



Mammoth Lakes Tourism
Summer 2022 Advertising Effectiveness Research
FY 21-22 ROI Research

Background & Objectives

- Mammoth Lakes Tourism (MLT) has partnered with Strategic Marketing & Research Insights (SMARInsights) since 2013 to conduct advertising effectiveness and seasonal visitor profile measures. With leisure travel recommencing after 2020's COVID-19 travel restrictions, MLT and its partners are eager to measure the impact of their advertising and public relations campaigns on visit intent, visitation, and responsible, sustainable tourism.
- This report focuses on the Spring/Summer 2022 paid advertising. Goals are to:
 - Measure awareness of the advertising in California and Nevada
 - Assess reactions to the creative
 - Gauge impact of the advertising on destination image, destination rating, and likelihood to visit versus the competitive set
- This report also summarizes the FY21-22 advertising investment in California, Nevada, and the Northeast markets in an ROI figure and associated metrics:
 - Measure advertising impact on visitation and on trip details
 - Calculate an ROI on the campaign
 - Look at the impact of the campaign on visitor understanding of responsible, sustainable tourism
 - Present insights and recommendations

Methodology

- The SMARInsights' methodology for measuring advertising effectiveness relies on respondents viewing the actual ads. With this methodology, an email with the survey link is sent to a qualified list of potential participants and they are asked to complete the survey.
- Qualified households are surveyed to gauge travel behaviors, perceptions of the destination, and – at the end of the survey – awareness of the advertising.

Qualified Respondents

Traveling household

- Households that typically take at least one overnight leisure trip/year

Outdoor travelers

- Traveling households that:
 - enjoy passive or active outdoor activities and/or
 - enjoy being outdoors in nature
- Population used as the base for this research

Methodology

- Three waves of research were completed; surveying was done following the conclusion of each seasonal campaign in the markets where ads ran. The winter report was given the heaviest weight to reflect strategic priority and to enable analysis of additional markets.
- An online survey was conducted with outdoor travelers in California and Nevada in three waves, and in Denver and the Northeast target markets following the winter campaign. Within market groups, surveys fell out naturally by population.
- As a cost-containment measure, the survey was streamlined and data collection occurred simultaneously for the ad effectiveness and visitor profile studies. In FY 19/20, only the winter wave of research was conducted. No ad effectiveness measure was taken in FY 20/21.

Ad Effectiveness Research	Fall	Winter	Spring/ Summer	FY 21/22 TOTAL
CA+NV	501	1,258	503	2,262
Denver		496		496
Northeast		1,259		1,259
TOTAL	501	3,013	503	4,017

Ad Effectiveness Research	FY 18/19	FY 19/20	FY 21/22
CA+NV	2,423	648	2,262
Denver	752	200	496
Northeast		756	1,259
TOTAL	3,175	1,604	4,017

Spring-Summer 2022

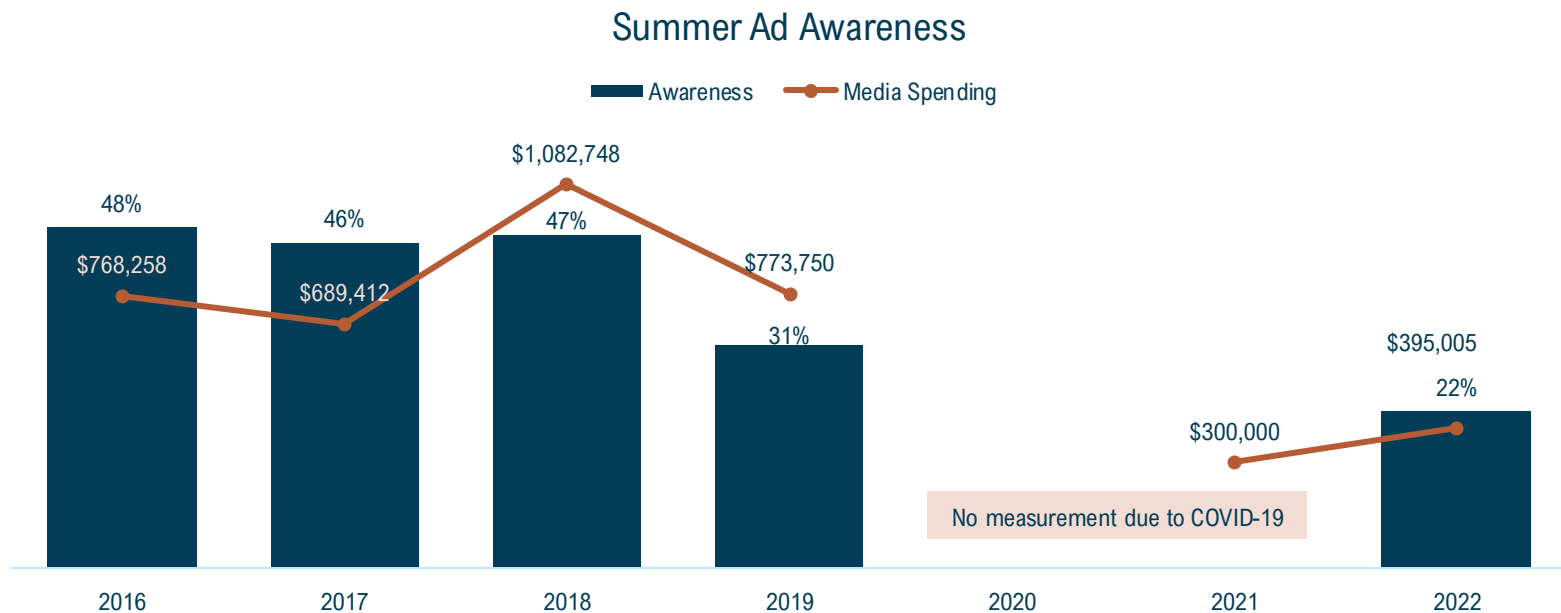
Mammoth Lakes Ad Effectiveness Research

Insights – Summer Campaign

- The Mammoth Lakes Summer campaign was able to reach 22% of the targeted travelers. This is fewer than past summer campaigns (pre-pandemic). The campaign ran both brand creative and *Hug What You Love* stewardship creative as separate messages. Running two individual messages may have led to lower recall overall; going forward, the integration of stewardship with brand messaging would likely improve recall.
- Another challenge is that more destinations are advertising this year, which is making it more difficult to gain awareness in a larger field of competitors.
- Consumer reaction to the creative concepts tested was overwhelmingly positive at 79%, and there was almost no negative reaction. The creative resonates with the target audience.
- The advertising effectively improves familiarity and perceptions of the destination. The strongest impact of the ads is positioning Mammoth Lakes as refined, luxurious, like nothing else, and a destination that values sustainability and stewardship.
- The advertising works holistically with MLT-owned media – especially the Visitors Guide, Facebook, Instagram and the MLT website.
- The result is that those with ad recall indicate they are much more likely to visit Mammoth – the percentage jumps from 33% for the unaware to 53% for the ad-aware.

CA+NV – With lower spending than pre-pandemic, summer ads reached 22% of outdoor travelers

- We know that awareness moves with spending, so lower recall is to be expected this year with a smaller budget. Compared to pre-pandemic summer spending, MLT spent 49% less, but recall is only down 30%.
- Although advertising ran in summer 2021, there was no measure of ad awareness due to interruptions to and restrictions on the leisure travel landscape due to COVID-19.

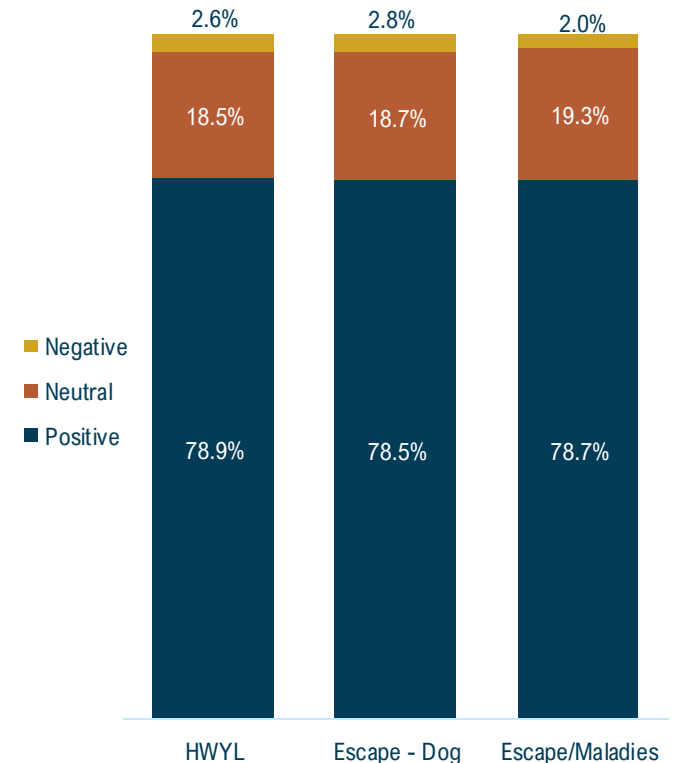


In Spring/Summer 2022, MLT ran brand (*No Small Backyard* ran all year) and *Hug What You Love* including some of the same images from Fall. On July 12 *Hug What You Love* stopped running, replaced by *Maladies*.

CA+NV – Consumers are positive about the creative

- Reactions to the creative were strongly positive, with 79% of the respondents positive about each of the three creative executions. The benchmark is 60% positive – so the ads are well above that.
- There were very few negative responses to the summer ads. Of the very few negatives, most related to more negative perceptions of a progressive agenda or that the ads felt political – more so with the *Hug What You Love* creative. SMARInsights has seen this type of reaction to stewardship and sustainability messaging in this highly polarized environment. But since this is only 2% to 3% of the consumers in this instance, it is not a significant issue.
- This reinforces MLT’s successful targeting of its target audience, which values stewardship. Those who don’t appreciate this message are not likely to respond to the advertising anyway.

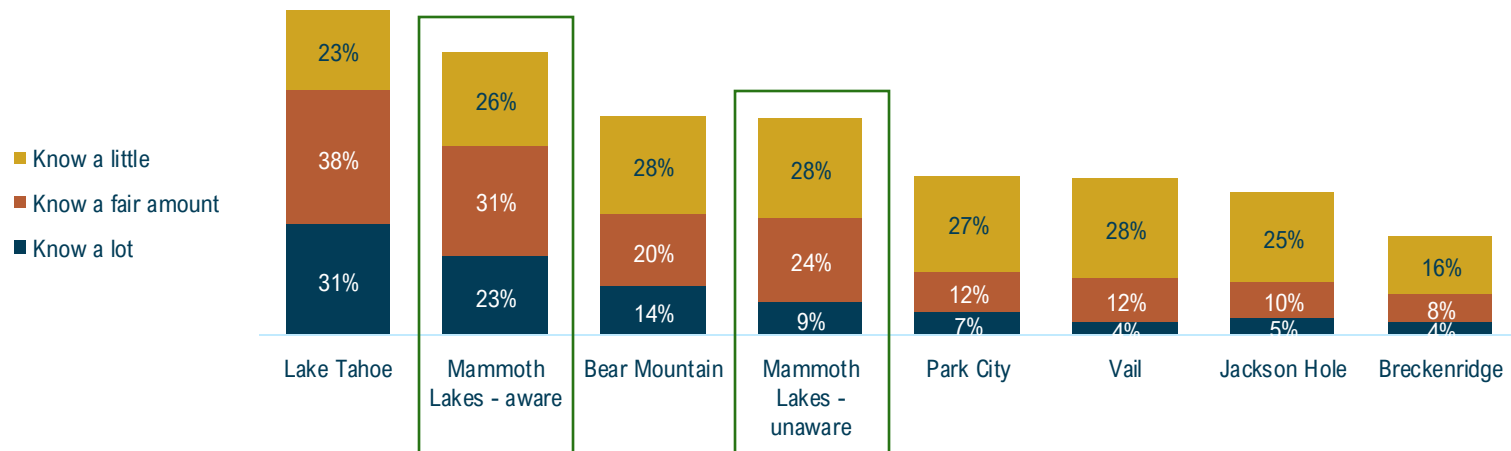
Reaction to Summer Creative



CA+NV – The ads help drive familiarity with the destination

- As we saw in prior seasons, those with recall of the ads indicate higher familiarity with Mammoth Lakes.
- Lake Tahoe continues to have the strongest familiarity, and that's true even with ad recall. But the gap is much smaller among those who recall the MLT ads.

Familiarity with the Competitive Set - Impact of Ad Recall



CA+NV – The ads improve consumers’ image of the destination

- This table compares image ratings among those with and without recall of the MLT summer ads. Those with recall are much more likely to agree that Mammoth Lakes is refined, luxurious, and is like nothing else.
- The ads also have a strong positive impact on Mammoth Lakes’ image as a place that values sustainability and stewardship. For the most part, this resonates with travelers – and visitors in particular.

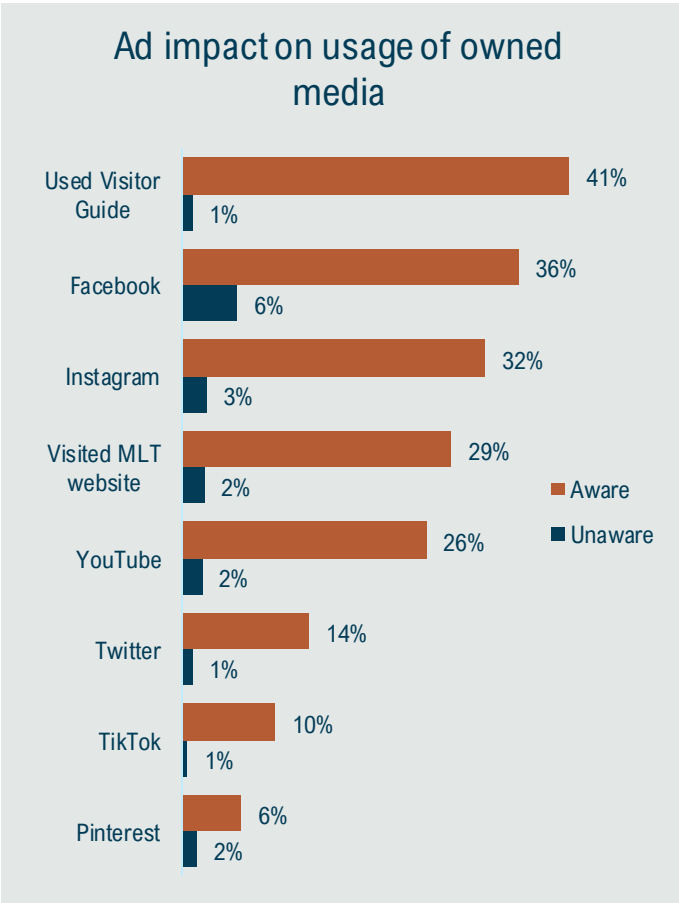
Agreement that Mammoth Lakes...	Unaware	Aware	Difference
Is refined and luxurious	3.2	3.7	0.4
Is like nothing I have ever seen before	3.3	3.8	0.4
Is a destination that values sustainability and stewardship	3.5	3.8	0.3
Offers an extraordinary sense of awe and feeling of exhilaration	3.7	3.9	0.3
Is majestic in scale and awesome in its natural beauty	3.9	4.1	0.3
Has an otherworldly natural landscape	3.7	4.0	0.3
Has an abundance of diverse terrain	3.7	3.9	0.2
Is unpretentious	3.5	3.6	0.2
Is a destination for outdoor adventurers	4.0	4.1	0.2
Offers an abundance of year-round activities right outside your door	3.7	3.9	0.1
Is an authentic outdoor playground	3.8	4.0	0.1
Is rustic and rugged	3.6	3.6	0.0

CA + NV – Summer ads bring Mammoth Lakes closer to Lake Tahoe

- Mammoth Lakes’ biggest competitor is Lake Tahoe. Consumers are generally more familiar with Lake Tahoe and have a more positive image of it. Without the advertising, Lake Tahoe outperforms Mammoth Lakes on all image attributes.
- But among those with ad recall, Mammoth Lakes’ ratings exceed Lake Tahoe’s for “is like nothing I have ever seen before” and “is unpretentious.” The ratings overall for Mammoth (among the ad-aware) are very similar to Lake Tahoe – making it much more competitive.

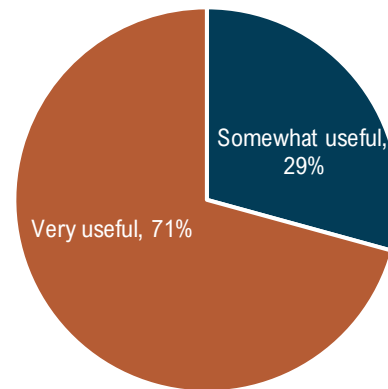
Agreement that [PLACE]...	Mammoth Lakes	Lake Tahoe	Difference	Mammoth Lakes - aware	Difference (Mammoth - Tahoe) with ad awareness
Is like nothing I have ever seen before	3.4	3.6	-0.2	3.8	0.2
Is unpretentious	3.5	3.6	-0.1	3.6	0.1
Is rustic and rugged	3.6	3.7	0.0	3.6	0.0
Has an otherworldly natural landscape	3.8	4.0	-0.2	4.0	0.0
Is a destination that values sustainability and stewardship	3.6	3.9	-0.3	3.8	0.0
Is refined and luxurious	3.3	3.7	-0.4	3.7	0.0
Has an abundance of diverse terrain	3.8	4.0	-0.2	3.9	-0.1
Is majestic in scale and awesome in its natural beauty	3.9	4.2	-0.3	4.1	-0.1
Offers an extraordinary sense of awe and feeling of exhilaration	3.7	4.1	-0.3	3.9	-0.1
Is a destination for outdoor adventurers	4.0	4.3	-0.2	4.1	-0.1
Is an authentic outdoor playground	3.9	4.1	-0.3	4.0	-0.2
Offers an abundance of year-round activities right outside your door	3.8	4.2	-0.4	3.9	-0.3

CA + NV – Summer advertising works holistically with MLT’s owned media



- Social channels, the website, and the travel guide are more frequently used by those aware of the ads, and there is likely some exposure to ad content through these channels as well.
- All travel guide users deemed it useful (the other option was “not useful”).

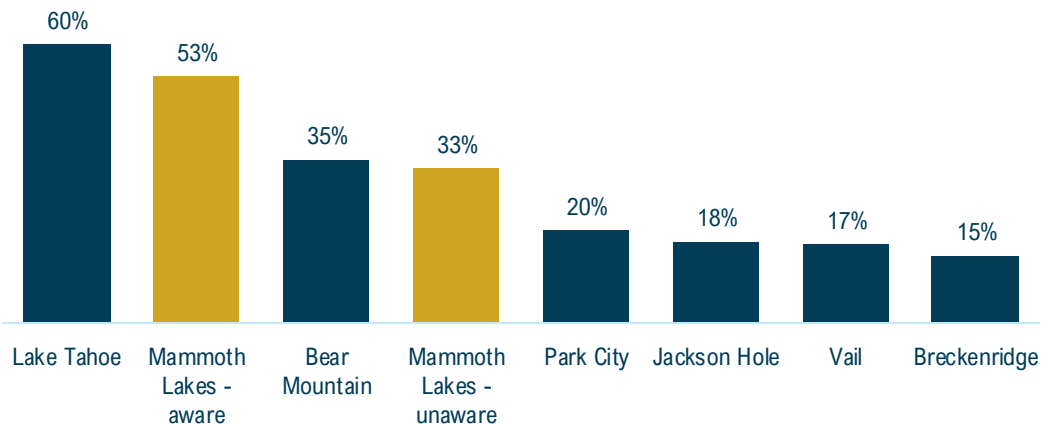
How would you rate the usefulness of the guide?



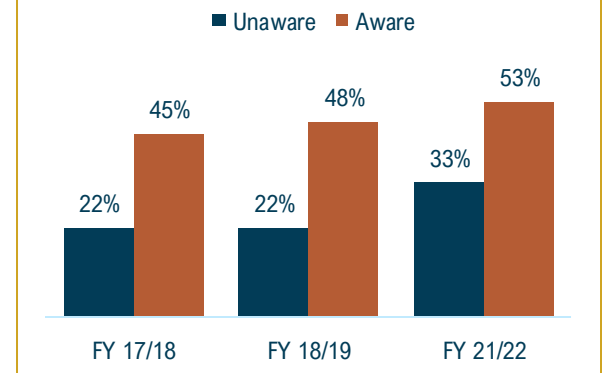
CA + NV – Summer ads generate significantly higher visit interest

- Likelihood to visit Mammoth Lakes increases from 33% to 53% among outdoor travelers who recall the advertising. While consumers are still more likely to visit Lake Tahoe, among those aware of the ads, the gap is much smaller.
- Compared to pre-pandemic, likelihood to visit Mammoth is higher among both unaware and ad-aware travelers.
- In the next section of the report, we look at actual visitation influenced by the advertising.

Likelihood to Visit in the Next Year



Likelihood to visit Mammoth Lakes, year-to-year



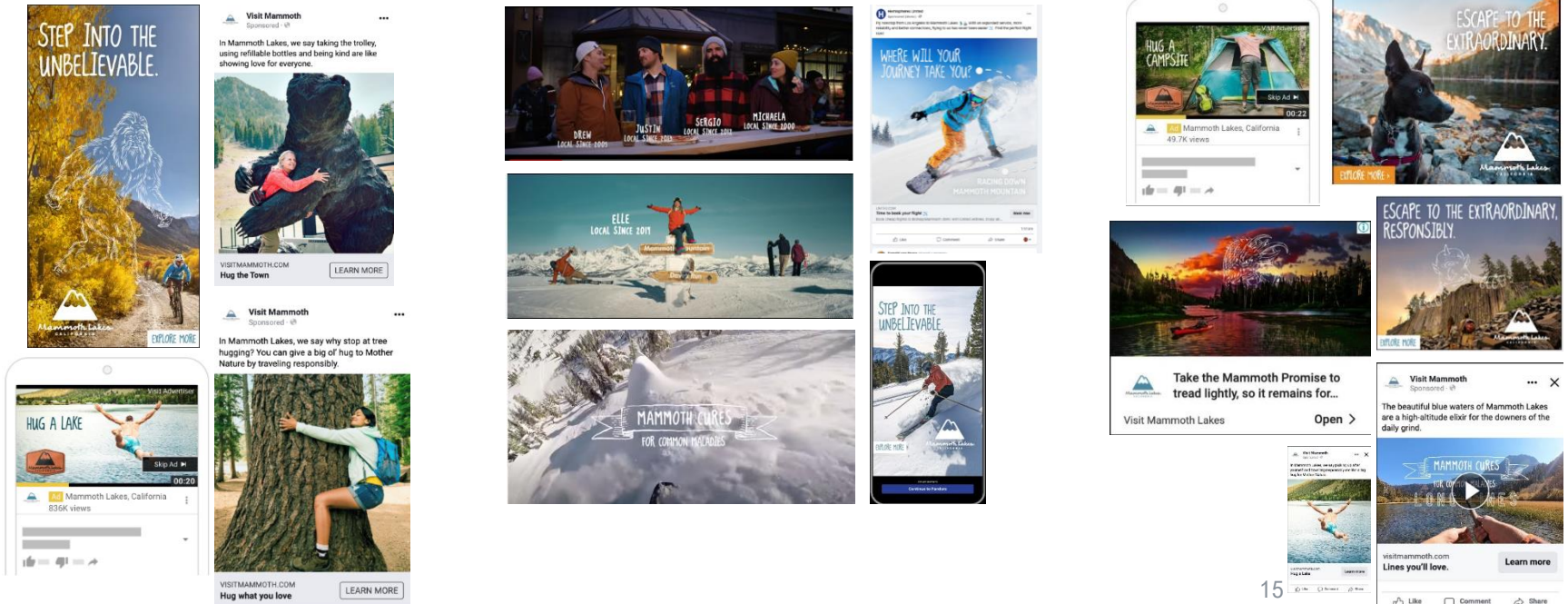
FY 21-22 ROI

Mammoth Lakes FY 21-22 Ad Effectiveness Research

Campaign Overview

- MLT ran two sets of creative in September and October 2021 in California and Nevada: the brand campaign and the stewardship-focused *Hug What You Love* (HWYL).
- In Winter 2021-22, MLT continued to run the brand advertising.
- In Spring/Summer 2022, MLT again ran brand and *Hug What You Love* including some of the same images from Fall. On July 12 *Hug What You Love* stopped running, replaced by *Maladies. No Small Backyard* ran all year.

FY 21-22	CA+NV	Denver	Northeast
Fall	\$158,871		
Winter	\$538,452	\$188,984	\$385,689
Spring/Summer	\$395,005		
Total	\$1,092,328	\$188,984	\$385,689



Insights – ROI

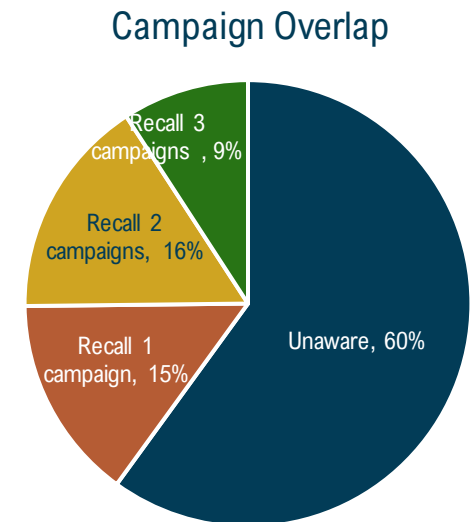
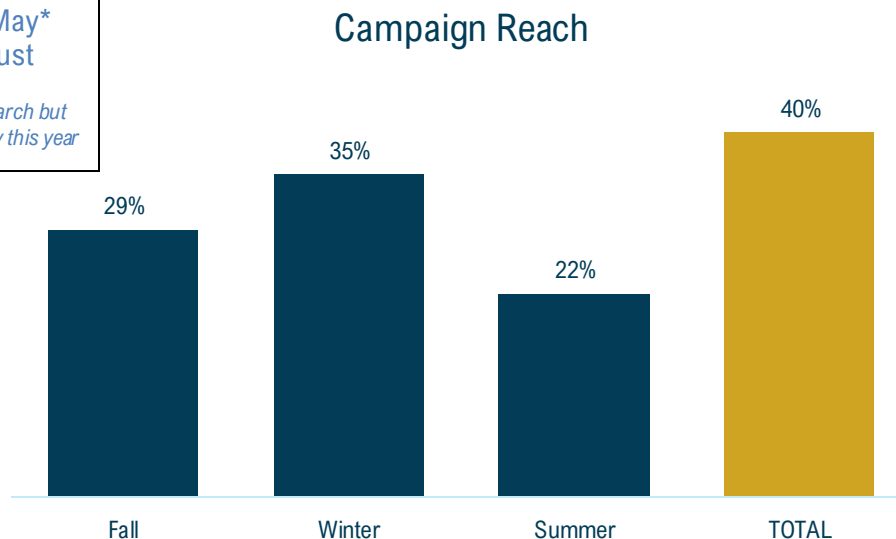
- The total fiscal year campaign was able to reach 40% of targeted travelers. The winter ads had the highest reach, followed by fall and then summer. There was significant overlap in recall of the seasonal ads among consumers, which is positive.
- The FY21-22 campaign influenced 160,000 trips and \$219 million in visitor spending. This translates into an ROI of \$201 in spending in the community for each \$1 in marketing, and a tax ROI of \$5.42. This figures exceed those from FY2017-18 and 2018-19, the two most recent years for which there were such measures.
- Winter visitors spend significantly more, so this season showed the strongest level of influenced visitor spending. Fall was the most efficient campaign, with the highest ROI – but there is synergy between the campaigns, so the individual seasonal ROI numbers should be considered with care. For fall, the level of travel was the lowest – but the increment was strong.
- While the ROI is high this year, there was pent-up demand for travel that allowed a smaller expenditure to still generate strong levels of travel. As travel patterns return to a more normal pattern, smaller spending levels may not be able to generate this level of travel or an ROI this strong.

CA+NV – FY21-22 ads reached 40% of travelers

- Winter ads had the highest reach in these markets and were also the most targeted in terms of reaching and appealing to snow travelers.
- Because there were overlapping exposures, with some travelers recalling ads from multiple seasons, the total reach is 40%.
- 2% of travelers and 4% of snow travelers are IKON pass holders. The ads reached these travelers at a higher rate than non-pass holders.

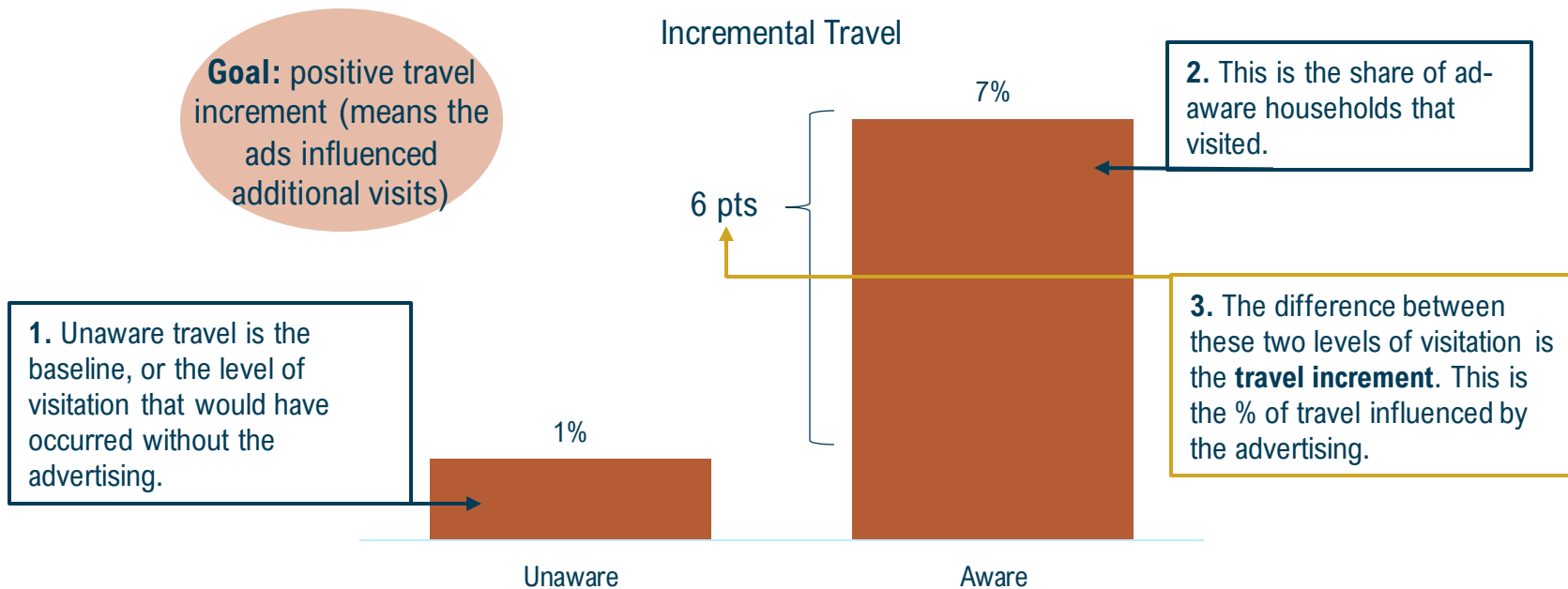
Fall = September-November
Winter = December-May*
Summer = June-August

***Winter* typically ends in March but snow continued through May this year*



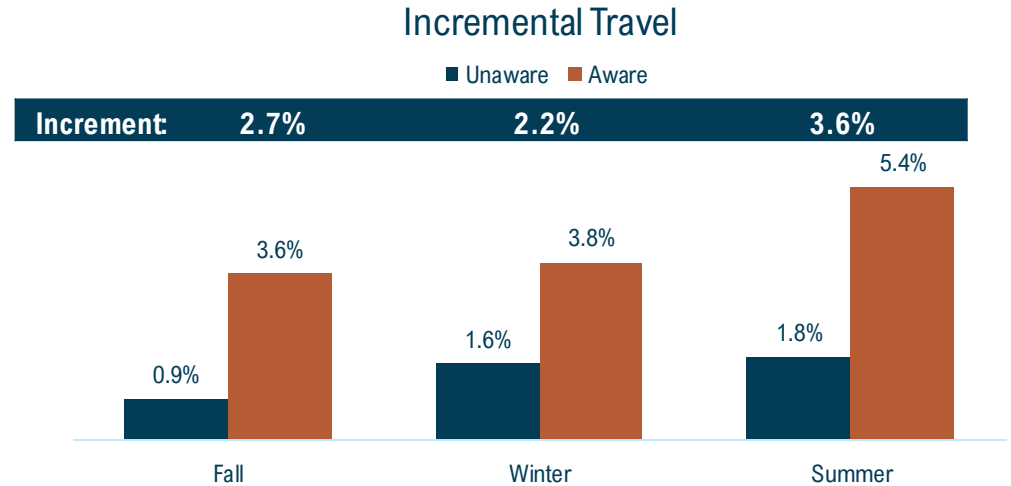
Incremental travel measure

- Measuring incremental travel is the key to producing a conservative measure of advertising impact. It is also the industry standard, used by most destinations measuring ROI.



CA+NV – FY 21-22 ads influenced 160,000 trips and \$219M in visitor spending

- Baseline (unaware) visitation was low in fall 2021 as the omicron variant of COVID-19 caused many travelers to hesitate. MLT's well-liked messaging and outdoor product influenced visitation. Very low ad spending means a high ROI for this season, but we would not expect that type of outcome to continue at that level of spending,
- Strong winter recall and a long snow season generated the highest visitor spending of the year.
- Summer saw the highest seasonal increment in awareness.
- For the year, the advertising influenced visitor spending that represents nearly a quarter of total visitor spending.



FY21-22	Fall	Winter	Summer	TOTAL
Awareness	29%	35%	22%	40%
Aware HH	2,008,035	2,416,035	1,507,228	2,702,826
Increment	2.7%	2.2%	3.6%	5.9%
Influenced trips	53,742	52,274	54,557	160,573
Trip spending	\$1,239	\$1,702	\$1,177	\$1,369
Influenced visitor spending	\$66,565,283	\$88,976,188	\$64,204,364	\$219,745,836
Media spending	\$158,871	\$538,452	\$395,005	\$1,092,328
ROI	\$419	\$165	\$163	\$201
2018-19 ROI	\$249	\$198	\$99	\$165

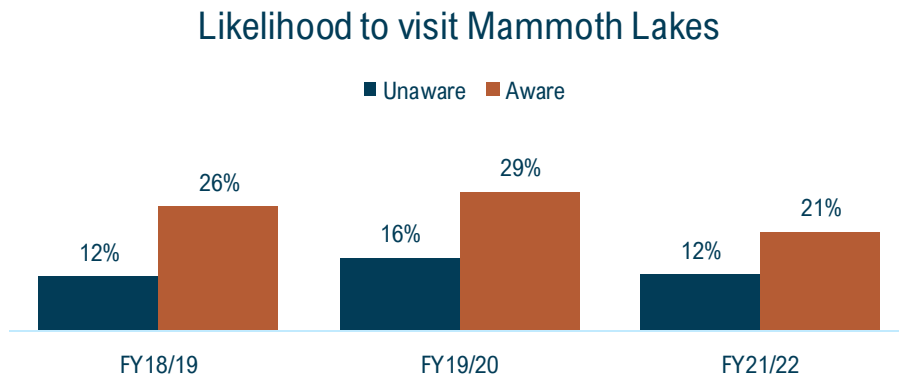
CA+NV – Positive response to messaging that resonates generated strong visitor spending with low media investment

- MLT’s FY21-22 advertising generated \$201 for every dollar spent on the campaign – and over \$5 was returned to the destination in local taxes.
- Compared to prior years, this is a larger ROI despite fewer influenced trips. That is because due to the unusual circumstances of the year – pandemic recovery, changing leisure travel landscape, and economic volatility – targeted messaging about Mammoth Lakes’ outdoor product resonated strongly and generated strong impact. However, continued spending at this low level could begin to lead to erosion in the gains made to date. Pre-pandemic, MLT’s spending was building. Some of this spending was moved to more of a maintenance level in order to focus funds on developing other markets. We will look next at those results.

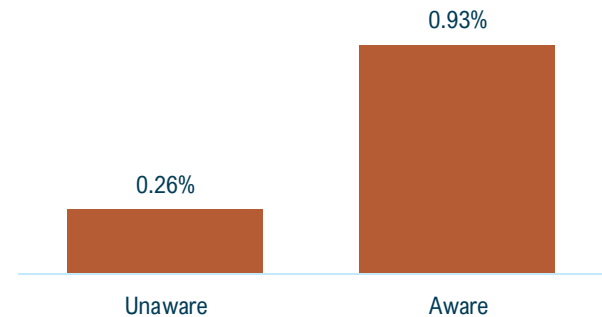
CA & NV markets	2014-15	2015-16	2016-17	2017-18	2018-19	2021-22
Media spending	\$635,836	\$1,043,808	\$1,713,712	\$2,387,183	\$2,488,731	\$1,092,328
Incremental trips	122,691	198,981	224,042	202,902	255,307	160,573
Trip spending	\$1,087	\$1,372	\$1,520	\$1,752	\$1,570	\$1,369
Influenced visitor spending	\$133M	\$273M	\$341M	\$356M	\$401M	\$220M
ROI	\$210	\$262	\$199	\$149	\$165	\$201
Local tax impact	\$3.6M	\$7.4M	\$9.2M	\$9.6M	\$10.8M	\$5.9M
Tax ROI	\$5.74	\$7.07	\$5.37	\$4.02	\$4.46	\$5.42

Denver – Winter ads had reasonable reach but a small impact on visitation

- Among those unaware of the advertising, Mammoth Lakes visitation was virtually nonexistent at just a quarter of a percent.
- The ads did spur some visitation and there was a positive increment, but it is quite small, potentially generating fewer than 2,300 trips. The ads also impact likely future visits.
- This market will continue to be challenging, particularly at this level of spending. MLT invested just \$188,984 in this market for the winter campaign. Since Denver has much closer, more familiar snow destinations, it will take time and money to build an audience in this market.



Denver Travel Increment

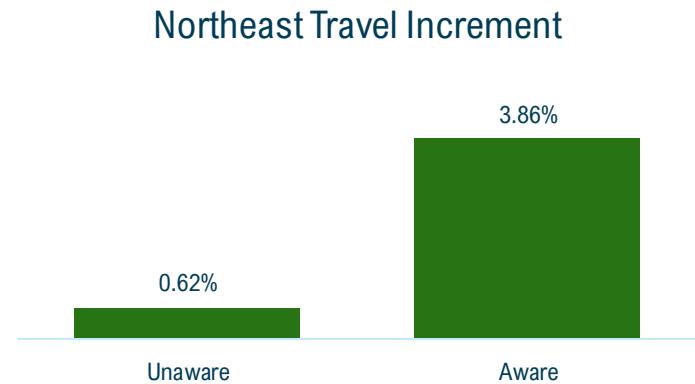
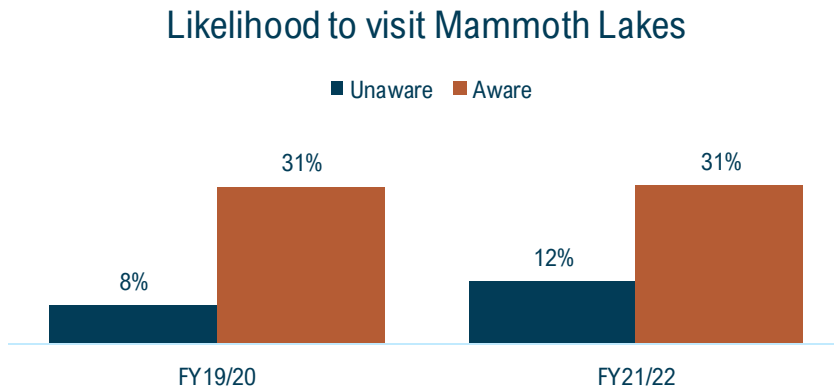


FY21-22	Denver
HH	1,227,647
Awareness	28%
Aware HH	343,741
Increment	0.67%
Influenced trips	2,297

Findings are directional only. Data includes just 7 trips from Denver; sample size is too small to extrapolate further.

Northeast – this market responded to MLT’s winter messaging and generated a positive return

- As in Denver, we see virtually no visitation from this market group among those who do not recall the winter ads. And there is a positive lift with nearly 4% of those aware of MLT’s ads visiting this winter.
- The data need to be handled cautiously as this is based on a very small sample of trips. But it appears that the Northeast market did generate a positive return on the advertising investment. And, the ads are impacting future likelihood to visit.

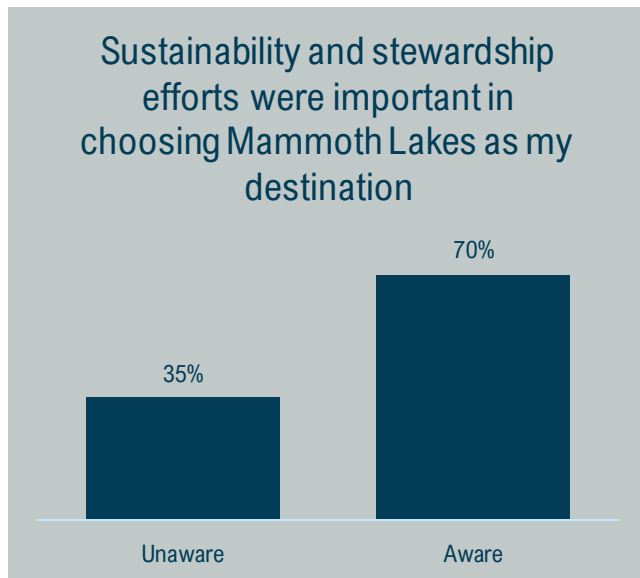


Northeast	
HH	6,786,748
Awareness	29%
Aware HH	1,968,157
Increment	3.24%
Influenced trips	63,840
Trip spending	\$2,322
Influenced visitor spending	\$148,225,526
Ad spending	\$385,689
ROI	\$384

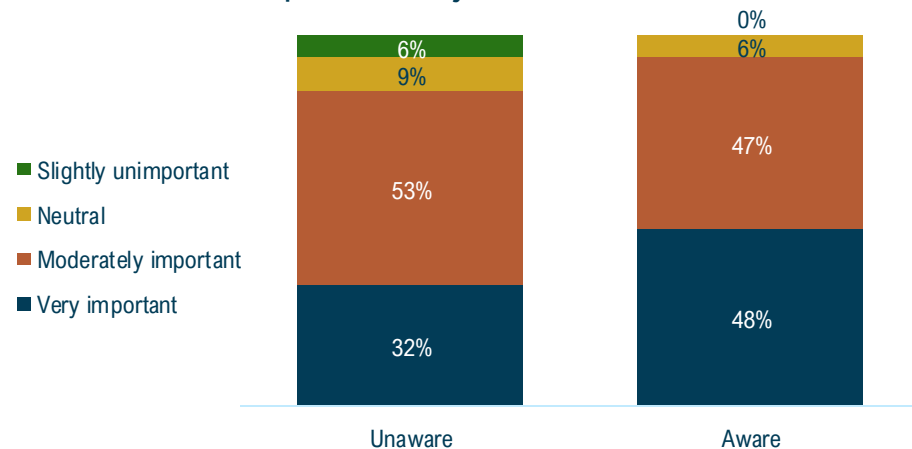
Results are directional only and presented to show a positive impact. Data includes just 28 trips from this market.

Ad impact on sustainability and stewardship

- As indicated by overwhelmingly positive reaction to the creative, the sustainability messaging resonates with MLT visitors. Visitors who place higher value of sustainability and stewardship are more aware of the ads, pointing to successful targeting.
- Among those aware of the advertising, 70% say sustainability and stewardship efforts were important in their choice of Mammoth Lakes as a destination – and nearly half of these say it was “very important.”



How important were sustainability and stewardship efforts in your destination choice?



Appendix

Mammoth Lakes FY 21-22 Ad Effectiveness Research

Questionnaire

Mammoth Lakes, California (Shipyard)
2021-22 Ad Effectiveness + Visitor Profile — SUMMER 2022

[COMPETITIVE SET]	Breckenridge, CO
Mammoth Lakes, CA	Park City, UT
Bear Mountain, CA	Jackson Hole, WY
Lake Tahoe, CA	Vail, CO

S1. What is your ZIP code? _____

S1. Who in your household is responsible for making decisions concerning travel destinations?

- Me
- Me and my spouse/partner
- My spouse/partner → [TERMINATE]

Please indicate if each of the following applies to you...

[ROTATE]	YES	NO
I use video streaming services like Hulu or Netflix		
I engage in skiing, snowmobiling and/or other outdoor winter activities		
I normally take at least one leisure trip a year that involves an overnight stay or is at least 50 miles from home		[TERMINATE IF BOTH ARE NO]
I am currently planning or have already planned an upcoming leisure trip		
I regularly use social media such as Facebook, Twitter, Instagram		
I enjoy outdoor activities (passive or active)		[OUTDOOR TRAVEL SCREENERS]
I enjoy being outdoors in nature		

[TERMINATE IF BOTH OUTDOOR TRAVEL SCREENER QUESTIONS = NO]

AGE. What is your age? _____ [IF UNDER 18 → TERMINATE AT END OF SCREENING QUESTIONS]

SNOW. Have you been on a snow vacation in the past 2 years? (The vacation could have included skiing, snowboarding, other winter snow activities or just enjoying winter scenery.)

- Yes [SNOW TRAVELER]
- No

IKON. Are you currently an IKON Pass holder? Yes/No

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1. If you were thinking about taking a leisure trip to a place with mountains, lakes and an abundance of outdoor activities, where would you go? _____

[END OF SCREENERS]

COMPETITIVE SET QUESTIONS

S4. How much do you know about each of the following destinations?

[ROTATE]	I've never heard of this destination	I've heard the name, but know little/nothing about this destination	I know a little about this destination	I know a fair amount about this destination	I know a lot about this destination
[INSERT COMPETITIVE SET]					

S5. How likely are you to consider visiting each of these destinations?

[ROTATE]	Not at all likely	Not very likely	Somewhat likely	Very likely	Already planning a trip
[INSERT COMPETITIVE SET]					

S6. [ASK FOR DESTINATIONS WHERE S5=SOMEWHAT OR VERY LIKELY OR ALREADY PLANNING A TRIP] When are you most likely to visit each of these destinations? Please select only one for each destination.

[ROTATE]	Spring (April – June)	Summer (July – August)	Fall (September – November)	Winter (December – March)
[INSERT COMPETITIVE SET WHERE S5>2]				

[ROTATE]	S7. Which have you visited in the last 2 years for a leisure trip? Select all that apply.	S8. [IF S7=YES] How many times have you visited in the last 2 years?
[INSERT COMPETITIVE SET]	[INCLUDE 'NONE OF THESE' OPTION]	

Q8B. [UNAIDED BRAND AWARENESS] Now we'd like you to rate two of these destinations. How much do you agree that [RATE MAMMOTH LAKES AND LAKE TAHOE; ROTATE DESTINATIONS] ...?

[ROTATE]	Not at all	2	3	4	Very much
Is an authentic outdoor playground					
Is a destination for outdoor adventurers					
Offers an abundance of year-round activities right outside your door					

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Questionnaire

[ROTATE]	Not at all	2	3	4	Very much
Has an abundance of diverse terrain					
Is majestic in scale and awesome in its natural beauty					
Offers an extraordinary sense of awe and feeling of exhilaration					
Has an otherworldly natural landscape					
Is rustic and rugged					
Is refined and luxurious					
Is unpretentious					
Is like nothing I have ever seen before					
Is a destination that values sustainability and stewardship					

[NON-VISITORS SKIP TO Q113A]

VISITATION

2a. When during the following months did you travel to Mammoth Lakes for a leisure trip? [SHOW MONTHS JULY 2021-CURRENT MONTH; ADD MONTHS AS THEY OCCUR BASED ON WHEN SURVEYING TAKES PLACE]

Winter = December-March
Spring = April-June
Summer = July, August
Fall = September-November

Select all that apply.

Now, please give us some information about the trip(s) you took to Mammoth Lakes since the beginning of July 2021.

QX. Were sustainability and stewardship efforts (a destination's practices around responsible tourism, such as conservation, recycling, etc.) important in choosing your destination?

Yes [ASK QX1]
No
Unsure

QX1. How important were sustainability and stewardship efforts in your destination choice?

Not at all important	Slightly important	Neutral	Moderately important	Very important
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3X. You mentioned that you traveled to Mammoth Lakes in [SHOW FIRST MONTH SELECTED]. Was this your first time visiting Mammoth Lakes?
YES/NO

Please tell us a little more about your most recent leisure trip to Mammoth Lakes in [MONTH YEAR]. [ONLY ASKING ABOUT 1 TRIP; MONITOR FOR SEASONAL DISTRIBUTION]

Q4A. When people travel for leisure, they will often have different needs or motivations depending on the particular trips. Please choose the main motivation for this trip.

[ROTATE]
Helped me enjoy life to the fullest
Allowed me to let go and feel completely carefree

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- 3 -

Allowed me to immerse myself in the local life and culture
Helped me to meet new people and create memories
Allowed me to enjoy special moments together with my loved ones
Allowed me to strengthen relationships with those close to me
Restored my sense of harmony and balance
Helped me to escape from everyday stress and pressure and find a sense of relaxation
Provided me with unique and interesting experiences
Broadened my knowledge & enriched my understanding of the world
Gave me a sense of exhilaration
Challenged me to try something new
Gave me time out to think and regain control of my life
Allowed me to feel organized and avoid surprises
Allowed me to connect with nature

Q4. How many nights did you stay in Mammoth Lakes during this trip? *If you did not stay overnight, please enter '0'.* ____

Q5. Including you, how many people were in your travel party? ____

Q6. [ASK IF Q5>1] How many people in your travel party were children under the age of 18? ____

Q6X. Did your travel party include any skiers or snowboarders? YES/NO

6A. How did you travel to the Mammoth area Lakes for this trip?

- Flew
- Drove [ASK Q6A_1]

Q6A_1. Are you aware of air service options to access the Mammoth Lakes? YES/NO

6B. How far in advance of this trip did you choose Mammoth Lakes as your destination?

Less than a week
One to two weeks
Three to four weeks
One to three months
Three to six months
More than six months

[IF Q4=0, SKIP TO Q9_X]

7. While in Mammoth Lakes, did you stay...? [ROTATE]

With family and/or friends
In a property I own
In a rental unit (condo/ house)
In an Airbnb/Vrbo
In a hotel/motel
At an RV park/Camping
In other paid accommodations

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Questionnaire

8. [SHOW ONLY PAID ACCOMMODATIONS (CONDO THRU OTHER) SELECTED IN Q7] We'd like to better understand the economic impact of tourism. Approximately how much did your travel party spend on this trip on your... [SHOW WITH NUM BOX]

- Rental unit (condo/ /house)
- In an Airbnb/Vrbo
- Hotel/motel
- RV park/Camping
- Other paid accommodations

9_x. Approximately how much did your travel party spend in Mammoth Lakes on the following **non-lodging** items during your [MONTH YEAR] trip?

If you spent nothing in a category, enter "0"

- Dining out/nightlife
- Groceries
- Outdoor activities/attractions
- Shopping
- Entertainment such as shows, theater or concerts
- Transportation to/from Mammoth Lakes
- Transportation within Mammoth Lakes
- Other

9. Which of the following activities did you participate in during your [MONTH YEAR] trip? Select all that apply. [ROTATE] ASK WINTER QUESTIONS OF TRIPS THROUGH MAY 2022

Skiing & Snowsport [CONFIRM WITH CLIENT MONTHS WITH SNOW; ASK THESE ONLY OF SNOW MONTH VISITS]

- Downhill skiing
- Cross country skiing
- Backcountry skiing
- Snowboarding
- Snowmobiling
- Snowcat tour
- Snowshoeing
- Ice skating
- Sledding
- Ice climbing
- Tubing
- Fat biking
- Other snow sport, specify _____

Viewing & Enjoying Natural Scenery

- Scenic drives
- Scenic helicopter
- Gondola rides
- Visiting geological formations unique to the area
- Fall colors [ASK ONLY IF TRIP IS SEPT – NOV]
- Sightseeing
- Viewing mountains, lakes, etc.
- Other, specify _____

Outdoor Activities
Hiking
Backpacking / mountaineering
High altitude training
Nature walks
Wildlife watching
Rock climbing
Horseback riding
Boating
Kayaking
Paddle boarding [DO NOT ASK OF WINTER TRIPS]
Fishing
Off-roading
Golf [DO NOT ASK OF WINTER TRIPS]
Running
Swimming [DO NOT ASK OF WINTER TRIPS]
Road biking [ANCHOR POSITION]
Mountain biking [ANCHOR POSITION]
Other biking [ANCHOR POSITION]
Other outdoor activity, specify _____
Special Events
Festivals and events (music, food, arts, health & wellness, etc.)
Cycling event (road/mountain biking)
Running event
Arts, culture activities such as theater performances, museums
Attending or participating in a sporting event
Other event, specify _____
Other Activities
Visiting small towns and rural areas
Visiting historical sites
Mining history/trolley
Visiting a brewery/distillery
Visiting a spa
Fine dining or eating at a local restaurant
Shopping
Entertainment and nightlife
Visiting a national park, forest, or monument
Health & wellness
Other, specify _____
None of these activities [EXCLUSIVE]

9_1. [SHOW ACTIVITIES SELECTED IN Q9 AND None of these] Which of these activities motivated your Mammoth Lakes vacation planning? You may choose up to 5.

Questionnaire

9A. Thinking about your overall experience in Mammoth Lakes, would you say it was...?

Poor	Fair	Good	Very good	Excellent
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PLANNING & MOTIVATION

Now we'd like you to think more generally about how you planned your trip(s) to Mammoth Lakes over the past year.

9B. In the course of researching or planning a leisure trip, have you gathered information in any of the following ways? (Select all that apply.) [ROTATE]

- Destination website (www.visitmammoth.com)
- Resort website (mammothmountain.com)
- Other destination website (Mono County Tourism, Visit California, etc.) [ANCHOR AFTER ABOVE]
- Family or friends
- Online travel advice websites (TripAdvisor.com, AAA.com, etc.)
- Guide books/websites like Frommer's or Lonely Planet
- Magazine and newspaper articles
- Advertisements (television, online, magazine, etc.)
- Airline ad
- Social media (Facebook, Twitter, Instagram, etc.)
- Online traveler reviews
- Travel guide, visitor planning guide
- Travel agent
- Travel blog
- Ski-snowboard website
- Trade show
- Video platform (YouTube, Vimeo)
- Other, please specify _____
- Did not gather information

10d. Was Mammoth Lakes familiar to you prior to your recent visit? *Select all that apply.*

[ROTATE, ANCHOR OTHER AND NO..., I WAS NOT...]

Yes, I have family and friends there
Yes, I have family or friends who own property there
Yes, I've been many times and know it will deliver the vacation I want
Yes, I used to live in the area
Yes, I've always wanted to go there
Yes, I was attending a planned event (tournament, meeting, wedding, etc.)
Other (please specify) _____
No, I was not familiar with Mammoth Lakes prior to my recent trip

[ASK ALL]

13. How likely are you to recommend Mammoth Lakes to your friends or family as a destination to visit for a leisure trip?

Not at all likely											Extremely likely
1	2	3	4	5	6	7	8	9	10		

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15. How likely are you to take a leisure trip to Mammoth Lakes in the next year?

Not at all likely	Not very likely	Somewhat likely	Very likely	Already planning a trip
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AD AWARENESS

Next you will be shown some travel advertisements. Please take a moment to view the ads and answer the questions. [ROTATE MEDIA; ROTATE ADS WITHIN EACH MEDIUM; ADVANCE IF AWARE;]

SUMMERAD1. [ASK AFTER EACH AD/GROUP OF ADS] Do you recall seeing [this ad/these ads] or ads like them for Mammoth Lakes, California?

- Yes
- No

Ad2. [ASK AFTER EACH AD/GROUP OF ADS] What is your reaction to [this ad/these ads]?







- Positive
- Negative
- Neutral

Ad3. [ASK IF Ad2 IS NEGATIVE; ASK] Why do you feel that way? _____

SUMMER ADS NEW

I:\Ads Master\Mammoth Lakes\Summer 2022\Hug What You Love

HUG WHAT YOU LOVE

<p>HWYL_Bear_youtube</p> 	<p>HWYL_Campsite_youtube</p> 	<p>HWYL_Lake_social</p> 
<p>HWYL_Mountain_social</p> 	<p>HWYL_Outside_eblast</p> 	<p>HWYL_Tree_social</p> 

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Questionnaire

DOG		
dogtrekker1 dogtrekker1 DogTrekker 10th ANNIVERSARY Mammoth Lakes is the ultimate playground. [Image of a dog and a person at a waterfall] [Caption: ESCAPE TO THE EXTRAORDINARY.]	summer_dog_digital summer_dog_digital [Image of a dog in a rocky stream] [Caption: ESCAPE TO THE EXTRAORDINARY.]	summer2_dog_digital summer2_dog_digital [Image of a dog in a rocky stream] [Caption: STEP INTO THE UNSEIZABLE.]
SUMMER		
Summer_bikes_digital Summer_bikes_digital [Image of people on bicycles] Elevate your adventure. Please visit our Responsible Travel & Recreation page before you visit.	Summer_cyclops_digital Summer_cyclops_digital [Image of a cyclops] ESCAPE TO THE EXTRAORDINARY, RESPONSIBLY.	Summer_kayak_digital Summer_kayak_digital [Image of a sunset over a lake] Take the Mammoth Promise to tread lightly so it remains for... Visit Mammoth Lakes
Spotlight Spotlight Looking for Otherworldly Adventure? Head to Mammoth Lakes. Mammoth Lakes is a beautiful, mountainous area known for its scenic views and outdoor recreation. The best part? There's no end to it. [Image of a mountain landscape]	Summer_deals Summer_deals [Image of a mountain landscape] [Image of a mountain landscape]	Summer_jet_5F Summer_jet_5F [Image of a lake] [Image of a lake]
Summer_sq_digital Summer_sq_digital [Image of a mountain landscape] Responsible travel tips. Being informed can make a big difference in your Mammoth experience.	Summer_travelzoo_email Summer_travelzoo_email TRAVELZOO Last minute and fall stays in Mammoth Lakes with extra perks. [Image of a mountain landscape]	Summer_save20_LA Summer_save20_LA Save 20% - 10th Mammoth Anniversary 20th Summer from Southern California [Image of a lake] [Image of a lake]

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Summer_Maladies_social Summer_Maladies_social Visit Mammoth Sponsored The beautiful blue waters of Mammoth Lakes are a high-altitude elixir for the downers of the daily grind. [Image of a person in a boat] visitmammoth.com Lines you'll love. Learn more	Summer_midweek_social Summer_midweek_social Visit Mammoth Sponsored Leave average weekdays behind - come enjoy extraordinary midweek summer adventures in Mammoth Lakes. And please travel responsibly. [Image of people on bicycles] visitmammoth.com Make your midweek escape. Learn more	Summer_paddleboard_social Summer_paddleboard_social Visit Mammoth Sponsored From paddleboarding and fishing to hiking and biking, your perfect summer vacation is waiting in Mammoth Lakes. And please travel responsibly. [Image of people on paddleboards] visitmammoth.com Summer like no other. Learn more
Summer_Roadrage_social Summer_Roadrage_social Visit Mammoth Sponsored The happy trails of Mammoth Lakes are calling. 300 stunning miles through mountains & lakes - all here waiting for you. [Image of a road] visitmammoth.com Come enjoy more road and less rage. Learn more	Summer_Chuck_Youtube Summer_Chuck_Youtube [Image of a person in a hat] Mammoth Lakes, California 141K views	Summer_Jade_Youtube Summer_Jade_Youtube [Image of a person] Mammoth Lakes, California 144K views

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Questionnaire

I:\Ads Master\Mammoth Lakes\Winter 2022



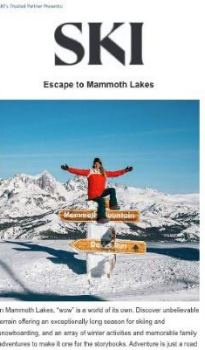

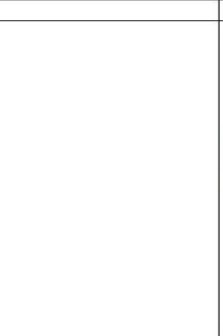

VIDEOS [SHOW ONLY 1 'NO SMALL BACKYARD' VIDEO AND 1 'MALADIES' VIDEO; ROTATE TO ENSURE SUFFICIENT MEASURE OF EACH VIDEO]

NO SMALL BACKYARD – GET LOST	NO SMALL BACKYARD – HIGH PLACES	NO SMALL BACKYARD – ABOVE AVERAGE
https://youtu.be/O2V8xjHEH9g	https://youtu.be/1louGGhFL1A	https://youtu.be/uzqy9j_Pk5U
		
704530233 22sec	704530387 28sec	704530044 27sec
MALADIES – UPHILL BATTLES	MALADIES – THE MONDAYS	MALADIES – MORNING COMMUTE
https://youtu.be/S7ldXh8mma0	https://youtu.be/BEcwcX6alJQ	https://youtu.be/HrURXfnWzNo
		
704532004 15sec	704531905 15sec	704532197 15sec
MALADIES – OFF TRACK		
https://youtu.be/9u9jwd376r0		
		
704532104 15sec		

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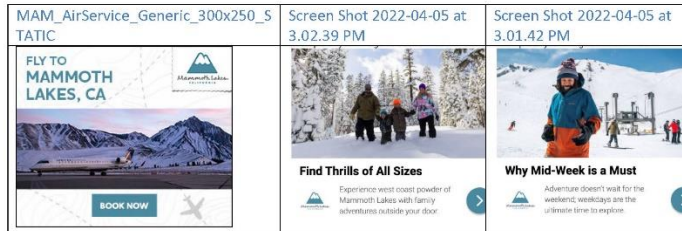
SOCIAL

Screen Shot 2022-04-04 at 5:02:01 PM	Screen Shot 2022-04-04 at 5:08:10 PM	1775_Mammoth Lakes_SKI e-blast 12.11
		
		

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Questionnaire



WINTER. [ASK AFTER EACH AD/GROUP OF ADS] Do you recall seeing [this ad/these ads] or ads like them for Mammoth Lakes, California?

- Yes
- No

I:\Ads Master\Mammoth Lakes\Fall 2021\MAM Fall Creative Screenshots\MAM Fall Creative Screenshots

FALL CAMPAIGN: HUG WHAT YOU LOVE (HWYL)



HWYL VIDEOS

I:\Ads Master\Mammoth Lakes\Fall 2021



CAMPAIGN: FALL

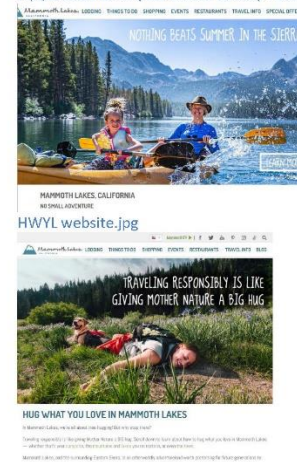


FALLAd1. [ASK AFTER EACH AD/GROUP OF ADS] Do you recall seeing [this ad/these ads] or ads like them for Mammoth Lakes, California?

- Yes
- No

WEBSITE. Have you visited either of these websites recently? YES/NO

I:\Questionnaires\Mammoth Lakes\FY2021-22\ SUMMER WEBSITE.jpg



Questionnaire

GUIDE. [SHOW COVER OF VISITOR GUIDE] Have you used this Visitor Guide? YES/NO

2020-21 visitor guide	I:\Questionnaires\Mammoth Lakes\FY2021-22\ 2022 visitor guide
	

[ASK GUIDE2 AND GUIDE3 IF YES AT GUIDE; SHOW ALL QUESTIONS ON SAME SCREEN WITH IMAGE]

GUIDE2. Which version of the Visitor Guide did you use? Print/Digital/Both

GUIDE3. Did you review the Visitor Guide...?

- Before deciding to visit Mammoth Lakes, while considering places to go
- After deciding to visit Mammoth Lakes, to help plan your trip
- Once arrived in Mammoth Lakes, as a resource

GUIDE4. How would you rate the usefulness of the guide?

Not useful	Somewhat useful	Very useful
------------	-----------------	-------------

GUIDE5. Please tell us why you rated it this way. _____

SOCIAL 1. Do you follow Visit Mammoth on any of the following social channels? [SHOW MLT TILE FOR EACH]

- Facebook
- Instagram
- Twitter
- Tik Tok
- YouTube
- Pinterest
- Other



Do not follow Visit Mammoth on any social channels

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DEMOS

The following questions are for classification purposes only, and will help us understand different groups of people.

marital. Are you currently...?

- Married
- Divorced/separated
- Widowed
- Single/never married

PPinHH. Including you, how many people are currently living in your household? ____ [IF 1, GO TO D3a]

kids. How many living in your household are children under the age of 18? _____

education. Which of the following categories represents the last grade of school you completed?

- High school or less
- Some college/technical school
- College graduate
- Post-graduate degree

income. Which of the following categories best represents your total household income before taxes?

- Less than \$35,000
- \$35,000 but less than \$50,000
- \$50,000 but less than \$75,000
- \$75,000 but less than \$100,000
- \$100,000 but less than \$150,000
- \$150,000 but less than \$200,000
- \$200,000 - \$300,000
- \$300,000 - \$400,000
- \$400,000-\$500,000
- \$500,000+

eth. Which of the following best describes your ethnic heritage? Select all that apply. [ALLOW MULTI]

- Caucasian/White
- African-American/Black
- Asian
- American Indian or Alaska Native
- Native Hawaiian or Other Pacific Islander
- Other, please specify _____

eth2. Do you identify as Hispanic or Latino? YES/NO

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Questionnaire

gender. Do you identify as...

Male

Female

Non-binary

Prefer not to answer

Identity. Do you identify as LGBTQ+? YES/NO/Prefer not to answer

vaccine. Have you received the COVID-19 vaccine?

Yes

No, but I am planning to

No, and I am not going to