



Mammoth Lakes Tourism Board Special Meeting Agenda

Thursday, July 17, 2025, 12:00 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 Tom Parker, Board Member Kirk Wallace,
Board Member Cristi Quesada-Costa, Board Member Mary Beth Ericson

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 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:

Please click this URL to join. <https://monocounty.zoom.us/j/97273142801>

Or join by phone:

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**

International numbers available: <https://monocounty.zoom.us/j/97273142801>

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 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 Special Meeting of May 30, 2025.

5. POLICY MATTERS

5.1 Destination Stewardship Plan Presentation from Hunden - Brief overview of TOML Destination Stewardship Plan with interaction and input from MLT Board of Directors

5.2 Winter 2024-25 Paid Media Wrap Report

5.3 Winter 2024-25 Ad Tracking Report

5.4 In-Market Stewardship Campaign

5.5 Summer Air Service Update

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), the Tourism Business Improvement District (TBID) and current account balances

6. OTHER OUTSTANDING UPDATES

6.1 MammothResorts Update - Eric Clark

Brief update on Mammoth Mountain news, activity, and operations

6.2 Mammoth Lakes Chamber of Commerce Update – Tom Parker

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

6.3 TownCouncil Update – John Wentworth

Brief update on Town Council news, activity, and operations

7. ADJOURNMENT

The meeting will be adjourned to the next regular meeting scheduled to be held on Wednesday, August 20, 2025



Mammoth Lakes Tourism Board Special Meeting

Minutes of Special Meeting

May 30, 2025, 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 Kirk Wallace, Board Member Cristi Quesada-Costa, Board Member Mary Beth Ericson

Members Absent: Board Member Tom Parker

1. CALL TO ORDER AND ROLL CALL

Chair Pat Foster called the meeting to order at 1:02 p.m. in the Council Chambers located at 437 Old Mammoth Road.

Board Member Kirk Wallace announced that he would participate in the meeting under the "Just Cause" provisions of Government Code Section 54953 due to childcare needs.

2. BOARD MEMBER REPORTS

There were no Board Member reports given.

3. PUBLIC COMMENTS

Mammoth Lakes Chamber of Commerce (MLCC) Interim Director David Eichman provided an update on Chamber activities. Mr. Eichman announced the following events: June 3rd, Non-profit Coalition Mixer at the Mono Arts Council (MAC) Center at 5:00 p.m., June 19th, Appliances of Mammoth Ribbon Cutting

Ceremony at 4:00 p.m., and June 24th, Business After Hours partnership with MLT and Visit California at the Welcome Center at 5:00 p.m. He also provided an update on the 4th of July Parade and announced that High Country Lumber (HCL) would be the Lead Sponsor and that Chris Benchetler and Kimmy Fasani would serve as the Grand Marshals. He said float registration had launched and that they hoped to have fifty-five floats this year.

Mark Deeds spoke about MLT's special event funding and voiced concerns about the disproportionate amount of funding provided to the Obstacle Course Race (OCR), now Spartan, event and cautioned the Board to revisit the funding.

4. CONSENT AGENDA

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 Kirk Wallace, Board Member Cristi Quesada-Costa, and Board Member Mary Beth Ericson

Absent (1): Board Member Tom Parker

Carried (8 to 0)

4.1 Approve the minutes of the Regular Meeting of April 16, 2025

5. POLICY MATTERS

5.1 Presentation of Fiscal Year 2025-26 Strategic Plan and Budget - Staff presentations by department of 2025-26 plans and high-level budgets, Board to Approve Strategic Plan and Budgets

President and CEO John Urdi, Vice President, Community Engagement Betsy Truax, Vice President, Marketing Sarah Winters, Digital Marketing Manager Samantha Lindberg, Content Marketing Manager Laura Wattles, Public Relations Manager Ally Watson, and Vice President, Global Tourism Michael Vanderhurst outlined the information in the Draft MLT Fiscal Year 2025/26 Strategic Plan and Budgets.

There was discussion between staff and members of the Board.

Moved by Treasurer John Morris
Seconded by Secretary John Mendel

Approve the Fiscal Year 2025/26 Strategic Plan and Budgets.

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

Absent (1): Board Member Tom Parker

Carried (8 to 0)

5.2 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), the Tourism Business Improvement District (TBID) and current account balances

President and CEO John Urdi outlined the information in the Financial Reports.

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

6. OTHER STANDING UPDATES

6.1 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 Mountain would close on June 15th and said that the Gondola would be up and running for the last run celebration. He said that the Bike Park would increase its number of open trails soon and said that Woolly's was still under construction building a new activity that should be completed next weekend which would include a ropes course attached to a tree track. He also said they were building a net experience and a zipline that would pass over tubing lanes. He noted that he was surprised to learn that over 50% of the guests at Woolly's during the winter did not have a lift ticket or IKON pass.

There was discussion among members of the Board.

6.2 Mammoth Lakes Chamber of Commerce Update – Tom Parker

MLCC Interim Director David Eichman provided an update on Chamber activities during public comment.

6.3 Town Council Update – John Wentworth

Board Member John Wentworth gave an update on Town Council news, activities and operations. Mr. Wentworth spoke about Artificial Intelligence (AI) and the importance of MLT considering an AI policy. He discussed items that would be presented at the next Town Council meeting and spoke about Federal budget cuts and how they trickled down to the local level. He discussed the recent Inn Fire and the mutual aid the County had received to help extinguish it. Mr. Wentworth said he had attended a meeting with State Assemblyman David Tangipa recently and reported that there had been an article in the SF Gate about Mammoth Lakes and said that it was helpful in getting information out to state and federal representatives about what a destination community had to do to get through tough times. He recognized Whitebark Institute for their fuels reduction work, said that the Visit California public comment response data had not been shared back with the public, and provided an update on the Eastern Sierra Sustainable Recreation Partnership (ESSRP) activities and said that they were tracking legislation on land management and the recreation environment in great detail.

Chair Pat Foster said that Town of Mammoth Lakes (TOML) Town Manager Rob Patterson gave a presentation on the Tourism Business Improvement District (TBID) at the recent Restaurant Association meeting and said that some members of the Association had requested more tourism promotion now that business was softening, rather than adding bathrooms and kiosks, which had previously been requested when business was booming. Chair Foster said they also asked how they could participate in the process and interact with members of the Town Council. He reported that he and Vice President, Community Engagement Betsy Truax planned to do outreach related to TBID with local restaurant owners.

Secretary John Mendel left the meeting at 2:48 p.m.

PUBLIC COMMENT:

MLCC Interim Director David Eichman said that some of the concerns Chair Foster spoke about had also come from retail businesses, not just restaurants, and said that the decrease in visitation had the potential to affect Chamber membership renewals. He also addressed AI comments made by Board Member Wentworth and said that the Chamber had received an email today from the U.S. Chamber of Commerce requesting that they sign onto a letter for a ten year moratorium preventing any local or state municipality from regulating AI.

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

7. ADJOURNMENT

The meeting was adjourned at 2:53 p.m. to the next regular meeting scheduled to be held on June 18, 2025.

Angela Plaisted
Administrative Coordinator

Hunden Partners

Leading Advisor in Destination Real Estate Advisory

5-Year Sustainable Destination Management

Destination Stewardship and Quality of Life Preservation

Mammoth Lakes Board Meeting

July 2025

Who We Are

We are the leading global advisor in place strategy—where tourism development, economic development, and real estate development intersect.

With professionals in Chicago, New York, Dallas, and Minneapolis, Hunden provides a variety of services for all stages of destination development in:



\$20B

in projects successfully developed and/or in progress

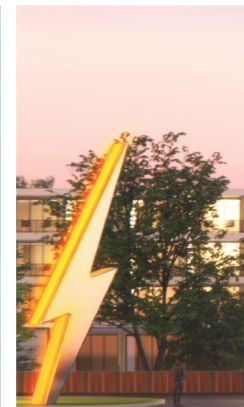
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studies & processes. Of these, **over 80%** are for public sector or DMO clients



200+

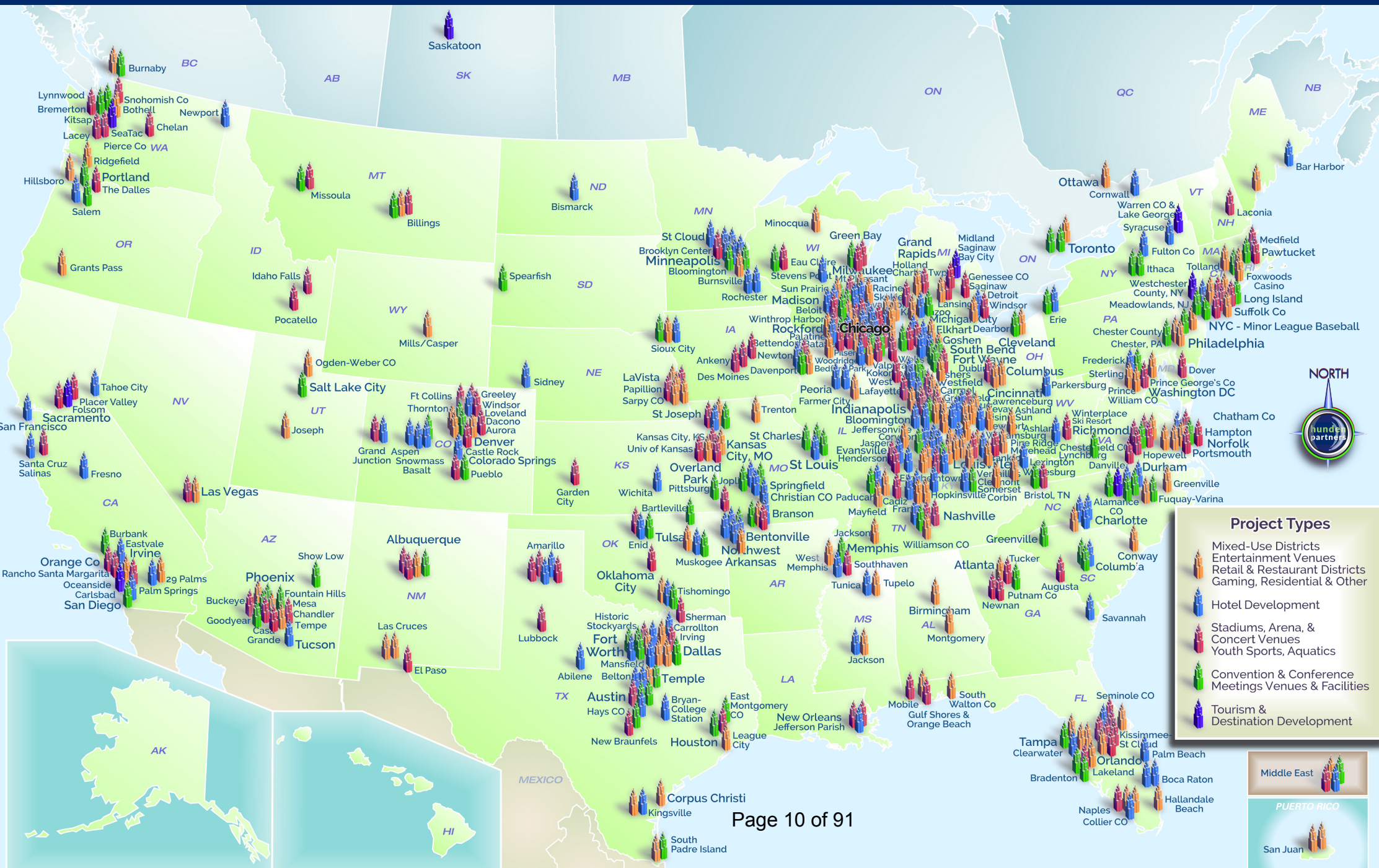
youth sports complex, professional stadium & arena studies



600+

conference, convention, event center & hotel studies





20+
placemaking
and
destination
strategy plans
in the last 3
years

100+
DMO Clients

Project Types

- Mixed-Use Districts
- Entertainment Venues
- Retail & Restaurant Districts
- Gaming, Residential & Other
- Hotel Development
- Stadiums, Arena, & Concert Venues
- Youth Sports, Aquatics
- Convention & Conference Meetings Venues & Facilities
- Tourism & Destination Development

Why We're Here

Develop a new 5-Year Sustainable Destination Management Plan that will support destination tourism and preserve resident's quality of life through understanding and identifying key constraints and necessary avenues of investment.

Key Personnel



Bethanie DeRose
Project Executive

- Project & Team Management
- Sustainable Destination Management Plan Strategy & Analysis
- Implementation Planning



Matthew Avila
Director



Ashton Hayes
Analyst



Stacy Corless
Community Engagement

- Two-term member of the Mono County Board of Supervisors
- Public affairs and policy, community engagement, and strategy development.



Project Overview

Scope of Work

The Town of Mammoth Lakes in California engaged Hunden Partners to complete a Sustainable Destination Management Plan. The goals of the process are to one, create a five-year roadmap in the form of a strategic plan deliverable, and two, translate the developed plan into actionable, project-based components with timescales, and cost estimations.

As a leading destination real estate advisor, Hunden's years of professional experience working alongside destination marketing organizations across the country will allow them to pinpoint specific areas of success in current tourism trends to develop actionable long-term strategies for continual investment. This ability to identify and classify Mammoth Lake's priorities as a destination and elicit feedback from residents, business owners, and visitors will allow Hunden incorporate a strategic plan that will most benefit all community partners.

Project Objectives

- Support sustainable destination tourism through actionable planning by identifying key constraints and potential investments
- Destination stewardship and preservation of quality of life – addressing tourism impacts through strategic development
- Engage community partners to understand implications of tourism on the local population and businesses
- Develop a 5-year roadmap in form of a strategic plan deliverable for policy, programming, infrastructure investment, and overall visitor and resident satisfaction
- Translate the plan into actionable, project-based components with timescales and cost estimations that include specific project details

Project Timeline

July 16, 2025

	May 2025	June 2025	July 2025	Aug 2025	Sept 2025	Oct 2025	Nov 2025	Dec 2025	Jan 2026	Feb 2026	Mar 2026	Apr 2026
Phase 1 Project Initiation												
Data Gathering												
Research & Due Diligence												
Phase 2 Community Partner Identification												
Visit California Master Plan Application												
Comparable Case Studies												
Phase 3 Site Visit & Engagement												
Strategic Planning Session												
5-Year Destination Management Plan												
Phase 4 Agency Review												
Priority Identification & Project Breakdown												
Implementation Plan Deliverable												



Focus Group Discussions

Closing

Follow Up Questions or Comments? Contact Us:

- Bethanie DeRose, EVP – Bethanie@hunden.com
- Matthew Avila, Director – Matthew@hunden.com
- Ashton Hayes, Analyst – Ashton@hunden.com



Thank You



MLT FY25 WINTER WRAP REPORT

July 9th, 2025



STRATEGIC FRAMEWORK

Business Objective

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

Educate consumers on responsible travel prior to arrival.

Media Objective

Drive awareness, consideration, and intent to travel to Mammoth Lakes.

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.

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.



WINTER PROGRAM PARAMETERS

MEDIA PLAN	WINTER
 Target Audience	Snow Sporters <ul style="list-style-type: none">• Age 25 - 53• HHI: \$125K+ (CA/NV/DEN), \$200K+ (NE)
 Geography	<ul style="list-style-type: none">• CA+NV Base• Spot Markets: DEN, NE
 Timing	<ul style="list-style-type: none">• CA+NV: November – April• Den, NE: Mid-September – February
 Budget	Total: \$1.08M CVG: \$20,000 Total: \$1.05M <ul style="list-style-type: none">• CA+NV: \$375,000• DEN: \$175,000• NE: \$510,000
 Measurement	Campaign KPIs: <ul style="list-style-type: none">• Video – Views, VCR, CPV, SOV %• Custom – Content Views, Time Spent w/ Content, Engagement Rate• Digital/Social - Clicks, CTR, Sessions, AED, Airline Referrals/Bookings



PERFORMANCE SUMMARY

\$1.09M	108M	15M	0.49%	240K
Spend	Impressions	Video Views	CTR	Sessions
0:20	8.3K	10%		
AED	Flight Referrals	Flight Referral Rate		

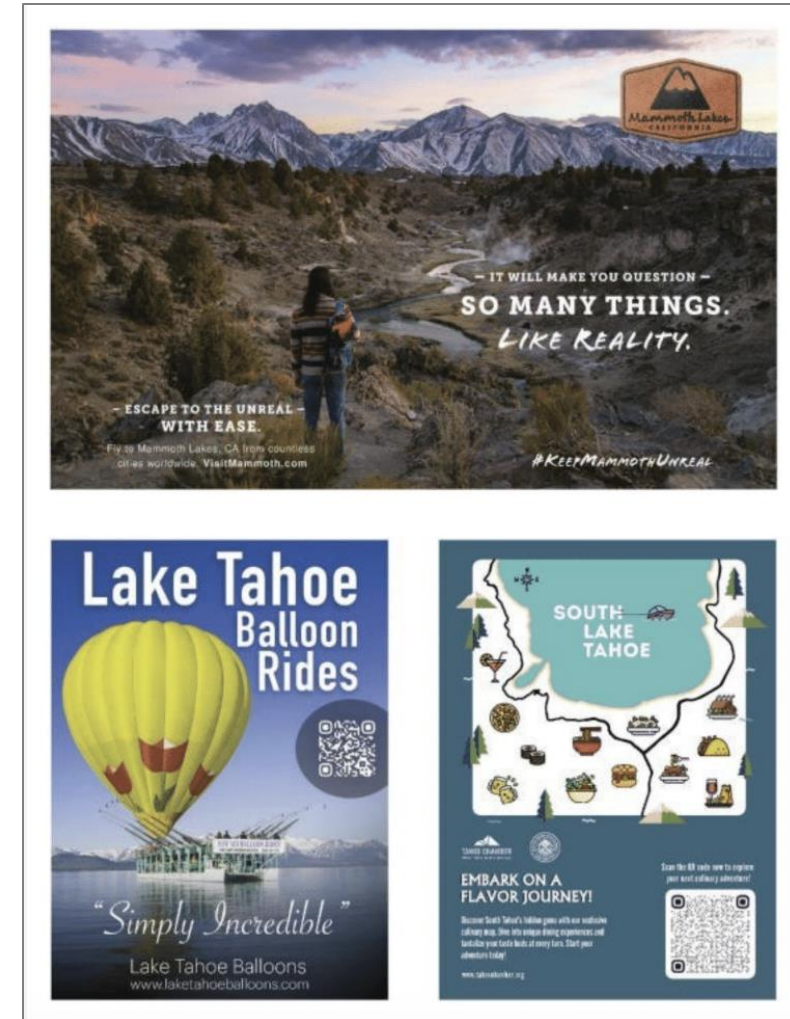
Performance by Market

Market	VCR	CTR	AED	Flight Referrals*	Referral Rate
CA+NV	83%	0.90%	0:26	7.8K	11%
NE	83%	0.52%	0:09	385	3%
DEN	71%	0.71%	0:14	163	6%

PRINT PROGRAM

CALIFORNIA VISITOR GUIDE

- Annual CVG highlights 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 produced
 - Added Value: Enhanced Listing in the printed and digital editions





AWARENESS TACTICS

Primary KPIs	Goal	Delivered	% To Goal
VCR	87%	81%	93%
Views	11M	13M	+100%

 YouTube  facebook  theTradeDesk

PROGRAM LAYER HIGHLIGHTS:

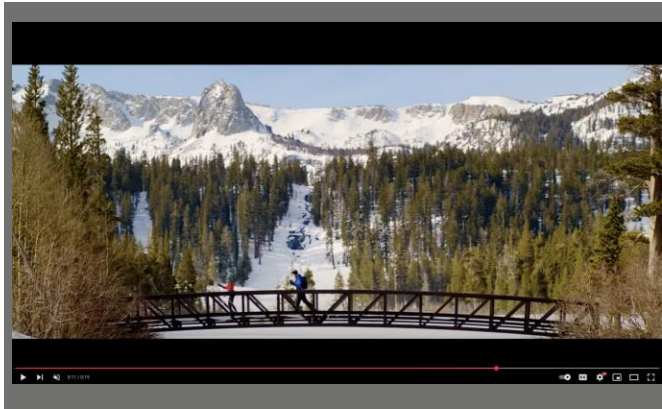
- Unreal videos consistently drove the highest engagement across all markets and ad types, performing especially well in social and programmatic channels
- New NE (0:15) video (launched mid-Feb through March) saw quality engagement with 74% VCR

MOVING FORWARD

Sustain consistent presence in premium inventory while continuing to enhance the video program with new ad units.



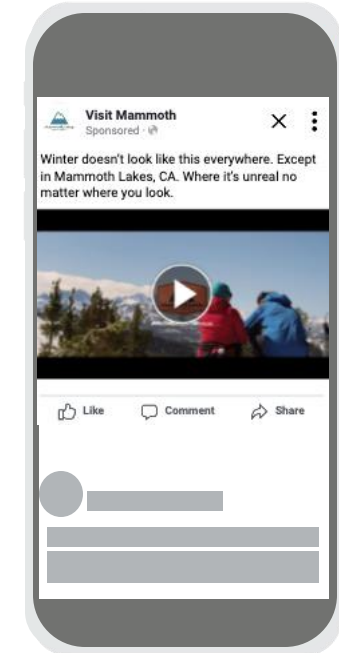
AWARENESS LAYER CREATIVE HIGHLIGHTS



Acres :15
2.7M Video Views, 81%
VCR



Real Unreal :30
2.5M Video Views, 86% VCR



How Unreal :15
4.1M Video Views, 79%
VCR



CONSIDERATION TACTICS

Primary KPIs	Goal	Delivered	% To Goal
CTR	0.73%	0.61%	84%
Sessions	170K	153K	90%
AED	0:10	0:05	50%



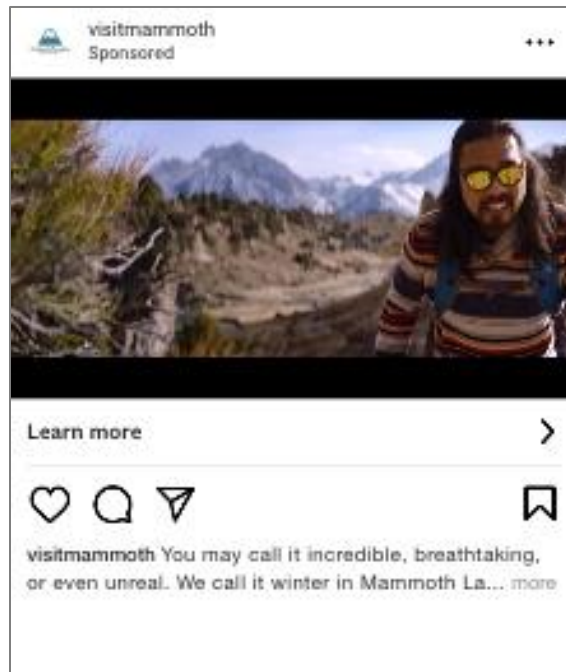
PROGRAM LAYER HIGHLIGHTS:

- Traffic driving placements generated quality ad engagement (CTR), with social video producing the majority of traffic volume
- The new addition of GDN Demand Gen retargeting placements effectively showcased the positive impact of serving additional branded messaging to users tracking a strong AED of 0:13
- Native units among The Trade Desk program resonated with users the most with nearly double CTR compared to Display in addition to the best AED at 0:22
 - Consider shifting more budget toward this tactic

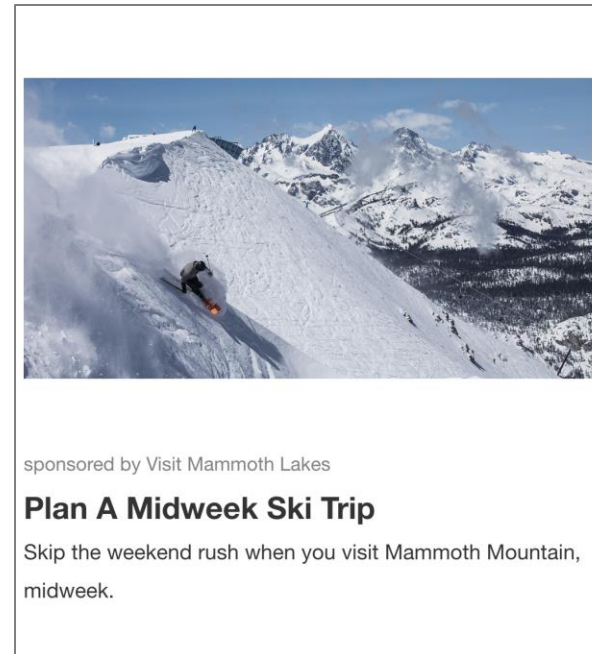
MOVING FORWARD

We will leverage enhanced targeting to reach intent-based travel audiences and refine retargeting efforts to deliver personalized messaging that boosts destination consideration and moves users further down the funnel.

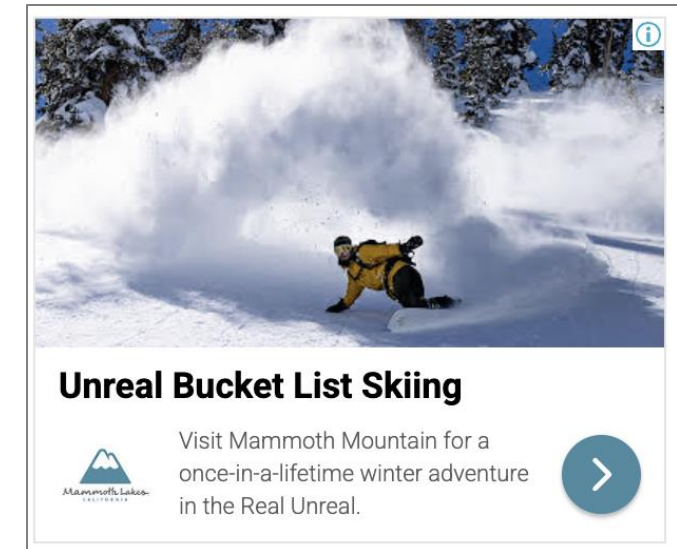
CONSIDERATION LAYER CREATIVE HIGHLIGHTS



Another Planet :15
3.79% CTR, 48K
Sessions



Midweek
0.69% CTR, 20K
Sessions

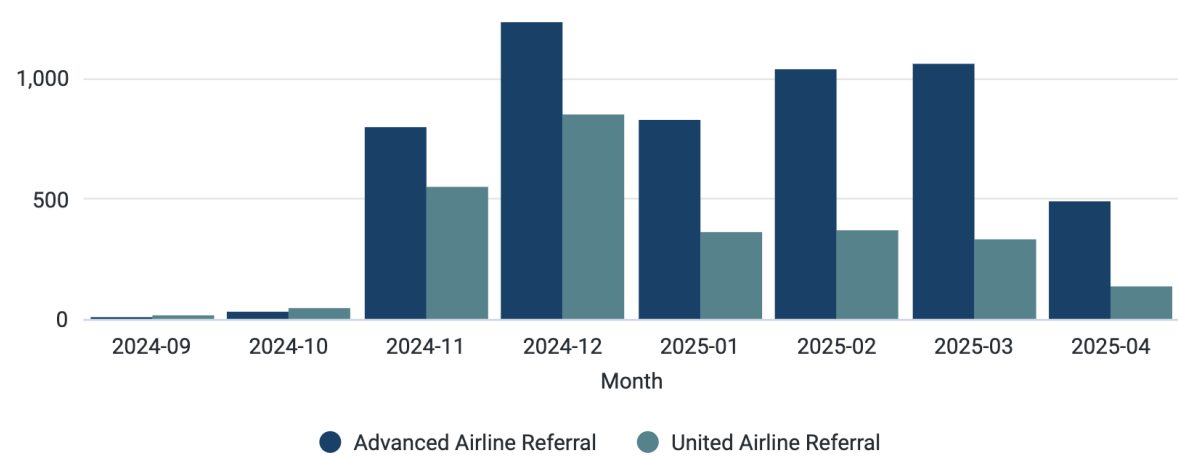


Bucketlist
0.81% CTR, 16K
Sessions



INTENT TACTICS

MONTHLY AIRLINE REFERRALS



PROGRAM LAYER HIGHLIGHTS:

- A trend throughout the winter program, Google Search was the main contributor to total airline referrals (7.8K) with the highest referral rate at 10%
- TravelZoo tracked one of the best AED (0:37), indicating users expressed the most interest in learning about MLT special offers
- Shifting start date up to mid-September for far markets produced higher flight referrals earlier in the Winter season YoY better aligning with the longer planning timelines for users in fly markets

MOVING FORWARD

Capitalizing on this intel, we will build on effective low-funnel strategies while bridging mid-funnel tactics to more seamlessly move users to intent.

CUSTOM PARTNERSHIPS





UNDERTONE PROGRAM PERFORMANCE

Primary KPIs	Goal	Delivered	% To Goal
LIVE CTV			
Views	1.69M	1.7M	100%
VCR	98%	98%	100%
PAGE GRABBER			
In-Unit Engagement	10-12%	11.8%	99%

PROGRAM LAYER HIGHLIGHTS:

- The new Pause Ad unit provided additional support in building brand awareness delivering over 2M impressions with an avg. view time of 3:24 (in-line with publisher benchmarks)
- Live CTV unit ran within a variety of sports programming (NBA, NHL, MLB) exposing users to MLT brand, high VCR was anticipated due to un-skippable CTV environment
- Users demonstrated strong interest in the rich media Page Grabber unit with the NE market tracking the strongest in-unit engagement (13%) and CTR (1.93%) out to MLT's website performing within benchmarks

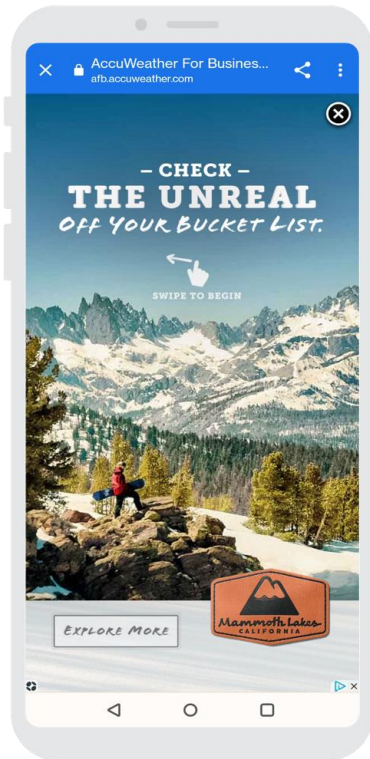


MOVING FORWARD

Further explore interactive ad formats that feature multiple messages that educate users on the destination.



UNDERTONE CREATIVE HIGHLIGHTS



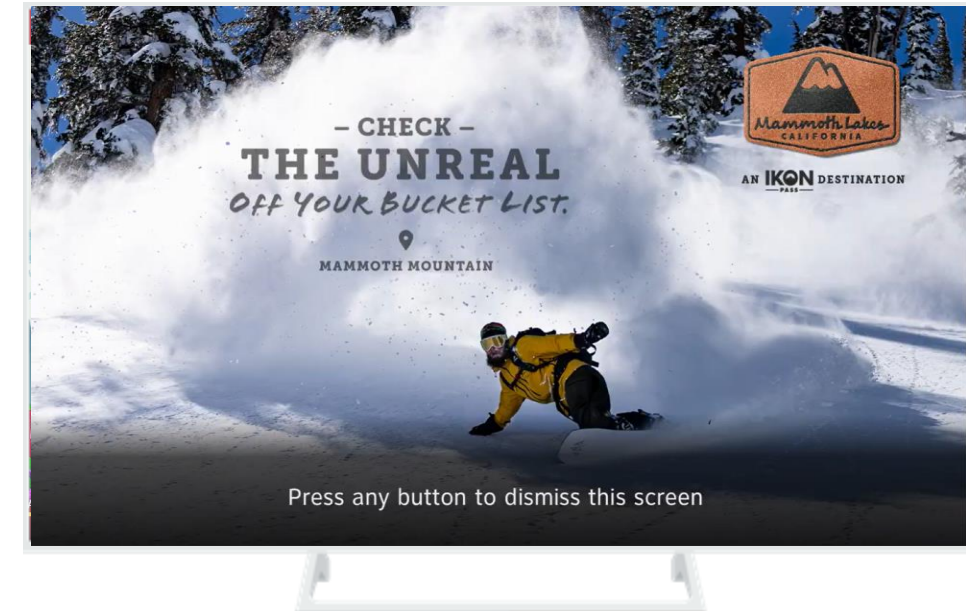
Page Grabber

11.8% In-Unit Engagement Rate



Live CTV

1.7M Video Views, 98% VCR



Pause Ad

3:24 avg. view time



ON THE SNOW PROGRAM PERFORMANCE

Primary KPIs	Goal	Delivered	% To Goal
CUSTOM EBLAST			
Opens	--	84,034	--
Open Rate	43%	42%	98%
CTR	3.49%	4.62%	+100%



PROGRAM LAYER HIGHLIGHTS:

- The three eblast series reached highly qualified NE snowsporters across On the Snow's platform
 - Multi-eblast approach proved effective resulting in improving open rates throughout the winter season
 - Users that opened the eblast showed strong interest in the destination, tracking strong CTRs out to MLT's website across all ebasts
- The October E-Newsletter, provided as added value to the program, saw high performance (47% Open Rate / 0.97% CTR) outperforming publisher's benchmarks

MOVING FORWARD

Leverage snow-focused content partnerships and far-market audiences to complement MMSA collaborations and strengthen winter season efforts.



PANDORA PROGRAM PERFORMANCE

Primary KPIs	Goal	Delivered	% To Goal
SEQUENTIAL AUDIO			
Impressions	1.43M	1.47M	+100%
MOBILE INTERSTITIAL			
CTR	1.50%	1.22%	81%
Sessions	19,195	18,413	96%
AED	0:30	0:10	33%



PROGRAM LAYER HIGHLIGHTS:

- Pandora’s Sequential Audio unit provided support in building brand awareness and familiarity among CA+NV and NE markets
- Quality users were reached with Mobile Interstitial unit generating a strong CTS of 78% indicating that the listener sits higher in the funnel and reinforces our use of this partner
 - NE market tracked the highest ad engagement (CTR) compared to CA+NV (1.29% v 1.13%) while AED was similar across both markets

MOVING FORWARD

Maintain presence in audio streaming channel to deepen brand familiarity in drive and far markets while providing additional support in driving quality traffic to the website.



ALLGEAR PROGRAM PERFORMANCE

Primary KPIs	Goal	Delivered	% To Goal
PRE-ROLL VIDEO			
Views	81,818	84,178	+100%
VCR	45%	59%	+100%
HIGH IMPACT DISPLAY			
CTR	0.53%	0.50%	94%
Session	2,738	2,949	+100%
AED	0:20	0:16	80%

PROGRAM LAYER HIGHLIGHTS:

- Winter Custom Article ran across AllGear’s Gear Junkie and Inertia brands generating over 7K pageviews with users spending on avg. of 1:33 with the content
- Eblast program (2x Inertia Eblasts) was sent to over 135K users, tracking an avg. open rate of 14% outperforming publisher benchmark of 12%
 - The second eblast saw the highest open rate at 23%; additional snowfall later in the winter season and an increase in brand exposure likely played a role in improved performance
- A mix of high impact display units tracked strong engagement with the Site Skin unit rising as the top performer with 0.81% CTR, 0:22 AED
 - Far markets (NE and DEN) resonated the most with display placements generating 0.55% CTR

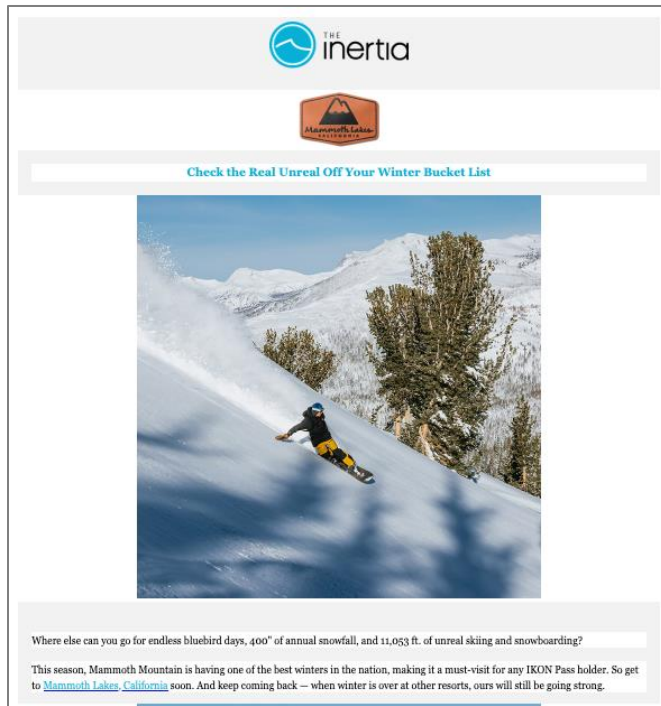
allgeardigital

MOVING FORWARD

Focus on partnerships that strongly align with the MLT brand and have a high index of active-lifestyle audiences to strengthen overall engagement and website traffic.

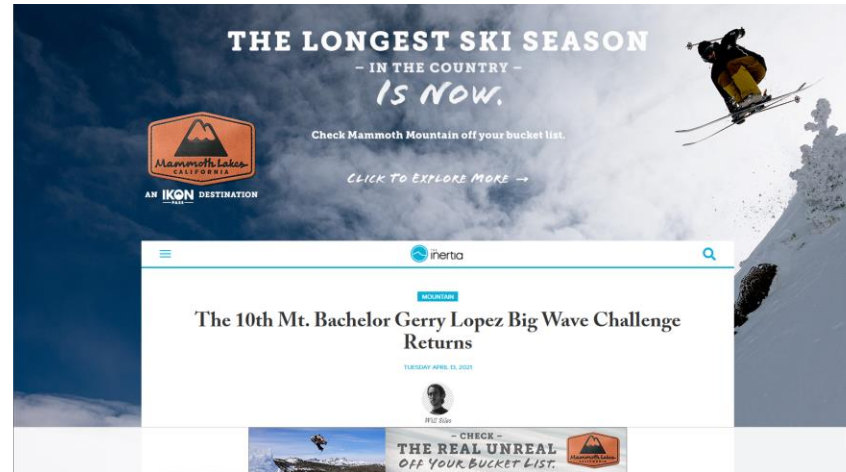


ALLGEAR CREATIVE HIGHLIGHTS

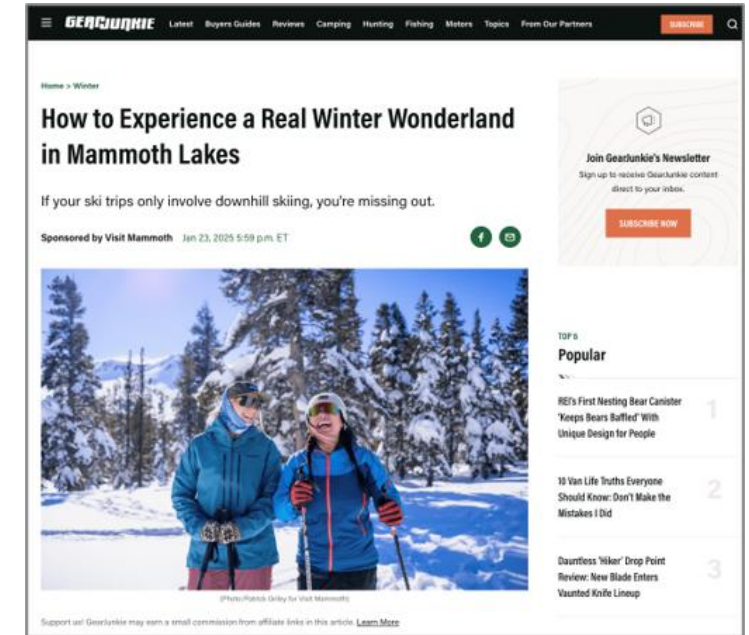


Custom Eblast

135k users, avg. open rate 14%



High-Impact Site Skin
0.81% CTR, 0:22 AED

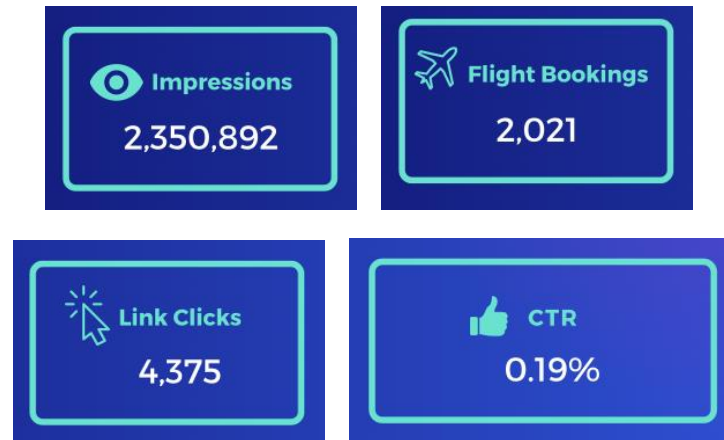


Gear Junkie Custom Article

7k page views, 1:33 avg. time spent

INK PROGRAM PERFORMANCE

PROGRAM LAYER HIGHLIGHTS:



- Multi-tactic approach provided several touchpoints in reaching users with the intent to travel, generating an est. 2K flight bookings
- Reach TV program effectively aided in building brand awareness among active travelers in airports within MLT's key markets (5M impressions)
- Social Navigator program tracked a high CTR of 0.19% (industry benchmark of 0.07%) driving users to the Business Traveler microsite
- Custom content housed on microsites (Business Traveler and More Corners) strongly resonated with users who spent on avg. of 1:02 exploring the sites

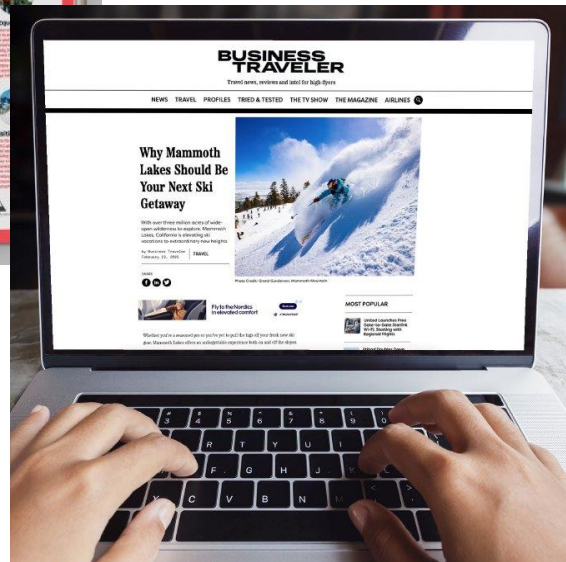
MOVING FORWARD

Continue to evolve airline partnership to further build awareness and engagement in Mammoth Lakes, ultimately driving users to lower funnel messaging/bookings.

INK CREATIVE HIGHLIGHTS



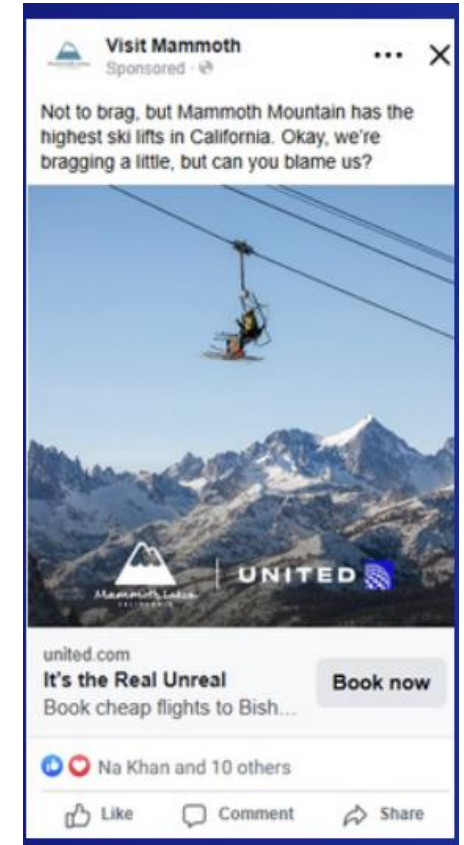
Business Traveler
Advertorial Double
Page Spread



Business Traveler Microsite
1:02 time spent



Reach TV
5M impressions

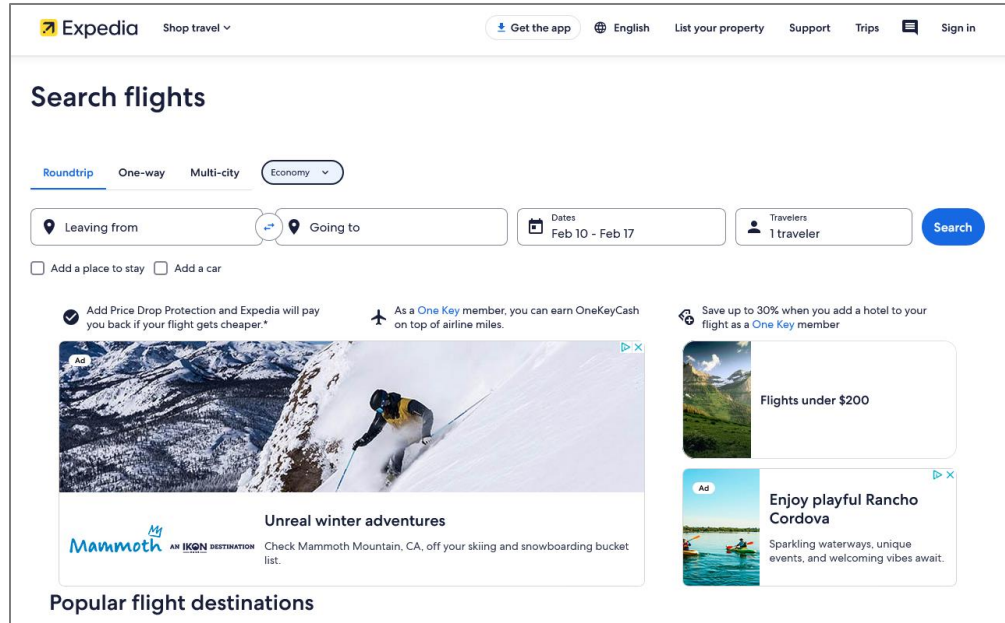


Social Navigator Unit
CTR 1.9%



EXPEDIA PROGRAM PERFORMANCE

VCA CO-OP



PROGRAM LAYER HIGHLIGHTS:


- Leveraging VCA Co-op, MLT brand was able to reach mid-funnel travelers in the Northeast market across a variety of Expedia Group sites
- Ad engagement saw lower performance (0.06% CTR) compared to the Expedia benchmark (0.14% CTR), highlighting an opportunity to optimize landing page strategy and creative alignment for stronger results.
 - Access to engagement metrics was limited for the custom Expedia landing page
 - The program wholistically tracked approximately 139 bookings with groups comprised of multi-adults staying an avg. of 3 nights



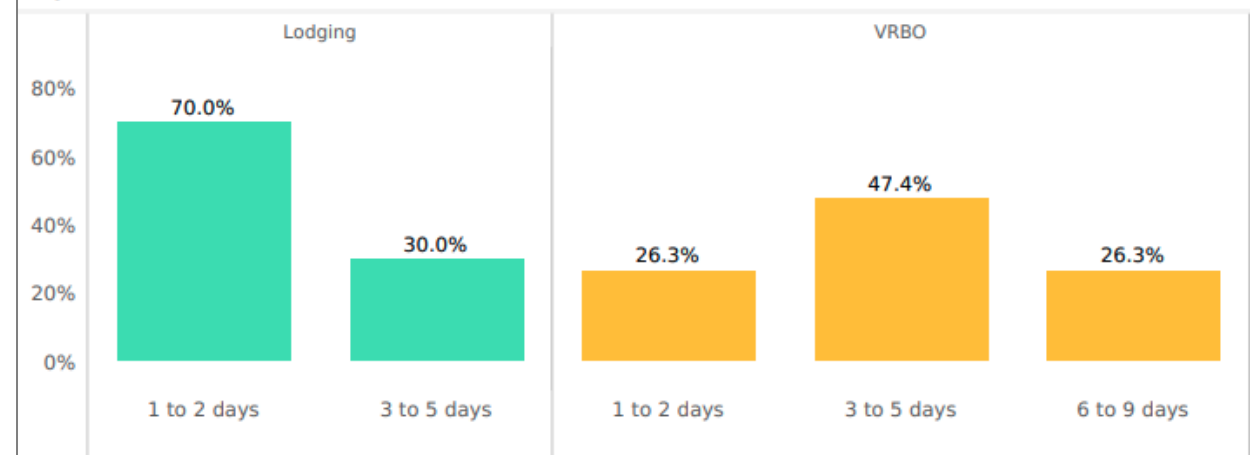
EXPEDIA PROGRAM PERFORMANCE

Clicks	CTR	Revenue	ROAS
819	0.06%	\$63,309	2.4

Campaign dates 1/25/25-2/28/25

 Top 5 Hotels	
Gross Bookings \$USD	
Stonegate #14 Luxury Cabin with Hot Tub - Walking Dis..	\$10,255
Beautiful Remodeled Luxury Townhome for large grou..	\$4,630
Motel 6 Mammoth Lakes, CA	\$3,257
Short Walk to Village & Gondola 2-Bedroom 3 Bathroo..	\$3,101
Top Value: Exceptional Condo, Great Location, 2+2+L	\$2,759

Trip Duration



MOVING FORWARD

Test additional partnerships in lower funnel tactics leveraging MLT's branded creative.



PUBLISHER SUMMARY

Publisher	Cost	Impressions	Video Views	VCR	CTR	Sessions	Avg. Engaged Duration
CVG	\$18,494	--	--	--	--	--	--
YouTube	\$81,577	7,163,306	5,049,724	70.6%	--	--	--
Facebook/Instagram	\$119,568	18,206,243	2,256,052	91.7%	1.41%	98,583	0:03
GDN	\$45,490	20,614,999	--	--	0.69%	49,194	0:07
Undertone	\$142,066	6,277,696	2,193,861	92.7%	--	--	--
The Trade Desk	\$198,713	23,210,388	5,848,445	88.2%	0.08%	18,177	0:12
Google Search	\$91,752	463,379	--	--	16.42%	78,977	0:50
On The Snow	\$13,236	328,106	--	--	--	--	--
Pandora	\$74,069	3,540,543	--	--	1.22%	18,413	0:10
AllGear	\$83,877	1,108,123	84,178	59.4%	0.50%	2,949	0:16
Travelzoo	\$23,529	24,033,426	--	--	0.07%	12,572	0:37
INK	\$185,588	2,350,892	--	--	--	--	--
Expedia	\$25,000	905,052	--	--	0.06%	217	0:11
Ad Serving	\$3,459	--	--	--	--	--	--
Total	\$1,124,913	108,202,153	15,432,260	82%	0.49%	279,082	0:20



THANK YOU





Winter 2024-2025 Advertising Effectiveness Research

June 2025

SMARInsights

Campaign Overview

- “The Real Unreal” winter advertising campaign debuted during winter 2022-2023.
- “The Real Unreal” winter 2024-2025 advertising media tested in this research included video, social media, native, digital display, print, and audio. Sample ads are shown on the right.
- The total 2024-2025 investment in these ads in the target markets was \$1.0 million, down from \$1.2 million in the same period in 2023-2024.

Market	Winter 2022-2023	Winter 2023-2024	Winter 2024-2025	% Change
California & Nevada	\$427,024	\$557,824	\$399,888	-28%
Denver	\$478,025	\$249,396	\$115,983	-53%
Northeast	\$691,400	\$433,265	\$484,518	12%
Total	\$1,596,449	\$1,240,486	\$1,000,389	-19%

Sample 2024-2025
“The Real Unreal”
advertising tested
in this research



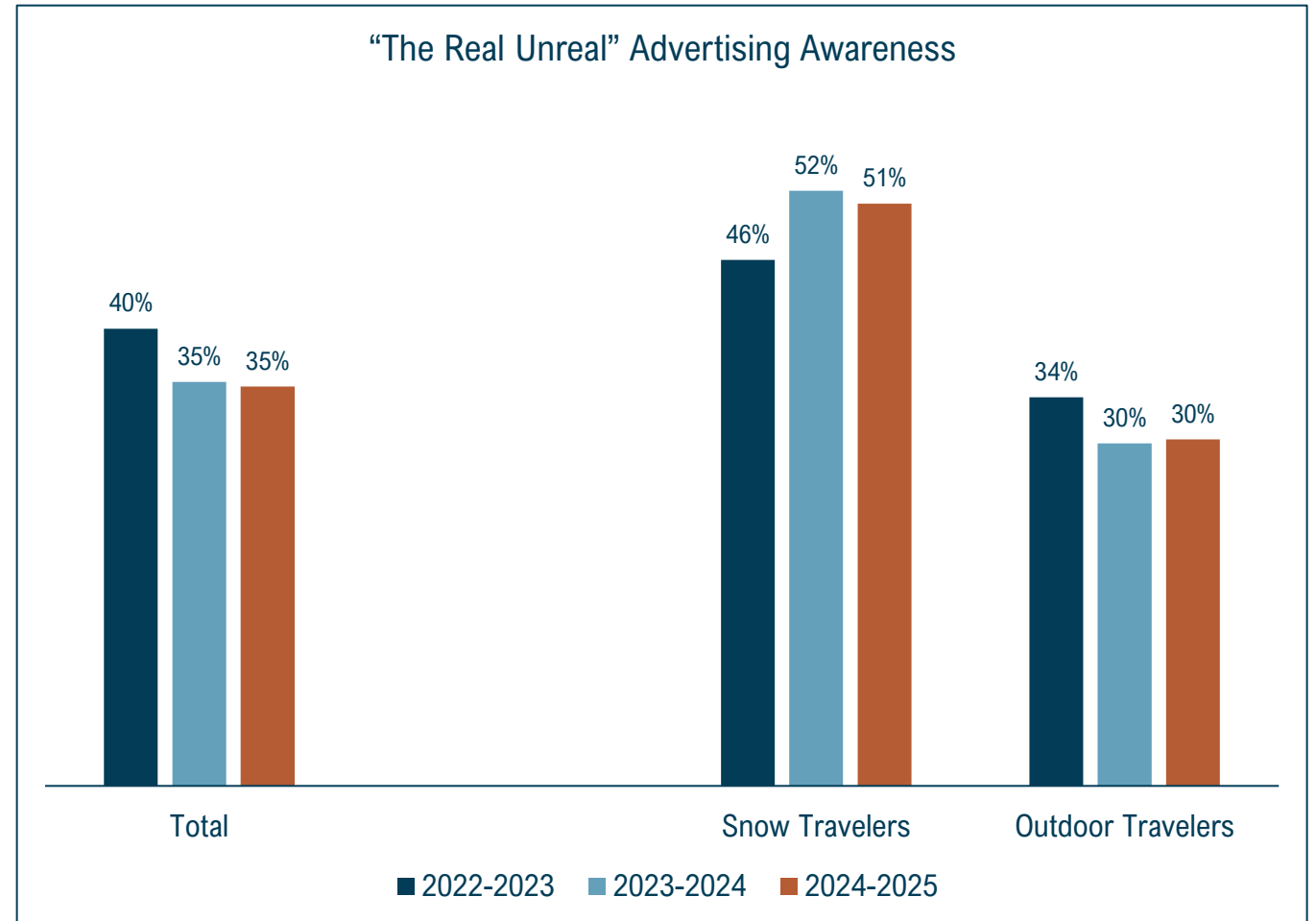
Advertising Awareness

A blue-tinted photograph of a snowy mountain range. The mountains are covered in snow with some rocky outcrops visible. In the foreground, there is a dense line of evergreen trees. The sky is filled with white clouds.

SMARinsights

Winter Advertising Awareness

- Recall of the advertising remained steady in 2024-25 despite an 18% reduction in media spending.
- By continuing with the same campaign, Mammoth was able to maintain recall and reinforce past advertising efforts.
- It is noteworthy that the level of recall remains high, as the organization has cut media by 36% since 2022-23.
- As would be expected, the advertising does a better job of reaching the key target – snow travelers. By also reaching outdoor travelers, Mammoth can remain top-of-mind and reinforce its image among outdoor travelers generally.



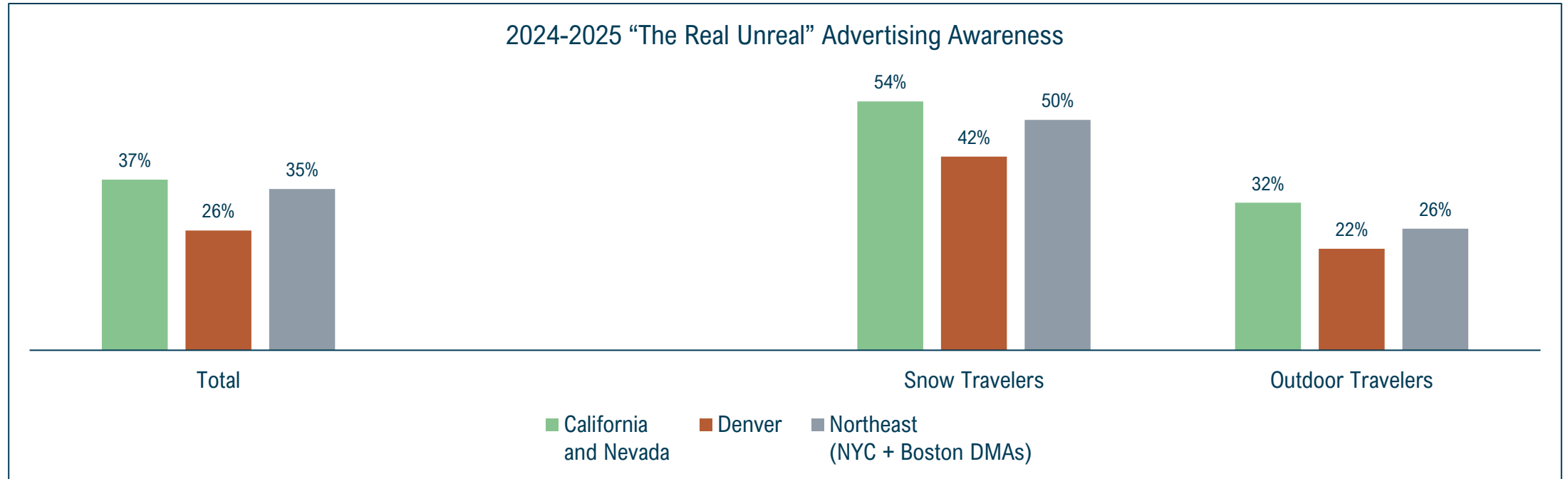
Cost per Aware Household

- Mammoth has been able to retain high levels of recall with a smaller budget by becoming more efficient with its media buy.
- The cost per aware household has been below SMARInsights' national benchmark since 2022-23.

	2022-2023	2023-2024	2024-2025
Ad-Aware HHs	5,342,301	4,994,353	4,961,043
Media Investment	\$1,596,449	\$1,240,486	\$1,000,389
Cost per Aware HH	\$0.30	\$0.25	\$0.20

Average Cost
per Aware HH
= \$0.32

2024-2025 Winter Advertising Awareness by Market



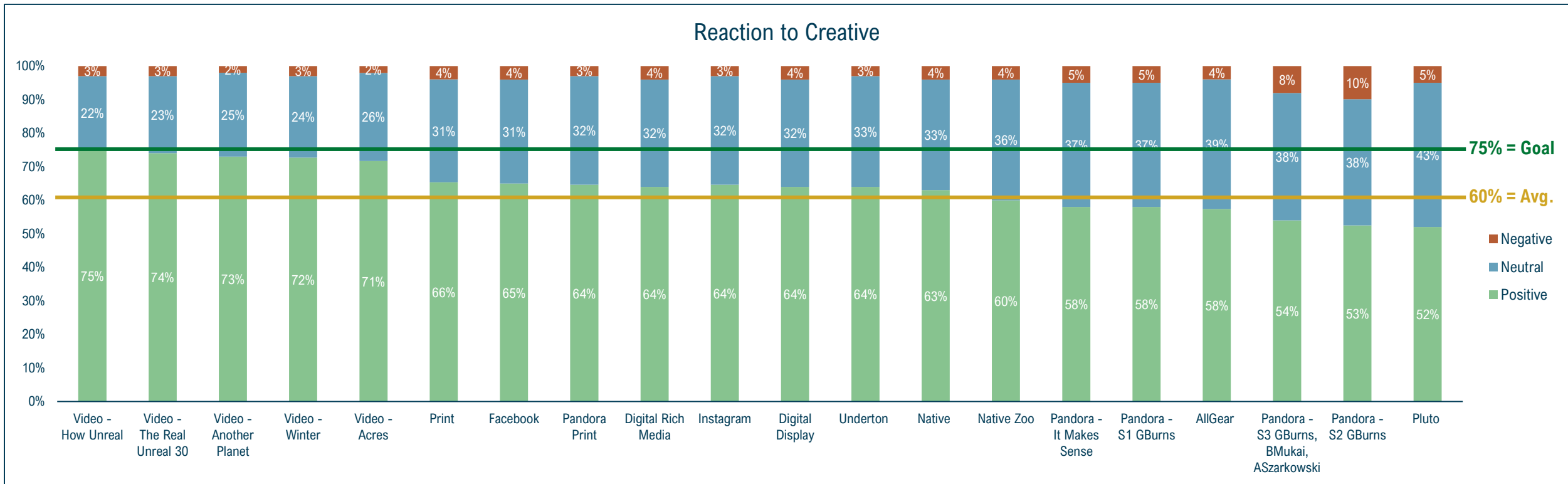
- Mammoth spends the largest share of its media budget in the Northeast markets, followed by the nearby markets, then Denver.
- Spending in distant markets is important in generating new and incremental travel, but it can be more challenging to generate recall. For Mammoth, recall is strongest in the nearby markets. However, recall in the Northeast is still strong – especially among snow travelers. Again, this highlights strong targeting efforts.

Creative Evaluation



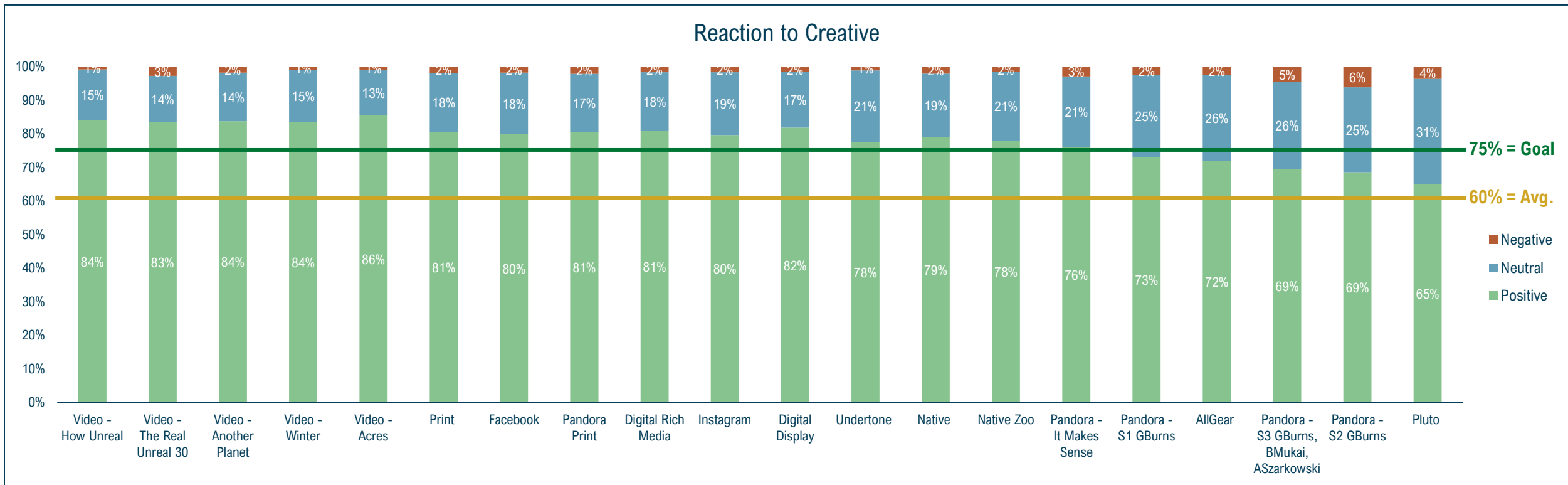
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Reaction to 'The Real Unreal' Creative – Snow and Outdoor Travelers



- Among all target consumers (snow and outdoor travelers), all the ads received mostly positive responses, and there was limited negative reaction. The How Unreal video cleared the 75% positive response rate goal and the other video assets were close, but just outside of the goal range.
- The Pandora, AllGear, and Pluto ads fell below the average positive response rate of 60%. Travel is a highly visual product, so it is common to see audio assets trail behind other media formats in rating.

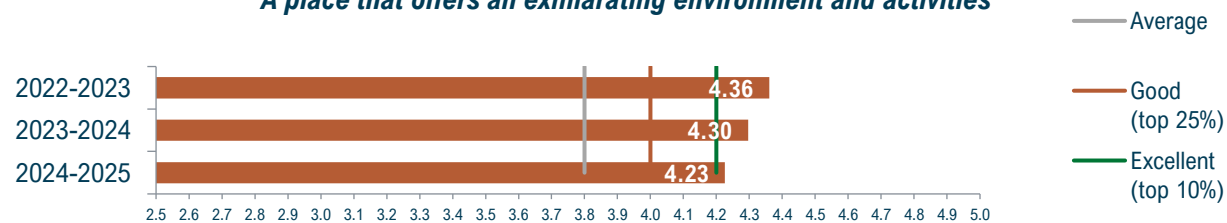
Reaction to 'The Real Unreal' Creative – Snow Travelers



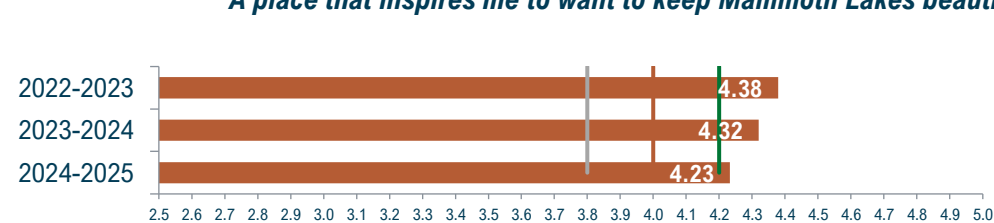
- Among snow travelers, most of the ads receive at least 75% positive responses.
- However, three of the four Pandora ads do not achieve the 75% positive response goal. Given the strong reach of Pandora among the snow audience, there is an opportunity to fine-tune the messaging to increase the positive response.

Creative Ratings – Snow and Outdoor Travelers

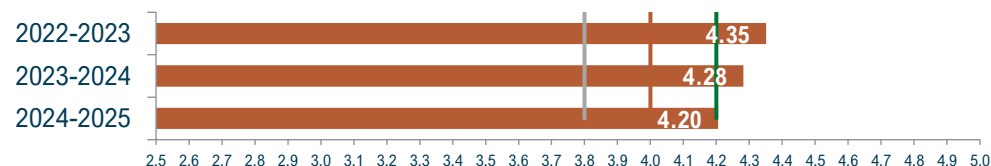
A place that offers an exhilarating environment and activities



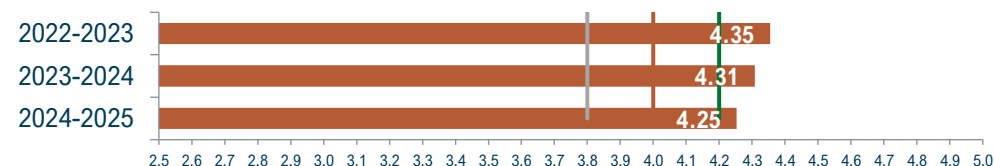
A place that inspires me to want to keep Mammoth Lakes beautiful



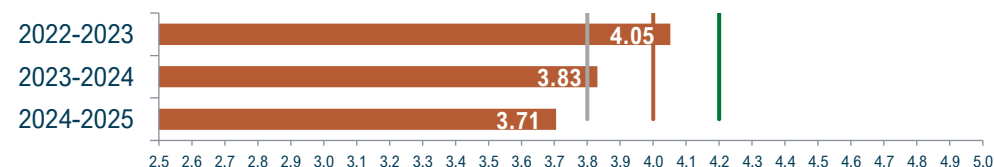
A place that exudes a sense of awe and wonder



An authentic outdoor playground



A place that I want to take a vacation to

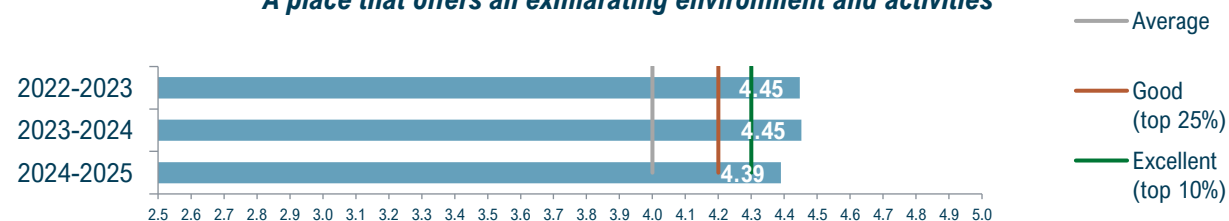


- Among all travelers, creative ratings declined this year but remain in the excellent range for showing a place that *offers an exhilarating environment, inspires me to want to keep Mammoth Lakes beautiful, exudes a sense of awe and wonder, and is an authentic outdoor playground.*

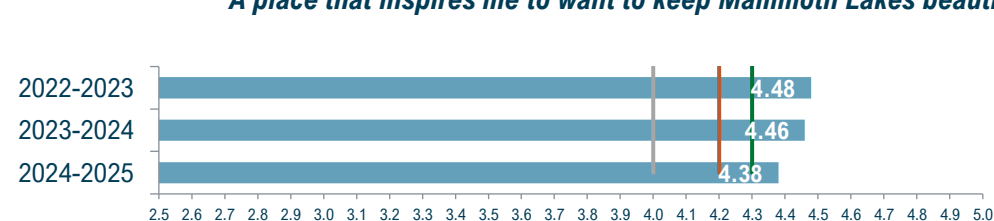
Creative Ratings – Snow Travelers

The benchmarks indicated by the vertical lines on the charts are derived from SMARInsights' database of winter advertising ratings given by snow travelers.

A place that offers an exhilarating environment and activities



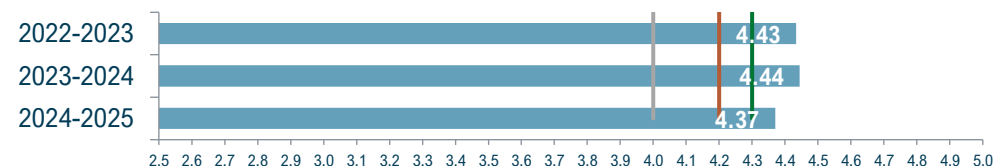
A place that inspires me to want to keep Mammoth Lakes beautiful



A place that exudes a sense of awe and wonder

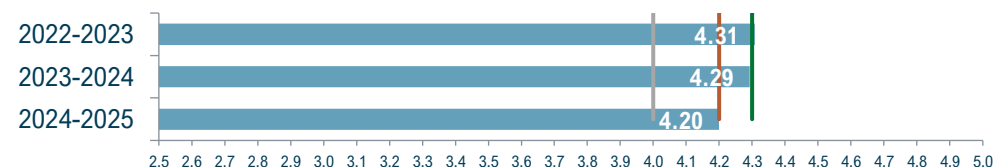


An authentic outdoor playground



- Creative ratings saw a slight decline among snow travelers, but the ads remain in the excellent range for showing a place that *offers an exhilarating environment, inspires me to want to keep Mammoth Lakes beautiful, exudes a sense of awe and wonder, and is an authentic outdoor playground.*
- The rating for showing a place that *I want to take a vacation to* saw a decrease but remained in the good range year over year. These declines could be an initial indication of creative wear out on a campaign in its third year.

A place that I want to take a vacation to



Creative Ratings by Market - Snow and Outdoor Travelers

Creative Ratings Benchmarks
>= 4.2 Excellent (top 10%)
4.0 – 4.199 Good (top 25%)
3.8 – 3.99 Average
< 3.8 Below Average

- The creative ratings are strongest in CA/NV, while Denver is the most negative.
- Coloradans are notoriously critical of other mountain destinations due to a strong positive perception of their own state's winter leisure product, which helps to explain why they rate the ads worse there.

How much do you agree that this content communicates that Mammoth Lakes is...	California and Nevada	Denver	Northeast (NYC + Boston DMAs)
A place that offers an exhilarating environment and activities	4.27	4.15	4.20
A place that inspires me to want to keep Mammoth Lakes beautiful	4.30	4.16	4.17
A place that exudes a sense of awe and wonder	4.24	4.15	4.17
An authentic outdoor playground	4.30	4.16	4.23
A place that I want to take a vacation to	3.84	3.52	3.60

Creative Ratings by Market - Snow Travelers

Creative Ratings Benchmarks
>= 4.3 Excellent (top 10%)
4.2 – 4.299 Good (top 25%)
4.0 – 4.199 Average
< 4.0 Below Average

- Among the snow travelers, the ads receive mostly excellent or good communication ratings across markets.
- The one challenge is producing ads that make snow travelers from Denver want to visit.

How much do you agree that this content communicates that Mammoth Lakes is...	California and Nevada	Denver	Northeast (NYC + Boston DMAs)
A place that offers an exhilarating environment and activities	4.44	4.33	4.34
A place that inspires me to want to keep Mammoth Lakes beautiful	4.43	4.29	4.35
A place that exudes a sense of awe and wonder	4.36	4.32	4.28
An authentic outdoor playground	4.41	4.27	4.36
A place that I want to take a vacation to	4.31	3.99	4.16

Advertising Impact



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Ad Impact on Mammoth Image

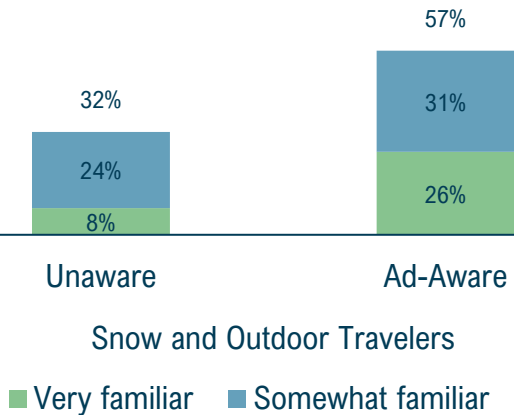
Destination Ratings Benchmarks
>= 4.0 Excellent (top 10%)
3.75 – 3.99 Good (top 25%)
3.5 – 3.749 Average
< 3.5 Below Average

- The advertising helps to build specific perceptions of Mammoth Lakes, positioning it as *awesome in its natural beauty, an outdoor playground that is adventurous and welcoming*.
- Mammoth's image among the ad aware is very strong – with all of the ratings above average and many in the excellent category.

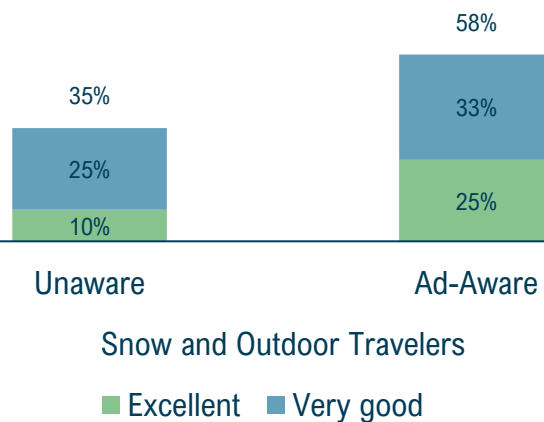
	Total	
	Unaware	Ad-Aware
Is a place I want to protect or keep beautiful	3.90	4.16
Is a destination for outdoor adventurers	3.86	4.12
Is majestic in scale and awesome in its natural beauty	3.78	4.07
Is welcoming and friendly	3.62	4.03
Is an authentic outdoor playground	3.74	4.00
Has an abundance of diverse terrain	3.67	3.96
Offers an extraordinary sense of awe and feeling of exhilaration	3.63	3.95
Offers an abundance of year-round activities right outside your door	3.60	3.92
Is inclusive to all	3.55	3.91
Is a destination that values sustainability and stewardship - Mammoth Lakes	3.52	3.86
Is accessible to all	3.48	3.82
Is unpretentious and down-to-earth	3.50	3.82
Is like nothing I have ever seen before	3.34	3.72
Is rustic and rugged	3.60	3.70

Winter 2024-2025 Ad Impact on Perceptions

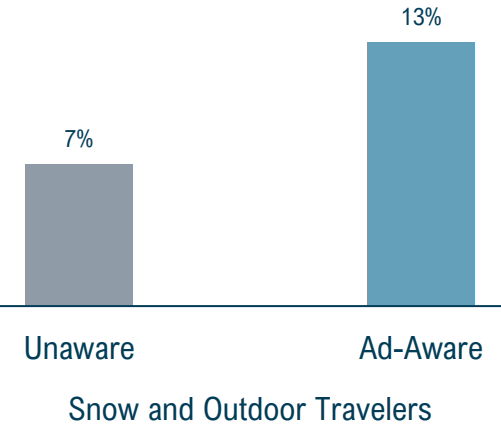
Familiarity with Mammoth Lakes as a Place for a Leisure Trip



Mammoth Lakes Rating as a Place for a Leisure Trip



Picked Mammoth Lakes as place they would most like to visit for a leisure trip



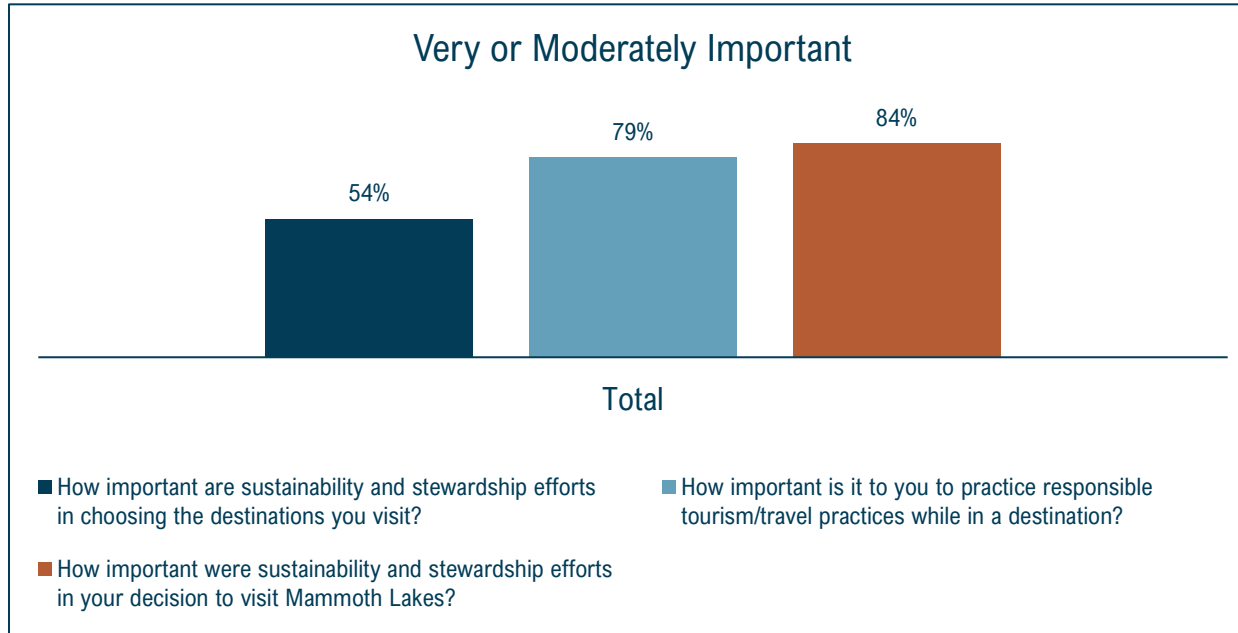
- While the goal of the advertising is to generate trips during the current season, the advertising also has a long-term impact by changing perceptions of the destination.
- Those who are ad aware are more familiar with the destination, rate it more positively as a place to visit and are almost twice as likely to pick Mammoth Lakes as their preferred destination. These changes in perceptions will help generate future visitation and extend the impact of the advertising.

Tactical Issues



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Sustainability



- Sustainability is generally important to about half the audience. The importance is magnified with Mammoth Lakes visitors, as more than 8 in 10 indicate that sustainability played a role in their decision to visit the destination.
- The top sustainability actions taken when traveling for leisure are respecting local cultures and supporting local businesses.
- More specific sustainable actions like staying in eco-friendly accommodations and refusing single-use plastics are practiced by only about a quarter of all leisure travelers and about a third of snow travelers.

Main Motivation for Mammoth Trip

- The top motivations for a Mammoth trip include *escaping from stress*, *unique experiences*, *connecting with nature*, and *being carefree*.
- These key motivators should be leveraged in marketing communications.

Main Motivation for Mammoth Trip



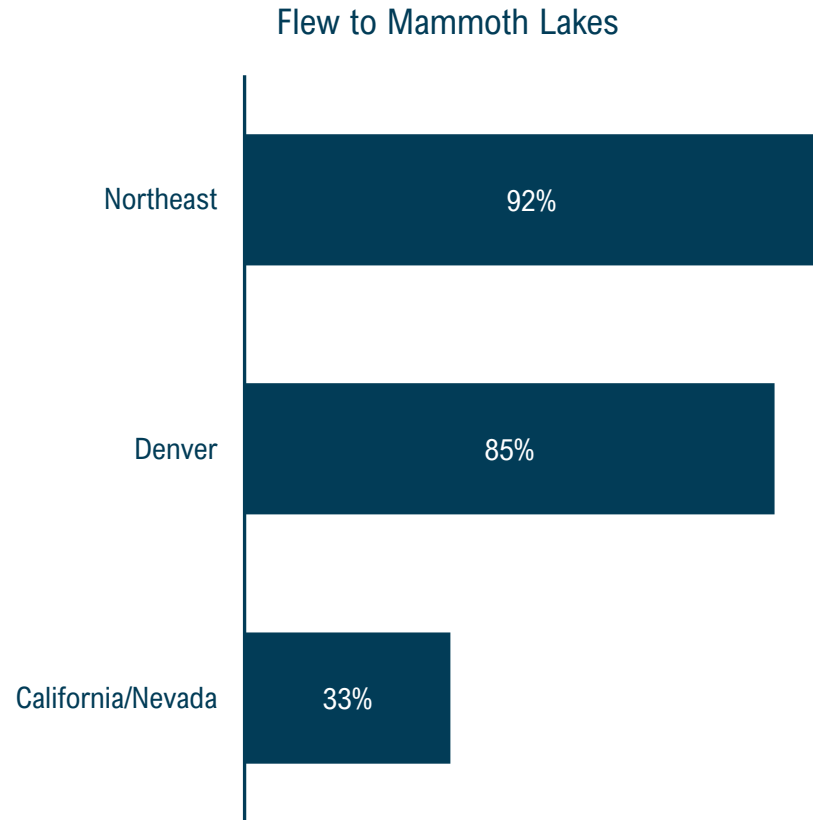
Motivating Activities

- The specific activities that are the most prevalent Mammoth trip motivators include *sightseeing, viewing mountains and lakes, snowboarding, visiting unique geological formations, scenic drives, and fishing.*
- These, like the general trip motivators, should be considered when developing future creative content.


Mammoth Lakes Trip Activity (December 2023 - May 2024 Trips)	Participate %	Motivate % (among participants)	Net Motivate %
Sightseeing	46%	60%	28%
Viewing mountains, lakes, etc.	48%	56%	27%
Snowboarding	33%	58%	19%
Visiting geological formations unique to the area	32%	53%	17%
Scenic drives	33%	51%	17%
Fishing	30%	53%	16%
Visiting a national park, forest, or monument	29%	52%	15%
Fine dining or eating at a local restaurant	34%	43%	15%
Shopping	41%	35%	14%
Festivals and events (music, food, arts, health & wellness, etc.)	26%	55%	14%
Downhill skiing	21%	59%	13%
Arts, culture activities such as theater performances, museums	22%	56%	12%
Attending or participating in a sporting event	26%	46%	12%
Entertainment and nightlife	24%	46%	11%
High altitude training	15%	69%	11%
Ice skating	20%	52%	10%
Road biking	27%	34%	9%
Cross country skiing	14%	60%	9%
Visiting small towns and rural areas	22%	37%	8%
Snowmobiling	18%	44%	8%
Visiting historical sites	17%	42%	7%
Visiting a brewery/distillery	19%	35%	7%
Snowshoeing	14%	44%	6%
Tubing	13%	46%	6%
Health & wellness	19%	32%	6%
Sledding	15%	40%	6%
Scenic helicopter	8%	67%	5%
Visiting a spa	18%	31%	5%
Gondola rides	18%	29%	5%
Backcountry skiing	13%	37%	5%
Snowcat tour	13%	38%	5%
Ice climbing	13%	30%	4%
Fat biking	9%	24%	2%

Air Service

- Air service is important to attract more distant visitors, with 92% of those from the Northeast markets indicating they flew to Mammoth Lakes.
- Even among the California/Nevada visitors, a third flew to the destination.
- Those who were aware of the advertising were slightly more likely to fly (49% vs 47%).



Appendix: Questionnaire

A blue-tinted photograph of a snowy mountain range. The mountains are covered in snow with some rocky outcrops visible. In the foreground, there is a dense line of evergreen trees. The sky is filled with white clouds.

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Questionnaire

Mammoth Lakes, California (Shipyard)
2024-25 Ad Effectiveness WINTER

ZIP. What is your ZIP code? _____

S1. Who in your household is responsible for making decisions concerning travel destinations?

Me
Me and my spouse/partner
My spouse/partner → [TERMINATE]

Please indicate which of the following describe you.

[ROTATE]	YES	NO
I use video streaming services like Prime Video, Disney+, AppleTV+, Netflix, Max (formerly HBO Max), or Hulu		
I engage in skiing, snowmobiling and/or other outdoor winter activities		
Have you been on a snow vacation in the past 2 years? (The vacation could have included skiing, snowboarding, other winter snow activities or just enjoying winter scenery.)		
I normally take at least one leisure trip a year that involves an overnight stay or is at least 50 miles from home		TERMINATE IF NO TO BOTH at end of screeners
I am currently planning or have already planned an upcoming leisure trip		
I regularly use social media such as Facebook, X (formerly Twitter), Instagram, or TikTok		
I regularly engage in some form of physical exercise like walking, biking or participating in sports to help stay healthy		
I enjoy outdoor activities (passive or active)		
I enjoy being outdoors in nature		

TERMINATE IF NOT WINTER OR OUTDOOR ACTIVITIES

AGE. What is your age? _____ [IF UNDER 18 → TERMINATE AT END OF SCREENING QUESTIONS]

[END OF SCREENERS]

COMPETITIVE SET QUESTIONS

[COMPETITIVE SET]	Breckenridge, CO
Mammoth Lakes, CA	Park City, UT

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- 1 -

Big Bear Mountain, CA	Jackson Hole, WY
Lake Tahoe, CA	Vail, CO

Q1. How familiar are you with each of the following as a place to visit for a leisure trip?

[ROTATE]	Not at all familiar	Not very familiar	Somewhat familiar	Very familiar
[INSERT COMPETITIVE SET]				

Q2. Which of these places would you most like to visit for a leisure trip?

ROTATE
INSERT COMP SET

Q3. Based on what you know or have heard, how would you rate each of the following as a place to visit for a leisure trip?

[ROTATE]	Poor	Fair	Good	Very good	Excellent
[INSERT COMPETITIVE SET]					

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- 2 -

Q4. Which of these places have you visited in the past 12 months?

ROTATE
INSERT COMP SET

Q4A. [ASK IF VISITED IN Q4] Which of these places have you visited since December 2024?

ROTATE
INSERT COMP SET
None of these

Q5. How likely are you to visit each of these places in the next year for a leisure trip?

[ROTATE]	Not at all likely	Not very likely	Somewhat likely	Very likely	Already planning a trip
[INSERT COMPETITIVE SET]					

ASK Q5A AND Q5B IF NOT AT ALL OR NOT VERY LIKELY TO VISIT MAMMOTH

Q5a. Why are you ANSWER FROM Q5 to visit Mammoth Lakes, CA in the next year for a leisure trip? _____

Q5b. Are any of these reasons that you are ANSWER FROM Q5 to visit Mammoth Lakes, CA in the next year for a leisure trip? ROTATE

It is less interesting than other destinations
Too difficult to reach (not enough flights, etc.)
Doesn't fit the type of travel experience I am seeking
Too expensive to get to
General inflation
The state's politics
Gas prices
Flight prices
Uncertainty about the future
Unwelcoming atmosphere
None of these ANCHOR

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Questionnaire

Q6. How important are sustainability and stewardship efforts (a destination's practices around responsible tourism, such as conservation, recycling, etc.) in choosing the destinations you visit?

Not at all important	Slightly important	Neutral	Moderately important	Very important
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Q7. How important is it to you to practice responsible tourism/travel practices while in a destination?

Not at all important	Slightly important	Neutral	Moderately important	Very important
----------------------	--------------------	---------	----------------------	----------------

Q8a. While visiting a destination, do you take any of the following actions? Select all that apply.

- Stay in eco-friendly accommodations
- Take public transportation
- Respect the culture of local communities
- Buy from and supporting local businesses
- Travel slow (taking time to immerse oneself in a destination and prioritize quality over quantity)
- Say NO to single-use plastic
- Other (Specify)

Q8. [UNAIDED BRAND AWARENESS] Now we'd like you to rate two of these destinations. How much do you agree that [RATE MAMMOTH LAKES AND LAKE TAHOE; ROTATE DESTINATIONS] ...?

[ROTATE]	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Is a destination that values sustainability and stewardship					
Is a place I want to protect or keep beautiful					
Is an authentic outdoor playground					
Is a destination for outdoor adventurers					
Offers an abundance of year-round activities right outside your door					
Has an abundance of diverse terrain					
Is majestic in scale and awesome in its natural beauty					
Offers an extraordinary sense of awe and feeling of exhilaration					

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Is rustic and rugged					
Is unpretentious and down-to-earth					
Is like nothing I have ever seen before					
Is welcoming and friendly					
Is inclusive to all					
Is accessible to all					

ASK OF ENTIRE BASE.

Q6A_1. Are you aware of air service options to access the Mammoth Lakes? YES/NO
VISITOR ANSWERED YES TO Q4A_1

VISITATION

T1. When during the following months did you travel to Mammoth Lakes for a leisure trip? [SHOW MONTHS DECEMBER 2024 – MAY 2025] Select all that apply.

T1a. Are you an IKON pass holder?

YES
NO

Please tell us about your leisure trip to Mammoth Lakes in [MONTH YEAR]. [ONLY ASKING ABOUT FIRST TRIP FROM T1 TRIP]

T2. How important were sustainability and stewardship efforts in your destination choice for this trip?

Not at all important	Slightly important	Neutral	Moderately important	Very important
----------------------	--------------------	---------	----------------------	----------------

T3. How many times have you visited Mammoth Lakes before your visit [SHOW FIRST MONTH SELECTED]?

None, this was my first trip [FIRST TIME VISITOR]
Enter approximate number of trips prior to this trip

T4. When people travel for leisure, they will often have different needs or motivations depending on the particular trips. Please choose the main motivation for this trip.

RANK TOP THREE

[ROTATE]
Helped me enjoy life to the fullest
Allowed me to let go and feel completely carefree
Allowed me to immerse myself in the local life and culture
Helped me to meet new people and create memories
Allowed me to enjoy special moments together with my loved ones
Allowed me to strengthen relationships with those close to me
Restored my sense of harmony and balance

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Helped me to escape from everyday stress and pressure and find a sense of relaxation
Provided me with unique and interesting experiences
Broadened my knowledge & enriched my understanding of the world
Gave me a sense of exhilaration
Challenged me to try something new
Gave me time out to think and regain control of my life
Allowed me to feel organized and avoid surprises
Allowed me to connect with nature

T5. How many nights did you stay in Mammoth Lakes during this [MONTH YEAR] trip? If you did not stay overnight, please enter '0'. ____

T6. Including you, how many people were in your travel party? ____

T6A. [ASK IF Q5>1] How many people in your travel party were children under the age of 18?

T7. How did you travel to Mammoth Lakes for this trip?

- Flew
- Drove

T8. How far in advance of this trip did you choose Mammoth Lakes as your destination?

- Less than a week
- One to two weeks
- Three to four weeks
- One to three months
- Three to six months
- More than six months

[IF T5=0, SKIP Q9 SERIES]

T9. While in Mammoth Lakes, did you stay...? [ROTATE]

- With family and/or friends
- In a property I own
- In a rental unit (condo/ house)
- In an Airbnb/Vrbo
- In a hotel/motel
- At an RV park/Camping
- In other paid accommodations

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Questionnaire

T9A. [SHOW ONLY PAID ACCOMMODATIONS (CONDO THRU OTHER) SELECTED IN Q7]
We'd like to better understand the economic impact of tourism. Approximately how much did your travel party spend on this trip on your.... [SHOW WITH NUM BOX]

Rental unit (condo/ house)
In an Airbnb/Vrbo
Hotel/motel
RV park/Camping
Other paid accommodations

T10. Approximately how much did your travel party spend in Mammoth Lakes on the following **non-lodging** items during your [MONTH YEAR] trip?

If you spent nothing in a category, enter "0"
Dining out/nightlife
Groceries
Outdoor activities/attractions
Shopping
Entertainment such as shows, theater or concerts
Transportation to/from Mammoth Lakes
Transportation within Mammoth Lakes
Other

T11. Which of the following activities did you, or members of your travel party, participate in during your [MONTH YEAR] trip? *Select all that apply.* [ROTATE]

Skiing & Snowsport [CONFIRM WITH CLIENT MONTHS WITH SNOW]
Downhill skiing
Cross country skiing
Backcountry skiing
Snowboarding
Snowmobiling
Snowcat tour
Snowshoeing
Ice skating
Sledding
Ice climbing
Tubing
Fat biking
Other snow sport, specify _____
Viewing & Enjoying Natural Scenery
Scenic drives
Scenic helicopter

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Gondola rides
Visiting geological formations unique to the area
Sightseeing
Viewing mountains, lakes, etc.
Other, specify _____
Outdoor Activities
High altitude training
Fishing
Road biking [ANCHOR POSITION]
Other biking [ANCHOR POSITION]
Other outdoor activity, specify _____
Special Events
Festivals and events (music, food, arts, health & wellness, etc.)
Arts, culture activities such as theater performances, museums
Attending or participating in a sporting event
Other event, specify _____
Other Activities
Visiting small towns and rural areas
Visiting historical sites
Visiting a brewery/distillery
Visiting a spa
Fine dining or eating at a local restaurant
Shopping
Entertainment and nightlife
Visiting a national park, forest, or monument
Health & wellness
Other, specify _____
None of these activities [EXCLUSIVE]

T12. [SHOW ACTIVITIES SELECTED IN Q9 AND None of these] Which of these activities motivated your Mammoth Lakes vacation planning? *You may choose up to 5.*

T13. Thinking about your overall experience in Mammoth Lakes, would you say it was...?

Poor	Fair	Good	Very good	Excellent
------	------	------	-----------	-----------

T13a. What specifically caused you to rate your experience as ANSWER FROM T13?

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T14. How likely are you to recommend Mammoth Lakes to your friends or family as a destination to visit for a leisure trip?

Not at all likely	1	2	3	4	5	6	7	8	9	Extremely likely

PLANNING & MOTIVATION

Now we'd like you to think more generally about how you planned your trip(s) to Mammoth Lakes over the past year.

P1. In the course of researching or planning a leisure trip, have you gathered information in any of the following ways? (Select all that apply.) [ROTATE]

Destination website (www.visitmammoth.com)
Resort website (mammothmountain.com)
Other destination website (Mono County Tourism, Visit California, etc.) [ANCHOR AFTER ABOVE]
Family or friends
Online travel advice websites (TripAdvisor.com, AAA.com, etc.)
Guide books/websites like Frommer's or Lonely Planet
Magazine and newspaper articles
Advertisements (television, online, magazine, etc.)
Airline ad
Social media (Facebook, X (formerly Twitter), Instagram, etc.)
Online traveler reviews
Travel guide, visitor planning guide
Travel agent
Travel blog
Ski-snowboard website
Trade show
Video platform (YouTube, Vimeo)
Other, please specify _____
Did not gather information

P2. Was Mammoth Lakes familiar to you prior to your recent visit? *Select all that apply.* [ROTATE, ANCHOR OTHER AND NO..., I WAS NOT...]

Yes, I have family and friends there
Yes, I have family or friends who own property there
Yes, I've been many times and know it will deliver the vacation I want
Yes, I used to live in the area
Yes, I've always wanted to go there
Yes, I was attending a planned event (tournament, meeting, wedding, etc.)
Yes, I own a home there
Other (please specify) _____

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Questionnaire

No, I was not familiar with Mammoth Lakes prior to my recent trip





AD AWARENESS

Next you will be shown some travel advertisements. Please take a moment to view the ads and answer the questions.

VIDEO

I:\Ads Master\Mammoth Lakes\Winter 2024\SMARI\Winter Creative\YouTube

VIDEOS [SHOW ONLY ONE :30 AND ONE :15 VIDEO; ROTATE TO ENSURE SUFFICIENT MEASURE OF EACH VIDEO]

	
:30	:30
MAMMOTH_THE_REAL_UNREAL_30_REV WEB (1).mp4	Mammoth Lakes - 2023 - Winter - 30s Countdown - Final - Client.mov
VIMEO: 822707950	VIMEO: 940924302
	
:15	:15
MAMMOTH_ANOTHER PLANET_15_WEBMIX_UNSLATED_FINAL.mp4	MAMMOTH_ACRES_15_WEBMIX_UNSLATED_FINAL.mp4
VIMEO: 822739661	VIMEO: 822737994
	
:15	
MAMMOTH_HOW UNREAL_15_WEBMIX_UNSLATED_FINAL.mp4	
VIMEO: 822740903	

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ALL MARKETS PLUTO TV

I:\Ads Master\Mammoth Lakes\Winter 2025\FY2425 Winter Ad Tracker\FY2425 Winter Ad Tracker\ALL MARKETS\USE



ALL MARKETS UNDERTONE

I:\Ads Master\Mammoth Lakes\Winter 2025\FY2425 Winter Ad Tracker\FY2425 Winter Ad Tracker\ALL MARKETS\USE\Undertone



ALL MARKETS ALL GEAR SITE

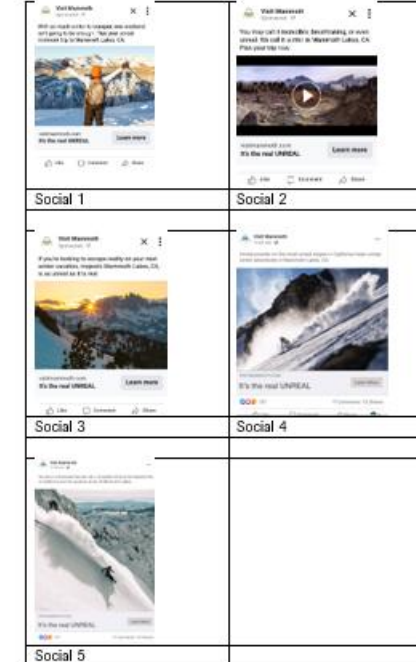
I:\Ads Master\Mammoth Lakes\Winter 2025\FY2425 Winter Ad Tracker\FY2425 Winter Ad Tracker\ALL MARKETS



SOCIAL DISPLAY

I:\Ads Master\Mammoth Lakes\Winter 2024\SMARI\Winter Creative\Facebook
Facebook

Strategic Marketing & Research Insights
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ADD FOR NORTHEAST MARKET

I:\Ads Master\Mammoth Lakes\Winter 2025\FY2425 Winter Ad Tracker\FY2425 Winter Ad Tracker\NE\USE\Social

Strategic Marketing & Research Insights
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Questionnaire



FB_NE Extension_Single Image_2_Screenshot



FB_NE Extension_Single Image_3_Screenshot



FB_NE Extension_Story_A_Screenshot



FB_NE Extension_Single Image_1_Screenshot

SOCIAL DISPLAY AIR SERVICE

Instagram

Stories 1	Stories 2

NATIVE DISPLAY

I:\Ads Master\Mammoth Lakes\Winter 2024\SMARI\Winter Creative\GDN



ALL MARKETS

TRAVELZOO

I:\Ads Master\Mammoth Lakes\Winter 2025\FY2425 Winter Ad Tracker\FY2425 Winter Ad Tracker\ALL MARKETS



ADD FOR NORTHEAST MARKET

I:\Ads Master\Mammoth Lakes\Winter 2025\FY2425 Winter Ad Tracker\FY2425 Winter Ad Tracker\NEUSE\Native



NATIVE DISPLAY AIR SERVICE

I:\Ads Master\Mammoth Lakes\Winter 2024\SMARI\Winter Creative\TTD

DIGITAL DISPLAY

I:\Ads Master\Mammoth Lakes\Winter 2024\SMARI\Winter Creative\TTD



ADD FOR NORTHEAST MARKET

I:\Ads Master\Mammoth Lakes\Winter 2025\FY2425 Winter Ad Tracker\FY2425 Winter Ad Tracker\NEUSE\AirServiceBanner

Questionnaire



GGN_NE Extension_AirServiceBanner_105x600



GGN_NE Extension_AirServiceBanner_300x250



GGN_NE Extension_AirServiceBanner_300x600

DIGITAL RICH MEDIA

ADD FOR NORTHEAST MARKET


I:\Ads Master\Mammoth Lakes\Winter 2025\FY2425 Winter Ad Tracker\FY2425 Winter Ad Tracker\NE\USE



On The Snow_1x1_East_Screenshot

I:\Ads Master\Mammoth Lakes\Winter 2024\SMAR\Winter Creative\On The Snow\High Impact Display\NA High Impact Bundle - CA, NV

I:\Ads Master\Mammoth Lakes\Winter 2024\SMAR\Winter Creative\On The Snow\High Impact Display\NA High Impact Bundle - Denver

	
380654791_OnTheSnow_FY24_MLT_All Seasons_Winter_Awareness_WinterSportEnthusiasts_CA+NV_HighImpactDisplay_MobileScroller_1x1	380634319_OnTheSnow_FY24_MLT_All Seasons_Winter_Awareness_WinterSportEnthusiasts_CA+NV_HighImpactDisplay_BigScreen_1x1_Desktop
	
380634319_OnTheSnow_FY24_MLT_All Seasons_Winter_Awareness_WinterSportEnthusiasts_CA+NV_HighImpactDisplay_BigScreen_1x1_Mobile Static	

PRINT

I:\Ads Master\Mammoth Lakes\Winter 2024\SMAR\Winter Creative\Print

			
MAMFY24 Inflight Mag Ad_r03.pdf	MLT_WinterCampaign2023_UnitedHemispheres.pdf		

ADD FOR ALL

I:\Ads Master\Mammoth Lakes\Winter 2025\FY2425 Winter Ad Tracker\FY2425 Winter Ad Tracker\ALL MARKETS\USE\Pandora



Pandora_Audio-Spot Banner_Mobile



Pandora_Mobile Interstitial2_Screenshot



Pandora_Mobile Interstitial1_Screenshot

PANDORA SEQUENTIAL RADIO

CA NV AND NORTHEAST MARKETS ONLY

I:\Ads Master\Mammoth Lakes\Winter 2024\SMAR\Winter Creative\Pandora

30-sec ads

Spot 1: 104103_S1_V1_GBurns.mp3

Vimeo# 940988715

Spot 2: 104103_S2_V1_GBurns.mp3

Vimeo # 940988745

Spot 3: 104103_S3_V1_GBurns_BMukai ASzarkowski

Vimeo # 940988767

PANDORA STANDARD AUDIO

NORTHEAST MARKET ONLY

<https://vimeo.com/1080688860>

Ad1. [ASK AFTER EACH AD/GROUP OF ADS] Do you recall seeing [this ad/these ads] or ads like them for Mammoth Lakes, California?

Questionnaire

Yes
No

Ad2. Thinking about all of the ads you have just seen, what is your reaction to [this ad/these ads]?

Positive
Negative
Neutral

Ad3. [ASK IF Ad2 IS NEGATIVE; ASK] Why do you feel that way? _____

communicationgrid. When you think about all of the content you just saw as a whole, how much do you agree that this content communicates that Mammoth Lakes is...

ROTATE	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
A place that offers an exhilarating environment and activities					
A place that inspires me to want to keep Mammoth Lakes beautiful					
A place that exudes a sense of awe and wonder					
An authentic outdoor playground					
Like nothing I have seen or experienced before					
A place that I want to take a vacation to					

GUIDE. [SHOW COVER OF VISITOR GUIDE] Have you used this Visitor Guide? YES/NO

I:\Ads Master\Mammoth Lakes\Winter 2024

[ASK GUIDE2 AND GUIDE3 IF YES AT GUIDE; SHOW ALL QUESTIONS ON SAME SCREEN WITH IMAGE]



GUIDE2. Which version of the Visitor Guide did you use? Print/Digital/Both

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GUIDE3. Did you review the Visitor Guide...?

Before deciding to visit Mammoth Lakes, while considering places to go
After deciding to visit Mammoth Lakes, to help plan your trip
Once arrived in Mammoth Lakes, as a resource

GUIDE4. How would you rate the usefulness of the guide?

Not useful	Somewhat useful	Very useful
------------	-----------------	-------------

GUIDE5. Please tell us why you rated it this way. _____

SOCIAL 1. Do you follow Visit Mammoth on any of the following social channels? [SHOW MLT TILE FOR EACH]

Facebook
Instagram
X (formerly Twitter)
Tik Tok
YouTube
Pinterest
Other
Do not follow Visit Mammoth on any social channels



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CURRENT SITUATION

C1. Think about your recent travel plans with the U.S. Which of these apply to you?

ROTATE, ANCHOR NONE	
I have canceled a leisure trip	
I have postponed a leisure trip	
I have decided to visit a location closer to home rather than a more distant destination	
None of these EXCLUSIVE	

C2. What impact is each of these currently having on your leisure travel plans?

ROTATE	Strong negative impact	Negative Impact	No Impact	Positive Impact	Strong Positive impact
The U.S. economy					
General inflation and rising costs					
Domestic politics					
Global conflicts and tensions					
Gas prices					
Flight prices					
Hotel/lodging prices					
Health and safety perceptions					
Flight safety					
Trade wars and tariffs					
Uncertainty about the future					
Climate change and extreme weather					
Discrimination towards minorities					

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Questionnaire

DEMOS

The following questions are for classification purposes only so that your responses may be grouped with those of others.

marital. Are you currently...?

- Married
- Divorced/separated
- Widowed
- Single/never married

PPHH. Including you, how many people are currently living in your household? ____

[IF PPHHH>]Kids. How many living in your household are children under the age of 18?

education. Which of the following categories represents the last grade of school you completed?

- High school or less
- Some college/technical school
- College graduate
- Post-graduate degree

income. Which of the following categories best represents your total household income before taxes?

- Less than \$35,000
- \$35,000 but less than \$50,000
- \$50,000 but less than \$75,000
- \$75,000 but less than \$100,000
- \$100,000 but less than \$150,000
- \$150,000 but less than \$200,000
- \$200,000 - \$300,000
- \$300,000 - \$400,000
- \$400,000 - \$500,000
- \$500,000+

eth. Which of the following best describes your ethnic heritage? Are you...?

Select all that apply.

- African-American/Black
- Asian
- American Indian or Alaska Native
- Caucasian/White
- Hispanic/Latino
- Middle Eastern or North African

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Native Hawaiian or Other Pacific Islander

Other, please specify

gender. Do you identify as...

- Male
- Female
- Non-binary
- Prefer not to answer

Identity. Do you identify as LGBTQ+?

- YES
- NO
- Prefer not to answer

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MAMMOTH LAKES TOURISM

Without A Trace

JUNE 2025





CAMPAIGN PURPOSE

When you're in Mammoth Lakes, surrounded by breathtaking peaks, alpine lakes, and unreal geological features, it's natural to feel a deep connection to the environment.

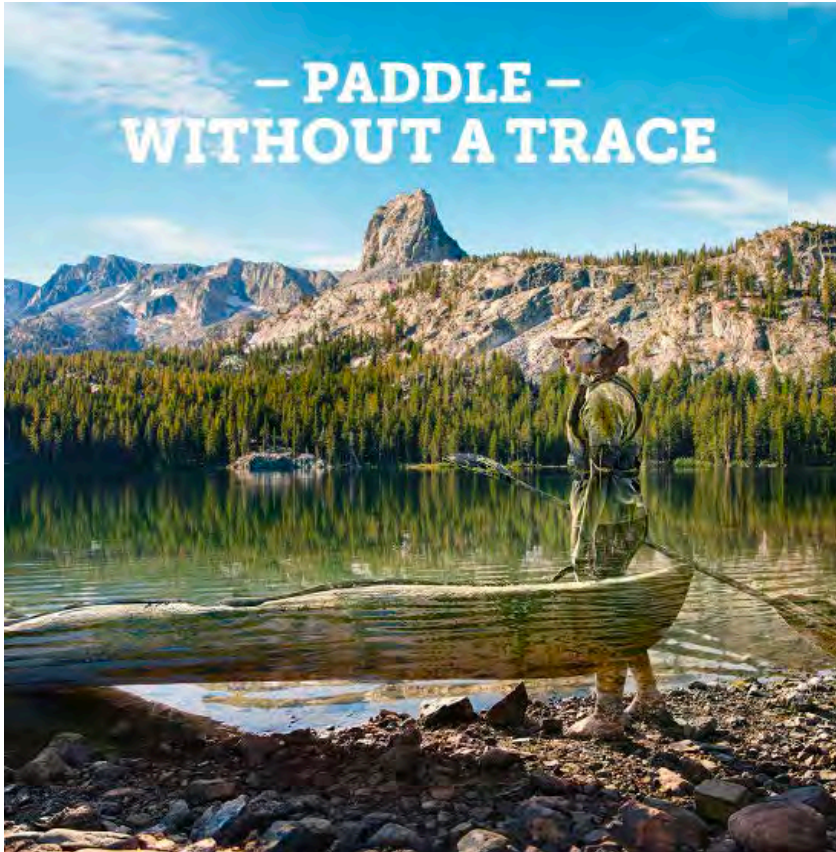
This campaign harnesses that emotional pull to inspire more thoughtful and respectful behavior from visitors and locals alike—encouraging them to tread lightly and preserve the beauty of this place for generations to come.

Using a visual technique where individuals appear painted to blend seamlessly into the landscapes around them, the campaign drives home a simple but powerful message: the best way to experience Mammoth Lakes is to leave no trace at all. By meeting visitors both before they arrive and once they're here, this effort aims to shift mindsets and spark stewardship through artful storytelling and thoughtful imagery.



MEDIA

PROGRAM PARAMETERS



Approach:

Adventure Without a Trace. The goal of this campaign is to motivate target audience prior to arrival to take care of Mammoth Lakes and be good stewards of the land during their visit.

Publishers: Facebook/Instagram and Undertone

Targeting:

Outdoor enthusiasts who have been previously exposed to MLT Brand and show intent to travel to the destination.

Geo-Target: CA+NV

Timing: July – Sep 2025



CREATIVE





visitmammoth

Visit Mammoth

Mammoth Lakes welcomes over 1.7M visitors yearly. That has a major impact. So we all need to practice responsible recreation.



Help #KeepMammothUnreal.

Learn More

541

26 Comments

87 Shares

Like

Comment

Share

A hiker with a backpack stands on a rocky mountain trail, looking out over a vast landscape of snow-capped mountains and a forested valley. The text "- HIKE - WITHOUT A TRACE" is overlaid in white at the top.

MAMMOTH LAKES TOURISM

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©2025 6

Video starts with a static image of our unpainted kayaker at the shoreline. Over 10 seconds, we see the painting scribble on to the kayaker so that she he blends in with the landscape. Light, ethereal music and nature SFX add texture.

SUPER 1:

PADDLE WITHOUT A TRACE

SUPER 2:

Mammoth Lakes welcomes over 1.7M visitors yearly. That means we all need to help protect it. So, pack out what you pack in. Treat others with kindness. And always practice responsible recreation.

LOGO:

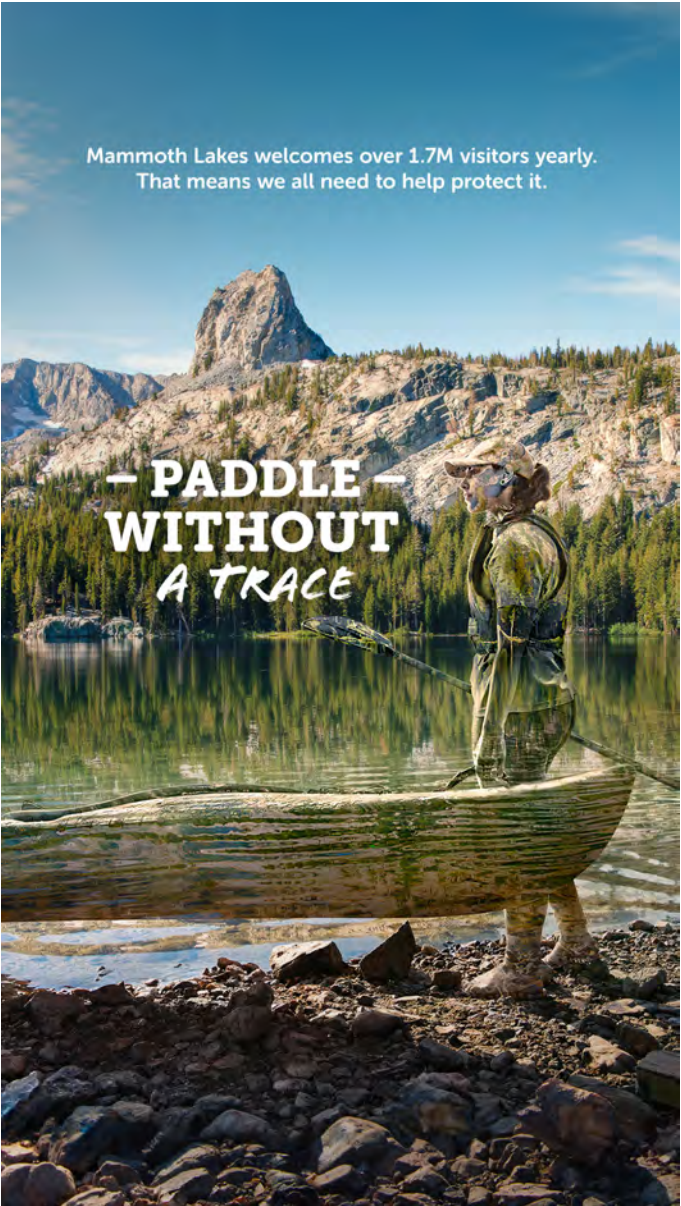
#KeepMammothUnreal

CTA:

LEARN MORE



FRAME 1



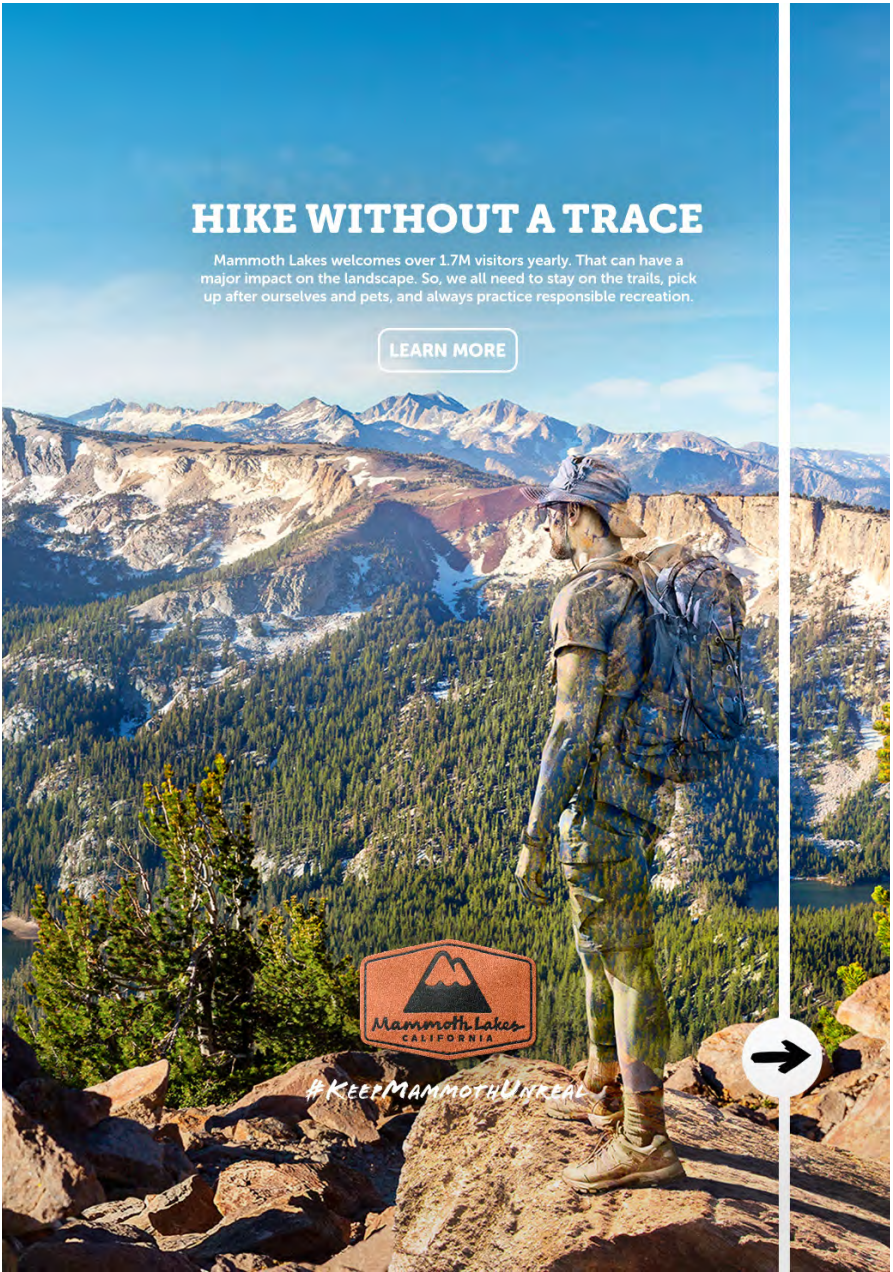
FRAME 2



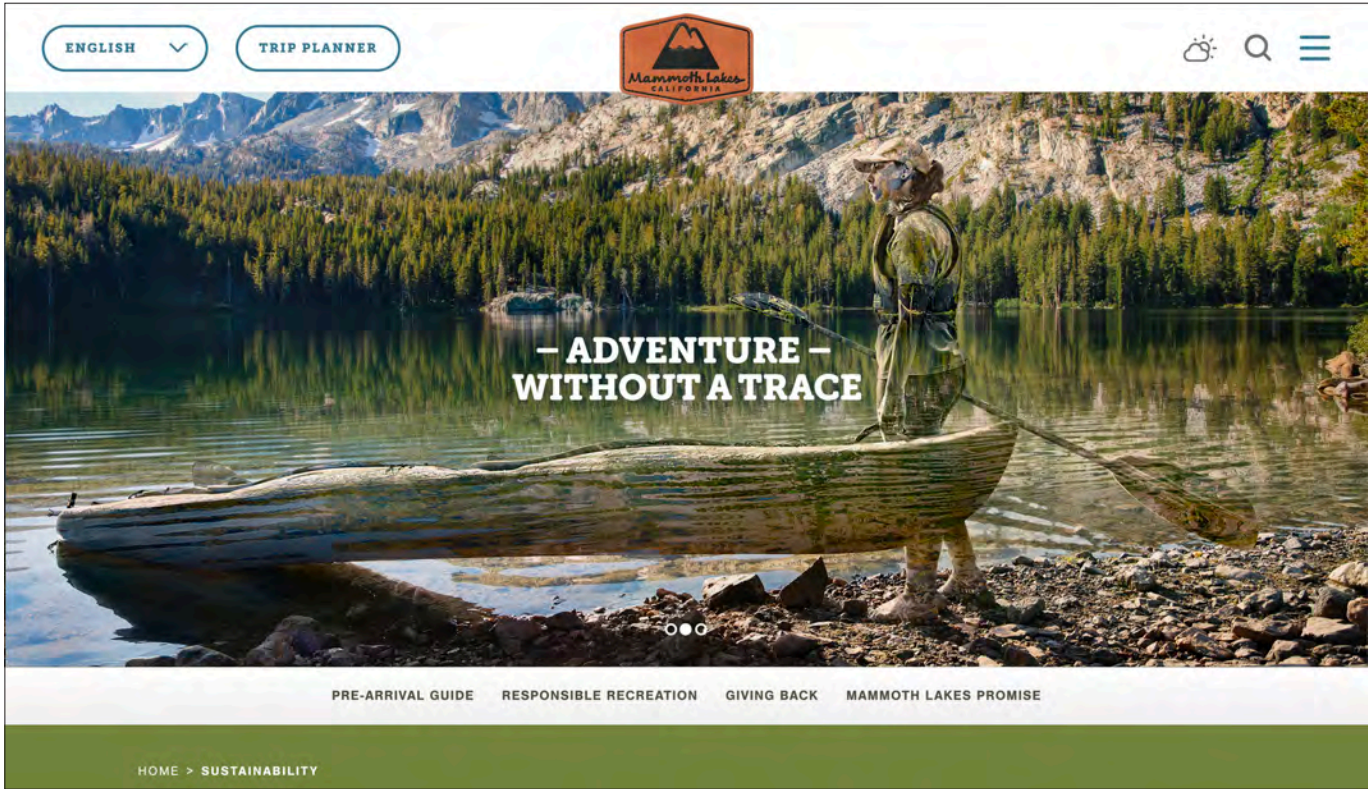
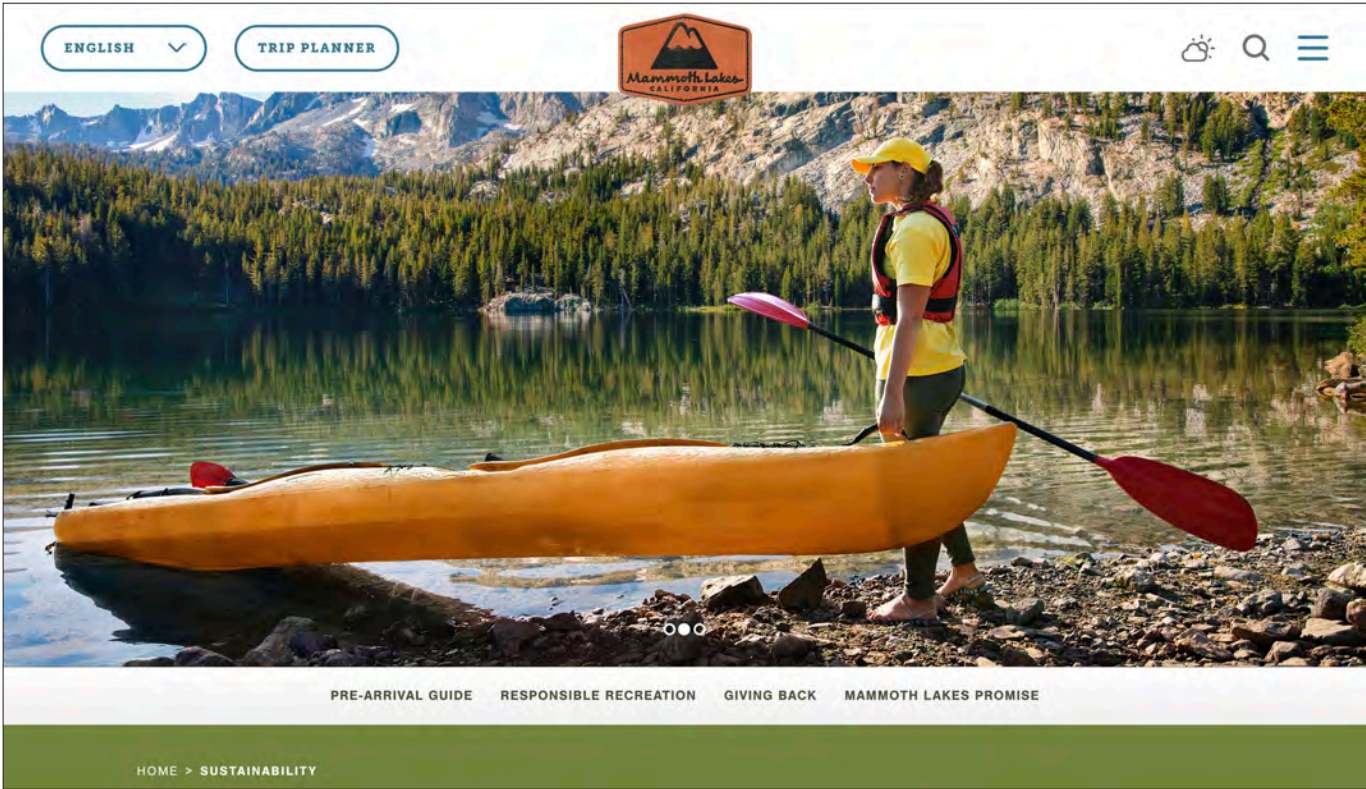
FRAME 3



FRAME 1



FRAME 2





LAUNCH PLAN

Paid Media:

A phased rollout across paid social and in-market media maximizes visibility and engagement.

Early July:

- Static Social Carousels: Multi-panel units for more complete storytelling.
- In-Market Posters: Local presence reinforces campaign messaging for visitors already in Mammoth Lakes along with residents.

Mid-July:

- Video Social (Reels + Stories): Short-form video content for high engagement and sharing on Instagram and Facebook.
- High-Impact Slider Units: Interactive placements to extend reach beyond social.

Owned Media:

MLT’s owned channels reinforce the campaign across July with targeted content and community engagement.

Early July:

- Post Carousel Hike Without a Trace content to FB and IG.
- Follow up with additional hiking content, including reminders about Hiking Without a Trace and other sustainability efforts.

Mid July:

- Shift focus to paddling and water-based experiences, tying in sustainability best practices for waterways.

IG Stories + Highlights

- Post vertical video stories that emphasize key tips and visuals, then archive to the Sustainability IG highlight for long-term visibility.
- Encourage audiences to participate by sharing how they Adventure Without a Trace. Using the hashtag #KeepMammothUnreal to tie into the broader campaign narrative.

Partner Engagement:

A partner-driven amplification plan will extend the campaign’s message through trusted local voices and organizations.

Partner Toolkit via 5 in 5 Newsletter: Distribute a toolkit to regional partners with campaign messaging, social media assets, and guidance on how to support the initiative. Including:

- Clean, headline-free Without a Trace images for partners to use in their social feeds
- Example copy and additional guidance on language
- Poster executions in 11x17 and 8x11 sizes for placement in local businesses
- Instructions for integrating campaign into their newsletters

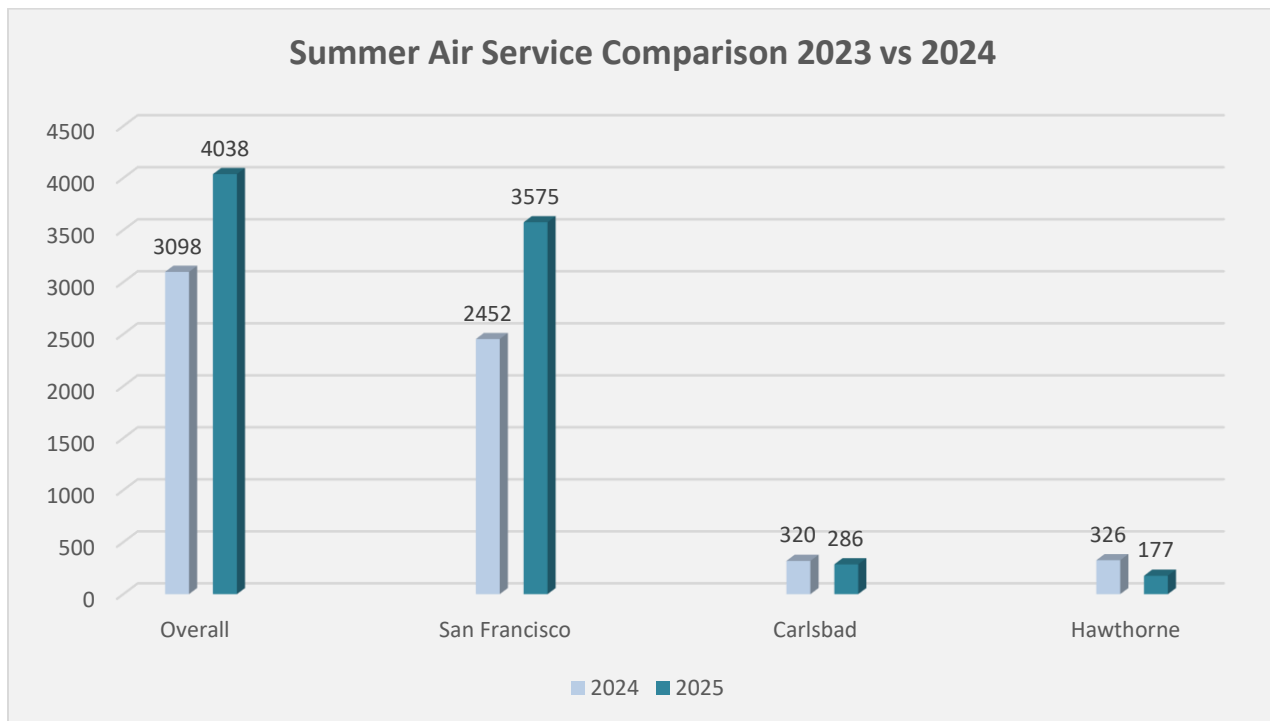
Potential Mammoth Mountain Collaboration: Explore collaborative Instagram posts with Mammoth Mountain to increase campaign visibility.

Thank You



Summer Air Service Update 7-17-25

Bookings



- San Francisco is up +1,123, which is +46% compared to last year with 21% more capacity (1,972 extra seats)
- Carlsbad is down -34, which is -11% compared to last year.
- Hawthorne is down -149, which is -46% compared to last year.



Mammoth Lakes Tourism Financial Report July 17, 2025

Preliminary Transient Occupancy Tax (TOT)

- 13% TOT collections for May 2025 came in at \$839,797 which is +\$162,197 and +24% to budget
- YTD TOT rev. is \$26,883,614 which is +\$9,269,434 and +53% to Budget and +\$804,599 and +3% to LY
- May TOT was -\$86,870 and -9.3% to LY
- 2% Measure L collected for May 2025 = \$119,363 and YTD = \$1,805,375 for housing initiatives
- TOTAL TOT collections (combined 13% and 15%) for May 2025 were \$959,160

Preliminary Tourism Business Improvement District (TBID)

- TBID collections for May 2025 came in at \$243,772 which is -\$21,228 and -8% to budget.
- YTD TBID revenue is \$6,596,635 which is -\$278,375 and -4% to Budget and +\$206,152 and +3.2% to LY
- May TBID was +\$870 and +0.4% to LY

	May 2024	May 2025	Budget	Diff to LY	Diff to Budget	
Lodging	\$68,621	\$74,065	\$85,000	+\$5,444	-\$10,935	-12.9%
Retail	\$73,721	\$70,097	\$85,000	-\$3,264	-\$14,903	-17.5%
Restaurant	\$72,583	\$64,388	\$60,000	-\$8,196	+\$4,388	+7.3%
Ski Area*	\$27,976	\$35,222	\$35,000	+\$7,246	+\$222	FLAT

* This is not equal comparison as we have added .5% to MMSA (from 2% to 2.5%) and added golf

Bank Balances

- Measure A Checking account balance = \$1,135,737.68
- Measure A Savings account balance = \$5,023.85
- TBID Checking account balance = \$2,123,558.25
- TBID Savings account balance = \$5,019.12
- 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 = \$470,201.74 (Value at maturity 7/31/25 = \$471,669.07)
- Special Event CDARS account balance = \$288,924 (Value at maturity 10/23/25 = \$292,548.66)

Money Market Account

Balance of the FDIC Insured TBID Money Market account is \$1,756,867.96

Tourism Reserve Fund

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

- The current balance is \$1,675,628

Profit and Loss Statements (P&L)

- Please let us know if you have any questions.

Transient Occupancy Tax
 Collection through May 2025

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	4,342,251	3,774,158	2,171,658	926,667	1,257,382	27,423,267
YTD collection as % of Full Year	8.0%	7.0%	5.3%	3.9%	3.7%	11.7%	14.9%	15.8%	13.8%	7.9%	3.4%	4.6%	
2024-2025	2,274,839	1,936,280	1,290,607	1,014,496	919,486	3,762,160	4,739,284	4,230,789	3,825,895	2,028,179	834,413	-	26,856,428
YTD collection as % of Full Year	8.5%	7.2%	4.8%	3.8%	3.4%	14.0%	17.6%	15.8%	14.2%	7.6%	3.1%	0.0%	

% change from prior year	4.0%	0.3%	-10.7%	-4.3%	-9.6%	16.8%	15.9%	-2.6%	1.4%	-6.6%	-10.0%	0.0%	-2.1%
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Average monthly collection prior 3 yrs	2,323,425	1,859,574	1,170,262	942,910	1,250,181	3,888,073	4,449,612	4,097,749	3,335,898	2,197,678	1,020,844	1,334,642	27,870,846
Average Monthly collection as % of Full Year	8.3%	6.7%	4.2%	3.4%	4.5%	14.0%	16.0%	14.7%	12.0%	7.9%	3.7%	4.8%	100.0%
Average YTD collection as % of Full Year	8.3%	15.0%	19.2%	22.6%	27.1%	41.0%	57.0%	71.7%	83.7%	91.5%	95.2%	100.0%	

2. TOT Budget and Estimates (FY 2024-2025)

FY 24-25 BUDGETED full-year revenue	Rate	18,500,000	Estimated Reserves (*)	Actual Reserves
less Tourism	18.08%	3,344,000	\$ 1,670,714	\$ 1,510,585
less Housing	6.54%	1,209,615	\$ 604,301	\$ 546,382
less Transit	6.54%	1,209,615	\$ 604,301	\$ 546,382
Net to Town's General Fund		12,736,769	* 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: 3,553,386			Quarter Total: 4,036,554			Quarter Total: 7,887,866			Quarter Total: 3,022,194			18,500,000
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Full-Yr Total
FY 24-25 Budgeted Monthly Revenue	\$ 1,542,242	\$ 1,234,348	\$ 776,796	\$ 625,885	\$ 829,845	\$ 2,580,824	\$ 2,953,562	\$ 2,720,003	\$ 2,214,301	\$ 1,458,774	\$ 677,600	\$ 885,820	18,500,000

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	YTD
FY 24-25 Actual Collection	2,274,839	1,936,280	1,290,607	1,014,496	919,486	3,762,160	4,739,284	4,230,789	3,825,895	2,028,179	834,413	-	26,856,428

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	YTD
FY 24-25 Differences: Budget vs Actuals YTD	732,597	701,932	513,811	388,611	89,641	1,181,336	1,785,722	1,510,786	1,611,594	569,405	156,813	-	9,242,248
Percent Over/(Under) Budget	48%	57%	66%	62%	11%	46%	60%	56%	73%	39%	23%		50%

Cumulative difference to date: 9,242,248 52%

Cumulative actual to last year actual difference to date: 782,797 3%

Transient Occupancy Tax
Collection through February 2025

1. TOT REVENUE COLLECTIONS by FISCAL year													
Year	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	YTD
2024-2025 - Year 1	-	-	-	-	-	-	344,251	519,146	522,011	295,111	125,987	-	1,806,506
YTD collection as % of Full Year	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.1%	28.7%	28.9%	16.3%	7.0%	0.0%	
2025-2026 - Year 2	-	-					-	-	-	-	-	-	-
YTD collection as % of Full Year	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	
2026-2027 - Year 3	-	-					-	-	-	-	-	-	-
YTD collection as % of Full Year	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	
2027-2028 - Year 4	-	-					-	-	-	-	-	-	-
YTD collection as % of Full Year	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	
2028-2029 - Year 5	-	-					-	-	-	-	-	-	-
YTD collection as % of Full Year	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	
2029-2030 - Year 6	-	-					-	-	-	-	-	-	-
YTD collection as % of Full Year	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	
2030-2031 - Year 7	-	-					-	-	-	-	-	-	-
YTD collection as % of Full Year	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	
2031-2032 - Year 8	-	-					-	-	-	-	-	-	-
YTD collection as % of Full Year	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	
2032-2033 - Year 9	-	-					-	-	-	-	-	-	-
YTD collection as % of Full Year	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	
2033-2034 - Year 10	-	-					-	-	-	-	-	-	-
YTD collection as % of Full Year	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	
% change from prior year	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Average monthly collection prior 3 yrs	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	344,251	519,146	522,011	297,595	119,363	-	1,802,366
Average Monthly collection as % of Full Year													
Average YTD collection as % of Full Year													

2. TOT Budget and Estimates - Measure L (FY 2024-2025)

	Quarter Total: -			Quarter Total: -			Quarter Total: 1,100,000			Quarter Total: 470,000			1,570,000
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Full-Yr Total
FY 24-25 Budgeted Monthly Revenue	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 340,000	\$ 420,000	\$ 340,000	\$ 225,000	\$ 105,000	\$ 140,000	1,570,000
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	YTD
FY 24-25 Actual Collection	-	-	-	-	-	-	344,251	519,146	522,011	275,562	125,987	-	1,786,957
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	YTD
FY 24-25 Differences: Budget vs Actuals YTD			-	-	-	-	4,251	99,146	182,011	50,562	20,987	-	356,957

Cumulative actual to last year actual difference to date:

 0%

Estimated TBID Revenue Fiscal 2024-25

LODGING ALL	July	August	September	October	November	December	January	February	March	April	May	June	TOTAL
Est. TOT Revenue	\$2,275,000	\$1,950,000	\$1,365,000	\$1,040,000	\$1,040,000	\$3,770,000	\$4,225,000	\$4,355,000	\$3,770,000	\$2,080,000	\$1,105,000	\$1,300,000	\$28,275,000
Actual Total Revenue	\$16,416,805	\$14,920,601	\$9,702,890	\$7,670,919	\$7,122,800	\$28,691,600	\$31,589,239	\$33,092,117	\$30,071,975	\$15,278,115	\$7,406,502	\$0	\$201,963,563
Est. Total Revenue	\$17,500,000	\$15,000,000	\$10,500,000	\$8,000,000	\$8,000,000	\$29,000,000	\$32,500,000	\$33,500,000	\$29,000,000	\$16,000,000	\$8,500,000	\$10,000,000	\$217,500,000
Est. TBID Revenue @1%	\$175,000	\$150,000	\$105,000	\$80,000	\$80,000	\$290,000	\$325,000	\$335,000	\$290,000	\$160,000	\$85,000	\$100,000	\$2,175,000
Actual Revenue	\$164,168	\$149,206	\$97,029	\$76,709	\$71,228	\$286,916	\$315,892	\$330,921	\$300,720	\$152,781	\$74,065		\$2,019,636
% Change Bud to Act	(\$10,832)	(\$794)	(\$7,971)	(\$3,291)	(\$8,772)	(\$3,084)	(\$9,108)	(\$4,079)	\$10,720	(\$7,219)	(\$10,935)	(\$100,000)	(\$155,364)
% Change Bud to Act	-6.19%	-0.53%	-7.59%	-4.11%	-10.97%	-1.06%	-2.81%	-1.22%	3.70%	-4.51%	-12.86%	-100.00%	-7.14%
Cummulative Act to Bud	(\$10,832)	(\$11,626)	(\$19,597)	(\$22,888)	(\$31,660)	(\$34,744)	(\$43,851)	(\$47,930)	(\$37,211)	(\$44,429)	(\$55,364)	(\$155,364)	

Retail		July	August	September	October	November	December	January	February	March	April	May	June	TOTAL
Est. Total Revenue		\$9,333,333	\$8,666,667	\$6,000,000	\$4,666,667	\$7,000,000	\$15,000,000	\$14,000,000	\$14,000,000	\$12,333,333	\$8,333,333	\$5,666,667	\$7,666,667	\$112,666,667
Actual Total Revenue		\$8,745,483	\$7,447,073	\$4,920,206	\$3,935,303	\$5,878,665	\$11,366,600	\$12,849,673	\$9,877,408	\$10,712,028	\$8,619,733	\$4,673,126	\$0	\$89,025,299
Est. TBID Revenue @ 1.5%		\$140,000	\$130,000	\$90,000	\$70,000	\$105,000	\$225,000	\$210,000	\$210,000	\$185,000	\$125,000	\$85,000	\$115,000	\$1,690,000
Actual Revenue		\$131,182	\$111,706	\$73,803	\$59,030	\$88,180	\$170,499	\$192,745	\$148,161	\$160,680	\$129,296	\$70,097		\$1,335,379
% Change Bud to Act		(\$8,818)	(\$18,294)	(\$16,197)	(\$10,970)	(\$16,820)	(\$54,501)	(\$17,255)	(\$61,839)	(\$24,320)	\$4,296	(\$14,903)	(\$115,000)	(\$354,621)
% Change Bud to Act		-6.30%	-14.07%	-18.00%	-15.67%	-16.02%	-24.22%	-8.22%	-29.45%	-13.15%	3.44%	-17.53%	-100.00%	-20.98%
Cummulative Act to Bud		(\$8,818)	(\$27,112)	(\$43,309)	(\$54,279)	(\$71,099)	(\$125,600)	(\$142,855)	(\$204,694)	(\$229,013)	(\$224,717)	(\$239,621)	(\$354,621)	

Restaurant	July	August	September	October	November	December	January	February	March	April	May	June	TOTAL
Est. Total Revenue	\$8,666,667	\$7,333,333	\$5,666,667	\$4,000,000	\$6,333,333	\$11,666,667	\$11,666,667	\$13,333,333	\$12,000,000	\$7,666,667	\$4,000,000	\$5,333,333	\$97,666,667
Actual Total Revenue	\$7,696,437	\$7,497,490	\$5,140,348	\$4,063,195	\$5,200,785	\$11,165,000	\$11,946,465	\$12,855,179	\$12,865,741	\$8,443,133	\$4,292,509	\$0	\$91,166,282
Est. TBID Revenue @1.5%	\$130,000	\$110,000	\$85,000	\$60,000	\$95,000	\$175,000	\$175,000	\$200,000	\$180,000	\$115,000	\$60,000	\$80,000	\$1,465,000
Actual Revenue	\$115,447	\$112,462	\$77,105	\$60,948	\$78,012	\$167,475	\$179,197	\$192,828	\$192,986	\$126,647	\$64,388		\$1,367,494
% Change Bud to Act	(\$14,553)	\$2,462	(\$7,895)	\$948	(\$16,988)	(\$7,525)	\$4,197	(\$7,172)	\$12,986	\$11,647	\$4,388	(\$80,000)	(\$97,506)
% Change Bud to Act	-11.19%	2.24%	-17.88%	1.58%	-9.29%	-4.30%	2.40%	-3.59%	7.21%	10.13%	7.31%	-100.00%	-6.66%
Cummulative Act to Bud	(\$14,553)	(\$12,091)	(\$19,986)	(\$19,038)	(\$36,026)	(\$43,551)	(\$39,354)	(\$46,527)	(\$33,540)	(\$21,893)	(\$17,506)	(\$97,506)	

MMSA Lift & Ski School	July	August	September	October	November	December	January	February	March	April	May	June	TOTAL
Est. Total Revenue	\$1,200,000	\$1,000,000	\$2,200,000	\$2,000,000	\$5,800,000	\$12,600,000	\$15,200,000	\$15,200,000	\$12,000,000	\$5,000,000	\$1,400,000	\$1,200,000	\$74,800,000
Actual Total Revenue	\$2,207,900	\$2,988,911	\$172,640	\$1,238,330	\$5,320,653	\$15,302,680	\$15,656,940	\$13,891,335	\$12,168,798	\$4,607,560	\$1,408,880	\$0	\$74,964,627
Est. TBID Revenue @2.5%	\$30,000	\$25,000	\$55,000	\$50,000	\$145,000	\$315,000	\$380,000	\$380,000	\$300,000	\$125,000	\$35,000	\$30,000	\$1,870,000
Actual Revenue	\$55,197	\$74,723	\$4,316	\$30,958	\$133,016	\$382,567	\$391,424	\$347,283	\$304,220	\$115,189	\$35,222		\$1,874,116
% Change Bud to Act	\$25,197	\$49,723	(\$50,684)	(\$19,042)	(\$11,984)	\$67,567	\$11,424	(\$32,717)	\$4,220	(\$9,811)	\$222	(\$30,000)	\$4,116
% Change Bud to Act	83.99%	198.89%	-92.15%	-38.08%	-8.26%	21.45%	3.01%	-8.61%	1.41%	-7.85%	0.63%	-100.00%	0.22%
Cummulative Act to Bud	\$25,197	\$74,920	\$24,236	\$5,195	(\$6,789)	\$60,778	\$72,201	\$39,485	\$43,705	\$33,894	\$34,116	\$4,116	

Monthly TBID Rev Budget	\$475,000	\$415,000	\$335,000	\$260,000	\$425,000	\$1,005,000	\$1,090,000	\$1,125,000	\$955,000	\$525,000	\$265,000	\$325,000	\$7,200,000
ACTUALS by Month	\$465,994	\$448,097	\$252,253	\$227,645	\$370,436	\$1,007,457	\$1,079,258	\$1,019,193	\$958,606	\$523,913	\$243,772	\$0	\$6,596,625
Budget vs. Actual	(\$9,006)	\$33,097	(\$82,747)	(\$32,355)	(\$54,564)	\$2,457	(\$10,742)	(\$105,807)	\$3,606	(\$1,087)	(\$21,228)	(\$325,000)	(\$603,375)
% Difference Budget to Actual	-1.90%	7.98%	-24.70%	-12.44%	-12.84%	0.24%	-0.99%	-9.41%	0.38%	-0.21%	-8.01%	-100.00%	-8.38%
Cummulative Budget \$\$\$	\$475,000	\$890,000	\$1,225,000	\$1,485,000	\$1,910,000	\$2,915,000	\$4,005,000	\$5,130,000	\$6,085,000	\$6,610,000	\$6,875,000	\$7,200,000	
YTD Actual Cumulative \$\$\$	\$465,994	\$914,092	\$1,166,345	\$1,393,990	\$1,764,426	\$2,771,883	\$3,851,141	\$4,870,334	\$5,828,940	\$6,352,853	\$6,596,625	\$6,596,625	
Cumm Diff Budget to Actual	(\$9,006)	\$24,092	(\$58,655)	(\$91,010)	(\$145,574)	(\$143,117)	(\$153,859)	(\$259,666)	(\$256,060)	(\$257,147)	(\$278,375)	(\$603,375)	
% Difference to Actual	-1.90%	2.71%	-4.79%	-6.13%	-7.62%	-4.91%	-3.84%	-5.06%	-4.21%	-3.89%	-4.05%	-8.38%	
Actual 2023-24	\$436,316	\$380,501	\$324,510	\$249,732	\$387,281	\$857,907	\$1,032,218	\$1,075,512	\$894,616	\$508,979	\$242,902	\$294,650	\$6,685,122
\$ Difference YOY	\$29,678	\$67,596	(\$72,256)	(\$22,087)	(\$16,845)	\$149,550	\$47,040	(\$56,319)	\$63,990	\$14,934	\$870	(\$294,650)	
% Difference YOY	6.80%	17.77%	-22.27%	-8.84%	-4.35%	17.43%	4.56%	-5.24%	7.15%	2.93%	0.36%	-100.00%	
LY Cumulative	\$436,316	\$816,817	\$1,141,327	\$1,391,058	\$1,778,340	\$2,636,247	\$3,668,464	\$4,743,976	\$5,638,592	\$6,147,571	\$6,390,473	\$6,685,122	
Cummulative YOY \$ Change	\$29,678	\$97,274	\$25,018	\$2,931	(\$13,914)	\$135,636	\$182,677	\$126,358	\$190,348	\$205,283	\$206,152	(\$88,497)	
Cummulative % Diff YOY	6.80%	11.91%	2.19%	0.21%	-0.78%	5.15%	4.98%	2.66%	3.38%	3.34%	3.23%	-1.32%	

% of Total		
30.2%	Budget	
30.6%	Actual	
23.5%	Budget	
20.2%	Actual	
20.3%	Budget	
20.7%	Actual	
26.0%	Budget	
28.4%	Actual	