



## Mammoth Lakes Tourism FY 2025-26 Town Deliverables

The FY 2025-26 deliverables reflect MLT's commitment to a community-first approach in representing the Town of Mammoth Lakes to our residents and visitors, and in maintaining our brand awareness in existing and emerging destination markets. Stewardship for residents, community and environment are paramount.

**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.

### **Sustainable Revenue Generation**

The Town of Mammoth Lakes continues to thrive as a tourism-based destination but not without challenges. Mammoth Lakes Tourism will work to maximize revenues for our businesses and the Town while being the leading voice of education, stewardship, and responsible travel. Balancing residents' quality of life, environmental protection and economic prosperity will be the ongoing focus. Considering housing and staffing challenges throughout the town, more people or 100% occupancy is no longer the goal; instead focus will be on enhancing the quality of life for our residents as well as the experience of our visitors while maximizing revenues and increasing need-time occupancy.

### **Overarching Organization Deliverables**

- A. Mammoth Lakes Tourism will remain nimble and flexible with the ability to shift messaging to best suit the needs of our community at any time based on market challenges and opportunities.
- B. Community outreach and resident quality of life will continue to be a major focus including infrastructure enhancements in collaboration with TOML with funding assistance from MLT.
- C. Education of our visitors to respect our residents, community and environment will be the focal point of our peak time messaging.
- D. Coordinate with local entities to develop a comprehensive Destination Stewardship Plan.
- E. Achieve \$28m in TOT revenues for FY 2025-26 with 6 months at \$2m+ and 5 months at \$1m+. (based on apples-to-apples comparison excluding Measure L revenues)
- F. Achieve \$7.4m in TBID revenues for FY 2025-26 via filling need times, increased length of stay, and visitor spend.
- G. Enplanement goals for FY 2025-26 of 4,000 at MMH and 11,000 at BIH

## **1. Expand Community Engagement & Collaboration**

- A. Finalize and launch the Community Engagement Plan by July 2025 grounded in insights from Community Sentiment studies, JLLA research, Destination Think Collective findings, and case studies from other resort communities.
  - Continue to create and promote at least 12 (1 x month) in-person outreach events that meet the community in spaces funded by tourism dollars.
  - Continue tracking resident sentiment using current studies as a baseline, with the goal of increasing the residents who believe tourism makes Mammoth Lakes a better place to live from 42% to 46% and increasing awareness of the Real Unreal campaign from 57% to 65%.
- B. Participate in the development and implementation of the Destination Stewardship Plan with completion and adoption by June 30, 2026
- C. Explore implementing a program (like Copenpay in Denmark) for Summer 2026 that recognizes and rewards visitor and resident participation in stewardship-based initiatives.
- D. Launch a community awareness campaign by the end of 2025, to educate residents on how tourism dollars contribute to local improvements and quality of life in Mammoth Lakes.
- E. Collaborate and coordinate with the Town of Mammoth Lakes:
  - Work with TOML to add identified TBID-funded infrastructure projects to TOML's 5-year CIP by January 1, 2026, including but not limited to information kiosks, real-time transit information, and other needs cited by TBID remitters for visitor and resident benefit.
  - Collaborate with TOML on community messaging through resident-facing channels including deploying one "Did You Know" piece on TOT and TBID.
  - Participate in the TOML Parks & Recreation Master Plan Advisory Committee.

## **2. Advance Destination Stewardship**

- A. Strengthen multi-agency partnerships and projects with entities like MLR, Mammoth Trails/TOML, and MMSA by collaborating on 1 new stewardship initiative that aligns with the in-market stewardship campaign and supplements Trashy Thursdays, Host Hounds, and the "It's a Mammoth Thing" video series.
- B. Expand website content by adding at least give new pieces focused on stewardship, local history, and culture to deepen community connection and visitor understanding.
- C. Maintain advertising creative ratings above 4.2 (excellent) for visitors inspired to keep Mammoth Lakes beautiful.
- D. Develop (1) new marketing initiative as it relates to the education of Mammoth Lakes history, culture, and/or heritage.

## **3. Amplify Marketing & Promotion**

- A. Increase paid website sessions by 5% year over year.

- B. Increase paid media air service referrals by 5% year over year.
- C. Increase midweek/need period paid media placements by 50% (from 10 to 15).
- D. Utilize geo-location data to establish a new year over year benchmark that tracks the number of Northeast-based visitors who were exposed to advertising and ultimately traveled to Mammoth Lakes.
- E. Achieve 8K visits to the MLT events landing page during the first year of our paid advertising campaign for special events.
- F. Increase social media audience by 5% year over year.
- G. Increase website traffic by 5% percent year over year.
- H. Grow newsletter database by 5% year over year.
- I. Achieve an average open rate of 30% for newsletters both the community and consumer email lists.
- J. Vet and coordinate 5-7 high-impact domestic media visits, targeting themes such as year-round travel, family travel, stewardship during non-peak times.
- K. Represent MLT at 8-12 international trade and media sales missions / industry conferences to promote Mammoth Lakes as a California year-round destination.
- L. Coordinate and host 7-10 high-impact international media placements with focus on Mammoth Lakes as a year-round California destination.

#### **4. Leverage Partnerships**

- A. Engage with MLCC on initiatives to engage the local business community to increase understanding of TBID from 51% in the resident sentiment survey to 60%.
- B. Coordinate on at least two Hispanic Business Association events.
- C. Partner on (5) marketing initiatives with local partners with a goal of increasing TBID dollars to restaurants and retailers.
- D. Utilizing our partnership with Tourism Economics, develop a communication plan to share critical data with the board and local partners on a quarterly basis.
- E. Promote endurance season through hosting 8-10 athletes for Crib visits and collaborating with the Mammoth Track Club to focus on the Spartan Super World Championships and the upcoming 2028 L.A. Olympics.
- F. Partner with Visit California on (1) collaborative paid media buy.
- G. Re-enter the China market through 1-2 project-based opportunities in partnership with Visit California and The Alterra Mountain Company / MMSA.