**MAMMOTH LAKES TOURISM**
# NORTHEAST MARKET

Ad Awareness + Visit Intent Study

April 2020

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Strategic Marketing and Research

# Background & Methodology

- MLT conducts research to track the impact of its marketing investment on visitation and visitor spending, which help generate the transient occupancy taxes (TOT) that return to the community to fund further destination marketing.

- Since 2013, MLT has partnered with Strategic Marketing & Research Insights (SMARInsights) to measure the reach and effectiveness of its ad campaigns. Surveying has mainly been conducted among travelers in California and Nevada, the closest markets, where MLT has typically invested most of its advertising dollars, and where consumers tend to be more familiar with the destination.

- MLT conducted an initial wave of advertising in the Northeastern United States (NYC and Boston DMAs) in winter 2019-20. This market area was selected to support existing air service routes and to generate out of state visitation.

- Surveys with 756 outdoor travelers in the New York and Boston DMAs were conducted in early March 2020. At this sample size, overall results for the are provided at +/- 3.57% at the 95% confidence level. As in prior research, travelers were screened to be:

    - At least 18 years old

    - Travelers who enjoy active or passive outdoor activities and/or being outdoors in nature

    - Travel decision makers for their households

- 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.

- As we have discussed in prior reporting, the metrics when entering a new market are different from maintaining a presence in existing ad markets. It is important to keep in mind that even in existing ad markets, a new campaign tends to start with relatively low awareness; awareness grows as the ads continue to run and wear in with consumers. Additionally, in a new market which has not received ads before, the ads must perform the additional task of introducing a new destination to consumers who may not be familiar and generating interest in learning more.

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# Campaign Overview



| Campaign Spending | Winter 2019-20 |
|---|---|
| Northeast markets | $300,000 |

Spending is planned dollars, but little variance is expected once the campaign is reconciled.

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# Executive Summary – Northeast Market

- MLT debuted its winter campaign in the New York City and Boston DMAs, where the large population and flight access create a good target.

- The following performance indicators are a baseline for future measures. This campaign was more efficient than $0.32-per-aware-household average.

| DENVER MARKET | FY2018-19 |
|---|---|
| Awareness | 19% overall; 41% among snow travelers |
| Cost per Aware Household | $0.14 |
| Ad impact on Net Promoter Score (NPS) | 64-point lift |
| Ad impact on Likelihood to visit Mammoth Lakes | 20-point lift |

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# TOP OF MIND MENTIONS + COMPETION

# Top-Of-Mind Mentions (Mindshare)

- Prior to exposure to any advertising, outdoor travelers were asked, "If you were thinking about taking a winter/snow leisure trip to a place within the United States with mountains, lakes and an abundance of outdoor activities, where would you go?"

- The results below show that more than a quarter of respondents named Colorado. However, over half of respondents named a northeastern state – Vermont, New Hampshire, New York, Pennsylvania, and/or Maine. MLT's chief competitors in the northeast are the more proximate ski and snow-sport locales.

- Tahoe got the most mentions of any California destination and is still below 3%. Fewer than 1% mentioned the state of California or other California destinations. It is notable that the respondents that mentioned Mammoth Lakes at this point in the survey were aware of the advertising. No respondents unaware of MLT's advertising mentioned Mammoth Lakes.

- Mindshare is a slow-moving metric that should be monitored over time. As advertising continues in this market, we would expect to see Mammoth Lakes begin to be mentioned here more.

Northeast mindshare for winter snow leisure travel

| Colorado | Vermont | New Hampshire | New York | Pennsylvania | Maine | Utah | Alaska | Tahoe | Canada | California | Mammoth Lakes |
|---|---|---|---|---|---|---|---|---|---|---|---|
| 27.5% | 18.2% | 17.2% | 7.1% | 7.0% | 6.6% | 5.2% | 3.9% | 2.6% | 1.0% | 0.6% | 0.3% |

56.0% (Vermont through Maine)
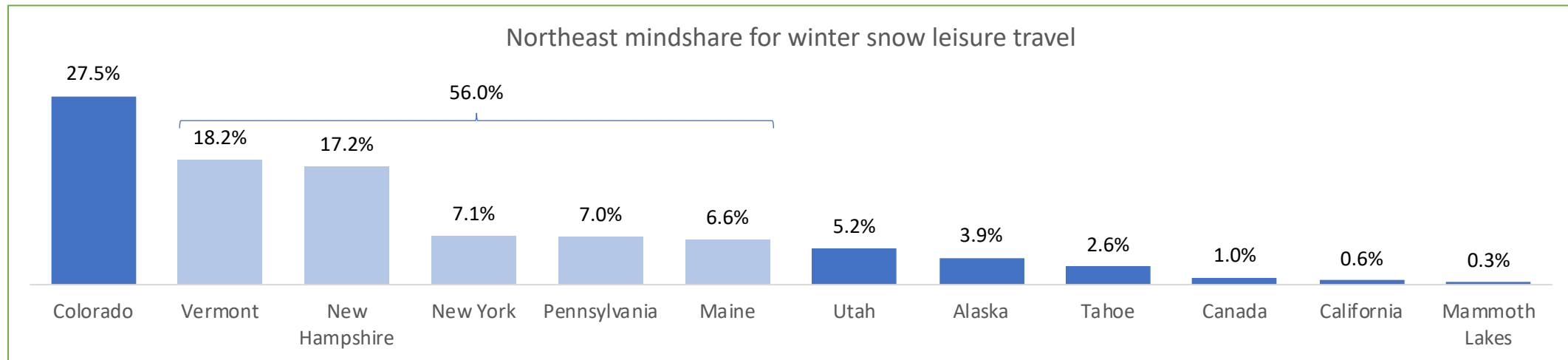
With the exception of Tahoe, California, and Mammoth Lakes, state responses include mentions of the state as well as specific resort areas. These are coded responses to an open-ended question, and responses representing 2% or more of total answers are coded.

# Competitive Landscape – Top-of-Mind Awareness

- Respondent ratings of these destinations reflect higher familiarity and experience with the Northeast, followed by Colorado, just as we saw with top-of-mind mentions. However, it's also noteworthy that Tahoe is well regarded in this market as well; so we know a California destination can make inroads.

- About a third of those familiar enough to rate Mammoth Lakes gave it a rating of 4 or 5 on a 5-point scale. But 60% of respondents said they didn't know enough about Mammoth Lakes to rate it. So at this point, the chief barrier is a lack of awareness.

How would you rate each of these destinations as a place to visit for a winter/snow leisure trip?
(Top 2 box ratings on 5-pt scale)

| Destination | Rating |
|---|---|
| Vermont/ New Hampshire/ Maine resort | 77% |
| Colorado resort destination | 65% |
| Lake Tahoe destination | 54% |
| Canadian resort | 54% |
| Park City, UT | 46% |
| Wyoming/ Montana resort destination | 43% |
| European resort | 45% |
| Alta/ Snowbird/ Brighton/ Solitude, UT | 33% |
| Mammoth Lakes, CA | 32% |
| Taos, NM | 29% |

These results are of all travelers, not just snow travelers.

Tahoe's strong position could be a result of being part of the Epic Pass (Heavenly Kirkwood and Northstar) since 2009 and before that part of the American Pass

# Competitive Landscape – Past Visitation

- Half of respondents had not visited any of the destinations for a winter/snow leisure trip in the past 3 years, and this underscores the difference between general travelers and snow travelers.

- Snow travelers are defined as having taken a vacation that included snow-sporting or just enjoying winter scenery. Just under half of respondents (44%) are snow travelers.

- Snow travelers have visited all the destinations more frequently than travelers overall have, including Mammoth Lakes.

- Overall, and among snow travelers, recent visitation was most common to Northeast resorts, followed by Colorado. Again, though, Tahoe is among the top destinations, so there could be opportunity for Mammoth Lakes as well. This again underscores that local snow destinations are the chief competitor, and that familiarity and experience are MLT's main barriers.
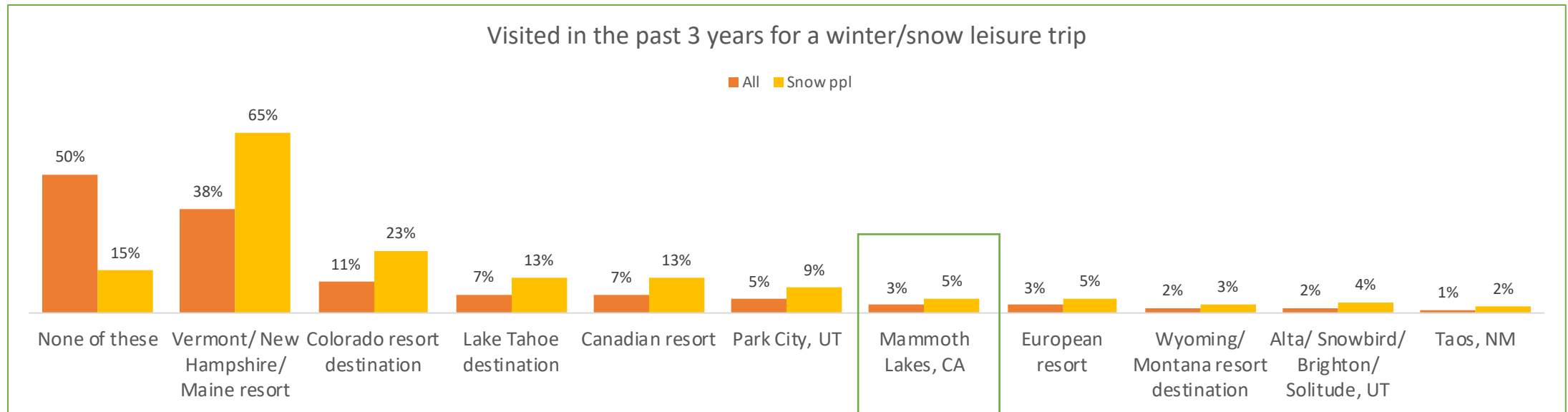
### Visited in the past 3 years for a winter/snow leisure trip

■ All  ■ Snow ppl

| Destination | All | Snow ppl |
|---|---|---|
| None of these | 50% | 15% |
| Vermont/New Hampshire/Maine resort | 38% | 65% |
| Colorado resort destination | 11% | 23% |
| Lake Tahoe destination | 7% | 13% |
| Canadian resort | 7% | 13% |
| Park City, UT | 5% | 9% |
| Mammoth Lakes, CA | 3% | 5% |
| European resort | 3% | 5% |
| Wyoming/Montana resort destination | 2% | 3% |
| Alta/Snowbird/Brighton/Solitude, UT | 2% | 4% |
| Taos, NM | 1% | 2% |

Tahoe's strong position could be a result of being part of the Epic Pass (Heavenly Kirkwood and Northstar) since 2009 and before that part of the American Pass

# Advertising Awareness + Evaluation

# Advertising Awareness + Efficiency

- MLT's advertising campaign was aimed at introducing the destination to the Northeast market. And the first measure of effectiveness is reach – the share of households that recall seeing MLT ads.

- Overall, one third of outdoor traveler households (32%) in the Northeast market recall MLT's winter advertising.

- With $300,000 in media investment in this market area, it cost MLT $0.14 to reach an ad-aware household.

- The average cost to reach an aware household with destination marketing ads is $0.32, so MLT's Northeast campaign is much more efficient than average.

|  | Northeast winter 2019-20 |
| --- | --- |
| Ad spending | $300,000 |
| HH | 6,938,731 |
| Awareness | 32% |
| Aware HH | 2,215,402 |
| **CPAH** | **$0.14** |

# Brand Communication

- Ratings of the ads are excellent for communicating Mammoth Lakes' outdoor assets to travelers in the Northeast market. These ratings are among the strongest destination marketing campaigns SMARInsights has tested.

- **Among snow travelers, these ratings are even higher at 4.5 for each of the attributes shown.**

- These attributes are communication ratings, which reflect how well the ads communicate key messaging. We will see impact ratings next. Communication ratings influence perceptions, while impact ratings influence trip-planning behaviors.

**These ads…**

Show that Mammoth Lakes is an outdoor playground — 4.42

Communicate that Mammoth Lakes is a destination for outdoor adventurers — 4.40

Communicate that Mammoth Lakes is majestic in scale and awesome in its natural beauty — 4.40

Axis: 2.50 2.75 3.00 3.25 3.50 3.75 4.00 4.25 4.50 4.75 5.00

Legend:
- Weakness (bottom 15%)
- Average
- Good (top 25%)
- Excellent (top 10%)
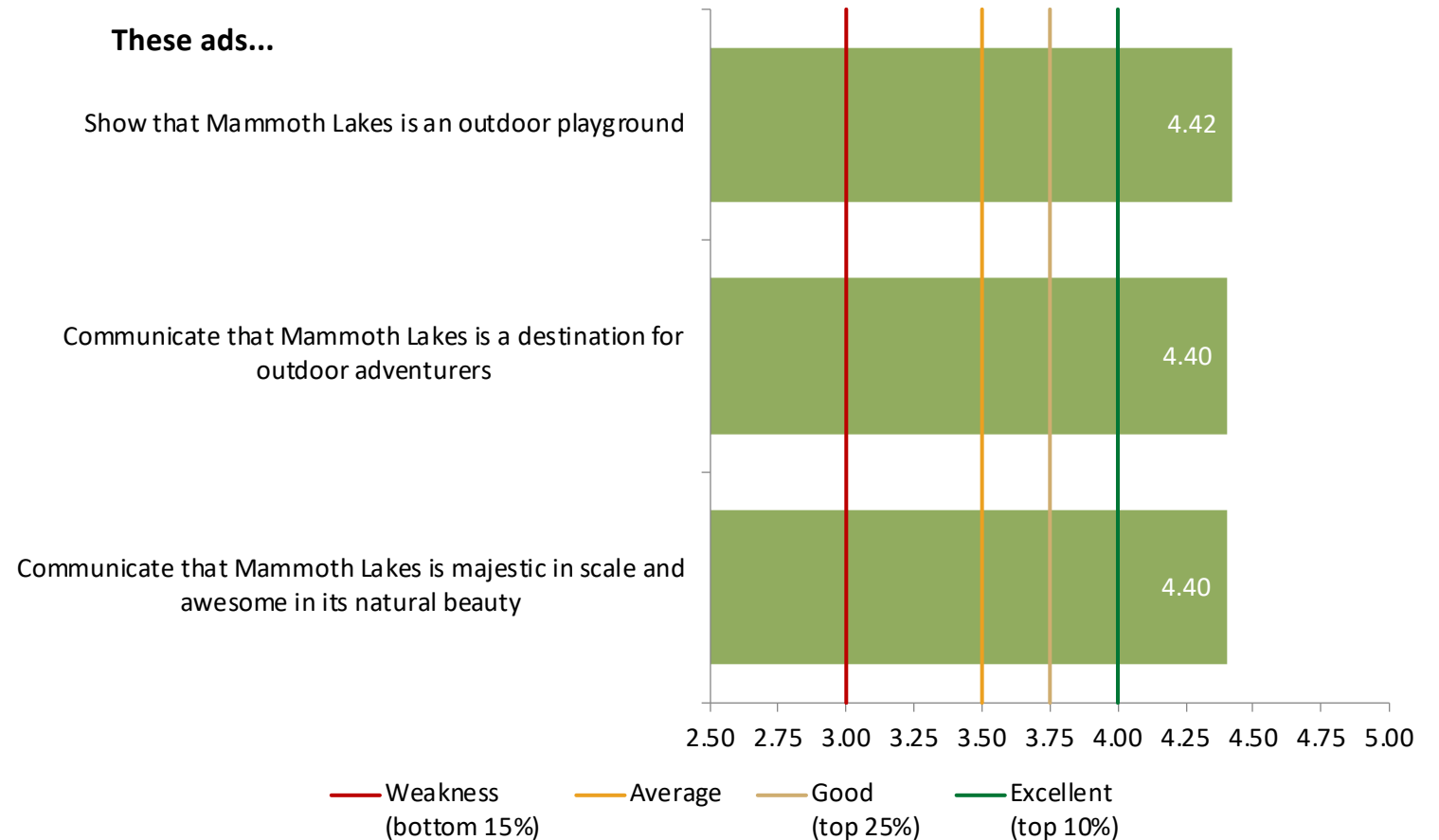
# Brand Communication

- Northeast travelers also give MLT's winter campaign excellent ratings for generating interest in a visit. **Among snow travelers, the rating is even higher at 4.2.**

- These attributes are impact ratings, reflecting the ads' influence on behaviors. Behaviors follow perceptions.

- Typically, we would expect to see impact ratings trail communication ratings. But in this case, ratings of both types of attributes are quite high. This indicates that the messaging is relevant to the market.

## These ads make me want to…



| | |
|---|---|
| visit Mammoth Lakes for a leisure trip | 3.91 |
| visit the destination's travel website | 3.90 |

2.50  2.75  3.00  3.25  3.50  3.75  4.00  4.25  4.50  4.75  5.00

Ratings — Weakness (bottom 15%) — Average — Good (top 25%) — Excellent (top 10%)
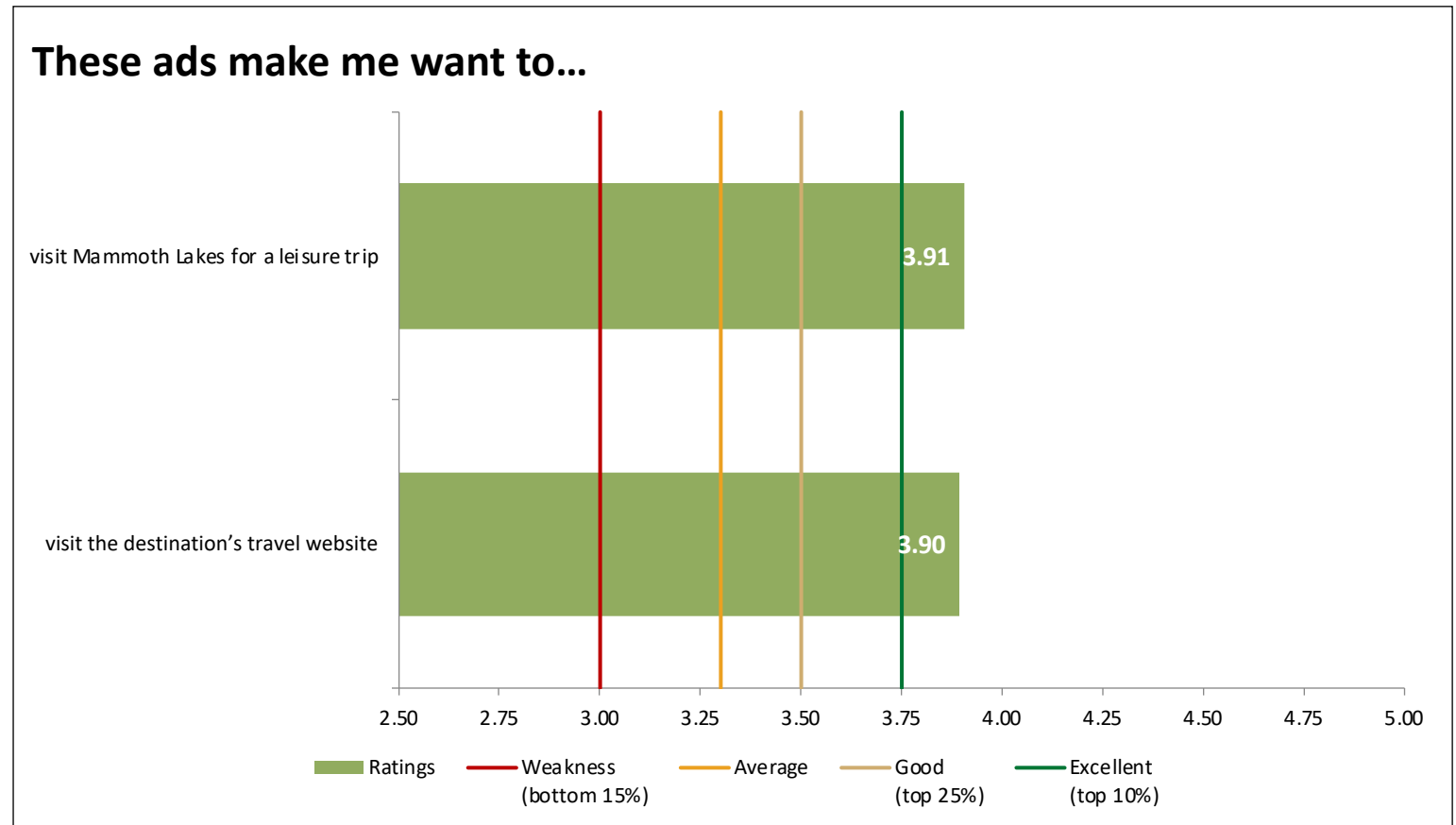
# Ad Impact on Image

- The ads boosted image evaluations of Mammoth Lakes, particularly in terms of how easy it is to get there and its value.
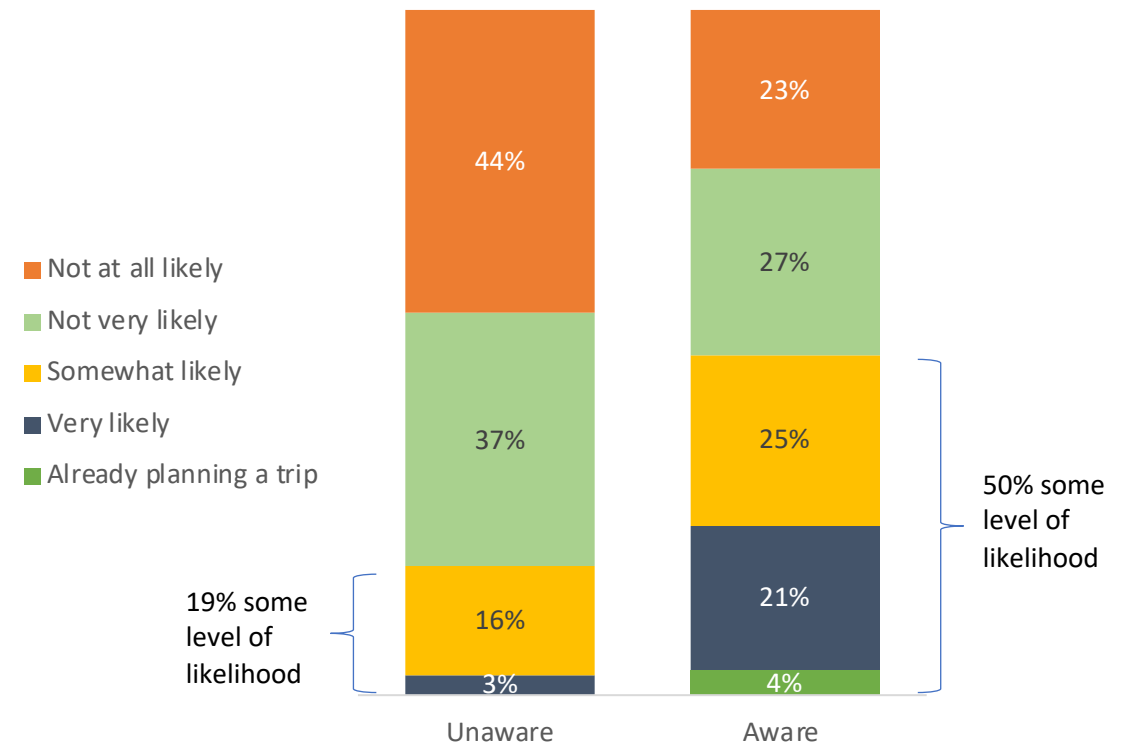
| Mammoth Lakes rated by those who didn't say "Don't Know" when asked to rate it as a leisure destination (n=324) | Unaware | Aware | Diff |
|---|---|---|---|
| Is convenient to get to | 3.0 | 3.5 | 0.5 |
| Is a good weekend getaway destination | 3.4 | 3.9 | 0.5 |
| Is a good value for the money | 3.4 | 3.9 | 0.5 |
| Has beautiful natural scenery | 3.9 | 4.3 | 0.5 |
| Has activities that are easily accessible once you are there | 3.5 | 4.0 | 0.5 |
| Is serene and rejuvenating | 3.6 | 4.0 | 0.4 |
| Inspires adventure | 3.7 | 4.1 | 0.4 |
| Is a good place to re-energize and recharge | 3.7 | 4.1 | 0.4 |
| Is a fun place to visit | 3.7 | 4.1 | 0.4 |
| Is a good place to relax in peace and quiet | 3.6 | 4.0 | 0.4 |
| Has quality lodging options | 3.6 | 4.0 | 0.4 |
| Has a "small-town" feel | 3.4 | 3.8 | 0.4 |
| Has a good variety of restaurants | 3.5 | 3.9 | 0.4 |
| Is an upscale destination | 3.5 | 3.9 | 0.4 |
| Is unpretentious and real | 3.5 | 3.9 | 0.4 |
| Offers a wide variety of outdoor activities | 3.7 | 4.1 | 0.4 |
| A good place to indulge a passion for the great outdoors | 3.7 | 4.1 | 0.4 |
| Has an abundance of year-round activities | 3.6 | 3.9 | 0.4 |
| A place for outdoor adventurers | 3.7 | 4.1 | 0.4 |
| Has a great climate | 3.6 | 3.9 | 0.4 |
| Has an abundance of natural terrain | 3.8 | 4.1 | 0.4 |
| Is an exciting place to visit | 3.6 | 4.0 | 0.4 |
| Is a good place to go for skiing, snowboarding, and other snow sports | 3.7 | 4.0 | 0.4 |
| Is a good place for a family vacation | 3.7 | 4.0 | 0.3 |
| A place with friendly people | 3.7 | 4.0 | 0.3 |
| An outdoor "playground" | 3.5 | 3.8 | 0.3 |
| Is invigorating and charged | 3.6 | 3.9 | 0.3 |
| Is a rugged place | 3.6 | 3.9 | 0.3 |

# Impact on Visit Intent

# Ad Impact on Visit Intent – Among all Travelers

- MLT's winter advertising increases likelihood to visit Mammoth Lakes.

- No travelers unaware of the advertising say they are already planning a Mammoth Lakes trip, versus 4% of those aware of the advertising.

- 19% of unaware travelers say they are somewhat or very likely to visit, versus half of ad-aware travelers.

- This is a positive result that points to success of the campaign as advertising continues and wears in with consumers.

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

Legend:
- Not at all likely
- Not very likely
- Somewhat likely
- Very likely
- Already planning a trip

**Unaware**
- 44% (Not at all likely)
- 37% (Not very likely)
- 16% (Somewhat likely)
- 3% (Very likely)

19% some level of likelihood

**Aware**
- 23% (Not at all likely)
- 27% (Not very likely)
- 25% (Somewhat likely)
- 21% (Very likely)
- 4% (Already planning a trip)

50% some level of likelihood

# Ad Impact on Visit Intent – Among Snow Travelers

- MLT's advertising doubles the share of Northeast snow travelers who express likelihood to visit – from 27% to 59%.

**Snow traveler likelihood to visit MLT in the next year**



Legend:
- ■ Not at all likely
- ■ Not very likely
- ■ Somewhat likely
- ■ Very likely
- ■ Already planning a trip

Unaware:
- 30% (Not at all likely)
- 43% (Not very likely)
- 22% (Somewhat likely)
- 4% (Very likely)

27% some level of likelihood

Aware:
- 15% (Not at all likely)
- 26% (Not very likely)
- 28% (Somewhat likely)
- 24% (Very likely)
- 6% (Already planning a trip)

59% some level of likelihood
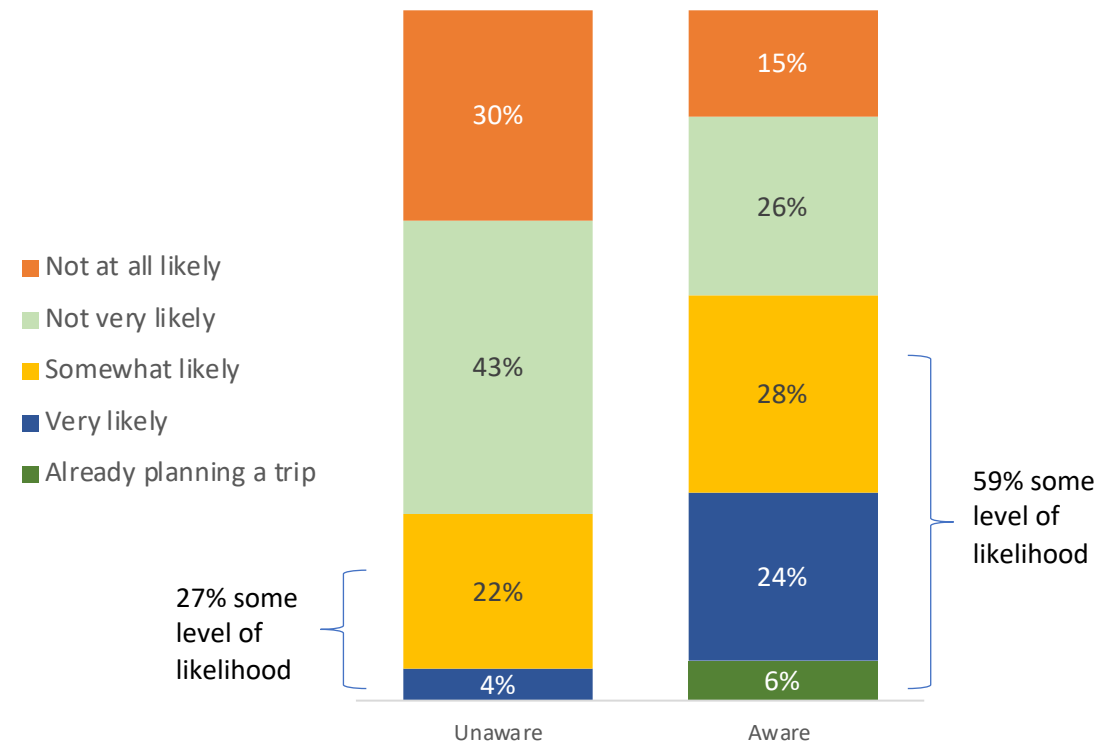
# Incremental Potential Trips

- SMARInsights typically calculates a single visit intent number using 100% of those already planning a trip, 80% of those very likely to visit, and 20% of those somewhat likely to visit.

- Applying this calculation to unaware and aware likelihood points to a 20-point lift in visit intent from the Northeast market.

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

| | |
|---|---|
| Unaware | 6% |
| Aware | 26% |

| Northeast 2020 | |
|---|---|
| Ad spending | $300,000 |
| HH population | 6,938,731 |
| Awareness | 32% |
| Aware HH | 2,215,402 |
| Incremental intent | 20% |
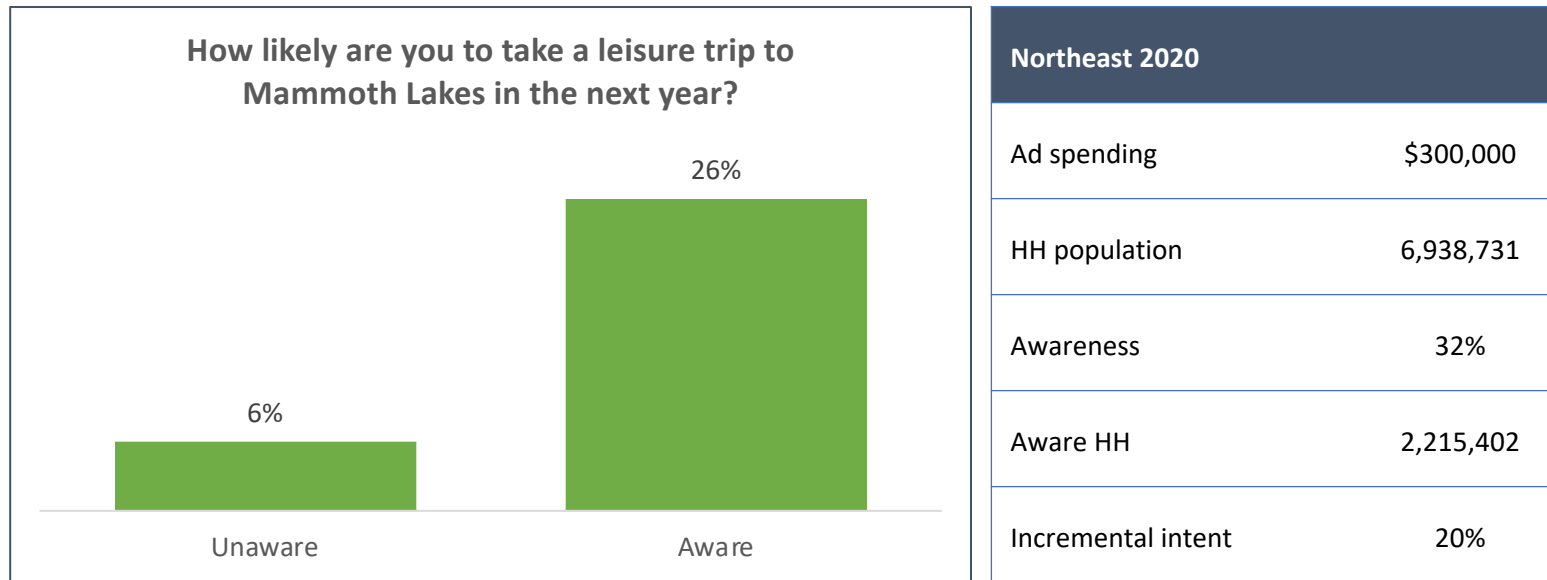
# Ad Impact on Net Promoter Score – All Travelers

- The ads generate a 63-point increase in the Mammoth Lakes NPS from Northeast market travelers.

- For context: in early 2015, when MLT's ads had been running for about a year in the California and Nevada markets, the unaware NPS there was -43 and the ads boosted it 46 points.



**Net Promoter Score** — ■ Detractors ■ Passives ■ Promoters

| | Detractors | Passives | Promoters | NPS |
|---|---|---|---|---|
| Aware | 30% | 39% | 31% | +1 |
| Unaware | 69% | 24% | 7% | -62 |

How likely are you to recommend Mammoth Lakes to your friends or family as a destination to visit for a leisure trip?
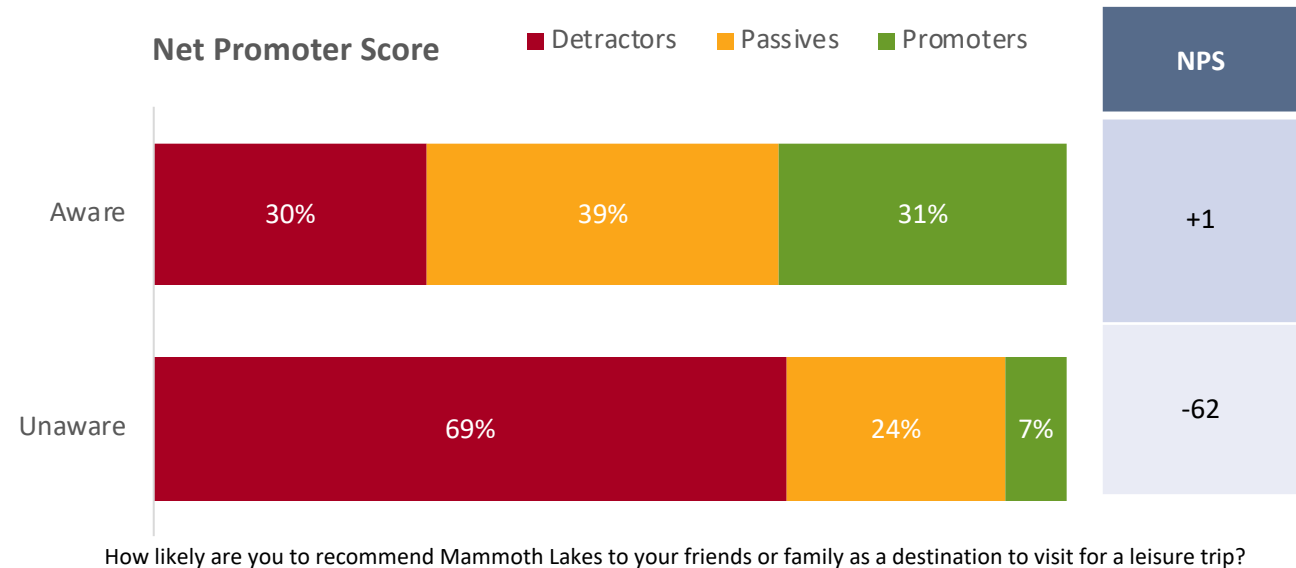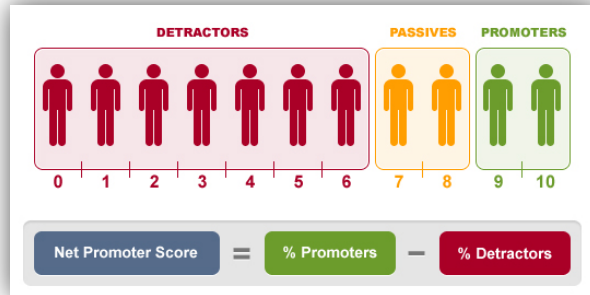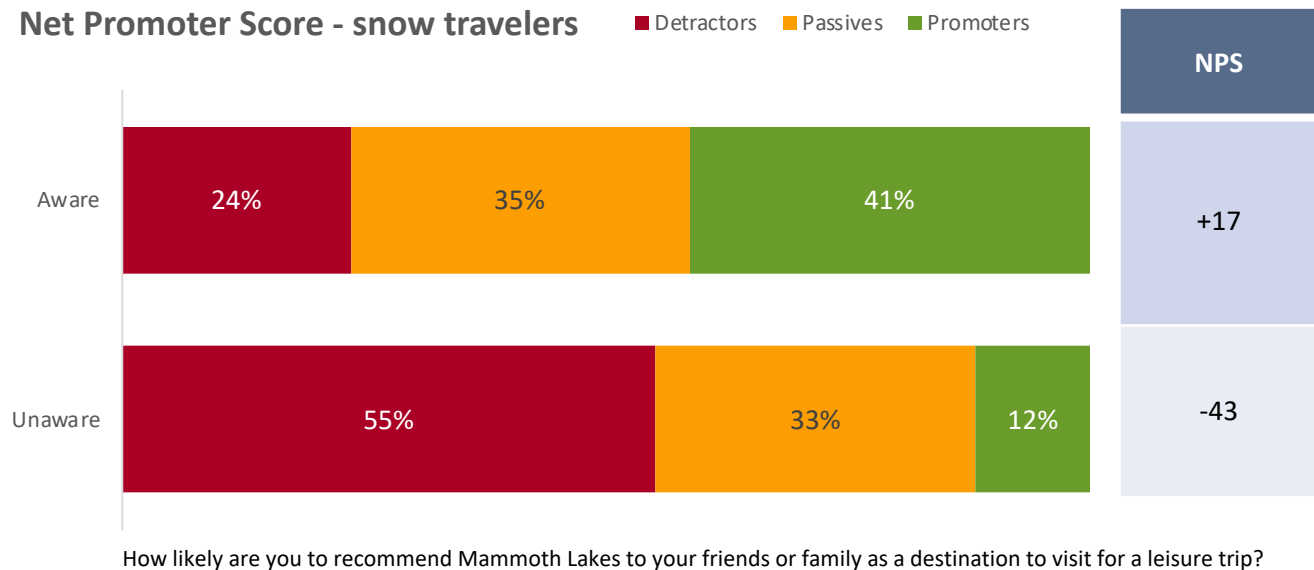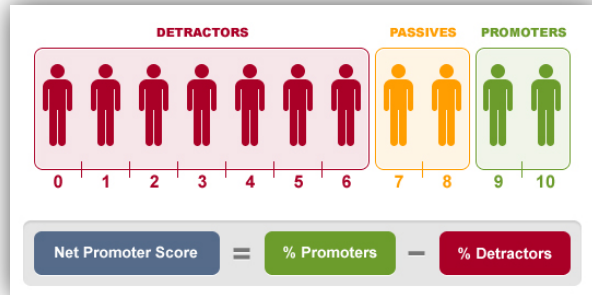
# Ad Impact on Net Promoter Score – Snow Travelers

- The ads generate a 60-point increase in the Mammoth Lakes NPS from Northeast market snow travelers.

- It is a positive finding that, even among those unaware of MLT advertising, the Net Promoter Score among snow travelers is higher than it is among travelers overall. The advertising lifts NPS by a similar margin among travelers overall and among snow travelers.



**Net Promoter Score - snow travelers**   ■ Detractors  ■ Passives  ■ Promoters

| | Detractors | Passives | Promoters | NPS |
|---|---|---|---|---|
| Aware | 24% | 35% | 41% | +17 |
| Unaware | 55% | 33% | 12% | -43 |

How likely are you to recommend Mammoth Lakes to your friends or family as a destination to visit for a leisure trip?

# Appendix

# Competitive Landscape

- A very small share of travelers had visited Mammoth Lakes, but those who had give it very high ratings.

- These results should be viewed with care, as only 19 respondents rated Mammoth Lakes, versus nearly 300 who rated Vermont/New Hampshire/Maine.

- But the data suggest, directionally, that advertising can be used to answer the lack of information that many travelers have about Mammoth Lakes.

| Destinations rated by those who visited in the past 3 years (Base is all travelers, not just snow people) | Mammoth Lakes | Lake Tahoe destination | Colorado resort destination | Park City, UT | Wyoming/ Montana resort destination | Alta/ Snowbird/ Brighton/ Solitude, UT | Vermont/ New Hampshire/ Maine resort | Taos, NM | Canadian resort | European resort |
|---|---|---|---|---|---|---|---|---|---|---|
| An outdoor "playground" | 4.3 | 3.9 | 4.1 | 4.1 | 3.9 | 3.6 | 4.2 | 3.7 | 3.8 | 3.6 |
| A place for outdoor adventurers | 4.5 | 4.0 | 4.4 | 4.2 | 4.2 | 3.7 | 4.4 | 3.8 | 4.0 | 3.8 |
| A good place to indulge a passion for the great outdoors | 4.5 | 4.0 | 4.4 | 4.3 | 4.1 | 3.7 | 4.4 | 3.8 | 3.8 | 4.0 |
| Offers a wide variety of outdoor activities | 4.5 | 4.1 | 4.2 | 4.2 | 4.1 | 3.5 | 4.4 | 4.0 | 3.9 | 3.9 |
| Has a "small-town" feel | 4.2 | 3.5 | 3.7 | 3.8 | 3.8 | 3.5 | 4.4 | 3.4 | 3.5 | 3.5 |
| Is invigorating and charged | 4.3 | 3.8 | 4.1 | 4.0 | 4.0 | 3.6 | 4.1 | 3.8 | 3.8 | 3.7 |
| Is a good place to re-energize and recharge | 4.4 | 3.9 | 4.1 | 4.2 | 3.9 | 3.7 | 4.2 | 3.7 | 3.9 | 3.8 |
| Is serene and rejuvenating | 4.2 | 3.9 | 4.1 | 4.0 | 4.0 | 3.5 | 4.2 | 3.9 | 3.9 | 3.9 |
| Is a good place to relax in peace and quiet | 4.2 | 3.9 | 4.2 | 4.0 | 4.1 | 3.7 | 4.3 | 3.8 | 3.8 | 3.9 |
| A place with friendly people | 4.4 | 3.8 | 4.1 | 4.2 | 3.9 | 3.5 | 4.3 | 3.6 | 4.0 | 3.9 |
| Is unpretentious and real | 4.2 | 3.6 | 3.8 | 4.0 | 4.0 | 3.8 | 4.3 | 3.8 | 3.7 | 3.5 |
| Has beautiful natural scenery | 4.6 | 4.3 | 4.5 | 4.2 | 4.4 | 3.7 | 4.5 | 4.1 | 4.1 | 4.1 |
| Has an abundance of natural terrain | 4.4 | 4.1 | 4.4 | 4.2 | 4.1 | 3.7 | 4.4 | 4.0 | 4.0 | 3.9 |
| Inspires adventure | 4.5 | 4.0 | 4.2 | 4.1 | 4.1 | 3.6 | 4.2 | 3.8 | 3.9 | 3.9 |
| Is a rugged place | 3.9 | 3.6 | 3.7 | 3.8 | 3.9 | 3.4 | 3.9 | 3.8 | 3.5 | 3.4 |
| Is a fun place to visit | 4.5 | 4.1 | 4.3 | 4.2 | 3.9 | 3.7 | 4.3 | 3.8 | 3.9 | 4.0 |
| Is an exciting place to visit | 4.5 | 4.0 | 4.3 | 4.0 | 4.1 | 3.5 | 4.1 | 3.7 | 4.0 | 4.0 |
| Is convenient to get to | 3.9 | 3.4 | 3.5 | 3.3 | 3.0 | 3.2 | 4.2 | 3.2 | 3.4 | 2.6 |
| Has a great climate | 4.3 | 4.0 | 4.0 | 3.9 | 3.7 | 3.5 | 3.9 | 3.8 | 3.7 | 3.7 |
| Is a good place for a family vacation | 4.4 | 4.0 | 4.2 | 4.1 | 4.0 | 3.7 | 4.4 | 3.9 | 4.0 | 3.7 |
| Is a good value for the money | 4.4 | 3.6 | 3.8 | 3.6 | 3.6 | 3.4 | 4.1 | 3.6 | 3.6 | 3.5 |
| Has quality lodging options | 4.2 | 4.0 | 4.2 | 4.1 | 3.9 | 3.5 | 4.2 | 4.1 | 4.1 | 4.0 |
| Is a good value | 4.4 | 3.7 | 3.8 | 3.7 | 3.6 | 3.7 | 4.1 | 3.4 | 3.8 | 3.5 |
| Has a good variety of restaurants | 4.3 | 3.8 | 4.0 | 4.0 | 3.8 | 3.4 | 3.9 | 3.8 | 3.7 | 3.9 |
| Has activities that are easily accessible once you are there | 4.3 | 3.9 | 4.0 | 4.0 | 3.8 | 3.5 | 4.1 | 3.8 | 3.9 | 3.8 |
| Is an upscale destination | 4.2 | 3.7 | 4.1 | 3.9 | 3.8 | 3.3 | 3.5 | 3.6 | 3.6 | 3.9 |
| Has an abundance of year-round activities | 4.3 | 3.8 | 4.0 | 4.0 | 3.9 | 3.2 | 4.2 | 3.5 | 3.8 | 3.9 |
| Is a good weekend getaway destination | 4.3 | 3.5 | 3.8 | 3.7 | 3.3 | 3.4 | 4.4 | 3.4 | 3.6 | 2.9 |
| Is a good place to go for skiing, snowboarding, and other snow sports | 4.3 | 4.0 | 4.5 | 4.2 | 4.0 | 3.8 | 4.4 | 3.7 | 4.0 | 3.9 |