



MARKETING UPDATE

MLT BOARD MEETING | JULY 2021



Mammoth Lakes
CALIFORNIA

New Faces on the Team

JOINING THE TEAM

Brian Wright, Director of Marketing

MOVING INTO A NEW ROLE

Dakota Snider, Special Events Manager

HIRING FOR THESE POSITIONS

Digital Marketing Coordinator

Local Marketing Manager





PAID MEDIA



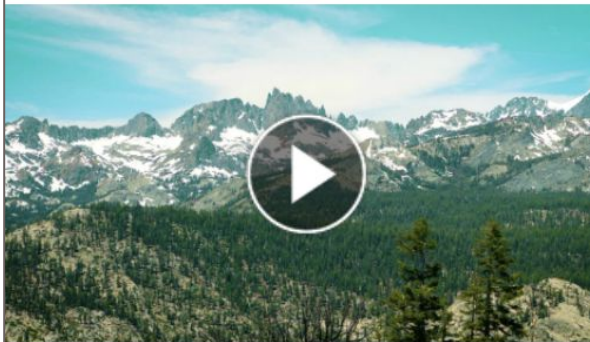
Spring/Summer Campaign Framework

MEDIA	
Flighting	Mid-April – Mid-August
Target Audience	Outdoor Actives (with & without Kids)
Target Markets	<ul style="list-style-type: none"> • California & Nevada Base • Spot Markets: LA, San Francisco, Sacramento, San Diego, Las Vegas
Budget	\$350,000
CREATIVE	
Key Messages	<ul style="list-style-type: none"> • Responsible/Sustainable Travel • Like A Local/Off The Beaten Path • Wellness/Nature is Nurture • Mid-Week
Creative Assets	<ul style="list-style-type: none"> • No Small Adventure • Spring/Summer Seasonal (+Swinter, if needed) • No Small Backyard/Maladies • NEW Mammoth Love Song Video • NEW Hug What You Love


Visit Mammoth
Sponsored · 
...

Sing along with the Mammoth Lakes Love Song to find out how to help care for our backyard.

[...See More](#)



MESSENGER
Mammoth Lakes Love Song
SEND MESSAGE

Responsible Travel Video: Mammoth Love Song

LAUNCHED IN MAY 2021

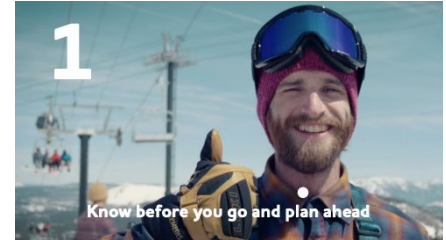
IN THE MARKET

+503,000 views since launch

- Paid media directed video and website
- Supporting sustainability content on website
- Boosted social posts across channels

LOCAL ACTIVATION

- Played on local radio stations
- Instagram specific cut for locals to share
- Playing at Minaret Cinemas before films



Creative Campaign: Hug What You Love

LAUNCHING LATE SUMMER 2021

PRODUCTION

- Hired all local talent and a local camera/sound crew
- Used the “sets” for lifestyle photoshoots to maximize budget

IN THE MARKET

- Paid and owned media supporting:
 - One full-length commercial
 - Four 15-second spots

LOCAL ACTIVATION

- Hug What You Love supporting materials around town



Creative Campaign: Don't Be a Bleephole

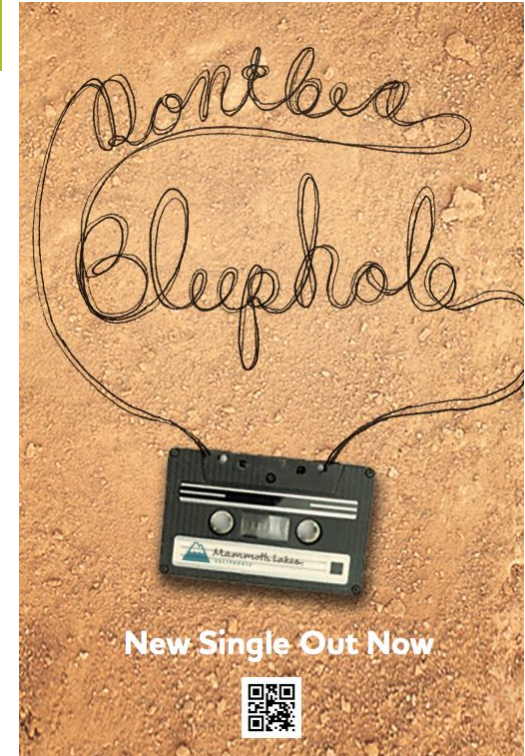
LAUNCHING LATE SUMMER 2021

CREATIVE CONCEPT

- Playful song (no video) driving to sustainability content
- From the voice of Mother Nature
- Educating visitors on how not to be a “bleephole”

ACTIVATION

- In the local market as an Easter egg (i.e. stickers on dumpsters, northbound billboard, posters)
- Hug What You Love as the lead campaign
- QR code driving to a landing page with song
- Additional positive messaging about what TO do





OWNED CHANNELS

Website – Interactive Dispersed Activities Map

LAUNCHED MEMORIAL DAY WEEKEND 2021

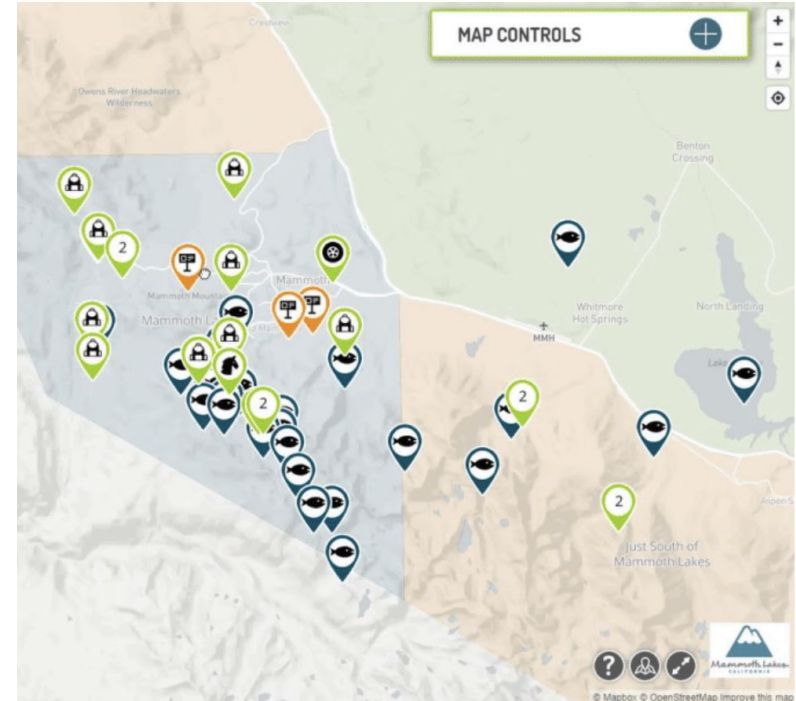
IN THE MARKET

+3,300 visitors since launch

- Highlights Mammoth Lakes rentals/retail
- Locations supported with facilities/parking

ADDITIONAL UPDATES

- Public bathrooms/trash noted on map
- Accessibility, guided tours/lessons added to searchable activities



Website – Summer Traffic & Content

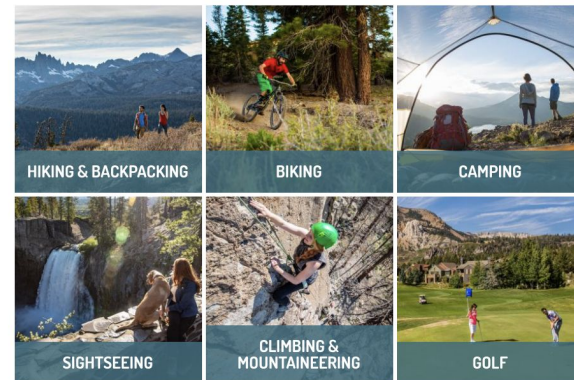
SITE TRAFFIC

- Summer Activities landing page – 88,700 pageviews
- Campaign & CPC – 77,430 sessions
- Drive markets bringing most site traffic
 - California – 205,700 sessions
 - Nevada – 15,700 sessions
 - Arizona – 3,700 sessions

TOP CONTENT & INITIATIVES

- Things to Do & Trip Ideas – 136,900 pageviews
- Camping-related content – 46,800
- Responsible Travel & Sustainability – 24,100 pageviews
- Hotels & Lodging – 52,800 pageviews
- Restaurants – 17,400 pageviews

LAND ACTIVITIES FOR SUMMER IN MAMMOTH LAKES



WATER ACTIVITIES FOR SUMMER IN MAMMOTH LAKES



Email Marketing

MONTHLY NEWSLETTER SENDS

SUMMER EMAIL KPIS

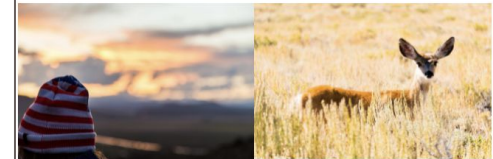
- Subscribers reached – 27,214
- Average open rate – 31.8%
- Average click rate – 3.0%

PROMOTED CONTENT

- Seasonal road/activity openings
- Mammoth Trails Challenge & \$500 giveaway
- Interactive map
- Sustainable travel & wildlife safety



HIT THE TRAILS FOR A CHANCE TO WIN A \$500 MAMMOTH CARD
Over the next two months (July 1–Aug 31) challenge yourself to complete 60 miles of off-the-beaten-path trails in and around Mammoth Lakes. Whether you're in it to discover a new favorite trail or push your athletic limits, this challenge will get you outside our typically busy areas and have a slice of this adventureland all to yourself. You could also win a \$500 Mammoth e-Gift Card – the more miles you cover, the better your chances. Participation is free, so register now and hit the trails starting July 1.

[READ MORE](#)

MAMMOTH LAKES 4th OF JULY CELEBRATIONS
Independence Day is the most popular summer weekend for visiting Mammoth Lakes. If you're headed to Mammoth Lakes this Fourth of July, make these town traditions part of your holiday celebrations.

[READ MORE](#)

THE NO. 1 TIP FOR VIEWING WILDLIFE IN MAMMOTH LAKES
Summertime is one of the best times of year to view wildlife. But when we talk about "wildlife viewing", wild is the key term. Do your part to help keep wildlife wild by following this important rule.

[READ MORE](#)

Social Media – Seasonal Engagement Calendar

FALL

- Pushing Sustainable Recreation Messaging
- Fall Colors Influencers Visit
- Fall Photography Meetup

WINTER

- Snow Season, Snow Updates (Live Posts)
- Winter Contest
- Local Business Association Promotions

SPRING

- Pushing Sustainable Recreation Messaging
- Wildflower and Waterfall Updates
- Nature and History, cross channel stories

SUMMER

- Pushing Sustainable Recreation Messaging
- Summer Adventure Contest

Social Media – Summer Initiatives Support

PLANNING FOR TRAVEL

- Plan ahead #RecreateResponsibly messaging
- Supporting Hug What You Love

IN MARKET CONTENT

- Events/what's happening updates
- Boosted posts to in-market visitors:
 - Mammoth Lakes Love Song and sustainability information
 - Mammoth Trail Challenge



Community Photo Assets

CROWDRIFT LIBRARY USAGE

- More than 200 registered users
 - Local business owners
 - Journalists/Media
- Access to nearly 8,000 photos

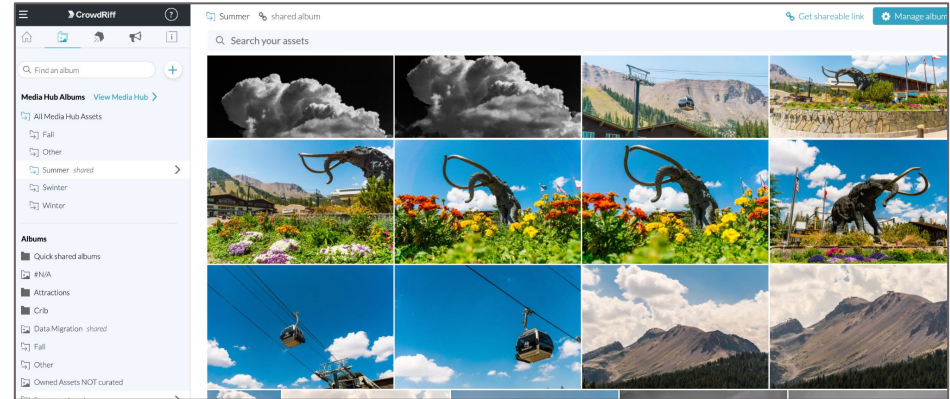


PHOTO ASSET INITIATIVES

- Continuously refreshing content and adding to the library
- Focus on accurately representing diversity of guest and locals
- Soon to have two photographers on staff





LOCAL MARKETING

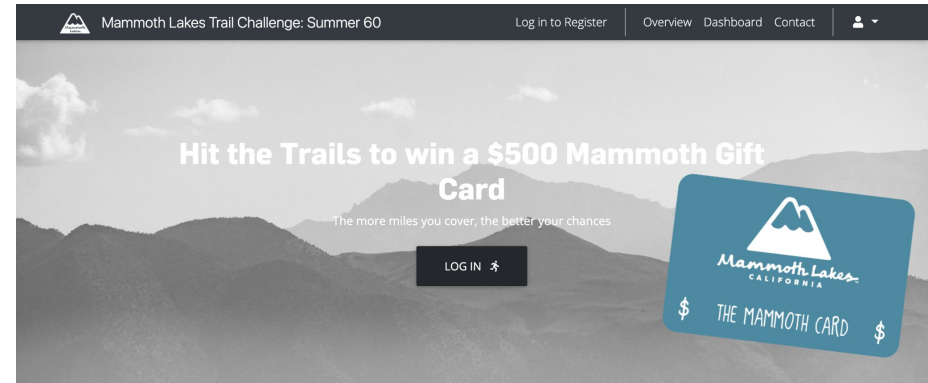
Local Marketing – Trail Challenge: Summer 60

LAUNCHED JULY 2021

PURPOSE

- As part of our sustainability initiative, and to help alleviate crowding in the Lakes Basin, we are incentivizing visitors and locals to explore lesser known trails in the area.
- Create another avenue to educate guests on how to #RecreateResponsibly.
- Offer a promotional opportunity for local Businesses, as well as reward visitors for doing their part to keep Mammoth safe and clean.

MammothChallenge.com



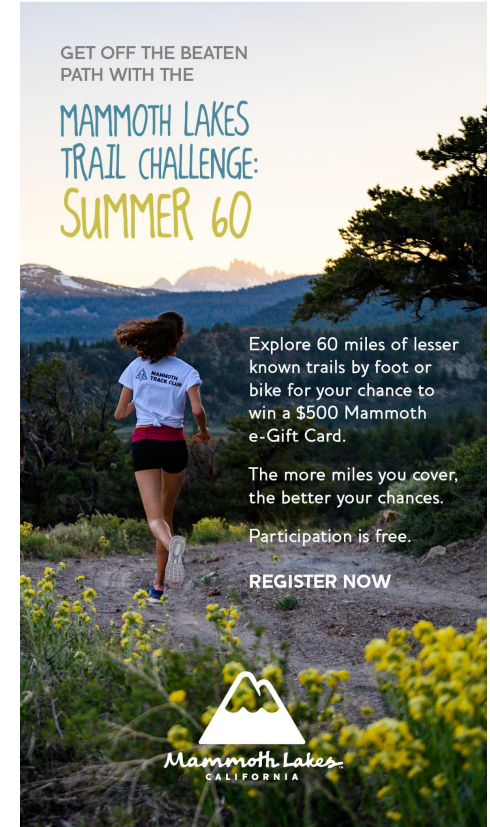
Local Marketing – Trail Challenge

DETAILS

- Two months (July–August) to complete all 17 segments
- Free registration
- Donations collected for local organizations
 - MLTPA, ESIA, MLR & Friends of the Inyo
- \$500 Mammoth Card Giveaway
 - One entry for each mile completed (60 miles = 60 entries)
- Reward emails sent at 5, 10, 20, 30, 40, 50 & 60 miles
 - Include sustainability tips & link to Mammoth Promise
 - Highlights local business offers
 - Suggestion to donate

FUTURE CHALLENGES

- Fall Colors Trail Challenge
- Winter XC Ski or Spring Trail Challenge



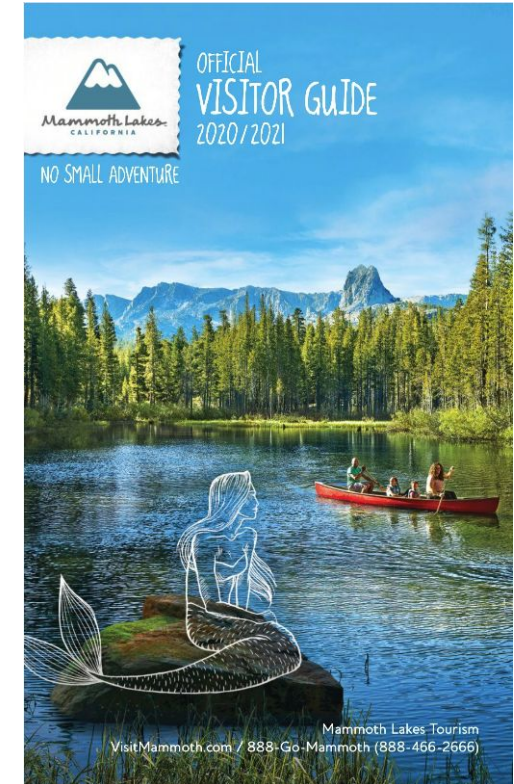
Local Marketing – 2022 Visitor Guide

NEW IDEAS

- With the environment in mind, looking to reduce waste by dividing into a few targeted pieces
 - **Plan a Trip:** Multi-page brochure pushing to website to inspire with vacation ideas
 - **While Here:** Dining guide, business directory & local information to help navigate town

PRINTING & DISTRIBUTION

- Follow typical timeline:
 - Printed in the fall
 - Distribution through Certified Folder starting in November 2021



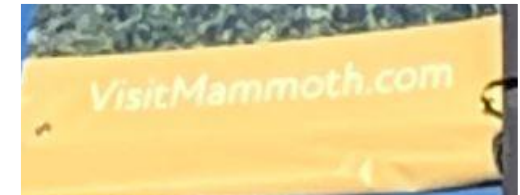
Local Marketing – Town Collateral

STREET BANNERS

- All new banners are up around town
- Feature some new imagery of seasonal activities
- Replaced geotags with VisitMammoth.com to deter people from crowded locations, as well as to direct people to helpful information while in town

STICKERS

- Three new limited, specialty designs:
 - Flag for 4th of July
 - Topography for Summer
 - Fish scales for Fishmas & Fishing Shows



Local Marketing – Town Collateral

KIDS PLACEMATS

- To help educate kids (and adults!) on LNT principles in a fun way.
- Distributed to town restaurants.
- Considering digital version (for iPad) for lodging guests to enjoy
 - QR code in room to access



TOWN MAP

- Many new useful edits to help educate & inform visitors:
 - Added bus stop numbers
 - Include e-bike usage
 - Trail etiquette language added
 - Mammoth Promise included



SPECIAL EVENTS



Special Events – Funding

FUNDING ANNOUNCED JULY 2021

SPECIAL EVENT FUNDING COMMITTEE

- **Stuart Brown**, Parks and Recreation Director, Town of Mammoth Lakes
- **John Morris**, Director of Operations, Snowcreek Resort
- **Brent Truax**, Events Committee Chair, Mammoth Lakes Chamber of Commerce
- **Dakota Snider**, Special Events Manager Director, Mammoth Lakes Tourism

2021 FUNDING APPLICATION SCHEDULE

- June 23 – Application opened
- July 2 – Application closed
- July 9 – Committee meets to allocate funding
- July 12 – Funding decisions announced

Special Events – Summer Initiatives

IN MARKET EVENT SUPPORT

- Event ads running in local papers beginning with 4th of July ad
- Email marketing and additional local awareness initiatives for frontline staff

NEW TRASHY THURSDAYS

- In partnership with Mammoth Mountain and MLTPA
- Organized clean up events
- MLT funding through Trail Hosts program



A FULL DAY OF 4th OF JULY FUN!

ON THE 4TH OF JULY:

Lions Club Pancake Breakfast
7 – 11 am at 106 Old Mammoth Road

Arts on the 4th
9 am at Footloose Sports parking lot

VIP Beer Garden (advance tickets only)
10 am – 2 pm at Sierra Nevada Resort parking lot

Footloose Freedom Mile
10:30 am starting at Snowcreek Driving Range on Old Mammoth Road

4th of July Parade
11 am on Old Mammoth Road and Main Street

Pops in the Park
2 pm at Shady Rest Park

Fireworks Spectacular
9:35 pm at Crowley Lake Marina

Village Festivities
Throughout the day at The Village at Mammoth

THROUGHOUT THE HOLIDAY WEEKEND:

Arts on the 4th
Footloose Sports parking lot
July 2-5 starting at 10 am

Village Festivities
The Village at Mammoth
July 2-4 throughout the day

Family-Friendly Beer Garden
Mammoth Adventure Center Garden
July 3 from 11 am – 3 pm

Mono County Free Fishing Day
Waters in and around Mammoth Lakes
all day on July 3 – no fishing license required



Mammoth Lakes
CALIFORNIA

For more information
please go to [visitmammoth.com/events](https://www.visitmammoth.com/events)

NO PERSONAL FIREWORKS ALLOWED IN THE TOWN OF MAMMOTH LAKES OR MONO COUNTY