

## Mammoth Lakes Tourism FY2021-22 – DELIVERABLES REPORT

The FY21-22 Deliverables reflect MLT's Commitment to a Community First approach in presenting the Town of Mammoth Lakes to our residents and visitors and in maintaining our brand awareness in existing and growing markets.

### 1. Sustainable Revenue Generation

- a. The Town of Mammoth Lakes continues to thrive on visitation and the revenues associated with that visitation. Mammoth Lakes Tourism will continue to work to maximize revenues for business and the Town while playing a major role in stewardship and responsible travel.
- b. Increased revenues do not automatically mean increased visitation numbers and MLT will work with the Mammoth Lakes Chamber of Commerce to continually educate our businesses on revenue and yield management.
- c. More people or 100% occupancy is no longer the goal; the goal instead is focused on enhancing the experience of our visitors, and our locals, while maximizing revenues.
- d. MLT will focus on education of responsible travel to our core Southern California visitors while focusing on destination visitors who will fill need times during the year, staying longer and spending more per trip.

### 2. Brand & Community Awareness — Responsible Travel & Visitor Education

- a. Promote 7 principles of Leave No Trace and stewardship messaging to visitors both before they arrive, and while in Town.
  - i. Specific social media campaign with engagement increases of 12% compared to summer 2020 as part of sustainable recreation message.  
**Achieved – “Hug What You Love” video views were tracked with an average view rate of 77%, above the summer actual of 62%**
- b. Actively promote alternative activities and locations to limit overcrowding in popular recreation areas.
  - i. Develop web-based map program to feature more diverse geographic area for summer/fall activity to alleviate crowding of popular trailheads, waterways, and activities.  
**Achieved – map launched July of 2021. The focus for the summer of '22 changed with lodging properties reporting slower than average pacing, so we focused all marketing efforts on driving visitation.**
  - ii. Target of 5,000 map interactions, which would be a 1.6% click rate based on the number of pageviews for the summer/fall pages.  
**Missed – total number of interactions were 4,656. Down 7% to goal. See above note.**
- c. Continue strong local marketing focus on Walk, Bike, Ride and ESSRP initiatives to reduce traffic congestion and pollution while enhancing the guest experience.

Achieved – Multiple local/social/web campaigns highlighting alternative transportation options.

- d. Public Relations will continue to work with journalists to include responsible travel and education messaging in earned media placements.

Achieved – From July 2021-May 2022 we continued to only host media if they agreed to promote stewardship in their stories. When summer 2022 kicked off, we did ease back into a recommendation to follow suit with paid marketing.

### 3. In-Market Communications — Local Promotion and Advertising Programs

- a. Work closely with Mammoth Lakes Chamber of Commerce and Mammoth Lakes Restaurant Association to create advertising plan to promote special offers.

Achieved – Special offers this year saw a xxx% increase over last year.

- b. Create advertising and promotion plan for local outreach both to residents and visitors for restaurants, retail, activities, gift cards, air programs, events, etc.

- i. Utilize local print, broadcast, and paid social advertising, as well as in market signage to promote local businesses, programs, and stewardship messaging.

Achieved – used radio, social, PO Box flyer for air service and brought on additional 12 businesses using the Yiftee gift card

- ii. Track pass-throughs to local businesses and events and achieve 6% increase over 2018-19 actuals.

Missed – increased by 1.7%

- c. Work with MLCC and MLT board retail representative to develop Retail Association.

Missed- lack of engagement this year from the retail sector to form this association. MLCC & MLT still pursuing for next year.

### 4. In-Market Engagement — Public Engagement and Outreach

- a. Continue monthly Community Coffee events — reassess virtual versus in-person at beginning of new fiscal year, depending on the latest COVID-19 protocols and community response.

Achieved – we continued Community Coffee, virtually, throughout the fiscal year

- b. Distribute 5-in-5 weekly via email — grow email distribution list by 5 percent.

Achieved – continued weekly distribution and grew list by 9 percent

- c. Monthly Tourism Insights email — grow email distribution list by 3 percent.

Achieved – continued distribution and grew list by 9 percent

- d. Return to providing seasonal business messaging emails (Snowfall, fires, covid19 etc.).

Achieved – we provided snow messaging emails last winter

- e. Host annual MLT open house (assess whether virtual or in-person is more appropriate at beginning of new fiscal year) — educate the community on strategy, programs, and results.

Achieved – we hosted an open house in May to get back in front of the community face-to-face

- f. Re-evaluate developing a board engagement or board role within the community.

Achieved – while we continue to work on this, we did start having the board become involved in our regular Town Council updates.

## 5. In-Market Engagement — Local Partnerships

- a. Share 50% cost of annual fish stocking program with the Town of Mammoth Lakes, up to \$50,000 per year.

Achieved - For summer 2021 – funding or 2022 came from TOML general fund not MLT

Support the highly visible Community Host program with \$100,000 of funding for program to inform visitors and promote stewardship.

Achieved - For summer 2021 – funding or 2022 came from TOML general fund not MLT

## 6. In-Market Communications (B2C) — Banners

- a. Work with TOML to develop consistent holiday decoration for winter 2021-22 by finishing the snowflake project started in 2019-20. Work with TOML to be sure each Town light pole on Main St. and Old Mammoth Road has power to support illuminated snowflakes.

Achieved – Town has contracted with Dekra Lite to facilitate instillation & maintenance

- b. Ensure consistent quality banner product promoting 4-seasons and work with TOML to replace broken banners and hardware as needed.

Achieved – worked closely with town to communicate banners status and order new ones

## 7. Brand & Community Awareness — Domestic Marketing

- a. Return the following metrics to pre-Covid-19 metrics using 2018-19 (unless otherwise noted) as baseline. Email database growth increase 8% as compared to 2019-20 numbers.

Achieved – grew database by 16.6% from 35,406 subscribers to 41,304 subscribers.

- b. Website page views increase 6%.

Missed – down overall by 19.4%

- c. Website unique users increase 15%.

Missed – down overall by 15.6%

- d. Website pass-through increase 6%.

Missed – increased by 1.7%

#### 8. Brand & Community Awareness — Multi-Season Opportunities

- a. Focus on Fall months to re-establish and stabilize TOT revenues in September at \$1 million and October at \$700,000 for 2021.

Missed – September fell short due to second year of forest closure – hit \$830,401 in TOT

Achieved – October exceeded \$700,000 coming in at a record \$867,594 in TOT

- b. Continue to promote fall for media visits to expand story placements away from busiest times of year.

Achieved – fall media visits continue to grow in interests

#### 9. Brand & Community Awareness — Public Relations / Communications

- a. Goal of 5% growth in impressions domestically over 2018-19.

Achieved – impressions grew by 15% over 2018-19

- b. Work to secure one major media conference for 2022 or 2023.

Achieved – Midwest Travel Journalists Association was hosted in October 2022

- c. Return to promoting high altitude training exposure through crib visitation and collaboration with Mammoth Track Club (Olympic focus).

Achieved – We hosted 43 athletes in 2021-22 – back to pre-pandemic levels. Several athletes we MTC athletes

#### 10. Experience & Attractions — Event Promotion/Support

- a. Develop event promotion and advertising plan based on operating limits for events moving forward post-Covid-19.

Achieved – full event promotion in 3 different marketing styles.

- b. Re-hire Event Director position to aid events in redevelopment within new criteria.

Achieved – promoted Dakota Snider to Special Events Manager

- c. Reassess event grant funding process and metrics to distribute to local events and develop a diverse panel for grant funding allocations. All events will depend on Covid-19 protocol and must follow those guidelines set forth to receive funding for their event.

Achieved – added new diversity to the Special Event Funding Committee & enforced public health and safety guidelines.

#### 11. Access & Transportation Awareness — Air Access

- a. MLT to support MMH Airport and air service through marketing efforts, airline contracting, and subsidy negotiation and payments.

Achieved- Supported with \$500,000 in paid media and supported with subsidy payments for both carriers.

- b. Maintain scheduled charter air service to Mammoth Yosemite Airport (MMH) for 2021-22 winter season. Explore possible scheduled charter service for summer 2022. Efforts support longer-term goal to reach 10,000 enplanements with target for FY21-22 of 4,500.

Achieved – resumed scheduled charter service and added summer 2022 service to MMH

Missed – only achieved 2,425 enplanements

- c. Partner in the planning of commercial air service plan for Bishop Airport (BIH) for winter 2021-22 beginning in December 2021. Explore possible commercial air service for summer 2022.

Achieved – BIH Service began December 19, 2021, and summer began June 4, 2022

- d. Air service subsidies will be supported primarily from TBID resources.

Achieved – Majority of air subsidy funding at both MMH and BIH came from TBID funds

#### 12. Access & Transportation Awareness — Air Service Promotion

- a. Partner with local businesses to promote reliable and consistent commercial air service to BIH and Scheduled Charter service to MMH.

Achieved – worked with local radio stations, local newspapers, and PO Box mailers to promote air service.

- b. Focus on scheduled charter service to MMH from key California/regional cities.

Achieved – focused marketing efforts on Southern California markets, and worked with local DMOs in those markets to provide special offers.

- c. Promote air service through earned media placements.

Achieved – we received 19 placements on air service with 8,320,002,849 impressions

- d. Continue focus efforts on one new destination market area to expand air service and Mammoth Brand connection to new audience.

Achieved – Denver doubled in awareness, and our relationship with United/INK Global put us in a position to focus on in-airport marketing in Newark, Denver, and San Francisco.

- e. Promote locals air discount programs to encourage both commercial and scheduled charter flying.

Achieved – worked with local radio stations, local newspapers, and PO Box mailers to promote air service.

- f. Increase number of locals' discounts codes requested/distributed by over winter 2019-20.

Achieved – Winter 19-20 we gave out 229, and this year we capped out at the 500 that United originally gave us.

### 13. Access & Transportation Awareness — Regional Mobility

- a. Assist with private/public transportation plans for air service passengers arriving at BIH to be in place by October 2021 for commercial air service starting December 2021, including work with Enterprise & National rental car providers.

Achieved – transportation agreements were put in place well before the first flights

- c. Assist in coordination of transportation needs to MMH with scheduled charter and general aviation service for 2021-22 to provide adequate taxi, hotel, and lodging vans and rental cars available to visitors and residents.

Achieved – flight diversion transportation was coordinated after service began

### 14. Brand & Community Awareness — International Marketing

- a. Work with Visit California efforts to re-establish visitation from key international markets with initial focus on United Kingdom, Australia, Canada, Mexico, and mainland Europe as available Utilize Uber Media and Visa Vue reporting to track international spending and visitation.

Achieved-partnered with Visit California on 4 sales mission, and 3 media visits

Achieved-Uber Media and Visa Vue moved to Domestic Marketing world

- b. Maintain Mammoth Brand presence in international markets in preparation for responding to pent up travel demand 12-24 months out.

Achieved-MLT participated in numerous international sales missions, conferences, and events to promote Mammoth Lakes