



Winter 2024-2025 Advertising Effectiveness Research

June 2025

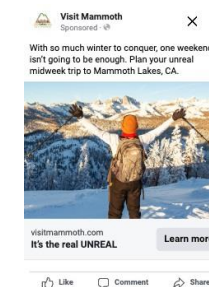
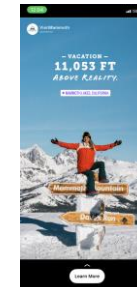
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Campaign Overview

- “The Real Unreal” winter advertising campaign debuted during winter 2022-2023.
- “The Real Unreal” winter 2024-2025 advertising media tested in this research included video, social media, native, digital display, print, and audio. Sample ads are shown on the right.
- The total 2024-2025 investment in these ads in the target markets was \$1.0 million, down from \$1.2 million in the same period in 2023-2024.

Market	Winter 2022-2023	Winter 2023-2024	Winter 2024-2025	% Change
California & Nevada	\$427,024	\$557,824	\$399,888	-28%
Denver	\$478,025	\$249,396	\$115,983	-53%
Northeast	\$691,400	\$433,265	\$484,518	12%
Total	\$1,596,449	\$1,240,486	\$1,000,389	-19%

Sample 2024-2025
“The Real Unreal”
advertising tested
in this research

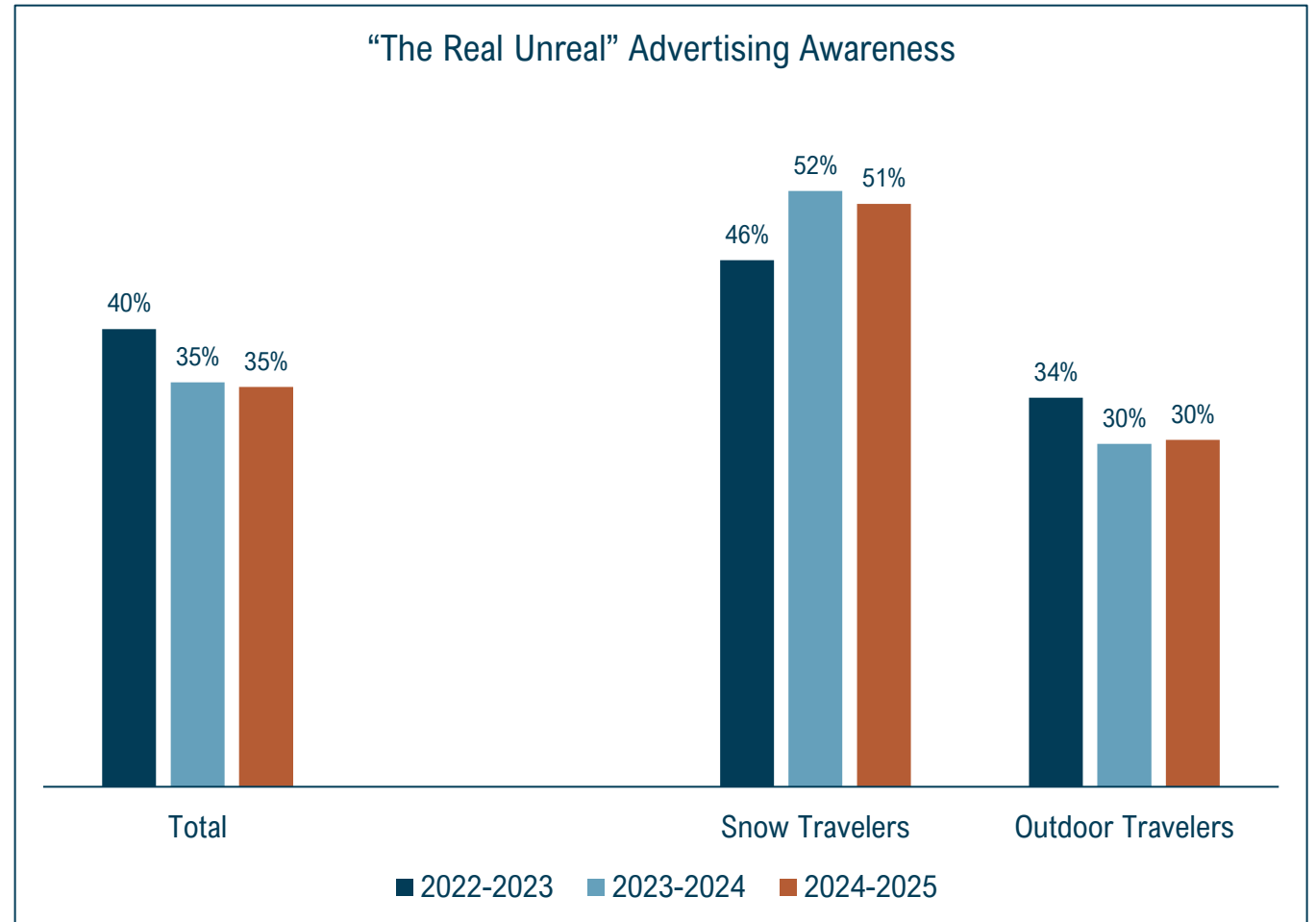


Advertising Awareness

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Winter Advertising Awareness

- Recall of the advertising remained steady in 2024-25 despite an 18% reduction in media spending.
- By continuing with the same campaign, Mammoth was able to maintain recall and reinforce past advertising efforts.
- It is noteworthy that the level of recall remains high, as the organization has cut media by 36% since 2022-23.
- As would be expected, the advertising does a better job of reaching the key target – snow travelers. By also reaching outdoor travelers, Mammoth can remain top-of-mind and reinforce its image among outdoor travelers generally.



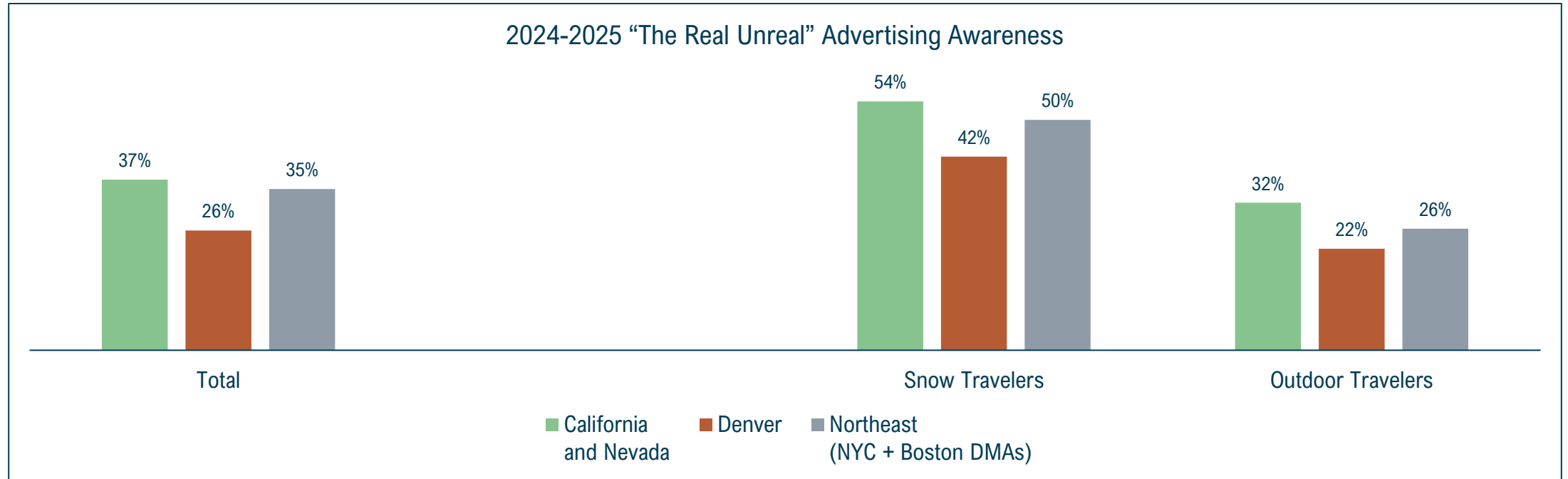
Cost per Aware Household

- Mammoth has been able to retain high levels of recall with a smaller budget by becoming more efficient with its media buy.
- The cost per aware household has been below SMARInsights' national benchmark since 2022-23.

	2022-2023	2023-2024	2024-2025
Ad-Aware HHs	5,342,301	4,994,353	4,961,043
Media Investment	\$1,596,449	\$1,240,486	\$1,000,389
Cost per Aware HH	\$0.30	\$0.25	\$0.20

Average Cost
per Aware HH
= \$0.32

2024-2025 Winter Advertising Awareness by Market



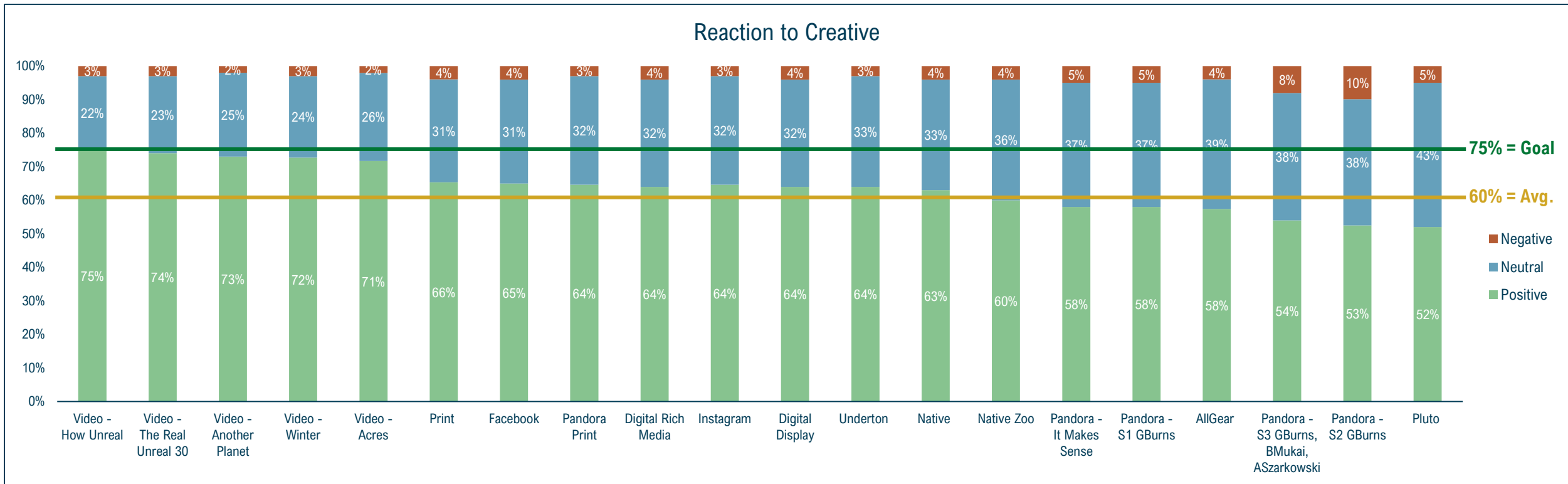
- Mammoth spends the largest share of its media budget in the Northeast markets, followed by the nearby markets, then Denver.
- Spending in distant markets is important in generating new and incremental travel, but it can be more challenging to generate recall. For Mammoth, recall is strongest in the nearby markets. However, recall in the Northeast is still strong – especially among snow travelers. Again, this highlights strong targeting efforts.

Creative Evaluation



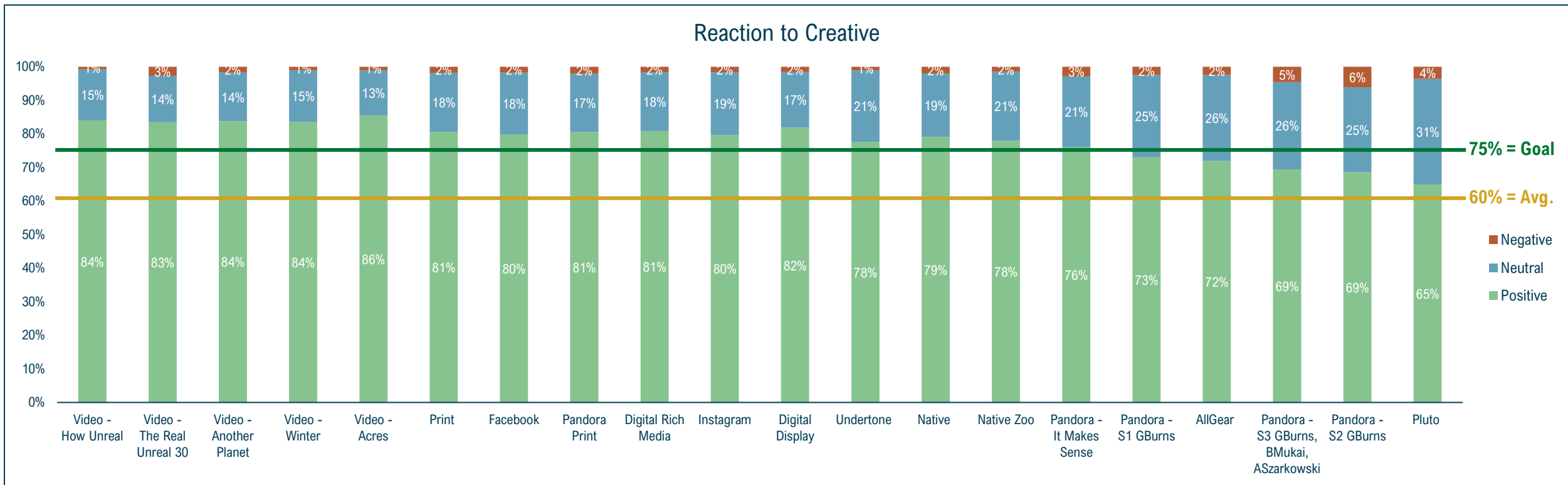
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Reaction to 'The Real Unreal' Creative – Snow and Outdoor Travelers



- Among all target consumers (snow and outdoor travelers), all the ads received mostly positive responses, and there was limited negative reaction. The How Unreal video cleared the 75% positive response rate goal and the other video assets were close, but just outside of the goal range.
- The Pandora, AllGear, and Pluto ads fell below the average positive response rate of 60%. Travel is a highly visual product, so it is common to see audio assets trail behind other media formats in rating.

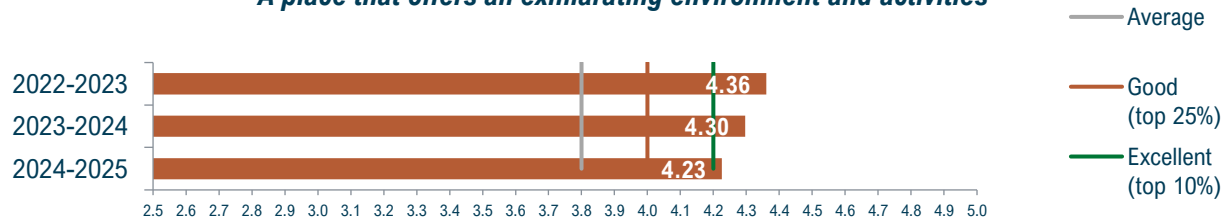
Reaction to 'The Real Unreal' Creative – Snow Travelers



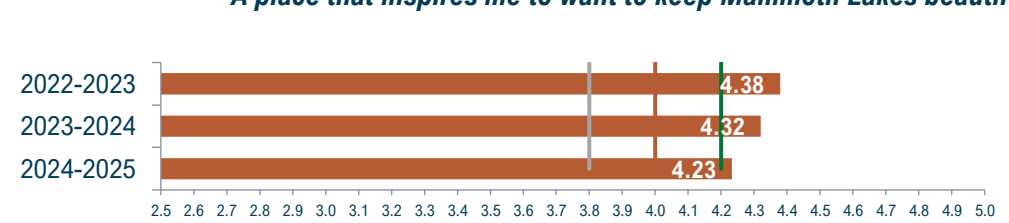
- Among snow travelers, most of the ads receive at least 75% positive responses.
- However, three of the four Pandora ads do not achieve the 75% positive response goal. Given the strong reach of Pandora among the snow audience, there is an opportunity to fine-tune the messaging to increase the positive response.

Creative Ratings – Snow and Outdoor Travelers

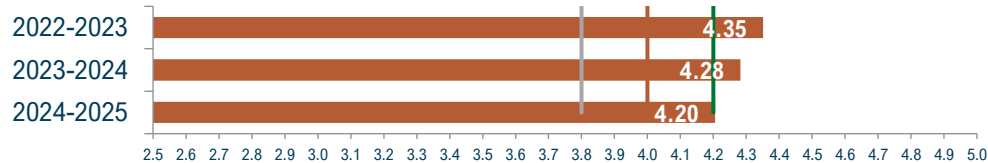
A place that offers an exhilarating environment and activities



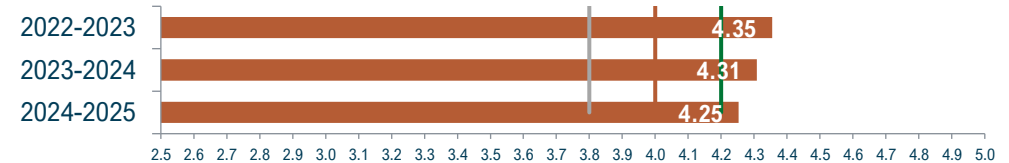
A place that inspires me to want to keep Mammoth Lakes beautiful



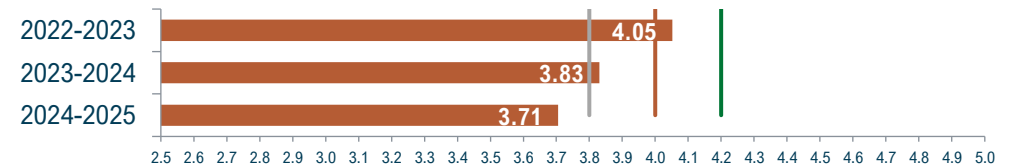
A place that exudes a sense of awe and wonder



An authentic outdoor playground



A place that I want to take a vacation to

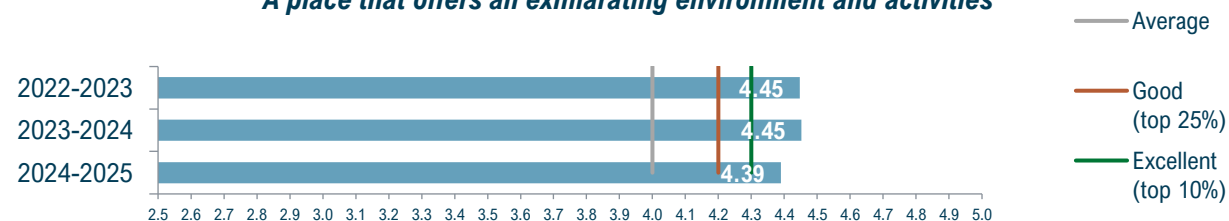


- Among all travelers, creative ratings declined this year but remain in the excellent range for showing a place that *offers an exhilarating environment, inspires me to want to keep Mammoth Lakes beautiful, exudes a sense of awe and wonder, and is an authentic outdoor playground.*

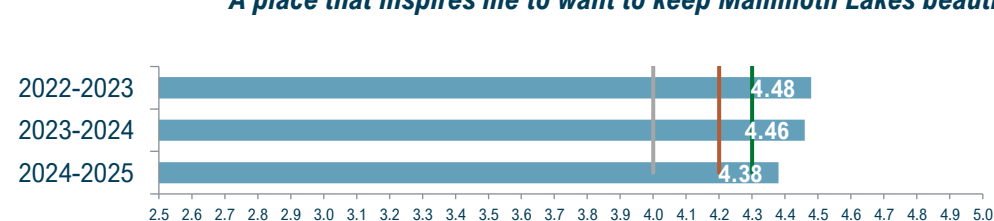
Creative Ratings – Snow Travelers

The benchmarks indicated by the vertical lines on the charts are derived from SMARInsights' database of winter advertising ratings given by snow travelers.

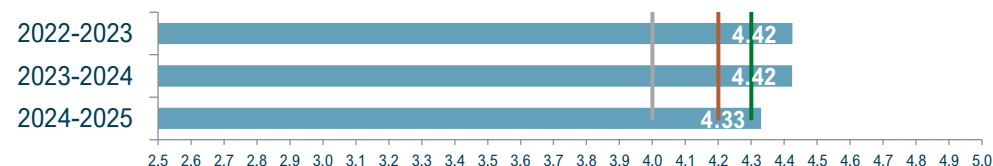
A place that offers an exhilarating environment and activities



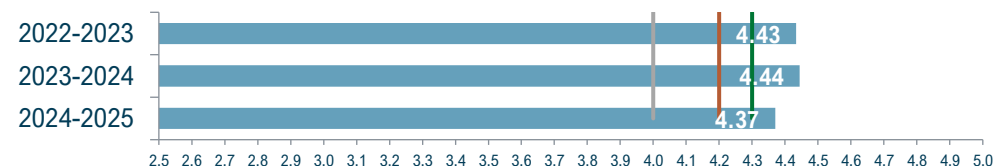
A place that inspires me to want to keep Mammoth Lakes beautiful



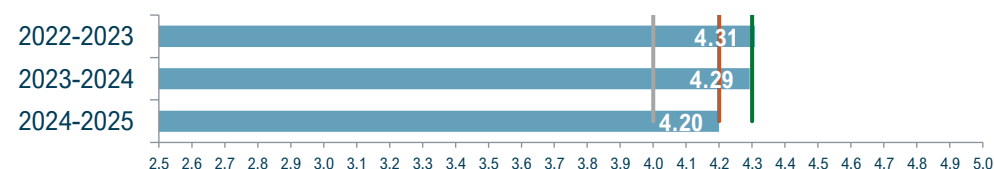
A place that exudes a sense of awe and wonder



An authentic outdoor playground



A place that I want to take a vacation to



- Creative ratings saw a slight decline among snow travelers, but the ads remain in the excellent range for showing a place that *offers an exhilarating environment, inspires me to want to keep Mammoth Lakes beautiful, exudes a sense of awe and wonder, and is an authentic outdoor playground.*
- The rating for showing a place that *I want to take a vacation to* saw a decrease but remained in the good range year over year. These declines could be an initial indication of creative wear out on a campaign in its third year.

Creative Ratings by Market - Snow and Outdoor Travelers

Creative Ratings Benchmarks
>= 4.2 Excellent (top 10%)
4.0 – 4.199 Good (top 25%)
3.8 – 3.99 Average
< 3.8 Below Average

- The creative ratings are strongest in CA/NV, while Denver is the most negative.
- Coloradans are notoriously critical of other mountain destinations due to a strong positive perception of their own state's winter leisure product, which helps to explain why they rate the ads worse there.

How much do you agree that this content communicates that Mammoth Lakes is...	California and Nevada	Denver	Northeast (NYC + Boston DMAs)
A place that offers an exhilarating environment and activities	4.27	4.15	4.20
A place that inspires me to want to keep Mammoth Lakes beautiful	4.30	4.16	4.17
A place that exudes a sense of awe and wonder	4.24	4.15	4.17
An authentic outdoor playground	4.30	4.16	4.23
A place that I want to take a vacation to	3.84	3.52	3.60

Creative Ratings by Market - Snow Travelers

Creative Ratings Benchmarks
>= 4.3 Excellent (top 10%)
4.2 – 4.299 Good (top 25%)
4.0 – 4.199 Average
< 4.0 Below Average

- Among the snow travelers, the ads receive mostly excellent or good communication ratings across markets.
- The one challenge is producing ads that make snow travelers from Denver want to visit.

How much do you agree that this content communicates that Mammoth Lakes is...	California and Nevada	Denver	Northeast (NYC + Boston DMAs)
A place that offers an exhilarating environment and activities	4.44	4.33	4.34
A place that inspires me to want to keep Mammoth Lakes beautiful	4.43	4.29	4.35
A place that exudes a sense of awe and wonder	4.36	4.32	4.28
An authentic outdoor playground	4.41	4.27	4.36
A place that I want to take a vacation to	4.31	3.99	4.16

Advertising Impact

A full-page background image of a snowy mountain landscape. The mountains are covered in thick white snow with some rocky outcrops visible. The sky is filled with soft, white clouds. In the foreground, a dense line of dark evergreen trees stretches across the bottom of the frame.

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Ad Impact on Mammoth Image

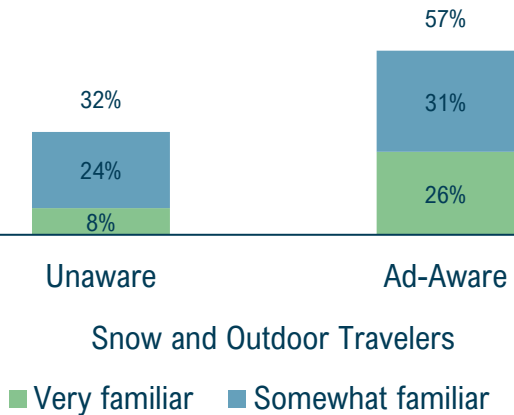
Destination Ratings Benchmarks
>= 4.0 Excellent (top 10%)
3.75 – 3.99 Good (top 25%)
3.5 – 3.749 Average
< 3.5 Below Average

- The advertising helps to build specific perceptions of Mammoth Lakes, positioning it as *awesome in its natural beauty, an outdoor playground that is adventurous and welcoming*.
- Mammoth's image among the ad aware is very strong – with all of the ratings above average and many in the excellent category.

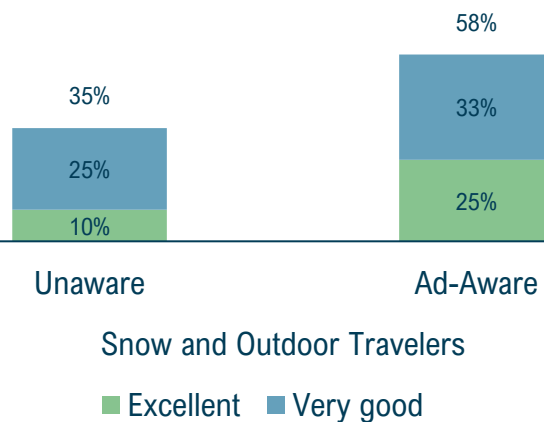
	Total	
	Unaware	Ad-Aware
Is a place I want to protect or keep beautiful	3.90	4.16
Is a destination for outdoor adventurers	3.86	4.12
Is majestic in scale and awesome in its natural beauty	3.78	4.07
Is welcoming and friendly	3.62	4.03
Is an authentic outdoor playground	3.74	4.00
Has an abundance of diverse terrain	3.67	3.96
Offers an extraordinary sense of awe and feeling of exhilaration	3.63	3.95
Offers an abundance of year-round activities right outside your door	3.60	3.92
Is inclusive to all	3.55	3.91
Is a destination that values sustainability and stewardship - Mammoth Lakes	3.52	3.86
Is accessible to all	3.48	3.82
Is unpretentious and down-to-earth	3.50	3.82
Is like nothing I have ever seen before	3.34	3.72
Is rustic and rugged	3.60	3.70

Winter 2024-2025 Ad Impact on Perceptions

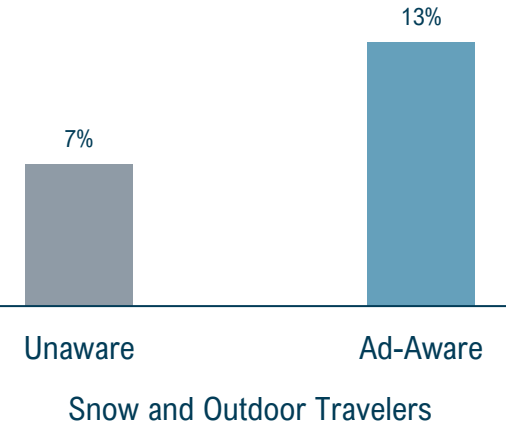
Familiarity with Mammoth Lakes as a Place for a Leisure Trip



Mammoth Lakes Rating as a Place for a Leisure Trip



Picked Mammoth Lakes as place they would most like to visit for a leisure trip



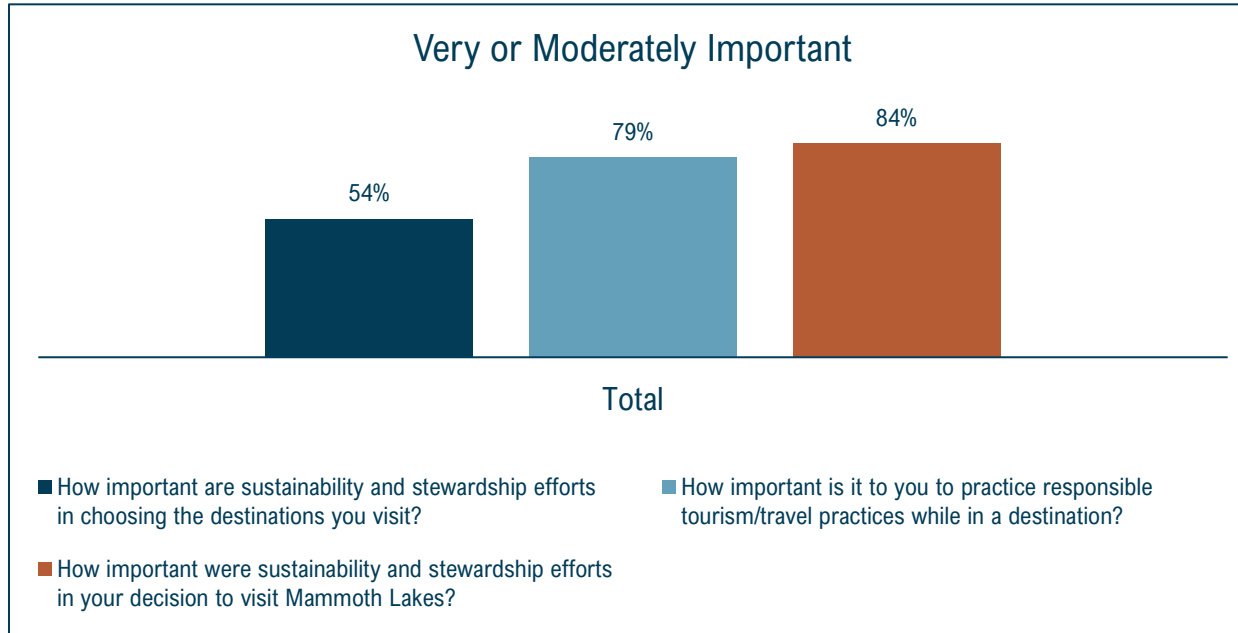
- While the goal of the advertising is to generate trips during the current season, the advertising also has a long-term impact by changing perceptions of the destination.
- Those who are ad aware are more familiar with the destination, rate it more positively as a place to visit and are almost twice as likely to pick Mammoth Lakes as their preferred destination. These changes in perceptions will help generate future visitation and extend the impact of the advertising.

Tactical Issues



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Sustainability



- Sustainability is generally important to about half the audience. The importance is magnified with Mammoth Lakes visitors, as more than 8 in 10 indicate that sustainability played a role in their decision to visit the destination.
- The top sustainability actions taken when traveling for leisure are respecting local cultures and supporting local businesses.
- More specific sustainable actions like staying in eco-friendly accommodations and refusing single-use plastics are practiced by only about a quarter of all leisure travelers and about a third of snow travelers.

Main Motivation for Mammoth Trip

- The top motivations for a Mammoth trip include *escaping from stress*, *unique experiences*, *connecting with nature*, and *being carefree*.
- These key motivators should be leveraged in marketing communications.

Main Motivation for Mammoth Trip



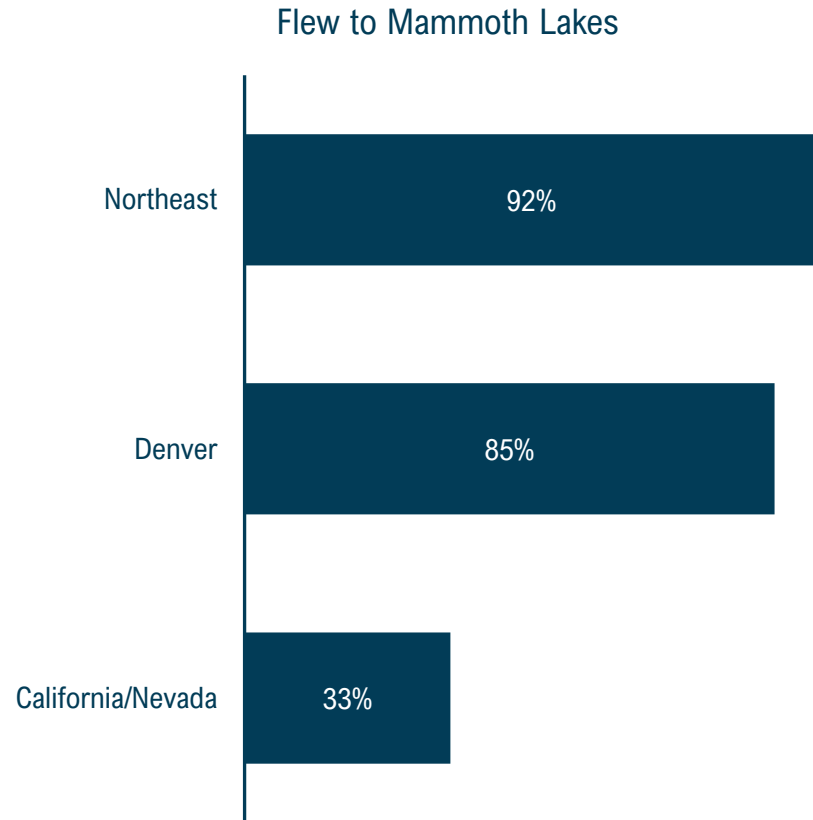
Motivating Activities

- The specific activities that are the most prevalent Mammoth trip motivators include *sightseeing, viewing mountains and lakes, snowboarding, visiting unique geological formations, scenic drives, and fishing.*
- These, like the general trip motivators, should be considered when developing future creative content.

Mammoth Lakes Trip Activity (December 2023 - May 2024 Trips)	Participate %	Motivate % (among participants)	Net Motivate %
Sightseeing	46%	60%	28%
Viewing mountains, lakes, etc.	48%	56%	27%
Snowboarding	33%	58%	19%
Visiting geological formations unique to the area	32%	53%	17%
Scenic drives	33%	51%	17%
Fishing	30%	53%	16%
Visiting a national park, forest, or monument	29%	52%	15%
Fine dining or eating at a local restaurant	34%	43%	15%
Shopping	41%	35%	14%
Festivals and events (music, food, arts, health & wellness, etc.)	26%	55%	14%
Downhill skiing	21%	59%	13%
Arts, culture activities such as theater performances, museums	22%	56%	12%
Attending or participating in a sporting event	26%	46%	12%
Entertainment and nightlife	24%	46%	11%
High altitude training	15%	69%	11%
Ice skating	20%	52%	10%
Road biking	27%	34%	9%
Cross country skiing	14%	60%	9%
Visiting small towns and rural areas	22%	37%	8%
Snowmobiling	18%	44%	8%
Visiting historical sites	17%	42%	7%
Visiting a brewery/distillery	19%	35%	7%
Snowshoeing	14%	44%	6%
Tubing	13%	46%	6%
Health & wellness	19%	32%	6%
Sledding	15%	40%	6%
Scenic helicopter	8%	67%	5%
Visiting a spa	18%	31%	5%
Gondola rides	18%	29%	5%
Backcountry skiing	13%	37%	5%
Snowcat tour	13%	38%	5%
Ice climbing	13%	30%	4%
Fat biking	9%	24%	2%

Air Service

- Air service is important to attract more distant visitors, with 92% of those from the Northeast markets indicating they flew to Mammoth Lakes.
- Even among the California/Nevada visitors, a third flew to the destination.
- Those who were aware of the advertising were slightly more likely to fly (49% vs 47%).



Appendix: Questionnaire

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Questionnaire

Mammoth Lakes, California (Shipyard)
2024-25 Ad Effectiveness WINTER

ZIP. What is your ZIP code? _____

S1. Who in your household is responsible for making decisions concerning travel destinations?

Me
Me and my spouse/partner
My spouse/partner → [TERMINATE]

Please indicate which of the following describe you.

[ROTATE]	YES	NO
I use video streaming services like Prime Video, Disney+, AppleTV+, Netflix, Max (formerly HBO Max), or Hulu		
I engage in skiing, snowmobiling and/or other outdoor winter activities		
Have you been on a snow vacation in the past 2 years? (The vacation could have included skiing, snowboarding, other winter snow activities or just enjoying winter scenery.)		
I normally take at least one leisure trip a year that involves an overnight stay or is at least 50 miles from home		TERMINATE IF NO TO BOTH at end of screeners
I am currently planning or have already planned an upcoming leisure trip		
I regularly use social media such as Facebook, X (formerly Twitter), Instagram, or TikTok		
I regularly engage in some form of physical exercise like walking, biking or participating in sports to help stay healthy		
I enjoy outdoor activities (passive or active)		
I enjoy being outdoors in nature		

TERMINATE IF NOT WINTER OR OUTDOOR ACTIVITIES

AGE. What is your age? _____ [IF UNDER 18 → TERMINATE AT END OF SCREENING QUESTIONS]

[END OF SCREENERS]

COMPETITIVE SET QUESTIONS

[COMPETITIVE SET]	Breckenridge, CO
Mammoth Lakes, CA	Park City, UT

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- 1 -

Big Bear Mountain, CA	Jackson Hole, WY
Lake Tahoe, CA	Vail, CO

Q1. How familiar are you with each of the following as a place to visit for a leisure trip?

[ROTATE]	Not at all familiar	Not very familiar	Somewhat familiar	Very familiar
[INSERT COMPETITIVE SET]				

Q2. Which of these places would you most like to visit for a leisure trip?

ROTATE
INSERT COMP SET

Q3. Based on what you know or have heard, how would you rate each of the following as a place to visit for a leisure trip?

[ROTATE]	Poor	Fair	Good	Very good	Excellent
[INSERT COMPETITIVE SET]					

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- 2 -

Q4. Which of these places have you visited in the past 12 months?

ROTATE
INSERT COMP SET

Q4A. [ASK IF VISITED IN Q4] Which of these places have you visited since December 2024?

ROTATE
INSERT COMP SET
None of these

Q5. How likely are you to visit each of these places in the next year for a leisure trip?

[ROTATE]	Not at all likely	Not very likely	Somewhat likely	Very likely	Already planning a trip
[INSERT COMPETITIVE SET]					

ASK Q5A AND Q5B IF NOT AT ALL OR NOT VERY LIKELY TO VISIT MAMMOTH

Q5a. Why are you ANSWER FROM Q5 to visit Mammoth Lakes, CA in the next year for a leisure trip? _____

Q5b. Are any of these reasons that you are ANSWER FROM Q5 to visit Mammoth Lakes, CA in the next year for a leisure trip? ROTATE

It is less interesting than other destinations
Too difficult to reach (not enough flights, etc.)
Doesn't fit the type of travel experience I am seeking
Too expensive to get to
General inflation
The state's politics
Gas prices
Flight prices
Uncertainty about the future
Unwelcoming atmosphere
None of these ANCHOR

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- 3 -

Questionnaire

Q6. How important are sustainability and stewardship efforts (a destination's practices around responsible tourism, such as conservation, recycling, etc.) in choosing the destinations you visit?

Not at all important	Slightly important	Neutral	Moderately important	Very important
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Q7. How important is it to you to practice responsible tourism/travel practices while in a destination?

Not at all important	Slightly important	Neutral	Moderately important	Very important
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Q8a. While visiting a destination, do you take any of the following actions? Select all that apply.

- Stay in eco-friendly accommodations
- Take public transportation
- Respect the culture of local communities
- Buy from and supporting local businesses
- Travel slow (taking time to immerse oneself in a destination and prioritize quality over quantity)
- Say NO to single-use plastic
- Other (Specify)

Q8. [UNAIDED BRAND AWARENESS] Now we'd like you to rate two of these destinations. How much do you agree that [RATE MAMMOTH LAKES AND LAKE TAHOE; ROTATE DESTINATIONS] ...?

[ROTATE]	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Is a destination that values sustainability and stewardship					
Is a place I want to protect or keep beautiful					
Is an authentic outdoor playground					
Is a destination for outdoor adventurers					
Offers an abundance of year-round activities right outside your door					
Has an abundance of diverse terrain					
Is majestic in scale and awesome in its natural beauty					
Offers an extraordinary sense of awe and feeling of exhilaration					

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- 4 -

Is rustic and rugged					
Is unpretentious and down-to-earth					
Is like nothing I have ever seen before					
Is welcoming and friendly					
Is inclusive to all					
Is accessible to all					

ASK OF ENTIRE BASE.

Q6A_1. Are you aware of air service options to access the Mammoth Lakes? YES/NO
VISITOR ANSWERED YES TO Q4A_1

VISITATION

T1. When during the following months did you travel to Mammoth Lakes for a leisure trip? [SHOW MONTHS DECEMBER 2024 – MAY 2025] Select all that apply.

T1a. Are you an IKON pass holder?

YES
NO

Please tell us about your leisure trip to Mammoth Lakes in [MONTH YEAR]. [ONLY ASKING ABOUT FIRST TRIP FROM T1 TRIP]

T2. How important were sustainability and stewardship efforts in your destination choice for this trip?

Not at all important	Slightly important	Neutral	Moderately important	Very important
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T3. How many times have you visited Mammoth Lakes before your visit [SHOW FIRST MONTH SELECTED]?

None, this was my first trip [FIRST TIME VISITOR]
Enter approximate number of trips prior to this trip

T4. When people travel for leisure, they will often have different needs or motivations depending on the particular trips. Please choose the main motivation for this trip.

RANK TOP THREE

[ROTATE]
Helped me enjoy life to the fullest
Allowed me to let go and feel completely carefree
Allowed me to immerse myself in the local life and culture
Helped me to meet new people and create memories
Allowed me to enjoy special moments together with my loved ones
Allowed me to strengthen relationships with those close to me
Restored my sense of harmony and balance

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- 5 -

Helped me to escape from everyday stress and pressure and find a sense of relaxation
Provided me with unique and interesting experiences
Broadened my knowledge & enriched my understanding of the world
Gave me a sense of exhilaration
Challenged me to try something new
Gave me time out to think and regain control of my life
Allowed me to feel organized and avoid surprises
Allowed me to connect with nature

T5. How many nights did you stay in Mammoth Lakes during this [MONTH YEAR] trip? If you did not stay overnight, please enter '0'. ____

T6. Including you, how many people were in your travel party? ____

T6A. [ASK IF Q5>1] How many people in your travel party were children under the age of 18?

T7. How did you travel to Mammoth Lakes for this trip?

- Flew
- Drove

T8. How far in advance of this trip did you choose Mammoth Lakes as your destination?

- Less than a week
- One to two weeks
- Three to four weeks
- One to three months
- Three to six months
- More than six months

[IF T5=0, SKIP Q9 SERIES]

T9. While in Mammoth Lakes, did you stay...? [ROTATE]

- With family and/or friends
- In a property I own
- In a rental unit (condo/ house)
- In an Airbnb/Vrbo
- In a hotel/motel
- At an RV park/Camping
- In other paid accommodations

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- 6 -

Questionnaire

T9A. [SHOW ONLY PAID ACCOMMODATIONS (CONDO THRU OTHER) SELECTED IN Q7]
We'd like to better understand the economic impact of tourism. Approximately how much did your travel party spend on this trip on your.... [SHOW WITH NUM BOX]

Rental unit (condo/ house)
In an Airbnb/Vrbo
Hotel/motel
RV park/Camping
Other paid accommodations

T10. Approximately how much did your travel party spend in Mammoth Lakes on the following **non-lodging** items during your [MONTH YEAR] trip?

If you spent nothing in a category, enter "0"
Dining out/nightlife
Groceries
Outdoor activities/attractions
Shopping
Entertainment such as shows, theater or concerts
Transportation to/from Mammoth Lakes
Transportation within Mammoth Lakes
Other

T11. Which of the following activities did you, or members of your travel party, participate in during your [MONTH YEAR] trip? *Select all that apply.* [ROTATE]

Skiing & Snowsport [CONFIRM WITH CLIENT MONTHS WITH SNOW]
Downhill skiing
Cross country skiing
Backcountry skiing
Snowboarding
Snowmobiling
Snowcat tour
Snowshoeing
Ice skating
Sledding
Ice climbing
Tubing
Fat biking
Other snow sport, specify _____
Viewing & Enjoying Natural Scenery
Scenic drives
Scenic helicopter

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- 7 -

Gondola rides
Visiting geological formations unique to the area
Sightseeing
Viewing mountains, lakes, etc.
Other, specify _____
Outdoor Activities
High altitude training
Fishing
Road biking [ANCHOR POSITION]
Other biking [ANCHOR POSITION]
Other outdoor activity, specify _____
Special Events
Festivals and events (music, food, arts, health & wellness, etc.)
Arts, culture activities such as theater performances, museums
Attending or participating in a sporting event
Other event, specify _____
Other Activities
Visiting small towns and rural areas
Visiting historical sites
Visiting a brewery/distillery
Visiting a spa
Fine dining or eating at a local restaurant
Shopping
Entertainment and nightlife
Visiting a national park, forest, or monument
Health & wellness
Other, specify _____
None of these activities [EXCLUSIVE]

T12. [SHOW ACTIVITIES SELECTED IN Q9 AND None of these] Which of these activities motivated your Mammoth Lakes vacation planning? *You may choose up to 5.*

T13. Thinking about your overall experience in Mammoth Lakes, would you say it was...?

Poor	Fair	Good	Very good	Excellent
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T13a. What specifically caused you to rate your experience as ANSWER FROM T13?

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T14. How likely are you to recommend Mammoth Lakes to your friends or family as a destination to visit for a leisure trip?

Not at all likely	1	2	3	4	5	6	7	8	9	10	Extremely likely

PLANNING & MOTIVATION

Now we'd like you to think more generally about how you planned your trip(s) to Mammoth Lakes over the past year.

P1. In the course of researching or planning a leisure trip, have you gathered information in any of the following ways? (Select all that apply.) [ROTATE]

Destination website (www.visitmammoth.com)
Resort website (mammothmountain.com)
Other destination website (Mono County Tourism, Visit California, etc.) [ANCHOR AFTER ABOVE]
Family or friends
Online travel advice websites (TripAdvisor.com, AAA.com, etc.)
Guide books/websites like Frommer's or Lonely Planet
Magazine and newspaper articles
Advertisements (television, online, magazine, etc.)
Airline ad
Social media (Facebook, X (formerly Twitter), Instagram, etc.)
Online traveler reviews
Travel guide, visitor planning guide
Travel agent
Travel blog
Ski-snowboard website
Trade show
Video platform (YouTube, Vimeo)
Other, please specify _____
Did not gather information

P2. Was Mammoth Lakes familiar to you prior to your recent visit? *Select all that apply.* [ROTATE, ANCHOR OTHER AND NO..., I WAS NOT...]

Yes, I have family and friends there
Yes, I have family or friends who own property there
Yes, I've been many times and know it will deliver the vacation I want
Yes, I used to live in the area
Yes, I've always wanted to go there
Yes, I was attending a planned event (tournament, meeting, wedding, etc.)
Yes, I own a home there
Other (please specify) _____

Strategic Marketing & Research Insights
- 9 -

Questionnaire

No, I was not familiar with Mammoth Lakes prior to my recent trip





AD AWARENESS

Next you will be shown some travel advertisements. Please take a moment to view the ads and answer the questions.

VIDEO

I:\Ads Master\Mammoth Lakes\Winter 2024\SMARI\Winter Creative\YouTube

VIDEOS [SHOW ONLY ONE :30 AND ONE :15 VIDEO; ROTATE TO ENSURE SUFFICIENT MEASURE OF EACH VIDEO]

	
:30	:30
MAMMOTH_THE_REAL_UNREAL_30_REV_WEB (1).mp4	Mammoth Lakes - 2023 - Winter - 30s Countdown - Final - Client.mov
VIMEO: 822707950	VIMEO: 940924302
	
:15	:15
MAMMOTH_ANOTHER_PLANET_15_WEBMIX_UNSLATED_FINAL.mp4	MAMMOTH_ACRES_15_WEBMIX_UNSLATED_FINAL.mp4
VIMEO: 822739661	VIMEO: 822737994
	
:15	
MAMMOTH_HOW_UNREAL_15_WEBMIX_UNSLATED_FINAL.mp4	
VIMEO: 822740903	

ALL MARKETS PLUTO TV

I:\Ads Master\Mammoth Lakes\Winter 2025\FY2425 Winter Ad Tracker\FY2425 Winter Ad Tracker\ALL MARKETS\USE



Undertone_UseTV_Screenshot

ALL MARKETS UNDERTONE

I:\Ads Master\Mammoth Lakes\Winter 2025\FY2425 Winter Ad Tracker\FY2425 Winter Ad Tracker\ALL MARKETS\USE\Undertone



Undertone_Paid Ad_Screenshot



Undertone_Page 2 video_Screenshot



Undertone_Video Adhesion_Screenshot

ALL MARKETS ALL GEAR SITE






I:\Ads Master\Mammoth Lakes\Winter 2025\FY2425 Winter Ad Tracker\FY2425 Winter Ad Tracker\ALL MARKETS



All Gear_Site_Screenshot

SOCIAL DISPLAY

I:\Ads Master\Mammoth Lakes\Winter 2024\SMARI\Winter Creative\Facebook Facebook

	
Social 1	Social 2
	
Social 3	Social 4
	
Social 5	

ADD FOR NORTHEAST MARKET

I:\Ads Master\Mammoth Lakes\Winter 2025\FY2425 Winter Ad Tracker\FY2425 Winter Ad Tracker\NE\USE\Social

Questionnaire



FB_NE Extension_Single Image_2_Screenshot



FB_NE Extension_Single Image_3_Screenshot



FB_NE Extension_Story_A_Screenshot



FB_NE Extension_Single Image_1_Screenshot

SOCIAL DISPLAY AIR SERVICE

Instagram

Stories 1	Stories 2

NATIVE DISPLAY

I:\Ads Master\Mammoth Lakes\Winter 2024\SMARI\Winter Creative\GDN

GDN 1	GDN 2
GDN 3	GDN 4

ALL MARKETS

TRAVELZOO

I:\Ads Master\Mammoth Lakes\Winter 2025\FY2425 Winter Ad Tracker\FY2425 Winter Ad Tracker\ALL MARKETS



ADD FOR NORTHEAST MARKET

I:\Ads Master\Mammoth Lakes\Winter 2025\FY2425 Winter Ad Tracker\FY2425 Winter Ad Tracker\NEUSE\Native

GDN_NE Extension_Native_120x625 - 1_Screenshot	GDN_NE Extension_Native_120x625 - 2_Screenshot	GDN_NE Extension_Native_120x625 - 3_Screenshot

NATIVE DISPLAY AIR SERVICE

I:\Ads Master\Mammoth Lakes\Winter 2024\SMARI\Winter Creative\TTD

DIGITAL DISPLAY

I:\Ads Master\Mammoth Lakes\Winter 2024\SMARI\Winter Creative\TTD

Display 1	Display 2
Display 3	Display 4

ADD FOR NORTHEAST MARKET

I:\Ads Master\Mammoth Lakes\Winter 2025\FY2425 Winter Ad Tracker\FY2425 Winter Ad Tracker\NEUSE\AirServiceBanner

Questionnaire



GGN_NE Extension_AirServiceBanner_105x600



GGN_NE Extension_AirServiceBanner_300x250



GGN_NE Extension_AirServiceBanner_300x600

DIGITAL RICH MEDIA

ADD FOR NORTHEAST MARKET

I:\Ads Master\Mammoth Lakes\Winter 2025\FY2425 Winter Ad Tracker\FY2425 Winter Ad Tracker\NE\USE



On The Snow_1x1_East_Screenshot

I:\Ads Master\Mammoth Lakes\Winter 2024\SMAR\Winter Creative\On The Snow\High Impact Display\NA High Impact Bundle - CA, NV

I:\Ads Master\Mammoth Lakes\Winter 2024\SMAR\Winter Creative\On The Snow\High Impact Display\NA High Impact Bundle - Denver



380654791_OnTheSnow_FY24_MLT_All Seasons_Winter_Awareness_WinterSportEnthusiasts_CA+NV_HighImpactDisplay_MobileScroller_1x1



380834319_OnTheSnow_FY24_MLT_All Seasons_Winter_Awareness_WinterSportEnthusiasts_CA+NV_HighImpactDisplay_BigScreen_1x1_Mobile Static



380834319_OnTheSnow_FY24_MLT_All Seasons_Winter_Awareness_WinterSportEnthusiasts_CA+NV_HighImpactDisplay_BigScreen_1x1_Desktop

PRINT

I:\Ads Master\Mammoth Lakes\Winter 2024\SMAR\Winter Creative\Print



MAMFY24 Inflight Mag Ad_r03.pdf



MLT_WinterCampaign2023_UnitedHemispheres.pdf

ADD FOR ALL

I:\Ads Master\Mammoth Lakes\Winter 2025\FY2425 Winter Ad Tracker\FY2425 Winter Ad Tracker\ALL MARKETS\USE\Pandora



Pandora_Audio-Spot Banner_Mobile



Pandora_Mobile Interstitial2_Screenshot



Pandora_Mobile Interstitial1_Screenshot

PANDORA SEQUENTIAL RADIO

CA NV AND NORTHEAST MARKETS ONLY

I:\Ads Master\Mammoth Lakes\Winter 2024\SMAR\Winter Creative\Pandora

30-sec ads

Spot 1: 104103_S1_V1_GBurns.mp3

Vimeo# 940988715

Spot 2: 104103_S2_V1_GBurns.mp3

Vimeo # 940988745

Spot 3: 104103_S3_V1_GBurns_BMukai ASzarkowski

Vimeo # 940988767

PANDORA STANDARD AUDIO

NORTHEAST MARKET ONLY

<https://vimeo.com/1080688860>

Ad1. [ASK AFTER EACH AD/GROUP OF ADS] Do you recall seeing [this ad/these ads] or ads like them for Mammoth Lakes, California?

Questionnaire

Yes
No

Ad2. Thinking about all of the ads you have just seen, what is your reaction to [this ad/these ads]?

Positive
Negative
Neutral

Ad3. [ASK IF Ad2 IS NEGATIVE; ASK] Why do you feel that way? _____

communicationgrid. When you think about all of the content you just saw as a whole, how much do you agree that this content communicates that Mammoth Lakes is...

ROTATE	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
A place that offers an exhilarating environment and activities					
A place that inspires me to want to keep Mammoth Lakes beautiful					
A place that exudes a sense of awe and wonder					
An authentic outdoor playground					
Like nothing I have seen or experienced before					
A place that I want to take a vacation to					

GUIDE. [SHOW COVER OF VISITOR GUIDE] Have you used this Visitor Guide? YES/NO

I:\Ads Master\Mammoth Lakes\Winter 2024

[ASK GUIDE2 AND GUIDE3 IF YES AT GUIDE; SHOW ALL QUESTIONS ON SAME SCREEN WITH IMAGE]



GUIDE2. Which version of the Visitor Guide did you use? Print/Digital/Both

Strategic Marketing & Research Insights
- 19 -

GUIDE3. Did you review the Visitor Guide...?

Before deciding to visit Mammoth Lakes, while considering places to go
After deciding to visit Mammoth Lakes, to help plan your trip
Once arrived in Mammoth Lakes, as a resource

GUIDE4. How would you rate the usefulness of the guide?

Not useful	Somewhat useful	Very useful
------------	-----------------	-------------

GUIDE5. Please tell us why you rated it this way. _____

SOCIAL 1. Do you follow Visit Mammoth on any of the following social channels? [SHOW MLT TILE FOR EACH]

Facebook
Instagram
X (formerly Twitter)
Tik Tok
YouTube
Pinterest
Other
Do not follow Visit Mammoth on any social channels



Strategic Marketing & Research Insights
- 20 -

CURRENT SITUATION

C1. Think about your recent travel plans with the U.S. Which of these apply to you?

ROTATE, ANCHOR NONE	
I have canceled a leisure trip	
I have postponed a leisure trip	
I have decided to visit a location closer to home rather than a more distant destination	
None of these EXCLUSIVE	

C2. What impact is each of these currently having on your leisure travel plans?

ROTATE	Strong negative impact	Negative Impact	No Impact	Positive Impact	Strong Positive impact
The U.S. economy					
General inflation and rising costs					
Domestic politics					
Global conflicts and tensions					
Gas prices					
Flight prices					
Hotel/lodging prices					
Health and safety perceptions					
Flight safety					
Trade wars and tariffs					
Uncertainty about the future					
Climate change and extreme weather					
Discrimination towards minorities					

Strategic Marketing & Research Insights
- 21 -

Questionnaire

DEMOS

The following questions are for classification purposes only so that your responses may be grouped with those of others.

marital. Are you currently...?

- Married
- Divorced/separated
- Widowed
- Single/never married

PPHH. Including you, how many people are currently living in your household? ____

[IF PPHHH>]Kids. How many living in your household are children under the age of 18?

education. Which of the following categories represents the last grade of school you completed?

- High school or less
- Some college/technical school
- College graduate
- Post-graduate degree

income. Which of the following categories best represents your total household income before taxes?

- Less than \$35,000
- \$35,000 but less than \$50,000
- \$50,000 but less than \$75,000
- \$75,000 but less than \$100,000
- \$100,000 but less than \$150,000
- \$150,000 but less than \$200,000
- \$200,000 - \$300,000
- \$300,000 - \$400,000
- \$400,000 - \$500,000
- \$500,000+

eth. Which of the following best describes your ethnic heritage? Are you...?

Select all that apply.

- African-American/Black
- Asian
- American Indian or Alaska Native
- Caucasian/White
- Hispanic/Latino
- Middle Eastern or North African

Strategic Marketing & Research Insights

- 22 -

Native Hawaiian or Other Pacific Islander

Other, please specify

gender. Do you identify as...

- Male
- Female
- Non-binary
- Prefer not to answer

Identity. Do you identify as LGBTQ+?

- YES
- NO
- Prefer not to answer

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- 23 -