



MLT FY25 WINTER WRAP REPORT

July 9th, 2025



STRATEGIC FRAMEWORK

Business Objective

Increase qualified, responsible visitation through average length of stay (hotel/resort) and total trip spend.

Educate consumers on responsible travel prior to arrival.

Media Objective

Drive awareness, consideration, and intent to travel to Mammoth Lakes.

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.

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.



WINTER PROGRAM PARAMETERS

MEDIA PLAN	WINTER
 Target Audience	Snow Sporters <ul style="list-style-type: none">• Age 25 - 53• HHI: \$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 CVG: \$20,000 Total: \$1.05M <ul style="list-style-type: none">• CA+NV: \$375,000• DEN: \$175,000• NE: \$510,000
 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, AED, Airline Referrals/Bookings



PERFORMANCE SUMMARY

\$1.09M	108M	15M	0.49%	240K
Spend	Impressions	Video Views	CTR	Sessions
0:20	8.3K	10%		
AED	Flight Referrals	Flight Referral Rate		

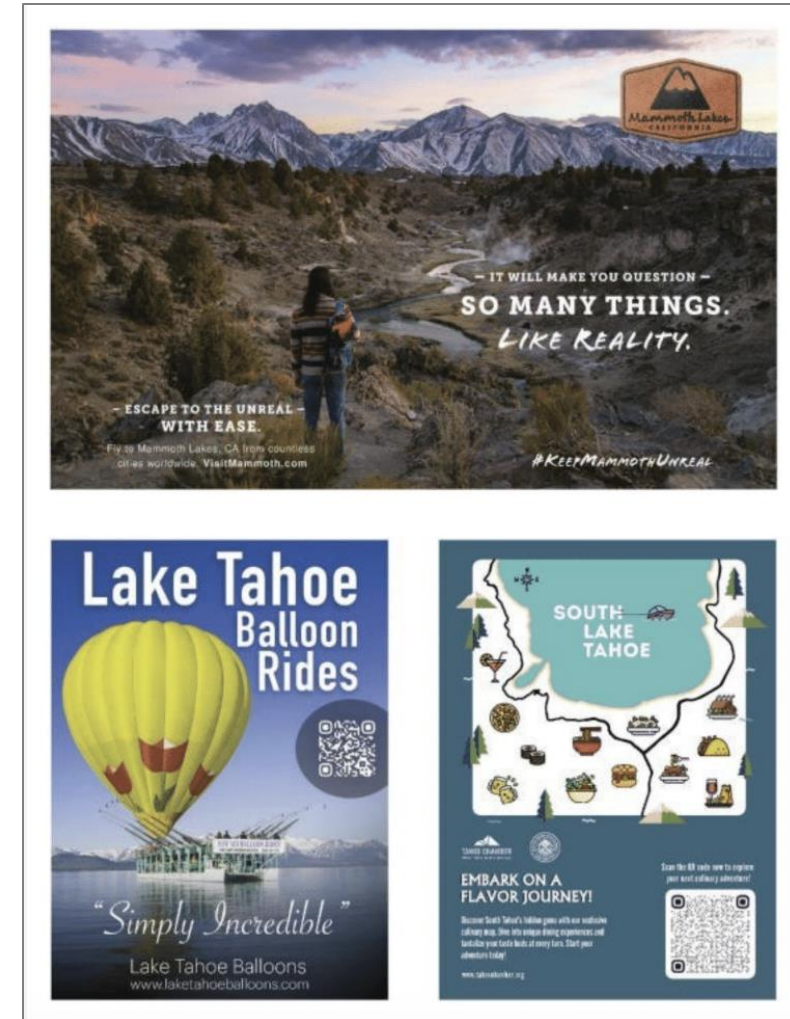
Performance by Market

Market	VCR	CTR	AED	Flight Referrals*	Referral Rate
CA+NV	83%	0.90%	0:26	7.8K	11%
NE	83%	0.52%	0:09	385	3%
DEN	71%	0.71%	0:14	163	6%

PRINT PROGRAM

CALIFORNIA VISITOR GUIDE

- Annual CVG highlights travel destinations in California, providing an opportunity for Mammoth Lakes to build awareness and interest amongst a highly motivated travel audience
 - Estimated 1.3K impressions produced
 - Added Value: Enhanced Listing in the printed and digital editions





AWARENESS TACTICS

Primary KPIs	Goal	Delivered	% To Goal
VCR	87%	81%	93%
Views	11M	13M	+100%

 YouTube  facebook  theTradeDesk®

PROGRAM LAYER HIGHLIGHTS:

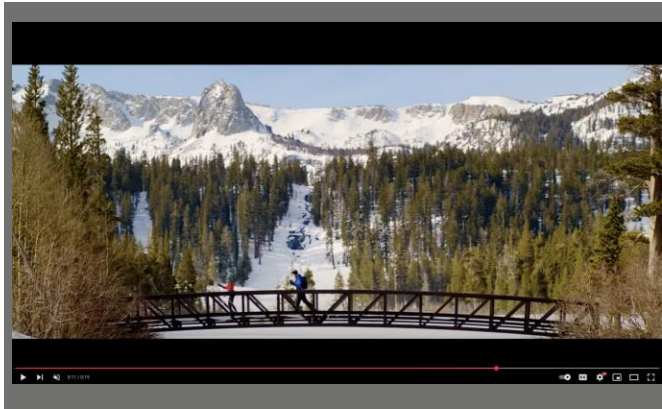
- Unreal videos consistently drove the highest engagement across all markets and ad types, performing especially well in social and programmatic channels
- New NE (0:15) video (launched mid-Feb through March) saw quality engagement with 74% VCR

MOVING FORWARD

Sustain consistent presence in premium inventory while continuing to enhance the video program with new ad units.



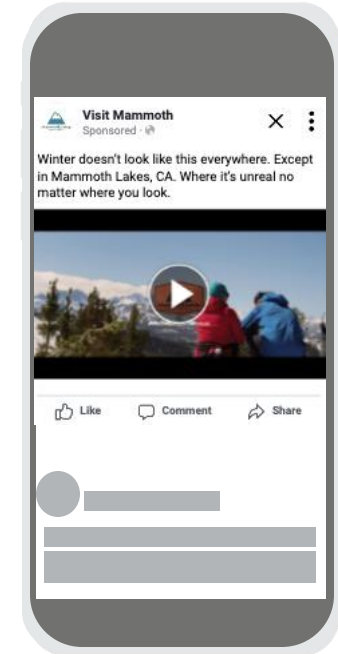
AWARENESS LAYER CREATIVE HIGHLIGHTS



Acres :15
2.7M Video Views, 81% VCR



Real Unreal :30
2.5M Video Views, 86% VCR



How Unreal :15
4.1M Video Views, 79% VCR



CONSIDERATION TACTICS

Primary KPIs	Goal	Delivered	% To Goal
CTR	0.73%	0.61%	84%
Sessions	170K	153K	90%
AED	0:10	0:05	50%



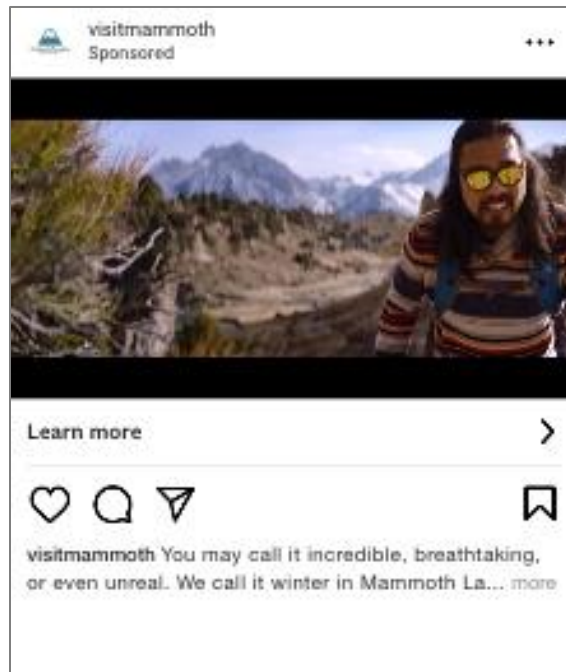
PROGRAM LAYER HIGHLIGHTS:

- Traffic driving placements generated quality ad engagement (CTR), with social video producing the majority of traffic volume
- The new addition of GDN Demand Gen retargeting placements effectively showcased the positive impact of serving additional branded messaging to users tracking a strong AED of 0:13
- Native units among The Trade Desk program resonated with users the most with nearly double CTR compared to Display in addition to the best AED at 0:22
 - Consider shifting more budget toward this tactic

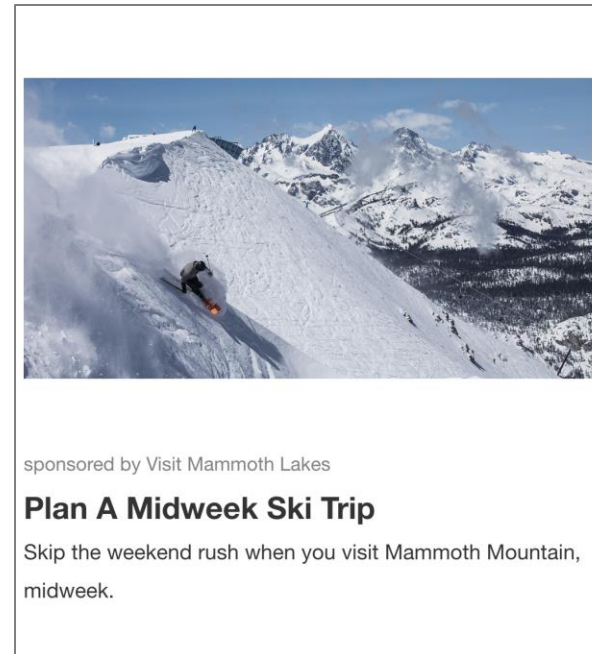
MOVING FORWARD

We will leverage enhanced targeting to reach intent-based travel audiences and refine retargeting efforts to deliver personalized messaging that boosts destination consideration and moves users further down the funnel.

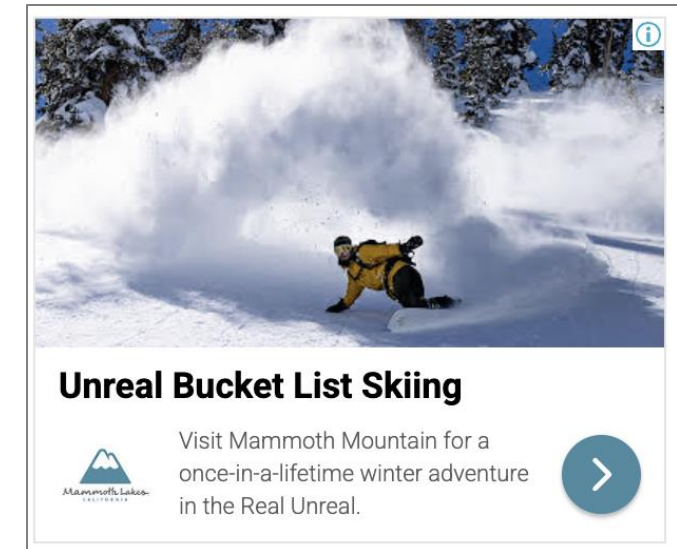
CONSIDERATION LAYER CREATIVE HIGHLIGHTS



Another Planet :15
3.79% CTR, 48K
Sessions



Midweek
0.69% CTR, 20K
Sessions

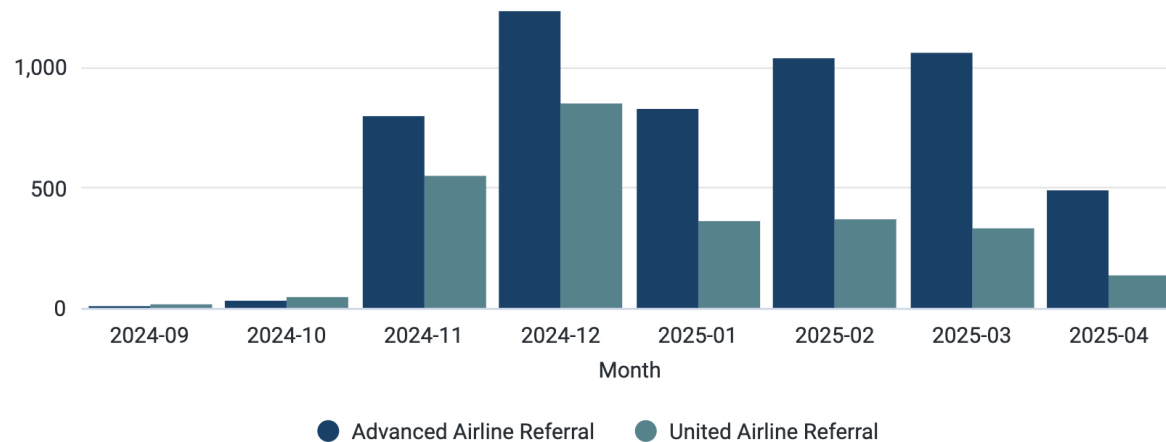


Bucketlist
0.81% CTR, 16K
Sessions



INTENT TACTICS

MONTHLY AIRLINE REFERRALS



PROGRAM LAYER HIGHLIGHTS:

- A trend throughout the winter program, Google Search was the main contributor to total airline referrals (7.8K) with the highest referral rate at 10%
- TravelZoo tracked one of the best AED (0:37), indicating users expressed the most interest in learning about MLT special offers
- Shifting start date up to mid-September for far markets produced higher flight referrals earlier in the Winter season YoY better aligning with the longer planning timelines for users in fly markets

MOVING FORWARD

Capitalizing on this intel, we will build on effective low-funnel strategies while bridging mid-funnel tactics to more seamlessly move users to intent.

CUSTOM PARTNERSHIPS





UNDERTONE PROGRAM PERFORMANCE

Primary KPIs	Goal	Delivered	% To Goal
LIVE CTV			
Views	1.69M	1.7M	100%
VCR	98%	98%	100%
PAGE GRABBER			
In-Unit Engagement	10-12%	11.8%	99%



PROGRAM LAYER HIGHLIGHTS:

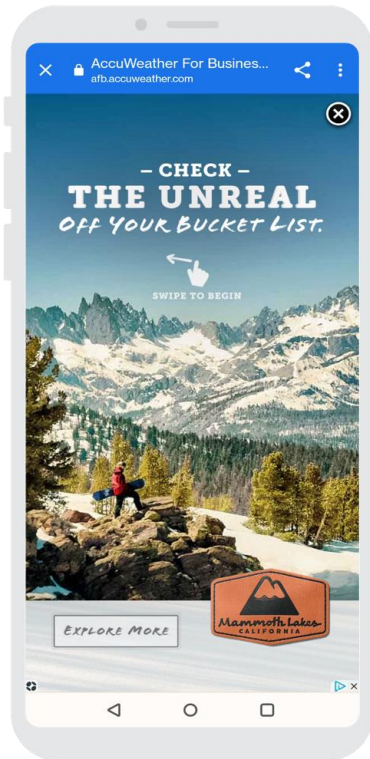
- The new Pause Ad unit provided additional support in building brand awareness delivering over 2M impressions with an avg. view time of 3:24 (in-line with publisher benchmarks)
- Live CTV unit ran within a variety of sports programming (NBA, NHL, MLB) exposing users to MLT brand, high VCR was anticipated due to un-skippable CTV environment
- Users demonstrated strong interest in the rich media Page Grabber unit with the NE market tracking the strongest in-unit engagement (13%) and CTR (1.93%) out to MLT's website performing within benchmarks

MOVING FORWARD

Further explore interactive ad formats that feature multiple messages that educate users on the destination.



UNDERTONE CREATIVE HIGHLIGHTS



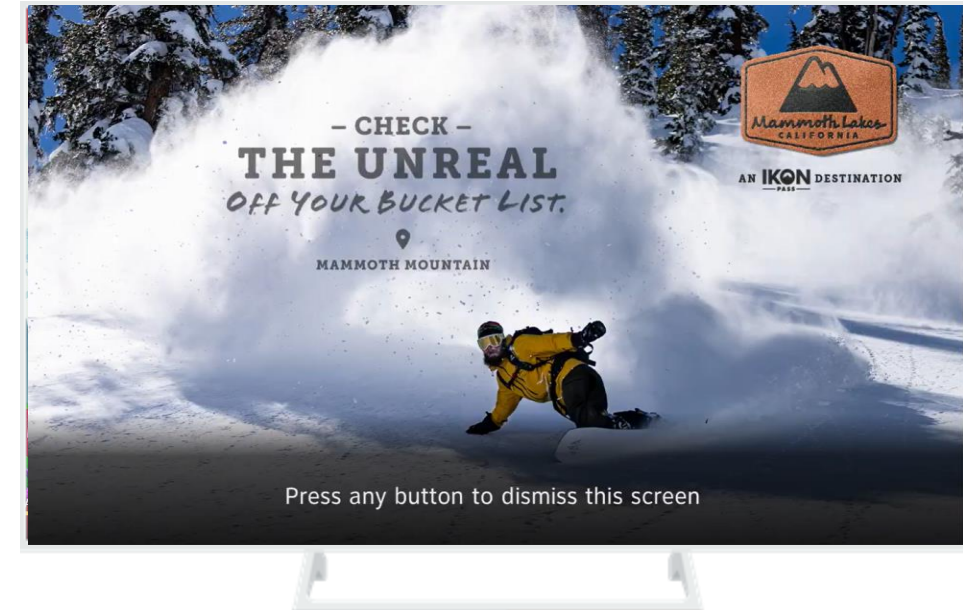
Page Grabber

11.8% In-Unit Engagement Rate



Live CTV

1.7M Video Views, 98% VCR



Pause Ad

3:24 avg. view time



ON THE SNOW PROGRAM PERFORMANCE

Primary KPIs	Goal	Delivered	% To Goal
CUSTOM EBLAST			
Opens	--	84,034	--
Open Rate	43%	42%	98%
CTR	3.49%	4.62%	+100%



PROGRAM LAYER HIGHLIGHTS:

- The three eblast series reached highly qualified NE snowsporters across On the Snow's platform
 - Multi-eblast approach proved effective resulting in improving open rates throughout the winter season
 - Users that opened the eblast showed strong interest in the destination, tracking strong CTRs out to MLT's website across all ebasts
- The October E-Newsletter, provided as added value to the program, saw high performance (47% Open Rate / 0.97% CTR) outperforming publisher's benchmarks

MOVING FORWARD

Leverage snow-focused content partnerships and far-market audiences to complement MMSA collaborations and strengthen winter season efforts.



PANDORA PROGRAM PERFORMANCE

Primary KPIs	Goal	Delivered	% To Goal
SEQUENTIAL AUDIO			
Impressions	1.43M	1.47M	+100%
MOBILE INTERSTITIAL			
CTR	1.50%	1.22%	81%
Sessions	19,195	18,413	96%
AED	0:30	0:10	33%



PROGRAM LAYER HIGHLIGHTS:

- Pandora’s Sequential Audio unit provided support in building brand awareness and familiarity among CA+NV and NE markets
- Quality users were reached with Mobile Interstitial unit generating a strong CTS of 78% indicating that the listener sits higher in the funnel and reinforces our use of this partner
 - NE market tracked the highest ad engagement (CTR) compared to CA+NV (1.29% v 1.13%) while AED was similar across both markets

MOVING FORWARD

Maintain presence in audio streaming channel to deepen brand familiarity in drive and far markets while providing additional support in driving quality traffic to the website.



ALLGEAR PROGRAM PERFORMANCE

Primary KPIs	Goal	Delivered	% To Goal
PRE-ROLL VIDEO			
Views	81,818	84,178	+100%
VCR	45%	59%	+100%
HIGH IMPACT DISPLAY			
CTR	0.53%	0.50%	94%
Session	2,738	2,949	+100%
AED	0:20	0:16	80%

PROGRAM LAYER HIGHLIGHTS:

- Winter Custom Article ran across AllGear's Gear Junkie and Inertia brands generating over 7K pageviews with users spending on avg. of 1:33 with the content
- Eblast program (2x Inertia Eblasts) was sent to over 135K users, tracking an avg. open rate of 14% outperforming publisher benchmark of 12%
 - The second eblast saw the highest open rate at 23%; additional snowfall later in the winter season and an increase in brand exposure likely played a role in improved performance
- A mix of high impact display units tracked strong engagement with the Site Skin unit rising as the top performer with 0.81% CTR, 0:22 AED
 - Far markets (NE and DEN) resonated the most with display placements generating 0.55% CTR

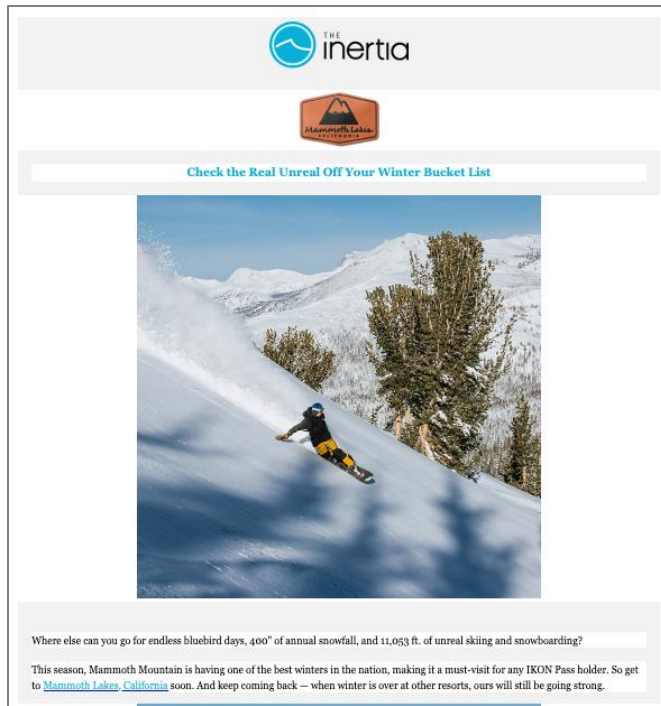
allgeardigital

MOVING FORWARD

Focus on partnerships that strongly align with the MLT brand and have a high index of active-lifestyle audiences to strengthen overall engagement and website traffic.

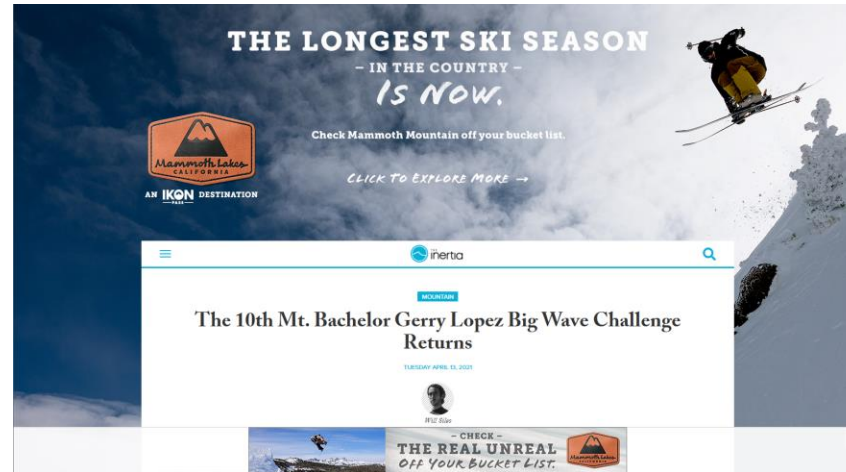


ALLGEAR CREATIVE HIGHLIGHTS

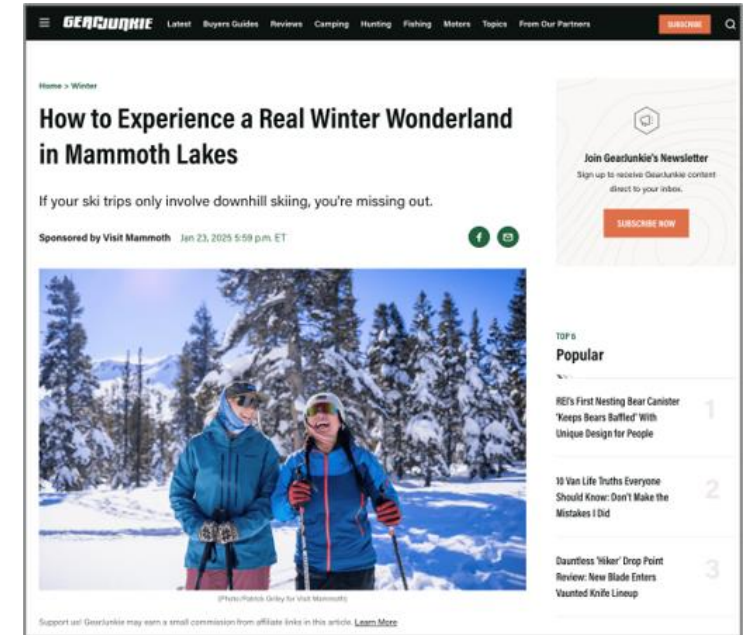


Custom Eblast

135k users, avg. open rate 14%



High-Impact Site Skin
0.81% CTR, 0:22 AED

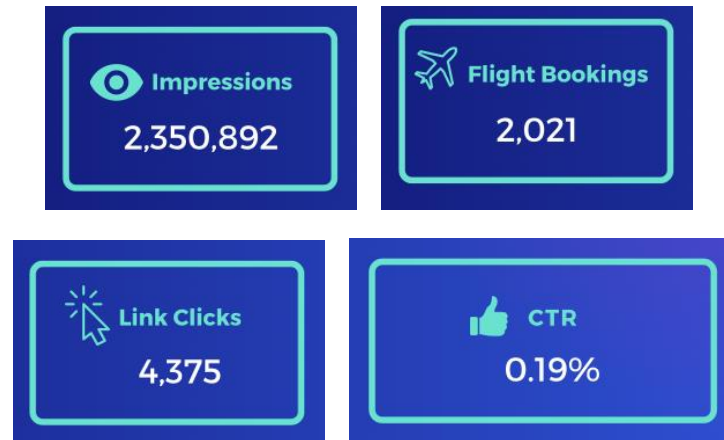


Gear Junkie Custom Article

7k page views, 1:33 avg. time spent

INK PROGRAM PERFORMANCE

PROGRAM LAYER HIGHLIGHTS:



- Multi-tactic approach provided several touchpoints in reaching users with the intent to travel, generating an est. 2K flight bookings
- Reach TV program effectively aided in building brand awareness among active travelers in airports within MLT's key markets (5M impressions)
- Social Navigator program tracked a high CTR of 0.19% (industry benchmark of 0.07%) driving users to the Business Traveler microsite
- Custom content housed on microsites (Business Traveler and More Corners) strongly resonated with users who spent on avg. of 1:02 exploring the sites

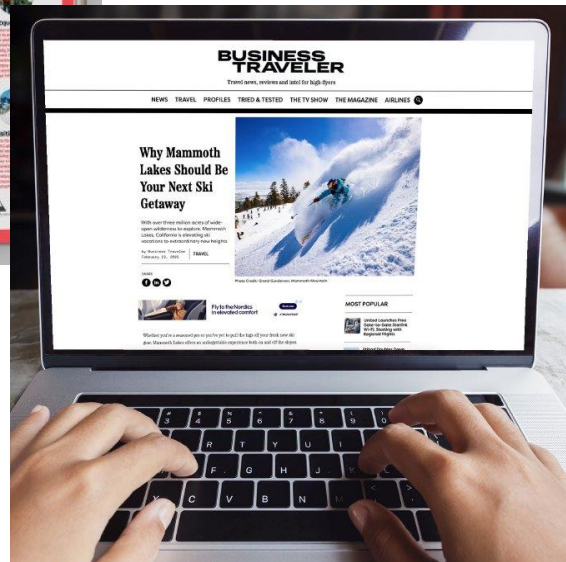
MOVING FORWARD

Continue to evolve airline partnership to further build awareness and engagement in Mammoth Lakes, ultimately driving users to lower funnel messaging/bookings.

INK CREATIVE HIGHLIGHTS



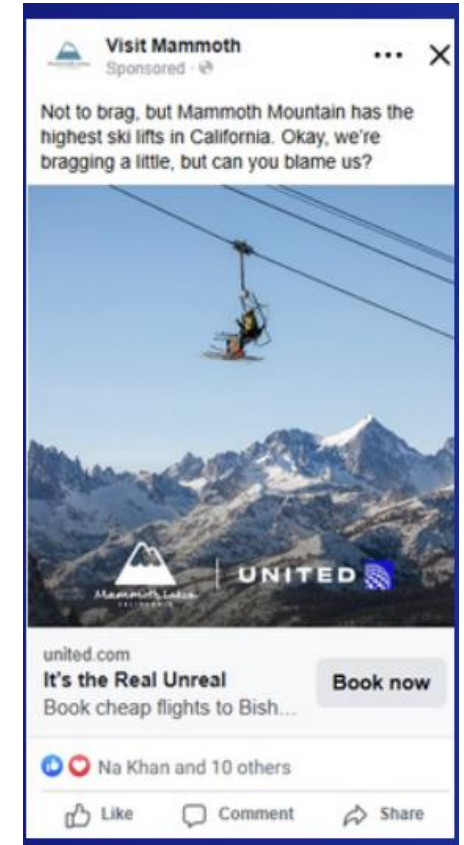
Business Traveler
Advertorial Double
Page Spread



Business Traveler Microsite
1:02 time spent



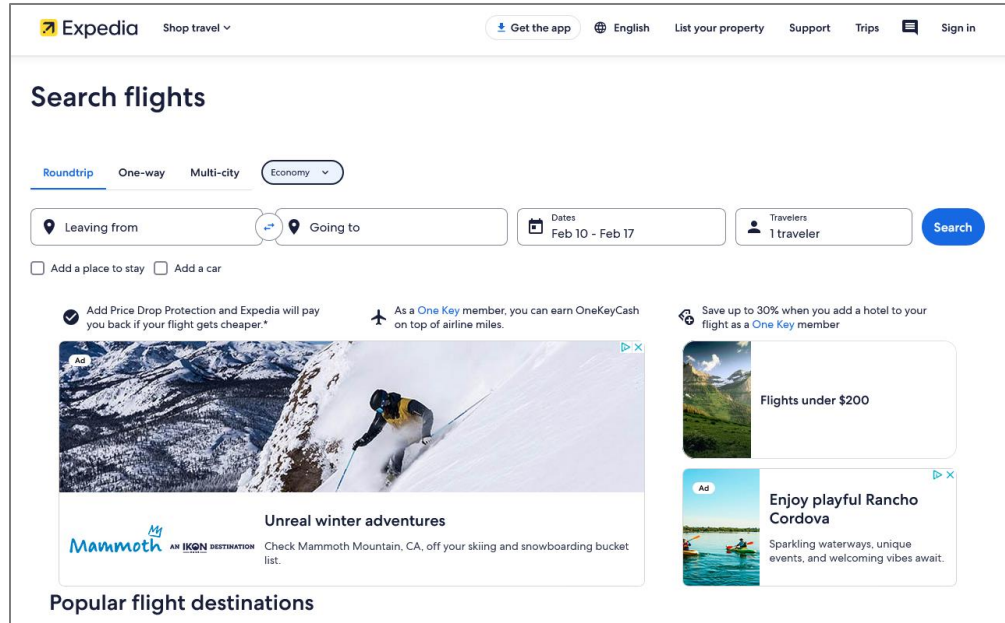
Reach TV
5M impressions



Social Navigator Unit
CTR 1.9%

EXPEDIA PROGRAM PERFORMANCE

VCA CO-OP



PROGRAM LAYER HIGHLIGHTS:

- Leveraging VCA Co-op, MLT brand was able to reach mid-funnel travelers in the Northeast market across a variety of Expedia Group sites
- Ad engagement saw lower performance (0.06% CTR) compared to the Expedia benchmark (0.14% CTR), highlighting an opportunity to optimize landing page strategy and creative alignment for stronger results.
 - Access to engagement metrics was limited for the custom Expedia landing page
 - The program wholistically tracked approximately 139 bookings with groups comprised of multi-adults staying an avg. of 3 nights



EXPEDIA PROGRAM PERFORMANCE

Clicks

819

CTR

0.06%


Revenue

\$63,309

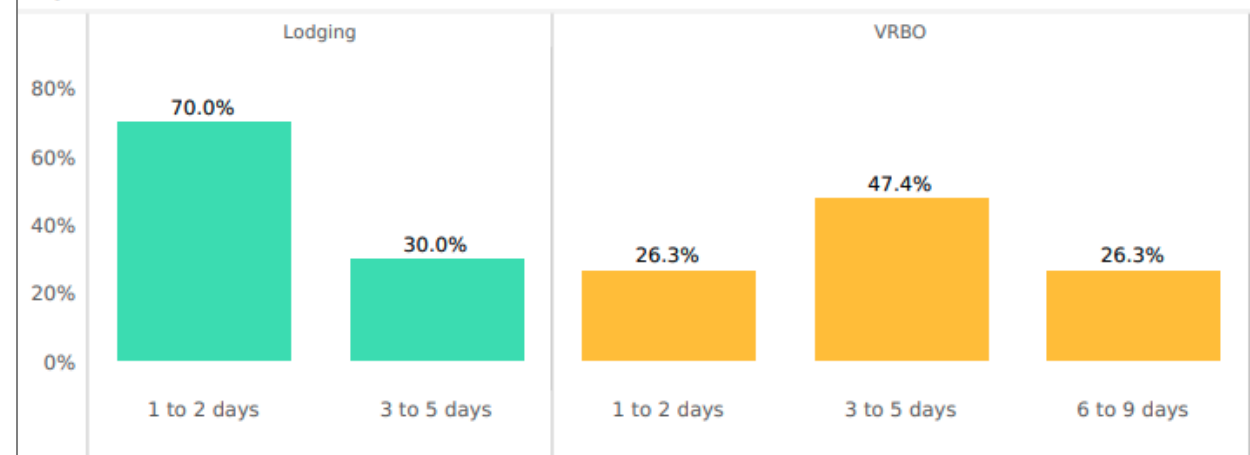
ROAS

2.4

Campaign dates 1/25/25-2/28/25

 Top 5 Hotels	
Gross Bookings \$USD	
Stonegate #14 Luxury Cabin with Hot Tub - Walking Dis..	\$10,255
Beautiful Remodeled Luxury Townhome for large grou..	\$4,630
Motel 6 Mammoth Lakes, CA	\$3,257
Short Walk to Village & Gondola 2-Bedroom 3 Bathroo..	\$3,101
Top Value: Exceptional Condo, Great Location, 2+2+L	\$2,759

Trip Duration



MOVING FORWARD

Test additional partnerships in lower funnel tactics leveraging MLT's branded creative.



PUBLISHER SUMMARY

Publisher	Cost	Impressions	Video Views	VCR	CTR	Sessions	Avg. Engaged Duration
CVG	\$18,494	--	--	--	--	--	--
YouTube	\$81,577	7,163,306	5,049,724	70.6%	--	--	--
Facebook/Instagram	\$119,568	18,206,243	2,256,052	91.7%	1.41%	98,583	0:03
GDN	\$45,490	20,614,999	--	--	0.69%	49,194	0:07
Undertone	\$142,066	6,277,696	2,193,861	92.7%	--	--	--
The Trade Desk	\$198,713	23,210,388	5,848,445	88.2%	0.08%	18,177	0:12
Google Search	\$91,752	463,379	--	--	16.42%	78,977	0:50
On The Snow	\$13,236	328,106	--	--	--	--	--
Pandora	\$74,069	3,540,543	--	--	1.22%	18,413	0:10
AllGear	\$83,877	1,108,123	84,178	59.4%	0.50%	2,949	0:16
Travelzoo	\$23,529	24,033,426	--	--	0.07%	12,572	0:37
INK	\$185,588	2,350,892	--	--	--	--	--
Expedia	\$25,000	905,052	--	--	0.06%	217	0:11
Ad Serving	\$3,459	--	--	--	--	--	--
Total	\$1,124,913	108,202,153	15,432,260	82%	0.49%	279,082	0:20



THANK YOU

