



PAID MEDIA UPDATE

NOVEMBER 2023 BOARD MEETING



A person with a blue backpack is seen from behind, looking at a large pile of volcanic rocks and a columnar jointed rock formation. The scene is outdoors with trees and a clear sky.

AGENDA

- PAID PROGRAM OVERVIEW
- FY23 SPRING/SUMMER PAID CAMPAIGN RECAP
- FY24 ALL SEASONS PAID CAMPAIGN OVERVIEW
- Q&A

PAID PROGRAM OVERVIEW





STRATEGIC FRAMEWORK

Business Objectives

Increase qualified, responsible visitation through average length of stay (hotel/resort) and total trip spend.

Increase flight load factor in core near and far markets.

Educate consumers on responsible travel prior to arrival.

Media Objectives

Drive awareness, consideration, and intent to travel to Mammoth Lakes in key near and far markets.

Inspire and educate travelers on things to do in-destination with an emphasis on encouraging midweek visitation.

Deliver qualified traffic, with emphasis on onsite engagement.

Provide paths that drive passthrough / conversion (intent) through flight exploration.

Promote responsible tourism among aware audiences.

Media Strategies

Plan All Seasons together to expand opportunities and drive efficiency.

Utilize a full-funnel approach to reach prospective travelers throughout the planning cycle.

Lean into top performers to drive quality site traffic, while exploring new opportunities to drive awareness.

Streamline creative messages by channel and time period to further messaging goals.

Retarget those who have previously engaged with MLT messaging to pull those users through the funnel.

Utilize midweek and air service messaging to drive high intent users to travel midweek and/or search for flights.

LAYERED MEDIA APPROACH



Awareness:

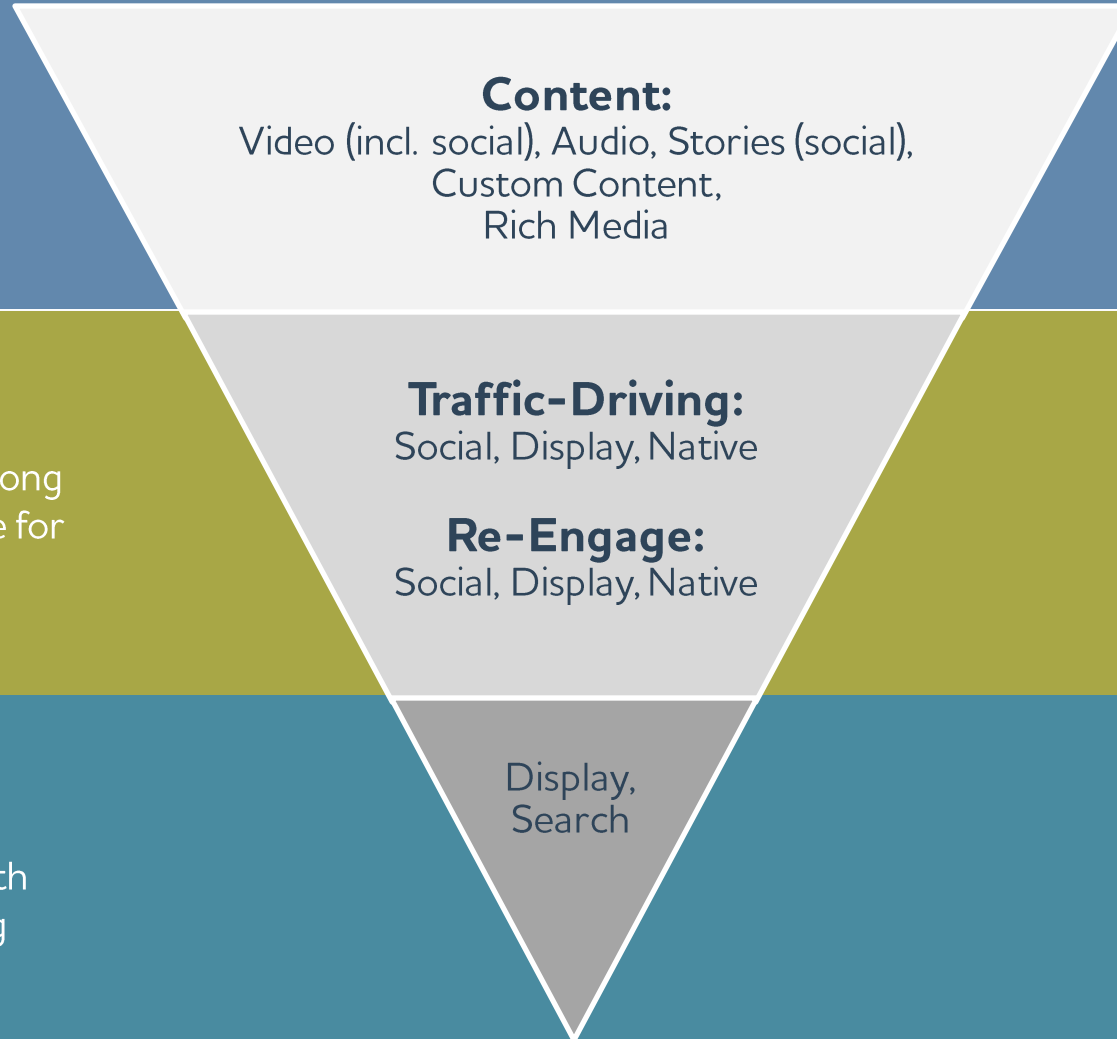
Inspire and engage new audiences while keeping ML top of mind among familiar audiences.

Consideration:

Educate and build preference among aware; drive traffic to ML website for destination exploration.

Intent:

Connect interested prospects with destination partners and booking Opportunities.



Content:

Video (incl. social), Audio, Stories (social), Custom Content, Rich Media

Traffic-Driving:

Social, Display, Native

Re-Engage:

Social, Display, Native

Display, Search

Engagement KPIs:

Primary: Completion Rate, Content Views
Secondary: Video Views, Time Spent with Content

Traffic-Driving KPIs:

Primary: CTR, Sessions
Secondary: Time On Site (TOS)

Conversion KPIs:

Partner Handoffs
Airline referrals



SHOWCASING THE REAL UNREAL

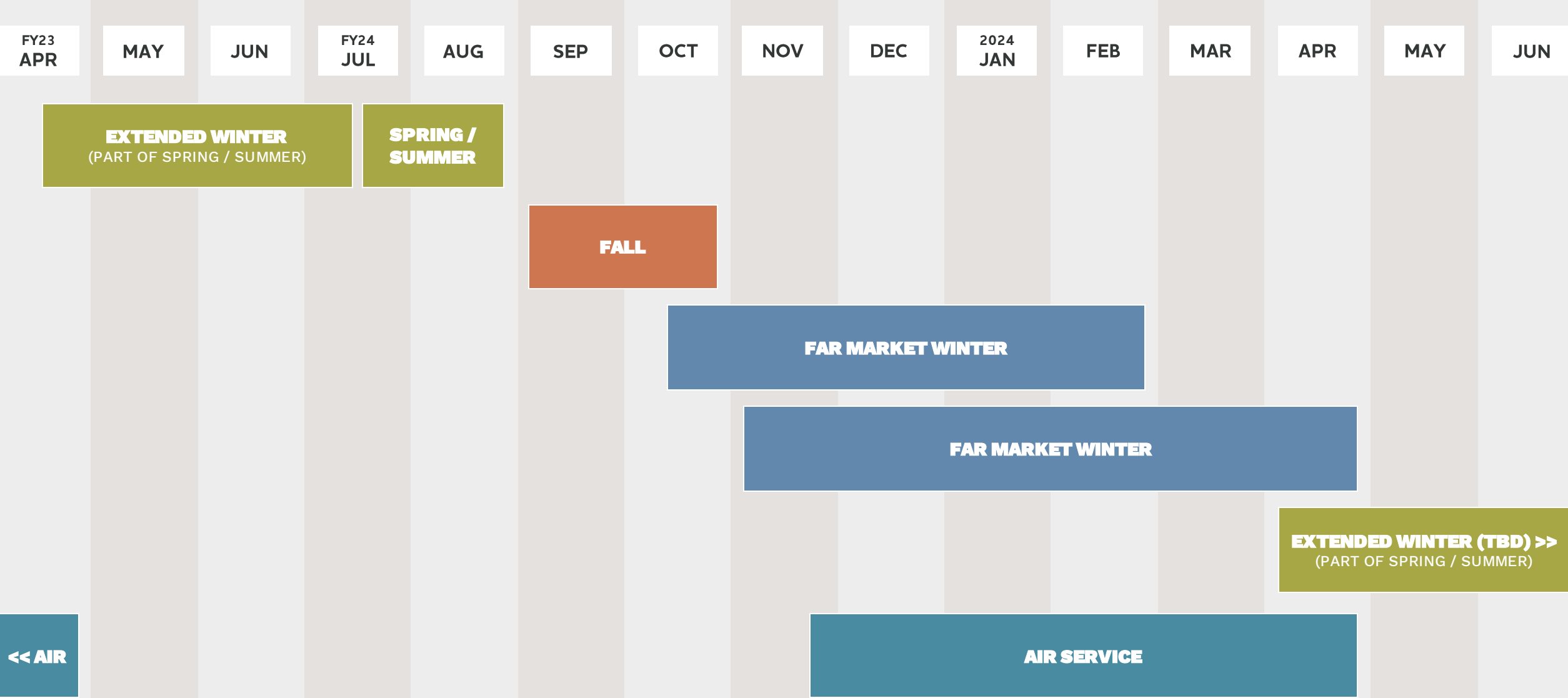
Lean into high impact placements to create buzz around the "Unreal" campaign:

- Out-of-home
- Connected TV/Online Video
- Digital & Social Media
- Print



SEASONAL FLIGHTING

FY23 SPRING/SUMMER + FY24 ALL SEASONS



<< AIR



FY23 SPRING/SUMMER PAID CAMPAIGN RECAP



CAMPAIGN OVERVIEW



Target Audience

Outdoor Actives
(w/ and w/o kids)

- Avg age 47
(concentration of 22-42 & 54-72)
- HHI: \$120K+



Geography

Base:
California/Nevada

Spot Markets

- San Francisco
- Sacramento
- Los Angeles
- San Diego
- Las Vegas



Timing

Flight Dates

- Mid-April - August



Campaign Measurement

- **Video**
Views, VCR, CPV, SOV %
- **Custom Content**
Views, Time Spent w/ Content, Engagement Rate
- **Digital/Social**
Clicks, CTR, Sessions, TOS, Airline Referrals/Bookings

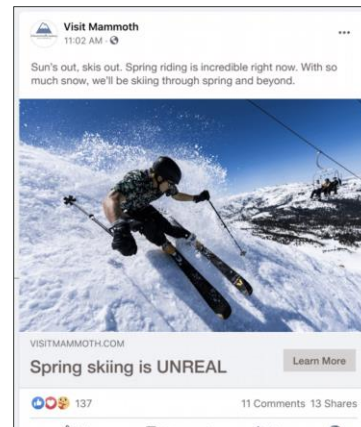
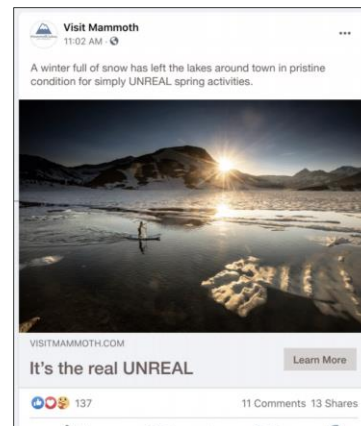


CREATIVE ROTATION

EXTENDED WINTER (4/17-7/16)



SPRING SKIING (5/30-7/16)



SUMMER ACTIVITIES (7/17-8/31)





PERFORMANCE OVERVIEW

A full-funnel media program, with partnerships across top performers delivered strong performance, meeting or exceeding nearly all goals.

34.3MM

Digital Impressions
114% of goal

5MM

Video Views
70% VCR (goal 65%)

1.11% CTR

96% of goal
227K Ad Clicks

217K

Website Sessions
111% of goal





VIDEO PERFORMANCE

Unreal video content resonated with the audience, effectively delivering high volume of video views with strong completion rates across partners.

- YouTube efficiently drove the largest volume of video views, with VCR in line with goal
- Matador custom video content providing supplementary Mammoth Lakes support to the *Unreal* campaign



Future Consideration:

Leverage video in new formats/platforms to expand overall reach and drive further engagement





CUSTOM CONTENT PERFORMANCE

Custom content executions offered additional storytelling opportunities, bringing awareness to all Mammoth Lakes has to offer.

Matador

- Program timing shifted due to delays in production because of severe weather
- Video content delivered in full, tracking video engagement in line with platform goals

INK/United

- Mammoth content housed on Hemispheres microsite tracked over **11.1K pageviews** with an **average time spent of 2:35**
- Addition traffic drivers to be implemented in FY24 to ensure increased visibility

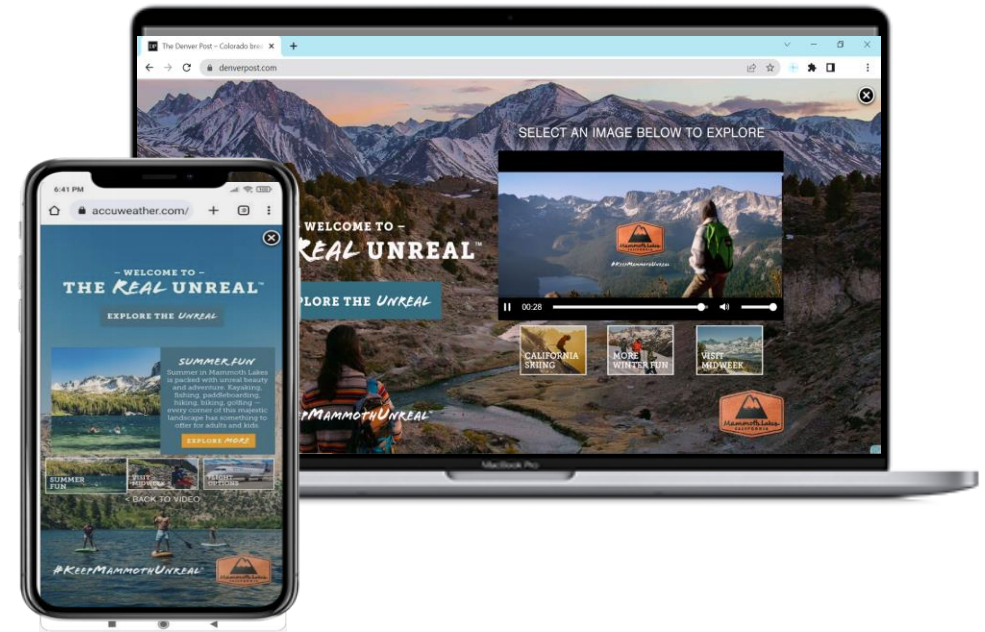
Travelzoo

- Native placements showcased seasonal offers in the destination tracking a **1.27%** and **18.5K sessions**
- **1.1K partner referrals** were tracked with top clicks on *No Maddness Rentals*

RICH MEDIA PERFORMANCE

Rich media unit provided an interactive way for users to engage with Mammoth Lakes content

- In-unit engagement rate delivered in line with platform benchmark
- The best performance tracked against the Spring/Summer creative refresh in August



Future Consideration:

Consider more frequent updates with custom units to keep content relevant, avoid overall ad fatigue, and drive brand awareness growth



Device

Full-screen

2560 x 1360

Zip code 10001 Submit

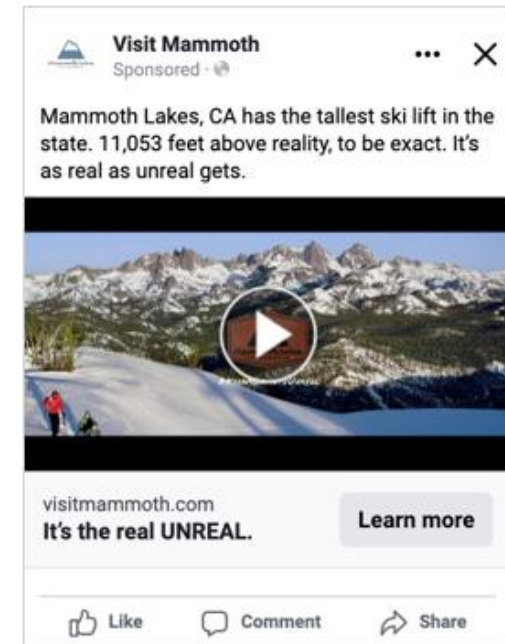
Monitor Restart Ad

Share

SOCIAL PERFORMANCE

Robust media execution with Facebook/Instagram built awareness through video elements, while providing users the opportunity to learn more about Mammoth Lakes with click out ad units.

- Video content was highly engaging, **exceeding revised goal by 29% (84% VCR)**
- Single Image ads saw decreased engagement (CTR/TOS) with the Winter extended messaging, an indication there may have been some ad fatigue



How Unreal 0:15 – 90% VCR

Future Consideration:

Re-evaluate intent signals on the website to better understand if a qualified audience was reached



PROGRAMMATIC PERFORMANCE

Google Display Network lead programmatic partners, efficiently driving engagement, website traffic, and high session duration.

- GDN produced increased ad and onsite engagement YoY, with performance peaking in July/August
- The Trade Desk replaced Journera in August, leading to improved CTR and TOS delivery

70K
WEBSITE SESSIONS

Future Consideration:

Recommend incorporating a retargeting element to capitalize on interest built with current traffic driving units to drive deeper consideration with the added exposures



GOOGLE SEARCH PERFORMANCE

Search program efficiently reached users actively planning travel, providing relevant content to queries.

- Restructured campaign set up led to high user engagement, with **CTR increasing 89% YoY**
- Low platform costs contributed **overdelivery of sessions (96K)**, more than any other partner in the campaign

10.81%
CTR

Future Consideration:

Continue to have a strong search presence to capitalize on awareness and consideration built from the different campaign elements



FY24 ALL SEASONS PAID CAMPAIGN OVERVIEW





PROGRAM PARAMETERS

Media Plan	Winter	Spring/Summer	Fall	Air Service
Target Audience	<ul style="list-style-type: none"> Snowsporters •Age 25-53 •HHI: <ul style="list-style-type: none"> - \$125K+ (CA/NV/DEN) - \$200K+ (NE) 	<ul style="list-style-type: none"> Outdoor Actives (w/ and w/o kids) •Avg age 47 (concentration of 22-42 & 54-72) •HHI: \$120K+ 	<ul style="list-style-type: none"> Nature Enthusiasts (w/o kids) •Avg age 47 (concentration of 22-42 & 54-72) •HHI: \$120K+ / Test \$150K+ 	Match Seasonal Targets (Winter + Summer)
Geography	<ul style="list-style-type: none"> •CA+NV Base •Spot Markets: DEN, NE 	<ul style="list-style-type: none"> •CA+NV Base •Spot Markets: LA, SF, SAC, SD, LV 	<ul style="list-style-type: none"> •CA+NV Base •Spot Markets: LA, SF, SAC, SD, LV 	<ul style="list-style-type: none"> •Winter: SoCal (Carlsbad), SF, DEN, NE •Summer: SoCal (Carlsbad), SF
Timing	<ul style="list-style-type: none"> •CA+NV: November - April •DEN, NE: Mid-October - February 	<ul style="list-style-type: none"> •Mid-April - August 	<ul style="list-style-type: none"> •September - October 	<ul style="list-style-type: none"> •Winter/Spring - Summer
Budget	<ul style="list-style-type: none"> Total: \$1,170,000 CVG: \$20K Total: \$1,150,000 •CA+NV - \$500,000 •DEN - \$200,000 •NE - \$450,000 	<ul style="list-style-type: none"> •FY24 Total: \$250K •FY25 Anticipated Total: \$150K** 	<ul style="list-style-type: none"> •FY25 Anticipated Total: \$150K** 	<ul style="list-style-type: none"> •Incl. in Seasonal - 20% per season (Winter & Spring/Summer)
Measurement	<ul style="list-style-type: none"> Campaign KPIs: •Video – Views, VCR, CPV, SOV % •Custom – Content Views, Time Spent w/ Content, Engagement Rate •Digital/Social - Clicks, CTR, Sessions, TOS, Airline Referrals/Bookings 	<ul style="list-style-type: none"> Campaign KPIs: •Video – Views, VCR, CPV, SOV % •Custom – Content Views, Time Spent w/ Content, Engagement Rate •Digital/Social - Clicks, CTR, Sessions, TOS, Airline Referrals/Bookings 	<ul style="list-style-type: none"> Campaign KPIs: •Video – Views, VCR, CPV, SOV % •Custom – Content Views, Time Spent w/ Content, Engagement Rate •Digital/Social - Clicks, CTR, Sessions, TOS, Airline Referrals/Bookings 	<ul style="list-style-type: none"> Campaign KPIs: Sessions, TOP, Flight Searches, Search Rate

MEDIA PLANNING INSIGHTS

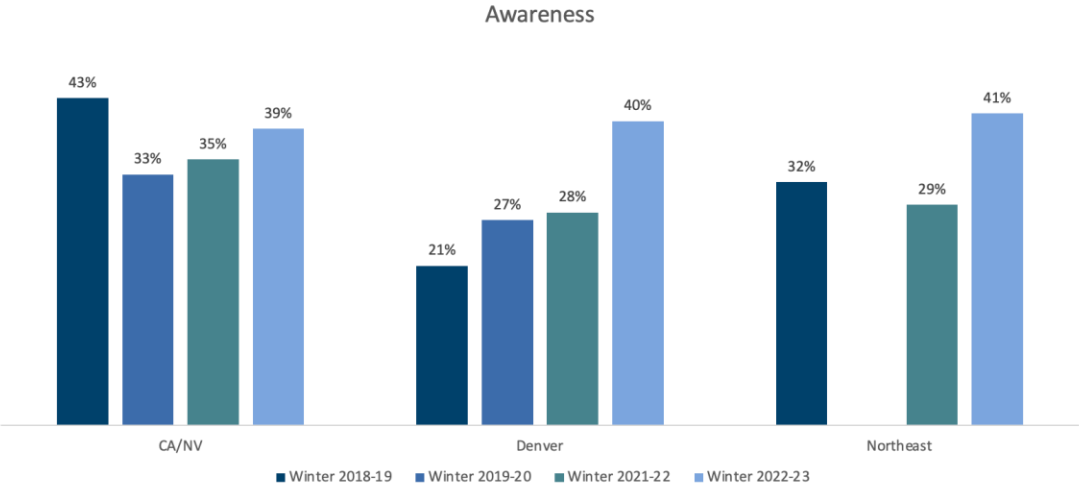


DESTINATION AWARENESS CONTINUES TO GROW YOY



Awareness study results shaped FY24 All Seasons Planning, with the greatest impact to Winter efforts.

The greatest gains were tracked in Denver and the Northeast (+12pts), indicating media mix and messaging were effective with Northeast prospects noting a high likelihood to visit in Winter.



Cost-per-aware household declined in far markets, with Denver tracking the biggest change. As a result, exposure in Denver will be reduced for the coming year.

Market	Cost-per-Aware Household			
	Winter 2018-19	Winter 2019-20	Winter 2021-22	Winter 2022-23
CA/NV	\$0.26	\$0.27	\$0.22	\$0.15
Denver	\$0.26	\$0.75	\$0.54	\$1.02
Northeast	\$0.11		\$0.20	\$0.33

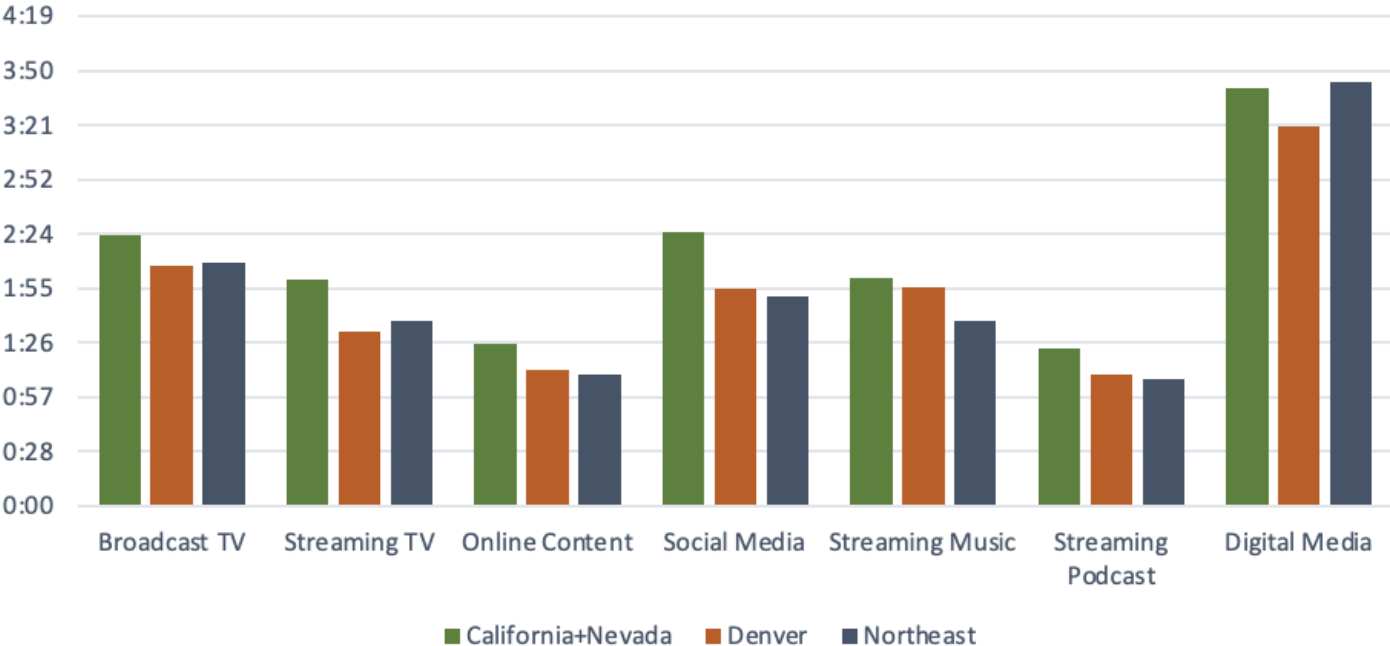
OPPORTUNITY TO REACH AUDIENCES ACROSS MEDIA CHANNELS



Meeting our audience where they are most will continue to drive awareness and visitation.

High profile premium paid placements will anchor the media plan, while highly targeted digital efforts will refine reach and connecting prospective visitors to the website.

Time Spent By Media Channel





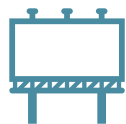
PAID MEDIA PERFORMANCE BY MARKET

Paid media tracked varied results from market-to-market and across each channel.

Media mix for each market will be specific to what works best, with inclusion of new opportunities to expand reach and improve results.

	CA/NV			Denver			Northeast		
Market	FY21/22	FY22/23	YoY Change	FY21/22	FY22/23	YoY Change	FY21/22	FY22/23	YoY Change
Video Views	5,199,145	4,404,790	--	1,679,581	3,667,833	--	3,475,349	5,691,017	--
VCR	66%	71.8%	+9%	52.2%	68.7%	+32%	53.7%	73.2%	+36%
CTR	0.66%	0.81%	+23%	0.60%	0.53%	-12%	0.73%	0.56%	-23%
Sessions	135,904	146,009	--	48,840	106,970	--	98,891	131,964	--
TOS	0:31	0:42	+35%	0:25	0:20	-20%	0:27	0:23	+15%
Flight Referrals	4,640	13,243	--	330	813	--	253	362	--
Flight Referral Rate	5.70%	9.07%	+59%	1.20%	0.76%	-37%	0.50%	0.27%	-46%

LEAN INTO HISTORICAL LEARNINGS



Out-of-home

Unreal OOH created momentum for the campaign, aiding in overall awareness build.



Video

Video drove high engagement, indicating messages resonated with viewers.



Custom Content

Target audiences were highly engaged with custom content, inspiring visitation.



Streaming Audio

Use of multiple touchpoints in-platform drove high engagement and website traffic.



Programmatic

Effectively drove website traffic, but lower quality than other partners.



Social

Effectively engaged audience across multiple tactics but generated minimal flight referrals.



Search

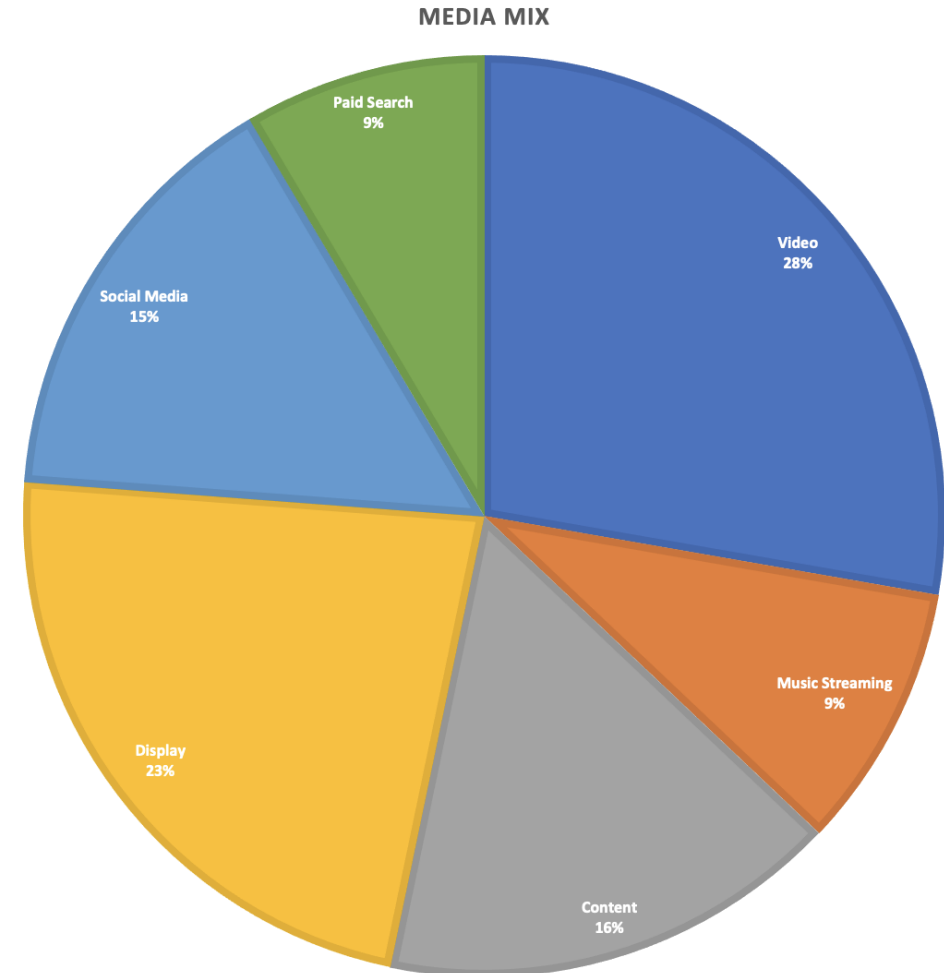
Captured aware prospects to connect them with specific information via the website.



RECOMMENDED MEDIA MIX

Lean into custom content, rich media, streaming audio, and video to inspire, with interactive elements to drive engagement.

Maintain efficient partnerships with core partners to continue to drive engaged website traffic.





PAID MEDIA PARTNERS

A full-funnel media program, with partnerships across top performers.

pandora®



Google



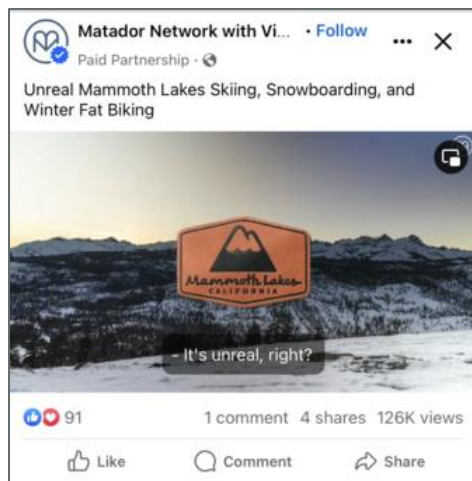
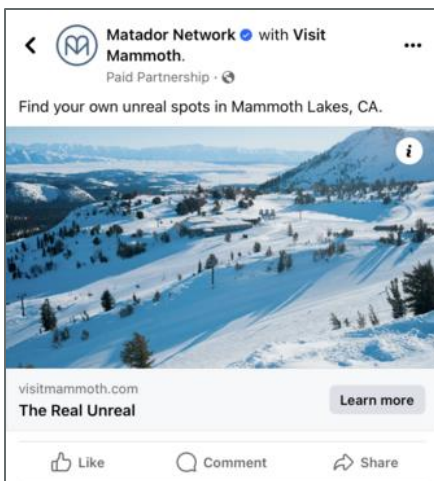
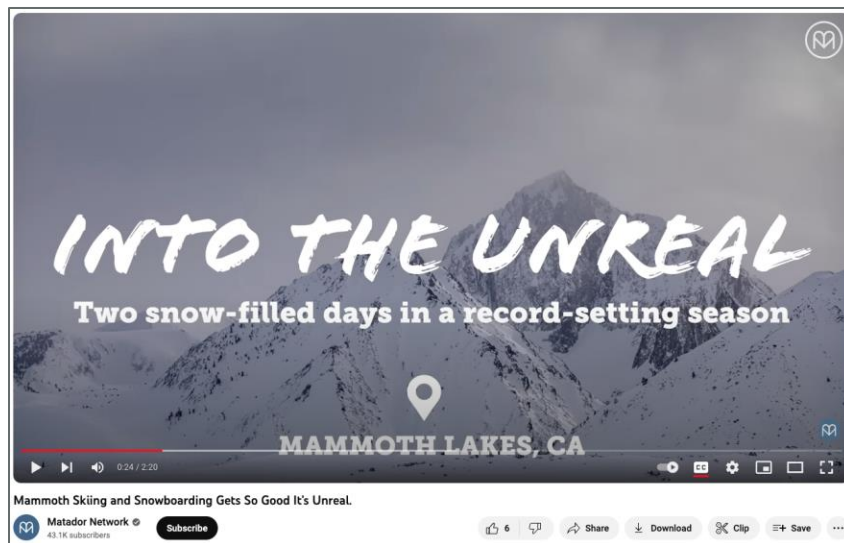
theTradeDesk®



DEPLOYMENT OF FRESH WINTER CONTENT



Winter Video Examples



See the Best Fall Colors While Leaf Peeping in Breckenridge

Hi Hal,

The season of golden leaves and endless fall activities starts early in Breckenridge, Colorado, thanks to its high elevation of 9,600 feet. Enjoy cooler weather, blue skies, and towering peaks peppered with groves of brilliant yellow, orange, and red aspens as far as the eye can see.

Whether it's hiking, mountain biking, fly fishing, taking part in a fall festival, dog-friendly activities, or simply enjoying the autumn foliage, fall in Breckenridge is the perfect time to discover everything this historical mountain town has to offer.

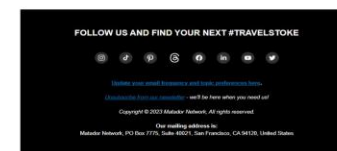
Ready to explore? [READ MORE](#)



This newsletter is produced in partnership with the Breckenridge Tourism Office. Visit their site for more fall inspiration and to start planning your trip.



BRECKENRIDGE COLORADO



Co-Brand E-Blast Example

NEW CUSTOM CONTENT PARTNERSHIP



A screenshot of a website article titled "A Truly All-Inclusive Ski Vacation With Club Med". The article features a large image of skiers on a snowy mountain peak. Below the title, there is a navigation bar with "Home", "Newsroom", and "Lodging". The main text describes the benefits of Club Med, including all-inclusive packages, resort amenities, and personalized service. A video player is embedded in the article, showing a person in winter gear. The article is dated "January 23, 2023" and is sponsored by Club Med.

Custom Articles

A vertical display advertisement with a blue background. The headline reads "– WINTER – ISN'T OVER UNTIL WE SAY SO." Below the headline, it says "Record snowfall means skiing & snowboarding through July in Mammoth Lakes, California. It's the real unreal." The image shows a skier jumping in a snowy landscape. At the bottom, there is the Mammoth Lakes California logo and the text "AN IKON DESTINATION".

Display

An E-blast advertisement with a blue background. The headline reads "– THE MOST – UNREAL SUMMER IS MORE WINTER." Below the headline, it says "Record snowfall and the deepest base in the country means Mammoth Lakes, CA is extending ski and snowboard season through July! Summer will be more unreal than ever. Plan your trip now, and visit midweek for even shorter lift lines." The image shows a skier on a snowy slope. At the bottom, there is the Mammoth Lakes California logo and the text "AN IKON DESTINATION".

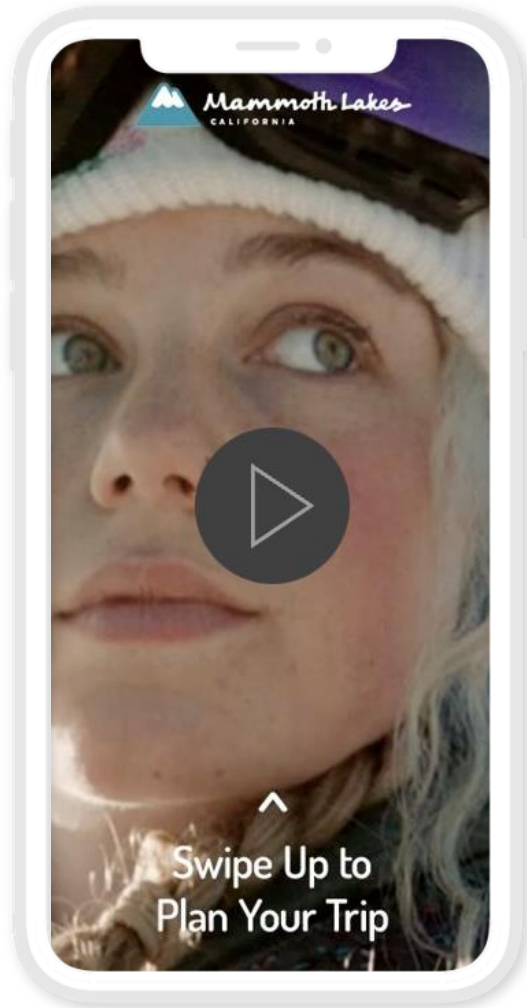
E-Blast

A high-impact rich media advertisement shown on a computer monitor. The top left section says "STAY AT THE BEST LOCATION IN BRECK" and "BEAVER RUN" with a "BOOK NOW" button. The top right section says "GET FIRST CHAIR" with an image of a ski lift and a white arrow pointing to it. The bottom section says "Want to go skiing?" with a search bar and a "Search" button. The background features a scenic view of a snowy mountain landscape.

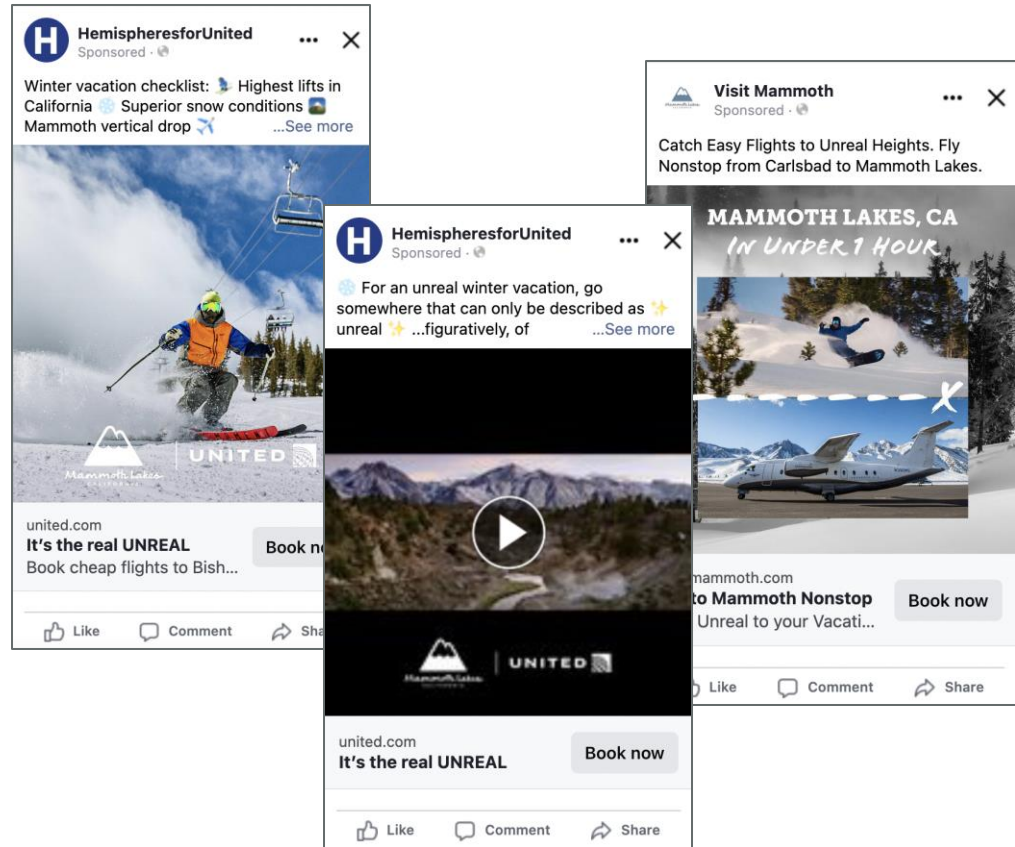
High Impact Rich Media



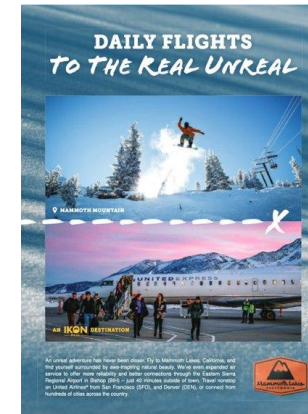
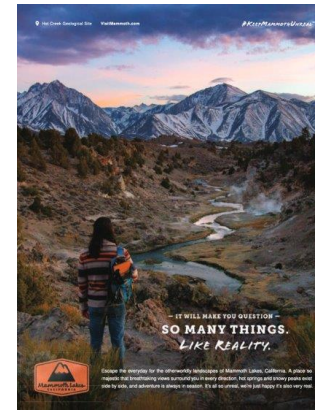
NEW RICH MEDIA OPPORTUNITIES



SUCCESSFUL INK GLOBAL PARTNERSHIP CONTINUES

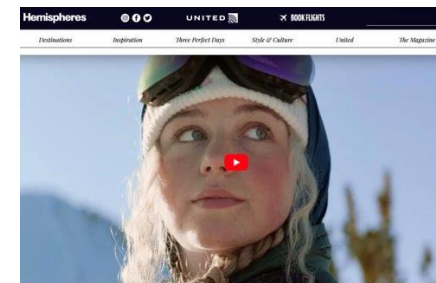


Navigator by INK Social Posts

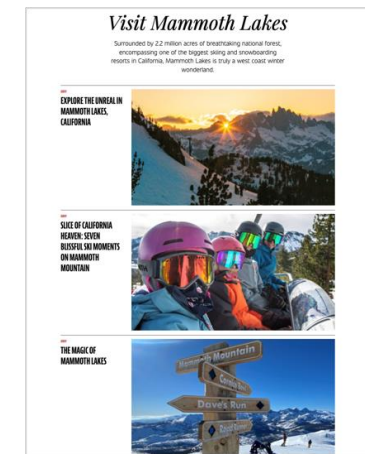


Print examples

Partnership comes with a 1:1 media match, delivering \$150K in added value exposure.



Microsite examples



GOALS ESTABLISHED TO CHALLENGE



Awareness Goals

18.5MM

Video Views

60%

VCR

Traffic Driving Goals

+123MM

Impressions

0.81%

CTR

Onsite Goals

404K

Website
Sessions

0:42

TOS



Q&A



THANK YOU

