

# BE PATIENT. BE CONSIDERATE. BE KIND.

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. As storms raged on for months and locals were exhausted from shoveling feet upon feet of snow, MLT reached out to visitors with a clear message: **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, we created a cohesive message that was well received by visitors and locals alike.



Mammoth Lakes Tourism  
2520 Main Street  
Mammoth Lakes, CA 93546

**62** pieces of crisis communication/safety messaging shared on social

**f** 1.9M in reach   **ig** 10M in reach



**17** newsletter communications

Sent from January–April

avg open rate **50%\***

\*Travel & Transportation average 20.4% (mailchimp.com)

emergency info pages time-on-site increased to **2 min 45 sec**

**thumbs up** follower post

“What a beautiful and important message looking out for the community. ❤️❤️”

– bornbackpacker

**“MAMMOTH LAKES TOURISM’S SHIFT FROM ATTRACTION TO EDUCATION HAS MADE A HUGE IMPACT WITH GUESTS SHOWING MORE RESPECT TO OUR STAFF AND OUR NATURAL SURROUNDINGS.”**

— Andrea Walker, owner of Stellar Brew & Natural Café

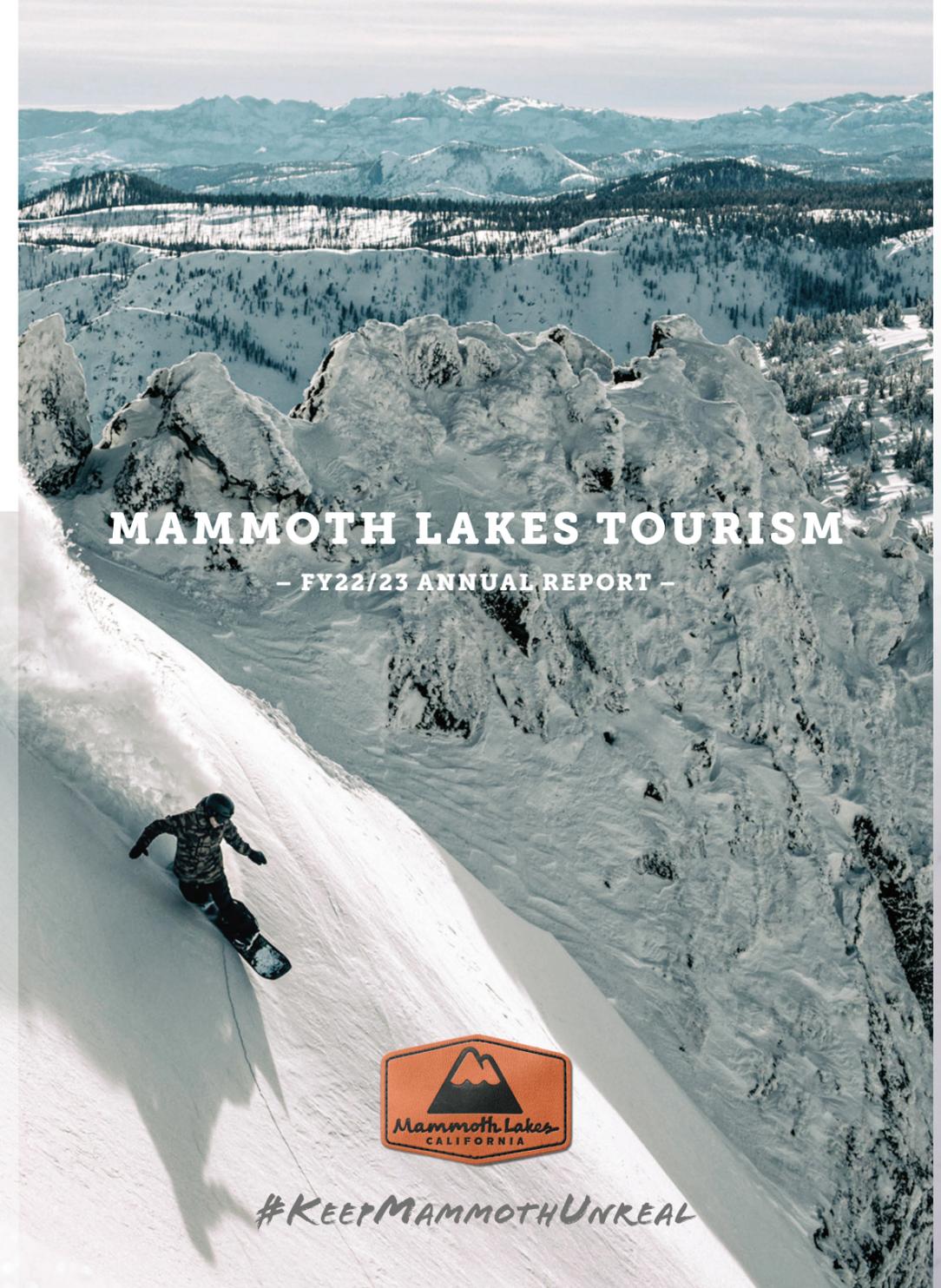
Scan this QR code to complete a brief, anonymous Community Survey

Tourism is vital to our economy, but it must be balanced with stewardship for the land and respect for our community. This survey is one part of a larger research effort to help us address your needs and concerns so we can work together to ensure effective, responsible tourism.



Para tomar nuestra encuesta en español, por favor escanear aquí.

For more information, please go to [VisitMammoth.com](http://VisitMammoth.com)



## MAMMOTH LAKES TOURISM

– FY22/23 ANNUAL REPORT –



#KEEPMAMMOTHUNREAL

### DEAR VALUED COMMUNITY MEMBER,

2022/23 was an unbelievable year. With the challenges as well as successes associated with the biggest snowfall on record, your tourism department recognized the responsibility of putting the community and its safety first. Our messaging to visitors focused on what conditions to expect upon arrival and how to show respect to our locals while also launching a new brand campaign that highlights education and our community values.

We believe it resonated with them and hope you felt it, too.

Read on for highlights from the year and drop us a line with questions, comments, or concerns.

Thank YOU for all you do for this town.

Sincerely,

**Pat Foster**  
Mammoth Lakes Tourism  
Board Chairman

- Eric Clark**, Vice Chair
- John Morris**, Treasurer
- John Mendel**, Secretary
- Bill Sauser**, Board Member
- Darlene Magner**, Board Member
- Jess Karell**, Board Member
- Cristi Quesada-Costa**, Board Member
- Kirk Wallace**, Board Member



**THIS YEAR,** we placed stewardship at the heart of the Mammoth Lakes brand, with the launch of the Real Unreal campaign. This allowed us to educate our guests and encourage responsible visitation, protecting the charm of our mountain town, and the incredible landscapes we call home.

We made sure the campaign was a representation of the town through involvement of residents as cast members and collaboration with local photographers, whose photography beautifully captures the pockets of wonder Mammoth Lakes has to offer our guests.

The strength of this approach was confirmed through our ad tracking research:



**86%** positive reaction to campaign ads

**\$571M** in visitor spending

**292K+** incremental visits to Mammoth Lakes

**\$358** in return for every \$1 in marketing spend

Similarly, the campaign increased the number of visitors arriving in Mammoth Lakes by air, who tend to stay longer and contribute more revenue to the town.



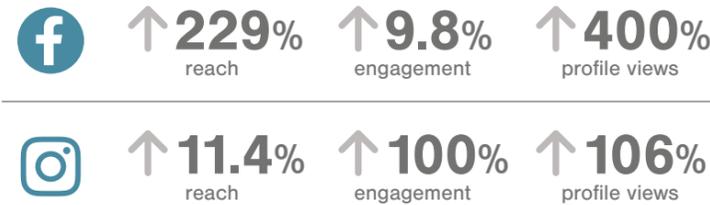
**UNITED/BISHOP AIRPORT (BIH)**  
**96%** completion rate despite unprecedented snow year

**ADVANCED AIR**  
**91%** completion rate with the ability to divert to Bishop (20% higher than without the ability to divert)



July 1, 2022–June 30, 2023

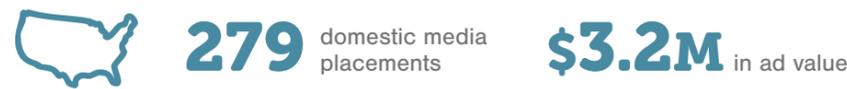
**SOCIAL MEDIA**



**WEBSITE ENGAGEMENT**



**DOMESTIC MEDIA & PR**

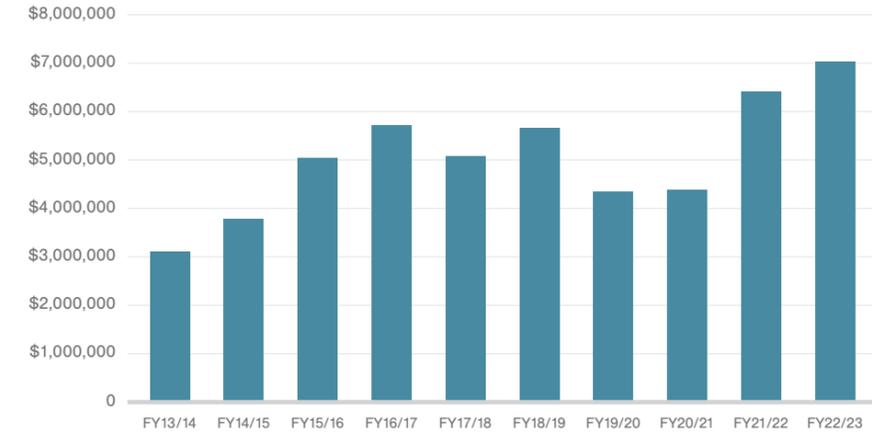


**INTERNATIONAL MEDIA & PR**



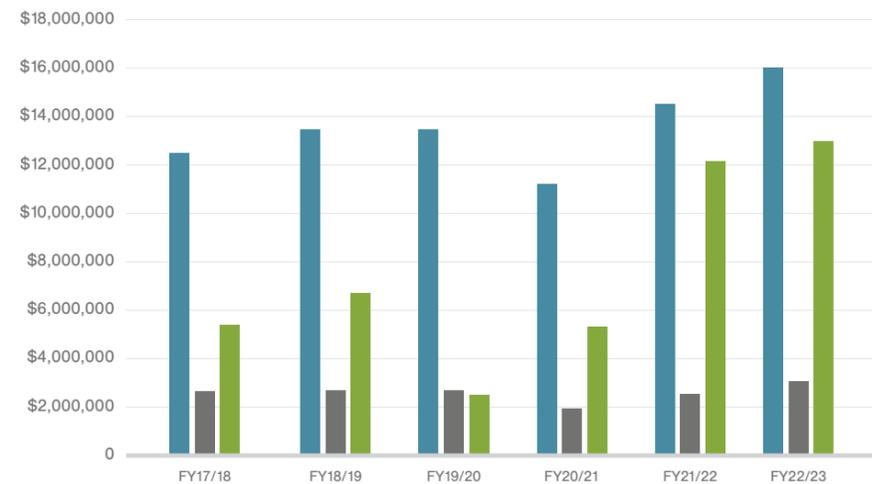
**ANNUAL TBID FUNDS**

All funds go to Mammoth Lakes Tourism (minus 2% admin fee)

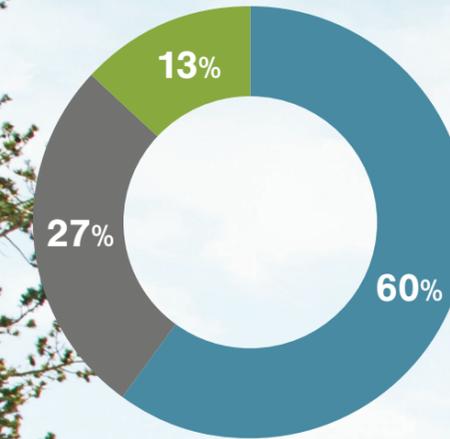


- **62.4% approval** from the business community
- **5-0 "YES" vote** to approve the renewal of the TBID by the Town Council

**TOT FUND ALLOCATION**



Since FY17/18, the Town of Mammoth Lakes has invested its budget surplus in projects to support the Mammoth Lakes community. This surplus comes from a collaboration of marketing efforts and town organizational structure. While not a Town employee, Mammoth Lakes Tourism is a contracted body for the Town that helps generate TOT dollars through marketing.



**Housing Now!**

- \$30,011,100**
- Parcel Workforce Housing Project
  - Bridge Program
  - MLH Housing Partnership
  - 60 Joaquin – 4 units
  - New Housing Programs

**Infrastructure, Equipment & Facilities**

- \$13,235,478**
- Funding for Community Recreation Center
  - Reserve for Public Safety Radio System
  - Mammoth Lakes Foundation Projects
  - Public Facilities
  - Transit Shelters
  - Reserve for Economic Uncertainty

**Community Investment**

- \$6,450,000**
- COVID Response
  - Child Care Facilities (MLF/Parcel)
  - 2023 Snow Emergency Community Support