

# Fall/Winter 2025-2026

## Reporting & Seasonal Transition

MammothTrails.org since 2012



# Objectives

- MOU – Why we are all here
- MLTS Website Management Team
- Year Report
- Fall/Winter Year-Over-Year Comparison
- 3 Year Seasonal Traffic
- Historical Comparisons Are Limited
- Archived Traffic Trends (Pre-GA4)
- How are people finding us?
- Referral Traffic
- Top 20 Pages
- Top 10 QR Pages
- Seasonal Transition



# Why are we here?

## Appendix A Annual Operating Plan

Mammoth Lakes Trail System (MLTS) & TOML Office of Outdoor Recreation  
Non-Funded Challenge Cost Share Agreement  
Agreement #21-CS-110504400-011 (exp. 4/1/2026)  
FY 2025/2026

### V. Description of the Operation:

#### I. Operation of MammothTrails.org Website

Operation & Maintenance of Mammothtrails.org website. Website entries approved by USFS staff at their request. Updating of site to reflect current conditions, additions of any new trails created, alerts related to maintenance or safety, etc.

- **To share** how MammothTrails.org enhances access and awareness of the Mammoth Lakes Trail System.
- **To strengthen** our partnership in managing and sharing accurate recreation information.
- **To align** on next steps for improving and sustaining this community resource together.



# MLTPA Website Management Team



**Kristy Williams**  
**MLTPA**  
**Project Management Specialist**



**Nicole Widen**  
**MLTPA**  
**Webmaster**



**Scott Howes**  
**Subcontractor**  
**Technical Contractor**



**Kiersten Puusemp**  
**MLTPA**  
**Creative Director**



**Wray Van Winkle**  
**MLTPA**  
**Photo & Digital Asset Manager**

# MLTS Technical Applications



Town of Mammoth Lakes  
Mammoth Lakes Trail System  
Website Handbook  
June 2024



Applications with pass through costs: Amazon Web Services, Google Workspace, Google Cloud Services, Cincopa



# TOML Office of Outdoor Recreation Support



**Andrew Mulford**  
Trails Program Manager  
GIS Support



**Gretchen Haselbauer**  
Outdoor Recreation Programs Manager  
Content Strategy & Direction  
Photo and Image Library

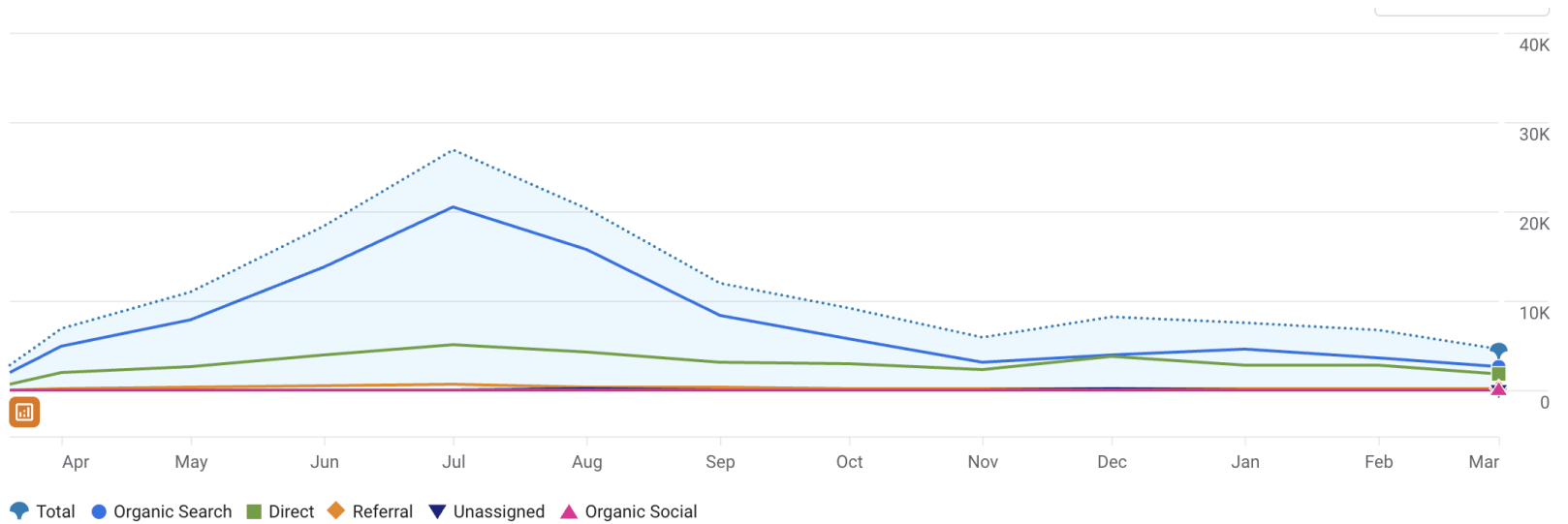


# Year Report

March 20, 2025 – March 20, 2026

## Total Sessions

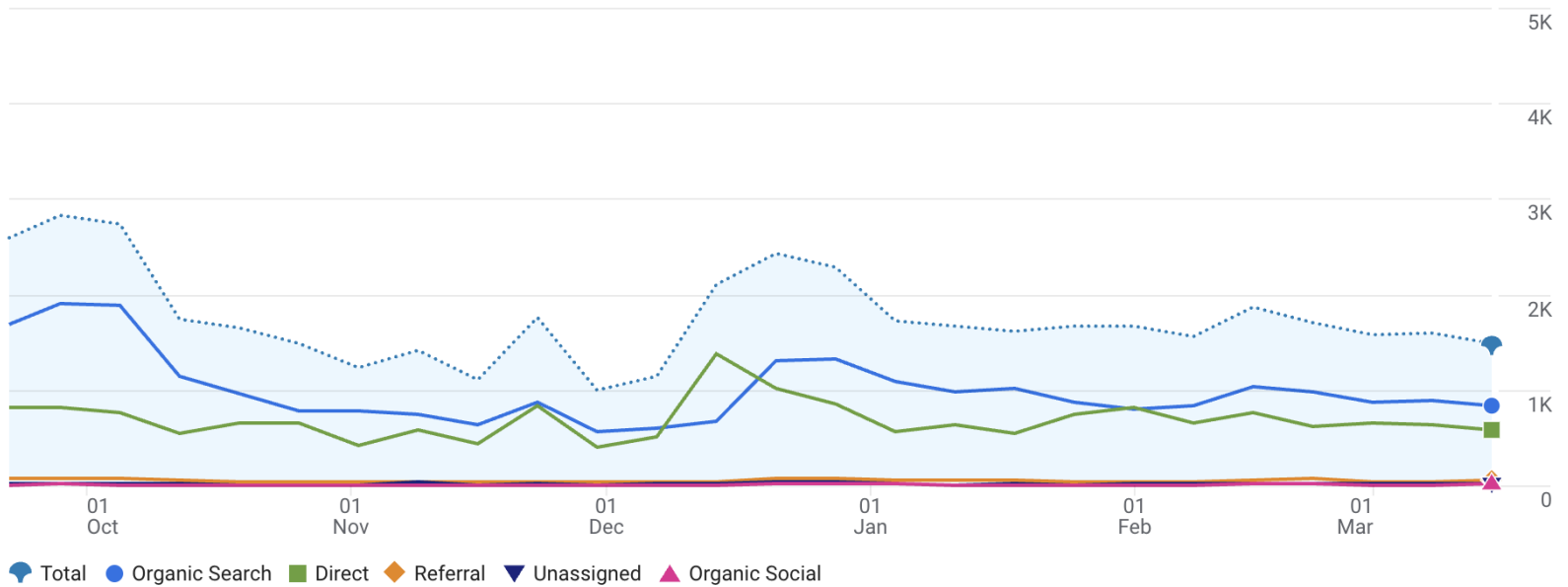
138,357



# Fall/Winter Comparison Report

September 22, 2025 – March 20, 2026  
*Compare*  
 September 22, 2024 – March 20, 2025

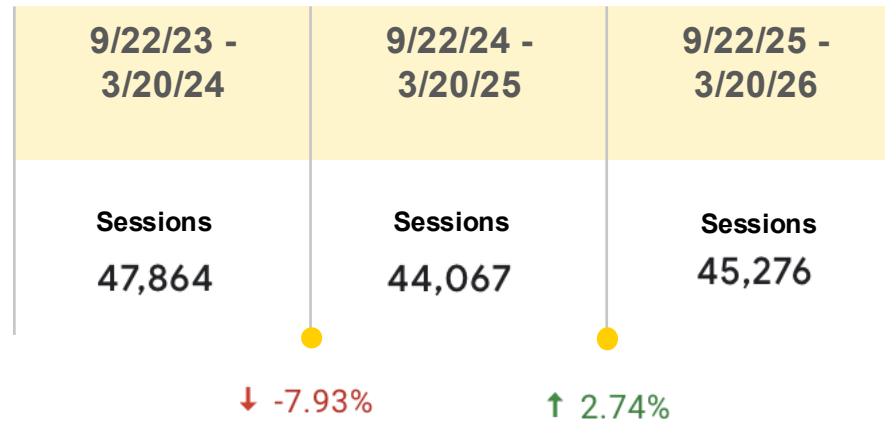
**Total Sessions** 45,276  
 vs. 44,067  
 ↑ 2.74%



Traffic remained stable year-over-year, with continued reliance on organic search and consistent seasonal patterns.



# 3 Year Seasonal Traffic Trends



Variations year-to-year are influenced by external factors like snowpack, weather, and current events, but overall patterns remain consistent.



# Historical Comparisons Are Limited

## Google Analytics Transition

- Google sunsetted Universal Analytics in 2023
- All reporting now runs through GA4 (Google Analytics 4)
- Historical data was not carried over due to differences in reporting.

## What This Means

- Historical comparisons prior to 2023 provide directional context, but GA4 introduces a new measurement framework.



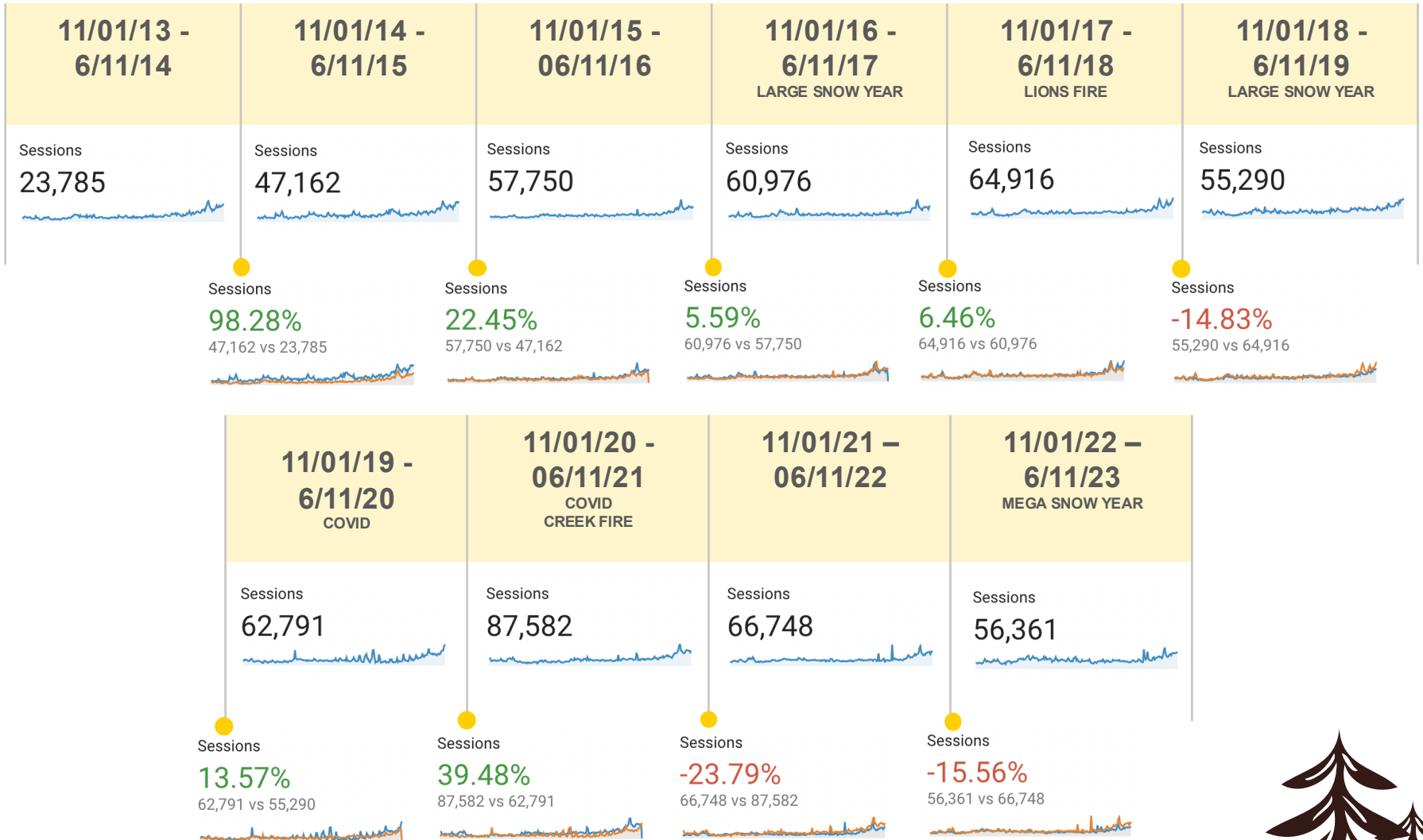
# Archived Traffic Trends (Pre-GA4)

The next slide includes year-by-year comparisons from legacy Google Analytics data, originally presented in a past report.

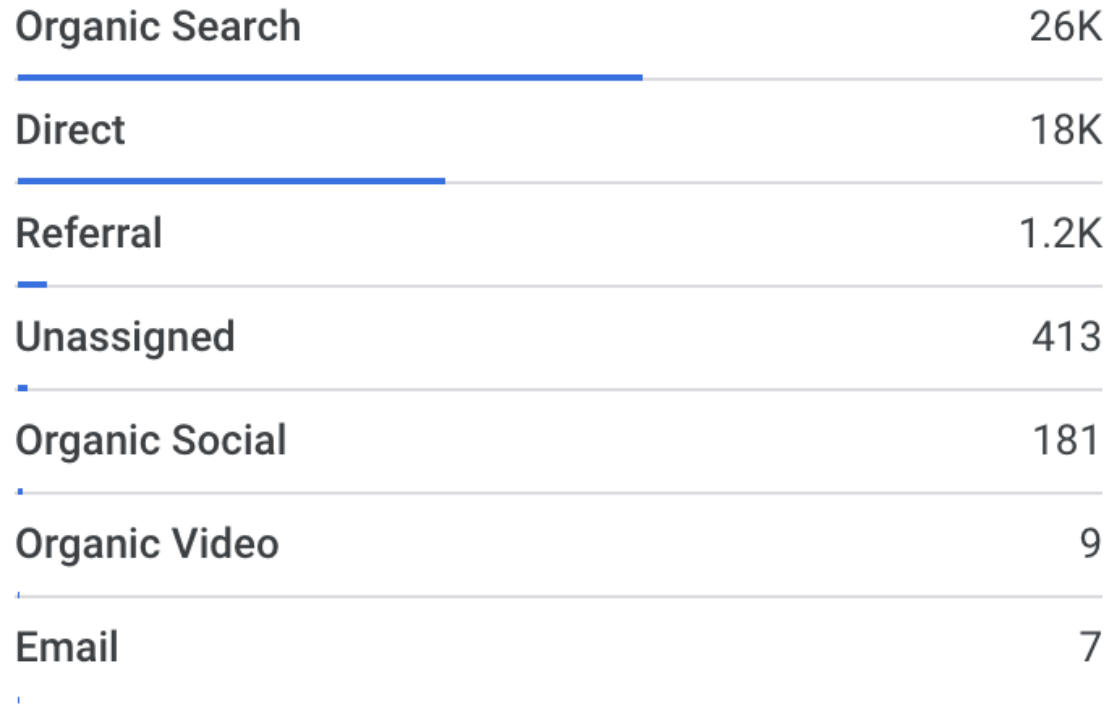
While the **dates don't align exactly with this season** and the data may not reflect **current GA4 tracking standards**, this snapshot can still provide useful context.



# Archived Traffic Trends (Pre-GA4)



# How Are People Finding Us?



- Search is the primary driver of discovery (57% of traffic)
- Direct traffic suggests strong return usage and site familiarity
- Referral traffic, while smaller, represents good-value partner engagement



# Referral Traffic

September 22, 2025 – March 20, 2026

	Total	1,222 100% of total
1	<a href="http://townofmammothlakes.ca.gov">townofmammothlakes.ca.gov</a>	287 (23.49%)
2	<a href="http://monocounty.ca.gov">monocounty.ca.gov</a>	108 (8.84%)
3	<a href="http://chatgpt.com">chatgpt.com</a>	91 (7.45%)
4	<a href="http://mammothsnowman.com">mammothsnowman.com</a>	81 (6.63%)
5	<a href="http://sierrameadowsranch.com">sierrameadowsranch.com</a>	73 (5.97%)
6	<a href="http://visitcalifornia.com">visitcalifornia.com</a>	65 (5.32%)
7	<a href="http://nordic-pulse.com">nordic-pulse.com</a>	59 (4.83%)
8	<a href="http://visitmammoth.com">visitmammoth.com</a>	57 (4.66%)
9	<a href="http://mltpa.org">mltpa.org</a>	51 (4.17%)
10	<a href="http://monocounty.org">monocounty.org</a>	20 (1.64%)



# Top 20 Pages

## September 22, 2025 – March 20, 2026

<input type="checkbox"/>	1	/	6,421 (14.18%)
	2	(not set)	1,874 (4.14%)
<input type="checkbox"/>	3	/trails	895 (1.98%)
<input type="checkbox"/>	4	/activity/36/off-highway-vehicles	791 (1.75%)
<input type="checkbox"/>	5	/trail/4/crystal-lake-trail	741 (1.64%)
<input type="checkbox"/>	6	/trail/14/horseshoe-lake-loop	700 (1.55%)
<input type="checkbox"/>	7	/activity/15/snow shoeing	643 (1.42%)
<input type="checkbox"/>	8	/trail/30/town-loop	606 (1.34%)
<input type="checkbox"/>	9	/activity/40/cross-country-skiing	605 (1.34%)
<input type="checkbox"/>	10	/trail/57/convict-lake-loop	587 (1.3%)

<input type="checkbox"/>	11	/trail-conditions	560 (1.24%)
<input type="checkbox"/>	12	/trail/78/rainbow-falls-trail	540 (1.19%)
<input type="checkbox"/>	13	/destination/30/twin-lakes	536 (1.18%)
<input type="checkbox"/>	14	/trail/64/heart-lake-trail	535 (1.18%)
<input type="checkbox"/>	15	/activity/37/dog-sledding	473 (1.04%)
<input type="checkbox"/>	16	/trail/68/inyo-craters-trail	462 (1.02%)
<input type="checkbox"/>	17	/trail/9/duck-pass-trail	456 (1.01%)
<input type="checkbox"/>	18	/trail/93/winter-access-corridor-lakes-basin	445 (0.98%)
<input type="checkbox"/>	19	/trail/25/panorama-dome-trail	438 (0.97%)
<input type="checkbox"/>	20	/trail/8/lakes-basin-path	408 (0.9%)

“(not set)” is a standard label for visits where full page details aren’t passed through — often from app links, redirects, or privacy settings that limit tracking.



# Top 10 QR Pages

September 22, 2025 – March 20, 2026

<input type="checkbox"/>	1	/qr/TML/6.89/a	49 (9.72%)
<input type="checkbox"/>	2	/qr/LTT/0.03/a	28 (5.56%)
<input type="checkbox"/>	3	/qr/MCP/0.02/a	28 (5.56%)
<input type="checkbox"/>	4	/qr/TLP/001/a	27 (5.36%)
<input type="checkbox"/>	5	/qr/LBP/5.31/a	19 (3.77%)
<input type="checkbox"/>	6	/qr/Interp/G2	18 (3.57%)
<input type="checkbox"/>	7	/qr/Interp/G1	15 (2.98%)
<input type="checkbox"/>	8	/qr/LBP/3.56/a	14 (2.78%)
<input type="checkbox"/>	9	/qr/LFC/0.03/a	14 (2.78%)
<input type="checkbox"/>	10	/qr/Interp/G6	13 (2.58%)

1. Hayden Cabin Museum Trailhead
2. Hole in the Wall
3. Mammoth Creek Park Trailhead
4. Twin Lakes Vista
5. Horseshoe Lake Trailhead
6. A Story of Fire and Ice
7. A Portal to the Lakes Basin
8. Lakes Basin Path at Pack Station
9. Twin Lakes Campground
10. These Rocks Can Talk

**Users are engaging with trail content directly from physical locations, bridging digital and on-site experiences.**



# Spring/Summer 2026

## Seasonal Transition

### TRAILS

Mammoth Rock Trail Connector  
Meadow Trail  
Meadow Trail Connector  
Hot Creek Trail  
Black Bear Run  
Convict Lake Loop  
Town Loop  
Mammoth Rock Trail  
Panorama Dome Trail  
Sherwin Lake Trail  
Earthquake Fault  
Shady Rest Trail  
Agnew Wildflower Loop  
Lakes Basin Path  
Coldwater – George Trail  
Duck Pass Trail  
Mountain View Trail  
Mountain Vista Trail  
Shady Rest Path

### DESTINATIONS

Sherwin Meadows Trailhead  
Skatepark  
Twin Lakes  
Shady Rest Park  
Trails End Park  
Twin Falls Overlook  
Convict Lake  
Coldwater Creek  
Lake George  
Horseshoe Lake  
Sherwins Lake  
Earthquake Fault  
Panorama Dome  
Minaret Vista  
Sherwins Vista  
Welcome Center

### ACTIVITIES

Adaptive Options  
Climbing  
Fishing  
Off Highway Vehicles  
Equestrian  
Paddleboarding  
Swimming  
Skateboarding  
Wildflower Viewing  
Fishing  
Hiking  
Running  
Mountain Biking  
Motorized Trail Riding  
Boating  
Biking



# Thank You !

