



Mammoth Lakes

Town of Mammoth Lakes Winter

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Objectives & Methodology

Mammoth Lakes

Study Background

- The Town of Mammoth Lakes seeks to better understand visitors to the Mammoth Lakes area during the winter season.
 - To aid in this understanding, they asked winter visitors to complete a survey while in the area during the winters 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 winter visitor.
- In 2003-2004 snowfall was 436 inches and in 2006-2007 snowfall was 231 inches.

Study Objectives

- To gain an in-depth understanding of winter 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 winter visitors will help guide the town's decisions regarding future development, programming and marketing efforts.

Methodology

- 2004: Visitors to the Mammoth Lakes Welcome Center were asked to complete the survey during the months of January, February and March and offered a Mammoth Lakes 'goodie bag' filled with a chap stick, sunscreen, and an energy bar, as an incentive for their time. At the end of the survey participants were offered a chance to win a Mammoth Weekend Getaway if they opted to provide their information.
- 2007: Visitors to the Mammoth Lakes Welcome Center, riders of the local transit system and guests of Mammoth Mountain Ski Area restaurant establishments were asked to complete the survey during the months of February and March, and were offered chap sticks and Mammoth zip pulls as an incentive for their time. At the end of the survey participants were offered a chance to win a Mammoth Weekend Getaway if they opted to provide their information.
- The Town of Mammoth Lakes provided Leisure Trends with the 2004 data in Excel format for 198 total respondents and 305 completed 2007 paper surveys.
 - The 2007 survey data was data entered by Tourism and Recreation staff, then processed by Leisure Trends Group.
 - Some of the results for 2004 appear anomalous. Such instances are highlighted in the report.



- The average profile of a winter visitor to The Town of Mammoth Lakes is a 32 year old Californian traveling with 5 people in their party and staying 4 nights.
 - The majority bring children with them, which is a shift from 2004.
 - Verifying that activities appeal to a range of ages and tracking satisfaction for children's amenities may be an area to explore in future studies.
- Visitors select The Town of Mammoth Lakes based on information gathered from friends and family and come for personal recreation and family vacations.
 - The scenery and quality skiing terrain puts Mammoth Lakes above other destinations.
- Winter visitors spend nearly \$600 a day at The Town of Mammoth Lakes and enjoy skiing, snowboarding, and shopping.
- Only a third of visitors use public transportation while at The Town of Mammoth Lakes and they are satisfied with the service they receive.
- The majority are repeat visitors to Mammoth Lakes and feel pleased with their trip.
 - In fact, nearly all stated they would return.

Detailed Findings

Profile of Visitor



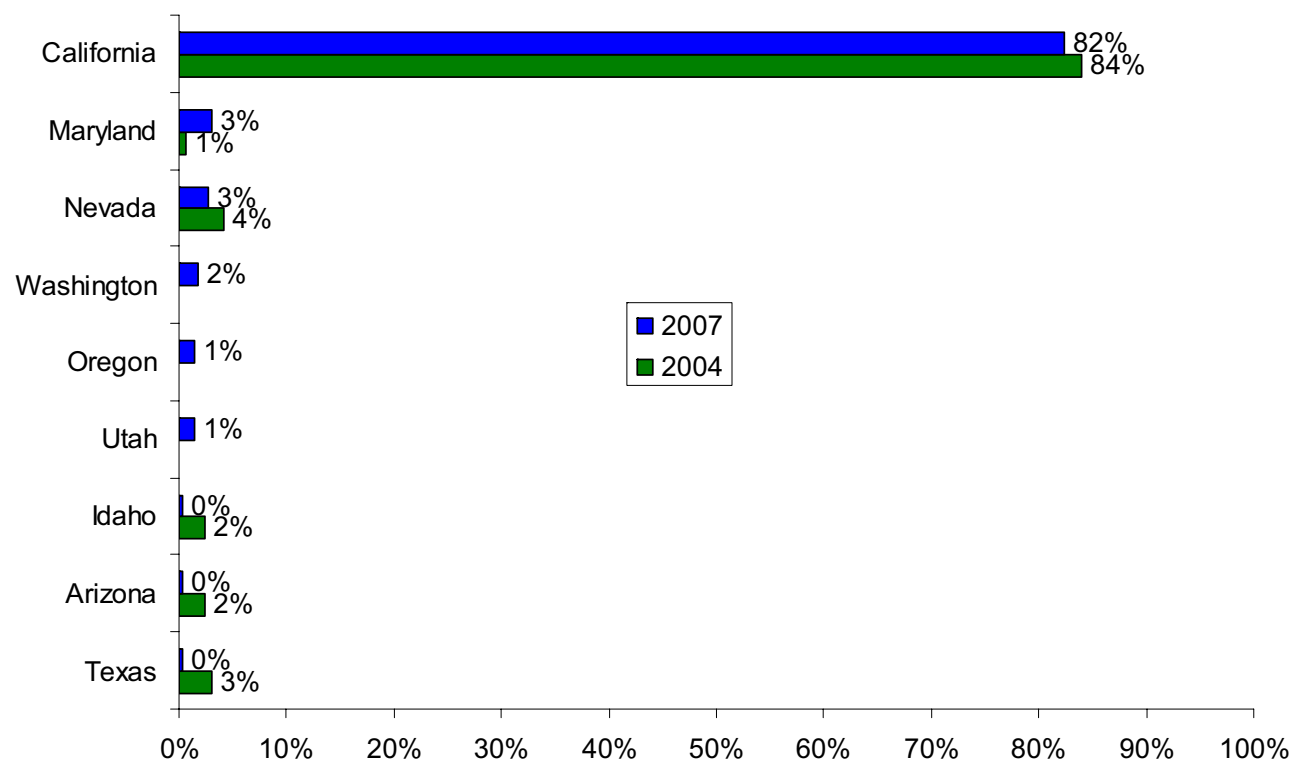
Majority of winter visitors come from California

Mammoth Lakes

Q: Where are you visiting from?

California is the top feeder market by state.

Top State Visitors



Base = 290 Respondents 2007, 168 Respondents 2004



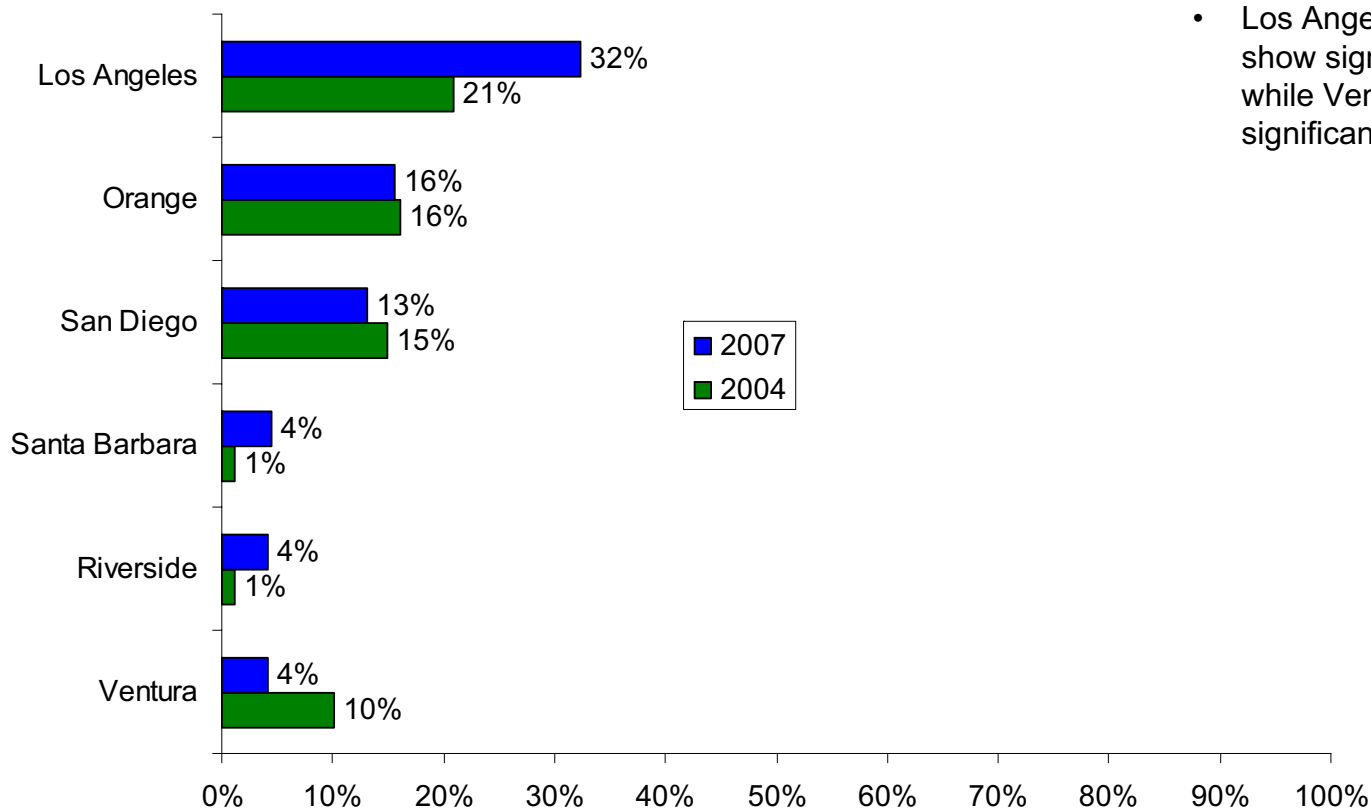


Southern California is main region

Mammoth Lakes

Q: Where are you visiting from?

Top County Visitors



The majority of visitors come from Los Angeles, Orange and San Diego counties.

- Los Angeles and Santa Barbara both show significant increases from 2004, while Ventura County shows a significant decline.

Base = 290 Respondents 2007, 167 Respondents 2004



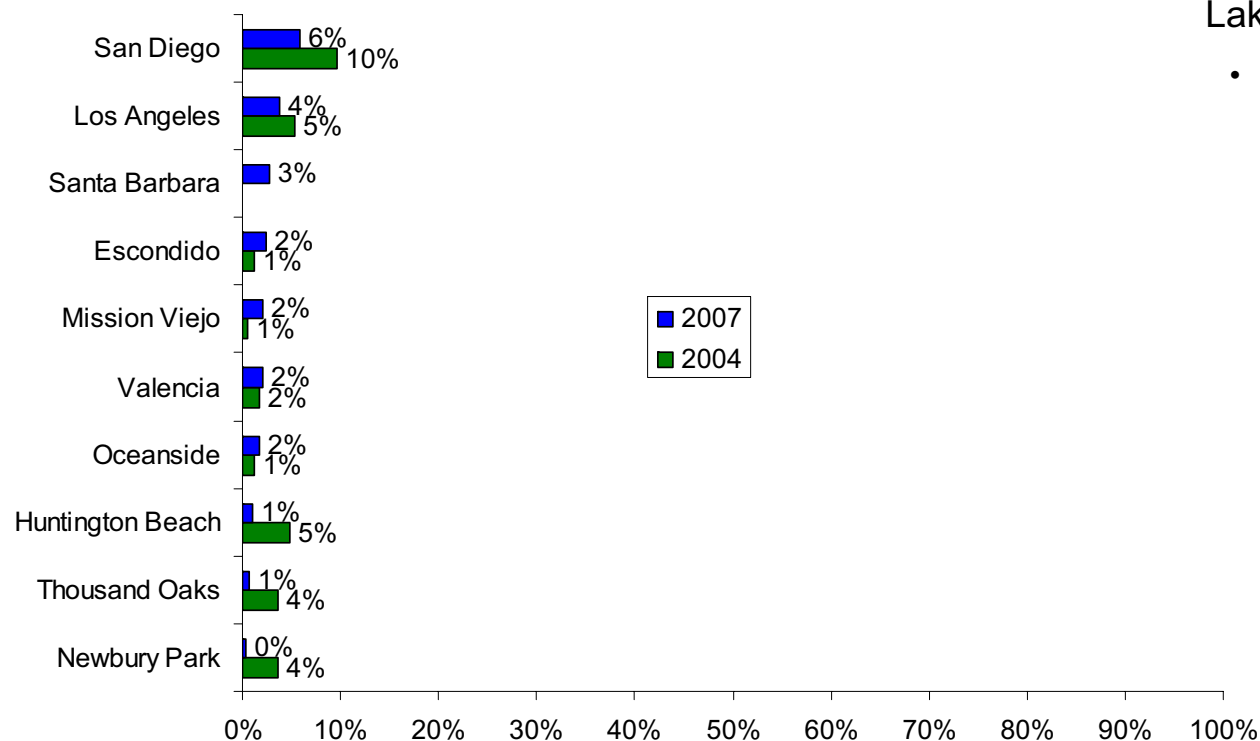


San Diego and Los Angeles lead list of top cities

Mammoth Lakes

Q: Where are you visiting from?

Top City Visitors



San Diego and LA top the list of common cities visitors come from when visiting The Town of Mammoth Lakes in the winter.

- Huntington Beach and Newbury Park both show a statistically significant decline since 2004.

Base = 290 Respondents 2007, 167 Respondents 2004





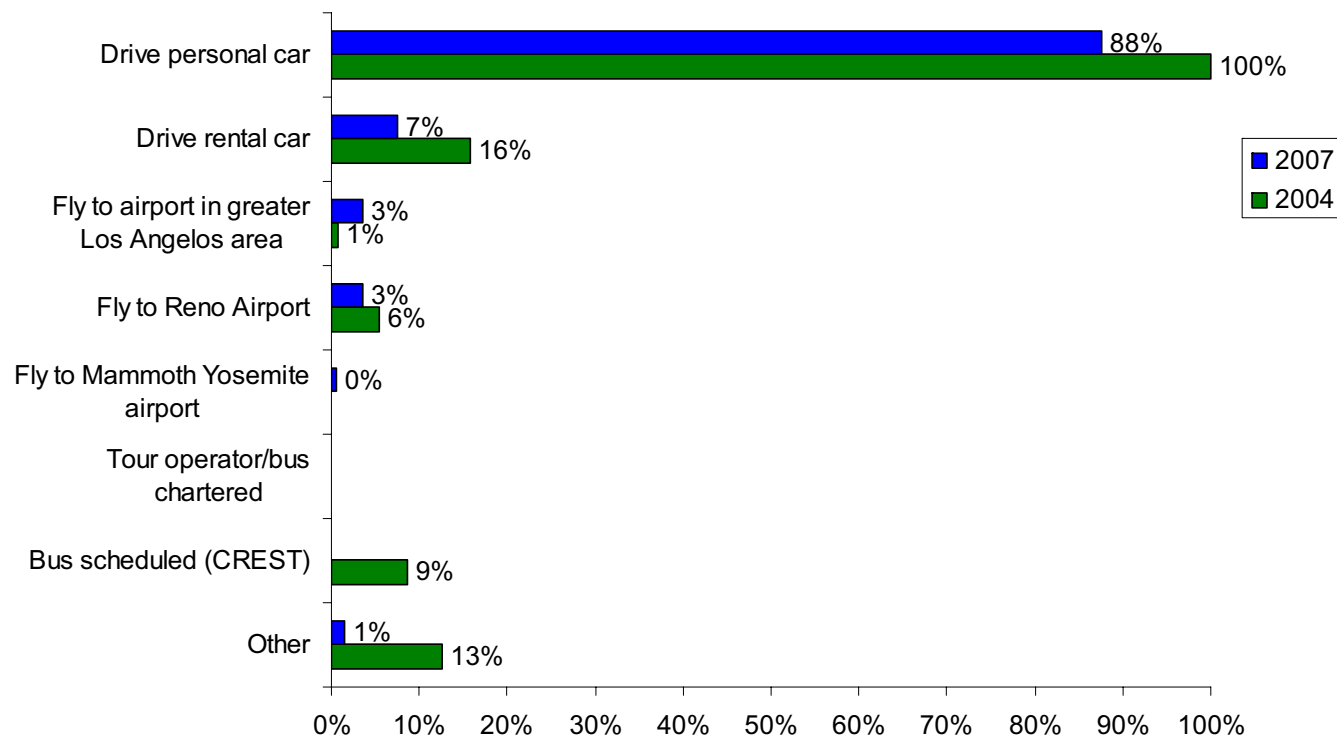
9 in 10 travel by personal car

Mammoth Lakes

Q: How did you travel here?*

Almost all respondents travel to Mammoth Lakes by car.

How Traveled



Base = 201 Respondents 2007, 127 Respondents 2004

*Visitors could select more than one answer
2004 data questionable





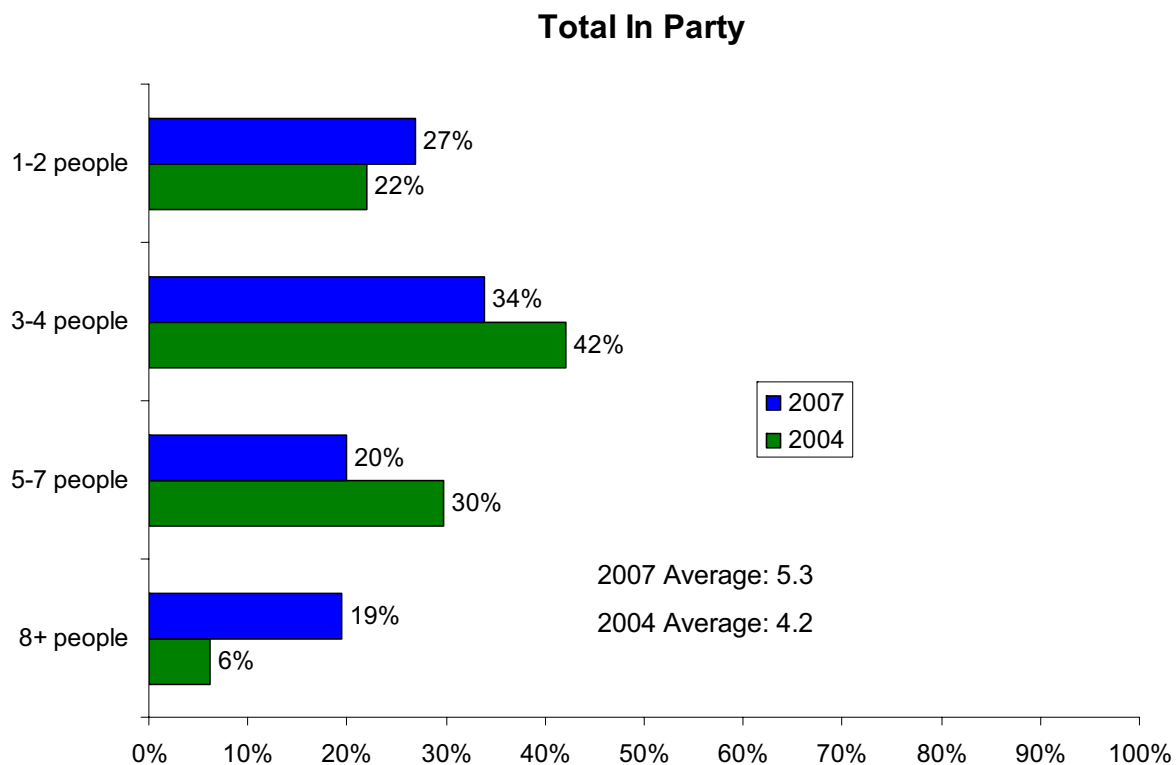
Average party size: 5 people

Mammoth Lakes

Q: How many total people are in your party?

The average number of visitors in a respondent's party is 5.3 in 2007.

- This is a significant increase from the average party of 4.2 in 2004.



Base = 201 Respondents 2007, 195 Respondents 2004





Average party includes 3 adults

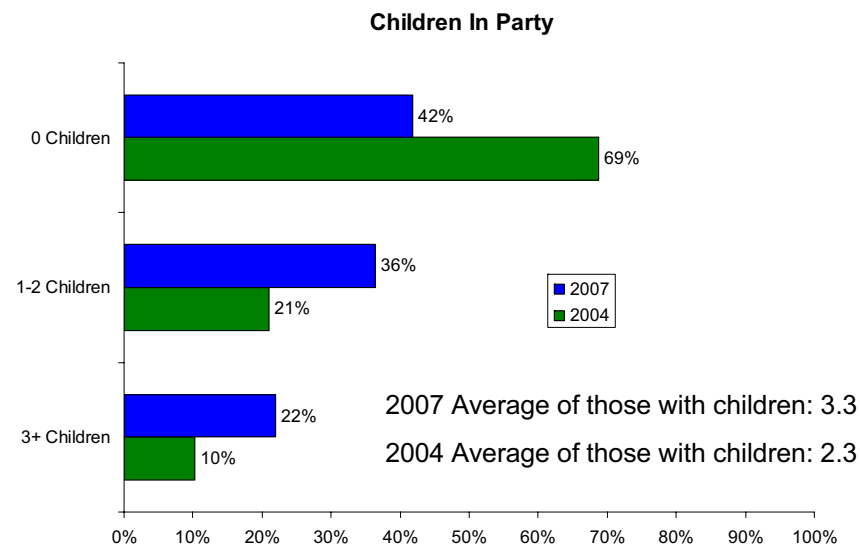
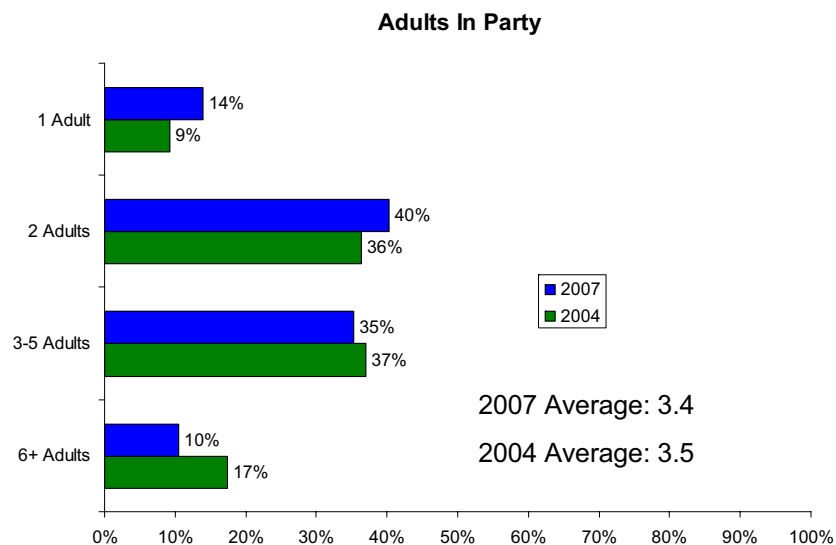
Mammoth Lakes

Q: How many Adults (18+) are in your party?

Q: How many Children (under 18) are in your party?

The average party to Mammoth Lakes has 3.4 adults and among those who visited with children, the average party has 3.3 children.

- Fifty-eight percent traveled with children in 2007, a significant increase from 31% in 2004.



Base = 201 Respondents 2007, 195 Respondents 2004





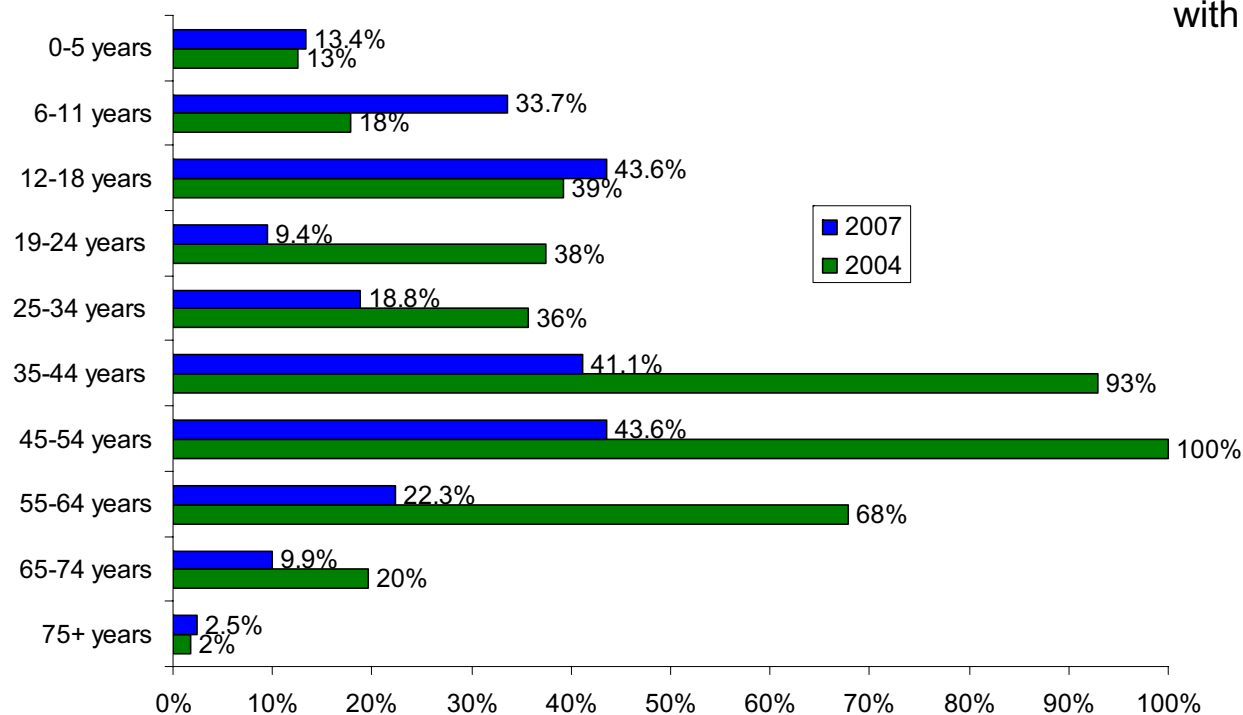
Average visitor is 32 years old

Mammoth Lakes

Q: Age range in your party?

The average winter visitor to Mammoth Lakes is 32 years old. Parties hold a mix of ages, with 13% of visitors traveling with someone under 5 years old and 12% traveling with someone over 65.

Ages Reflected in Party



2007 Average Age: 32

2004 Average Age: 40*

Base = 202 Respondents 2007, 56 Respondents 2004

*Small base size for 2004

2004 data questionable





Profile of Visit



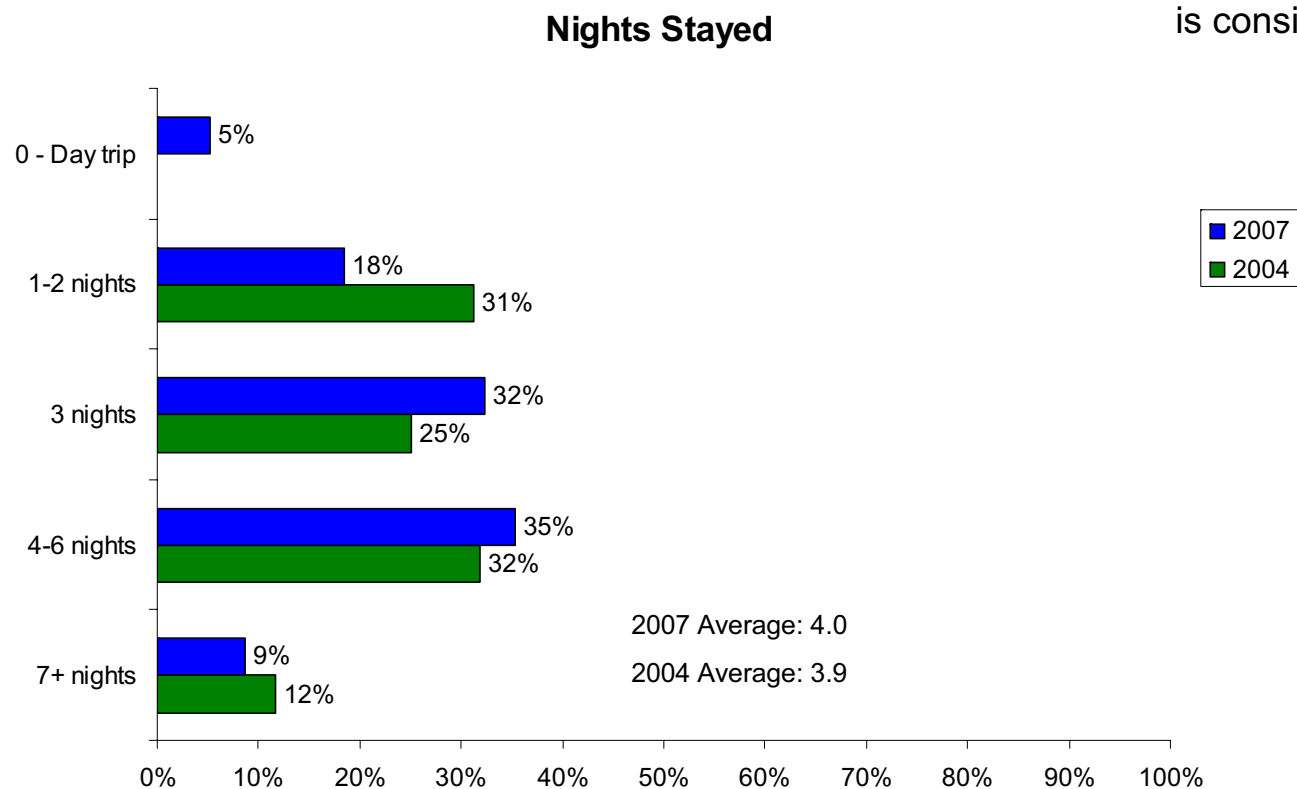
Average length of stay is 4 nights

Mammoth Lakes

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

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

The average length of stay (4 nights) is consistent between the years.



Base = 195 Respondents 2007, 163 Respondents 2004





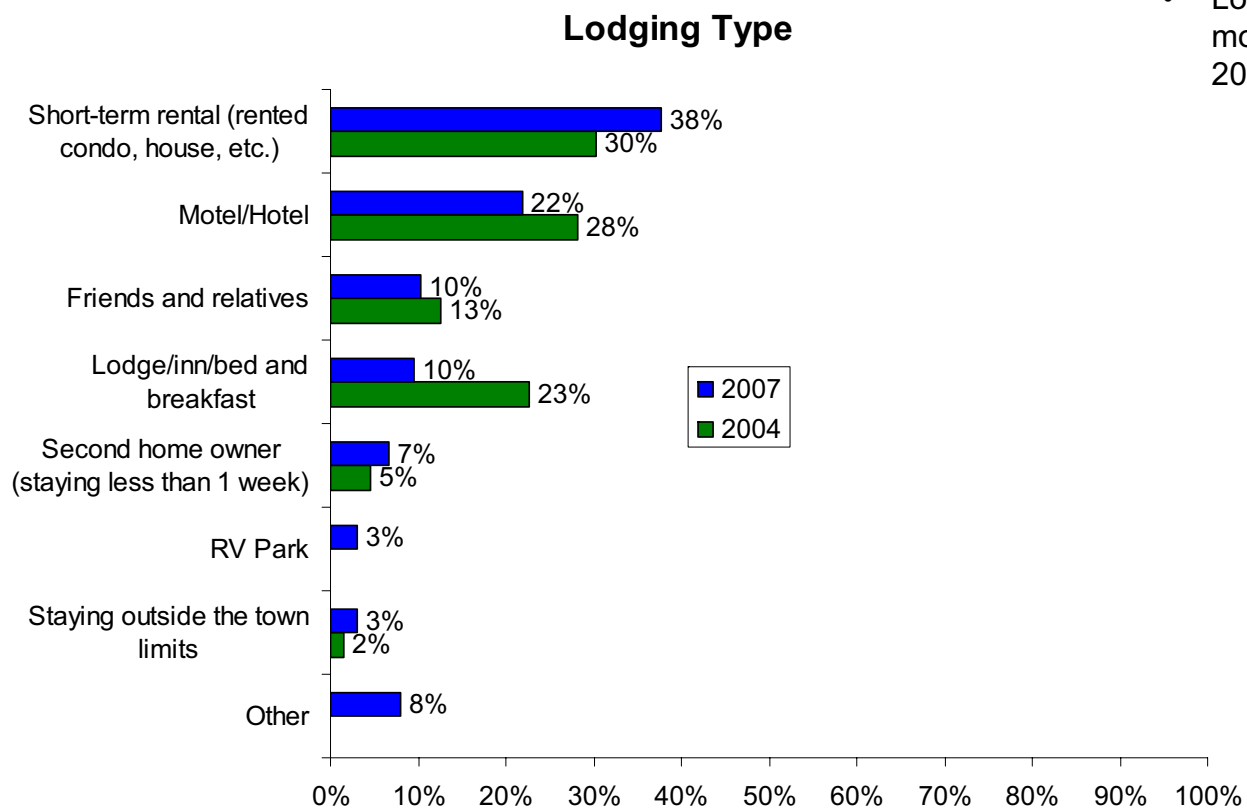
Rentals and hotels main choice for lodging

Mammoth Lakes

Q: What type of lodging are you staying in?

The most common lodging is short-term rental and motel/hotel.

- Lodge/inn/bed and breakfast was a more popular winter lodging option in 2004.



Base = 302 Respondents 2007, 198 Respondents 2004





Visitors spend an average of \$589 a day

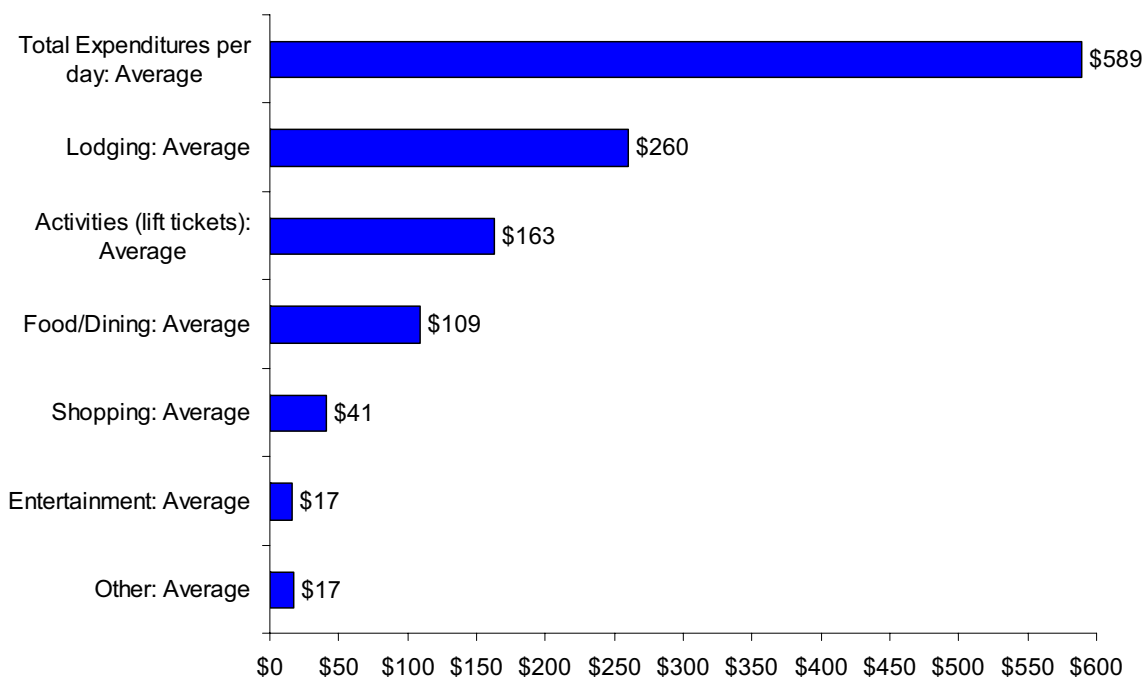
Mammoth Lakes

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

Respondents spend almost \$600 a day during their winter visit to Mammoth Lakes.

Lodging and lift tickets claim the majority of their budget.

Estimated Trip Expenditures: Average Spend



Base = 163 Respondents

*Question added in 2007





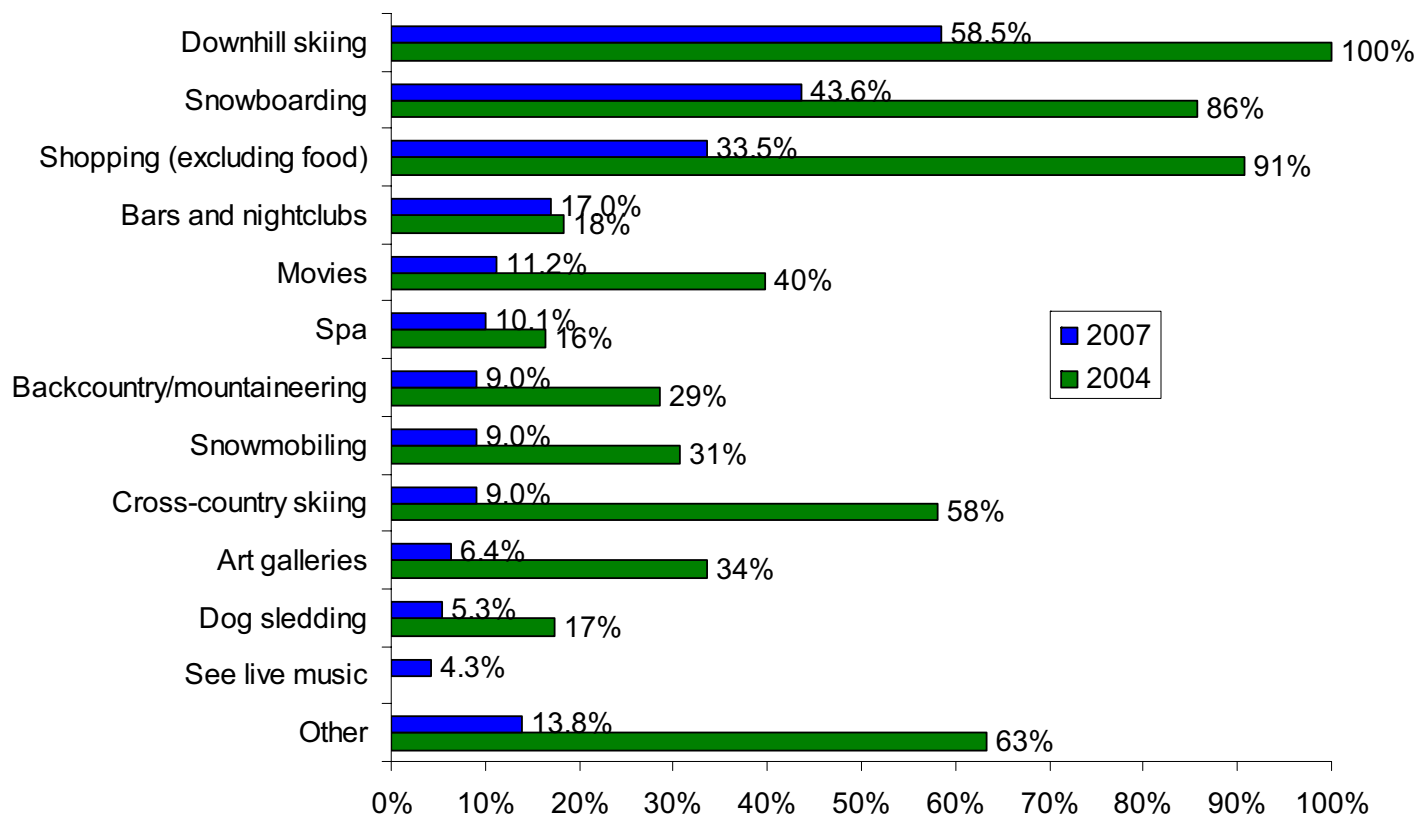
Majority come to ski or snowboard

Mammoth Lakes

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

Downhill skiing, snowboarding and shopping top the list of activities.

Activity Participation



Base = 188 Respondents 2007, 98 Respondents 2004

*Visitors could select more than one answer
2004 data questionable

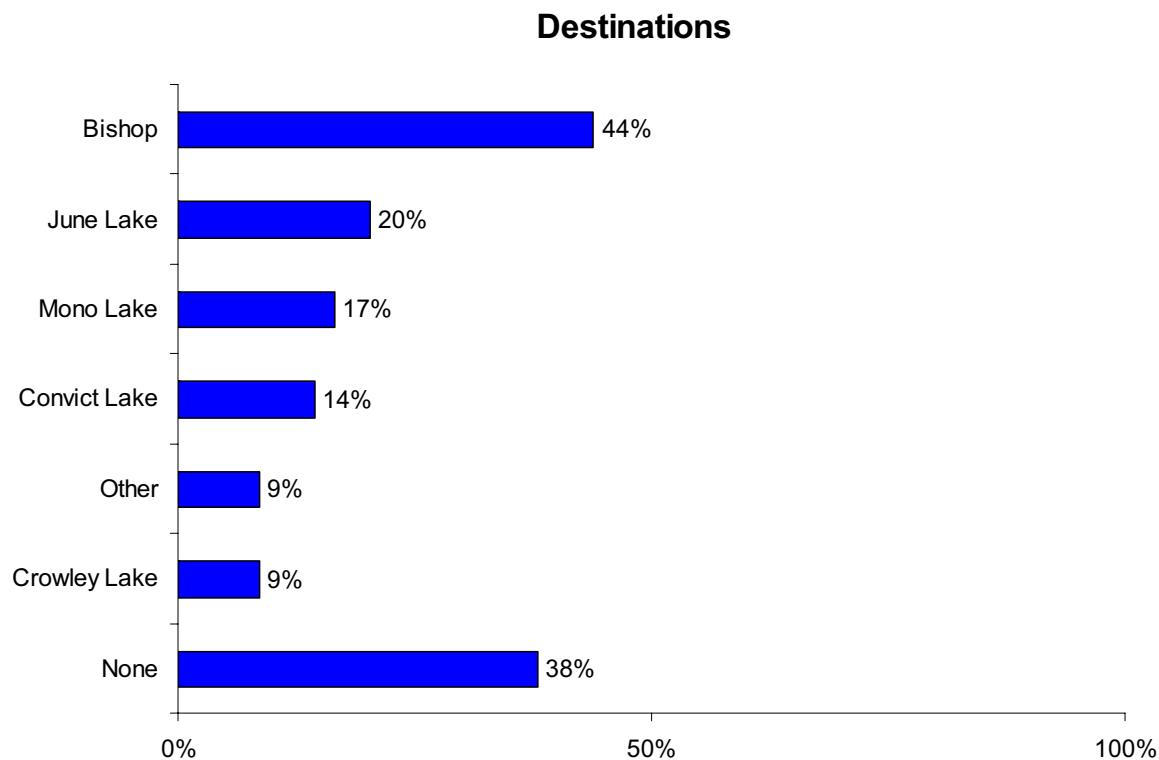


Bishop top side trip destination

Mammoth Lakes

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

Four in ten (38%) winter visitors plan to stay in The Town of Mammoth Lakes for the duration of their trip.



Base = 187 Total Respondents

*Question added in 2007





Only a third use public transportation

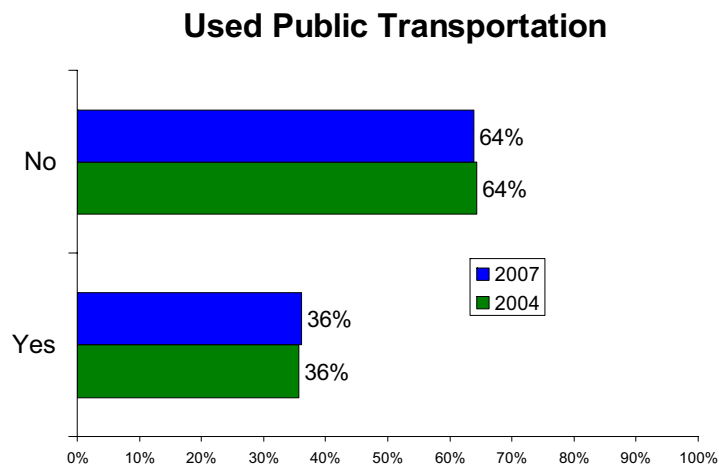
Mammoth Lakes

Q: Have you used any public transportation while in Mammoth?

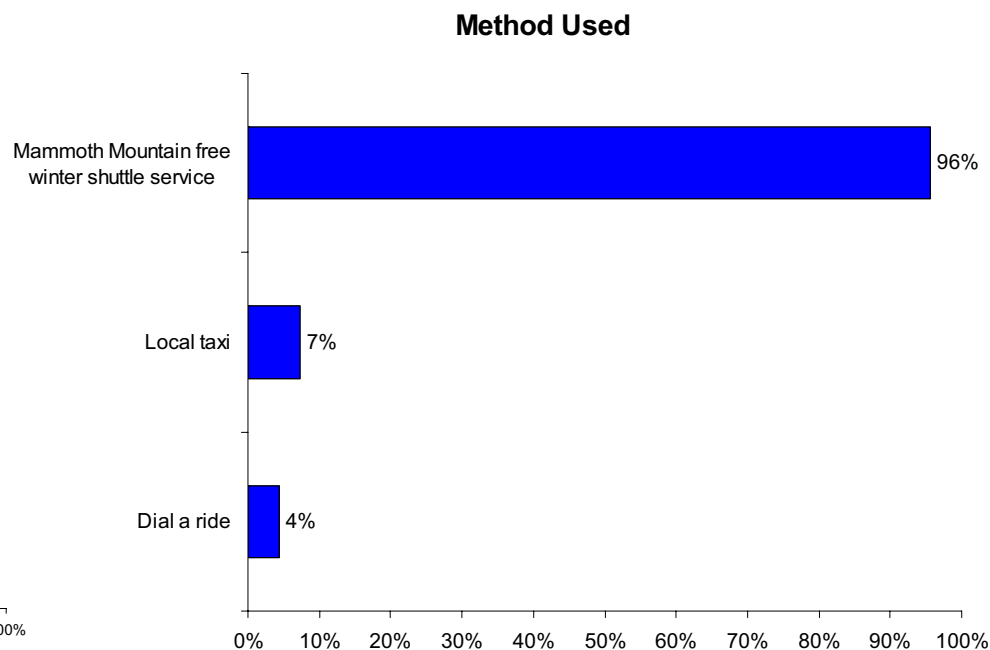
Q: If yes, what type?

Only a third of visitors use public transportation while staying in Mammoth Lakes.

The free winter shuttle is the main transportation option for those who use public transportation.*



Base = 191 Respondents 2007, 191 Respondents 2004



Base = 68 Respondents

*Question added in 2007





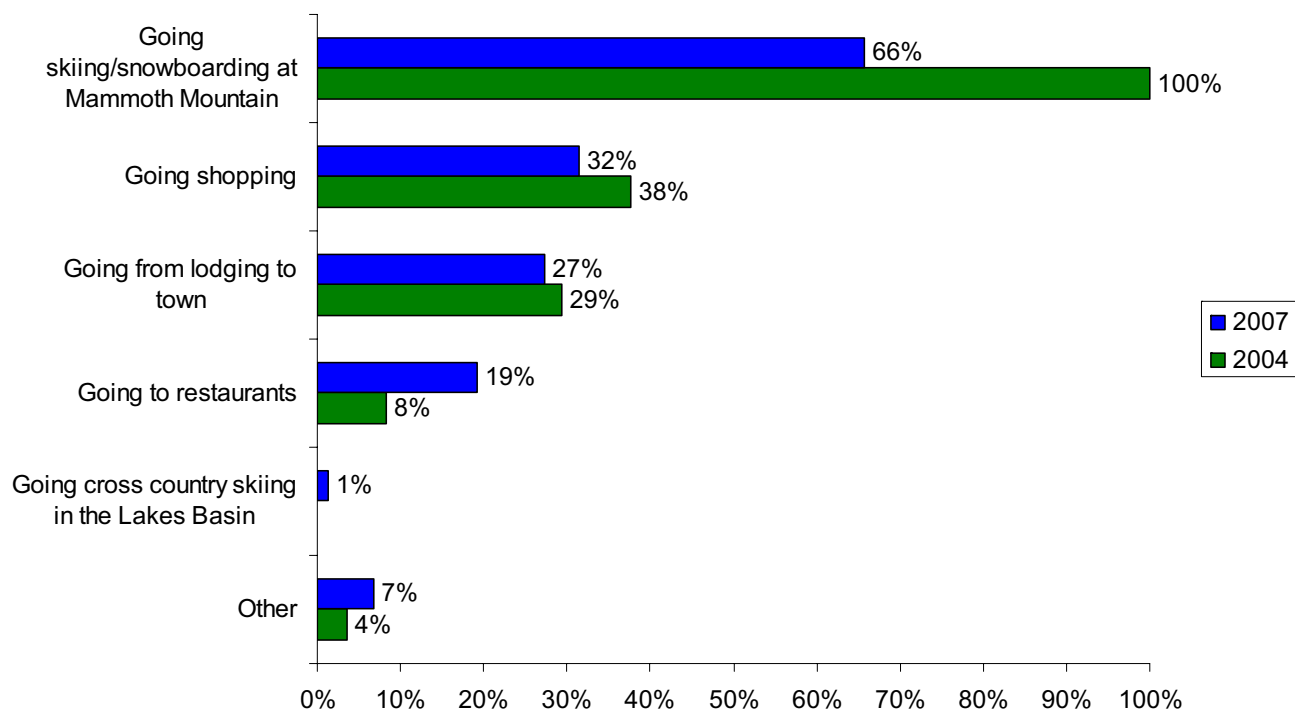
Majority use public transportation to ski or shop

Mammoth Lakes

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

The majority of those who use public transportation use it for skiing, shopping and going to town from their lodging.

Why Used Public Transportation



Base = 73 Respondents 2007, 85 Respondents 2004

*Visitors could select more than one answer



Respondents satisfied with public transportation

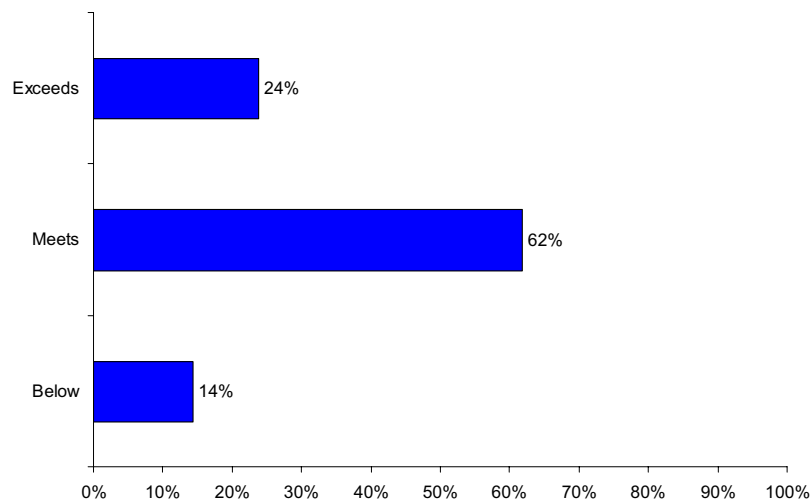
Mammoth Lakes

Q: Would you rate the shuttle service as having met, exceeded or fallen below your expectations? Dial-a-Ride/Free Shuttle

The Dial-a-Ride meets or exceeds most visitors' expectations.*

The Free Shuttle receives higher marks than Dial-a-Ride.

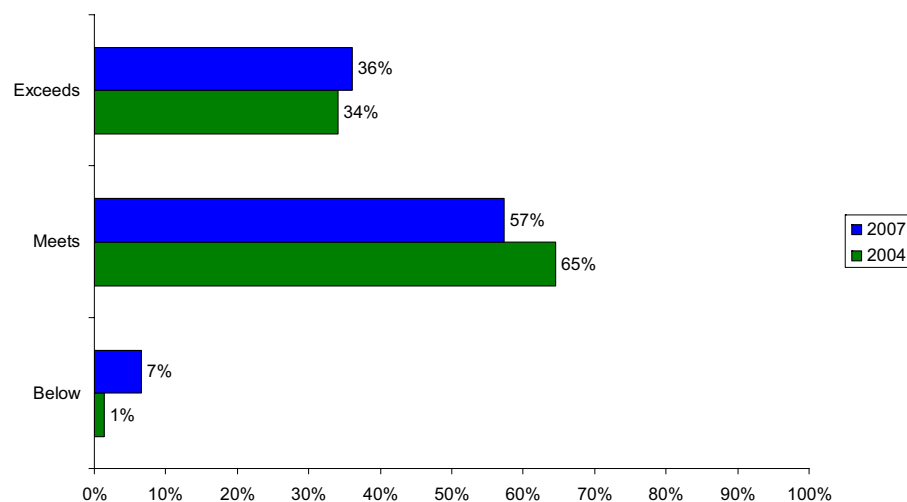
Dial-a-Ride Satisfaction



Base = 21 Respondents 2007

*Question added in 2007, small base size

Free Shuttle Satisfaction



Base = 61 Respondents 2007, 144 Respondents 2004





Selection & Satisfaction

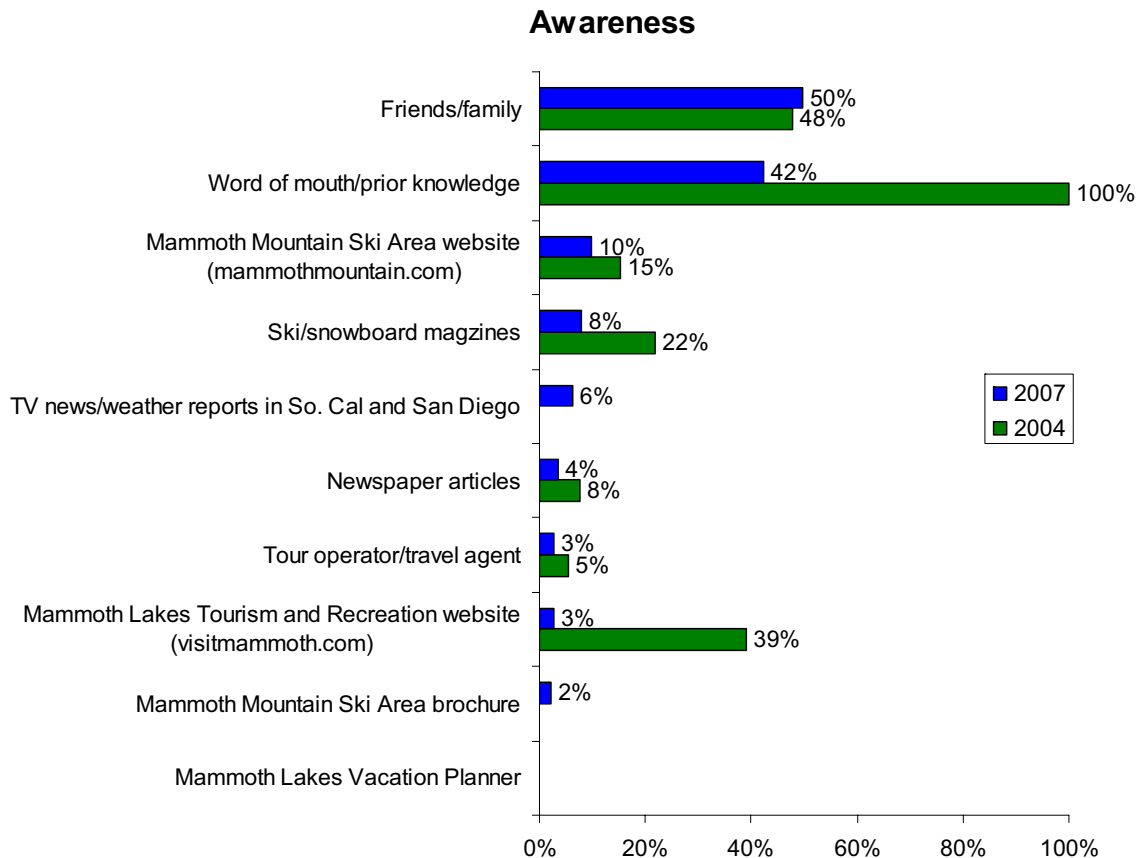


Friends/family and word of mouth top sources of information

Mammoth Lakes

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

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



Base = 191 Respondents 2007, 92 Respondents 2004

*Visitors could select more than one answer
2004 data questionable



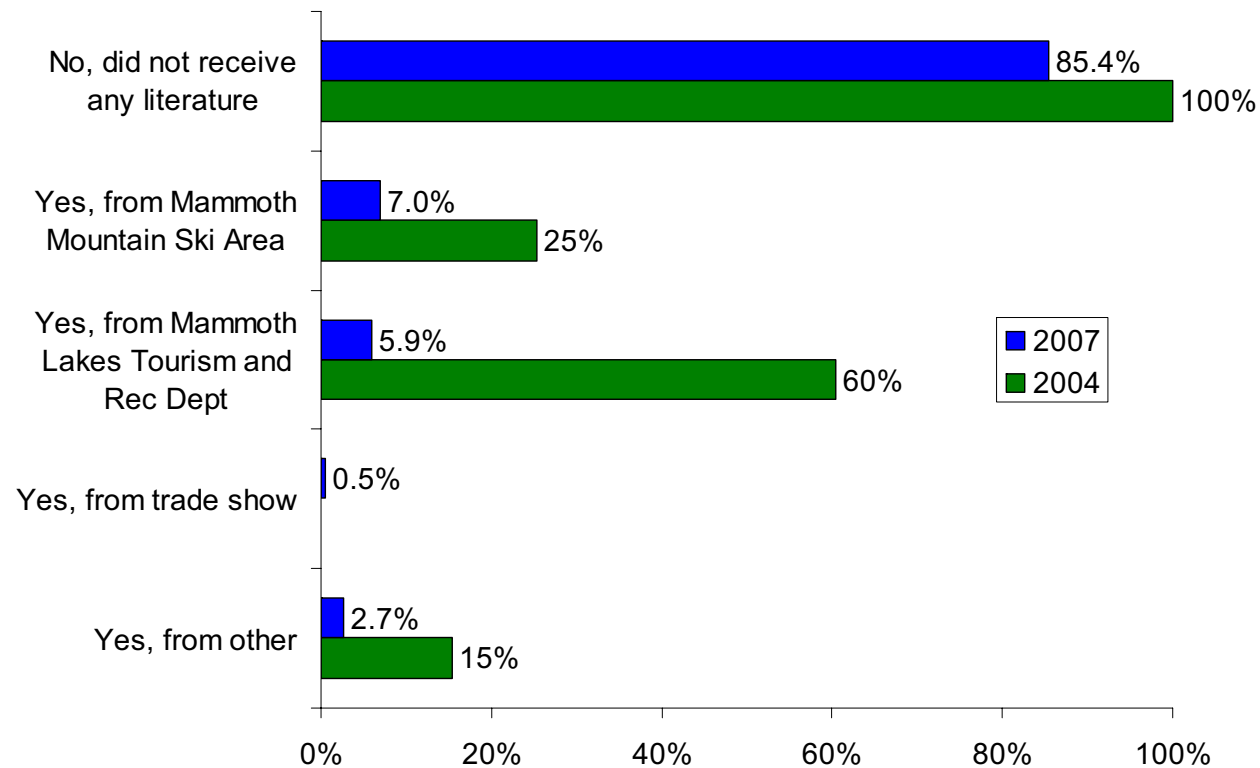
Visitors not receiving literature prior to trip

Mammoth Lakes

Q: Did you receive any promotional literature prior to your current visit?

The majority of visitors do not receive literature prior to their visit.

Promotional Literature



Base = 185 Respondents 2007, 91 Respondents 2004

2004 data questionable



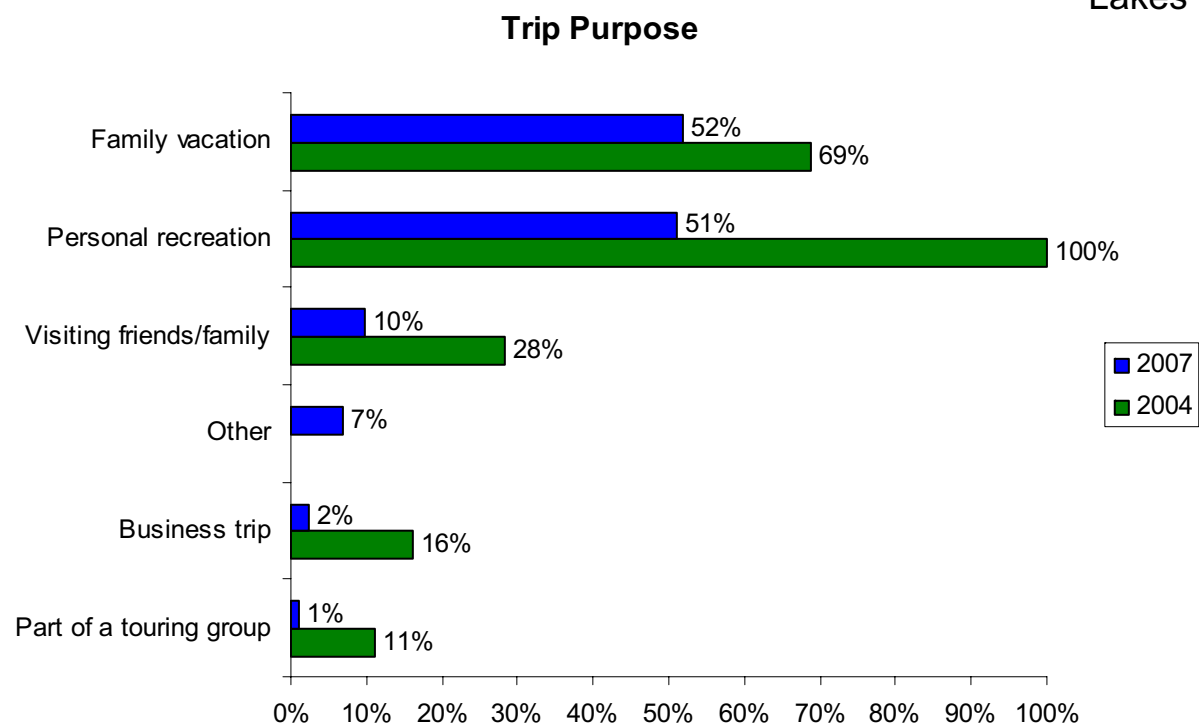


Personal recreation & family vacation main draw

Mammoth Lakes

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

Family vacation and personal recreation draws equal support as the reason visitors come to Mammoth Lakes in the winter.



*Visitors could select more than one answer
2004 data questionable

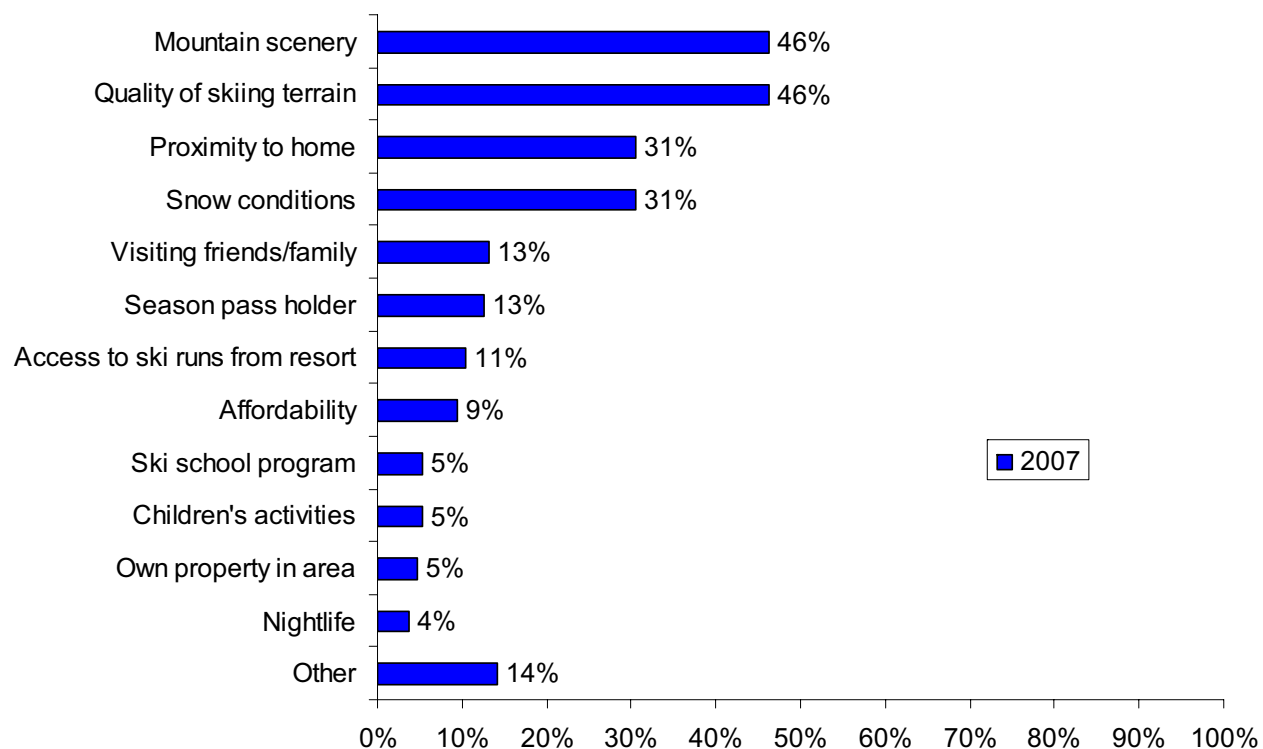
Base = 204 Respondents 2007, 99 Respondents 2004



Scenery and skiing terrain drive visitors to Mammoth *Mammoth Lakes*

Q: Why did you choose to visit Mammoth Lakes, over another snow sport resort area?*

Reasons for Choosing Mammoth Lakes



Mountain scenery and quality of skiing terrain are major drivers in visitors choosing Mammoth Lakes as a winter destination.

Proximity to home and snow conditions are second-tier drivers.

*Visitors could select more than one answer

Base = 190 Respondents 2007, 2004 data not comparable



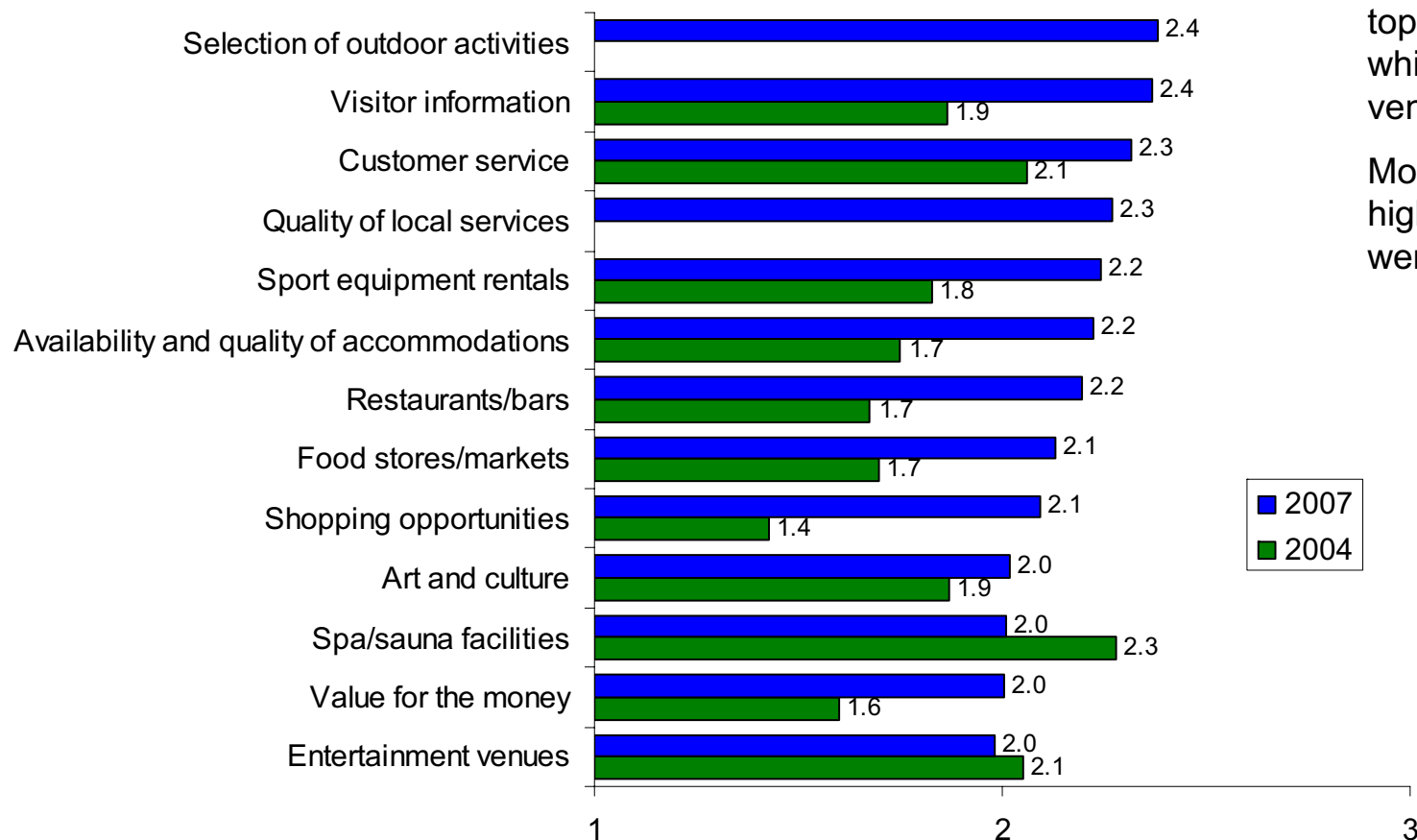


Most amenities meet or exceed expectations

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)

Satisfaction with Amenities: Mean Score



Outdoor activities, visitor information and customer service are the top rated amenities, while entertainment venues are the lowest.

Most features are rated higher in 2007 than they were in 2004.

Base = 174 Respondents 2007, 179 Respondents 2004





Visitors are pleased with their time at Mammoth Lakes

Mammoth Lakes

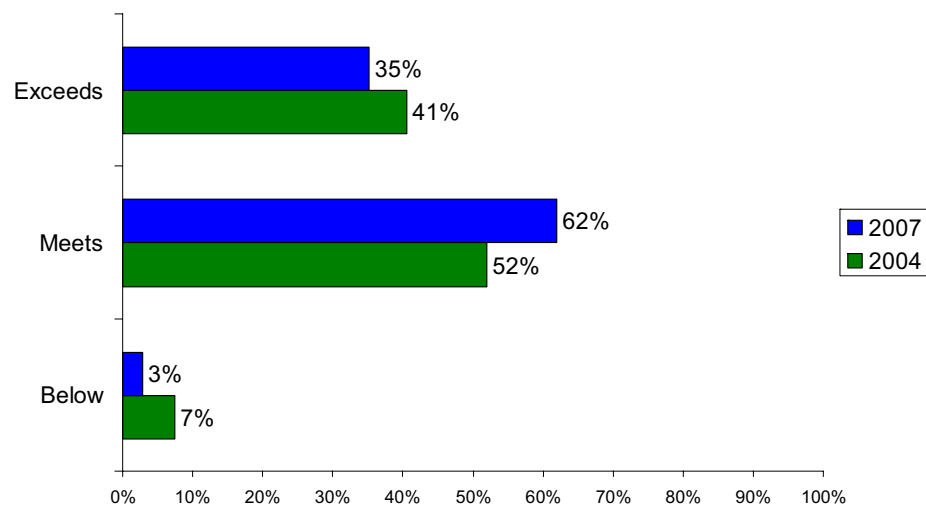
Q: So far, has this visit to Mammoth Lakes met, exceeded, or fallen below your expectations?

Q: Would you make a return visit?

Over a third of respondents feel that their visit to Mammoth Lakes exceeds their expectations and six in ten feel it is what they expected.

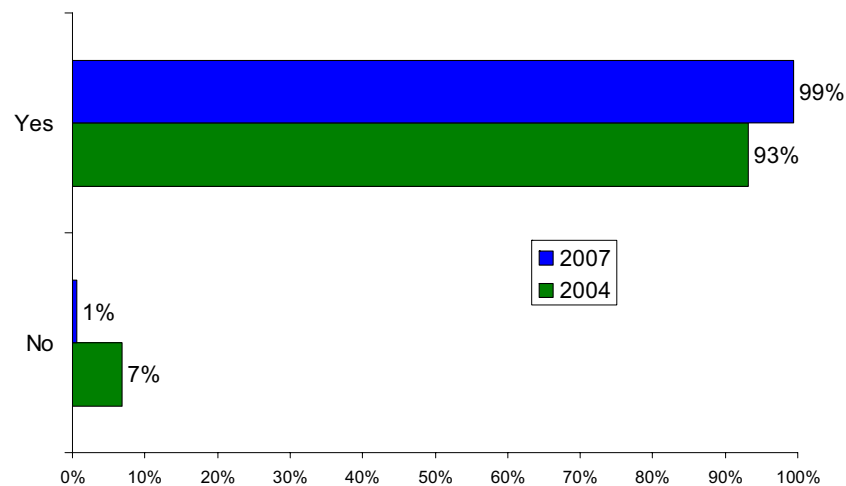
Nearly all state that they will be back to visit in the future!

Visit to Mammoth Lakes Overall Satisfaction



Base = 179 Respondents 2007, 175 Respondents 2004

Return Visit



Base = 188 Respondents 2007, 189 Respondents 2004





Visitors returning again and again

Mammoth Lakes

Q: Is this your first visit to Mammoth Lakes?

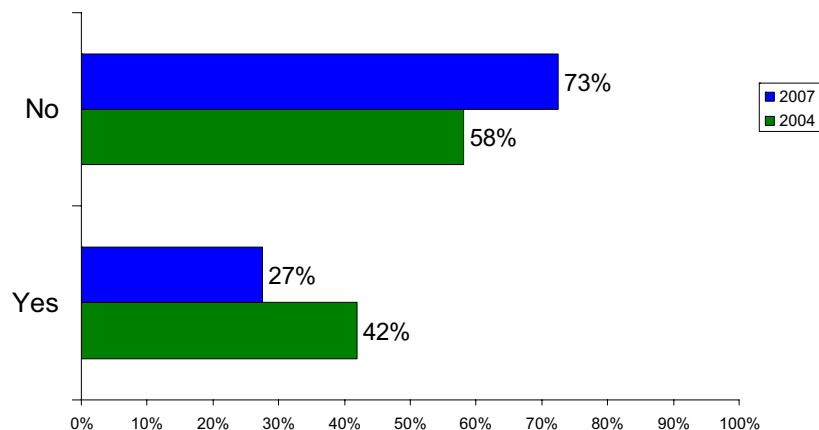
Q: If not first visit, how many times have you been to Mammoth Lakes in the last 5 years?

Three-quarters (73%) are repeat visitors to Mammoth Lakes.

- Visitors in 2007 are significantly more likely to be repeat visitors than were visitors in 2004.

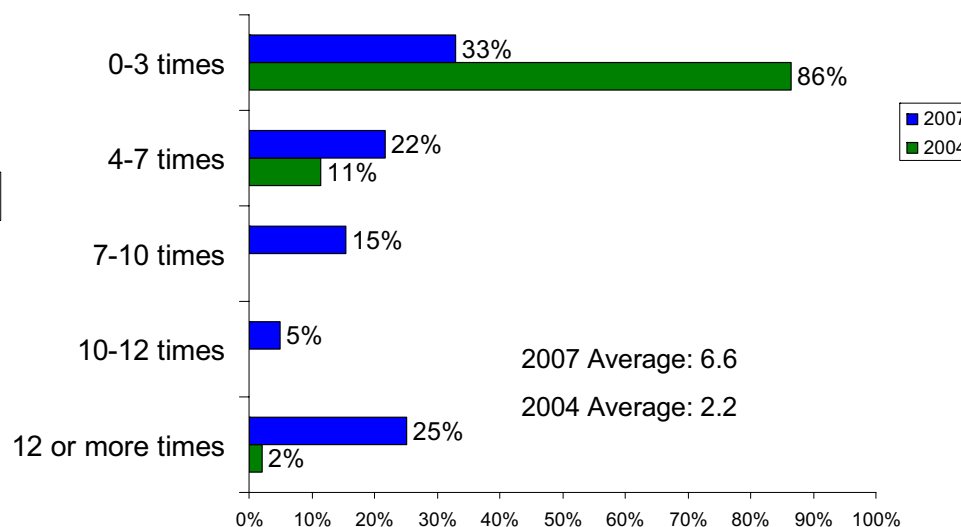
Previous visitation patterns vary widely between the years with 2004 visitors averaging 2.2 previous visits and 2007 visitors averaging 6.6.

First visit to Mammoth Lakes



Base = 204 Respondents 2007, 191 Respondents 2004

Number of visits



Base = 143 Repeat Visitors 2007, 96 Repeat Visitors 2004





Over half plan to return this season

Mammoth Lakes

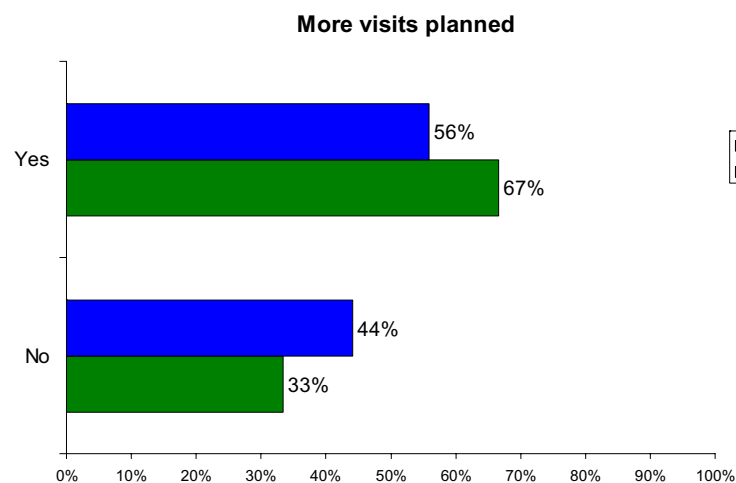
Q: Will you plan any more visits to Mammoth Lakes this winter before the end of the ski season?

Q: How many more visits to Mammoth Lakes do you plan this winter before the end of the ski season?

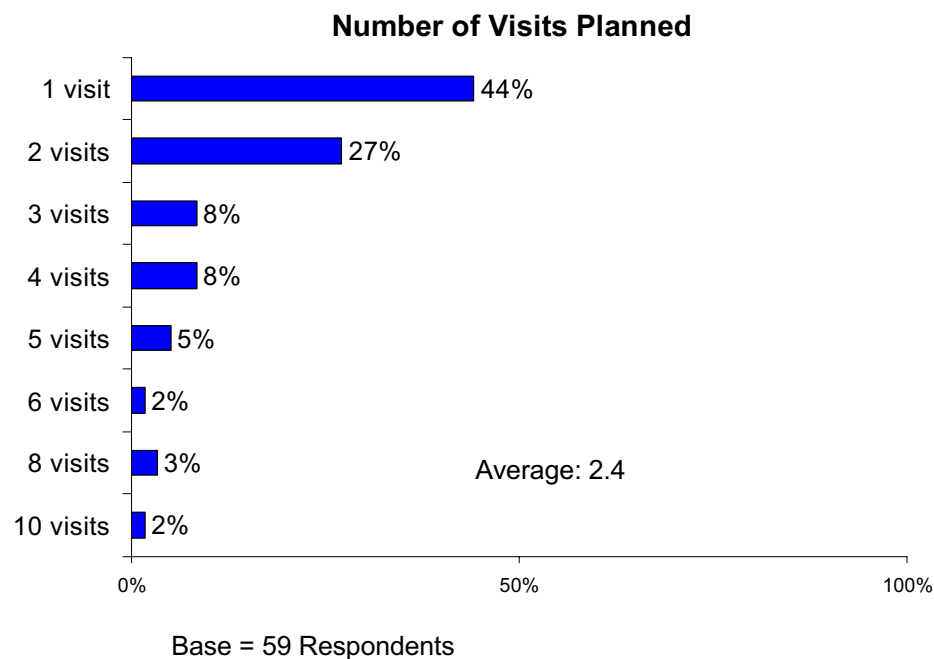
The majority of visitors plan on another trip during the season.

- The caveat is that the timing of the survey biases the response. We suggest that this question be dropped from the tracking study as the season shift makes it unreliable.

Those who intend to return, plan an average of 2.4 visits.*



Base = 177 Respondents 2007, 189 Respondents 2004



Base = 59 Respondents

*Question added in 2007





Appendix





VISITOR SURVEY WINTER 2004

Winter 2004

Dear Guest,

On behalf of the Town of Mammoth Lakes Visitors Bureau, we'd like to ask you some questions about what brought you to town. Your input will help guide our town's decisions regarding future development. 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 staying for 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 Lakes?

(Check all that apply.)

- ☐ 1. Personal recreation (incl. snow sports)
- ☐ 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. Staying outside the town limits
- ☐ 7. Other _____

3. Where are you visiting from? (Please fill in your Zip/Postal Code.)

USA

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International _____

4. How many people are in your party?

_____ adults _____ children _____ total

5. Average age of people in your party?

(Check all that apply.)

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

6. What reasons did you choose to come to Mammoth Lakes, rather than other snow sport areas?

(Check all that apply.)

- ☐ 1. Quality of skiing and scenery
- ☐ 2. Snow conditions
- ☐ 3. Proximity to home
- ☐ 4. Affordability
- ☐ 5. Visiting friends/family
- ☐ 6. Access to ski runs from resort
- ☐ 7. Nightlife
- ☐ 8. Children's activities
- ☐ 9. Own property in area
- ☐ 10. Ski school program

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

_____ nights (0 if day trip only)

2004 Survey





2004 Survey

Mammoth Lakes

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

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

9. Is this your first visit to Mammoth Lakes?

- ☐ 1. Yes (Skip to Question 11)
- ☐ 2. No (Answer Question 10)

10. How many times and nights have you visited Mammoth in the past year during the following seasons?

Season	Avg. # Nights/Visit	# Visits
a. Spring 2003	_____	_____
b. Summer 2003	_____	_____
c. Fall 2003	_____	_____
d. Winter 2002-2003	_____	_____

11. Do you plan any more visits to Mammoth Lakes this winter before the end of the ski season? (2003-2004)

- ☐ 1. Yes
- ☐ 2. No

12. Have you or will you stay overnight at any other skiing/snow destinations (other than Mammoth Lakes) during this winter of 2003-2004?

- | | # nights stayed |
|--|-----------------|
| <input type="checkbox"/> 1. Big Bear Lake | _____ |
| <input type="checkbox"/> 2. Lake Tahoe area | _____ |
| <input type="checkbox"/> 3. Mt. Shasta/Lassen area | _____ |
| <input type="checkbox"/> 4. Oregon Washington | _____ |
| <input type="checkbox"/> 5. Western Canada | _____ |
| <input type="checkbox"/> 6. Colorado/Utah | _____ |
| <input type="checkbox"/> 7. International | _____ |
| <input type="checkbox"/> 8. Other _____ | _____ |

13. Last year (winter 2002-2003) how many nights did you stay at winter snow sport areas and where?

- | | # nights stayed |
|--|-----------------|
| <input type="checkbox"/> 1. Big Bear Lake | _____ |
| <input type="checkbox"/> 2. Lake Tahoe area | _____ |
| <input type="checkbox"/> 3. Mt. Shasta/Lassen area | _____ |
| <input type="checkbox"/> 4. Oregon Washington | _____ |
| <input type="checkbox"/> 5. Western Canada | _____ |
| <input type="checkbox"/> 6. Colorado/Utah | _____ |
| <input type="checkbox"/> 7. International | _____ |
| <input type="checkbox"/> 8. Other _____ | _____ |

B Activities

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

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

- ☐ 1. Downhill skiing
- ☐ 2. Cross-country skiing
- ☐ 3. Snow boarding
- ☐ 4. Backcountry / mountaineering
- ☐ 5. Snowmobiling
- ☐ 6. Dog sledding
- ☐ 7. Ice skating
- ☐ 8. Shopping (excluding food)
- ☐ 9. Bars and nightclubs
- ☐ 10. Art galleries
- ☐ 11. Spa
- ☐ 12. Movies
- ☐ 13. Golf (Bishop)
- ☐ 14. Other _____

15. 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. June Lake
- ☐ 3. Mono Lake
- ☐ 4. Convict Lake
- ☐ 5. Other _____

C Promotion and the Internet

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

- ☐ 1. Tour operator / travel agent
- ☐ 2. Ski/snowboard magazines
- ☐ 3. Newspaper articles
- ☐ 4. Resort literature and/or website
- ☐ 5. Mammoth Lakes Visitors Bureau literature and/or website
- ☐ 6. Word of mouth/prior knowledge
- ☐ 7. Friends
- ☐ 8. Other _____

17. Did you receive any promotional literature prior to your current visit? (Check all that apply.)

- ☐ 1. Yes, from the Mammoth Lakes Visitors Bureau
- ☐ 2. Yes, from a local resort operator
- ☐ 3. Yes, from other _____
- ☐ 4. No, did not receive any literature

18. Did you purchase a package for this trip?

- ☐ 1. Yes (Go to Question 19)
- ☐ 2. No (Go to Question 20)



2004 Survey

Mammoth Lakes

19. What amenities were included in your package?

(Check all that apply.)

- ☐ 1. Accommodations
- ☐ 2. Ground transportation
- ☐ 3. Lift tickets
- ☐ 4. Meals
- ☐ 5. Activities
- ☐ 6. Other _____

D Amenities

20. Have you used any shuttle service in Mammoth?

- ☐ 1. Yes (Go to Question 21)
- ☐ 2. No (Go to Question 23)

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

(Check all that apply.)

- ☐ 1. Going skiing/snowboarding
- ☐ 2. Going shopping
- ☐ 3. Going from lodging to town
- ☐ 4. Dining
- ☐ 5. Other _____

22. 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:

23. 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"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<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"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<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"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<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"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<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"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Ski/ snow sport equipment rent	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

g. Entertainment venues

h. Customer Service

i. Art and culture

j. Visitor information

k. Overall value for the money

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

24. 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:

25. What do you like most about Mammoth Lakes?

26. What do you like least about Mammoth Lakes?

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

28. Would you make a return visit?

- ☐ 1. Yes
- ☐ 2. No

29. Would you recommend Mammoth to others?

- ☐ 1. Yes
- ☐ 2. No



VISITOR SURVEY WINTER 2004

The Mammoth Lakes
Visitors Bureau thanks you
very much for your help!

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.



2007 Survey

Mammoth Lakes



VISITOR SURVEY WINTER 2007

Winter 2007

Dear Guest,

On behalf of the Town of Mammoth Lakes Tourism and Recreation Department, we would like to ask you some questions to understand what prompted your visit. 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 kept 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 resident of Mammoth Lakes to take this survey. If you are a second homeowner staying for 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 Lakes?

(Check all that apply.)

- ☐ 1. Personal recreation (incl. snow sports)
- ☐ 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. Staying outside the town limits
- ☐ 7. RV Park
- ☐ 8. Other _____

3. Where are you visiting from? (Please fill in your Zip/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 range in your party?

(Check all that apply and circle number.)

Age	Number in party
<input type="checkbox"/> 1. 0-5	<input type="checkbox"/> 1 2 3 4 5 6 7 8 9 10
<input type="checkbox"/> 2. 6-11	<input type="checkbox"/> 1 2 3 4 5 6 7 8 9 10
<input type="checkbox"/> 3. 12-18	<input type="checkbox"/> 1 2 3 4 5 6 7 8 9 10
<input type="checkbox"/> 4. 19-24	<input type="checkbox"/> 1 2 3 4 5 6 7 8 9 10
<input type="checkbox"/> 5. 25-34	<input type="checkbox"/> 1 2 3 4 5 6 7 8 9 10
<input type="checkbox"/> 6. 35-44	<input type="checkbox"/> 1 2 3 4 5 6 7 8 9 10
<input type="checkbox"/> 7. 45-54	<input type="checkbox"/> 1 2 3 4 5 6 7 8 9 10
<input type="checkbox"/> 8. 55-64	<input type="checkbox"/> 1 2 3 4 5 6 7 8 9 10
<input type="checkbox"/> 9. 65-74	<input type="checkbox"/> 1 2 3 4 5 6 7 8 9 10
<input type="checkbox"/> 10. 75+	<input type="checkbox"/> 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. Drive personal car
- ☐ 2. Drive rental car
- ☐ 3. Fly to Reno Airport
- ☐ 4. Fly to airport in greater Los Angeles area
- ☐ 5. Fly to Mammoth Yosemite Airport
- ☐ 6. Tour operator / bus chartered
- ☐ 7. Bus scheduled (CREST)
- ☐ 8. Other _____

8. Is this your first visit to Mammoth Lakes?

- ☐ 1. Yes
- ☐ 2. No

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

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





2007 Survey

Mammoth Lakes

10. Why did you choose to visit Mammoth Lakes, over another snow sport resort area?
(Check all that apply.)

- ☐ 1. Quality of skiing terrain
- ☐ 2. Mountain scenery
- ☐ 3. Snow conditions
- ☐ 4. Proximity to home
- ☐ 5. Affordability
- ☐ 6. Visiting friends/family
- ☐ 7. Access to ski runs from resort
- ☐ 8. Nightlife
- ☐ 9. Children's activities
- ☐ 10. Own property in area
- ☐ 11. Ski school program
- ☐ 12. Season pass holder
- ☐ 13. Other _____

11. Will you plan any more visits to Mammoth Lakes this winter before the end of the ski season? (2006-2007)

- ☐ 1. Yes If yes, how many _____
- ☐ 2. No

B Activities

12. What activities did you or will you participate in?
(Check all that apply for your whole party / household)

- ☐ 1. Downhill skiing
- ☐ 2. Cross-country skiing
- ☐ 3. Snow boarding
- ☐ 4. Backcountry / mountaineering
- ☐ 5. Snowmobiling
- ☐ 6. Dog sledding
- ☐ 7. Shopping (excluding food)
- ☐ 8. Bars and nightclubs
- ☐ 9. See live music
- ☐ 10. Art galleries
- ☐ 11. Spa
- ☐ 12. Movies
- ☐ 13. Other _____

13. 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. Convict Lake
- ☐ 4. Crowley Lake
- ☐ 5. June Lake
- ☐ 6. Mono Lake
- ☐ 7. Other _____

C Awareness and Information

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

- ☐ 1. Tour operator / travel agent
- ☐ 2. Ski/snowboard magazines
- ☐ 3. Newspaper articles
- ☐ 4. TV news / weather reports in So. Cal and San Diego
- ☐ 5. Mammoth Mountain Ski Area website (mammothmountain.com)
- ☐ 6. Mammoth Mountain Ski Area brochure
- ☐ 7. Mammoth Lakes Tourism and Recreation website (vistmammoth.com)
- ☐ 8. Mammoth Lakes Vacation Planner
- ☐ 9. Word of mouth/prior knowledge
- ☐ 10. Friends / Family
- ☐ 11. Other _____

15. Did you receive any promotional literature prior to your current visit? (Check all that apply.)

- ☐ 1. Yes, from the Mammoth Lakes Tourism and Rec Dept
- ☐ 2. Yes, from Mammoth Mountain Ski Area
- ☐ 3. Yes, from trade show. Which one: _____
- ☐ 4. Yes, from other _____
- ☐ 5. No, did not receive any literature

D Amenities

16. Have you used any public transportation while in Mammoth?

- ☐ 1. Yes
- ☐ 2. No – skip to question 20

17. If yes, what type?
(Check all that apply)

- ☐ 1. Dial a Ride
- ☐ 2. Mammoth Mountain free winter shuttle service
- ☐ 3. Local taxi

18. If yes, what have you used it for?
(Check all that apply.)

- ☐ 1. Going skiing/snowboarding at Mammoth Mountain
- ☐ 2. Going cross country skiing in the Lakes Basin
- ☐ 3. Going shopping
- ☐ 4. Going from lodging to town
- ☐ 5. Going to restaurants
- ☐ 6. Other _____

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

- | | | |
|-------------------------------------|-------------------------------------|-------------------------------------|
| Dial a Ride | Free Shuttle | Local taxi |
| <input type="checkbox"/> 1. Exceeds | <input type="checkbox"/> 1. Exceeds | <input type="checkbox"/> 1. Exceeds |
| <input type="checkbox"/> 2. Meets | <input type="checkbox"/> 2. Meets | <input type="checkbox"/> 2. Meets |
| <input type="checkbox"/> 3. Below | <input type="checkbox"/> 3. Below | <input type="checkbox"/> 3. Below |

Comments: _____



2007 Survey

Mammoth Lakes

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

\$ _____ Lodging
\$ _____ Food / Dining
\$ _____ Activities (lift tickets)
\$ _____ Shopping
\$ _____ Entertainment
\$ _____ Other
\$ _____ Total

24. What do you like least about Mammoth Lakes?

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

AMENITY	MEETS	EXCEEDS	BELOW
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	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Food stores / markets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Restaurants / bars	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Sport 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. 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"/>

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

26. Would you make a return visit?

☐ 1. Yes
☐ 2. No

22. 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:

23. What do you like most about Mammoth Lakes?



2007 Survey

Mammoth Lakes



VISITOR SURVEY WINTER 2007

Please enter me to win a 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: () - EXT. _____

E-MAIL: _____

DATE OF BIRTH: _____
Must be 21 years of age or older to be eligible to win.

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

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

For your chance to win a two-night stay in a luxury accommodation 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.

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!

