



# MAMMOTH LAKES AIR SERVICE

**Mammoth Lakes Tourism**

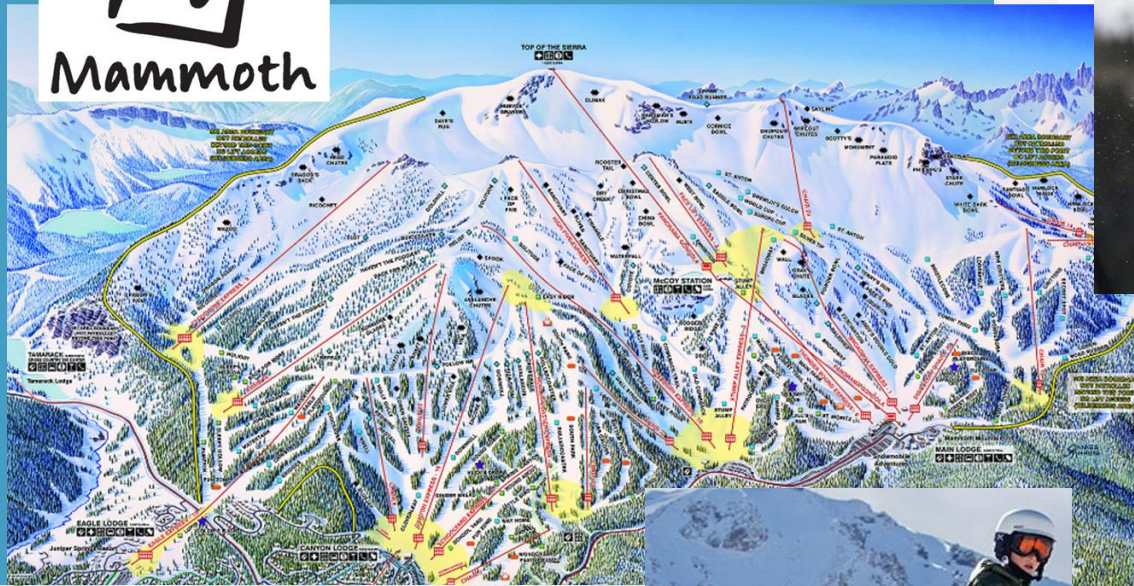
John Urdi, Executive Director

# MAMMOTH LAKES, CA

- 8,000+ residents
- 25,000+ visitors per weekend
- Tourism is king
- 5 hours to everything
- Easy fly times











# MAMMOTH YOSEMITE AIRPORT (MMH)



**2009-10**

Winter Service  
Begins

**30,858**

Peak Annual  
Enplanements

**Alaska  
United  
JetSuiteX**

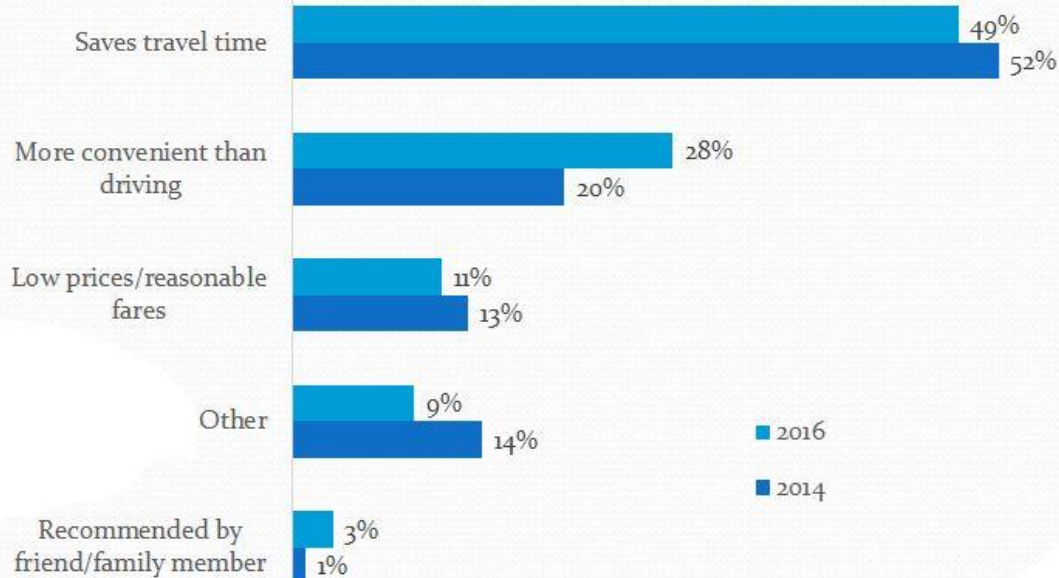
**Minimum  
Revenue  
Guarantee**





# WHY THEY FLY?

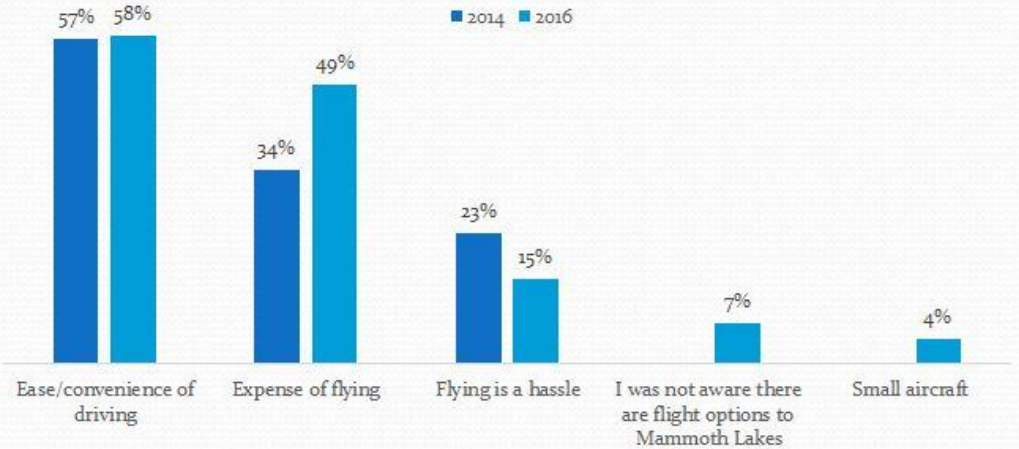
Which best describes your primary reason for choosing to fly to Mammoth Lakes?



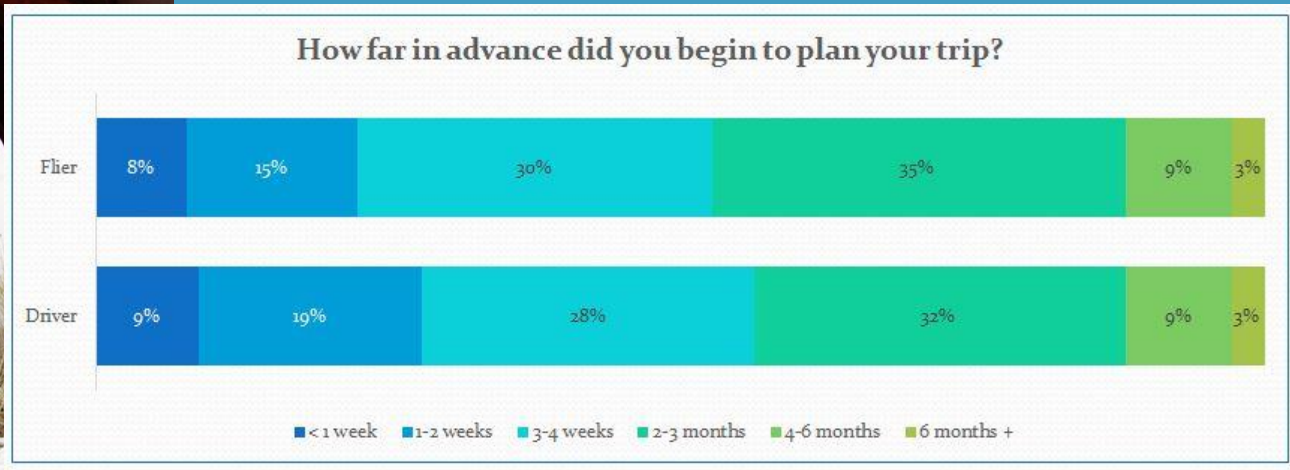


# WHY THEY DON'T FLY

Why did you not fly into Mammoth Lakes on any trips in 2015 or 2016?  
(Select all that apply)



# TRIP PLANNING





# VISIT FREQUENCY

**78%**

Visit More Often  
With Air

**54%**

Drivers Don't  
Care About Air

**20%**

Local Travellers

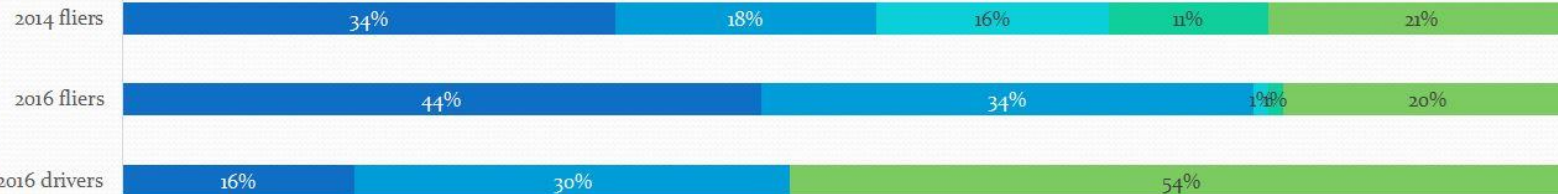
**26%**

Visiting Friends  
& Family



Please indicate how increasing flight availability may impact your future visitation to Mammoth Lakes.

■ Will visit more frequently ■ Will visit somewhat more frequently ■ Will visit less without air service ■ Will not visit without air service ■ Has no impact



# VISIT FREQUENCY

How many times did you fly into Mammoth Lakes in 2015 and 2016?  
(2014 measure was of only one year)

■ 1 ■ 2 ■ 3 ■ 4 ■ 5+





## Monthly Visitation to Mammoth Lakes (Sample skews toward skiers)



VISITATION BY MONTH:  
FLY VS. DRIVE

# SPENDING & PARTY SIZE

	Air Visitors	Drive Visitors
Lodging/accommodations	\$ 728	\$ 709
Dining out/nightlife	\$ 331	\$ 257
Groceries	\$ 165	\$ 128
Outdoor activities/attractions	\$ 324	\$ 313
Shopping	\$ 122	\$ 90
Entertainment such as shows, theater or concerts	\$ 17	\$ 8
Transportation within Mammoth Lakes	\$ 57	\$ 15
Other	\$ 52	\$ 23
<b>Total</b>	<b>\$ 2,177</b>	<b>\$ 1,657</b>

	Air Visitors	Drive Visitors
Travel party size	2.9	4.1
Trip spend/person	\$ 619	\$376
Transport to Mammoth Lakes	\$ 381	\$ 114





# LENGTH OF STAY

ACCOMMODATIONS (excluding those who own property in ML)	Drive Visitors			Air Visitors		
	Share using	# nights	Trip spend*	Share using	# nights	Trip spend*
Condo rental	34%	4.6	\$ 1,969	28%	5.1	\$ 2,526
Hotel/motel	36%	4.1	\$ 1,424	36%	3.9	\$ 1,964
Cabin rental	12%	4.7	\$ 2,094	7%	4.8	\$ 2,146
B&B	1%	3.8	\$ 1,327	0%		
RV park/campground	7%	5.5	\$ 857	2%	6.3	\$ 1,479
Visit friends & family (VFR)	12%	5.0	\$ 1,045	21%	5.9	\$ 1,194
VRBO/AirB&B	8%	4.5	\$ 1,957	5%	4.5	\$ 2,440
Other	5%	5.5	\$ 924	11%	5.8	\$ 1,259

# THANK YOU!

