



MLT 2022-2023 ANNUAL REPORT

DECEMBER 6, 2023



WELCOME, ALL.



TODAY'S AGENDA



- Financial Overview
- Air Service
- Departmental Updates
 - Communications/PR
 - International Sales
 - Special Events
 - Local Marketing
 - Digital Marketing
 - Marketing
- TBID Annual Report

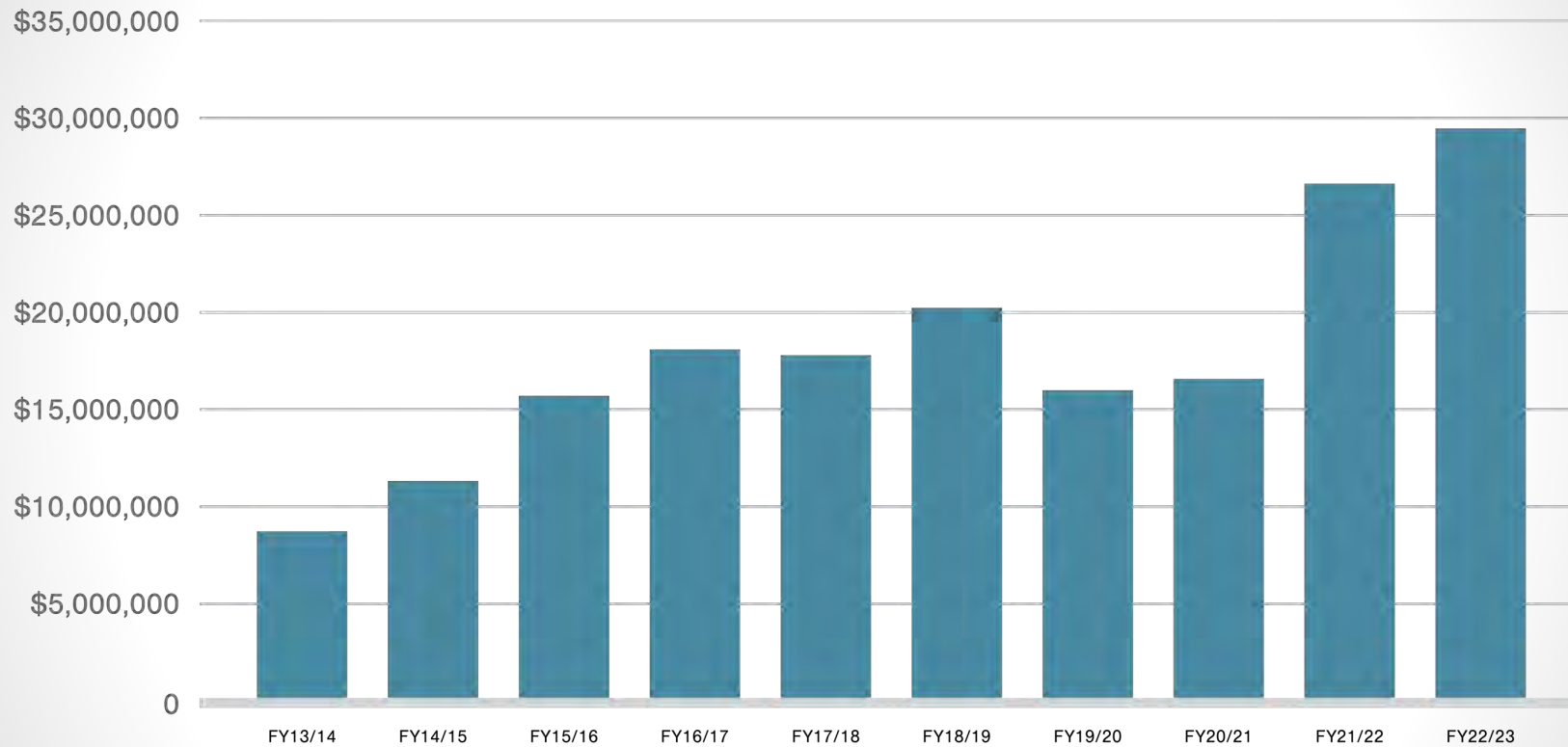
A woman in an orange jacket and a man in a hat are hiking through a forest. A dog is in the foreground. The background is a dense forest of tall trees.

FINANCIAL OVERVIEW

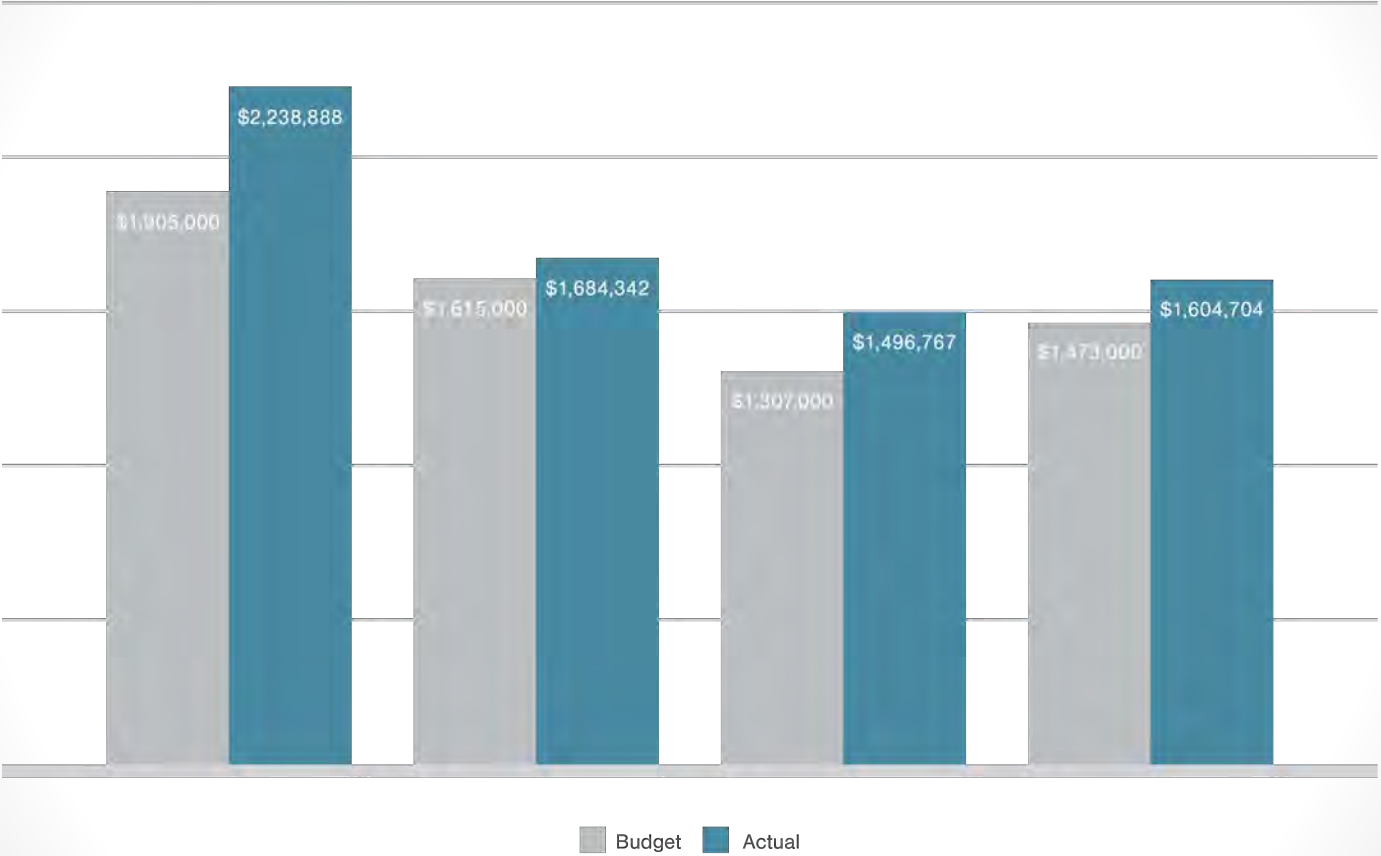
JULY 2022 - JUNE 2023



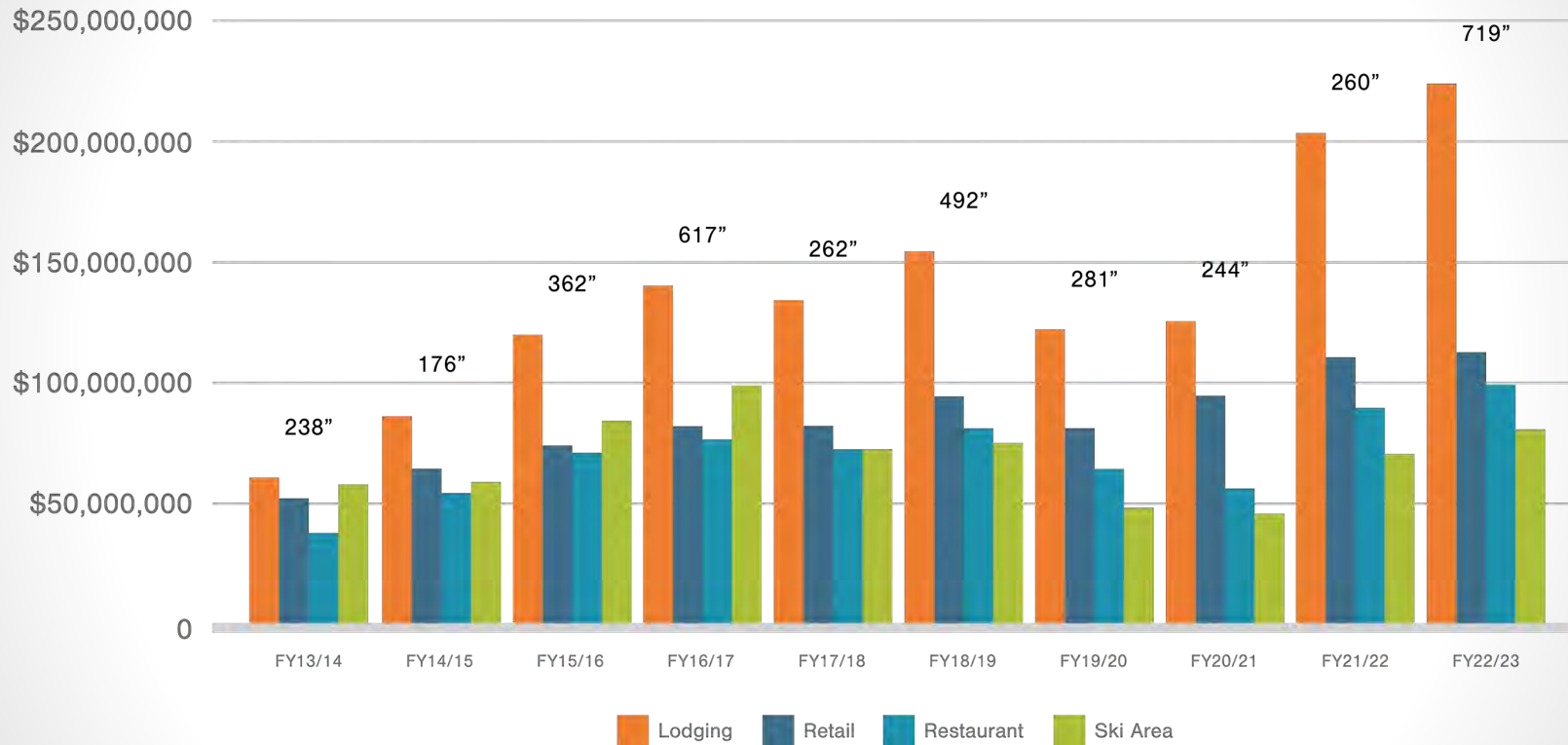
OVERALL TOT GROWTH



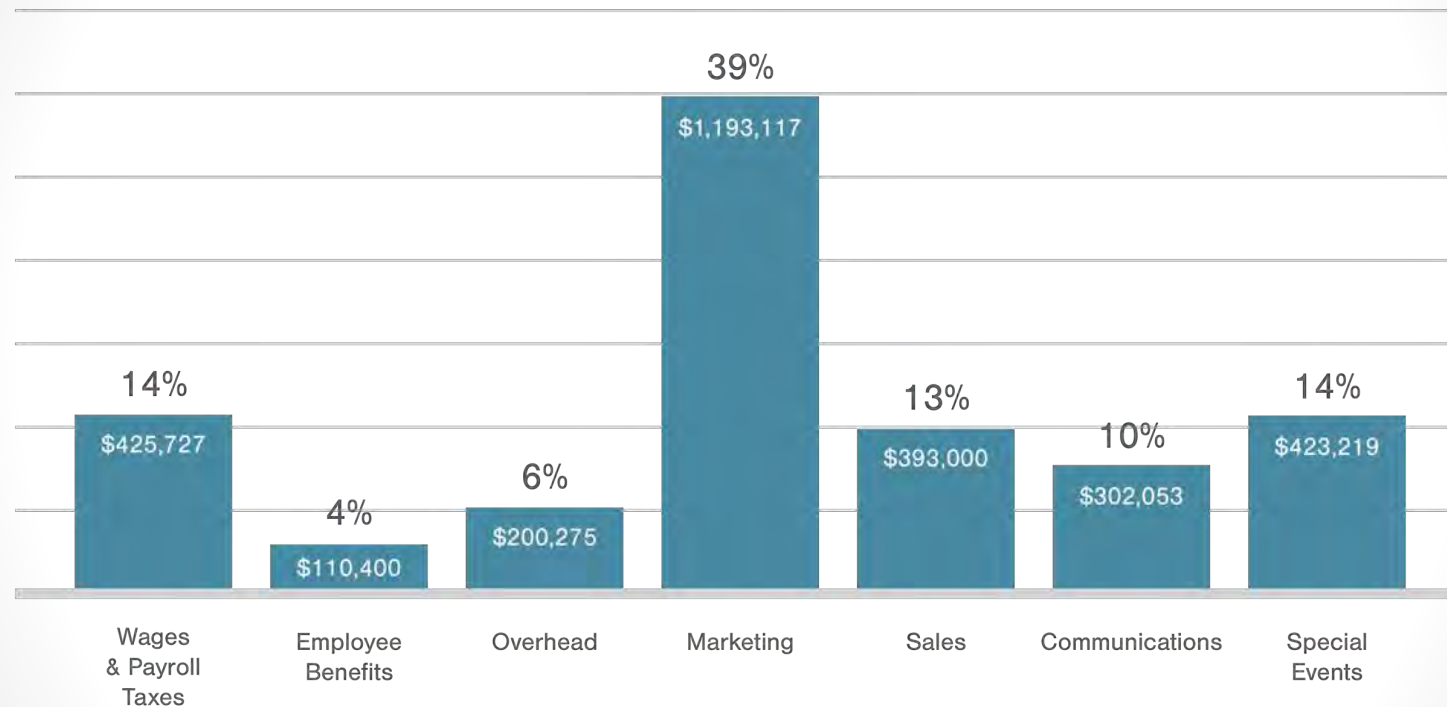
TBID REVENUE BUDGET



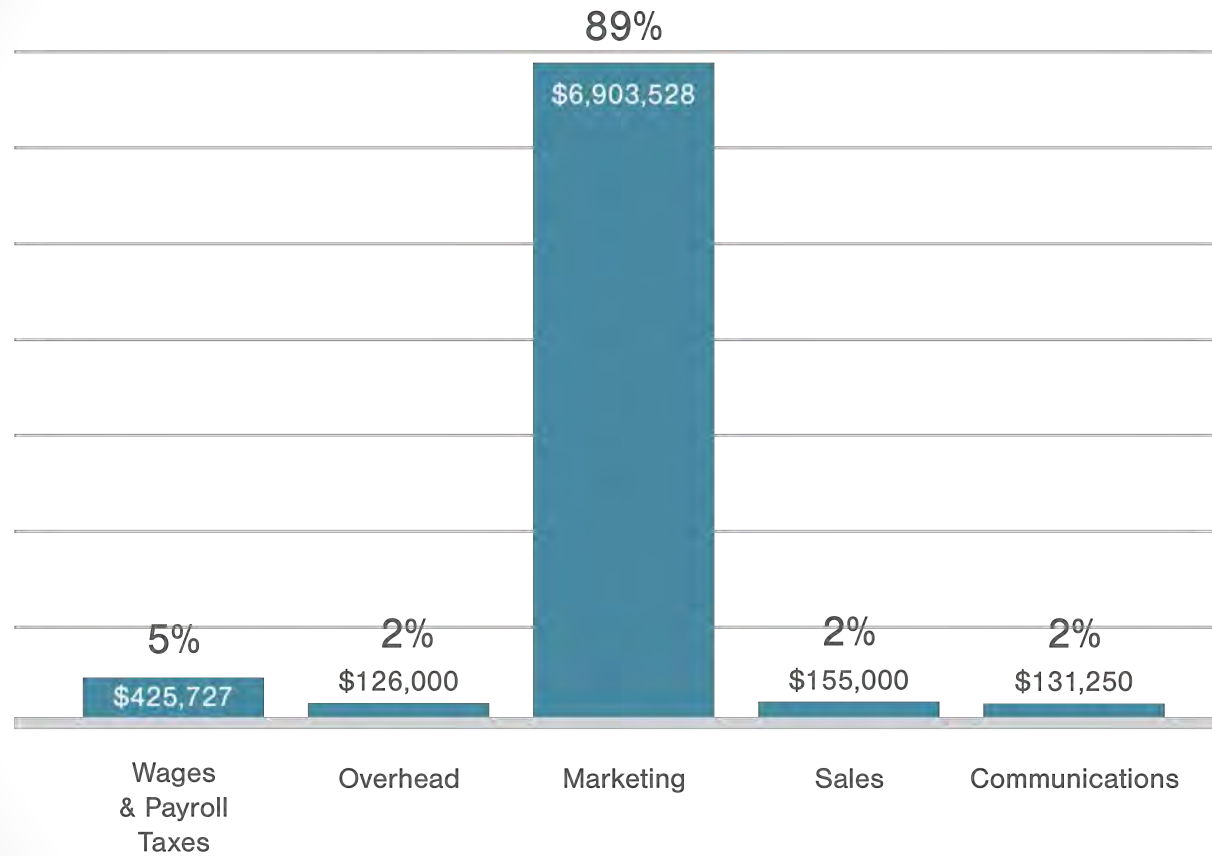
ANNUAL TBID REVENUE BY SEGMENT



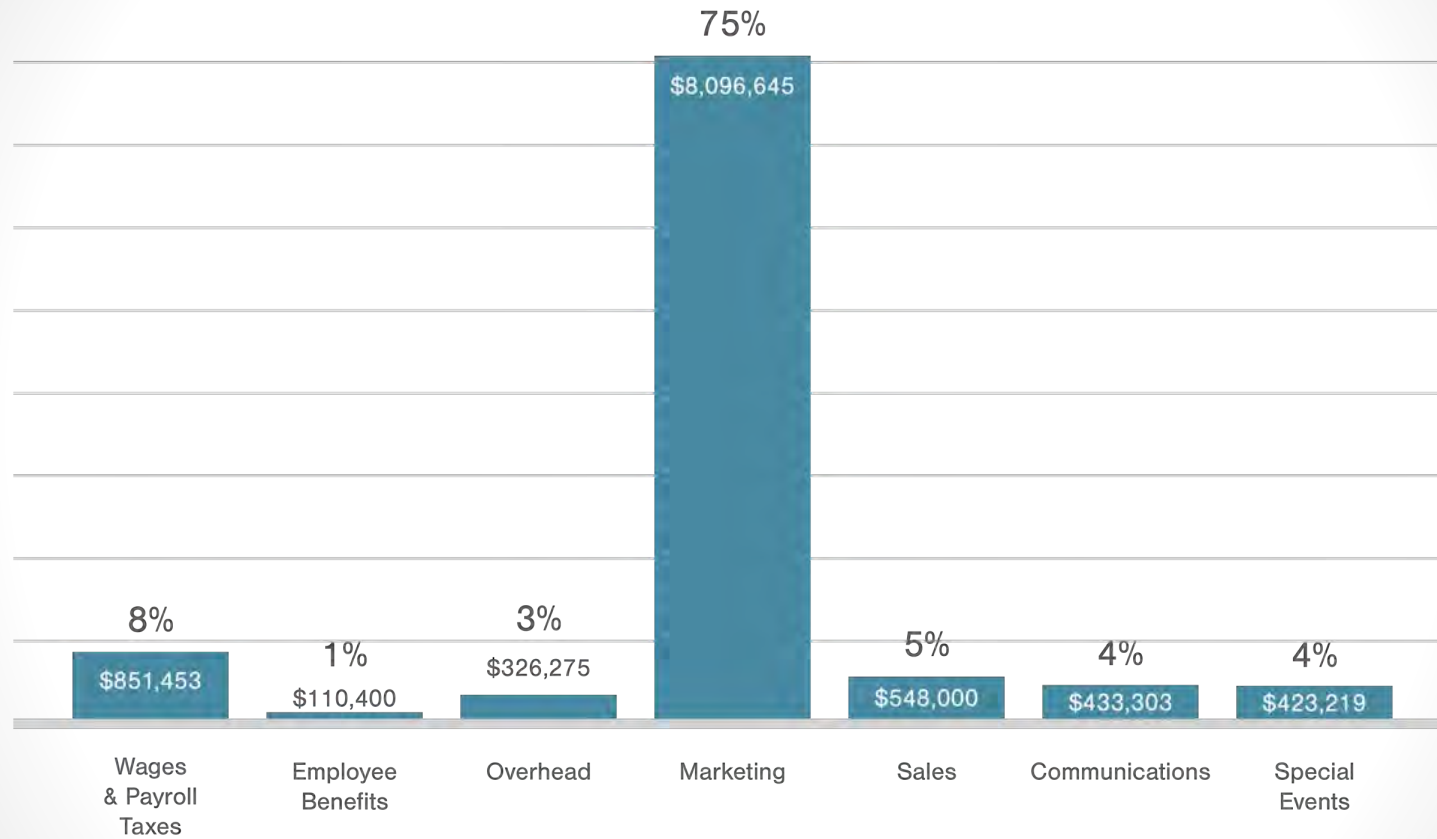
MEASURE A EXPENSES



TBID EXPENSES



COMBINED EXPENSES

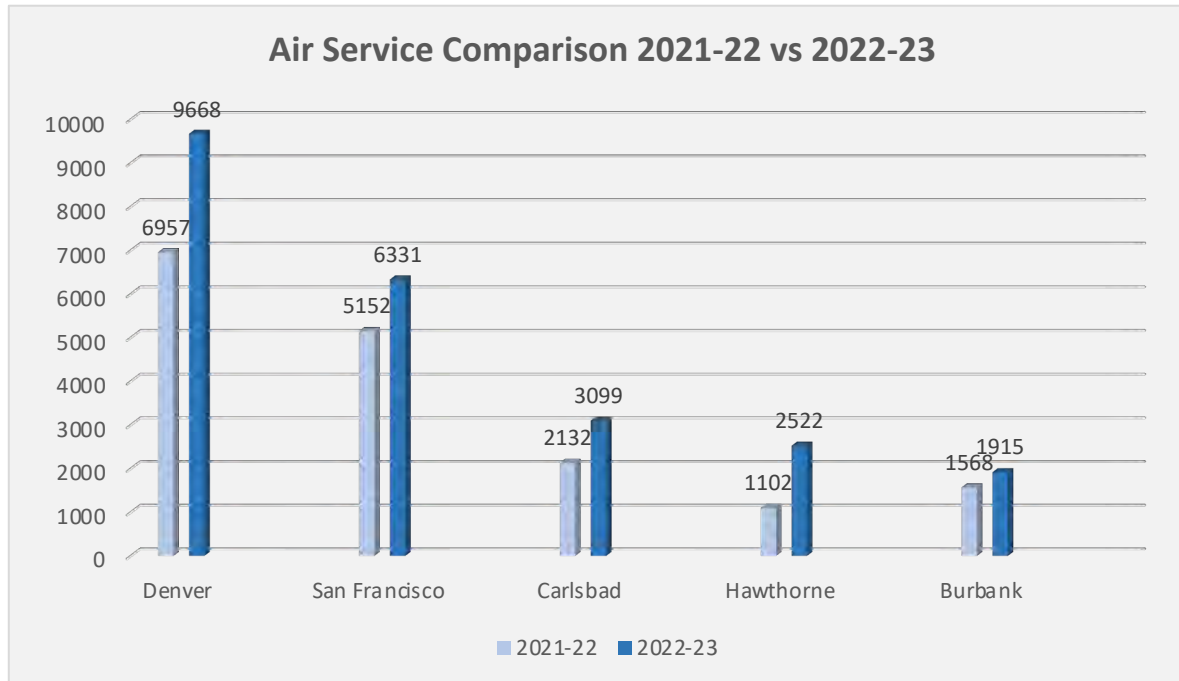


AIR SERVICE REPORT

JULY 2022 – JUNE 2023



AIR SERVICE 2022-23



Year-over-year roundtrips

Denver was up 2,711, which is 39% YOY.

San Francisco was up 1,179, which is 23% YOY.

Carlsbad was up 967, which is 45% YOY.

Hawthorne was up 1,420, which is 129% YOY.

Burbank was up 347, which is 22% YOY.

Total we were up 6,624 round trips across all markets – roughly 3,312 individual passengers.

AIR SERVICE 2022-23



MMH/KMMH					
Monthly Tracking of Completed & Diverted Flights @ MMH					
Total roundtrip flights are counted.					
Advanced Air (AN) - FRJ					
Month	# Flights Skd	# Flights Flown	% Completed	# Flights Diverted	% Completed
		to/from MMH	MMH	to/from BIH	with Diversions
November	12	12	100.0%	0	100.0%
December	54	43	79.6%	11	100.0%
January	54	39	72.2%	9	88.9%
February	48	35	72.9%	4	81.3%
March	54	39	72.2%	10	90.7%
April	15	15	100.0%	0	100.0%
Total	225	171	76.0%	34	91.1%

Advanced Airlines

- The ability to divert to BIH when weather at MMH makes it impossible to land meant that an additional 15% of flights were able to be completed and not cancelled.
- In comparison to 2017, with JSX, we saw a completion rate of just 87.1% compared to a completion rate of 91.1% this past winter which was a slight improvement.

AIR SERVICE 2022-23



BIH/KBIH					
Monthly Tracking of Completed & On-Time Flights @ BIH					
Total Bi-Directional Flights are included. On-Time = < 15 minutes late.					
SkyWest Airlines (OO) - CRJ700					
Month	# Flights Skd	# Flights Flown	% Completed	# Flights On-Time	% On-Time
December	68	67	98.5%	45	66.2%
January	102	97	95.1%	73	71.6%
February	100	92	92.0%	69	69.0%
March	98	96	98.0%	73	74.5%
April	4	4	100.0%	4	100.0%
Total	372	356	95.7%	264	71.0%

United Airlines

- United's weather challenges in areas other than BIH caused some of our cancellations including Denver, Aspen and San Francisco which effected our completion rates.
- In comparison to 2017 when United flew into MMH – we saw a completion rate of just 79.9% compared to a completion rate of 95.7% this year which is a major improvement.

COMMUNICATIONS RECAP

JULY 2022 - JUNE 2023



COMMUNICATIONS RECAP



Be Patient. Be Considerate. Be Kind.

- Our goal was to educate visitors on what to expect when planning a trip to Mammoth Lakes during a historic winter, and to remind them to act with humanity upon arrival. Working closely with local partners such as the Town, Mammoth Mountain, Mono County and more, we created a cohesive message that was well received by visitors and locals alike.

COMMUNICATIONS RECAP



- 17 newsletter communications were sent from Jan-April through a combination of Visitor and B2B lists
- The average open rate was 50%
 - well above industry standard

In times of crisis, Mammoth Lakes Tourism has a track record of stepping up for its community, and the winter of 2022/23 was no different.



Hi Lara!

Mother Nature has bestowed 6-7.5 feet of UNREAL snow upon us in the past week. We are excited to welcome everyone to town for the holiday weekend, but please note that this will be a different type of vacation and we need you to pay attention.

Most places would view what we just experienced in Mammoth Lakes as a natural disaster. While we are celebrating it, there are things you MUST keep in mind with this amount of snowfall in town, especially since another storm is on its way this weekend.

What we'd really like to ask is that everyone Be Patient. Be Considerate. Be Kind. Please read on for more details.

We can't wait to see you this holiday weekend in Mammoth Lakes, but please help us to help you!

See you soon!
Lara from Mammoth Lakes

COMMUNICATIONS RECAP



- Domestic Media Placements:
 - July 1, 2022 – June 30, 2023
 - 279 Placements
 - 13.5B Impressions



INTERNATIONAL RECAP

JULY 2022 - JUNE 2023



INTERNATIONAL RECAP



Strategy to continue the rebound of International Visitation

- Renew contracts with our 7 international agencies that represent MLT in both the travel trade and media in 18 International markets
- Increase the media placements of Mammoth Lakes in print and digital outlets
- Continue to train the travel trade
- Continue to work closely with Mono County Tourism, the HSVC, Visit California, the Alterra Mountain Co / MMSA, and Brand USA

INTERNATIONAL RECAP - TRADE

- 363 B to B training sessions
- 3211 travel trade agents trained on Mammoth Lakes





INTERNATIONAL RECAP - MEDIA

- 303 media placements
- PR value of \$1,928,275
- Overall number of impressions was 226,169,024



A scenic view of a rocky trail. In the foreground, two hikers with large backpacks are seen from behind, walking on a path made of large, flat rocks. The hiker on the left is wearing a green jacket and a blue hat, while the hiker on the right is wearing a blue jacket and a pink backpack. In the background, a large, dark, layered rock wall rises up a hillside. The sky is clear and blue, and there are several tall pine trees scattered across the landscape. The overall scene is bright and sunny.

SPECIAL EVENTS RECAP

JULY 2022 - JUNE 2023





SPECIAL EVENTS RECAP

- Increased budget to \$300,000 (31% increase YOY) for 2022-23 event grant funding cycle.
- Secured Tier 1 Event: OCR World Championships for October 2023 (five-year agreement)
- Expanded event promotion/advertising plan for summer 2022 to include campground hosts
- Summer/Winter '23: delayed or moved events due to excessive winter.
- Prism cam

LOCAL MARKETING RECAP

JULY 2022 - JUNE 2023



LOCAL MARKETING RECAP



- Local Marketing Projects
 - Yiftee Gift Card
 - Apres Ski Trail with Bandwango
 - United/Advanced Air Promotion Efforts
 - AAltitude membership pack promotion
 - Local's discount codes
 - Special offer for Local Businesses
 - New occupancy reporting system
 - Digital Kiosk





DIGITAL MARKETING RECAP

JULY 2022 – JUNE 2023





DIGITAL MARKETING RECAP

Website

- Contracted with Tempest to start MLT website redesign on February 10, 2023
 - (Launched website redesign on November 1, 2023)
- Total users: ~1.25 million
- Average time on site: 49 seconds
- Organic search yielded the highest engagement rate at ~67%



DIGITAL MARKETING RECAP

Social Media (Facebook & Instagram)

- Total impressions: 69.5 million
- Average Engagement Rate: 4%
- Post Link Clicks: 192,233

Safety messaging & Be Patient. Be Kind. Be Considerate.

- Total posts – 62 posts Between Dec 30th – May 31st
- Total impressions (Instagram only) – 1.9 million in reach
- Total engagement 242,000 engagements



MARKETING RECAP

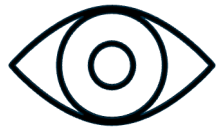
JULY 2022 – JUNE 2023





MARKETING RECAP

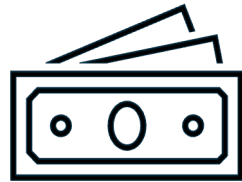
FY22-23 PAID PROGRAM DELIVERY



IMPRESSIONS

149

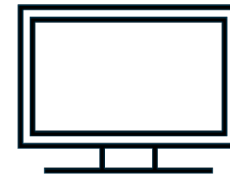
MILLION



MEDIA SPEND

\$2.65M

MILLION



VIDEO VIEWS

20.8

MILLION



SESSIONS







674

THOUSAND

MARKETING RECAP



FALL PERFORMANCE

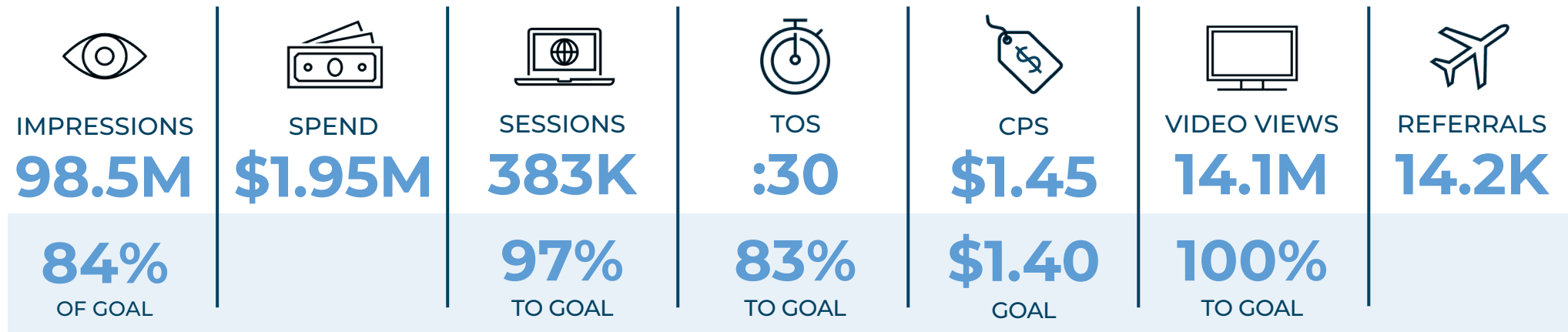
 IMPRESSIONS 15.7M 115% TO GOAL	 SPEND \$148K	 SESSIONS 74K 126% TO GOAL	 TOS :42 :32 GOAL	 CPS \$1.12 \$1.82 GOAL	 VIDEO VIEWS 1.7M 113% TO GOAL
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FLIGHTING September - October	PARTNERS YouTube Facebook/Instagram Journera Google (GDN, Search) Dog Trekker	MARKETS California & Nevada Base Spot Markets: LA, San Diego, SF, Las Vegas, Sacramento	CHALLENGES/OPPORTUNITIES Continue to build a fall images library, utilizing local photographers to allow a quicker reaction to the timeliness of fall color changes. Develop dedicated fall video assets
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MARKETING RECAP



WINTER PERFORMANCE









FLIGHTING	PARTNERS	MARKETS	CHALLENGES/OPPORTUNITIES
<p>Near Markets: November – Mid-April</p> <p>Far Markets: Mid-October – Early-March</p>	<p>YouTube Facebook/Instagram Pandora Hulu Undertone Matador Journera/TTD DogTrekker Google (GDN, Search) Clear Channel/ODH INK Global (United) TravelZoo</p>	<p>California & Nevada Base (Mid-Week Push)</p> <p>Spot Markets: LA, SF, SD, Denver, Northeast</p>	<p>As the winter season extended into spring, the far-market flights were pushed into March.</p> <p>Due to unsafe conditions caused by record snowfall, the winter campaign was paused on March 14.</p> <p>Continue to balance use of Brand campaign creative and custom content partnerships</p> <p>Expand Ink Global partnership, which drove highest number of flight referrals.</p>

MARKETING RECAP



SPRING/SUMMER PERFORMANCE

 IMPRESSIONS 34.4M 114% OF GOAL	 SPEND \$555K 114% OF GOAL	 SESSIONS 217K 111% TO GOAL	 TOS 0:49 109% TO GOAL	 CPS \$0.81 \$1.02 GOAL	 VIDEO VIEWS 5M 111% TO GOAL
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TIMING Extended Winter: Mid-April – Mid-July Spring/Summer: Mid-July - August	PARTNERS YouTube Undertone Matador Facebook/Instagram Google (GDN, Search) Journera The TradeDesk TravelZoo INK Global (United)	MARKETS California & Nevada	CHALLENGES/OPPORTUNITIES As a result of the record-breaking snowfall, and the ski season extending until August, winter-focused creative continued to run through mid-July, when it was replaced with Spring/Summer creative. Journera display program was paused in July due to subpar performance. The platform was replaced with The TradeDesk resulting in above goal performance for the remainder of the season.
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MARKETING RECAP



CREATIVE EXAMPLES

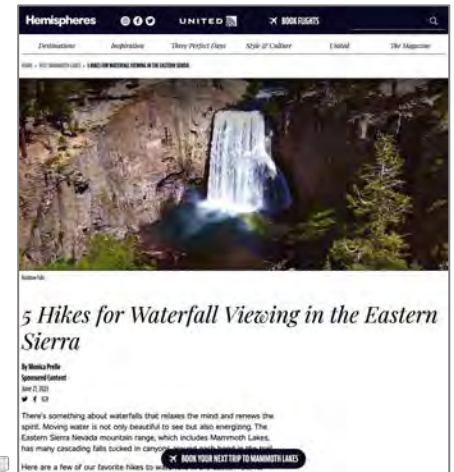
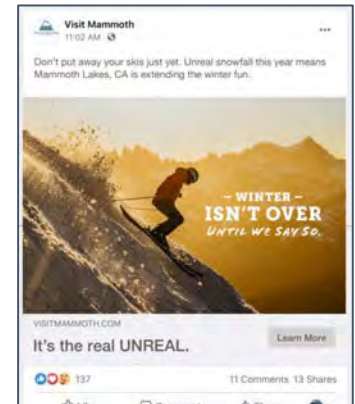
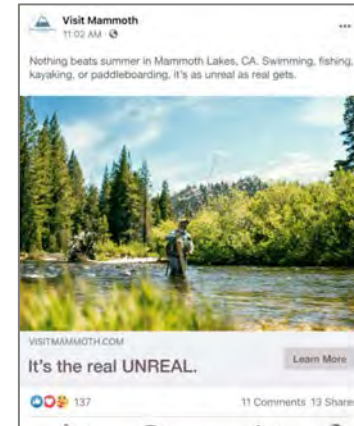
DAILY FLIGHTS TO THE REAL UNREAL

MAMMOTH LAKES, CALIFORNIA, AN UNREAL WEST COAST

STEAMBOAT HAS NON-STOP FLIGHTS FROM 'FULL STEAM AHEAD' WITH SECOND-BASE

THE I-KON ENTERTAINMENT

As a central attraction has been added closer to Mammoth Lakes, California, and had yourself surrounded by new flights to the local beauty. We've also expanded to make it clear from the industry and from throughout through the Eastern Sierra Regional Airport in Bishop, CA. Just 40 minutes outside of town. These routes are based around the local economy (EPA), and from (EPA), it's around from hundreds of miles across the country.



MARKETING RECAP - RESEARCH



SMARinsights

- Ad Effectiveness Studies + ROAS



- Seasonal Air Service Studies



- Monthly Symphony Dashboards



TBID ANNUAL REPORT

JULY 2022 – JUNE 2023





TBID ANNUAL REPORT

- Renewed by Town Council for another 5-year term with 5-0 Vote
 - September 2023- August 2028
 - Achieved 62.4% approval based on businesses assessed revenues
- No changes to the district boundary are planned for FY 2023-24
- Lodging will be assessed at 1% (no change)
- Retail will be assessed at 1.5% (no change)
- Restaurant will be assessed at 1.5% (no change)
- Ski Area will be assessed at 2.5% (increase of .5%)
 - This category also now includes golf courses at 2.5% on greens fees and lessons (not season passes)



TBID ANNUAL REPORT

- Lodging exceeded FY22-23 budget by \$333,888 and 17.5%
- Retail exceeded FY22-23 budget by \$69,341 and 4.3%
- Restaurant exceeded FY22-23 budget by \$189,766 and 14.5%
- Ski Area exceeded FY22-23 budget by \$131,704 and 8.9%

- Overall, TBID exceeded FY22-23 budget by \$724,700 and 11.5%
- TBID reserves are now held in a FDIC insured Money Market account and total \$4,254,626



THANK YOU

