



MAMMOTH LAKES TOURISM

Bikeconomy

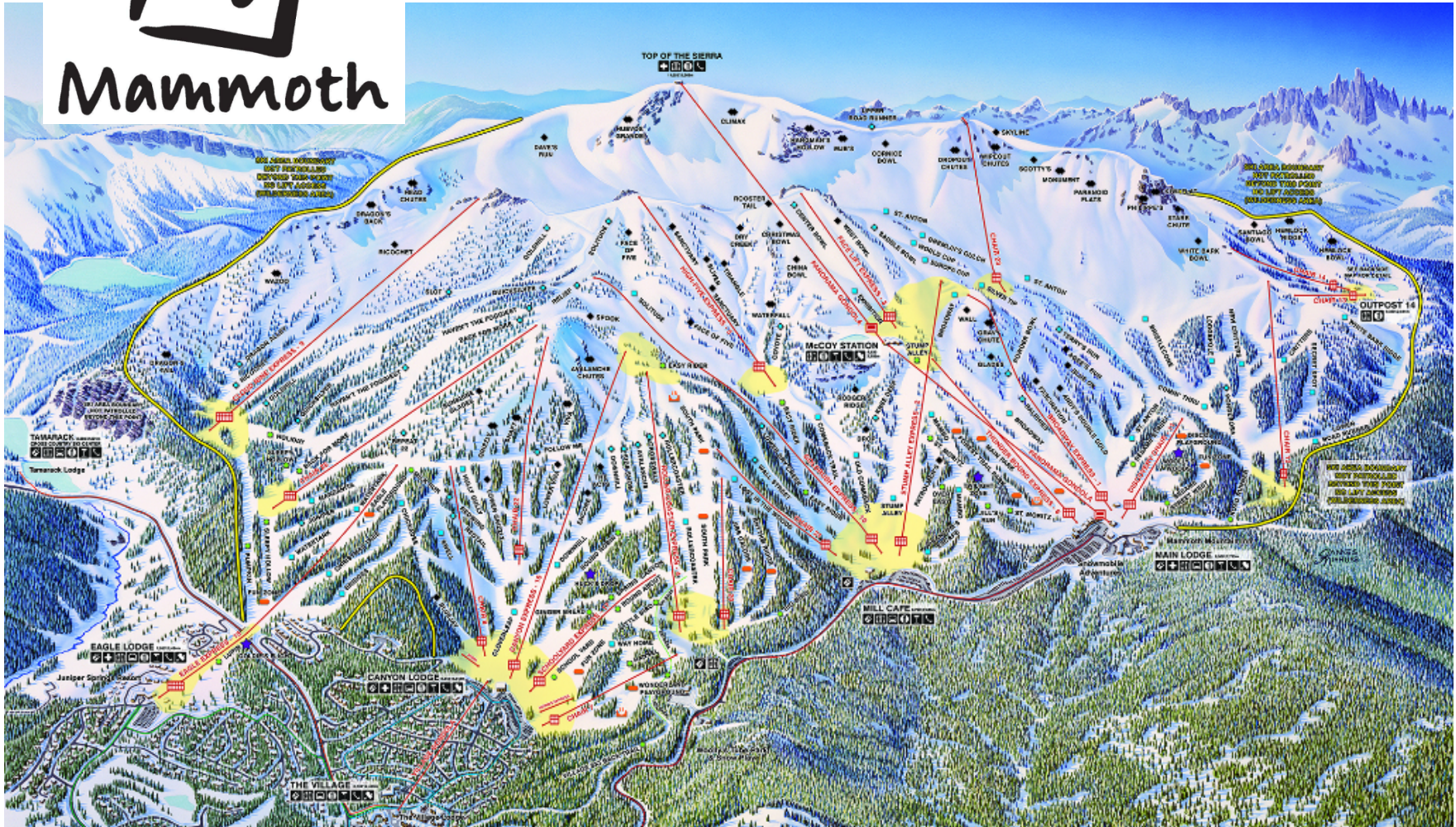
March 4, 2017



John Urdi, Executive Director



- Las Vegas
5 hour drive

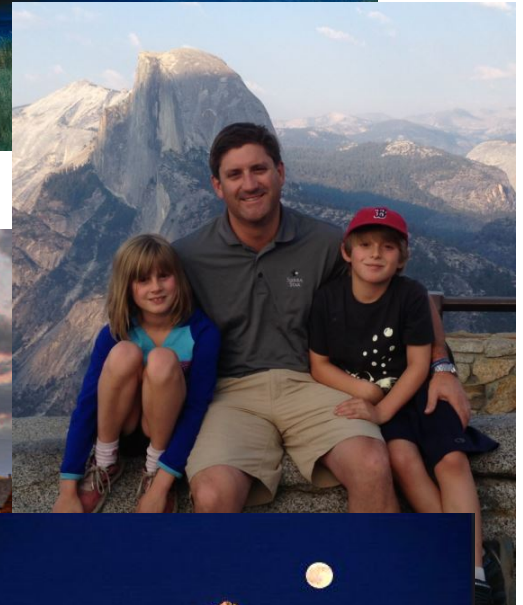


www.MammothMountain.com

Mammoth Lakes Tourism

Mammoth





Mammoth Lakes Tourism

Biking is Growing



Thanks Bill Cockroft!

- 1984 U.S. success at the Los Angeles Olympics (9 medals)
- 1985-93 Mammoth Cycling Classic Whiskey Creek Stage Races
- 1987-89 World Mountain Bike Championships
- 1991-95 UCI World Cup/NORBA National MTB Championships
- 1994 Inducted into the Mountain Bike Hall of Fame**
- 1995 Introduces the High Sierra Fall Century (now Gran Fondo)
- 1996 Producer of 1996 Olympics in Atlanta
- 1996-2001 NORBA national Championship
- 2004 & 05 U.S. MTB National Championships
- 2013 Kamikaze Bike Games return to Mammoth
- 2014 Cam Zink World Record MTB Back Flip
- 2015 & 16 USA Cycling MTB Nationals



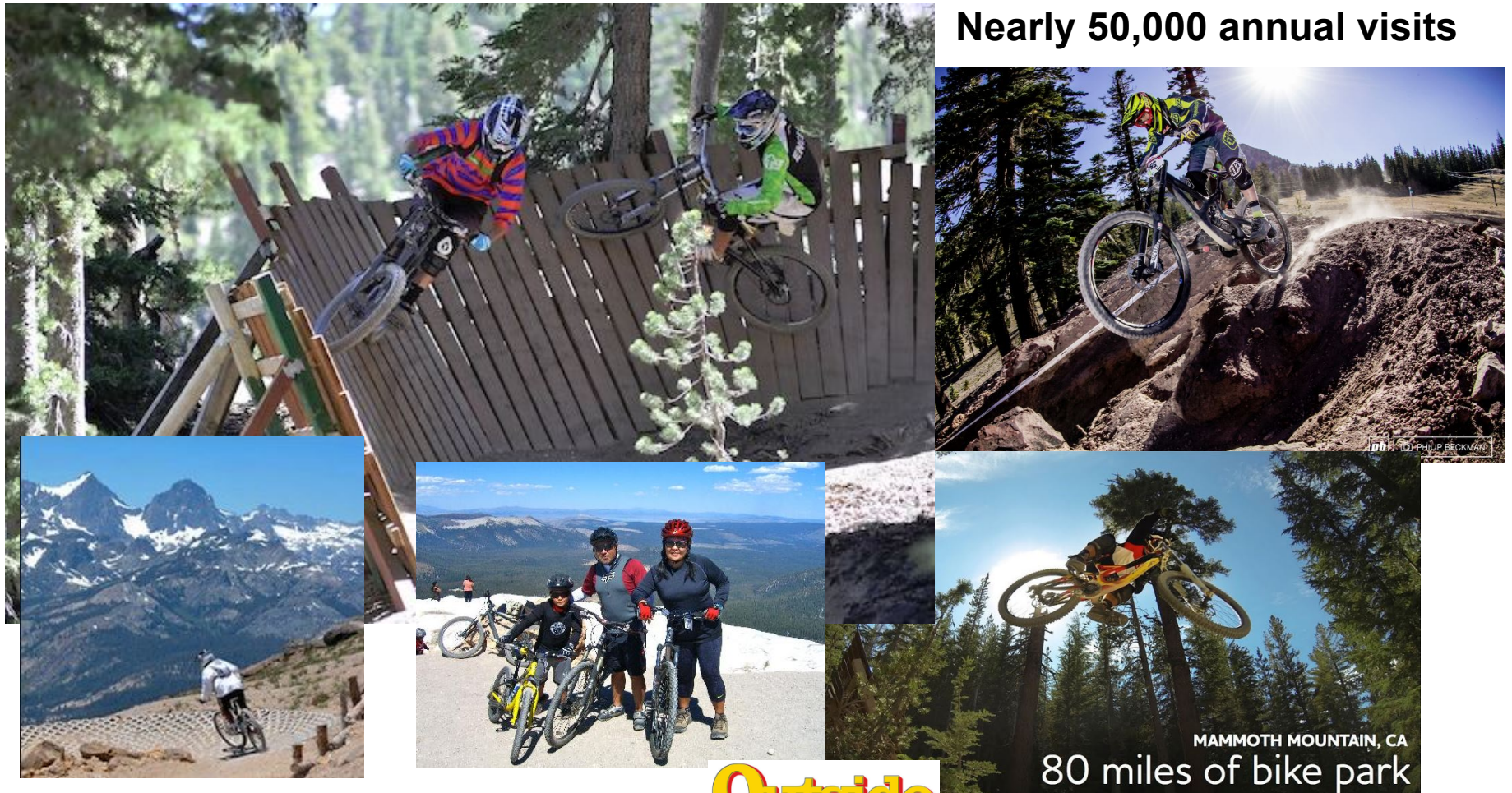
Town Infrastructure & Investment

Town has invested \$20 Million dollars on 10 miles of paved multi-use paths
Another \$10 Million has been adopted & approved

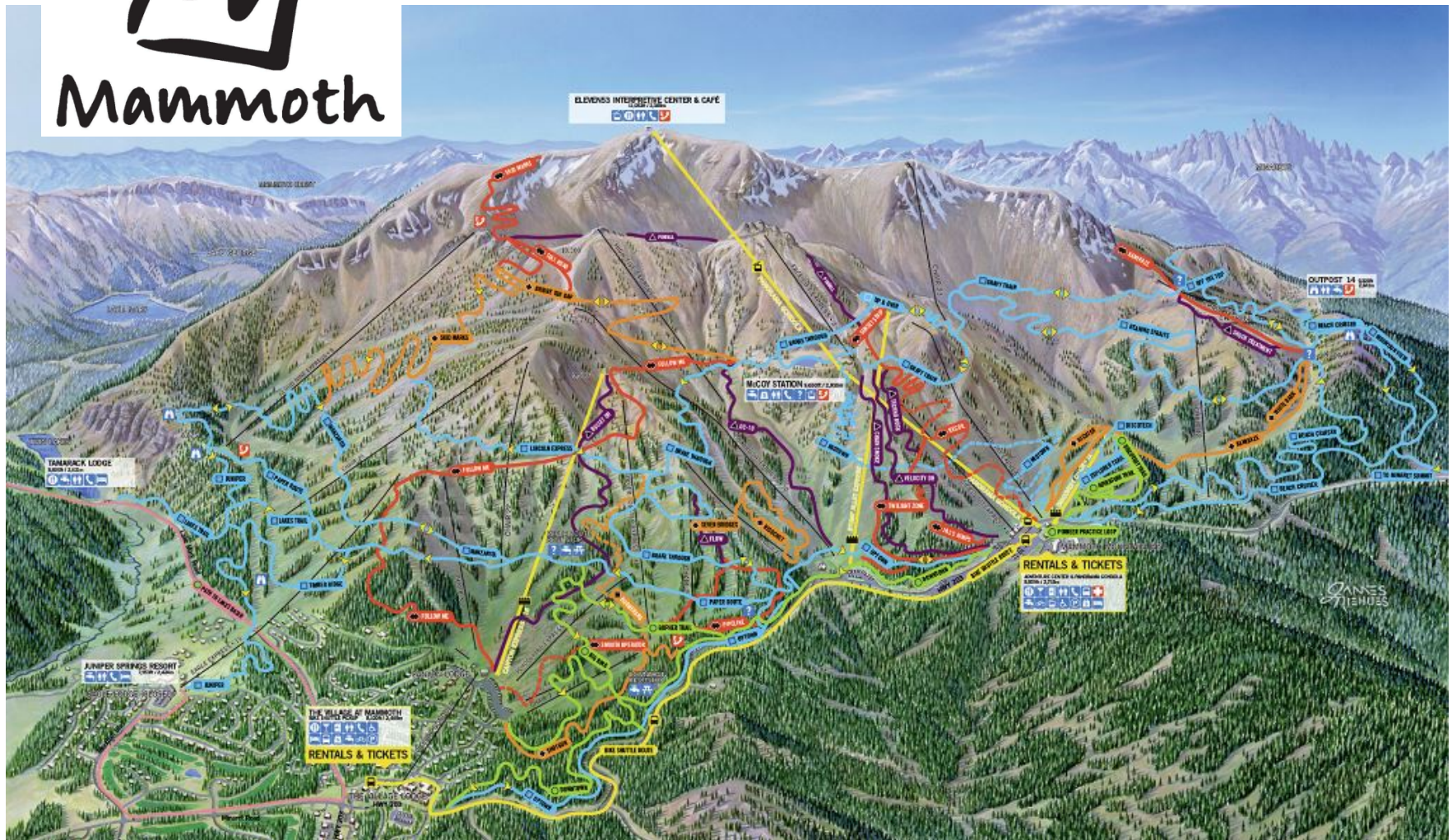


Resort Infrastructure & Investment

Mammoth Mountain has invested \$30+ Million dollars on 80+ miles of trails & park
Nearly 50,000 annual visits



Outside



www.MammothMountain.com

Mammoth Lakes Tourism



Investment in High Altitude

Home away from home for elite athletes training for major worldwide events

- Road & Mountain Cyclists
- Triathletes
- Runners

2015-16
91 Placements
109 Million
impressions
\$325k value


- BEN JACQUES-MAYNES

Professional Cyclist

I've just returned home from my mountainous adventure, which started in Mammoth last month. I've been at altitude training and racing ever since, and it's paid off in spectacular fashion! I have won the King of the Mountains Jersey at the USA Pro Challenge in Colorado!

I think fondly of my time in Mammoth, and I can't wait to return. I hope it won't be too long!

[READ POSTS](#)



Kamikaze Bike Games

4-day event – downhill, dual slalom, cross country, kids races



Est. Economic Impact \$4,764,000

USA Cycling Mountain Bike Nationals

Mammoth hosted 2015 & 2016 endurance events



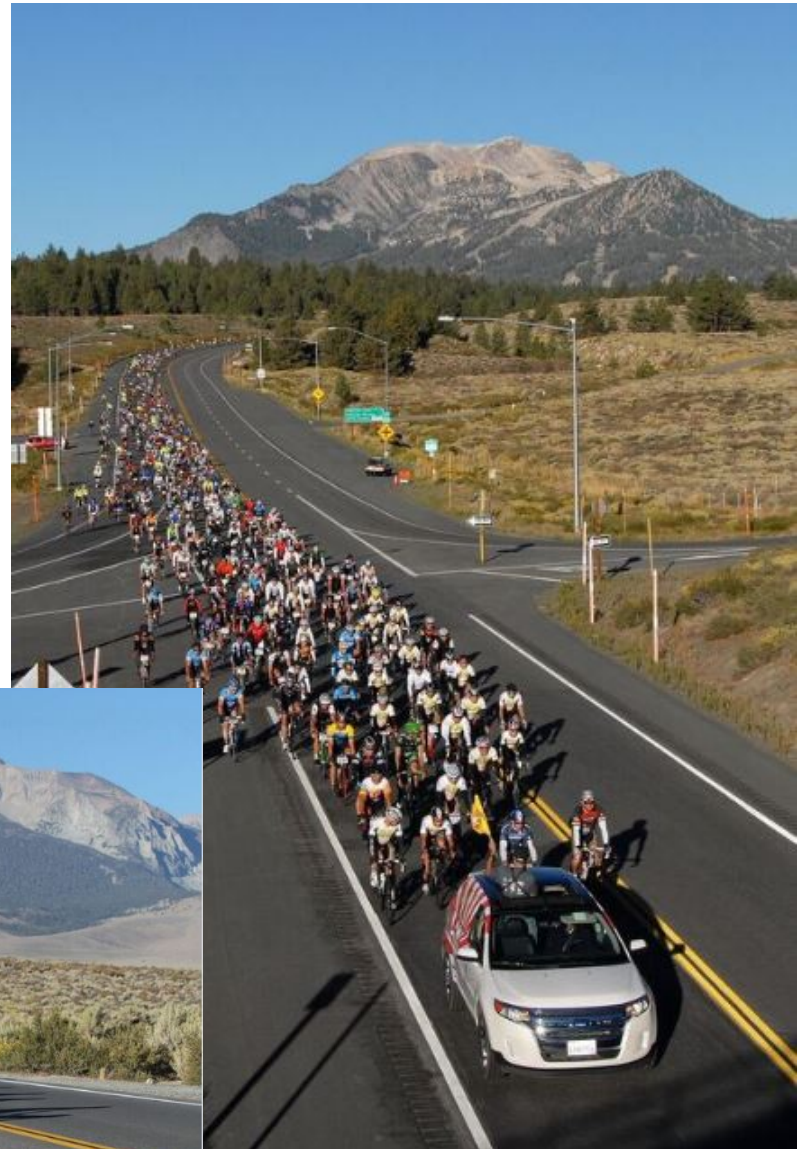
MOUNTAIN BIKE
MAMMOTH MOUNTAIN, CA



Est. Economic Impact \$1,300,572

Gran Fondo

Fall event grown from 516 to 1401 riders



**Est. Annual
Economic
Impact
\$3,337,182**

Cam Zink World Record Flip

Made for TV event 100 foot dirt-to-dirt World Record mountain bike back flip

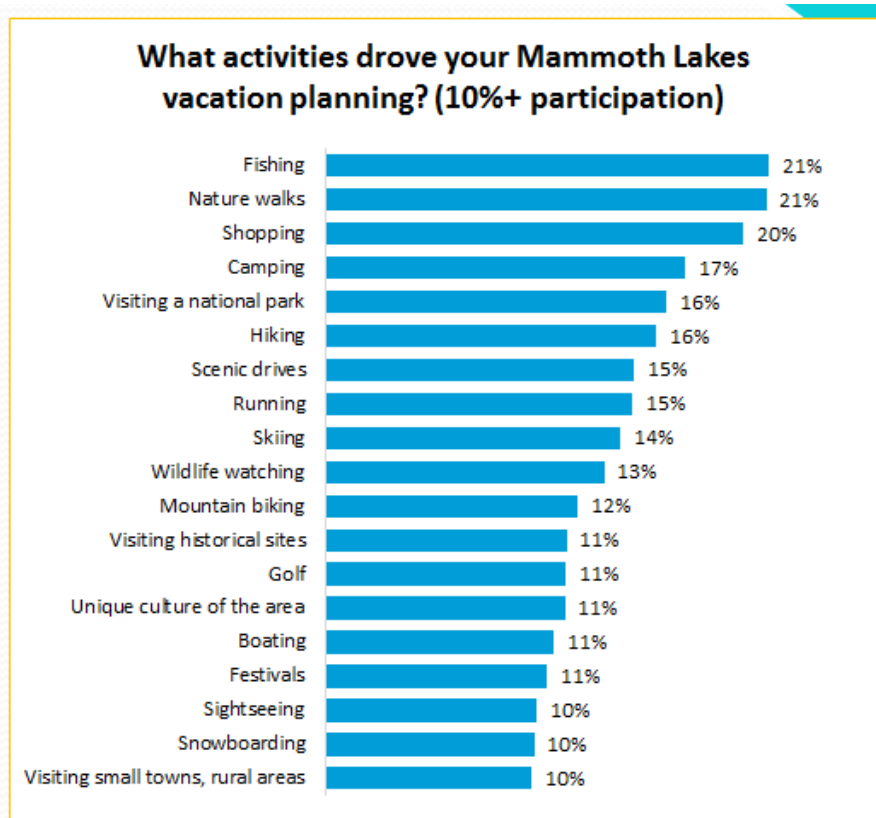


104 Million Impressions
Live TV Coverage



Overall Visitation and Impact

MANY activities make up a trip to Mammoth Lakes



May – October Timeframe

Total lodging spend = \$48,877,677

Total Transient Occupancy Tax = \$6,353,022

Annual Impact of Biking

Total lodging spend = \$5,880,000*

Total tax impact for Mammoth Lakes = \$765,362

*does not include event, food, beverage and retail spending within the community



What's Next



Questions?

