



MAMMOTH  
20 FESTIVAL OF BEERS AND 25  
BLUESAPALOOZA



The California Honeydrops

# 2024 RECAP



PRESENTED BY



## MINARET STAGE

# MAMMOTH

FESTIVAL OF BEERS AND  
BUESAPALOZA™



PRESENTED BY



Mammoth Lakes



MAMMOTH  
BREWING CO.



Drinklits  
DAILY HYDRATION

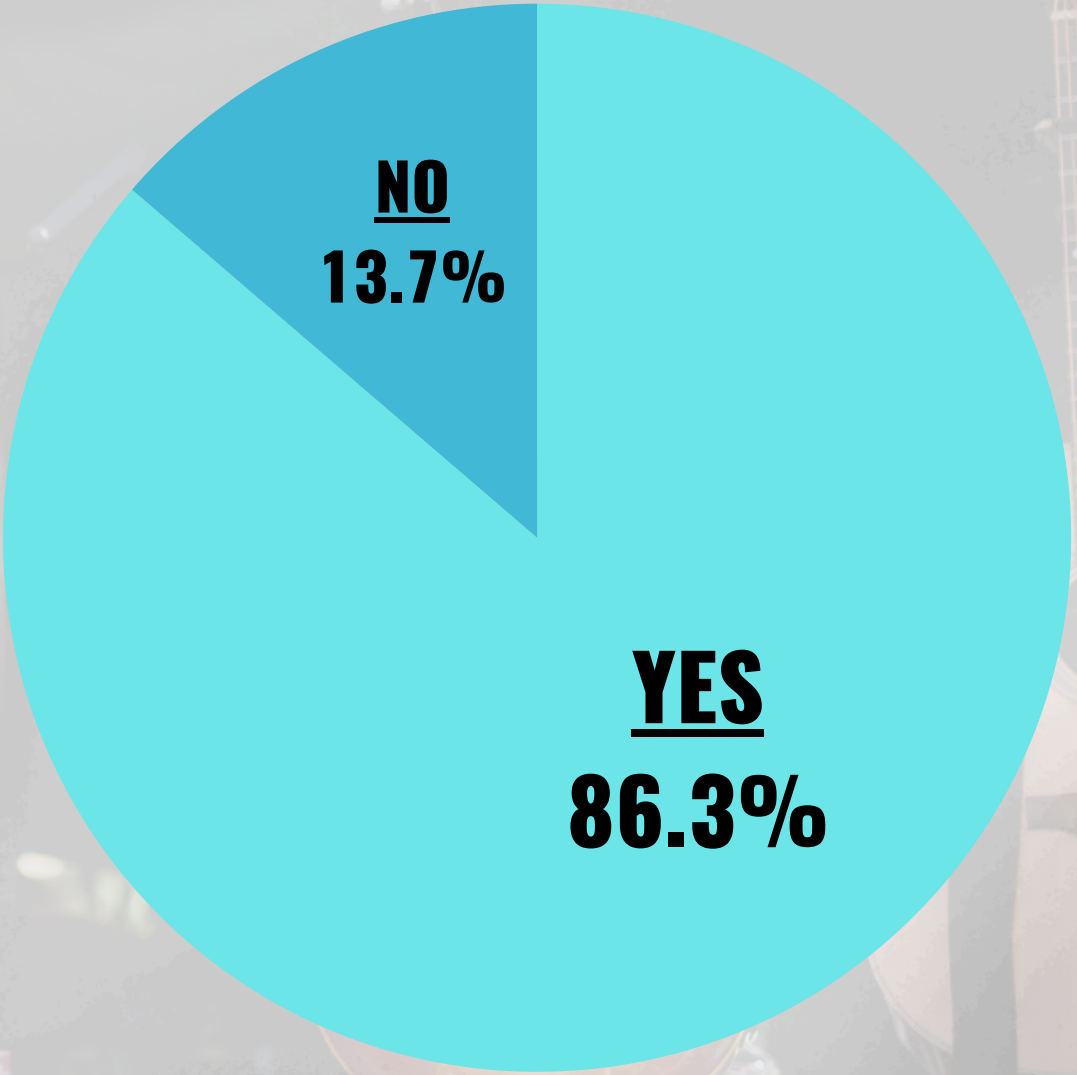


LOS  
CUERNOS  
Great Wine. No Rules

Gráinne Duffy  
(from Ireland)

# IS BLUESAPALOOZA BRINGING PEOPLE TO MAMMOTH LAKES?

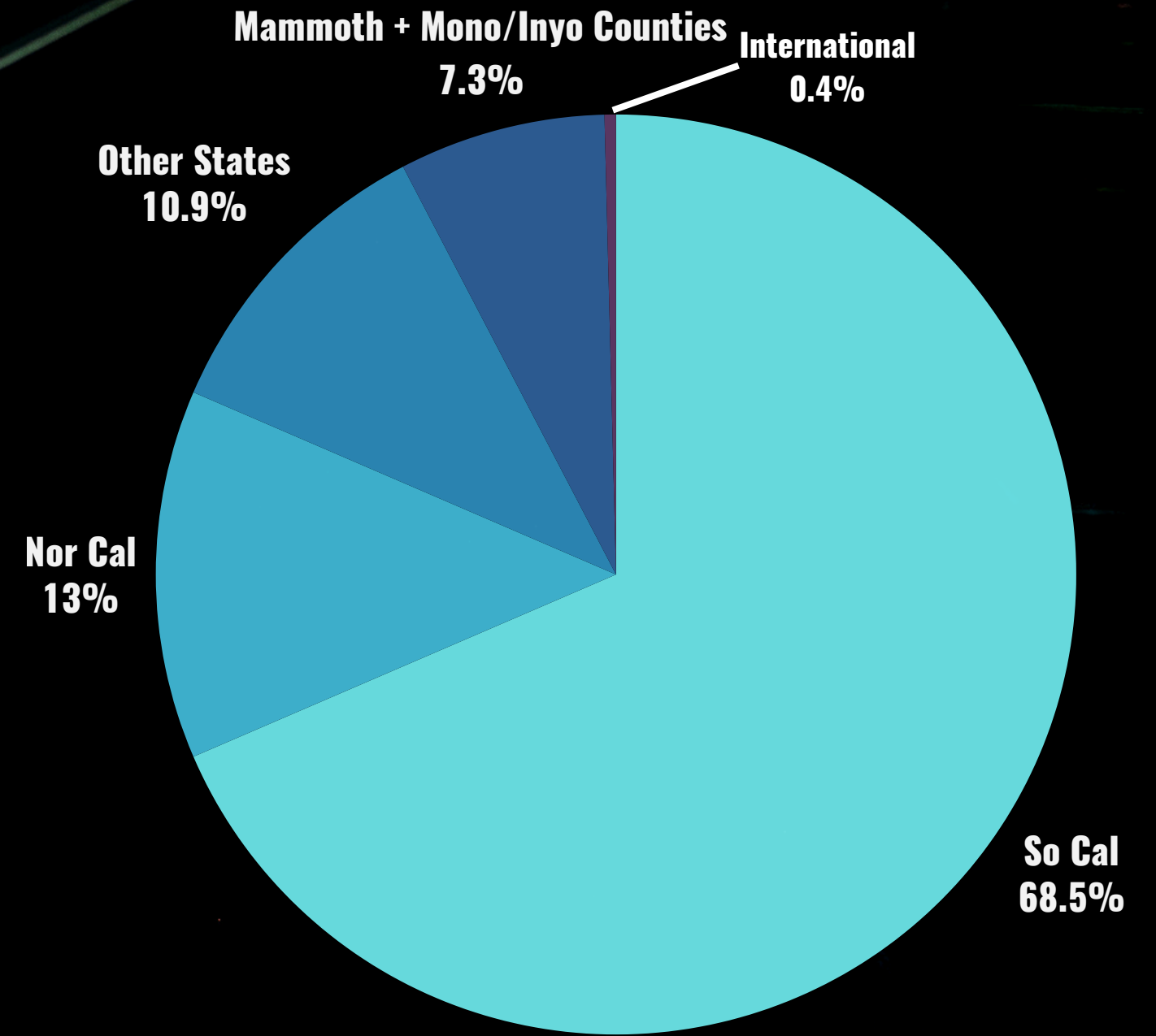
Post-Event Survey: Was attending Bluesapalooza your primary reason for visiting Mammoth?



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The Record Company

# WHO ATTENDS BLUESAPALOOZA?



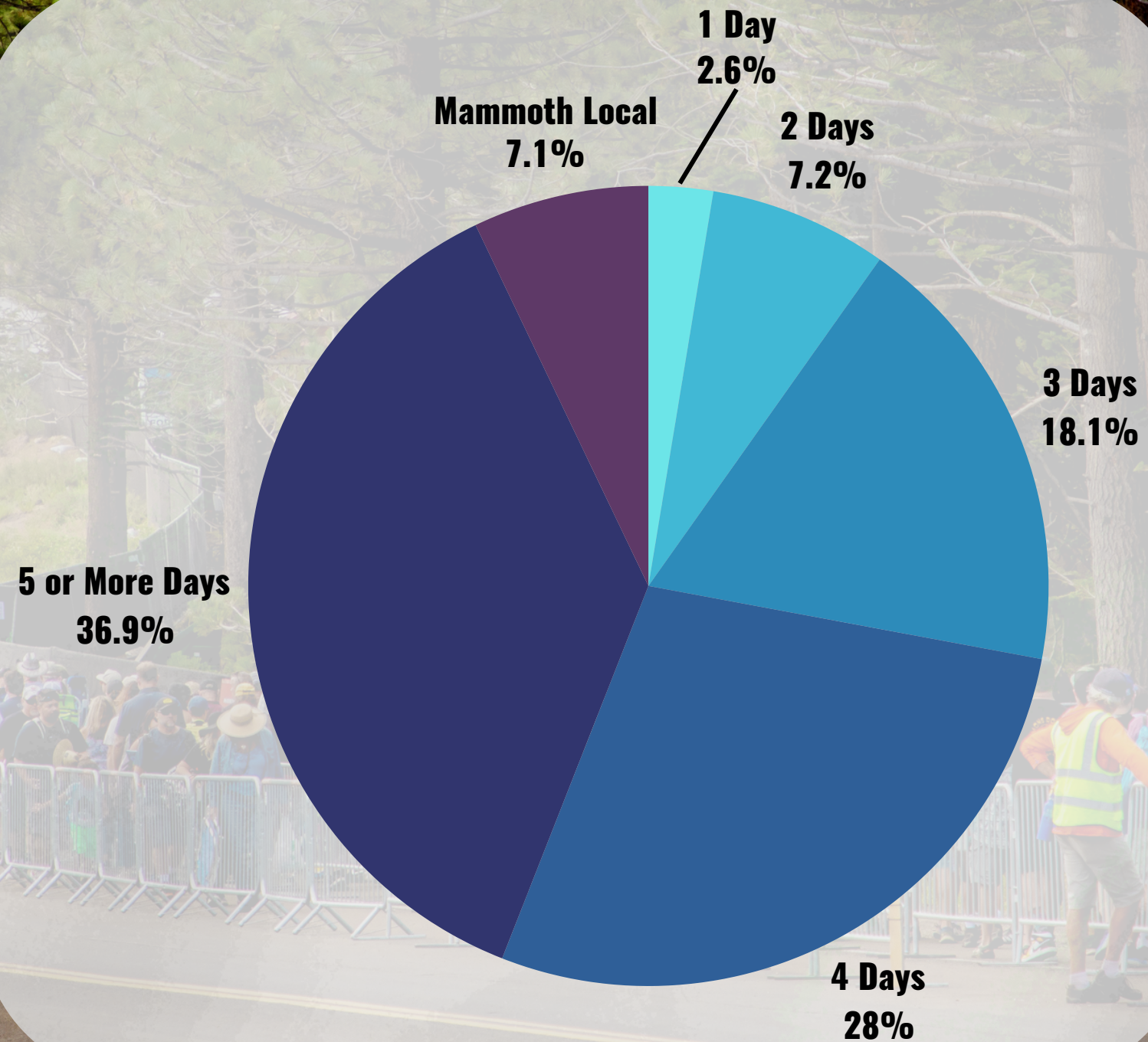
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Trombone Shorty

**Over 92% of festival attendees travel to Mammoth Lakes for Bluesapalooza**

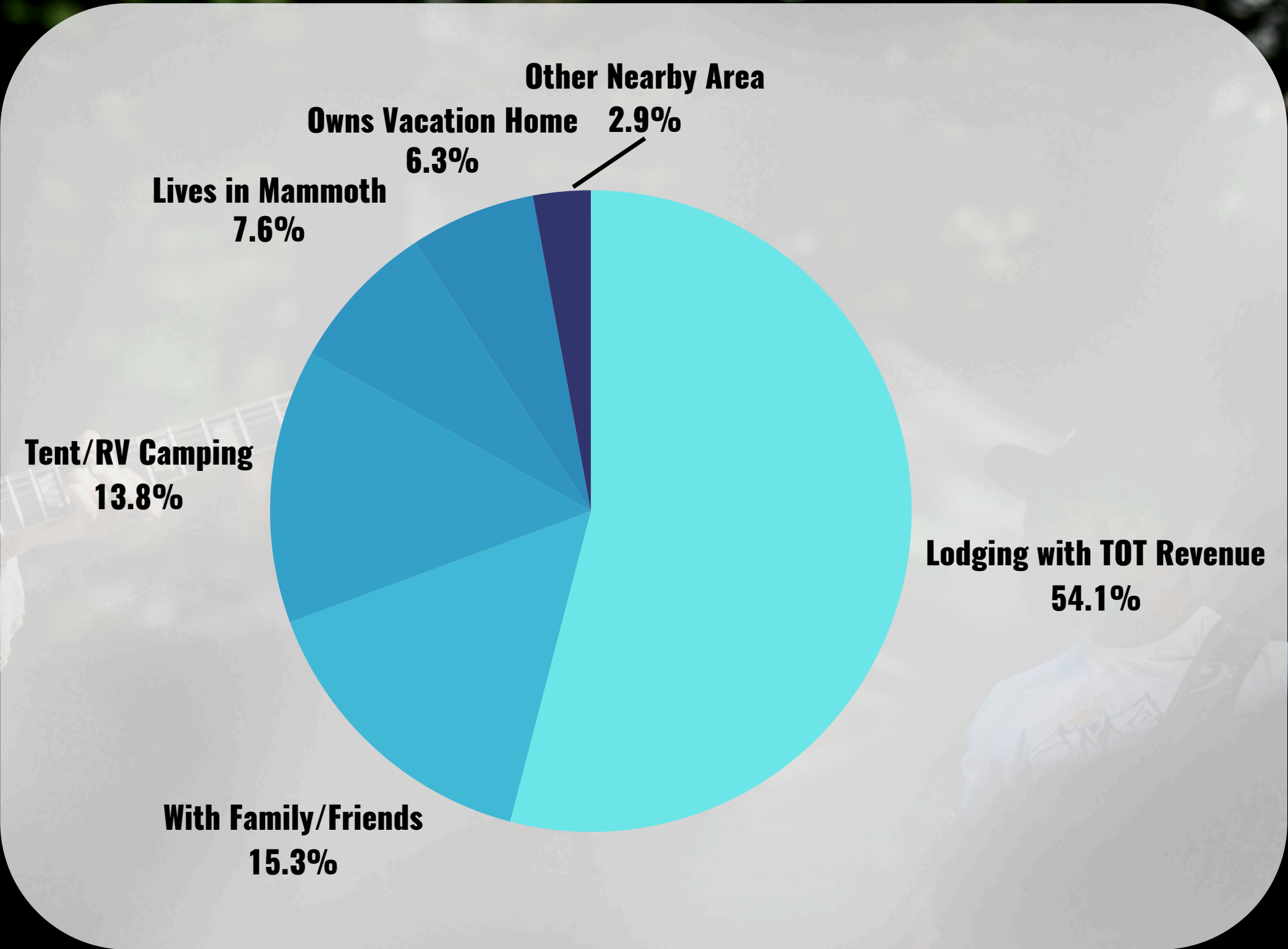
# HOW LONG ARE BLUESAPALOOZA ATTENDEES STAYING IN MAMMOTH?

**83%**  
of attendees stay  
3 days or more



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# WHERE ARE BLUESAPALOOZA ATTENDEES STAYING WHILE IN MAMMOTH?



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Grace Bowers



# BLUESAPALOOZA ROOM NIGHT REVENUE 2024

Total Attendees in 2024	7,253
Attendees staying in lodging with TOT Revenue (54.1%)	3,924
Number of TOT Rooms Utilized (2 people per room)	1,962
Average Length of Stay	4 Nights
Total Room Nights	7,848
ADR	\$308
Total Room Night Revenue	\$2,417,184
2024 Funding	\$18,000 (1.10% of total budget)
ROI	134:1

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# BLUESAPALOOZA ROOM NIGHT REVENUE 2023

Total Attendees in 2023	8,787
Attendees Staying in Lodging with TOT Revenue (54.1%)	4,754
Number of TOT Rooms Utilized (2 people per room)	2,377
Average Length of Stay	4 Nights
Total Room Nights	9,508
ADR	\$308
Total Room Night Revenue	\$2,928,464
2023 Funding	\$20,000 (1.3% of total budget)
ROI	146:1

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# EVENT COMPARISON

	<u>San Diego</u> <u>Food + Wine Festival</u>	<u>Bluesapalooza</u>	<u>Gator By The Bay Festival</u> <u>San Diego</u>
<b>Total Event Expenses</b>	\$1,364,500	<b>\$1,641,650</b>	\$1,035,500
<b>City Funding for Out of Market Advertising</b>	\$74,500	<b>\$18,000</b>	\$70,000
<b>Funding Percent of Expenses</b>	5.5%	<b>1.1%</b>	6.8%
<b>Historical Room Nights</b>	5,919	<b>7,848</b>	2,648
<b>ADR</b>	\$265	<b>\$308</b>	\$225
<b>Historical Room Night Revenue</b>	\$1,568,535	<b>\$2,417,184</b>	\$597,393
<b>ROI</b>	21 : 1	<b>134 : 1</b>	8.5 : 1

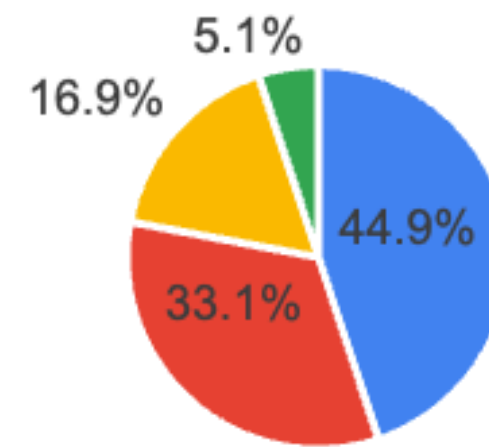
# 2025 REQUEST FOR ADDITIONAL MARKETING SUPPORT

<b>META CAMPAIGNS</b>	<b>\$31,500</b>
○ CENTRAL CA (SLO/PASO/FRESNO)	
○ BAY AREA/SONOMA	
○ SACRAMENTO	
○ RENO/TAHOE	
<b>RADIO PARTNERSHIPS</b>	<b>\$23,000</b>
○ KLOS 95.5 FM - LOS ANGELES	\$7,500
○ SIRIUS XM	\$7,500
○ THE SOCAL SOUND - 88.5 FM LOS ANGELES	\$5,000
○ THE KRUSH 95.9 FM - SONOMA	\$3,000
<b>JAMBASE (NATIONAL CAMPAIGN)</b>	<b>\$8,000</b>
<b>PR FIRM/CONSULTANT</b>	<b>\$7,500</b>
	<hr/>
	<b>\$70,000</b>





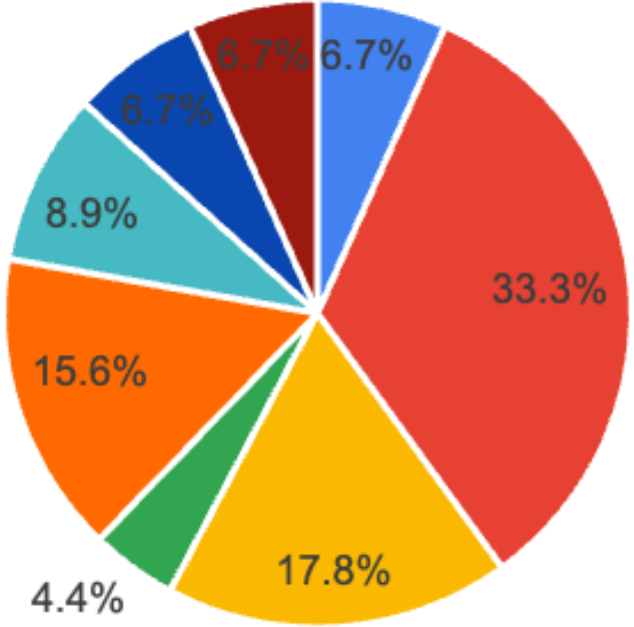
## Attendance by Area - Central and Northern CA



- Central CA (Kern, SLO, Fresno, Monterey)
- SF Bay and Surrounding Areas
- Sacramento and North
- Tahoe



### How did First Time Attendees Hear About Bluesapalooza?



- Word of Mouth
- Friend
- Family
- Artist Social Media
- Facebook/Insta
- Google
- eNewsletter
- Brewery



# **NEW PARTNERSHIP IDEAS FOR 2025**

KING OF THE HAMMERS  
OVERLAND/OFF-ROAD COMMUNITY

ORANGE COUNTY MTB ASSOCIATION  
MAMMOTH ROCK N' RIDE WEEKEND

SUPER 73 BIKE COMMUNITY  
MAMMOTH SUPER SQUAD SUMMIT WEEKEND RIDE

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# BLUESAPALOOZA GIVES BACK

**SINCE 2021, \$150,000 HAS BEEN DONATED TO LOCAL NON-PROFITS.**

**The recipients of \$38,636.50 in 2024 were:**

Disabled Sports Eastern Sierra

Eastside Student Center

Eastern Sierra Land Trust

Eastern Siera Nordic Ski Association

LAAAC

Lions Club

Long Valley Fire Department

Mammoth Lakes Contractors Association

Mammoth Lakes Football Club (Boys & Girls)

Mammoth Lakes Women's Club

MHS Boosters - Baseball

MHS Boosters - Volleyball

MHS Class Boosters - 2028

MHS Soccer

Mono Arts

MUSD Boosters Boys & Girls Basketball

Rotary Club

Valentine Reserve

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# THANK YOU!

# FROM YOUR BLUESAPALOOZA TEAM

