Mammoth Lakes Tourism

Town Council Annual Report | November 17, 2021

Mammoth Lakes™
CALIFORNIA

Today's Talking Points

- Planning Calendar, Scope, Deliverables
- Measure A and TBID Budgets
- Marketing Efforts (2020-2021)
- ROI and Ad Effectiveness Research
- TBID 2020-21 Annual Report
- Reporting and Real Time Information
- Questions

MLT & TOML Partnership

Annual Planning Calendar

January - MLT financial audit due to TOML
February - YTD financial review and program update to MLT Board
March - Board strategy and goal setting
April - Deliverables due to MLT Board & deliverables and strategies presented to TC
May - First draft budget and plan to Board
June - MLT Board budget approval & TC approval of deliverables and Budget
July - New fiscal year and budget begins
August - *No Planning Events*
September - *No Planning Events*
October - *No Planning Events*
November - Q1 update to Board & prior year recap to Town Council
December - *No Planning Events*

Scope of Services

Mammoth Lakes Tourism is tasked with improving the tourism industry in Town and increasing quality visitation. The scope of services provides an overview of the engagement between MLT and the Town of Mammoth Lakes

Scope of Services

- **Access and Transportation Awareness**
  - Air service, in-town transportation & mobility
- **Brand and Community Awareness**
  - Marketing, multi-season focus, education, PR, destination draw
- **Experience and Attractions**
  - Event support, activity promotion, stewardship, diverse experience
- **In-Market Communication (B2C)**
  - Collateral, local promotions, signage
- **In-Market Engagement (B2C)**
  - Marketing opportunities, local ads, outreach, local partnerships
- **Administration**
  - TBID, event grant allocations, budget management

2020-21 Deliverables Recap

MLT 2020-21 Deliverable Highlights

Access & Transportation Awareness - Regional Mobility

Develop air service transportation plan for BIH & MMH Airports through taxis, local shuttle service providers, rental car companies and lodging properties

- *In place for November 24th start at MMH and December 19 start at BIH*

Work with Eastern Sierra Sustainable Recreation Partnership to disseminate information about open and closed trails etc.

- *All real time trail info was shared out across platforms, including promoting the ESSRP Camp Like A Pro App*
- *Roads update webpage and blog received 17,199 pageviews 2.06 min TOS*

MLT 2020-21 Deliverable Highlights

Brand and Community Awareness - Multi-season Opportunities

Focus on Fall to take advantage of pent up Covid-19 demand in September and October for 2020 and minimize reduction in TOT revenues compared to 2019 by less than 40%

- *September 2020 -$397,621 and -37% to 2019*
- *October 2020 -$71,455 and -9.5% to 2019*

***NOTE: Impacted by Creek Fire and Forest Closure from September 6 - October 26**

MLT 2020-21 Deliverable Highlights

Brand and Community Awareness - Domestic Marketing

Stabilize time-on-site, page views & organic visits on www.visitmammoth.com

Overall *website stats*

- *Total pageviews – 3,514,184 (+1.3% YoY)*
- *Average TOS – 00:02:10 (+44.8% YoY)*
- *Bounce Rate – 48.8% (-16.5% YoY)*

Organic *website stats*

- *Organic sessions – 948,485 (+15.6% YoY)*
- *Organic TOS – 00:02:46 (+13.1% YoY)*
- *Organic Bounce Rate – 38.1% (-8.6% YoY)*

MLT 2020-21 Deliverable Highlights

Brand and Community Awareness - Domestic Marketing

Drive awareness of Sustainable Tourism webpages – increase traffic by 50%

- *Sustainable Travel landing page – 7058 pageviews (+3,229% YoY)*
- *Leave No Trace When Camping – 4079 pageviews (+2,465% YoY)*
- *Leave No Trace on the Trails – 1397 pageviews (+870% YoY)*
- *Leave No Trace Around Water – 1921 pageviews (+2,010% YoY)*
- *Leave No Trace Around Town – 612 pageviews (+937% YoY)*
- *New page: Mammoth Promise – 2998 pageviews, 478 signatures*

MLT 2020-21 Deliverable Highlights

Brand and Community Awareness - PR/Communications

Measure effectiveness by number and quality of placements with a goal of 156 (2019 was 209 total so this is a 25% reduction in anticipated placement)

- *2020 placements fell short of goal at 130 which is -37%*

In-Market Engagement - Marketing Educational Programs

Support event producers with semi-annual training and workshops including Covid-19 guidelines and response

- *Held monthly check-in calls as restrictions changed and finally lifted*
- *Late in fiscal 2020-21 we did complete event grant funding process*

MLT 2020-21 Deliverable Highlights

In-Market Engagement - Local Advertising Programs

Disseminate Responsible Tourism messaging for visitors

- *100% focus of all MLT communications in Summer 2020 (and 2021)*
- *Supported summer #1 of Community Host program with funding*

Utilize Local Vendors Where Appropriate

- *We always explore local options prior to going outside*

Continued Participation in Covid-19 Economic Recovery Branch Group

- *Urdi, Vanderhurst and Gebo on ERB and Kaylor assisted EOC communications group*

MLT 2020-21 Deliverable Highlights

In-Market Engagement - Public Engagement and Outreach

Grow community communication email lists by 5%

- *Grew email lists by 6%*

Continue Community Coffee events goal of 30 participants each month

- *Averaged more than 40 participants each month (high of 106)*

In-Market Engagement - Local Partnerships

Share in 50% cost of annual fish stocking program up to $50,000 per year

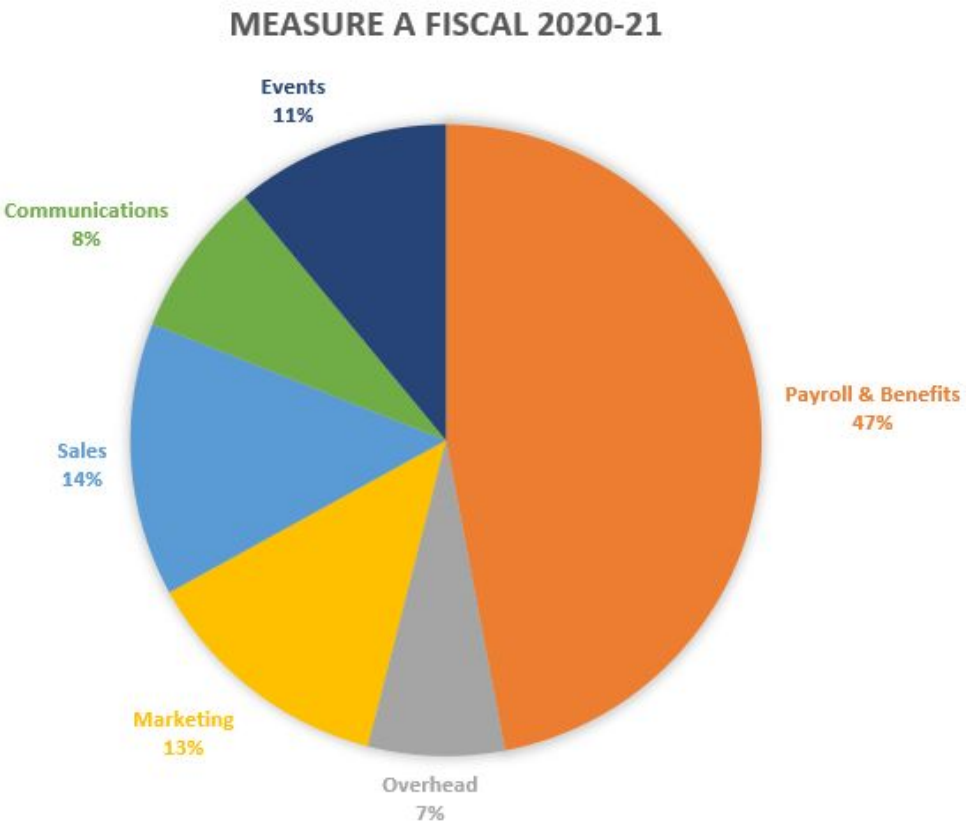
- *Achieved for both spring 2020 and 2021*

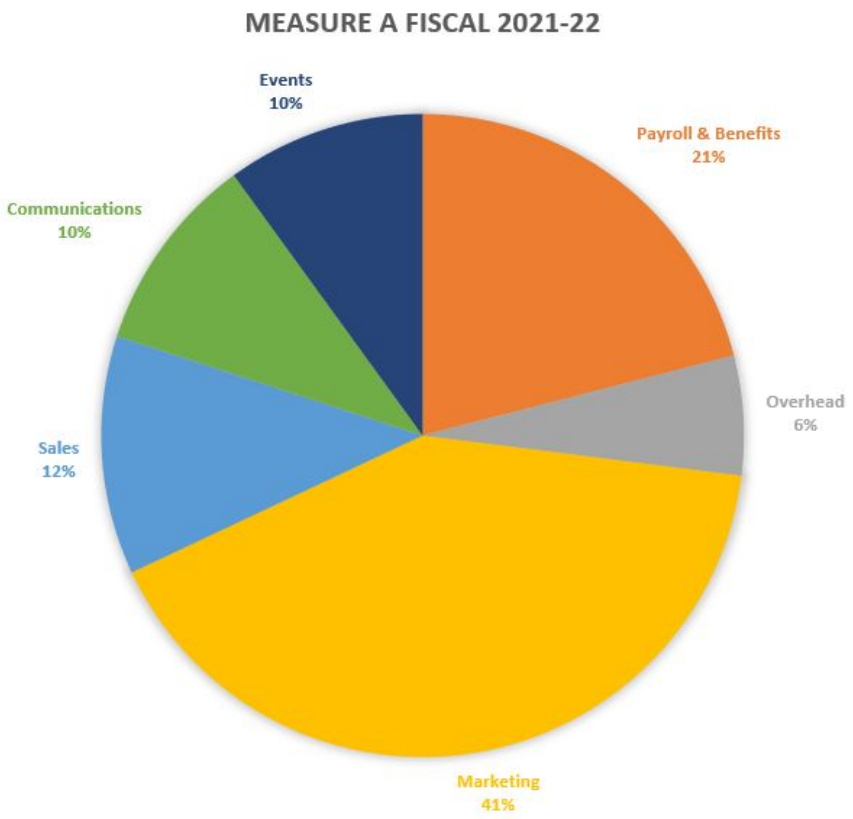
BUDGETS

MLT Budgets

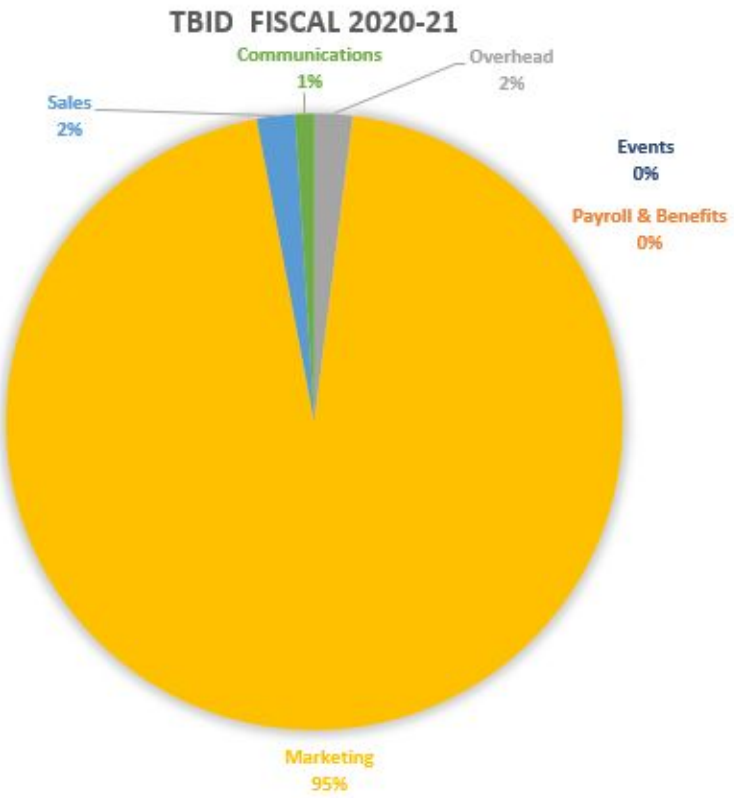
MARKETING																
Production - 63270-T*	**July**	**August**	**September**	**October**	**November**	**December**	**January**	**February**	**March**	**April**	**May**	**June**	**TOTAL**			
Fishmas Community Signage										$ 5,000.00			$ 5,000.00	$ 3,000.00	$ 2,000.00	67%
Fall Community Signage			$ -										$ -	$ -	$ -	#DIV/0!
Road Banners												$ 7,500.00	$ 7,500.00	$ 7,500.00	$ -	0%
Stickers/Town/Fishing/Colors Map	$ 1,300.00	$ -	$ 7,000.00			$ 9,000.00			$ 2,500.00		$ 10,000.00		$ 28,500.00	$ 32,000.00	$ (3,500.00)	-11%
Visitor Guide Design & Printing		$ -	$ -	$ -		$ 5,000.00	$ -	$ -	$ -	$ -	$ -	$ -	$ 5,000.00	$ 100,000.00	$ (95,000.00)	-95%
Event Posters design and printing					$ -						$ -		$ -	$ -	$ -	#DIV/0!
"Why I Love Mammoth Lakes" Series		$ 150.00	$ -	$ 500.00	$ -	$ -	$ 500.00	$ -	$ -	$ 500.00	$ -	$ -	$ 1,650.00	$ 2,000.00	$ (350.00)	-18%
Website Content (blogs/trip ideas/videos)	$ 700.00	$ 700.00	$ 700.00	$ 700.00	$ 700.00	$ 700.00	$ 700.00	$ 700.00	$ 700.00	$ 700.00	$ 700.00	$ 700.00	$ 8,400.00	$ 12,000.00	$ (3,600.00)	-30%
USFS Video Permit Fees	$ 300.00	$ 300.00	$ 300.00	$ 500.00	$ 300.00	$ 150.00	$ 150.00	$ 150.00	$ 150.00	$ 150.00	$ 300.00	$ 300.00	$ 3,050.00	$ 3,050.00	$ -	0%
MLT Video Assets				$ 3,500.00					$ -	$ 3,500.00			$ 7,000.00	$ 10,000.00	$ (3,000.00)	-30%
MLT Miscellaneous			$ 1,500.00			$ 1,750.00	$ 400.00	$ 250.00	$ 500.00		$ 150.00		$ 4,550.00	$ 4,500.00	$ 50.00	1%
MeringCarson: No Small Adventure Brand Spot	$ 12,500.00											$ -	$ 12,500.00	$ 25,000.00	$ (12,500.00)	-50%
Fall Execution	$ -	$ 15,000.00	$ -										$ 15,000.00	$ 20,000.00	$ (5,000.00)	-25%
Winter Execution				$ -	$ -	$ 20,000.00							$ 20,000.00	$ 38,000.00	$ (18,000.00)	-47%
Summer Execution									$ -	$ 20,000.00			$ 20,000.00	$ 20,000.00	$ -	0%
Video Production	$ -	$ -	$ 20,000.00				$ 30,000.00				$ 30,000.00		$ 80,000.00	$ 112,000.00	$ (32,000.00)	-29%
Experiential			$ -		$ -		$ -			$ 26,000.00	$ -		$ 26,000.00	$ 110,000.00	$ (84,000.00)	-76%
Production Travel			$ 3,750.00		$ -	$ -	$ 3,750.00		$ -	$ 3,750.00		$ 3,750.00	$ 15,000.00	$ 15,000.00	$ -	0%
Contingency			$ 5,000.00			$ 5,000.00		$ -	$ 5,000.00		$ -	$ 5,000.00	$ 20,000.00	$ 20,000.00	$ -	0%
Total by Month 63270-T	$ 14,800.00	$ 16,150.00	$ 38,250.00	$ 5,200.00	$ 1,000.00	$ 41,600.00	$ 35,500.00	$ 1,100.00	$ 8,850.00	$ 59,600.00	$ 41,150.00	$ 17,250.00	$ 279,150.00	$ 534,050.00	$ (254,900.00)	-48%
Website Development and Maintenance- 66020 - T																
Miles /Madden - Development	$ 12,333.00	$ 9,833.00	$ 9,833.00	$ -	$ 2,500.00	$ 2,500.00	$ 2,500.00	$ -	$ 2,500.00	$ 2,500.00	$ 2,500.00	$ -	$ 46,999.00	$ 55,500.00	$ (8,501.00)	-15%
Miles/Madden - Maintenance	$ 2,800.00	$ 2,800.00	$ 2,800.00	$ 680.00	$ 680.00	$ 680.00	$ 680.00	$ 680.00	$ 680.00	$ 680.00	$ 680.00	$ 680.00	$ 14,520.00	$ 33,600.00	$ (19,080.00)	-57%
Miles/Madden - Analytics Reporting	$ 900.00	$ 900.00	$ 900.00	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ 2,700.00	$ 10,800.00	$ (8,100.00)	-75%
Miles/Madden - Get Smart Content	$ 1,750.00	$ 1,750.00	$ 1,750.00	$ 1,750.00	$ 1,750.00	$ 1,750.00	$ 1,750.00	$ 1,750.00	$ 1,750.00	$ 1,750.00	$ 1,750.00	$ 1,750.00	$ 21,000.00	$ 21,000.00	$ -	0%
Visitor Guide ebook App	$ -	$ -	$ -	$ -	$ -	$ 3,500.00	$ -	$ -	$ -	$ -	$ -	$ -	$ 3,500.00	$ 3,500.00	$ -	0%
Prism Cam	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ 6,500.00	$ (6,500.00)	-100%
Woofu.com - Visitor Guide Fulfillment App	$ 14.95	$ 14.95	$ 14.95	$ 14.95	$ 14.95	$ 14.95	$ 14.95	$ 14.95	$ 14.95	$ 14.95	$ 14.95	$ 14.95	$ 179.40	$ 179.40	$ -	0%
Onnivert 360 Player	$ 5,000.00	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ 5,000.00	$ 5,000.00	$ -	0%
OAG - Flightview App	$ 600.00	$ 600.00	$ 600.00	$ 600.00	$ 600.00	$ 600.00	$ 600.00	$ 600.00	$ 600.00	$ 600.00	$ 600.00	$ 600.00	$ 7,200.00	$ 9,400.00	$ (2,200.00)	-23%
CrowdRiff Licensing	$ 1,500.00	$ 1,500.00	$ 1,500.00	$ 1,500.00	$ 1,500.00	$ 1,500.00	$ 1,500.00	$ 1,500.00	$ 1,500.00	$ 1,500.00	$ 1,500.00	$ 1,500.00	$ 18,000.00	$ 18,000.00	$ -	0%
Domain Names (various)	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ 50.00	$ -	$ -	$ 50.00	$ 250.00	$ (200.00)	-80%
Total By Month 66020	**$ 24,897.95**	**$ 17,397.95**	**$ 17,397.95**	**$ 4,544.95**	**$ 7,044.95**	**$ 10,544.95**	**$ 7,044.95**	**$ 4,544.95**	**$ 7,044.95**	**$ 7,094.95**	**$ 7,044.95**	**$ 4,544.95**	**$ 119,148.40**	$ 163,729.40	$ (44,581.00)	-27%
Search Engine Optimization (SEO) - 66030 - T																
BrightEdge Software (300 words); Reporting; Optimization (4 hours)	$ 941.00	$ 941.00	$ 941.00	$ 784.00	$ 784.00	$ 784.00	$ 784.00	$ 784.00	$ 784.00	$ 784.00	$ 784.00	$ 784.00	$ 9,879.00	$ 11,300.00	$ (1,421.00)	-13%
Total By Month 66030	**$ 941.00**	**$ 941.00**	**$ 941.00**	**$ 784.00**	**$ 784.00**	**$ 784.00**	**$ 784.00**	**$ 784.00**	**$ 784.00**	**$ 784.00**	**$ 784.00**	**$ 784.00**	**$ 9,879.00**	$ 11,300.00	$ (1,421.00)	-13%
Media - 66060-T**																
MLT Social: Boosted Posts	$ 350.00	$ 350.00	$ 250.00	$ 250.00	$ 500.00	$ 500.00	$ 500.00	$ 500.00	$ 500.00	$ 500.00	$ 250.00	$ 250.00	$ 4,700.00	$ 4,700.00	$ -	0%
In-destination campaigns: Google, Local Messaging	$ 4,000.00	$ 3,500.00	$ 3,500.00	$ 1,000.00	$ 2,500.00	$ 2,500.00	$ 2,500.00	$ 1,000.00	$ 1,000.00	$ 1,000.00	$ 2,000.00	$ 4,000.00	$ 28,500.00	$ 23,000.00	$ 5,500.00	24%
: Local Air Marketing	$ -	$ -	$ -	$ -	$ -	$ 1,200.00	$ 2,500.00	$ 7,250.00	$ 2,250.00	$ 2,250.00	$ 8,850.00	$ 2,250.00	$ 26,550.00	$ 19,500.00	$ 7,050.00	36%
MeringCarson: No Small Adventure													$ -	$ -	$ -	
Rich Media (featuring 360)													$ -	$ -	$ -	#DIV/0!
Video (featuring 360)		$ 16,000.00	$ 16,000.00	$ 16,000.00	$ -	$ 40,000.00	$ 40,000.00	$ 40,000.00	$ 40,000.00	$ 35,000.00	$ 20,000.00	$ 20,000.00	$ 283,000.00	$ 442,425.00	$ (159,425.00)	-36%
Native Content Partnerships		$ -	$ -	$ -	$ -	$ 20,000.00	$ 20,000.00	$ 20,000.00	$ 20,000.00	$ 15,000.00	$ 10,000.00	$ 10,000.00	$ 115,000.00	$ 294,949.00	$ (179,949.00)	-61%

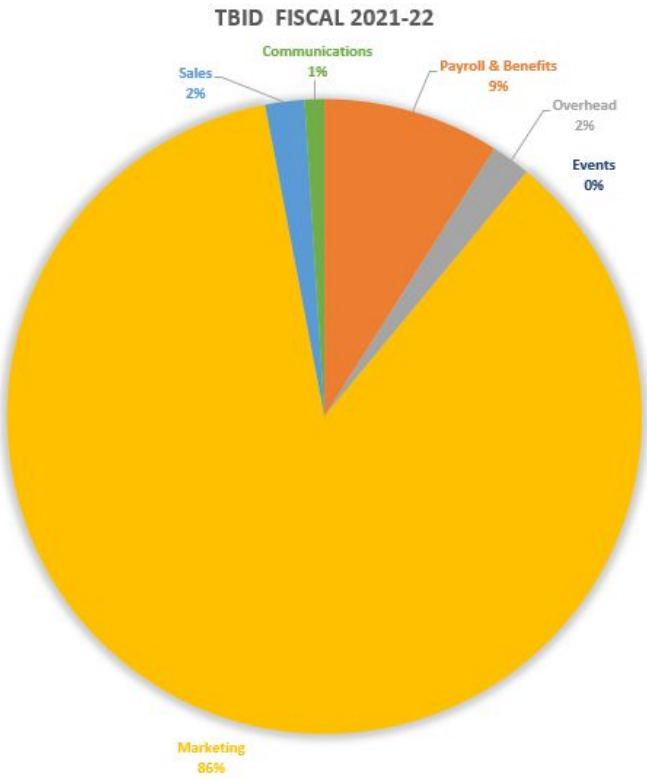
MLT Budgets - Measure A



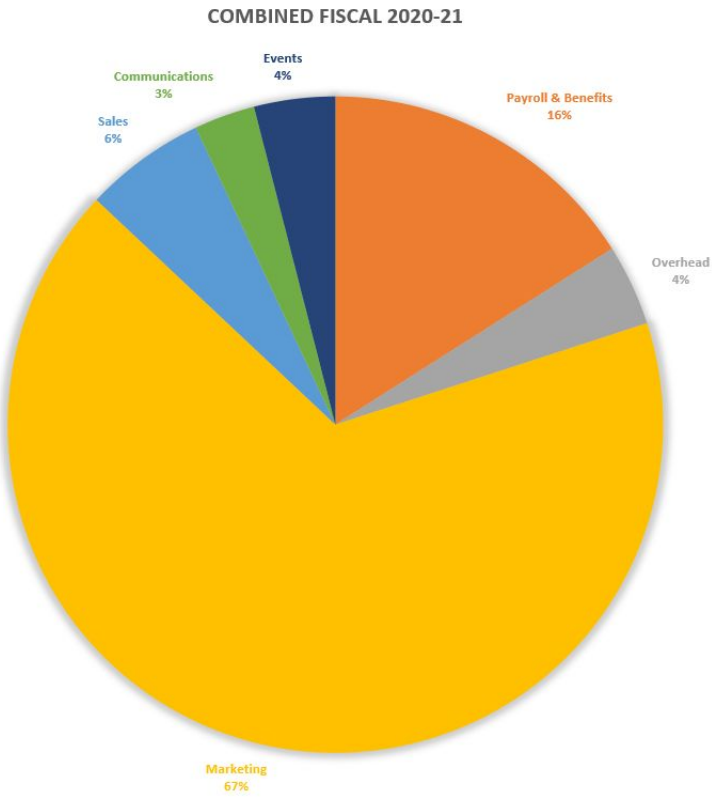


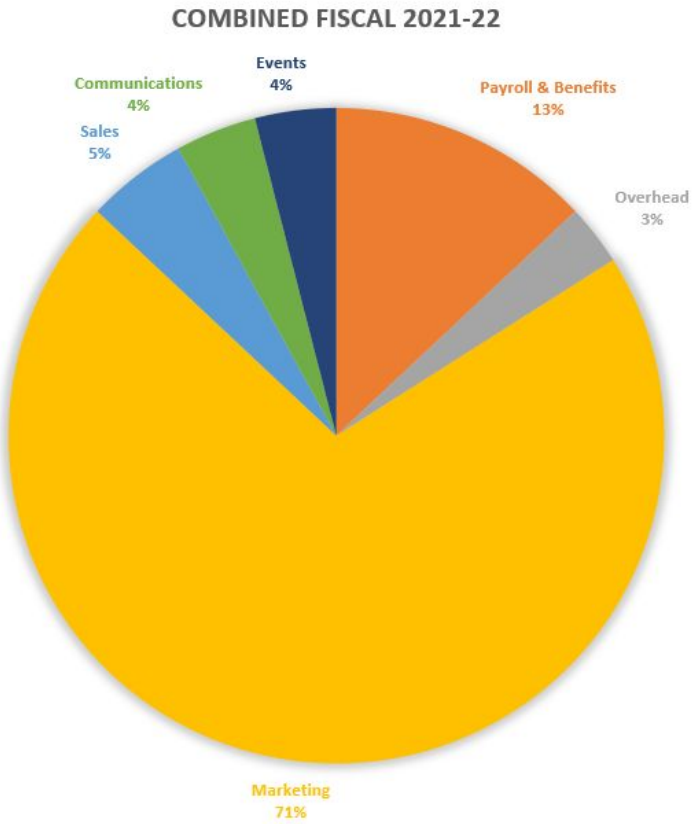
MLT Budgets - TBID



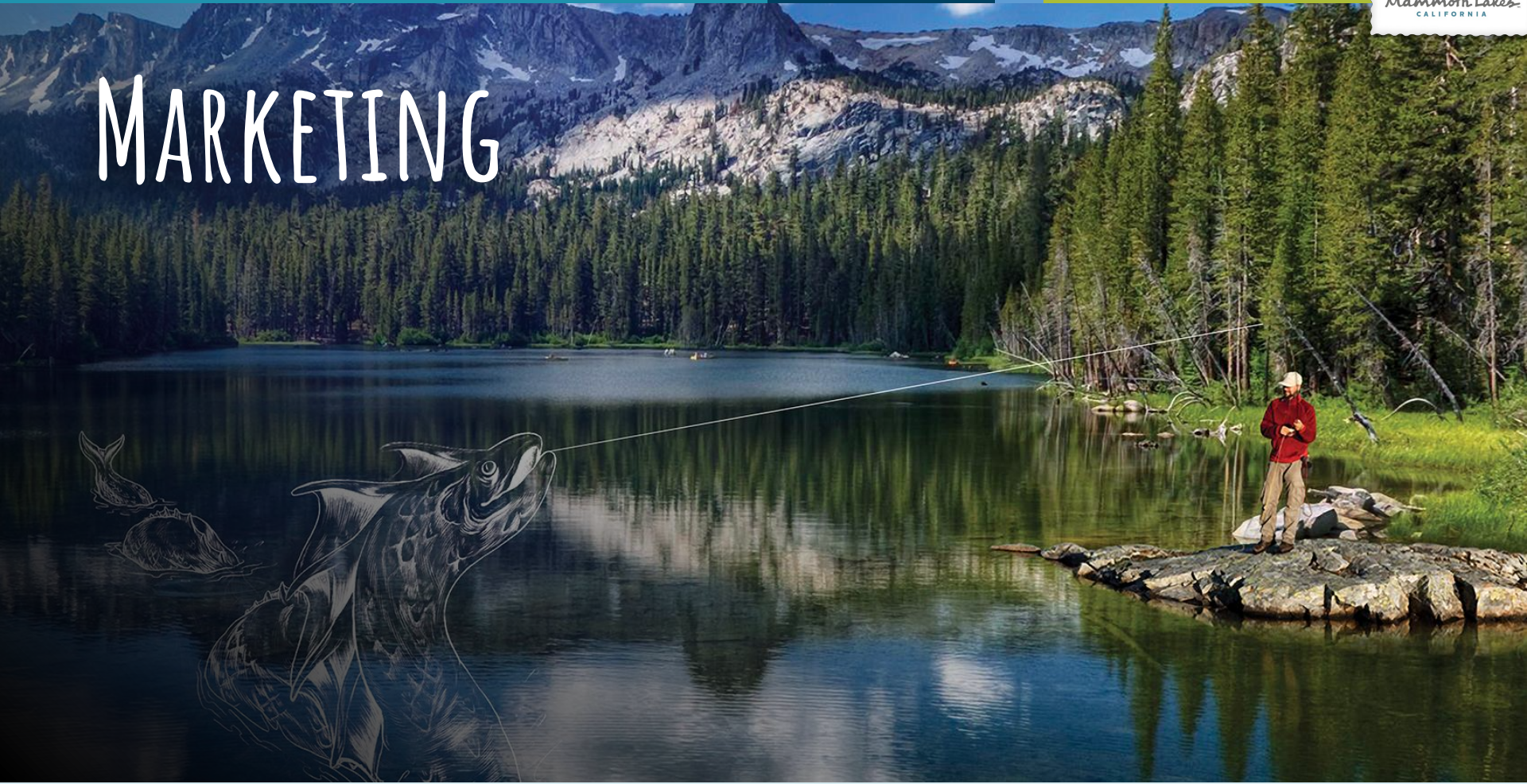


MLT Budgets - Combined





MARKETING



FY20/21 COVID-19 Recovery Plan

Summary:

FY21 Program Impacts

- Covid-19 business restrictions & state-mandated tiers
- Challenging Summer visitor base (poorly-behaved visitors)
- 380,000-acre Creek Fire & USFS closure Sept-Oct
- Out-of-state visitor quarantines
- Regional stay-at-home order December and January resulting in lost 2020-21 Christmas Break and MLK
- High highs & low lows

Summary:

Marketing Program Impacts

- Covid-19 guidelines
- Responsible travel messaging
- Fire, smoke and AQI messaging to be transparent with visitors
- Local business focus on take-out/delivery and activity options
- Cancellation of summer air service
- Postponed and then cancelled winter air service
- Pulled back marketing during stay-at-home order
- Refocused on midweek vs. weekend visitation
- In-state drive market focus (once it made sense)
- Paused int'l marketing efforts, but slowly restarting

Situational Analysis

The tourism industry is facing unprecedented times.

In the wake of uncertainty caused by the COVID-19 pandemic, **Mammoth Lakes Tourism is prepared to support the recovery efforts.**

Being mindful of the California State recovery plan, lead by Visit California (VCA), MLT's phased approach will ensure we're responsible with our messaging & targeting in order to help our community bounce back as quickly as possible

VCA Recovery Messaging

Wave 1	Wave 1	Wave 2	Wave 3
Staggered based on local market conditions	*Move to statewide promotion when all destinations can receive visitors*	*Move outside California when all destinations can receive visitors*	*Move back to National after In-State & Western Region efforts and longer-term planning commences*
Calling All (Local Destination)	**Calling All Californians**	**California Is Calling**	**California Dream Big**
Calling All (San Diegans, Angelinos, etc.) to help stimulate the local economy with a 'nearcation' — stay overnight in a hotel, dine out, ShopLocal, etc.	Calling All Californians to vacation in their home state and help jump start the Golden State economy	California Is Calling Western Region 'resilient travelers' to take a road trip to California	California Dream Big brand invitation: • Kidifornia • California Road Trip Republic • All Dreams Always Welcome

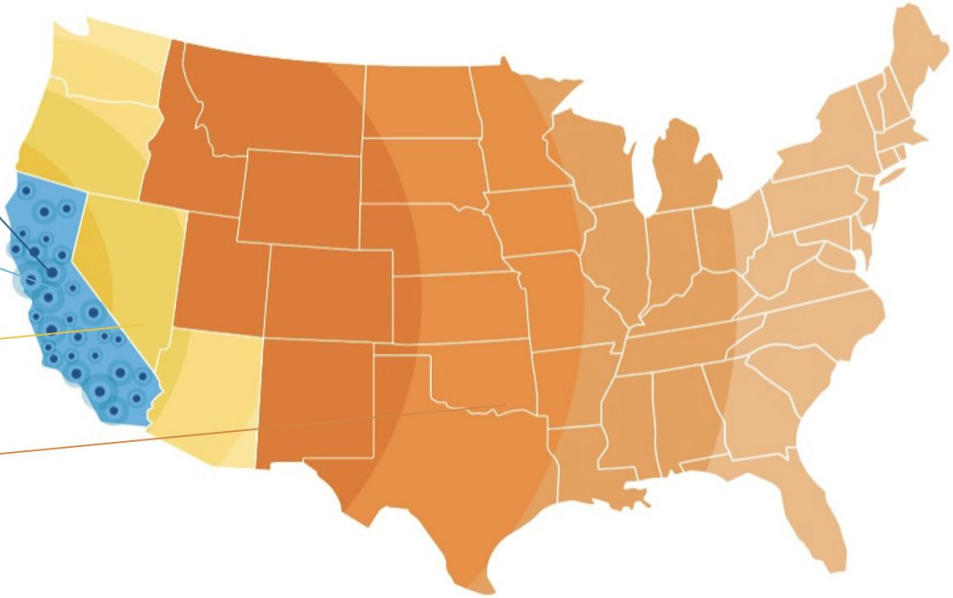
VCA Recovery Targeting

Local California Destinations
(Wave 1) *2020*

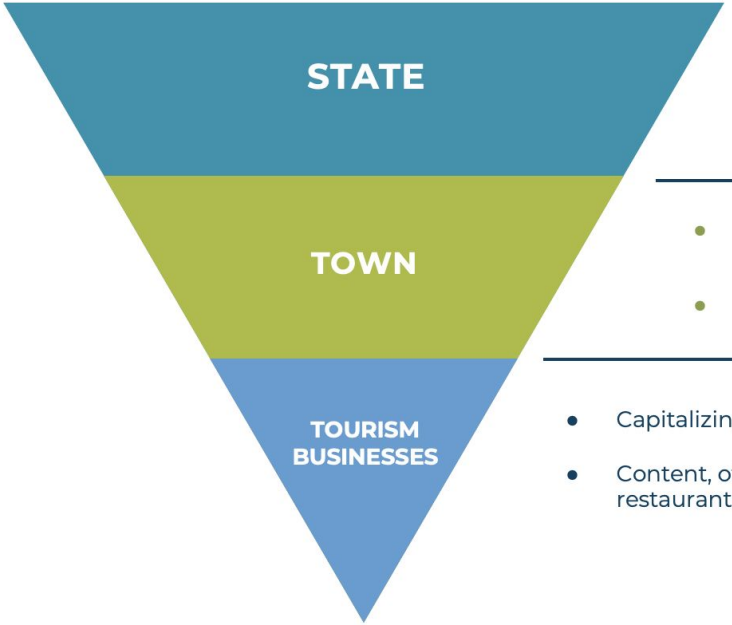
California
(Wave 1) *2020*

Western Region
(Wave 2) *2020*

National Domestic*
(Wave 3) *2021*
*including California



Messaging Funnel



- Pushing in-state & drive market travel.
- California road trips.

- **Pushing the overarching destination to core drive markets.**
- **Expansive & otherworldly natural beauty.**

- Capitalizing on overarching Mammoth Lakes brand.
- Content, offers & deals from hotels, resorts, breweries, restaurants, shops, retail, etc.

MLT Recovery Framework

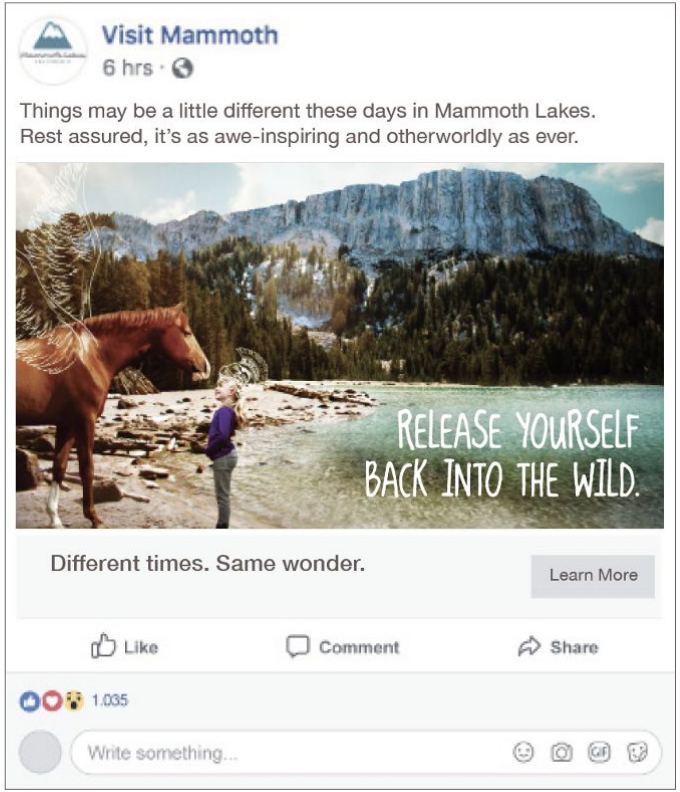
FY21 PLAN FRAMEWORK	PHASE 1 - RECOVERY	PHASE 2 - RECOVERY	PHASE 3 - WINTER	PHASE 3 - SPRING/SUMMER
IMPACT	June FY20 – July FY21	August – October FY21	November – April FY21	May FY21 – August FY22
Business Goal	Achieve Consistent $20M in Annual TOT Revenue by FY22/23; 12-Months TOT Viability			
Marketing Objectives	Drive Quality Visitation = Recover/Maintain Length of Stay & Visitor Spending			
	Educate Visitors on Responsible / Sustainable Tourism			
Target Audiences	Outdoor Actives (with and w/o Kids) · Average age 47 (concentration of 22-42 and 54-72) · HH1 $120K+	Outdoor Actives (with and w/o Kids) · Average age 47 (concentration of 22-42 and 54-72) · HH1 $120K+	Snowsporters · Age 25-53 with average age of 41 · CA/NV: HH1 $125K+; travels throughout the Western region for Ski Trips	Outdoor Actives (with and w/o Kids) · Average age 47 (concentration of 22-42 and 54-72) · HH1 $120K+
Target Geo	California & Nevada Base Spot Markets: SoCal	California & Nevada Base Spot Markets: SoCal	California & Nevada Base Spot Markets: LA, San Francisco, Sacramento, San Diego, Las Vegas	California & Nevada Base Spot Markets: LA, San Francisco, Sacramento, San Diego, Las Vegas
Performance Indicators	Maintain/Increase Viable TOT Months			
CREATIVE				
Key Message(s)	No Small Adventure			
	Responsible / Sustainable Tourism			
	Covid-19 Travel Updates			
Assets	· Release Yourself Back Into The Wild · Video: No Small Adventure 'Territory'	· Release Yourself Responsibly · Video: No Small Adventure 'Territory' · Video: Locals Welcome Back	· Winter Seasonal/Release Yourself Responsibly · Benefits of Midweek/Special Offers · Video: No Small Backyard · Video: Maladies	· Summer Seasonal/Release Yourself Responsibly · Benefits of Midweek/Special Offers · Video: No Small Backyard · Video: Maladies
Campaign Landing Page(s)	https://www.visitmammoth.com/responsible-travel/	https://www.visitmammoth.com/responsible-travel/	https://www.visitmammoth.com/winter-activities https://www.visitmammoth.com/special-offers/	https://www.visitmammoth.com/summer-activities/ https://www.visitmammoth.com/special-offers/
MEDIA				
Media Flight	June FY21 – July FY22	August – October FY21	November – Mid-April FY21	Mid-April – June FY21
Budget (Gross)	$50,000	$30,000/week; paused during fire	$400,000	$300,000
Media Objectives	Build Awareness + Drive Consideration (Education/Engagement) + Intent to Travel (Pass-throughs)			
Core Media Channels	Video, Digital, Social, Search			
KPIs	Video Videos, VCR, CTR, Sessions, TOS, TOP, Partner Pass-throughs			

MLT Recovery Framework

PHASE	1 - IMPROVING SITUATION	2 - RECOVERY COMMENCEMENT	3 - NEW NORMAL OF TRAVEL
ANTICIPATED TIMING (TBD)	May (Memorial Day Weekend) - June 2020	July - August 2020	September 2020 - June 2021
TRIGGER	Social distancing and town closure begins to lift; some businesses begin to reopen	Social distancing and town closure fully lifted; businesses reopened	The new normal of travel resumes
CONSUMER MOTIVATION	Getting ready to return to daily routines and travel plans; some seeking immediate escape	Returning to daily routines and travel plans with renewed caution	Normal daily routines and travel plans
BRAND ROLE	Acknowledgement of circumstances (national); rallying around community (local)	Connecting consumers with reasons to travel again	Encouraging consumers to travel regularly
MARKETING PURPOSE	Drive top-of-mind awareness	Drive awareness with increased consideration and intent efforts	Return to standard seasonal plans with awareness, consideration and intent efforts
MESSAGING STRATEGY	Let consumers know we're here to welcome them back when they feel ready	Let consumers know we're here to welcome them back when they feel ready; provide travel planning inspiration & safety guidelines	Return to overarching brand and seasonal messaging pushes (Fall Colors, Winter, Summer/Sustainability)
CREATIVE CAMPAIGN	Release Yourself Back	Release Yourself Back Release Yourself Responsibly	No Small Adventure Release Yourself Responsibly
MARKETING CHANNELS	Paid (Social Only), Owned & Earned	Paid, Owned & Earned	Paid, Owned & Earned
CONSUMER ACTION	Positive connection between brand and traveler; planning first trip back	Positive connection between brand and traveler; actively traveling again	Planning and booking travel again more regularly

Improving Situation

MEDIA	
Flighting	June FY20 – July FY21
Target Audience	Outdoor Actives (with & without Kids)
Target Markets	· California & Nevada Base · Spot Markets: SoCal
Budget	$50,000
CREATIVE	
Key Messages	· Responsible/Sustainable Travel · Covid-19 Travel Updates
Creative Assets	· Release Yourself Back Into The Wild · Video: No Small Adventure 'Territory'



Creative Assets

REVISED BRAND SPOT AUDIO TO REINTRODUCE THE BRAND

"TERRITORY" :30

Re-BRAND TV Reusing the video cut from the Brand TV spot with new VO.

VO: It's just about time to release yourself back into the wild.

Get outside, and into our otherworldly adventures.

Where the unbelievable, extraordinary and supernatural still come naturally.

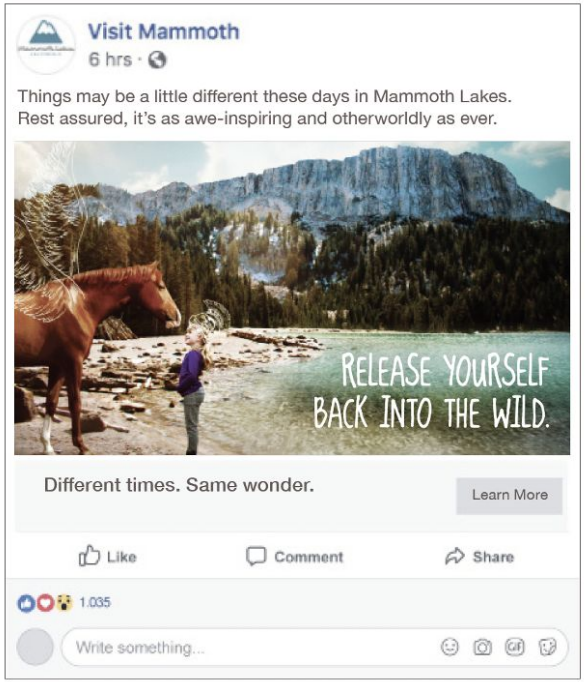
Though we all may be navigating unfamiliar territory for a while, you might as well make sure it's wide-open and full of wonder.

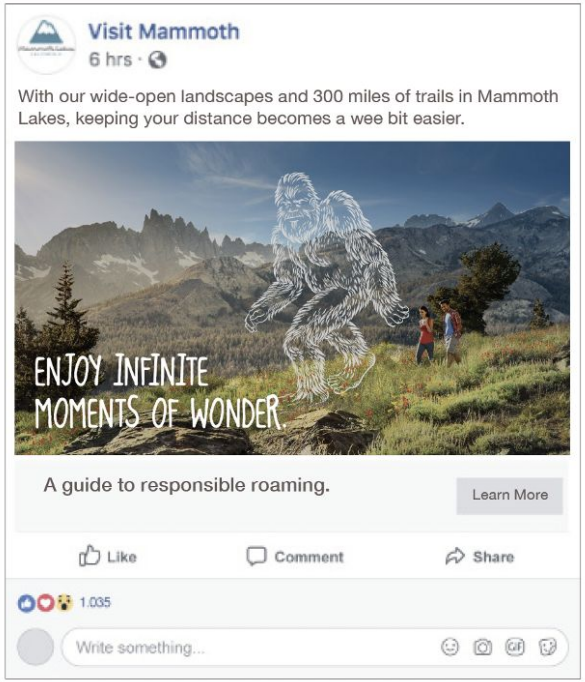
For up-to-date travel info and how we're adapting to the times, go to visitmammoth.com.

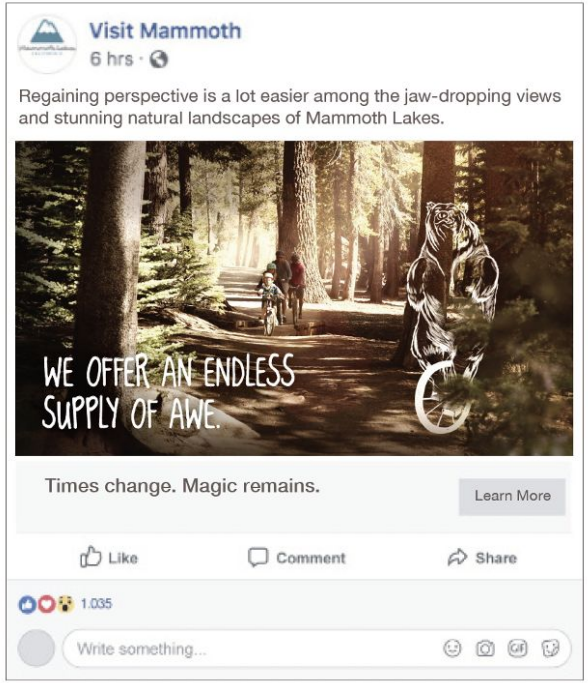
LOGO: Mammoth Lakes. No Small Adventure.

Creative Assets

SOCIAL MEDIA TO RETARGET ENGAGED VIDEO VIEWERS







Recovery Announcement

MEDIA	
Flighting	August – October FY21
Target Audience	Outdoor Actives (with & without Kids)
Target Markets	· California & Nevada Base · Spot Markets: SoCal
Budget	$30,000/wk; paused during fire & Covid closures
CREATIVE	
Key Messages	· Responsible/Sustainable Travel · Covid-19 Travel Updates
Creative Assets	· Release Yourself Back Into The Wild · Video: No Small Adventure 'Territory'

Creative Assets

WELCOME BACK VIDEO TO SWAP IN FOR BRAND VIDEO AND SET UP THE REINTRODUCTION OF OUR NO SMALL BACKYARD LOCALS DRIVEN CREATIVE

"LOCALS: BEEN AWHILE" :30

Mammoth Lakes locals delivering lines to camera. Similar to NSB spots, but more DIY. Each line is spoken by a different local. Maybe come back to one or two if needed.

Open on local hiking at Panorama Dome.

LOCAL: It's probably been a while since you've been to Mammoth Lakes,

Cut to local at Minaret Vista.

LOCAL: Thankfully, the mountains are still hanging around.

Cut to local next to a slanted tree.

LOCAL: The trees still stand tall. And straight… ish.

Cut to local enjoying the view from a lookout atop Mammoth Mountain.

LOCAL: The air still breathes fresh and cool. Ahhhh!

Cut to local paddling a SUP with his pup in the Lakes Basin.

LOCAL: Our waters? Still pristine.

Cut to hiker at Hot Creek looking up.

LOCAL: The sky may have grown even bigger.

Cut to photographer shooting the sunset.

LOCAL: And magic hour still performs twice every day. Ta dah!

Cut to local hiking at Convict Lake or climbing at Owens River Gorge.

LOCAL: So, get out here.

Cut to local fly fishing the Owens as he casts his line.

LOCAL: And release yourself back into the wild.

VO/SUPER: Find out how to release yourself responsibly at visitmammoth.com

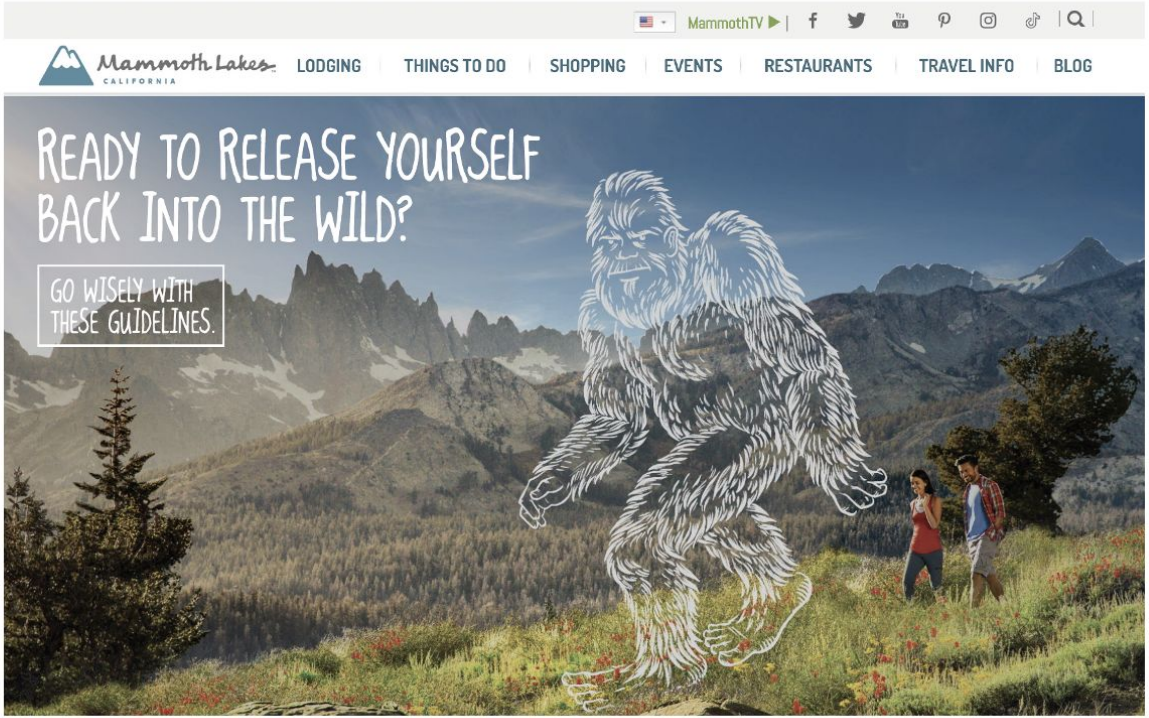
VO/SUPER ALT: Get essential info for exploring responsibly at visitmammoth.com

LOGO: Mammoth Lakes. No Small Adventure.

Creative Assets

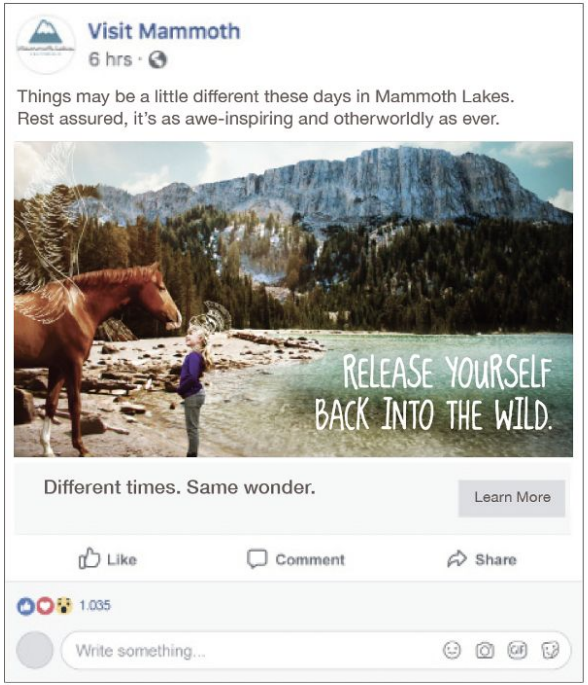
DIGITAL BANNERS

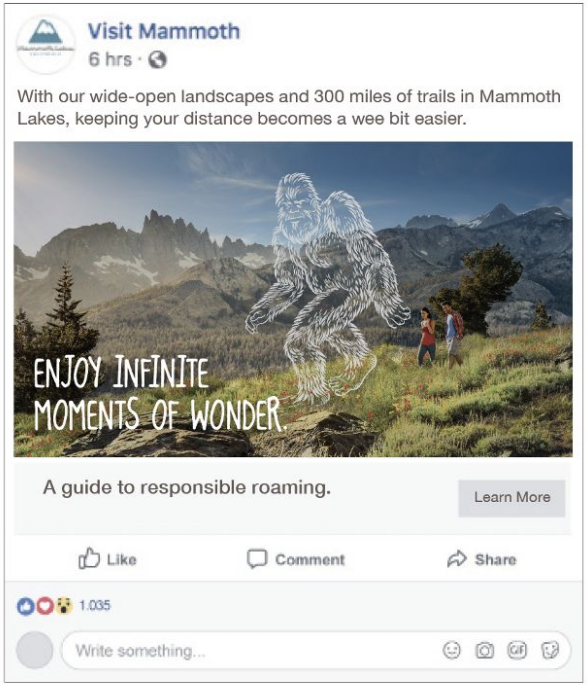
CAMPAIGN LANDING PAGE

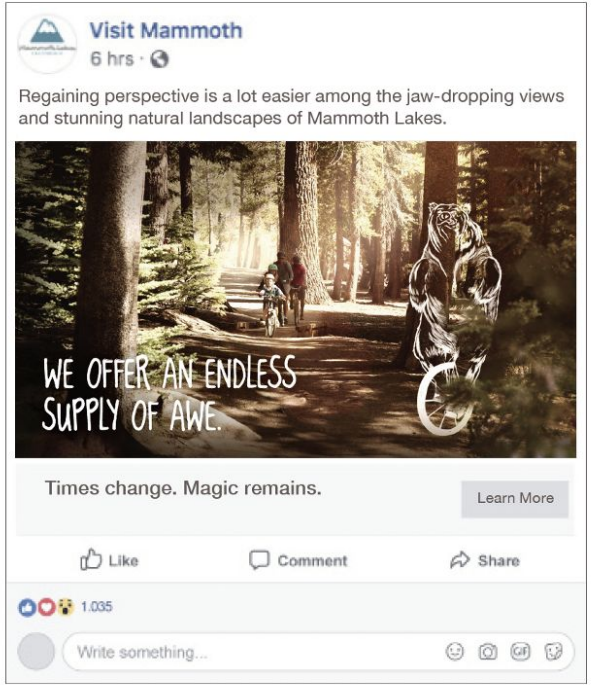


Creative Assets

CONTINUE USE OF SOCIAL MEDIA ASSETS FROM PHASE 1 FOR RETARGETING EFFORTS



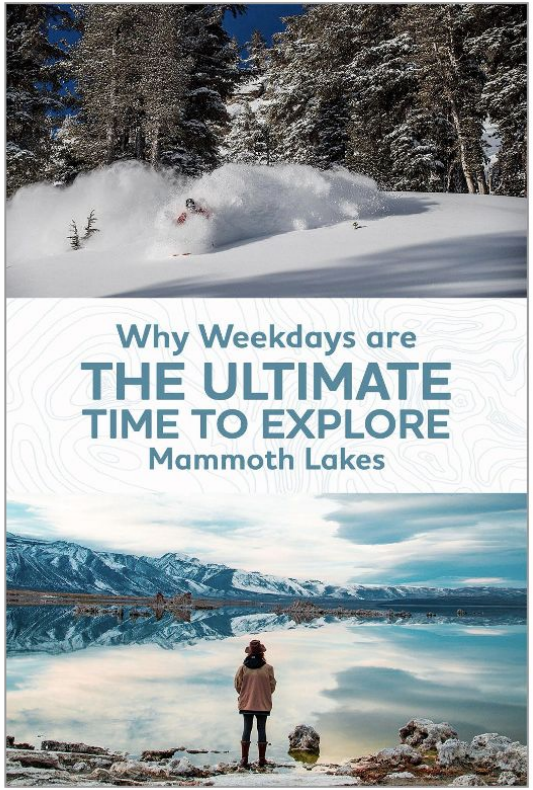




Winter Campaign - Phase 3

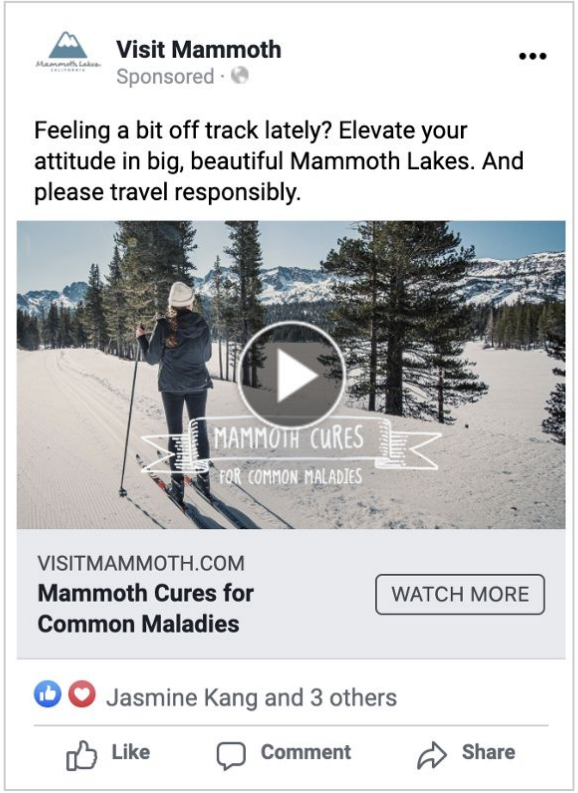
New Normal of Travel

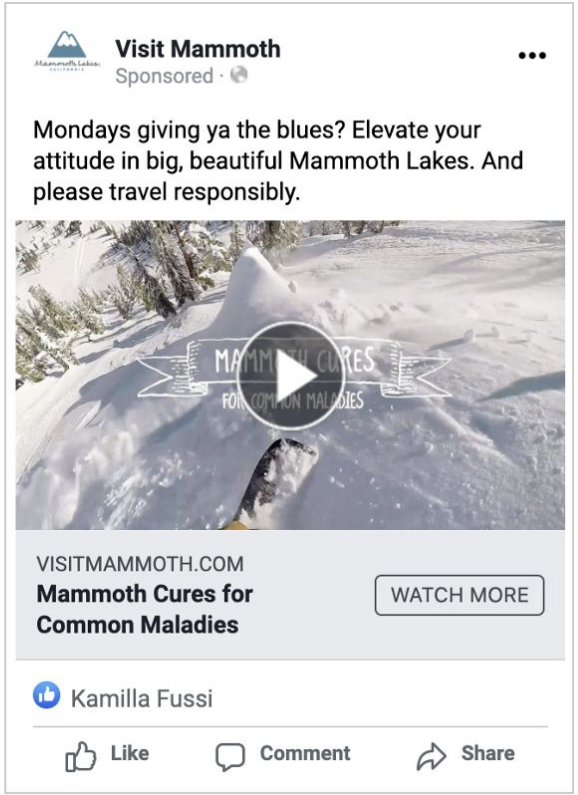
MEDIA	
Flighting	November – Mid-April FY21
Target Audience	Snowsporters (with & without Kids)
Target Markets	• California & Nevada Base (Mid-Week Push) • Spot Markets: LA, San Francisco, Sacramento, San Diego, Las Vegas
Budget	$400,000
CREATIVE	
Key Messages	• Responsible/Sustainable Travel • Covid-19 Travel Updates
Creative Assets	• Winter Seasonal/Release Yourself Responsibly • Benefits of Midweek/Special Offers • Video: No Small Backyard • Video: Maladies



Winter Campaign - Phase 3

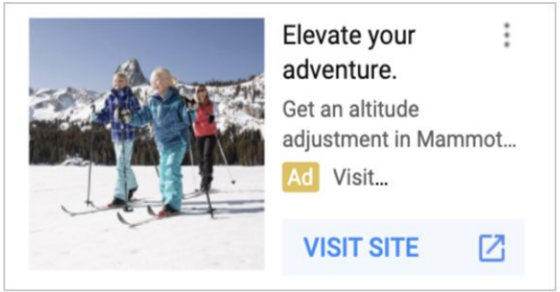
Creative Assets

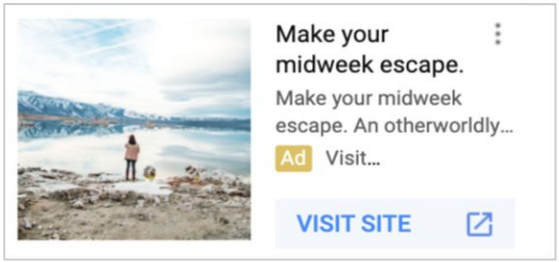


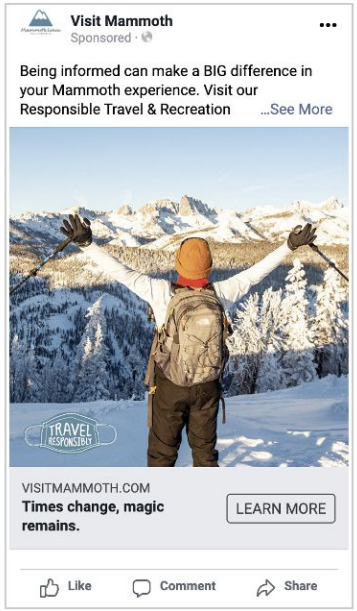


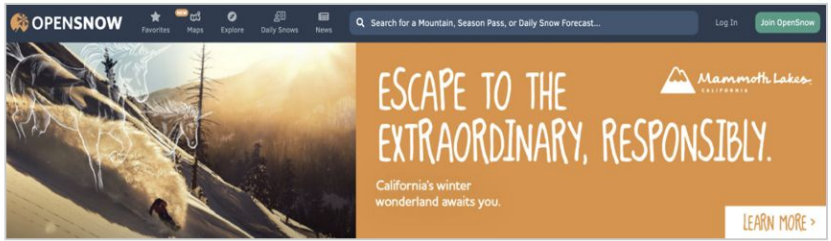
Winter Campaign - Phase 3

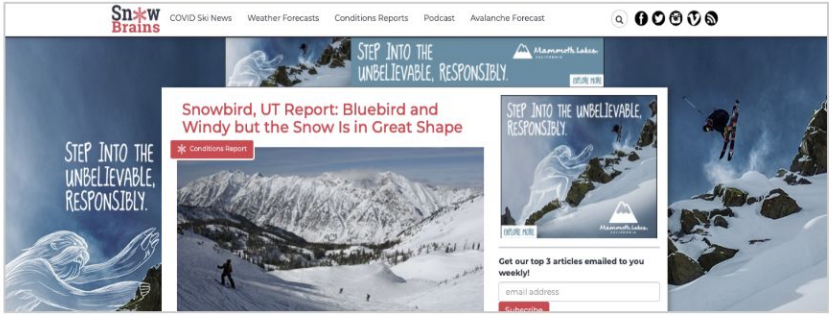
Creative Assets





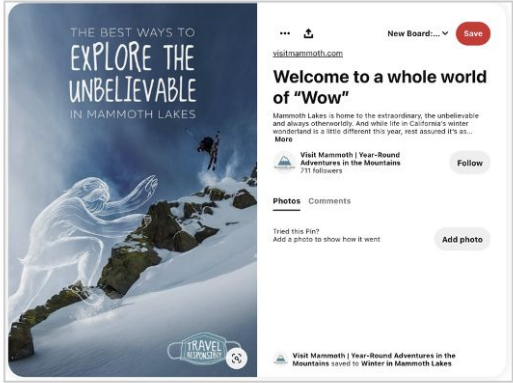


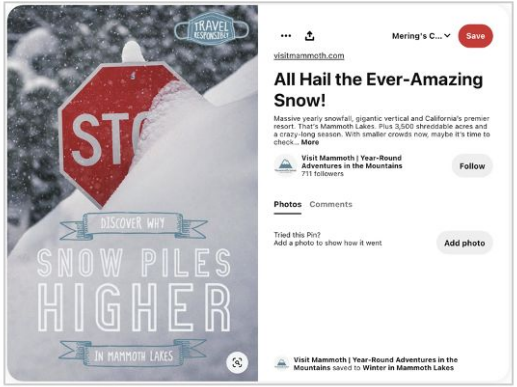




Winter Campaign - Phase 3

Creative Assets

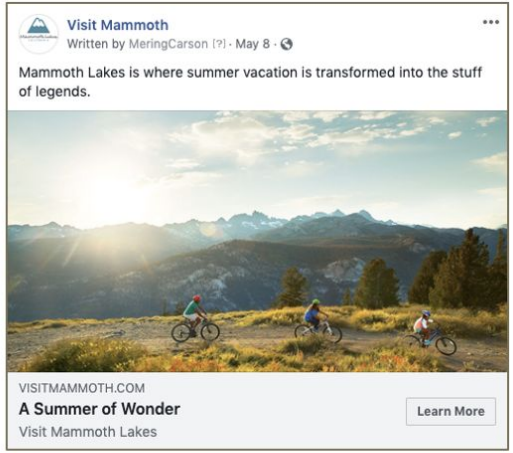




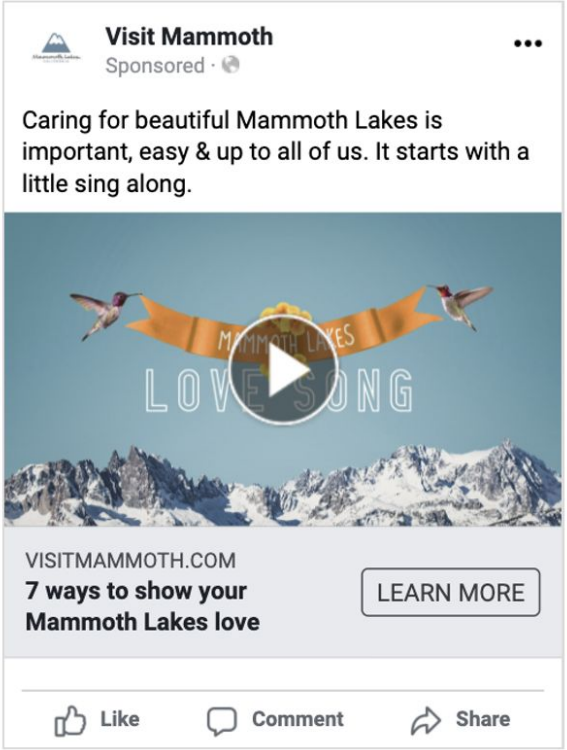
Summer Campaign - Phase 3

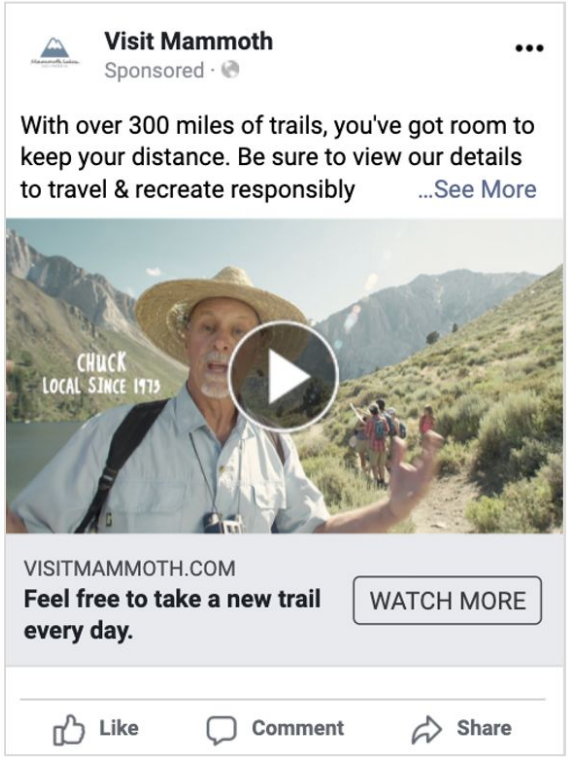
New Normal of Travel

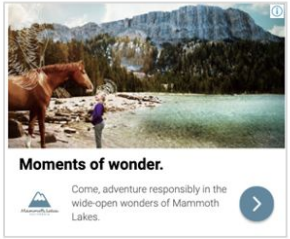
MEDIA	
Flighting	Mid-April – June FY21
Target Audience	Outdoor Actives (with & without Kids)
Target Markets	· California & Nevada Base (Mid-Week Push) · Spot Markets: NorCal, Nevada, Denver, Northeast
Budget	$300,000
CREATIVE	
Key Messages	· Responsible/Sustainable Travel · Covid-19 Travel Updates
Creative Assets	· Summer Seasonal/Release Yourself Responsibly · Benefits of Midweek/Special Offers · Video: No Small Backyard · Video: Maladies

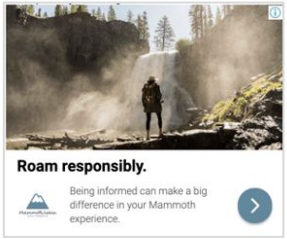


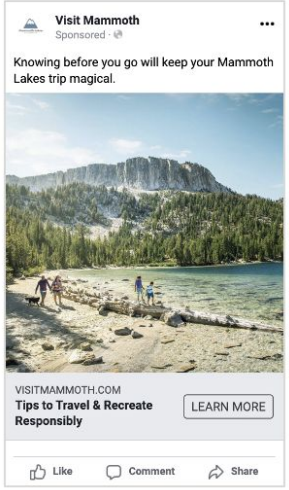
Creative Assets







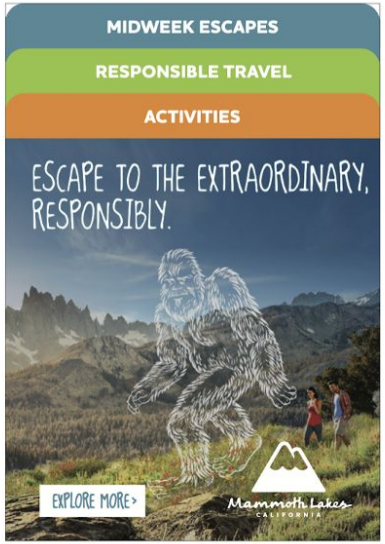




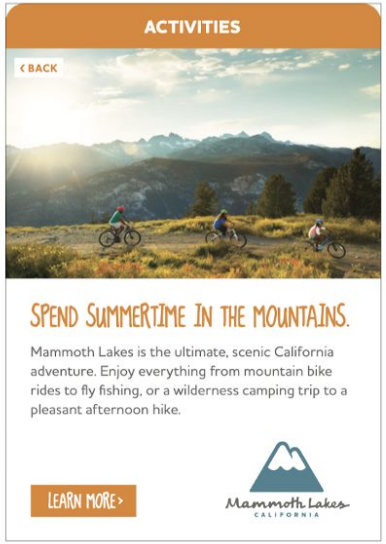
Creative Assets

728X90

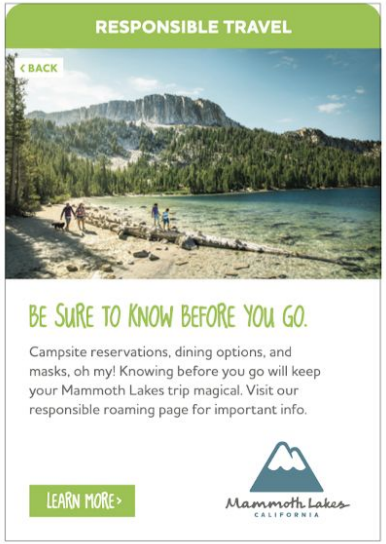
800X1145 EXPANDED



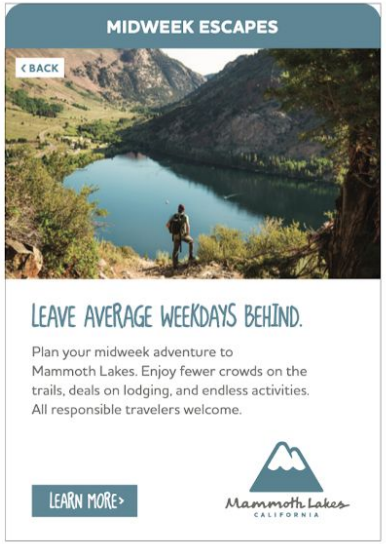
800X1145 ACTIVITIES



800X1145 RESPONSIBLE TRAVEL

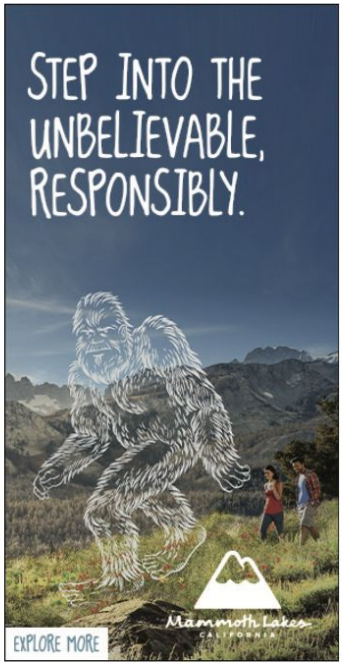


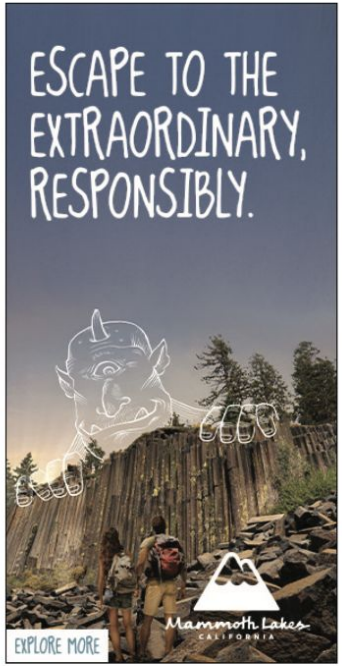
800X1145 MIDWEEK ESCAPES

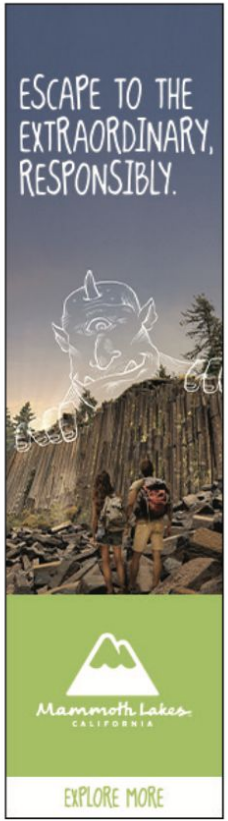


Summer Campaign - Phase 3

Creative Assets







Research

Return on Investment

Executive Summary – CA & NV vs. SMARInsights Benchmarks

Measure	MLT FY2017-18 Campaign Performance	MLT FY2018-19 Campaign Performance		Benchmark
Awareness	62%	62%	✓	Predicted*: 53%
Cost per Aware Household	Summer campaign $0.20 Fall campaign $0.22 Winter campaign $0.32	Summer campaign $0.30 Fall campaign $0.17 Winter campaign $0.24	✓	$0.39
Net Promoter Score (NPS) for tourism destinations	2018 Visitors: 52	2019 Visitors: 52	✓	-4
ROI/Community Benefit for CVB campaigns using only digital and OOH	$149	$165	✓	$156
Travel Revenue Generated (Economic Impact) for CVB campaigns using only digital and OOH	$356 M	$401 M	✓	$343 M

* Predicted awareness is not a benchmark per se. SMARInsights' predictive model considers creative ratings, media spend, and population size.

Return on Investment

Cost Per Aware Household

- Each of MLT's seasonal campaigns in the California and Nevada markets are more efficient than SMARInsights' benchmark of $0.39/aware household.
- While efficiency is an important metric to monitor, the ultimate goal of the advertising is visitation. That measure will be reviewed in the economic impact and ROI discussion that follows.

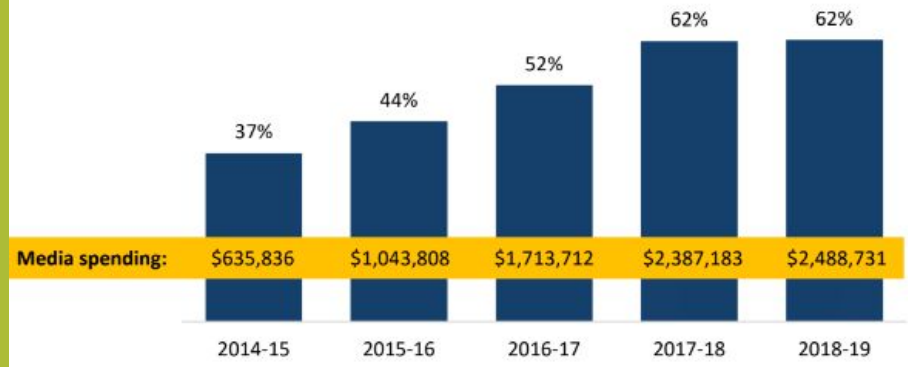
2018-19 Seasonal Campaigns in CA & NV	Summer	Fall	Winter
Awareness	47%	41%	43%
Aware HH	3,692,620	3,248,704	3,376,452
Media spending	$1,082,748	$542,250	$798,795
CPAH	$0.30	$0.17	$0.24

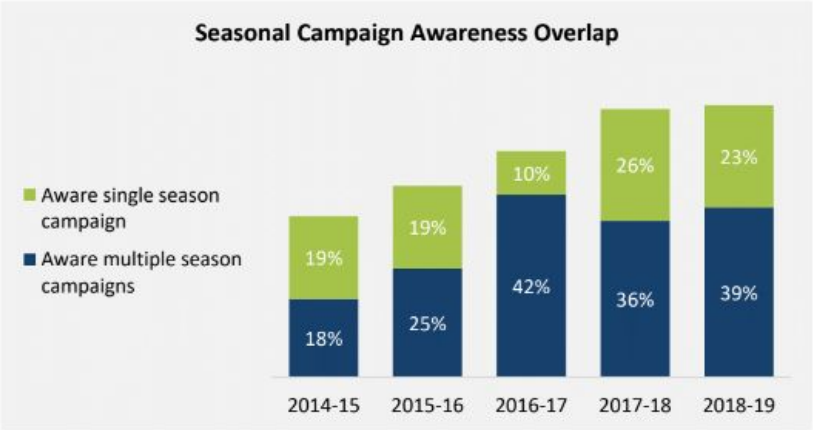
Benchmark CPAH for CVB spot-market campaign w/o broadcast TV: $0.39

Return on Investment

Awareness of Multiple Seasonal Campaigns

- Overall awareness of MLT's advertising remains strong. In FY2018-19, 62% of outdoor travelers in California and Nevada were aware of the campaign. This measure incorporates those aware of individual seasonal campaigns, as well as those aware of two and three campaigns.
- The campaign also remains strong at generating recall of multiple seasonal campaigns. Multiple exposures create synergies that drive impacts, including visitation.

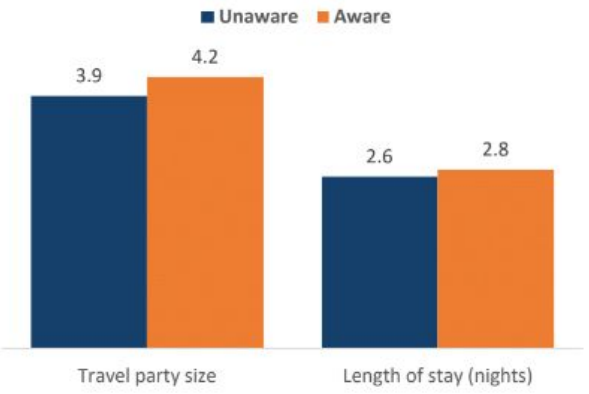




Return on Investment

Ad Impact on Trip Metrics

- Ad-aware visitors have larger travel parties and they stay longer in Mammoth Lakes, mirroring impacts from prior fiscal year-end measures.
- Ad-aware visitors spent 32% more in the destination. The ads boosted lodging spending by nearly a third and drove more dining out/nightlife expenditures, outdoor activities, shopping, and entertainment.



Qualified trips only; from data collected in summer/fall, winter, and ROI research.
n=371

CA & NV Visitor Spending	Unaware	Aware
Lodging/accommodations	$603	$779
Dining out/nightlife	$213	$241
Groceries	$93	$92
Outdoor activities/attractions	$145	$181
Shopping	$98	$137
Entertainment	$42	$63
Transportation	$56	$77
Other	$26	$115
TOTAL	**$1,274**	**$1,684**

Return on Investment

ROI by Campaign

- Each of the three seasonal campaigns generated a positive ROI for MLT.
- The Summer ads brought in the highest volume of trips this year. MLT invested considerably more this year in its Summer advertising. As a non-peak season, Summer offers considerable growth potential in the nearby markets.
- The Fall campaign's high ROI is in part due to lower ad spending, however, this is offset to some extent by higher Summer investment and by continued Fall messaging in California and Nevada markets. This strategy is helping increase Mammoth Lakes' visibility and is building awareness of the destination's Fall product.
- Winter spending was lower this year than last (-17%), and the campaign influenced fewer incremental Winter trips this year.
- What this illustrates is that MLT is able to use its advertising investment to successfully generate visits in non-peak seasons.

CA & NV markets	Summer 2018	Fall 2018	Winter 2018-19
Media spending	$1,082,748	$542,250	$798,795
Incremental trips	96,855	87,191	71,262
Trip spending	$1,111	$1,551	$2,216
Economic impact	**$107,604,532**	**$135,256,805**	**$157,897,751**
ROI	$99	$249	$198
Local tax impact	**$2,905,322**	**$3,651,934**	**$4,263,239**
Tax ROI	$2.68	$6.73	$5.34

Qualified trips only.

Advertising Effectiveness

Executive Summary – CA + NV vs. SMARInsights Benchmarks

- MLT's campaign continues to surpass industry benchmarks in the California and Nevada markets.
- A decline in winter spending, on the heels of lower summer and fall spending, led to lower awareness and a less efficient campaign year-over-year. But compared to average DMO campaign spending, MLT's winter campaign remains more efficient.

CALIFORNIA + NEVADA MARKETS	Winter 2018-19	Winter 2019-20	Benchmark
Awareness	43% overall 59% among snow travelers	33% overall 40% among snow travelers	n/a*
Cost per aware household	$0.26	$0.27 ✓	$0.32
Ad impact on Net Promoter Score	50-point lift	35-point lift	
The ads communicate that Mammoth Lakes offers an awe-inspiring winter experience	4.1 overall 4.2 among snow travelers	4.4 overall 4.5 among snow travelers ✓	Top 10%: 4.0
The ads showcase Mammoth Lakes as a great place to enjoy the outdoors and nature in winter	4.2 overall 4.3 among snow travelers	4.5 overall 4.6 among snow travelers ✓	Top 10%: 4.0
The ads make me interested in visiting Mammoth Lakes in the winter	3.5 overall 4.0 among snow travelers	4.0 overall 4.4 among snow travelers ✓	Top 10%: 4.0
The ads make me want to visit Mammoth Lakes for a leisure trip	3.8 overall 4.1 among snow travelers	4.2 overall 4.4 among snow travelers ✓	Top 10%: 4.0

* With a 19% decrease in budget, current baseline awareness decreases and a new benchmark for success must be established against the lower spend level

Advertising Effectiveness

Executive Summary – Denver

- Awareness grew from the first year of winter advertising in Denver, where there is more opportunity to generate reach and visit interest long term.
- MLT's 2019-20 winter campaign outperformed baseline measures for awareness and ad strength, but not for efficiency of the campaign.

DENVER MARKET	Winter 2018-19	Winter 2019-20
Awareness	21% overall 24% among snow travelers	27% overall 31% among snow travelers
Cost per aware household	$0.26	$0.75 ✓
Ad impact on Net Promoter Score	23-point lift	36-point lift
The ads communicate that Mammoth Lakes offers an awe-inspiring winter experience	4.0 overall 4.2 among snow travelers	4.2 overall ✓ 4.3 among snow travelers
The ads showcase Mammoth Lakes as a great place to enjoy the outdoors and nature in winter	4.2 overall 4.3 among snow travelers	4.3 overall ✓ 4.5 among snow travelers
The ads make me interested in visiting Mammoth Lakes in the winter	3.3 overall 3.6 among snow travelers	3.4 overall ✓ 3.8 among snow travelers
The ads make me want to visit Mammoth Lakes for a leisure trip	3.6 overall 3.9 among snow travelers	3.5 overall 3.9 among snow travelers

Advertising Effectiveness

Executive Summary – Northeast Market

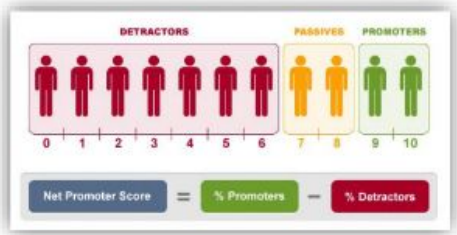
- MLT debuted its winter campaign in the New York City and Boston DMAs, where the large population and flight access create a good target.
- The following performance indicators are a baseline for future measures. This campaign was more efficient than $0.32-per-aware-household average.

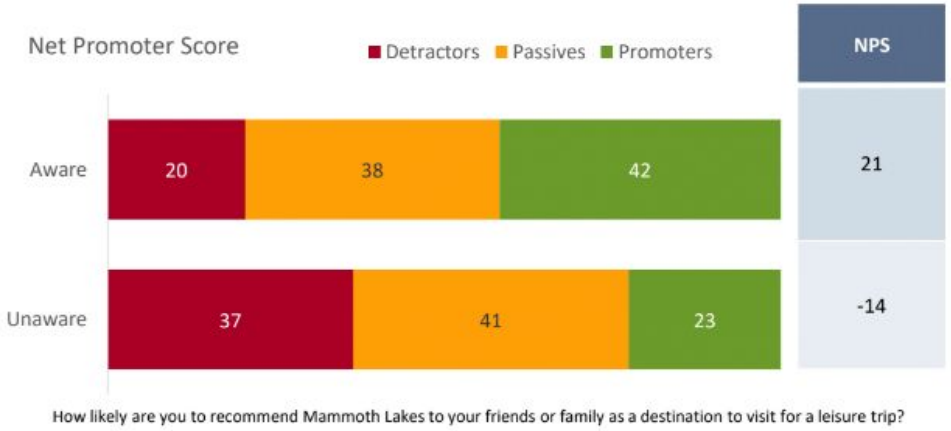
NORTHEAST MARKET	FY2018-19
Awareness	19% overall; 41% among snow travelers
Cost per Aware Household	$0.11
Ad impact on Net Promoter Score (NPS)	64-point lift
Ad impact on Likelihood to visit Mammoth Lakes	20-point lift
The ads show that Mammoth Lakes is an outdoor playground	4.4
The ads communicate that Mammoth Lakes is a destination for outdoor adventurers	4.4
The ads communicate that Mammoth Lakes is majestic in scale and awesome in its natural beauty	4.4
The ads make me want to visit Mammoth Lakes for a leisure trip	3.9

Advertising Effectiveness

Ad Impact on Net Promoter Score – All Travelers

- The ads generate a 35-point increase in the Mammoth Lakes NPS from travelers in California and Nevada.
- For context: in early 2015, when MLT's ads had been running for about a year in these same markets, the unaware NPS there was -43 and the ads boosted it 46 points.





Mammoth Lakes TBID Annual Report

Fiscal 2020-21 TBID Results

Expense Budget = $3,877,212
Revenue Budget= $3,246,773
Budgeted Difference = -$630,439*
*to be backfilled by surplus or TBID reserve

Actual Revenue = $4,402,673
Actual Difference = $1,115,900
Net to Reserve = $525,461

Actual Expenses =$1,224,151
Actual Difference =$2,653,060
Net to Reserve = $2,474,539

Total TBID Reserve as of 11/17/21 = $4,502,130

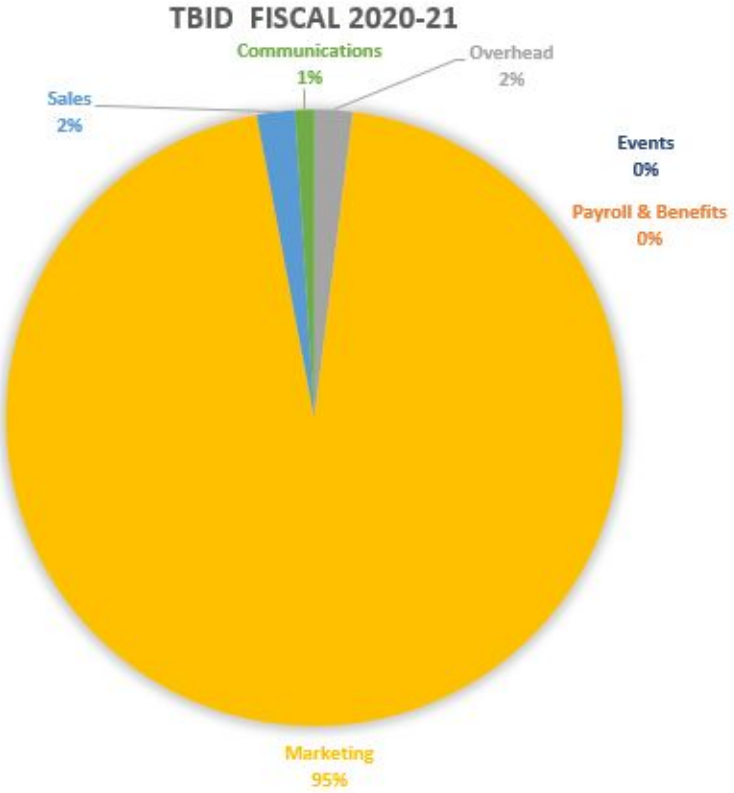
TBID Results by Assessed Segment

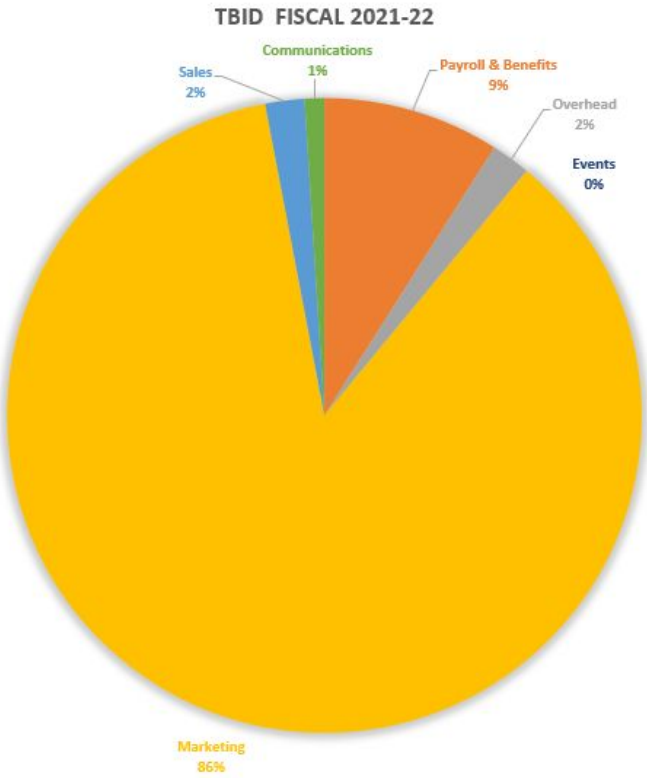
	2020-21 Budget	2020-21 Actual	$ Change	% Change
Lodging 1.0% assessment	$861,577	$1,252,035	+$390,459	+45%
Retail 1.5% assessment	$729,000	$1,416,305	+$687,305	+95%
Restaurant 1.5% assessment	$738,500	$835,486	+96,986	+13%
Ski Area 2.0% assessment	$917,700	$898,846	-$18,853	-2%

There is no interest or plan to adjust the boundaries or assessment levels for the district at this time.

Mammoth Lakes Tourism has begun the process of renewal slated for September 2023

TBID Budget Breakdown





Reporting and Real time Info

Ongoing Information

Keeping Up With MLT

- MLT Board Meetings - First Wednesday of the Month 1-3pm Suite Z/Zoom
  - March 2, 2022 - Strategy and Goal Setting
  - April 6, 2022 - Draft of Deliverables Presented
  - May 4, 2022 - Draft of Budget and Plans Presented; Deliverables Approved
  - June 1, 2022 - Final Budget Presented for Board Approval
- Monthly Community Coffee (11 times a year)
- Monthly Tourism Insights Newsletter (12 times a year)
- Weekly 5-in-5 Newsletter Sent out Every Friday (52 times a year)
- Ongoing Updates to Town Council During Public Comment
- Quarterly Workshops Between Town Council and MLT Board
- Spring MLT Open House (slated for May 2022)
- MLT Industry Insider Website/ Industry.VisitMammoth.com
- Research Presentations on ROI, Visitor Profile, Air Service and Ad Effectiveness
- Meet with us one-on-one anytime when you have questions...

Mammoth Lakes™
CALIFORNIA
Thank you.