



## Town of Mammoth Lakes Fact Sheet

### Overview

The Town of Mammoth Lakes is a small but lively region of four square miles, filled with a special brand of people who have chosen to leave behind their urban lifestyles and experience the unique attributes of the Eastern Sierra.

Incorporated in 1984, Mammoth Lakes is a relatively young town. Mammoth Lakes is located on the Inyo National Forest in Mono County. The town is surrounded by acres of forest and is bordered by the Ansel Adams and John Muir Wilderness Areas. Yosemite National Park's eastern entrance is located just 32 miles north of town and it's a short 100-mile drive to the valley floor. The town occupies a site in the southern half of Mono County, a diverse region of eastern California. Comprising 3,018 square miles, the County's area is marked by the sharp contrast between its eastern and western boundaries. Bounded on the west by the Sierra Nevada crest, this region is characterized by its mountains, lakes, streams and forests. Unlike the gentle, rolling escarpment west of the crest, the eastern slope of the Sierra plunges dramatically to the valley floors. This is probably the characteristic most obvious to the first-time visitor.

The Town of Mammoth Lakes is situated in the southwestern, mountainous region of the county, and many of its trails, campgrounds and roads either abut or cross the crest of the Sierra. Included within is one of the finest ski resorts in the western United States — Mammoth Mountain Ski Area.

The Town of Mammoth Lakes' economy is primarily tourism-based; the importance of visitor dollars to the local economy is demonstrated by the existence of Mammoth Lakes Tourism, a non-profit Destination Marketing Organization (DMO). Mammoth Lakes Tourism's mission is to promote the town, increase tourism, help coordinate the marketing efforts of the total tourism community, and to provide complete, objective information to our visiting guests. Mammoth Lakes Tourism in partnership with the Inyo National Forest maintains the Mammoth Lakes California Welcome Center, a facility dedicated to providing information about the Mammoth Lakes region to walk-in customers. The Mammoth Lakes Chamber of Commerce also plays an important role in the economic health of the Mammoth Lakes community. The mission of the Mammoth Lakes Chamber of Commerce is to enhance the ability of its members to achieve success, to unite the business community, and to involve the entire community in responsibly promoting the overall economic health of Mammoth Lakes.

The mainstay of the Town's tax revenue is the Transient Occupancy Tax (TOT). The 13% TOT tax is added to the rental of any lodging facility and campgrounds for stays of less than a month. The lodging industry generates around two-thirds of the Town of Mammoth Lakes' gross revenue. In addition, the Tourism and Business Improvement District (TBID), adopted in 2013, is an annual assessment on local lodging, retail, restaurant businesses and Mammoth Mountain Ski Area. The assessment rate is based on the tourism benefits received by the business. Developed by Mammoth Lakes Tourism (MLT) with the direction of a steering committee, the Mammoth Lakes Tourism Business Improvement District (TBID) is a benefit assessment district developed to help fund marketing and sales promotion efforts for Mammoth Lakes tourism-based businesses.



## Visitation

It is estimated that Mono County, home to the Town of Mammoth Lakes, generates 4.7 million visitor days annually (Lauren Schlau Consulting 2008). Results from the 2013 Mammoth Lakes Visitor Survey's found an average visiting party includes 4.61 people staying 3.44 nights (Leisure Trends).

## Rooms

According to the transient occupancy license holders who report to the Town of Mammoth Lakes Finance Department, as of January 2009 there were more than 4,599 rentable units. This includes hotels/motels/inns/condominiums/bed & breakfasts/cabins and campgrounds. Occupancy: The average annual occupancy in 2011 for the Hotel category as reported from the lodging industry to the Town of Mammoth Lakes Finance Department was 53%. For additional information on rooms and occupancy visit the Town of Mammoth Lakes Finance Department or visit: [www.townofmammothlakes.ca.gov](http://www.townofmammothlakes.ca.gov).

## Demographics

The 2010 United States Census reported that Mammoth Lakes had a population of 8,234. The Census reported that 8,076 people (98.1% of the population) lived in households, 158 (1.9%) lived in non-institutionalized group quarters, and 0 (0%) were institutionalized. The population was spread out with 1,719 people (20.9%) under the age of 18, 1,050 people (12.8%) aged 18 to 24, 2,833 people (34.4%) aged 25 to 44, 2,100 people (25.5%) aged 45 to 64, and 532 people (6.5%) who were 65 years of age or older. The median age was 32.6 years. For every 100 females there were 121.4 males. For every 100 females age 18 and over, there were 127.0 males.

**Location:** The Town of Mammoth Lakes is located in the heart of California's Eastern Sierra Nevada mountain range in Mono County. Mammoth Lakes is about 325 miles north of Los Angeles, and about the same distance east of San Francisco. Mammoth Lakes is about 164 miles south of Reno, NV.

## Access

By automobile, Mammoth Lakes can be reached via U.S. Highway 395 from the north and south and Interstate 80 and Hwy 50 from the east and west. State Highway 120 and State Highway 108 are open in the summer months only. To see more information about traveling to and around Mammoth Lakes, view our Getting Here and Getting Around informational pages.

The Mammoth Yosemite Airport (MMH) is located a short 10 minutes or 6 miles (9.7 km) from Mammoth Lakes on US HWY 395. The Mammoth Yosemite Airport offers year-round, non-stop, commercial service to Mammoth Lakes from Los Angeles, and non-stop winter service from San Francisco, San Diego, Las Vegas and Denver. Flights from these international airports make access to Mammoth Lakes even easier.

## Elevation

The Town of Mammoth Lakes sits at an altitude of 7,500 - 8,050 feet. The surrounding mountains rise to elevations exceeding 12,000 feet.



## **Climate**

In summer, temperatures average 75-80 degrees for a high and seldom dip below 40 for a low. Winter temperatures average 30-40 degrees for a high and 10-20 degrees for a low with mostly sunny skies.

## **Precipitation**

Based on figures compiled for more than 20 years, snowfall at Mammoth Mountain Ski Area averages 33 feet or 400 inches (10 meters) per year.

## **Accommodations**

There are more than 4,599 rental units in Mammoth Lakes, accommodating various size groups. This figure includes condominiums, hotels, motels, lodges, hotel condominiums, Bed & Breakfasts, and cabins.

## **Restaurants**

With more than 60 restaurants and lounges in town, Mammoth Lakes offers a wide variety of menus. Traditional, American, Mexican, Japanese, German, Italian, Thai and French cuisines are all available. There is a restaurant in town that can satisfy any palate or budget.

## **Shopping**

The majority of Mammoth's retail shops and stores are located in a variety of shopping plazas: The Sierra Center Mall, Old Mammoth Mall, Main Street Plaza, Minaret Village Mall, Sherwin Plaza, Mammoth Luxury Outlet Mall and The Village at Mammoth. Items of every description can be found in town, from gourmet wines, designer clothes and sporting equipment to local art, jewelry and home furnishings.

## **Skiing & Snowboarding**

Mammoth Mountain Ski Area, one of the country's largest resorts, is located just five miles from town. June Mountain Ski Area is located approximately 20 miles from the town of Mammoth Lakes in June Lake. Contact: Mammoth Mountain Ski Area 800-MAMMOTH (800-626-6684) or 760-934-2571. June Mountain: 888-586-3686.

## **Spring, Summer and Fall**

Mammoth Lakes is a year-round resort town with opportunities for activities such as biking, hiking, fishing, camping, fall color viewing and more. Mammoth Lakes is the base camp for area attractions such as Devils Postpile, Bodie State Historic Park, and Mono Lake Tufa State Reserve. Stop by the Mammoth Lakes Welcome Center, a designated California Welcome Center, for information. The Center is located one mile (1.6 km) off U.S. Highway 395 on State Route 203/Main Street, at the entrance to town. This unique partnership facility is operated jointly by federal, state and local government agencies.