

Mammoth Lakes Tourism Strategic Plan 2025-2027



PURPOSE
 Mammoth Lakes Tourism invites visitors to align with our community's values—through the responsible promotion and stewardship of our mountain destination—to bring economic vitality to Mammoth Lakes.

CORE VALUES
Commitment—our passion for Mammoth Lakes drives everything we do
Stewardship—we proactively care for our community and our environment
Innovation—we identify and implement creative solutions to serve the community
Collaboration—we engage our community, stakeholders, and partners to achieve shared goals
Adaptability—we are nimble and responsive to unexpected changes

POSITION
 Mammoth Lakes Tourism is the collaborative, adaptable, and responsive voice of the local tourism industry through:

- Promoting local businesses to regional, national, and international audiences through strategic and innovative marketing and collaboration with Visit California and other partners
- Driving need period visitation to support quality of experience
- Contributing to a vibrant event calendar through funding and marketing support
- Supporting access to Mammoth Lakes through reliable regional air service
- Informing our local community about the value of tourism, and engaging collaboratively to shape the Mammoth Lakes experience
- Fostering respect for the environment, our community, our businesses, and our workforce
- Advocating and providing information to the community and Town leadership supporting needs for infrastructure, beautification, and other improvements
- Driving the visitation that funds our tax base, allowing the Town to enhance resident and visitor experience

OBJECTIVE 1:
 Expand Community Engagement and Collaboration

INDICATORS

- Growth in percentage of residents indicating that tourism improves their lives
- Growth in resident recognition of stewardship messaging

STRATEGIES

- Develop our Community Engagement Plan to effectively communicate the value of tourism and listen to our community's priorities
- Coordinate communication systems and platforms to amplify core messages
- Develop an awareness campaign to educate on use of TOT dollars for community benefit

OBJECTIVE 2:
 Advance Destination Stewardship

INDICATORS

- Final Stewardship Plan adopted by 6/30/2026
- Improve ratio of need period visitation to non-need periods
- Growth in percentage of visitors stating that MLT's work encourages the preservation of our destination

STRATEGIES

- Participate in the development and implementation of Destination Stewardship Plan
- Elevate and invest in cultural tourism offerings such as history, culture, and heritage
- Educate visitors on stewardship to protect our natural and community resources
- Continue to develop approaches to influence patterns of visitation

OBJECTIVE 3:
 Amplify Marketing & Promotion

INDICATORS

- Growth in overall economic impact from visitation to Mammoth Lakes
- Increase ROI on marketing campaigns
- Growth in enplanements over 2024 baseline

STRATEGIES

- Partner with Visit California to promote Mammoth Lakes worldwide as a welcoming destination
- Tailor marketing strategies to foster Mammoth Lakes as a 12-month economy and drive overall growth in visitor spend
- Emphasize education and stewardship messaging
- Collect visitor feedback to evaluate campaign effectiveness

OBJECTIVE 4:
 Leverage Partnerships

INDICATORS

- Growth in community infrastructure influenced by MLT advocacy
- Maintain or grow positive sentiment on annual TBID remitter survey over new 2025 baseline
- Partner on at least 5 initiatives with local partners annually

STRATEGIES

- Build stronger relationships through collaboration and coordination with Town of Mammoth Lakes departments and other community-focused organizations
- Continue advocacy to Town Council for tourism-supportive policies and infrastructure
- Strengthen our collaboration and coordination with the Mammoth Lakes business community