



## Mammoth Lakes Tourism Board Agenda

Wednesday, June 5, 2024, 1:30 p.m.

437 Old Mammoth Road, Suite Z, Mammoth Lakes

Members of the Board

Chair Pat Foster, Vice Chair Eric Clark, Treasurer John Morris, Secretary John Mendel, Board Member John Wentworth, Board Member Darlene Magner, Board Member Tom Parker, Board Member Kirk Wallace, Board Member Cristi Quesada-Costa

NOTE: In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the Town of Mammoth Lakes at (760) 965-3600. Notification 48 hours prior to the meeting will enable the Town to make reasonable arrangements to ensure accessibility to this meeting. (28 CFR 13.102-35.104 ADA Title II)

NOTE: Materials related to an item on this agenda submitted after distribution of the agenda packet are available for public inspection in the Town Offices located at 437 Old Mammoth Road, Suite 230 during normal business hours. Such documents are also available on the Town of Mammoth Lakes website at [www.townofmammothlakes.ca.gov](http://www.townofmammothlakes.ca.gov) subject to staff's ability to post the documents before the meeting.

NOTE: You may attend this meeting in person, or watch it live through the online eSCRIBE system here: <https://pub-townofmammothlakes.escribemeetings.com>, on the local government cable channel 18, or by utilizing the Zoom link below.

### ZOOM INFORMATION FOR MLT BOARD MEETINGS

Join from a PC, Mac, iPad, iPhone, or Android device:

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Dial (for higher quality, dial a number based on your current location):

US: +1 669 900 6833 or +1 346 248 7799 or +1 253 215 8782 or +1 312 626 6799 or +1 646 876 9923 or +1 301 715 8592 Webinar ID: 972 7314 2801 - **Callers: To Raise your hand Press \*9, to Unmute/Mute Press \*6**

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**1. CALL TO ORDER AND ROLL CALL**

**2. BOARD MEMBER REPORTS**

**3. PUBLIC COMMENTS**

Public Comments may be sent via email to the Town of Mammoth Lakes Assistant Clerk before or during the meeting at [clerk@townofmammothlakes.ca.gov](mailto:clerk@townofmammothlakes.ca.gov) or may be made via Zoom or in person during the meeting in Suite Z. All comments will be limited to a speaking time of three minutes.

**4. CONSENT AGENDA**

**4.1 Approve the minutes of the Regular Meeting of April 3, 2024.**

**5. POLICY MATTERS**

**5.1 Introduction of New MLT Team Members**

- Betsy Truax, Community Engagement Director (July 1st start date)
- Laura Wattles, Content Marketing Manager (June 17th start date)
- Sarah Walsh, Marketing Coordinator (Started May 16th)

**5.2 Board Seats**

Board Seats up for Renewal: John Morris and Darlene Magner, Lodging Seats (appointed by the Lodging Association) and Pat Foster, At Large. The Board will appoint a three member ad hoc Nominating Committee for the At-Large interviews.

**5.3 MLT Winter Campaign Recap - Brief update on the results of our Winter 2023-24 Campaign**

**5.4 Air Service Update - Winter recap and summer update on MMH and BIH Air Service**

**5.5 Staff Compensation and Benefits Review**

Brief update and recommendation on revised staff benefits from the Board Ad Hoc Compensation and Benefits Committee. Board to discuss and vote on the recommendations of the Ad Hoc Committee.

**5.6 Financial Reports**

Receive an update regarding the financial health of the Mammoth Lakes Tourism and the results of the previous month for Transient Occupancy Tax (TOT), Tourism Business Improvement District (TBID) and current account balances.

**6. DEPARTMENT UPDATES**

**6.1 International Sales**

Receive an update on international efforts from Director of Sales and International Marketing Michael Vanderhurst.

**6.2 Communications**

Receive an update on communications activities from Communications Coordinator Lauren MacLeod.

**6.3 Marketing**

Receive an update on marketing activities from Director of Marketing Sarah Winters.

**6.4 Digital Marketing**

Receive an update regarding digital marketing efforts and social media from Digital Marketing Manager Samantha Lindberg.

**7. OTHER STANDING UPDATES**

**7.1 Mammoth Resorts Update - Eric Clark**

Brief update on Mammoth Mountain news, activity, and operations.

**7.2 Mammoth Lakes Chamber of Commerce Update - Tom Parker**

Brief update on Mammoth Lakes Chamber of Commerce news, activity, and operations.

**7.3 Town Council Update - John Wentworth**

Brief update on Town Council news, activity, and operations.

**8. ADJOURNMENT**

The Board will adjourn to the next regular meeting scheduled to be held on Wednesday, July 3, 2024, unless the Board wishes to reschedule this meeting date due to the July 4<sup>th</sup> holiday.



## **Mammoth Lakes Tourism Board**

### **Minutes of Regular Meeting**

**April 3, 2024, 1:00 p.m.**

**437 Old Mammoth Road, Suite Z, Mammoth Lakes**

Members Present: Chair Pat Foster, Vice Chair Eric Clark, Treasurer John Morris, Secretary John Mendel, Board Member John Wentworth, Board Member Darlene Magner, Board Member Tom Parker, Board Member Kirk Wallace, Board Member Cristi Quesada-Costa

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#### **1. CALL TO ORDER AND ROLL CALL**

Chair Pat Foster called the meeting to order at 1:04 p.m. in the Council Chambers located at 437 Old Mammoth Road, Suite Z.

Board Member Darlene Magner announced that she would attend the meeting remotely under the Just Cause provisions of Assembly Bill (AB) 2449 due to medical circumstances.

#### **2. BOARD MEMBER REPORTS**

Chair Pat Foster welcomed new Board Member Tom Parker.

Treasurer John Morris reported that lodging business had been good, March was back to what they expected, and April was off to a good start.

Secretary John Mendel reported that his business had rebounded from last year, and said that he had attended a productive MLT strategic session yesterday which focused on MLT's marketing plan.

Board Member John Wentworth spoke about a State initiative, California Jobs First, and reported that there had been concerns expressed to the Sierra Business Council about certain failures to conduct public outreach with various sectors and that there were significant changes coming. He said there would be an open meeting on Monday at 3:30 p.m. and that he would send an invite to anyone who would like to attend.

Chair Pat Foster reported that MLT was not able to make official Obstacle Course Race World Championship (OCRWC) announcements yet but provided update on the event. Chair Foster announced that Advanced Airlines' summer service was open for bookings for flight dates from June 28th through September 2nd and reported that they were working on next winter's flights. He said that he attended the Visit California Outlook Forum last month and spoke about several of the topics that were presented. He reported that he learned that China had 300M skiers, and that they were just coming out of their pandemic status and were eager to travel internationally.

Board Member Cristi Quesada-Costa joined the meeting at 1:12 p.m.

Vice Chair Eric Clark joined the meeting at 1:23 p.m.

There was discussion between Executive Director John Urdi and members of the Board,

**3. PUBLIC COMMENTS**

There were no comments given at this time.

**4. CONSENT AGENDA**

Secretary John Mendel asked if the total number of Zoom viewers could be added to the Minutes moving forward.

There was discussion between Assistant Clerk Angela Plaisted and members of the Board.

Moved by Treasurer John Morris

Seconded by Secretary John Mendel

Approve the Consent Agenda.

For (8): Chair Pat Foster, Vice Chair Eric Clark, Treasurer John Morris, Secretary John Mendel, Board Member John Wentworth, Board Member Darlene Magner, Board Member Kirk Wallace, and Board Member Cristi Quesada-Costa

Abstain (1): Board Member Tom Parker

Carried (8 to 0)

**4.1 Approve the minutes of the Regular Meeting of March 6, 2024**

**5. POLICY MATTERS**

**5.1 Winter Air Service Update - Update on bookings for both MMH and BIH Airports**

Executive Director John Urdi outlined the information in the Air Service Update.

There was discussion between Mr. Urdi and members of the Board.

**5.2 MLT Fiscal Year 2024/25 Draft Deliverables - Discussion with the Board regarding MLT's deliverables for the Fiscal Year 2024-25. Board to vote to approve the presented deliverables**

Executive Director John Urdi outlined the information in the Fiscal Year 2024/25 Draft Deliverables.

Director of Sales and International Marketing Michael Vanderhurst provided information on the travel route that visitors from China take to get to Mammoth and discussed the number of skiers in China. Mr. Vanderhurst reported that all school-aged children from Central China to Northern China were required to participate in winter sports as part of their curriculum.

Mr. Urdi reported that MLT's May meeting may be canceled, in which case staff would present the final Fiscal Year 2024/25 Deliverables and Budget at the June 5th MLT meeting, and then again at a joint meeting with the Town Council on a date not yet determined.

There was discussion between staff and members of the Board.

Moved by Secretary John Mendel

Seconded by Board Member John Wentworth

Approve the Fiscal Year 2024/25 Draft Deliverables to include comments heard from the Board as appropriate.

For (9): Chair Pat Foster, Vice Chair Eric Clark, Treasurer John Morris, Secretary John Mendel, Board Member John Wentworth, Board Member Darlene Magner, Board Member Tom Parker, Board Member Kirk Wallace, and Board Member Cristi Quesada-Costa

Carried (9 to 0)

### **5.3 Financial Reports**

#### **Receive an update regarding the financial health of the Mammoth Lakes Tourism and the results of the previous month for Transient Occupancy Tax (TOT), Tourism Business Improvement District (TBID) and current account balances**

Executive Director John Urdi outlined the information in the Financial Reports.

There was discussion between Mr. Urdi and members of the Board.

## **6. DEPARTMENT UPDATES**

### **A brief recap of past, current, and future efforts of each department.**

#### **6.1 International Sales**

Director Of Sales and International Marketing Michael Vanderhurst gave an update on international sales activities. Mr. Vanderhurst reported that MLT had hosted trade Familiarization (FAM) Visits with ski specialists from Australia and New Zealand in partnership with Mammoth Mountain Ski Area (MMSA) and Alterra, and had also partnered with Alterra to host FAM visits with representatives from Mexico and Brazil. He spoke about upcoming FAM visits, one of which would include thirty-five people from around the world, courtesy of Visit California, after the International Pow Wow (IPW) US Travels' Annual Conference. He said that MLT also hosted an international press media FAM visit recently which was paid for by Visit California with twelve international influencers who had never been to California. He reported that any marketing that MLT does with China would be in conjunction with Visit California and Alterra.

There was discussion between Mr. Vanderhurst and members of the Board.

## **6.2 Communications**

Director of Content, Communications and Public Relations Lara Kaylor gave an update on recent communications activities. Ms. Kaylor gave kudos to MLT staff and said she felt they were poised to do great things. She reported that Communications Coordinator Lauren MacLeod would continue to run the media relations side of things and said that on the community side, MLT would continue to work with the Town of Mammoth Lakes (TOML) Office of Outdoor Recreation (OOR), and spoke about the joint effort with the OOR on the new stewardship video series. She said that MLT was working on a pre-arrival guide which was currently under review by various partners within Town.

There was discussion between Ms. Kaylor and members of the Board.

## **6.3 Marketing**

Director of Marketing Sarah Winters gave an update on marketing events and activities. Ms. Winter said that Director of Content, Communications and Public Relations Lara Kaylor would be missed and wished her well. She acknowledged members of MLT's marketing agency, The Shipyard, who were in the audience and discussed topics covered in a meeting with them yesterday. Ms. Winters provided an update on social media and reported that the Pre-arrival guide would go to the designer next week. She said that she would attend the upcoming Mountain Travel Symposium (MTS) and the IPW US Travel's Annual Conference.

The Shipyard Media Supervisor Delaney Coughlin provided insight about destination marketing company Adara.

The Shipyard Vice President, Account Manager Amanda Moul spoke about air service promotion.

There was discussion between The Shipyard staff, MLT staff, and members of the Board.

## **6.4 Local Marketing**



Marketing Manager Emily Bryant gave an update on recent local marketing activities. Ms. Bryant announced that there would be a Restaurant Association Mixer at the Warming Hut on the 11th at 3:30 p.m., and reminded local businesses to upload their Spring Deals on MLT's extranet portal. She reported that Fishmas would take place on April 27th and that she had been working on the annual Fishmas materials and would deliver them to businesses the week beforehand. Ms. Bryant spoke about MLT's partnership with Mammoth Lakes Recreation (MLR) and the Town's Office of Outdoor Recreation (OOR) on a stewardship video series, discussed combined efforts with Clean Up The Lake (CUTL) and the Forest Service to discuss signage related to CUTL efforts, and said that MLT would partner with Mono County OOR on a Camp Like A Pro campaign. She reminded members of the public about local flight discount codes, and provided an update on the occupancy report.

There was discussion between Ms. Bryant and members of the Board.

#### **6.5 Digital Marketing**

This report was combined with Item 6.3.

### **7. OTHER STANDING UPDATES**

#### **7.1 Mammoth Resorts Update - Eric Clark**

Vice Chair Eric Clark gave an update on Mammoth Mountain Ski Area (MMSA) news, activities and operations. Mr. Clark announced that the Mammoth Invitational was this weekend, and that the closures of Canyon Lodge and Eagle Lodge had been extended through April 21st. He reported that Chair 1 would be replaced with a new chair which would be the same as the new Chair 16.

There was discussion between Executive Director John Urdi and members of the Board.

#### **7.2 Mammoth Lakes Chamber of Commerce Update - Tom Parker**

Board Member Tom Parker gave an update on the Mammoth Lakes Chamber of Commerce news, activities and operations. Mr. Parker announced the following events: Women in Business on the 8th at Elevate at South Gateway Student Apartments at 5:00 p.m., an open house on the 10th at the Mammoth Hospital Dental Clinic for their remodel and expansion at 4:00 p.m., and the student job fair on May 2nd at the high

school at 10:45. He reported that the theme for this year's 4th of July Parade would be "Movies in the Mountains" and announced that the title sponsor would be the Mammoth Film Festival. He spoke about the transition which would take place at the Chamber with its Assistant Director Brianna Goico stepping into the position of President and Chief Executive Officer in June upon Executive Director Ken Brengle's retirement, and reported that the Chamber was recruiting for a new Communications Manager. Mr. Parker said that hospital staff found the weekly occupancy report provided by MLT to be very helpful and said that it had been forwarded internally to approximately five hundred hospital staff members for review each week in order to help them prepare for periods of higher occupancy in Town.

There was discussion among members of the Board.

### **7.3 Town Council Update - John Wentworth**

Board Member John Wentworth gave an update on Town Council news, activities and operations. Mr. Wentworth reported that there was an item on tonight's Town Council agenda regarding a new cell tower.

## **8. ADJOURNMENT**

The meeting was adjourned at 3:05 p.m. to a meeting date to be determined.

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Angela Plaisted, Assistant Clerk



# FY24 Mammoth Lakes Tourism

Winter Campaign Wrap Report

# AGENDA

## 01.

FY24 Program  
Overview / Trending

## 02.

FY24 Publisher  
Performance

# PROGRAM OVERVIEW



# STRATEGIC FRAMEWORK

## Business Objectives

Increase qualified, responsible visitation through average length of stay (hotel/resort) and total trip spend.

Increase flight load factor in core near and far markets.

Educate consumers on responsible travel prior to arrival.

## Media Objectives

Drive awareness, consideration, and intent to travel to Mammoth Lakes in key near and far markets.

Inspire and educate travelers on things to do in-destination with an emphasis on encouraging midweek visitation.

Deliver qualified traffic, with emphasis on onsite engagement.

Provide paths that drive passthrough / conversion (intent) through flight exploration.

Promote responsible tourism among aware audiences.

## Media Strategies

Plan all seasons together to expand opportunities and drive efficiency.

Utilize a full-funnel approach to reach prospective travelers throughout the planning cycle.

Lean into top performers to drive quality site traffic, while exploring new opportunities to drive awareness.






Streamline creative messages by channel and time period to further messaging goals.

Retarget those who have previously engaged with MLT messaging to pull those users through the funnel.

Utilize midweek and air service messaging to drive high intent users to travel midweek and/or search for flights.

# PROGRAM PARAMETERS



Media Plan	Winter	Air Service
 <b>Target Audience</b>	Snowsporters <ul style="list-style-type: none"> <li>• Age 25 - 54</li> <li>• HHI:                             <ul style="list-style-type: none"> <li>- \$125K+ (CA/NV/DEN)</li> <li>- \$200K+ (NE)</li> </ul> </li> </ul>	Match Seasonal Targets (Winter + Summer)
 <b>Geography</b>	<ul style="list-style-type: none"> <li>• CA+NV Base</li> <li>• Spot Markets: DEN, NE</li> </ul>	<ul style="list-style-type: none"> <li>• Winter: SoCal (Carlsbad), SF, DEN, NE</li> <li>• Summer: SoCal (Carlsbad), SF</li> </ul>
 <b>Timing</b>	<ul style="list-style-type: none"> <li>• CA+NV: Nov - April</li> <li>• DEN, NE: Mid-October - February</li> </ul>	Winter/Spring- Summer
 <b>Budget</b>	Total: \$1,284,412 CVG: \$20K Incremental Budget (Air Serving/Snow Push): \$114,412 Total: \$1,150,000 <ul style="list-style-type: none"> <li>• CA+NV: \$500K</li> <li>• DEN: \$250K</li> <li>• NE: \$400K</li> </ul>	Incl. in Seasonal - 20% per season (Winter & Spring/Summer)
 <b>Measurement</b>	Campaign KPIs: <ul style="list-style-type: none"> <li>• Video - Views, VCR, CPV, SOV %</li> <li>• Custom - Content Views, Time Spent w/ Content, Engagement Rate</li> <li>• Digital/Social - Clicks, CTR, Sessions, AED, Airline Referrals/Bookings</li> </ul>	Campaign KPIs: Sessions, TOP, Flight Searches, Search Rate

# WINTER FY24 PERFORMANCE HIGHLIGHTS



**79%  
VCR**

Video content sparked interest in the destination, tracking an 8% increase in VCR compared FY23, with a lift amongst all YoY videos programs.

Winter campaign incorporated video, audio, and high impact units to help build awareness in near and far markets.

Traffic driving elements supplemented the program, driving deeper consideration to visit the destination, with air service support layered in.

**0.79%  
CTR**

Traffic driving elements delivered high volume of sessions (416K), due to strong engagement, high click to session ratio, and cost efficiencies.

**0:26  
AED**

Despite lower than anticipated AED\*, program was effective generating flight referrals (28K+), led by SEM an FB.

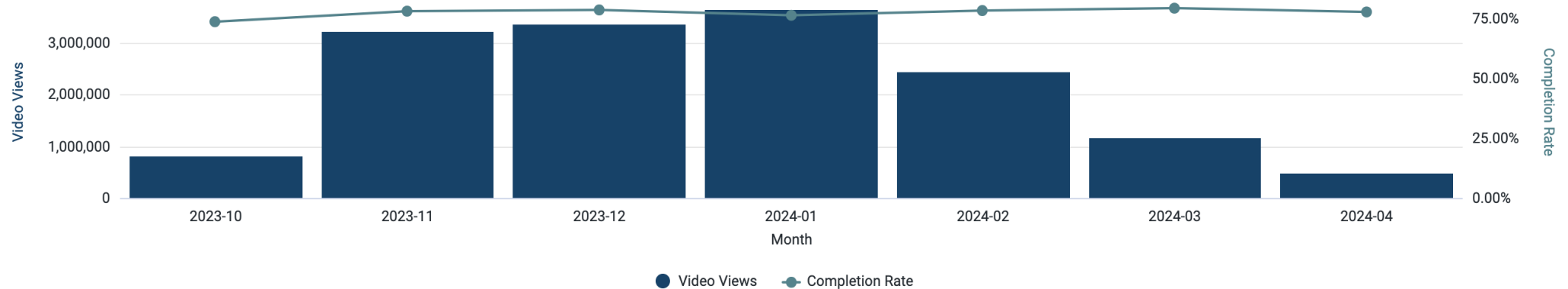


# VCR TREND



Videos were highly effective generating interest in Mammoth Lakes, tracking steady engagement throughout the campaign, with minimal fluctuation.

- All videos produced strong results, with VCRs between 75-81%
  - Similar to the FY23 Winter program, overall, *Another Planet* (0:15) resonated the best with the audience tracking an 80.77% VCR
- OTT placements are generally played in non-skippable environments, resulting in high overall video completion rates

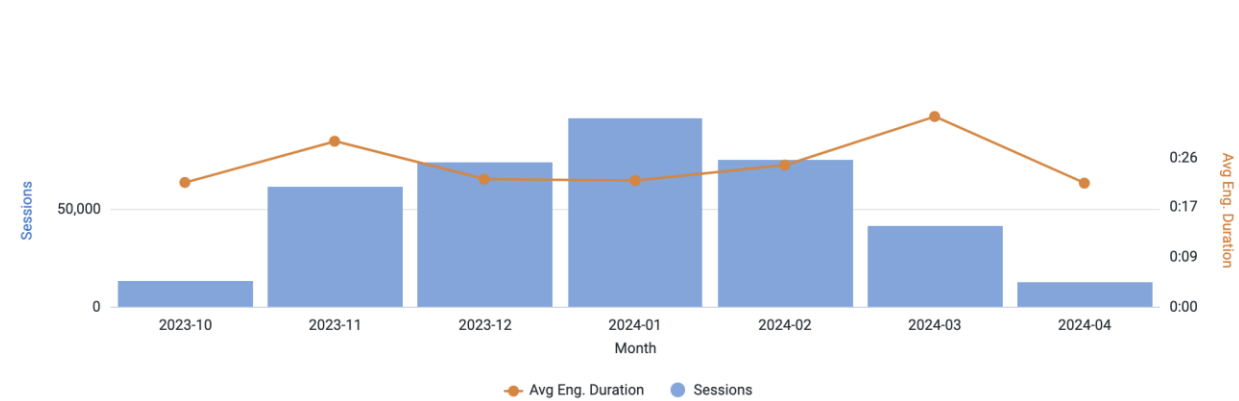
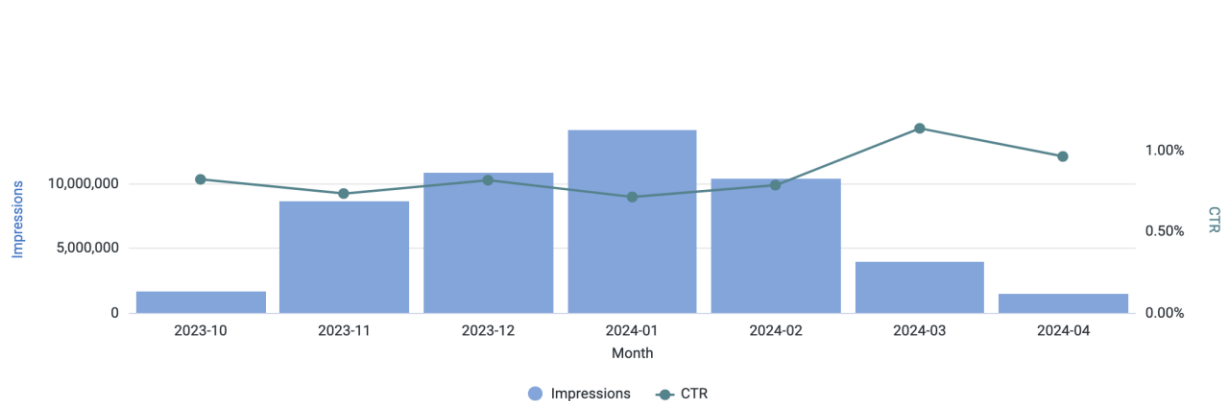


# CTR TREND

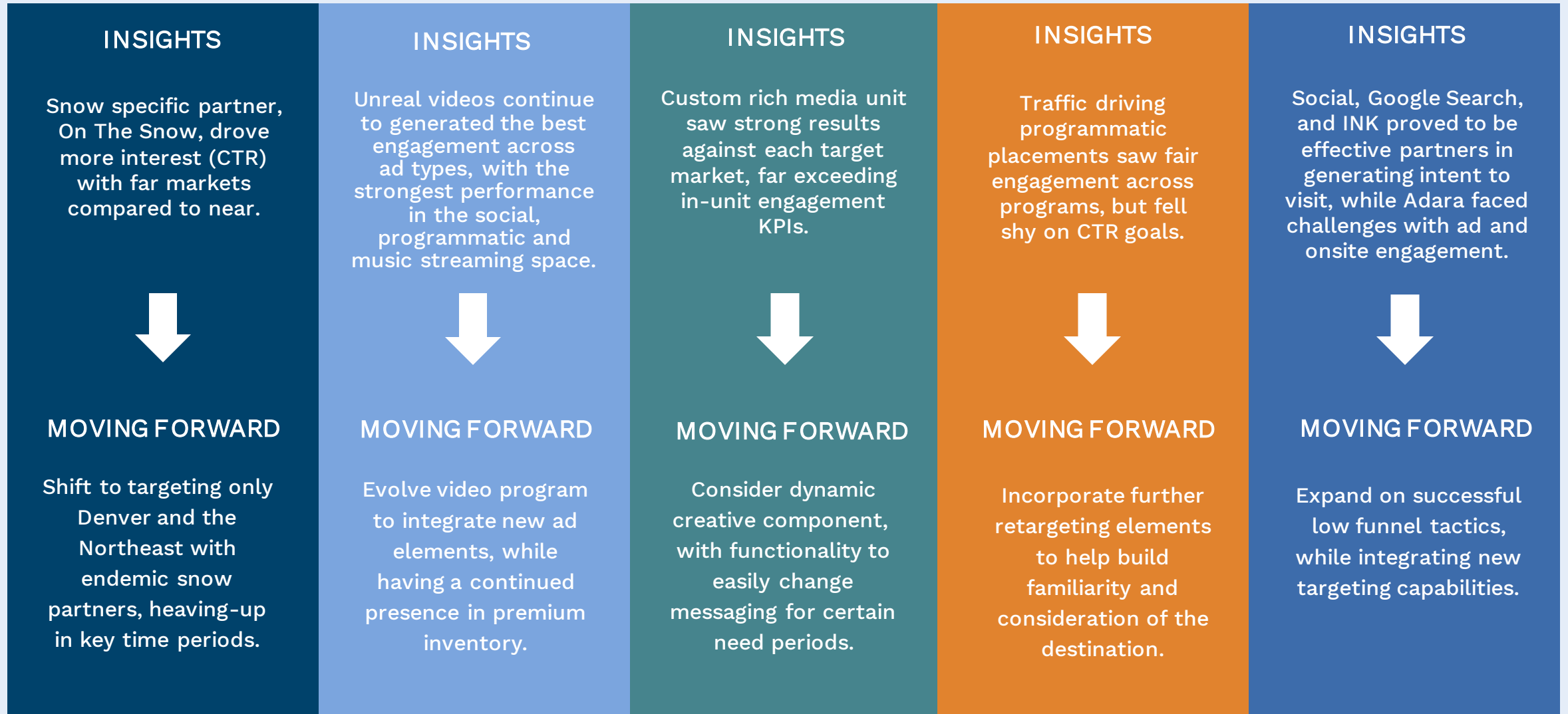


Ad and onsite engagement results were relatively steady, with only slight fluctuations throughout the program, likely due to weather conditions and competition in market.

- Uptick in CTR coincided with heavy snow fall in February & March, an indication of last-minute travel interest lead by drive markets
  - While Northeast and Denver programs concluded by the end of February, California+Nevada delivered the highest CTR of the program in March at 1.13%
- Average engaged session duration saw the most time spent with website content in November and March, with the latter aligning with the increase in CTR
  - Dip in onsite engagement in December may have been due to over saturation in market with holiday advertising



# KEY INSIGHTS & MOVING FORWARD



# UNREAL VIDEO MESSAGING PERFORMANCE



## Real Unreal :30



### Awareness Layer

- 2.4M Video Views
- 80% VCR

## How Unreal :15



### Awareness Layer

- 6.9M Video Views
- 76% VCR

## Acres :15



### Awareness Layer

- 3.2M Video Views
- 79% VCR

## Another Planet :15



### Awareness Layer

- 2.6M Video Views
- 81% VCR

# PUBLISHER PERFORMANCE

# PUBLISHER SUMMARY



Publisher	Cost	Impressions	Video Views	VCR	CTR	Sessions	Avg. Engaged Duration	Flight Referrals	Flight Referral Rate
Print	\$17,613	--	--	--	--	--	--	--	--
On The Snow	\$88,235	4,855,707	--	--	0.34%	2,939	0:14	--	--
YouTube	\$91,183	8,539,027	5,683,861	67%	--	--	--	--	--
Matador*	\$73,530	4,509,151	819,684	--	--	--	--	--	--
Pandora	\$164,706	6,083,906	233,063	79%	1.35%	30,239	0:28	--	--
Facebook	\$182,612	27,577,369	3,231,299	91%	1.11%	140,850	0:16	16,690	17.4%
GDN	\$81,138	9,376,248	--	--	1.22%	91,469	0:13	--	--
AdTheorent	\$106,187	13,218,754	--	--	0.14%	25,825	0:04	--	--
The Trade Desk	\$229,284	30,261,169	6,111,962	86%	0.16%	32,868	0:16	531	1.61%
Adara	\$29,412	3,518,923	--	--	0.07%	10,387	0:02	--	--
Google Search	\$121,176	489,902	--	--	20.15%	104,900	0:57	11,452	10.9%
INK*	\$143,698	8,000,000	--	--	0.07%	--	--	--	--
Ad Serving	\$3,613	--	--	--	--	--	--	--	--
<b>Total</b>	<b>\$1,332,387</b>	<b>116,430,156</b>	<b>16,079,869</b>	<b>79%</b>	<b>0.79%</b>	<b>439,477</b>	<b>0:26</b>	<b>28,673</b>	<b>10.3%</b>
Goal	\$1,284,412	90,514,838	15,890,330	80%	0.81%	436,410	0:42	--	--
% to Goal	<b>104%</b>	<b>128%</b>	<b>101%</b>	<b>99%</b>	<b>81%</b>	<b>101%</b>	<b>62%</b>	--	--

\*INK costs covered part of the Spring/Summer campaign

# MARKET PERFORMANCE



Engagement with video and traffic driving ads saw relatively small YoY changes in results across markets, while onsite engagement saw more substantial shifts.

- Video performance tracked an uptick across markets YoY, indicating the video content is still resonating with the audience
- Similar to FY23, California+Nevada lead traffic driving performance, while far markets had minimal shifts in user engagement
  - Both the Northeast and Denver saw the best CTR delivery in October-November, which may coincide with the longer planning window for travel from these markets
- Onsite engagement (AED) was lower YoY across all markets, with the most time engaging with content at the beginning of the campaign (Oct-Dec)

	FY23			FY24			% YoY Change		
Market	CA+NV	Denver	Northeast	CA+NV	Denver	Northeast	CA+NV	Denver	Northeast
Video Views	4,404,790	3,667,833	5,691,017	7,140,821	2,639,239	6,257,637	--	--	--
VCR	71.8%	68.7%	73.2%	78.4%	75.7%	77.9%	+9%	+10%	+6%
CTR	0.81%	0.53%	0.56%	0.87%	0.50%	0.55%	+7%	-6%	-2%
Sessions	146,009	106,970	131,964	256,502	52,757	130,454	--	--	--
AED	0:42	0:20	0:23	0:31	0:12	0:19	-26%	-40%	-17%
Flight Referrals	13,243	813	362	28,066	206	410	--	--	--
Flight Referral Rate	9.07%	0.76%	0.27%	10.94%	0.39%	0.31%	+20%	-49%	+15%

# PRINT PERFORMANCE



# PRINT | PERFORMANCE



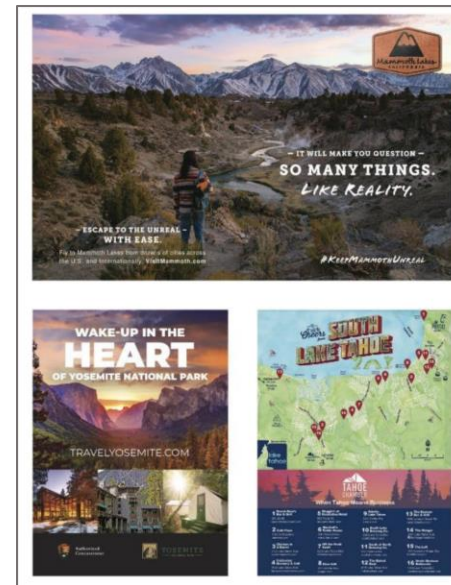
## PRIMARY MEDIA OBJECTIVE: Awareness

### California Visitor Guide

- Annual CVG spotlights travel destinations in California, providing an opportunity for Mammoth Lakes to build awareness and interest amongst a highly motivated travel audience
  - Estimated 1.3K impressions generated
  - Enhanced Listing in the printed and digital editions as added value

### Skier News

- Skier News reached the Northeast market, building destination awareness to snow sport specific audience
- Program included
  - 1FP insertion in the "The Best of the East" issue
  - 850-word editorial ad in the same issue (added value)
  - Additional placement of the editorial in the nationally distributed issue (added value)



CVG '24



Skier News

# DIGITAL PERFORMANCE

# ON THE SNOW | BUY SUMMARY



## Approach:

- Execute a custom Spotlight Package to help educate audience on all Mammoth Lakes has to offer while promoting stewardship and responsible tourism
  - Includes custom editorial article with 2-week promotion via app messaging, newsletter inclusion, homepage promotion, social, and ROS display banners
- Incorporate high impact rich media units to catch users' attention and drive engagement
- In-banner video placements build awareness while providing click out opportunities (optimized to CTR)
- Lean into ROS display banners to keep the destination top of mind and drive users to the ML website

## Targeting:

- Spotlight Custom Article Nationally targeted
- Video and traffic driving executions geo-targeted (California+Nevada, Northeast, Denver)



# ON THE SNOW | PERFORMANCE



**PRIMARY MEDIA OBJECTIVE:** Awareness

**PRIMARY MEDIA KPI:** Impressions, CTR

**KPI STRATEGY:** Media optimized to full delivery of impressions

## Performance Insights

- Custom Destination Spotlight article, *Unreal Ways to Experience Mammoth Lakes*, helped build travel interest with over 15.9K pageviews (8.8K platform benchmark) and an average time spent of 1:16
  - Of the traffic drivers, the native ads drove the largest audience to the article (12K pageviews)
- Video ads overdelivered against impression goals for the program
  - In-platform limitations provided minimal performance tracking data until January
    - VCR from January-April tracked an average 42% for 0:15s and 15% for 0:30s
- The high impact ad units were the most effective traffic driving ad unit generating engagement with the highest CTR at 0.89%, while the premium display had the AED at 0:28
- The far markets had stand out performance across placements
  - Recommend heavying up budgets against the Northeast and Denver markets with snow-specific partners to help further build familiarity and favorability

CA+NV			
KPI	Delivered	Goal	% to Goal
Video Impressions	218,150	189,933	115%
CTR	0.05%	0.41%	12%
Denver			
KPI	Delivered	Goal	% to Goal
Video Impressions	77,790	75,100	104%
CTR	0.14%	0.41%	34%
Northeast			
KPI	Delivered	Goal	% to Goal
Video Impressions	182,428	176,666	103%
CTR	0.29%	0.41%	71%

\*No YoY goal comparison available

# ON THE SNOW | CREATIVE HIGHLIGHTS



**Destination Spotlight**

**High Impact Unit**

**Premium Display**

**In-Banner Video**

Destination Spotlight



## **Approach:**

- Deploy skippable, in-stream videos to the MLT brand target
- Employ cost per view buying model to deliver brand engagement and improve view rate

## **Targeting:**

- Adults 25+, Top 10% HHI / Top 30% HHI (excluding top 10%)
- In-market to travel, Interested in CA and/or competitive destinations
- Brand Affinity audiences: ski/snow enthusiasts or outdoor enthusiasts/outdoor traveler, depending on season, with intent to travel



# YOUTUBE | PERFORMANCE



**PRIMARY MEDIA OBJECTIVE:** Awareness

**PRIMARY MEDIA KPI:** Views, VCR

**KPI STRATEGY:** Media optimized to full delivery of video views

## Performance Insights

- Video program was highly efficient, generating a high volume of views across markets
- User engagement was strong, performing in-line with market VCR goals, and tracking a 11% increase YoY
  - Denver led market performance, with a slightly higher VCR compared to CA+NV and the Northeast
    - All markets saw an uptick in VCR YoY
- Lookalike audience targeting phased out of Google capabilities in August 2023

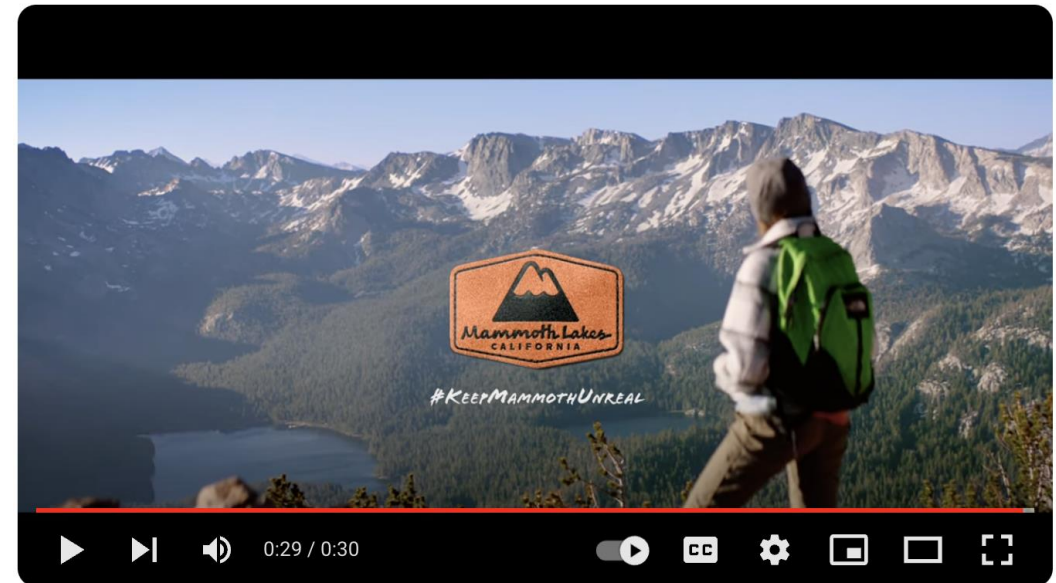
CA+NV					
KPI	Delivered	FY23 Goals	% to Goal	FY23 Goals	% YoY Change
Video Views	2,420,554	2,250,000	108%	1,364,473	+65%
VCR	66.4%	70%	95%	60%	+17%
Denver					
KPI	Delivered	F23 Goals	% to Goal	F23 Goals	% YoY Change
Video Views	1,093,587	1,066,667	103%	1,034,843	+3%
VCR	68%	70%	97%	60%	+17%
Northeast					
KPI	Delivered	FY23 Goals	% to Goal	FY23 Goals	% YoY Change
Video Views	2,169,720	1,973,333	110%	1,531,568	+29%
VCR	66.3%	70%	95%	60%	+17%

# YOUTUBE | CREATIVE HIGHLIGHTS



## Creative Insights

- The 0:15 videos generated the largest volume of views collectively (5.6M), while tracking VCRs between 66-68%
- The *Real Unreal* (0:30) produced the best overall user engagement, delivering a 79% VCR, a strong indication of interest in the destination
  - YoY the longer video has seen higher engagement in YouTube
    - Recommend allocating budgets by video length to ensure greater delivery against the longer form video



*Unreal* :30



# MATADOR | BUY SUMMARY



## Approach:

- Leverage custom winter videos produced in FY23 to reach target audience across Matador network (Facebook, YouTube, Matadornetwork.com), promoted by social native ad placements.
  - MLT owns all rights to video content in perpetuity for non-talent-based content
- Dedicated co-branded e-blast to Matador's US subscribers (added value)

## Targeting:

- Targeted campaign promotion across publisher network digital channels plus across Hearst's owned and operated network



# MATADOR | PERFORMANCE



**PRIMARY MEDIA OBJECTIVE:** Awareness

**PRIMARY MEDIA KPI:** Views, VCR

**KPI STRATEGY:** Media optimized to full delivery of video views

## Performance Insights

- Due to the limited time in market from the FY23 Winter program, the same videos (Matador produced) were leveraged in FY24, with additional edits rotated into the campaign in the latter portion of the flight
- Quality engagement was tracked with the video component, with an average VCR of 10%, exceeding the goal by 25%
  - The leading market was the Northeast, generating the most interest with the best completion rate
  - All markets evoked users to learn more about the destination with a 0.14% CTR produced against the video units (not a primary KPI)
- Custom e-newsletter deployed 2/13 accumulating 38.7K opens with an average open rate of 64.15%
  - E-blast content inspired users to explore further with a 2.73% CTR (goal 2%)

CA+NV			
KPI	Delivered	Goal	% to Goal
VCR	10.1%	8%	126%

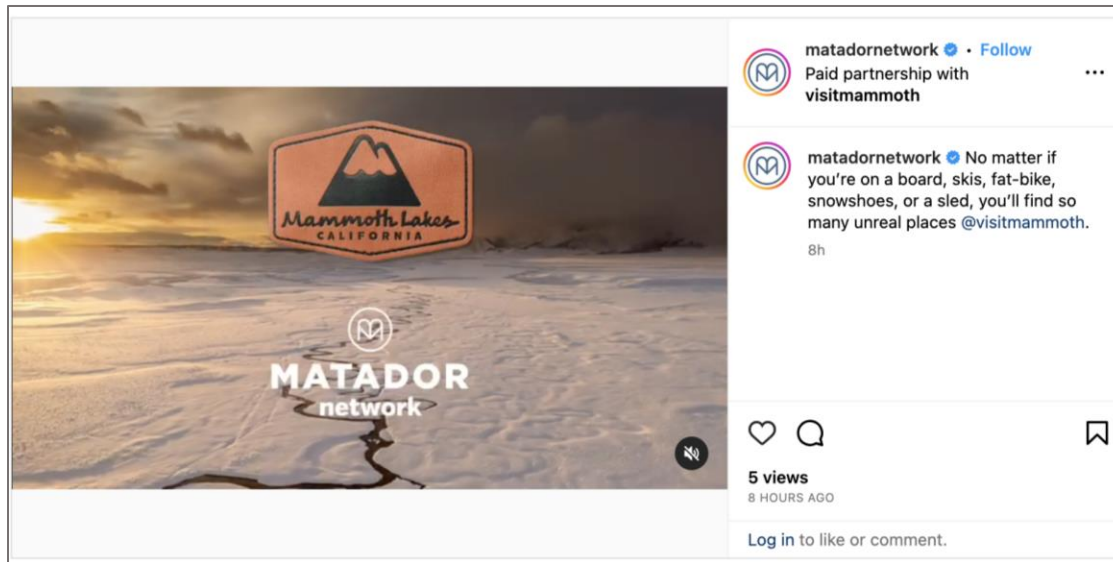
Denver			
KPI	Delivered	Goal	% to Goal
VCR	9.4%	8%	118%

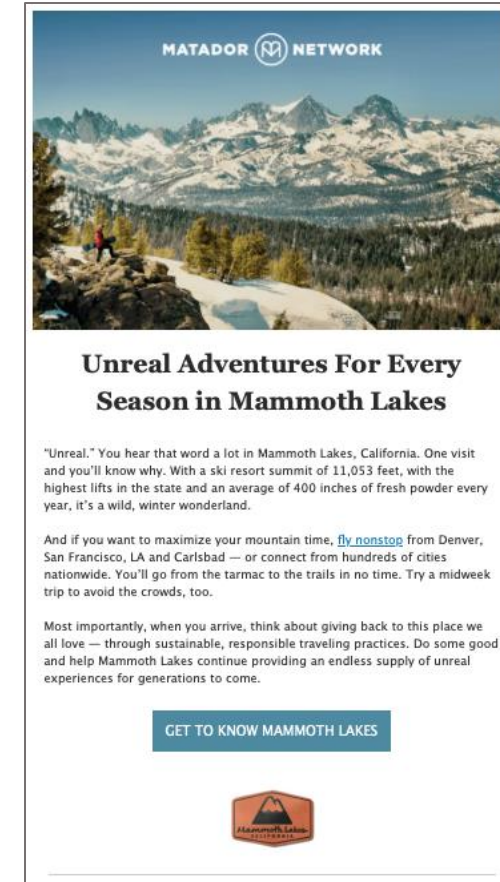
Northeast			
KPI	Delivered	Goal	% to Goal
VCR	11.6%	8%	145%

\*No YoY goal comparison available – previous Winter assets ran May-June

# MATADOR | CREATIVE HIGHLIGHTS



Custom Social Video



E-blast

# PANDORA | BUY SUMMARY



## Approach:

- Incorporate Sequential Audio placements to add storytelling element for listeners, reengaging users with different messages to keep brand top of mind **\*New\***
- Leverage companion banners to provide a click-out opportunity for further education with the audience
- Additional support with video units to drive deeper engagement with active listeners in platform
- Utilize the Mobile Interstitial ad unit to capture listeners' attention when opening the Pandora app and promoting users to click out to the ML website to learn more **\*New\***

## Targeting:

- Geo target California+Nevada, Northeast, Denver markets
- Audience segments (Winter Sports Enthusiast/Outdoor Enthusiast)

pandora®

# PANDORA | AWARENESS PERFORMANCE



**PRIMARY MEDIA OBJECTIVE:** Awareness

**PRIMARY MEDIA KPI:** Views, VCR

**KPI STRATEGY:** Media optimized to full delivery of impressions

## Performance Insights

- Sequential audio spots delivered over 2.6M impressions, 98% of impression goal for the ad unit
- Video execution continued to be an effective tactic to build destination interest, demonstrated by a 17% increase in completion rate YoY
  - All markets saw similar engagement performance results
  - The 0:15 videos produced the largest volume of views, while also generating the best VCRs
    - Shorter form videos may be best in the streaming audio viewing environment

CA+NV					
KPI	Delivered	FY24 Goals	% to Goal	FY23 Goals	% YoY Change
Audio Imps	1,138,955	1,136,364	100%	--	--
Video Views	98,294	100,000	98%	--	--
VCR	79.5%	80%	99%	--	--
Denver					
KPI	Delivered	FY24 Goals	% to Goal	FY23 Goals	% YoY Change
Audio Imps	583,536	590,909	99%	--	--
Video Views	52,002	53,846	97%	--	--
VCR	79.3%	80%	99%	70%	+14%
Northeast					
KPI	Delivered	FY24 Goals	% to Goal	FY23 Goals	% YoY Change
Audio Imps	918,729	954,545	96%	--	--
Video Views	82,767	84,615	98%	--	--
VCR	79%	80%	99%	70%	+14%

# PANDORA | CONSIDERATION PERFORMANCE



**PRIMARY MEDIA OBJECTIVE:** Consideration

**PRIMARY MEDIA KPI:** CTR, Sessions, TOS

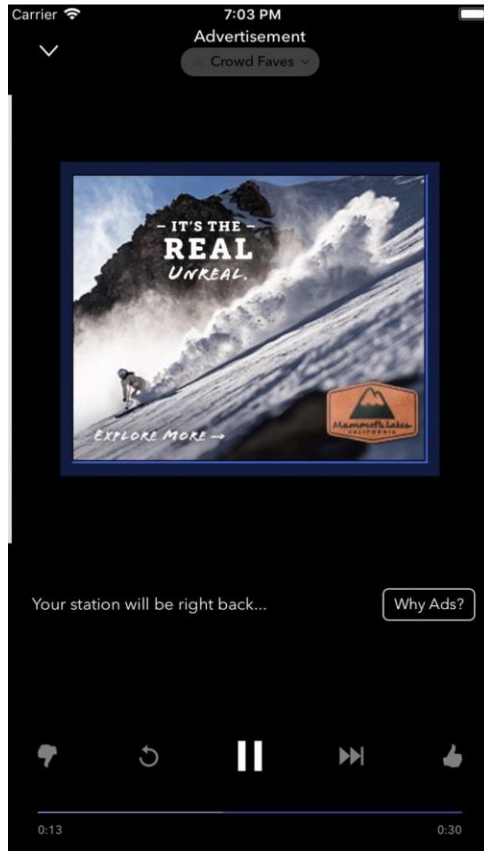
**KPI STRATEGY:** Media optimized to drive engaged site traffic

## Performance Insights

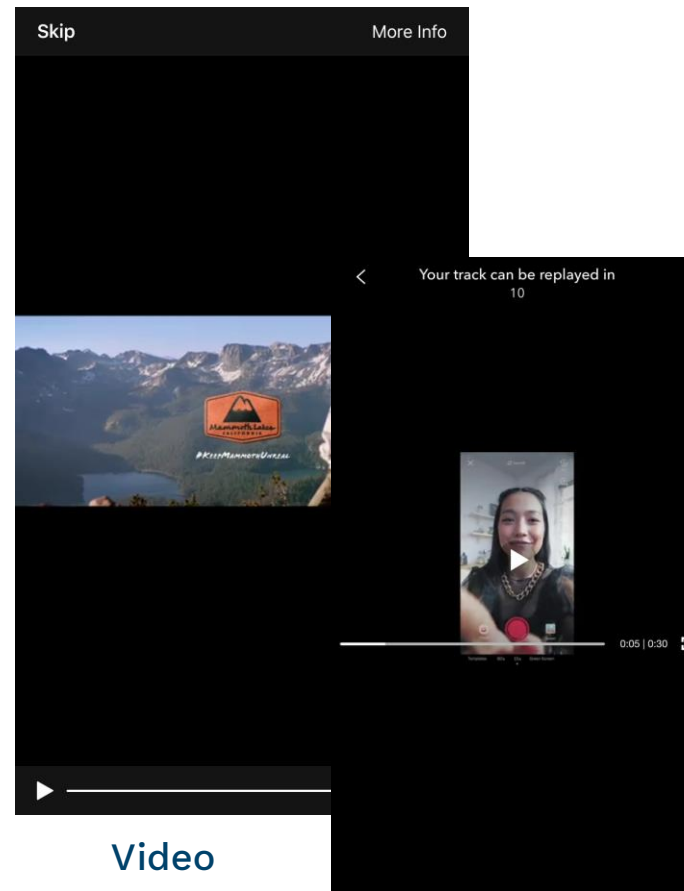
- The Mobile Interstitial ad unit was received well by the target audience, tracking high ad and onsite engagement
- Overall CTR (1.35%) fell just shy of goal, still producing quality website traffic
  - Users spent on average 0:28 (0:30 goal) exploring the Mammoth Lakes website
  - Mobile Interstitial placement had a high click to session ratio (75%) and engaged session rate (52%), an indication that a qualified audience was reached

CA+NV					
KPI	Delivered	FY24 Goals	% to Goal	FY23 Goals	% YoY Change
CTR	1.29%	1.50%	86%	--	--
Sessions	14,895	15,234	98%	--	--
TOS	0:27	0:30	90%	--	--
Denver					
KPI	Delivered	FY24 Goals	% to Goal	FY23 Goals	% YoY Change
CTR	1.39%	1.50%	93%	0.30%	+400%
Sessions	2,328	2,381	98%	--	--
TOS	--	0:30	--	0:20	+50%
Northeast					
KPI	Delivered	FY24 Goals	% to Goal	FY23 Goals	% YoY Change
CTR	1.42%	1.50%	95%	0.30%	+400%
Sessions	12,567	12,853	98%	--	--
TOS	--	0:30	--	0:20	+50%

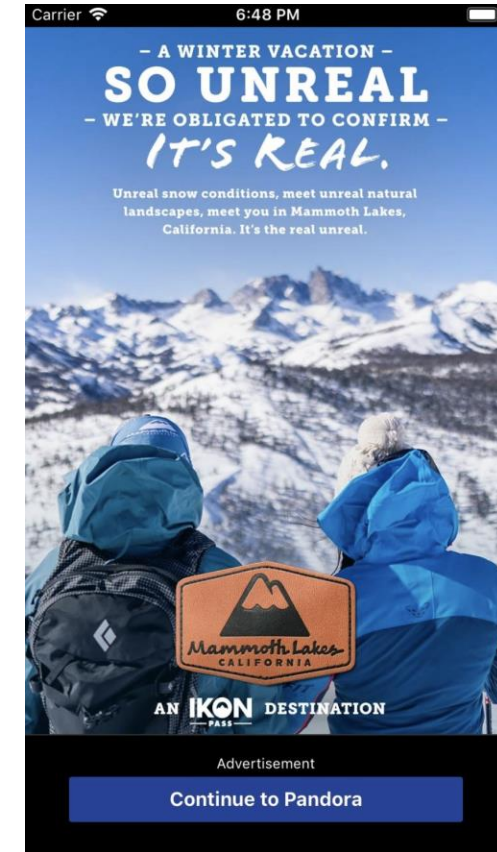
# PANDORA | CREATIVE HIGHLIGHTS



Audio Companion Banner



Video



Mobile Interstitial

# FACEBOOK | BUY SUMMARY



## Approach:

- Utilize video and story ads to inspire consideration to Mammoth Lakes, while seeding retargeting pools
  - Optimize videos to :15 thru-play
  - Serve in FB Feed, FB Video Feed, and FB In-Stream
- Incorporate single images ads for effectiveness in connecting prospective travelers with website content for consideration
  - Test video units in the consideration space, to drive traffic to the website, optimizing to CTR **\*New\***
- Retarget users based on site engagement to move prospects closer to intent

## Targeting:

- Adults 25-54, Top 10% HHI / Top 11-25% HHI
- Geo target CA+NV and Northeast markets
- Brand audience (frequent travelers or in-market to travel AND interested in Mountain and Lake destinations/seasonal activities)
- Lookalike audience of site visitors
- Retarget video viewers and website visitors who have not engaged

facebook®



# FACEBOOK | AWARENESS PERFORMANCE



**PRIMARY MEDIA OBJECTIVE:** Awareness

**PRIMARY MEDIA KPI:** Views, VCR

**KPI STRATEGY:** Media optimized to build awareness in destination

## Performance Insights

- Engagement with social videos was highly effective building interest, tracking a 22% increase in VCR compared to FY23
  - Both markets delivered similar performance
  - While not a primary goal, videos generated 0.10% CTR, 3.1K sessions, and an AED of 0:16
- Stories placements produced 5.7M impressions, reaching around 2.3M people
  - Story placement costs were slightly higher than anticipated, leading to slight video view under delivery

CA+NV					
KPI	Delivered	FY24 Goals	% to Goal	FY23 Goals	% YoY Change
Video Views	1,677,152	2,366,667	71%	863,912	+174%
VCR	91%	90%	101%	65%	+38%
Northeast					
KPI	Delivered	FY24 Goals	% to Goal	FY23 Goals	% YoY Change
Video Views	1,554,147	2,366,667	66%	969,708	+144%
VCR	91%	90%	101%	65%	+38%

# FACEBOOK | CONSIDERATION PERFORMANCE



**PRIMARY MEDIA OBJECTIVE:** Consideration

**PRIMARY MEDIA KPI:** CTR, Sessions, TOS

**KPI STRATEGY:** Media optimized to drive engaged site traffic

## Performance Insights

- Integrating video as a traffic driver to the consideration layer proved successful, with overall CTR increasing 152% YoY
  - The video placements and retargeting layer led engagement across ads units, with CTRs at 1.70% and 1.72%, respectively
    - Recommend allocating a larger portion against videos in the traffic driving space in FY25
- In platform costs were efficient, leading to slight over delivery of sessions in both markets
- Despite the AED being slightly lower than goal, the number of engaged sessions was strong (56%), above the 50% benchmark, indicating a qualified audience was reached
- Both markets saw major uptick in engagement compared to FY23

CA+NV					
KPI	Delivered	FY24 Goals	% to Goal	FY23 Goals	% YoY Change
CTR	1.29%	1.25%	103%	0.55%	+127%
Sessions	75,504	69,485	109%	13,340	+421%
AED	0:15	0:25	60%	0:25	--
Northeast					
KPI	Delivered	FY24 Goals	% to Goal	FY23 Goals	% YoY Change
CTR	0.96%	1.15%	83%	0.55%	+109%
Sessions	65,346	61,385	106%	14,867	313%
AED	0:08	0:25	32%	0:25	--

# FACEBOOK | INTENT (AIR SERVICE) PERFORMANCE



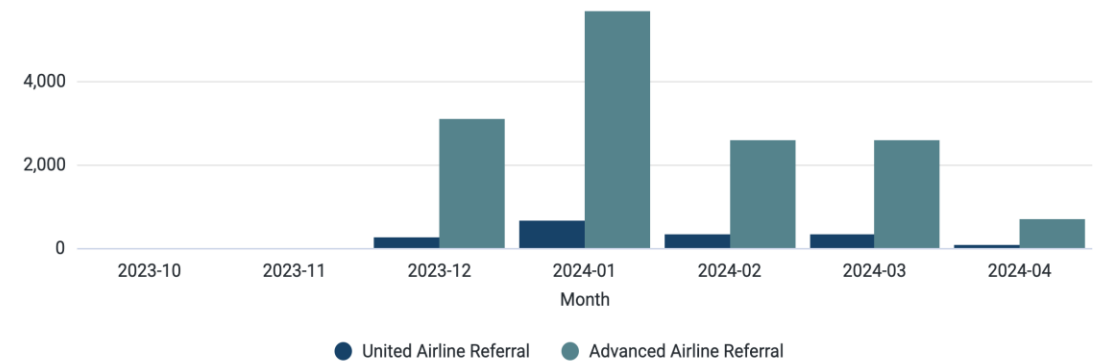
**PRIMARY MEDIA OBJECTIVE:** Intent

**PRIMARY MEDIA KPI:** Flight Referrals, Flight Referral Rate

**KPI STRATEGY:** Media optimized to drive flight booking

## Performance Insights

- Social ads drove a large increase in engagement with air service messaging YoY, tracking over 16.6K referrals and a 11.8% referral rate
  - CA+NV was most receptive and showed the most interest in the air service creative with a 1.41% CTR, 0:26 AED, and the most flight referrals
- Interest in flight options built in the early portion of the campaign corresponding to media program ramp up, peaking in January
  - Engagement saw an uptick in February-March aligning with the increased snow in-destination during that time



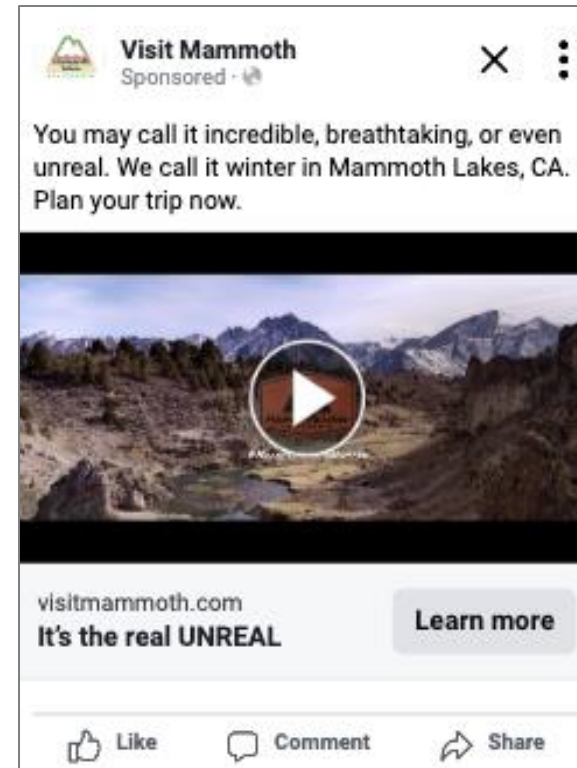
	CA+NV	Northeast
Flight Referral	16,379	311
Flight Referral Rate	51.5%	1.4%

# FACEBOOK | CREATIVE HIGHLIGHTS

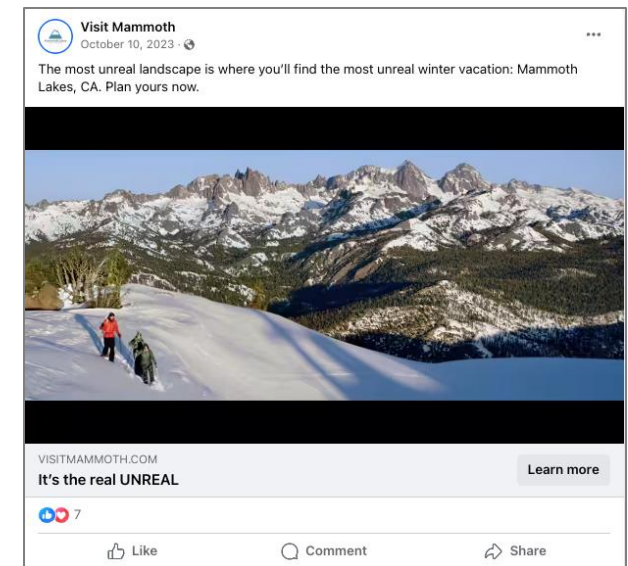


## Creative Insights

- All video creatives saw high engagement (VCR ranging between 87-95%), but *Another Planet* 0:15 had the best VCR at 95%
  - *The Real Unreal* 0:30 drove the most qualified user to the website with a 0.12% CTR and 0:29 AED
- Within the traffic driving layer, the video ad units were the most successful engaging the audience
  - *The Real Unreal* 0:30 had the best CTR at 5.19%, followed by *Acres* 0:15 at 3.79%
- The *Time* creative in the air service messaging layer saw significantly better results compared to the *Price* ad
  - *Time* single image had a 1.28% CTR, 38.9K sessions, 0:23 AED, and over 16.3 airline referrals



*Another Planet* 0:15



*The Real Unreal* 0:30



## Approach:

- Leverage multiple Google products to extend audience reach and engagement
- Prospect new audiences to plant the seed for visitation
- Implement dual retargeting strategies:
  - Google Discovery ads retargeting YouTube viewers exposed to MLT videos
  - Retarget site visitors who did not take an action

## Targeting:

- Adults 25-54, Top 10% of HHI / Top 30% HHI (excluding Top 10%)
- In-market to travel, Interested in CA and/or competitive destinations
- Affinity audiences: Brand and Outdoor enthusiasts (including interests in Winter sports)
- Retarget YouTube video viewers and those who have visited the website, but not engaged



# GDN | PERFORMANCE



**PRIMARY MEDIA OBJECTIVE:** Consideration

**PRIMARY MEDIA KPI:** CTR, Sessions, TOS

**KPI STRATEGY:** Media optimized to drive engaged site traffic

## Performance Insights

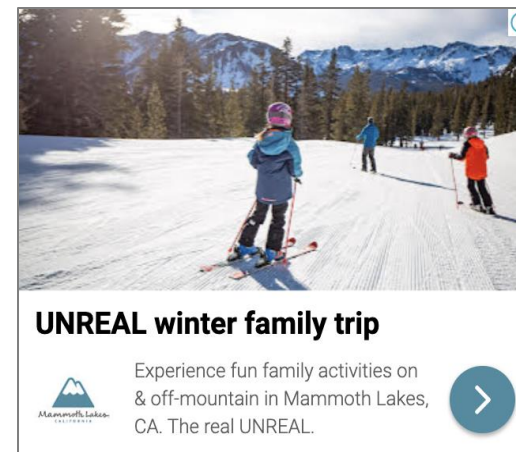
- User engagement was slightly lower than anticipated, but cost efficiencies lead to a high volume of sessions delivered across all markets
- Both the Brand and Retargeting audiences produced similar results, with CTRs at 1.23% and 1.21%, respectively
- Similar to FY23, the GDN ads resonated best with the Northeast market, tracking the best CTR and AED

CA+NV					
KPI	Delivered	FY24 Goals	% to Goal	FY23 Goals	% YoY Change
CTR	1.15%	1.50%	77%	2.00%	-25%
Sessions	37,690	36,465	103%	64,794	-44%
TOS	0:11	0:25	44%	0:25	--
Denver					
KPI	Delivered	FY24 Goals	% to Goal	FY23 Goals	% YoY Change
CTR	1.17%	1.50%	78%	1.50%	--
Sessions	16,620	18,308	91%	48,759	-62%
TOS	0:14	0:25	56%	0:25	--
Northeast					
KPI	Delivered	FY24 Goals	% to Goal	FY23 Goals	% YoY Change
CTR	1.34%	1.75%	77%	2.00%	-13%
Sessions	37,159	36,615	101%	72,163	-49%
TOS	0:16	0:25	64%	0:25	--

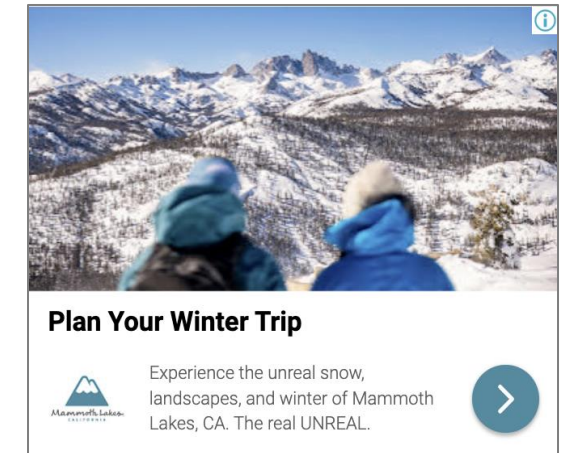


## Creative Insights

- The *Brand V1* creative was the most successful driving interest in the destination with a 2.20% CTR and 1:55 AED
- On the other hand, the *Winter Family Ski Trip* generated the most website traffic with the largest volume of sessions (58.9K)



*Winter Family Ski Trip* Responsive Display



*Brand V1* Responsive Display



## **Approach:**

- Allow users to explore Mammoth Lakes offerings and experiences through a custom, interactive rich media unit
- Additional support via cross device standard display provides outlet for users to learn more about the destination

## **Targeting:**

- Predictive Audiences built off ML seasonal brand audiences, past visitation (similar destinations), and contextual alignment
- Transaction based targeting, with focus on users who have purchased IKON Passes
- Dynamic weather trigger targeting Travelers with historic



**ADTHEORENT®**



# ADTHEORENT | AWARENESS & CONSIDERATION PERFORMANCE



**PRIMARY MEDIA OBJECTIVE:** Consideration

**PRIMARY MEDIA KPI:** CTR, Sessions, TOS

**KPI STRATEGY:** Media optimized to drive engaged site traffic

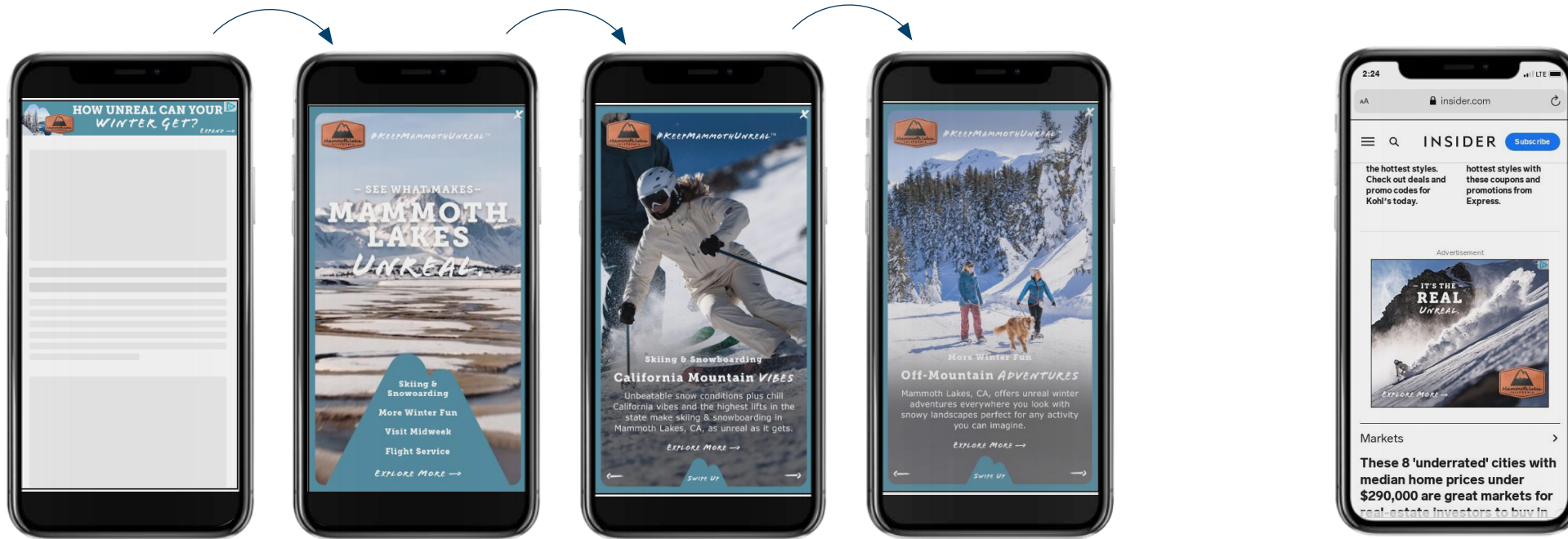
## Performance Insights

- Interactive rich media execution was effective driving interest in Mammoth Lakes, tracking an overall in-unit engagement rate of 28.18% (platform benchmark 20-25%)
  - California+Nevada market produced the most interaction, followed closely by Denver, with all markets meeting or exceeding the benchmark
- Rich media unit was supplemented with traffic driving display ads, testing IKON passholder audience targeting against AdTheorent's predictive target model
  - The predictive targeting saw higher user engagement with a 0.16%, 12.1K sessions and 0:06 AED
- The Northeast tracked the best ad and onsite engagement across markets

CA+NV			
KPI	Delivered	Goal	% to Goal
CTR	0.14%	0.20%	70%
Sessions	11,358	10,500	108%
AED	0:03	0:20	15%
Engagement Rate	33.5%	20-25%	--
Denver			
KPI	Delivered	Goal	% to Goal
CTR	0.12%	0.20%	60%
Sessions	4,972	5,500	90%
AED	0:03	0:20	15%
Engagement Rate	28.3%	20-25%	--
Northeast			
KPI	Delivered	Goal	% to Goal
CTR	0.16%	0.20%	80%
Sessions	7,587	9,500	80%
AED	0:05	0:20	25%
Engagement Rate	21.8%	20-25%	--

\*No YoY goal comparison available

# ADTHEORENT | CREATIVE HIGHLIGHTS



Interactive Rich Media Unit

Display Units

# THE TRADE DESK | BUY SUMMARY



## Approach:

- Implement efficient programmatic support to drive reach and scale for the campaign through direct access to premium publisher inventory
- Utilize CTV/OTT support to expand presence and fill audience pools for lower funnel tactics **\*New\***
- Leverage standard OLV placements to drive efficiencies and reach key audiences at multiple touchpoints across their user journey **\*New\***
- Layer in display and native placements to drive lower funnel engagement and on-site visitation

## Targeting:

- Frequent Vacationers, those in market to travel
- Affinity audiences: activity and interest based by season (Skiing, Snowboarding, Winter sports)
- Retarget video viewers and website visitors with lower funnel messaging
- Optimize to engagements and onsite actions



# THE TRADE DESK | AWARENESS PERFORMANCE



**PRIMARY MEDIA OBJECTIVE:** Awareness

**PRIMARY MEDIA KPI:** Views, VCR

**KPI STRATEGY:** Media optimized to build awareness in destination

## Performance Insights

- Video placements were highly efficient across OTT and OLV units, outperforming view volume goals in each market
- User engagement was strong against both program executions, meeting or exceeding respective goals
  - CTV delivered a 99% VCR (goal 98%)
  - OLV delivered a 79% VCR (goal 80%)
- All markets produced quality engagement among the different placements, with VCRs between 98-99% for CTV and 78-80% for OLV

CA+NV			
KPI	Delivered	FY23 Goals	% to Goal
Video Views	2,610,349	2,135,500	122%
VCR	86.6%	70%	124%
Denver			
KPI	Delivered	F23 Goals	% to Goal
Video Views	1,320,404	1,108,250	119%
VCR	84.9%	70%	121%
Northeast			
KPI	Delivered	FY23 Goals	% to Goal
Video Views	2,181,209	1,793,750	122%
VCR	85.3%	70%	122%

\*No YoY goal comparison available

# THE TRADE DESK | CONSIDERATION PERFORMANCE



**PRIMARY MEDIA OBJECTIVE:** Consideration

**PRIMARY MEDIA KPI:** CTR, Sessions, TOS

**KPI STRATEGY:** Media optimized to drive engaged site traffic

## Performance Insights

- Ad engagement (CTR) was strong despite delivering below program goals
  - Native ads led traffic driving performance with an overall CTR at 0.19% and an AED of 0:27
    - Both the display and native placements outperformed platform benchmarks for the ad type (display goal 0.10% / native goal 0.15%)
  - Goals may have been set too aggressively, as means to challenge performance
- While the programmatic partner serves more strongly in the prospecting space, TTD generated over 531 airline referrals
  - The majority of the referrals were produced by the better performing native ads
- For future program, recommend leaning heavier into the native execution to capitalize on the success of the ad unit

CA+NV					
KPI	Delivered	FY24 Goals	% to Goal	FY23 Goals	% YoY Change
CTR	0.17%	0.25%	68%	0.15%	+67%
Sessions	16,023	27,716	58%	3,906	+610%
AED	0:19	0:20	95%	0:25	-20%
Denver					
KPI	Delivered	FY24 Goals	% to Goal	FY23 Goals	% YoY Change
CTR	0.16%	0.25%	64%	0.15%	+67%
Sessions	6,635	14,180	47%	4,368	+225%
AED	0:12	0:20	60%	0:25	-20%
Northeast					
KPI	Delivered	FY24 Goals	% to Goal	FY23 Goals	% YoY Change
CTR	0.15%	0.25%	60%	0.15%	+67%
Sessions	10,210	22,559	45%	2,952	+664%
AED	0:14	0:20	70%	0:25	-20%

# THE TRADE DESK | CREATIVE HIGHLIGHTS



CTV/OLV Units

sponsored by Visit Mammoth Lakes

**UNREAL California Skiing**

Great snowfall, huge vertical drop, California skiing in Mammoth Lakes is the real UNREAL.

Native Units

- IT WILL MAKE YOU -  
**QUESTION**  
**SO MANY THINGS**  
*LIKE REALITY.*

EXPLORE MORE ->

Display Units

# ADARA | BUY SUMMARY



## Approach:

- With incremental funds, implement display placements to increase awareness in air service options to Mammoth Lakes

## Targeting:

- Geo target CA+NV, Denver, and Northeast markets
- IKON Pass Purchasers
- Advanced Air/United Airlines Purchasers



# ADARA | PERFORMANCE



**PRIMARY MEDIA OBJECTIVE:** Intent

**PRIMARY MEDIA KPI:** CTR

**KPI STRATEGY:** Media optimized to drive engaged site traffic

## Performance Insights

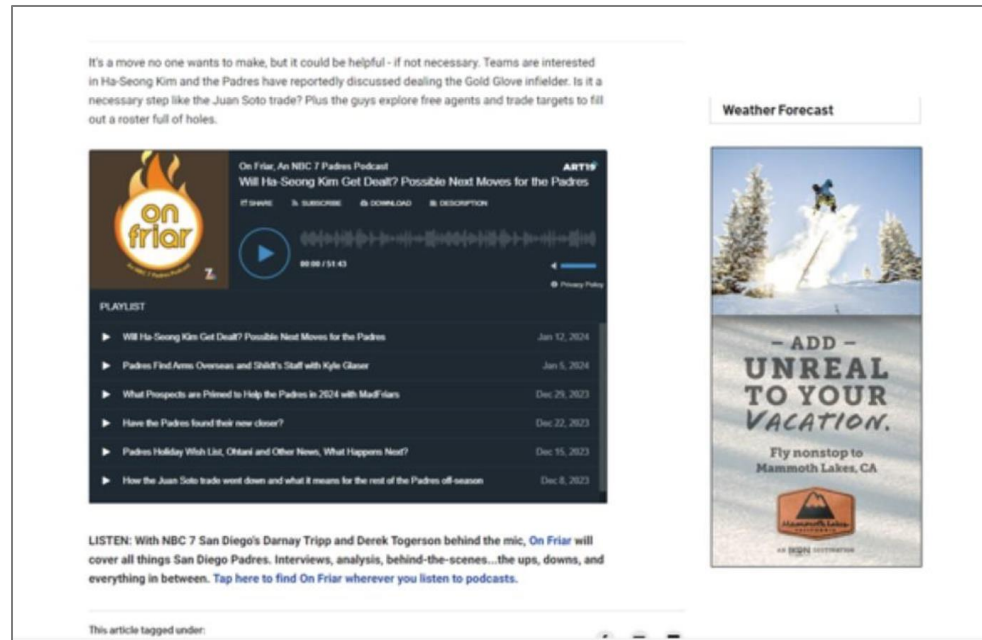
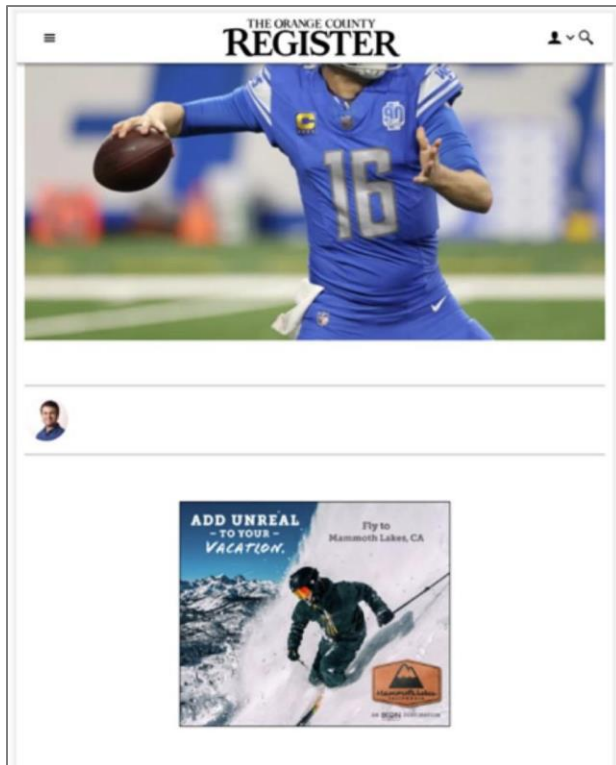
- Adara program with focus on specified IKON and Advanced Air and United targeting, delivered fair results
  - User engagement was slightly lower than anticipated with little variance between targeting segments
  - Click to session ratio was far higher than anticipated, leading to a high volume of website sessions
- Adara reported a total of 28 flight searches, 345 hotel searches, and 75 hotel bookings
  - The campaign drove an estimated total 144 travelers to the destination

CA+NV			
KPI	Delivered	FY24 Goals	% to Goal
CTR	0.07%	0.10%	70%
Sessions	3,912	1,198	326%
AED	0:03	0:20	15%
Denver			
KPI	Delivered	FY24 Goals	% to Goal
CTR	0.07%	0.10%	70%
Sessions	2,920	643	454%
AED	0:02	0:20	10%
Northeast			
KPI	Delivered	FY24 Goals	% to Goal
CTR	0.07%	0.10%	70%
Sessions	3,555	1,089	326%
AED	0:03	0:20	15%

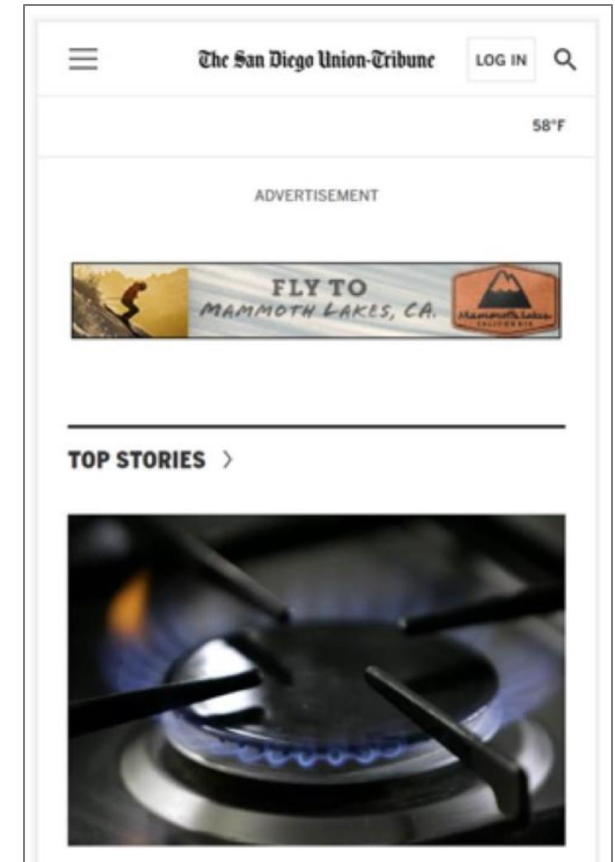
\*No YoY goal comparison available



# ADARA | CREATIVE HIGHLIGHTS



Display Units





## Approach:

- Leverage only “Google Search” network to refine reach and drive increased engagement and efficiencies
- Focus on sponsored text ads, with sitelinks to support interest-based campaigns
- Continue to leverage dynamic ads as appropriate to connect searchers to site content more closely related to their query

## Targeting:

- Include Aseasonal Brand, Activities, and Accommodation terms and season-specific and Yosemite terms
- “In-market” interest-based audiences to include “In-market” travel segment
- Leverage remarketing audience, re-engaging high value prospects who have not taken a desired action
- Air service campaign to focus on terms related to MLT flights, general winter flights and local airport flights to Mammoth



# Google Search | Performance



**PRIMARY MEDIA OBJECTIVE:** Consideration

**PRIMARY MEDIA KPI:** CTR, Sessions, TOS

**KPI STRATEGY:** Media optimized to drive engaged site traffic

## Performance Insights

- Overall, the Google Search program generated strong results, tracking high engagement, while also driving efficient website traffic
- Despite CTRs falling slight below market goals, the collective 19.24% CTR was 55% higher than FY23
- Dynamic ads were the most effective delivering users to the website, tracking the best CTR of (27.02%)
  - Conversely, phrase/exact match ads produced a 15.39% CTR, with the best AED of 1:11, working as a strong complement to the dynamic placements
- The average engaged session duration tracked at 0:59, slightly below goals, but still a quality amount of time
- Similar to previous years, CA+NV had the best CTR, but all three markets saw increased engagement YoY
  - CA+NV – CTR up 32%
  - Denver – CTR up 24%
  - Northeast – CTR up 30%

CA+NV					
KPI	Delivered	FY24 Goals	% to Goal	FY23 Goals	% YoY Change
CTR	21.22%	24%	88%	15%	+60%
Sessions	96,121	56,024	172%	23,677	+137%
AED	0:57	1:30	63%	1:30	--
Denver					
KPI	Delivered	FY24 Goals	% to Goal	FY23 Goals	% YoY Change
CTR	12.73%	15%	85%	10%	+50%
Sessions	5,113	9,337	55%	15,577	-40%
AED	0:48	1:00	80%	1:00	--
Northeast					
KPI	Delivered	FY24 Goals	% to Goal	FY23 Goals	% YoY Change
CTR	13.45%	15%	90%	10%	+50%
Sessions	3,666	28,012	13%	23,054	+22%
AED	0:52	1:00	87%	1:00	--

# GOOGLE SEARCH | INTENT (AIR SERVICE ) PERFORMANCE



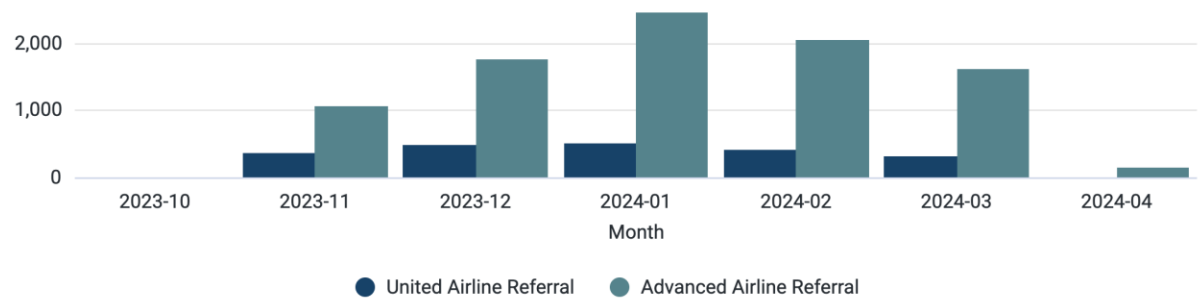
**PRIMARY MEDIA OBJECTIVE:** Intent

**PRIMARY MEDIA KPI:** Flight Referrals, Flight Referral Rate

**KPI STRATEGY:** Media optimized to drive flight booking

## Performance Insights

- 11.4K airline referrals (airline button clicks) were delivered against the Brand and Air Service campaigns, with an average referral rate of 11%
  - Similar to previous years, the bulk of referrals could be attributed to Advanced Air (80%)
- Interest in flight options was strongest in January and February, a continuous trend from FY23
- Near markets showed the greatest intent in air travel, responsible for the lion's share of referrals (95%+)



	CA+NV	Denver	Northeast
Flight Referral	11,168	201	83
Flight Referral Rate	11.6%	3.9%	2.3%

# INK | BUY SUMMARY



## Approach:

- 1 FP Advertorial in United Hemispheres Magazine AWAY section (February 2024 issue)
- Navigator digital program that delivers targeted inspirational branded content to travelers throughout their passenger journey using existing Facebook, Instagram, and Google advertising capabilities and data provided by United
  - All conversion directed to [www.united.com/en-us/flights-to-bishop](http://www.united.com/en-us/flights-to-bishop)
- Microsite on Hemispheres Magazine digital website (3 stories + homepage)
  - Portion of Navigator digital program will be driven to the microsite
- Ink+United providing a \$150K match on the \$150K (net) Mammoth Lakes Tourism investment, delivering a package value of \$300K



# INK | PERFORMANCE



**PRIMARY MEDIA OBJECTIVE:** Awareness/Consideration/Intent

**PRIMARY MEDIA KPI:** Clicks, CTR, Bookings

**KPI STRATEGY:** Media optimized to build awareness in destination & drive engaged site traffic.

## Performance Insights

- Print/advertorial insertion in January, placed in the *Hemispheres Away* issue, reached an estimated 11M travelers
- Microsite on Hemisphere.com saw improved performance YoY, with the inclusion of additional social/display traffic drivers
  - Over 2.1K pageviews were tracked on the Mammoth Lakes custom page, spending an average of 1:13 with the content, up 73% longer compared to FY23
- Digital Navigator program was supplemented in FY24 to lean into the historically strong performance
  - While ad engagement was slightly lower than anticipated, the volume of bookings increased by over 2x YoY
    - Across the Navigator program, over 2.6K bookings were collected, with the *Add Some Unreal* driving the largest number of conversions (552)

Traditional Media	
KPI	Delivered
Print Imps	1.3M
Digital Media	
Impressions	8,943,427
Clicks	6,298
CTR	0.07%
Bookings	2,622


# INK | CREATIVE HIGHLIGHTS



## Print

**AWAY**

Book your flight to Mammoth Lakes on [united.com](https://www.united.com) and discover the unreal.





### MAMMOTH LAKES


Take 400 inches of powder plus 275 days of sunshine, add in larger-than-life majestic natural beauty, and you have an alpine destination that's almost too good to be true.

As unreal as it seems, this is the remarkable reality of Mammoth Lakes, California. Surrounded by 2.2 million acres of breathtaking national forest, encompassing one of the biggest skiing and snowboarding resorts in California, Mammoth Lakes is truly a west coast winter wonderland. The record-breaking 2022-2023 ski season saw over 700 inches of snow at the Main Lodge and more than 900 inches at the summit as skiing continued into August of 2023. The plentiful and near-perfect snow conditions are a result of the unique placement in the Sierra Nevada Mountain range, a prime location that catches big storms rolling in from the Pacific, and collects prolific heaps of snow. There are no bad days on Mammoth Mountain, where some of the highest ski lifts in California reside at 11,055 feet.

From the laid-back California vibe of the surrounding town to the countless snow-filled adventures, Mammoth Lakes is a majestic mountain destination that you don't want to miss. This ski season, experience the unreal grandeur of Mammoth Lakes.


**FOR MORE VISIT [HEMISPHERESMAG.COM/](https://www.hemispheresmag.com/) VISITMAMMOTHLAKES**




**ALWAYS IN SEASON**

Discover an array of activities and unreal scenic beauty that doesn't disappear after winter. When spring arrives, experience the Mammoth reflects by skiing in the morning, golfing in the afternoon and celebrating the fishing opener that evening. Summer means perfect weather on the water for fly fishing and thousands of miles of trails open for a hiking or biking adventure. Ave-inspiring autumn colors await you in the fall, enhancing the experience of any activity.




**A NEW POINT OF VIEW**

Winter guided tours in Mammoth Lakes help you connect with the unreal and escape from the crowds. Inyo National Forest is home to over 100 miles of groomed multi-use trails. Take a guided snowmobile tour for a scenic trip into the Eastern Sierra with 360-degree views. Or take a guided snowshoe tour at sunset and experience an alpenglow with different hues of blue, pink and white over the surrounding mountains.



**FROM SLOPES TO SIPS**

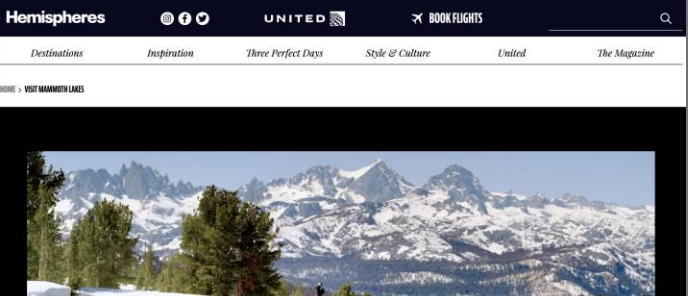
Not all of the surreal action takes place on the slopes. Just as impressive are the distilleries in Mammoth Lakes, that take pride in the way they craft their spirits. Stop by the family-owned Devil Creek Distillery tasting room on Fridays and Saturdays for their various award-winning barrel-aged whiskeys and White Mountain rum, or sip on house-made cocktails and crafted beers at Shaker Distilling in the heart of the Village at Mammoth.




**KEEP IT UNREAL**

Mammoth Lakes has a lot to offer any day of the week, but on a weekday, everything's a little sweeter. Weekday getaways mean you practically have the place to yourself with more affordable accommodations, food and drink discounts, and lower-priced lift tickets. That's one way to practice responsible tourism and help Mammoth Lakes continue to offer an endless supply of awe to visitors and locals alike.


## Digital



**8 PLACES FOR WINTER HIKING IN MAMMOTH LAKES**



**EXPLORE THE UNREAL IN MAMMOTH LAKES, CALIFORNIA**



[BOOK YOUR FLIGHT TO MAMMOTH LAKES](#)


## Hemispheres AWAY December Issue



HemispheresforUnited Sponsored

— LAND IN —  
**MAMMOTH LAKES,**  
THEN REALLY TAKE OFF.

[Book now](#)



HemispheresforUnited Sponsored

With the highest lifts in California and a huge vertical drop, winter skiing and snowboarding in Mammoth Lakes is UNREAL.

**SKIING IN CALIFORNIA?**  
IT'S UNREAL.

[Book now](#)

Like Comment Share

## Microsite

**THANK YOU**



# APPENDIX

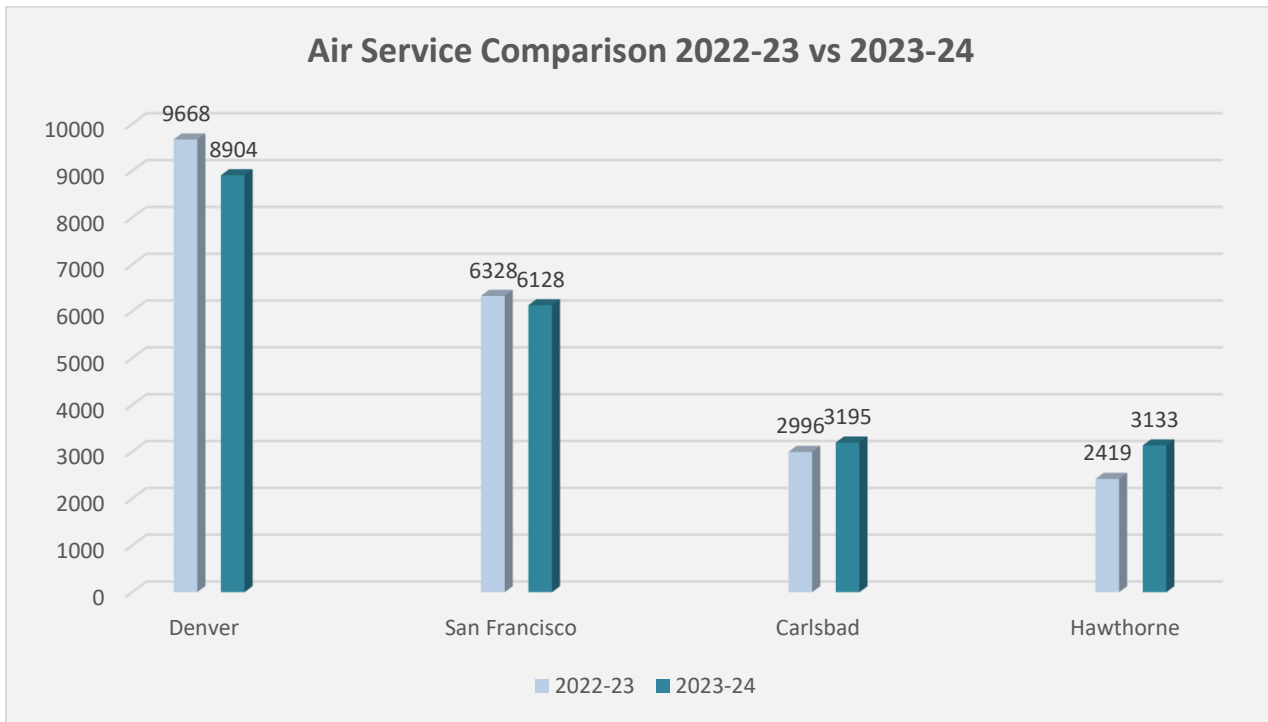


# Reporting KPIs

Medium	Primary KPI	Industry/Platform Benchmark	Original Goal	Revised Goal	FY24 Delivery	% of Current Goal
Video (CTT/OTT)	VCR	95%	95%	98%	99%	101%
Video (OLV)	VCR	65%	76%	--	75%	99%
Rich Media	In-unit engagement rate	10-15%	20-25%	--	28.18%	112%
Mobile Interstitial	CTR	1.00%	1.00%	1.50%	1.35%	90%
Social – Single Image	CTR	0.40%	0.55%	1.15%	0.94%	82%
Responsive Display	CTR	0.50%	1.58%	--	1.22%	77%
Display	CTR	0.10%	0.10-0.30%	--	0.14%	--
Native	CTR	0.15%	0.15%	0.25%	0.19%	76%
Search	CTR	2.00%	17%	24%	20.15%	84%

# Winter Air Service Update 6-5-24

## Bookings

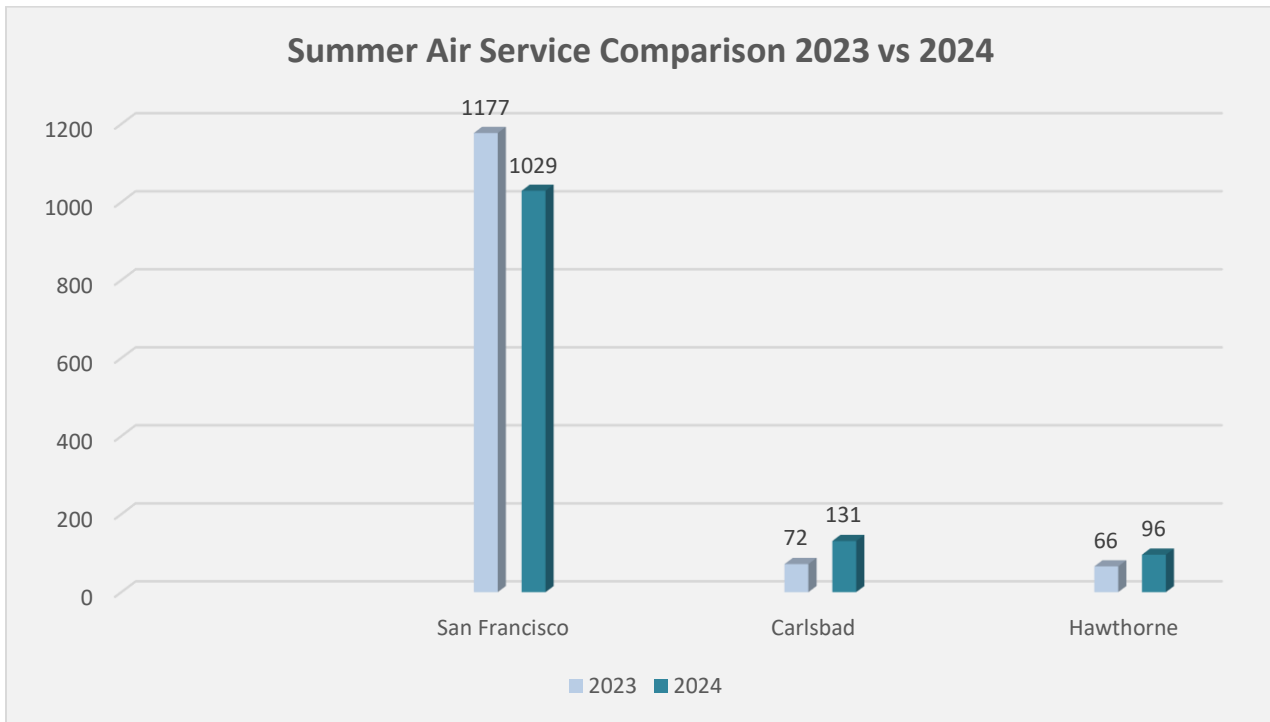


## Winter 2023-24 Recap

- Denver is down -764, which is -8% compared to last year.
- San Francisco is down -200, which is -3% compared to last year.
- Carlsbad is up 199, which is +7% compared to last year.
- Hawthorne is up +714, which is +30% compared to last year.

# Summer Air Service Update 6-5-24

## Bookings



- San Francisco is down -148, which is -12.6% compared to last year.
- Carlsbad is up 59, which is +82% compared to last year.
- Hawthorne is up 30, which is +45% compared to last year.



**Mammoth Lakes Tourism Financial Report  
June 5, 2024**

**Preliminary Transient Occupancy Tax (TOT)**

- TOT collections for April 2024 came in at \$2,146,082 which is +\$615,922 and +40% to budget
- Year-to-date overall TOT revenues are \$25,205,026 which is +\$9,010,406 and +56% to budget and -\$1,758,246 and -7% to LY
- April TOT was -\$632,272 and -\$23 to LY (BUT was still the 2<sup>nd</sup> highest revenue for April in history)

**Preliminary Tourism Business Improvement District (TBID)**

- TBID collections for April 2024 came in at \$493,515 which is -87,284 and -15% to budget.
- Year-to-date overall TBID revenues are \$6,129,107 which is -\$60,092 and -0.9% to budget and -\$272,622 and -4.2% to LY
- April TBID was -\$154,801 and -24% to LY

	2023	2024	Budget	Diff to LY	Difference to Budget	
Lodging	\$208,582	\$167,282	\$160,000	-\$41,300	+\$7,282	+4.5%
Retail	\$137,819	\$115,880	\$115,000	-\$21,939	+\$880	+.77%
Restaurant	\$145,473	\$114,358	\$105,800	-\$31,115	+\$8,558	+8.1%
Ski Area*	\$156,440	\$95,994	\$200,000	-\$60,446	-104,005	-52%

\*Ski area now collects 2.5% versus 2% LY

**Bank Balances**

- Measure A Checking account balance = \$2,549,911.56
- Measure A Savings account balance = \$5,020.93
- TBID Checking account balance = \$716,330.65
- TBID Savings account balance = \$5,016.20
- Special Events Checking account balance = \$5,000.00

**Certificate of Deposit Account Registry Service (CDARS)**

CDARS are accounts in place because the FDIC only provides bank accounts with up to \$250,000 in insurance if a bank fails and it is a way for us to protect our funds and make a small amount of interest.

- Measure A CDARS account balance = \$464,376.43
- Special Event CDARS account balance = \$620,092.75

**Money Market Account**

Balance of the FDIC Insured TBID Money Market account is \$2,755,487.77

**Tourism Reserve Fund**

Estimated balance in the Town Council/MLT Tourism Reserve Account – tourism funds more than budgeted TOT.

- The current balance is \$1,628,804

**Profit and Loss Statements (P&L)**

- Please let us know if you have any questions.

**Transient Occupancy Tax**

Collection through April 2024

**1. TOT REVENUE COLLECTIONS by FISCAL year**

Year	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	YTD
2006-2007	633,290	718,371	404,545	240,541	275,921	1,455,122	1,694,967	1,583,253	1,249,350	765,323	241,871	363,886	9,626,441
YTD collection as % of Full Year	6.6%	14.0%	18.2%	20.7%	23.6%	38.7%	56.3%	72.8%	85.8%	93.7%	96.2%	100.0%	
2007-2008	690,020	850,958	382,541	191,090	202,902	1,533,030	1,926,497	1,890,372	1,731,631	612,581	245,108	410,409	10,667,140
YTD collection as % of Full Year	6.5%	14.4%	18.0%	19.8%	21.7%	36.1%	54.2%	71.9%	88.1%	93.9%	96.2%	100.0%	
2008-2009	726,465	973,679	379,849	232,427	247,085	1,591,709	1,561,523	1,477,336	1,028,558	774,003	299,287	364,787	9,656,710
YTD collection as % of Full Year	7.5%	17.6%	21.5%	23.9%	26.5%	43.0%	59.2%	74.5%	85.1%	93.1%	96.2%	100.0%	
2009-2010	745,522	866,044	421,313	210,599	207,989	1,735,454	1,680,851	1,687,536	1,263,038	971,363	303,667	383,274	10,476,648
YTD collection as % of Full Year	7.1%	15.4%	19.4%	21.4%	23.4%	40.0%	56.0%	72.1%	84.2%	93.4%	96.3%	100.0%	
2010-2011	833,692	934,572	471,581	229,609	302,314	1,948,908	1,685,322	1,672,809	1,338,133	985,285	355,833	451,080	11,209,138
YTD collection as % of Full Year	7.4%	15.8%	20.0%	22.0%	24.7%	42.1%	57.1%	72.1%	84.0%	92.8%	96.0%	100.0%	
2011-2012	947,459	1,061,627	566,993	276,436	314,244	1,666,408	1,042,470	1,213,076	1,193,988	753,998	307,818	536,020	9,880,538
YTD collection as % of Full Year	9.6%	20.3%	26.1%	28.9%	32.1%	48.9%	59.5%	71.7%	83.8%	91.5%	94.6%	100.0%	
2012-2013	1,035,276	1,101,555	569,118	287,742	286,349	1,758,887	1,856,579	1,703,985	1,426,186	683,196	392,990	613,159	11,715,023
YTD collection as % of Full Year	8.8%	18.2%	23.1%	25.6%	28.0%	43.0%	58.9%	73.4%	85.6%	91.4%	94.8%	100.0%	
2013-2014	1,075,023	1,134,699	533,790	306,359	317,763	1,620,490	1,284,026	1,174,950	1,205,504	662,531	376,019	672,104	10,363,258
YTD collection as % of Full Year	10.4%	21.3%	26.5%	29.4%	32.5%	48.1%	60.5%	71.9%	83.5%	89.9%	93.5%	100.0%	
2014-2015	1,175,232	1,261,290	614,628	378,296	326,836	1,815,044	1,659,854	1,451,851	1,015,507	459,664	377,564	773,232	11,308,997
YTD collection as % of Full Year	10.4%	21.5%	27.0%	30.3%	33.2%	49.3%	63.9%	76.8%	85.8%	89.8%	93.2%	100.0%	
2015-2016	1,414,925	1,323,904	782,030	470,450	589,215	2,282,317	2,371,826	2,238,590	1,897,371	830,614	526,861	1,005,404	15,733,507
YTD collection as % of Full Year	9.0%	17.4%	22.4%	25.4%	29.1%	43.6%	58.7%	72.9%	85.0%	90.3%	93.6%	100.0%	
2016-2017	1,716,610	1,535,475	1,004,815	567,405	534,223	2,370,978	2,656,510	2,475,292	2,030,473	1,599,673	673,512	926,497	18,091,464
YTD collection as % of Full Year	9.5%	18.0%	23.5%	26.7%	29.6%	42.7%	57.4%	71.1%	82.3%	91.2%	94.9%	100.0%	
2017-2018	1,753,735	1,570,110	1,050,037	612,877	601,343	2,362,405	2,515,665	2,168,214	2,351,036	1,242,482	608,463	1,031,033	17,867,401
YTD collection as % of Full Year	9.8%	18.6%	24.5%	27.9%	31.3%	44.5%	58.6%	70.7%	83.9%	90.8%	94.2%	100.0%	
2018-2019	1,771,072	1,512,891	1,001,297	635,580	591,548	2,665,867	3,074,472	2,724,480	2,604,882	1,755,830	774,268	1,098,874	20,211,061
YTD collection as % of Full Year	8.8%	16.2%	21.2%	24.3%	27.3%	40.5%	55.7%	69.2%	82.0%	90.7%	94.6%	100.0%	
2019-2020	1,893,473	1,740,322	1,068,779	747,888	629,410	2,832,607	3,113,743	2,665,842	846,251	15,748	12,529	407,657	15,974,248
YTD collection as % of Full Year	11.9%	10.9%	6.7%	4.7%	3.9%	17.7%	19.5%	16.7%	5.3%	0.1%	0.1%	2.6%	
2020-2021	1,911,690	1,899,279	661,158	676,433	965,183	295,144	717,028	2,553,572	2,639,695	1,758,757	902,961	1,529,442	16,510,344
YTD collection as % of Full Year	11.6%	11.5%	4.0%	4.1%	5.8%	1.8%	4.3%	15.5%	16.0%	10.7%	5.5%	9.3%	
2021-2022	2,545,344	1,885,522	830,401	867,594	1,373,610	4,005,956	4,364,765	3,831,274	2,996,102	1,643,021	843,556	1,481,383	26,668,528
YTD collection as % of Full Year	9.5%	7.1%	3.1%	3.3%	5.2%	15.0%	16.4%	14.4%	11.2%	6.2%	3.2%	5.6%	
2022-2023	2,237,227	1,762,533	1,235,431	901,599	1,359,639	4,437,213	4,894,122	4,119,721	3,237,433	2,778,354	1,292,309	1,265,161	29,520,742
YTD collection as % of Full Year	7.6%	6.0%	4.2%	3.1%	4.6%	15.0%	16.6%	14.0%	11.0%	9.4%	4.4%	4.3%	
2023-2024	2,187,703	1,930,667	1,444,953	1,059,538	1,017,293	3,221,049	4,089,949	4,340,322	3,767,471	2,146,082	-	-	25,205,026
YTD collection as % of Full Year	8.7%	7.7%	5.7%	4.2%	4.0%	12.8%	16.2%	17.2%	14.9%	8.5%	0.0%	0.0%	
% change from prior year	-2.2%	9.5%	17.0%	17.5%	-25.2%	-27.4%	-16.4%	5.4%	16.4%	-22.8%	0.0%	0.0%	-14.6%
Average monthly collection prior 3 yrs	2,231,421	1,849,112	908,997	815,209	1,232,811	2,912,771	3,325,305	3,501,522	2,957,743	2,060,044	1,012,942	1,425,329	24,233,205
Average Monthly collection as % of Full Year	9.2%	7.6%	3.8%	3.4%	5.1%	12.0%	13.7%	14.4%	12.2%	8.5%	4.2%	5.9%	100.0%
Average YTD collection as % of Full Year	9.2%	16.8%	20.6%	24.0%	29.0%	41.1%	54.8%	69.2%	81.4%	89.9%	94.1%	100.0%	

**2. TOT Budget and Estimates (FY 2023-2024)**

<b>FY 23-24 BUDGETED full-year revenue</b>	Rate	<b>18,000,000</b>	<b>Estimated Reserves (*)</b>	<b>Actual Reserves</b>
less Tourism	18.08%	3,254,000	\$ 1,628,804	\$ 1,302,447
less Housing	6.54%	1,176,923	\$ 589,142	\$ 471,098
less Transit	6.54%	1,176,923	\$ 589,142	\$ 471,098
Net to Town's General Fund		<b>12,392,154</b>	* Based on performance to budget YTD, final reserve account balances will be determined by actual performance to budget at completion of Fiscal Year	

	Quarter Total: 3,707,580			Quarter Total: 3,686,230			Quarter Total: 7,270,650			Quarter Total: 3,335,540			18,000,000
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Full-Yr Total
<b>FY 23-24 Budgeted Monthly Revenue</b>	\$ 1,658,110	\$ 1,374,020	\$ 675,450	\$ 605,760	\$ 916,070	\$ 2,164,400	\$ 2,470,940	\$ 2,601,890	\$ 2,197,820	\$ 1,530,160	\$ 752,180	\$ 1,053,200	<b>18,000,000</b>

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	YTD
<b>FY 23-24 Actual Collection</b>	2,187,703	1,930,667	1,444,953	1,059,538	1,017,293	3,221,049	4,089,949	4,340,322	3,767,471	2,146,082	-	-	<b>25,205,026</b>

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	YTD
<b>FY 23-24 Differences: Budget vs Actuals YTD</b>	529,593	556,647	769,503	453,778	101,223	1,056,649	1,619,009	1,738,432	1,569,651	615,922	-	-	<b>9,010,406</b>
<b>Percent Over/(Under) Budget</b>	32%	41%	114%	75%	11%	49%	66%	67%	71%	40%	0%	0%	50%

Cumulative difference to date: **9,010,406** **56%**

Cumulative actual to last year actual difference to date: **(1,758,246)** **-7%**

