



Mammoth Lakes

Town of Mammoth Lakes Summer

January, 2008

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Study Background

- The Town of Mammoth Lakes seeks to better understand visitors to the Mammoth Lakes area during the summer season.
- To aid in this understanding, they asked summer visitors to complete a survey while in the area during the summers of 2004 and 2007.
- Leisure Trends Group was asked to analyze and compare the results of these two surveys to identify a general profile of their summer visitor.

Study Objectives

- To gain an in-depth understanding of summer visitors to the Town of Mammoth Lakes: who they are, why they came, where they come from, what they did, what they most enjoyed and whether they will return in the future.
- This knowledge of summer visitors will help guide the town's decisions regarding future development, programming and marketing efforts.

Methodology

- Visitors to the Mammoth Lakes Welcome Center and riders of the local transit system to the Devils Postpile National Monument were asked to complete the survey during the months of June, July and August through Labor Day in 2004 and 2007. They were offered a Mammoth Lakes 'goodie bag' filled with a chap stick, sunscreen, and an energy bar, as an incentive for their time. Participants were offered a chance to win a Mammoth Weekend Getaway if they opted to provide their contact information.
- The Town of Mammoth Lakes provided Leisure Trends with the 2004 data in Excel format for 509 total respondents.
- The 2007 data for 537 surveys was entered by Tourism and Recreation staff into Leisure Trends Group's online survey tool, then processed by Leisure Trends Group.
 - Some of the results for 2004 appear anomalous. Such instances are highlighted in the report.



Analytic Notes

- Statistical Significance: Conclusions are made using a statistical exercise known as Significance Testing. Significance Testing determines whether the results are “statistically” different, or the result is merely a “numeric fluctuation” in the data. All of the results in this report are tested at the 95% confidence level – a stringent and typical standard. This means that if the study was conducted 100 times, we would expect to see the same conclusion 95 out of those 100 times.
- A 💡 icon within the graphs indicate that the reported value is statistically higher at the 95% confidence interval than the value in the previous wave. If no 💡 is present on the graph or table, the values are statistically equal to each other.



- The average profile of a summer visitor to The Town of Mammoth Lakes is a 40 year old Californian traveling with 4 people in their party and staying just under 5 nights.
 - One-third travel with children
- Visitors select The Town of Mammoth Lakes based on information gathered from friends and family and come for personal recreation.
 - Most amenities meet or exceed expectations leading to an enjoyable stay.
 - Visitor information and a diverse selection of outdoor activities lead in satisfaction.
- Summer visitors spend an average of \$250 a day at The Town of Mammoth Lakes and enjoy hiking and sightseeing including several nearby lakes.
 - Bishop is the number one destination for side-trips.
- The Village at Mammoth tops the list for shopping destinations. All shopping centers meet visitor's expectations.
- Less than a fourth of study respondents use public transportation while visiting The Town of Mammoth Lakes. The majority of visitors use public transportation to visit Red Meadow and Devils Postpile Recreational Area.
 - Visitors are moderately satisfied with the service they receive in public transportation offerings.
- The majority are repeat loyal visitors to Mammoth Lakes and feel pleased with their visit averaging over five trips to Mammoth Lakes in the last five years.
 - Nearly all stated they would return.

Detailed Findings

Profile of Visitor



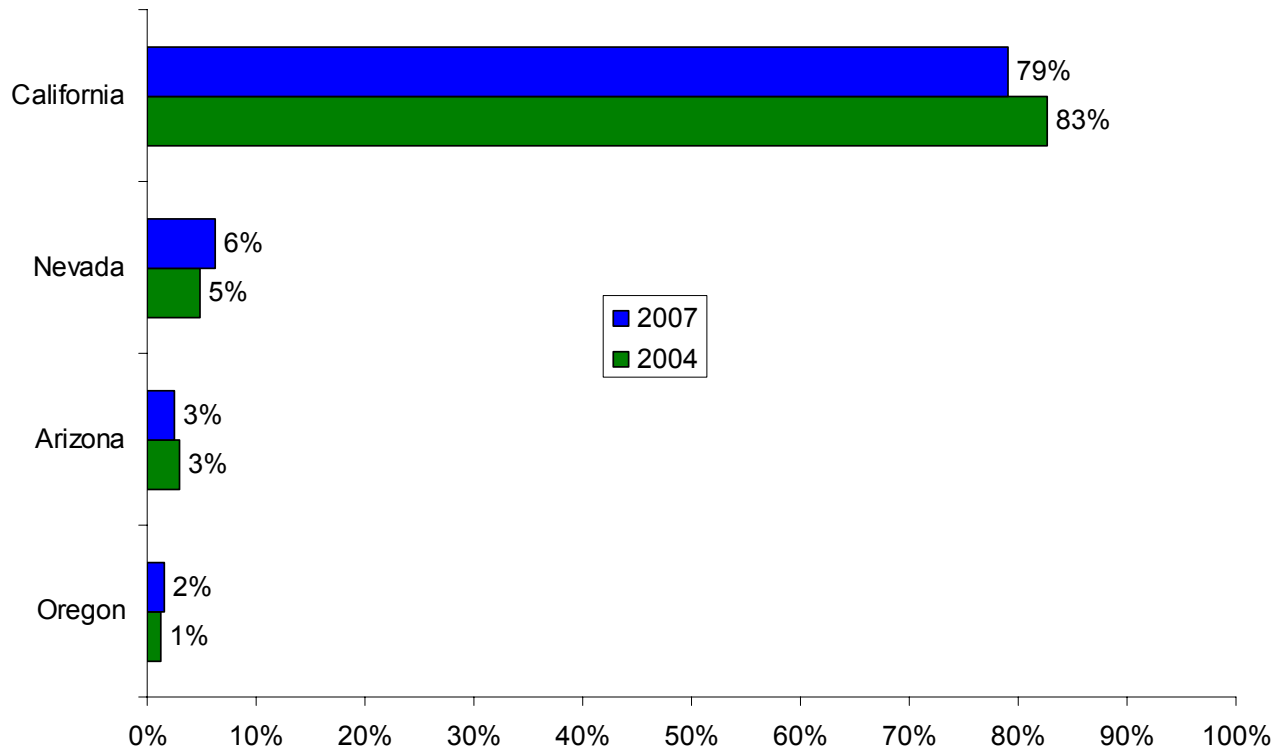
Majority of summer visitors come from California

Mammoth Lakes

Q: Where are you visiting from?

California is the top market by state.

Top State Visitors



Base = 454 Respondents 2007, 285 Respondents 2004



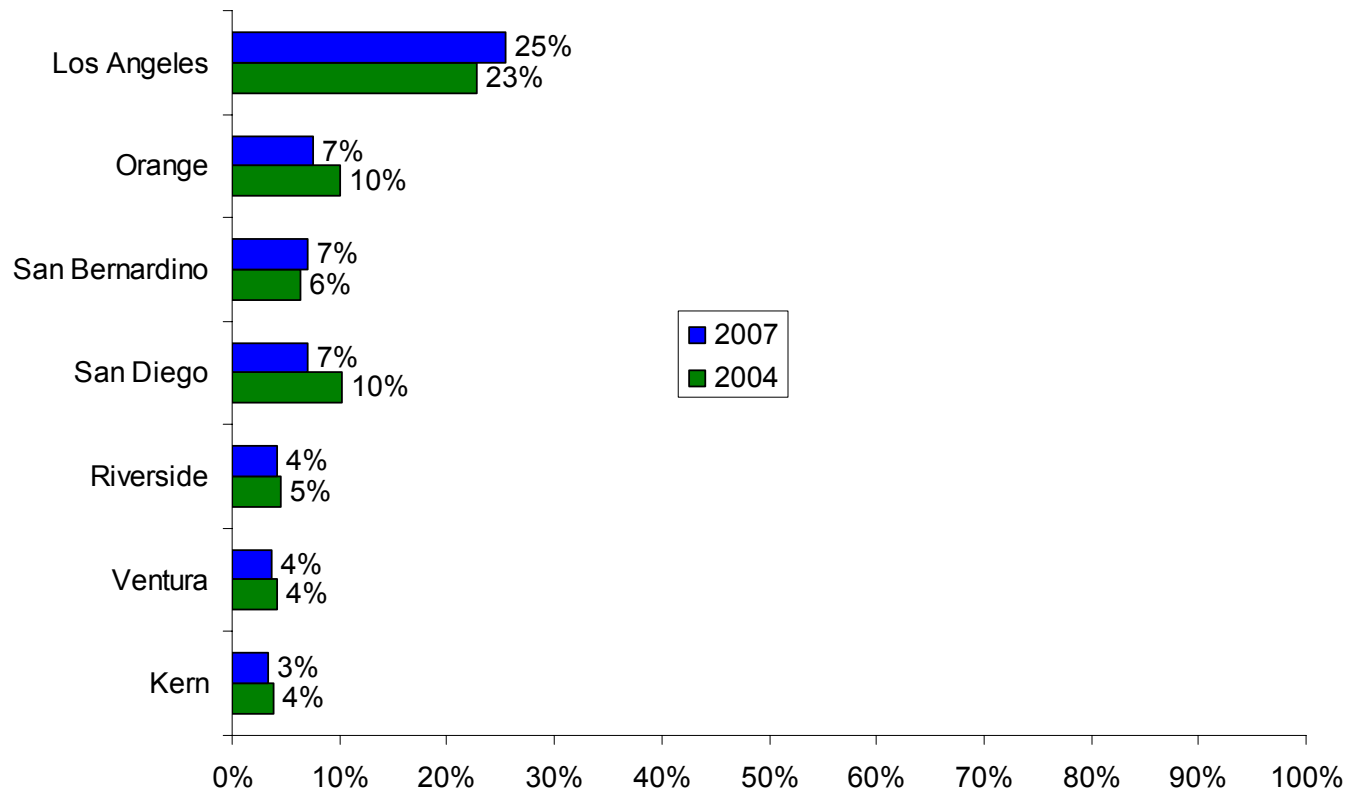
Southern California is main region

Mammoth Lakes

Q: Where are you visiting from?

The majority of visitors come from Los Angeles and Orange counties. Thirty-five percent live in a county of 3% incidence or less.

Top County Visitors



Base = 296 Respondents 2007, 193 Respondents 2004



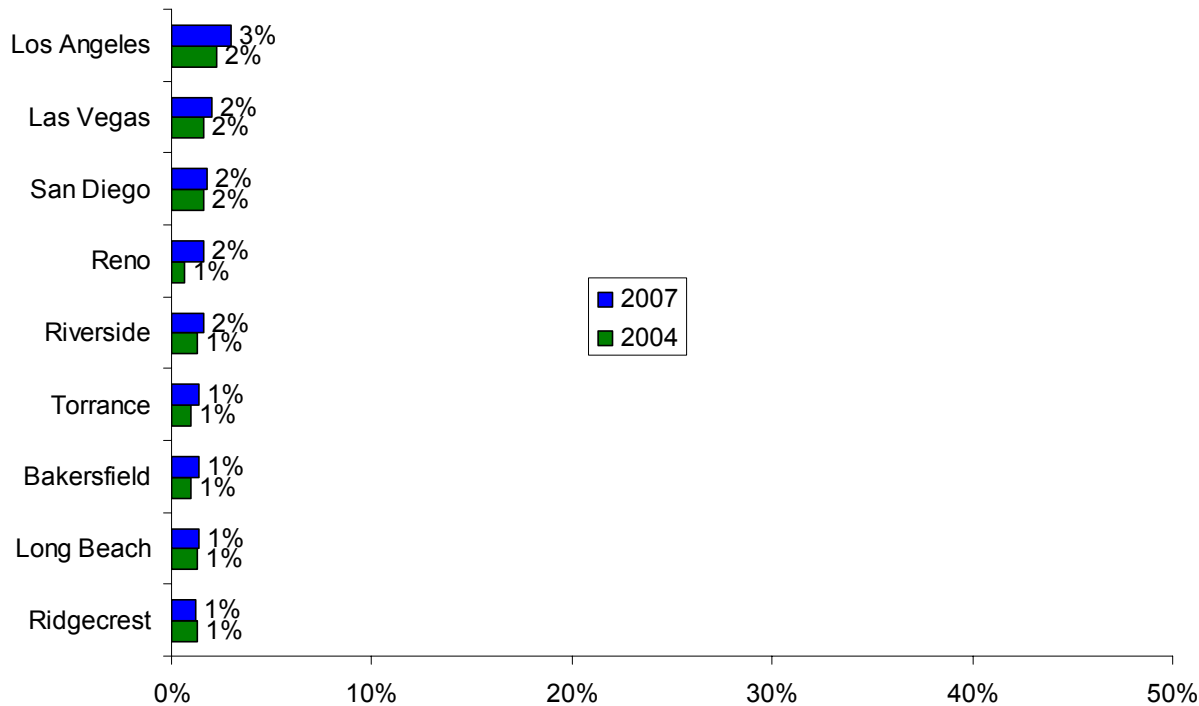
Los Angeles leads list of top cities

Mammoth Lakes

Q: Where are you visiting from?

Los Angeles and Las Vegas top the list of cities visitors come from. Eighty-six percent live in a city of 1% incidence or less.

Top City Visitors



Base = 77 Respondents 2007, 37 Respondents 2004



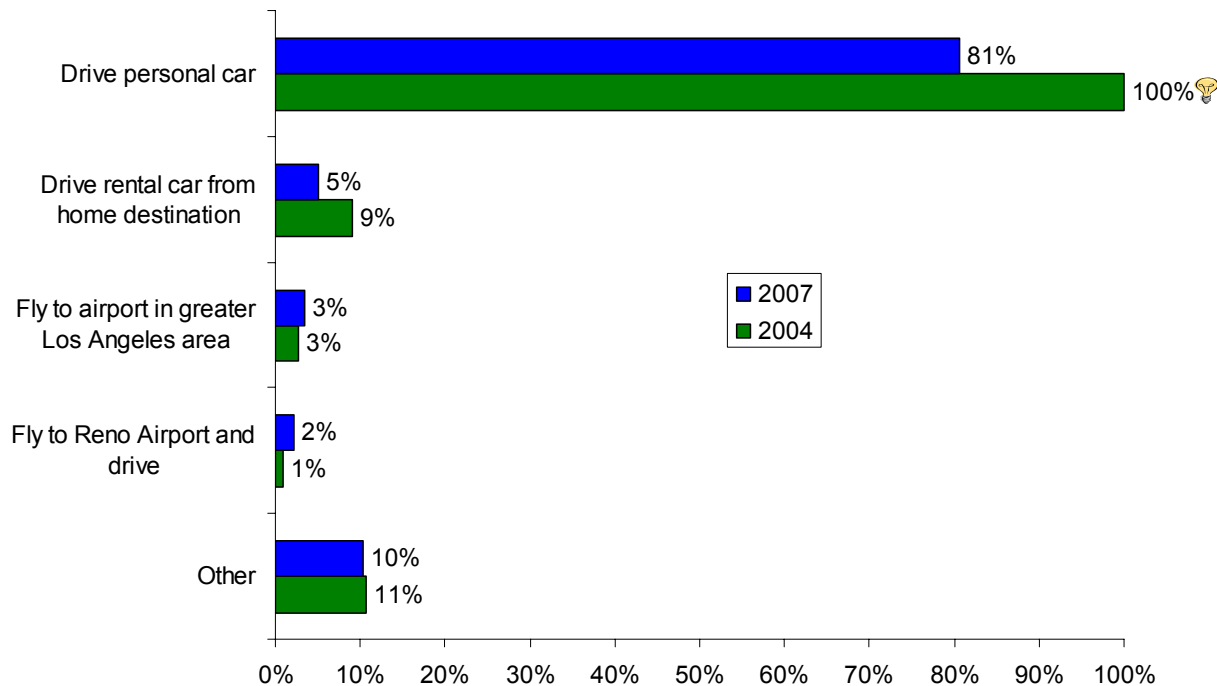
8 in 10 travel by personal car

Mammoth Lakes

Q: How did you travel here?*

Almost all respondents travel to Mammoth Lakes by car.

How Traveled



Significant differences between previous and current wave noted with a light bulb icon “”

Base = 519 Respondents 2007, 223 Respondents 2004

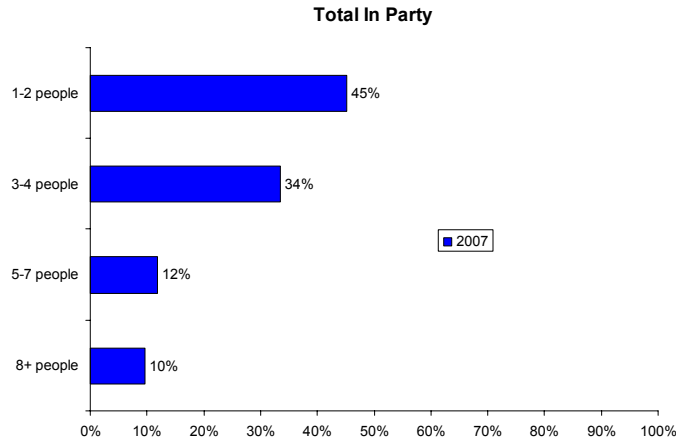
*Visitors could select more than one answer
2004 data appears inflated



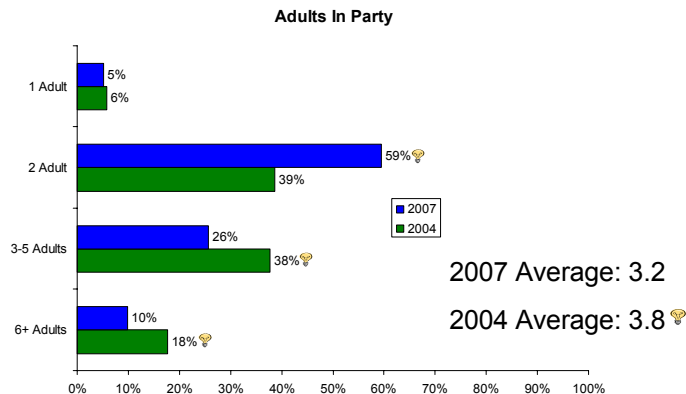
Average party includes 3 adults

Mammoth Lakes

Q: How many total people are in your party?*/ Q: How many Adults (18+) are in your party?/ Q: How many Children (under 18) are in your party?**



Base = 501 Respondents 2007



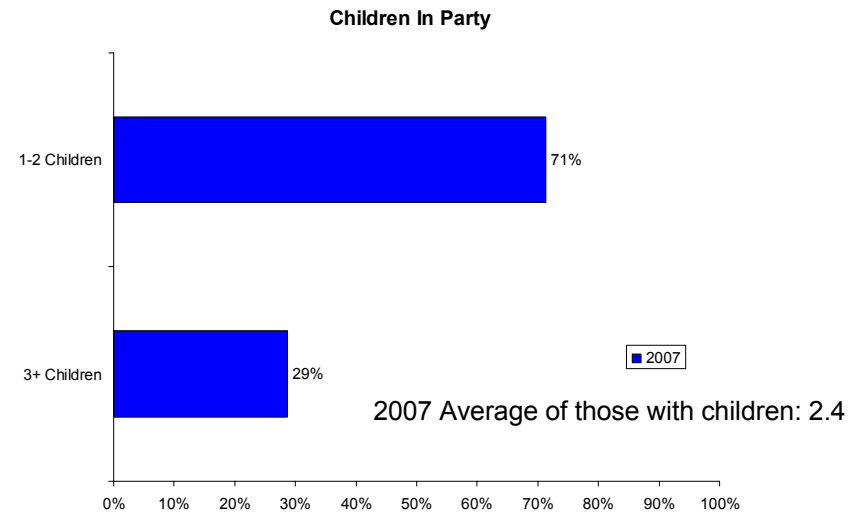
2007 Average: 3.2

2004 Average: 3.8

Significant differences between previous and current wave noted with a light bulb icon “💡”

Base = 530 Respondents 2007, 344 Respondents 2004

The average party size of Mammoth Lakes visitors is 4.1. Parties average 3.2 adults. Among those who include children on the trip (34%), the average party has 2.4 children.



2007 Average of those with children: 2.4

Base = 181 Respondents traveling with children 2007

*Question added in 2007

**Question asked but no data reported for 2004



Average visitor is 40 years old

Mammoth Lakes

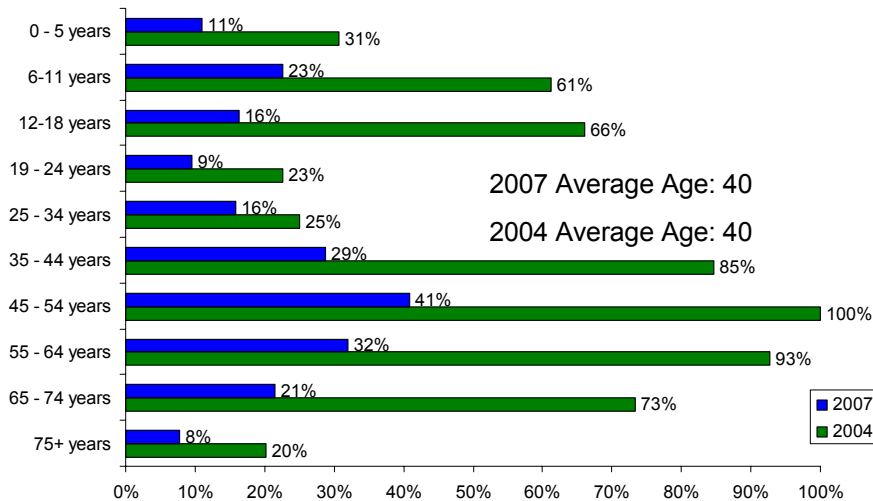
Q: Age range in your party?*

Q: Number of people per age range in your party?**

The average summer visitor to Mammoth Lakes is 40 years old. The question allowed visitors to report on all people in the party. Therefore, 11% of all parties held someone under 5 years old and 29% of all parties held someone over 65.

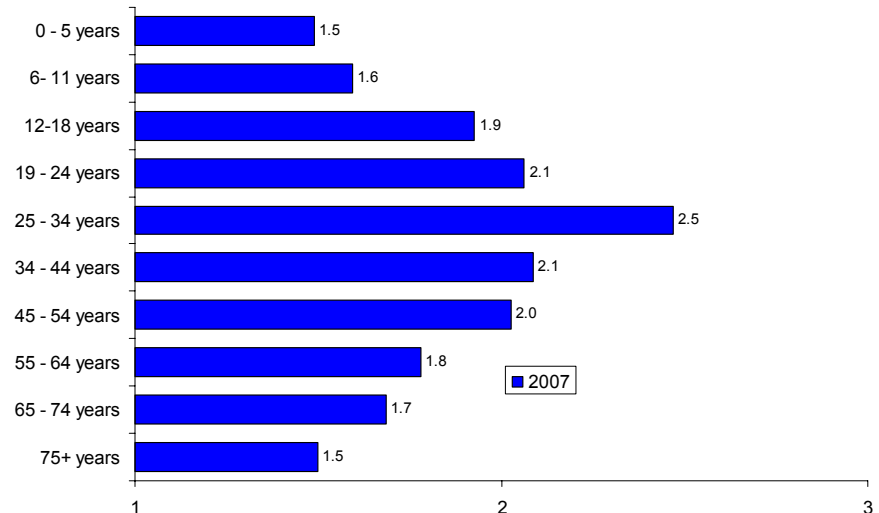
Most parties visiting The Town of Mammoth Lakes in 2007 contain two people of similar age range.

Ages Reflected in Party



Base = 495 Respondent's Parties representing 1,018 people 2007,
124 Parties representing 715 people 2004

Mean Number of People in Each Age Group



Base = 489 Respondents 2007

*A methodology change was adopted in 2007 for this question to better account for everyone traveling in a party. The 2004 data is based on a very small sample size (124 out of 509) but shows a similar pattern to 2007. The average age was calculated using the additional information for 2007, and is more statistically valid, but the result was the same as produced by the alternate method used to create the mean age for both years.

**Question added in 2007





Profile of Visit



Average length of stay is just under five nights

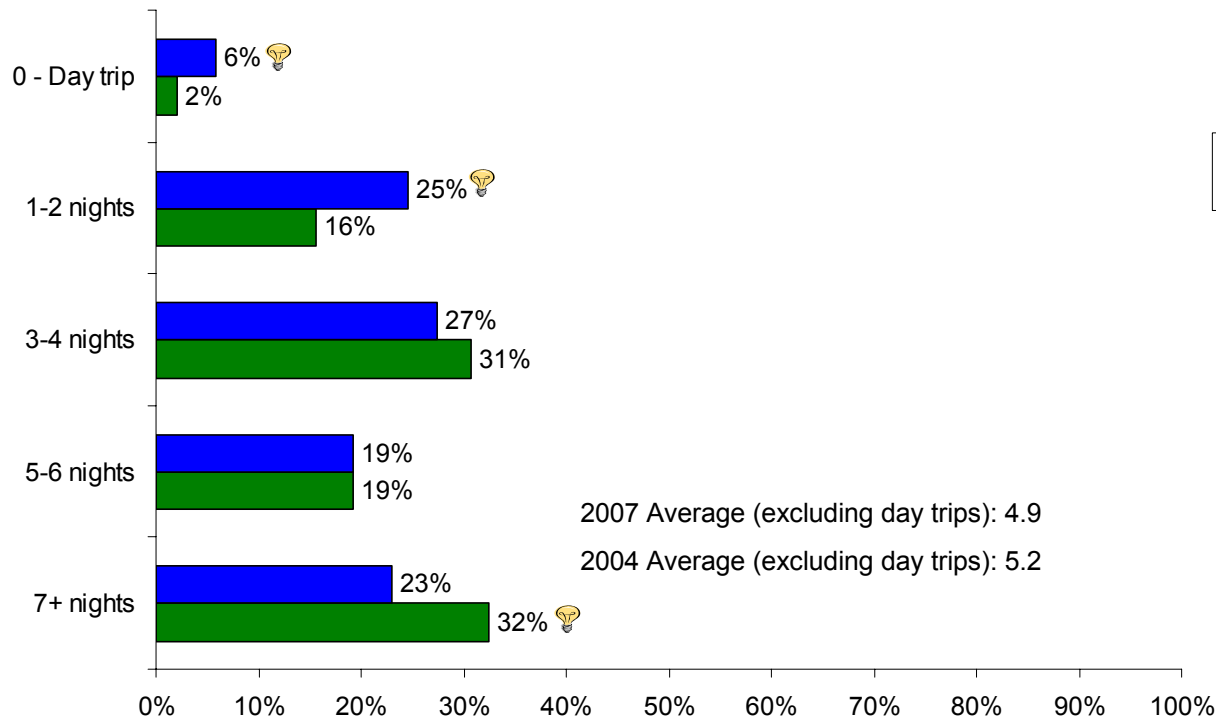
Mammoth Lakes

Q: How many nights are you staying during this trip?

There are very few summer day trips to The Town of Mammoth Lakes.

The average length of stay is consistent between the years at approximately 5 nights per trip.

Nights Stayed



Significant differences between previous and current wave noted with a light bulb icon “💡”

Base = 500 Respondents 2007, 333 Respondents 2004

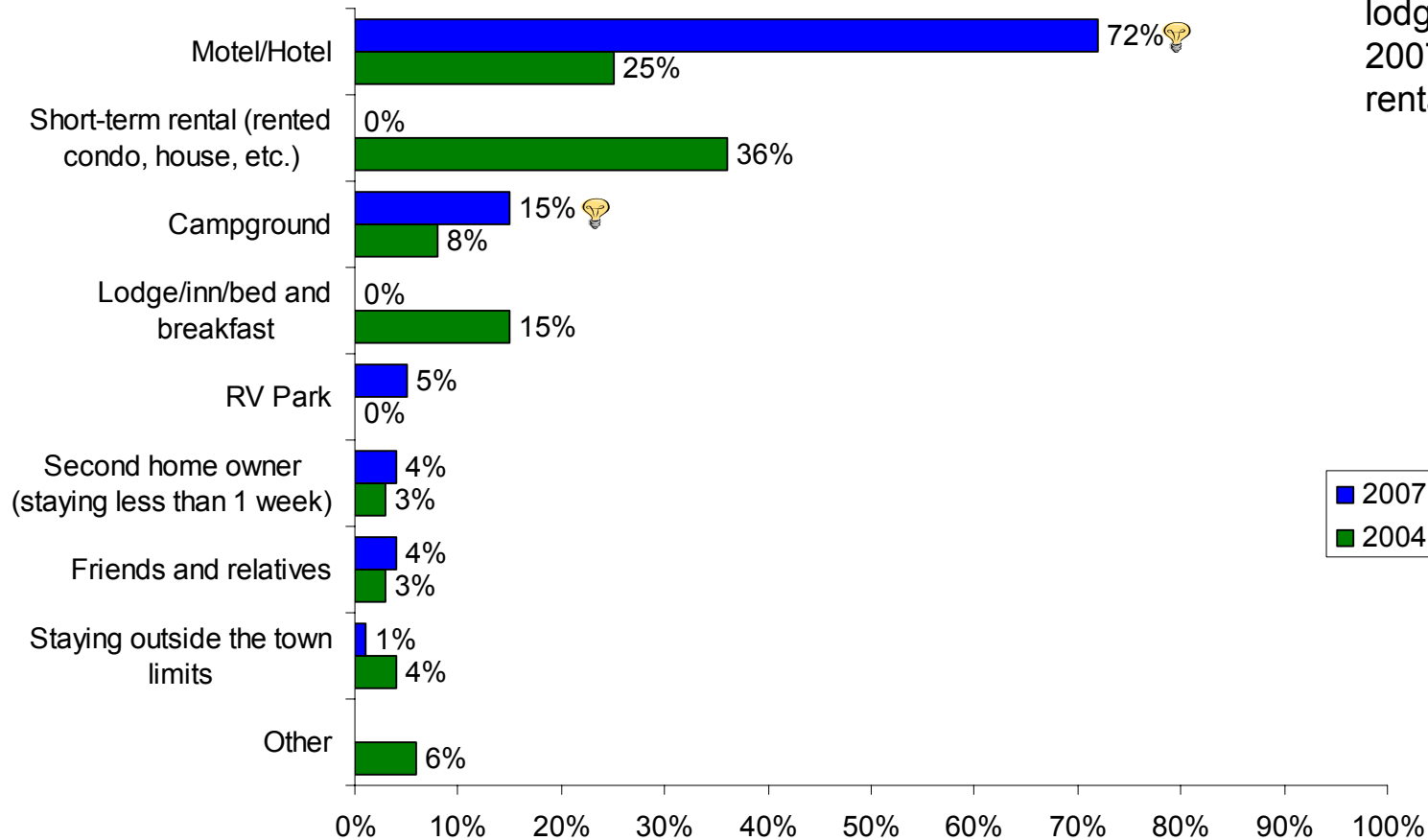


Hotel main choice for lodging

Mammoth Lakes

Q: What type of lodging are you staying in?

Lodging Type



The most common lodging is a hotel for 2007 and short-term rental for 2004.

Significant differences between previous and current wave noted with a light bulb icon “💡”

Base = 536 Respondents 2007, 222 Respondents 2004

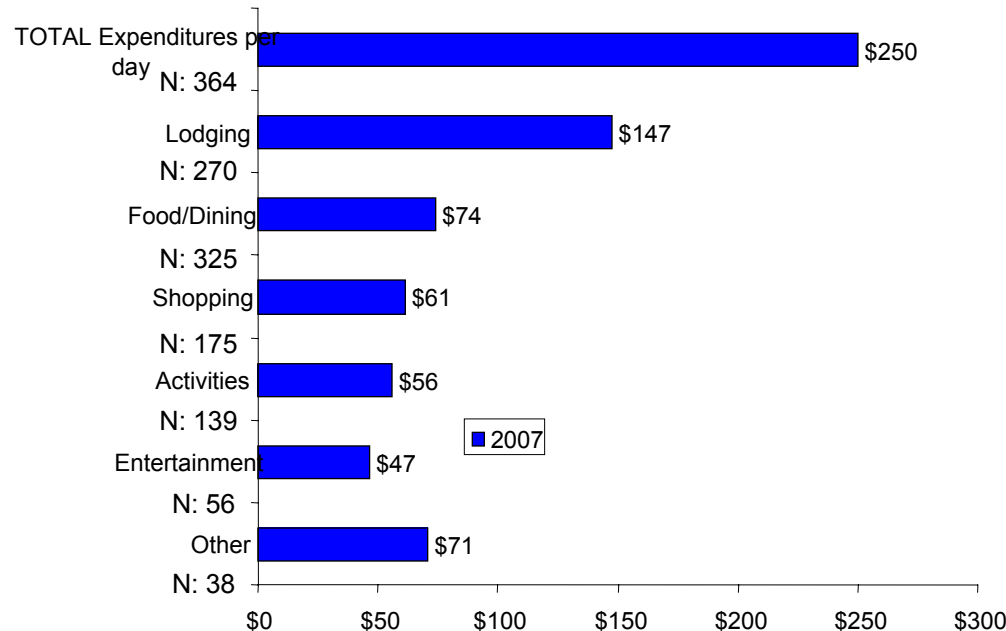


Visitors spend an average of \$250 a day

Mammoth Lakes

Q: What were your estimated trip expenditures PER DAY in each category for your entire party?*

Estimated Trip Expenditures: Average Spend

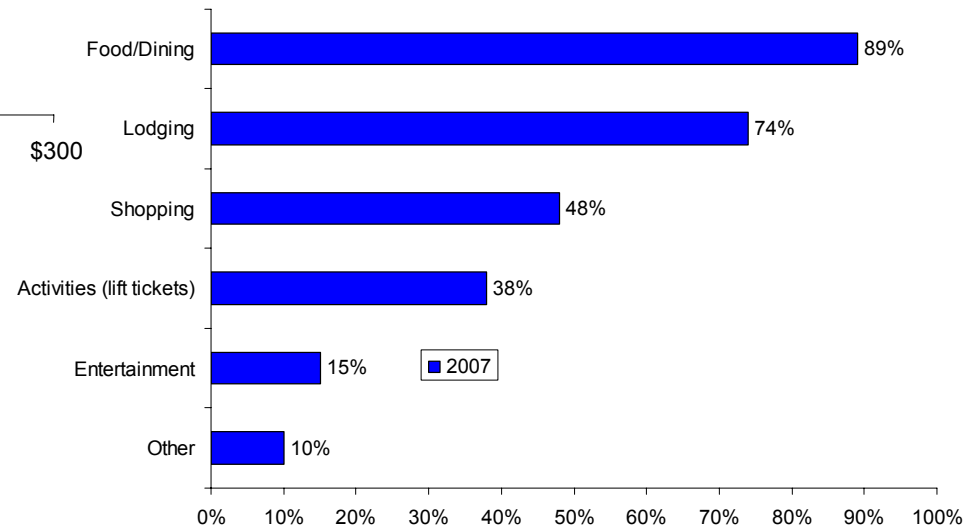


Bases different for every category, see chart above

Respondents spend an average of \$250 a day during their summer visit to Mammoth Lakes. Each category and the total were separate open-ended questions.

The majority (89%) spend money on food/dining while at Mammoth and only 15% of visitors spend money on entertainment.

% of People Who Spend in Each Category



Base = 364 Respondents 2007



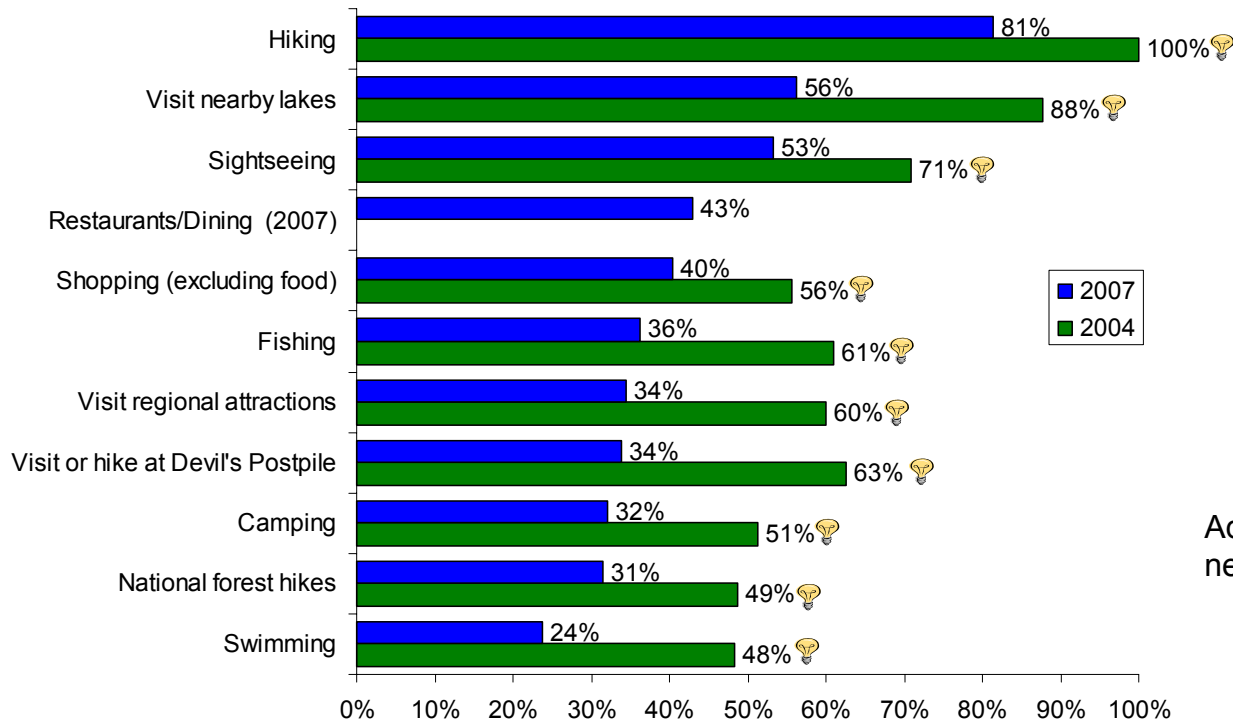
Majority come to hike and sightsee

Mammoth Lakes

Q: What activities did you or will you participate in?*

Hiking, visiting nearby lakes and sightseeing top the list of activities visitors do while in the area. All activities show significantly higher participation in 2004 than in 2007, but the pattern is similar.

Activity Participation



Significant differences between previous and current wave noted with a light bulb icon “💡”

Additional activities are listed on the next page.

Base = 531 Respondents 2007, 203 Respondents 2004

*Visitors could select more than one answer
2004 data appears inflated



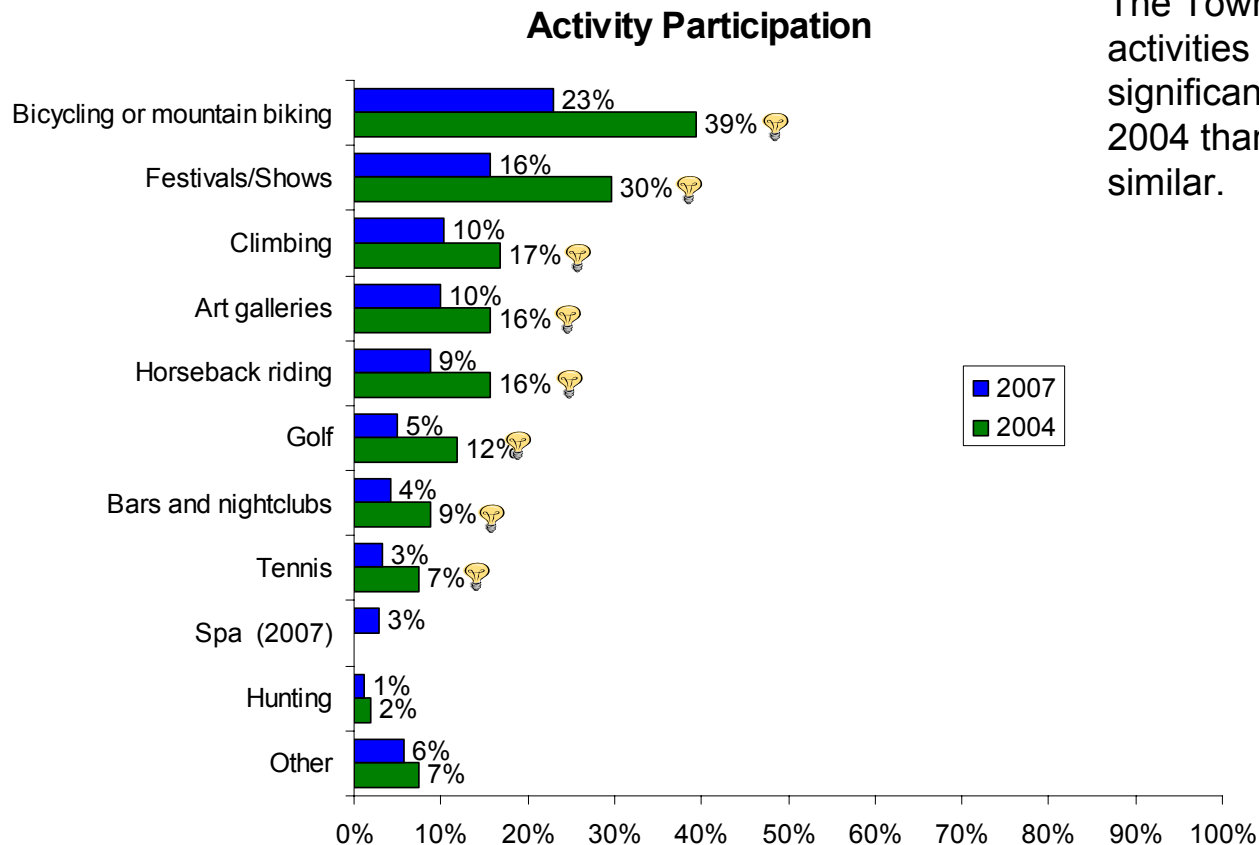


Almost one fourth come to cycle (Activities Continued)

Mammoth Lakes

Q: What activities did you or will you participate in?*

Bicycling or mountain biking draws almost a quarter of summer visitors to The Town of Mammoth Lakes. All activities but hunting show significantly higher participation in 2004 than in 2007, but the pattern is similar.



Significant differences between previous and current wave noted with a light bulb icon “💡”

Base = 531 Respondents 2007, 203 Respondents 2004

*Visitors could select more than one answer
2004 data appears inflated



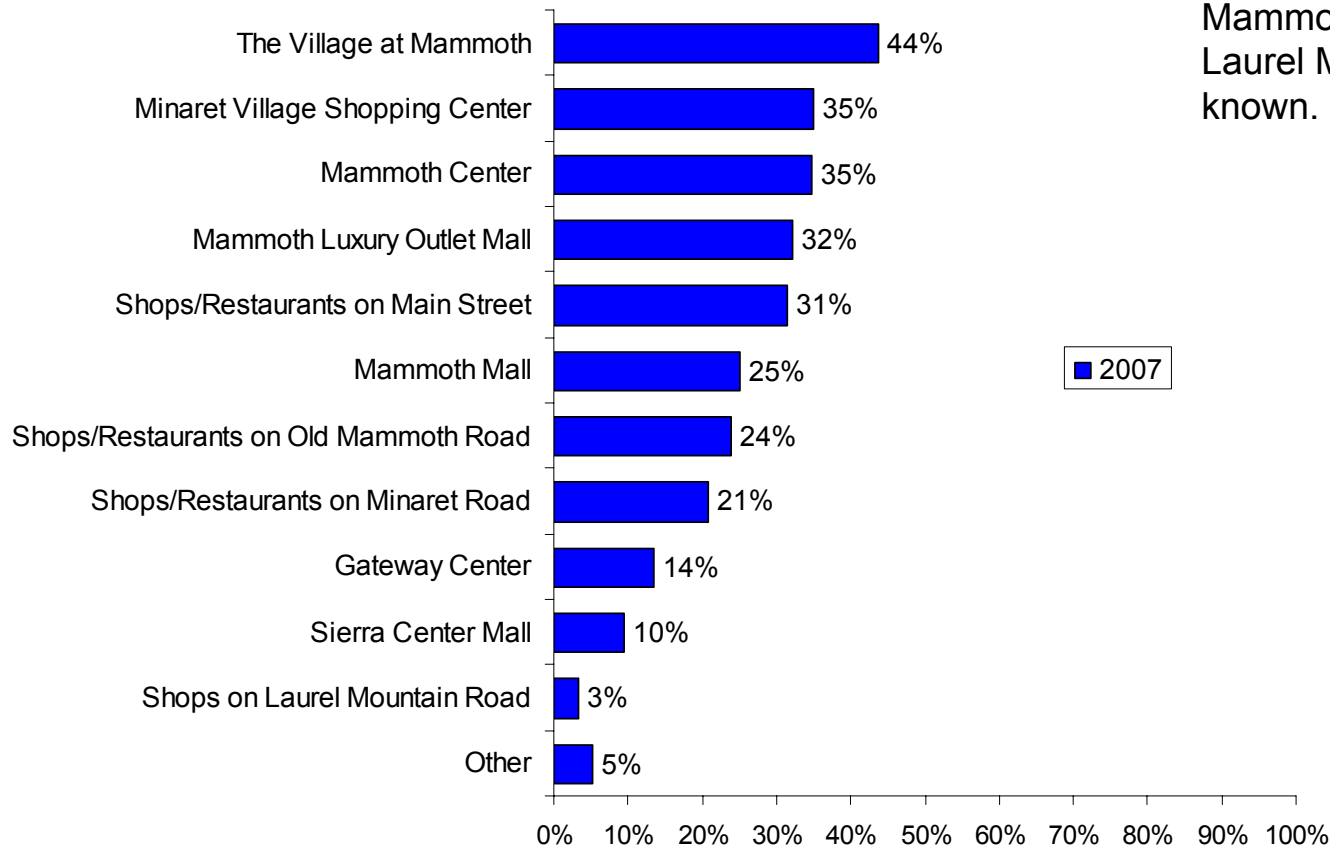


The Village at Mammoth tops the list for shopping

Mammoth Lakes

Q: Please tell us which shopping/dining districts you are aware of and which you've visited during this trip.*

Shopping Awareness & Visitation



The Village at Mammoth leads in awareness as a shopping destination for summer visitors to The Town of Mammoth Lakes. The Shops on Laurel Mountain Road are the least known.

Base = 420 Respondents 2007

*Visitors could select more than one answer



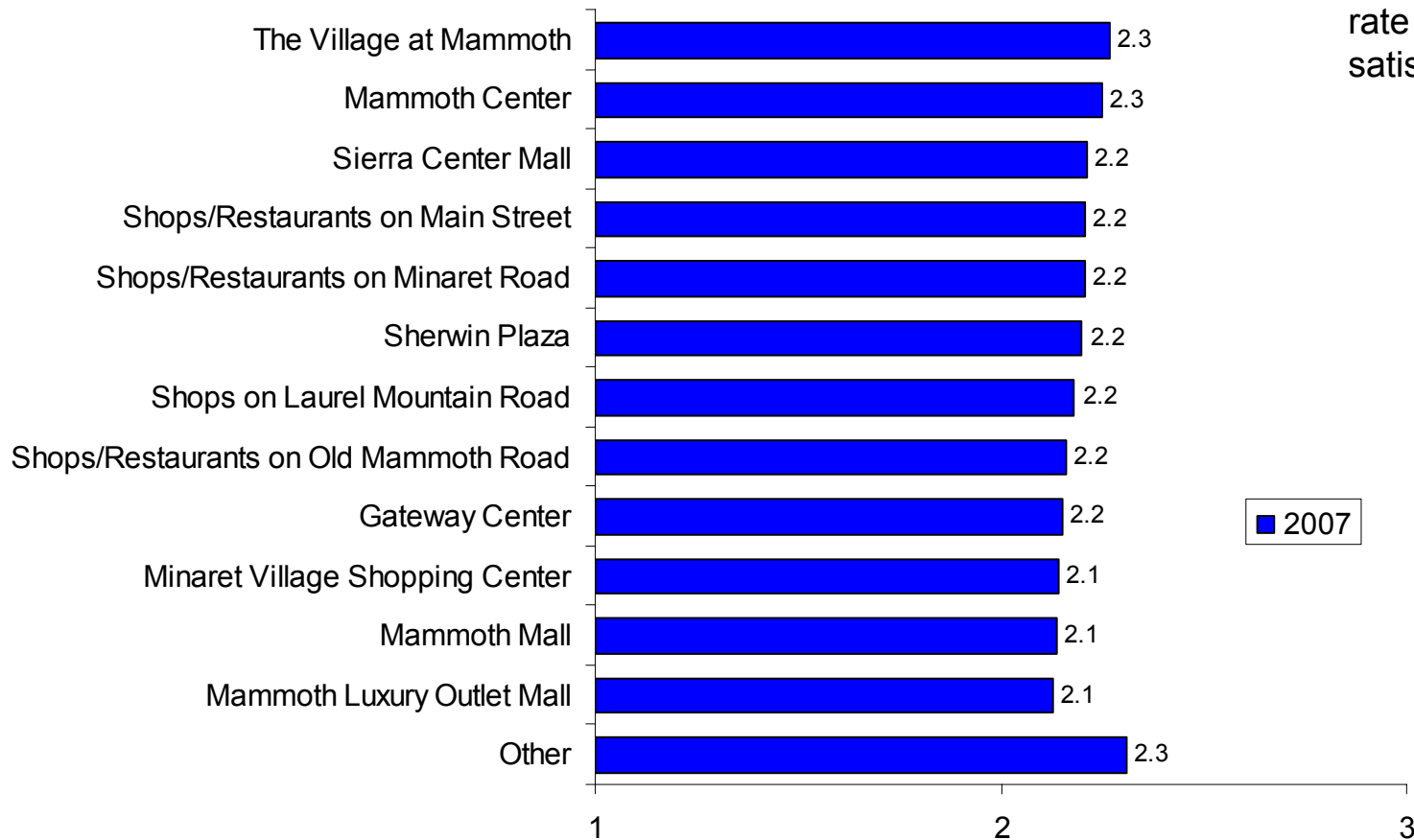
All shopping centers meeting expectations

Mammoth Lakes

Q: Of the locations you visited, did they meet, exceed, or fall below your expectations:(1=Below; 2=Meets; 3=Exceeds)

Satisfaction with Shopping Centers: Mean Score

The Village at Mammoth and Mammoth Center rate the highest in satisfaction.



Base = 364 Respondents 2007



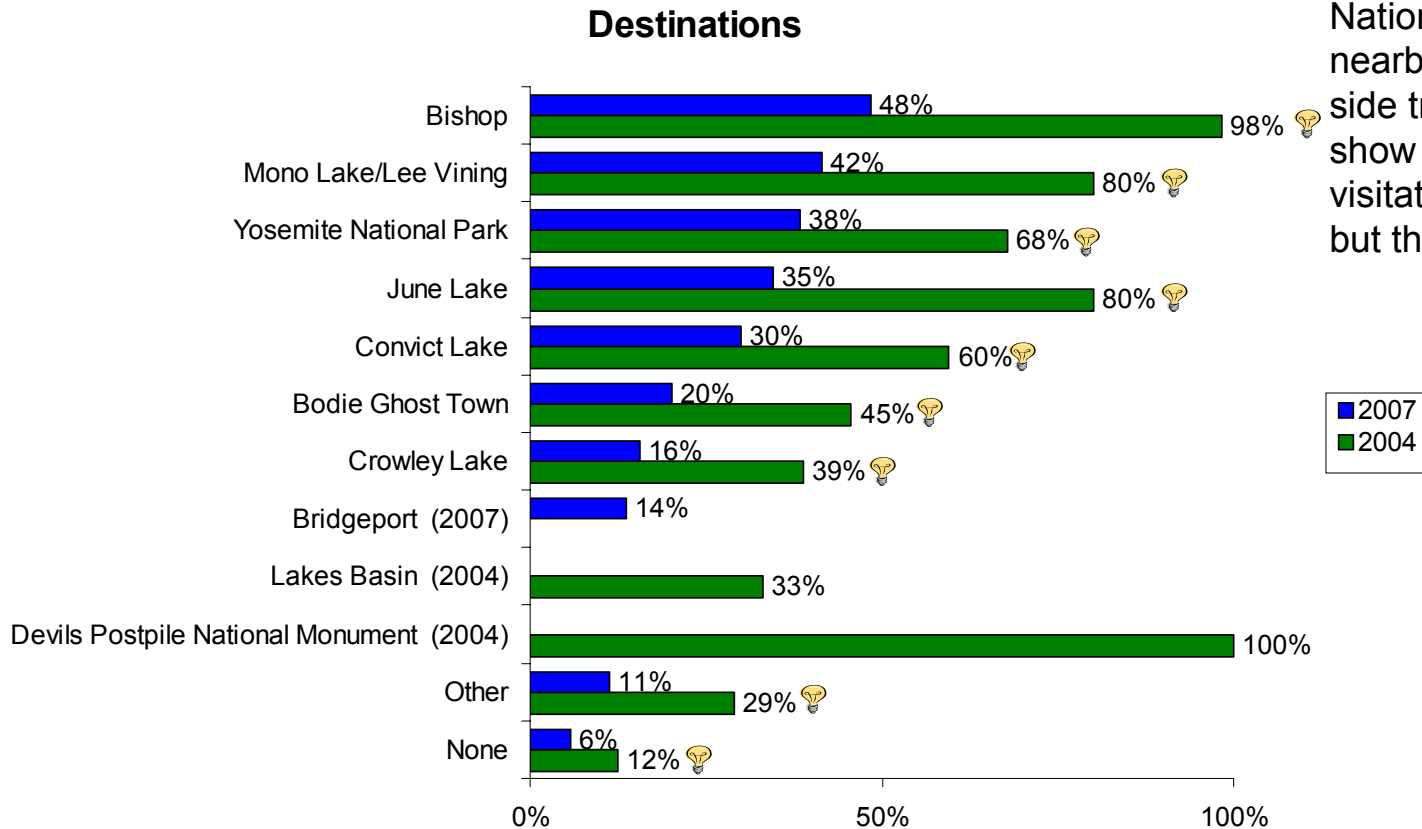


Bishop number one destination for side trips

Mammoth Lakes

Q: Which of the following regional destinations will you visit outside the Town of Mammoth Lakes during this trip?

Almost half of all visitors plan to visit Bishop. Mono Lake/Lee Vining, Yosemite National Park and several nearby lakes are also popular side trips. All destinations show significantly higher visitation in 2004 than in 2007, but the pattern is similar.



Base = 512 Respondents 2007, 121 Respondents 2004

2004 data appears inflated



Less than a fourth use public transportation

Mammoth Lakes

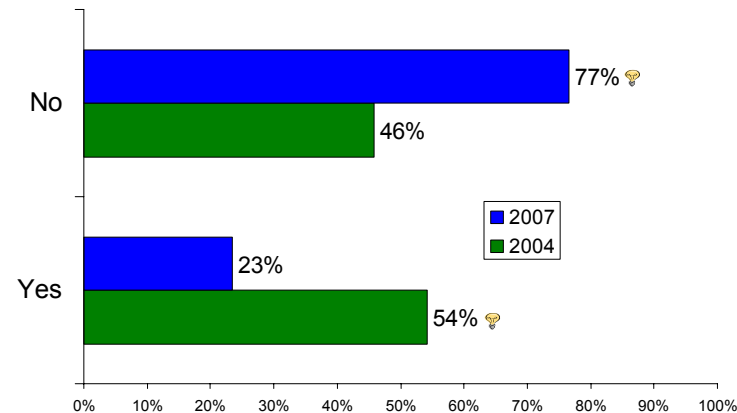
Q: Did you use any shuttle service/public transportation while in Mammoth?

Q: If yes, what type? *

Only 23% of 2007 visitors use public transportation while staying in Mammoth Lakes, significantly less than in 2004.

The trolley is the main transportation option for those who use public transportation.

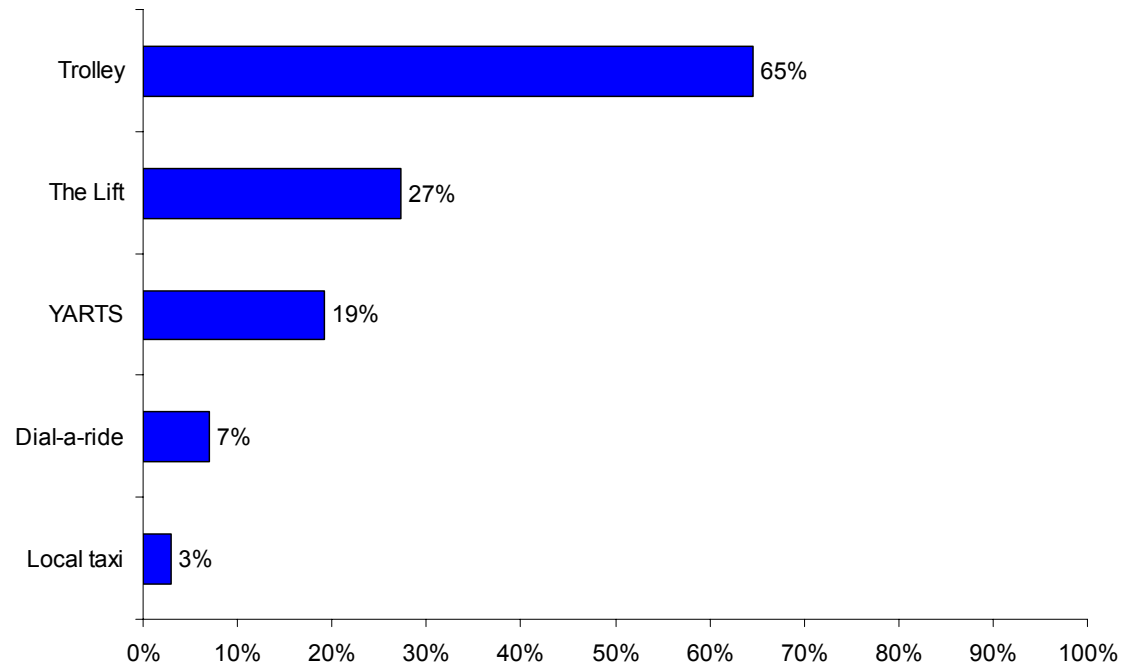
Use Public Transportation



Significant differences between previous and current wave noted with a light bulb icon “💡”

Base = 517 Respondents 2007, 236 Respondents 2004

Method of Public Transportation



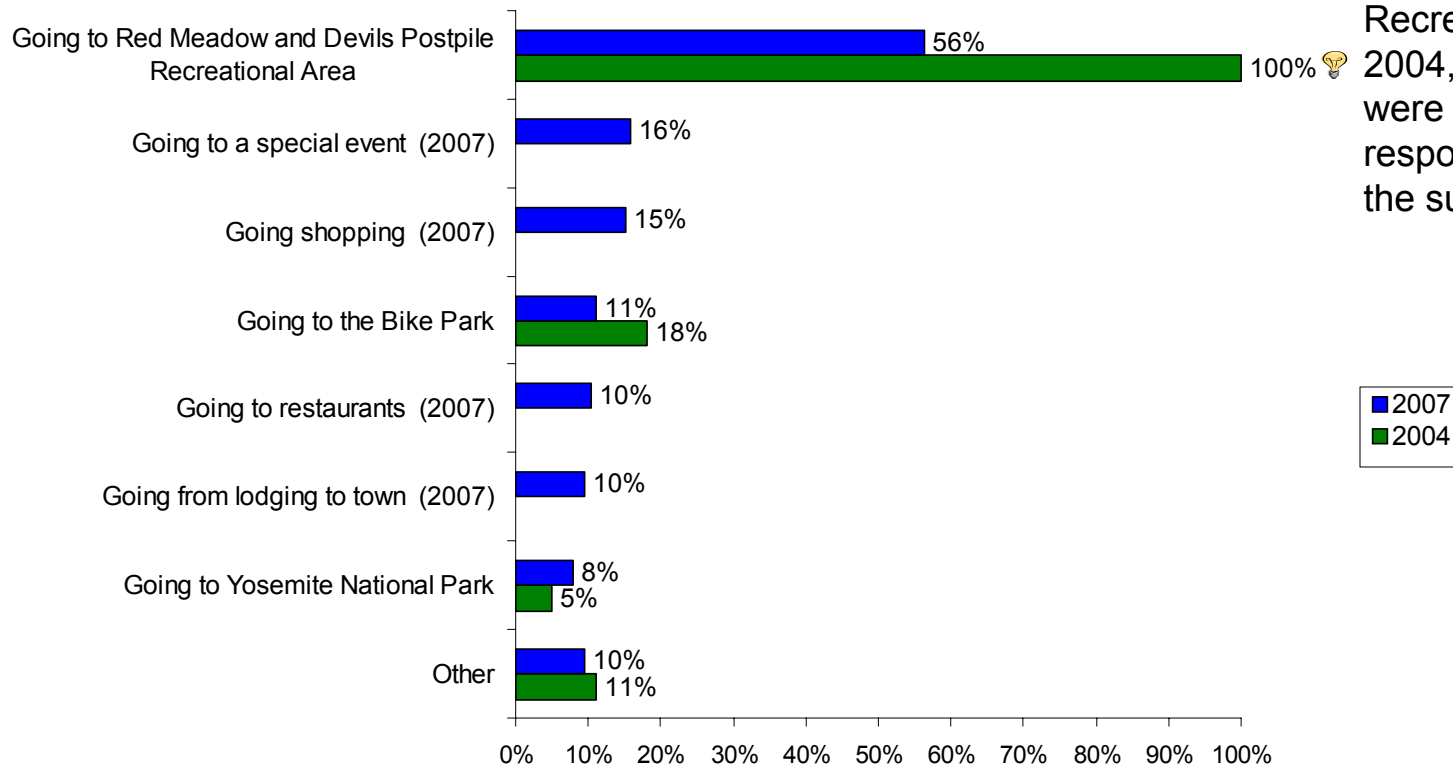
Base = 99 Respondents

*Question added in 2007



Q: If yes, what have you used it for?*

Why Used Public Transportation



The majority of those who use public transportation use it to visit Red Meadow and Devils Postpile Recreational Area. In 2004, only three options were available to respondents to select on the survey.

Significant differences between previous and current wave noted with a light bulb icon “💡”

Base = 126 Respondents 2007, 100 Respondents 2004

*Visitors could select more than one answer



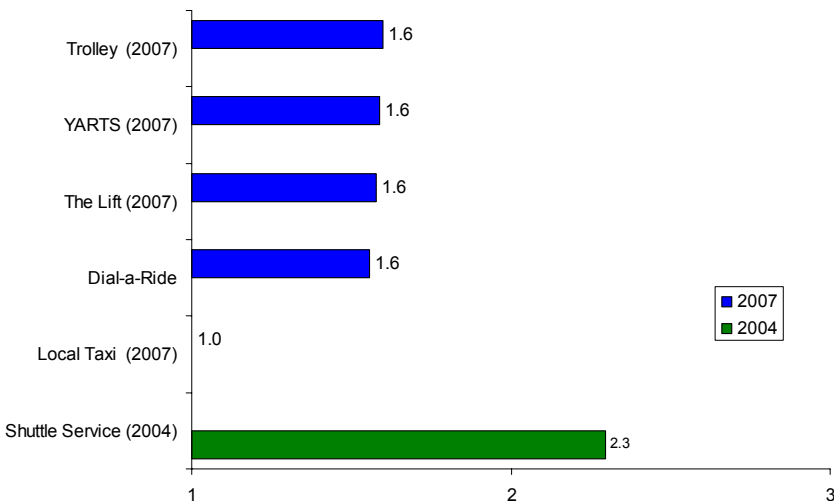
Respondents moderately satisfied with public transportation

Mammoth Lakes

Q: Would you rate the shuttle service as having met, exceeded or fallen below your expectations?* (1=Below; 2=Meets; 3=Exceeds)

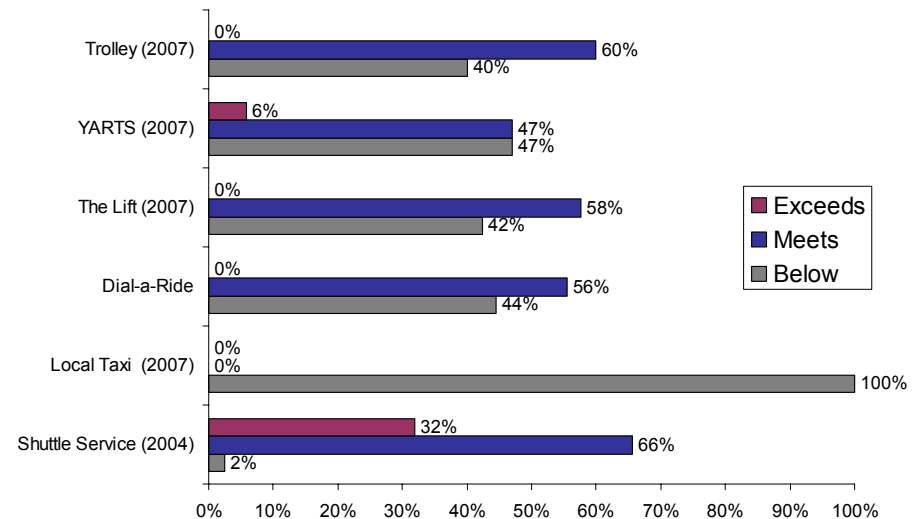
Respondents who use public transportation indicate that the service met their expectations. In 2004, only the shuttle was included in the survey for evaluation. Only three respondents utilized the local taxi service and all three rate it below expectations.

Satisfaction with Public Transportation: Mean Scores



Base = 90 Respondents 2007, 122 Respondents 2004

Satisfaction with Public Transportation



*Question expanded in 2007, small base size



Selection & Satisfaction



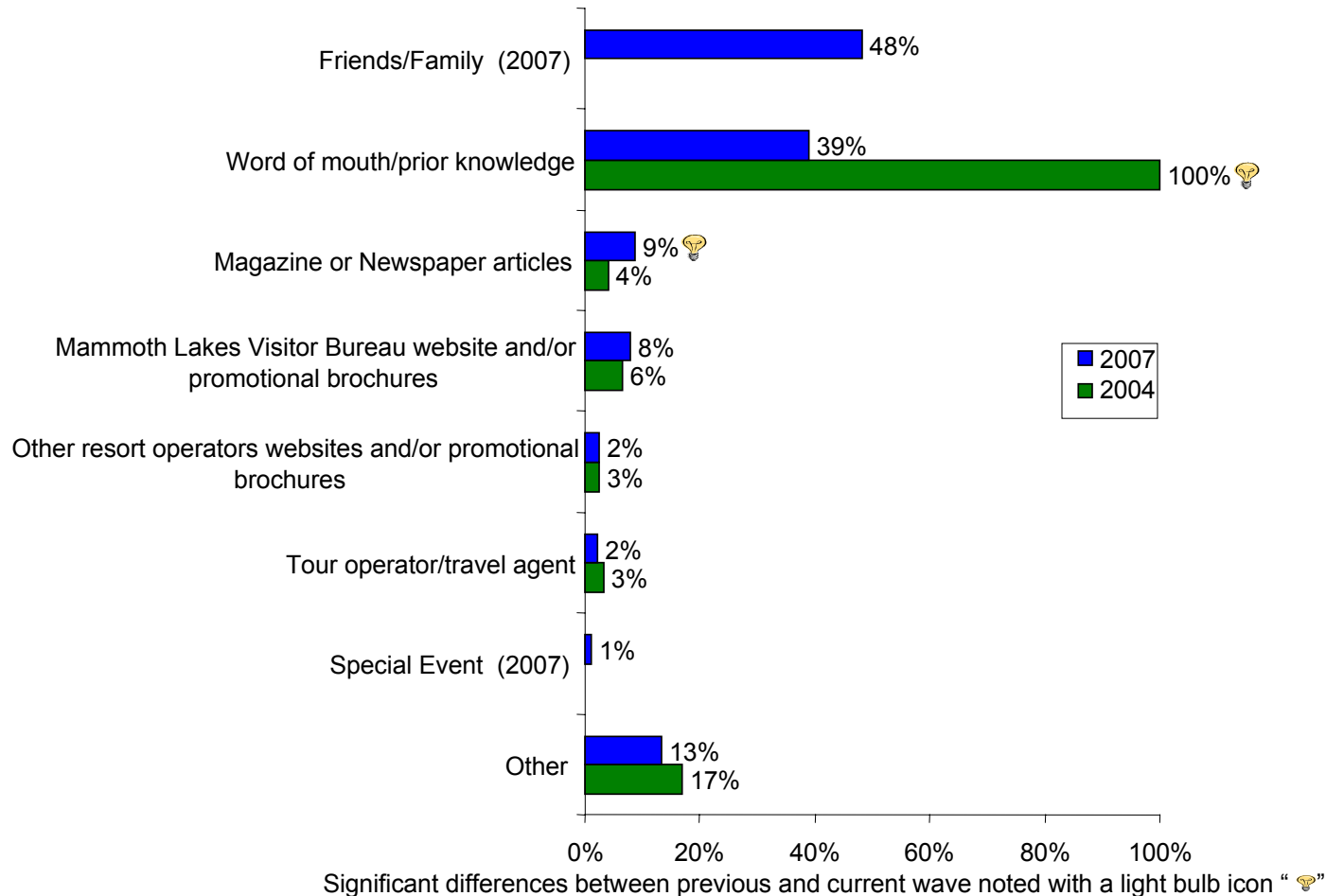
Friends/family and word of mouth top sources of information

Mammoth Lakes

Q: How did you hear about Mammoth Lakes as a summer vacation destination?*

Friends and family and word of mouth are the main information sources on Mammoth Lakes.

Awareness



Base = 509 Respondents 2007, 277 Respondents 2004

*Visitors could select more than one answer

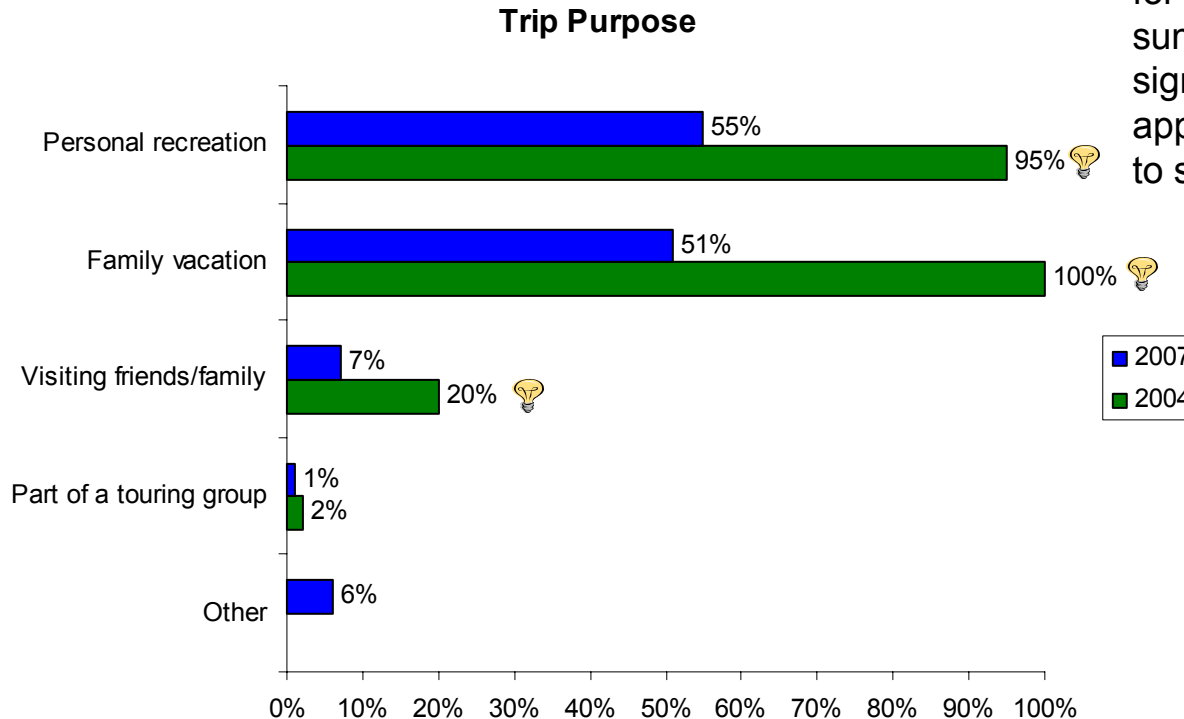


Personal recreation leads reasons for visit

Mammoth Lakes

Q: What is the purpose of this trip to Mammoth Lakes?

Respondents list personal recreation and family vacation as their reasons for visiting Mammoth Lakes in the summer. The top three reasons are all significantly higher in 2004 when it appears respondents were more likely to select several answers.



Significant differences between previous and current wave noted with a light bulb icon “💡”

Base = 535 Respondents 2007, 178 Respondents 2004

*Visitors could select more than one answer
2004 data appears inflated





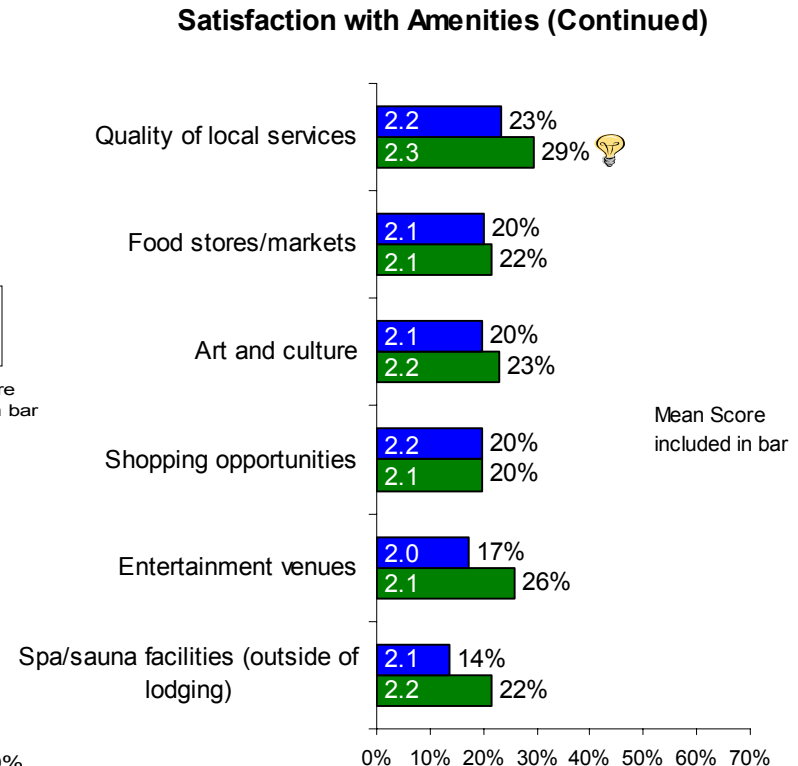
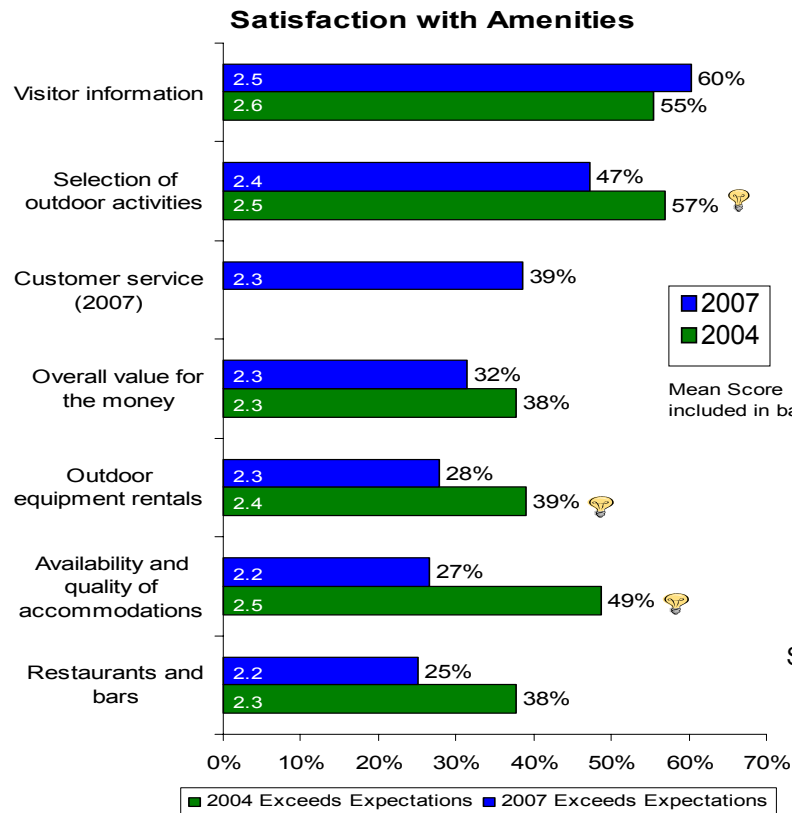
Most amenities meet or exceed expectations

Mammoth Lakes

Q: Please rate other amenities available in Mammoth Lakes as having met, exceeded, or fallen below your expectations: (1=Below; 2=Meets; 3=Exceeds)

Visitor information and selection of outdoor activities are the top rated amenities, while entertainment venues are the lowest.

Several features are rated significantly higher in 2004 than they are in 2007.



Significant differences between previous and current wave noted with a light bulb icon “💡”

Base = 413 Respondents 2007, 297 Respondents 2004





First time visitors more satisfied

Mammoth Lakes

Q: So far, has this visit to Mammoth Lakes met, exceeded, or fallen below your expectations?

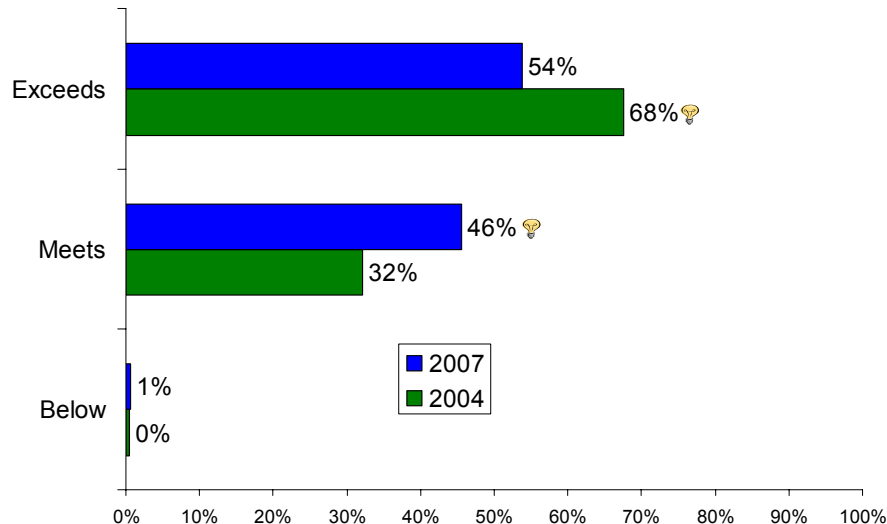
Q: Would you make a return visit?

Q: Is this your first visit to Mammoth Lakes in the summer?

Just over half (54%) of respondents feel that Mammoth Lakes exceeds their expectations in 2007, a significant decrease from 2004.

Those who are visiting Mammoth Lakes in the summer for the first time are significantly more likely to say it exceeds their expectations than those who are on a repeat visit.

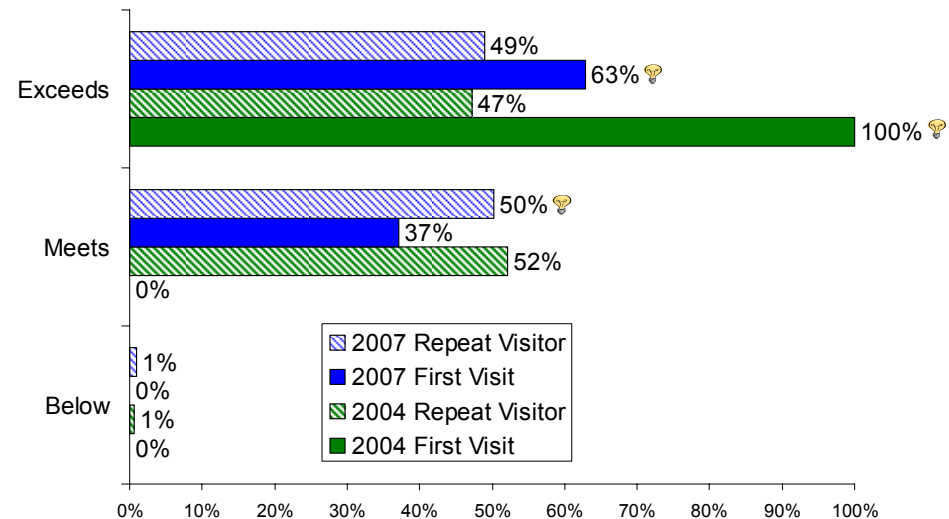
Visit to Mammoth Lakes Overall Satisfaction



Significant differences between previous and current wave noted with a light bulb icon “”

Base = 478 Respondents 2007, 237 Respondents 2004

Overall Satisfaction by Repeat Visit



Base = 164 First Time Visitors, 311 Repeat Visitors 2007, 91 First Time Visitors, 146 Repeat Visitors 2004

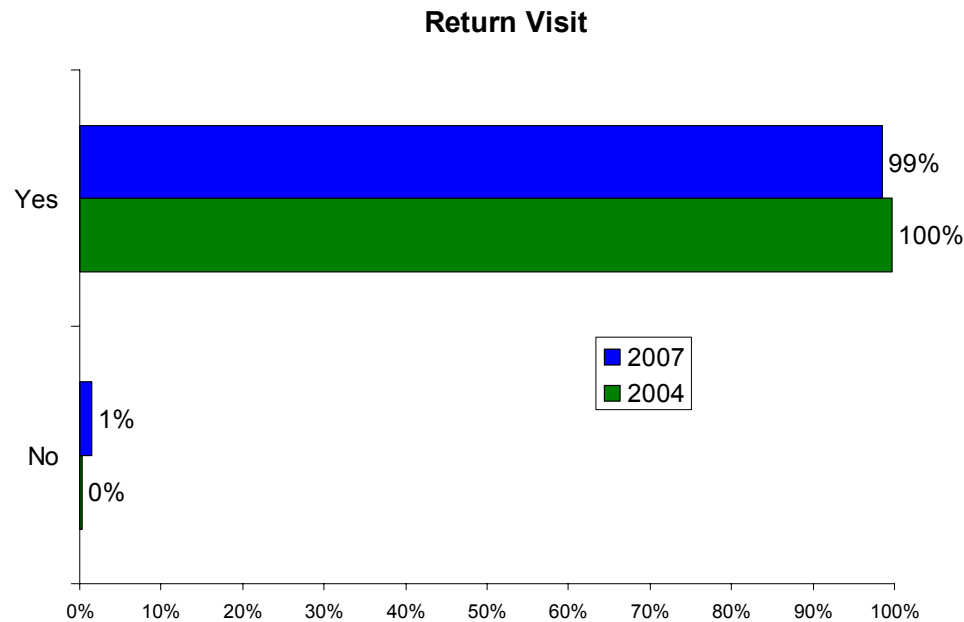


Vast majority plan to visit again

Mammoth Lakes

Q: Would you make a return visit?

Nearly all visitors to Mammoth Lakes state that they will be back to visit in the future!



Base = 490 Respondents 2007, 332 Respondents 2004



Many visitors return yearly to Mammoth Lakes

Mammoth Lakes

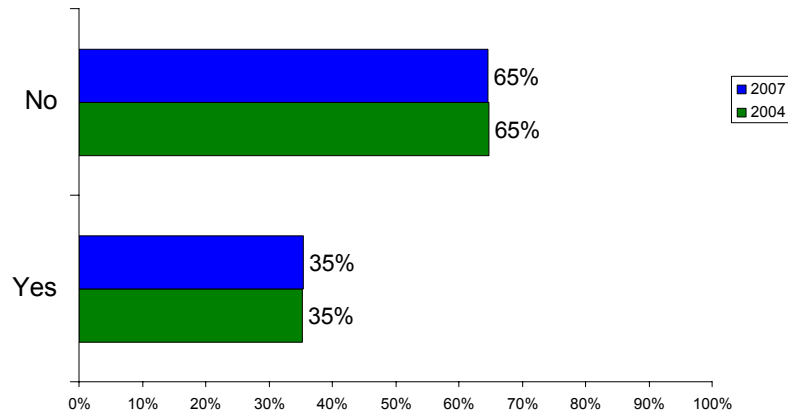
Q: Is this your first visit to Mammoth Lakes?

Q: If not first visit, how many times have you been to Mammoth Lakes in the last 5 years?*

The majority (65%) are repeat visitors to Mammoth Lakes.

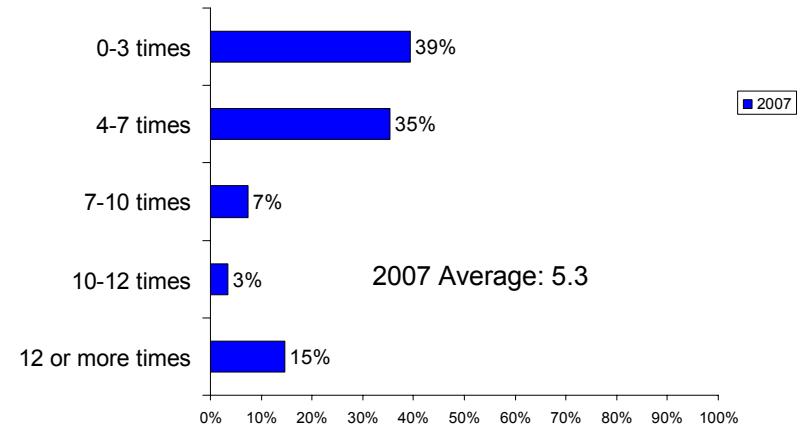
2007 visitors average 5.3 visits in the past five years.

First visit to Mammoth Lakes



Base = 533 Respondents 2007, 258 Respondents 2004

Number of visits



Base = 326 Repeat Visitors 2007

*Question added in 2007



Appendix



VISITOR SURVEY SUMMER 2004

June 2004

Dear Guest,

On behalf of the Town of Mammoth Lakes we'd like to ask you some questions about what brought you to town. The survey should take just a few minutes, and all responses will be completely confidential. At the end, you can sign up for a drawing to win a free two-night stay here in Mammoth Lakes.

The Mammoth Lakes Visitors Bureau thanks you for your help and hopes that you are having a great stay!

Note: You must be eighteen years old or older and not a resident of Mammoth Lakes to take this survey. If you are a second homeowner please answer this questionnaire as a visitor.

A Demographics & Trip Purpose

1. What is the purpose of this trip to Mammoth?

(Check all that apply.)

- ☐ 1. Personal recreation
- ☐ 2. Family vacation
- ☐ 3. Visiting friends / family
- ☐ 4. Business trip
- ☐ 5. Part of a touring group
- ☐ 6. Other _____

5. Age of people in your party? (check all that apply)

- ☐ 0-5
- ☐ 6-11
- ☐ 12-18
- ☐ 19-24
- ☐ 25-34
- ☐ 35-44
- ☐ 45-54
- ☐ 55-64
- ☐ 65-74
- ☐ 75+

2. What type of lodging are you staying in?

(Check only one)

- ☐ 1. Motel / hotel
- ☐ 2. Lodge / inn / bed and breakfast
- ☐ 3. Short-term rental (rented condo, house, etc.)
- ☐ 4. Second home / owned condo
- ☐ 5. Friends and relatives
- ☐ 6. RV Park
- ☐ 7. Campground
- ☐ 8. Staying outside the town limits
- ☐ 9. Other _____

6. How many nights are you staying during this trip?

_____ nights (0 if daytrip only)

7. How did you travel here? (Check all that apply.)

- ☐ 1. Fly to Reno airport
- ☐ 2. Fly to airport in greater Los Angeles area
- ☐ 3. Fly to Mammoth Yosemite Airport
- ☐ 4. Drive rental
- ☐ 5. Drive personal car
- ☐ 6. Tour operator
- ☐ 7. Bus chartered
- ☐ 8. Bus scheduled
- ☐ 9. Other _____

3. Where are you visiting from? (please fill in your Zip)

USA

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8. Is this your first visit to Mammoth Lakes?

- ☐ 1. Yes (Skip to Question # 10)
- ☐ 2. No (Answer Questions # 9)

9. When have you visited Mammoth in the past year?

Season	# Visits
a. Summer 03 (July-mid Sept.)	_____
b. Fall 03 (mid Sept.-mid Dec.)	_____
c. Winter 03 (mid Dec.- Mar. 04)	_____
d. Spring 04 (April - June)	_____

4. How many people are in your party?

_____ adults _____ children _____ total

10. How many nights did you stay at other summer mountain areas last year (summer 2003) and where?

- | | # nights stayed |
|---|-----------------|
| <input type="checkbox"/> 1. Big Bear Lake | _____ |
| <input type="checkbox"/> 2. Lake Tahoe area | _____ |
| <input type="checkbox"/> 3. Other Sierra destinations | _____ |
| <input type="checkbox"/> 4. Out-of-state mountain areas | _____ |

B Activities

11. What activities did you or will you participate in?

(Check all that apply for your whole party / household)

- ☐ 1. Hiking
- ☐ 2. Bicycling or mountain biking
- ☐ 3. Golf
- ☐ 4. Tennis
- ☐ 5. Climbing
- ☐ 6. Swimming
- ☐ 7. Fishing
- ☐ 8. Hunting
- ☐ 9. Horseback riding
- ☐ 10. Visit or hike at Devils Postpile
- ☐ 11. National forest hikes
- ☐ 12. Visit nearby lakes
- ☐ 13. Visit regional attractions (i.e. Yosemite, Mono Lake, Bodie, Mt. Whitney etc.)
- ☐ 14. Camping
- ☐ 15. Sightseeing
- ☐ 16. Shopping (excluding food)
- ☐ 17. Bars and nightclubs
- ☐ 18. Art galleries
- ☐ 19. Festivals/Shows
- ☐ 20. Other _____

12. Which of the following destinations will you visit outside the Town of Mammoth Lakes during this trip? (Check all that apply.)

- ☐ 1. None
- ☐ 2. Bishop
- ☐ 3. Crowley Lake
- ☐ 4. Convict Lake
- ☐ 5. Lakes Basin
- ☐ 6. Devils Postpile National Monument
- ☐ 7. Yosemite National Park
- ☐ 8. Mono Lake
- ☐ 9. Bodie Ghost Town
- ☐ 10. June Lake
- ☐ 11. Other _____

C Promotion and the Internet

13. How did you hear about Mammoth Lakes as a summer vacation destination? (Check all that apply.)

- ☐ 1. Tour operator / travel agent
- ☐ 2. Magazines or newspaper articles
- ☐ 3. Mammoth Lakes Visitor Bureau website and/or promotional brochures.
- ☐ 4. Other resort operators websites and/or promotional brochures.
- ☐ 5. Word of mouth/prior knowledge
- ☐ 6. Other _____

14. Did you purchase a package for this trip?

- ☐ 1. Yes (Go to Question # 15)
- ☐ 2. No (Go to Question # 16)

15. What amenities were included in your package?

(Check all that apply)

- ☐ Accommodations
- ☐ Ground transportation
- ☐ Golf
- ☐ sightseeing
- ☐ Other _____

D Amenities

16. Have you used any shuttle service in Mammoth?

- ☐ 1. Yes (Go to Question # 17)
- ☐ 2. No (Go to Question # 19)

17. If yes, what have you used it for?

(Check all that apply)

- ☐ 1. Going to the Bike Park
- ☐ 2. Going to Reds Meadow and Devils Postpile
- ☐ 3. Going to Yosemite National Park
- ☐ 4. Other _____

18. Would you rate the shuttle service as having met, exceeded or fallen below your expectations?

- ☐ 1. Exceeds expectations
- ☐ 2. Meets expectations
- ☐ 3. Below expectations

Comments:



19. Please rate other amenities available in Mammoth Lakes as having met, exceeded, or fallen below your expectations:

Amenity	Below Expectations	Meets Expectations	Exceed Expectations	Not Applicable
a. Availability and quality of accommodations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Shopping opportunities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Spa/sauna facilities (outside of lodging)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Food stores/markets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Restaurants and bars	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Outdoor equipment rentals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. Entertainment venues	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h. Quality of local services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i. Selection of outdoor activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
j. Art and culture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
k. Visitor information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
l. Overall value for the money	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

20. So far, has this visit to Mammoth Lakes met, exceeded, or fallen below your expectations?

- ☐ 1. Exceeds expectations
☐ 2. Meets expectations
☐ 3. Below expectations

Comments:

21. What do you like most about Mammoth Lakes?

22. What do you like least about Mammoth Lakes?

23. What types of improved programs, facilities, or services would make Mammoth Lakes a better summer destination?

24. Would you make a return visit?

- ☐ 1. Yes
☐ 2. No



VISITOR SURVEY SUMMER 2004

Please enter me in the drawing for a free two-night stay in
Mammoth Lakes.

(Please print clearly)

NAME: _____

ADDRESS: _____

CITY/STATE/ZIP: _____

PHONE: () _____ - _____

E-MAIL: _____

☐ Please contact me with promotional material about Mammoth
Lakes or Mammoth Mountain Ski Area.

• Complimentary two-night stay is courtesy of Mammoth Lakes Visitors
Bureau, and subject to availability.

For your chance to win a free two-
night stay in Mammoth Lakes,
please fill out the information to
the right. Your personal
information will be detached from
the survey and all of your answers
will remain confidential.

**Thank you very much for
your help!**



VISITOR SURVEY SUMMER 2007

Dear Guest,

On behalf of the Town of Mammoth Lakes Tourism and Recreation Department, we would like to ask you a few questions to understand what prompted your visit to our area. Your input will help guide our town's decisions regarding future development and programming. The survey should take just a few minutes, and all responses will be completely confidential. At the end of the survey, you may enter to win a two-night stay in a luxury accommodation in Mammoth Lakes.

Thank you for your time and we wish you a great visit with us in Mammoth Lakes!

Note: You must be twenty-one years of age or older and not a year-round resident of Mammoth Lakes to take this survey. If you are a second homeowner staying less than a week, please answer this questionnaire as a visitor.

A Demographics & Trip Purpose

1. What is the purpose of this trip to Mammoth?

(Check all that apply.)

- ☐ 1. Personal recreation
- ☐ 2. Family vacation
- ☐ 3. Visiting friends / family
- ☐ 4. Business trip
- ☐ 5. Part of a touring group
- ☐ 6. Other _____

2. What type of lodging are you staying in?

(Check only one)

- ☐ 1. Motel / hotel
- ☐ 2. Lodge / inn / bed and breakfast
- ☐ 3. Short-term rental (rented condo, house, etc.)
- ☐ 4. Second home owner (staying less than 1 week)
- ☐ 5. Friends and relatives
- ☐ 6. RV Park
- ☐ 7. Campground
- ☐ 8. Staying outside the town limits
- ☐ 9. Other _____

3. Where are you visiting from? (Please fill in your

Zip Code/Postal Code)

USA

--	--	--	--	--

International country and country code

4. How many people are in your party?

- _____ Adults (18 and over)
- _____ Children (under 18)
- _____ Total

5. Number of people per age in your party?

(Check all that apply and circle number)

- ☐ 0-5 1 2 3 4 5 6 7 8 9 10
- ☐ 6-11 1 2 3 4 5 6 7 8 9 10
- ☐ 12-18 1 2 3 4 5 6 7 8 9 10
- ☐ 19-24 1 2 3 4 5 6 7 8 9 10
- ☐ 25-34 1 2 3 4 5 6 7 8 9 10
- ☐ 35-44 1 2 3 4 5 6 7 8 9 10
- ☐ 45-54 1 2 3 4 5 6 7 8 9 10
- ☐ 55-64 1 2 3 4 5 6 7 8 9 10
- ☐ 65-74 1 2 3 4 5 6 7 8 9 10
- ☐ 75+ 1 2 3 4 5 6 7 8 9 10

6. How many nights are you staying during this trip?

_____ Nights (0 if day trip only)

7. How did you travel here? (Check all that apply.)

- ☐ 1. Fly to Reno airport and drive
- ☐ 2. Fly to airport in greater Los Angeles area and drive
- ☐ 3. Fly to Mammoth Yosemite Airport or Bishop
- ☐ 4. Drive rental car from home destination
- ☐ 5. Drive personal car
- ☐ 6. Tour operator / Bus chartered
- ☐ 7. Bus scheduled (Crest)
- ☐ 9. Other _____

8. Is this your first visit to Mammoth Lakes in the summer?

- ☐ 1. Yes
- ☐ 2. No

9. If you answered no to #8, how many times have you been to Mammoth Lakes in the summer in the last 5 years?

- ☐ 0-3
- ☐ 4-7
- ☐ 7-10
- ☐ 10-12
- ☐ 12 or more



B Activities**10. What activities did you or will you participate in on this trip?**

(Check all that apply for your whole party / household)

- ☐ 1. Hiking
☐ 2. Bicycling or mountain biking
☐ 3. Golf
☐ 4. Tennis
☐ 5. Climbing
☐ 6. Swimming
☐ 7. Fishing
☐ 8. Hunting
☐ 9. Horseback riding
☐ 10. Visit or hike at Reds Meadows / Devils Postpile
☐ 11. National forest hikes
☐ 12. Visit nearby lakes / Mammoth Lakes Basin
☐ 13. Visit regional attractions (i.e. Yosemite, Mono Lake, Bodie, Mt. Whitney etc.)
☐ 14. Camping
☐ 15. Sightseeing
☐ 16. Shopping (excluding food)
☐ 17. Bars and nightclubs
☐ 18. Art galleries
☐ 19. Festivals/Shows/Special Event
☐ 20. Restaurants/dining
☐ 21. Spa
☐ 22. Other _____

11. Which of the following regional destinations will you visit outside the Town of Mammoth Lakes during this trip? (Check all that apply.)

- ☐ 1. None
☐ 2. Bishop
☐ 3. Crowley Lake
☐ 4. Convict Lake
☐ 5. Yosemite National Park
☐ 6. Mono Lake / Lee Vining
☐ 7. Bodie Ghost Town
☐ 8. June Lake
☐ 9. Bridgeport
☐ 10. Other _____

12. Please tell us which shopping / dining districts you are aware of and which you've visited during this trip. (Check all that apply)

- ☐ 1. Gateway Center
☐ 2. Mammoth Center
☐ 3. Mammoth Luxury Outlet Mall
☐ 4. Mammoth Mall
☐ 5. Minaret Village Shopping Center
☐ 6. Sherwin Plaza
☐ 7. Sierra Center Mall
☐ 8. Shops on Laurel Mountain Road
☐ 9. Shops/Restaurants on Main Street
☐ 10. Shops/Restaurants on Minaret Road
☐ 11. Shops/Restaurants on Old Mammoth Road
☐ 12. The Village at Mammoth
☐ 13. Other _____

13. Of the locations you visited, did they meet, exceed or fall below your expectations?

	Below Expectations	Meets Expectations	Exceed Expectations
1. Gateway Center	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Mammoth Center	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Mammoth Luxury Outlet Mall	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Mammoth Mall	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Minaret Village Shopping Center	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Sherwin Plaza	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Sierra Center Mall	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. Shops on Laurel Mountain Road	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. Shops/Restaurants on Main Street	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. Shops/Restaurants on Minaret Road	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. Shops/Restaurants on Old Mammoth Road	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12. The Village at Mammoth	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13. Other	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

C Promotion and the Internet**14. How did you hear about Mammoth Lakes as a summer vacation destination? (Check all that apply.)**

- ☐ 1. Tour operator / travel agent
☐ 2. Magazines or newspaper articles
☐ 3. Mammoth Lakes Tourism & Recreation website (www.visitmammoth.com) and/or brochures.
☐ 4. Other resort operators websites and/or brochures.
☐ 5. Word of mouth/prior knowledge
☐ 6. Friends / Family
☐ 7. Special Event
☐ 8. Other _____

D Amenities**15. Did you use any public transportation in Mammoth?**

- ☐ 1. Yes
☐ 2. No



16. If yes, what type? (Check all that apply)
- ☐ Dial a Ride
 - ☐ Trolley
 - ☐ YARTS
 - ☐ Local Taxi
 - ☐ The Lift

17. If yes, what have you used it for?

(Check all that apply)

- ☐ 1. Going to Mammoth Mountain Bike Park
- ☐ 2. Going to Reds Meadow / Devils Postpile / Rainbow Falls Recreational Area
- ☐ 3. Going to Yosemite National Park
- ☐ 4. Going shopping
- ☐ 5. Going from lodging to town
- ☐ 6. Going to restaurants
- ☐ 7. Going to special event
- ☐ 8. Other _____

18. Would you rate the shuttle service as having met, exceeded or fallen below your expectations?

- Dial a Ride Trolley YARTS
- ☐ 1. Exceeds ☐ 1. Exceeds ☐ 1. Exceeds
 - ☐ 2. Meets ☐ 2. Meets ☐ 2. Meets
 - ☐ 3. Below ☐ 3. Below ☐ 3. Below

- Local Taxi The Lift
- ☐ 1. Exceeds ☐ 1. Exceeds
 - ☐ 2. Meets ☐ 2. Meets
 - ☐ 3. Below ☐ 3. Below

Comments:

19. What were your estimated trip expenditures PER DAY in each category for your entire party?

\$ _____ Lodging
 \$ _____ Food / Dining
 \$ _____ Activities
 \$ _____ Shopping
 \$ _____ Entertainment
 \$ _____ Other
 \$ _____ Total

20. So far, has this visit to Mammoth Lakes met, exceeded, or fallen below your expectations?

- ☐ 1. Exceeds
- ☐ 2. Meets
- ☐ 3. Below

21. Would you make a return visit?

- ☐ 1. Yes
- ☐ 2. No

22. Please rate other amenities available in Mammoth Lakes as having met, exceeded, or fallen below your expectations

	Below Expectations	Meets Expectations	Exceed Expectations
1. Availability and quality of accommodations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Shopping opportunities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Spa/sauna facilities (outside of lodging)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Food stores/markets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Restaurants and bars	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Outdoor equipment rentals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Entertainment venues	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. Quality of local services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. Selection of outdoor activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. Art and culture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. Visitor information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12. Overall value for the money	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13. Customer service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

23. What do you like most about Mammoth Lakes?

24. What do you like least about Mammoth Lakes?

25. What types of improved programs, facilities, or services would make Mammoth Lakes a better summer destination?



VISITOR SURVEY SUMMER 2007

For your chance to win a free two-night stay in Mammoth Lakes, please fill out the information to the right. Your personal information will be detached from the survey and all of your answers will remain confidential.

Please enter me in the drawing for a free two-night stay in a luxury accommodation in Mammoth Lakes.

We respect your privacy: The Town of Mammoth Lakes will not rent, share or sell your information in accordance to our privacy policy located online at www.visitmammoth.com/privacy.

(Please print clearly)
NAME: _____

ADDRESS: _____

CITY/STATE/ZIP: _____

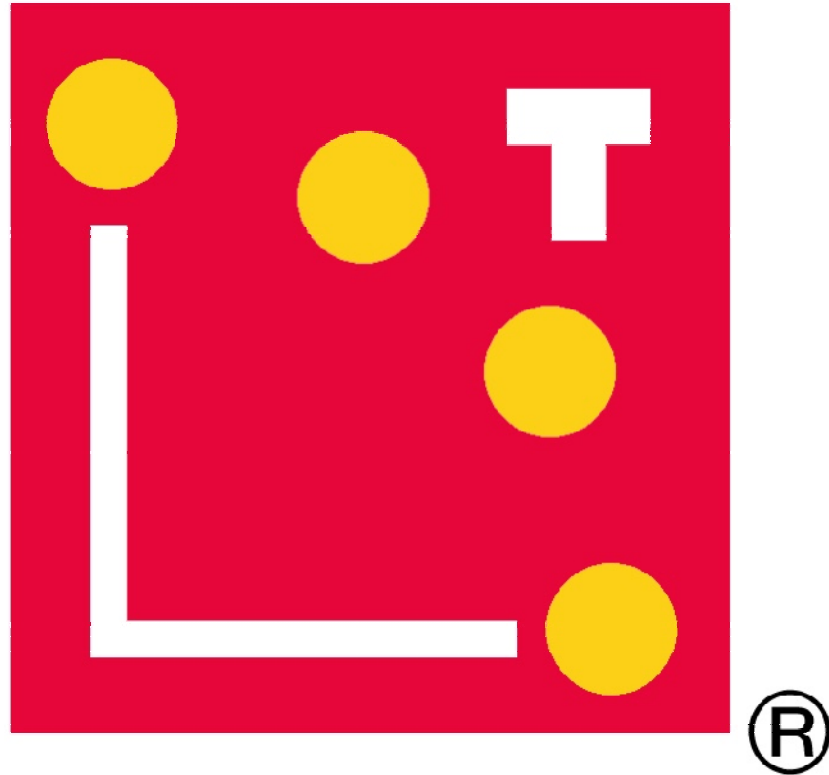
PHONE: () - _____

E-MAIL: _____
Must be 21 years of age or older to be eligible to win.

- *Complimentary two-night stay is courtesy of The Town of Mammoth Lakes Tourism and Recreation Department, is and subject to availability and black out dates.*

The Town of Mammoth Lakes Tourism and Recreation Department
would like to thank you for your time and input!
Please come back and visit us again soon!





L E I S U R E
T R E N D S
G R O U P