

*Lauren Schlan*  
*Consulting*

# Visitor Profile and Economic/Fiscal Impacts of Inyo County Tourism in 2021-22

For:



July 2023

July, 2023

Steven Frisch, Sierra Business Council

Tawni Thomson, Bishop Chamber of Commerce & Information Center

Elaine Kabala, City of Bishop & ESCOG

Miquela Beall, County of Inyo

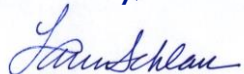
LSC is pleased to present the **Visitor Profile and Economic Impact Study** of Inyo County tourism for fiscal year 2021-2022, representing visitation for the Inyo County Owens Valley Highway 395 corridor, including Lone Pine, Independence, Big Pine and Bishop.

The study was conducted by LSC, Inc. CIC Research, Inc. a San Diego economics research firm provided the visitor volume and economic and fiscal impact estimates.

Please feel free to contact me should you have any questions or comments.

Thank you for this opportunity to conduct this important study for you, the project partners, and area stakeholders.

Sincerely,



President

Lauren Schlau Consulting, Inc.  
[www.lsconsult.com](http://www.lsconsult.com)

# Section I

- Study Overview
- Summary of Findings

# Inyo County Tourism Background

- Inyo County spans California's scenic Eastern Sierra region bordering Yosemite National Park to the west and Nevada to the east. The terrain ranges from stark high desert to spectacular snowcapped mountains. The variable climate, from cold winter snow to dry sunny summers have established Inyo County as a popular year 'round outdoor recreation destination.
- In a county with only 19,000 residents, tourism is a key economic driver. Various entities work to support countywide economic development including and related to this study, the Sierra Business Council, Inyo County, the City of Bishop, the county's largest and only incorporated city, and the Bishop Chamber of Commerce/Visitor Bureau. Each has a role and a stake in successful marketing and stewardship of the destination.
- Given the value and importance of tourism in Inyo County, stakeholders wanted thorough research detailing visitor volume, spending, taxes and jobs supported, as well as a profile of current visitors and segments, and their key trip behaviors and demographics, as presented herein.
  - The visitors studied are considered *destination* visitors, not including everyone traveling through this area.
- The data are useful for marketing, program and economic development and serve as a benchmark by which future tourism change and growth can be assessed through additional research.

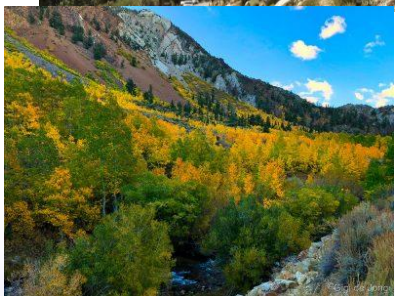
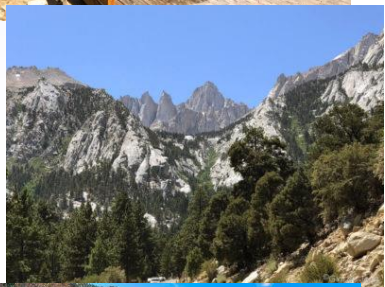


# Overall Objectives – Valid Measures & Detailed Profile of Inyo County Owens Valley Tourism

- The study's **quantitative tourism measures** include:
  - number of visitors
  - number of visitor days
  - visitor direct spending impact
  - fiscal/taxes impact from visitor spending
  - the number of local jobs supported by visitor spending
- The **visitor profile** includes key demographic and trip behaviors including :
  - geographic origin
  - purpose of visit
  - main and other trip destination(s)
  - transportation to and around the region
  - activities and attractions/venues visited in the Owens Valley
  - information sources before the trip and in the area
  - destination satisfaction ratings
  - seasonality of visit
  - average length of stay – day and overnight
  - lodging type and reservations
  - visitor spending incidence and amount by category
  - travel group type; average group size
  - visitor age, gender, household income, household composition



# Definitions: Visitor, Lodging & Hotel Guests



- This study defines a visitor as someone who: “resides outside of Inyo County, visiting the Owens Valley area for the day or overnight, for pleasure, vacation, business, to attend a conference/meeting or special event, excluding for regular school or employment.”
- Due to the nature of travel along Highway 395 and given the study methodology, the sample is mainly a *destination visitor*. It was not designed to represent or count all visitors to and through the area, especially, say, if just passing through and stopping for gas or a quick meal.
- The study area is referenced as the Owens Valley, i.e., the areas along Highway 395, from Lone Pine on the south through Bishop to the north, and points and sites to the east and west adjacent to the highway.
- This report uses the terms “visitor/visitation” and “tourist/tourism” interchangeably.
- Lodging
  - The term “hotel” refers to paid transient lodging including hotels, motels, motor inns, bed & breakfast inns.
  - “Other paid lodging” refers to short term vacation rentals, cabins, tent campgrounds and recreational vehicle (RVs) parks.
  - “Unpaid lodging” refers to private residences usually of friends/family.
  - Hotel guests exclude those in the region for regular business such as utility or other public workers.



# Owens Valley Attracted 465,000 Non-Local Visitors who Spent \$115.5 million in 2022

- For the Owens Valley specifically in (fiscal year) 2022:
  - 465,100 estimated annual destination visitors
  - visitors spent a total of \$115.5 million
  - visitor spending generated \$4.5 million in local lodging and retail taxes
  - visitor activity and spending supported 919 local jobs
- For overall Inyo County in (calendar year) 2022 visitors:<sup>1</sup>
  - spent \$247 million countywide
  - generated \$9.5 million of retail and lodging taxes (excluding fees and property tax).
  - \$3.2 million in transient occupancy tax (TOT) collected in incorporated Bishop, with \$4.4 million in the all the remaining unincorporated county.
  - contributed the equivalent of \$1,100 in local taxes or services per each county household
  - supported 2,650 local jobs
- Thus, as a share of the total county, Owens Valley visitors accounted for about 47% of total annual visitor spending, 47% of sales and lodging tax, and 35% of related jobs.
  - Again this represents destination visitors not all travelers through the region.

**Table 1 - Overall Indicators  
Owens Valley\* Tourism – FY 2022\*\***

Indicator	Fiscal Year 2022 Total
Total Number of Visitors	465,073
Average Length of Stay (days, all visitors)	3.6
Total Visitor Days	1,675,667
Total Annual Visitor Spending	\$115,491,700
Per-capita Daily Visitor Spending	\$68.92
Transient Occupancy (hotel) Tax Revenue (from non-local visitors)	\$4,068,500
Visitor Retail Sales Tax Revenue to region	\$466,750
Jobs Supported by Tourism	919

\* Unless otherwise noted, “Inyo County” herein refers to the study area, i.e., the Owens Valley Highway 395 corridor, from Lone Pine – Bishop.

\*\* References to 2022 represent *fiscal year* July 1 2021 – June 30 2022.

<sup>1</sup> California Travel Impacts by County 1992-2022 (prelim.), Dean Runyan Assoc., for Visit California, April 2023. These figures include all of incorporated and unincorporated Inyo County areas on a *calendar year* basis. Visitor volume is not estimated.

# Inyo County/Owens Valley Visitor Profile - Aspects

- **Origin:** The vast majority, 90% of Owens Valley visitors are Californians, in particular from Southern California. Another 10% are from other states and less than one percent are international.
  - This likely has been the area's visitor origin in general, but given the timing of this study emerging from the COVID-19 pandemic, origin may be more skewed to in-state with fewer out of state or international visitation than otherwise.
- **Season:** Two-thirds or 68% of Owens Valley visitors came in Summer, with 65% in Spring a close second, Fall was third with 57% while Winter was visited by 33%.
- **Purposes:** Visitors came here to do outdoor recreation, vacation, see natural wonders and for sightseeing. Only 20% were passing through elsewhere.
- **Motivation:** Visitors came to the area for its scenic beauty, familiarity, for its range of outdoor activities, and open space.
- **Information:** While most visitors used their past visit experience here to plan the trip and then once in the area, one-third used the Bishopvisitor.com website and nearly as many used the Bishop Visitor Guide.
- **Destination:** Inyo County Owens Valley was the main destination for nearly 40% of visitors, while 80% were mainly visiting within the Eastern Sierra region as their main travel destination.
  - Within the region, Bishop was the most visited area followed by Lone Pine.



# Inyo County/Owens Valley Visitor Profile - Aspects

- **Mode:** The vast majority drove to arrive in and get around the area, most using a personal vehicle, with a smaller share using a recreational vehicle (RV).
- **Activities:** visitors engaged in various area activities including eating in restaurants by 64%, sightseeing/exploring by 59%, water based outdoor activities by 53%, and land based outdoor activities by 53%. Fishing and hiking were the most popular outdoor activities.
- **Sites:** the most visited local sites were Bishop Creek, Alabama Hills and Rock Creek areas.
- **Planning:** visitors planned their trips 4 - 5 weeks in advance, although 10% didn't plan ahead.
- **Revisiting:** nearly all expect to revisit the area in the next two years.
- **Overnight:** Overall, 65% stayed overnight in Owens Valley, thus 35% were day visitors.
- **Length:** all visitors stayed an average of 3 nights in the area; overnight visitors averaged nearly 5 nights here.
- **Lodging:** overall, hotels were the most popular lodging followed by RVs.
- **Spending:** 99% of visitors spent in the area; daily total per-capita spending averaged \$69.

## Inyo County/Owens Valley Visitor Profile - Demographics

- **Group Type:** visitors mainly traveled in couples and families
- **Size:** average of 2.8 persons per group
- **Age:** respondents averaged 60 years of age, an older skew
- **Gender:** respondents skewed male, 69% versus 31% female
- **Household:** most visitors are married; most do not have children living at home
- **Income:** visitors reported high median household income of \$133,500, well above the California and national median income.

# Owens Valley 2022 Visitor Profile

Table 2 – Owens Valley 2022 Visitor Summary Profile

Characteristic	Number or Percent	Characteristic	Number or Percent
California	90%	Stayed overnight in Owens Valley	65%
Other U.S. (excludes CA)	10%	Nights stayed in Owens Valley: all visitors / overnight visitors	3.1 / 4.8
International	.4%	Stayed in hotel lodging: all visitors / overnight visitors	28% / 43%
Winter visits	33%	Percent of visitors spending in Owens Valley (daily)	99%
Spring visits	65%	Percent of visitors: couples / families	41% / 26%
Summer visits	68%	Average group size (# persons)	2.8
Fall visits	57%	Average respondent age	60
Main purpose – outdoor recreation	40%	Percent Married	71%
Owens Valley main trip destination	39%	Percent with Children at home	24%
Main outdoor activities: bait fishing / hiking	61% / 58%	Median Household income	\$113,500
Main Owens Valley area visited: Bishop Creek	51%		
Weeks in advance planned Owens Valley trip	4.7		
Plan to revisit in next 2 years	97%		

# Observations & Opportunities

- Inyo County/Owens Valley is very special and beloved region, offering a wealth of scenic and iconic features and attractions that appeal to a range of visitors, generally throughout the year. As of this time the area is relatively unspoiled and uncrowded, and its visitation patterns and volume are manageable.
- Tourism is a key element of the regional economy, and its tax and employment base, generally compatible and complementary to the Eastern Sierra lifestyle.
  - The challenge is to attract a visitor base that is controllable and respectful of the environment, while ensuring that tourism continues to contribute meaningfully to the economy and to the region's residential quality of life.
- The Southern California visitor market is the region's largest source of visitation, and benefits the area with volume and repeat visitation. However, marketing to more first-time visitors in more distant U.S. markets will help broaden the visitor base and increase length of stay and spending.
  - In that visitors come for the area's scenic beauty and related activities, e.g., mountains and lakes, hiking, camping and fishing, promoting Owens Valley to for example desert and plains areas that lack such features and activities could be opportune.
- To build fall and winter visitation, special promotions may be attractive especially packaging lodging with activities, e.g., restaurants and shopping, and outdoor activities.
- As visitors plan their trips here about 4 to 6 week in advance, marketing and special promotions should focus around that period.
- While the study respondent base skewed older, the area has an opportunity to attract younger visitors with its range of outdoor activities.
- Given visitors' reported high income level, Owens Valley would benefit from development of a more upscale hotel, scenically situated, with amenities such as a spa and high-end restaurant, to satisfy demand from this segment, but without changing the region's general character, affordability and attractiveness to a wide income range of visitors.



# Report Contents

- The next sections of the Report are:
  - Section 2: Owens Valley Visitor Serving Environment
  - Section 3: Visitor Volume and Economic and Fiscal Impacts
  - Section 4: Owens Valley Visitor Profile - Behaviors and Characteristics
  - Section 5: Respondent Travel Groups and Demographics
  - Appendix: Research Method for Estimates and Profile, How to Read the Tables

# Section 2

## Owens Valley Visitor Serving Environment

# Overview of Owens Valley Tourism

- Located 3 to 4 driving hours north of Los Angeles and 5 – 6 hours north of San Diego and Orange County, the Owens Valley is easily accessible from Highway 395 the main north south artery. The highway is flanked between two scenic Eastern Sierra mountain ranges, including Mount Whitney, and traverses through the region's four main communities of Lone Pine, Independence (Inyo County seat), Big Pine and Bishop, each offering travelers a unique slice of sites and sights.
- In the past few years, Bishop is now the location of a regional airport with direct service to San Francisco and Denver.
- Attracting and supporting Owens Valley visitors are lodging, natural wonders, built attractions and retail, including:
  - **Lodging**
    - ❑ The area offers a total of 31 hotel motel and inns, of which 20 are in Bishop and 11 are in the Owens Valley unincorporated areas and which contain a total of 1,169 rooms.
    - ❑ As well, 59 tent and RV campgrounds are available with 2,020 total sites, subject to seasonality.
  - **Natural wonders** are abundant, essentially defining the region, attracting visitors who engage in a range of activities, including the iconic Mt. Whitney, the ancient Bristlecone Pine Forest, mountains lakes, and hot springs, attractive and usable year-round. The area also benefits from its adjacency to the popular Mammoth Mountain ski area and the renowned Yosemite National Park, seasonally accessible through nearby Lee Vining.
  - **Attractions** drawing visitors include Laws Railroad Museum and Historical Site, Museum of Western Film History, the historic Manzanar National Historical Site, Paiute-Shoshone Cultural Center, Eastern California Museum, golf courses in Lone Pine and Bishop among other attractions.
  - **Retail** shops offering an array of goods and services support visitor wants and needs are located throughout the study area; many are highly visible fronting on Highway 395 as well as on surrounding streets.



# A Range of Hotel Lodging to Serve Visitors

- The 31 Owens Valley hotels and motels contain a total of 1,169 rooms, of which 858 are in Bishop and 311 in other Owens Valley areas, and range in size from 10 rooms to 86 rooms, as shown below.
- The market achieved an occupancy rate of 68.6% for fiscal year 2022.
- The market realized an overall average daily rate of \$124.61 for fiscal year 2022.

**Table 3a – Room Supply: Bishop**

Property	Rooms
Ascend Cielo Hotel Bishop-Mammoth	60
Best Western Bishop Lodge	86
Bishop Creek Lodge	11
Bishop Elms Motel	19
Bishop Inn	25
Bishop Village Motel	13
Comfort Inn Bishop	54
Creekside Inn	85
Days Inn Bishop	33
El Rancho Motel	16

Property	Rooms
Holiday Inn Express & Suites Bishop	66
Motel 6 Bishop	52
Mountain View Motel	35
Quality Inn Bishop	53
Super 8 Bishop	43
Thunderbird Motel	23
Town House Motel	35
Travelodge Bishop	52
Trees Motel	16
Vagabond Inn Bishop	81
<b>Total Rooms</b>	<b>858</b>

**Table 3b – Room Supply:  
Other Owens Valley Area**

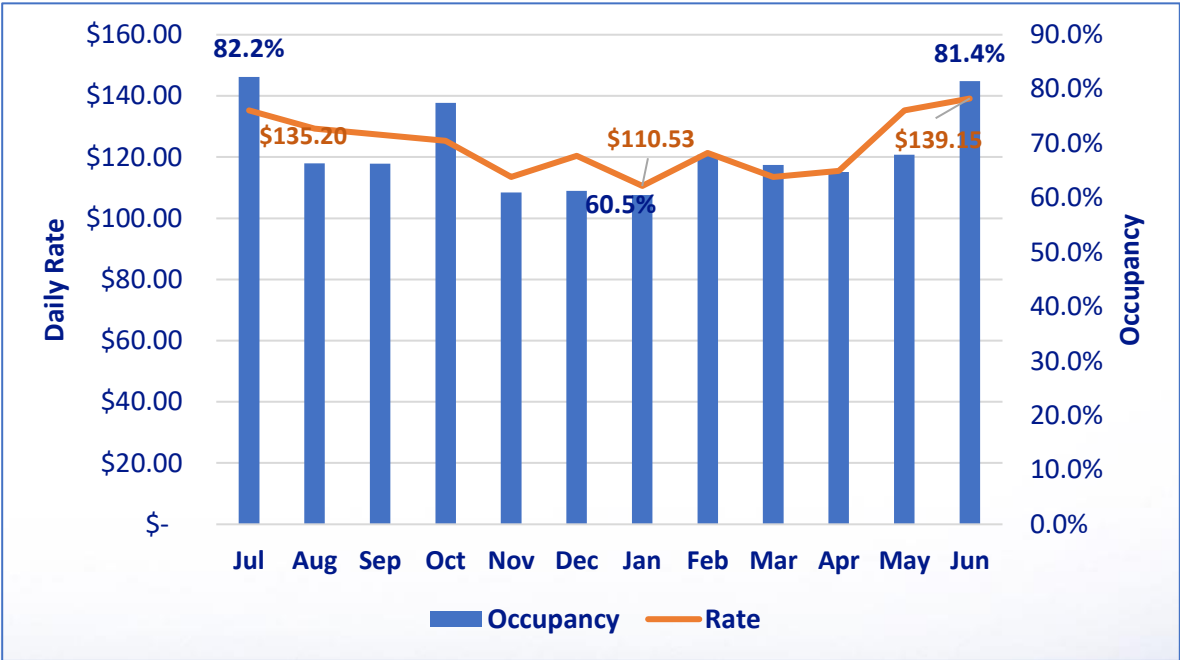
Property	Rooms
Bristlecone Motel	17
Starlight Motel	10
Independence Court House Motel	10
Winnedumah Hotel	24
Best Western Plus Frontier Motel	73
Dow Villa Motel	42
Mount Whitney Motel	29
Portal Motel	17
Quality Inn Lone Pine	58
Trails Motel	17
Rustic Motel	14
<b>Total Rooms</b>	<b>311</b>



# Seasonality in Lodging Occupancy and Room Rate

- As shown below, Owens Valley lodging demand ranged by season with occupancy ranging from a low of 60% in January to a high of 82% in July.
- Room rate also varied by season from a low of \$111 in January to \$135 in June, and generally, but not always, aligned with occupancy.

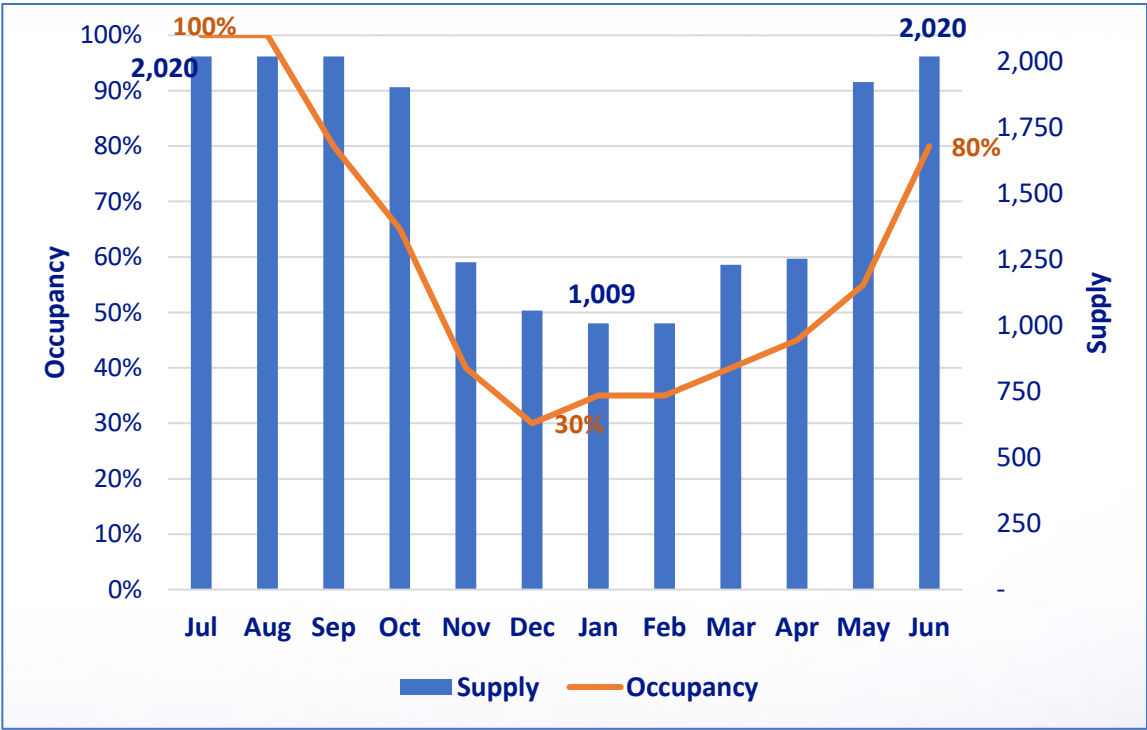
Table 4 – Owens Valley Hotel/Motel Monthly Occupancy and Room Rate (FY 2022)



# Campgrounds Important, Highly Seasonal Lodging

- Tent and recreational vehicle (RV) campgrounds are another important aspect of the region’s accommodations.
- The supply of 2,020 sites is scattered throughout the region, located on main highways and in back-country areas; some include both tent and RV campsites.
- Given the nature of campgrounds their availability, i.e., supply, and utilization, i.e., demand, are highly seasonal. We have estimated monthly supply and demand as shown below.
- Supply and demand, as would be expected are highest in the warmer months May through October.

Table 5 – Tent and RV Campground Supply and Demand (FY 2022)



## Section 3

- Visitor Volume, and Economic and Fiscal Impacts

- \* *California Travel Impacts by County, 1992-2022* (prelim.), Dean Runyan Assoc., for Visit California, April 2023. These figures include all Inyo County incorporated and unincorporated areas, on a calendar year basis.

Indicator	Fiscal Year 2022 Total
Total Number of Visitors	465,073
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Total Visitor Days	1,675,667
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Visitor Retail Sales Tax Revenue	\$466,750
Jobs Supported by Tourism	919

\*\* References to 2022 represent fiscal year July 1, 2021 – June 30, 2022.



# Nearly Half Million Visitors Stayed 1.5 Million Visitor Days

Looking at the visitation patterns by segment yields additional insight, as discussed below and on the next slide.

- Of the region's total visitor volume, the largest share, 300,100 or 65% were overnight visitors, with 165,000 or 35% visiting for the day only.
  - Nearly 129,000 or 28% of the total stayed in area hotels/motels, 68,000 or 15% camped in RV parks or campgrounds, while 61,200 or 13% tent-camped, and close to 34,00 or 7% used a cabin or other lodging. Another 8,400 or 2% stayed in a local private home (unpaid).
- Overall, these visitors spent an average of 3.6 days in the Owens Valley, yielding a total of 1.68 million visitor days.
  - Hotel visitors stayed 3.9 days, accounting for 504,000 total days or 30% of visitor days. RV campers spent about 7 days, totaling 468,100 visitor days or 28%, while tent campers spent 5 days, generating 299,500 visitor days. Day visitors spending 1 day, generated 165,000 visitor days, 10% of the total.
- Visitor groups averaged 2.8 persons per group overall. Campers averaged 3.1 persons, the largest groups, while private home guest groups with 2.47 person were the smallest.

**Table 7 – Visitor Volume Visitor Days and Group Size by Segment**

Visitor Category	Inyo County Visitors	Percent of Total Visitors	Avg. Stay In Inyo County (Days)	Total Visitor Days	Percent of Total Visitor Days	Group Size (persons)
Hotel/Motel	128,798	27.7%	3.91	503,997	30.1%	2.70
Cabin/STR or Other	33,858	7.3%	4.79	162,103	9.7%	2.75
Campground/RV Park	67,854	14.6%	6.90	468,066	27.9%	3.09
Tent campground or wilderness	61,220	13.2%	4.89	299,468	17.9%	2.75
Private Home/Other Unpaid	8,380	1.8%	9.20	77,070	4.6%	2.47
<b>Total Overnight Visitors</b>	<b>300,110</b>	<b>64.5%</b>	<b>5.03</b>	<b>1,510,704</b>	<b>90.2%</b>	<b>2.79</b>
Day Visitors	164,963	35.5%	1.00	164,963	9.8%	2.93
<b>Total Visitors</b>	<b>465,073</b>	<b>100.0%</b>	<b>3.60</b>	<b>1,675,667</b>	<b>100.0%</b>	<b>2.84</b>

# Each Visitor Group Spent \$248 Total in the Area or \$69 Per Day

- As mentioned, visitor spending totaled \$115.5 million in the area.
  - Of the total, overnight visitors spent \$101.8 million representing 88% of total spending, while day visitors spent \$13.7 million or 12% of the total.
  - Hotel guests spent the most of any single segment, \$58.6 million, or 51% of the total.
  
- Overall, visitor groups spent \$248 on their entire trip in Owens Valley, while each visitor spent an average of \$69 per day while here.
  - As is typical among travelers, hotel guests spent the most, averaging \$455 on their trip here or \$116 per visitor per day.

**Table 8 – Spending by Lodging Segment**

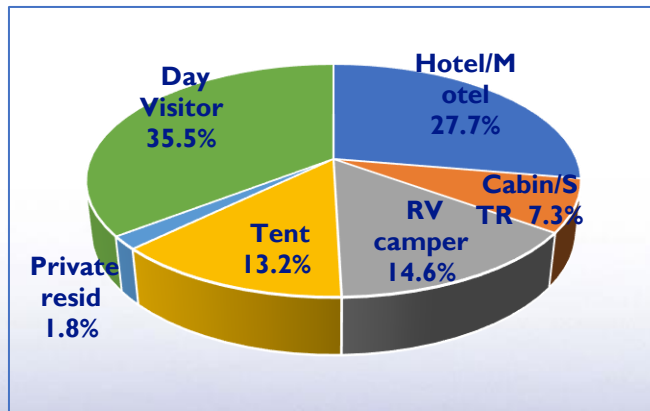
Visitor Lodging Segment	Avg. Daily Per Capita Spending	Total Spend per Trip per Visitor in Inyo Co.	Total Annual Spending*	Percent of Total
Hotel/Motel	\$ 116.29	\$ 455.04	\$ 58,608,381	50.7%
Cabin/STR or Other	\$ 82.53	\$ 395.14	\$ 13,378,708	11.6%
Campground/RV Park	\$ 39.62	\$ 273.33	\$ 18,546,365	16.1%
Tent campground or Wilderness	\$ 33.14	\$ 162.09	\$ 9,923,113	8.6%
Private Home/Other Unpaid	\$ 17.34	\$ 159.49	\$ 1,336,571	1.2%
<b>Total Overnight Visitors</b>	<b>\$ 67.38</b>	<b>\$ 339.19</b>	<b>\$ 101,793,138</b>	<b>88.1%</b>
Day Visitors	\$ 83.04	\$ 83.04	\$ 13,698,562	11.9%
<b>Total Visitors</b>	<b>\$ 68.92</b>	<b>\$ 248.33</b>	<b>\$ 115,491,700</b>	<b>100.0%</b>

# Hotel Guests are 28% of Total Volume & Generate 51% of Total Visitor Spending

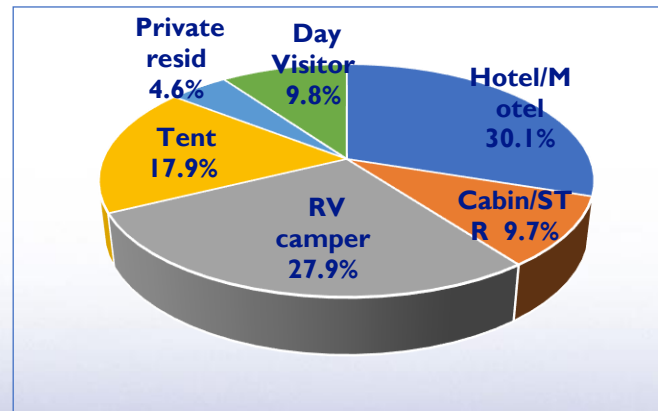
These pie charts compare the relative share for each segment's visitor volume, days and total visitor spending.

- As can be seen, day visitors (green) comprise a 36% share of volume, but only 10% of visitor days and 12% of spending.
- Conversely, hotel guests (blue) are 28% of volume and 30% of visitor days, yet account for 51% of total annual visitor spending.

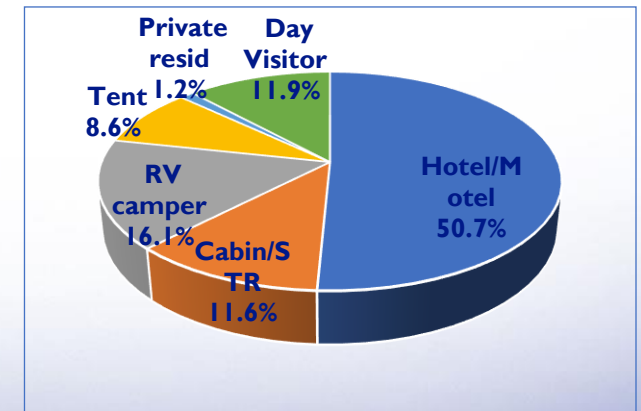
Visitor Volume



Visitor Days



Visitor Spending



# Lodging and Meals Out Top Spending Categories

- Owens Valley visitors spent the most for lodging, at \$29 daily per-capita, or \$48.2 million in total, accounting for 42% of overall total spending.
- Next, they spent \$14 daily per capita on meals out, generating total spending of \$23 million, 20% of the total.
- These top two categories accounted for 60% of total visitor spending in the region.

Table 9 – Visitor Spending by Category

Spending Category	Daily Per Capita Spending*	Spending per Visitor in Inyo	Total Annual Spending**	Percent of Total Spending
Lodging***	\$ 28.77	\$ 103.66	\$ 48,207,389	41.7%
Meals	\$ 13.69	\$ 49.32	\$ 22,935,554	19.9%
Beverages	\$ 4.12	\$ 14.83	\$ 6,898,279	6.0%
Shopping/gifts	\$ 4.02	\$ 14.47	\$ 6,731,025	5.8%
Admissions/recreation fees	\$ 1.80	\$ 6.49	\$ 3,020,526	2.6%
Recreation equip. rental/purch.	\$ 2.22	\$ 8.00	\$ 3,721,470	3.2%
Local Transport/Parking	\$ 6.37	\$ 22.97	\$ 10,682,329	9.2%
Groceries & Other	\$ 7.93	\$ 28.59	\$ 13,295,127	11.5%
<b>Total</b>	<b>\$ 68.92</b>	<b>\$ 248.33</b>	<b>\$ 115,491,700</b>	<b>100.0%</b>

\* Daily spending is allocated to all visitors whether or not they spent in that category.  
 \*\* Includes taxes and tips  
 \*\*\* Lodging spending is not the room rate but the amount spent across all visitors whether or not they stayed in paid lodging.



# Detailed Spending by Lodging Segment

**Table 10a – Spending by Overnight Hotel, Cabin, RV and Tent Segments**

Spending Category	Hotel Visitors			Cabin, STR or Other Paid Overnight Visitors			Campground/RV Park			Tent Campground/Wilderness		
	Daily Per Capita Spending	Total Annual Spending*	Percent of Total Spending	Daily Per Capita Spending	Total Annual Spending*	Percent of Total Spending	Daily Per Capita Spending	Total Annual Spending*	Percent of Total Spending	Daily Per Capita Spending	Total Annual Spending*	Percent of Total Spending
Lodging	\$ 68.57	\$ 34,560,281	59.0%	\$ 43.75	\$ 7,091,807	53.0%	\$ 11.40	\$ 5,333,629	28.8%	\$ 4.08	\$ 1,221,672	12.3%
Meals	\$ 20.62	\$ 10,392,971	17.7%	\$ 13.48	\$ 2,184,862	16.3%	\$ 7.10	\$ 3,322,360	17.9%	\$ 8.32	\$ 2,490,825	25.1%
Beverages	\$ 5.25	\$ 2,647,757	4.5%	\$ 4.71	\$ 762,928	5.7%	\$ 2.70	\$ 1,261,830	6.8%	\$ 2.88	\$ 862,474	8.7%
Shopping/gifts	\$ 4.78	\$ 2,410,119	4.1%	\$ 3.04	\$ 492,665	3.7%	\$ 3.38	\$ 1,580,489	8.5%	\$ 2.77	\$ 830,690	8.4%
Admissions/recreation fees	\$ 1.68	\$ 848,367	1.4%	\$ 1.93	\$ 312,551	2.3%	\$ 1.73	\$ 811,964	4.4%	\$ 1.66	\$ 497,018	5.0%
Recreation equip. rental/purch.	\$ 2.53	\$ 1,276,207	2.2%	\$ 1.67	\$ 271,415	2.0%	\$ 1.66	\$ 777,899	4.2%	\$ 2.22	\$ 663,888	6.7%
Local Transport/Parking	\$ 6.40	\$ 3,227,447	5.5%	\$ 5.07	\$ 822,490	6.1%	\$ 4.78	\$ 2,235,164	12.1%	\$ 5.13	\$ 1,537,045	15.5%
Groceries & Other	\$ 6.44	\$ 3,245,233	5.5%	\$ 8.88	\$ 1,439,991	10.8%	\$ 6.89	\$ 3,223,029	17.4%	\$ 6.08	\$ 1,819,501	18.3%
<b>Total</b>	<b>\$ 116.29</b>	<b>\$ 58,608,381</b>	<b>100.0%</b>	<b>\$ 82.53</b>	<b>\$ 13,378,708</b>	<b>100.0%</b>	<b>\$ 39.62</b>	<b>\$ 18,546,365</b>	<b>100.0%</b>	<b>\$ 33.14</b>	<b>\$ 9,923,113</b>	<b>100.0%</b>

**Table 10b – Spending by Private Residence Guests and Day Visitors**

Spending Category	Private Home & Other Unpaid			Day Visitors		
	Daily Per Capita Spending	Total Annual Spending*	Percent of Total Spending	Daily Per Capita Spending	Total Annual Spending*	Percent of Total Spending
Lodging	\$ -	\$ -	0.0%	\$ -	\$ -	0.0%
Meals	\$ 6.07	\$ 467,815	35.0%	\$ 24.71	\$ 4,076,722.16	29.8%
Beverages	\$ 1.57	\$ 120,821	9.0%	\$ 7.53	\$ 1,242,468.96	9.1%
Shopping/gifts	\$ 1.20	\$ 92,493	6.9%	\$ 8.03	\$ 1,324,569.18	9.7%
Admissions/recreation fees	\$ 0.71	\$ 54,783	4.1%	\$ 3.01	\$ 495,843.33	3.6%
Recreation equip. rental/purch.	\$ 0.67	\$ 51,707	3.9%	\$ 4.12	\$ 680,354.26	5.0%
Local Transport/Parking	\$ 2.41	\$ 185,490	13.9%	\$ 16.21	\$ 2,674,693.36	19.5%
Groceries & Other	\$ 4.72	\$ 363,464	27.2%	\$ 19.42	\$ 3,203,910.76	23.4%
<b>Total</b>	<b>\$ 17.34</b>	<b>\$1,336,571</b>	<b>100.0%</b>	<b>\$ 83.04</b>	<b>\$ 13,698,562</b>	<b>100.0%</b>

# Visitor Spending Generated \$4.5 million in Taxes to Region

- The \$115.5 million of total visitor spending includes tips and applicable taxes.
- Eliminating taxes and tips from the total, results in \$87.3 million of taxable total spending.
- Taxable spending generated a total of \$4.5 million in taxes to Hwy. 395 Owens Valley region, of which:
  - \$4.1 million is transient lodging (hotel) tax
  - \$466,750 is retail sales tax

**Table 11 – Taxes Generated from Net Visitor Spending**

Taxable Category	Inyo County Effective Tax Rate	Net Taxable Total Spending	Tax Revenues (Hwy. 395 corridor/ Owens Valley)	Ratio
Lodging	12.0%	\$ 33,904,000	\$ 4,068,480	89.7%
Meals	1.0%	\$ 19,478,000	\$ 194,780	4.3%
Beverages	1.0%	\$ 5,858,000	\$ 58,580	1.3%
Shopping/gifts	1.0%	\$ 6,247,000	\$ 62,470	1.4%
Admissions/recreation fees	0.0%	\$ 3,021,000	\$ -	0.0%
Recreation equip. rental/purch.	0.0%	\$ 3,721,000	\$ -	0.0%
Local Transport/Parking <sup>1</sup>	1.0%	\$ 8,923,000	\$ 89,230	2.0%
Groceries & Other <sup>1</sup>	1.0%	\$ 6,169,000	\$ 61,690	1.4%
Retail subtotal		\$ 53,417,000	\$ 466,750	10.3%
Total		\$ 87,321,000	\$ 4,535,230	100.0%

<sup>1</sup> for local transportation and groceries only a portion is taxable.

# Visitor Activity Supports Over 900 Local Jobs

- Visitor activity and spending supports local employment.
- Visitor spending to support one job<sup>1</sup> is divided into the taxable spending to estimate jobs supported in total and by category as shown.
- Visitor spending supported a total of 919 jobs in the Owens Valley region in 2022.
  - Most or 360 of these jobs, nearly 40% were in lodging.
  - Another 269 or 29% were in food and beverage services, and 103 or 11% were related to recreational activity.
  - Clearly more regional jobs are supported by the travelers passing through the area, but excluded from this study as they are not considered “destination” visitors.

<sup>1</sup> California Travel Impacts by County, 1992-2022 (prelim.), Dean Runyan Assoc., for Visit California, April 2023. The spending to support one job represent all Inyo County.

Table 12 - Local Jobs Supported by Visitor Spending

Taxable Category	Taxable Sales by Sector (excl. taxes/tips)	Visitor Spending to Support One Job in 2022*	Direct Tourism Jobs	Share of Tourism Jobs
<b>Lodging</b>	\$ 33,904,000	\$ 94,194	360	39.2%
Meals	\$ 19,478,000	\$ 94,194	207	22.5%
Beverages	\$ 5,858,000	\$ 94,194	62	6.8%
Shopping/gifts	\$ 6,247,000	\$ 268,148	23	2.5%
Admissions/recreation fees	\$ 3,021,000	\$ 36,000	84	9.1%
Recreation equip. rental/purchase	\$ 3,721,000	\$ 36,000	103	11.2%
Local Transport/Parking	\$ 9,990,796	\$ 314,783	32	3.5%
Groceries & Other	\$ 12,817,029	\$ 268,148	48	5.2%
<b>Retail</b>	\$ 61,132,826	\$ 109,400	559	60.8%
<b>Total/Avg. sales per job</b>	\$ 95,036,826	\$ 103,400	919	100.0%

# Section 4

- Visitor Profile Behaviors and Characteristics

# Most Visitors to Owens Valley are Californians

- Overall, nearly 90% of total Owens Valley destination visitors are Californians, while 10% came from other U.S. states and just .4% were international in origin, not surprisingly since the COVID pandemic, when the U.S. and western states in particular have been attracting far fewer international visitors.
- Of note, 13% of those on vacation, 13% of visitors lodging in tents and 11% of hotel guests were from other U.S. states higher than for the total and other segments.

**Table 13 – Overall Origin of Owens Valley Visitation**

	Total	Season visited				Purposes for visit		Inyo overnight/lodging		
		Wint	Spr	Sum	Fall	Outd Rec	Vacation	Hotel	RV	Tent
<b>Base:</b>	<b>889</b>	<b>267</b>	<b>576</b>	<b>596</b>	<b>544</b>	<b>416</b>	<b>419</b>	<b>345</b>	<b>159</b>	<b>161</b>
California	89.7%	94.9%	93.5%	91.5%	92.4%	94.7%	87.2%	88.8%	95.3%	86.7%
Other US	9.9%	4.7%	6.1%	8.4%	7.5%	4.9%	12.5%	10.6%	4.3%	13.1%
Int'l.	0.4%	0.4%	0.4%	0.1%	0.1%	0.4%	0.3%	0.6%	0.4%	0.2%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



# California Main State of Visitor Origin

- Of all respondents, 99.6% are U.S. residents, with .4% international residents.
- The top ten states of U.S. residence account for 98% of total U.S. visitation share.
- California, by far has the highest share at 90%, with other western states comprising eight of the top ten states.
- Slight differences can be seen by season purpose and lodging, but California is still well ahead of the others.

**Table 14 – Top U.S. States of Visitor Origin**

	Total	Season visited				Purposes for visit		Inyo Lodging		
		Wint	Spr	Sum	Fall	Outd Rec	Vacation	Hotel	RV	Tent
<b>Base: US residents</b>	<b>878</b>	<b>262</b>	<b>567</b>	<b>592</b>	<b>542</b>	<b>409</b>	<b>413</b>	<b>340</b>	<b>158</b>	<b>160</b>
California	90.0%	95.3%	93.7%	91.6%	92.5%	95.0%	87.4%	88.8%	95.7%	87.3%
Nevada	2.6%	2.3%	2.5%	1.8%	2.4%	1.6%	3.1%	3.5%	1.2%	5.7%
Arizona	1.6%	0.2%	0.2%	2.2%	2.6%	0.3%	3.4%	0.4%	0.4%	0.7%
Washington	1.1%	0.3%	0.9%	0.7%	0.2%	0.4%	1.3%	1.0%	*	*
Texas	0.8%	0.0%	0.5%	0.6%	0.2%	0.3%	0.9%	1.0%	*	*
Oregon	0.7%	0.2%	0.6%	0.4%	0.4%	0.5%	0.7%	1.2%	0.8%	1.1%
Utah	0.5%	0.4%	0.2%	0.2%	0.7%	0.3%	0.3%	0.4%	*	*
Montana	0.4%	0.9%	0.1%	0.4%	*	0.8%	*	0.2%	*	*
Michigan	0.4%	*	*	0.5%	*	*	0.4%	*	*	2.7%
Colorado	0.2%	*	*	0.2%	0.1%	*	0.1%	0.7%	*	*
<b>Top 10 states</b>	<b>98.2%</b>	<b>99.6%</b>	<b>98.7%</b>	<b>98.7%</b>	<b>99.0%</b>	<b>99.2%</b>	<b>97.7%</b>	<b>97.3%</b>	<b>98.2%</b>	<b>97.5%</b>

# 8 in 10 In-State Visitors from Southern California

- Given Owens Valley's location and accessibility from Southern California, not surprisingly the vast majority of Californian visitors, 82%, is from the state's Southern region, with 10% from Northern California and 8% from the Central region.
- While regional share varies slightly by season, purpose, and lodging, Southern California is dominant.

**Table 15 – California Origin Region**

	Total	Season visited				Purposes for visit		Inyo lodging		
		Wint	Spr	Sum	Fall	Outd Rec	Vacation	Hotel	RV	Tent
<b>Base: CA residents</b>	<b>768</b>	<b>243</b>	<b>513</b>	<b>533</b>	<b>497</b>	<b>376</b>	<b>359</b>	<b>294</b>	<b>146</b>	<b>138</b>
<b>South CA (NET)</b>	<b>81.9%</b>	<b>81.4%</b>	<b>82.5%</b>	<b>86.4%</b>	<b>84.7%</b>	<b>83.0%</b>	<b>83.2%</b>	<b>75.2%</b>	<b>80.6%</b>	<b>81.1%</b>
LA Valley Areas (s)	18.6%	15.7%	16.4%	19.9%	18.9%	15.5%	13.2%	17.1%	11.8%	16.6%
Bakersfield/ Mojave (s)	16.2%	25.7%	21.2%	20.6%	19.5%	22.3%	7.8%	7.3%	15.4%	8.8%
San Bernardino-Riverside (s)	15.9%	15.0%	15.1%	15.5%	13.4%	19.6%	19.9%	16.3%	25.0%	13.2%
Orange County (s)	15.5%	12.2%	14.5%	13.2%	16.1%	10.6%	21.6%	16.1%	13.7%	18.7%
Central LA (s)	8.5%	5.5%	9.4%	9.7%	8.5%	8.9%	10.3%	9.4%	5.3%	14.2%
San Diego (s)	7.1%	7.3%	5.7%	7.5%	8.2%	5.9%	10.2%	9.1%	8.1%	9.6%
Palm Springs (s)	0.2%	*	0.2%	0.1%	*	0.3%	0.3%	*	1.3%	*
<b>Central CA (NET)</b>	<b>8.4%</b>	<b>11.0%</b>	<b>9.0%</b>	<b>6.0%</b>	<b>6.8%</b>	<b>7.7%</b>	<b>9.5%</b>	<b>11.1%</b>	<b>11.3%</b>	<b>6.5%</b>
San Joaquin Valley/Stockton (c)	3.6%	6.2%	4.2%	2.1%	2.7%	2.5%	3.0%	2.8%	3.6%	2.8%
Central Coast (c)	3.5%	3.9%	3.8%	3.2%	3.1%	4.4%	5.6%	5.3%	7.3%	3.4%
Monterey/Santa Cruz/San Jose/Palo Alto (c)	1.2%	0.8%	1.0%	0.7%	1.0%	0.8%	0.9%	3.0%	0.4%	0.3%
<b>Northern CA (NET)</b>	<b>9.7%</b>	<b>7.6%</b>	<b>8.6%</b>	<b>7.6%</b>	<b>8.5%</b>	<b>9.3%</b>	<b>7.3%</b>	<b>13.7%</b>	<b>8.1%</b>	<b>12.4%</b>
Sacramento Area (n)	3.6%	5.0%	2.5%	2.4%	3.3%	4.0%	3.3%	5.9%	3.6%	5.7%
Northern California (n)	2.7%	1.2%	3.4%	3.1%	1.8%	3.7%	2.5%	1.5%	3.4%	3.4%
Oakland/East Bay (n)	2.6%	1.1%	2.2%	1.6%	2.7%	1.4%	1.2%	5.8%	0.9%	2.6%
San Francisco (n)	0.7%	0.4%	0.5%	0.6%	0.7%	0.1%	0.3%	0.5%	0.2%	0.8%

# Highest Travel in Summer

- Over the past three years, 75% of respondents had visited the Owens Valley in 2020, 89% came in 2021 (emerging from COVID travel restrictions and businesses reopening), and 77% came in 2022.
- They took an overall average of 1.9 trips to Owens Valley in 2021, 2.2 trips in 2021 and 1.6 trips in 2022.
- Not surprisingly, visitors from Southern California had the highest share of visits and took the most number of trips by residence, however most visitors came often to the region.

**Table 16 – Incidence and Number of Visitor Trips to Owens Valley 2020-2022**

Visited Owens Valley	Total	Residence			Purposes for visit		Inyo Lodging		
		Nor Cal	So Cal	Other US	Outd Rec	Vacation	Hotel	RV	Tent
<b>Base:</b>	<b>889</b>	<b>101</b>	<b>585</b>	<b>110</b>	<b>416</b>	<b>419</b>	<b>345</b>	<b>159</b>	<b>161</b>
2020	75.2%	49.3%	80.2%	55.7%	84.1%	78.7%	71.2%	82.7%	84.9%
2021	89.1%	81.6%	93.1%	83.6%	95.5%	93.6%	87.0%	90.8%	95.9%
2022	77.4%	74.6%	80.6%	49.4%	82.0%	74.1%	73.1%	83.3%	79.2%
<b>Avg. Number of Past Visits (excluding current visit)</b>									
2020	1.88	1.00	2.15	0.84	2.24	1.80	1.53	2.09	2.41
2021	2.23	1.43	2.48	1.49	2.67	2.19	1.84	2.20	2.76
2022	1.58	1.25	1.85	0.67	1.80	1.46	1.14	1.58	1.92

# Summer and Spring Most Popular Visit Seasons

- Summer was the most popular season for visiting the Owens Valley area, by 68% with Spring a close second at 65% of visitors. Fall was next with 57% while winter has the lowest share at 32% (among all visitors not those traveling solely in that season).
- Of note, 42% of visitors here for outdoor recreation came in winter, possibly ski related, although the area is conducive for hiking and other outdoor activities even in the winter.
- As well, 80% of RVers came in Spring, by far their most favored season.

**Table 17 – Season of Visit**

	Total	Residence			Purposes for visit		Inyo Lodging		
		Nor Cal	So Cal	Other US	Outd Rec	Vacation	Hotel	RV	Tent
<b>Base:</b>	<b>889</b>	<b>101</b>	<b>585</b>	<b>110</b>	<b>416</b>	<b>419</b>	<b>345</b>	<b>159</b>	<b>161</b>
Winter	32.5%	27.1%	34.3%	15.4%	42.4%	27.4%	25.1%	24.6%	35.9%
Spring	64.9%	59.5%	67.9%	40.9%	69.3%	63.4%	60.7%	80.0%	57.6%
Summer	68.3%	54.9%	73.3%	57.4%	71.4%	73.9%	54.3%	67.2%	85.8%
Fall	56.8%	51.7%	60.7%	42.9%	62.7%	59.2%	53.5%	64.0%	57.1%

# Trip Timing Not Influenced by COVID

- Visitors indicated how the COVID pandemic influenced the timing of this visit, with 59% saying it had no influence as they were coming here anyway, 23% came here specifically as it is an outdoor recreation area, and 16% came here being a less crowded area.
- Thus 39% of visitors were influenced to visit Owens Valley specifically as it is outdoors and a less crowded area.

**Table 18 – Influence of COVID on Owens Valley Visit Timing**

	Total	Residence			Season visited				Purposes for visit		Inyo Lodging		
		Nor Cal	So Cal	Other US	Wint	Spr	Sum	Fall	Outd Rec	Vacation	Hotel	RV	Tent
<b>Base:</b>	<b>889</b>	<b>101</b>	<b>585</b>	<b>110</b>	<b>267</b>	<b>576</b>	<b>596</b>	<b>544</b>	<b>416</b>	<b>419</b>	<b>345</b>	<b>159</b>	<b>161</b>
Not at all; was coming here anyway	59.2%	48.3%	60.7%	66.6%	59.6%	59.1%	65.3%	59.8%	61.3%	61.2%	51.1%	50.1%	60.5%
Came here specifically as it's an outdoor recreation area	23.0%	31.7%	22.7%	20.6%	19.5%	20.1%	23.1%	26.6%	25.3%	24.6%	28.6%	31.6%	24.2%
Came here as it's less crowded than other places	16.0%	23.3%	12.9%	17.6%	19.5%	12.3%	12.9%	15.0%	14.7%	14.2%	18.3%	11.6%	11.7%
Postponed an earlier planned trip here due to COVID-19	12.6%	15.2%	13.4%	7.1%	13.2%	14.0%	11.2%	10.1%	9.5%	11.9%	12.3%	17.3%	15.6%
Other reasons	4.3%	5.2%	4.5%	2.5%	6.3%	5.8%	3.6%	4.5%	4.3%	2.4%	7.1%	9.6%	1.1%



# 4 in 10 Came to Owens Valley for Recreation

- The main purpose of the visit to Owens Valley was for outdoor recreation, by 40%, with 18% coming for a vacation, 13% came to view natural wonders and 12% were passing through elsewhere.
  - More Southern Californians, Summer and Fall visitors and tent and RV campers came for outdoor recreation as their main purpose than other segments and versus other purposes.

**Table 19 – Main Purpose of Visit to Owens Valley**

	Total	Residence			Season visited				Purposes for visit		Inyo Lodging		
		Nor Cal	So Cal	Other US	Wint	Spr	Sum	Fall	Outd Rec	Vacation	Hotel	RV	Tent
<b>Base:</b>	<b>889</b>	<b>101</b>	<b>585</b>	<b>110</b>	<b>267</b>	<b>576</b>	<b>596</b>	<b>544</b>	<b>416</b>	<b>419</b>	<b>345</b>	<b>159</b>	<b>161</b>
Outdoor recreation	39.6%	31.2%	43.7%	21.9%	41.0%	38.9%	43.7%	44.9%	37.7%	46.4%	37.7%	49.7%	63.4%
Vacation/pleasure/to visit	18.0%	7.6%	18.8%	19.9%	10.5%	17.3%	18.7%	15.6%	19.8%	18.9%	20.5%	26.5%	17.8%
See natural wonders/attractions	12.5%	24.4%	10.6%	14.6%	9.8%	10.1%	10.7%	12.6%	13.5%	12.9%	15.1%	9.2%	8.8%
Passing through to another place	11.8%	19.4%	8.4%	24.8%	12.0%	11.8%	10.5%	7.7%	8.1%	8.7%	5.2%	1.6%	1.6%
To attend a special event/festival	7.9%	7.2%	8.6%	3.0%	15.7%	11.1%	7.1%	8.5%	11.1%	7.2%	5.4%	9.6%	1.6%
Visit relatives/friends/personal visit	2.5%	1.7%	2.3%	4.7%	3.6%	2.7%	2.8%	2.3%	2.5%	1.7%	3.5%	0.2%	1.8%
Sightseeing/entertainment	2.4%	3.8%	1.5%	6.5%	1.0%	2.0%	1.5%	2.5%	1.9%	0.8%	3.4%	0.8%	1.1%
Visit historic sites or museum	1.0%	2.7%	0.7%	1.8%	0.9%	1.0%	0.7%	1.1%	1.9%	0.8%	1.5%	1.0%	1.4%
Get away during COVID	0.9%	1.4%	0.8%	1.5%	0.4%	1.1%	1.2%	0.9%	1.2%	0.9%	1.4%	0.8%	1.1%
Do business and/or for a meeting/conference	0.7%	0.7%	0.8%	0.1%	2.1%	1.0%	1.0%	1.1%	0.5%	1.4%	0.2%	0.2%	0.7%
Combining business or meeting and pleasure	0.3%	*	0.3%	0.5%	0.6%	0.4%	0.4%	0.4%	0.4%	0.1%	0.4%	*	0.7%
Other	2.5%	*	3.4%	0.6%	2.3%	2.7%	1.8%	2.4%	1.4%	0.1%	5.7%	0.4%	*

# Recreation and Vacation Main Purposes of Visit

- Almost all or 98% of visitors came for additional purposes to their main purpose, including 46% for outdoor recreation, 43% for vacation/visit, and 36% to see natural wonders.
  - Thus, most visitors indicated multiple purposes for their visit and especially evidenced at the multiple responses by Outdoor and Vacation segments.

**Table 20 – Other Purposes for Visit to Owens Valley**

	Total	Residence			Season visited				Purposes for visit		Inyo Lodging		
		Nor Cal	So Cal	Other US	Wint	Spr	Sum	Fall	Outd Rec	Vacation	Hotel	RV	Tent
<b>Base:</b>	<b>889</b>	<b>101</b>	<b>585</b>	<b>110</b>	<b>267</b>	<b>576</b>	<b>596</b>	<b>544</b>	<b>416</b>	<b>419</b>	<b>345</b>	<b>159</b>	<b>161</b>
Outdoor recreation	46.0%	46.2%	49.0%	22.8%	59.9%	49.2%	48.1%	50.8%	100.0%	42.0%	51.1%	58.7%	47.6%
Vacation/pleasure/to visit	42.5%	31.0%	41.8%	53.2%	35.8%	41.5%	46.0%	44.4%	38.8%	100.0%	44.1%	53.8%	43.6%
See natural wonders/attractions	35.9%	45.7%	33.9%	39.6%	43.5%	36.5%	37.4%	39.8%	45.0%	40.8%	41.1%	32.0%	46.7%
Sightseeing/entertainment	26.2%	26.8%	24.5%	36.1%	29.7%	29.5%	28.4%	27.5%	34.9%	30.0%	26.3%	25.1%	15.8%
Passing through to another place	20.2%	13.4%	18.4%	35.2%	16.8%	19.4%	19.4%	17.6%	13.3%	20.6%	13.3%	8.6%	14.9%
Visit historic sites or museum	19.3%	31.5%	17.9%	11.4%	23.0%	21.0%	19.3%	22.5%	26.9%	22.1%	26.1%	25.3%	15.1%
To attend a special event/ festival	12.1%	8.8%	13.9%	1.5%	20.3%	17.2%	12.1%	14.2%	15.3%	10.6%	6.9%	16.5%	5.0%
Visit relatives/friends/personal visit	9.6%	7.4%	10.6%	3.6%	20.0%	12.4%	12.1%	13.6%	15.4%	7.7%	7.6%	4.5%	7.9%
Combining business or meeting and pleasure	5.6%	2.4%	7.1%	0.3%	14.0%	8.2%	8.1%	8.3%	11.5%	2.9%	1.9%	5.5%	*
Sports events/contests participation or viewing	5.2%	7.2%	4.9%	0.6%	5.6%	6.5%	4.3%	4.1%	7.2%	4.8%	9.4%	10.0%	3.2%
Do business/attend a meeting/conference	4.8%	*	6.4%	0.3%	14.4%	7.3%	6.8%	7.8%	9.9%	0.9%	0.6%	4.5%	1.6%
Celebration (wedding, anniv., reunion, etc.)	1.9%	3.7%	1.5%	0.8%	2.5%	1.4%	2.1%	2.4%	2.2%	2.5%	2.5%	3.1%	3.8%
Other	7.8%	2.7%	9.8%	3.6%	12.5%	8.8%	10.3%	11.5%	9.1%	1.4%	6.4%	1.6%	1.1%
None/No other purpose	2.3%	4.8%	2.0%	4.2%	2.0%	1.3%	3.1%	1.3%	*	*	2.5%	0.4%	6.5%

# Highly Enjoyable Visitor Experience

- Over 90% of visitors rated their experience in the Owens Valley as highly enjoyable, of which 50% found it “extremely” and 42% found it “very” enjoyable. Thus, only 9% rated it neutral or unenjoyable.
- The mean rating was 4.39 (out of 5.00), and all segments rated enjoyment well above 4.00.
- All segments rated their enjoyment highly, especially those on vacation, RVers and tent campers while although Northern Californians rated it slightly lower at 4.21, still highly enjoyable.

**Table 21 – Enjoyment of Owens Valley Visit Experience**

	Total	Residence			Season visited				Purposes for visit		Inyo Lodging		
		Nor Cal	So Cal	Other US	Wint	Spr	Sum	Fall	Outd Rec	Vacation	Hotel	RV	Tent
<b>Base:</b>	<b>889</b>	<b>101</b>	<b>585</b>	<b>110</b>	<b>267</b>	<b>576</b>	<b>596</b>	<b>544</b>	<b>416</b>	<b>419</b>	<b>345</b>	<b>159</b>	<b>161</b>
5. Extremely enjoyable	49.7%	54.5%	50.1%	40.1%	48.8%	49.6%	51.3%	51.8%	52.4%	58.3%	55.3%	57.4%	64.6%
4. Very enjoyable	41.6%	26.5%	41.7%	53.2%	45.8%	41.1%	40.3%	41.5%	37.5%	37.6%	38.5%	38.1%	28.9%
<b>Net: Extr + Very</b>	<b>91.3%</b>	<b>81.0%</b>	<b>91.8%</b>	<b>93.3%</b>	<b>94.6%</b>	<b>90.7%</b>	<b>91.6%</b>	<b>93.3%</b>	<b>89.9%</b>	<b>95.9%</b>	<b>93.8%</b>	<b>95.5%</b>	<b>93.5%</b>
3. Somewhat enjoyable	6.7%	5.8%	7.4%	6.1%	3.6%	6.6%	5.7%	6.2%	6.1%	3.9%	3.8%	4.1%	6.5%
2. Somewhat unenjoyable	1.7%	11.8%	0.9%	*	1.6%	2.5%	2.4%	0.2%	3.4%	*	2.3%	*	*
1. Very unenjoyable	0.3%	1.4%	*	0.6%	0.2%	0.2%	0.4%	0.4%	0.6%	0.1%	0.2%	0.4%	*
<b>Mean rating (5 - 1)</b>	<b>4.39</b>	<b>4.21</b>	<b>4.41</b>	<b>4.32</b>	<b>4.41</b>	<b>4.37</b>	<b>4.40</b>	<b>4.44</b>	<b>4.38</b>	<b>4.54</b>	<b>4.46</b>	<b>4.52</b>	<b>4.58</b>

# Scenic Beauty, Familiarity & Activities Motivate Owens Valley Trips

- Overall, 63% of visitors mainly were visiting Owens Valley for its scenic beauty, 53% came for familiarity/past visits, and 43% wanted the range of outdoor activities.
- Open space, lack of crowds, accessibility, within the travel budget and cleanliness also were mentioned.
- Of note, more fall travelers and those on vacation cited these reasons than other segments.

**Table 22 – Reasons for Visiting Owens Valley**

	Total	Residence			Season visited				Purposes for visit		Inyo Lodging		
		Nor Cal	So Cal	Other US	Wint	Spr	Sum	Fall	Outd Rec	Vacation	Hotel	RV	Tent
<b>Base:</b>	<b>889</b>	<b>101</b>	<b>585</b>	<b>110</b>	<b>267</b>	<b>576</b>	<b>596</b>	<b>544</b>	<b>416</b>	<b>419</b>	<b>345</b>	<b>159</b>	<b>161</b>
Scenic beauty	63.1%	81.4%	59.8%	77.3%	61.5%	56.5%	63.6%	69.6%	68.4%	74.9%	65.1%	73.3%	77.9%
Been here before/familiarity	52.7%	39.1%	56.2%	42.2%	46.7%	52.6%	54.4%	55.4%	59.1%	63.5%	50.3%	64.0%	60.3%
Range of outdoor activities	43.2%	40.0%	45.3%	31.8%	43.5%	40.2%	44.4%	48.7%	51.5%	54.7%	46.7%	60.9%	66.8%
Open space	36.4%	28.9%	33.8%	50.3%	42.5%	33.6%	35.9%	42.5%	41.5%	46.4%	35.8%	43.2%	46.7%
Uncrowded	25.8%	24.9%	26.5%	19.4%	25.5%	26.0%	25.4%	32.2%	29.9%	31.1%	29.0%	30.3%	30.7%
Easy to access/get here	24.9%	17.6%	26.7%	19.7%	24.0%	27.0%	25.4%	28.8%	28.8%	31.0%	28.1%	26.1%	34.5%
Within my travel budget	23.5%	12.5%	25.8%	19.4%	30.7%	25.0%	25.2%	29.5%	28.4%	31.1%	23.4%	29.9%	19.4%
Clean area	22.2%	14.9%	22.2%	31.3%	27.6%	18.6%	23.4%	24.2%	25.1%	32.3%	20.2%	26.9%	18.3%
Safe area	19.4%	18.9%	19.5%	21.9%	26.0%	18.3%	22.8%	24.0%	21.2%	28.5%	20.7%	26.3%	19.4%
Proximity to home	19.2%	5.8%	23.1%	10.3%	31.5%	22.1%	23.4%	25.9%	27.7%	17.7%	14.5%	20.4%	26.2%
Family/friends wanted to come here	18.3%	10.8%	20.2%	13.5%	18.2%	16.7%	18.2%	18.6%	17.2%	24.0%	17.0%	11.6%	14.9%
To visit family friends living here	6.4%	6.1%	6.5%	3.3%	7.5%	8.7%	7.9%	5.7%	6.5%	7.4%	4.2%	3.7%	4.3%
Other	15.4%	16.7%	17.1%	10.8%	17.7%	18.3%	14.1%	13.5%	13.0%	15.6%	21.4%	14.3%	13.5%

# Visitors Used Bishop Visitor Web & Guide to Plan Trip

- In planning this visit, 95% recall using a resource.
- Overall, 58% relied on past visits, 32% used [www.bishopvisitor.com](http://www.bishopvisitor.com), the Bishop visitor website, and 30% used the Bishop Visitor guide.
- Another 23% searched the internet, 22% relied on family or friends, and 21% used [www.inyocountyvisitor.com](http://www.inyocountyvisitor.com), the Inyo County visitor website.

**Table 23 – Sources Used Planning the Owens Valley Trip**

	Total	Residence			Season visited				Purposes for visit		Inyo Lodging		
		Nor Cal	So Cal	Other US	Wint	Spr	Sum	Fall	Outd Rec	Vacation	Hotel	RV	Tent
<b>Base:</b>	<b>889</b>	<b>101</b>	<b>585</b>	<b>110</b>	<b>267</b>	<b>576</b>	<b>596</b>	<b>544</b>	<b>416</b>	<b>419</b>	<b>345</b>	<b>159</b>	<b>161</b>
Own experience/been here before	58.3%	46.4%	61.0%	55.2%	61.1%	60.6%	62.7%	66.4%	64.1%	69.2%	52.7%	66.8%	60.3%
Bishop website: bishopvisitor.com	32.2%	31.9%	34.2%	23.6%	33.0%	29.6%	30.8%	33.8%	38.5%	32.4%	35.7%	35.6%	29.8%
Bishop Visitor Guide	29.5%	29.5%	27.9%	39.6%	16.2%	28.6%	29.4%	31.3%	30.9%	34.8%	41.5%	32.6%	21.7%
General internet search	22.6%	20.1%	21.3%	24.4%	26.5%	17.2%	20.6%	22.5%	18.6%	21.6%	19.5%	19.8%	23.3%
Family member/friend	21.5%	22.0%	24.5%	6.8%	24.8%	25.9%	23.2%	20.5%	21.3%	20.4%	15.5%	16.1%	18.1%
Inyo County website: inyocounty.com	21.1%	14.8%	23.1%	13.5%	20.8%	19.6%	23.8%	24.6%	27.3%	22.0%	17.7%	24.6%	21.0%
Visitor bureau/Chamber of commerce	9.9%	22.7%	8.7%	10.4%	5.7%	8.5%	7.5%	10.0%	8.1%	8.6%	17.6%	11.0%	8.6%
Social media/hashtag	9.4%	12.5%	10.0%	5.4%	9.6%	7.6%	9.1%	10.5%	11.6%	12.3%	6.7%	10.4%	9.5%
Visit California website	6.0%	3.8%	5.4%	10.6%	3.1%	5.3%	5.7%	4.9%	4.1%	6.6%	6.9%	3.1%	4.3%
Hotel in Inyo County	5.2%	2.4%	4.3%	15.4%	1.4%	3.2%	6.0%	6.4%	2.3%	7.7%	6.0%	0.4%	1.1%
Retail or Auto Club Guide books	3.4%	1.6%	4.1%	0.9%	1.5%	2.8%	4.3%	2.1%	2.0%	4.6%	2.6%	1.0%	3.8%
Rating website like Yelp or TripAdvisor	2.3%	1.0%	1.8%	3.9%	1.1%	2.3%	1.9%	2.4%	2.1%	3.8%	4.6%	3.9%	2.0%
Newspaper or magazine advertisement	2.1%	4.1%	2.2%	0.8%	1.5%	2.3%	1.9%	3.7%	1.8%	2.8%	2.5%	1.2%	1.8%
General travel website like travelocity.com	2.0%	*	1.7%	6.0%	0.8%	1.8%	1.3%	1.6%	1.4%	3.1%	3.2%	2.4%	*
Tour Operator	0.6%	6.9%	*	*	*	0.8%	0.1%	0.1%	*	0.1%	1.9%	*	0.5%
Other sources	12.3%	12.0%	13.8%	9.0%	21.9%	15.3%	13.7%	16.9%	16.8%	10.5%	7.7%	13.2%	19.2%
None/don't recall	4.6%	14.5%	3.7%	3.2%	4.7%	5.4%	5.6%	3.6%	5.9%	3.5%	6.3%	3.5%	4.1%



# In the Area Visitors Used Experience & Bishopvisitor.com

- Once here, 87% used a resource for area information.
- Of visitors who did, 44% relied on past visits, while 24% used [www.bishopvisitor.com](http://www.bishopvisitor.com), 20% searched the internet and 15% relied on family/friends.
  - More hotel guests 41% used t [www.bishopvisitor.com](http://www.bishopvisitor.com), and 20% used a local visitor bureau/center.

**Table 24 – Information Resources Used Once in the Owens Valley**

	Total	Residence			Season visited				Purposes for visit		Inyo Lodging		
		Nor Cal	So Cal	Other US	Wint	Spr	Sum	Fall	Outd Rec	Vacation	Hotel	RV	Tent
<b>Base:</b>	<b>889</b>	<b>101</b>	<b>585</b>	<b>110</b>	<b>267</b>	<b>576</b>	<b>596</b>	<b>544</b>	<b>416</b>	<b>419</b>	<b>345</b>	<b>159</b>	<b>161</b>
Own experience/been here before	43.9%	42.0%	46.3%	37.7%	45.1%	47.7%	47.6%	49.0%	48.6%	54.0%	41.8%	51.5%	47.0%
Bishop website: bishopvisitor.com	23.8%	28.0%	23.3%	14.4%	21.5%	21.9%	21.3%	26.2%	25.1%	29.4%	40.8%	24.4%	14.4%
General internet search	20.2%	18.5%	19.2%	16.9%	18.1%	16.6%	19.2%	18.6%	13.5%	21.3%	19.1%	23.0%	21.7%
Family member/friend	15.4%	16.8%	16.5%	10.5%	13.3%	19.4%	14.1%	9.6%	12.5%	13.3%	17.6%	13.6%	13.8%
Local visitor bureau/welcome center	13.0%	16.8%	11.7%	14.1%	8.5%	12.4%	11.6%	14.0%	12.6%	14.4%	20.2%	19.3%	9.7%
Mobile app (for any source)	11.6%	3.8%	12.6%	11.4%	12.0%	11.2%	12.3%	13.1%	11.4%	10.5%	8.8%	10.2%	18.7%
Inyo County website inyocountyvisitor.com	10.7%	13.4%	9.9%	6.9%	8.3%	10.9%	10.4%	10.5%	11.2%	13.1%	18.0%	14.9%	10.8%
Social media/hashtag	7.5%	6.3%	8.3%	1.8%	6.8%	7.3%	8.4%	9.0%	7.5%	12.6%	6.1%	6.7%	2.9%
Hotel/Concierge	6.0%	11.3%	5.4%	5.1%	6.1%	4.1%	4.8%	7.3%	5.9%	5.0%	14.3%	2.4%	0.5%
Newspaper or magazine	5.4%	6.4%	4.9%	4.2%	5.0%	5.8%	5.4%	5.9%	7.4%	6.7%	7.7%	11.2%	5.6%
Rating website like Yelp, Trip Advisor, etc.	4.8%	2.1%	5.2%	4.5%	6.3%	4.1%	5.0%	6.3%	2.7%	7.0%	3.8%	7.5%	5.2%
Visit California website	4.3%	3.4%	3.7%	6.1%	4.1%	4.3%	3.5%	4.0%	4.2%	3.7%	8.8%	1.6%	1.8%
Retail Guide books/Auto Club	3.3%	5.5%	3.1%	1.5%	2.5%	3.3%	2.5%	3.9%	3.6%	5.6%	4.7%	6.3%	6.3%
General travel website like travelocity.com	2.8%	0.3%	3.3%	2.7%	2.5%	2.5%	4.0%	2.9%	3.0%	6.1%	1.7%	2.4%	*
Tour Operator	0.2%	*	0.2%	*	0.2%	0.3%	0.3%	0.4%	0.3%	0.3%	0.4%	0.8%	*
Other	10.8%	9.3%	12.4%	6.3%	20.8%	14.0%	12.7%	12.4%	15.5%	5.5%	10.0%	10.4%	11.5%
None	13.2%	16.0%	13.8%	11.2%	11.6%	12.7%	13.7%	11.0%	15.5%	9.8%	11.5%	13.6%	16.7%

# Google Search Main Internet Information Source

- Of visitors who used the internet for information in planning their trip or once here, most, 83%, searched on Google, while 19% used Facebook with few using other sources.

**Table 25 – Internet Trip Information Sources**

	Total	Residence			Season visited				Purposes for visit		Inyo Lodging		
		Nor Cal	So Cal	Other US	Wint	Spr	Sum	Fall	Outd Rec	Vacation	Hotel	RV	Tent
<b>Base: Use internet sources</b>	<b>589</b>	<b>70</b>	<b>375</b>	<b>74</b>	<b>171</b>	<b>365</b>	<b>380</b>	<b>355</b>	<b>277</b>	<b>289</b>	<b>248</b>	<b>97</b>	<b>103</b>
Google search engine	83.0%	71.6%	84.1%	82.2%	79.2%	79.5%	84.0%	78.4%	80.3%	86.0%	79.0%	84.5%	90.2%
Facebook	19.4%	14.4%	21.8%	12.7%	15.0%	16.9%	19.7%	21.9%	25.4%	18.4%	15.0%	25.2%	17.5%
Other search engine	12.2%	10.3%	11.8%	18.7%	13.9%	10.1%	9.2%	12.0%	13.5%	11.6%	14.5%	9.1%	4.7%
Instagram	9.9%	16.9%	10.7%	1.5%	8.8%	10.5%	10.6%	9.8%	8.8%	14.7%	6.5%	11.7%	12.4%
Other social media	8.8%	5.2%	10.1%	4.9%	20.9%	13.7%	11.0%	13.4%	16.5%	2.4%	6.2%	4.2%	1.8%
Twitter	0.8%	2.3%	0.3%	3.6%	0.3%	0.5%	0.7%	0.5%	0.4%	1.2%	0.9%	*	4.0%
TikTok	0.7%	*	0.6%	1.0%	0.4%	0.7%	0.7%	0.7%	0.6%	0.8%	0.3%	2.6%	1.5%
Other internet source	10.0%	19.0%	9.9%	7.3%	13.2%	9.5%	8.8%	8.5%	8.2%	8.8%	11.3%	8.7%	10.9%

# 4 in 10 Name Owens Valley Main Destination

- Overall, 80% of visitors named an area within the Eastern Sierra region as their main trip destination.
- Specifically, 38% named Owens Valley, 29% named Mammoth Lakes/Mono County, and 13% named other Eastern Sierra areas.
- Of note, 45% whose trip purpose was outdoor recreation named Owens Valley as their main destination, as did 57% of hotel guests, 60% of Rvers, and 56% of tent campers.

**Table 26 – Top Main Trip Destination (>2%)**

	Total	Residence			Season visited				Purposes for visit		Inyo Lodging		
		Nor Cal	So Cal	Other US	Wint	Spr	Sum	Fall	Outd Rec	Vacation	Hotel	RV	Tent
<b>Base:</b>	<b>889</b>	<b>101</b>	<b>585</b>	<b>110</b>	<b>267</b>	<b>576</b>	<b>596</b>	<b>544</b>	<b>416</b>	<b>419</b>	<b>345</b>	<b>159</b>	<b>161</b>
<b>Inyo County/Owens Valley</b>	<b>38.6%</b>	<b>39.2%</b>	<b>38.4%</b>	<b>29.8%</b>	<b>36.7%</b>	<b>41.1%</b>	<b>38.6%</b>	<b>39.6%</b>	<b>44.6%</b>	<b>39.5%</b>	<b>57.1%</b>	<b>60.5%</b>	<b>56.9%</b>
Mammoth Lakes/Mono County	28.6%	16.6%	33.5%	11.1%	26.4%	26.9%	29.7%	28.3%	23.6%	33.9%	18.2%	11.0%	21.7%
Other Eastern Sierra region	13.7%	13.0%	14.5%	15.7%	16.2%	14.1%	16.3%	18.3%	16.5%	11.5%	8.7%	15.7%	9.7%
Yosemite National Park	3.0%	4.1%	2.0%	10.7%	2.5%	2.3%	3.2%	2.8%	4.1%	3.1%	3.9%	1.2%	2.3%
Death Valley/Other Inyo County area	2.7%	19.2%	0.6%	3.6%	1.6%	2.8%	2.5%	1.8%	3.8%	0.9%	3.1%	0.4%	2.0%
Lake Tahoe area Los Angeles area	2.1%	0.3%	2.6%	2.1%	0.5%	2.4%	2.7%	0.6%	0.3%	3.0%	1.7%	0.4%	0.7%
Reno/Other Nevada area	2.1%	2.1%	2.3%	0.5%	4.3%	1.4%	2.6%	2.6%	1.2%	1.6%	1.4%	3.1%	0.7%
Southern California outside Los Angeles	2.0%	1.4%	1.4%	7.7%	2.2%	2.6%	1.3%	2.4%	1.7%	1.1%	1.7%	0.8%	*

# Two-Thirds Visiting Owens Valley on Their Trip

- Considering *all* destinations (main + others) 65% were visiting Owens Valley \* on their trip, 56% said Mammoth Lakes, and 41% went to other Eastern Sierra areas.
  - As the dominant three main and all destinations, this suggests that most visitors came to this area specifically as their main destination not just as a part of a longer trip.

**Table 27 – All Destinations Visiting (>2%)**

	Total	Residence			Season visited				Purposes for visit		Inyo Lodging		
		Nor Cal	So Cal	Other US	Wint	Spr	Sum	Fall	Outd Rec	Vacation	Hotel	RV	Tent
<b>Base:</b>	<b>889</b>	<b>101</b>	<b>585</b>	<b>110</b>	<b>267</b>	<b>576</b>	<b>596</b>	<b>544</b>	<b>416</b>	<b>419</b>	<b>345</b>	<b>159</b>	<b>161</b>
<b>Inyo County/Owens Valley</b>	<b>65.0%</b>	<b>54.9%</b>	<b>65.9%</b>	<b>65.8%</b>	<b>64.1%</b>	<b>68.5%</b>	<b>69.6%</b>	<b>71.6%</b>	<b>72.0%</b>	<b>68.4%</b>	<b>75.8%</b>	<b>83.1%</b>	<b>75.8%</b>
Mammoth Lakes/Mono County	55.5%	54.5%	58.3%	36.0%	51.2%	54.0%	58.4%	56.3%	55.0%	60.9%	55.8%	54.8%	52.4%
Other Eastern Sierra region	41.2%	40.7%	41.7%	37.4%	38.9%	42.5%	45.4%	50.3%	44.4%	49.8%	34.2%	50.3%	46.0%
Death Valley/Other Inyo County area	14.7%	28.8%	11.3%	29.9%	21.0%	17.6%	14.8%	15.2%	20.4%	11.2%	13.3%	11.6%	11.5%
Yosemite National Park	12.9%	13.6%	11.9%	18.6%	13.6%	12.3%	12.2%	12.9%	13.5%	17.5%	14.9%	14.1%	14.9%
Reno/Other Nevada area	10.1%	19.2%	7.6%	12.0%	11.8%	10.9%	7.7%	7.9%	6.1%	7.2%	9.0%	8.1%	5.6%
Lake Tahoe area Los Angeles area	8.5%	12.9%	6.6%	22.2%	3.6%	7.5%	8.9%	8.1%	6.9%	13.1%	8.4%	5.3%	5.9%
Las Vegas	4.5%	17.0%	2.5%	11.8%	3.4%	5.4%	3.9%	3.3%	5.9%	2.7%	4.7%	4.1%	2.3%
Southern California outside Los Angeles	4.5%	3.8%	3.0%	17.1%	4.4%	5.2%	2.8%	4.2%	4.6%	2.7%	6.5%	2.9%	0.7%
Other California areas	4.3%	2.7%	3.4%	12.5%	5.4%	5.1%	2.8%	5.1%	3.7%	4.5%	5.7%	6.5%	1.6%
California and/or other Western States	3.6%	4.1%	3.0%	9.7%	2.6%	4.1%	2.3%	3.0%	2.4%	4.4%	4.4%	8.4%	2.9%
Central/San Joaquin Valley	2.6%	0.3%	0.8%	3.8%	4.8%	3.2%	0.4%	1.3%	0.8%	2.1%	0.3%	4.9%	0.9%

\* Not all visitors indicate that they were “visiting” the area based on their perception of their time here. “Visiting” was defined in the survey as spending time here not just passing through.

# Owens Valley Visitors Mainly to Bishop

- Within Inyo County, most, 86% visited\* Bishop, while 47% visited Lone Pine, 25% visited Big Pine and 18% visited Independence.
- Visitation varied somewhat by segment:
  - *by residence*: Other U.S. visitors more concentrated in Bishop
  - *by season and purpose*: more winter and outdoor recreation visitors went to other Inyo County areas
  - *by lodging*: most hotel guests visited Bishop and more RVers and tent campers, while also mainly in Bishop, had a higher share in Big Pine and Independence relative to the Total and other segments.

**Table 28 – Inyo County Areas Visiting\* on Trip**

	Total	Residence			Season visited				Purposes for visit		Inyo Lodging		
		Nor Cal	So Cal	Other US	Wint	Spr	Sum	Fall	Outd Rec	Vacation	Hotel	RV	Tent
<b>Base: Inyo Co./Owens as destination</b>	<b>650</b>	<b>65</b>	<b>433</b>	<b>76</b>	<b>208</b>	<b>440</b>	<b>440</b>	<b>414</b>	<b>314</b>	<b>317</b>	<b>253</b>	<b>128</b>	<b>117</b>
Bishop area	85.7%	89.4%	83.4%	95.5%	89.5%	83.3%	83.8%	84.9%	89.0%	86.4%	92.1%	90.0%	81.5%
Lone Pine area	46.6%	53.1%	43.7%	55.5%	36.8%	44.8%	45.4%	45.7%	46.9%	50.2%	47.2%	50.0%	59.8%
Big Pine area	25.1%	34.2%	25.9%	14.4%	18.4%	24.2%	22.9%	22.2%	25.3%	24.7%	26.3%	35.0%	31.3%
Independence area	17.5%	25.6%	17.4%	10.3%	17.2%	19.0%	15.5%	18.5%	18.0%	16.9%	17.1%	27.2%	26.2%
Death Valley	7.3%	8.1%	5.9%	14.6%	9.3%	8.3%	6.2%	5.9%	5.5%	6.9%	5.8%	11.8%	8.6%
Other areas of Inyo County	23.9%	24.4%	26.2%	11.4%	36.6%	26.5%	27.3%	25.8%	29.8%	23.0%	17.8%	28.7%	18.5%

\*“visiting” was defined in the survey as spending time there not just passing through.



# Nearly All Drove to Owens Valley

- Most visitors, 98%, drove to arrive in the Inyo County region, of which 86% drove a personal vehicle, 12% drove an RV, and 1% motorcycled here.

**Table 29 – Mode to Arrive in Inyo County Region**

	Total	Residence			Season visited				Purposes for visit		Inyo Lodging		
		Nor Cal	So Cal	Other US	Wint	Spr	Sum	Fall	Outd Rec	Vacation	Hotel	RV	Tent
<b>Base:</b>	<b>889</b>	<b>101</b>	<b>585</b>	<b>110</b>	<b>267</b>	<b>576</b>	<b>596</b>	<b>544</b>	<b>416</b>	<b>419</b>	<b>345</b>	<b>159</b>	<b>161</b>
Personal or rental vehicle	86.1%	77.9%	87.4%	85.3%	91.3%	83.7%	87.8%	84.2%	84.8%	83.7%	96.1%	29.7%	93.9%
RV/motorhome	12.2%	14.8%	12.1%	7.6%	7.3%	14.7%	11.3%	14.3%	14.5%	15.0%	0.5%	70.3%	5.9%
Motorcycle	0.9%	0.7%	0.3%	6.2%	0.6%	0.5%	0.6%	1.2%	0.4%	1.1%	1.1%	*	*
Tour bus	0.5%	5.8%	*	0.3%	*	0.8%	0.0%	*	*	*	1.8%	*	0.2%
Commercial airline	0.2%	0.8%	0.0%	0.7%	0.5%	0.2%	0.1%	0.1%	0.1%	0.1%	0.2%	*	*
Private/charter airplane	0.0%	*	*	*	0.0%	0.0%	0.0%	0.0%	*	0.0%	*	*	*
Other	0.1%	*	0.1%	*	0.3%	0.2%	0.2%	0.2%	0.2%	0.1%	0.2%	*	*

# 9 in 10 Drove to Get Around the Area

- Once in the area, 94% drive a personal vehicle to get around while 8% walked and 7% rode a bicycle.

**Table 30 – Mode of Getting Around the Area**

	Total	Residence			Season visited				Purposes for visit		Inyo Lodging		
		Nor Cal	So Cal	Other US	Wint	Spr	Sum	Fall	Outd Rec	Vacation	Hotel	RV	Tent
<b>Base:</b>	<b>889</b>	<b>101</b>	<b>585</b>	<b>110</b>	<b>267</b>	<b>576</b>	<b>596</b>	<b>544</b>	<b>416</b>	<b>419</b>	<b>345</b>	<b>159</b>	<b>161</b>
Personal or rental vehicle	94.2%	88.8%	95.5%	90.8%	97.8%	93.4%	96.7%	92.8%	96.3%	94.9%	97.0%	81.3%	95.0%
Walking	8.4%	15.5%	7.2%	11.8%	7.4%	7.3%	7.1%	8.7%	9.6%	9.8%	11.8%	10.8%	14.0%
Bicycle	6.8%	1.9%	8.4%	1.1%	15.4%	8.8%	9.2%	10.3%	10.9%	3.5%	1.8%	6.1%	5.0%
Motorcycle	4.6%	2.1%	4.9%	7.1%	11.4%	5.9%	5.7%	7.5%	8.0%	1.1%	0.9%	0.6%	0.9%
R/V/motorhome	4.5%	5.5%	3.9%	4.0%	2.5%	4.9%	3.7%	6.1%	3.3%	5.3%	0.2%	20.4%	5.6%
Local area shuttle	0.8%	0.7%	1.0%	*	*	0.5%	1.1%	1.5%	0.6%	1.8%	1.1%	*	*
Tour bus	0.5%	5.8%	*	*	*	0.8%	*	*	*	*	1.8%	*	*
ESTA Regional transit bus/shuttle	0.2%	*	0.2%	*	*	0.4%	0.3%	0.4%	0.4%	0.6%	0.9%	*	*
Other	0.6%	0.7%	0.7%	*	0.1%	0.9%	0.2%	1.0%	0.2%	0.2%	0.1%	0.8%	*

# Eating Out, Sightseeing, Recreation Main Activities

- About 98% of visitors engaged in activities in the area on their trip.
- Main activities in the area included eating in restaurants by 64%, sightseeing/exploring by 59%, water based outdoor activities by 53%, and land based outdoor activities by 53%.
  - As would be expected, outdoor water and land activities vary by season.

**Table 31 – Visitors’ Activities in the Owens Valley Area**

	Total	Residence			Season visited				Purposes for visit		Inyo Lodging		
		Nor Cal	So Cal	Other US	Wint	Spr	Sum	Fall	Outd Rec	Vacation	Hotel	RV	Tent
<b>Base:</b>	<b>889</b>	<b>101</b>	<b>585</b>	<b>110</b>	<b>267</b>	<b>576</b>	<b>596</b>	<b>544</b>	<b>416</b>	<b>419</b>	<b>345</b>	<b>159</b>	<b>161</b>
Eat in restaurants	63.6%	69.0%	59.6%	70.5%	60.9%	66.7%	61.2%	63.9%	59.1%	73.8%	73.3%	69.0%	56.0%
Sightseeing/exploring the area	59.1%	64.3%	56.4%	71.9%	54.4%	59.9%	59.9%	62.2%	66.4%	64.7%	69.1%	73.9%	56.0%
Outdoor activities - <i>water</i> (e.g. boat, swim, fish, etc.)	53.2%	26.0%	60.6%	36.6%	54.2%	54.8%	56.8%	55.5%	62.5%	56.1%	48.8%	64.2%	54.6%
Outdoor activities: <i>land</i> (e.g. hike, bike, ski etc.)	53.1%	54.5%	52.5%	57.0%	62.6%	50.0%	59.0%	60.5%	55.9%	57.2%	48.9%	53.4%	82.2%
Go shopping	30.9%	23.7%	30.8%	30.8%	31.9%	32.6%	33.1%	36.8%	34.7%	36.5%	34.4%	36.9%	15.1%
Visit museums/galleries	22.9%	33.0%	22.0%	17.0%	24.3%	25.7%	21.9%	26.7%	26.9%	21.5%	32.3%	30.3%	17.2%
Visit historic or architectural sites	20.7%	26.8%	16.5%	39.1%	13.3%	17.8%	19.3%	21.9%	21.8%	24.4%	26.0%	30.1%	20.3%
Visiting/socializing	13.5%	9.1%	14.3%	8.5%	20.3%	17.0%	14.4%	17.8%	19.6%	13.8%	12.1%	13.2%	6.8%
Attend area special event	11.4%	11.0%	12.4%	6.0%	17.0%	15.5%	10.8%	15.3%	14.7%	7.8%	11.2%	23.2%	4.7%
Attend live theater/performance/concert	2.7%	0.7%	2.9%	1.1%	2.8%	3.3%	2.4%	3.9%	2.9%	3.9%	2.8%	6.5%	1.4%
Business or meeting/conference	1.8%	0.7%	2.3%	0.9%	4.9%	2.8%	2.5%	2.4%	2.2%	1.9%	0.5%	5.1%	0.7%
Other Area attractions/amusements	3.8%	13.0%	2.7%	2.4%	2.6%	3.9%	2.3%	3.3%	2.5%	3.4%	7.5%	5.1%	2.3%
None of the above	1.6%	11.8%	0.6%	2.1%	0.5%	2.0%	2.0%	0.5%	2.7%	0.7%	0.2%	1.2%	0.7%

# Fishing, Hiking, Camping Most Popular Outdoor Activities

- Of visitors doing any land or water activities, 61% fished (bait), 58% went day-hiking, 38% camped, 27% were fly-fishing, 26% did photography, and 22% viewed fall colors.
- Again, these activities vary by season, as well as by purpose and lodging type, as shown below.

**Table 32 – Types of Outdoor Activities in Owens Valley Area**

	Total	Residence			Season visited				Purposes for visit		Inyo Lodging		
		Nor Cal	So Cal	Other US	Wint	Spr	Sum	Fall	Outd Rec	Vacation	Hotel	RV	Tent
<b>Base: Doing outdoor activities</b>	<b>722</b>	<b>82</b>	<b>485</b>	<b>78</b>	<b>221</b>	<b>470</b>	<b>510</b>	<b>452</b>	<b>372</b>	<b>357</b>	<b>261</b>	<b>138</b>	<b>154</b>
Fishing - bait	61.3%	19.7%	68.9%	44.1%	57.8%	66.8%	61.9%	57.1%	68.7%	59.4%	55.1%	75.2%	44.4%
Hiking -day hike	57.9%	69.0%	54.7%	73.5%	65.5%	52.6%	62.3%	64.4%	57.3%	61.4%	55.4%	47.9%	66.0%
Camping	37.8%	38.7%	36.5%	52.2%	36.4%	37.9%	43.3%	40.2%	40.5%	44.7%	18.1%	80.0%	73.2%
Fly fishing	26.7%	16.6%	29.5%	18.3%	24.9%	28.8%	25.4%	28.9%	28.3%	28.4%	32.5%	29.0%	26.8%
Photography	26.2%	44.6%	24.4%	27.8%	19.9%	25.1%	24.0%	28.0%	27.5%	28.3%	36.5%	35.4%	24.2%
Wildlife viewing	24.2%	30.8%	24.2%	19.2%	19.7%	26.8%	23.0%	25.4%	27.5%	26.4%	28.9%	40.6%	20.4%
Viewing fall colors	22.1%	31.7%	20.1%	29.5%	19.3%	22.4%	19.7%	31.3%	24.2%	27.2%	30.2%	39.6%	9.4%
Off-highway/ATV	9.5%	3.6%	11.1%	3.0%	19.9%	13.0%	12.0%	12.9%	15.6%	4.8%	2.7%	11.8%	7.5%
Climbing/bouldering	8.9%	21.0%	6.6%	18.0%	11.1%	9.2%	9.1%	9.8%	7.7%	9.3%	8.1%	6.1%	26.3%
Back-packing -overnight	8.1%	15.2%	7.3%	9.1%	7.0%	5.6%	9.7%	9.3%	8.5%	7.6%	6.9%	4.7%	28.9%
Road biking	7.6%	5.9%	8.9%	3.2%	19.8%	11.1%	9.7%	10.7%	11.8%	2.0%	1.4%	4.0%	2.3%
Bird watching/birding	7.1%	15.2%	5.4%	9.4%	4.2%	6.5%	6.9%	6.5%	4.6%	7.6%	7.6%	10.1%	8.2%
Golf	6.6%	4.2%	7.4%	1.8%	6.5%	8.8%	8.2%	6.8%	8.1%	5.5%	5.6%	13.9%	1.9%
Mountain biking	6.1%	3.1%	7.5%	0.1%	9.2%	5.2%	7.6%	7.8%	6.6%	7.7%	3.8%	5.7%	11.7%
Mountaineering	4.4%	7.9%	3.0%	6.3%	3.3%	4.8%	4.9%	4.5%	4.4%	6.1%	7.0%	5.7%	6.6%
Downhill Skiing	4.4%	4.5%	4.9%	0.1%	12.6%	5.7%	3.0%	3.4%	4.3%	6.2%	3.6%	2.1%	2.8%
Kayaking/boating	4.2%	3.1%	4.8%	2.0%	5.9%	5.1%	4.4%	4.1%	5.5%	5.6%	6.6%	5.7%	4.0%
Hunting	3.3%	1.0%	4.0%	*	5.5%	4.9%	2.9%	3.6%	4.6%	1.1%	6.2%	8.5%	0.5%

# 1 in 10 Visitors Attend Area Special Events

- Eleven percent of all visitors indicated they were attending a special event in the Owens Valley;
  - and of them 16% were not attending any of those listed.
  - attendance would be affected by the season when the event was held.
- Nearly 60% went to Mule Days, 38% attended the Tri-County Fair, and 31% went to the VCMC Dual Sport Rally, by far the top three area events visitors attended.

**Table 33 – Special Events Attended in Owens Valley**

	Total	Residence			Season visited			
		Nor Cal	So Cal	Other US	Wint	Spr	Sum	Fall
<b>Base: Attend area special event</b>	<b>83</b>	<b>10</b>	<b>52</b>	<b>10</b>	<b>23</b>	<b>63</b>	<b>45</b>	<b>49</b>
Mule Days - Mule Days Celebration	59.8%	40.6%	60.3%	50.0%	76.9%	64.2%	68.2%	55.0%
Tri-County Fair	37.8%	3.1%	46.6%	*	70.0%	40.1%	57.6%	44.4%
VCMC Dual Sport Rally	30.5%	*	38.5%	*	62.9%	34.6%	47.2%	40.2%
Blake Jones Trout Derby	15.8%	15.6%	18.2%	*	14.8%	15.5%	10.7%	19.0%
Lone Pine Film Festival	7.5%	9.4%	6.2%	10.0%	6.2%	5.5%	7.2%	8.2%
Big Pine Fish Derby	6.8%	25.0%	3.3%	10.0%	1.6%	7.1%	4.8%	7.5%
Fall Colors Car Show	2.5%	*	2.5%	10.0%	2.0%	2.3%	3.9%	3.3%
Independence Father's Day Fish Derby	2.3%	*	1.0%	*	1.6%	2.7%	1.2%	3.1%
CHSRA State Finals Rodeo	1.2%	*	0.8%	10.0%	1.4%	1.3%	1.0%	1.6%
Millpond Music Festival	1.0%	*	*	10.0%	1.1%	0.6%	1.6%	0.7%
Lone Pine Early Opener Fish Derby	0.8%	*	1.0%	*	1.6%	0.9%	1.2%	1.0%
Climbing Festival	0.5%	*	0.7%	*	1.1%	*	0.8%	0.7%
None of these	15.5%	9.4%	17.2%	*	9.3%	15.7%	13.0%	18.0%



# Most Visitors went to Scenic Recreation Areas

- About 85% of visitors went to Owens Valley sites, areas, and/or attractions.
- Most popular areas were Bishop Creek by 51%, Alabama Hills by 35%, and Rock Creek by 30%, all natural wonders.
- Another 25% went to Manzanar and 20% to Laws Railroad Museum, the most visited built sites.

**Table 34 – Sites and Attractions Visited**

	Total	Residence			Season visited				Purposes for visit		Inyo Lodging		
		Nor Cal	So Cal	Other US	Wint	Spr	Sum	Fall	Outd Rec	Vacation	Hotel	RV	Tent
<b>Base:</b>	<b>889</b>	<b>101</b>	<b>585</b>	<b>110</b>	<b>267</b>	<b>576</b>	<b>596</b>	<b>544</b>	<b>416</b>	<b>419</b>	<b>345</b>	<b>159</b>	<b>161</b>
Bishop Creek Recreation Area (North & South Lake, Lake Sabrina)	50.7%	40.6%	53.9%	38.4%	50.6%	49.9%	56.1%	60.6%	59.3%	57.9%	60.7%	67.4%	59.4%
Alabama Hills National Scenic Area	34.9%	40.4%	33.4%	41.6%	40.3%	36.6%	38.1%	44.5%	41.2%	38.1%	40.8%	35.6%	44.9%
Rock Creek Recreation Area	30.1%	24.4%	33.0%	17.7%	27.0%	30.5%	35.0%	37.5%	33.1%	33.9%	28.0%	48.1%	36.1%
Manzanar National Historic site	24.3%	31.7%	22.0%	36.0%	19.8%	22.2%	24.6%	28.6%	25.3%	26.9%	31.5%	32.2%	25.1%
Ancient Bristlecone Pine Forest	23.3%	33.4%	22.2%	18.9%	29.7%	26.1%	24.1%	29.4%	26.8%	23.1%	31.5%	28.3%	17.4%
Mt. Whitney/Whitney Portal	20.9%	20.5%	17.9%	40.4%	17.7%	18.1%	21.2%	25.5%	23.5%	25.5%	26.6%	18.7%	28.2%
Laws Railroad Museum & Historic Village	19.7%	21.6%	21.1%	11.0%	27.4%	23.0%	19.5%	25.6%	24.7%	16.3%	24.8%	34.8%	8.1%
Historic Mt. Whitney Fish Hatchery	15.7%	7.9%	15.9%	22.8%	13.3%	16.1%	17.2%	21.5%	18.0%	23.3%	16.3%	23.8%	16.0%
Big Pine Creek Recreation Area	15.6%	16.2%	16.1%	13.4%	11.5%	14.6%	17.2%	18.5%	17.9%	16.8%	20.4%	24.8%	25.1%
Museum of Western Film History Lone Pine	13.3%	23.7%	11.5%	11.9%	11.0%	14.6%	12.9%	15.0%	14.4%	14.8%	21.0%	23.6%	15.8%
Buttermilk Recreation area	11.1%	9.4%	11.9%	7.3%	23.0%	14.3%	13.7%	14.9%	14.7%	7.5%	7.3%	10.6%	19.0%
Wanaaha Casino	8.0%	2.7%	9.3%	3.3%	6.1%	10.3%	9.4%	10.0%	9.9%	12.7%	6.2%	15.7%	3.2%
Eastern California Museum - Independence	5.8%	5.5%	4.7%	15.9%	4.6%	4.9%	5.9%	8.1%	3.4%	10.3%	4.8%	8.6%	5.2%
Tablelands/Happy & Sad Boulders/Petroglyph sites	5.1%	8.0%	4.3%	7.1%	6.3%	5.8%	3.9%	6.9%	4.0%	6.6%	6.0%	8.1%	13.5%
Owens Valley Paiute Shoshone Cultural Center	4.6%	6.5%	4.4%	4.3%	4.3%	5.4%	3.5%	6.4%	2.7%	5.5%	7.2%	7.3%	5.2%
Onion Valley Recreation Area	4.1%	3.8%	3.8%	4.1%	5.0%	3.6%	4.3%	4.9%	4.6%	3.9%	5.7%	6.3%	7.4%
Other area	21.6%	13.2%	22.8%	14.4%	27.9%	23.9%	22.0%	22.7%	22.4%	16.5%	15.7%	15.1%	16.0%
None of these	14.8%	12.9%	15.7%	14.5%	18.6%	15.0%	12.0%	6.6%	11.1%	13.2%	7.2%	2.4%	5.0%

# Visitors Planned Owens Valley Trips 4 – 5 Weeks Ahead

- When considering their trips to Owens Valley, visitors planned about 4 to 5 weeks in advance.
- While 11% did not plan in advance, 17% planned 1 – 2 weeks out; at the other end, 38% planned more than 6 weeks ahead.
  - Winter visitors only planned 2.7 weeks out, with seasons' visitors about 4 weeks.
  - Overnight visitors planned farther in advance, 5 – 6 weeks

**Table 35 – Trip Advance Planning Period**

	Total	Residence			Season visited				Purposes for visit		Inyo Lodging		
		Nor Cal	So Cal	Other US	Wint	Spr	Sum	Fall	Outd Rec	Vacation	Hotel	RV	Tent
<b>Base:</b>	<b>889</b>	<b>101</b>	<b>585</b>	<b>110</b>	<b>267</b>	<b>576</b>	<b>596</b>	<b>544</b>	<b>416</b>	<b>419</b>	<b>345</b>	<b>159</b>	<b>161</b>
Did not plan in advance	10.5%	13.9%	7.6%	19.3%	18.8%	11.3%	12.1%	9.8%	8.6%	11.2%	4.6%	6.1%	11.1%
Up to a week	7.7%	11.0%	8.8%	2.4%	16.4%	10.0%	9.6%	11.1%	12.5%	2.5%	3.4%	1.6%	7.9%
1 - 2 weeks	10.3%	7.2%	10.3%	11.4%	13.1%	12.0%	12.1%	9.6%	11.7%	9.0%	13.2%	7.7%	9.9%
3 - 4 weeks	15.4%	13.8%	15.3%	15.2%	15.5%	14.3%	16.0%	17.5%	12.4%	14.0%	16.7%	14.3%	17.4%
4 - 6 weeks	18.2%	19.3%	17.9%	22.4%	13.2%	19.8%	15.8%	19.5%	15.8%	24.5%	20.2%	16.3%	16.5%
More than 6 weeks	38.0%	34.8%	40.1%	29.4%	22.9%	32.6%	34.4%	32.4%	39.0%	38.8%	41.8%	54.0%	37.2%
<b>Median number of weeks</b>	<b>4.67</b>	<b>4.42</b>	<b>4.89</b>	<b>4.16</b>	<b>2.66</b>	<b>4.24</b>	<b>4.03</b>	<b>4.20</b>	<b>4.60</b>	<b>5.09</b>	<b>5.19</b>	<b>6.15</b>	<b>4.45</b>

# Almost All Plan to Return

- Nearly all, 98% of visitors expect to revisit Owens Valley in the next two years.
- The mean rating was 4.85 (out of 5).
- Proximity increased the likelihood of returning, and it was higher among RVers than any other segment.

**Table 36 – Likelihood of Revisiting in Next Two Years**

Revisitation likeliness next 2 years	Total	Residence			Season visited				Purposes for visit		Inyo Lodging		
		Nor Cal	So Cal	Other US	Wint	Spr	Sum	Fall	Outd Rec	Vacation	Hotel	RV	Tent
<b>Base:</b>	<b>889</b>	<b>101</b>	<b>585</b>	<b>110</b>	<b>267</b>	<b>576</b>	<b>596</b>	<b>544</b>	<b>416</b>	<b>419</b>	<b>345</b>	<b>159</b>	<b>161</b>
5. Highly likely	88.9%	74.6%	93.7%	62.1%	91.7%	91.5%	91.7%	92.8%	93.0%	90.7%	82.1%	92.9%	91.6%
4. Somewhat likely	8.4%	22.0%	5.3%	22.6%	5.4%	6.2%	6.2%	5.5%	3.7%	7.2%	11.8%	6.3%	7.0%
<b>Net: Highly Likely</b>	<b>97.3%</b>	<b>96.6%</b>	<b>99.0%</b>	<b>84.7%</b>	<b>97.1%</b>	<b>97.7%</b>	<b>97.9%</b>	<b>98.3%</b>	<b>96.7%</b>	<b>97.9%</b>	<b>93.9%</b>	<b>99.2%</b>	<b>98.6%</b>
3. Neutral	1.5%	3.4%	0.5%	7.1%	1.8%	1.3%	1.3%	1.3%	2.2%	1.1%	3.5%	0.4%	0.5%
2. Somewhat unlikely	0.8%	*	0.1%	7.4%	0.8%	0.6%	0.5%	0.3%	0.8%	0.6%	1.6%	0.4%	*
1. Very unlikely	0.4%	*	0.4%	0.9%	0.3%	0.5%	0.3%	0.3%	0.3%	0.3%	1.0%	*	0.9%
<b>Mean rating (5 -1)</b>	<b>4.85</b>	<b>4.71</b>	<b>4.92</b>	<b>4.38</b>	<b>4.88</b>	<b>4.88</b>	<b>4.88</b>	<b>4.90</b>	<b>4.88</b>	<b>4.87</b>	<b>4.72</b>	<b>4.92</b>	<b>4.88</b>

# Two –Thirds Stayed Overnight in Owens Valley

- On their total trip, 98% of Owens Valley visitors were staying somewhere overnight.
- Overall, 65% stayed overnight in Owens Valley, while 35% were day visitors.
  - Another 19% spent the night in other parts of Inyo County (e.g., Death Valley, etc.) and 60% also stayed in other farther areas.
- Of note, while Southern Californians comprised the largest share by region and 61% of them stayed overnight in Owens Valley, a higher share of Northern Californians, 81% did so.

**Table 37 – Overnight Visitation (by Area)**

Percent staying overnight	Total	Residence			Season visited				Purposes for visit		Inyo Lodging		
		Nor Cal	So Cal	Other US	Wint	Spr	Sum	Fall	Outd Rec	Vacation	Hotel	RV	Tent
<b>Base:</b>	<b>889</b>	<b>101</b>	<b>585</b>	<b>110</b>	<b>267</b>	<b>576</b>	<b>596</b>	<b>544</b>	<b>416</b>	<b>419</b>	<b>345</b>	<b>159</b>	<b>161</b>
Total trip (overnight)	97.7%	95.3%	97.8%	97.9%	97.5%	97.8%	97.6%	98.2%	96.0%	98.6%	100.0%	100.0%	100.0%
<b>Nights in Inyo County/Owens Valley along Highway 395</b>	<b>64.5%</b>	<b>81.0%</b>	<b>60.5%</b>	<b>64.9%</b>	<b>56.5%</b>	<b>64.9%</b>	<b>61.9%</b>	<b>65.7%</b>	<b>72.8%</b>	<b>70.1%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>
Nights in all other locations (outside region)	60.1%	54.4%	59.4%	74.6%	66.0%	59.1%	60.4%	62.3%	52.3%	59.3%	45.6%	39.1%	44.7%
Nights in Death Valley/Other parts of Inyo County	19.0%	38.4%	16.1%	20.7%	26.3%	22.7%	21.4%	21.7%	24.3%	15.8%	20.3%	18.7%	26.6%

# Owens Valley Overnight Visitors Spent 5 Nights Here

- In total *all* visitors spent an average of nearly 6.5 nights on their trips.
- They spent 3 of those nights, or nearly half their trip, in Owens Valley.
- *Overnight* visitors were away for an average of 6.6 nights, and they spent 4.8 nights in Owens Valley.

**Table 38 – Overnight Visitation Nights Away by Area**

Mean number of nights	Total	Residence			Season visited				Purposes for visit		Inyo Lodging		
		Nor Cal	So Cal	Other US	Wint	Spr	Sum	Fall	Outd Rec	Vacation	Hotel	RV	Tent
<b>Base: all visitors (day &amp; overnight)</b>	<b>889</b>	<b>101</b>	<b>585</b>	<b>110</b>	<b>267</b>	<b>576</b>	<b>596</b>	<b>544</b>	<b>416</b>	<b>419</b>	<b>345</b>	<b>159</b>	<b>161</b>
Total trip number of nights	6.47	6.06	6.30	7.70	6.89	6.49	6.84	6.95	6.84	6.83	6.23	9.36	6.89
<b>Nights in Inyo County/Owens Valley along Highway 395</b>	<b>3.08</b>	<b>3.24</b>	<b>3.07</b>	<b>2.49</b>	<b>3.05</b>	<b>3.30</b>	<b>3.11</b>	<b>3.25</b>	<b>3.68</b>	<b>3.33</b>	<b>3.85</b>	<b>6.43</b>	<b>4.56</b>
Nights in Death Valley/Other Inyo County	0.46	1.01	0.39	0.47	0.70	0.55	0.53	0.53	0.61	0.34	0.44	0.53	0.53
Nights in all other locations/destinations (outside region)	2.92	1.81	2.84	4.74	3.14	2.64	3.21	3.17	2.55	3.16	1.94	2.40	1.80
<b>Minimum Base: overnight visitors</b>	<b>194</b>	<b>35</b>	<b>102</b>	<b>29</b>	<b>73</b>	<b>140</b>	<b>132</b>	<b>131</b>	<b>91</b>	<b>86</b>	<b>76</b>	<b>32</b>	<b>47</b>
Total trip nights	6.62	6.36	6.44	7.86	7.06	6.64	7.01	7.08	7.13	6.93	6.23	9.36	6.89
<b>Nights in Inyo County/Owens Valley along Highway 395</b>	<b>4.78</b>	<b>4.00</b>	<b>5.08</b>	<b>3.83</b>	<b>5.39</b>	<b>5.08</b>	<b>5.03</b>	<b>4.95</b>	<b>5.06</b>	<b>4.75</b>	<b>3.85</b>	<b>6.43</b>	<b>4.56</b>
Nights in Death Valley/Other Inyo County	2.43	2.64	2.42	2.29	2.66	2.44	2.45	2.44	2.50	2.17	2.15	2.84	1.99
Nights in all other locations/destinations (outside region)	4.87	3.32	4.78	6.35	4.76	4.47	5.30	5.09	4.88	5.32	4.25	6.14	4.02



# Visitors Preferred Hotel Lodging

- Of *all* Owens Valley visitors, 28% stayed in a hotel or motel, 14% stayed in an RV park, 13% tent camped and 7% used a cabin or other paid lodging. Only 2% stayed in a private residence.
- Of Owens Valley *overnight* visitors, 43% used a hotel or motel, with 23% in an RV, 20% rent camping and 11% in other paid lodging.

**Table 39 – Type of Lodging Used in Owens Valley**

Lodging in Owens Valley area	Total	Residence			Season visited				Purposes for visit	
		Nor Cal	So Cal	Other US	Wint	Spr	Sum	Fall	Outd Rec	Vacation
<b>Base: all visitors</b>	<b>889</b>	<b>101</b>	<b>585</b>	<b>110</b>	<b>267</b>	<b>576</b>	<b>596</b>	<b>544</b>	<b>416</b>	<b>419</b>
Hotel, motel or hostel	27.7%	38.1%	24.8%	30.5%	21.4%	25.9%	22.0%	26.1%	30.7%	28.7%
RV Park or campground	14.6%	13.0%	15.3%	6.3%	11.0%	18.0%	14.4%	16.4%	18.6%	18.5%
Tent campground and wilderness camping	13.2%	16.5%	12.7%	16.7%	14.5%	11.7%	16.5%	13.2%	13.6%	13.5%
Cabin, STR and other lodging	7.3%	10.3%	6.1%	9.0%	6.1%	7.0%	6.6%	7.3%	8.3%	7.5%
Private residence (unpaid) of friends, family	1.8%	3.1%	1.6%	2.4%	3.5%	2.3%	2.3%	2.5%	1.6%	1.9%
Day Visitor	35.5%	19.0%	39.5%	35.1%	43.5%	35.1%	38.1%	34.3%	27.2%	29.9%
<b>Base: overnight on the trip</b>	<b>830</b>	<b>98</b>	<b>538</b>	<b>102</b>	<b>249</b>	<b>540</b>	<b>552</b>	<b>512</b>	<b>397</b>	<b>396</b>
Hotel, motel or hostel	42.9%	47.0%	41.0%	47.0%	37.8%	39.9%	35.6%	39.8%	42.2%	41.0%
RV Park or campground	22.6%	16.1%	25.3%	9.7%	19.5%	27.7%	23.2%	25.0%	25.5%	26.3%
Tent campground and wilderness camping	20.4%	20.3%	21.0%	25.8%	25.7%	18.0%	26.7%	20.2%	18.7%	19.2%
Cabin, STR and other lodging	11.3%	12.7%	10.1%	13.8%	10.8%	10.8%	10.6%	11.2%	11.3%	10.8%
Private residence (unpaid) of friends, family	2.8%	3.8%	2.6%	3.7%	6.1%	3.6%	3.8%	3.9%	2.2%	2.7%

# Lodging Guests Reserved about 3 Weeks in Advance

- Among overnight visitors in paid lodging, 33% did not make an advance reservation, while 10% reserved 1 – 2 weeks ahead. At the other end, 27% reserved 9 or more weeks in advance.
- Overall, advance reservations were made 3.3 weeks (median) before the trip (about 1 to 2 weeks shorter than the trip advance planning period).

**Table 40 –Lodging Advance Reservation Period**

Advance reservation period before trip	Total	Residence			Season visited				Purposes for visit		Inyo Lodging		
		Nor Cal	So Cal	Other US	Wint	Spr	Sum	Fall	Outd Rec	Vacation	Hotel	RV	Tent
<b>Base: Stayed in paid lodging</b>	<b>795</b>	<b>91</b>	<b>523</b>	<b>98</b>	<b>214</b>	<b>502</b>	<b>519</b>	<b>475</b>	<b>375</b>	<b>378</b>	<b>345</b>	<b>159</b>	<b>161</b>
0 (Did not reserve ahead/decided or reserved here)	32.6%	23.6%	32.6%	42.0%	49.0%	37.1%	37.5%	36.7%	29.0%	30.9%	7.9%	24.6%	51.7%
1 week	5.8%	6.2%	5.9%	4.9%	6.1%	6.4%	6.7%	5.8%	7.0%	5.8%	10.6%	6.7%	1.4%
2 weeks	5.0%	3.6%	3.0%	13.2%	6.0%	5.2%	4.5%	5.1%	6.4%	5.2%	10.8%	5.7%	3.6%
3-4 weeks	17.1%	12.0%	19.0%	8.9%	16.5%	17.3%	16.0%	18.3%	15.0%	19.4%	26.6%	11.8%	11.1%
5-8 weeks	12.0%	26.1%	10.7%	9.5%	6.5%	11.4%	11.4%	11.1%	14.7%	10.1%	19.3%	8.1%	11.3%
9-12 weeks	10.7%	7.7%	11.3%	7.1%	9.1%	10.6%	8.8%	9.6%	11.9%	10.3%	12.4%	12.8%	6.3%
More than 12 weeks	16.8%	20.8%	17.5%	14.4%	6.7%	12.0%	15.0%	13.5%	15.8%	18.3%	12.2%	30.1%	14.7%
<b>Median number of weeks</b>	<b>3.28</b>	<b>5.19</b>	<b>3.39</b>	<b>1.73</b>	<b>0.66</b>	<b>2.65</b>	<b>2.66</b>	<b>2.77</b>	<b>3.51</b>	<b>3.33</b>	<b>4.05</b>	<b>5.05</b>	<b>0.47</b>

# A Third Booked on the Lodging Site

- When reserving their Owens Valley lodging, 34% used the lodging internet site, and 31% directly called the lodging. Few used other means.
  - More hotel guests, 42% used the hotel website, whereas 50% of RVers called the park directly.

**Table 4I – Overnight Lodging Reservation**

	Total	Residence			Season visited				Purposes for visit		Inyo Lodging		
		Nor Cal	So Cal	Other US	Wint	Spr	Sum	Fall	Outd Rec	Vacation	Hotel	RV	Tent
<b>Base: Made a reservation for lodging</b>	<b>587</b>	<b>62</b>	<b>390</b>	<b>70</b>	<b>124</b>	<b>350</b>	<b>362</b>	<b>342</b>	<b>288</b>	<b>276</b>	<b>308</b>	<b>114</b>	<b>66</b>
On the lodging Internet site	33.9%	33.4%	32.4%	46.1%	38.4%	34.5%	32.4%	33.3%	31.4%	38.9%	42.2%	19.5%	40.2%
Direct call to lodging	31.4%	17.1%	35.4%	12.7%	34.5%	32.1%	30.1%	37.3%	35.8%	34.4%	30.1%	50.3%	15.0%
On a travel Internet site like hotels.com, Travelocity etc.	12.5%	9.6%	12.0%	14.3%	13.1%	12.1%	12.7%	14.4%	12.5%	13.9%	20.4%	4.1%	4.7%
I didn't pay for my lodging	5.2%	19.8%	3.4%	3.2%	0.4%	4.3%	7.5%	2.9%	6.9%	2.4%	0.8%	3.2%	12.6%
Rental agency/management company	5.1%	1.0%	5.7%	8.5%	7.8%	4.6%	4.0%	1.0%	4.6%	1.0%	0.3%	1.1%	4.7%
Direct book on www.bishopvisitor.com	2.2%	1.0%	2.7%	1.1%	2.1%	3.4%	1.5%	2.5%	3.5%	1.7%	1.2%	3.5%	4.2%
Through tour arranger or operator	1.0%	8.1%	0.3%	*	*	1.3%	0.4%	0.4%	0.5%	*	2.0%	1.4%	*
Other	8.6%	10.0%	8.1%	14.2%	3.7%	7.7%	11.5%	8.2%	4.9%	7.8%	3.0%	17.0%	18.7%

# Most Visitors Spent on Meals, Drinks, Supplies & Lodging

- When in the Owens Valley, 99% of visitors spent money here (per day).
- Over 86% spent on meals out, 69% bought drinks/beverages, and 64% spent on groceries/supplies, while 52% spent for paid lodging.
- As well 46% bought retail items and 42% spent for local transportation, most likely for gas.

**Table 42 - Visitor Spending Incidence for Items in Owens Valley**

	Total	Residence			Season visited				Purposes for visit		Inyo Lodging		
		Nor Cal	So Cal	Other US	Wint	Spr	Sum	Fall	Outd Rec	Vacation	Hotel	RV	Tent
<b>Base:</b>	<b>889</b>	<b>101</b>	<b>585</b>	<b>110</b>	<b>267</b>	<b>576</b>	<b>596</b>	<b>544</b>	<b>416</b>	<b>419</b>	<b>345</b>	<b>159</b>	<b>161</b>
Meals out/snacks/dining	86.3%	81.1%	85.2%	92.0%	86.4%	87.5%	84.6%	85.9%	88.2%	87.4%	95.0%	83.7%	85.1%
Drinks/beverages	68.7%	60.2%	68.3%	68.4%	79.6%	71.7%	67.6%	67.6%	72.1%	77.4%	77.8%	66.6%	56.7%
Groceries/personal supplies/ incidentals	63.9%	64.2%	63.9%	62.7%	71.7%	65.4%	64.6%	66.3%	70.3%	70.0%	66.6%	80.0%	67.0%
PAID lodging	51.8%	61.1%	51.7%	43.8%	46.1%	49.4%	44.7%	49.5%	54.6%	54.4%	89.2%	58.2%	27.1%
Shopping/Gifts/Souvenirs	45.7%	51.2%	44.7%	46.2%	44.2%	44.6%	45.5%	43.9%	50.8%	47.3%	47.6%	58.2%	30.9%
Local area Transportation (gas, parking, etc.)	41.6%	51.8%	41.9%	37.6%	45.0%	48.6%	41.6%	41.5%	43.5%	44.6%	44.4%	42.6%	41.1%
Admissions/fees for recreation venues or attractions	24.5%	36.1%	20.5%	42.3%	15.6%	21.9%	25.5%	24.5%	23.1%	26.5%	24.7%	32.2%	33.6%
Recreation gear, equipment rental/purchase	21.3%	11.4%	23.9%	10.5%	27.6%	21.0%	22.0%	21.7%	22.8%	26.7%	26.5%	23.6%	18.1%
I didn't spend money in Inyo County Today	1.2%	0.3%	1.5%	0.3%	0.7%	1.2%	1.6%	1.3%	1.6%	0.6%	*	2.4%	1.4%

# Each Visitor Spent \$69 Per Day in Owens Valley

- On a per-capita basis, Owens Valley visitors spent an overall average of \$69 per day.\*
- Spending by category was presented earlier in the economic impact section of the report; below shows per-capita daily spending by segment.

**Table 43 – Per-Capita Daily Spending by Category and Visitor Segment**

Mean daily spend per respondent	Total	Residence			Season visited				Purposes for visit		Inyo Lodging		
		Nor Cal	So Cal	Other US	Wint	Spr	Sum	Fall	Outd Rec	Vacation	Hotel	RV	Tent
<b>Base:</b>	<b>889</b>	<b>101</b>	<b>585</b>	<b>110</b>	<b>267</b>	<b>576</b>	<b>596</b>	<b>544</b>	<b>416</b>	<b>419</b>	<b>345</b>	<b>159</b>	<b>161</b>
<b>Total (\$)</b>	<b>68.92</b>	<b>83.15</b>	<b>63.82</b>	<b>86.39</b>	<b>57.01</b>	<b>64.56</b>	<b>63.54</b>	<b>67.10</b>	<b>60.28</b>	<b>74.27</b>	<b>116.29</b>	<b>39.62</b>	<b>33.14</b>
PAID lodging	28.77	35.58	26.55	33.57	19.73	26.01	24.28	26.80	25.98	31.30	68.57	11.40	4.08
Meals out/snacks/dining	13.69	16.74	12.48	18.67	11.40	12.90	12.47	12.90	11.22	14.18	20.62	7.10	8.32
Groceries/personal supplies or incidentals	7.93	9.50	7.58	10.34	8.18	7.58	8.46	8.39	7.32	8.17	6.44	6.89	6.08
Local area Transportation (gas, parking, etc.)	6.37	8.08	6.25	5.88	6.88	6.98	6.43	6.88	5.87	6.56	6.40	4.78	5.13
Drinks/beverages	4.12	4.17	3.93	4.42	3.93	3.99	3.82	4.10	3.67	4.62	5.25	2.70	2.88
Shopping/Gifts/Souvenirs	4.02	4.22	3.47	7.11	3.06	3.60	3.84	3.92	3.10	5.00	4.78	3.38	2.77
Recreation gear, equipment rental/purchase	2.22	1.02	2.20	1.99	2.81	2.02	2.49	2.41	1.65	2.58	2.53	1.66	2.22
Admissions/fees for recreation venues or attractions	1.80	3.84	1.37	4.39	1.02	1.49	1.75	1.70	1.47	1.85	1.68	1.73	1.66
<b>Mean number of people (10% wins)</b>	<b>2.23</b>	<b>1.90</b>	<b>2.30</b>	<b>1.85</b>	<b>2.24</b>	<b>2.23</b>	<b>2.26</b>	<b>2.18</b>	<b>2.29</b>	<b>2.25</b>	<b>2.16</b>	<b>2.44</b>	<b>2.11</b>

\* Spending is allocated in each category to every visitor whether or not they spent in that category.



# Section 5

- Visitor Groups & Demographics

# Couples and Families Main Travel Groups

- Overall, mainly, 41% of immediate travel groups were couples, with 26% families and 14% solo travelers.
- However, group type varied by segment. More Northern Californians and Other U.S. travelers, both at nearly 48% were couples, with fewer families, while more Southern Californians, 30% were families (although still 39% were couples).
- Group type also varied by season; not surprisingly more Fall travelers, 44%, were couples, with slightly more 30%, families in Summer, (as compared to other seasons and to the Total).
- As well, 46% of hotel guests were couples, while 22% were families.

Table 44 - Travel Group Type

	Total	Residence			Season visited				Purposes for visit		Inyo Lodging		
		Nor Cal	So Cal	Other US	Wint	Spr	Sum	Fall	Outd Rec	Vacation	Hotel	RV	Tent
<b>Base:</b>	<b>889</b>	<b>101</b>	<b>585</b>	<b>110</b>	<b>267</b>	<b>576</b>	<b>596</b>	<b>544</b>	<b>416</b>	<b>419</b>	<b>345</b>	<b>159</b>	<b>161</b>
A couple	41.1%	47.6%	38.7%	47.8%	38.1%	40.4%	37.6%	44.1%	38.2%	37.4%	46.1%	44.0%	32.3%
A family group	26.4%	15.8%	29.6%	19.3%	24.5%	24.6%	30.1%	22.6%	29.3%	29.9%	22.0%	27.7%	18.6%
Alone	14.0%	20.2%	12.4%	20.3%	15.2%	13.5%	13.5%	14.6%	12.8%	16.0%	15.7%	10.7%	21.7%
A group of friends or co-workers	9.0%	10.0%	9.1%	5.3%	10.9%	10.4%	8.6%	10.8%	9.1%	9.4%	8.4%	11.3%	19.9%
A mixed group of family and friends	6.6%	3.8%	7.9%	1.3%	8.5%	7.9%	6.6%	5.3%	7.9%	5.6%	5.8%	4.4%	6.8%
An organized tour group	0.7%	0.9%	0.8%	*	2.0%	1.1%	0.9%	1.0%	1.4%	*	0.3%	*	*
Other	2.1%	1.8%	1.6%	5.9%	0.7%	2.2%	2.6%	1.6%	1.4%	1.7%	1.7%	1.9%	0.6%

# Travel Groups Average Nearly 3 Persons

- Overall 85% of visitors were traveling with others.
- Including the respondent travel groups totaled an average of 2.84 persons.
- By residence, 88% of Southern Californians were with others and had the largest groups with 2.97 persons.
- By season, winter groups were largest with 3.21 persons; by purpose, outdoor recreation groups had 3.06 persons, and by lodging RVers had 3.09 persons.

**Table 45 – Traveling with Others and Group Size**

	Total	Residence			Season visited				Purposes for visit		Inyo overnight/lodging		
		Nor Cal	So Cal	Other US	Wint	Spr	Sum	Fall	Outd Rec	Vacation	Hotel	RV	Tent
<b>Base: Respondents</b>	<b>889</b>	<b>101</b>	<b>585</b>	<b>110</b>	<b>267</b>	<b>576</b>	<b>596</b>	<b>544</b>	<b>416</b>	<b>419</b>	<b>345</b>	<b>159</b>	<b>161</b>
<b>Total with others</b>	<b>85.2%</b>	<b>78.9%</b>	<b>87.5%</b>	<b>75.1%</b>	<b>84.5%</b>	<b>86.3%</b>	<b>85.4%</b>	<b>85.4%</b>	<b>87.0%</b>	<b>84.0%</b>	<b>84.1%</b>	<b>88.7%</b>	<b>78.3%</b>
Age 0-5	4.4%	1.7%	5.5%	2.0%	3.1%	3.4%	5.7%	4.5%	4.4%	5.5%	3.8%	4.4%	3.7%
Age 6-12	9.2%	7.3%	9.1%	9.5%	6.8%	9.2%	10.3%	6.1%	9.0%	9.2%	7.2%	6.9%	8.7%
Age 13-18	8.4%	2.6%	9.6%	6.4%	13.3%	9.0%	10.2%	7.5%	10.9%	9.9%	5.2%	8.2%	7.5%
19+	82.1%	77.7%	83.7%	74.2%	80.5%	83.3%	81.6%	82.6%	81.9%	82.3%	82.0%	85.5%	73.9%
<b>Number in group (incl. respondent)</b>													
<b>Total (avg.)</b>	<b>2.84</b>	<b>2.57</b>	<b>2.97</b>	<b>2.23</b>	<b>3.21</b>	<b>2.93</b>	<b>2.83</b>	<b>2.76</b>	<b>3.06</b>	<b>2.69</b>	<b>2.70</b>	<b>3.09</b>	<b>2.75</b>
Age 0-5	0.06	0.03	0.07	0.02	0.05	0.05	0.07	0.06	0.06	0.07	0.06	0.07	0.04
Age 6-12	0.15	0.19	0.14	0.12	0.12	0.17	0.16	0.09	0.16	0.15	0.12	0.13	0.14
Age 13-18	0.13	0.03	0.16	0.07	0.24	0.13	0.16	0.12	0.16	0.15	0.10	0.13	0.13
19+	2.50	2.32	2.60	2.03	2.80	2.59	2.43	2.49	2.68	2.33	2.42	2.75	2.44

# Visitor Age about 60 years

- Overall the respondent sample skewed older with a mean age of 59.6, and only 10% of the total was under age 40, while 63% were age 60 and up.
- There was little difference by segment except for tent lodgers with an mean age of 51.

**Table 46 – Respondent Age**

Respondent age	Total	Residence			Season visited				Purposes for visit		Inyo Lodging		
		Nor Cal	So Cal	Other US	Wint	Spr	Sum	Fall	Outd Rec	Vacation	Hotel	RV	Tent
<b>Base:</b>	<b>889</b>	<b>101</b>	<b>585</b>	<b>110</b>	<b>267</b>	<b>576</b>	<b>596</b>	<b>544</b>	<b>416</b>	<b>419</b>	<b>345</b>	<b>159</b>	<b>161</b>
18-29	3.3%	7.0%	3.1%	1.8%	6.2%	2.1%	3.6%	4.0%	2.3%	2.3%	1.9%	2.0%	7.9%
30-39	6.3%	7.2%	4.6%	19.8%	6.8%	4.7%	7.5%	7.4%	5.0%	8.8%	4.8%	2.2%	16.9%
40-49	11.6%	6.5%	12.8%	8.2%	7.1%	11.3%	14.4%	9.2%	10.0%	13.3%	12.0%	6.7%	21.9%
50-59	20.1%	7.0%	20.8%	13.8%	28.0%	19.7%	19.8%	20.0%	20.5%	21.4%	21.1%	20.6%	14.4%
60-69	32.7%	39.1%	31.7%	36.8%	22.9%	35.4%	32.2%	30.0%	34.3%	32.1%	32.4%	32.2%	31.2%
70+	25.9%	33.3%	27.1%	19.7%	29.1%	26.8%	22.5%	29.5%	27.9%	22.0%	27.7%	36.3%	7.7%
<b>Mean age</b>	<b>59.63</b>	<b>60.97</b>	<b>60.09</b>	<b>56.89</b>	<b>58.77</b>	<b>60.80</b>	<b>58.28</b>	<b>59.91</b>	<b>60.94</b>	<b>58.43</b>	<b>60.65</b>	<b>63.40</b>	<b>51.16</b>

# 7 in 10 Visitors are Male

- The visitor respondent sample also skewed male with 69% versus 31% female.
- The skew was notable among Southern Californians, at 71% male, for all seasons, by outdoor visitors at 71% male, and RVers at 79% male.

**Table 47 - Respondent Gender**

	Total	Residence			Season visited				Purposes for visit		Inyo Lodging		
		Nor Cal	So Cal	Other US	Wint	Spr	Sum	Fall	Outd Rec	Vacation	Hotel	RV	Tent
<b>Base:</b>	<b>889</b>	<b>101</b>	<b>585</b>	<b>110</b>	<b>267</b>	<b>576</b>	<b>596</b>	<b>544</b>	<b>416</b>	<b>419</b>	<b>345</b>	<b>159</b>	<b>161</b>
Male	68.8%	49.4%	71.8%	65.3%	71.8%	72.0%	66.9%	72.8%	70.6%	64.7%	64.1%	79.4%	55.8%
Female	31.0%	49.6%	28.0%	34.6%	28.1%	27.7%	32.9%	26.9%	29.3%	35.0%	35.9%	20.2%	44.2%
Other identified	0.2%	1.0%	0.2%	0.2%	0.1%	0.3%	0.2%	0.3%	0.1%	0.2%	*	0.4%	*



# Most Married, No Children at Home

- Consistent with the older age skew, 64% of visitors' households have no children at home.
- Overall 71% are married, of which 48% have no children and 24% have children at home.
- Somewhat more Southern Californians, 27% of married visitors have children at home and 26% of summer visitors do as well, not surprisingly the highest of any season.
- Overall, 84% of households with children are ages 19+ with far fewer having younger children, likely a function of the older base.

**Table 48 – Household Composition, Children and Their Ages**

	Total	Residence			Season visited				Purposes for visit		Inyo Lodging		
		Nor Cal	So Cal	Other US	Wint	Spr	Sum	Fall	Outd Rec	Vacation	Hotel	RV	Tent
<b>Base:</b>	<b>889</b>	<b>101</b>	<b>585</b>	<b>110</b>	<b>267</b>	<b>576</b>	<b>596</b>	<b>544</b>	<b>416</b>	<b>419</b>	<b>345</b>	<b>159</b>	<b>161</b>
Married/partnered no children at home	47.8%	64.7%	43.4%	68.1%	37.1%	46.0%	45.5%	52.9%	45.5%	47.5%	51.5%	54.6%	34.3%
Married/partnered with children any age at home	23.8%	8.1%	27.0%	10.7%	23.4%	24.0%	26.3%	18.2%	24.3%	27.2%	21.0%	22.0%	24.2%
Single adult without children at home	15.3%	22.4%	13.8%	12.6%	28.7%	18.9%	14.4%	15.3%	16.1%	13.0%	11.4%	7.5%	19.6%
Family/Extended family with children any age	6.2%	2.5%	7.6%	3.9%	7.4%	4.5%	6.7%	5.5%	6.1%	4.8%	8.3%	7.3%	7.0%
Single adult with children any age at home	2.9%	*	3.6%	0.9%	2.2%	2.8%	3.3%	3.1%	3.3%	2.1%	3.9%	1.6%	8.8%
Group of unrelated adult individuals	1.6%	0.9%	2.0%	0.6%	0.2%	1.5%	1.4%	2.4%	1.7%	1.9%	1.8%	5.1%	2.0%
Other	2.4%	1.4%	2.7%	3.3%	0.9%	2.3%	2.4%	2.6%	3.0%	3.4%	2.1%	1.8%	4.1%
<b>Base: Households with children</b>	<b>264</b>	<b>14</b>	<b>202</b>	<b>22</b>	<b>85</b>	<b>177</b>	<b>194</b>	<b>143</b>	<b>127</b>	<b>128</b>	<b>100</b>	<b>42</b>	<b>53</b>
Ages 19+	84.4%	94.4%	82.3%	95.2%	77.7%	86.7%	84.2%	82.6%	88.8%	77.1%	89.1%	95.7%	87.7%
Age 13-18	29.4%	34.4%	30.0%	19.7%	37.5%	32.1%	34.9%	27.8%	32.4%	32.6%	27.4%	22.4%	35.4%
Age 6-12	19.2%	8.6%	17.1%	38.4%	12.0%	24.2%	19.9%	10.1%	13.5%	22.6%	20.4%	14.3%	22.6%
Age 0-5	14.7%	16.0%	15.5%	9.6%	7.0%	12.6%	14.2%	14.5%	12.3%	22.9%	11.9%	11.2%	14.4%

# High Annual Household Income

- Owens Valley visitors report a fairly high median household income level at \$113,500.\*
  - This seems consistent with the older visitor base who tend to earn higher incomes than younger people.
- By residence, Southern Californians reported highest income at \$116,200, as did summer visitors at \$120,400, those in Owens Valley for vacation at \$124,600, and hotel guests at \$127,700.

**Table 49 – Annual Household Income**

	Total	Residence			Season visited				Purposes for visit		Inyo overnight/lodging		
		Nor Cal	So Cal	Other US	Wint	Spr	Sum	Fall	Outd Rec	Vacation	Hotel	RV	Tent
<b>Base:</b>	<b>889</b>	<b>101</b>	<b>585</b>	<b>110</b>	<b>267</b>	<b>576</b>	<b>596</b>	<b>544</b>	<b>416</b>	<b>419</b>	<b>345</b>	<b>159</b>	<b>161</b>
Under \$30,000	4.1%	2.6%	4.6%	2.7%	4.8%	4.4%	4.3%	3.9%	5.8%	4.5%	6.2%	3.7%	5.9%
\$30,000 - \$49,999	6.8%	10.9%	4.6%	8.1%	8.0%	6.0%	4.3%	5.6%	4.1%	5.1%	4.5%	7.7%	7.9%
\$50,000 - \$74,999	16.8%	15.8%	17.9%	12.8%	17.0%	19.7%	15.3%	18.1%	20.7%	10.8%	14.3%	15.3%	16.7%
\$75,000 - \$99,999	17.4%	19.5%	16.7%	24.4%	14.8%	16.2%	18.3%	18.6%	18.1%	19.7%	18.9%	22.0%	19.4%
\$100,000 - \$199,999	36.2%	23.7%	38.4%	34.1%	40.3%	35.8%	37.9%	33.5%	37.7%	40.1%	34.5%	39.7%	37.0%
\$200,000 - \$349,999	13.2%	21.0%	12.4%	12.7%	7.5%	12.7%	13.7%	14.7%	11.3%	13.2%	17.2%	11.2%	7.4%
\$350,000 - 499,999	2.6%	4.5%	2.1%	3.3%	2.7%	3.1%	2.6%	2.3%	0.9%	2.6%	3.4%	*	2.3%
\$500,000 or more	2.9%	2.1%	3.3%	2.0%	4.9%	2.0%	3.5%	3.4%	1.4%	4.1%	1.0%	0.4%	3.4%
<b>Median income (\$)</b>	<b>113,500</b>	<b>105,200</b>	<b>116,100</b>	<b>105,800</b>	<b>113,400</b>	<b>110,200</b>	<b>120,400</b>	<b>111,300</b>	<b>103,500</b>	<b>124,600</b>	<b>117,700</b>	<b>103,300</b>	<b>100,300</b>

\* Median household income: California = \$84,100 (in 2021); U.S. = \$87,900 (in 2022). Source: U.S. Census Bureau

# Appendix

- Study Methodology
- How to Read the Tables
- Estimating the Data
- Economic Model

# Study Methodology

## Definition

- For economic impact purposes, a “visitor” is anyone temporarily in the Owens Valley/Highway 395 corridor area of Inyo County for any purpose other than regular work or employment, and resides outside Inyo County.

The study employed these approaches:

1. **Internet, social media; on-site interviews** among Owens Valley/Highway 395 **visitors and** analysis of visitor response data to develop the comprehensive visitor profile of behaviors and demographics.
2. Inyo County and Bishop transient hotel, motel and tent and RV campground lodging **supply and operating data** (occupancy and rate) to measure overnight lodging demand.
3. Analysis of overall **retail and hotel taxes** collected in the project area to measure taxes generated specifically by visitor spending.
4. Analysis of visitor spending by category to measure visitor supported **employment** in the study area.

# Reading the Report Tables & Charts

- Each **table** has a heading showing some or all of these columns representing visitor segments:\*

SAMPLE	Total	Residence			Season visited				Purposes for visit		Inyo Lodging		
		Nor Cal	So Cal	Other US	Wint	Spr	Sum	Fall	Outd Rec	Vacation	Hotel	RV	Tent
<b>Base:</b>	<b>889</b>	<b>101</b>	<b>585</b>	<b>110</b>	<b>267</b>	<b>576</b>	<b>596</b>	<b>544</b>	<b>416</b>	<b>419</b>	<b>345</b>	<b>159</b>	<b>161</b>
A couple	41.1%	47.6%	38.7%	47.8%	38.1%	40.4%	37.6%	44.1%	38.2%	37.4%	46.1%	44.0%	32.3%
A family group	26.4%	15.8%	29.6%	19.3%	24.5%	24.6%	30.1%	22.6%	29.3%	29.9%	22.0%	27.7%	18.6%

- Total:** all 2022 Non-Inyo County resident Visitors, cumulative across all the interviewing phases
  - Residence:** where visitors originate; Northern California, Southern California, or Other US (excl. CA)
  - Season Visited:** The season in which visitors indicated having visited Owens Valley during fiscal year 2022
  - Purposes:** all visitors who indicated visiting the area for purposes of *Outdoor recreation* and/or *Vacation*
  - Inyo Lodging:** if and type of lodging visitors stayed overnight in Owens Valley; – hotel/motel, RV or Tent
- The **bold** numbers under the column header are the “base” respondents in total and for each segment.
  - Statistical differences between segments are indicated by figures highlighted in **purple** (statistically higher) or **lilac** (statistically lower) as compared to the Total responses.
  - The margin of error for the 889 visitor respondents is +/- 3.3% at the 95% confidence level.

\* Detailed visitor data tables include many other segments than shown in the report. The segments were derived from visitor responses to those specific survey questions



# Method for Estimating Visitor Volume and Spending

- A main study purpose is to measure tourism's economic and fiscal impacts in Owens Valley.
- To arrive at the estimates, survey response data are input into an economic impact model \* to estimate visitor volume, visitor days and visitor spending, in total and per-capita, by spending category and by visitor lodging segment (hotel, other lodging, and day visitors).
- Tourism spending and tourism employment data for Inyo County\*\* are used to estimate the number of tourism jobs supported in Owens Valley, and taxes are calculated from the aggregated visitor spending estimated by CIC's economic impact model, using City and County tax data as constraints.
- The model adjusts "raw" "group" survey results to estimate results for individual visitors:
  - Demographics and trip behaviors use the results of the visitor surveys
  - Hotel/motel lodging demand and performance are derived from STR hotel data reports.
  - Campground supply was provided by Visit Bishop; campground demand was estimated by the consultant to derive camper volume.

\* CIC Research, Inc.

\*\* Economic Impacts of Tourism in California 2022, Dean Runyan & Associates for Visit California

## Economic Impact Model/Derivation of Estimates

- The economic model begins by estimating hotel guests and home visitors from the number of occupied hotel rooms, and the number of households hosting visitors, which are fixed numbers.
- The model then estimates the number of day visitors using the day visitor share from the intercepts.
- Applying length of stay and spending figures to these numbers, visitor days and visitor spending in total and per lodging segment are calculated.
- The key visitor measures and how they are derived are as follows:
  - **Visitor group** is the immediate travel party, which multiplied by group size (the average number of persons per group) generates the number of visitors.
  - **Visitor days** refers to the total number of days spent in the defined Owens Valley area by all visitors and are derived by multiplying the number of visitors by length of stay (number of days in Owens Valley ); e.g., two persons staying three days equal six visitor days. Visitor days (not visitor volume) are used as the basis to estimate visitor spending.
  - **Visitor spending** refers to total or per-person spent by visitors for all goods and services while in Owens Valley ; (e.g. two people who each spend \$10.00 spend \$5.00 per day per-capita or account for \$60.00 of total spending for a three day stay).