



MAMMOTH LAKES TOURISM STRATEGY & DELIVERABLES DISCUSSION FY2025-26

MLT BOARD & TOWN COUNCIL JOINT MEETING | APRIL 16, 2025



MLT STRATEGY 2025-2027



Mammoth Lakes Tourism Strategic Plan 2025-2027



PURPOSE

Mammoth Lakes Tourism invites visitors to align with our community's values—through the responsible promotion and stewardship of our mountain destination—to bring economic vitality to Mammoth Lakes.

CORE VALUES

Commitment—our passion for Mammoth Lakes drives everything we do

Stewardship—we proactively care for our community and our environment

Innovation—we identify and implement creative solutions to serve the community

Collaboration—we engage our community, stakeholders, and partners to achieve shared goals

Adaptability—we are nimble and responsive to unexpected changes

POSITION

Mammoth Lakes Tourism is the collaborative, adaptable, and responsive voice of the local tourism industry through:

- Promoting local businesses to regional, national, and international audiences through strategic and innovative marketing and collaboration with Visit California and other partners
- Driving need period visitation to support quality of experience
- Contributing to a vibrant event calendar through funding and marketing support
- Supporting access to Mammoth Lakes through reliable regional air service
- Informing our local community about the value of tourism, and engaging collaboratively to shape the Mammoth Lakes experience
- Fostering respect for the environment, our community, our businesses, and our workforce
- Advocating and providing information to the community and Town leadership supporting needs for infrastructure, beautification, and other improvements
- Driving the visitation that funds our tax base, allowing the Town to enhance resident and visitor experience

OBJECTIVE 1:

Expand Community Engagement and Collaboration

INDICATORS

- Growth in percentage of residents indicating that tourism improves their lives
- Growth in resident recognition of stewardship messaging

STRATEGIES

- Develop our Community Engagement Plan to effectively communicate the value of tourism and listen to our community's priorities
- Coordinate communication systems and platforms to amplify core messages
- Develop an awareness campaign to educate on use of TOT dollars for community benefit

OBJECTIVE 2:

Advance Destination Stewardship

INDICATORS

- Final Stewardship Plan adopted by 6/30/2026
- Improve ratio of need period visitation to non-need periods
- Growth in percentage of visitors stating that MLT's work encourages the preservation of our destination

STRATEGIES

- Participate in the development and implementation of Destination Stewardship Plan
- Elevate and invest in cultural tourism offerings such as history, culture, and heritage
- Educate visitors on stewardship to protect our natural and community resources
- Continue to develop approaches to influence desired patterns of visitation

OBJECTIVE 3:

Amplify Marketing & Promotion

INDICATORS

- Growth in overall economic impact from visitation to Mammoth Lakes
- Increase ROI on marketing campaigns
- Growth in enplanements over 2024 baseline

STRATEGIES

- Partner with Visit California to promote Mammoth Lakes worldwide as a welcoming destination
- Tailor marketing strategies to foster Mammoth Lakes as a 12-month economy and drive overall growth in visitor spend
- Emphasize education and stewardship messaging
- Collect visitor feedback to evaluate campaign effectiveness

OBJECTIVE 4:

Leverage Partnerships

INDICATORS

- Growth in community infrastructure influenced by MLT advocacy
- Maintain or grow positive sentiment on annual TBID remitter survey over new 2025 baseline
- Partner on at least 5 initiatives with local partners annually

STRATEGIES

- Build stronger relationships through collaboration and coordination with Town of Mammoth Lakes departments and other community-focused organizations
- Continue advocacy to Town Council for tourism-supportive policies and infrastructure
- Strengthen our collaboration and coordination with the Mammoth Lakes business community

PURPOSE

Mammoth Lakes Tourism invites visitors to align with our community's values – through responsible promotion and stewardship of our mountain destination – to bring economic vitality to Mammoth Lakes

CORE VALUES

Commitment

Our passion for Mammoth Lakes drives everything we do

Stewardship

We proactively care for our community and our environment

Innovation

We identify and implement creative solutions to serve the community

Collaboration

We engage our community and partners to achieve shared goals

Adaptability

We are nimble and responsive to unexpected changes

POSITION

Mammoth Lakes Tourism is the collaborative, adaptable, and responsive voice of the local tourism industry through:

- Promoting local businesses to regional, national, and international audiences through strategic and innovative marketing and collaboration with Visit California and other partners
- Driving need period visitation to support quality of experience
- Contributing to a vibrant event calendar through funding and marketing support
- Supporting access to Mammoth Lakes through reliable regional air service

POSITION

Mammoth Lakes Tourism is the collaborative, adaptable, and responsive voice of the local tourism industry through:

- Informing our local community about the value of tourism, and engaging collaboratively to shape the Mammoth Lakes experience
- Fostering respect for the environment, our community, our businesses, and our workforce
- Advocating and providing information to the community and Town leadership supporting needs for infrastructure, beautification, and other improvements
- Driving the visitation that funds our tax base, allowing the Town to enhance resident and visitor experience

OBJECTIVES



Continue to Drive Responsible Visitation

1

**Expand
Community
Engagement
and
Collaboration**

2

**Advance
Destination
Stewardship**

3

**Amplify
Marketing
and
Promotion**

4

**Leverage
Partnerships**

OBJECTIVE #1

EXPAND COMMUNITY ENGAGEMENT & COLLABORATION

Indicators

- **Growth in percentage of residents indicating that tourism improves their lives**
- **Growth in resident recognition of stewardship messaging**

Strategies

- **Develop Community Engagement Plan to effectively communicate the value of tourism and listen to our community's priorities**
- **Coordinate communication systems and platforms to amplify core messages**
- **Develop awareness campaign to educate on use of TOT dollars for community benefit**

OBJECTIVE #2

ADVANCE DESTINATION STEWARDSHIP

Indicators

- Destination Stewardship Plan adopted by 6/30/2026
- Improve ratio of need period visitation to non-need periods
- Growth in percentages of visitors stating that MLT's work encourages the preservation of our destination

Strategies

- Participate in Destination Stewardship Plan development and implementation
- Elevate and invest in cultural tourism offerings such as history, culture and heritage
- Educate visitors on stewardship to protect our natural and community resources
- Continue to develop approaches to influence desired patterns of visitation

OBJECTIVE #3

AMPLIFY MARKETING & PROMOTION

Indicators

- Growth in overall economic impact from visitation to Mammoth Lakes
- Increase return on investment (ROI) on marketing campaigns
- Growth in enplanements over 2024-25 baseline

Strategies

- Partner with Visit California to promote Mammoth Lakes worldwide as a welcoming destination
- Tailor marketing strategies to foster Mammoth Lakes as a 12-month economy and drive overall growth in visitor spend
- Emphasize education and stewardship messaging
- Collect visitor feedback to evaluate campaign effectiveness

OBJECTIVE #4

LEVERAGE PARTNERSHIPS

Indicators

- Growth in community infrastructure influenced by MLT advocacy
- Maintain or grow positive sentiment on annual TBID remitter survey over new 2025-26 baseline
- Partner on at least five initiatives with local partners annually

Strategies

- Build stronger relationships through collaboration and coordination with TOML departments and other community-focused organizations
- Continue advocacy to Town Council for tourism-supportive policies and infrastructure
- Strengthen our collaboration and coordination with the Mammoth Lakes business community



QUESTIONS?

