

SUMMER AIR SURVEY RESEARCH 2026

Eastern Sierra Regional (BIH) and Mammoth / Yosemite (MMH)

NOVEMBER 2026 BOARD MEETING



Summer research covers both of our airports

Surveyed in person at BIH and MMH, May-September 2026.

EASTERN SIERRA REGIONAL (BIH)

745

Survey Responses

426 visitors and 319 locals

MAMMOTH / YOSEMITE (MMH)

78

Survey Responses

First summer baseline

WHAT IT MEANS: BIH provides the full visitor profile; **MMH adds a first summer baseline to track over time.**

BIH summer flights are bringing in new visitors

40%

First-Time Visitors

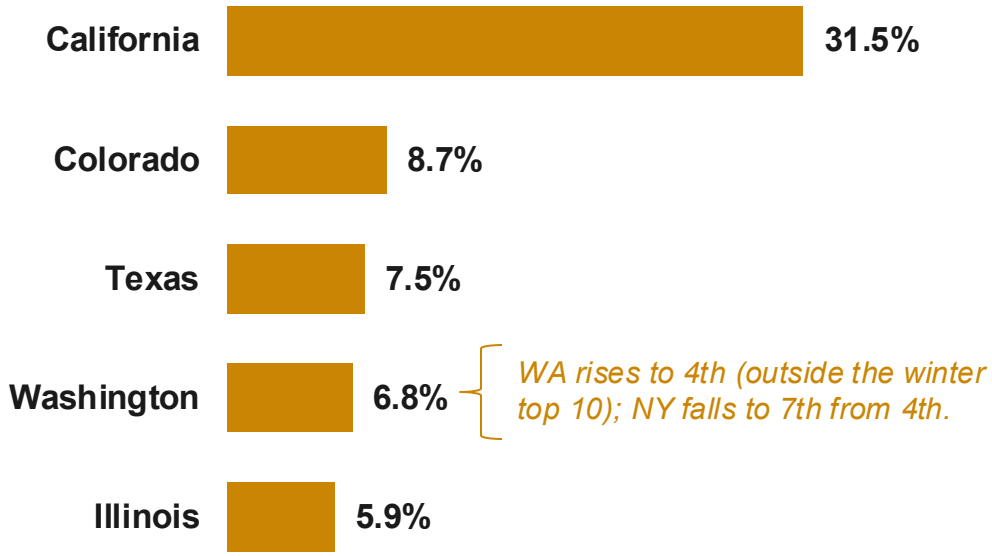
+3 pts vs. 2025

69%

Out of State

+3 pts vs. 2025

TOP ORIGIN STATES



WHAT IT MEANS: Summer and winter flights reach different markets: **summer draws more from the West Coast, winter more from the East Coast.** Routes shape who visits.

Eastern Sierra Regional (BIH) survey.

Half of BIH visitors come for Mammoth Lakes

4.3	81%	$431	50%
Nights per Stay	Pay for Lodging	Average Spend per Day	Mammoth Lakes Primary Destination

$167.7K average household income **(1.9x the U.S. median)**.

WHAT IT MEANS: Mammoth Lakes as the primary destination rose 10+ pts from 40% in 2025. Most other visitors are bound for Bishop.

Eastern Sierra Regional (BIH) survey.

MMH delivers loyal, high-spending visitors

This is a directional read from 51 visitor respondents.

3.8	82%	$696	90%
Nights per Stay	Pay for Lodging	Average Spend per Day	Mammoth Lakes Primary Destination

$203.1K average household income **(2.3x the U.S. median)**.

WHAT IT MEANS: BIH grows our national, first-time audience; **MMH delivers loyal Californians (84% of MMH visitors) who come almost entirely for Mammoth Lakes.**

Mammoth / Yosemite (MMH) survey.

Mammoth Lakes rates above 90 at both airports

91.1
Mammoth Lakes Experience
+6 pts vs. 2025

86%
Plan to Return
+6 pts vs. 2025

95.0
Mammoth Lakes Experience
First MMH summer baseline

100%
Plan to Return
First MMH summer baseline

BIH VISITORS ASKED FOR

- More flight options
- Fewer delays and missed connections
- Year-round service to SFO **(now in place!)**

MMH VISITORS ASKED FOR

- Later departures and morning arrivals
- Service from Orange County and Palomar

WHAT IT MEANS: The destination isn't the constraint; access is. Requests at both airports center on more flights, better timing, and fewer delays.

BIH and MMH summer 2026 surveys.

THE TAKEAWAYS

Summer air service is growing high-value visitation; reliability is the next priority

Reaching new markets

First-time and out-of-state visitors rose.

Two airports, two markets

BIH brings national first-timers; MMH brings loyal Californians.

Ratings top 90 at both airports

Mammoth Lakes rated 91.1 at BIH (+6 pts) and 95.0 at MMH.

Reliability is the next ask

Year-round SFO service is in place; more service options, delays, and missed connections are the top remaining asks.

THANK YOU