

FY22 WINTER CAMPAIGN WRAP REPORT

Mammoth Lakes Tourism



PERFORMANCE OVERVIEW





Brand Campaign Summary

Awareness and Consideration tactics were effective in showcasing the Mammoth Lakes Winter season, driving quality traffic to the website.

- Video content resonated with the audience, outperforming both video view and view rate goals
- Traffic driving ads sparked interest in the destination demonstrated by high CTR, 43% higher than anticipated
- High volume of traffic was driven to the website, aided by cost efficiencies and strong ad engagement, with the user then spending consideration amount of time exploring what Mammoth Lakes has to offer

Publisher	Video Views	View Rate	CTR	Sessions	TOS
YouTube	4,891,864	58%	--	--	--
Pandora	1,288,102	56%	0.70%	19,979	0:26
OutsideOnline	612,141	98%	0.06%	791	0:33
Viant	1,639,368	97%	0.11%	15,315	0:11
Facebook/Instagram	1,954,907	72%	0.52%	31,565	0:16
Google Display Network	-	--	2.24%	195,011	0:28
Google Search	--	--	9.41%	18,915	1:20
Clear Channel Outdoor	--	--	0.12%	1,740	0:19
Campaign Totals	10,386,382	66%	0.67%	283,316	0:29
Campaign Goals	9,536,317	59%	0.47%	238,968	0:28
% To Goal	109%	112%	143%	119%	104%



Market Performance

While ad engagement and volume of traffic to the website has increased in FY22, interest in flights has shown a decline.

- CTRs in all markets have tracked over 40%+ increase compared to FY20
- TOS in Denver and the Northeast is higher than the last two previous years, likely due to audience becoming more familiar with brand and wanting to learn more
- Flight Referrals were challenged in FY22, which may be due to COVID-19 spikes and not feeling comfortable flying

	FY20			FY21			FY22		
Market	CA+NV	Denver	Northeast	CA+NV	Denver	Northeast	CA+NV	Denver	Northeast
CTR	0.44%	0.42%	0.41%	0.42%	0.56%	0.46%	0.66%	0.60%	0.73%
Sessions	100,784	56,350	63,850	71,317	9,869	16,630	135,904	48,840	98,891
TOS	0:33	0:23	0:23	0:25	0:20	0:22	0:31	0:25	0:27
Flight Referrals	22,767	724	537	386	75	79	4,640	330	253
Flight Referral Rate	10.4%	1.7%	1.8%	3.8%	2.4%	1.3%	5.7%	1.2%	0.5%



Intent (Air Service) Campaign Summary

California markets were effective at reaching users with interest in planning travel to Mammoth, but far markets were challenged reaching a qualified audience.

- OOH and SF specific heavy-up aided in the success of the California intent campaign
- Recommend adding additional awareness tactics to far markets to help increase overall familiarity with destination
 - OOH or other activations are options to help expand brand awareness
- Incorporate new low funnel tactics to reach travel intenders
 - Testing new partnership with Travelzoo in Spring/Summer, will consider for the Winter campaign if results are successful

Publisher	CA+NV Actual	CA+NV Goal	Denver Actual	Denver Goal	Northeast Actual	Northeast Goal
Flight Referrals	4,640	1,993	330	534	253	1,067
Flight Referral Rate	5.7%	3.4%	1.2%	1.6%	0.5%	1.5%

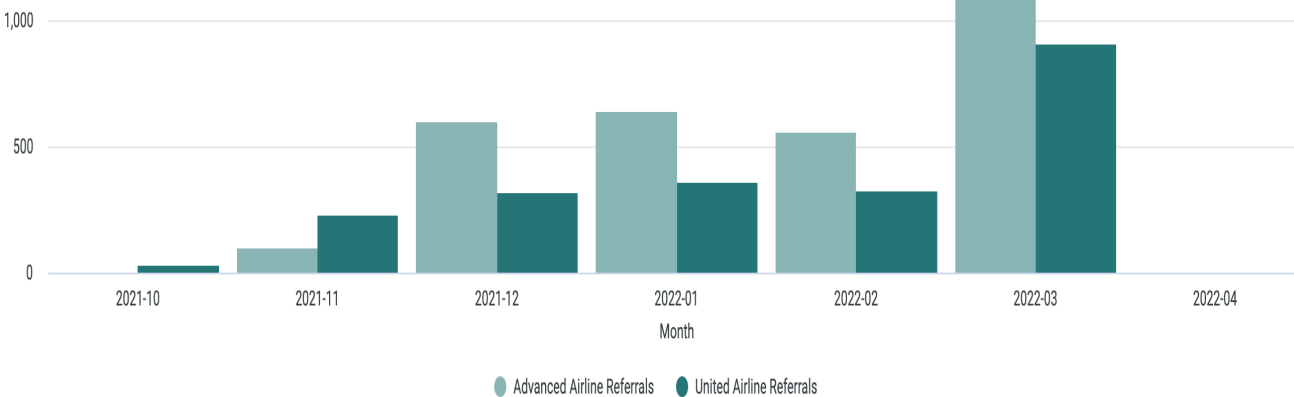


Intent – Air Service

Referrals tracked a steady increase MoM throughout the campaign, heaviest in March.

- Heavy-up due to the incremental budget geared towards raising intent to fly from SFO
 - Google Search and Facebook saw the greatest lift in flight referral with the incremental budget

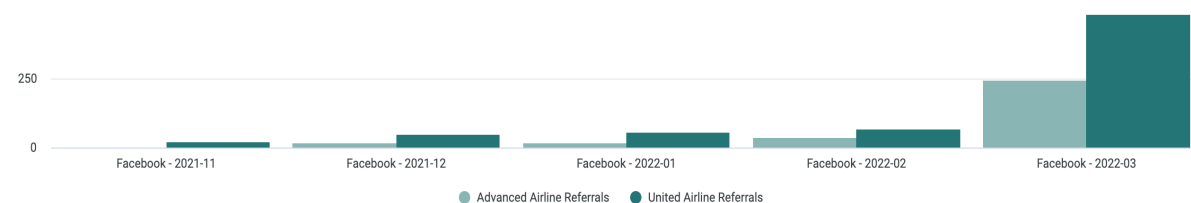
All markets / partners



San Francisco / SEM



San Francisco / Facebook



PUBLISHER PERFORMANCE

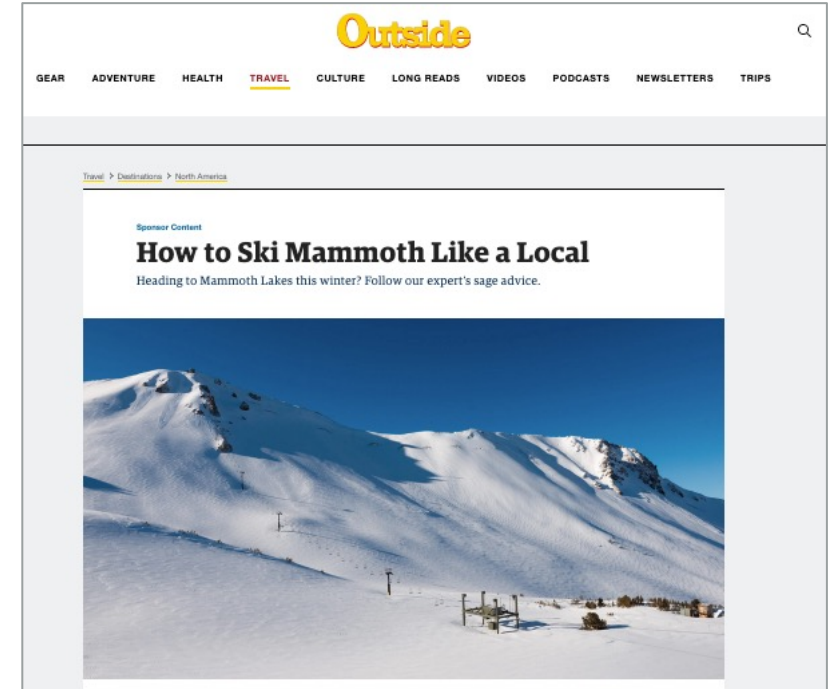




Outside Online - Awareness

Upper funnel tactics reached prospective travelers, providing additional content to help build brand awareness.

- Videos were highly engaging to OutsideOnline users, delivering 42% more views than anticipated
 - High VCR due to videos running in non-skippable placements
- Custom article *How to Ski Mammoth Like a Local* achieved content view goal, while time with content exceeded expectations
 - Time spent with content delivered on awareness objective among those reached, outperforming goal by 64%
 - Social promotion generated buzz around the destination, driving content views
 - 4 total posts across OutsideOnline's Facebook, Instagram and Twitter generated a 0.83% CTR
 - SKI social posts across their social handles (Facebook, Instagram, and Twitter) tracked slightly lower CTR at 0.59%



Engagement			
KPI	Actual	Goal	% Of Goal
Content Views	20,100	20,000	100%
Time with Content	3:17	2:00	164%
Video Views	612,141	618,611	99%
View Completion Rate	98%	95%	103%



Outside Online - Consideration

Traffic driving units saw varying performance across placements, but reached a highly qualified audience.

- Custom e-blasts delivered to key markets reached high volume of users
 - Over 52K opens were tracked with open rate exceeding platform benchmark by a considerable margin
 - Click outs from the email were lower than anticipated falling well below platform goal
- Destination Spotlight Native produced a low CTR (0.07%), but drove highly engaged users to the website with average TOS over 1:20
- Display units across all placements generated an average 0.10% CTR, driving 81% of publishers sessions
 - While strong in volume, TOS fell below goal at 0:21
 - Market specific CTRs ranged from 0.08-0.10%
 - California+Nevada was most engaged with a 0.10% CTR and 0:44 TOS

SPONSOR CONTENT

Looking for Otherworldly Adventure? Head to Mammoth Lakes.

From crystal-clear lakes to towering peaks, Mammoth Lakes is home to some of the country's most awe-inspiring adventures. The best part? There's no off season.

EXPLORE MORE →

Traffic Driving			
KPI	Actual	Goal	% Of Goal
E-blast Sends	200,240	180,000	111%
E-blast Open Rate	26%	15%	173%
E-blast OCTR	1.3%	7%	18%
Display/Native CTR	0.09%	0.10%	90%
MLT Sessions	791	413	192%
MLT TOS	0:33	0:30	110%



Outside Online Screenshots

SKI

Escape to Mammoth Lakes



In Mammoth Lakes, "wow" is a world of its own. Discover unbelievable terrain offering an exceptionally long season for skiing and snowboarding, and an array of winter activities and memorable family adventures to make it one for the storybooks. Adventure is just a road trip or flight away. Plus, we've expanded air service to offer more reliability and better connections. Start planning your escape today.

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SKI

You received this email because you are subscribed to SKI Partner Offers. Update your [email preferences](#) to choose the types of emails you receive.

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Outside
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Mammoth Lakes
CALIFORNIA

Adventure doesn't wait for the weekend. This winter, come experience extraordinary midweek adventures in Mammoth Lakes, California. Skip the lines, save on lift tickets, lodging, and more. Not to mention, you can have the whole place to yourself. Your next escape is just a flight or road trip away, with expanded air service offering more reliability and better connections. Leave your average weekdays behind and see why midweek is the ultimate time to explore.


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Pro Skier Holly Moseley-Raymond shares her advice to make the most of a visit to Mammoth Lakes.



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How to Ski Mammoth Like a Local [Learn more](#)


Heading to Mammoth Lakes this winter? Follow our expert's sage advice.

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skimagazine Mammoth Lakes routinely claims more than 400 inches of light, fluffy snow, to help yo... more

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How to Ski Mammoth Like a Local

[Learn more](#)



Mammoth Lakes video content resonated with travel audience, exceeding goals in all markets.

- Efficiencies with cost per view contributed to the over delivery in total video views
- The Brand and Lookalike audience performed similarly producing a 58% view rate, although the Brand generated the most views
- Top performing 0:30 video was *NSB Above Average* with a 62% view rate
 - *Maladies Morning Commute* was the stand out 0:15 creative with a 62% (CA+NV only)

CA+NV			
KPI	Actual	Goal	% Of Goal
Video Views	2,553,259	1,558,334	164%
View Rate	58%	50%	116%
Denver			
KPI	Actual	Goal	% Of Goal
Video Views	721,749	510,000	142%
View Rate	56%	50%	112%
Northeast			
KPI	Actual	Goal	% Of Goal
Video Views	1,616,856	1,048,334	154%
View Rate	58%	50%	116%



YouTube Screenshots

Visit Advertiser

Skip Ad ▶

00:31

Ad Mammoth Lakes, California
522K views

Ad 00:28

ELLE
LOCAL SINCE 2019

Mammoth Mountain
Dove Run

SKIP AD ▶

Visit Advertiser

Skip Ad ▶

00:23

Ad Mammoth Lakes, California
5.23M views



Pandora – Awareness

Audio and video placements worked to build brand Awareness, showcasing the destination audibly and visually.

- Impression goals were exceeded across the three markets, with Northeast tracking the highest delivery
- High volume of video views were generated, while reaching a qualified audience, exceeding all market goals
 - California+Nevada saw the best engagement with the highest VCR
- Not only did the video placements work well in the Awareness space, they also drove quality traffic to the website
 - While unusual, videos/video companion banners produced a 0.28% CTR, 4.9K sessions, and a 0:25 TOS
 - The Northeast was responsible for the highest CTR at 0.32%, while California+Nevada saw the best TOS at 0:28

CA+NV			
KPI	Actual	Goal	% Of Goal
Audio Imps	843,014	750,000	112%
Video Views	627,973	382,500	164%
VCR	61%	50%	122%
Denver			
KPI	Actual	Goal	% Of Goal
Audio Imps	391,823	350,000	112%
Video Views	208,542	153,000	136%
VCR	57%	50%	114%
Northeast			
KPI	Actual	Goal	% Of Goal
Audio Imps	851,471	750,000	114%
Video Views	419,170	314,500	133%
VCR	57%	50%	114%



Pandora – Consideration

Pandora display units produced strong ad engagement in each market, effectively driving high volume of site traffic.

- All markets out performed CTR goals by more than double
 - Ads were most engaging in the Northeast market, followed closely by Denver
- Strong CTR contributed to high volume of sessions, with users spending a fair amount of time with the Mammoth website content
 - California+Nevada generated the top average session duration at 0:27, just shy of goal
- The Mobile Interstitial unit tracked the best CTR at 1.11%, whereas the Display units reached a more qualified user with a 0:33 TOS
- Sponsored Listening unit reached interested users, although overall low volume of sessions
 - Users clicked through a high rate (2.13%), generating 601 sessions, with an average TOS of 1:33

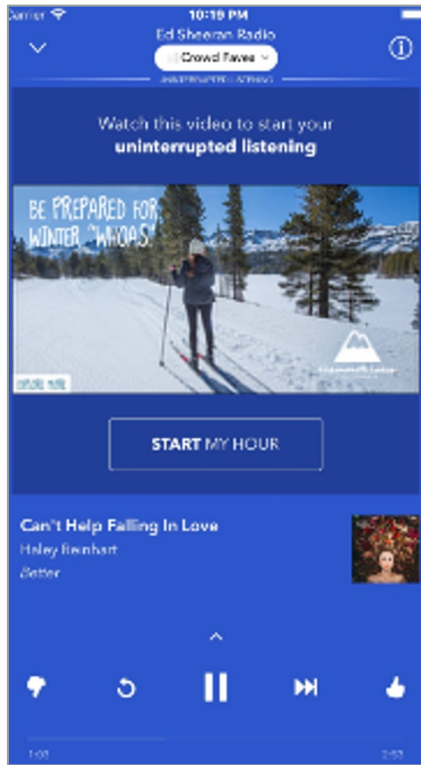
CA+NV			
KPI	Actual	Goal	% Of Goal
CTR	0.61%	0.25%	244%
Sessions	6,554	4,753	138%
TOS	0:27	0:30	90%

Denver			
KPI	Actual	Goal	% Of Goal
CTR	0.67%	0.20%	335%
Sessions	2,316	1,521	152%
TOS	0:20	0:30	67%

Northeast			
KPI	Actual	Goal	% Of Goal
CTR	0.68%	0.20%	340%
Sessions	5,366	3,127	172%
TOS	0:19	0:30	63%



Pandora Screenshots



Sponsored Listening



Mobile Interstitial



Video





Facebook - Awareness

Awareness tactics helped showcase Winter in Mammoth, sparking interest in the destination.

- Efficient cost per view aided in the over delivery of view videos across all markets
- California+Nevada reached the most engaged audience, followed closely by the Northeast
- Overall, the *No Small Backyard Above Average* video produced the greatest volume of views as well as the best view rate (82%)
- Although not a primary KPI for videos, the placements saw a 0.51% CTR generating over 6.3K sessions

CA+NV			
KPI	Actual	Goal	% Of Goal
Video Views	1,012,911	673,200	150%
View Rate	76%	50%	152%

Denver			
KPI	Actual	Goal	% Of Goal
Video Views	306,770	269,280	114%
View Rate	62%	45%	138%

Northeast			
KPI	Actual	Goal	% Of Goal
Video Views	635,226	553,520	115%
View Rate	72%	45%	160%



Facebook - Consideration

Traffic driving units effectively generated high volume of website visitors.

- The Northeast tracked the best ad engagement, exceeding goal by 20%
- All markets over delivered against session goals
- California+Nevada reached the most qualified user with the best average session duration, while the other markets fell just shy of goals
- Retargeting audience in both the Midweek and Brand messaging saw the best performance, reinforcing the importance of reengaging users
 - Midweek Retargeting: 1.30% CTR, 0:49 TOS
 - Brand Retargeting: 1.06% CTR, 0:24 TOS
- All creatives produced CTRs between 0.49-0.53%, while the *Midweek #1* image saw the best TOS at 0:22

CA+NV			
KPI	Actual	Goal	% Of Goal
CTR	0.52%	0.50%	104%
Sessions	12,116	10,328	117%
TOS	0:21	0:20	105%
Denver			
KPI	Actual	Goal	% Of Goal
CTR	0.42%	0.45%	93%
Sessions	4,214	3,718	113%
TOS	0:17	0:20	85%
Northeast			
KPI	Actual	Goal	% Of Goal
CTR	0.60%	0.50%	120%
Sessions	8,905	8,492	104%
TOS	0:17	0:20	85%



Facebook – Intent (Air Service)

Air Service efforts were receptive in most markets, but struggled in the Northeast.

- As expected California+Nevada tracked the most interest in flights to Mammoth, far surpassing both flight search and search rate goals
 - San Francisco (1,014) and Los Angeles (1,020) garnered similar volume of flight searches and search rate at 14.6% and 14.5%, respectively
 - San Francisco market saw a 570% jump in flight searches from February to March, **due to the incremental budget in market**
- Denver also saw strong engagement, exceeding both goals by over 60%
- The Northeast market was challenged reaching qualified users, unable to achieve either goal
 - The market may need additional awareness efforts in order to establish Mammoth as a prospective Winter destination for travel

CA+NV			
KPI	Actual	Goal	% Of Goal
Flight Searches	2,710	1,839	147%
Flight Search Rate	16%	7%	228%
Denver			
KPI	Actual	Goal	% Of Goal
Flight Searches	120	74	162%
Flight Search Rate	3.4%	2%	170%
Northeast			
KPI	Actual	Goal	% Of Goal
Flight Searches	21	127	17%
Flight Search Rate	0.3%	1.5%	20%



Facebook/Instagram Screenshots

Visit Mammoth
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Burned out from the morning commute? Elevate your attitude in big, beautiful Mammoth Lakes.

VISITMAMMOTH.COM

Watch more

Visit Mammoth
Sponsored · 🌐

Mammoth Lakes is 11,053 feet in the sky! C'mon up to enjoy (and respect) the wild wonders. #travelresponsibly

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Watch more

Visit Mammoth
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Come see how extraordinary the everyday can be in Mammoth Lakes. Find your flight now. And please travel responsibly.

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Watch more

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Take your next adventure to new heights! Starting at \$138, you can catch round trip flights to Mammoth from SFO. Book your trip now.

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Take flight to Mammoth Lakes. [Learn more](#)

11

Like Comment Share

Common Maladies

Comment

Visit Mammoth
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Mammoth Lakes is a Winter adventureland, where the snow piles higher and the ski season is one of the longest in the country.

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Catch the Winter Wave [Learn more](#)

2

Like Comment Share

Like Comment

Visit Mammoth
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For powderhounds and vert chasers, nothing beats Mammoth Lakes. Come fly it for yourself.

VISITMAMMOTH.COM

Time to book your flight. [Learn more](#)

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Like Comment Share

Like

Visit Mammoth
Sponsored · 🌐

Mammoth Lakes has 3,500 shreddable acres waiting for you. It's time to come knock it off the ol' bucket list.

VISITMAMMOTH.COM

Tallest Lifts in California [Learn more](#)

2 1 Share

Like Comment Share



Google Display Network

Ads were highly engaging, driving volume of qualified traffic to the website for users to explore further.

- Ad engagement far exceeded expectations, over double CTR goal in all markets
- Placement efficiencies and high CTR contributed to the over delivery of sessions
- The Northeast was the top performing market, producing the best CTR and TOS
- The *Family* image was the standout creative with a 2.99% CTR and average session duration of 0:29

CA+NV			
KPI	Actual	Goal	% Of Goal
CTR	2.07%	0.75%	276%
Sessions	89,921	83,232	108%
TOS	0:27	0:25	108%

Denver			
KPI	Actual	Goal	% Of Goal
CTR	1.73%	0.75%	231%
Sessions	35,083	33,293	105%
TOS	0:27	0:25	108%

Northeast			
KPI	Actual	Goal	% Of Goal
CTR	2.98%	0.75%	397%
Sessions	70,007	68,435	102%
TOS	0:28	0:25	112%



Google Display Network – Intent (Air Service)

Intent messaging reached interested users, efficiently driving high volume of website traffic.

- KPIs for this program shifted to focus on traffic driving as this is a mid-funnel partner
- GDN saw strong ad engagement, exceeding goals by close to double in all markets
 - Northeast lead the pack with the highest CTR, followed closely by California+Nevada
 - Within the California+Nevada market, San Francisco had the best CTR at 2.34%, while Carlsbad saw the best onsite engagement with a 0:28 TOS
- Strong CTR as well as cost efficiencies contributed to the over delivery of sessions
- Although TOS fell below goal, users still spent a considerable amount of time exploring website content


CA+NV			
KPI	Actual	Goal	% Of Goal
CTR	2.07%	1.0%	207%
Sessions	55,431	51,240	108%
TOS	0:26	0:30	87%

Denver			
KPI	Actual	Goal	% Of Goal
CTR	1.90%	1.0%	190%
Sessions	20,730	14,716	141%
TOS	0:26	0:30	87%

Northeast			
KPI	Actual	Goal	% Of Goal
CTR	2.08%	1.0%	208%
Sessions	36,741	30,250	121%
TOS	0:25	0:30	83%






GDN Screenshots






Why Mid-Week is a Must

Adventure doesn't wait for the weekend; weekdays are the ultimate time to explore.



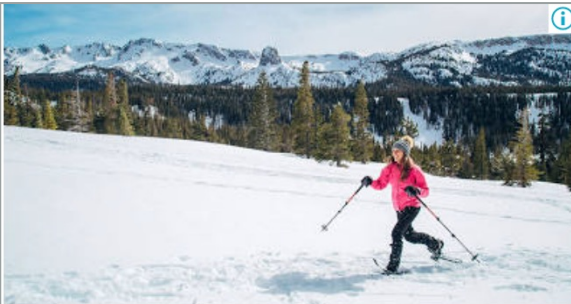
Find Thrills of All Sizes

Experience west coast powder of Mammoth Lakes with family adventures outside your door.



Fly to Mammoth.

Fly to Mammoth Lakes this season and experience the ultimate outdoor playground.






Explore the unbelievable.

Winter adventures await in Mammoth Lakes. Find flights now. And please travel responsibly.





FLY SFO TO BISHOP/MAMMOTH IN 38 MINUTES



Fly Nonstop from SFO to Mammoth Lakes in 38 minutes.

Visit Mammoth Lakes [Open >](#)





Viant - Awareness

OTT placements reached prospective travelers as they consumed media, tracking high volume of views.

- Over delivery of video views were tracked across both the California+Nevada and Northeast markets, while Denver fell slightly below goal
- Video completion rate ranged from 96-98% in the different markets, all surpassing goals
 - Majority CTV placements are non-skippable, aiding the high VCRs
- Although only running in the California+Nevada market, the *Maladies* videos saw the best VCR at 99%, while the *No Small Backyard* videos were at 97%, producing majority of the views

CA+NV			
KPI	Actual	Goal	% Of Goal
Video Views	714,061	692,982	103%
VCR	98%	95%	103%
Denver			
KPI	Actual	Goal	% Of Goal
Video Views	295,603	342,967	86%
VCR	97%	95%	102%
Northeast			
KPI	Actual	Goal	% Of Goal
Video Views	617,446	608,415	101%
VCR	96%	95%	101%



Viant – Consideration

Ad engagement was strong reaching an interested user, but onsite engagement was challenged.

- Display units tracked a better CTR at 0.11%, while the native units reached a more qualified user with a 0:13 TOS
 - All markets exceeded CTR goal
- Strong CTR contributed to the high volume of session delivery, at least 20% more than anticipated across each market
- Added value placement generated an additional 3.5K sessions with an average session duration of 0:15 (across all markets)
- Average session duration fell below goal
 - High click to session ratio (83%) indicates that a qualified user was reached
 - Average CTS ratio ranges from 50-65%, varying by partner
- Low funnel tactics were unsuccessful at producing high volume of flight referrals
 - A total of 12 flight referrals were tracked, with California+Nevada generating majority

CA+NV			
KPI	Actual	Goal	% Of Goal
CTR	0.11%	0.10%	110%
Sessions	4,580	3,493	131%
TOS	0:12	0:30	40%
Denver			
KPI	Actual	Goal	% Of Goal
CTR	0.11%	0.10%	110%
Sessions	2,268	1,729	131%
TOS	0:08	0:30	27%
Northeast			
KPI	Actual	Goal	% Of Goal
CTR	0.11%	0.10%	110%
Sessions	3,810	3,066	124%
TOS	0:09	0:30	30%



Google SEM – Brand

Interest in travel to Mammoth Lakes far exceeded expectations, surpassing goals in all markets.

- Overall, strong ad engagement was tracked with a 9.41% CTR, outperforming 1.87% goal
 - SEM campaign tracked a 383% increase compared to last Winter
- Strong ad and onsite engagement in far markets indicate potential visitors are interested in the location
- The Northeast market expressed the most interest in the ads with the highest CTR, while CA+NV spent the most time exploring MLT website content

CA+NV			
KPI	Actual	Goal	% Of Goal
CTR	9.42%	2.0%	471%
Sessions	11,189	5,508	203%
TOS	1:35	1:00	158%

Denver			
KPI	Actual	Goal	% Of Goal
CTR	8.40%	1.5%	560%
Sessions	2,516	2,203	114%
TOS	0:52	0:25	208%

Northeast			
KPI	Actual	Goal	% Of Goal
CTR	9.99%	1.5%	666%
Sessions	5,210	4,529	115%
TOS	1:03	0:25	252%



Google SEM – Intent (Air Service)

Interest in flights was stronger in closer markets indicating need to boost awareness in far markets.

- California market tracked the greatest intent to travel, far exceeding goals
 - Los Angeles produced the most engagement with 774 flight searches and a 32% flight search rate
- The incremental budget for San Francisco aided in increased performance for the market in February and March
 - There was a 124% increase in flight searches from January to February and 29% for February to March
- The Northeast was challenged to achieve Intent goals
 - Market may need to build stronger brand awareness to become a more familiar Winter destination

CA+NV			
KPI	Actual	Goal	% Of Goal
Flight Searches	1,623	410	395%
Flight Search Rate	27%	7%	385%
Denver			
KPI	Actual	Goal	% Of Goal
Flight Searches	192	110	174%
Flight Search Rate	8%	5%	160%
Northeast			
KPI	Actual	Goal	% Of Goal
Flight Searches	95	226	42%
Flight Search Rate	3%	5%	60%



SEM Screenshots

Ad · www.visitmammoth.com ▼

Visit Mammoth, CA | It is No Small Adventure

Explore the endless opportunities for adventure just outside your door.

Ad · www.visitmammoth.com ▼

Cozy Cabins In Mammoth Lakes | Special Offers Available

Use Our Enhanced Property Listings To Find A Cabin & Book Securely On Our Site.



Clear Channel Outdoor

OOH billboards provided high level awareness of air service offering, while digital retargeting reengaged users to drive further exploration of flight offers.

- 14 units displayed Mammoth air service messaging throughout the campaign
 - Bonus exposure through 6 additional units delivered 62% more impressions compared to planned amount
- Digital retargeting units reached an engaged user generating a high CTR which aided in the over delivery of sessions by 123%
 - Similar performance was tracked against the two creatives



Out-of-Home			
KPI	Delivered	Goal	% to Goal
Impressions	28,613,216	17,671,556	162%
Digital Retargeting			
Impressions	1,328,033	1,200,000	111%
CTR	0.12%	0.10%	120%
Sessions	1,740	780	223%
TOS	0:19	0:20	95%



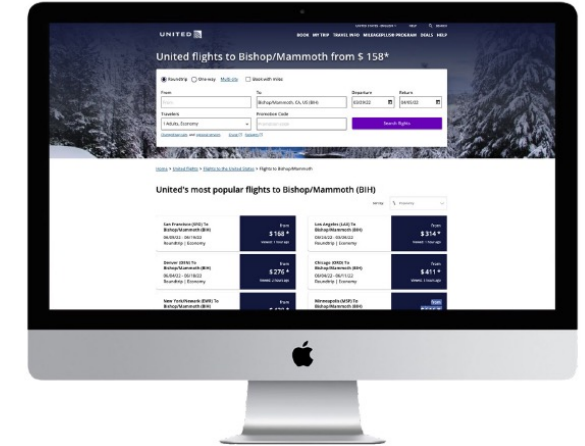
Ink Global Partnership

Campaign reached users throughout the traveler's journey, from planning to in aircraft messaging.

- Mammoth Lakes Air Service content ran in two issues (Nov-Dec) of Hemispheres Magazine
 - Monthly impressions are 500K with a reach of 8M
- ReachTV (Airport TV) units reached active travelers throughout their flying experience
 - 3.5M impressions generated across target markets, majority attributed to SFO
 - Targeting focus shifted to solely San Francisco and Los Angeles in February/March
- Facebook/Instagram social program reached prospective travel audience interested in the destination with an average CTR of 0.17%



Custom landing page



Traditional Media	
KPI	Delivered
Print Impressions	16,000,000
Reach TV Imps	3,575,804
Total Imps	4,575,804
Digital Media	
Impressions	916,140
Clicks	1,571
CTR	0.17%
Bookings	2,933
Avg. Ticket Price	\$200
Est. Booking Value	\$586,000



Ink Global Screenshots



PARTNERSHIP
RELATIONSHIP
FRIENDSHIP
FELLOWSHIP
LEADERSHIP
CHAMPIONSHIP
ENTREPRENEURSHIP
CRAFTSMANSHIP
SHIPYARD
MEMBERSHIP
OWNERSHIP
COMPANIONSHIP
STEWARDSHIP
MENTORSHIP
INTERNSHIP
SPONSORSHIP
WORKMANSHIP