



# EASTERN SIERRA COUNCIL OF GOVERNMENTS

## 2021-22 AIR SERVICE RECAP

John Urdi, Executive Director, Mammoth Lakes Tourism

June 10, 2022

# MAMMOTH YOSEMITE AIRPORT - MMH

## **Advanced Airlines** (Scheduled Charter)

- 30 passenger Dornier 318 & 9 Passenger King Air
- Burbank (BUR) - Carlsbad (CLD) - Hawthorne (HHR)
- Service 4 days per week (more frequency during holidays)
- Thanksgiving through April 4th
- Divert to Bishop when needed due to inclement conditions at MMH
- Summer 2022 service June 16 - September 12 (4 days per week)

# ADVANCED AIRLINES SEASONAL STATISTICS

	2021-22 Load %		2019-20	Load % Change	
	Round Trips		Round Trips		
Carlsbad*	2,079	43.0%			
Burbank	1,527	31.2%	2,613	71.4%	-1,086
Hawthorne*	1,050	34%			
Overall	4,656				

\*new markets



# BISHOP AIRPORT - BIH

## United Airlines

- Targeted long haul destination visitors
- Northeast (Boston, New York)
- 70 passenger CRJ 700
- (DEN) Denver - (SFO) San Francisco (SFO) - Los Angeles (LAX)
- Tremendous connectivity (domestic & Intl)
- Daily service
- December 16 through the end of March 26
- MAJOR reliability improvement

# UNITED AIRLINES SEASONAL STATISTICS

	<b>21-22</b> Round Trips	<b>19-20</b> Round Trips	<b># Change</b>	<b>% Change</b>
Denver	6,957	5,632	+1,325	+23.5%
San Francisco	5,152	6,188	-1036	-16.7%
Los Angeles	4,485	8,308	-3,823	-46%
<b>Overall</b>	<b>16,594</b>	<b>20,128</b>	<b>-3,534</b>	<b>-17.5%</b>

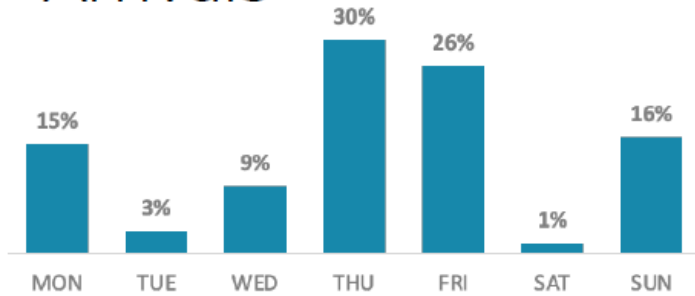


# UNITED AIRLINES CANCELLATIONS

	Weather	Crew	Plane/MX	Total	RT's	Cancel %
Denver	½	1	½	2	98	2.0%
San Francisco	ZERO	4	4	8	98	8.2%
Los Angeles	ZERO	2	2	4	98	4.1%
<b>Overall</b>	½	<b>7</b>	<b>6 ½</b>	<b>14</b>	<b>294</b>	<b>4.7%</b>

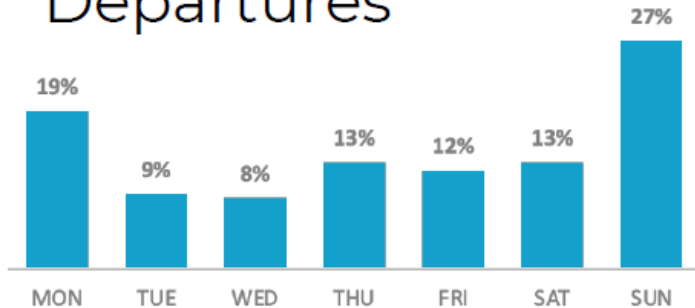
# DAY OF ARRIVAL/DEPARTURE

## Arrivals

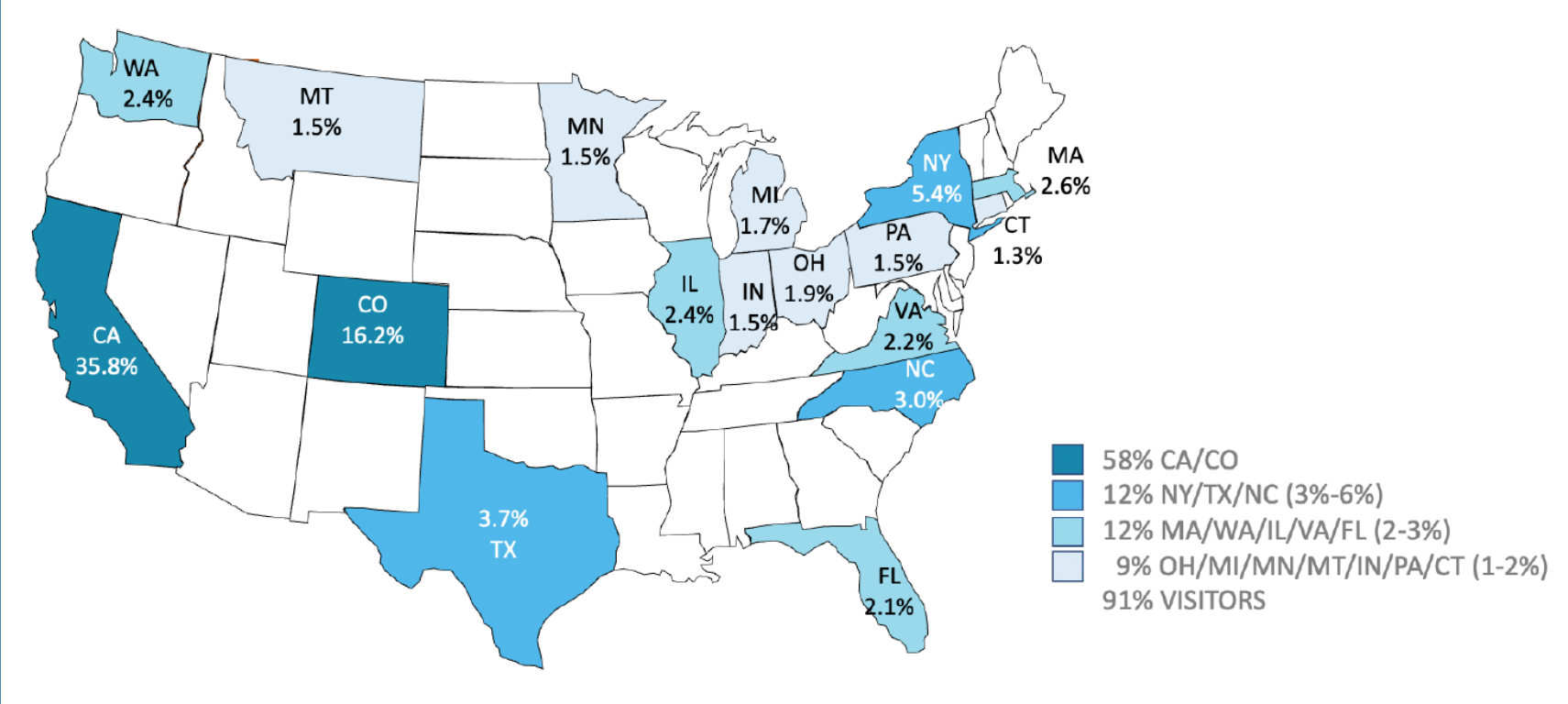


N = 305

## Departures



# KEY STATES OF ORIGIN





# WHY DID OUR VISTORS FLY?

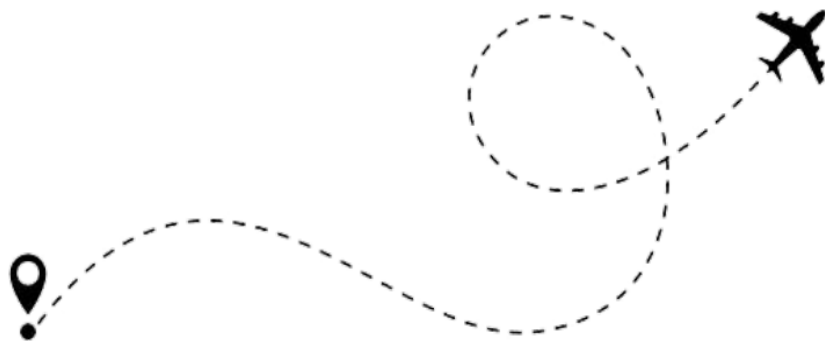
Of the total respondents who traveled by plane, **35%** live in CA.

*(65% live outside of CA)*

Californians felt that traveling by plane was more convenient and thought it was too far to drive.

Their reasons for flying instead of driving include...

- 34%** Convenience
- 29%** Too far to drive
- 19%** Wanted to spend more time in Mammoth Lakes
- 16%** Did not want to drive snowy mountain roads
- 2%** Other



# WHERE DO OUR VISITORS LIVE?

## TOTAL VISITORS



**35%** Live in CA

**65%** Do not live in CA

## FIRST TIME VISITORS



**29%** Live in CA

**71%** Do not live in CA

## REPEAT VISITORS

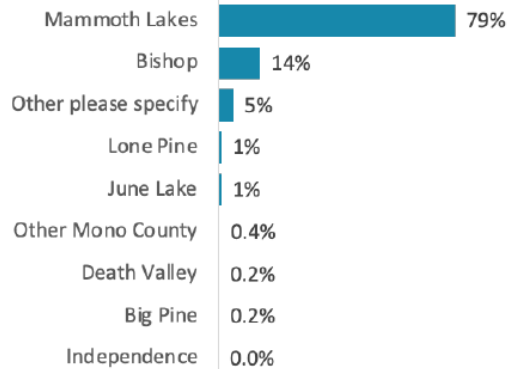


**43%** Live in CA

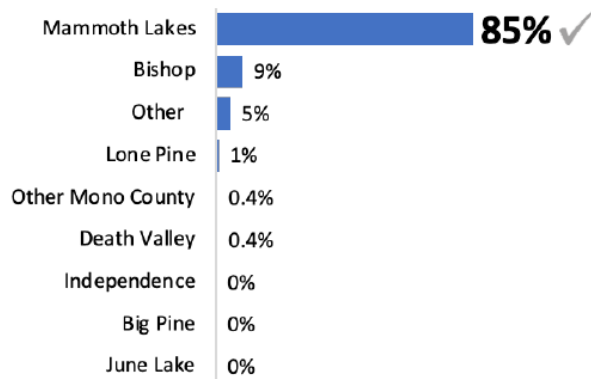
**57%** Do not live in CA

# WHERE WERE OUR VISITORS GOING?

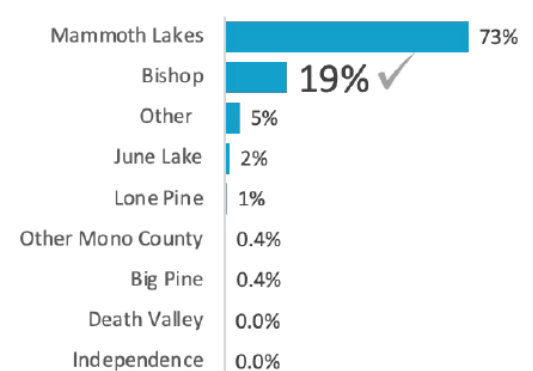
## TOTAL VISITORS



## FIRST TIME VISITORS

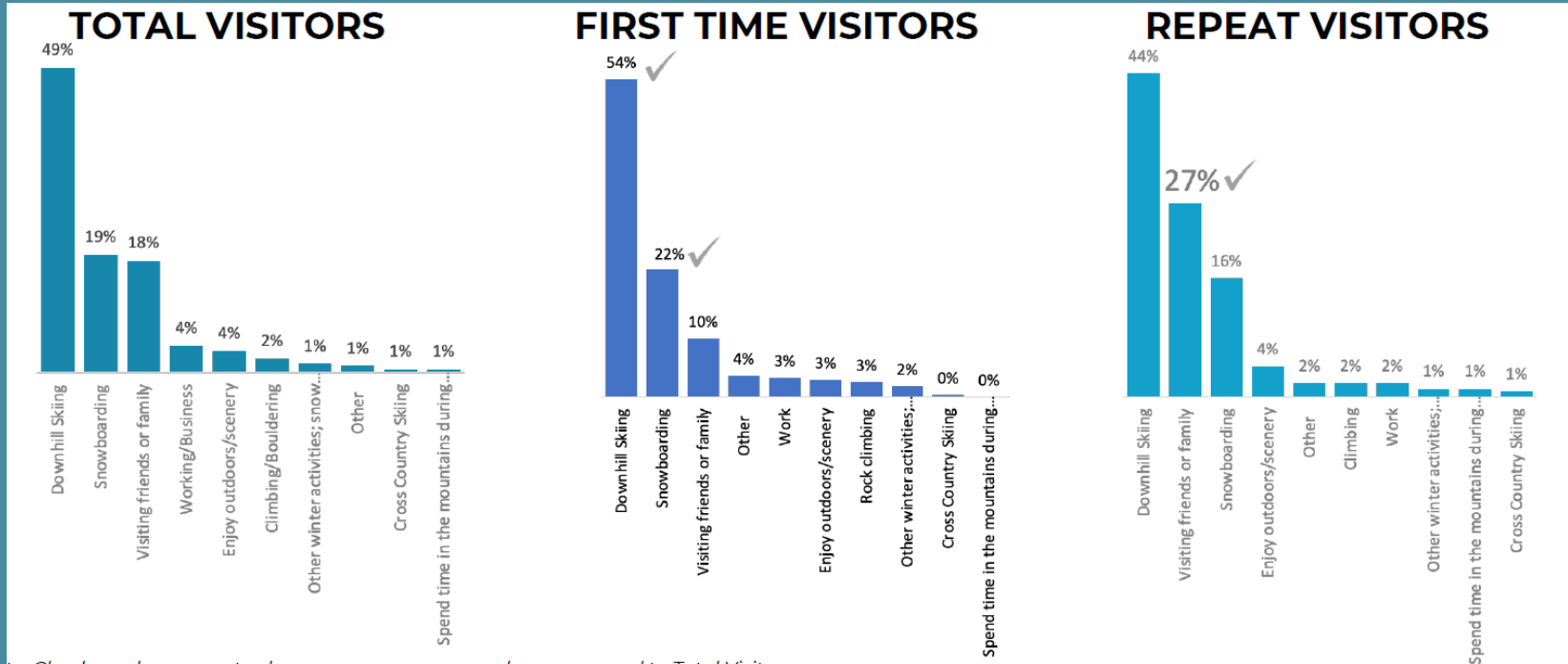


## REPEAT VISITORS



NOTE: These are **VISITORS**, not our locals

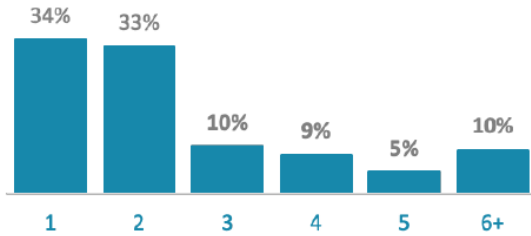
# WHAT WERE OUR VISITORS DOING?



**Air service visitors are +64% visiting friends & family versus drive market**

# PARTY SIZE

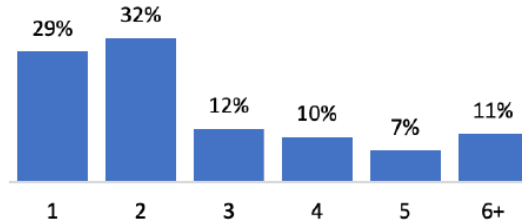
## TOTAL VISITORS



2.5 AVG. PARTY SIZE

67% 1 or 2  
33% 3+

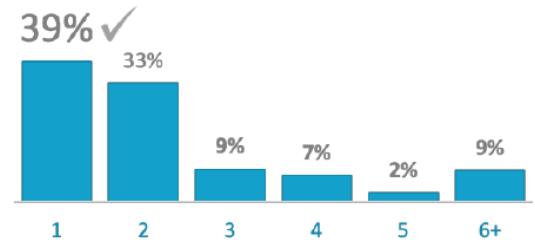
## FIRST TIME VISITORS



2.7 AVG. PARTY SIZE

61% 1 or 2  
39% 3+ ✓

## REPEAT VISITORS



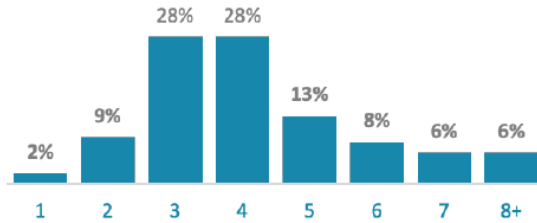
2.3 AVG. PARTY SIZE

72% 1 or 2  
28% 3+

Average winter drive market party size is 4.8 visitors

# LENGTH OF STAY

## TOTAL VISITORS

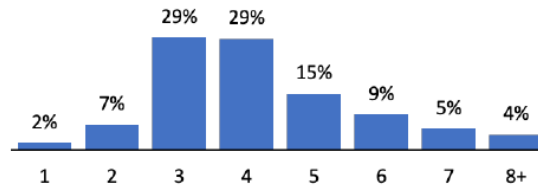


4.2 AVG. # NIGHTS

67% 1 - 4

33% 5+

## FIRST TIME VISITORS

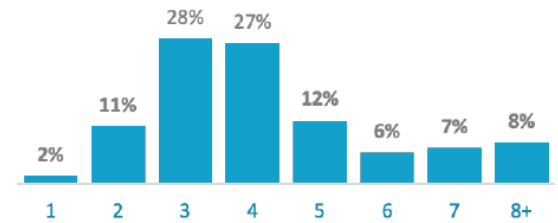


4.2 AVG. # NIGHTS

67% 1 - 4

33% 5+

## REPEAT VISITORS



4.2 AVG. # NIGHTS

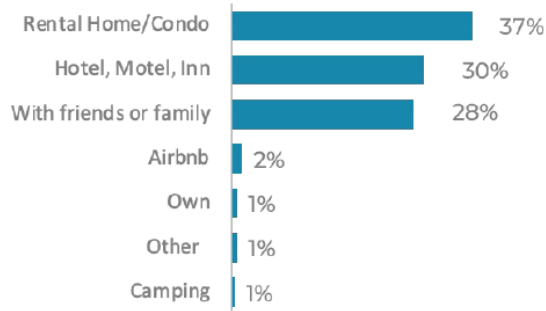
68% 1 - 4

32% 5+

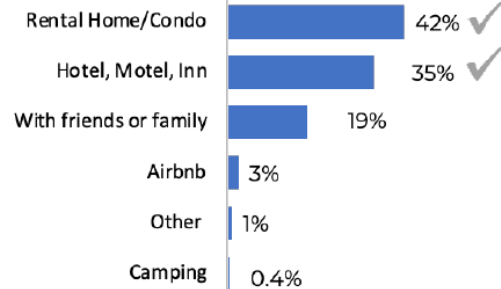
**Winter drive visitors average 3.0 nights = -40% to Fly  
Spend per person is +\$990 which is +84%**

# ACCOMODATIONS

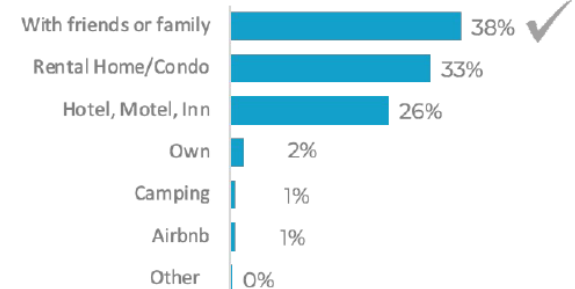
## TOTAL VISITORS



## FIRST TIME VISITORS



## REPEAT VISITORS



**71% of air visitors plan trips 1-3 months prior**



# DEMOGRAPHICS

## TOTAL VISITORS



54%/46% MALE/FEMALE



\$159.7K HOUSEHOLD INCOME



13% TRAVELED WITH CHILDREN

## FIRST TIME VISITORS



58%/42% MALE/FEMALE



\$161.3K HOUSEHOLD INCOME



12% TRAVELED WITH CHILDREN

## REPEAT VISITORS



52%/48% MALE/FEMALE



\$158.7K HOUSEHOLD INCOME



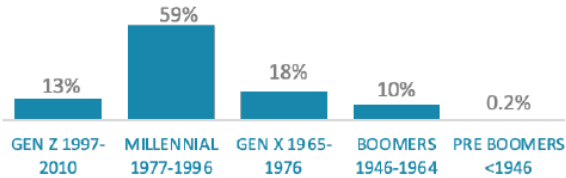
13% TRAVELED WITH CHILDREN

**Only 28% of winter visitors are \$150,000+ HHI**

# DEMOGRAPHICS

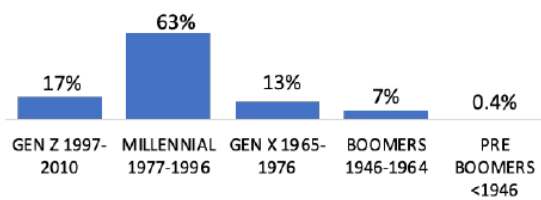
## TOTAL VISITORS

### GENERATION



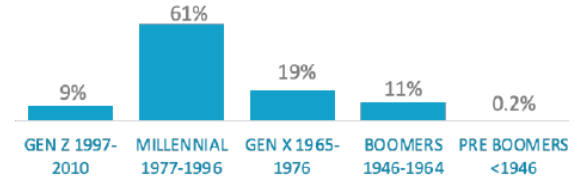
## FIRST TIME VISITORS

### GENERATION

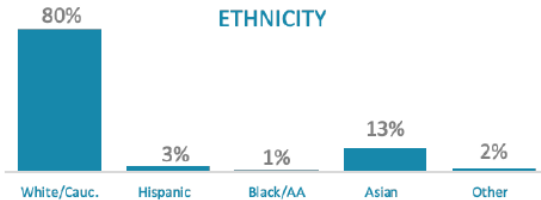


## REPEAT VISITORS

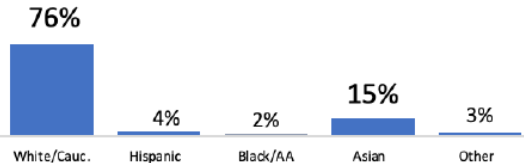
### GENERATION



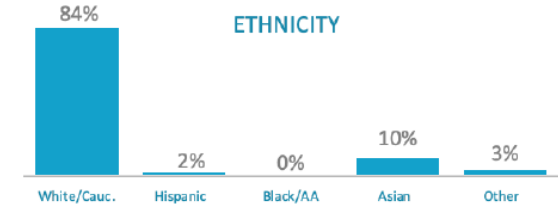
### ETHNICITY



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**72% of visitors were under the age of 46**

# SUMMER 2022 SERVICE

## **MMH - Advanced Airlines**

**Carlsbad  
Hawthorne**

June 16 - September 12

Thursday, Friday, Sunday, Monday

Locals Discount 20% using **MMHLOCAL**

## **BIH - United Airlines**

**San Francisco**

June 4,5, 11,12, 18,19 then June 24th daily  
except Saturday until September 5th

Locals Discount [flylocal@visitmammoth.com](mailto:flylocal@visitmammoth.com)





# TRANSPORTATION

**Enterprise and National Rent-a-Car**

**Shuttle Service**

**Taxi Service**

**Shared Ride Service**

**ESTA Dial-a-Ride**



# FUTURE FOCUS

## MMH

- Bay Area
- Santa Barbara
- Las Vegas

## BIH

- Dallas
- Salt Lake City
- Phoenix
- Seattle

**Working towards year round service**





QUESTIONS?