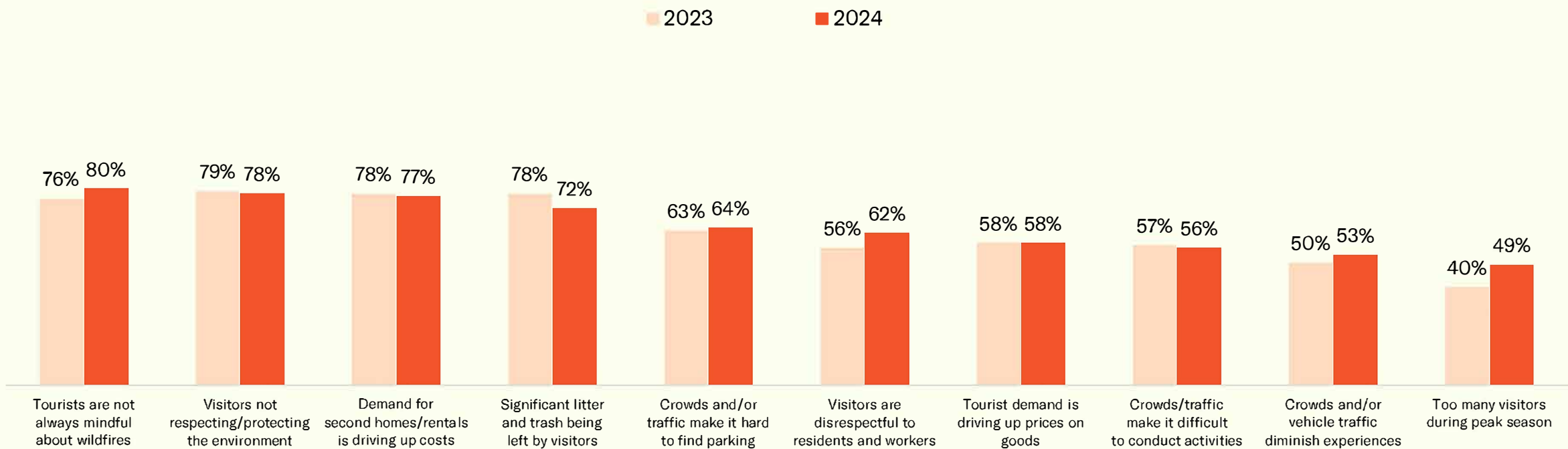


Question: Do you feel that Mammoth Lakes has more visitors than it can comfortably accommodate? | And how many days out of the year do you consider Mammoth Lakes to have more visitors than it can comfortably accommodate?
Base Size: Total Respondents (2024: 411); Respondents who said Mammoth Lakes has more visitors than it can accommodate (217).

Residents continue to perceive tourism as a catalyst for a number of economic, environmental, and lifestyle issues.

Four-in-five residents particularly point out three key environmental and economic issues impacted by tourism: mindfulness about wildfires, respect for the environment, and cost of homes/rentals. They also note lifestyle impacts, especially litter, although that has improved somewhat from 2023 (72% from 78%). In addition, at least half of residents say Mammoth Lakes is currently facing high prices, a lack of parking, increased traffic, and disrespectfulness due to tourism.

Perceived Issues Caused by Tourism



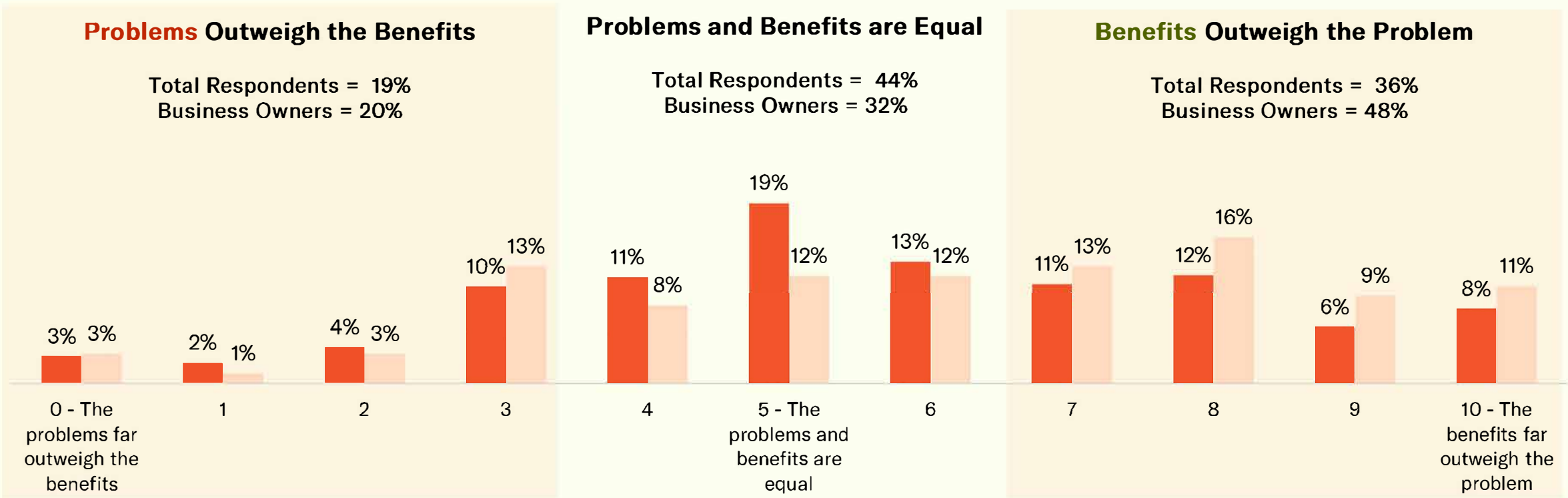
Question: Now think about potential issues that can be caused by tourism. Which of the following are problems Mammoth Lakes is currently facing?
Base Size: Total Respondents (2023: 258; 2024: 411).

Over one-third of residents (36%) and nearly half (48%) of business owners agree that tourism benefits outweigh its problem—a sentiment that is improving.

Those agreeing that tourism benefits outweigh problems improved among both total residents (36% from 27% in 2023) and business owners (48% from 42%). Over four-in-ten residents (44%) feel that the benefits and problems associated with tourism balance each other out and 19% think tourism’s problems outweigh its benefits.

Mammoth Lakes’ Tourism Evaluation

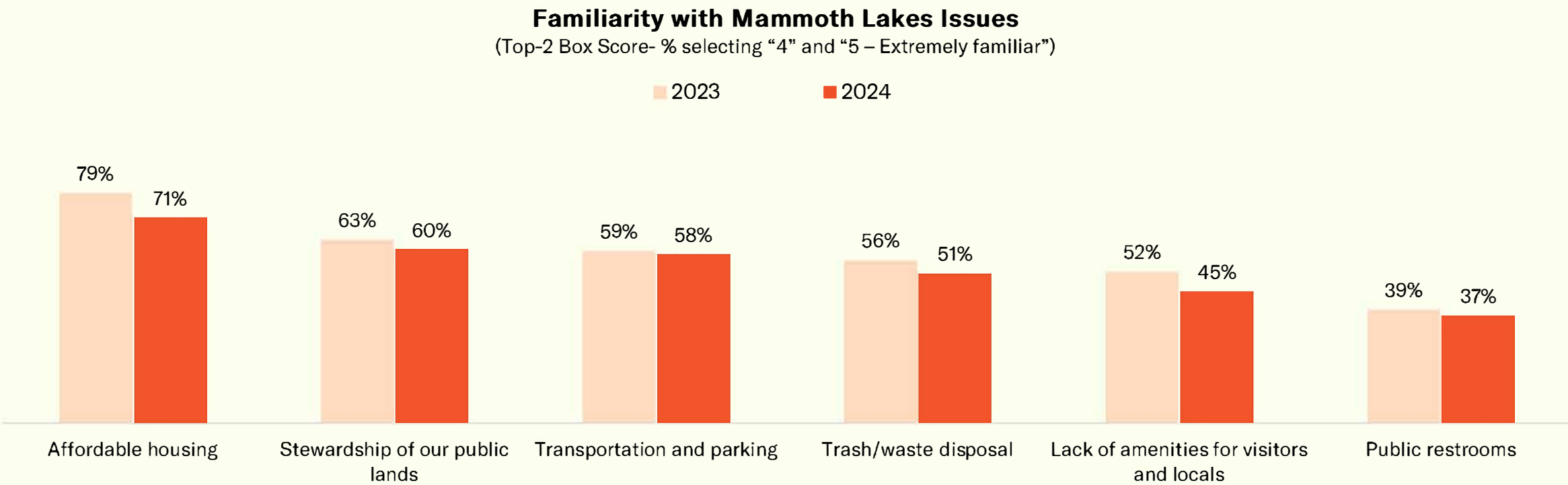
■ Total Respondent ■ Business Owner



Question: And now consider both the overall benefits that tourism brings, as well as the problems or challenges. How would you evaluate tourism in Mammoth Lakes?
Base Size: Total Respondents (2024: 411); Business Owners (2024: 95)

Nearly three-in-four Mammoth Lakes residents feel familiar with the affordable housing issue and efforts to mitigate it.

Amongst the issues tested, residents feel most familiar with the affordable housing issue (71%), although this is fewer than in 2023 (79%). Approximately 60% feel familiar with efforts focused on stewardship of public lands, as well as transportation and parking.

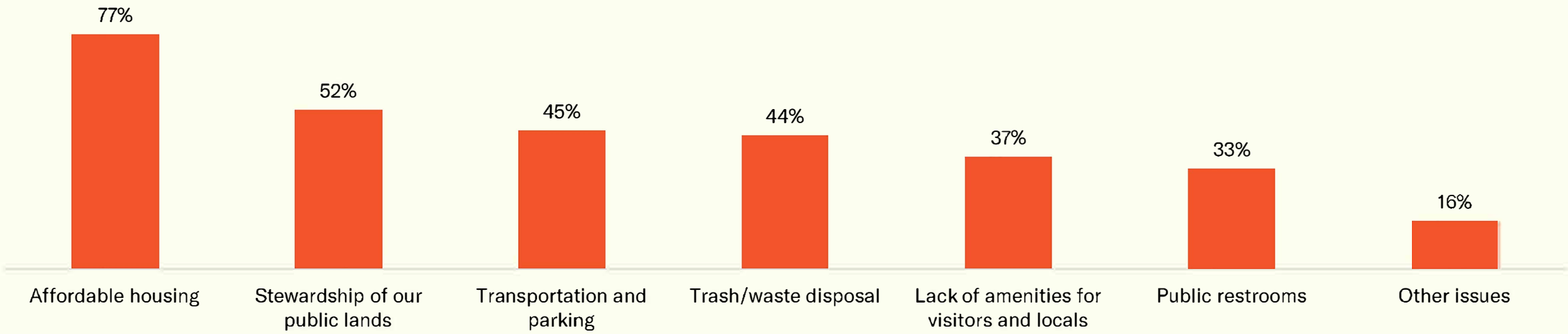


Question: How familiar are you with the following issues, and the efforts to mitigate them, in Mammoth Lakes? |
Base Size: Total Respondents (2023: 258; 2024: 411).

Affordable housing ranks, by far, as the leading issue which Mammoth Lakes residents believe needs more attention.

More than three-in-four residents cite affordable housing as an issue needing more attention (77%). A second tier of issues residents feel needs greater attention includes stewardship of public lands (52%), transportation and parking (45%), and trash/waste disposal (44%), each selected by about half of residents. Note: a similar question was asked in 2023, but it was around the concept of support rather than the concept of more attention.

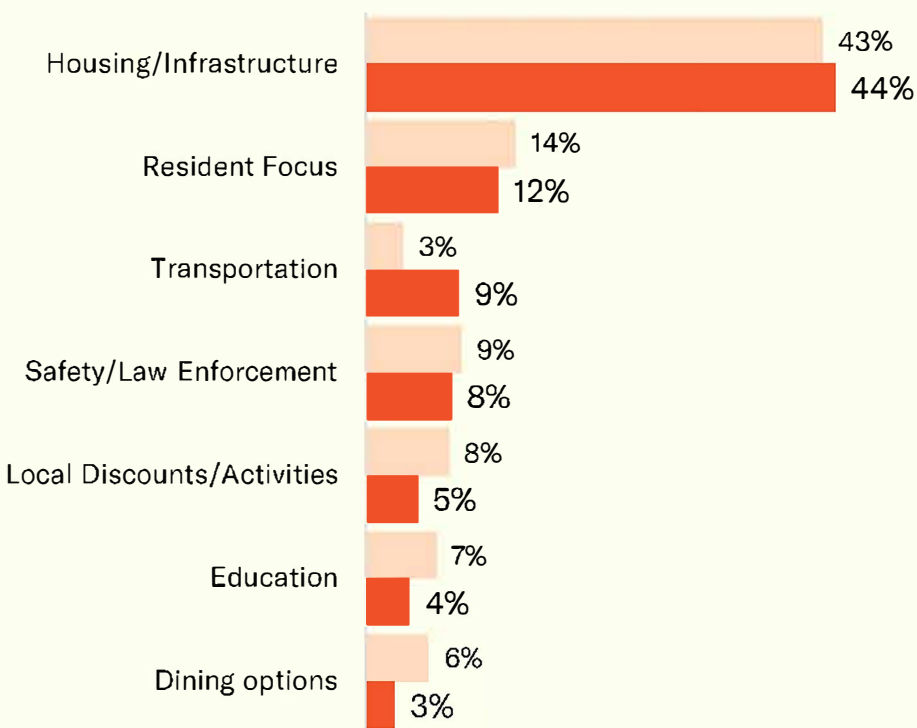
Mammoth Lakes Issues Needing More Attention



Question: Which of the following issues need more attention in Mammoth Lakes?
Base Size: Total Respondents (2023: 258; 2024: 411).

As last year, the most commonly suggested change and/or development to improve Mammoth Lakes for both visitors and residents relates to adding more and better housing/infrastructure.

Suggested Changes and/or Developments



Question: And what changes and/or developments would contribute to making the Mammoth Lakes area better for BOTH visitors and residents?
Base Size: Total Respondents (2024: 401).

“
The need for affordable and accessible housing for Mammoth’s residents is of utmost importance to me. Building more hotels (The Limelight) will certainly create more jobs in town, but where will these employees live? Also, the access of corporate money in Mammoth puts a strain on local small business owners to have to compete for employee retention and sustainability
Resident
”

“
Maybe new ways of supporting community culture for long term residents. New residents have a hard time breaking into community, this, coupled with the high cost of living and housing difficulties, some leave and don't find their "place". This then leads to transient people vs. people who develop a deeper more meaningful connection with the community and then care more about contributing to it.
Resident
”

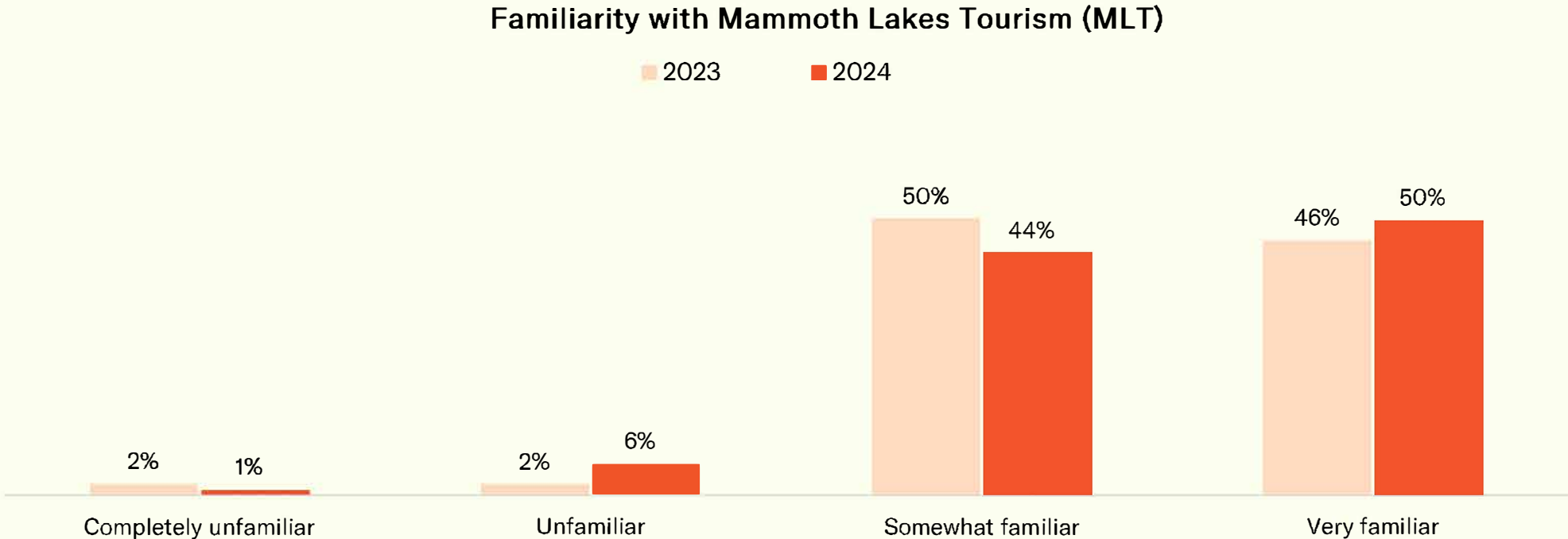
And what changes and/or developments would contribute to making the Mammoth Lakes area better for BOTH visitors and residents?
(Open-ended)

“If there is a desire to grow tourism in Mammoth Lakes, the housing problem (not just low income but also missing middle) needs to be addressed. Town, find professional employees, there needs to be housing options for them. By increasing missing middle housing. Town would increase its number of permanent working-class residents. When people with real professional skills are able to afford to stay and live in this town, they can contribute to better experiences for both visitors and residents. If Mammoth had better schools and behavioral health services, I also believe it would attract more middle-class working professionals who would positively affect Mammoth Lakes’ tourism.”

Resident

Almost all residents claim familiarity with Mammoth Lakes Tourism, similar to a year ago.

Among residents, the total familiarity with MLT remains nearly unchanged (94% in 2024 from 96% in 2023). Those feeling “very familiar” improved 4-points to 50% since last year, although those saying they are “unfamiliar” also rose 4-points (to 6%).

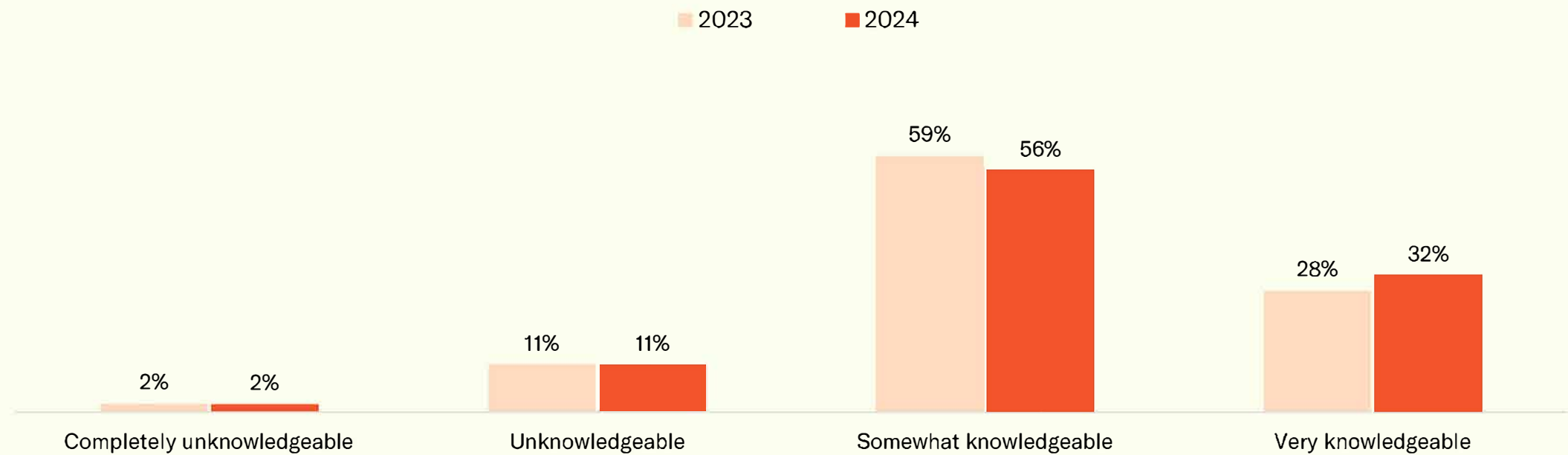


Question: How familiar are you with the Mammoth Lakes marketing organization (also known as Mammoth Lakes Tourism or Visit Mammoth) and what they do to promote responsible tourism in the area?
Base Size: Total Respondents (2023: 258; 2024: 411)

Among those familiar with Mammoth Lakes Tourism, most feel at least somewhat knowledge of the organization’s mission, goals and responsibilities.

Nine-in-ten of those residents who are familiar with Mammoth Lakes Tourism feel “somewhat” or “very” knowledgeable about the organization (87%, similar to 2023). As in 2023, substantially more residents characterize themselves as “somewhat knowledgeable” rather than “very knowledgeable” (56% vs 32%).

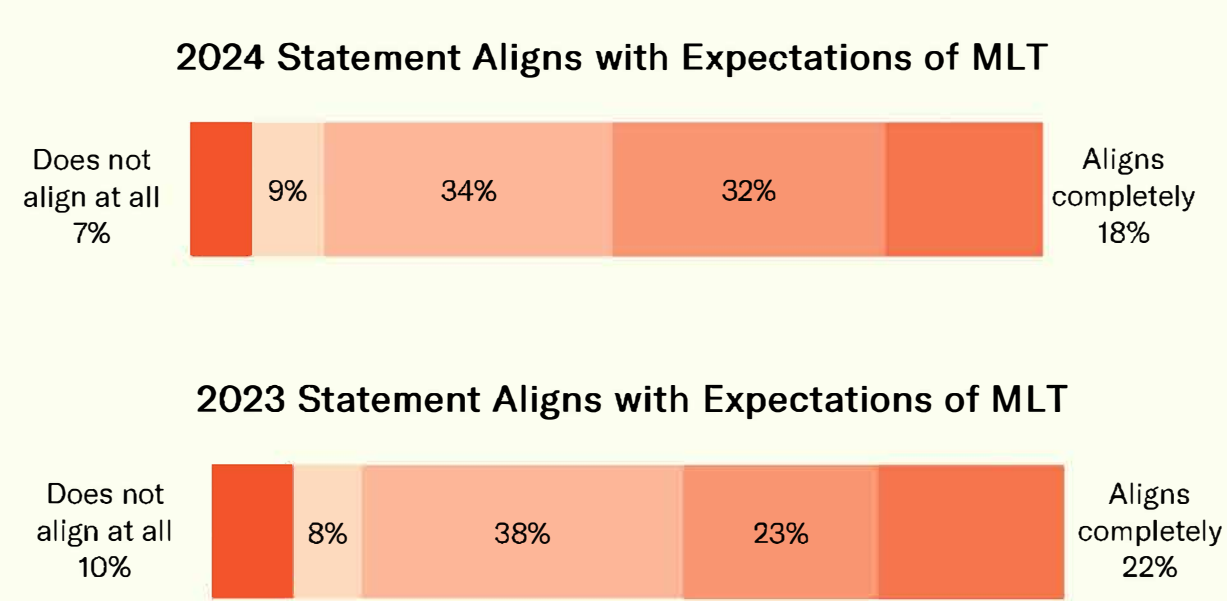
Knowledge of Mammoth Lakes Tourism (MLT) Mission, Goals & Responsibilities



Question: How well do you feel that you understand the mission, goals, and responsibilities of the Mammoth Lakes marketing organization (also known as Mammoth Lakes Tourism or Visit Mammoth)?
Base Size: Respondents Familiar with MLT (2023: 247; 2024: 384).

Residents largely feel MLT’s mission statement aligns with their expectations.

Residents were presented with MLT’s mission statement and asked to use a 5-point scale to rate how it aligned with expectations of the organization. Four-in-five residents (84%) feel it aligns to at least some degree. Further, half agree more strongly (51% top 2 box rating, up 6-points from 2023).



Mammoth Lakes Tourism (MLT) is the regional communications and marketing organization designed to educate visitors and promote Mammoth Lakes as a top global tourism destination. Funded primarily by the Mammoth Lakes Tourism Improvement District (TBID) and with additional secured funding from the Transient Occupancy Tax (TOT), MLT serves as an authority on travel and tourism to the Mammoth Lakes area and engages in opportunities and partnerships that will elevate the profile of the area, with a brand message of education and stewardship and a focus on driving non-peak visitation. Mammoth Lakes Tourism unifies business and community leaders to enhance the area and raise the relevance of travel to the destination.

Question: Does this align with expectations of the Mammoth Lakes marketing organization (also known as Mammoth Lakes Tourism or Visit Mammoth)?
Base Size: Respondents Familiar with MLT (2023: 247, 2024: 384).

Nearly one-third of residents are satisfied with MLT's efforts to balance increased tourism with residents' needs, improving from 2023.

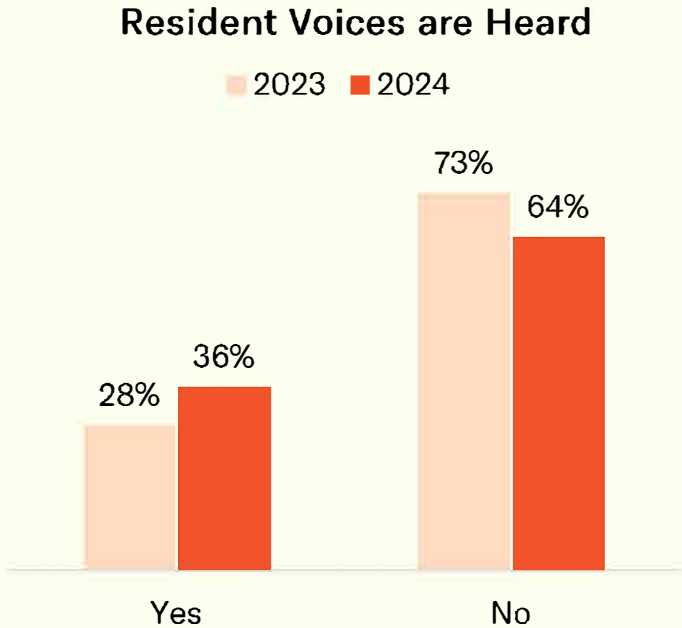
Although more residents still feel dissatisfied than satisfied, the ratio has improved markedly from last year. The proportion who feel at least somewhat satisfied with MLT's efforts to balance increased tourism with residents' needs improved to 31% from 22% in 2023, while dissatisfaction declined to 38% from 49% in the last year.



Question: How satisfied are you with Mammoth Lakes Tourism's efforts to balance with the needs of residents with driving tourism to the area?
Base Size: Total Respondents (2023: 258; 2024: 411).

Consistent with improved satisfaction with MLT's efforts, more residents now feel that MLT listens to their voices and ideas.

While the majority still feel unengaged, 36% of residents now feel that their voices/ideas are heard by MLT, up from 28% in 2023.



Question: Do you feel that the voices and ideas of residents are heard and taken into account when it comes to the management of tourism in Mammoth Lakes?
Base Size: Total Respondents (2023: 258; 2024: 411).



**Survey respondents were asked an open-ended question:
*“And what could Mammoth Lakes Tourism do to better listen and take into account your ideas?”***

The following pages share example responses that capture the community’s sentiments. These are presented verbatim.

And what could Mammoth Lakes Tourism do to better listen and take into account your ideas?
(Open-ended)

“Listen and take into account the needs of the local population. We currently do not have the infrastructure, housing or people to support more tourists. Most jobs in Mammoth do not pay a living wage.”

Resident

“Consider the experience of the resident in outreach campaigns. Tourism is good but over-tourism is not. I don’t think we need to keep posting on social media – “come to Mammoth” we need help increasing capacity and amenities in town to accommodate the current tourist load.”

Resident

“Accept that STRs are hurting locals and the front end workers who are support our visitors. Service workers do not feel supported.”

Resident

“Consider the need for more affordable housing and cost of living for locals. Programs that are available serve the poorest of the poor and completely ignore those who are lower to middle class. Families who want to move here to work in the town and support healthcare/school systems/outdoor rec are priced out or are unable to accept jobs. The stability of the town is tenuous and needs folks to be educated, taken care of and feel safe. This town exists on shaky ground.”

Resident

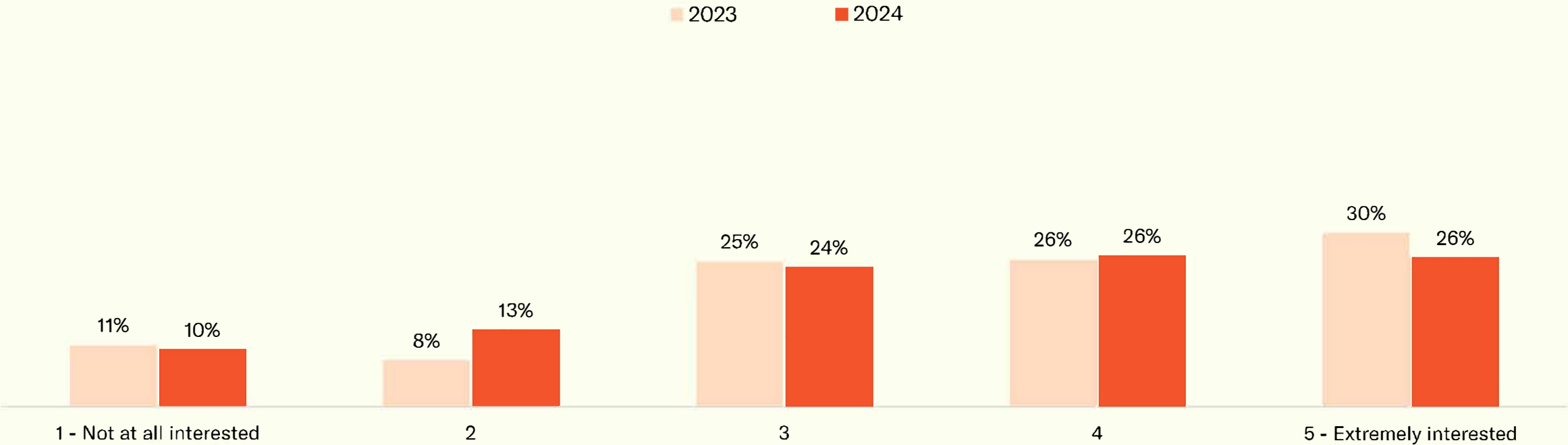
“I don’t get excited about the idea of pushing non-peak tourism because I feel that is a fast track to burnout for many people. For service workers, getting crushed with hour long waits every week is brutal. I think it’s important to have a bit of a shoulder season to breathe and catch up. For anyone doing maintenance, I also think shoulder season is important for maintaining equipment and structures. I use the off season for my business to fix trucks and equipment like a mad man. If I didn’t have that time, it would be an emotional and financial burden. Having slower periods also allows locals to enjoy the small town lifestyle that this area projects. If it is constantly full of tourists it’s no longer a small town, it’s just an amusement park. You have to give people who live here a chance to enjoy it themselves. All of these points lead to burnout if they are neglected. So I guess I’d like a tourism board mentality that is focused almost solely on improving lives for locals rather than tourists for now. It doesn’t have to be that way forever but I think in this moment, today, that tourists have a pretty sweet deal when visit. They have an abundance of places to stay, they have restaurants catering to them, they have free transportation throughout town, they have events catered to them, they have services specially designed around their agenda, and more. I’d like to see a shift in not improving those things for now, but rather how can we use those things to help locals catch up.”

Business Owner

Interest in attending an MLT town hall remains similar to a year ago, with about half of residents being interested.

Resident survey respondents were asked to use a 5-point scale to indicate their interest in attending an MLT town hall where the organization hears from local residents. In 2024, 52% expressed strong interest (rating 4 or higher), which is a 4-point decline from 2023.

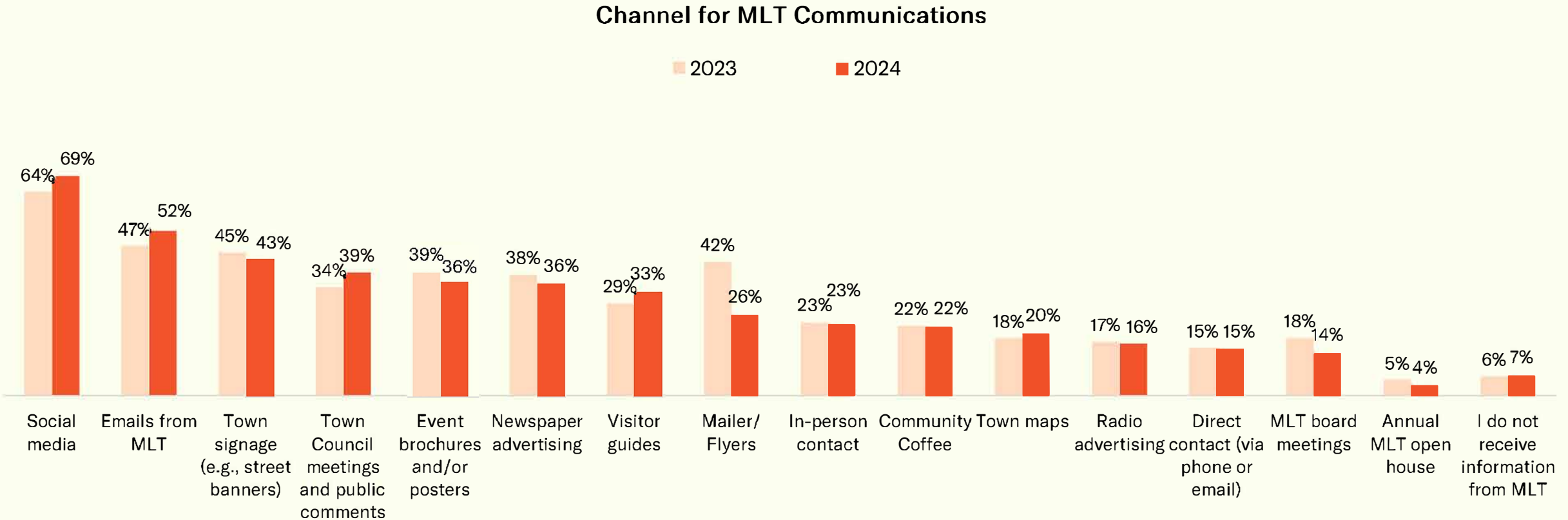
Interest in Attending MLT’s Town Halls



Question: How interested would you be in attending a town hall hosted by Mammoth Lakes Tourism where they hear from local residents?
Base Size: Total Respondents (2023: 258; 2024: 411).

Social media posts and emails remain the most common channels that residents receive Mammoth Lakes Tourism communications.

More residents now gather information via social media, emails, and/or town council meetings/comments than in 2023, each up by five percentage points in 2024. Meanwhile, usage of mailers/flyers drops notably (26% from 42%). All other channels shift relatively little.

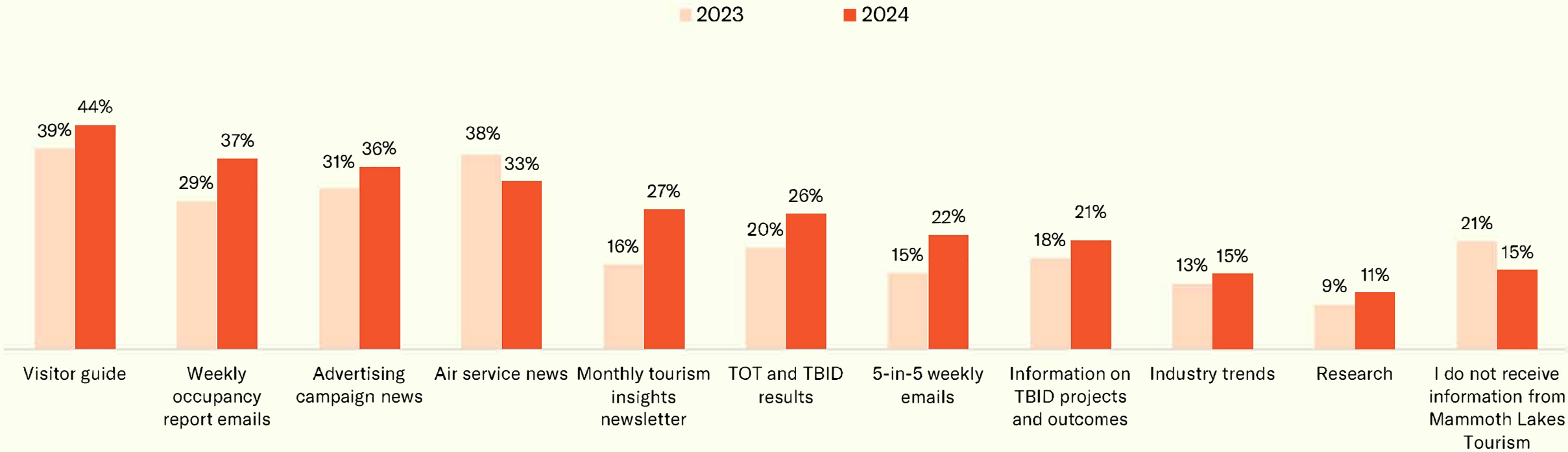


Question: How do you receive information from Mammoth Lakes Tourism?
Base Size: Total Residents (2023: 258; 2024: 411).

The visitor guide remains the leading type of information residents report receiving from Mammoth Lakes Tourism.

Climbing somewhat from 2023, residents report that the visitor guide still leads other information they receive from MLT (44% from 39%). More residents receive each type of information from MLT than a year ago, except for air service news (33% from 38%). Further, more residents recall receiving at least some information compared to a year ago (85% from 79%).

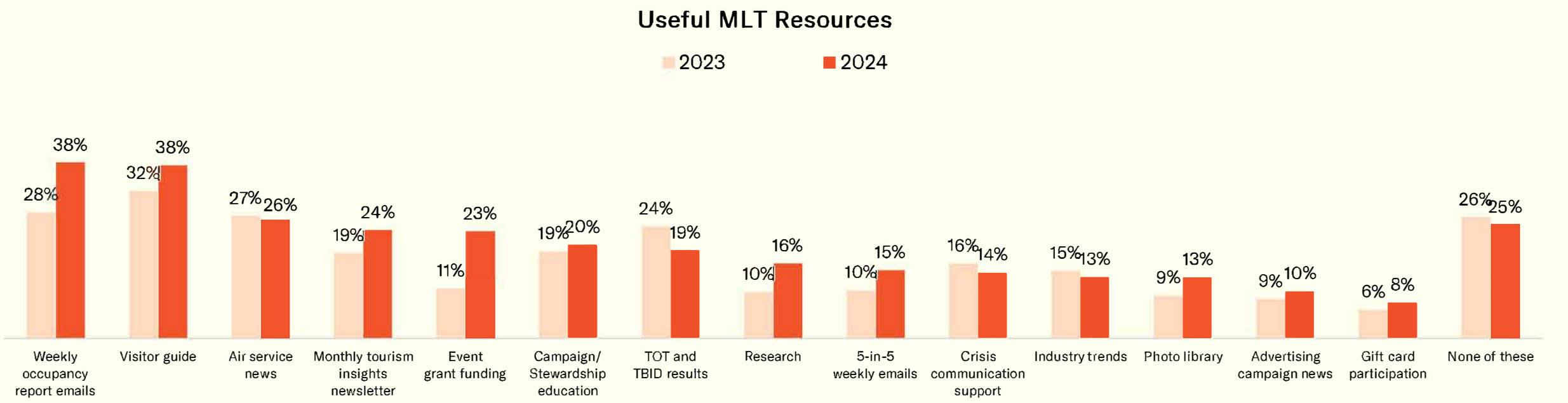
Information Received from MLT



Question: What types of information do you receive from Mammoth Lakes Tourism?
Base Size: Respondents Receiving MLT Communications (2023: 243; 2024: 383).

Weekly occupancy reports and the visitor guide top all other resources in usefulness to residents.

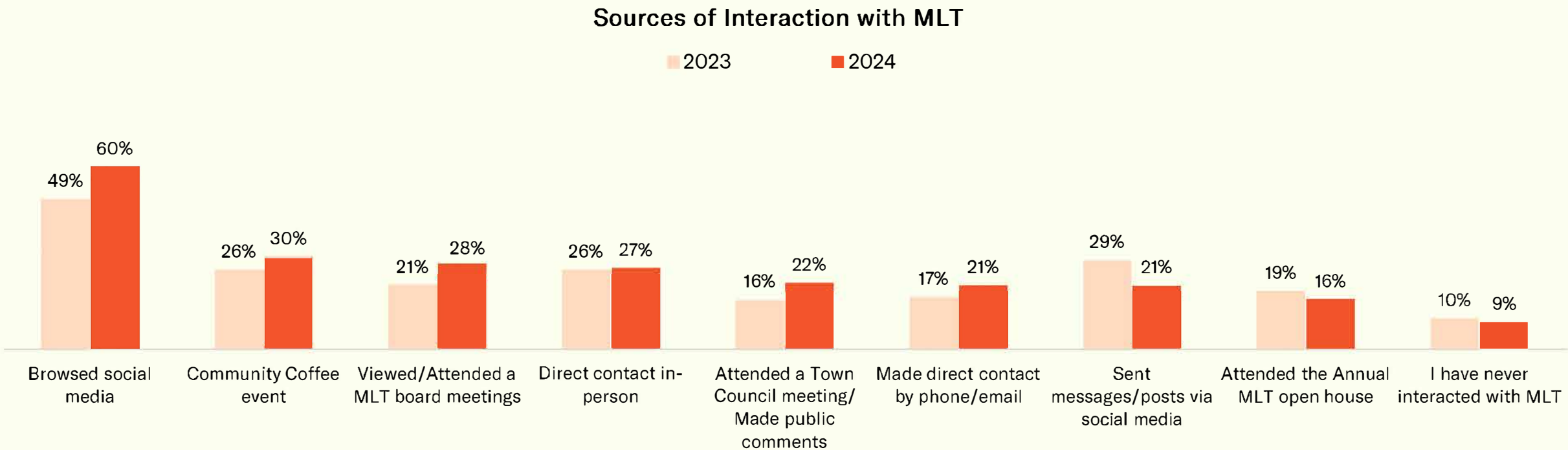
Occupancy data and the visitor guide dominate other resources in perceived usefulness to residents. These, plus air service news, led other resources from MLT in both 2024 and 2023.



Question: Which resources that Mammoth Lakes Tourism provides do you find useful? |
Base Size: Total Respondents (2023: 258; 2024: 411).

Residents most commonly interact with Mammoth Lakes Tourism by browsing its social media content, up notably from 2023.

Twice as many residents interact with MLT by browsing social media than the next leading source, Community Coffee (60% vs. 30%), demonstrating the importance of these channels in communicating and engaging with the local community. Further, MLT’s social media also shows the strongest growth in usage (60%, up from 49%) among the various types of interactions.

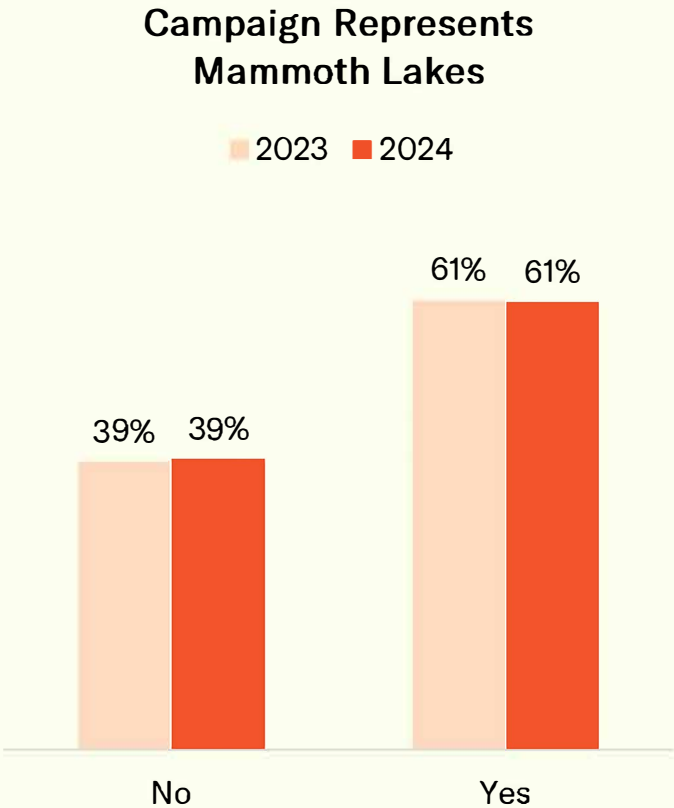
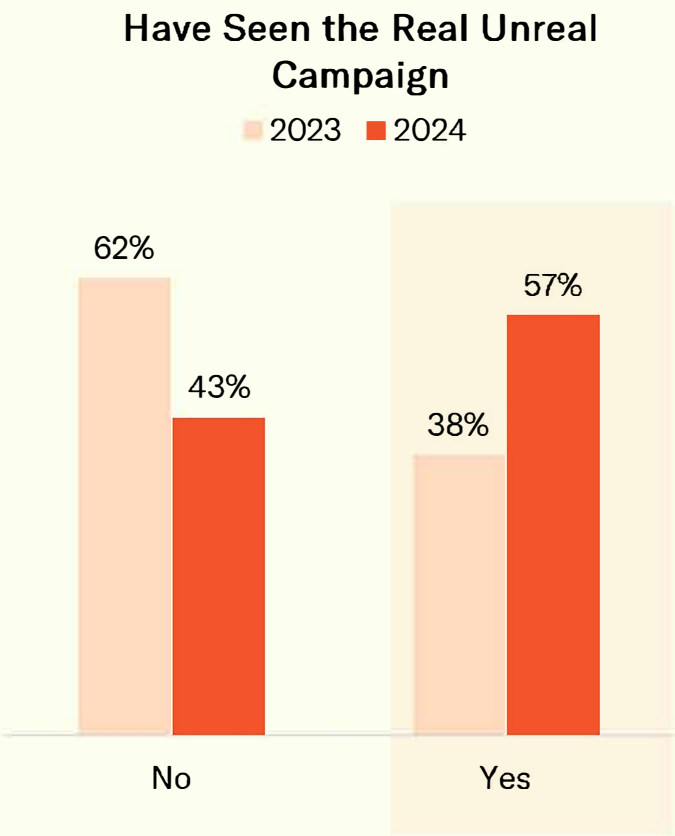


Question: How have you interacted with Mammoth Lakes Tourism?
Base Size: Total Respondents (2023: 258; 2024: 411).

A majority of residents have seen messaging/advertising for the Real Unreal campaign for Mammoth Lakes, far exceeding a year ago.

Substantially more residents have seen the Real Unreal Campaign in 2024 than in 2023, shifting to a majority from less than two-in-five (57% from 38%).

Three-in-five of those residents who have seen the campaign agree that it represents Mammoth Lakes in a way residents want to portray to visitors, unchanged from 2023.



Question: Have you seen messaging or advertising about the Real Unreal campaign for Mammoth Lakes? | Do you think the Real Unreal campaign accurately represents the message that Mammoth Lakes residents want to send to visitors?
Base Size: Total Respondents (2023: 258; 2024: 411); Respondents Familiar with the Campaign (2023: 99; 2024: 234).

Appendix:

Respondents Demographics

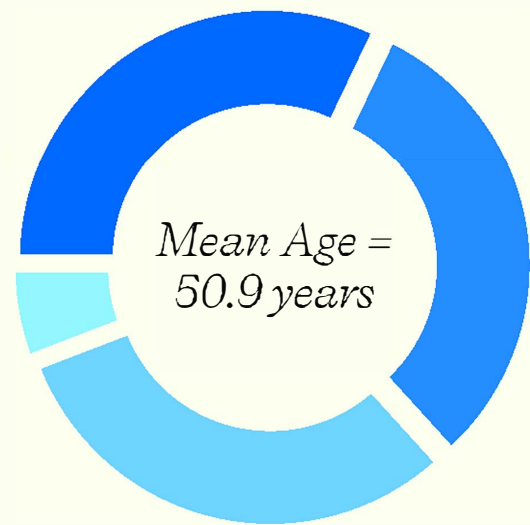
Respondents Demographics

Gender



- Female, 56%
- Male, 42%
- Other, 1%

Generation



- Boomers+, 32%
- Gen X, 31%
- Millennials, 31%
- Gen Z, 6%

Ethnicity



- White, 88%
- Hispanic or Latino, 7%
- Asian, 2%
- Black or African American, 1%
- Other, 9%

Education



- Graduate Degree, 34%
- Some Graduate School, 7%
- College Graduate, 44%
- Some College, 13%
- High School Graduate, 2%

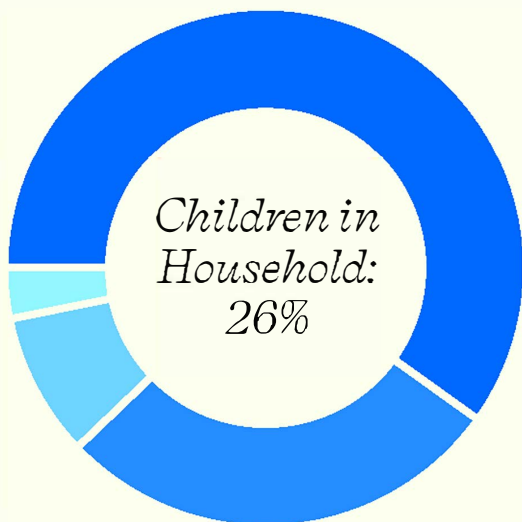
Respondents Demographics

Employment Status



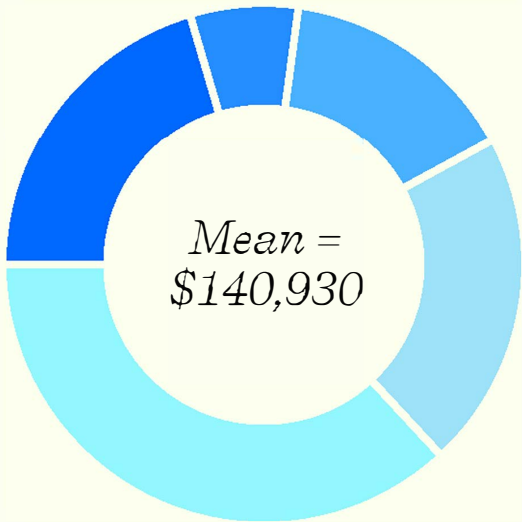
- Employed Full-Time, 55%
- Employed Part-Time, 8%
- Self-Employed, 18%
- Retired, 17%
- Unemployed, 2%

Marital Status



- Married, 60%
- Single, 28%
- Domestic Partnership, 9%
- Other, 3%

Household Income



- \$250,000 or More, 20%
- \$200,000 - \$249,999, 7%
- \$150,000 - \$199,999, 15%
- \$100,000 - \$149,999, 21%
- \$99,999 or Less, 37%