



Mammoth Lakes Summer and Fall 2023 Ad Effectiveness

Objectives

- Mammoth Lakes Tourism (MLT) has partnered with Strategic Marketing & Research Insights (SMARInsights) to conduct advertising effectiveness research since 2014. MLT engaged SMARInsights to conduct quantitative research to understand the impact of the 2023 advertising campaign.
- Specific goals of the research include measuring:
 - Level of advertising recall among targeted consumers by market;
 - Changes in attitudes or perceptions that can be linked to the advertising;
 - Ad influence on likelihood to visit the destination;
 - Strength of the creative at communicating key messages;
 - Ad impact on travel anticipation behaviors such as researching the destination;
 - Ad influence on leisure visits to Mammoth Lakes and on visitor spending; and
 - Economic impact and return on investment (ROI) of the 2023 advertising

Ad Tracker Evolution

- As Mammoth Lake Tourism’s advertising program evolves, research methodology must be re-evaluated regularly to ensure the most accurate data is utilized to report out on total program impact.
- Now in its 9th year (since FY14-15), MLT’s campaign has grown beyond its original goal to create destination viability beyond Winter and skiing, which leaned into season-specific activities to drive incremental visitation in Summer and Fall. Today’s program runs year-round and showcases the “Unreal” landscapes and experiences responsible visitors can expect to find and enjoy any time of year, supported secondarily by seasonal messaging.
 - This is a great feat for the MLT program, matching the likes of Visit California that sustains and measures success against a year-round, integrated program of work, leading to greater advertising impact.
- FY22-23 brought one of Mammoth Lake’s longest Winter in years and a first for the advertising program, running Winter-season creative to support the extended ski season through mid-July. In addition, a condensed Summer quickly transitioned into Fall, essentially creating one Non-Winter season in the eyes of visitors. Because of this:
 - The extended Winter messaging makes it more difficult to assign Summer incremental travel, as visitors could have been encouraged by extended Winter or Summer activities.
 - The succession of Summer into Fall messaging led to overlap in advertising recall, and in turn drove stronger incremental travel to the destination.
- Understanding MLT’s evolved advertising program, the unpredictability of Winter weather, and the positive impact of Summer + Fall messaging overlap, it is recommended moving forward to measure in two waves for (1) Winter and (2) Total year ROI that includes additional travel generated by the Summer/Fall advertising. This is reflected in the following report.

MAMMOTH LAKES TOURISM CREATIVE ROTATION

	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JULY	AUG	SEPT	OCT
2021-22		WINTER					SUMMER					FALL	
2022-23		WINTER					EXTENDED WINTER/SPRING SKIING			SUMMER	FALL		

Methodology

- SMARInsights' advertising effectiveness methodology requires respondents to view the actual advertising to gauge awareness, so we developed and programmed an online survey. National sample vendors provided a survey link to potential respondents.
- Ads were tested in the markets where MLT ran creative: California and Nevada for both the waves and Denver and the Northeast for the Winter wave. SMARInsights developed the sampling plan based on how the media was placed in these markets.
- For this latest wave, 1,000 interviews were completed in November and December 2023. In order to qualify for the survey, respondents had to be travel decision-makers who:
 - Are over the age of 18.
 - Regularly take overnight leisure trips of at least 50 miles from home.
 - Either engage in outdoor activities or have taken an outdoor, nature-focused vacation in the spring, summer, or fall.
- Upon completion of data collection, the results were cleaned, coded and weighted to be representative of the population.
- The following report summarizes the results of the research and combines the findings with the Winter ROI measure to provide a fiscal-year ROI.

Ad Effectiveness Research		
	Winter	Summer/Fall
CA+NV	1,615	1,000
Denver	204	
Northeast	1,126	
TOTAL	2,944	1,000

Insights

- The FY22-23 campaigns influenced 445,000 trips and \$799 million in visitor spending. This translates into an ROI of \$398 in spending in the community for each \$1 in marketing, and a tax ROI of \$30.
 - The strong ROI was achieved by reaching more people and creating synergy between the seasonal campaigns. The winter campaign ROI was \$358, but with the continued marketing and the synergy between the campaigns, the ROI increased for the fiscal year.
- Consumer reaction to the creative concepts tested was overwhelmingly positive at over 80%, and there was almost no negative reaction. The creative resonates with the target audience.
 - The advertising effectively improves familiarity and perceptions of the destination. The strongest impact of the ads is positioning Mammoth Lakes as an inclusive destination that values sustainability and stewardship like nowhere else.
 - The advertising works holistically with MLT-owned media – especially Facebook, Instagram, YouTube, and the Visitor Guide.
- The result is that those with ad recall indicate they are much more likely to visit Mammoth – the percentage jumps from 22% for the unaware to 45% for the ad-aware. This is positive as it will help generate more visitation and attract additional new visitors to the destination.
 - This past year, 50% of the visitors indicated that they were returning, up from 40% last year. With a large base of returning travelers and limited new visitors, it is important to speak specifically to potential first-time visitors to the area to broaden the reach and effectiveness of the advertising.
- Another positive finding is that the ads appeal to the audience of travelers who want to preserve the destination. This will lead to more visitors who are respectful of the destination and help preserve it.
- The ads were also helpful in attracting visitors who fly to the destination. Almost half of the ad-aware visitors indicate that they flew to Mammoth, compared to only 12% of the unaware.

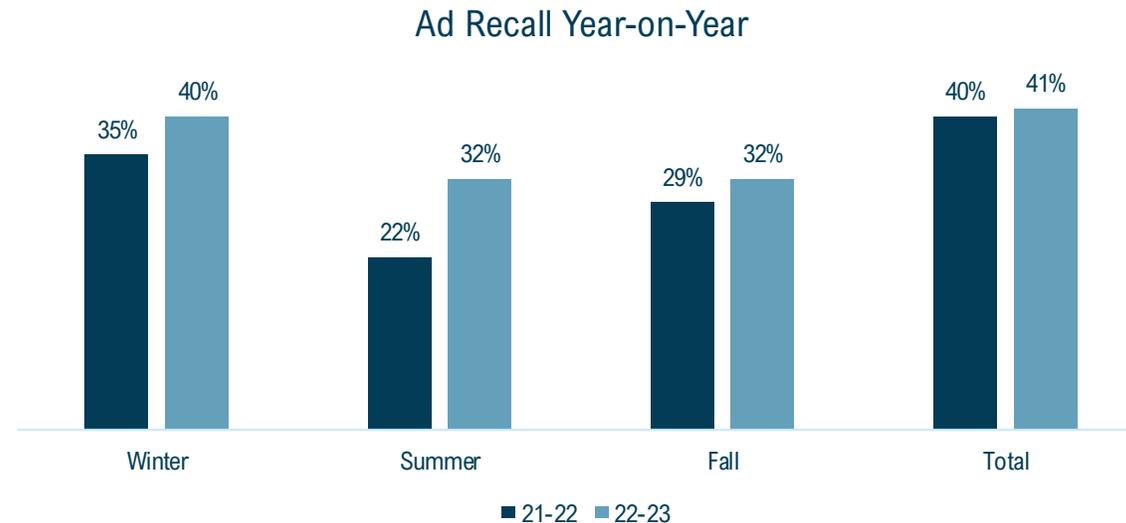
Ad Awareness

A person with short dark hair, wearing a dark long-sleeved shirt and a light-colored backpack, is seen from behind, standing on a balcony or walkway overlooking a city skyline. The person's arms are resting on a railing. The background is a blue-tinted cityscape with tall buildings. Overlaid on the entire scene are white, semi-transparent topographic map lines and numerical values (e.g., 320, 330, 340, 350, 360, 370, 380, 390, 400, 410, 420, 430, 440, 450, 460, 470, 480) and small white crosshair symbols, suggesting a data visualization or analytical theme.

SMARInsights

Awareness

- Recall across all seasonal campaigns was higher than in 2022, resulting in a slight bump in overall awareness for the year. The high level of recall across the seasonal campaigns is positive and shows that consumers were exposed to multiple seasonal messages.
- While reach is important, overlap can increase the impact of the advertising and increase incremental travel. This will be explored later in the report, but the lower recall with stronger overlap can be a better strategy.

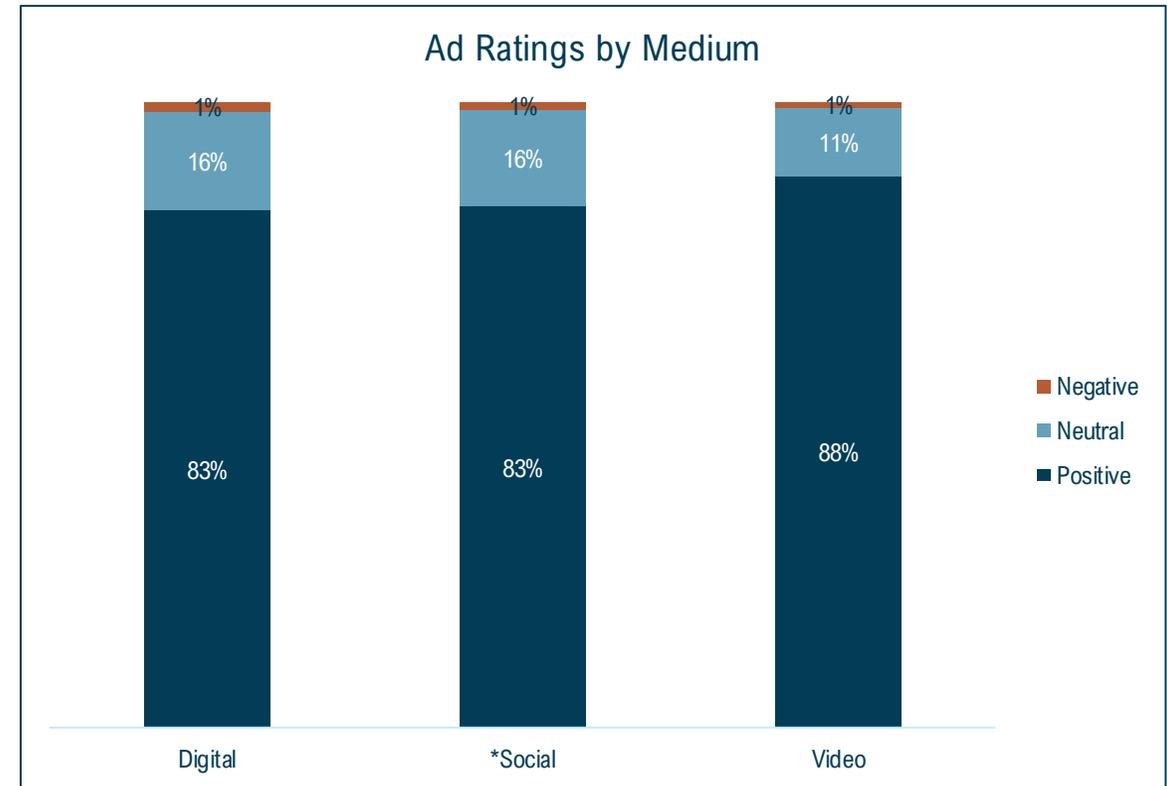
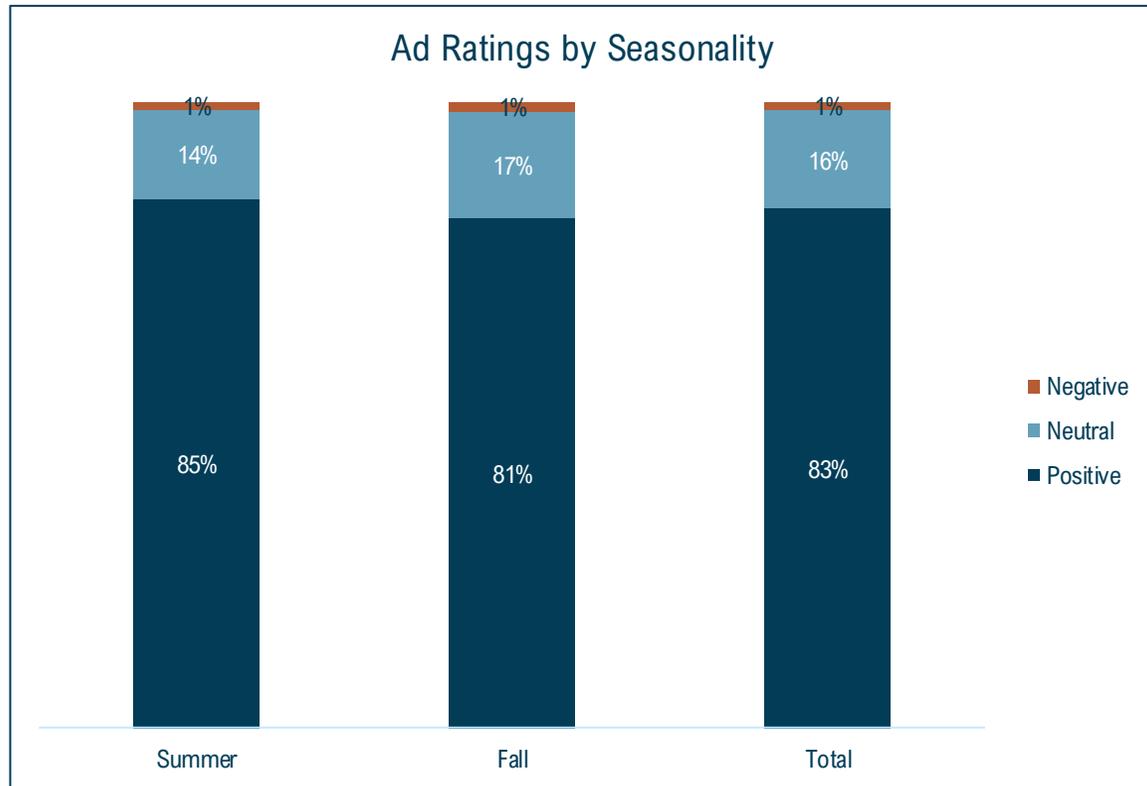


Overall Recall

- The winter campaign targets a much larger geography including California, Nevada, Denver and the Northeast, while the summer and fall efforts are targeted within California and Nevada.
- Thus, the cost per aware household is a good way to evaluate the efficiency of the media.
- The campaigns are effective in reaching households, as seen by an overall cost per aware household of \$0.24.
- The campaign is performing better than the average CPAH for SMARInsights studies, which is \$0.42 per aware household. Both seasonal campaigns perform better than average – showing strong media efficiency.
- Though the Summer/Fall campaign appeared to be more efficient with the media spending, it benefited from the momentum generated by the winter ads that ran much longer than usual this year. Plus, as noted, the winter campaign includes far market targeting and households less familiar with Mammoth Lakes, as well as utilizes a broader set of traditional and digital paid media partners to ensure reach and impact.

	Winter 2022 (+ Extended Winter)	Summer/Fall 2023	2023 Total
Recall	40%	44%	41%
Aware Households	5,432,301	3,005,222	8,437,523
Media Spending	\$1,703,835	\$304,128	\$2,007,963
Cost per Aware Household	\$0.31	\$0.10	\$0.24

Consumers are positive about the creative

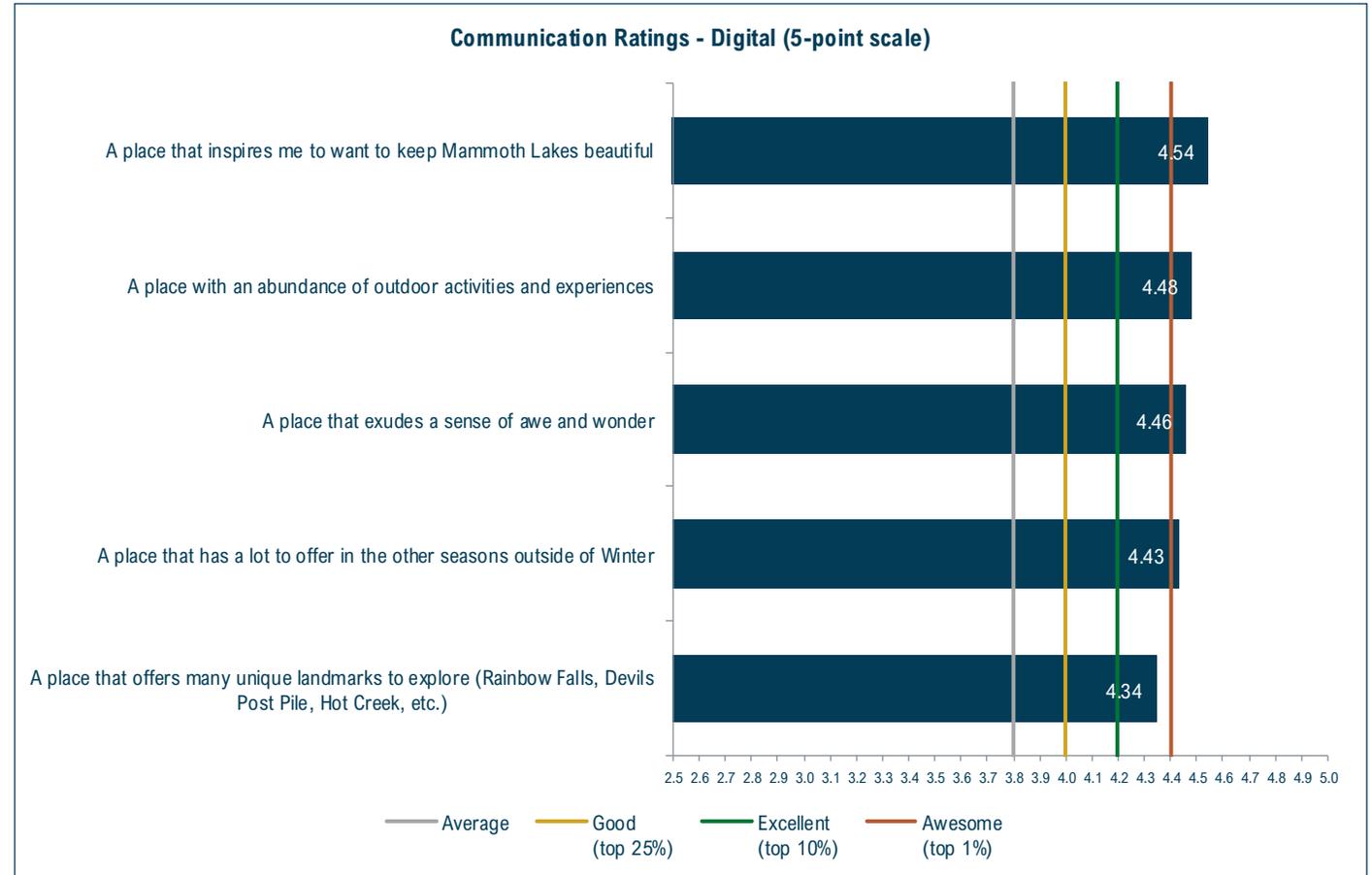


**For the rest of this report, social and digital will combined and referred to as "digital."*

For ads across all media types and seasons, the response was extremely positive. The benchmark for positive responses is 60%, so by achieving over 80% it is clear that the ads have strong appeal to the target audience.

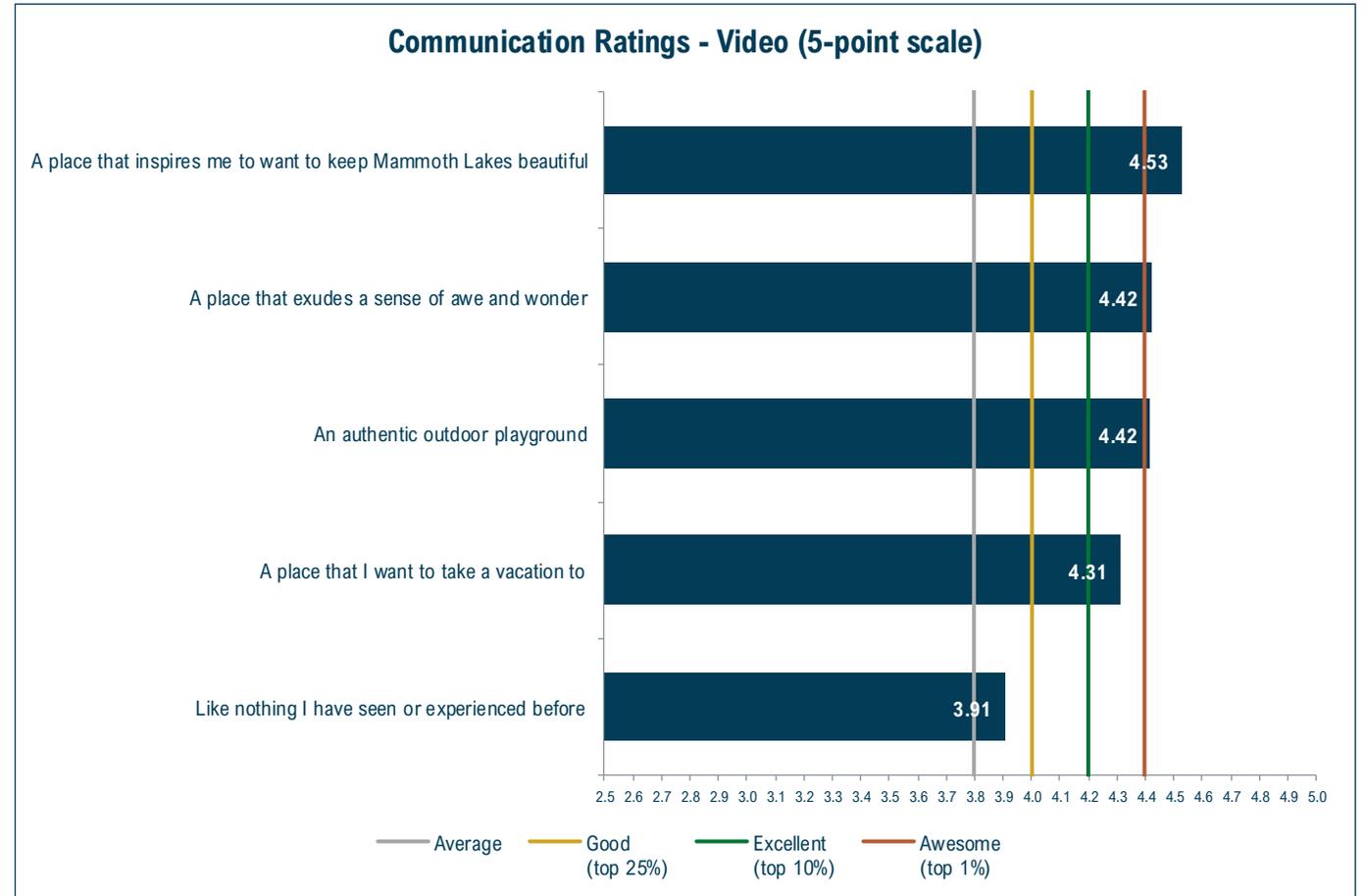
Communications Ratings – Digital Ads

- SMARInsights has developed benchmarks for destination creative based on the evaluation of hundreds of campaigns. On a 5-point scale, the average rating for something the creative is attempting to communicate is 3.8, with campaigns in the top 10% generating rating of 4.2 or higher.
- The positive overall response to the creative is echoed by the strong communication ratings received by the campaign’s digital assets.
- The digital ads in this campaign received ratings well over the threshold to be part of the top 10% of campaigns for all metrics.



Communications Ratings – Video Ads

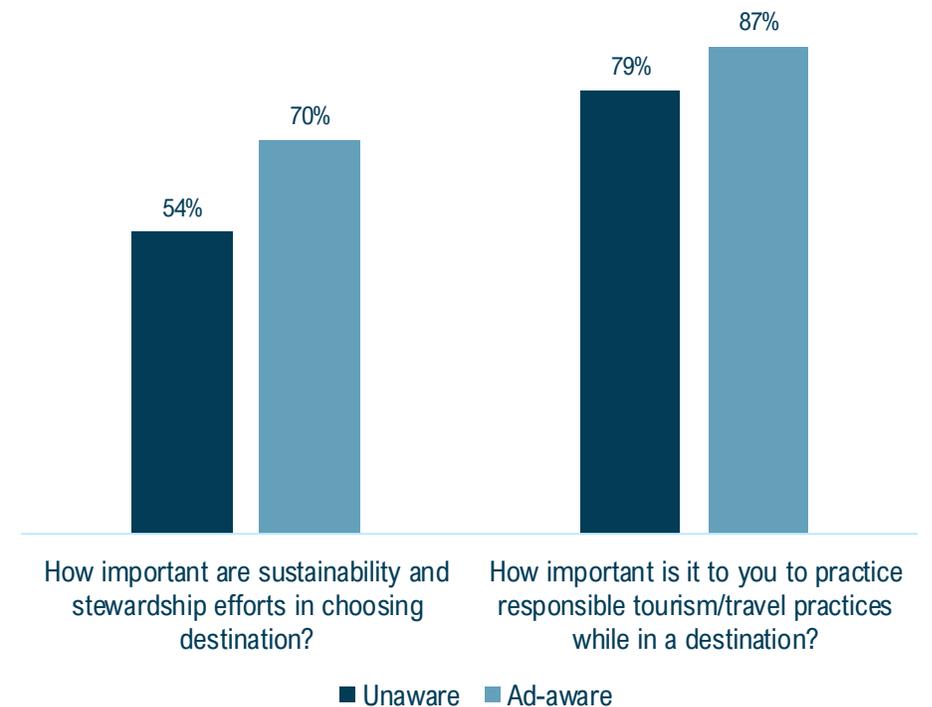
- Continuing the campaign’s strong performance, the video assets used in summer and fall 2023 also received strong communications ratings.
- The video ads received ratings in the top 10% for all communications metrics except for being “like nothing I have seen or experienced before,” which performed slightly better than average.
- The communication ratings across the board for this campaign are exceptionally strong regardless of medium.



The ads encourage responsible tourism practices

- The top communication rating for both digital and video assets was for showing “A place that inspires me to want to keep Mammoth Lakes beautiful.” The messaging goes beyond helping educate potential travelers by impacting the behavior of Mammoth Visitors.
- Ad-aware travelers place more importance in choosing a destination that focuses on sustainability efforts as well as personally practicing responsible tourism during their trips.
- This is critical as the ads are effective at attracting visitors who will respect the destination and help preserve what makes Mammoth Lakes so appealing.

Ad Impact on Responsible Practices
Top Two Box



5-point scale from 1 – Not at all important to 5 – Very important

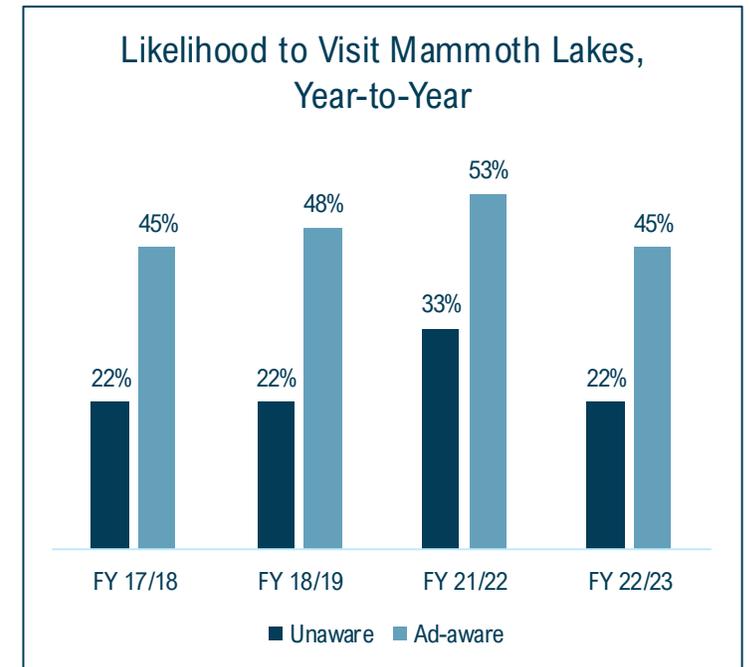
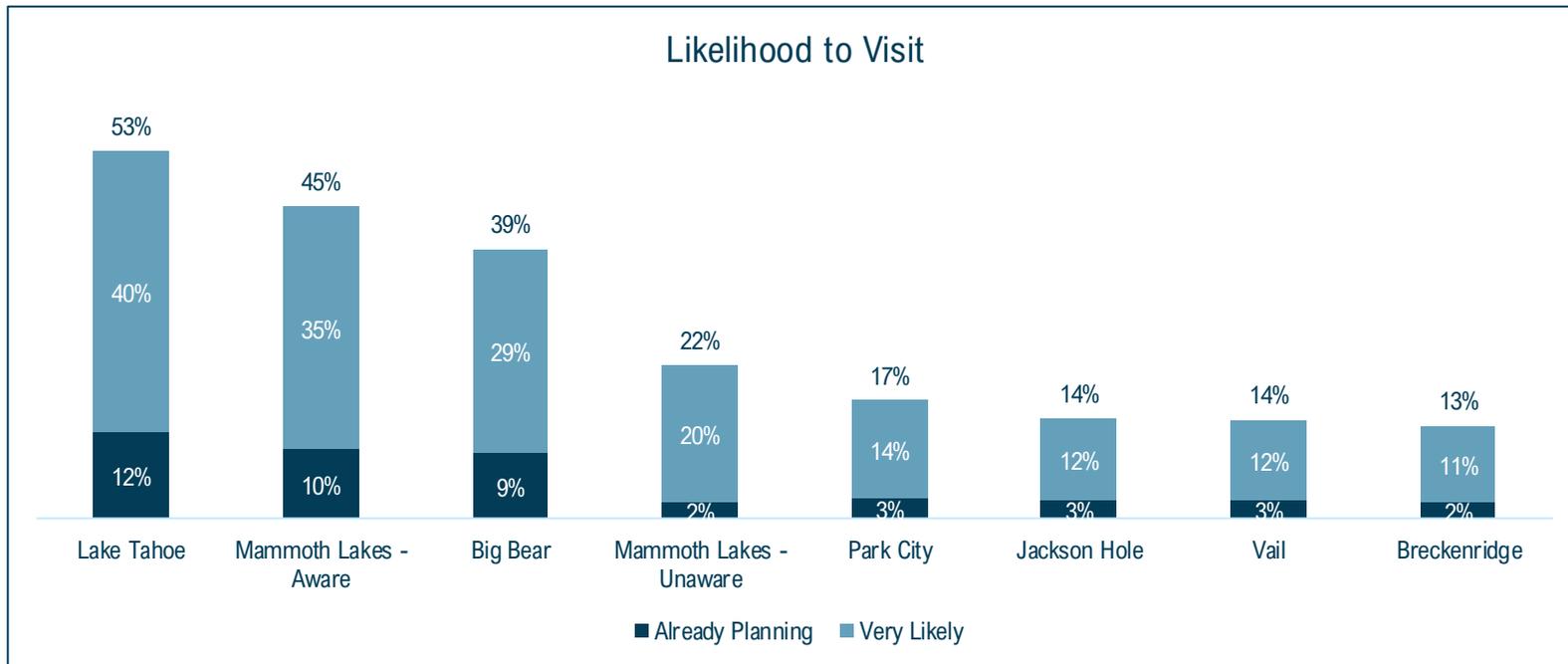
The ads improve consumers' image of Mammoth Lakes

- The strong response to the ads leads to a sizable lift in areas that Mammoth Lakes received comparably low scores for, such as being inclusive, valuing sustainability, and showing something the viewer hasn't seen before.
- Interestingly, the only metric that decreases among the ad-aware group is that Mammoth Lakes is "rustic and rugged." This likely means that the ads help broaden the image of Mammoth Lakes to potential travelers.

	Mammoth Lakes - Unaware	Mammoth Lakes - Ad-aware	Lift
Is an inclusive and welcoming place	3.83	4.12	0.30
Is a destination that values sustainability and stewardship	3.78	4.01	0.23
Is like nothing you have ever seen before	3.62	3.85	0.23
Offers an extraordinary sense of awe and feeling of exhilaration	3.97	4.15	0.18
Is unpretentious and down-to-earth	3.79	3.94	0.15
Offers an abundance of year-round activities right outside your door	3.91	4.06	0.15
Is majestic in scale and awesome in its natural beauty	4.08	4.21	0.13
Is a destination for outdoor adventurers	4.16	4.29	0.13
Has an abundance of diverse terrain	3.92	4.05	0.12
Is a place you want to protect or keep beautiful	4.28	4.35	0.06
Is an authentic outdoor playground	4.06	4.11	0.05
Is rustic and rugged	3.86	3.68	-0.17

The ads help drive likelihood to visit

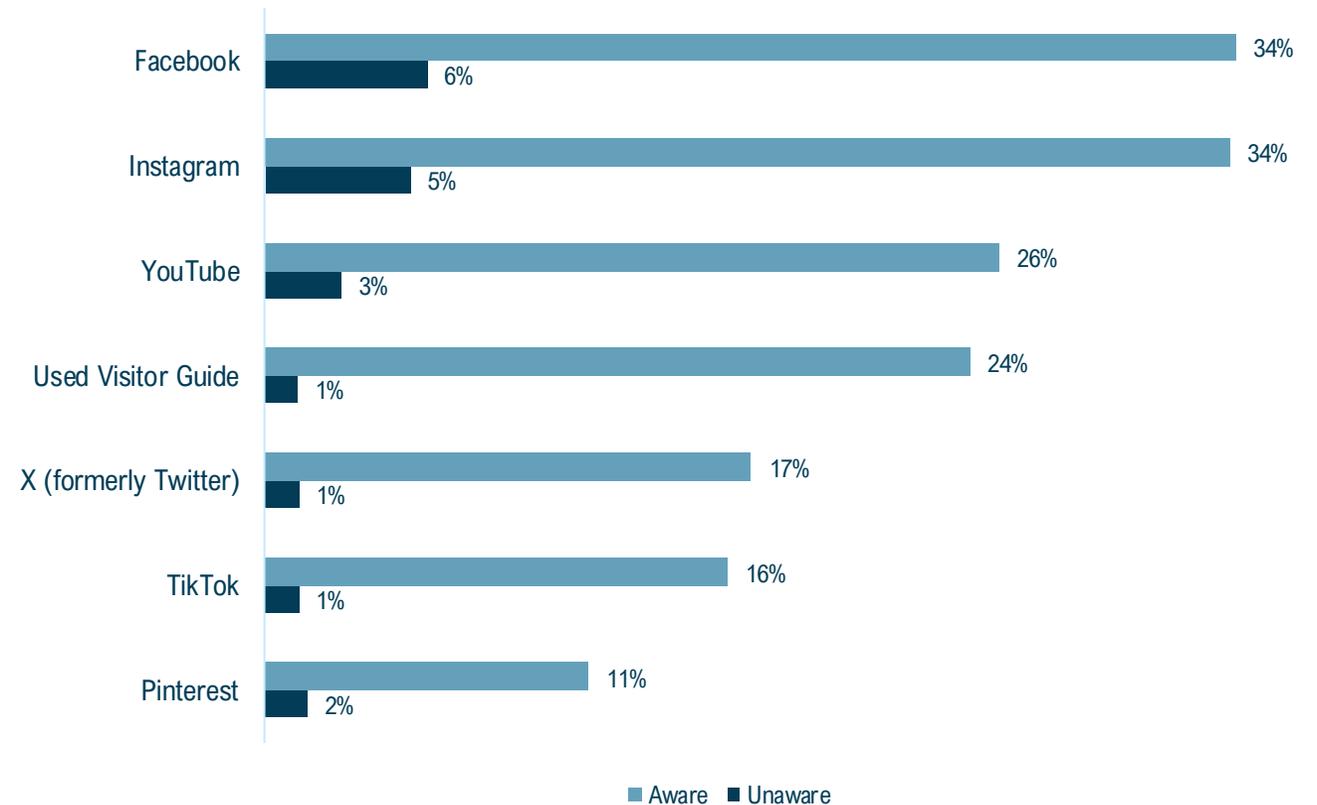
- The positive response to the campaign goes beyond strong ratings and improved perceptions of Mammoth Lakes. These ads are effectively encouraging future travel, as can be seen by the lift of 23% in likelihood to travel to Mammoth Lakes when comparing ad-aware and unaware individuals
- While likelihood to visit Mammoth Lakes decreased from FY21-22, the performance this year is in line with past trends. The spike in FY21-22 could be due to increased travel rates and demand following the easing of COVID-19 related-travel restrictions while FY22-23 more closely resembles a normal, pre-COVID year.



The ads direct consumers to owned media

- The ads are effectively driving consumers to Mammoth Lakes' owned media, as can be shown by the large lift in usage between ad-aware and unaware respondents.

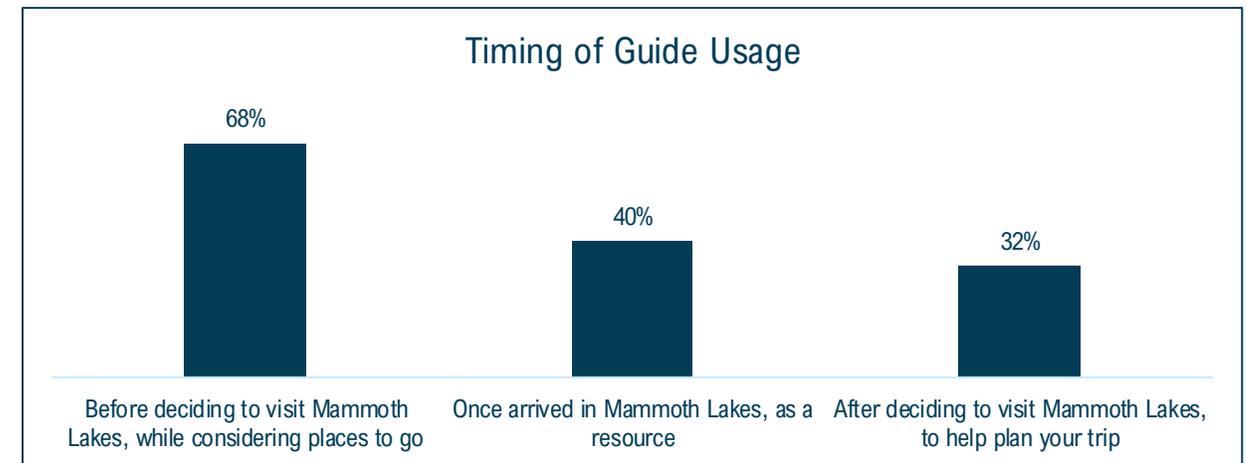
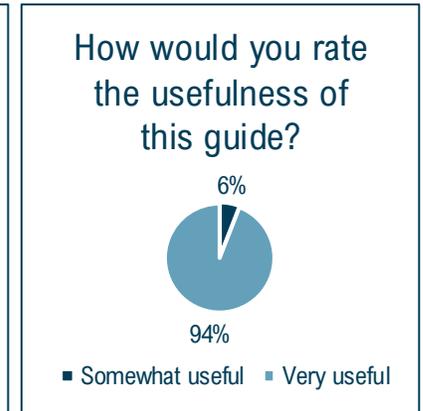
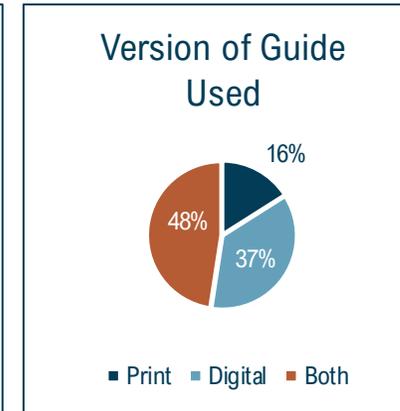
Ad Impact on Usage of Owned Media



The ads influence usage of the Visitor Guide

The effectiveness of the ads at directing consumers' to MLT owned media is demonstrated further when looking at visitor guide usage.

- Nearly a quarter of ad-aware visitors used the visitor guide during their trip in contrast to only 1% of unaware visitors.
- Nearly half of individuals who used the guide used it in both digital and print formats. The guide was mostly used as a planning tool prior to deciding to travel to Mammoth Lakes. However, it was common for visitors to use after booking and during their trip as well.
- 94% of visitor guide users found it very useful, and no one found it less than somewhat useful. This asset is effective in educating travelers about the destination, helping them to get the most out of their trips.



FY22-23 ROI



SMARInsights

Incremental Travel

The initial winter campaign generated 292,000 incremental trips, and another 137,000 were generated through the summer and fall – for a total of 445,000 incremental trips

- As noted, this year with the extended winter season and the use of winter creative into the summer months, the impact of the specific seasonal campaigns is hard to determine – but the total impact is clear.
- This year, campaigns reached over 8 million households and generated over 445,000 trips to Mammoth Lakes which generated nearly \$799 million dollars in visitor spending.

	Winter	Full Year
Total HHs	13,580,753	20,410,803
Aware%	40%	41%
Aware HHs	5,432,301	8,437,523
Increment	5.6%	5.3%
Influenced Trips	292,459	445,157
Trip Spend	\$1,954	\$1,795
Influenced Spend	\$571,585,411	\$798,837,533

Return on Investment

2023 advertising achieved a strong ROI of \$398.

- Mammoth Lakes Tourism’s 2023 campaigns influenced more than 445,000 trips. For every dollar MLT spent, leisure visitors spent \$398 in the community.
- Visitor spending generated over \$60 million in taxes in Mammoth Lakes communities or \$30 generated for every advertising dollar spent by MLT.
- The winter ROI (measured in June) was \$335, but with the ability to extend the winter season, and the promotion of summer and fall, the full-year ROI increases to \$398. The ability to build synergy between the seasonal campaigns was effective in efficiently attracting additional visitation to the community.
- For comparison, the combined ROI last year was \$249 – but it did not include all markets. This year was the first year to provide adequate sample & visitation from all markets.

	Winter	Full Year
Awareness	40%	41%
Aware HH	5,432,301	8,437,523
Increment	5.6%	5.3%
Influenced Trips	292,459	445,157
Trip Spending	\$1,954	\$1,795
Influenced Visitor Spending	\$571,585,411	\$798,837,533
Media Spending	\$1,703,835	\$2,007,963
ROI	\$335	\$398
Local Tax Impact	\$44,007,238	\$60,938,012
Tax ROI	\$26	\$30

Trip Specifics

A person with short dark hair, wearing a dark long-sleeved shirt and a light-colored backpack, is seen from behind, standing on a balcony or walkway. They are looking out over a city skyline with a body of water in the foreground. The image has a blue tint and is overlaid with a white topographic map showing contour lines and elevation numbers (e.g., 320, 330, 340, 350, 360, 370, 380, 390, 400, 410, 420, 430, 440, 450, 460, 470, 480). The map lines are semi-transparent and blend with the background.

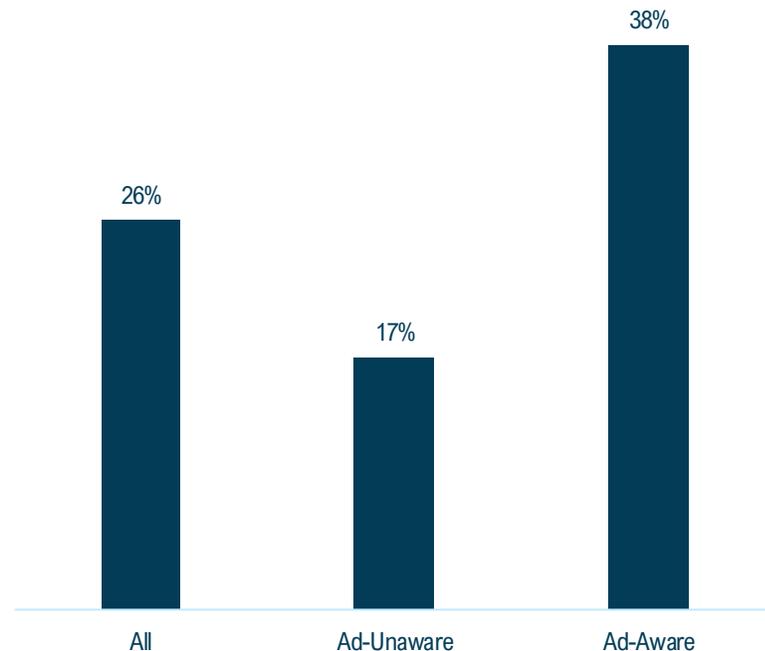
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Flights to Mammoth

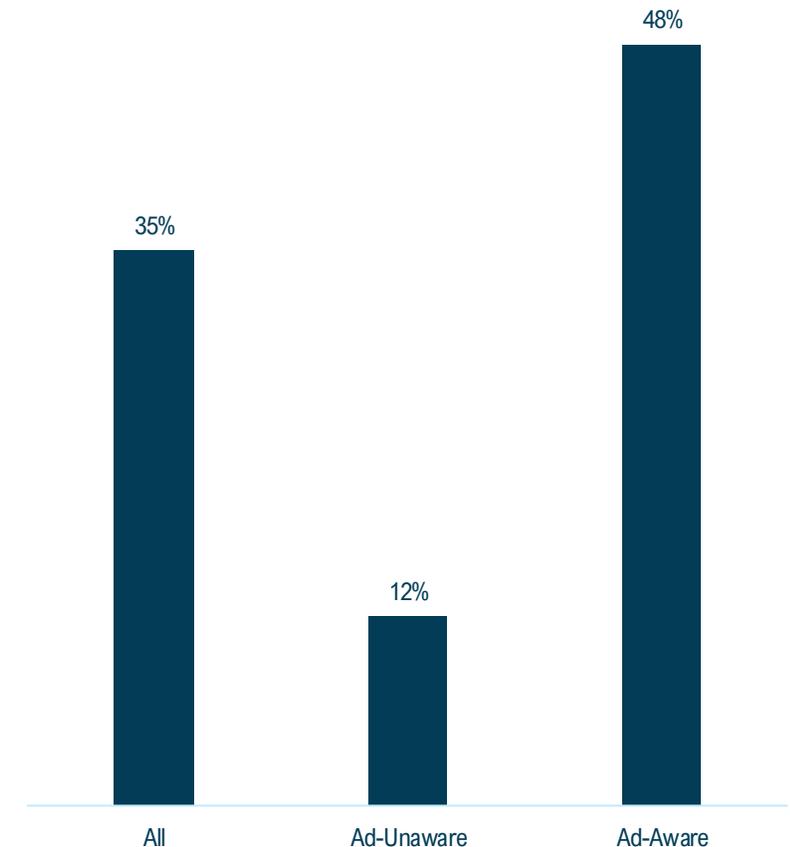
The method of travel for most Mammoth Lakes visitors is driving, but it is nearly an even split among the ad-aware.

- The ads help direct potential travelers to flight options to Mammoth Lakes that other travelers may not be aware of as can be seen by the 21-point lift in awareness of flight options between the ad-aware and unaware groups.
- The ads don't just inform; they lead to action. 35% of visitors chose to travel by air; however, this figure increases to just shy of 50% among the ad-aware.
- Visitors who fly to Mammoth spend more money in the destination - \$2615 for flyers vs \$1661 for those who drove.

Aware of Air Service Options to Mammoth Lakes



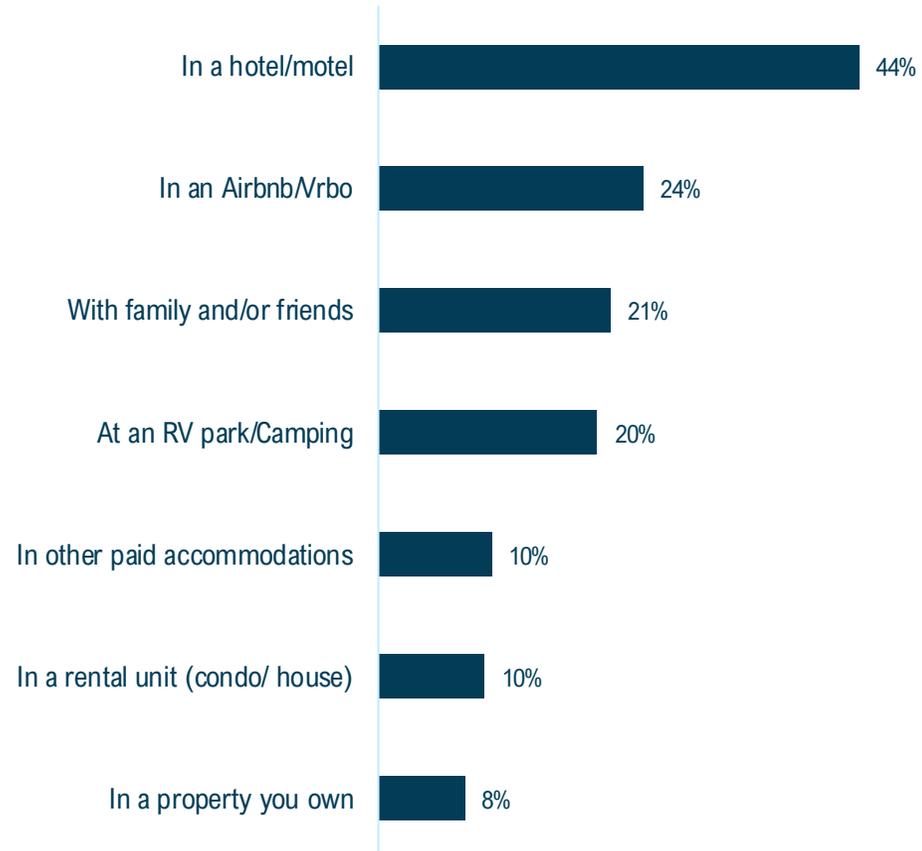
Flew to Mammoth



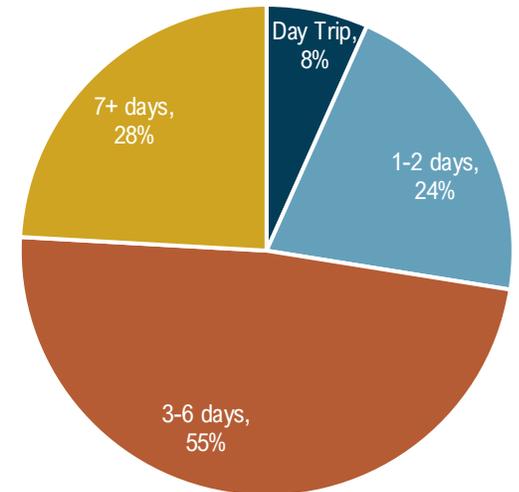
Lodging and Stay Length

- Day trips made up a small portion of travel to Mammoth Lakes, with most travelers opting to stay between 3 and 6 days.
- Hotels and motels were the most frequently utilized lodging type by a sizable margin.

Lodging Type

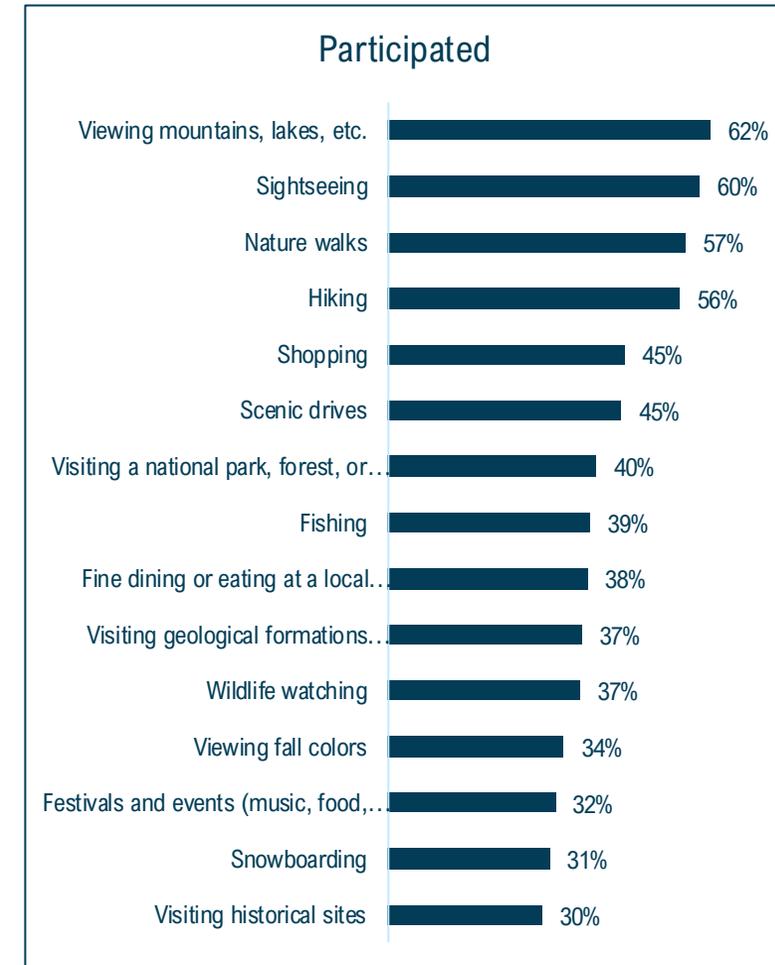
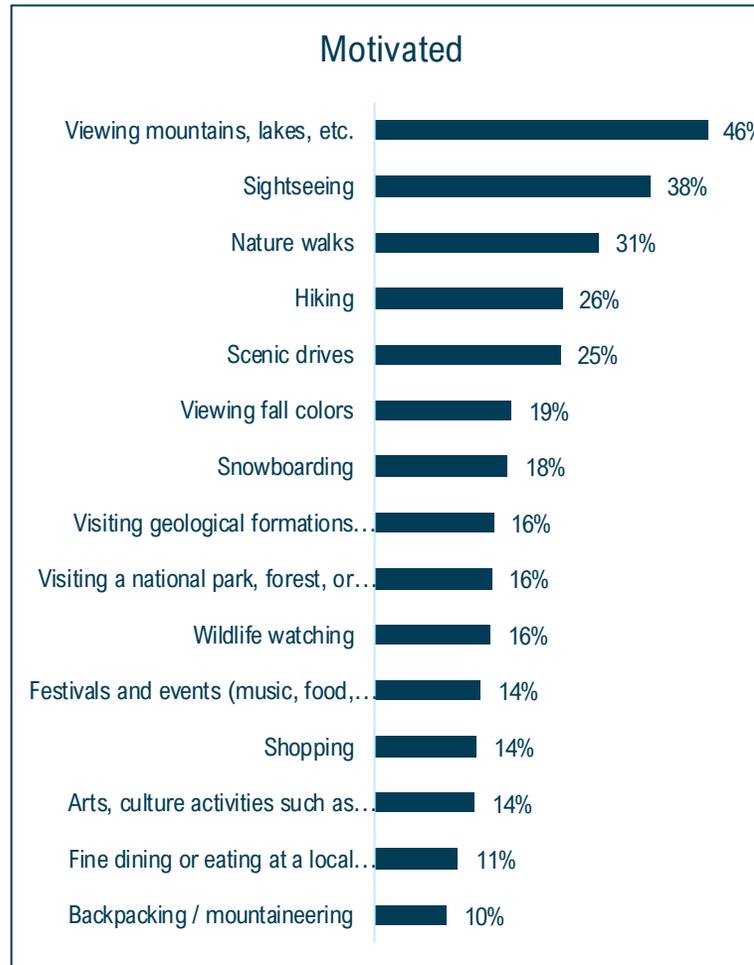


Nights Stayed



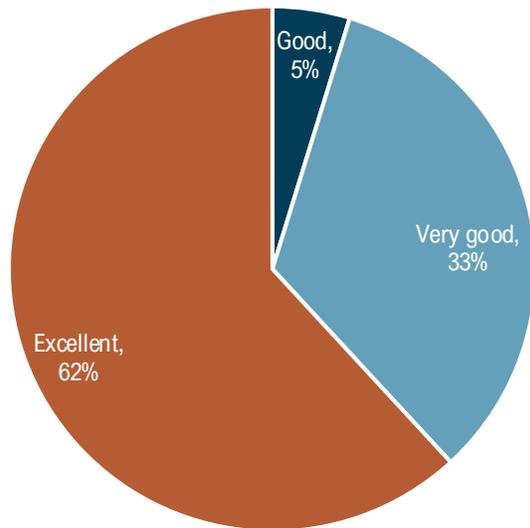
Activities

- Natural beauty is a major strength of Mammoth Lakes. As a result, the top nine motivators for trips to Mammoth Lakes are tied to outdoor sightseeing and activities.
- Although the scenery is a major draw, travelers do more than experience the outdoors on their trips. Travelers shop (46%) and eat at local restaurants (39%), spending more money in the communities in Mammoth Lakes.
- Additionally, travelers participate in fishing at high rates (39%) even though it does not place among the top 15 trip motivators.



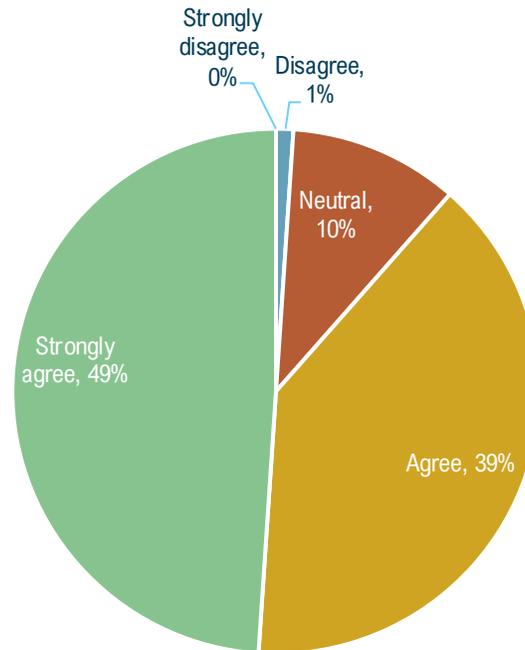
Travelers to Mammoth Lakes are overwhelmingly positive about their experiences.

Trip Experience Rating

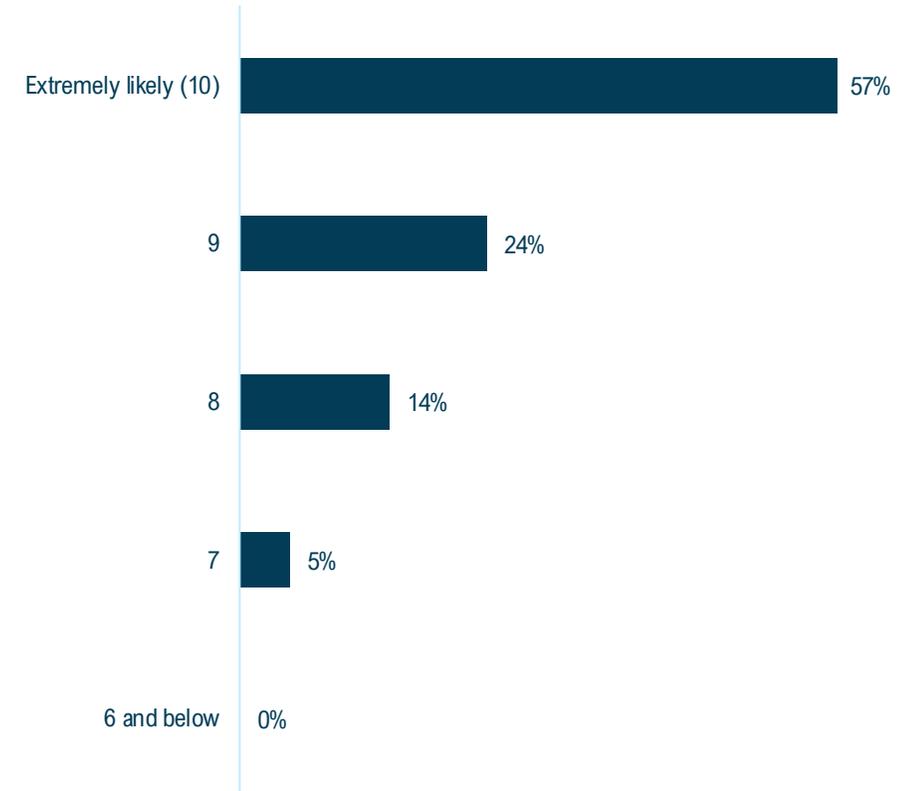


No trips rated less than "Good."

Mammoth is Inclusive and Welcoming



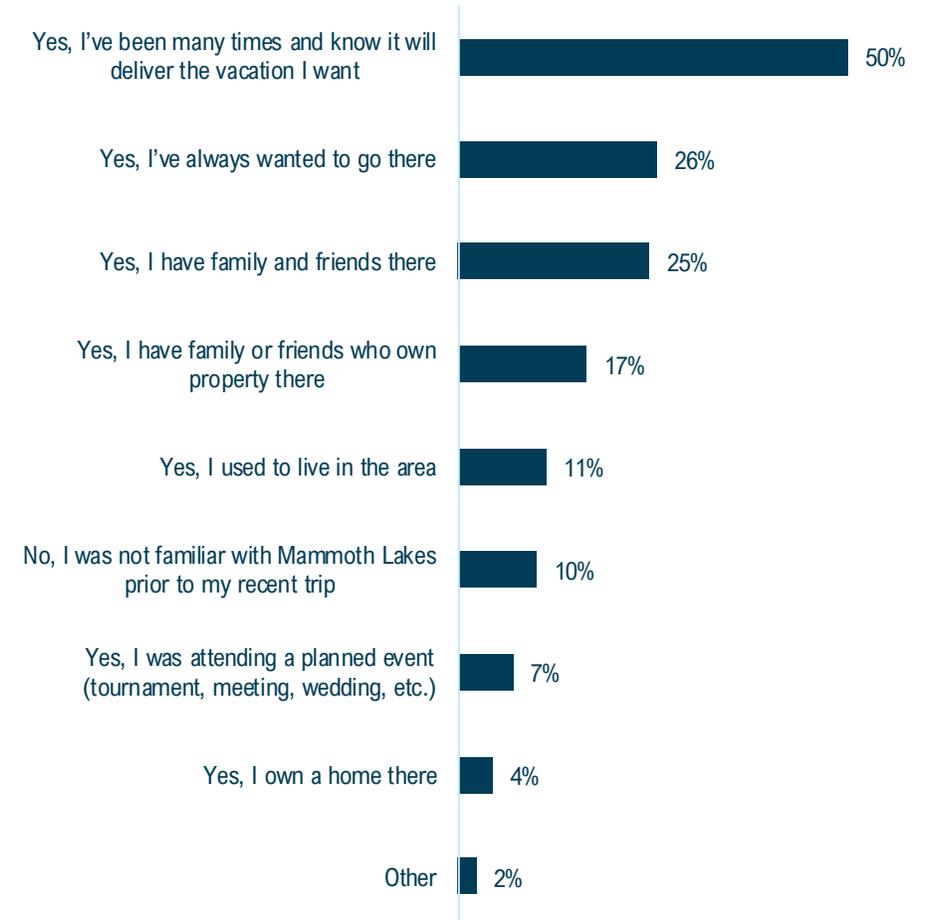
Likelihood to Recommend Mammoth Lakes (1-10 Scale)



Familiarity Prior to Trip

The combination of advertising, destination features, and past experiences has helped build a loyal population of travelers.

- The number of travelers who returned to Mammoth Lakes increased from 40% in FY21-22 to 50% this year. This suggests a growing pool of travelers who plan to return to Mammoth Lakes year after year.
- Only 10% of travelers to Mammoth Lakes were not familiar with the destination prior to their trip. With a large base of returning travelers and limited new visitors, it could be beneficial to begin shaping messaging to speak specifically to potential first-time visitors to the area to broaden the reach and effectiveness of the advertising.



Appendix: Questionnaire

SMARInsights

Questionnaire

Mammoth Lakes, California (Shipyard)
Ad Effectiveness SUMMER & FALL 2023

[COMPETITIVE SET]	Breckenridge, CO
Mammoth Lakes, CA	Park City, UT
Big Bear Mountain, CA	Jackson Hole, WY
Lake Tahoe	Vail, CO

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 or Hulu		
I engage in outdoor activities like hiking, biking, fishing, backpacking, nature walks, etc.		TERMINATE IF NO TO BOTH OF THESE AT END OF SCREENER
Have taken outdoor, nature-focused vacations in the spring, summer or fall.		
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 known as Twitter), Instagram or TikTok		
I regularly engage in some form of physical exercise like walking, biking or participating in sports to help stay healthy		

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

[END OF SCREENERS]

COMPETITIVE SET QUESTIONS

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]				

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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]					

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 June 2023?

ROTATE
INSERT COMP SET SELECTED IN Q4
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]					

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
- Make optimal use of environmental resources
- Take public transportation
- Respect the culture of local communities
- Buy from and support local businesses
- Travel slow
- Say NO to single-use plastic
- Eat local food
- Other, specify _____
- None of these

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 you 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					
Is rustic and rugged					
Is unpretentious and down-to-earth					
Is like nothing you have ever seen before					
Is an inclusive and welcoming place					

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Questionnaire

T7a. 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 JUNE 2023 THROUGH NOVEMBER 2023] *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. Approximately, how many times have you visited Mammoth Lakes before your visit in [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 top three motivations for this trip.

[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
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 and 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

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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? ____ [ASK IF Q5>1]

T6A. 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

[ASK OF ENTIRE BASE]

Q6A_1. Are you aware of air service options to access the Mammoth Lakes? Yes/No

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 you own
- In a rental unit (condo/house)
- In an Airbnb/Vrbo
- In a hotel/motel
- At an RV park/Camping
- In other paid accommodations

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)
- Airbnb/Vrbo
- Hotel/motel
- RV park/Camping
- Other paid accommodations

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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 & Snowsports [CONFIRM WITH CLIENT MONTHS WITH SNOW]

Downhill skiing

Cross country skiing

Backcountry skiing

Snowboarding

Snowshoeing

Viewing & Enjoying Natural Scenery

Scenic drives

Scenic helicopter rides

Gondola rides

Visiting geological formations unique to the area

Sightseeing

Viewing mountains, lakes, etc.

Viewing fall colors

Other, specify _____

Outdoor Activities

Hiking

Backpacking/mountaineering

High altitude training

Nature walks

Wildlife watching

Rock climbing

Fishing

Road biking [ANCHOR POSITION]

Mountain biking [ANCHOR POSITION]

Other biking [ANCHOR POSITION]

Other outdoor activity, specify _____

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Questionnaire

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
------	------	------	-----------	-----------

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										Extremely likely
1	2	3	4	5	6	7	8	9	10	

T15. Thinking about your overall experience in Mammoth Lakes, how much do you agree or disagree it was an inclusive and welcoming place? – rate scale 1 to 5

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, 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 (specify) _____
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. [ROTATE ADS WITHIN EACH MEDIUM]

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

- 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? _____

VIDEO - SPRING/SUMMER + FALL

SOURCE: YouTube Video Summer + Fall

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

 :30	 :15
MAMMOTH_THE_REAL_UNREAL_30_REV WEB VIMEO: https://vimeo.com/766283231	3-MAMMOTH_5000 YEARS_15_WEBMIX_UNSLATED_FINAL VIMEO: https://vimeo.com/766283092
 :15	 :15
5-MAMMOTH_ANOTHER PLANET_15_WEBMIX_UNSLATED_FINAL VIMEO: https://vimeo.com/766283167	6-MAMMOTH_HOW UNREAL_15_WEBMIX_UNSLATED_FINAL VIMEO: https://vimeo.com/766283212

Questionnaire

INTERACTIVE WEB - SPRING/SUMMER + FALL

SOURCE: Undertone Summer + Fall

F: Ads Master Mammoth Lakes' 2023 Spring Summer Fall

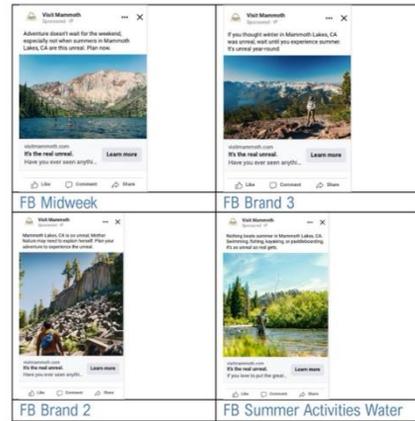


Laptop.jpg

Mobile.jpg

SOCIAL DISPLAY - SPRING/SUMMER

SOURCE: FB + IG



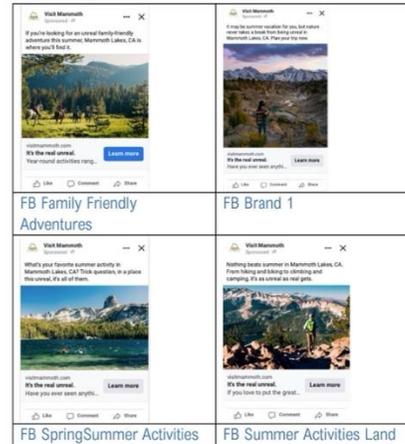
FB Midweek

FB Brand 3

FB Brand 2

FB Summer Activities Water

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FB Family Friendly Adventures

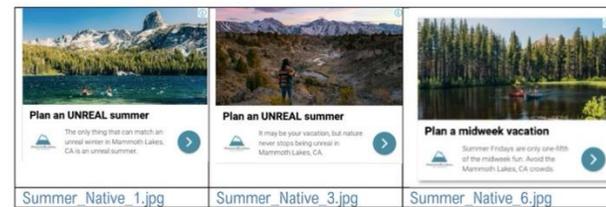
FB Brand 1

FB SpringSummer Activities

FB Summer Activities Land

NATIVE DISPLAY - Spring/Summer

SOURCE: GDN



Summer_Native_1.jpg

Summer_Native_3.jpg

Summer_Native_6.jpg

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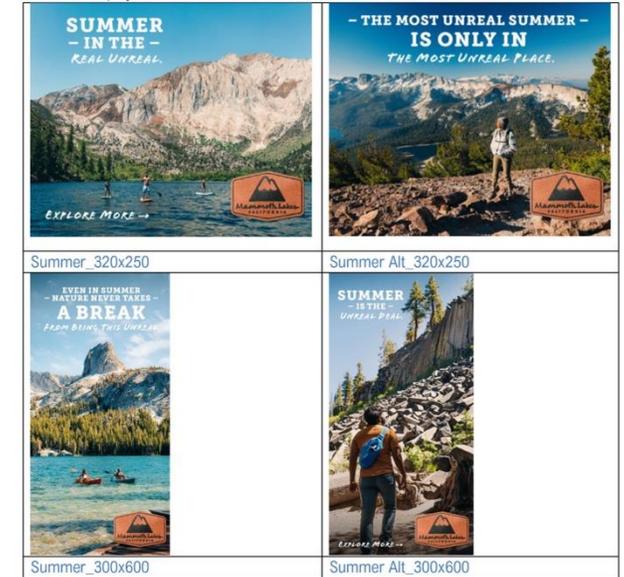


Summer_Native_4.jpg

Summer_Native_5.jpg

DIGITAL - SUMMER/SPRING BRAND

SOURCE: Display Banners



Summer_320x250

Summer_Alt_320x250

Summer_300x600

Summer_Alt_300x600

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Questionnaire



DIGITAL – SUMMER/SPRING AIR SERVICE

SOURCE: Air Service

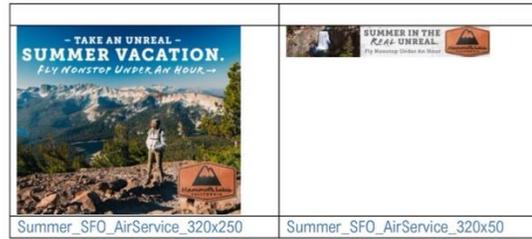
SHW ONLY 1 OF THE WIDE ADS

I:\Ads Master\Mammoth Lakes\2023 Spring Summer Fall\Display Banners\Air Service



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ASK AFTER ALL SPRING SUMMER ADS ARE SHOWN

GRID. When you think about the digital 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 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					

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FALL ADS

[ASK AFTER EACH AD/GROUP OF ADS]

Ad1. Do you recall seeing [this ad/these ads] or ads like them for Mammoth Lakes, California?

Yes

No

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

Positive

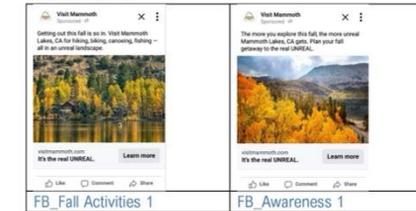
Negative

Neutral

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

SOCIAL DISPLAY - FALL

SOURCE: FB + IG



FB_Fall Activities 1

FB_Awareness 1

INSTAGRAM – FALL

SOURCE: FB + IG



IG_Fall Story Video

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Questionnaire

NATIVE DISPLAY - FALL SOURCE: GDN

 Native Midweek 4	 Native Fall Colors 3
 Native Awareness 1	

DIGITAL - FALL BRAND SOURCE: Trade Desk

Trade Desk_Fall_320x250	Trade Desk_Fall_300x600

Trade Desk_Fall_728x90	Trade Desk_Fall_160x600

DIGITAL - NATIVE SOURCE: Trade Desk

Native MLT Preview Fall 2023	Screenshot MLT Fall 2023 - ABC
Screenshot MLT Fall 2023 - Today	

PINTEREST - FALL SOURCE: Pinterest

Pinterest_Fall_Standard Pin	Pinterest_Fall_VideoPin

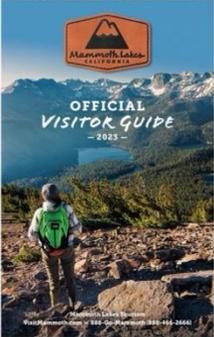
ASK AFTER ALL ADS FROM SPRING-SUMMER-FALL HAVE BEEN SHOWN

When you think of the Spring/Summer and Fall digital 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 inspires me to want to keep Mammoth Lakes beautiful					
A place that exudes a sense of awe and wonder					
A place with an abundance of outdoor activities and experiences					
A place that offers many unique landmarks to explore (Rainbow Falls, Devils Post Pile, Hot Creek, etc.)					
A place that has a lot to offer in the other seasons outside of Winter					

Questionnaire

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



[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

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)
- TikTok
- YouTube
- Pinterest
- Other
- Do not follow Visit Mammoth on any social channels



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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

PPinHH. Including you, how many people are currently living in your household? _____

[IF PPHINHH>]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 but less than \$300,000
- \$300,000 but less than \$400,000
- \$400,000 but less than \$500,000
- \$500,000+

eth. Which of the following best describes your ethnic heritage? Select all that apply.

[ALLOW MULTI]

- Caucasian/White
- African-American/Black
- Asian
- American Indian or Alaska Native
- Native Hawaiian or Other Pacific Islander
- Other, specify _____

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eth2. Do you identify as Hispanic or Latino? Yes/No

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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