



# MAMMOTH LAKES TOURISM SUMMER-FALL 2019

Advertising Effectiveness Research

Mering Carson

 insights  
Strategic Marketing and Research

# Executive Summary – Insights

- A strategic shift to invest more advertising dollars into the Winter season YOY led to a decrease in both Summer (-29%) & Fall investment (-59%). Additionally, media strategy evolved to place more prominence on digital tactics to drive onsite engagement, using time on site as the primary KPI to indicate deeper consumer interest.
- As to be expected with decreased budget and tactical media shifts, Awareness and Reach for both seasons decreased, that said, the Campaign continues to drive high ratings from travelers across all other measurement categories.
- The Summer Campaign remains more efficient than average, costing MLT only \$0.31 to reach each aware household (versus \$0.32 on average for other DMOs).
- The Fall Campaign is far more efficient than average at a cost per aware household of just \$0.11.
- Overall, the *No Small Adventure* Campaign continues to garner high ratings from travelers for communicating key messages.
  - For several consecutive seasons, the Campaign has received ratings above the “excellent” benchmark for portraying Mammoth Lakes’ natural beauty, outdoor adventure opportunities, outdoor playground, and diverse terrain and activities.
  - Summer and Fall execution ratings are even higher than prior seasonal Campaigns.
  - The ads are among the highest-rated SMARInsights has tested for influencing travelers’ desire to visit the destination, demonstrating that the creative resonates strongly with outdoor travelers in nearby markets.
- The ads continue to impact likelihood to visit Mammoth Lakes; twice as many ad-aware travelers indicate an intention to visit as unaware.

# Executive Summary – No Small Adventure Campaign vs. SMARInsights benchmarks

Measure	MLT Summer & Fall 2019 Campaign Performance	Benchmark
Awareness	Summer: 31% Fall: 26%	Expected* Summer: 44% Expected* Fall: 35%
Cost per aware household	Summer: \$0.31 ✓ Fall: \$0.11	\$0.32
The ads make me want to visit Mammoth Lakes for a leisure trip	4.05 ✓	Top 10%: 4.0
The ads show that Mammoth Lakes offers an abundance of diverse terrain and activities	4.26 ✓	Top 10%: 4.2
The ads show that Mammoth Lakes is an outdoor playground	4.28 ✓	Top 10%: 4.2
The ads communicate that Mammoth Lakes is a destination for outdoor adventurers	4.32 ✓	Top 10%: 4.2
The ads communicate that Mammoth Lakes is majestic in scale and awesome in its natural beauty	4.30 ✓	Top 10%: 4.2

\*Expected awareness is not a benchmark per se. SMARInsights' predictive model considers creative ratings, media spend, and population size.

# Background & Objectives

- MLT conducts research to track the impact of its seasonal marketing investment on visitation to the destination and visitor spending. While these are not the only metrics that show the advertising is working, they are the primary goals of the advertising, and are what generates the transient occupancy taxes that return to the community and fund further destination marketing.
- MLT runs three seasonal cCampaigns: Summer, Fall and Winter. This wave of research, conducted in November in the markets shown at right, measured:
  - Awareness of the Summer 2019 and Fall 2019 advertising
  - Favorability toward the creative and its strength at communicating key messaging
  - Perceptions of the destination
  - Impact of the advertising on visit intent and engagement with the destination’s owned media channels
- As in prior research, travelers were screened to be at least 18 years old, travelers, and travel decision makers for their households. Additional screening criteria were employed to ensure that travelers surveyed are those who enjoy active or passive outdoor activities and/or being outdoors in nature; 71% of the traveling populations in the markets surveyed are used as the base in this reporting.
- Sample sizes were scaled back in this wave of research to allow sampling in Denver & the Northeast as part of MLT’s FY20 Winter strategy.
- The trip data gathered in this wave of research will be compiled along with subsequent Winter and ROI research, for calculation of a Fiscal Year 2019-20 Economic Impact and ROI for the *No Small Adventure* Campaign.

Surveys per Market	Summer & Fall 2019
Los Angeles	202
San Diego	104
San Francisco	206
Other California	103
Nevada	99
<b>Total</b>	<b>714</b>

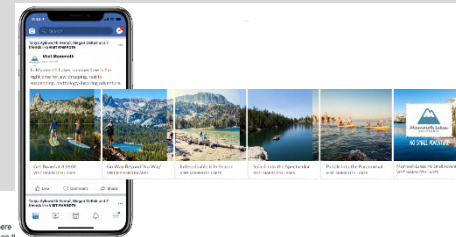
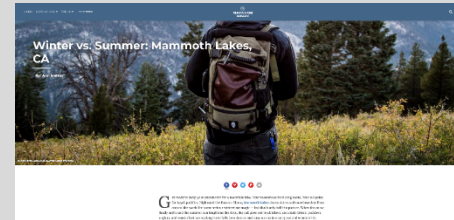


# Advertising Campaign

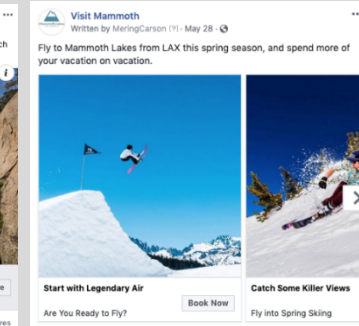
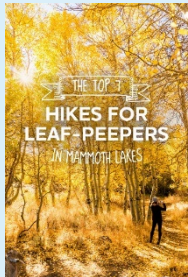
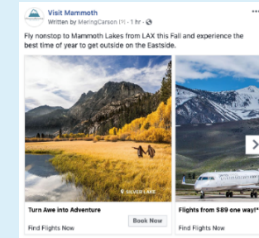
- The *No Small Adventure* Campaign is a multi-year, multi-season Brand Campaign. The research tested Summer 2019 and Fall 2019 seasonal ads:
  - 360-Degree Videos (Summer only)
  - *No Small Adventure* Brand Spot
  - Digital Banners
  - Paid Social Ads
  - Native Ads
- Summer ads ran April-June 2019 and are part of the FY18/19 budget.
- Fall ads ran August-October 2019 and are part of the FY19/20 budget.

Campaign Spending	2016	2017	2018	2019	Chg.
Summer	\$768,258	\$689,412	\$1,082,748	\$773,750	-29%
Fall	\$404,000	\$738,000	\$542,250	\$225,000	-59%

## Summer FY18/19



## Fall FY19/20

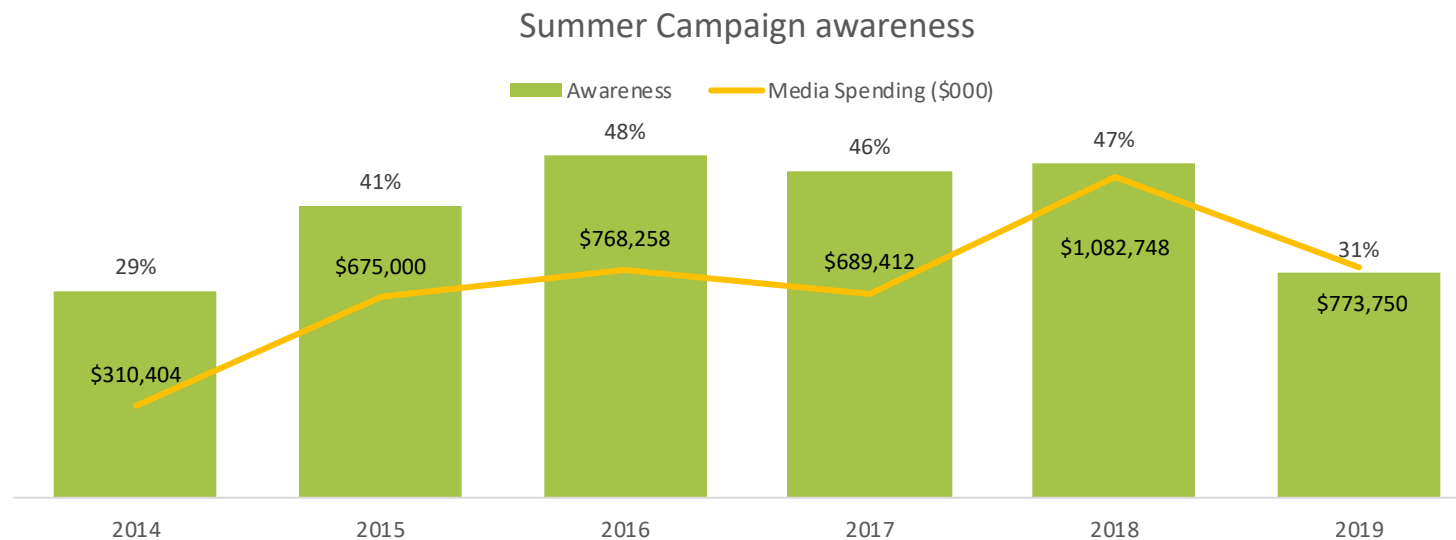


# Advertising Awareness

Mammoth Lakes Summer-Fall 2019 Ad Effectiveness Research

# *No Small Adventure* Summer advertising reached nearly a third of travelers in the target markets.

- Summer ad spending decreased 29% and media mix shifted YOY, impacting awareness
- Media strategy evolved to prioritize quality visitation vs. driving mass Awareness, placing more prominence on tactics that encourage on site engagement, a metric signaling consumer Consideration and Intent to visit Mammoth Lakes



# No Small Adventure Summer has above average efficiency.

- MLT spends about the same as other spot-market Campaigns that do not include broadcast TV to reach an aware household.
- This year's \$0.31 cost-per-aware-household is the most MLT has spent to reach travelers with Summer messaging, that said, it remains below industry average
- MLT's digital strategy is a cost-effective way to reach a targeted audience.

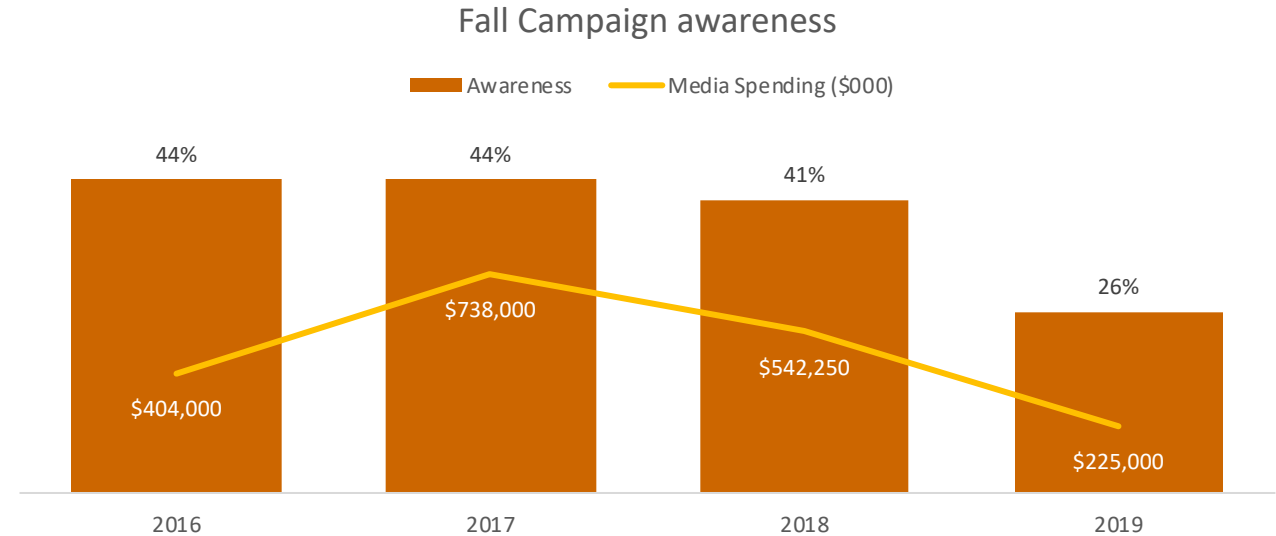
Summer Campaign	2015	2016	2017	2018	2019
Outdoor travel HH*	8,638,286	8,638,286	7,610,828	7,873,775	7,878,09
Awareness	41%	48%	46%	47%	31%
Aware HH	3,561,739	4,146,377	3,494,033	3,692,620	2,479,733
Media spend	\$675,000	\$768,258	\$689,412	\$1,082,748	\$773,750
CPAH	\$0.19	\$0.19	\$0.20	\$0.30	\$0.31

\*Research in Summer 2015 and 2016 was conducted among all traveling households in the targeted markets; the outdoor travel screener was implemented in Fall 2016.

**Benchmark CPAH for CVB spot-market Campaign w/o broadcast TV: \$0.32**

# No Small Adventure Fall advertising awareness fell but the seasonal Campaign remains highly efficient.

- With 59% lower spending than last Fall and a strategic media shift away from mass reach tactics, awareness of the Fall execution fell by just 38%.
- Awareness fell by a smaller degree than ad spending, which points to strong creative and media mix.
- At a cost of just \$0.11 per aware household, the Fall 2019 effort is far more efficient than the average DMO ad Campaign.

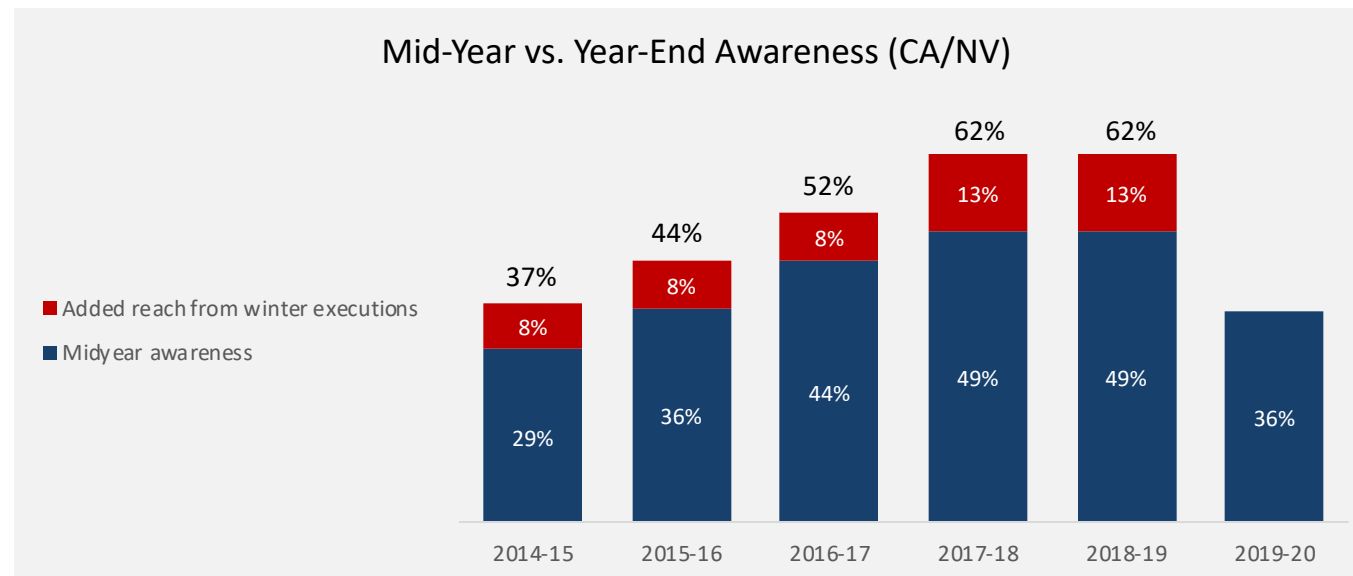


Fall Campaign	2016	2017	2018	2019
Outdoor travel HH	7,476,644	7,610,828	7,873,775	7,878,069
Awareness	44%	44%	41%	26%
Aware HH	3,289,724	3,325,781	3,248,704	2,010,994
Media spend	\$404,000	\$738,000	\$542,250	\$225,000
CPAH	\$0.12	\$0.22	\$0.17	\$0.11

**Benchmark CPAH for CVB spot-market Campaign w/o broadcast TV: \$0.32**

# Summer and Fall advertising together reached 36% of travelers in nearby CA & NV markets.

- Strategic media placement and targeting, plus strong *No Small Adventure* creative, is reaching a more qualified audience with whom the messaging is relevant.
- Spending decline and media tactic shifts naturally impact reach.



Prior to 2017, Summer ad recall was measured in late August with the prior fiscal year's ROI measure; Fall and Winter were measured together later. 2016-17 midyear awareness was measured in March 2017.

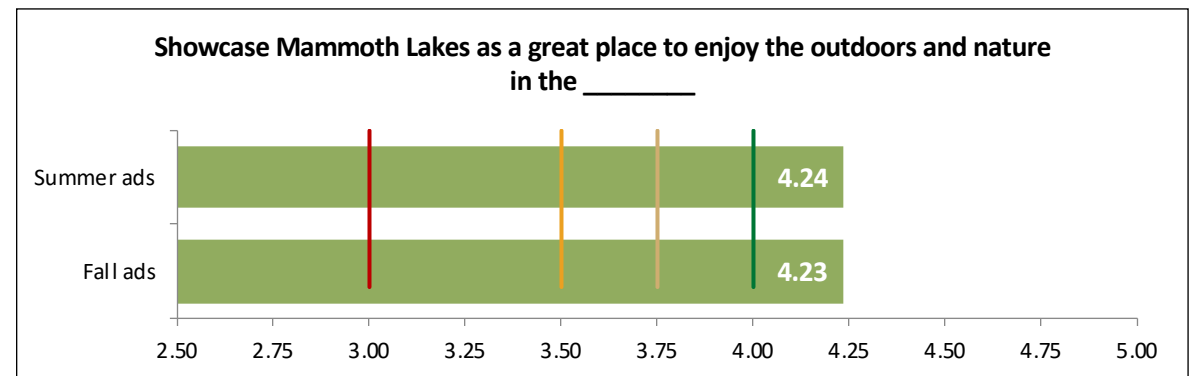
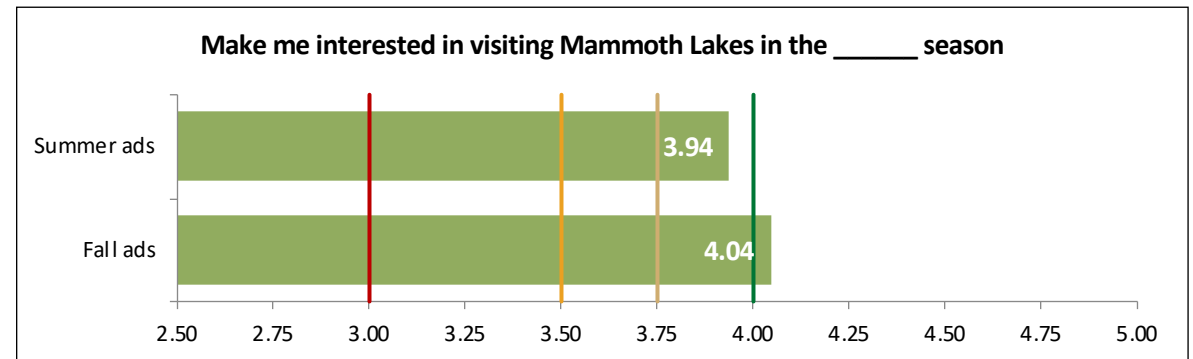
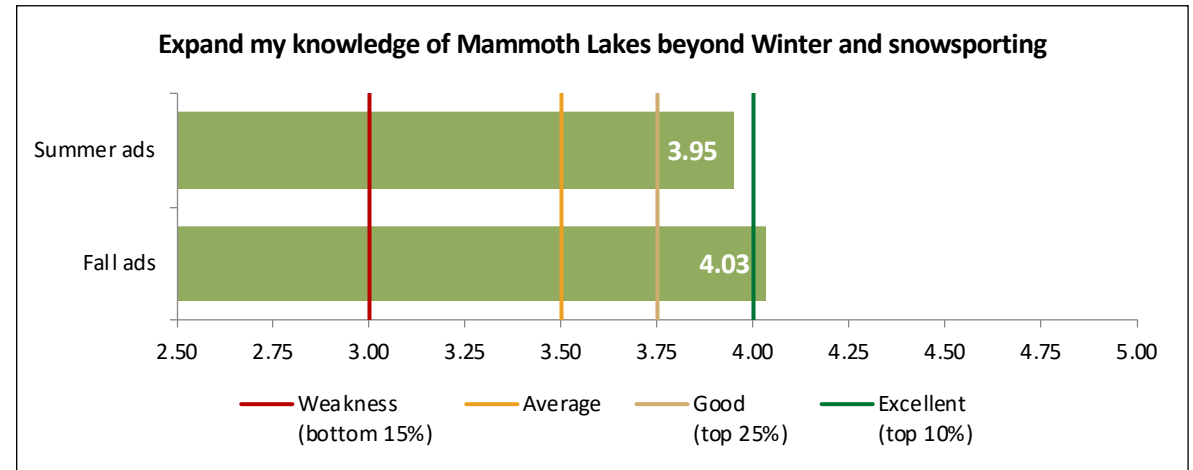
# Creative Evaluation

Mammoth Lakes Summer-Fall 2019 Ad Effectiveness Research

# Ad ratings are among the highest we've seen for any destination.

- Both seasonal executions rate in the top 10% of destination advertising\* for showcasing Mammoth Lakes as a great place to enjoy the outdoors and nature in Summer and Fall. And these ratings are even higher than the 2018 ratings.
- The Fall advertising is in the top 10% for generating interest in a Mammoth Lakes visit in Fall.
- Fall ads are also in the top 25% for expanding travelers' knowledge of the destination's offerings beyond Winter.

\*Creative rating benchmarks based on all domestic destination advertising SMARInsights has tested. Shown are mean scores on a 5-point scale of agreement where 1=not at all and 5=very much.

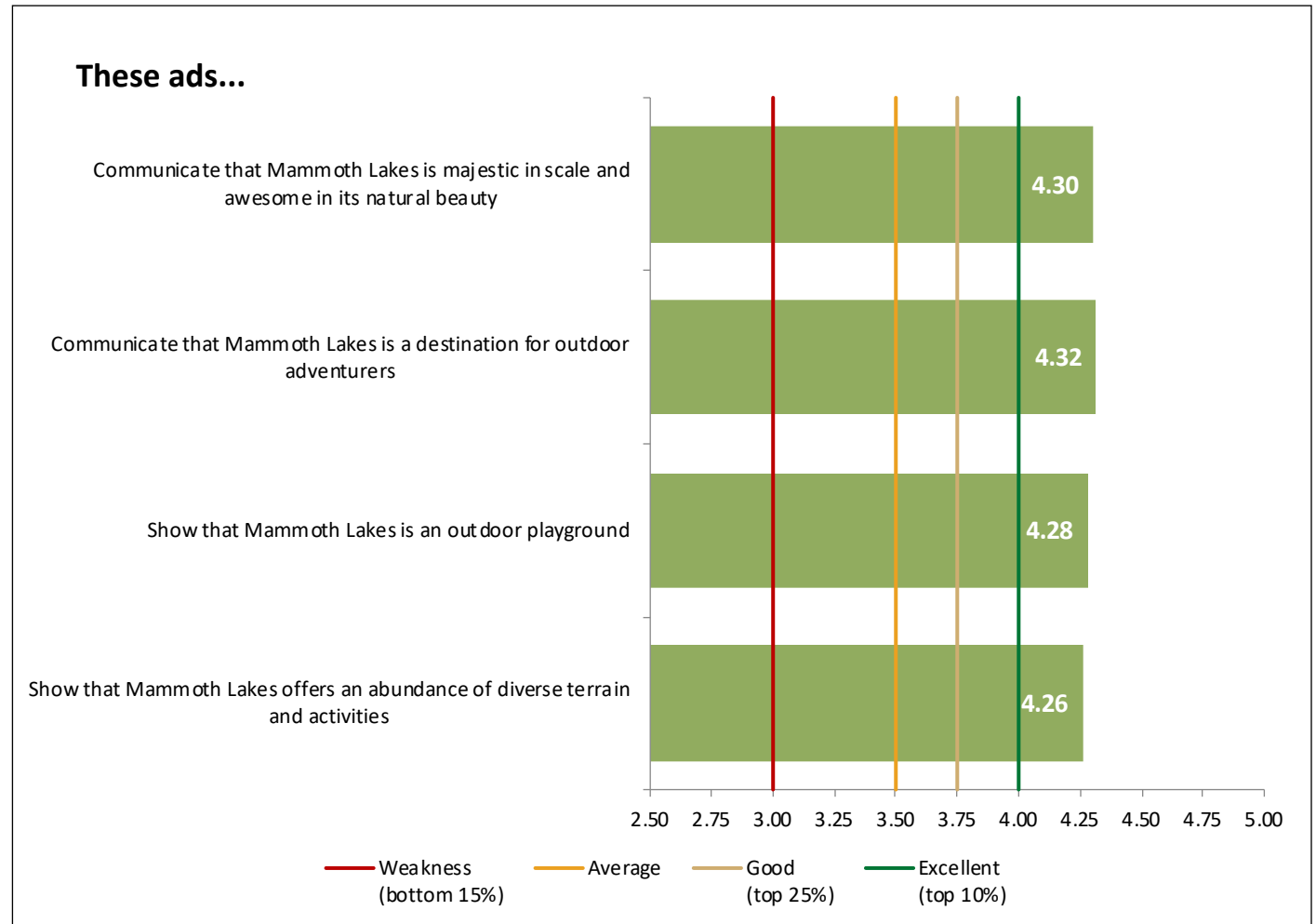




# The *No Small Adventure* Campaign is “excellent” at communicating MLT’s pillar assets.

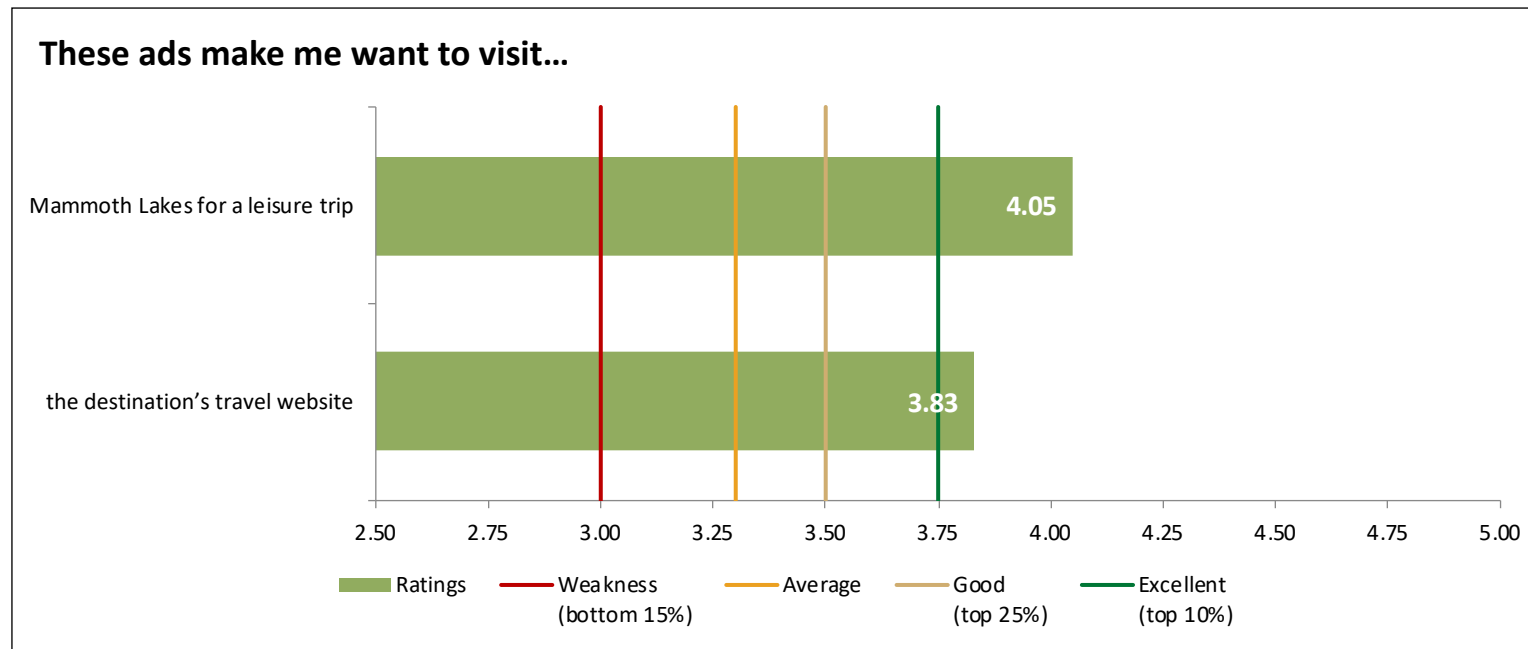
- The advertising rates well above the 4.0 threshold for communicating Mammoth Lakes’ natural beauty, outdoor adventure opportunities, outdoor playground, and diverse terrain and activities.
- This is even higher than the performance of last Summer and Fall’s seasonal executions.

Summer and Fall executions were evaluated together for this measure. Creative rating benchmarks based on all domestic destination advertising SMARInsights has tested. Shown are mean scores on a 5-point scale of agreement where 1=not at all and 5=very much.



# The ads are in the top 10% for impacting traveler behaviors.

- The Summer and Fall ads' impact on traveler behavior is also higher than SMARInsights typically sees for leisure travel Campaigns. Because impacting behavior is more difficult than impacting perceptions, impact ratings tend to be lower than communication ratings, thus the benchmarks are lower.
- MLT's Summer and Fall advertising is in the top 10% for influencing travelers' desire to visit the destination, and to visit the website for more information.

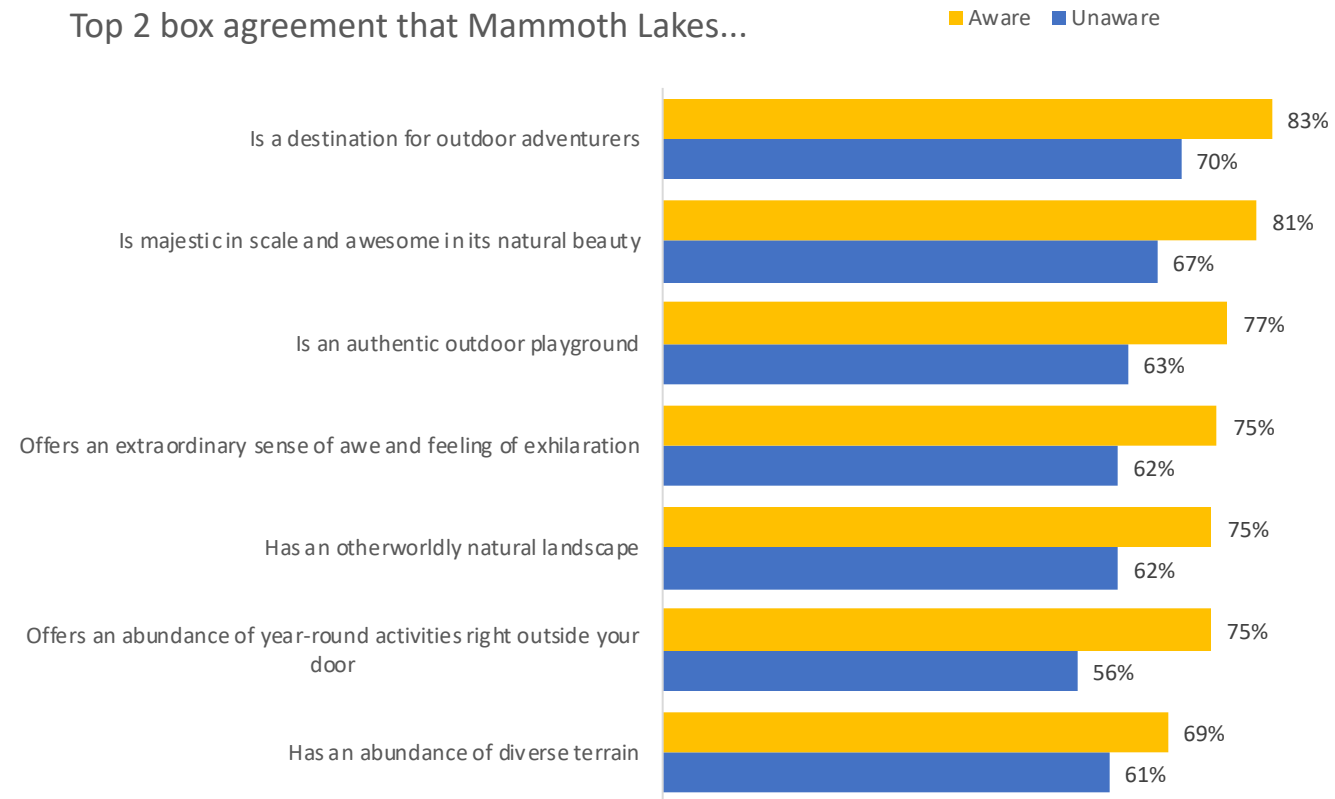


# Impact of the Advertising

Mammoth Lakes Summer-Fall 2019 Ad Effectiveness Research

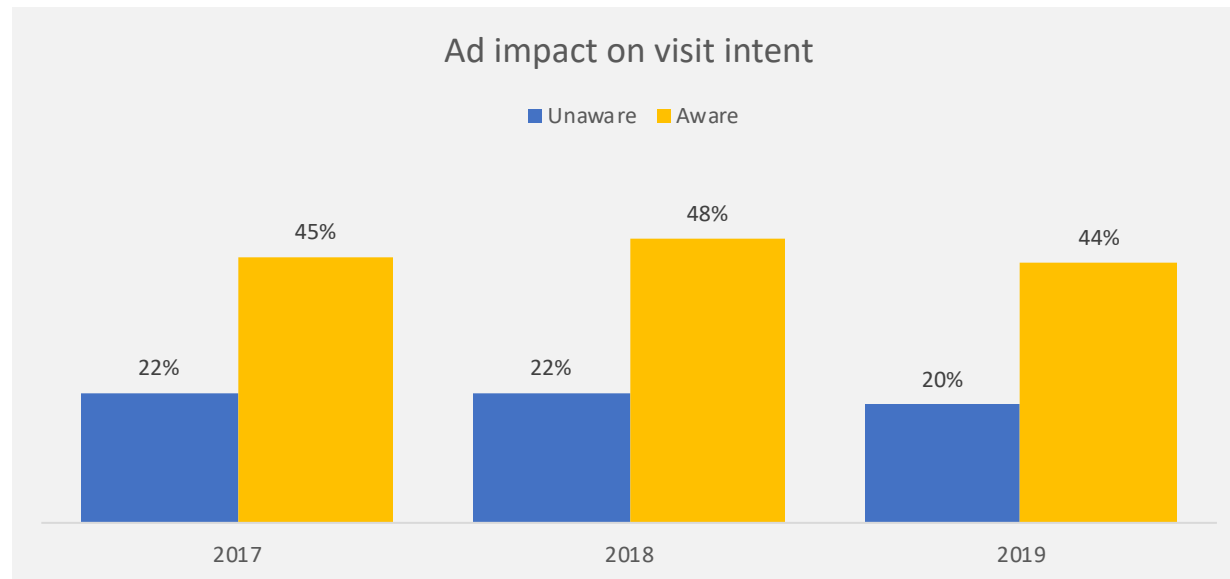
# The ads increase agreement with statements about Mammoth Lakes' pillar assets.

- The lift associated with ad awareness is similar to prior measures.
- Even unaware travelers agree with MLT's pillar statements, as shown at right.



# The ads continue to increase intent to visit Mammoth Lakes.

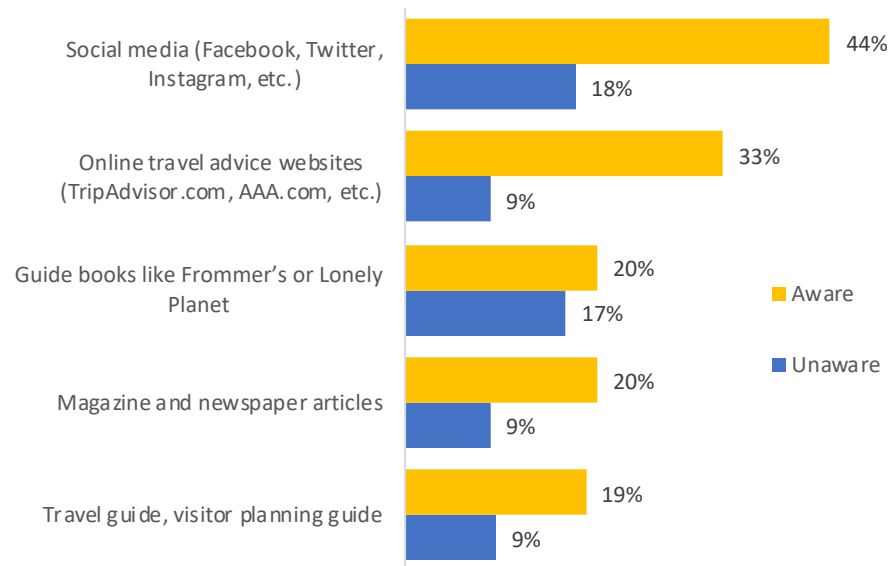
- Travelers are asked how likely they are to visit Mammoth Lakes in the coming year. As we've seen in recent seasonal measures, twice as many ad-aware travelers indicate an intention to visit as unaware.



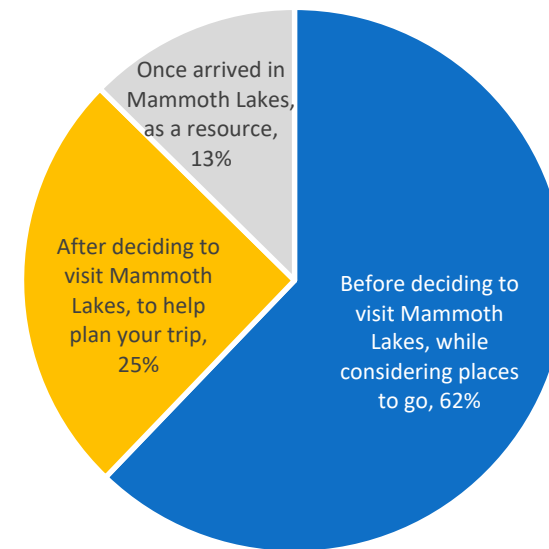
# The ads move outdoor travelers to engage more with MLT on social media and drive usage of the travel guide.

- Ad-aware travelers report using social media and travel guides to research/plan Mammoth Lakes trips more than those unaware of the ads.
- Usage of the travel guide during the consideration phase is higher this year than last, growing from half to more than six in 10 who do so.

Ad impact on visitor resources



Did you view the visitor guide...?

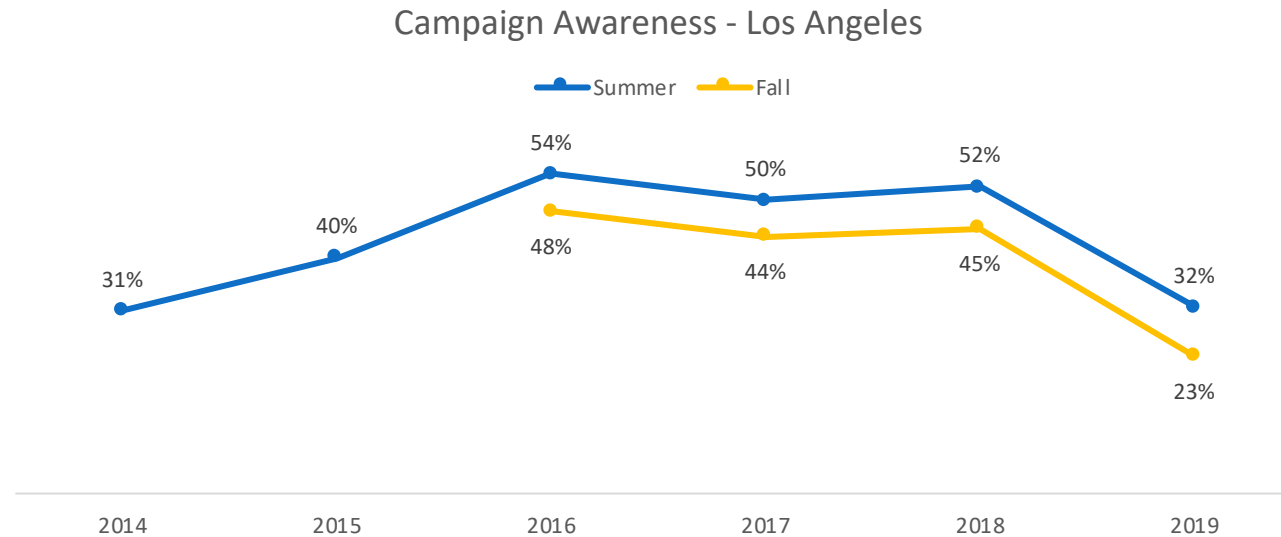


# Los Angeles Market

Mammoth Lakes Summer-Fall 2019 Ad Effectiveness Research

# Awareness in LA reflects overall awareness in other markets.

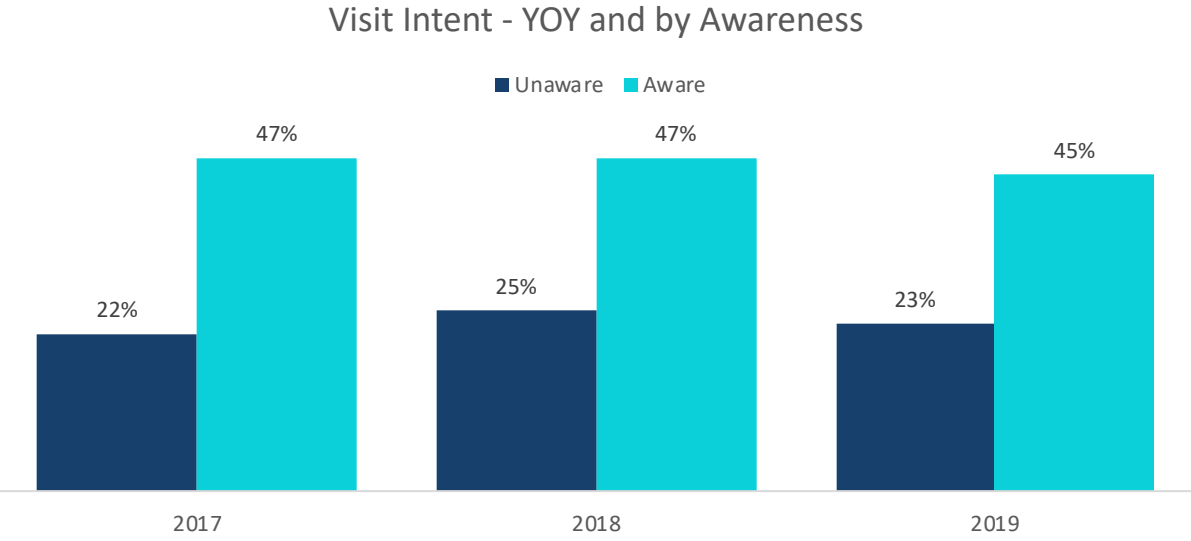
- As the closest and largest DMA, Los Angeles represents a leading source of Mammoth Lakes visits. Visitor profile research has shown that roughly 60% of Mammoth Lakes visitors are from LA, therefore, looking at the performance of the advertising in this market is important.
- As with the overall Campaign, Awareness in the LA market fluctuates with spending.





# The ads influence continue to influence visit intent from LA.

- These results among LA travelers are similar to the overall results. Likely future visitation to Mammoth Lakes among those aware of the advertising is roughly twice that of those unaware.



# Appendix

Mammoth Lakes Summer-Fall 2019 Ad Effectiveness Research

# Methodology

- The SMARInsights methodology for measuring advertising effectiveness relies on respondents viewing the actual ads. With this methodology, an email with the survey link is sent to a qualified list of potential participants and they are asked to complete the survey.
- SMARInsights conducts online research routinely and works with a number of survey vendors who have large national online panels that are demographically representative of the population. Because we use a national online panel to purchase the sample, the results can be projected to the populations of the areas surveyed.
- An online survey was conducted with 714 travelers (defined as those who typically take at least one overnight leisure trip per year) in California and Nevada. Respondents were further screened to ensure that they enjoy passive or active outdoor activities and/or enjoy being outdoors in nature.
- Data were weighted to be representative of the population. At this sample size, overall results are provided at +/- 3.7 at the 95% confidence level.

# Questionnaire

Mammoth Lakes, California (Mering Carson)  
Summer & Fall 2019 Ad Effectiveness  
10-1-2019 draft

ZIP. What is your ZIP code? \_\_\_\_\_

S1. Who in your household is primarily responsible for making decisions concerning travel destinations?

- Me
- Me and my spouse/partner
- My spouse/partner → [TERMINATE]

Please indicate if each of the following applies to you...

[ROTATE]	YES	NO
I use video streaming services like Hulu or Netflix		
I regularly engage in some form of physical exercise like walking, biking or participating in sports to stay healthy		
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]
I regularly use social media such as Facebook, Twitter, Instagram		
I enjoy outdoor activities (passive or active)		[OUTDOOR TRAVEL SCREENERS]
I enjoy being outdoors in nature		

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

SNOW. Have you been on a snow vacation in the past 2 years? (The vacation could have included snow-sporting or just enjoying winter scenery.)

- Yes [SNOW TRAVELER]
- No

1. If you were thinking about taking a leisure trip to a place with mountains, lakes and an abundance of outdoor activities, where would you go? \_\_\_\_\_

2. Have you visited Mammoth Lakes, California, in the last year for a leisure trip?

- Yes
- No → [AFTER SCREENERS, SKIP TO Q13A]

2ax. Are you open to a leisure trip to Mammoth Lakes, California...

- in winter? YES/NO
- in spring YES/NO
- in summer? YES/NO
- in fall? YES/NO

[TERMINATE IF OUTDOOR TRAVEL SCREENER QUESTIONS BOTH=NO & Q2=NO & Q2A=NO FOR WINTER, SPRING, SUMMER, & FALL]  
[END OF SCREENERS]

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## VISITATION

2a. When during the past year did you travel to Mammoth Lakes for a leisure trip? [SHOW MONTHS JULY 2019-JUNE 2020; ADD MONTHS AS THEY OCCUR BASED ON WHEN SURVEYING TAKES PLACE]

[NOTE TO PROGRAMMER: NEED TO UPDATE SCRIPT TO GET CORRECT MONTHS TO SHOW...USING WAVE= VARIABLE]

Select all that apply.

3X. [SHOW FIRST MONTH SELECTED] Was this your first time visiting Mammoth Lakes?  
YES/NO

### VARIABLES:

Winter = December-March  
Spring = April-June  
Summer = July, August  
Fall = September-November

Now we would like to ask you a few questions about your [MONTH YEAR] trip.

3B. Which days of the week were you in Mammoth Lakes on this trip? Please select all that apply.

[ASK FOR ALL TRIPS]

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday

Please tell us a little more about your most recent leisure trip to Mammoth Lakes in [MONTH YEAR]. [ONLY ASKING ABOUT 1 TRIP]

Q4. How many nights did you stay in Mammoth Lakes during this trip? If you did not stay overnight, please enter '0': \_\_\_\_\_

Q5. Including you, how many people were in your travel party? \_\_\_\_\_

Q6. [ASK IF Q5>1] How many people in your travel party were children under the age of 18? \_\_\_\_\_

6A. How did you travel to Mammoth Lakes for this trip?

- Flew
- Drove

6B. 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 Q4=0, SKIP TO Q9\_X]

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7. While in Mammoth Lakes, did you stay...? [ROTATE]

- With family and/or friends
- In a property I own
- In a rental unit (condo/Airbnb/house)
- In a hotel/motel
- At an RV park/campground
- In other paid accommodations

8. [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/Airbnb/house)
- Hotel/motel
- RV park/campground
- Other paid accommodations

9\_x. 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

9. Which of the following activities did you participate in during your [MONTH YEAR] trip? Select all that apply. [LIST INSERTED FROM MAMM124] [ROTATE]

### Skiing & Snowsport

- Downhill skiing
- Cross country skiing
- Backcountry skiing
- Snowboarding
- Snowmobiling
- Snowcat tour
- Snowshoeing
- Ice skating
- Sledding
- Ice climbing
- Tubing
- Fat biking
- Other snow sport, specify \_\_\_\_\_

### Viewing & Enjoying Natural Scenery

- Scenic drives
- Scenic helicopter

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# Questionnaire

Gondola rides
Visiting geological formations unique to the area
Fall colors [ASK ONLY IF TRIP IS SEPT – NOV]
Sightseeing
Viewing mountains, lakes, etc.
Other, specify _____
<b>Outdoor Activities</b>
Hiking
Backpacking / mountaineering
High altitude training
Nature walks
Wildlife watching
Rock climbing
Horseback riding
Boating
Kayaking
Paddle boarding
Fishing
Off-roading
Golf
Running
Swimming
Road biking [ANCHOR POSITION]
Mountain biking [ANCHOR POSITION]
Other biking [ANCHOR POSITION]
Other outdoor activity, specify _____
<b>Special Events</b>
Festivals and events (music, food, arts, etc.)
Cycling/running event
Arts, culture activities such as theater performances, museums
Attending or participating in a sporting event
Other event, specify _____
<b>Other Activities</b>
Visiting small towns and rural areas
Visiting historical sites
Mining history
Visiting a brewery
Visiting a spa
Fine dining or eating at a local restaurant
Shopping
Entertainment and nightlife
Visiting a national park, forest, or monument
Other, specify _____
None of these activities [EXCLUSIVE]

9\_1. [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.

9A. Thinking about your overall experience in Mammoth Lakes, would you say it was...?

Poor	Fair	Good	Very good	Excellent
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### 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.

9B. 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)
- 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 like Frommer's or Lonely Planet
- Magazine and newspaper articles
- Advertisements (television, online, magazine, etc.)
- Social media (Facebook, 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, please specify \_\_\_\_\_
- Did not gather information

10d. 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've been many times and know it will deliver the vacation I want
Yes, I used to live there
Yes, I've always wanted to go there
Yes, I was attending a planned event (tournament, meeting, wedding, etc.)
Other (please specify) _____
No, I was not familiar with Mammoth Lakes prior to my recent trip

[ASK ALL]

13A. [UNAIDED BRAND AWARENESS] How much do you agree that Mammoth Lakes...?

[ROTATE]	Not at all	2	3	4	Very much
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					
Has an otherworldly natural landscape					

14. 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	

15. How likely are you to take a leisure trip to Mammoth Lakes in the next year?

Not at all likely	Not very likely	Somewhat likely	Very likely	Already planning a trip
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### AD AWARENESS

Next you will be shown some travel advertisements. Please take a moment to view the ads and answer the questions. [ROTATE MEDIA; ROTATE ADS WITHIN EACH MEDIUM. SHOW ALL SUMMER ADS FIRST, THEN FALL]

### SUMMER ADS [GROUP AS SHOWN]

I:\Ads Master\Mammoth Lakes\Summer+Fall 2019\Summer\360\_Summer\360\_Summer NEW\_Summer 360 video .18 cut-down.mp4  
Vimeo – 303307079



Ad1. [ASK AFTER AD] Do you recall seeing this 360-degree video or one like it for Mammoth Lakes, California?

- Yes
- No



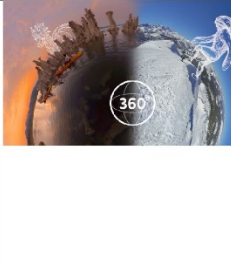
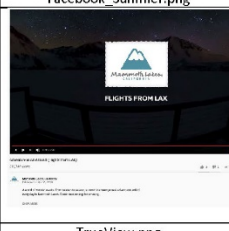
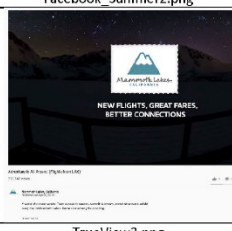
# Questionnaire

Ad2. [ASK AFTER AD] What is your reaction to this ad?

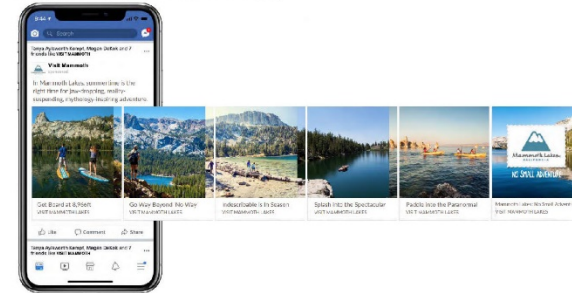
- Positive
- Negative
- Neutral

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

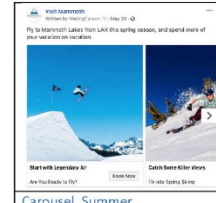
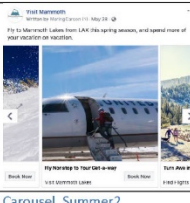
**360 SUMMER**

		
Facebook_Summer.png	Facebook_Summer2.png	1280x720 MLT 360 Summer First.jpg
		
TrueView.png	TrueView2.png	


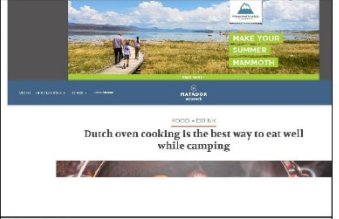



MAM\_Summer\_FB\_Carousel\_20190409.png



**AIR SERVICE**

	
Carousel Summer	Carousel Summer2

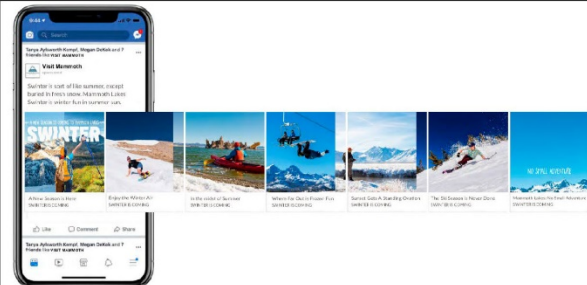
MATADOR

	
Facebook_Matador	Matador2
	
matador_mammoth19_300x600_71andscapes	Winter vs. Summer
	
matador_mammoth19_300x600_experience	

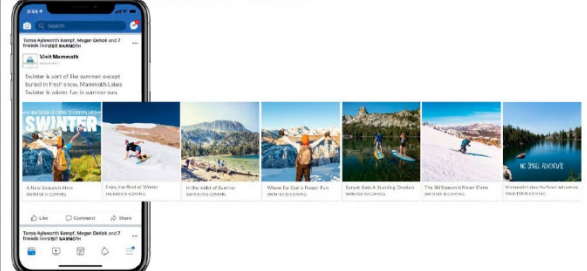


# Questionnaire

## SWINTER

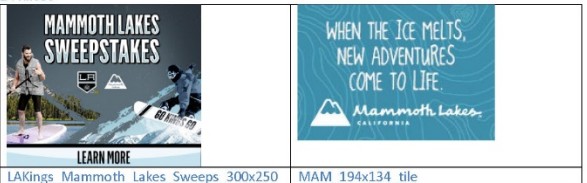


MAM Swinter\_Carousel\_1\_Copy\_20190404.png

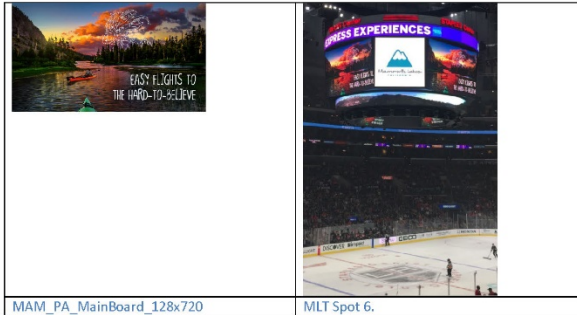


MAM Swinter\_Carousel\_2\_Copy\_20190404.png

## LA KINGS



LAKings Mammoth\_Lakes Sweeps 300x250 MAM 194x134 tile



MAM\_PA\_MainBoard\_128x720 MLT Spot 6.

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

- Yes
- No

Ad2. [ASK AFTER EACH AD] 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? \_\_\_\_\_

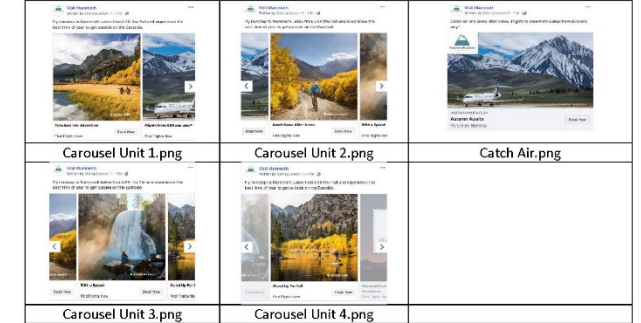
## FALL ADS [GROUP AS SHOWN]

No Small Adventure\_Brand 30\_YTTrueViewFB.MP4



# - 366771381

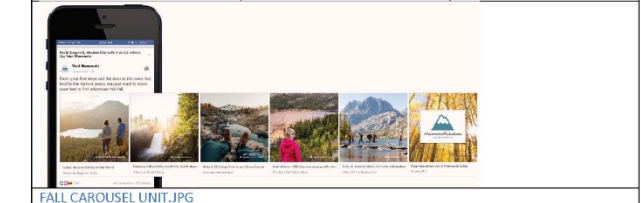
## AIR SERVICE



## SOCIAL



MAM\_Pinterest\_FallActivities\_1 000x1500-1 MAM\_Pinterest\_FallActivities\_1 000x1500-2 MAM\_Pinterest\_FallHikes\_1 000x1500



FALL CAROUSEL UNIT.JPG

# Questionnaire

## BANNERS



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

Ad2. [ASK AFTER EACH SEASON] What is your reaction to [these ads / this ad?]

- Positive
- Negative
- Neutral

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

### SUMGRID. [AFTER SHOWING ALL SUMMER ADS, ASK]

Thinking about all of the summer ads you've just seen, please indicate how much you agree that these ads...

[ROTATE]	Not at all	2	3	4	Very much
Expand my knowledge of Mammoth Lakes beyond winter and snowsporting					
Showcase Mammoth Lakes as a great place to enjoy the outdoors and nature in the summer					
Make me interested in visiting Mammoth Lakes in the summer season					

### FALLGRID. [AFTER SHOWING ALL FALL ADS, ASK]

Thinking about all of the fall ads you've just seen, please indicate how much you agree that these ads...

[ROTATE]	Not at all	2	3	4	Very much
Expand my knowledge of Mammoth Lakes beyond winter and snowsporting					
Showcase Mammoth Lakes as a great place to enjoy the outdoors and nature in the Fall					
Make me interested in visiting Mammoth Lakes in the Fall season					

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GRIDa. [AFTER SHOWING ALL ADS, ASK] Thinking about all of the summer and fall ads you've just seen, please indicate how much you agree that these ads:

[ROTATE]	Not at all	2	3	4	Very much
Show that Mammoth Lakes is an outdoor playground					
Communicate that Mammoth Lakes is a destination for outdoor adventurers					
Show that Mammoth Lakes offers an abundance of diverse terrain and activities					
Communicate that Mammoth Lakes is majestic in scale and awesome in its natural beauty					
Make me want to visit the destination's travel website					
Make me want to visit Mammoth Lakes for a leisure trip					

SOCIALFU. [ASK AFTER ALL ADS] Other than the ads you just saw, have you seen Mammoth Lakes mentioned in any social media?

- Yes
- No

### WEBSITE. [NEW]

I:\Ads Master\Mammoth Lakes\Summer+Fall 2019\summerfall2019website.JPG



Have you visited this website recently? YES/NO

GUIDE. [SHOW COVER OF 2019 VISITOR GUIDE] Have you seen this Visitor Guide? YES/NO



I:\Questionnaires\Mammoth Lakes\2019 visitor guide.png

[ASK GUIDE3 IF YES AT GUIDE; SHOW ALL QUESTIONS ON SAME SCREEN WITH IMAGE]

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

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SOCIAL 1. Do you follow Mammoth Lakes Tourism on any of the following social channels?

- Facebook
- Instagram
- Twitter
- Pinterest
- Other

Do not follow Mammoth Lakes Tourism on any social channels

### DEMOS

The following questions are for classification purposes only, and will help us understand different groups of people.

marital. Are you...?

1. Married
2. Divorced/separated
3. Widowed
4. Single/never married

education. Which of the following categories represents the last grade of school you completed?

1. High school or less
2. Some college/technical school
3. College graduate
4. Post-graduate degree

income. Which of the following categories best represents your total household income before taxes?

1. Less than \$35,000
2. \$35,000 but less than \$50,000
3. \$50,000 but less than \$75,000
4. \$75,000 but less than \$100,000
5. \$100,000 but less than \$150,000
6. \$150,000 but less than \$200,000
7. \$200,000 - \$300,000
8. \$300,000 - \$400,000
9. \$400,000-\$500,000
10. \$500,000+

ethnicity. Which of the following best describes your racial or ethnic heritage? [ALLOW MULTI]

1. African American
2. Asian American
3. Caucasian
4. Hispanic/Latin American
5. Mixed ethnicity
6. Native American
7. Other

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# Questionnaire

gender. Do you identify as...

1. Male
2. Female
3. Other
4. Prefer not to answer

PPinHH. Including you, how many people are currently living in your household? \_\_\_\_ [IF 1, GO TO D3a]

kids. How many living in your household are children under the age of 18? \_\_\_\_

D3a. Which of the following age groups are your children? (Select all that apply.)

1. 0-4 years of age
2. 5-12 years of age
3. 13-18 years of age