



FY25 WINTER MEDIA CAMPAIGN

NOVEMBER 6, 2024

PROGRAM OVERVIEW



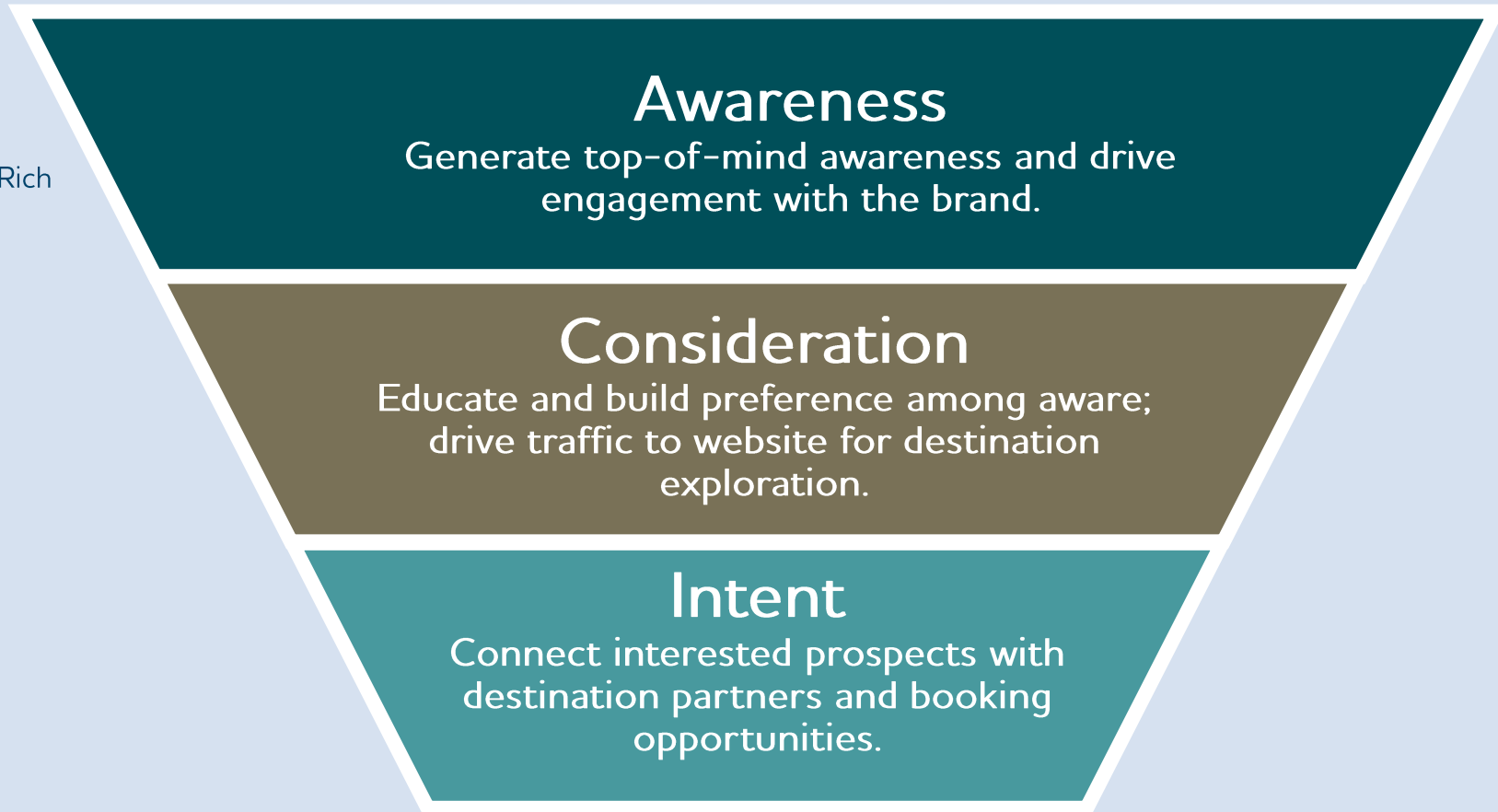


PROGRAM PARAMETERS

Media Plan	Winter
Target Audience	Snowsporters <ul style="list-style-type: none"> • Age 25-53 • HHI: <ul style="list-style-type: none"> - \$125K+ (CA/NV/DEN) - \$200K+ (NE)
Geography	<ul style="list-style-type: none"> • CA+NV Base • Spot Markets: DEN, NE
Timing	<ul style="list-style-type: none"> • CA+NV: November - April • DEN, NE: Mid-September - February
Budget	Total: \$1.08M <ul style="list-style-type: none"> • CA+NV - \$375,000 • DEN - \$175,000 • NE - \$510,000 • California Visitors Guide: \$20,000
Measurement	Campaign KPIs: <ul style="list-style-type: none"> • Video – Views, VCR, CPV, SOV % • Custom – Content Views, Time Spent w/ Content, Engagement Rate • Digital/Social - Clicks, CTR, Sessions, TOS, Airline Referrals/Bookings



LAYERED MEDIA APPROACH



Tactics:
Audio, Video,
Stories, Custom Content, Rich
Media

Tactics:
Social Media, Display,
Native, Search

Tactics:
Display, Search

Engagement KPIs:
Primary: Completion Rate,
Content Views
Secondary: Video Views,
Time Spent w/Content

Engagement KPIs:
Primary: CTR, Sessions
Secondary: Average
Engaged Duration

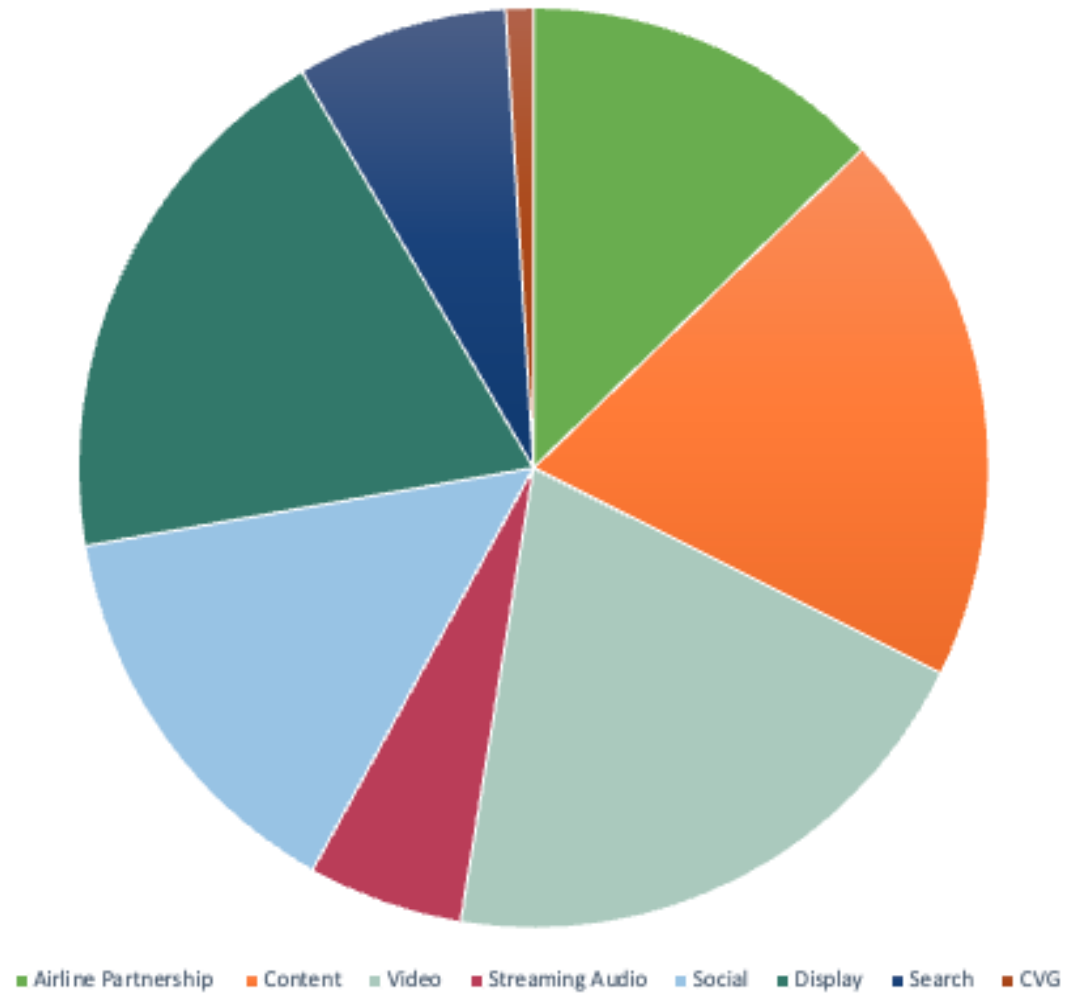
Engagement KPIs:
Partner Handoffs. Airline
Referrals

MEDIA MIX



Campaign will deploy a range of awareness-driving channels with opportunities for robust and highly engaging tactics.

Efficient partnerships will be leveraged to drive website traffic, with air service support layered in.



PERFORMANCE TRENDS





FY24 WINTER PERFORMANCE

79%
VCR

Video content sparked interest in the destination, tracking an 8% increase in VCR compared to FY23, with a lift amongst all YoY videos programs.

Winter campaign incorporated video, audio, and high impact units to help build awareness in near and far markets.

Traffic driving elements supplemented the program, driving deeper consideration to visit the destination, with air service support layered in.

0.79%
CTR

Traffic driving elements delivered high volume of sessions (416K), due to strong engagement, high click to session ratio, and cost efficiencies.

0:26
AED

Program was effective generating flight referrals (28K+), led by SEM and FB.



KEY INSIGHTS & MOVING FORWARD

Snow specific partner, On The Snow, drove more interest (CTR) with far markets compared to near.



Shift to targeting only Northeast with endemic snow partners, heavying-up in key time periods.

Unreal videos continue to generated the best engagement across ad types.



Evolve video program to integrate new ad elements, while having a continued presence in premium inventory.

Custom rich media unit saw strong results against each target market.



Consider dynamic creative component allowing users to learn more about the destination

Traffic driving programmatic placements saw good engagement across programs.



Incorporate expanded retargeting elements to help build familiarity and consideration of the destination.

Social, Google Search, and INK proved to be effective partners in driving intent to visit.



Expand on successful low funnel tactics, while integrating new targeting capabilities.

MEDIA PARTNER SUMMARY






DIGITAL/SOCIAL MEDIA



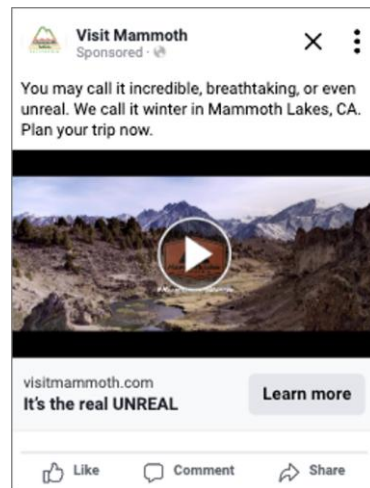
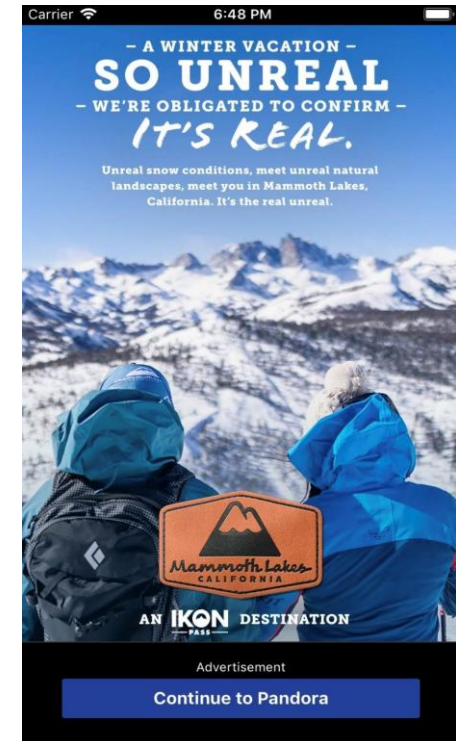
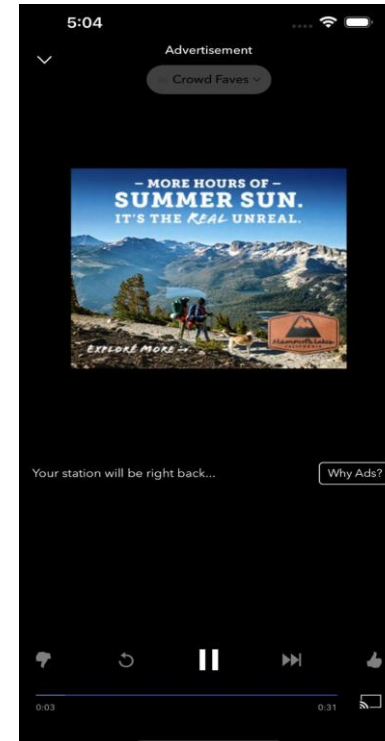
DIGITAL/SOCIAL MEDIA CREATIVE EXAMPLES

sponsored by Visit Mammoth Lakes

UNREAL California Skiing

Great snowfall, huge vertical drop, California skiing in Mammoth Lakes is the real UNREAL.



GOOGLE SEARCH




OBJECTIVE: Intent

PRIMARY KPI: CPC, CTR, Partner referrals

MARKETS: California+Nevada, Denver, Northeast




Sponsored

 www.visitmammoth.com/

Welcome To The Real Unreal - Visit Mammoth, CA

Fly Nonstop from North East to Mammoth Lakes. Book Your Flight Today! Get to fun faster when you fly to Mammoth Lakes. Learn more information today. Destinations: Eastern Sierra Region, Reds Meadow, Mammoth Lakes Basin, Town of Mammoth Lakes....

Sponsored

 www.visitmammoth.com/

Discover Direct Flights - Lowest Prices of the Year

Visit Mammoth Lakes for the vacation of a lifetime. See tips to make your trip a blast! Get to fun faster when you fly to Mammoth Lakes. Learn more information today. Destinations: Eastern Sierra Region, Reds Meadow, Mammoth Lakes Basin, Town of Mammoth....

Connect active travel prospects to relevant information (airline booking and partner information)



HIGH IMPACT RICH MEDIA



allgeardigital



ON THE SNOW CREATIVE EXAMPLES

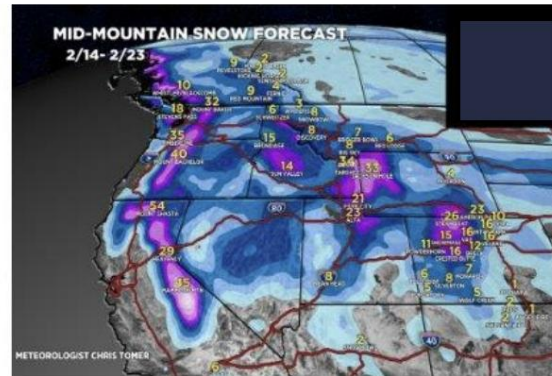


Day	Weather	High/Low	Wind	Snow
Tuesday	Partly Cloudy	47/71 F°	45/69 F°	2 m/h
Wednesday	Mostly Sunny	60/67 F°	59/65 F°	3 m/h
Thursday	Sunny	49/59 F°	48/58 F°	2 m/h



Mammoth's Famous Après Parties Kick-Off Tomorrow

Looking for the best après-ski party in North America? Check out the Weekend Après Party at Mammoth Mountain in California. Starting tomorrow on the Canyon Lodge sundeck and continuing every Friday and Saturday until April. We're talking giveaways, drink specials, DJ WLDCT spinning from an elevated gondola car and more.



Weekend Forecast: Powder days ahead

Significant snow is forecasted across North America over Presidents' Day Weekend. See the full forecast from Meteorologist Chris Tomer.

[Read More](#)



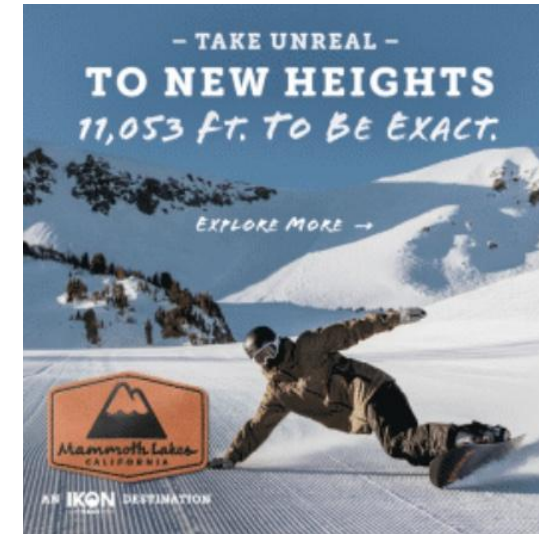
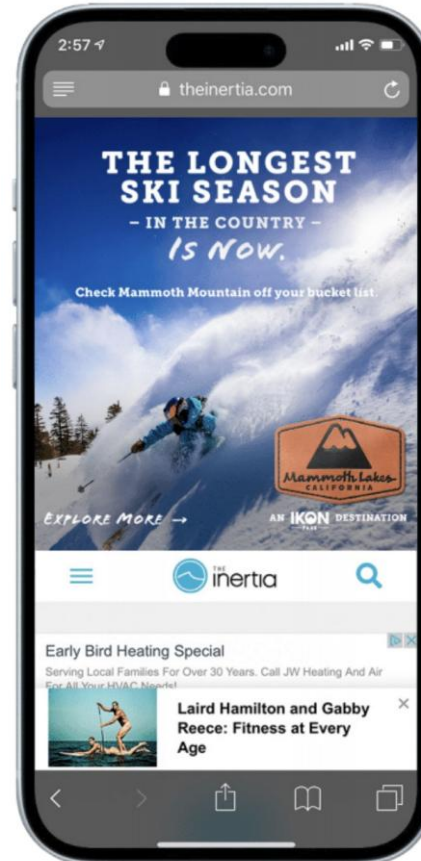
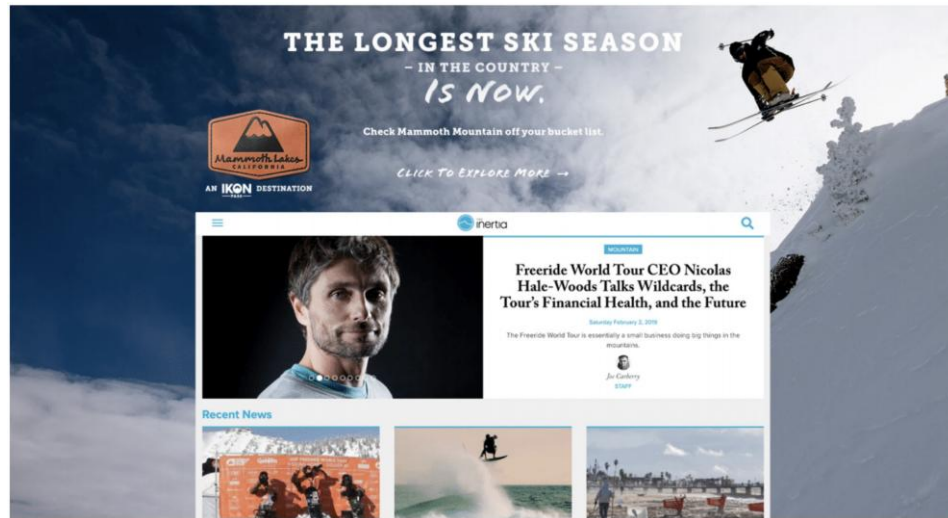
Weekend Forecast: Snow continues out West

Many ski resorts out West have seen feet of snow, while more is forecasted. View the complete snow forecast from Meteorologist Chris Tomer.

[Read More](#)



ALL GEAR CREATIVE EXAMPLES





ALL GEAR NETWORK

8 OWNED AND OPERATED MEDIA PROPERTIES

GEARJUNKIE
Outdoor Adventure

 **THE inertia**
Surfing & Outdoors

BIKERUMOR
Cycling

SWITCH BACK TRAVEL
Gear & Adventure Travel

 **I · RUN · FAR**
Running

 **EXPLORERSWEB**
Expeditions & Science

WILDSNOW
Skiing

 **PACK HACKER**
Travel Gear

6 ADVERTISING NETWORK PARTNERSHIPS

 **AllTrails**

 **TRIED. TESTED. TRUE. MYGOLFSPY**

 **Huckberry**

BIKEPACKING
.COM

HERO MEDIA

57HOURS
Own your weekends

UNDERTONE CREATIVE EXAMPLES



[Live CTV+](#)

[Pause Ad](#)



UNDERTONE CREATIVE EXAMPLES



**- CALIFORNIA -
SKIING & SNOWBOARDING**

With the highest lifts in California and averaging 400" of snowfall a year, Mammoth Mountain sits at the peak of every IKON Pass holder's bucket list. Plus, we have one of the longest ski seasons in the country. Pretty unreal, right?

**- OFF-MOUNTAIN -
ADVENTURES**

The stunning natural beauty of Mammoth Lakes spans countless acres, making it an unreal destination for snowshoeing, snowmobiling, backcountry exploring and of course, après skiing.

**- VISIT -
MIDWEEK**

Unreal adventure doesn't wait for the weekend. Visit Mammoth Lakes during the week to get more of the mountain to yourself.

**- KEEP MAMMOTH -
UNREAL**

Keeping Mammoth Lakes unreal is a team effort. That's why it's important to protect and care for the land to keep it pristine for generations to come.

**- SHOP -
LOCAL**

With all kinds of local boutiques and outdoor retail shops, Mammoth Lakes offers an unreal shopping experience. So, after you hit the slopes, you can hit the shops to bring a piece of the unreal home with you.

**- SAVOR -
THE UNREAL**

After an unreal day on the slopes, unwind at one of the many local restaurants and breweries in Mammoth Lakes. You'll find all kinds of festive fare to please every palate in warm and welcoming settings.

Page Grabber Ad Unit

INK | UNITED



INK | UNITED CREATIVE EXAMPLES



A screenshot of a Facebook advertisement for Hemispheres United. The ad features a smartphone displaying the ad content. The text on the phone reads: "Hemispheres United Sponsored · 43", "Mammoth Lakes, CA is both an unreal natural playground for kids, and a serene break from reality for grown-ups. Win-Win. Plan now.", and "Fly to Bishop/Mammoth with United". Below the text are five promotional images for Mammoth Lakes: "PLUNGE INTO THE REAL UNREAL" (kayaking), "SURROUND YOURSELF WITH UNREAL PEAKS" (hiking), "RIDE INTO AN UNREAL SUMMER VACATION" (horseback riding), "SUMMER IN THE REAL UNREAL" (fishing), and "LAWDIE! MAMMOTH LAKES THEN START YOUR ASCENT" (hiking with gear). The ad also includes a "Book now" button and social media interaction options like "Like", "Comment", and "Share".

navigator
by Ink
Real travellers, brought to you.



CALIFORNIA VISITORS GUIDE

Participate in the Visit California co-op annual California Visitor Guide publications, through a trusted and valuable travel inspiration source.

Approach:

- 1/2 Page insertion in the 2025 CVG, showcasing Mammoth Lakes as a premier travel destination
 - Circulation: 500K
 - Impressions: 1.3M



BEAS LAKE CHAMBER OF COMMERCE. Nestled among the tall pines and only 24 miles to Yosemite National Park, this alpine mountain lake is the perfect warm-water recreation lake, and was named one of the "Best of the Best Lakes" by Sunset magazine. 559/642-3670; beaslakechamber.com See ad, p. 135.

BEAR VALLEY
Bear Valley Mountain Resort. Find an array of activities, from serene to adventurous. Visit in the winter to ski down 75+ runs accessible through new lifts. Explore cross-country and snowshoe trails. 709/753-2261; bearvalley.com

BISHOP
Bishop Chamber of Commerce & Visitors Bureau. Bishop is the new gateway to California. Fly seasonally to Bishop Airport. Take the Eastern Sierra bus—the highest, lowest, oldest, and wildest 355-mile road trip in America. 760/873-8405; bishopchamber.com See ad, p. 141.

BISHOP
Bishop Chamber of Commerce & Visitors Bureau. Bishop is the new gateway to California. Fly seasonally to Bishop Airport. Take the Eastern Sierra bus—the highest, lowest, oldest, and wildest 355-mile road trip in America. 760/873-8405; bishopchamber.com See ad, p. 141.

FISH CAMP
Yosemite Mountain Sugar Pine Railroad. Highway 41, north of Oakhurst. An exciting steam train ride at Yosemite's south gate. Group discounts. April–October. Info at mprr.com or call 559/683-2723. See ad, p. 125.

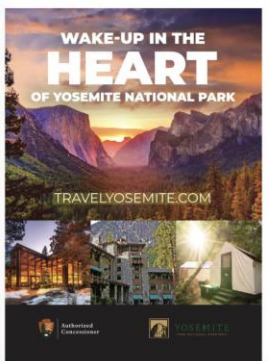
FRESNO
Fresno Yosemite International Airport. Fresno Yosemite International Airport. 525 E. Clinton Way, Central California's premier airport. Your gateway to adventure and three majestic national parks. 559/424-4500; flyfresno.com See ad, p. 127.

GROVELAND
Visit Tuolumne County. Wander freely in Tuolumne County. Explore unworldly Yosemite, authentic Gold Country, and scenic High Sierra in one amazing road trip. 2-hour road trip in the San Francisco Bay Area. Find lodging for all budgets. 209/533-4420; visittoday.com See ad, pgs. 12, 145, 153.

MARIPOSA
Yosemite/Marioposa County Tourism Bureau. Mariposa County, home to Yosemite National Park—a year-round destination. Outdoor recreation, adventure, history, and natural beauty are all here. Visit yosemite.com, the #1 Yosemite planning site. See ad, pgs. 52, 149, 153.

MONTEZUMA
Donner Ski Ranch. A family-owned resort that has operated since 1937, Donner Ski Ranch has provided affordable adventures and recreation to generations of California skiers. 530/426-3635; donnerski.com

SUGAR BOWL RESORT. Slept in history as well as a high annual snowfall, this resort takes back to 1939 and is one of the closest places to hit the slopes from the San Francisco Bay Area. 530/426-9000; sugarbowl.com



CAMPAIGN SUMMARY





WINTER CAMPAIGN SUMMARY

Winter (Mid September '24-Mid April '25)								
Publisher	Ad Units	Media Cost	Impressions	Video Views	VCR	CTR	Sessions	AED
CVG	Print	\$18,494	-	-	-	-	-	-
YouTube	Video	\$82,353	5,384,615	3,500,000	70%	-	-	-
Facebook/Instagram	Video, Stories, Single Image	\$117,647	10,666,667	5,000,000	75%	1.25%	37,500	0:25
Undertone	LiveCTV+, Pause Ads, Rich Media	\$141,176	4,951,326	1,610,169	95%	-	-	-
OnTheSnow	E-newsletters	\$15,294	250,000	-	-	0.57%	-	-
AllGear	Custom Content, Display, Video, E-blasts	\$117,647	6,347,576	53,182	65%	0.46%	2,739	0:20
Pandora	Audio, Mobile Interstitial	\$74,118	3,357,955	-	-	1.50%	17,672	0:30
The Trade Desk	OTT, OLV, Display, Native	\$171,608	19,302,313	2,780,495	74%	0.21%	49,120	0:20
Google Display Network	Responsive Display	\$47,059	4,000,000	-	-	1.33%	34,000	0:25
INK	TBD	\$176,471	TBD	TBD	TBD	TBD	TBD	TBD
Travelzoo	CPC Native Ads	\$23,529	2,000,000	-	-	1.00%	13,000	0:40
Google Search	Phrase/Exact Match, Dynamic Ads	\$89,412	407,298	-	-	18.00%	33,690	1:30
In-Market	TBD	\$20,000	-	-	-	-	-	-
Ad Serving	--	\$5,192	-	-	-	-	-	-
Winter Total		\$1,100,000	56,667,750	12,943,846	74%	0.75%	187,721	0:34

THANK YOU

