



**Guest Profile Projections**  
June Lakes Community Meeting  
Tuesday, August 29, 2006

# Mammoth/June Guest Today

## Mammoth dominates the Southern California market

- Best skier and snowboarder market in the world
- 23 million residents
- Growing market
  - 81% from Southern California
  - 1.2 million visits last year
- Favorable Characteristics
  - Travel Habits
  - Discriminating



# Customer Demographics

## June enjoys favorable customer demographics

### Market Segments



Gen Y (Echo Boomer)  
12-29 years old  
**41%**



Gen X  
30-41 years old  
19%



Baby Boomers  
42-61 years old  
41%

### Statistics

- Demographics:
  - Average Age – 38
  - Male - 54% Female – **46%**
  - Married – 53%
  - Children – 49%
- **\$115,400** household income
- \$400 Per Trip
- Length of stay 3.6
- First time resort visitors – **23%**

# June Guest Behavior

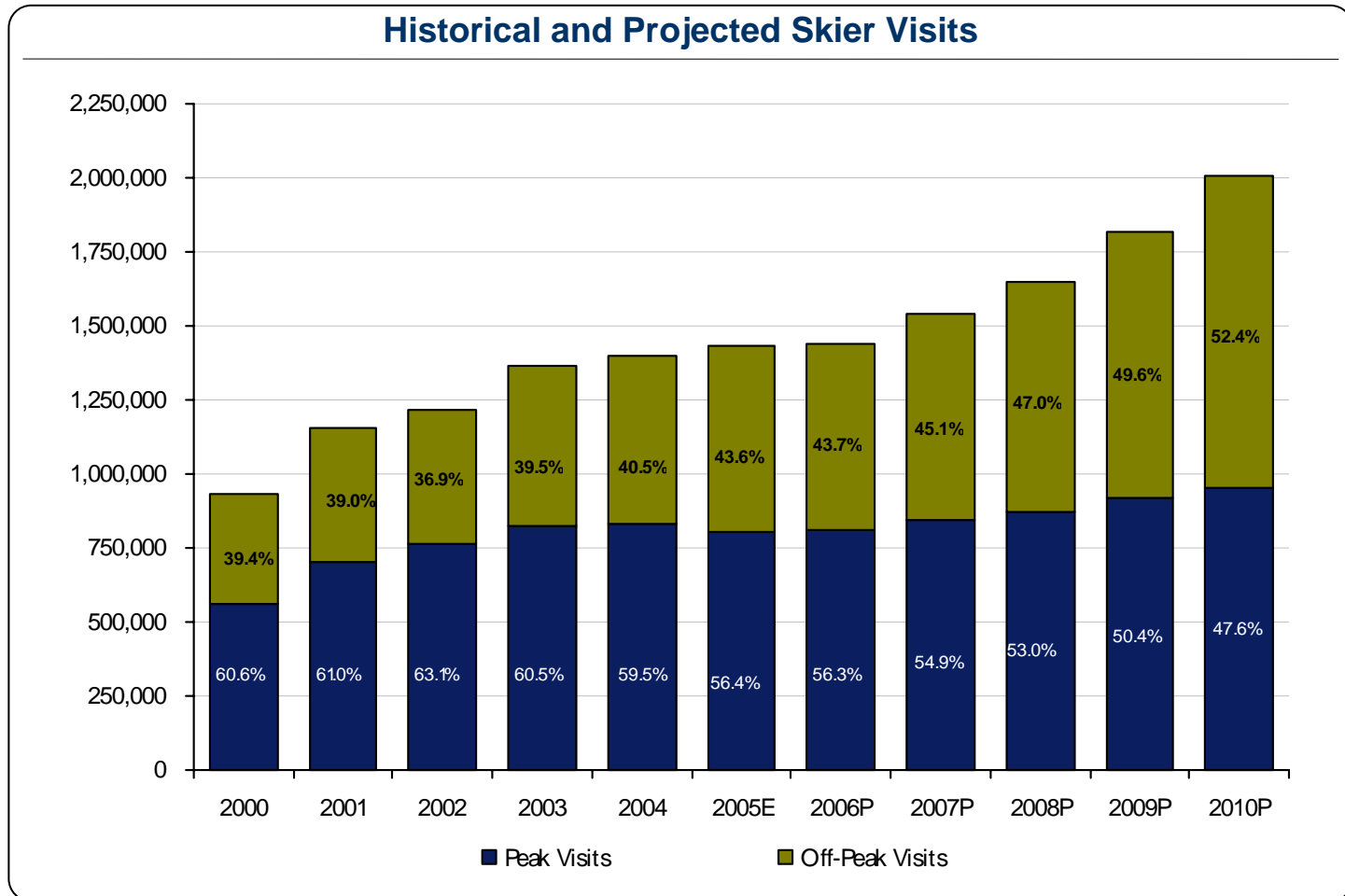
- 95% of June Guests come from California, Nevada and Arizona (91% CA)
- Day vs. Overnight - 87% Overnight visitors highest in 3 years (up from 83% last season)
  - 57% Overnight in June
  - 30% Overnight in another Town
  - 7% Local Resident
  - 6% Day trip
- Group business up to 11% (from 6%)

# June Marketing Influences/Perception

- Main Reason for Choosing the resort
  1. Not Crowded (80%)
  2. Friendly Atmosphere (35%)
  3. Good Family Area (28%)
  4. Previous Experience (25%)
  5. Lift Ticket Price (22%)
  
- Overall Satisfaction and Value
  - Satisfaction – 45% guests rate June as a 10 in experience (average rating is 9.1)
  - Value – 42% rate June as a 10 in value for the dollar
  - Likely to Return – 76% definite; 16% Probably
  - Likely to Recommend – 85% definite; 14% probably

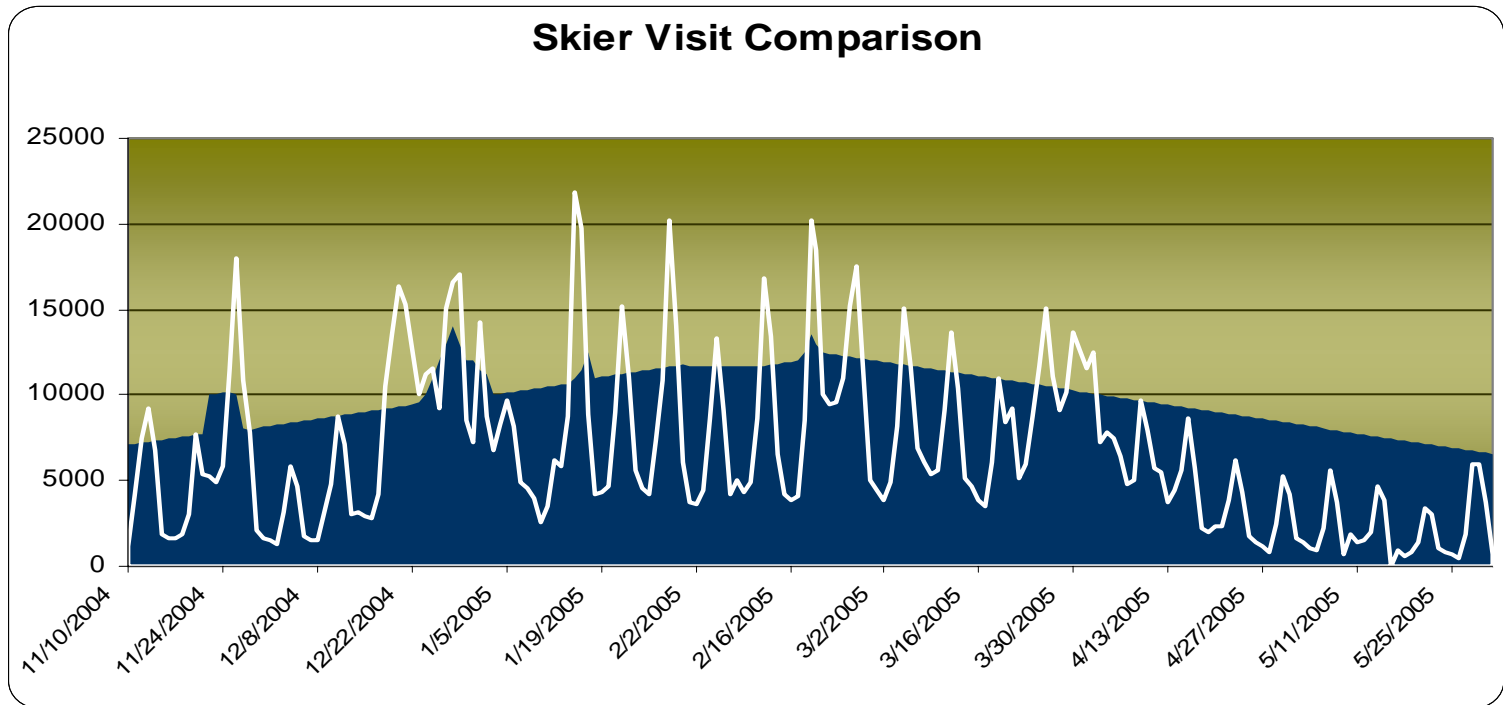
# Mammoth Skier Visits – Future Projections

As Mammoth pushes into destination markets, expectations of skier visits to grow at a 7 percent CAGR over the next 5 years



# Mammoth Skier Visits

Approximately 30 percent of resort's capacity generates nearly 60 percent of skier visits



○ Current Visit Pattern

# Outside Southern California

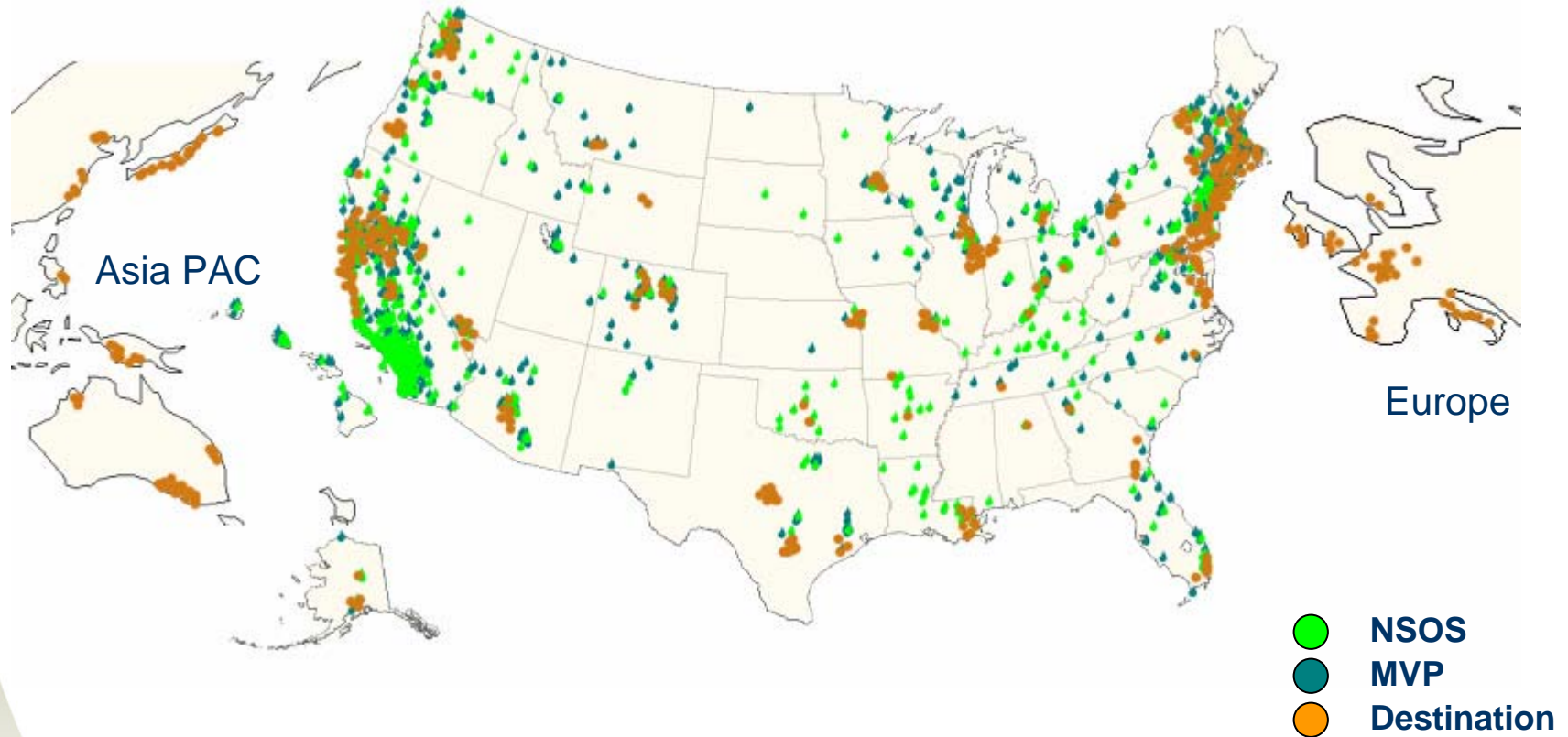
In addition to Southern California, Mammoth serves the whole country and is pushing into Europe and Asia





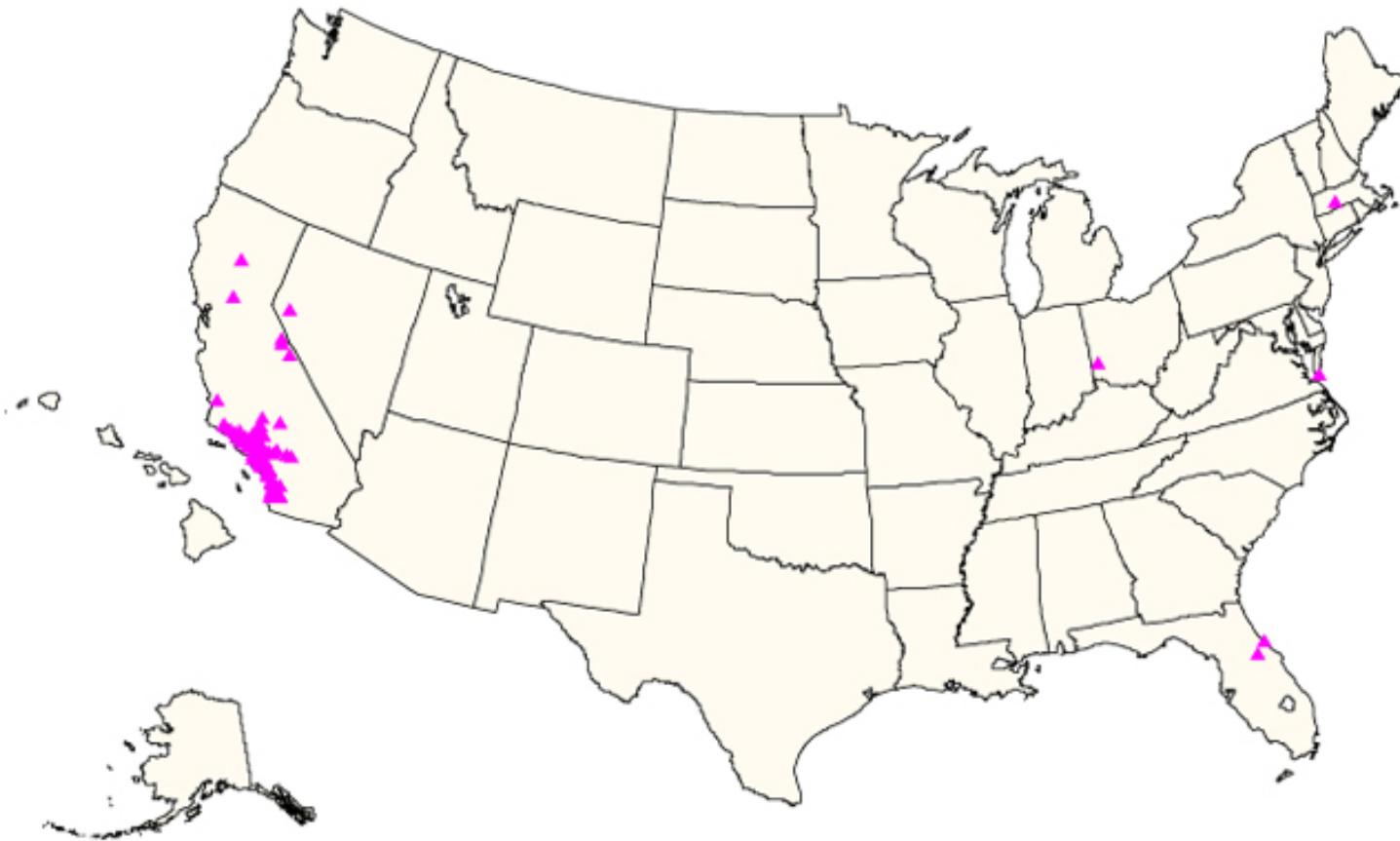
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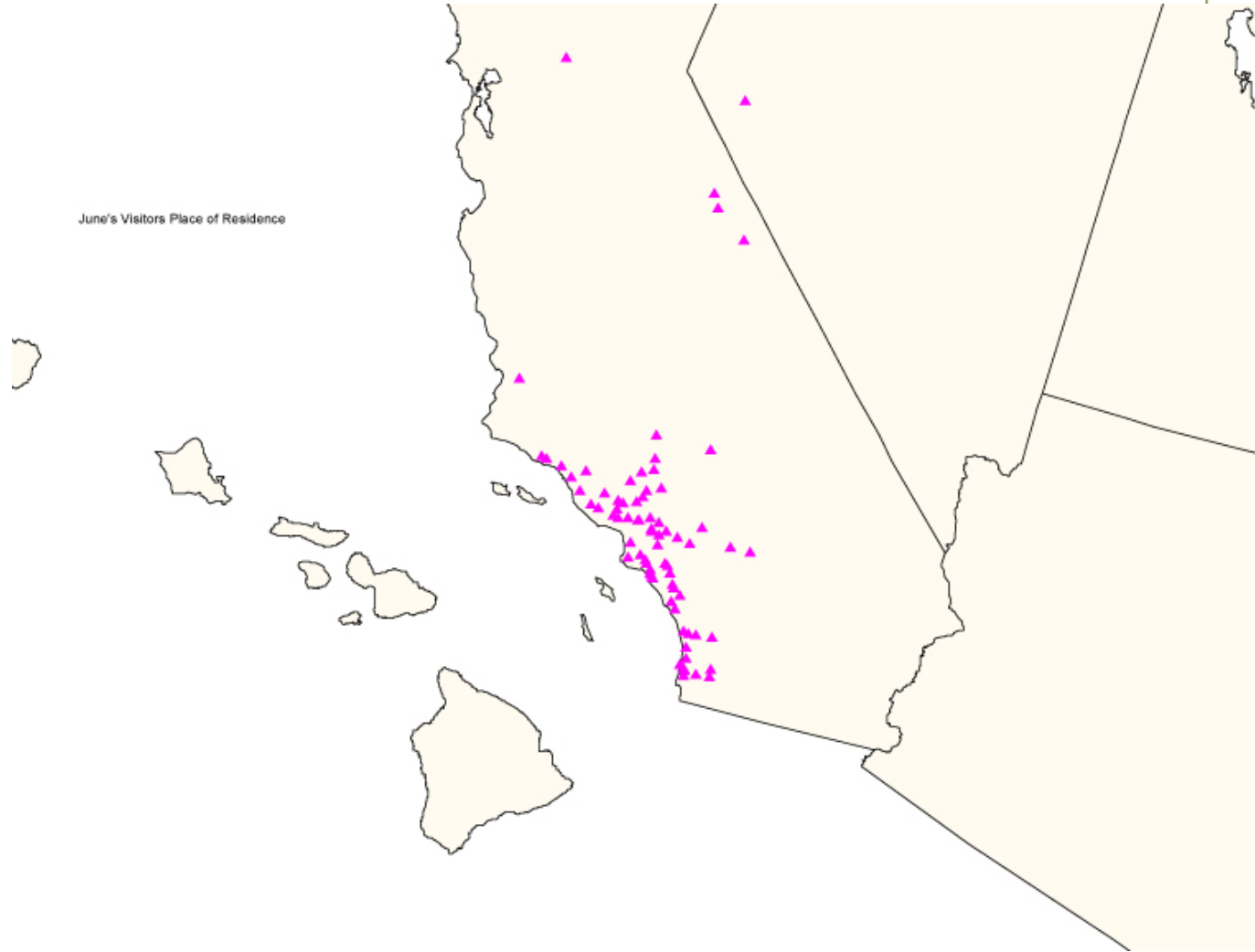


# June Guest Origin

June's Visitors Place of Residence

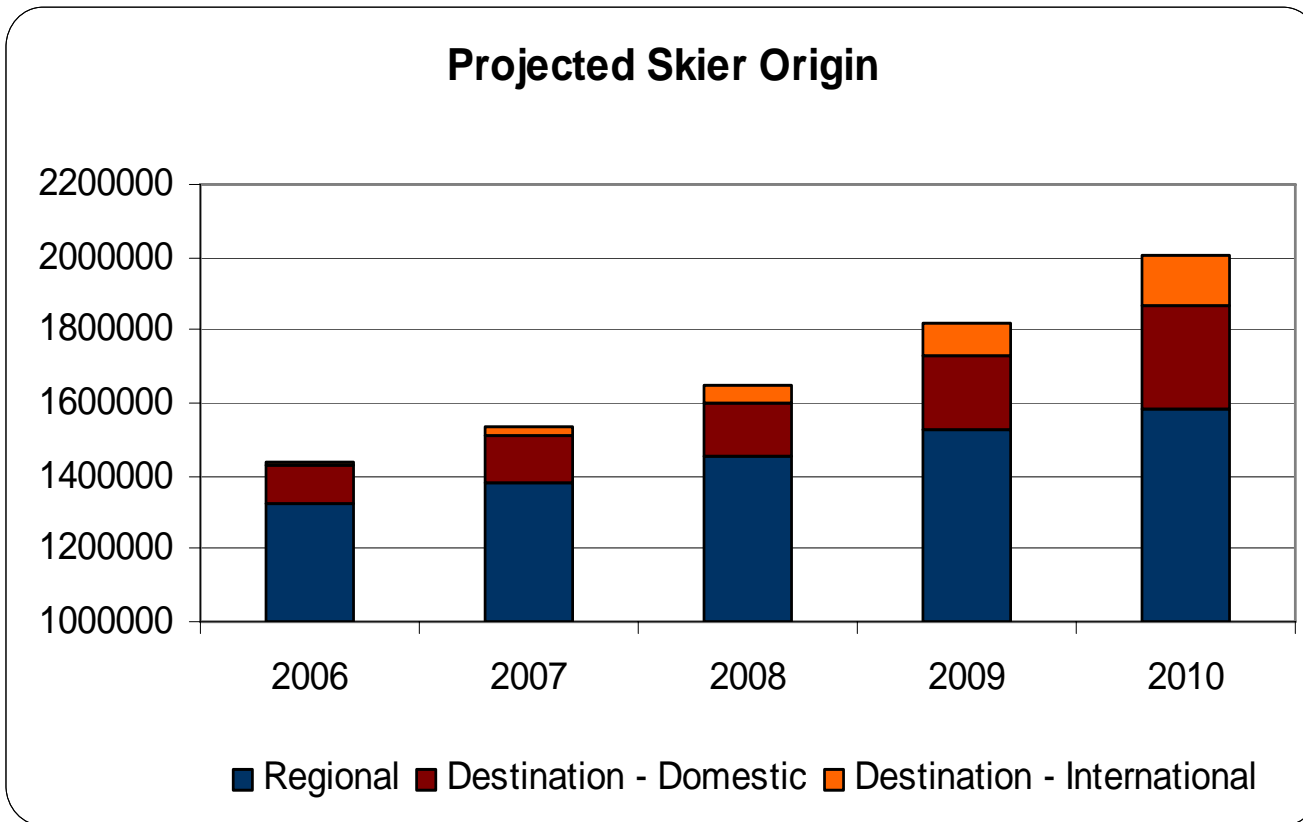


# June Regional Guest Origin



# Destination – Future Projections

As air service becomes available Mammoth's destination guest base growth will outpace regional growth



# Future Customer Demographics

More even distribution across market segments

## Life Phase Segments



Youth and Student 28%



Families 38%



Active Adults 34%  
(non family)

## Statistics

- Demographics
  - Average Age – 43
  - Male - 57% Female – 43%
  - Married – 62%
  - Children – 58%
- \$150,000 household income
- \$4,000 Per Destination Trip
- Length of stay 5.8
- First time resort visitors - 20%

# Destination Guest

	<b>Regional</b>	<b>Destination</b>
<b>Transportation</b>	Drive from Southern California	Fly to LA, SF, LV from Nat'l and Int'l
<b>Lodging</b>	Average 4 nights (Thur – Sun)	Average 6 nights (Sun – Fri)
<b>Food</b>	Grocery store, some dining	Dine out, fine dining
<b>Lift</b>	\$40 today (3.3 days)	5 days of skiing/riding
<b>Ski School</b>	Family/children lessons	Mountain guides, lessons
<b>Rental</b>	Drives w/equipment	Rents for entire trip
<b>Activities</b>	Movie	Spa, snowmobile, X-Ctry, sledding, skating
<b>Day Care</b>	Some daycare	Daycare for families
<b>Retail</b>	Necessities (sunscreen, goggles)	Luxury items

# Trip Characteristics - Future Projections

- Average length of stay will increase from just under 4 nights to about 6 nights
- Weekends will be a transition period for air service guests and result in higher off-peak occupancy
- Guests will have more discriminating tastes and expect the higher levels of service that they receive elsewhere



# Opportunities

Business opportunities that characterize a successful destination resort

- Increased retail, rental, ski school and restaurant
- Activity and conference centers
- Hotels and property management
- Summer resorts
- Golf course
- Events and festivals
- Web Services
- Transportation
- Concierge/VIP





# June Mountain Marketing Plan

- **Print Advertising**
  - National, Regional & Local ads
  - Target Audience: Youth Action Market
  - Impressions: 300,000
- **Direct Mail**
  - June Mtn Rave Cards
  - Target Audience: Youth Action Market
  - Distribution: 5,000
- **Email**
  - June Season Pass, College Pass
  - 3,000 emails
- **June Website**
  - 113,048 unique page views last season
- **Ski Shows**
  - LA Ski Dazzle
  - Show Attendance: 90,000
- **Collateral Distribution**
  - 50,000 June brochures
  - Southern California & Local distribution



**June Mountain College Pass - On Sale Now**  
**\$99 Season Pass for College Students!**  
**Viva la student support!** Get your June Mountain Season Pass for just \$99. Hurry, this sale ends Dec. 15. After Dec. 15 June Mountain Season Passes will only be available at full price (\$650).



The June Mountain College Pass is for full-time college students who are enrolled in a minimum of 12 units. Must show your current class schedule or registration showing 12 units and a current college ID upon pickup at the June ticket office. This pass has no blackout dates or restrictions, is non-transferable and good at June Mountain only.

**On sale for a limited time: Oct. 15 - Dec. 15, 2005 only.**  
**Call 800.MAMMOTH to purchase. Must show proof of enrollment upon pick-up.**

June has the park hits and uncrowded runs to end your search for the perfect freeriding experience. For updates on park features, snow reports, and more, visit [JuneMountain.com](http://JuneMountain.com).

To leave this list, change your email address, update your guest profile, or if you have problems viewing this html email, please click or browse to:  
update guest profile for: %%emailaddr%%

For information call 800.MAMMOTH / 760.934.2571  
Contact Mammoth Mountain  
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## June Mountain – College Pass Email

# June Mountain Advertising

- Youth Action Sport Focus (YAS)
  - Target Demographic
- National Publications
  - Freeskier Magazine
  - Snowboarder
  - Transworld Snowboarding
  - Snowboard
- Regional Publications
  - Campus Circle
  - Blue Edge – Campus publication
    - June Mountain College Pass
- Local Publications
  - Hotel & Phone Directories
  - Mammoth Lakes Visitors Bureau Guide



2005 Snowboard Magazine Ad

# Summary

Over 200K skier visits possible with the following key dependencies:

- Continued marketing emphasis
- On-Mountain improvements (capital)
- Bed-base expansion (real estate)