

MAMMOTH LAKES CRIB

A scenic view of a paved road winding through a valley with green shrubs and yellow wildflowers, leading towards a massive, rugged mountain range under a clear blue sky. Two cyclists are riding on the road in the distance.

WHAT IS THE "CRIB"?

- HIGH ALTITUDE TRAINING DESTINATION PROGRAM STARTED IN 2011 - ORIGINALLY JUST OPEN A FEW MONTHS OUT OF THE YEAR
 - GOAL IS TO WORK WITH ATHLETES TO PROVIDE 3RD PARTY ENDORSEMENTS TO THEIR AUDIENCES AND TO MEDIA REGARDING THE VALIDITY OF HIGH ALTITUDE TRAINING IN MAMMOTH LAKES
- USED A RENTAL CONDO UNTIL 2018, WHEN MLT BOARD APPROVED THE PURCHASE OF A CONDO FOR THE ORGANIZATION FOR A YEAR-ROUND PROGRAM



CRIB COVERAGE HIGHLIGHTS OVER THE YEARS

**RUNNER'S
WORLD**

**Sports
Illustrated**

ESPN

UPROXX **WOMEN'S
Running**

competitor

RUNNING

bon appétit





ATHLETES HOSTED IN RECENT YEARS

2019

51 ATHLETES HOSTED


2020

18 ATHLETES HOSTED

2021

16 ATHLETES HOSTED

CONTENT CREATION FROM MLT & FROM OUR ATHLETES

Total Impressions	Total Influencers	Most Engaged Post 
1,425,700	1	
Total Interactions	Total Posts	@chrisriekert By Chris Riekert I've been in Mammoth for over a week now. For endurance athletes it's a strange thing to be here. The gains you make while training can be big... but the performances you have while you're here always feel so underwhelming. It's hard to be patient sometimes, to trust the plan. To abide by the program and see what comes out the other side. I'm looking forward to seeing the results. @mammothcrib @visitmammoth @snowcreekac @rapha_n_america - Pro Team Lightweight Jersey / Pro Team Training Short #mammothlakes #visitmammoth #alltitudetraining #sleephightrainlow #rapha #tomsplace #rockcreeklake #baaw Engagement: 4.38% Posted: Jul 29, 2021 Impressions: 16,200 Interactions: 710
998	88	
Total Views	Included Platforms	
146,090	Instagram	
Total Avg. Engagement %		
3.08%		
Required Hashtags		
#visitmammoth, #mammothcrib, #snowcreekac		



- SOCIAL COVERAGE
- VIDEO CONTENT/BLOG CONTENT
- CRIB PLAYLIST ON YOUTUBE
- DES LINDEN VIDEO GOLD STANDARD



THE PATH FORWARD FOR 2022

- REBUILD ATHLETE VISITS
 - REGAIN MOMENTUM OF 2019
- CONTINUED WORK WITH MTC
- INTEGRATION OF CRIB CHANNELS INTO VISIT MAMMOTH CHANNELS
- REVAMP CONTENT CREATION AND SOCIAL TAKEOVERS
 - SECURE A STEADY VIDEOGRAPHER
- GROW BRAND AND INFLUENCER CONNECTIONS

