MAMMOTH LAKES TOURISM · NOVEMBER 2026

# FY26/27 SPRING/SUMMER & EVENTS WRAP

What worked, what changed, and what we do differently in FY27.



SPRING/SUMMER · CAMPAIGN OVERVIEW

# AWARENESS SCALED; SITE ENGAGEMENT LAGGED

| Spend | Impressions | Video views | Sessions | Avg. engaged time | Flight referrals |
|---|---|---|---|---|---|
| **$375K** | **33M** | **5.0M** | **184K** | **0:16** | **1,425** |
| Total media | **100%+ of goal** | **100%+ of goal** | **96% of goal** | **vs. 0:23 goal** | No goal set |

**FLIGHTING**

Mid-April – August

**AUDIENCE**

Outdoor Actives, with and without kids. Avg. age 47, avg. HHI $153K.

**MARKETS**

California & Nevada

**PARTNERS**

YouTube, Meta, The Trade Desk, Google (GDN/Search), Travelzoo, Perion, Clicktivated, AllGear, INK

Flight referrals: clicks from MLT's air-service landing page to airline-owned sites.

SPRING/SUMMER · EXECUTIVE TAKEAWAYS

# THREE THINGS TO CARRY INTO FY27

### WHAT WORKED

## Search captures intent that already exists

Route campaigns drove 85% of flight referrals (1,207) at about $6 each. SEM spend fell 17% YoY while referrals rose 11%.

**FY27**

Protect Search budget and test PMAX for more high-intent reach.

### WHAT CHANGED

## Visitors explored beyond the icons

On the new Certified Unreal map, Obsidian Dome and Panum Crater drew about 2x Devils Postpile's selections, and 130 people clicked for access info.

**FY27**

Build trip-planning content around lesser-known sites, with access and stewardship info.

### WHAT MATTERS

## Beating click goals is not the same as quality

Meta and GDN engaged only 26% of sessions. Search (72%) and Travelzoo (42%) engaged far more.

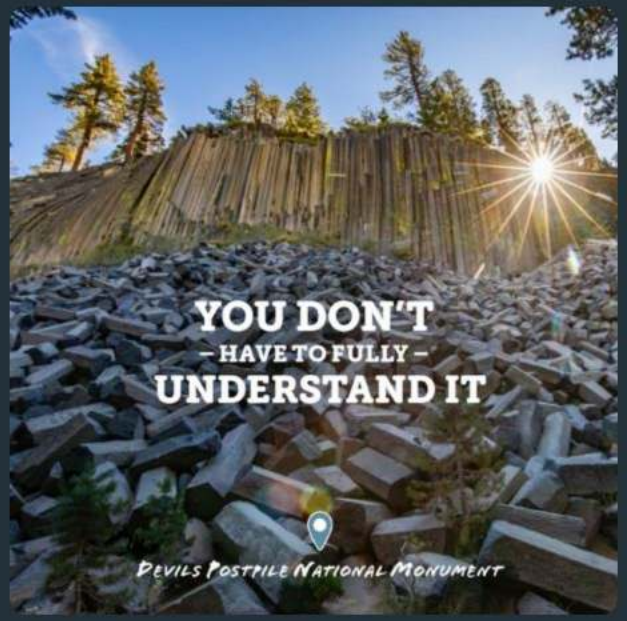
**FY27**

Add engaged-session rate to channel goals beside CTR, and shift budget to partners that meet it.

NEW THIS SEASON · LAUNCHED MAY 2026

# INTRODUCING CERTIFIED UNREAL

A new message under the Real Unreal platform, built on the area's geology. It launched with three :15 videos, three carousels and three animated display banners.










Carousel sequence: Devils Postpile → Rainbow Falls → Mono Lake

CERTIFIED UNREAL · LAUNCH RESULTS

# STRONG START ON REACH AND SITE TRAFFIC

| Impressions | Sessions | Video views | CTR |
|---|---|---|---|
| **2.8M** | **9K** | **158.8K** | **1.19%** |
| 143% of goal | 134% of goal | 87% of goal | 77% of goal |

**61%**

**MADE UP · :15 VIDEO**

of all video views. Video built Awareness.

**82%**

**TOO REAL · CAROUSEL**

of all clicks. Carousels drove Consideration.

**FY27**

Scale distribution of the existing Certified Unreal assets, and keep tracking each message by format: video for Awareness, carousels for Consideration.

Certified Unreal paid media; the campaign auto-optimized toward these top performers.

CERTIFIED UNREAL · GEO WONDERS MAP

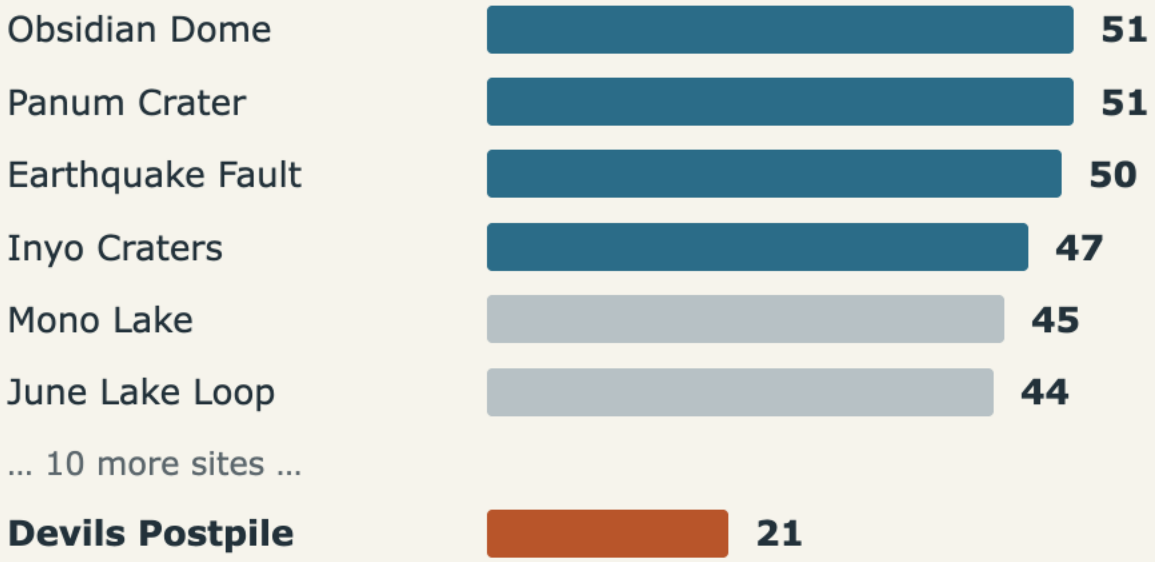
# LESSER-KNOWN SITES DREW THE MOST INTEREST

**8,433**
map views

**597**
locations selected (7% of views)

**130 / 70**
clicks on access / stewardship info

LOCATION SELECTIONS, TOP SITES VS. DEVILS POSTPILE




Geo Wonders interactive map. 1,565 content clicks, 85% of them carousel swipes.

CORE PARTNERSHIPS · BY FUNNEL STAGE

# EACH FUNNEL STAGE DID A DIFFERENT JOB

| STAGE | VS. GOAL | WHAT IT MEANS | FY27 MOVE |
|---|---|---|---|
| **Awareness**<br>YouTube, Trade Desk video, audio | 4.5M views vs. 3.3M goal<br>82% completion vs. 80% goal | Efficient reach at scale. Trade Desk video also drove 8.6K sessions. | **Keep the video base; add non-skippable CTV** |
| **Consideration**<br>Meta, GDN, programmatic | CTR 1.89% vs. 1.42% goal<br>Sessions 43K vs. 58.9K (73%)<br>Engaged time 0:06 vs. 0:12 | Won the click, lost the visit. | **Optimize for post-click engagement, not CTR** |
| **Intent**<br>Search, Travelzoo, Meta retargeting | CTR 2.24% vs. 2.10% goal<br>Sessions 73.5K (97%)<br>Engaged time 0:24 vs. 0:35 | Most efficient path to flight referrals: 1.3K. | **Protect budget; test PMAX** |

Orange = below goal.

INTENT · FLIGHT REFERRALS

# ROUTE SEARCH DROVE MOST FLIGHT REFERRALS

**~$6**

per referral from route search: 1,207 referrals, 85% of the total

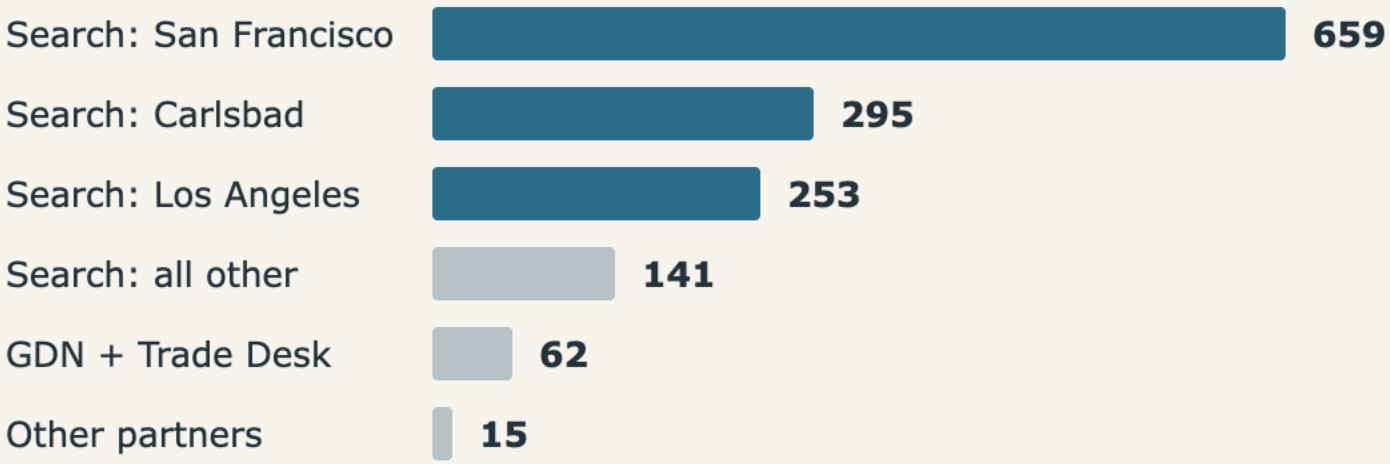
**1,425**

total flight referrals (GA4)

**61% / 39%**

Advanced Air (873) / United (552)

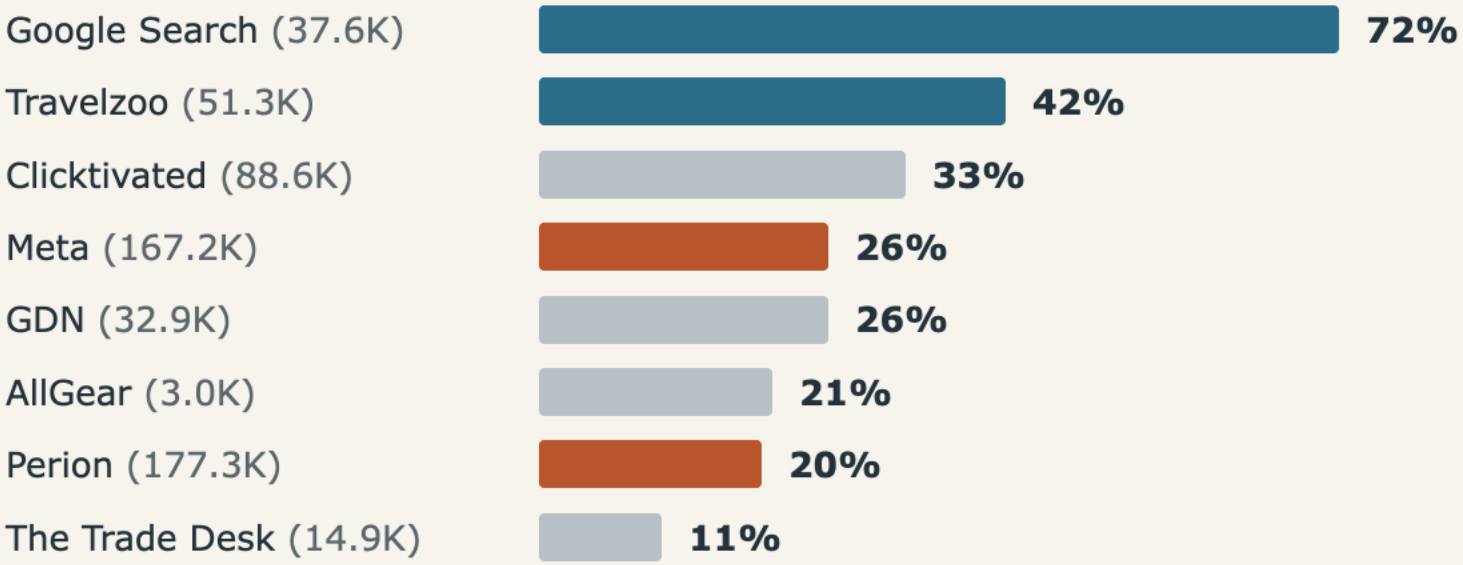
REFERRALS BY SOURCE




GA4, Apr 20 – Aug 31. Route campaigns (SF, Carlsbad, LA) spent ~$7.3K gross.

QUALITY VS. VOLUME

# ENGAGED SHARE OF SESSIONS, BY PARTNER




**Blue** = most engaged · **Orange** = Meta and Perion, 60% of all sessions

**60%**

of all sessions came from Meta and Perion, at only 20–26% engaged

**0:57**

avg. time for Search visitors, who drove 97% of partner referrals

GA4 sessions (in brackets) and engaged sessions, Apr 20 – Aug 31. YouTube (14 sessions) and INK (reported separately) not shown.

CUSTOM PARTNERSHIPS

# CUSTOM PARTNERS: WHAT TO KEEP IN FY27

### Clicktivated

$15.3K · interactive video

**5.83%**

interaction rate vs. 0.3% goal

Grabbed attention, but visitors left fast: 0:03 engaged time.

**RECONSIDER**

Awareness only; doesn't drive Consideration

### Perion

$23.5K · Page Grabbers

**15.5%**

in-unit engagement vs. 10–12% goal

Flight Options and Sun-Soaked panels drew most clicks.

**KEEP FOR RETARGETING**

Re-engage people who saw the brand

### AllGear

$64.7K · custom content

**1:42**

article dwell time vs. 0:51 benchmark

Engaged readers, but display CTR was 0.07% vs. 0.17% goal.

**SCALE BACK**

Redistribute Certified Unreal assets instead

### INK

$58.8K · in-flight media

**3.5M**

impressions vs. 3M goal

Reached travelers mid-trip; 1:00+ on custom microsites.

**EXPAND AIR SERVICE**

Airport and travel settings (INK/ReachTV)

FY27 calls follow each partner's "moving forward" note in the full report.

CREATIVE

# TOP CREATIVE ACROSS THE FUNNEL




**Summer :15** · 2.4M views, 81% VCR

Strongest stage: **Awareness**




**Real Unreal Refresh :30** · 2.1M views, 83% VCR

Strongest stage: **Awareness**




**GDN Brand v2**
2.44% CTR

Strongest stage:
**Consideration**




**Meta Family**
1.22% CTR

Strongest stage:
**Consideration**




**Trade Desk Air Service v2**
0.17% CTR (native)

Strongest stage:
**Consideration**

Both video approaches earned similar completion rates, which supports keeping both.

FY27

# MOVING FORWARD IN FY27

## 1 Invest with greater intent

Match each dollar to one funnel stage (Awareness, Consideration or Intent), in the markets and channels best at it.

## 2 Strengthen qualified engagement

Judge tactics on engaged sessions and site behavior, not clicks.

## 3 Connect messaging to travel intent

Build on Search's efficiency and put air-service messaging in front of people actively planning.

## 4 Scale proven creative

Evolve Certified Unreal, UGC and family messaging, guided by audience and creative signals.

# EVENTS RECAP

| Spend | Partner | Flighting | Markets |
|---|---|---|---|
| **$10K** | **Meta** | **Mid-April – Sept.** | **LA, Sacramento, Reno** |

## Audience

Outdoor Actives, with and without kids, interested in **Culture** (concerts, arts and music, live events) and **Endurance** (mountain and road bike racing, cycling, trail running).

## Two flights

**General event messaging** · Mid-April – June · $3K

**Endurance season messaging** · July – September · $7K

EVENTS · RESULTS

# EVENTS: WIDE REACH, UNEVEN SITE QUALITY

**5.2M**
impressions, 100%+ of goal

**0.59%**
CTR, 59% of goal

**7.6K**
sessions, 100%+ of goal

**0:14**
engaged time vs. 0:15

### General events · Apr–Jun · $3K

| 9.7K | 7.5K | 1.63% | 0:14 |
|---|---|---|---|
| clicks | sessions | CTR | eng. time |

**Better-quality site visits**

### Endurance · Jul–Sep · $7K

| 21K | 38* | 0.46% | 0:02 |
|---|---|---|---|
| clicks | sessions | CTR | eng. time |

**More reach, little site engagement**

**FY27** Split budgets by market and optimize to CTR, not cheap CPMs (LA had the best CTR, 0.77%). Add frequency caps to limit late-flight fatigue.

*As reported. 38 sessions from 21K clicks suggests a tracking or reporting gap; confirm with the agency.

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# THANK YOU

Questions and discussion

APPENDIX

# SPRING/SUMMER PUBLISHER SUMMARY

| Publisher | Cost | Impressions | Video views | VCR | CTR | Sessions | Eng. time |
|---|---|---|---|---|---|---|---|
| YouTube | $16,636 | 1,658,092 | 1,126,115 | 68% | – | – | – |
| Meta | $58,087 | 5,633,372 | 953,508 | 87% | 6.89% | 43,557 | 0:04 |
| GDN | $23,087 | 6,839,790 | – | – | 1.45% | 18,465 | 0:14 |
| Perion | $23,529 | 1,973,574 | – | – | 4.08% | 35,516 | 0:06 |
| The Trade Desk | $72,647 | 6,650,137 | 2,437,358 | 90% | 0.12% | 6,158 | 0:07 |
| Google Search | $23,529 | 287,699 | – | – | 14.84% | 27,196 | 0:57 |
| Clicktivated | $15,294 | 735,149 | 463,759 | 65% | 5.83% | 28,998 | 0:03 |
| AllGear | $64,706 | 3,342,142 | – | – | 0.07% | 3,006 | 0:19 |
| Travelzoo | $17,647 | 2,387,953 | – | – | 0.88% | 21,297 | 0:20 |
| INK | $58,823 | 3,509,887 | – | – | – | – | – |
| Ad serving | $1,282 | – | – | – | – | – | – |
| Total | $375,268 | 33,017,796 | 4,980,740 | 78% | 4.27% | 184,193 | 0:16 |

From the report's publisher summary. GA4 session counts on slide 9 differ.