



FY24/25 SPRING/SUMMER CAMPAIGN WRAP REPORT

DECEMBER 9, 2024





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.



PROGRAM PARAMETERS

Media Plan	Spring/Summer	Air Service
Target Audience	Outdoor Enthusiasts (w/ and w/o kids) <ul style="list-style-type: none"> Avg age 47 (concentration 22 – 42, 54-72) HHI: \$120K+ 	Match Seasonal Targets (Winter + Summer)
Geography	<ul style="list-style-type: none"> CA+NV Base 	<ul style="list-style-type: none"> Summer: SoCal (Carlsbad), SF
Timing	<ul style="list-style-type: none"> CA+NV: April - August 	<ul style="list-style-type: none"> Winter/Spring- Summer
Budget	Total: \$400,000 FY24 (April-June): \$250,000 FY25 (July-August): \$150,000	Incl. in Seasonal - 20% per season (Winter & Spring/Summer)
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, AED, Airline Referrals/Bookings 	Campaign KPIs: Sessions, TOP, Flight Searches, Search Rate



FY24/25 PERFORMANCE SUMMARY

\$350K
Spend

54.1M
Impressions

5.7M
Video Views

291.5K
Clicks

3.2K
Flight Referrals

CAMPAIGN ALLOCATION

CALIFORNIA VISITOR GUIDE	4%
BRAND	80%
AIR SERVICE	16%

PARTNERS

- YOUTUBE
- MATADOR
- PANDORA
- ADTHEORENT
- FACEBOOK/INSTAGRAM
- THE TRADE DESK
- GOOGLE DISPLAY NETWORK
- GOOGLE SEARCH
- INK



FY24/25 AWARENESS TACTICS

Unreal video content continued to show great value building interest around Mammoth Lakes, with effective results across publishers.

Primary KPIs	Goal	Delivered	% To Goal
VCR	77%	73%	95%
Views	4.9M	4.6M	94%

Program Layer Highlights:

- Facebook video units continued to reach highly qualified users, despite falling short of VCR goal, engagement improved by **+15%** YoY
- Programmatic partner, The Trade Desk, had the best **VCR - 82%** (85% goal)



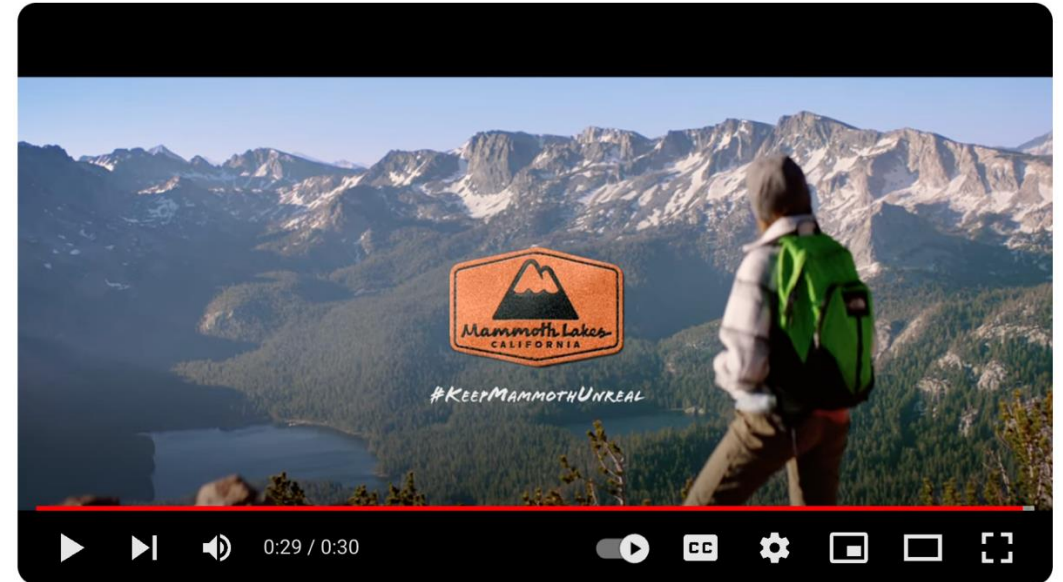
MOVING FORWARD

As video landscape continues to be fragmented, a balanced approach of platforms and tactics is necessary to drive reach and awareness. Programs will continue to build on learnings to deliver growth as demonstrated with the Facebook and The Trade Desk programs.

AWARENESS LAYER CREATIVE HIGHLIGHTS



The Trade Desk: 55,000 Years :15
86% VCR



YouTube: How Unreal :30
83% VCR



FY24/25 CONSIDERATION TACTICS

Social video drove a stronger CTR than anticipated, demonstrating the ability to move users further down the funnel.

Primary KPIs	Goal	Delivered	% To Goal
CTR	1.07%	1.00%	93%
Sessions	164.2K	146.6K	89%
AED	0:30	0:34	100%+

Program Layer Highlights:

- Inclusion of social videos in the traffic driving space yielded strong results with a **3.91% CTR**
- Summer audiences were highly receptive to native ads running through The Trade Desk tracking a **0.23% CTR** (goal 0.20%) and **0:20 AED**
- Google Display Network Demand GEN Retargeting was highly efficient, but performance indicates strength as an awareness driver over traffic driver moving forward



MOVING FORWARD

Lean more into social video as a traffic driver, layering in new retargeting strategies to capitalize on more qualified prospects.

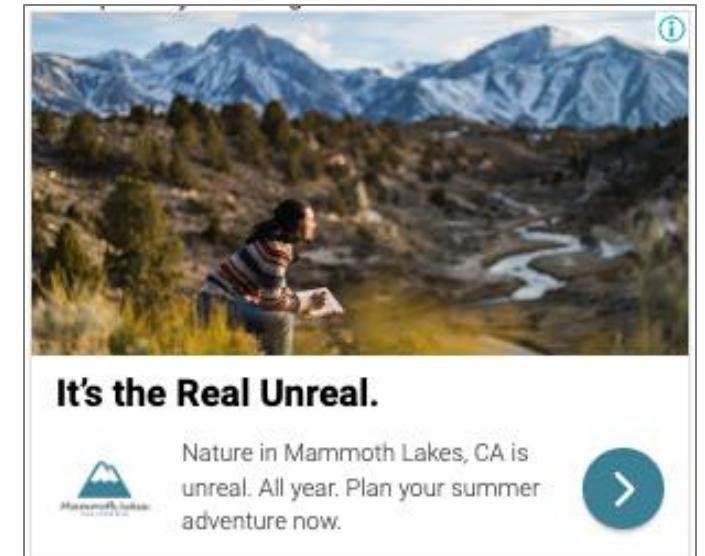
CONSIDERATION LAYER CREATIVE HIGHLIGHTS



Facebook/Instagram:
Summer Activities V2
1.4% CTR, 10.1K sessions



Facebook/Instagram: *55,000 Years :15*
3.50% CTR, 10K sessions



Google Display: *Brand V1*
1.08% CTR, 12.4K sessions



FY24/25 INTENT (AIR SERVICE) TACTICS

Low funnel tactics with Google Search and Facebook/Instagram resonated strongly with Advanced Airline users across Winter and Summer seasons, revealing room for growth in reaching United users.

Primary KPIs	Goal	Delivered	% to Goal
CTR	1.94%	3.11%	+100%
Flight Referral	--	2.6K	--
Referral Rate	--	21%	--

Program Layer Highlights:

- Google Search programs tracked the best CTR (32%) and the majority of flight referrals at **1.6K flight referrals**
- Advanced Airline referrals made up 69% of the total flight referral volume

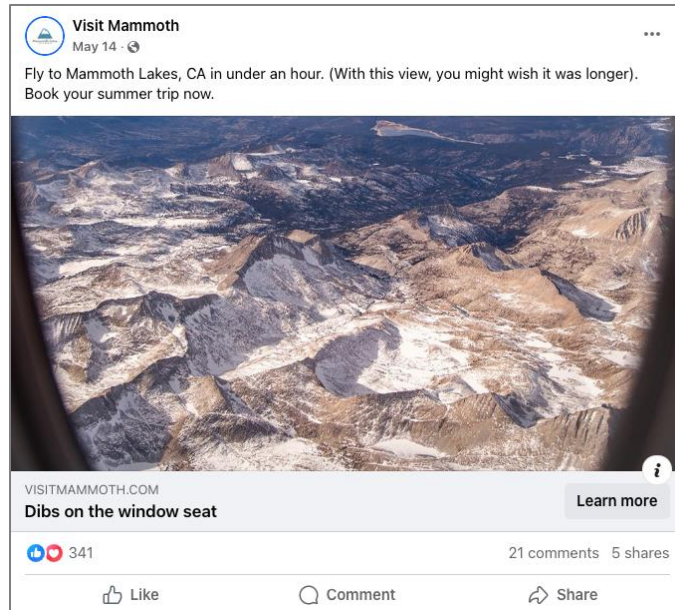


MOVING FORWARD

Recommend layering newly available United Airlines targeting capabilities across The Trade Desk placements to further drive flight and travel consideration.


INTENT LAYER

CREATIVE HIGHLIGHTS



Facebook/Instagram: *Air Service V2*
1.58% CTR / 92 referrals

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...

Google Search: Generic Flights
34.36% CTR / 1K referrals

CUSTOM PARTNERSHIPS





MATADOR PROGRAM PERFORMANCE

Custom video content, showcasing Summer activities in Mammoth Lakes and the accessibility for all, reached large volume of users.



Primary KPIs	Goal	Delivered	% To Goal
VIDEOS			
Views	923K	1M	+100%
VCR	2.28%	3.29%	+100%
E-BLAST			
Opens	--	53.9K	--
Open Rate	25-35%	46%	--
CTR	2%	1.64%	82%

Program Layer Highlights:

- Long form video, *Unreal for All: Mammoth Lakes Adaptive Sports and Accessible Trails*, running on Matador Network YouTube saw the best results with a **34% VCR**, outperforming the generally more engaging shorter content
- E-blast open rates exceeded platform benchmarks, indicating strong interest in Mammoth Lakes and an opportunity for continued engagement

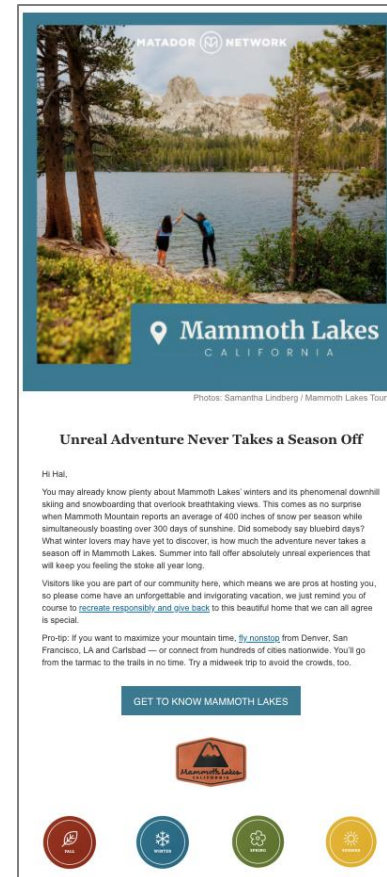
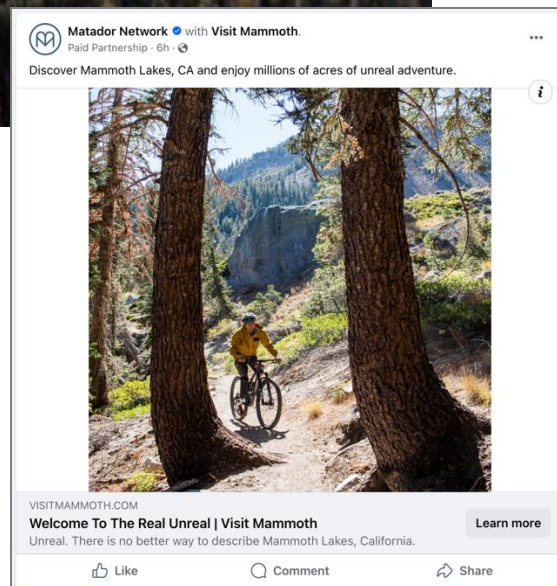
MOVING FORWARD

Audience engagement against the long form video and high e-blast open rate indicates interest in the content. Leverage/test content in different media channels to hone-in on the most opportunistic users.

MATADOR PROGRAM CREATIVE HIGHLIGHTS



Custom video and social



E-blast (8/20)





PANDORA PROGRAM PERFORMANCE

Balanced audio and high impact program generated strong results but may be more impactful with supplementary video elements.



Primary KPIs	Goal	Delivered	% To Goal
STREAMING AUDIO			
IMPS	1,136,364	1,015,672	89%
MOBILE INTERSTITIAL			
CTR	1.75%	1.64%	94%

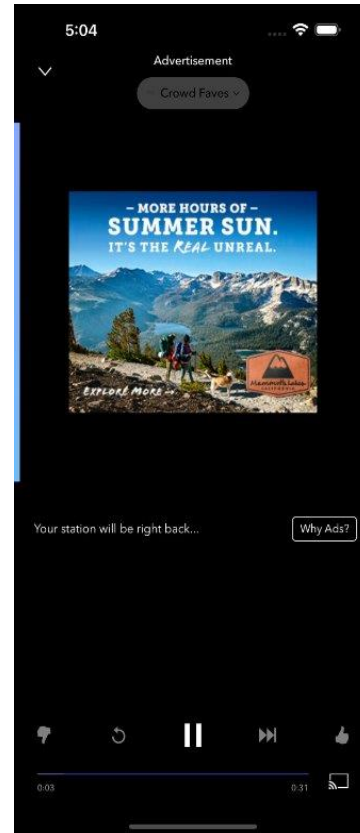
Program Layer Highlights:

- Mobile interstitial unit continued to be an effective tactic to build interest around the destination and drive website traffic
- CTR was up **21%** compared to the Winter campaign

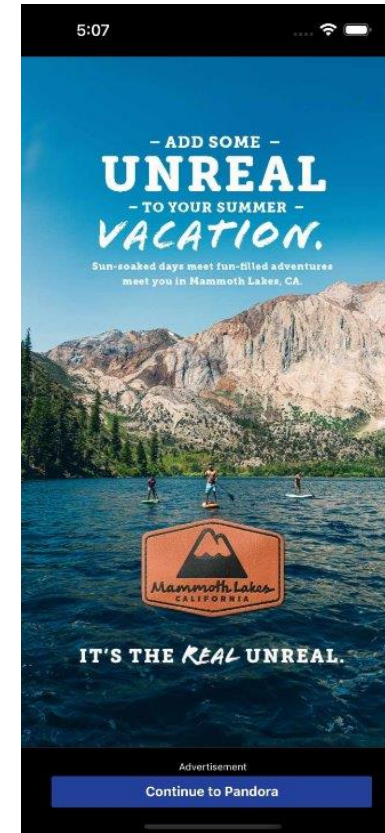
MOVING FORWARD

Incorporate new ad units in Spring/Summer to supplement program, capitalizing on reaching active listeners throughout their streaming experience.

PANDORA PROGRAM CREATIVE HIGHLIGHTS



Streaming Audio &
Companion Banner



Mobile Interstitial





ADTHEORENT PROGRAM PERFORMANCE

Interactive functionality was an effective tool to educate users on seasonal offerings.



Primary KPIs	Goal	Delivered	% to Goal
RICH MEDIA			
In-Unit Engagement Rate	20-25%	38%	+100%
DISPLAY			
CTR	0.20%	0.24%	+100%

Program Layer Highlights:

- Spring/Summer content saw higher user interest compared to Winter, with in-unit engagement up **36%**

MOVING FORWARD

Expand content themes to include Sustainability and Air Service to drive deeper education and interest through the success of interactive units.

ADTHEORENT PROGRAM CREATIVE HIGHLIGHTS



Rich Media Unit



INK/UNITED PROGRAM PERFORMANCE

Direct booking pathway led to high volume of flight conversions, with digital Navigator efforts extended through the Summer leading to effective results.



Primary KPIs	Delivered
HEMISPHERE MICROSITE	
Page Views	5,150
Time Spent	0:19
NAVIGATOR DIGITAL	
CTR	0.13%
Bookings	4,072

Program Layer Highlights:

- Engagement increased compared to Winter with CTR up **85%** and bookings up **55%**
- **33 Unique Things To Do In Mammoth Lakes This Summer** led performance, collecting over **1K** pageviews with an average time with the article at **0:39**

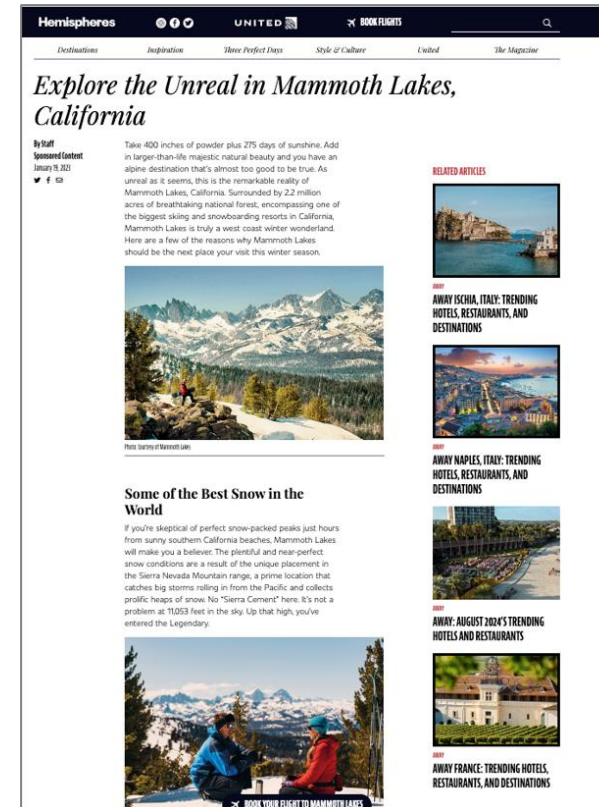
MOVING FORWARD

Expand upper funnel tactics with additional content pieces and ReachTV to expand prospective traveler pool. Leverage more refined targeting, including retargeting users who have showed interest in flights to Mammoth Lakes, with the INK digital program.

INK/UNITED PROGRAM CREATIVE HIGHLIGHTS



Digital Social Units



Microsite



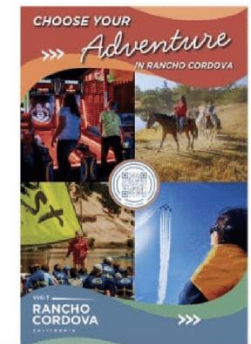


PRINT PERFORMANCE

PRIMARY MEDIA OBJECTIVE: Awareness

California Road Trip Guide

- 2024 Road Trip Guide connected readers with California travel information, utilizing Mammoth Lake's vivid imagery to inspire audience to consider as a vacation destination
 - ½ page insertion aided in building awareness and interest in the area among readers
 - Estimated 2.6M impressions produced





PUBLISHER SUMMARY

Publisher	Cost	Impressions	Video Views	VCR	CTR	Sessions	Avg. Engaged Duration	Flight Referrals	Flight Referral Rate
Print	\$14,210	2,600,000	--	--	--	--	--	--	--
YouTube	\$27,383	2,508,381	1,684,975	67%	--	--	--	--	--
Matador	\$31,176	6,776,163	1,088,320	3.29%	--	--	--	--	--
Pandora	\$52,908	2,470,010	--	--	1.64%	20,575	0:16	--	--
Facebook	\$55,259	8,300,273	1,221,006	67%	1.92%	64,552	0:06	132	2.03%
GDN	\$30,631	16,656,994	--	--	0.74%	34,526	0:09	--	--
AdTheorent	\$37,647	4,450,953	--	--	0.24%	--	--	--	--
The Trade Desk	\$38,823	6,153,251	1,743,200	82%	0.17%	6,677	0:11	88	7.16%
Google Search	\$28,823	212,794	--	--	26.35%	53,617	1:25	3,070	5.72%
INK*	\$32,773	4,050,331	--	--	--	--	--	--	--
Ad Serving	\$699	--	--	--	--	--	--	--	--
Total	\$350,332	54,179,150	5,737,501	34%	0.97%	184,446	0:33	3,290	2.88%

*INK could only split costs on 2 invoices – The higher cost paid in the Winter campaign, so less was invoiced in Spring/Summer accounting for the under deliver spend – This did not impact total delivery for the Spring/Summer campaign



THANK YOU

