



FY2024-25 STRATEGIC PLAN

MLT BOARD MEETING | JUNE 5, 2024



STATE OF THE MLT BUSINESS



WHERE HAVE WE BEEN IN FY 23-24

- The Real Unreal campaign has been well received but maybe not be as straightforward as it should be about stewardship and responsible travel
- LATE start to summer 2023 (Tioga Pass, Lakes Basin, Devils Postpile)
- Summer 2024 starting off much earlier which will help finish FY23-24 strong
- Despite massive snow challenges and late summer start, we saw strong business and government revenues continue with visitation and revenues up 10-18% for Aug–Oct
- TBID renewed for new five-year term (2023-28)
- MLT contract renewed with TOML for three years 2023-26
- New, need-time, Tier 1 event OCR world championships did not meet expectations in year one, but we feel this is a long-term game and it did help us achieve our first \$1m October TOT month ever (renegotiated rate for Oct. 2024)
- Slow start to winter 2023-24 has us behind slightly for TBID but still well ahead of TOT





GOALS OF ORGANIZATION

Continue to Drive Responsible Tourism

1

**Foster a Symbiotic
Partnership with the
Community**

2

**Educate Visitors
about Community
Impact**

3

**Support Residents,
Businesses & TOML
during Slow Periods**

GOAL #1:

Foster a symbiotic partnership between residents, TOML, businesses & visitors (aka Community)

Strategy – “Community” Engagement – *Listen & Learn*

- Continue gathering resident input on challenges, opportunities, and successes through sentiment studies, focus groups, Visit CA/JLL strategic initiative and other research
 - Determine community values that should be reflected throughout our work
 - Help participants understand that they have a role to play in shaping the future of our community
- Have both staff and board members conduct regular 1-1 meetings in the community
- Listen to ideas from community partners and purposefully integrate them into MLT projects and initiatives
- Work with the community leaders to identify infrastructure needs which MLT can support to mitigate visitation impacts

GOAL #1:

Foster a symbiotic partnership between residents, TOML, businesses & visitors (aka Community)

Strategy – “Community” Engagement - *Share*

- Develop and clearly articulate mission, vision, and values to the community on a regular basis
- Use our collective voice to make tourism a driver for change by using our platforms for community and environmental issues and education in addition to traditional marketing
- Demonstrate ways that visitors, and locals, are partners through local campaigns and partnerships – define the symbiotic relationship and provide examples of the overlap
- Recognize locals as brand ambassadors
- Develop a “powered by tourism dollars” campaign directed at community education of projects funded, and made possible, by visitation revenues

GOAL #1:

Foster a symbiotic partnership between residents, toml, businesses & visitors (aka Community)

Strategy – “Community” Engagement - *Deliver*

- Develop solid numbers and figures from the visitor profile study and other documents to confidently reference when working with the community
- Build out and better define sustainable tourism in our town – create a stewardship committee and comprehensive plan including working closely with TOML and other key agencies on stewardship messaging
- Continue to elaborate on the community’s key message – being good stewards of the land, to continue to develop stakeholder support
- Develop a three-year strategic plan that addresses community goals and concerns
- Utilize data from resident sentiment study, create actionable steps to address concerns

GOAL #2:

Educate people regarding their impacts on our entire community and environment

Strategy – Education

- Grow the visitor guide as an education tool both online and in print
- Continue to heavily promote stewardship and behavior expectations, including developing partnerships with regional and national NGOs
- Participate in discussions, efforts, partnerships that help mitigate visitation impacts on the community and our environment
- Evolve the Real Unreal campaign based on community feedback and develop sub-campaigns to push the message both to locals & visitors
- Communicate our efforts & ask for feedback
- Working together as a team - International Marketing & Sales, PR & Marketing to communicate the organization's strategic plan bi-annually to key stakeholder groups (Town Council, NGO's, Lodging Association etc.)

GOAL #3:

Support residents, businesses and TOML by creating opportunities during slower periods

Strategy – Drive Need-Time Visitation

- Utilizing data, support efforts in key international markets
- Encourage/support special events with an emphasis on non-peak times and green initiatives
- Optimize visitation – quality versus quantity, including evaluating marketing spend by season
- Pivot messaging when need-time unexpectedly occurs in peak time (such as drought winters, forest closures, fires/smoke, economic disruptions)
- Continue focus on mid-week visitation, establishing longer length of stay & less impacts
- Focus efforts on shoulder season visitation (spring and fall)
- Increase collaborative opportunities that the local business community can participate in – both through sales and marketing efforts



EXECUTIVE BUDGET SUMMARY





FUNDING & BUDGET CALLOUTS

- Added two new key, and much needed positions to the MLT team
 - Content Marketing Manager
 - Marketing Coordinator
- Added back in Chinese agency representation
- Create a community engagement plan – new director hired
- Investment into community engagement marketing
- Strategic planning session for MLT board and team
- Increased funding for air subsidy and service
- Compiling infrastructure support dollars to work with TOML



STRATEGIC PLAN FRAMEWORK & APPROACH



FY25 PLANNING FRAMEWORK



FY23/24 PLANNING FRAMEWORK	FALL	WINTER	SPRING/SUMMER	AIR SERVICE
Impact Timing	September – November	December – Mid-April	Mid-April – August	Winter & Spring/Summer
Business Goal	Achieve Consistent \$25M in Annual TOT Revenue by FY24/25; 12-Months TOT Viability			
Marketing Objectives	Local Community Outreach			
	Educate Visitors on Responsible / Sustainable Tourism			
	Quality Visitation = Maintain/Increase Length of Stay & Visitor Spending			
	October & November TOT Viability (\$1M)	Increase Mid-Week Visitation Increase Far Market Visitation	June TOT Increase May TOT Viability (\$1M) Increase Mid-Week Visitation	Increase Load Factor

BRAND ATTRIBUTES



FUNCTIONAL

- An authentic mountain destination
- Vast national forest, diverse terrain, pockets of wonder, many vacations in one
 - More space to roam; less dense
- Exhilarating environment and activities
- Pristine, natural beauty – not just nature but pure nature, natural and unrefined
- Unique local culture

EMOTIONAL

- Unique in character/feeling, down to earth, real
- Grounded/centered/humbled - out of the chaos
- Extraordinary sense of awe, wonder and feelings of exhilaration
 - Leaves a lasting impression on you; recreation that allows you to recreate yourself
 - Feeling of being truly alive, truly well, living life fully
 - Exciting every time, not just the first time
- Carefree feeling of letting go

BRAND POSITIONING



CONSUMER NEEDS

A strong desire to be in a constant state of wonder (bored of anything ordinary). Looking for an authentic mountain experience.

Restoration and a sense of mental and physical well being only gained through being in nature.

Pure enjoyment of nature - feelings of awe and exhilaration, no matter the activity.

MOTHER NATURE'S ADVENTURELAND

MAMMOTH LAKES BRAND

Rustic, rugged, unrefined Mammoth Lakes is a mountain destination that is both down to earth and otherworldly. With vast scenic splendor and pockets of wonder, its pure nature inspires awe and offers a backdrop for exhilarating activities no matter the season.

What sets us apart (from comp set): You don't know until you go; a must see for yourself to satisfy your wonderlust.

Why it works: Allows us to continue to grow beyond California; intrigue & desire to check off the bucket list. Continues to provide a strong connection to the importance and value of sustainable/responsible travel.

Brand Character: Down to earth, rugged, confident, genuine, relatable

CREATIVE MESSAGING STRATEGY



THE REAL UNREAL

BRAND

It's so incredible,
you have to see it to
believe it.

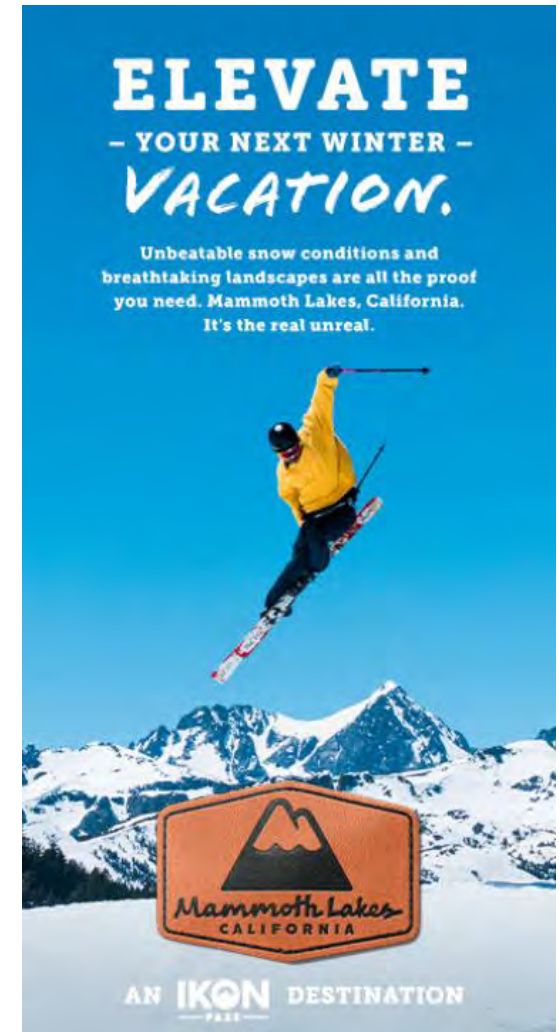
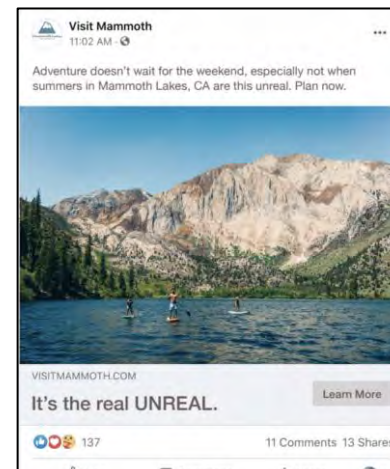
STEWARDSHIP

It's so incredible,
you have to protect it
no matter what.

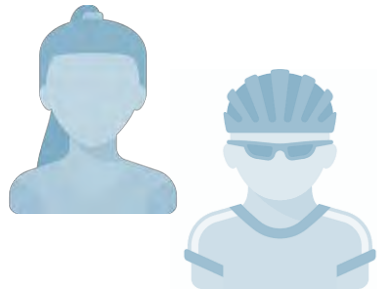
BRAND CAMPAIGN



- Evolve the **Real Unreal** campaign to focus messaging more directly on stewardship
- Continue to drive midweek air service and visitation
- Develop an in-market campaign extension educating visitors about how to behave responsibly while in destination

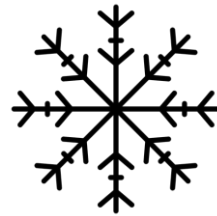


TARGET AUDIENCES



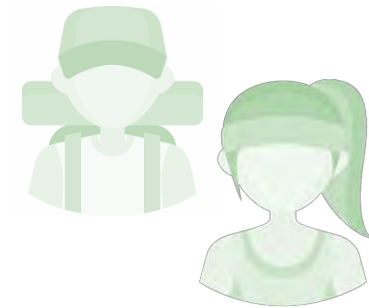
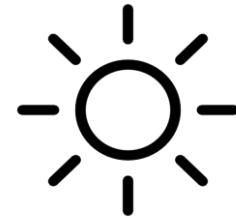
NATURE ENTHUSIASTS WITHOUT KIDS

Fall Colors, Scenic Drives,
Hiking, Nature Walks, Fishing



SNOWSPORTERS WITH & WITHOUT KIDS

Skiing (Cross Country or Downhill),
Snowboarding or Snowmobiling



OUTDOOR ACTIVES WITH & WITHOUT KIDS

Hiking, Scenic Drives, Bicycling,
Boating, Canoeing, Kayaking, Fishing

KEY IMPACT TIMING



BRAND

Year-round

FALL SEASON
September-October

WINTER SEASON
November-April

SPRING/SUMMER SEASON
May-August

AIR SERVICE

INTEGRATED PROGRAM PLANNING & EXECUTION



All teams working together to amplify the Brand message, which strengthens consumers' awareness, consideration and intent to travel to Mammoth Lakes.

**DETAILED PROGRAM PLANS
OUTLINED IN THE NEXT SECTION**



MEASUREMENT



BENCHMARKS

Set for day-to-day guidance to determine:

1. How we are doing
2. What can we do to improve our performance

REPORTING

Analysis and optimization of KPIs/goals that focus on SMART data:

1. Specific
2. Measurable
3. Achievable
4. Realistic
5. Time-Sensitive

RESEARCH

Ongoing research to report on overarching program, including:

1. Ad Effectiveness Studies
2. Visitor Volume / ROI Studies
3. Seasonal Air Service Studies
4. Monthly Symphony Dashboards

TOT GOAL, TBID GOAL, AIR CAPACITY

PROGRAM PLANS & BUDGETS



A woman in an orange jacket and green hat is hiking on a wooden boardwalk through a lush green forest. She is smiling and looking towards the camera. A large dog, possibly a husky, is running alongside her on the boardwalk. In the background, a man in a brown hat and dark jacket is also hiking. The scene is bright and sunny, with tall grass and dense evergreen trees.

DOMESTIC CONSUMER PROGRAM



PAID CHANNELS



Business Objectives

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

Increase flight load factor in core near and far markets

Educate consumers on responsible travel prior to arrival

Media Objectives

Drive awareness, consideration, and intent to travel to Mammoth Lakes in key near and far markets

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

Provide paths that drive passthrough / conversion (intent) through flight exploration

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

Utilize midweek and air service messaging to drive high intent users to travel midweek and/or search for flights.



FULL-FUNNEL MEDIA APPROACH

Awareness: Inspire new audiences, while maintaining top of mind awareness amongst familiar audiences to fill the funnel.

Brand Awareness:
OOH, Rich Media, Custom Content, Video, Stories

KPIs: Reach, Impressions, Views, View Rate

Consideration: Build preference among audiences through education, driving qualified traffic to the website.

Traffic Driving:
Social, Display, Native

KPIs: Clicks, CTR, CPC

Secondary metrics:
Sessions/Engaged Sessions, Duration

Intent: Connect interested prospects with destination partners and booking opportunities.

Intent:
Native, Social, SEM

KPIs: Partner handoffs, Airline Referrals



SAMPLE MEDIA PARTNERS

A multimedia approach connects target markets with multiple messaging touchpoints.



VIDEO & AUDIO

- Drive awareness using video across devices using multiple partners
- Target MLT brand audience and lookalikes
- Seed retargeting pools for added engagement



SOCIAL

- Reach prospective travelers through social channels where consumers spend significant amounts of time
- Target established MLT segments as well as lookalikes of web visitors
- Retarget site visitors and video viewers where possible



PROGRAMMATIC

- Reach prospects through affinity targeting or predictive targeting
- Incorporate mobile rich media to drive engagement
- Native style units to drive site traffic



SEARCH

- Include Aseasonal Brand, Activities, and Accommodation terms and Summer-specific and Yosemite terms
- Inclusion of competitive terms is not recommended



FALL CAMPAIGN FRAMEWORK

MEDIA	
Flighting	Mid-August – October
Target Audience	Nature Enthusiasts (w/o Kids)
Target Markets	<ul style="list-style-type: none">• California & Nevada Base• Spot Markets: LA, San Diego, San Francisco, Las Vegas, Sacramento
Budget	\$250,000
CREATIVE	
Key Messages	<ul style="list-style-type: none">• Responsible/Sustainable Travel• See Fall Colors (End-Sep through Early Oct)• Off The Beaten Path• Wellness/Nature is Nurture• General Offers
Creative Assets	<ul style="list-style-type: none">• Real Unreal Brand Campaign• Fall Seasonal w/ Responsible Travel tie



WINTER CAMPAIGN FRAMEWORK



MEDIA	
Flighting	<ul style="list-style-type: none"> • CA/NV: October – Mid-April • Denver: October – February • Northeast: October – February
Target Audience	Snowsporters (with & without Kids)
Target Markets	<ul style="list-style-type: none"> • California & Nevada Base (Mid-Week Push) • Spot Markets: NorCal, Nevada, Denver, Northeast, Houston
Budget	<ul style="list-style-type: none"> • CA/NV: \$375,000 • Denver: \$175,000 • Northeast: \$480,000
CREATIVE	
Key Messages	<ul style="list-style-type: none"> • Responsible/Sustainable Travel • Ski & Snowboard California • Mid-Week Offers
Creative Assets	Winter Seasonal w/ Responsible Travel tie



SUMMER CAMPAIGN FRAMEWORK



MEDIA	
Flighting	Mid-April – August
Target Audience	Outdoor Actives (with & without Kids)
Target Markets	<ul style="list-style-type: none"> California & Nevada Base Spot Markets: LA, San Francisco, Sacramento, San Diego, Las Vegas
Budget	\$400,000
CREATIVE	
Key Messages	<ul style="list-style-type: none"> Responsible/Sustainable Travel Off The Beaten Path Wellness/Nature is Nurture Mid-Week Offers
Creative Assets	<ul style="list-style-type: none"> Real Unreal Brand Campaign Spring/Summer Seasonal w/ Responsible Travel tie



AIR SERVICE CAMPAIGN FRAMEWORK



MEDIA	
Flighting	Within Winter & Spring/Summer Campaigns
Target Audience	Match Seasonal Targeting
Target Markets	<ul style="list-style-type: none"> • Winter: SoCal (Carlsbad), LA, San Francisco, Denver, Northeast • Spring/Summer: SoCal (Carlsbad), LA
Budget	Included within Seasonal Budgets (approx. \$340K)
CREATIVE	
Key Messages	<ul style="list-style-type: none"> • More Service Offerings & Reliability • Spend More Vacation Time on Your Vacation
Creative Assets	<ul style="list-style-type: none"> • United (SFO, Denver, Northeast) • Advanced Air (Carlsbad, LA)



FY24/25 BUDGET FOR BRAND STRATEGY, CREATIVE & MEDIA



Paid Media	\$1,700,000
Fall (Sep, Oct)	\$ 250,000
Winter - CA/NV (Nov through Mid-Apr)	\$ 375,000
Winter - Denver (Mid-Oct through Feb)	\$ 175,000
Winter - Northeast (Mid- Oct through Feb)	\$ 480,000
CA Visitor Guide	\$ 20,000
Summer FY23/24 Continuance (Jul, Aug)	\$ 150,000
Summer FY24/25 (Mid-Apr, May, Jun)	\$ 250,000
Production	\$ 75,000
Seasonal Campaign Asset Execution	\$50,000
In-Market Stewardship Asset Execution	\$25,000

Research	\$ 101,000
Agency Fees	\$ 303,000
Annual Program Management	\$170,000
Seasonal Campaign Concepting & Development	\$65,000
In-Market Stewardship Concepting & Development	\$68,000
Creative Development	\$35,000
Mammoth Lakes Tourism Storytelling Guide	\$35,000
Billable Travel & Misc.	\$ 25,000
Unplanned / Contingency (includes Awards)	\$ 15,000
Travel	\$ 10,000
TOTAL	\$2,239,000

OWNED CHANNELS



NEW WEBSITE LAUNCH



Revamped Visit Mammoth website launched in November 2023 to align with the new "The Real Unreal" brand campaign, enhancing user experience and community resource access.

Design & Creativity

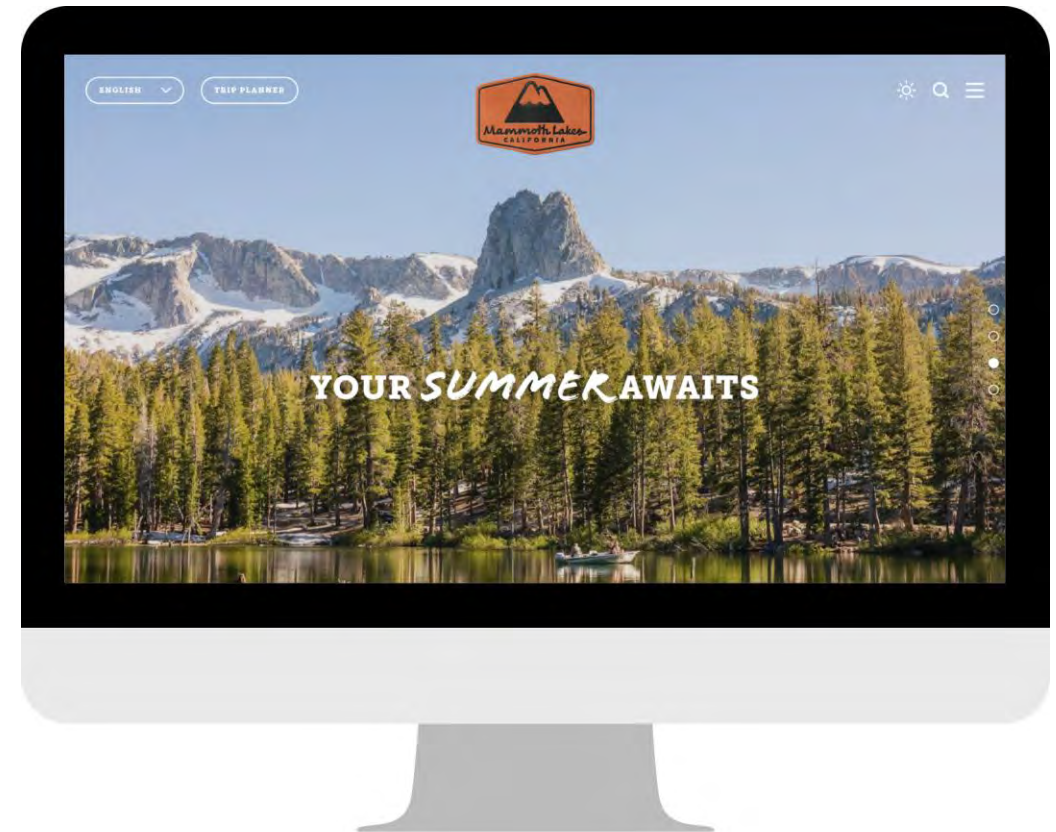
- Outdoor lifestyle brand-inspired design with large-scale, cinematic imagery and engaging animations to captivate visitors and highlight local businesses.

Objectives & Goals

- Promote sustainable tourism
- Create immersive user experiences
- Offer personalized trip planning
- Improved web navigation and blog design.
- Enhance business & event listings.
- Streamline local business and event submission processes
 - iDSS API Integration

Data-Driven Approach

- Leveraged data and analytics for decision-making, improving content discoverability, optimizing search performance, and capitalizing on high-value keyword opportunities to increase organic traffic.





WEBSITE CONTENT PROGRAMS

Sustainability

- Continue to support “The Real Unreal” campaign and #KeepMammothUnreal with sustainability messaging throughout a website users experience
 - Meet guests at the beginning of their planning stages with the “Pre-Arrival Guide”
 - Create and update (as needed) sustainability content (pre-arrival guide, responsible recreation, giving back, Mammoth promise)

Air Service Information & Deals

- Continue to promote summer & winter air service through pages, blogs, & CTAs

Midweek & Shoulder Season Visitation

- Continue to highlight content to promote midweek visitation during the winter and shoulder seasons

Growth Marketing

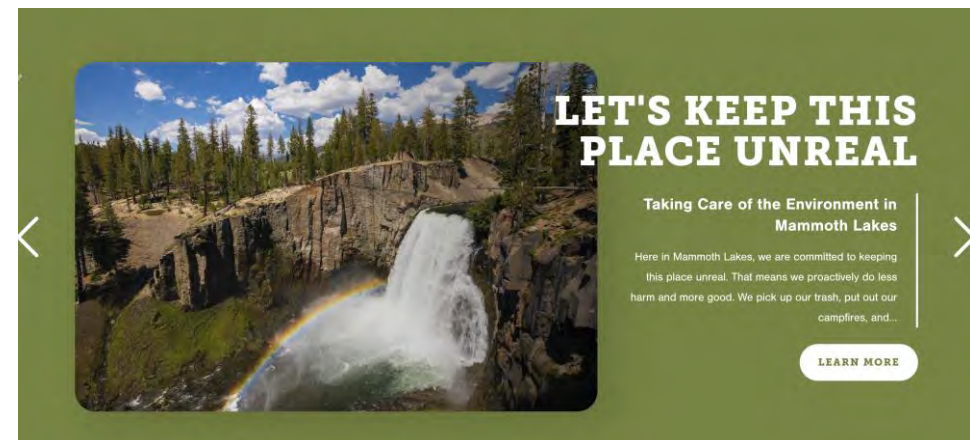
- Continue Growth Marketing Contract
 - Monthly Editorial Calendar for content & SEO

Interactive Homepage Map

- Integrate an interactive map that dynamically displays the location of Mammoth Lakes, by providing detailed geographical context, and navigation options to attract and assist potential visitors.

CrowdRiff Content

- CrowdRiff Reels Gallery and Single Embed with strategic CTAs and Google Locations
 - Enhance engagement and increase time on-site
 - Showcase local attractions and facilitate visitor planning



FY24/25 OWNED CHANNEL CONVERSIONS



How are we driving people to local businesses?

Website Pass-Throughs

- Pass-Throughs 297,976 YTD
- 23.97% Increase YOY

Looking Ahead

- Drive more pass-thrus to partners with continued internal linking strategy, overall pageview growth and interactive map features

Visitor Guide

- Use of QR Codes
- Push visitors back to website for deeper experience and content

Looking Ahead

- Continue to develop new content and distribution channels.





OWNED NEWSLETTERS

- All newsletters are now integrated with the new website for easier growth & tracking through the CRM iDSS
- Use newsletters to promote sustainability, local businesses, events, and promote long term trip planning
- 56% open rate FY 23/24
- Grow email distribution lists by 10% across the board
- Utilize current social channels to promote newsletter signups
- Local-facing
 - 5-in-5 – weekly
 - Tourism Insights – monthly
 - Occupancy report -- weekly
- Visitor-facing
 - Visitor newsletter – monthly
 - Fall colors – monthly August-November, season-dependent
 - Fishing – monthly beginning in April

INSPIRATION FOR YOUR ADVENTURE



SOCIAL MEDIA



Instagram

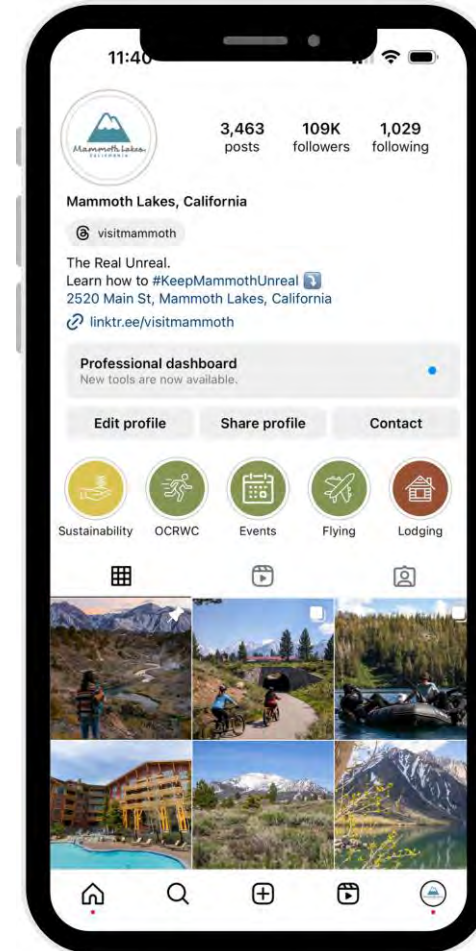
Instagram serves as a platform to spotlight Mammoth Lakes, showcasing its unreal landscapes, experiences, and sustainability messaging to #KeepMammothUnreal.

Tactics

- Consistent Organic Content
 - In-House & User Generated Content (UCG)
- Targeted Boosted Posts to support important messaging
- Key Content Pillars
 - Education/ Sustainability
 - Local Businesses
 - Air Service
 - Events
 - Aspirational

Looking Ahead

- Continue to engage with users through authentic content
- Work with local stakeholders to co-create content
- Collaborate with Influencers & Content Creators
 - Create compelling and visually appealing short videos that showcase the area and our sustainability efforts



SOCIAL MEDIA



Facebook

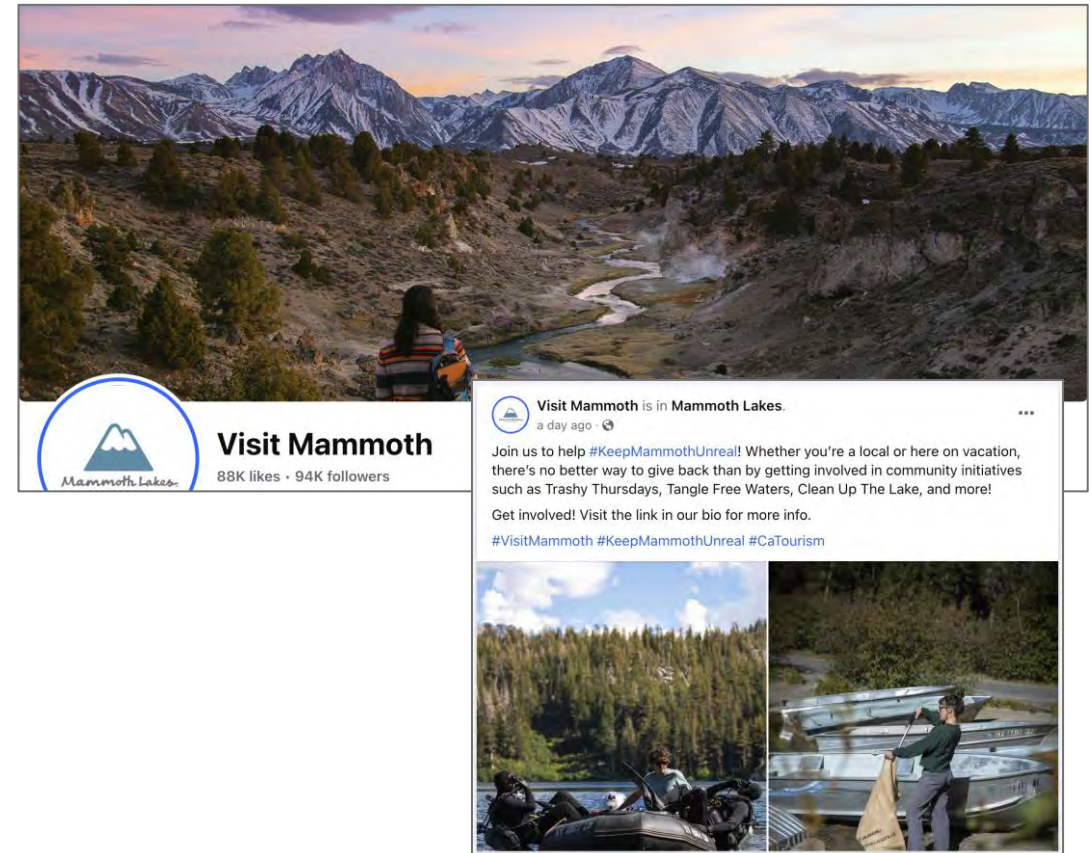
Facebook serves as a community hub for Mammoth Lakes, connecting visitors with local experiences, events, and sustainability initiatives to inspire and engage #KeepMammothUnreal.

Tactics

- Continue to support local marketing efforts and campaign videos
- Platform to share upcoming events, news, & general updates
- Accurate & timely crisis communications

Looking Ahead

- Support community engagement messaging (as needed)
- Continue to push "Sustainability" efforts & how others can get involved.
- Continue to inspire targeted visits



SOCIAL MEDIA



Influencers & Local Ambassadors

Engage local and niche travel influencers to create authentic, visually captivating content showcasing Mammoth Lakes businesses, activities, events and more leveraging their follower base to enhance brand visibility.

Looking Ahead

- Partner with at least four Influencers & Content Creators with a primary focus on:
 - Off-season visitation
 - Air service promotion
 - Sustainability
- Create a Local Ambassador program for event season
 - Enhance on-site event coverage
 - Authentic promotion and outreach for upcoming events



SOCIAL MEDIA



TikTok

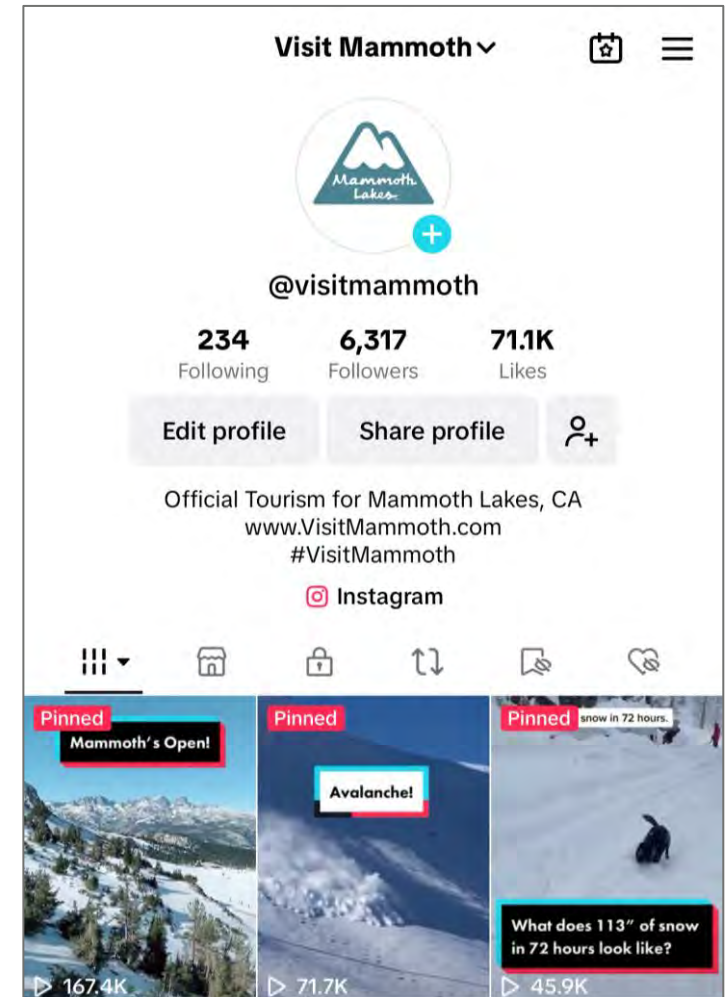
Reengage, as we went dark due to not having access for an extended period of time.

Why Tik Tok?

- It's increasingly being used as a search platform, especially among younger demographics.
- Over 40% of Americans use TikTok as a search engine, and 43% of users get news from the platform
- Tutorials are the most popular type of content, preferred by 62% of users

Tactics

- Use to share “updates” (news) on snow, fall colors, etc
- Use tutorials to:
 - Education on sustainability
 - Create listicles to highlight local businesses, events, things to do



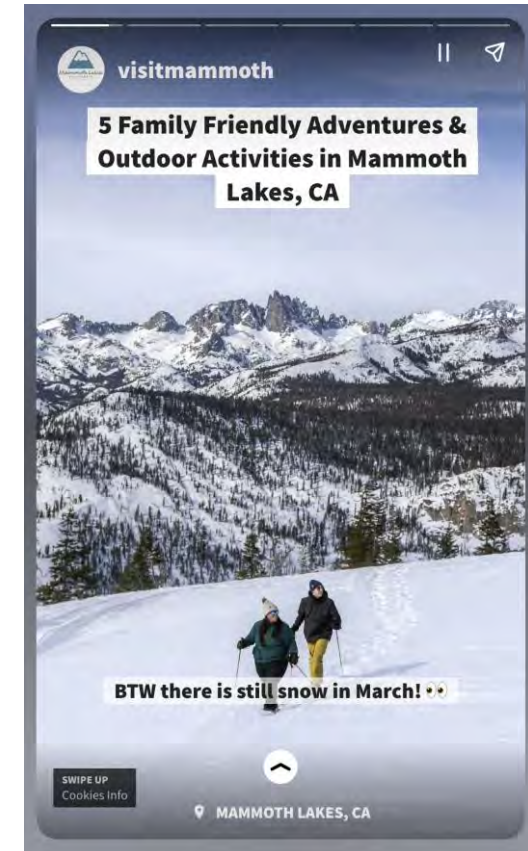
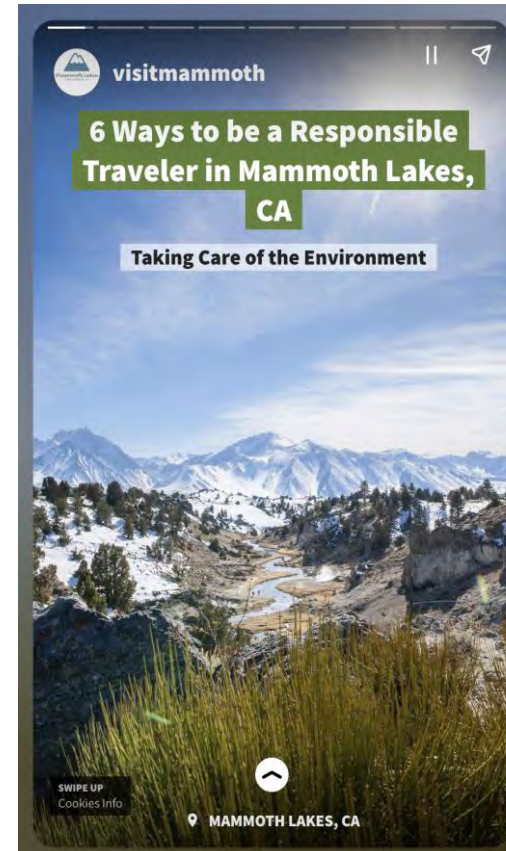
SOCIAL MEDIA



VCA Stories

Visit California web hosted stories continue to grow

- Visit California partnership that gives the opportunity to be featured on VC website
- Allows web/social cross over & increases engagement time
- Sustainability messaging is highlighted
- Evergreen content that is searchable on google
- Geo locations give direct recommendations & activities





TECHNOLOGY, WHAT'S NEXT?

Website & Social Media

As technology continues to advance, so do we.

AI Integration

Integrate Chat AI for personalized trip planning before & during visit

- Provide real-time assistance with activities, accommodations, and events
- Streamline interactions and reduce response times for users

GUIDEGEEK
AI Travel Assistant

ABOUT RECENT QUESTIONS FOR DESTINATIONS PRESS

GUIDEGEEK IS A NEW WAY TO PLAN AND BOOK TRAVEL.

Curated Knowledge
Built on OpenAI, **GuideGeek** gives you the collective knowledge of the entire internet, curated by the human travel experts at **Matador Network** - the world's largest independent travel publisher.

Free
GuideGeek is FREE. You can use GuideGeek on WhatsApp and Instagram Messenger.

Instant
Just tell GuideGeek where you're interested in traveling and it will instantly advise you on the best places to stay, eat, party, and explore, giving you insights and tips along the way that can help you save money, avoid crowds, and get the most out of your travels.

LOCAL MARKETING





LOCAL - Marketing Program Goals

- Town business marketing and communication
- Optimize business listings on website by educating how utilize built-in web tools and continuing to grow the IDSS Business portal
- Work with the Community Engagement Director to develop more campaigns to promote town businesses, in-market stewardship messaging, and education on TBID dollars at work
- Work to promote events through local channels
- Plan and execute local marketing campaigns that include owned, earned, paid and town asset channels



[VisitMammoth.com/unreal](https://www.visitmammoth.com/unreal)



LOCAL - Stewardship Messaging

- Continue marketing campaign throughout town that educates visitors on responsible recreation and the Mammoth Promise utilizing local media, and organic and paid social channels.
- Work on collaborative efforts with the Town of Mammoth Lakes to educate on key concerns throughout the community
 - Includes video series, newspaper ads, radio PSAs, signage in key locations and in local businesses
- Tap into new local channels by partnering with local businesses, organizations, and land agencies.
 - Messaging on campground information boards, at trailheads, marinas, bus stops etc.
- Utilize social media channels to deliver additional stewardship messaging to our audiences.
- Continued support of Clean Up the Lake with matching fund push and educational messaging

LOCAL - Air Service Marketing

- Continue to educate surrounding communities on expanded service to BIH and MMH through continued regional marketing campaign through local and regional media channels.
 - newspaper ads, radio spots, paid social media, air mailers
- Continue outreach and promotion of the Locals' Discount program utilizing local media and social channels.
- Work with lodging properties to promote air service through each of their channels.
 - websites, booking confirmation and pre-arrival emails, "on hold" phone messaging, social media





PROMOTING LOCAL BUSINESSES

LODGING

- Continue to strengthen relationships within the Mammoth lodging community through participation in lodging association
- Collaborate with lodging community to enhance promotional opportunities within in-market advertising
- Provide opportunities to enhance guest opportunities and experience.
- Expand on current occupancy reporting

RESTAURANTS

- Strengthen relationship with the Mammoth restaurant community through participation in restaurant association Create and implement town-wide dining promotions through owned channels (web, newsletter, social media)and local paid media

RETAIL

- Create promotional Opportunities for retailers utilizing owned and local media channels
 - Examples: Made in Mammoth Gift Guide, Yiftee Mammoth Gift Card



A photograph of two hikers with large backpacks walking on a rocky trail. In the background, there is a large, dark, layered rock wall. The scene is set in a mountainous area with pine trees and a clear blue sky. A semi-transparent white banner is overlaid across the middle of the image, containing the text.

INTERNATIONAL CONSUMER, B2B & PR PROGRAMS





INTERNATIONAL RECOVERY

- **The primary goal is to further establish Mammoth Lakes / Mammoth Mountain in all international markets and expand our international visitation year-round**
- All international efforts are focused on future visitation and expanding the length of stay. Efforts are focused 12-24 months into the future
- International travelers visit in times of need, and are a driver of TOT / TBID
- International programs will be focused on consumer education, B2B trainings, and aspirational coverage in international media
- Re-enter the Chinese market with representation

INTERNATIONAL CONSUMER EDUCATION



- Profile Mammoth Lakes as **California's** premier, four-season, year-round alpine destination
- Promote Mammoth Lakes as key part of the Western Road Trip for spring, summer and autumn. Focus on promoting multiple night stays in Mammoth Lakes by using the destination as a “hub”
- Promote Mammoth Lakes & Mammoth Mountain as a **world class** destination ski resort. Focus on 5-7 nights stays



INTERNATIONAL B2B TRAININGS

- Train and educate travel trade partners on Mammoth Lakes' location, amenities, and activities
- Promote winter air service and connectivity with United Airlines and Advanced Air
- Continue to push out the message of Mammoth Mountain's length of season, and high quality of reliable snow / sunshine blend
- Continue to partner with VCA, Alterra, Mammoth Resorts, and local partners to host year-round trade FAM visits



INTERNATIONAL MEDIA

- Continue to supply media partners with fresh content, images, and story pitches that promote Mammoth Lakes as a year-round destination
- Continue to give international media interviews
- Continue to work with VCA, Alterra, Mammoth resorts and local partners to host media FAM visits





INTERNATIONAL PARTNERS

- Continue to work with Brand USA, Visit California, and the Alterra Mountain Co to promote Mammoth Lakes
- Continue to work with Mono County Tourism, the City of Bishop, Inyo County and MMSA to promote visitation to the Eastern Sierra and flight service into BIH and MMH
- Continue to train and educate MLT's international agencies to promote Mammoth Lakes as a year-round destination. Explore reopening MLT's China office



TRACKING INTERNATIONAL ROI

- Utilize the Symphony Dashboard to track international visitation, length of stay, movement / activities, and spend (VISA) within Mammoth Lakes and Mono County
- Track the value of all media placements (print / digital)
- Track the value of all Co-Op partnerships with international partners
- Continue to monitor international web traffic to VisitMammoth.com



FY24/45 BUDGET FOR INTERNATIONAL



International Programs	
Agency Fees	\$370,000
International Sales Mission, Expos	\$35,000
Staff Travel T/E	\$44,000
Memberships, Dues, Subscriptions	\$8,000
International Advertising, Co-Ops	\$12,000
FAM Hosting	\$22,500
Printing, Shipping	\$7,500
Promotional Items, Branded Swag	\$4,000
Sponsorships	\$2,000
TOTAL	\$505,000

COMMUNICATIONS PROGRAM



LOCAL COMMUNITY OUTREACH & ENGAGEMENT





COMMUNITY ENGAGEMENT

- Continue open dialogue with community members on what we need to do to balance our economic, cultural and sustainability needs
 - Residents
 - Business Owners
 - Second Homeowners
- Develop a comprehensive Community Engagement Plan
- Finalize the Visit CA regional strategic plan with JLL
- Work to help facilitate a Sustainable Destination Management Plan for the Town of Mammoth Lakes involving ALL stakeholders



COMMUNITY OUTREACH

- Community Engagement Director to meet with stakeholders to help determine needs and action items for MLT to assist them
- Expand on resident sentiment research that was started in 23-24
- Work to establish methods of communication with various stakeholder groups
- Continue to evolve local communications efforts
 - Community Coffee
 - Tourism Insights
 - 5-in-5
 - Annual Report

COMMUNITY COMMUNICATIONS



Continue to evolve local communications efforts

- Community Coffee
- Tourism Insights
- 5-in-5
- Annual Report
- Newspaper
- Radio
- Social Media
- In-person events



Mammoth Lakes Tourism 5-in-5 5/17/2024



Welcome to the 5-in-5, a weekly report on the latest in tourism news.

EARNED CHANNELS





EARNED CHANNELS

- From FY22/23-FY23/24: Increased placements from 233 to 694 (200%)
 - 305 snow-focused placements – not traditionally a focus
- Increased impressions from 5.7 billion to 8.2 billion (44%)
- Goal: At least 390 placements and 6 billion impressions



EARNED CHANNELS



SPRING/FALL

"Go now"

1. Fall colors
2. Spring wildflowers and waterfalls
3. Multi-sport days
4. Non-peak travel
5. 2 Influencers

WINTER

Winter sports and beyond

1. Air service
2. Off-mountain activities
3. Elevated F&B experiences
4. Mid-week travel
5. 1 influencer

SUMMER

"Hidden gems"

1. Air service
2. Multi-generational travel
3. Accessible adventures
4. Spreading out visitors
5. 1 influencer

TRADITIONAL MEDIA

- Prioritize in-house experiential media visits
- Organic incorporation of stewardship messaging and activities
- Connect traditional media with local constituents and subject matter experts
- Participate in hosted media events



INFLUENCERS & CREATORS



- Expansion of content creator program
- Create framework and itineraries that parallel traditional media visits
- Promotion of events in real-time
- Collaboration with Visit California and other DMOs
- Opportunities for in-person activations
- Four planned partnerships per year, up to eight reactive partnerships



ENDURANCE CRIB



- Revitalize content strategy
- Incorporation of athlete-influencers
- Establish as a resource for visiting athletes
- Promotion of local events via guest athletes
- Sponsorship of Mammoth Track Club



FY24/25 BUDGET FOR COMMUNICATIONS PROGRAM



Media FAM Trips	\$42,000
Staff Travel	\$9,950
Press Events	\$6,849
Dues/Subscriptions	\$525
Sponsorship	\$34,000
Crib Condo	\$33,280
Promotional & Community PR	\$96,900
PR Agency	\$84,000
TOTAL	\$307,504

SPECIAL EVENTS





SPECIAL EVENTS

- Develop new 2024-25 Special Event Grant Funding Guidelines & Grading System
 - Continue to share out information via social media, website, & event brochures
- Dedicated funding for special events for 2025 events season
 - Increasing grant funding to \$350,000 up 15% from the previous year

Continue to support the 2024 OCR World Championships, a Tier 1 event for fall, with a heavy focus on lodging education

Budget = \$50,000

- Design, posters, brochure and distribution, advertising & research

GENERAL & ADMINISTRATIVE



FY24/25 BUDGET FOR GENERAL & ADMINISTRATIVE



- 100% of wages and benefits have been moved into TBID Budget
- Staff wages have been right-sized based on a compensation study we participated in with 9 other like-sized DMO's
- Two new positions have been created and filled
- General and Administrative (Wages, Benefits & Overhead) flat to LY
- Two team members are going out on maternity leave in 2024-25



THANK YOU

