



# ON-MOUNTAIN GUEST FEEDBACK RECAP



RECAP FOR THE 2024-25 SEASON



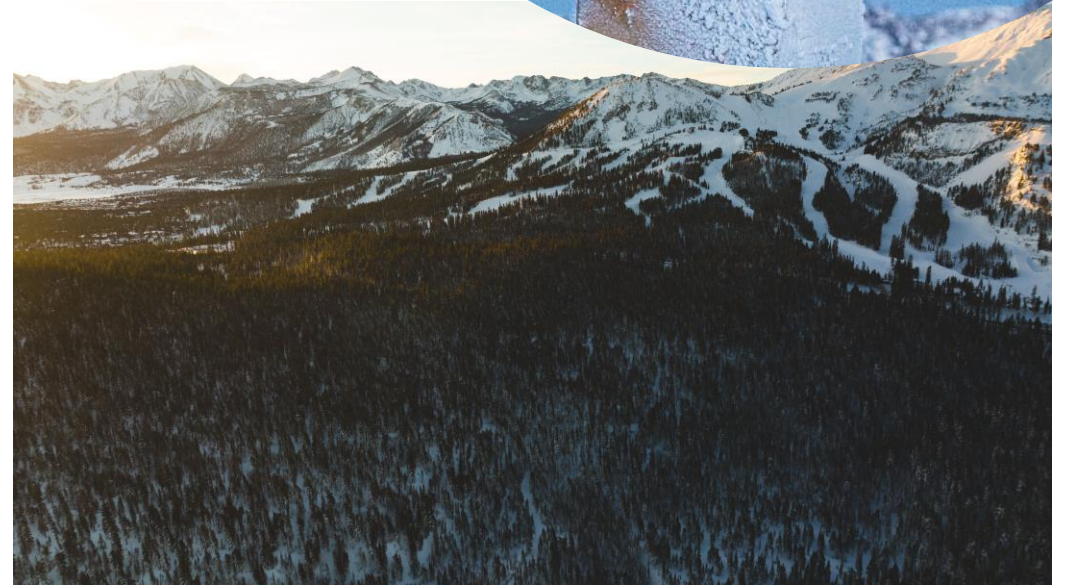
# 2024 – 2025 Guest Experience System Survey Results through the end of the Season

What an amazing year! Thank you to all who participated in helping our guests have a great experience. Almost every category in our surveys improved year over year. Lodging had some challenges and has more room for better opportunities, but they were comparing themselves to great scores from before.

This compilation report is extensive, with many slides to offer you a view of how your year at Mammoth went. These results do not include June Mountain results, comparing equally to last year's Mammoth results. With June added, our NPS score is 63.6, ranking us just behind Deer Valley!

Most groups have graphs to see how the year went and each of the graphs offer a comparison of how this year compared to last year's results.

As we move forward, our greatest opportunity continues to be improving our service drivers. Focusing this summer and next winter on our ability to impress our guests with our professionalism, knowledge, friendliness, helpfulness and ability to help resolve their concerns in a way that emphasizes listening will build our Guest Experience System into becoming the strongest team in our corporation!



# Medallia Terminology

**Net Promotor (NPS) scores** – Individual questions asking whether a guest would promote Mammoth, or a specific business at the Resort. These results are a comparison of promoters (guests who score the question with a 9 or 10) vs. detractors (guests who score the question with 0 to 6). Neutral responses (7 or 8 scores) are thrown out in the calculation. Promoters are positive results vs. detractors, which are negative results. The overall result can fall anywhere from +100 to -100.

**Likely to Recommend (LTR) scores** – Questions are worded to ask if guests would recommend Mammoth or any of our businesses. They are scored the same as the NPS questions.

**Overall Satisfaction (OSAT) scores** – Individual questions ask if a guest is satisfied with their experience. The questions ask for a 0 to 10 score and are averaged to receive the results. These results can fall anywhere from 10 (highest satisfaction score) to 0 (unsatisfied).





# WINTER SEASON 2024 – 25

Resort Drivers	Goal	2024 – 25 Year End Scores	2023 – 24 Winter Season End Score	Increase or Decrease from 2023-24	2024 - 25 Alterra Ranking (of 15)
MMSA NPS	65	61.0	55.6	+5.4	5
MMSA OSAT	8.8	8.7	8.5	+0.2	4
Staff OSAT	9.0	8.9	8.7	+0.2	6
Lodging NPS	49	42.9	46.5	-3.6	8
Lodging OSAT		8.2	8.3	-0.1	8
Lodging Staff OSAT		8.9	9.0	-0.1	7
Mountain Ops OSAT	8.5	8.4	8.3	+0.1	4
Lift Line Management		8.1	7.6	+0.5	7
Sense of Safety OSAT	8.5	8.3	8.1	+0.2	5
Grooming		8.8	8.5	+0.3	3
Terrain Parks		8.8	8.6	+0.2	1
Parking		6.9	6.9	=	12
Ticketing Experience		8.7	8.5	+0.2	8
Resort Cleanliness		8.6	8.5	+0.1	7

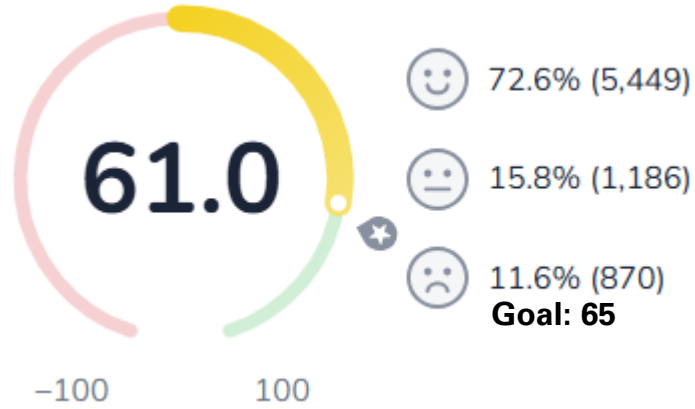
NPS – Net Promoter Score; OSAT – Overall Satisfaction; LTR – Likely to Recommend

BU Drivers	Goal	2024 – 25 Year End Scores	2023 – 24 Winter Season End Score	Increase or Decrease WTD Scores	2024 – 25 Alterra Ranking (of 15)
Rental NPS	52	57.7	51.6	+6.1	7
		9.2	8.9	+0.5	7
Retail NPS	45	44.7	39.3	+5.4	6
		9.1	9.0	+0.1	6
Dining NPS	15	11.6	1.1	+10.5	10
		8.4	8.3	+0.1	7
Child Lessons LTR/OSAT	50	55.6/8.8	42.7/8.4	+12.9/+0.4	9/7
Adult Lessons LTR/OSAT	60	73.1/9.1	53.9/8.6	+19.2/+0.5	3/6
Woolly's Adventure Summit NPS		57.0	62.8	-5.8	-
Staff OSAT		9.2	9.1	-0.1	-
Snowmobile Adventures		9.1	9.3	-0.2	-
Tamarack Cross-Country Ski Area		9.1	8.6	+0.5	-
Scenic Ride /Interpretive Center		9.2	8.4	+0.8	-

# Mammoth Overall NPS (Likelihood to Recommend) and Ranking

## Destination NPS

Winter Season 24/25: Likelihood to Recommend Destination

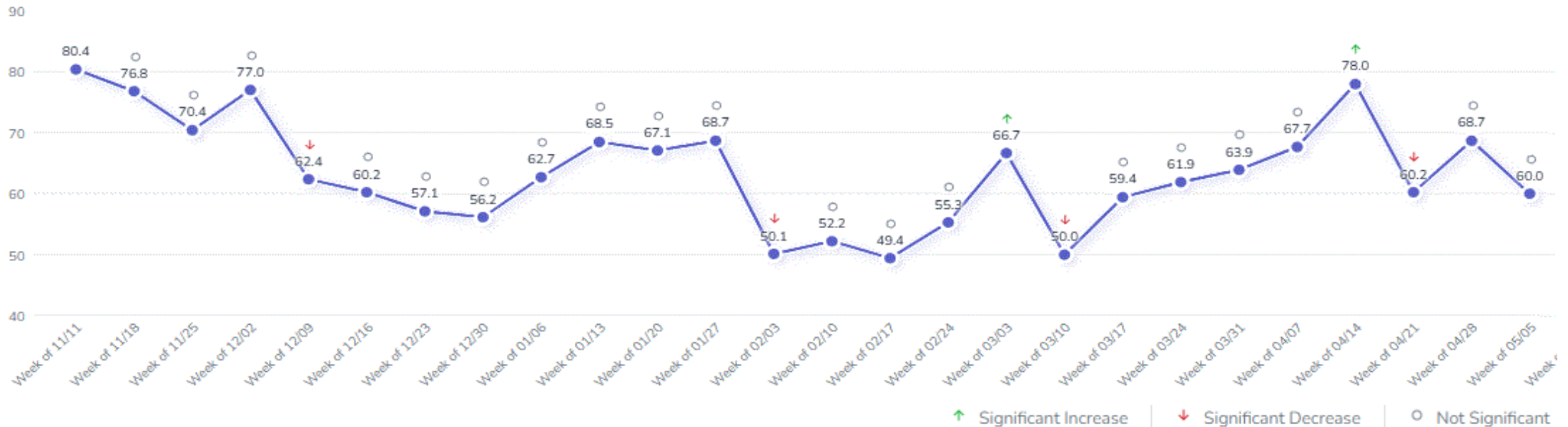


**+5.4 Better than 2023-24 Season**

Destination NPS Ranked **#5** among Alterra Resorts

- #1 – June Mountain;** #2 – Deer Valley Resort;
- #3 – Schweitzer; #4 – Steamboat Resort;
- #5 – Mammoth Mountain;** #6 – Winter Park Resort;
- #7 – Tremblant; Snowshoe Mountain;
- #9 – Solitude Mountain; #10 – Stratton;
- #11 – Sugarbush Resort; #12 – Palisades Tahoe;
- #13 – Big Bear Mountain Resort; #14 – Blue Mountain;
- #15 – Crystal Mountain Resort

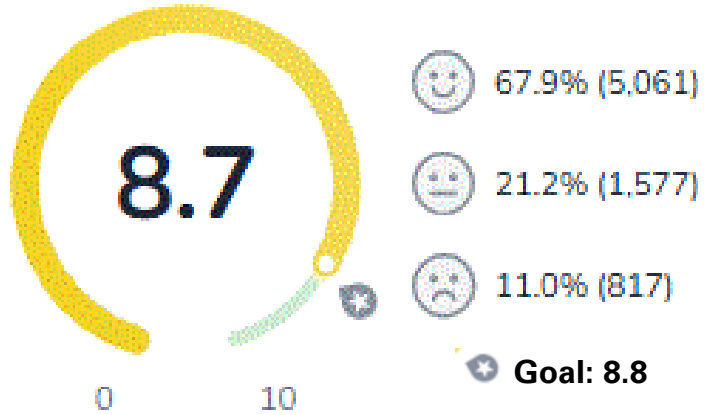
## NPS Scores Over Time



# Mammoth Overall Satisfaction Score and Ranking

## Destination OSAT

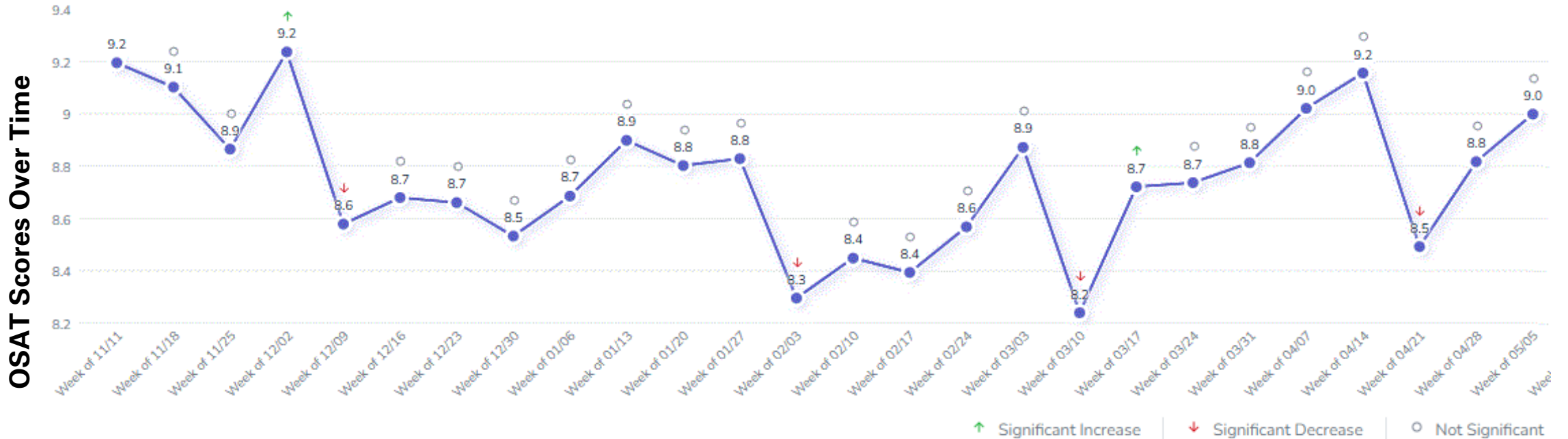
Winter Season 24/25: Destination OSAT



Overall Destination OSAT – Ranked **#4** among Alterra Resorts

- #1 – June Mountain;** #2 - Deer Valley Resort;
- #3 – Steamboat Resort; **#4 – Mammoth Mountain;** Schweitzer;
- #6 – Winter Park Resort; #7 – Tremblant;
- #9 – Snowshoe Mountain; Solitude Mountain; #10 – Stratton;
- #11 – Sugarbush Resort; #12 – Palisades Tahoe;
- #13 – Big Bear Mountain Resort;
- #14 – Crystal Mountain Resort; Blue Mountain

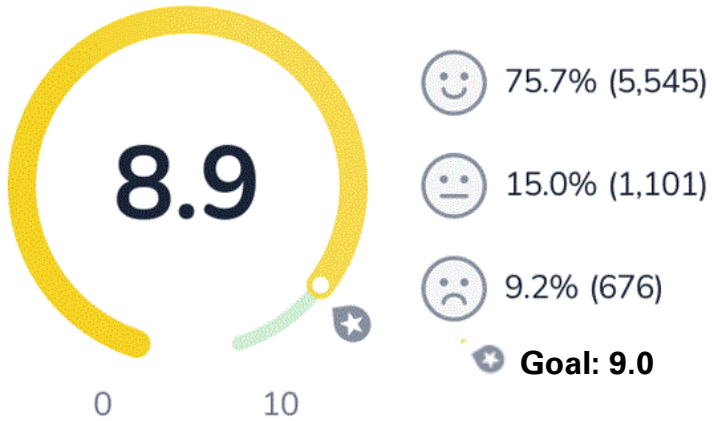
**+0.2 Better than 2023-24 Season**



# Mammoth Overall Staff Satisfaction Results and Ranking

## Destination Staff OSAT

Winter Season 24/25: Staff OSAT

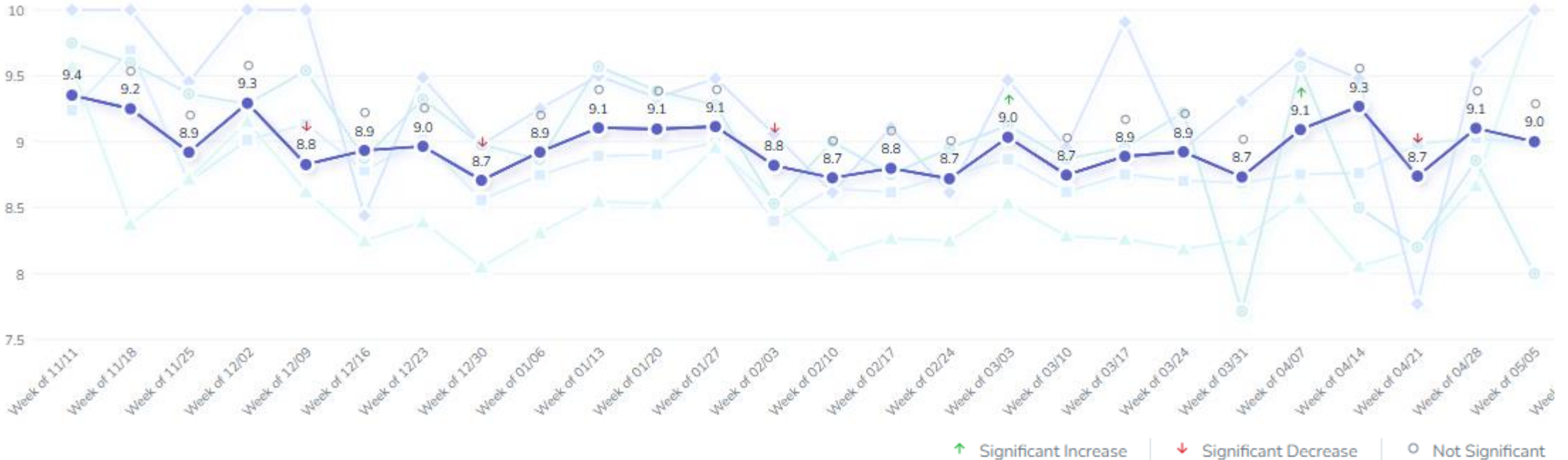


Overall Destination Staff OSAT – Ranked **#6** among Alterra Resorts

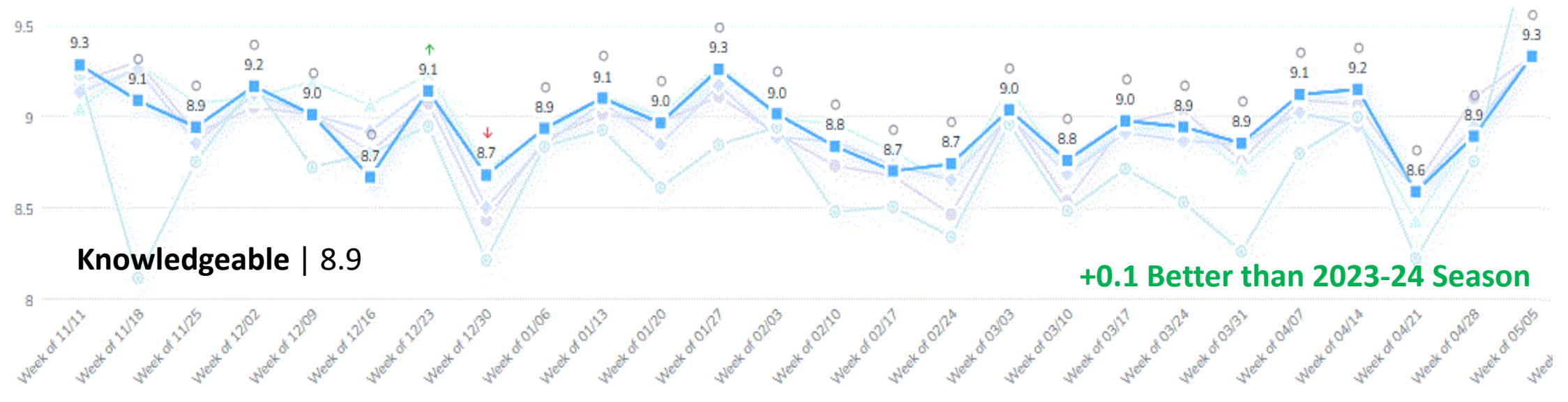
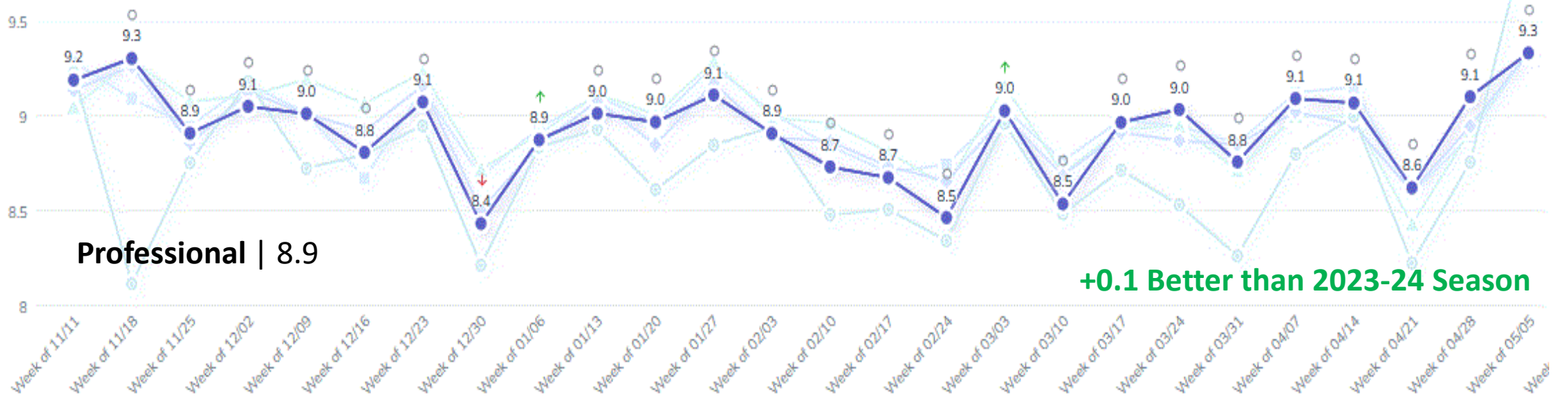
- #1 – June Mountain; #2 – Deer Valley Resort;
- #3 – Steamboat Resort; #4 – Schweitzer;
- #5 – Winter Park Resort; **#6 – Mammoth Mountain;**
- #7 – Solitude Mountain; Tremblant; Sugarbush Resort;
- #10 – Stratton; #11 – Snowshoe Mountain;
- #12 – Palisades Tahoe; #13 – Crystal Mountain Resort;
- #14 – Big Bear Mountain Resort; #15 – Blue Mountain

+0.2 Better than 2023-24 Season

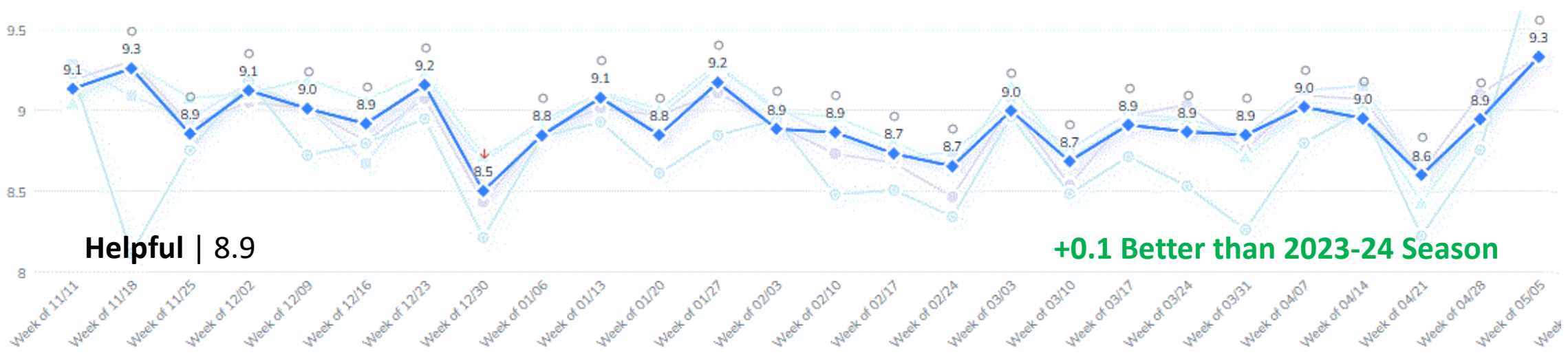
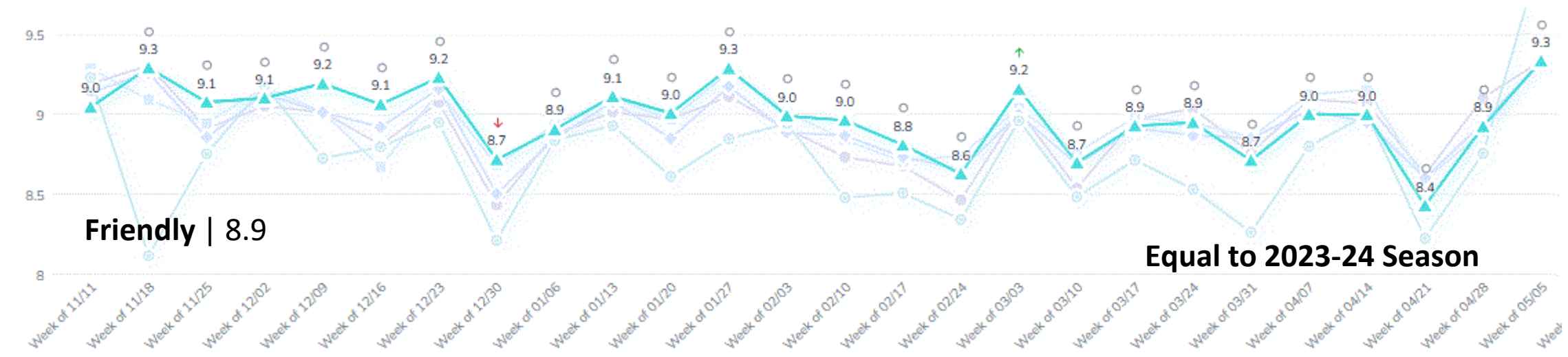
Staff OSAT Scores Over Time



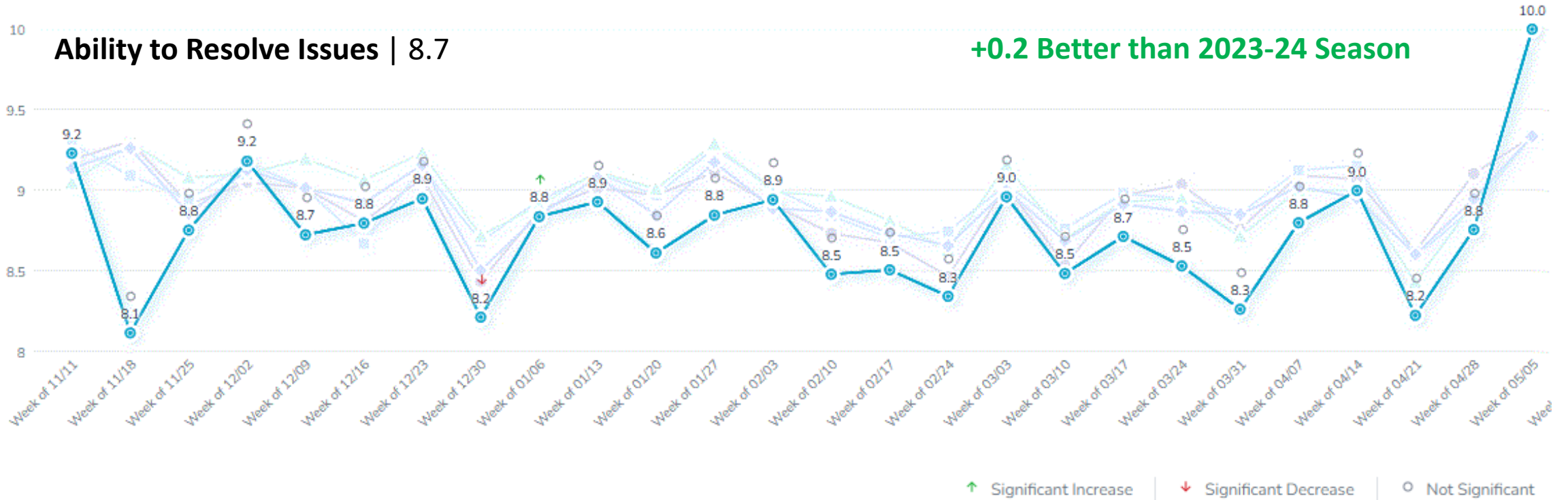
# Mammoth Staff Service Driver Results over time



# Mammoth Staff Service Driver Results over time



# Mammoth Staff Service Driver Results over time



# Mammoth Mountain Service Driver Responses



# Mammoth Staff Service Driver Ranking

Mammoth Mountain's Staff Service Drivers compared to the other 15 Alterra Resorts this year, 14 Alterra Resorts last year, as well as how June Mountain did this year.

- **Professional** – Ranked **#7** with a score of 8.9
  - ✓ Last Year's Rank and Score – #9 and 8.8
  - ✓ **June Mountain Ranked #1** with a score of 9.5
  
- **Knowledgeable** – Ranked **#7** with a score of 8.9
  - ✓ Last Year's Rank and Score – #8 and 8.8
  - ✓ **June Mountain Ranked #1** with a score of 9.5
  
- **Friendly** – Ranked **#9** with a score of 8.9
  - ✓ Last Year's Rank and Score – #9 and 8.9
  - ✓ **June Mountain Ranked #1** with a score of 9.6
  
- **Helpful** – Ranked **#7** with a score of 8.9
  - ✓ Last Year's Rank and Score – #8 and 8.8
  - ✓ **June Mountain Ranked #1** with a score of 9.5
  
- **Ability to Solve Issues** – Ranked **#6** with a score of 8.7
  - ✓ Last Year's Rank and Score – #8 and 8.5
  - ✓ **June Mountain Ranked #1** with a score of 9.3

# Resort - Overall

# 8.7

Destination OSAT –  
Ranked #4

## Celebrations

- "... awesome time because the entire staff seemed like they wanted to be there and were eager to help!"
- "I have been skiing here since 1980's and it still amazes me how well the mountain is run and the employees are the backbone of a ski hill and they do a great job."
- "Mammoth - takes guest experience seriously. Grooming and friendly personnel are in the DNA."
- "Great conditions, everything is clean and well maintained, the staff are nice, and it's a great place to spend with family!"
- "Everything you guys are doing is working- new signs, grooming, crowd control, lift lines.... all great. The staff handled the holiday crowd wonderfully."
- "Resort is well-oiled and crowd control is good. Customer service is great. Food is good. Everything is well organized including transportation."
- **"You should congratulate your staff - very hospitable - great service from the parking lot to the lifts to the dining. Every person from the parking lot to the lifts to the restaurant and bar (McCoy Station) was professional, provided great service with smiles and fun - they were fantastic ambassadors for spreading the stoke"**
- "Smooth online ticket purchase. events, weather, webcam, and other details were very well covered, and courteous staff at the ticket counter and Gondola. Adequate dining options with Vegetarian options. Clean Restrooms. knowledgeable staff at the summit explaining the exhibits, who are so kind and provide relevant details."
- "The Mammoth Mountain employees are a wonderful bunch of people. I'm sure some are working two jobs and must be exhausted but so courteous and welcoming."
- "Everything at Mammoth is so convenient. Accommodations are plentiful, equipment rentals are excellent and super-fast, employees are friendly and helpful, and everything just seems set up to ensure we get the most amount of time ON the slopes. Snowmaking appears to be working very well as the runs were well covered even though there hadn't been snow for many days."

# Resort - Overall

## 8.7

Destination OSAT –  
Ranked #4, Year to date

### Pinch Points or Considerations

- Lots of comments about how disappointed they are that we went cashless.
  - "...disappointed to learn the mountain no longer accepts cash. This is a negative for staff and customers."
- Cost comes up very regularly
  - "Would love an affordable price for ski lift tickets. I had a family of 9 and the cost was \$220/person to ski a day and the rentals were over 100 a day. \$2800 per day for 3 days of skiing made me have to take a credit card out to pay and this is not worth it. I paid \$8600 for 3 days of skiing and that is ridiculous. Let alone the \$20 hamburgers and over priced drinks."
- "We usually hang out at Mammoth, but the culture at Mammoth during weekends with it being crowded as well as with aggressive skiers, and snowboarders makes it less fun."
- "There is a need for pit toilets, or something, somewhere near chairs 9 & 25 so that you don't have to trek all the way back to Eagle or Canyon Lodges and fight the lift lines to get back out."
- "Reading the Digital map on the phone was hard (not easy to read run names, get a sense of which lifts connect to which, etc. For example, can you ski from Eagle to 9? It's also very inconvenient and kills your phone battery. Better to have the map on the lift safety bar but that was unpredictable and infrequent."
- "Focus on après marketing seems to have led to an atmosphere where people find it acceptable to ski intoxicated. I've been skiing at Mammoth a long time and have seen an increase in people taking shots, pounding beers, etc. on the lift."
- "Having people ski with Bluetooth speakers, blasting bad music takes away from the experience for everyone else. The mountain should have a no music speaker policy."
- "Fix the Ikon Pass in Mammoth so that you can attach a credit card to it for charging food on the mountain."
- "If there were more ropes and signs blocking all areas of entry in certain closures of the mountain, I don't think my pass would have been pulled. If myself a tourist can make the honest mistake or entering out of bounds area without ducking a rope then I'm sure many other tourists can do the same."

# Resort - Overall

## Reflection of comments made in surveys

- **257,641 surveys were delivered with a 4% response rate, or 9,055 surveys returned this winter**
  - **224,362 were delivered in 2023-24 winter season with a response rate of 6%, or 13,888 surveys returned**
  - **Our Team Members have the most positive impact on our overall average NPS scores**
    - When guests make comments about the Staff, their average NPS scores are higher than the overall average, resulting in a **65.79** score
    - Comments focused on FRIENDLINESS result in average NPS scores of **68.94**
    - Comments focused on HELPFULNESS result in average NPS scores of **68.58**
    - Comments focused on Professionalism negatively influence the NPS score, resulting in an average score of 39.93
    - Comments focused on Attitude negatively influence the NPS score as well, resulting in an average score of 51.19

# Resort - Overall

## Reflection of comments made in surveys

- The most negatively impactful score comes from guests staying in our Lodging facilities – their details is found in the Lodging section at the end of the full report
- The second most significant negative impact scores for Mammoth, not including Lodging, come from Lift Operations comments
  - Lift comments continue to have the greatest impact on our overall NPS scores
    - 11.97% of all surveys responses involved at least one comment about Lift Operations
    - **49.96%** (635) of all Lift Operations comments are negative, an improvement over last year's negative impact
    - Total comments – 1,271
  - Positive comments for Lifts made up 45.79% of the comments, a significant improvement from last year's comments
  - Neutral comments represent 4.25% of comments
  - The overall average NPS score for guests completing surveys and commenting about lifts is **43.51** vs. our overall score of **61.0**
    - Guests who complete surveys and comment on Lift line waits score lower with an average NPS of **21.08**, a greatly improved impact from last year's overall NPS score of **3.1**
    - Lift comments are broken into Operations, Staff and Waiting/Lines
      - Comments about Operations are 65.3% (303) negative and result in an overall average NPS of **30.6**
      - Comments about Staff are 54.08% (464) **positive** but still result in a lower overall average NPS of **51.17**
      - Comments about Waiting/Lines are 64.22% (131) negative and result in an overall average NPS of **21.08**
  - ❑ What are possible solutions?
    - Focus on motivating team members to engage guests at lifts
    - Manage lines both before and after gates through operator interactions
    - Provide better information about Operations through Field Guide

# Resort - Overall

## Pinch Points or Considerations

- The third most significant impacts on negative scores, not including Lodging, come from Ticketing comments
  - Ticketing, including price and process, creates negative impacts on scores with the lowest overall average NPS scores for MMSA
    - Price in general continues to have significant negative impact on scores, but is eclipsed by a small number of guests' comments about waiting in line; 9 guests commenting on waiting in line provided an NPS average of **-11.11** while 235 guests gave an average NPS of **1.7** when commenting on price
    - 87.66% or 206 comments on price are negative
      - Total comments – 235
    - Comments regarding waiting in lines for tickets results in an overall NPS score of **-11.11**
      - Total comments – 9
    - Overall, all scores about Ticketing are greatly improved since last year!
    - Additional comments are categorized as Staff and Process
      - Total comments made regarding Staff is 166
      - Guests making Staff comments are 59.26% (80) positive and 30.37% (72) negative
        - Overall NPS score for guests making Ticketing Staff comments in their surveys is 49.63
      - Guests making Process comments are 29.53% positive and 50.78% negative
        - Overall NPS score for guests making Ticketing Process comments in their surveys is 25.39
        - Refunds are a separate category but clearly fit in Process – inconsistency is common and results in an average negative NPS of **-4.49**
    - What are possible solutions?
      - Continue to build Team Recognition programs to share your successes!
      - Offer additional family programs to attract guests without passes
      - Build standard responses and training for team members to improve their experiences and processes

# Resort - Overall

## Pinch Points or Considerations

- The fourth most significant negative impacts on scores, not including Lodging, come from guests making Food and Beverage comments
  - Food and Beverage, even with the negative impact score being ranked third most significant, **saw great improvements from last year!** Their impact only resulted in an average score 8.16 points lower than the company overall score, with 51.84 vs. 61,
  - The individual score for OSAT for Food and Beverage is still the lowest score of the company at 11.6, ranking 10th among all Alterra resorts
    - **Cost** is the most impactful comment made
      - Overall NPS score for guests making food cost comments in their surveys is **21.62**
      - 159 comments regarding Cost are negative (85.95%) and 8 are positive (4.32%)
      - Total comments – 185
    - The second most impactful comments regards **Staff** and results in an overall NPS score of 42.03, with 72.46% positive and 26.09% positive
      - Total comments – 69 (greatly reduced from last year)
    - Following closely as third and fourth most impactful comments are Waiting/Lines and Seating, resulting in an overall NPS scores of 25.0 and 34.04, from 26 and 47 comments, respectively for both; the small number of comments caused their scores to have a higher impact
    - The fifth impactful series of comments is regarding Food Variety; the overall NPS score is high at 59.58 with 240 comments, including 124 negative (51.67%) and 97 positive (40.42%)

# Resort - Overall

## Pinch Points or Considerations

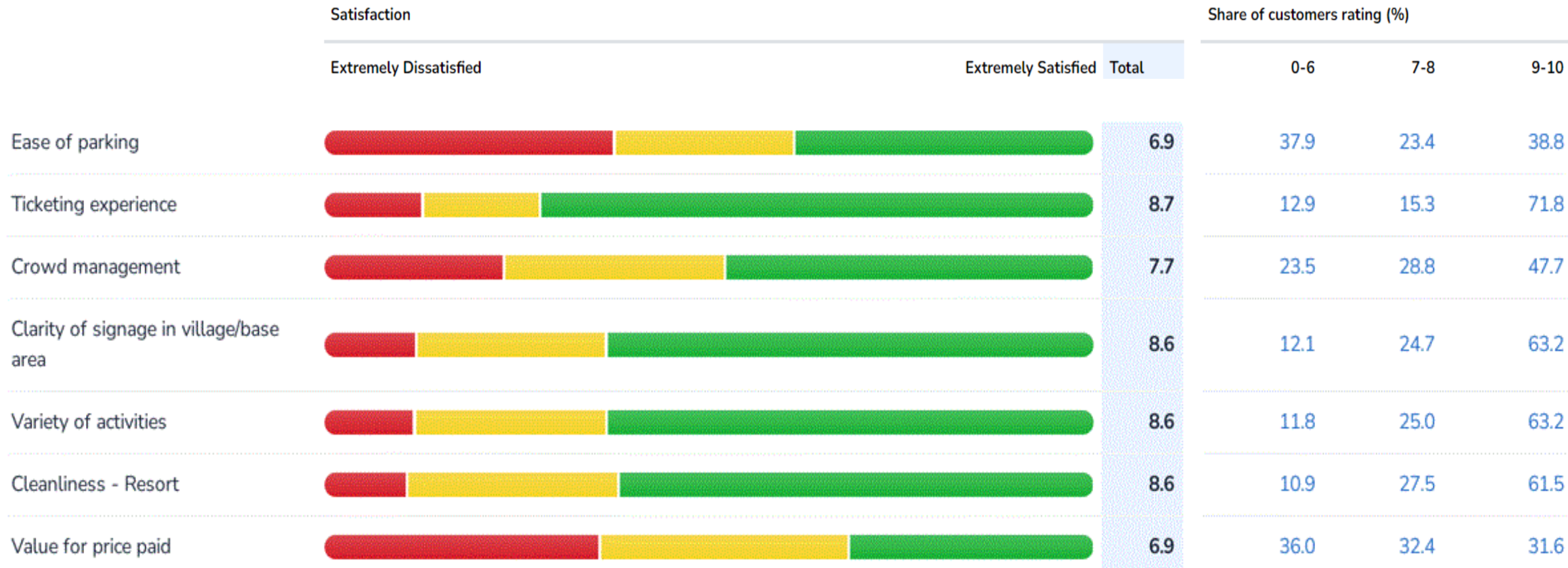
- Food and Beverage Survey Results, continued
  - Guests making **Cleanliness** comments are light (16 total comments), which are 43.75% (7) positive and 37.5% (6) negative.
    - Overall NPS score for guests making Cleanliness comments in their surveys is 56.25
  - Comments regarding **Quality of Food** impact is **POSITIVE**, resulting in an average NPS score of **62.43**
    - 378 total comments are 64.81% (245) positive and 32.01% (121) negative – **Amazing!!**
  - These improvements are awesome, but continuing to focus on improvements is critical. Ranking 10th of 15 resorts shows we can offer better food options next year
  - **What are possible solutions?**
    - **Create a family experience that is not cost prohibitive**
    - **Pay particular attention to our guest segments to attract experiences appropriate for each segment**
      - **Offering food and beverage options that focus on older guests who are not part of Mammoth Black, continuing après parties for younger crowds, plus family opportunities in separate locations could drive more business at more diverse outlets across our base areas**
    - **Offer loss leaders such as good quality hot dogs, sausages, grilled cheese or chili to attract guests back to all the cafeterias without expecting everyone to spend \$30 or more per person to eat**

# Resort - Overall

## Pinch Points or Considerations

- The fifth most significant impacts on negative scores come from Ski Patrol comments
  - Guests believe Mammoth is not creating a safe environment for them to enjoy their skiing and riding, resulting in lower scores for both Ski Patrol and Sense of Safety
    - Overall NPS scores for guests making Ski Patrol comments in their surveys is 20.34 as compared to 61.0
      - There are limited comments, with only 118 total comments; 58.47% (69) comments made about Patrol are negative
      - The greatest influence with Patrol's comments are "On Mountain Presence" with 90 comments, 67.78% which are negative, resulting in an average NPS score of 15.56
  - Although not a part of Ski Patrol's score, Sense of Safety continues to influence scores negatively, with 103 comments, 61.17% negative and a resulting average NPS score of 33.98
    - **What are possible solutions?**
      - **Ski Patrol and Mountain Safety should work in tandem more frequently not only at Slow signs but actively enforcing safety protocols, making both teams more visible and more effective**
      - **Continue to build the Marketing campaign to increase knowledge and fulfillment of the Responsibility Code**
      - **Offer additional training to all employees on how to communicate to guest's both positive reinforcement and correction techniques on safety while on the Mountain**

# Mammoth Mountain Mountain Driver Responses

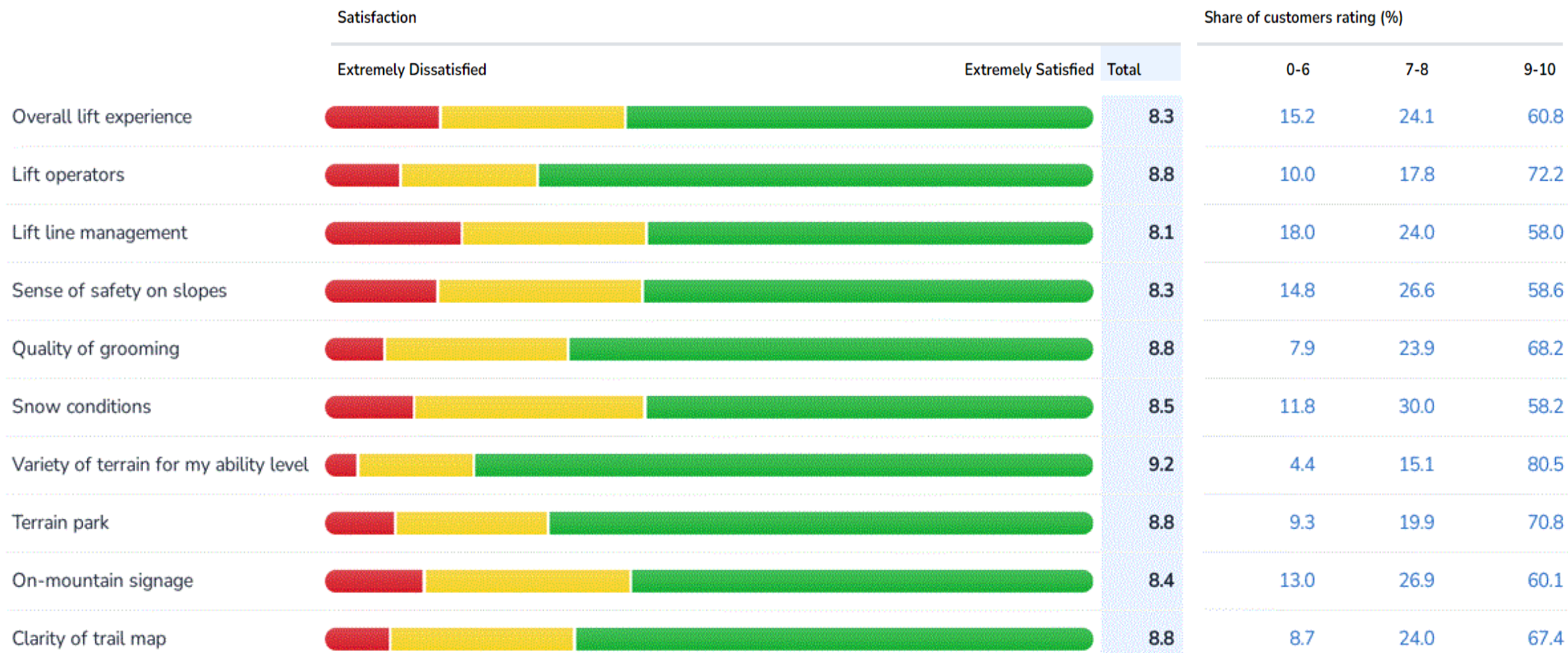


# Mammoth Mountain Mountain Driver Rankings

Mammoth Mountain's Mountain Drivers compared to the other 15 Alterra Resorts this year and 14 Alterra Resorts last year, as well as how June Mountain did this year.

- **Ease of Parking** – **Ranked #12 with a score of 6.9**
  - ✓ Last Year's Rank and Score – #12 and 6.9
  - ✓ **June Mountain Ranked #1** with a score of 9.2
- **Ticketing Experience** – Ranked **#7** with a score of 8.7
  - ✓ Last Year's Rank and Score – #9 and 8.5
  - ✓ **June Mountain Ranked #1** with a score of 9.4
- **Crowd Management** – Ranked **#7** with a score of 7.7
  - ✓ Last Year's Rank and Score – #11 and 7.2
  - ✓ **June Mountain Ranked #1** with a score of 9.1
- **Clarity of Signage in Village/Base Area** – Ranked **#4** with a score of 8.7
  - ✓ Last Year's Rank and Score – #8 and 8.4
  - ✓ **June Mountain Ranked #1** with a score of 9.2
- **Value for Price Paid** – Ranked **#10** with a score of 6.9
  - ✓ Last Year's Rank and Score – #9 and 6.6
  - ✓ **June Mountain Ranked #1** with a score of 8.7
- **Variety of Activities** – **Ranked #3 with a score of 8.6**
  - ✓ Last Year's Rank and Score – #4 and 8.5
- **Cleanliness of Resort** – Ranked **#7** with a score of 8.6
  - ✓ Last Year's Rank and Score – #8 and 8.5
  - ✓ **June Mountain Ranked #1** with a score of 9.3

# Mammoth Mountain Ski/Ride Experience



# Mammoth Mountain Ski/Ride Experience Rankings

Mammoth Mountain's Ski/Ride Experiences compared to the other 15 Alterra Resorts this year and 14 Alterra Resorts last year, as well as how June Mountain did this year.

- **Quality of Grooming** – Ranked **#3** with a score of 8.8
  - ✓ Last Year's Rank and Score – #3 and 8.5
  - ✓ **June Mountain Ranked #1** with a score of 9.2
- **Snow Conditions** – Ranked **#4** with a score of 8.5
  - ✓ Last Year's Rank and Score – #5 and 8.3
  - ✓ **June Mountain Ranked #1** with a score of 9.1
- **Variety of Terrain for My Ability Level** – **Ranked #1 with a score of 8.8**
  - ✓ Last Year's Rank and Score – #1 and 9.2
  - ✓ **June Mountain Ranked #5** with a score of 8.8
- **Terrain Park** – **Ranked #1 with a score of 8.8**
  - ✓ Last Year's Rank and Score – #2 and 8.8
  - ✓ **June Mountain Ranked #8** with a score of 7.7
- **On-Mountain Signage** – Ranked **#7** with a score of 8.4
  - ✓ Last Year's Rank and Score – #9 and 8.3
  - ✓ **June Mountain Ranked #1** with a score of 9.2
- **Clarity of Trail Map** – Ranked **#5** with a score of 8.5
  - ✓ Last Year's Rank and Score – #5 and 8.7
  - ✓ **June Mountain Ranked #1** with a score of 9.3

# Mammoth Mountain Ski/Ride Experience Rankings

Mammoth Mountain's Ski/Ride Experiences compared to the other 15 Alterra Resorts this year and 14 Alterra Resorts last year, as well as how June Mountain did this year.

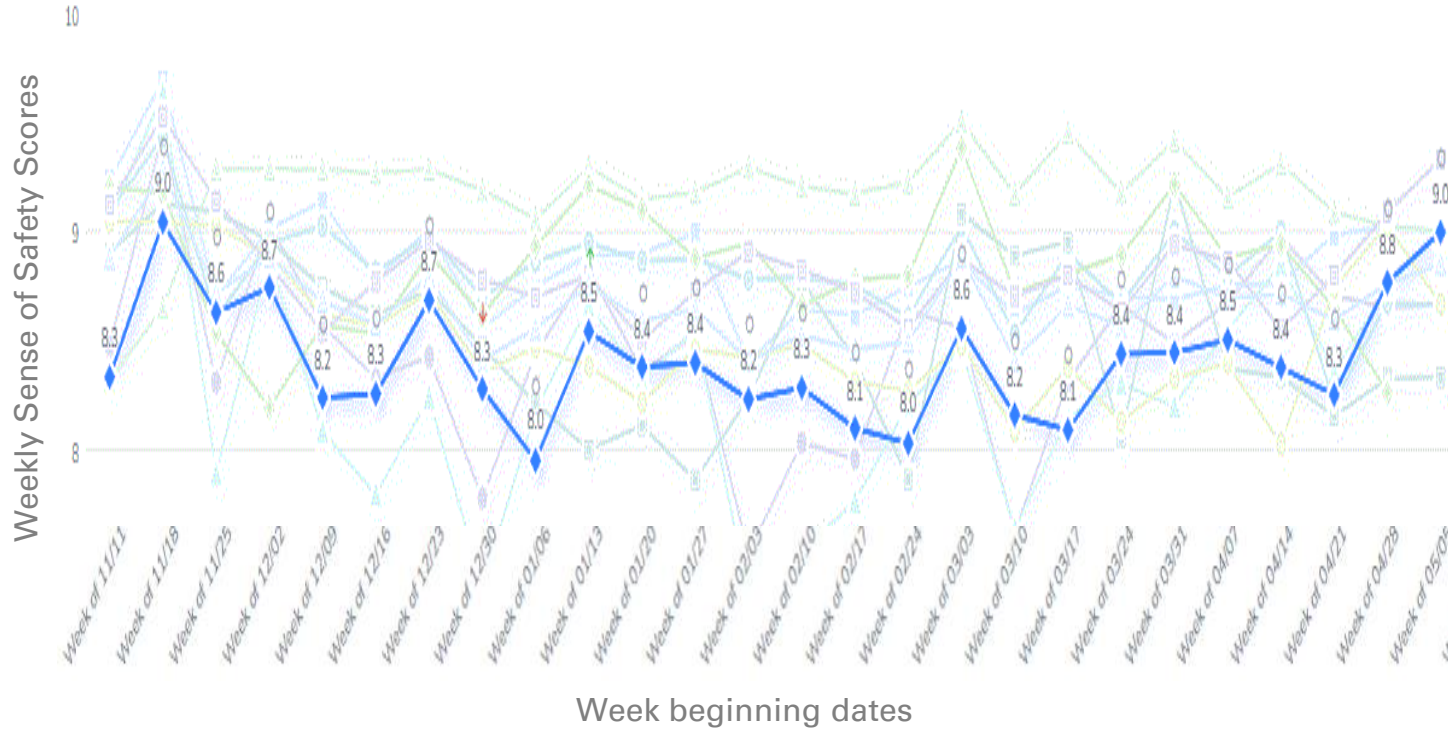
- **Sense of Safety on the Slopes** – Ranked #5 with a score of 8.3
  - ✓ Last Year's Rank and Score – #10 and 8.1
  - ✓ **June Mountain Ranked #1** with a score of 9.5
- **Lift Line Management** – Ranked #7 with a score of 8.1
  - ✓ Last Year's Rank and Score – #13 and 7.6
  - ✓ **June Mountain Ranked #1** with a score of 9.3
- **Lift Operators** – Ranked #8 with a score of 8.8
  - ✓ Last Year's Rank and Score – #11 and 8.5
  - ✓ **June Mountain Ranked #1** with a score of 9.5
- **Overall Lift Experience** – Ranked #7 with a score of 8.3
  - ✓ Last Year's Rank and Score – #8 and 8.0
  - ✓ **June Mountain Ranked #5** with a score of 8.5
- **Mountain Operations Overall Satisfaction** – Ranked #4 with a score of 8.6
  - ✓ Last Year's Rank and Score – #6 and 8.3
  - ✓ **June Mountain Ranked #1** with a score of 9.0



# Sense of Safety on Slopes

8.3

Sense of Safety on Slopes



**+0.2 Better than 2023-24 Season**

Sense of Safety on the Slopes score – Ranked **#5** among Alterra Resorts

- #1 – June Mountain**
- #2 – Deer Valley Resort; Schweitzer
- #4 – Solitude Mountain;
- #5 – Mammoth Mountain;**  
Winter Park Resort  
Snowshoe Mountain;  
Steamboat Resort
- #9 – Tremblant;  
Stratton
- #11 – Sugarbush Resort
- #12 – Crystal Mountain Resort
- #13 – Palisades Tahoe;  
Big Bear Mountain Resort;  
Blue Mountain

# Sense of Safety on Slopes

- **"I saw a lift operator holding a snowboarder accountable for a dangerous move when getting off the lift, which I appreciated. The lift operators were notably attentive and friendly."**
- "Greatly appreciate the extra emphasis the mountain is putting on safety with additional Mountain Safety hosts."
- "This was my first time snowboarding so I took a lesson, during my visit on MLK weekend, there are plenty of visible ski patrol and instructors and staff on the slopes which made me feel safe."
- **"The staff was so helpful and supportive I didn't feel scared or intimidated, they made me feel comfortable and supported."**
- "We loved the mountain and its varied terrain, but it felt like we had to ski and snowboard on the defensive."
- "There is no control or enforcement of dangerous skiers. In the past, out of control or dangerous skiers would be stopped and sanctioned in some way."
- "Safety on slopes is spotty due to random drinking and people wearing headphones."
- "I was hit by a skier going extremely fast in the slow zone with no disregard for my well-being, hit me, passed me, and never looked back."
- "Safety is already compromised by the company selling alcohol on the mountain. Making money selling booze during the day is putting everyone in danger."

YEAR TO  
DATE

**8.3**  
Sense of  
Safety on  
Slopes

## Guest Comment Impacts

### 2024-2025

Average overall NPS score for guests commenting about Sense of Safety on Slopes – **27.47**  
 Number of comments – 91 (1.21% of all comments)  
 Positive comments – 22 (24.18% of safety comments)  
 Negative comments – 59 (64.84% of safety comments)  
 Neutral comments – 10

### 2023-2024 score last year

Average overall NPS score for guests commenting about Sense of Safety on Slopes – **16.44**  
 Number of comments made through the 2023-24 season – 219 (1.91% of all comments)  
 Positive comments – 27 (12.33% of safety comments)  
 Negative comments – 156 (71.23% of safety comments)  
 Neutral comments - 36

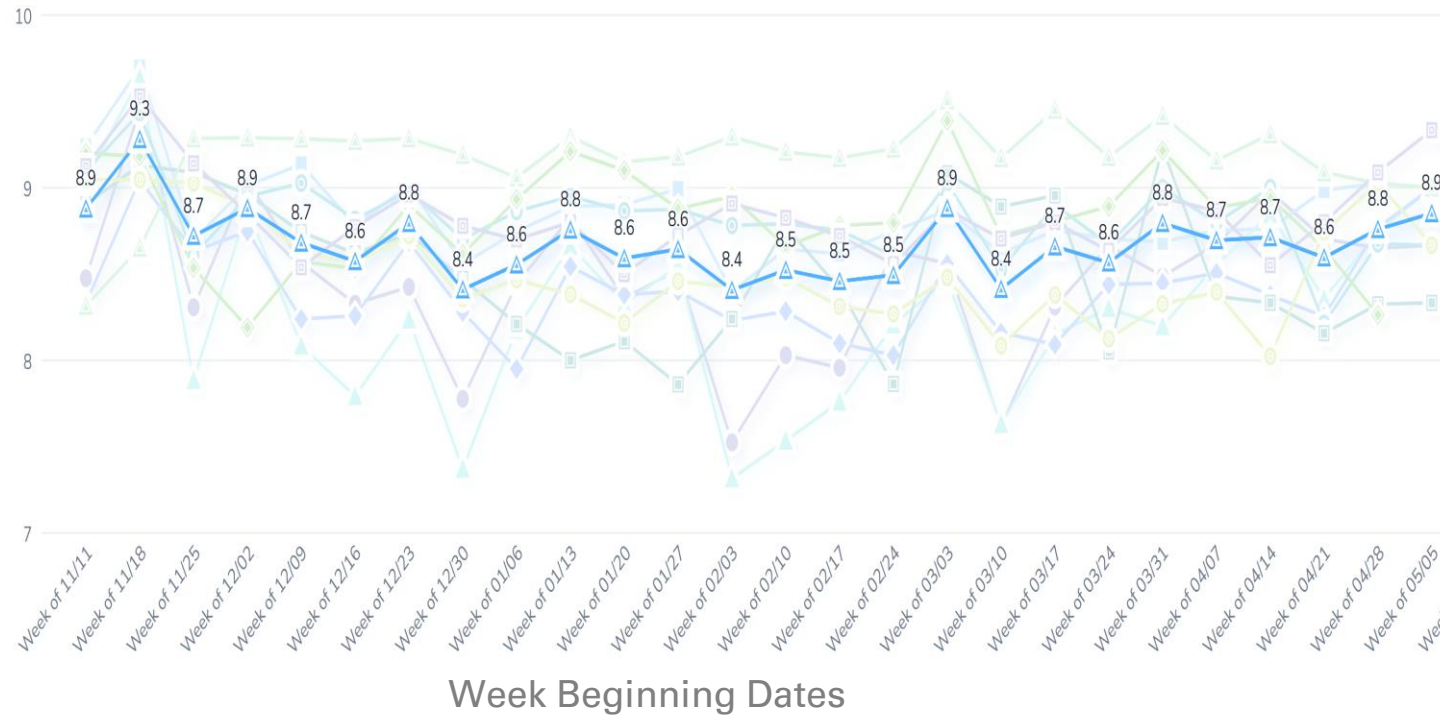
WINTER 2024/2025

# Mountain Operations OSAT

YEAR TO DATE

# 8.6

Mountain  
Operations OSAT



Mountain Operations scores – Ranked  
**#4** among Alterra Resorts

**#1** – June Mountain

**#2** – Deer Valley Resort

**#3** – Schweitzer

**#4** – Mammoth Mountain;

Winter Park Resort

**#6** – Steamboat Resort;

Solitude Mountain

**#8** – Snowshoe Mountain;

Tremblant

**#10** – Stratton

**#11** – Crystal Mountain Resort

**#12** – Sugarbush Resort;

Palisades Tahoe

**#14** – Blue Mountain

**#15** – Big Bear Mountain Resort

# Lift Experiences

## Celebrations

- **“I have been in Mammoth for a long time and usually Thanksgiving holiday skiing is a mess. Lift operators are being trained, service staff is limited and generally it’s not an enjoyable experience. This year it was noticeable that Mammoth made an increased effort to have more staff organizing lift lines which reduced wait times.”**
- “Great communication from lift operators. Excellent grooming on the runs.”
- “Very professional, kind, helpful staff - in particular lift operations personnel do a great job ensuring the safety of guests while maintaining a great attitude.”
- “Special shoutout to Steven who on chair 25 and 9 this weekend. The guy who wears a tie. He’s awesome.”
- “I have noticed the lift operators have improved, paying attention when people fall, especially the operator at the bunny slopes this past week.”
- “The upgrades to the chairlift were especially appreciated, as they helped reduce wait times and made the overall experience more efficient.”

YEAR TO DATE

8.3

Overall Lift  
Experience

8.8

Lift  
Operators

8.1

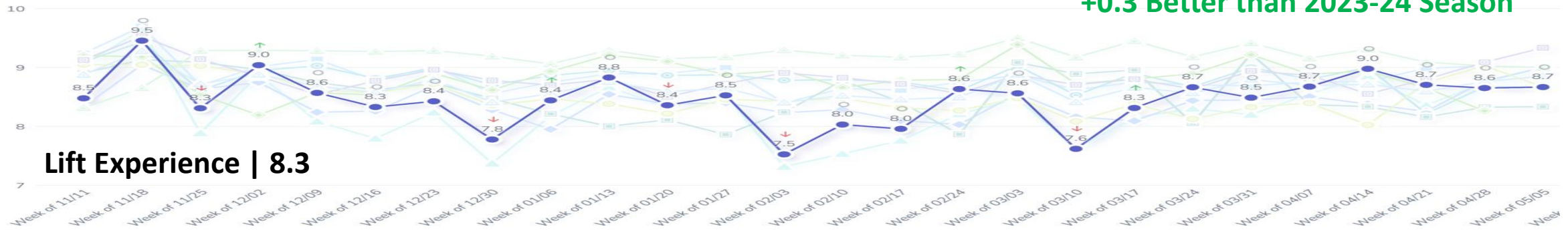
Lift Line  
Management

## Pinch Points or Considerations

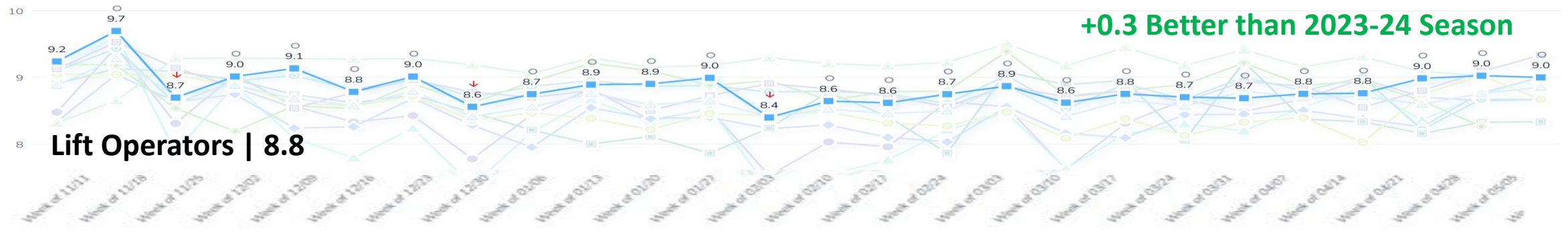
- Comments about lift line management were a theme, including the lack of management for the Black Pass line.
  - “Lift lines need better management in general, it’s a free-for-all. The Chair One line is very inconvenient for skiers coming from anywhere other than uphill/Broadway.”
- “It would be helpful if you would use large numbers to identify which lift you are on.”
- We received some comments about how we transitioned our HOO too early in the season.
  - “Lifts open too early (hard pack) and end too early (2pm).”
- Seeing comments that Operators are distracted or are not conversating with guests.
  - **“Top of Gold Rush lift observed top lift attendant in cabin on her devise while some kid had fallen getting off chair.”**

# Lift Satisfaction Scores

+0.3 Better than 2023-24 Season



+0.3 Better than 2023-24 Season



+0.5 Better than 2023-24 Season



# Terrain Parks, Grooming & Ski Experience

## Celebrations

- "The mountain is large and very diverse in the type of terrain so there is something for everyone. They have really cut down the wait times significantly. Even on a busy weekend it was only a matter of a few minutes that we had to wait on lifts at the base. Huge Improvement. Thank you.."
- "Park crew always killing it."
- "It doesn't get sticky, lots of groomed terrain. the best terrain parks and pipe, you salt the main runs that might get sticky, there is no reservation required, the people that go there are friendly and welcoming, the layout of the lifts, not many flat spots in the terrain. Cornice down to Stump Alley, Skyline to Scottys , Dropouts and Wipeouts, Chair 23 is the best, best spring/summer corn snow in the world."
- **"I appreciate your constant awareness of mountain management, grooming, avalanche prevention, safety, etc."**
- "Very diverse mountain with many trails to choose from. Never get bored, lots of options for F and B, great groomers and advanced trails, the mountain and town is gorgeous and the staff is almost always very friendly."

8.8

Grooming

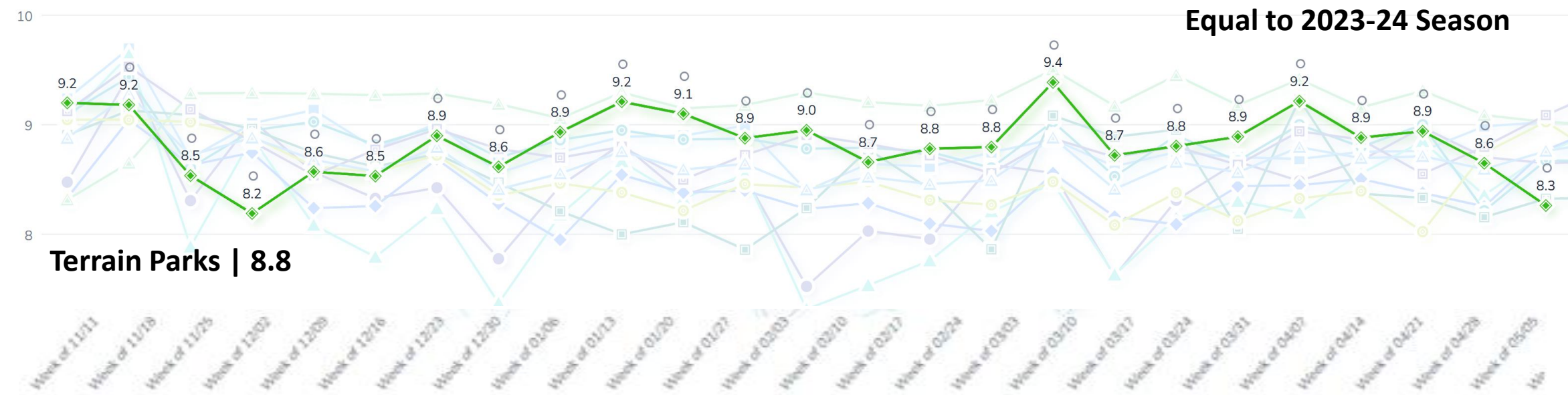
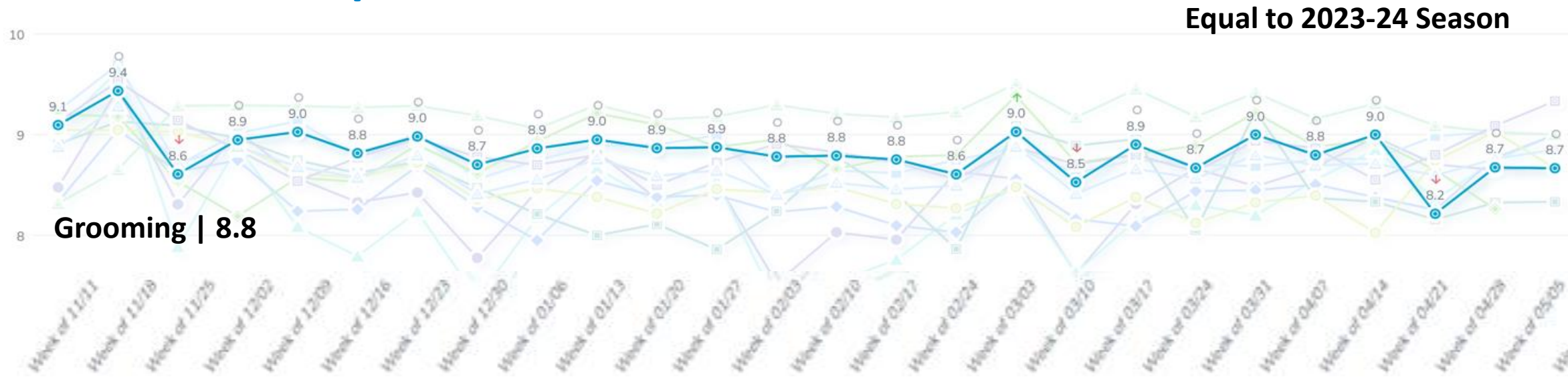
8.8

Terrain Parks

## Pinch Points or Considerations

- "The sheer size of the mountain makes it difficult, but it's really quite challenging for less skilled skiers to find their way around the mountain. There are places where green and even blue skiers can find that they've got to face a white-knuckle situation getting to where they want to go if they aren't careful."
- **"The reason for the low score is I took my family to Mammoth and wanted to teach my kids how to ski. There was no basic hill I could take my kids to teach them how to ski. The simplest hills were blocked off and only available to the ski school."**
- Receiving comments that "groomed runs" on the app are not groomed.
  - "Grooming reports on the app do not reflect the actual groomed trails. For example, for 3 days Bluejay run showed it was groomed on the app but wasn't."
- We receive many comments about how busy the resort is during the weekends.
  - "Only concern is clouds of people on the groomers during Sat/Sun."

# Ski and Ride Experience Scores



# Ticketing, Parking, Signage, Cleanliness

YEAR TO DATE

8.7

Ticketing

6.8

Ease of  
Parking

8.4

Signage

8.6

Cleanliness

## Celebrations

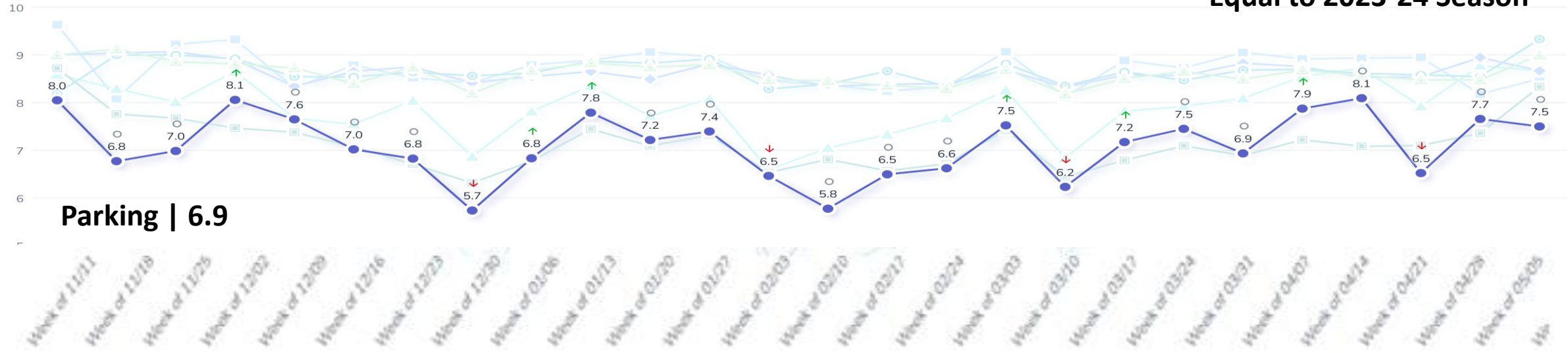
- “Chris, Eagle Lodge Tickets, was incredibly helpful and friendly.”
- “The staff at the ticket counter were very helpful and friendly.”
- “Kaeler Stage and Zach Seiler were so helpful and lovely. They were an asset to your organization and totally changed the outcome of our day. They fixed all the issues and got us to the front of the lift line. We greatly appreciate them!”
- “I was especially blown away by parking lot attendant Daniel in the Eagle parking lot. We strolled in late on our first day of the he greeted us with a big smile and a huge welcome. My daughter loved his energy, and I’d go as far as saying he was a motivating factor in getting her on the lift. She is six years old and was convinced to ride the next day so she could hopefully see Daniel again. She suited up and sure enough we received the same warm welcome. Cheers to Daniel he made such a positive impact on our family trip.”
- “Staff was excellent and helpful. I liked being able to buy my ticket online and have it printed out by a machine the next morning without having to wait in line.”

## Pinch Points or Considerations

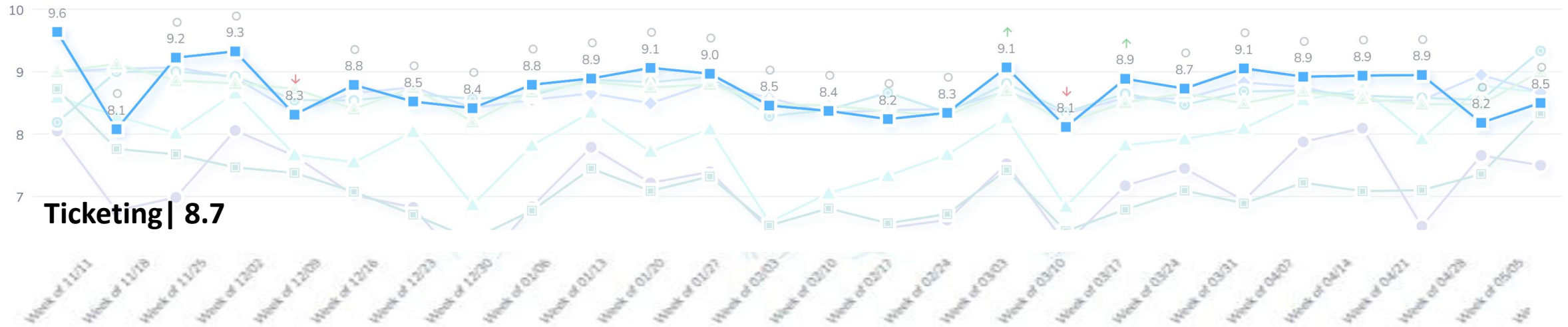
- Not allowing guests to upload photos for quad packs creates inefficient lines.
  - **“We had to wait in the lift ticket line to pick up our quad passes as opposed to scanning a bar code at the kiosk, wasted an hour on our first day!”**
- “More lifts should have trail maps on the safety bar. Difficult to get out and read the map on a windy day.”
- “Would maybe appreciate more direct signage to Mill as it’s a major parking lot.”
- Comments about signage appeared regularly.
  - “The worst thing about the mountain was the signage. It was actually REALLY hard to know which runs were which, and each section should have a larger pullout map compared to the one really big one that has everything on it, but the words are so small you can't read it.”
- **“Only bummer is that you cannot buy a beginner chair ticket online. This meant to each day we showed up some of family members who had online purchased tickets could simply jump on the mountain.”**

# Mountain Experience Drive Scores

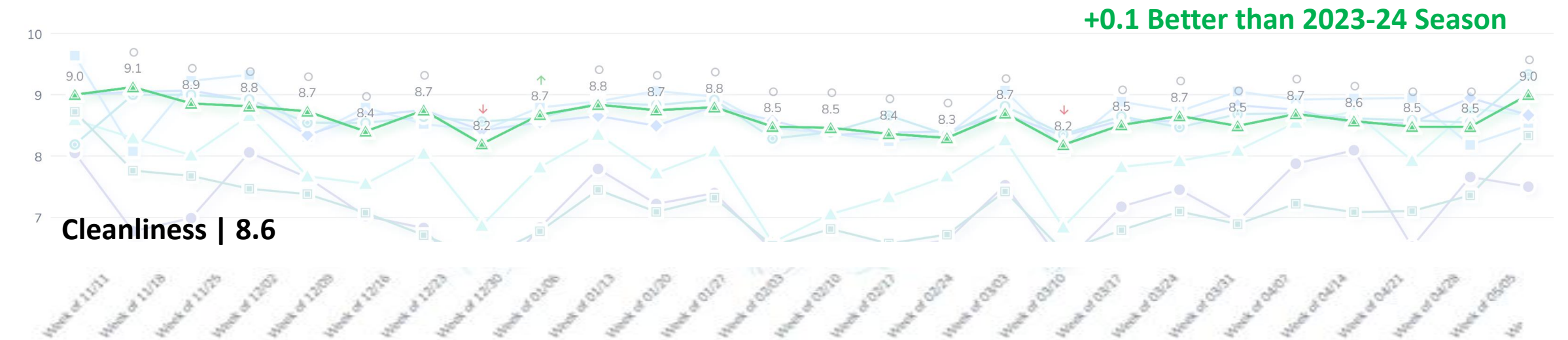
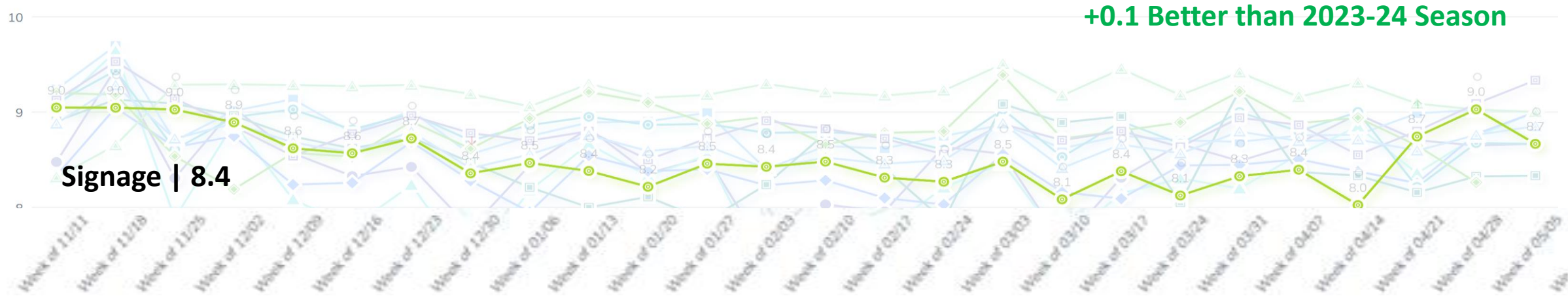
Equal to 2023-24 Season



+0.2 Better than 2023-24 Season

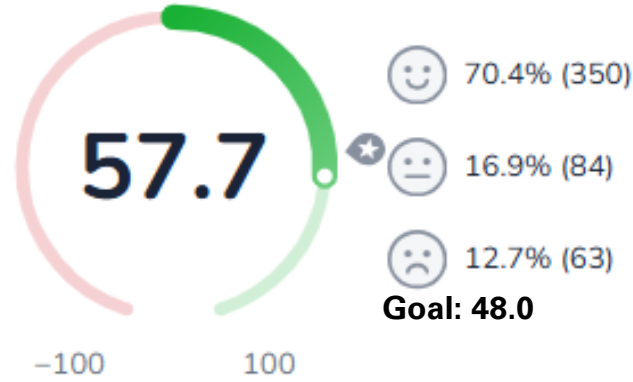


# Mountain Experience Drive Scores



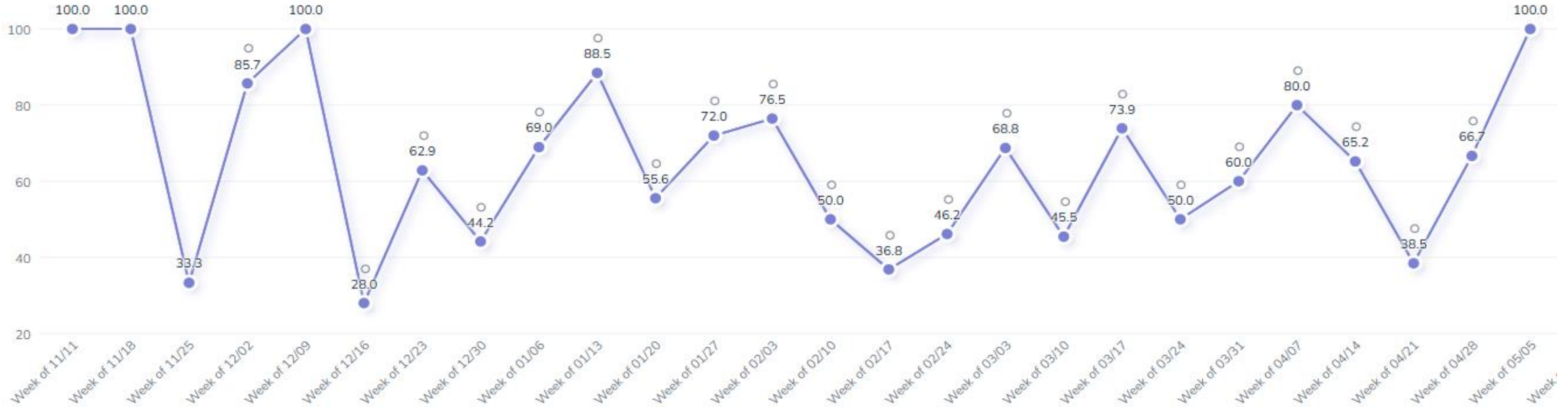
# Rental Experience

## Rental NPS



+6.1 Better than 2023-24 Season

## Rental NPS over Time



# Rental Experience

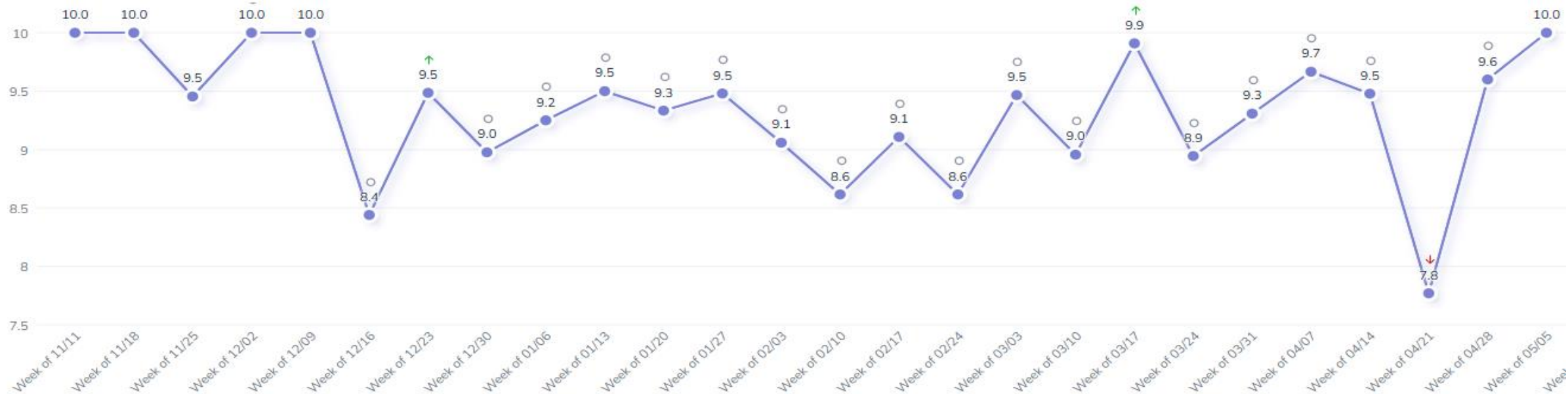
## Rental Staff OSAT



- 😊 81.6% (400)
- 😐 11.4% (56)
- 😞 6.9% (34)

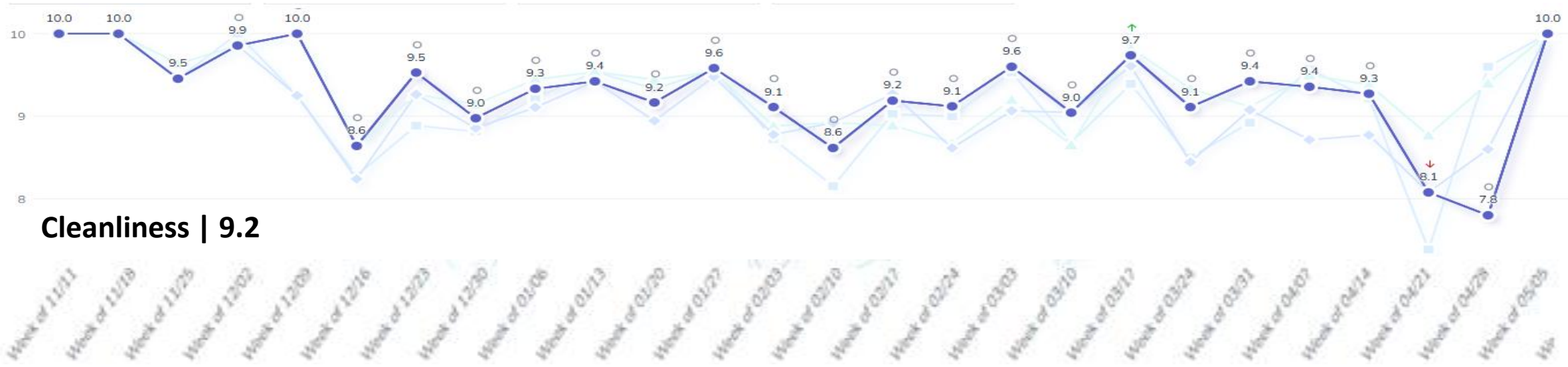
+0.5 Better than 2023-24 Season

## Rental Staff Satisfaction over Time



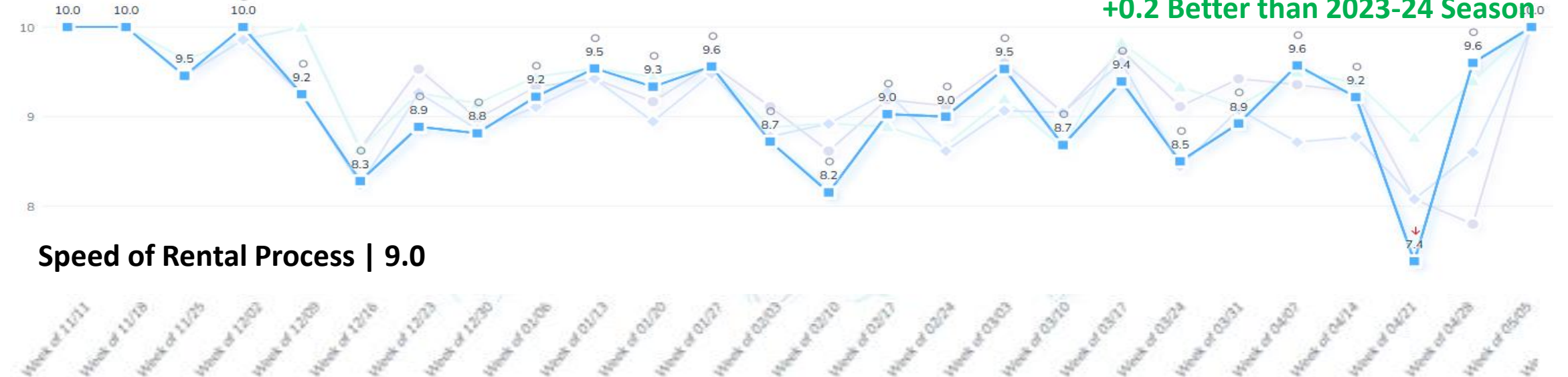
# Rental Experience Driver Scores

+0.2 Better than 2023-24 Season



Cleanliness | 9.2

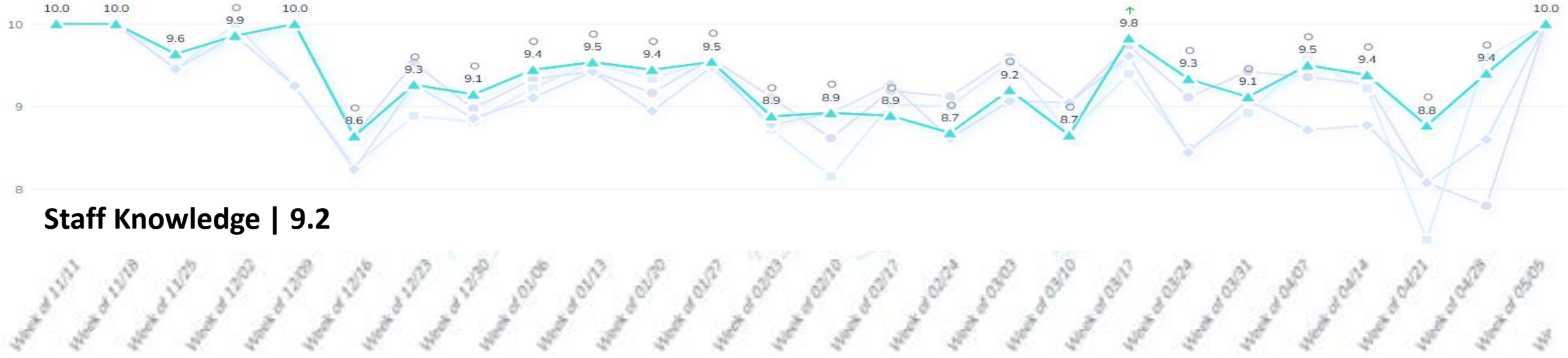
+0.2 Better than 2023-24 Season



Speed of Rental Process | 9.0

# Rental Experience Driver Scores

+0.2 Better than 2023-24 Season



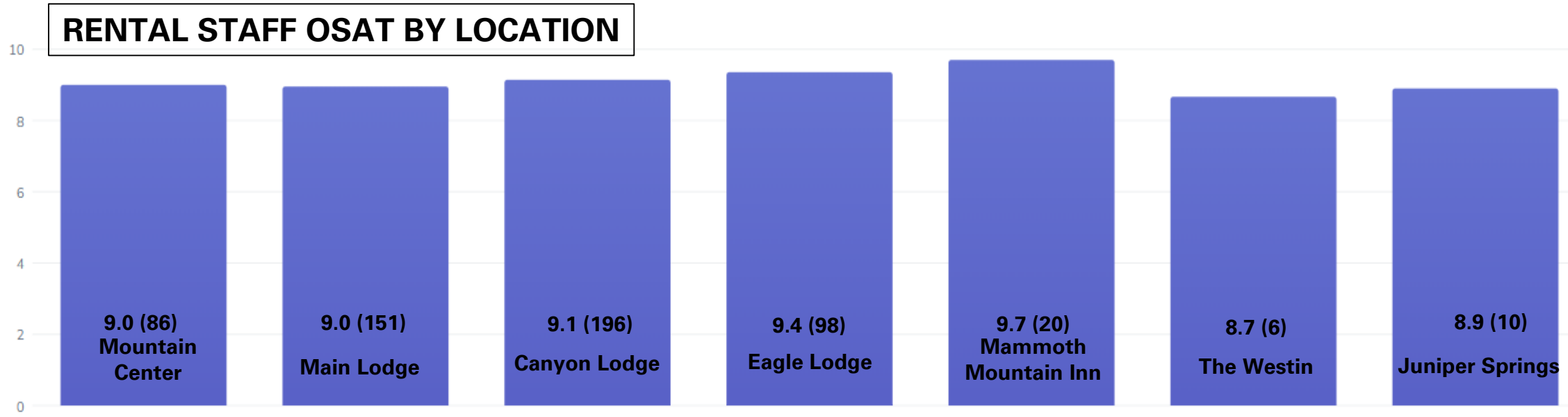
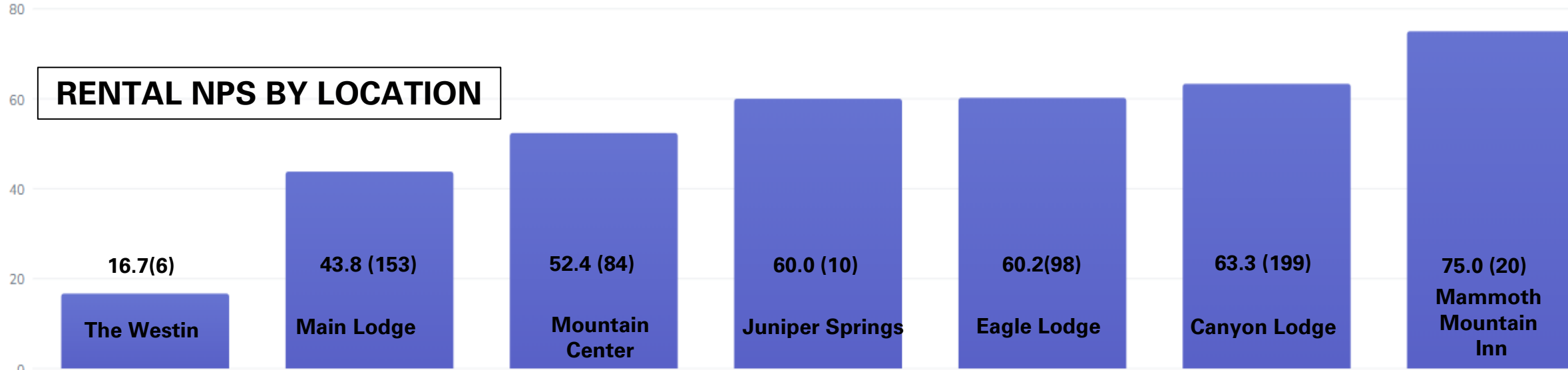
Staff Knowledge | 9.2

+0.2 Better than 2023-24 Season



Condition/Quality of Equipment | 9.0

# Rental Experience



# Rentals – Guest Feedback

## Celebrations

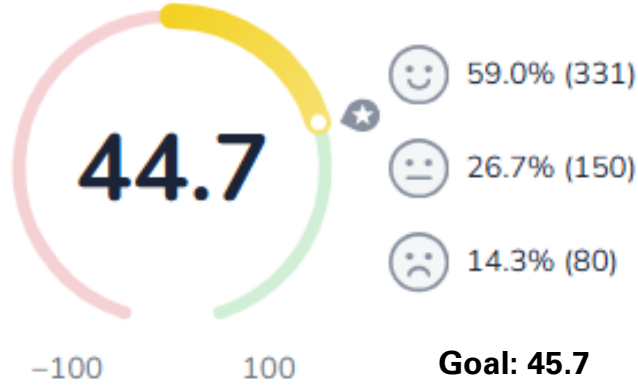
- **“I had the best experience with the people in Main Lodge. Some of us rented gear, and the manager and staff went above and beyond to help my kids. They were so patient and knowledgeable. My husband and I have our own skis, but we needed help with them because we hadn’t skied in a few years. Andrew helped us both. I had so many questions and he was so helpful and was able to get me fixed up knowledgeable, quickly.”**
- “Was I especially impressed with Eagle Lodge Rentals. The two managers, Joshy and Martin, were extremely knowledgeable, helpful and accommodating to our group of 13 people. The staff also stepped it up with our surge of men, women, and children!”
- “Everyone working there very friendly and helpful. Big shoutout to performance rentals at Canyon Lodge for all their help! Performance rentals helped me sort out daughter's rental boots when they were hurting her feet. They did it happily and genuinely wanted a great experience for us.”
- “Extra kudos to the rental team at Eagle Lodge, who helped us with our equipment reservation despite us arriving close to closing time.”
- “We regularly participated in the Demo programs when we ski. I can honestly say the fitting and “aftercare” provided by the team at Canyon Lodge was by far the best experience we have had. Great group of guys. CJ and Dylan were excellent fitters. They asked questions and LISTENED to our answers.”

## Pinch Points or Considerations

- “We arrived at 8:30, but they didn't get out of rentals until 10:30. Only to have to go back inside when the boots were not sized correctly on the bindings. Wasted half the day inside the rental place. At \$270 a lift ticket, he felt a little cheated.”
- “We rented 2x ski packages from Performance Rentals and paid \$55/day add-on for each package for a locker but had to share one locker. If I had got one ski package, the charge would have been \$55 for one locker. 2 packages and 2 locker fees should be 2 lockers... There should be only one \$55 fee, and one locker can be shared by up to two people.”
- “Wish the shop had women's skis available (shorter/narrower underfoot).”
- **“Again, the staff was amazing & the quality of the equipment was good. However, next time I will probably rent from a local shop rather than from Mammoth due to the 1hr+ wait and price to rent.”**
- “It was good but I wanted to demo powder skis, and they had no skis long enough. Tried to reserve the night before but could only pay for a rental. Not the type of ski.”

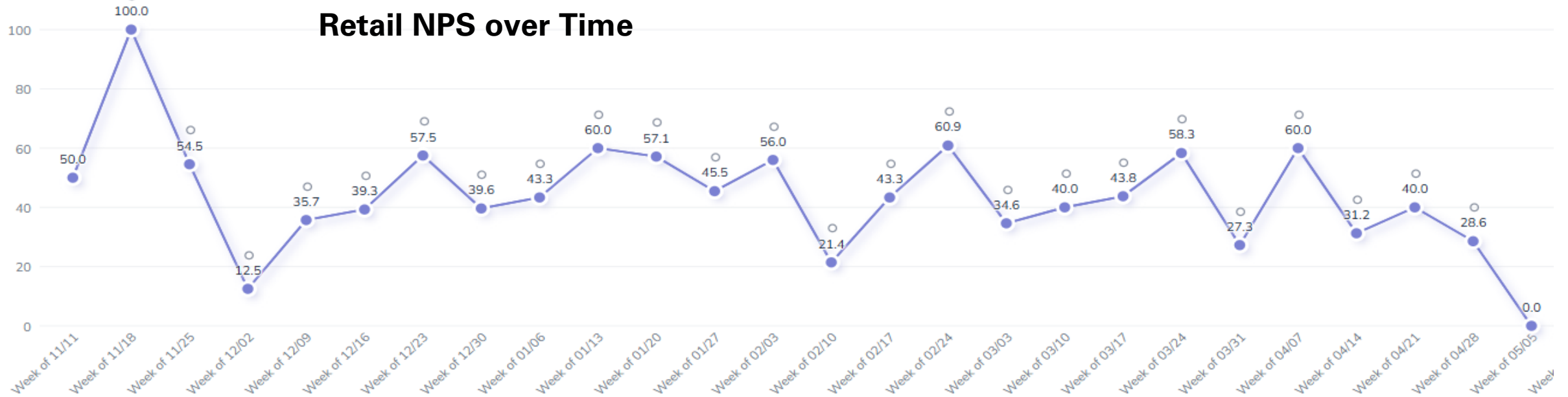
# Retail Experience (Includes June Mountain)

## Retail NPS



+5.4 Better than 2023-24 Season

## Retail NPS over Time



# Retail Experience (Includes June Mountain)

## Retail Staff OSAT



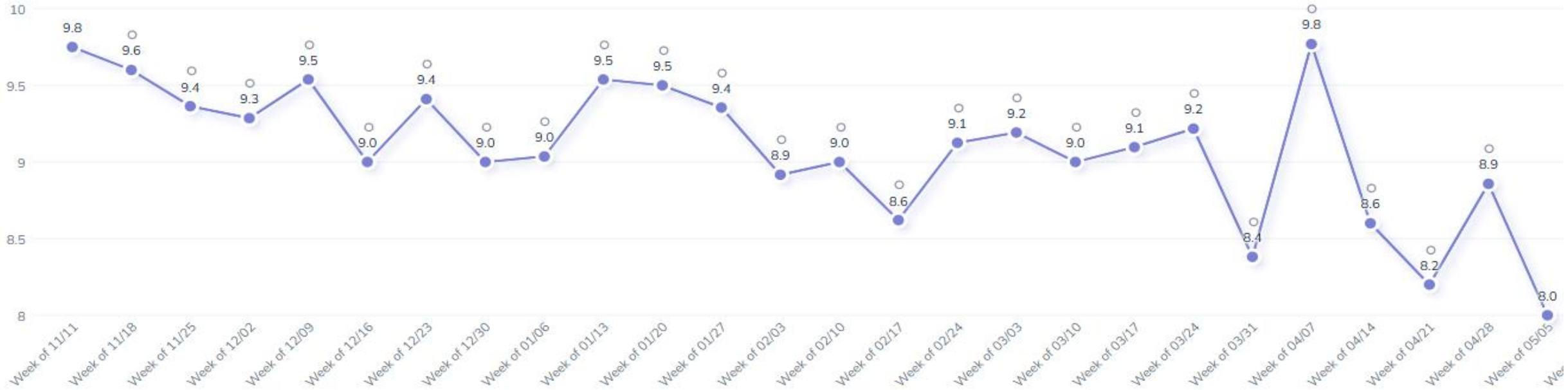
😊 76.9% (230)

😐 15.7% (47)

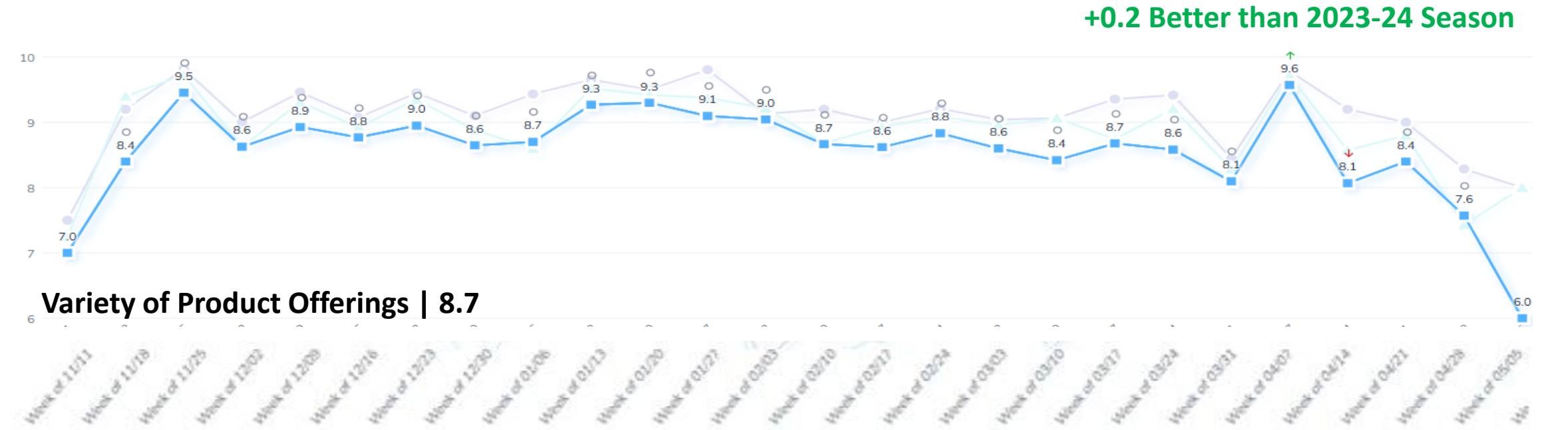
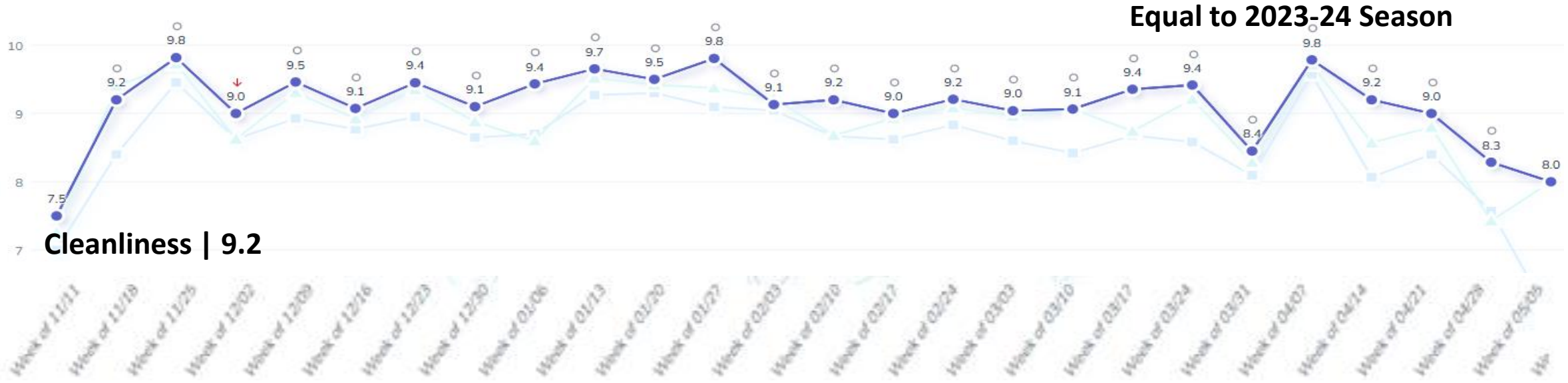
😞 7.4% (22)

+0.1 Better than 2023-24 Season

## Retail Staff Satisfaction over Time

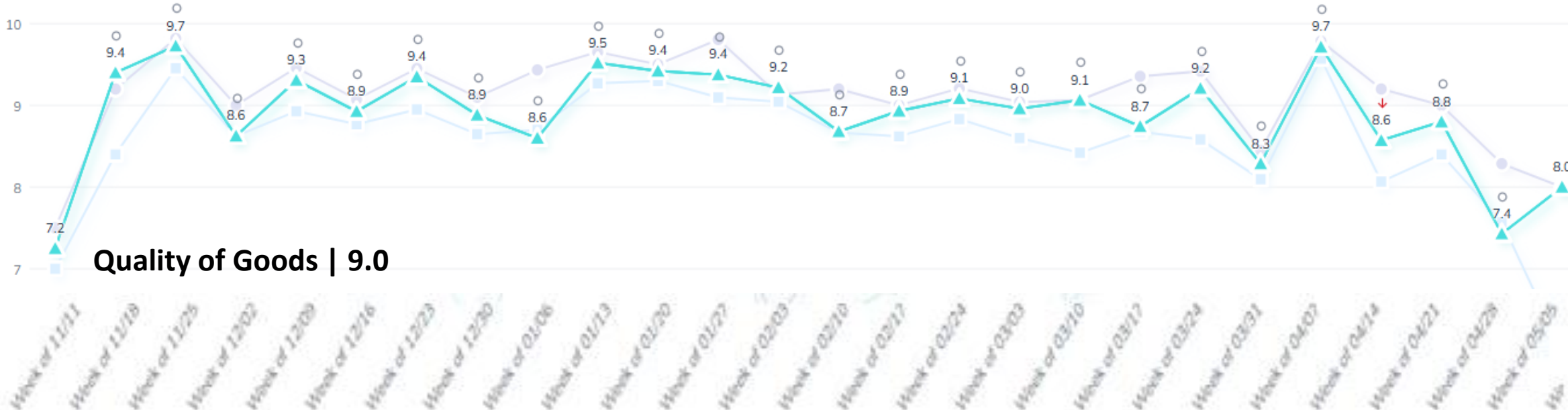


# Retail Experience Driver Scores



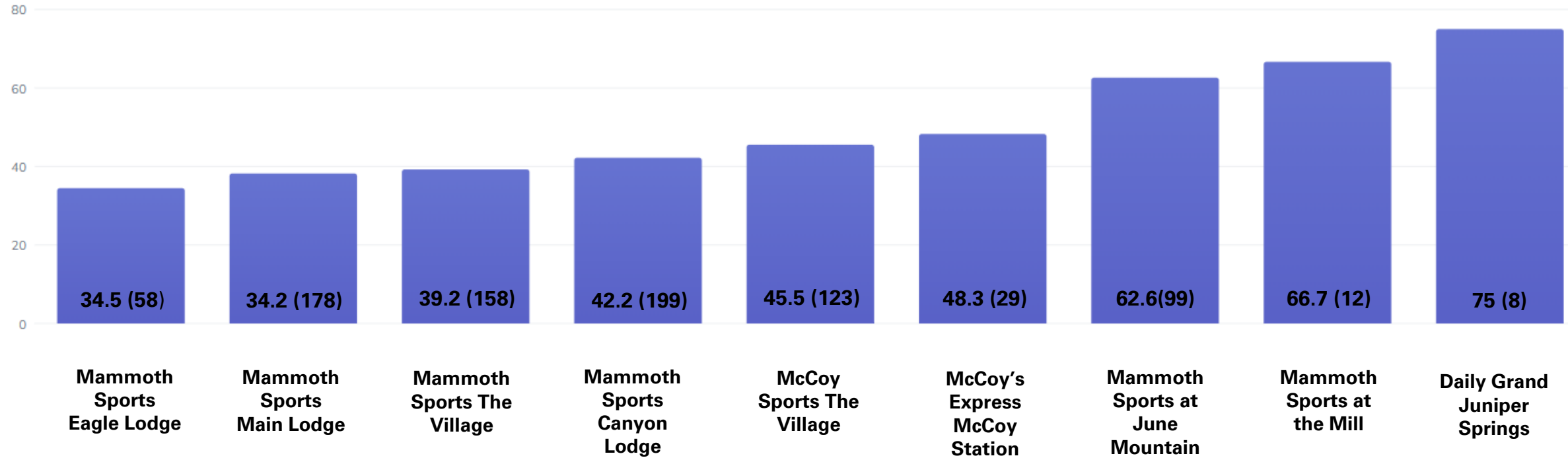
# Retail Experience Driver Scores

+0.1 Better than 2023-24 Season



# Retail Experience (Includes June Mountain)

**RETAIL NPS BY LOCATION**



# Retail – Guest Feedback

## Celebrations

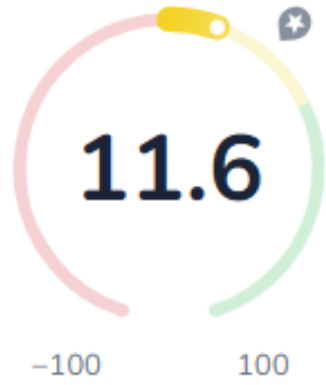
- “Ryan Main Lodge is super friendly and so is the gentleman that handles the helmet sales. The gal named FER is also extremely helpful. They’re very very supportive.”
- **“Pork Chop,” the Assistant Manager at Mammoth Sports in Canyon Lodge, did a great job in helping me. Business was slow, so Pork Chop stood outside the store greeting potential customers. I was considering purchasing a Mammoth sweatshirt, but I was not ready to buy it. Pork Chop showed me all the options. He was very engaging. After about ten minutes, I realized was ready to buy it. I told the other employees at Mammoth Sports, “You can learn a lot from Pork Chop!”**
- “Denisse is just amazing, willing to help every time we needed.”
- “Variety was much better in the shop at Canyon Lodge than in past years.”
- “Leila at the Village shop and Sean at the Canyon Lodge shop were super helpful. We found matching sweatshirts in our sizes and they were on sale!”
- “Bought the annual Mammoth beanie - easy to find in the well laid out shop.”

## Pinch Points or Considerations

- “It would be nice to have more stylish, European style skiwear. The majority of clothing on the mountain is targeted at the boarding crowd. And that clothing has always been drab, dull colors, and a boxy cut. Not my thing. For that reason, I shop elsewhere for skiwear, or online, or when in town, I prefer Footloose. And this trip, I spent a fair amount at that shop.”
- “Not enough higher-end brands (like Arc'teryx), prices much higher than other retail venues.”
- “I shopped and didn’t purchase gloves and a visor/goggle arrangement to fit over eyeglasses. The prices are as steep as the cornice.”
- **“I think there should be a value line of products. We had to buy a pair of goggles and the lowest priced one was \$90. I bought a pair before driving up for \$30. Not everyone needs the highest quality. In our party, we had someone who hadn't skied in 20 years so it was silly to spend \$90 on an item he might not use again.”**
- “Was hard to find the correct size needed. It was at the end-ish of the season so I get you are trying to get rid of everything...”

# Dining Experience

## Dining NPS



😊 39.4% (511)

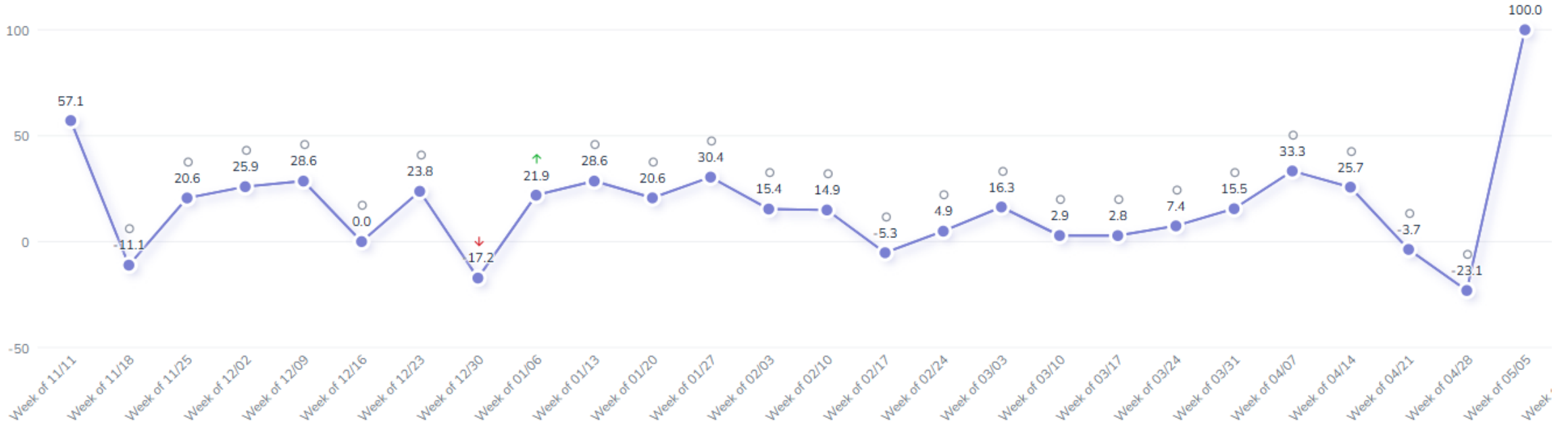
😐 32.8% (426)

☹️ 27.8% (360)

**Goal: 15.0**

**+10.5 Better than 2023-24 Season**

## Dining NPS over Time



# Dining Experience

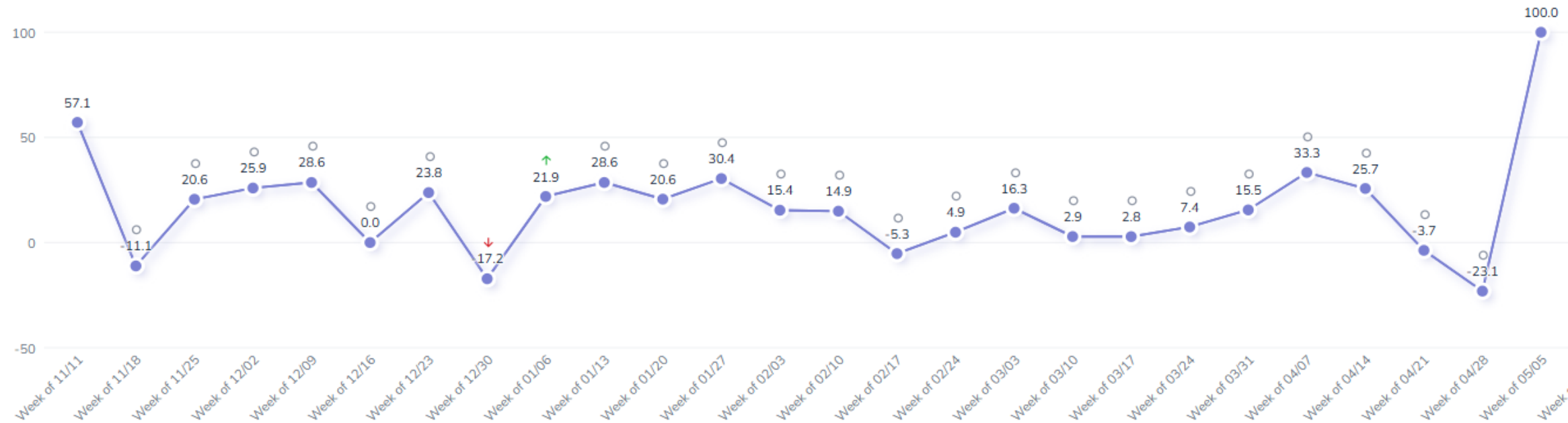
## Dining Staff OSAT



- 😊 59.4% (501)
- 😐 26.9% (227)
- ☹️ 13.7% (116)

+0.1 Better than 2023-24 Season

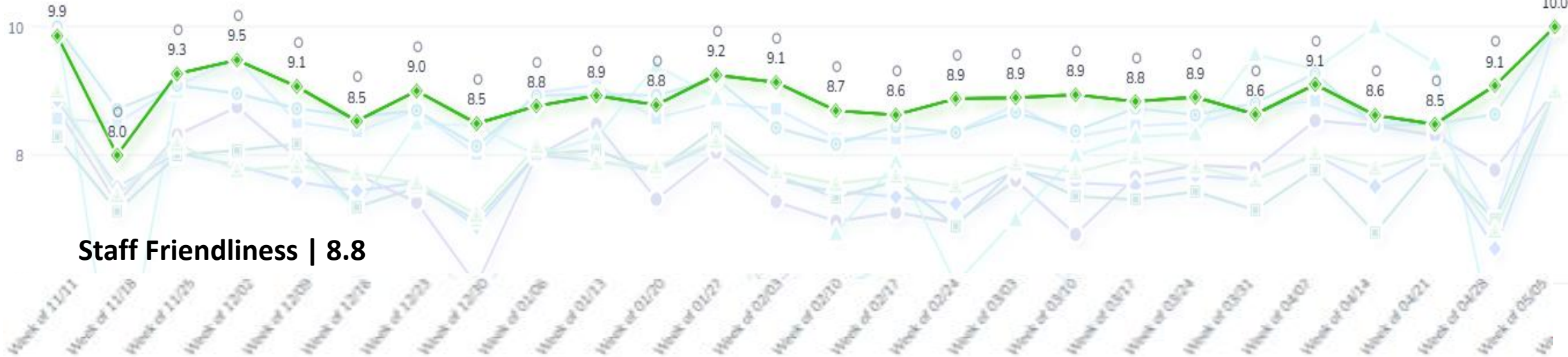
## Dining Staff OSAT over Time



WINTER 2024/2025

# Dining Experience Driver Scores

+0.1 Better than 2023-24 Season



+0.3 Better than 2023-24 Season

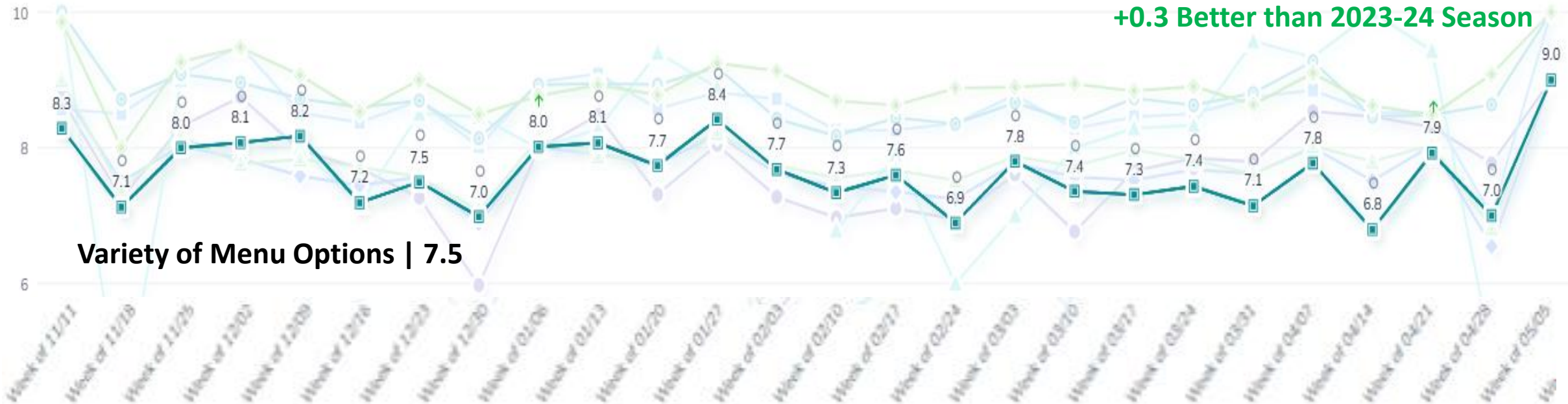


# Dining Experience Driver Scores

+0.2 Better than 2023-24 Season

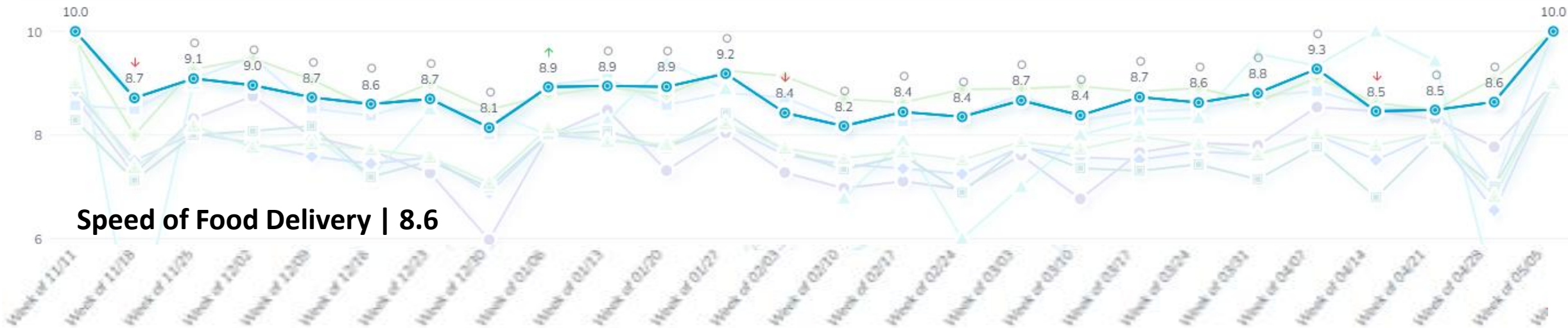


+0.3 Better than 2023-24 Season



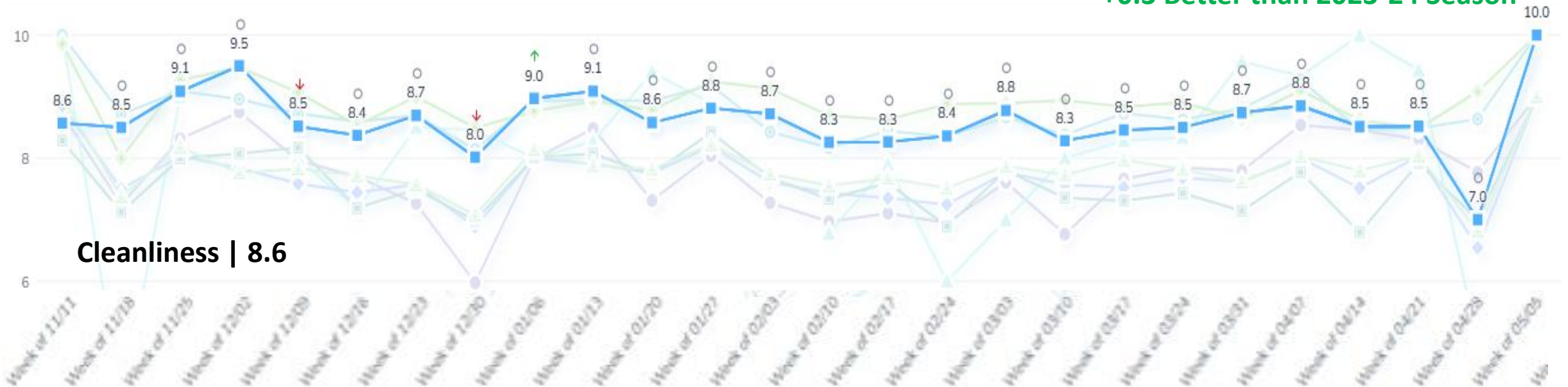
# Dining Experience Driver Scores

+0.2 Better than 2023-24 Season



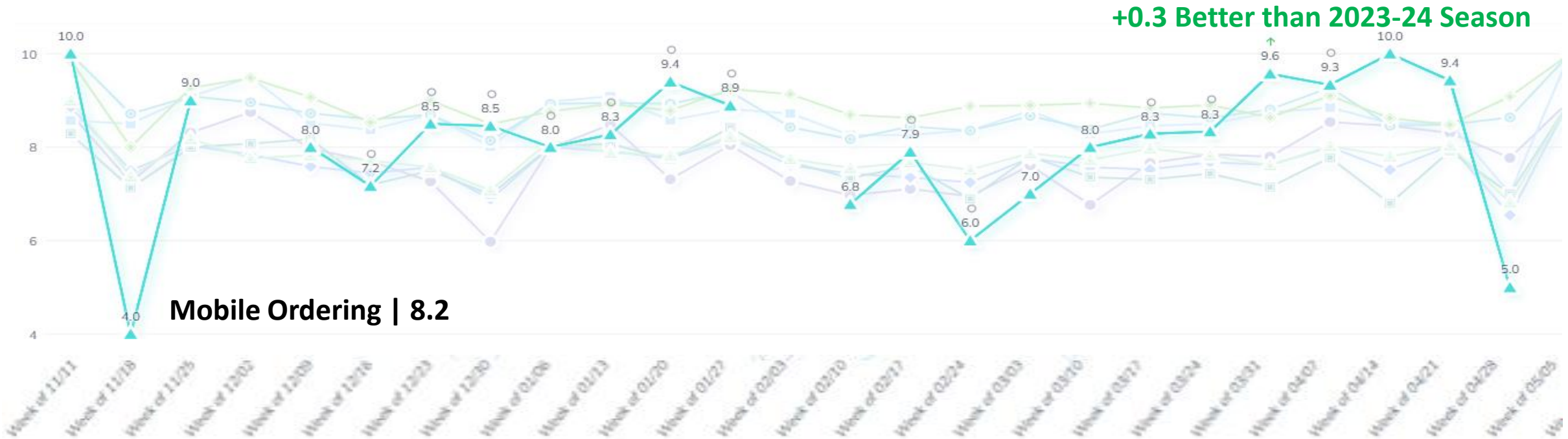
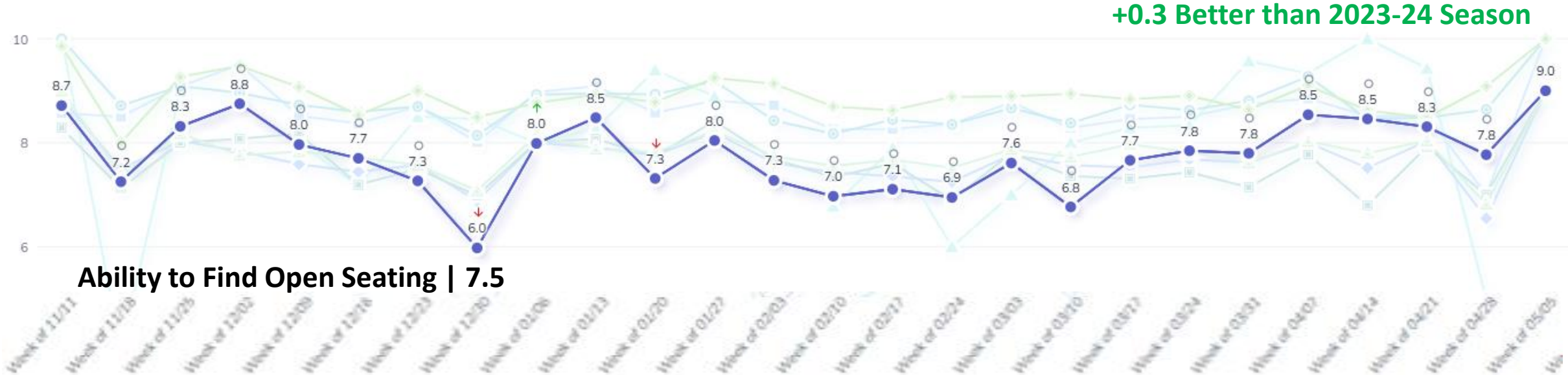
Speed of Food Delivery | 8.6

+0.3 Better than 2023-24 Season



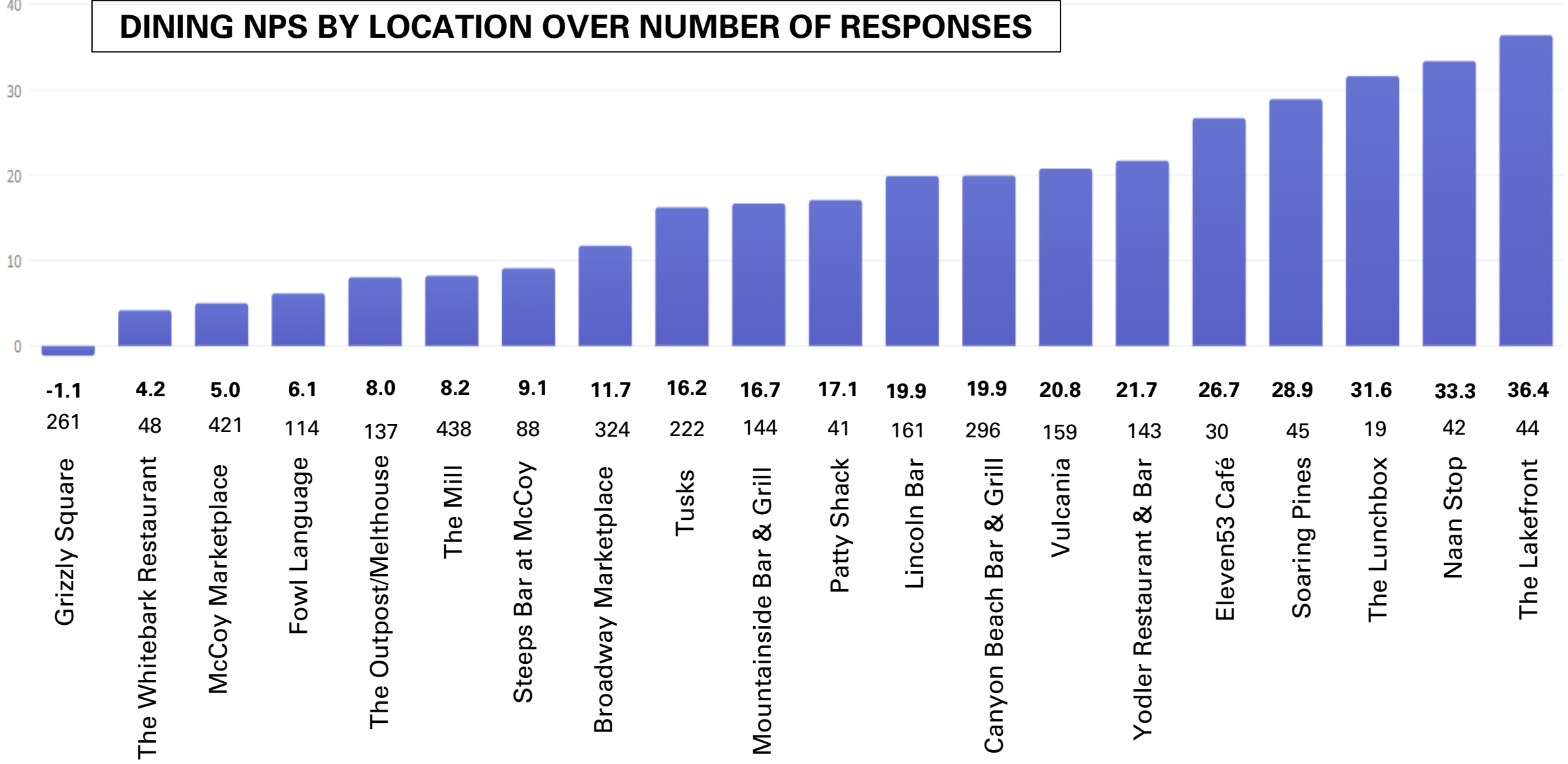
Cleanliness | 8.6

# Dining Experience Driver Scores



# Dining Experience Driver Scores

**DINING NPS BY LOCATION OVER NUMBER OF RESPONSES**



# Dining – On-Hill Locations Guest Feedback

Beach Bar, Broadway, Eleven53, Fowl Language, Grizzley's, Lincoln Bar, McCoy Station, Melthouse, Mill, Tusks, Steeps, etc.

## Celebrations

- "I do want to say the bartenders were really nice, especially with how busy they were."
- "We love coming to Mammoth Mountain and especially seeing our favorite bartenders at Eagle Lodge."
- **"All of our dining experiences were excellent, and the staff was friendly and seemed genuinely motivated to make our trip to the mountain a pleasure."**
- "Employees are so nice, Especially those that clean tables after lunch McCoy. It's your wait staff cleaning tables with smiles on their faces"
- "The cooks at the Main Lodge Grill are always so nice when I order my Mountain Muffin breakfast sandwich."
- "The reason that it is a 3 not 0 is the delicious bloody mary and good service at the Lincoln bar at Canyon. Bartenders at Lincoln Bar were awesome in a bad situation."
- "Thanks for having a vegan burger!"
- "But the food is delicious and always fills me up. Portobello sandwiches at Mill yummy!! Burritos at McCoy knocks my socks off. Main lodge has some spicier stuff and great pastries!!"

## Pinch Points or Considerations

- Comments early and late season about how we have many of the food stations closed.
  - "If all lodges are open, so should their food options. After getting family to lodge, found out eatery was closed."
- "McCoy station cafeteria was a ZOO; way overcrowded. And employees were preventing guests from using the downstairs seating area."
- "Outpost/Melthouse great idea, but way too long to wait, and seating in general can be impossible."
- "Everything great except, for the past few visits actually, Broadway Marketplace and Mammoth Sports cashiers at Main Lodge no longer offer to apply charges to my MMI room account. When I ask, they always acknowledge it's possible, but they're new and don't know how to do it."
- Comments about guests wanting more gluten-free/vegetarian options continue to pop up.
  - "More vegan/plant-based options in the cafeteria that are actually enjoyable to eat. Current options are not quality that I expect for the price point. That includes having a vegan hot chocolate option for kids and adults, alike!"

# Dining – Premium Locations Guest Feedback

Lakefront, Mountainside Bar and Grill, Patty Shack, Yodler, Vulcania, and Whitebark

## Celebrations

- “Vulcania was an amazing experience overall. By far the best hot toddy ever. All the food was excellent, superb and delicious. Our server Brianna was so awesome, and friendly, and made the experience so much better.”
- “At the Mountain Side Bar and Grill, the service was amazing as usual. The service and bartenders are always the best there.”
- “Lakefront was, as usual, fantastic! They get a 9-10 score.”
- **“I stayed at the Westin and dined in their restaurant - White Bark my very first night I arrived. I was greeted by the friendliest and most upbeat bartender and server named Paula! It was my first time visiting Mammoth and she made me feel right at home. She made the most amazing drink called the Carajilo! Looks like and expresso but made with Tequila and a salt sweet rim! Yum!! In addition, I thoroughly enjoyed my amazing dinner at “The Lakefront” the food and ambiance were out of this world!!”**
- “The staff were constantly cleaning so every place was pristine. The service was prompt and the food was delicious. The menus offered a good variety of foods in which to choose. I enjoyed mealtimes at these various locations.”

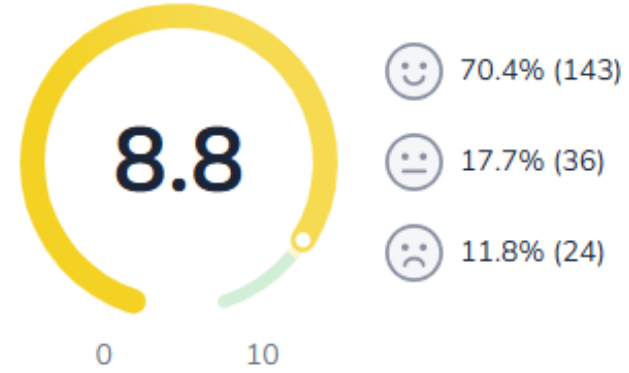
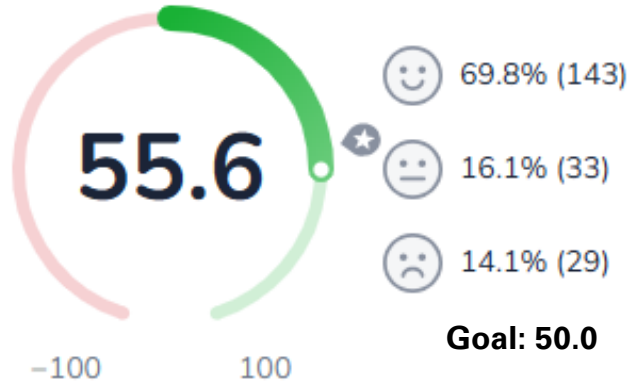
## Pinch Points or Considerations

- “Vulcania does not offer gluten-free pizza or pasta. We spent a lot of money going to dinner outside of the Village.”
- “Yodler speed of delivery is disappointing, after ordering drinks and food, two instances between 12/25 to 12/31 resulted in cancelling the order after not receiving just the drinks within a ~30min wait much less the food.”
- “Please increase the quality of the food at the Mammoth Mountain Inn restaurant. Would love to eat there at night, but we end of going to the village because it feels like the quality isn’t there for the price, even though it is convenient.”
- Food prices were mentioned weekly
  - **“Food prices are insane at Mammoth. We always try very hard to not buy any food at Mammoth restaurants. \$29 pretzel at Yodler??? No way.”**
- “At The Whitebark Restaurant, Bar & Lounge, the food quality and service were inconsistent. Some meals were delicious, while others were completely inedible.”
- “Yodler-- so much charm but wish it stayed open later since there are so few dinner options if you are staying near Main.”

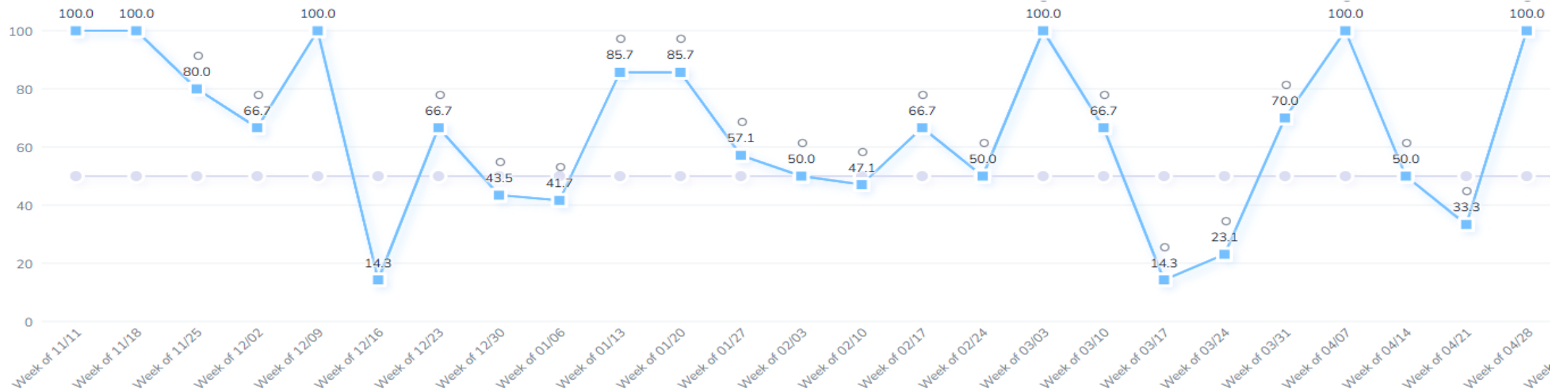
# Child Ski and Ride School Experience

**Child Lesson NPS** +12.9 Better than 2023-24 Season

**Child Lesson OSAT** +0.5 Better than 2023-24 Season



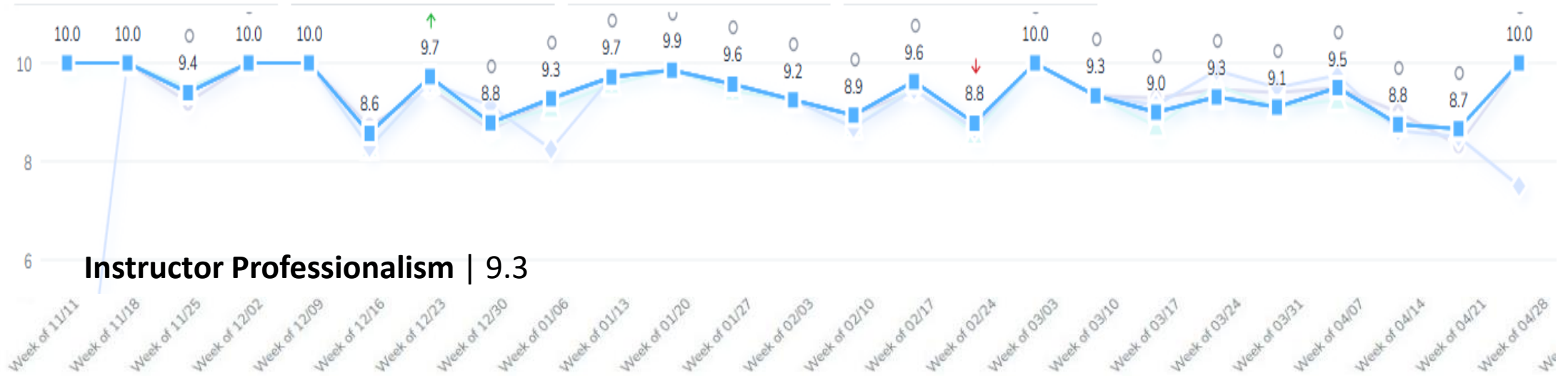
## Child Lesson NPS Over Time vs. Goal



# Child Ski and Ride School Experience

+0.4 Better than 2023-24 Season

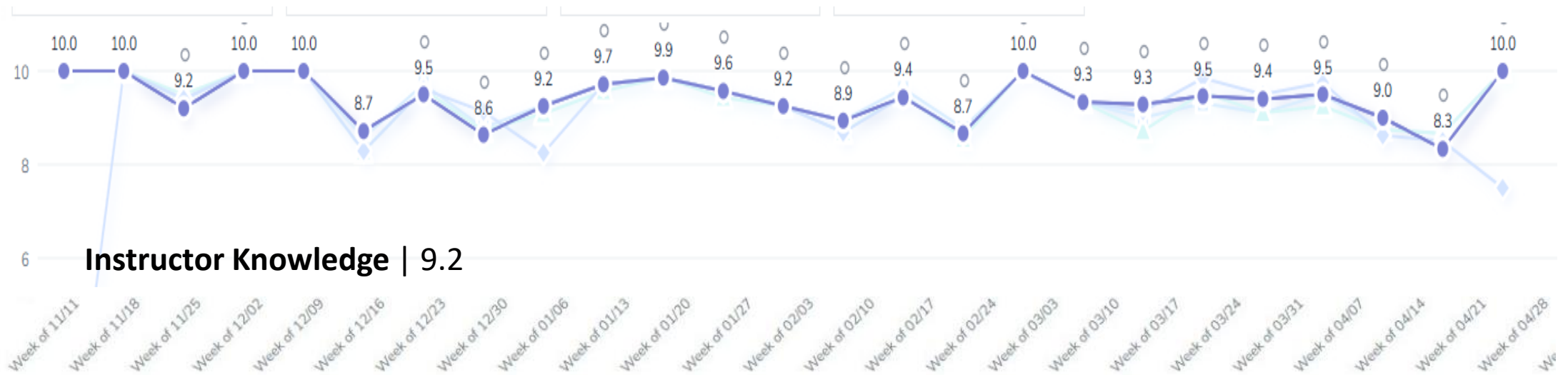
Child Lesson Experience Over Time



**Instructor Professionalism | 9.3**

+0.2 Better than 2023-24 Season

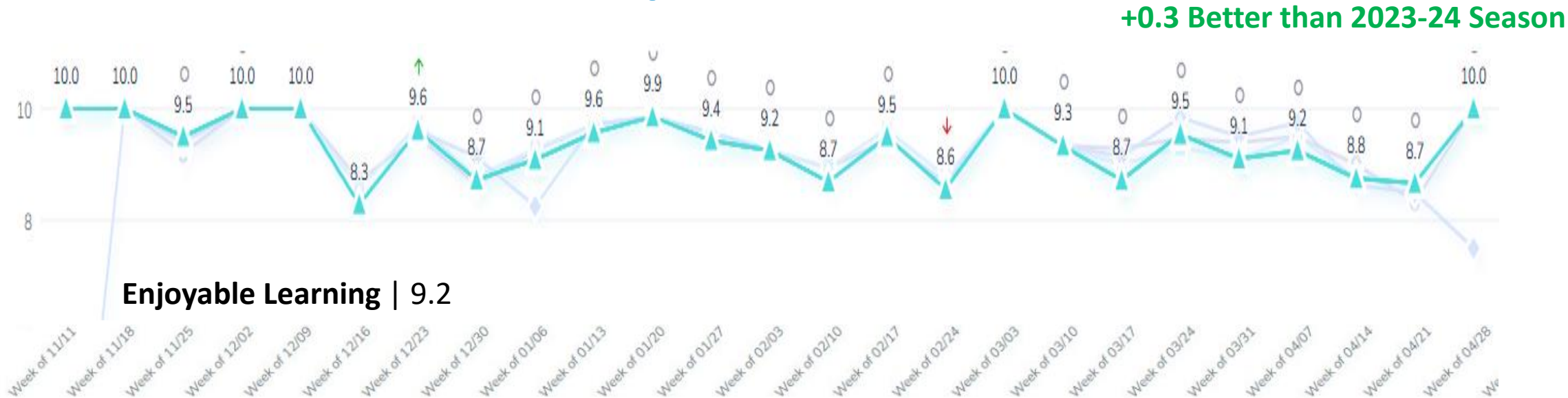
Child Lesson Experience Over Time



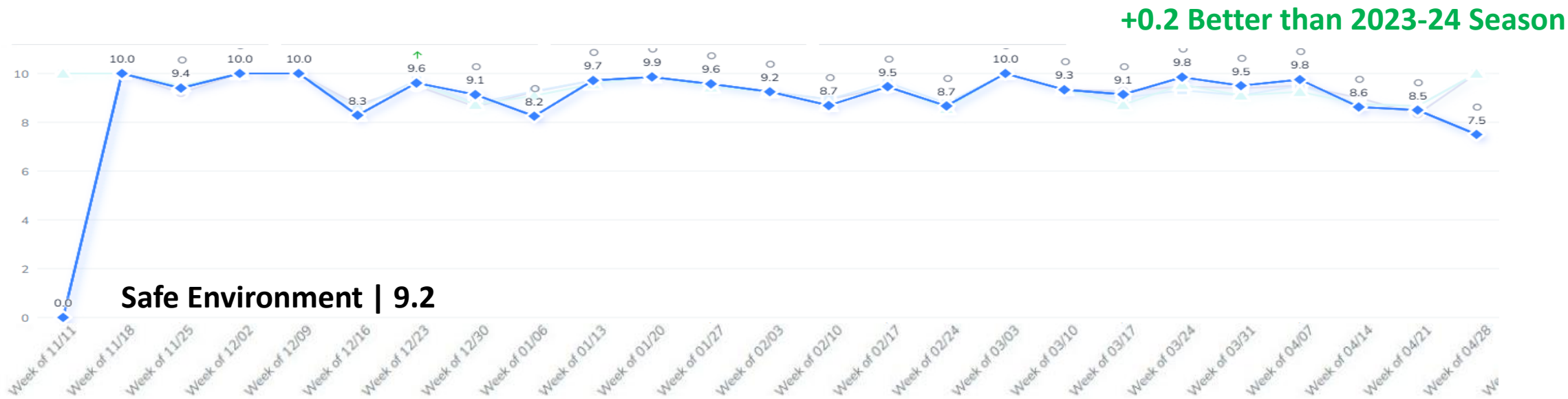
**Instructor Knowledge | 9.2**

# Child Ski and Ride School Experience

Child Lesson Experience Over Time



Child Lesson Experience Over Time



# Child Ski and Ride School Experience

Mammoth Mountain's Children Ski & Ride School NPS, Overall Satisfaction and School Drivers compare to the other 15 Alterra Resorts this year and last year, as well as how June Mountain did this year.

- **Children's Lesson NPS** – Ranked **#9** with a score of 55.6
  - ✓ Last Year's Rank and Score – #9 with a score of 42.7
  - ✓ **June Mountain Ranked #1** with a score of 73.1
- **Children's Lesson NPS** – Ranked **#7** with a score of 8.8
  - ✓ Last Year's Rank and Score – #7 with a score of 8.4
  - ✓ **June Mountain Ranked #1** with a score of 9.2
- **Children's Lesson Professionalism** – Ranked **#2** with a score of 9.3 (tied with 3 others)
  - ✓ Last Year's Rank and Score – #7 with a score of 8.9
  - ✓ **June Mountain Ranked #1** with a score of 9.6
- **Child's Lesson Instructor Knowledge** – Ranked **#5** with a score of 9.2 (tied with 2 others)
  - ✓ Last Year's Rank and Score – #7 with a score of 9.0
  - ✓ **June Mountain Ranked #1** with a score of 9.6
- **Child's Lesson Enjoyable Learning** – Ranked **#4** with a score of 9.2 (tied with 1 other)
  - ✓ Last Year's Rank and Score – #7 with a score of 8.8
  - ✓ **June Mountain Ranked #1** with a score of 9.5
- **Child's Lesson Safe Environment** – Ranked **#7** with a score of 8.9
  - ✓ Last Year's Rank and Score – #7 with a score of 8.9
  - ✓ **June Mountain Ranked #2** with a score of 67.6

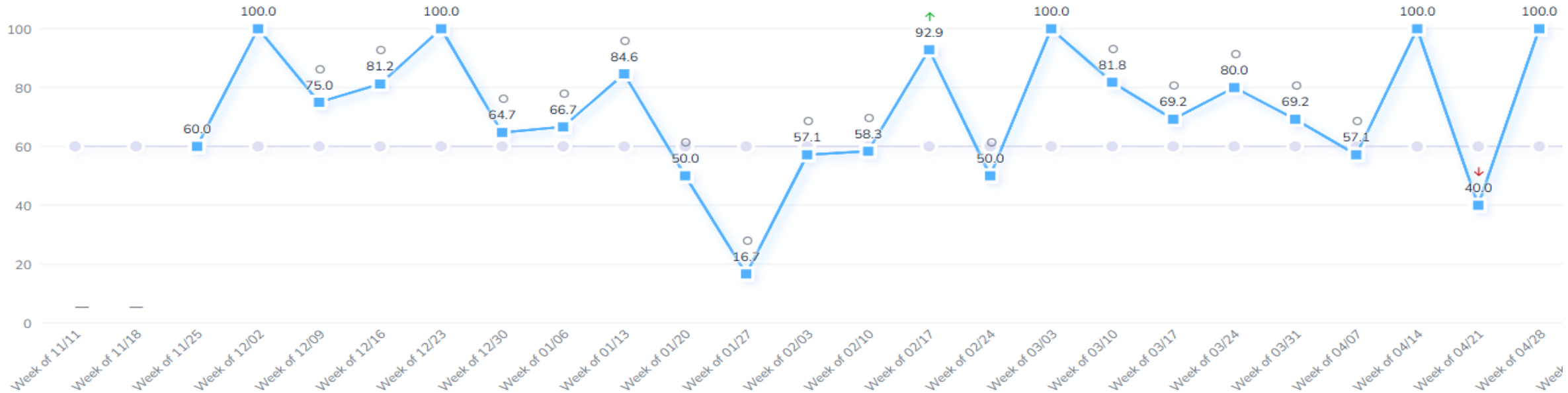
# Adult Ski and Ride School Experience

**Adult Lesson NPS** +19.2 Better than 2023-24 Season

**Adult Lesson OSAT** +0.5 Better than 2023-24 Season



## Adult Lesson NPS Over Time vs. Goal



# Adult Ski and Ride School Experience

+0.2 Better than 2023-24 Season

Child Lesson Experience Over Time



+0.2 Better than 2023-24 Season

Child Lesson Experience Over Time



# Adult Ski and Ride School Experience

+0.4 Better than 2023-24 Season

Child Lesson Experience Over Time



Child Lesson Experience Over Time

+0.4 Better than 2023-24 Season



# Adult Ski and Ride School Experience

Mammoth Mountain's Adult Ski & Ride School NPS, Overall Satisfaction and School Drivers compare to the other 15 Alterra Resorts this year and last year, as well as how June Mountain did this year.

- **Adult Lesson NPS** – Ranked **#3** with a score of 73.1
  - ✓ Last Year's Rank and Score – #9 with a score of 53.9
  - ✓ **June Mountain Ranked #8** with a score of 61.9 (small sample size)
- **Adult Lesson Overall Satisfaction** – Ranked **#6** with a score of 9.1 (tied with one other)
  - ✓ Last Year's Rank and Score – #8 with a score of 9.2
  - ✓ **June Mountain Ranked #2** with a score of 9.4
- **Adult Lesson Professionalism** – Ranked **#6** with a score of 9.4 (tied with 2 others)
  - ✓ Last Year's Rank and Score – #8 with a score of 9.2
  - ✓ **June Mountain Ranked #1** with a score of 9.6
- **Adult Lesson Instructor Knowledge** – Ranked **#4** with a score of 9.5 (tied with 3 others)
  - ✓ Last Year's Rank and Score – #8 with a score of 9.3
  - ✓ **June Mountain Ranked #8** with a score of 9.4
- **Adult Lesson Enjoyable Learning** – Ranked **#6** with a score of 9.4 (tied with one other)
  - ✓ Last Year's Rank and Score – #8 with a score of 9.3
  - ✓ **June Mountain Ranked #1** with a score of 9.6 (tied with one other)
- **Adult Lesson Safe Environment** – Ranked **#5** with a score of 9.4 (tied with 2 others)
  - ✓ Last Year's Rank and Score – #8 with a score of 9.1
  - ✓ **June Mountain Ranked #1** with a score of 9.7

# Ski and Ride School Guest Feedback

## Celebrations

- **"I was on the mountain early most days, usually entering at Canyon Lodge, and was impressed at the amount of staff present working to get the instruction area ready to go for all the ski schools. Not sure how you train the staff but they appeared to work together well with a common goal of preparing and getting ready. How they manage all the kids and keep track of them always amazes me."**
- "I did the women's camp. Nikki and Little Bear are phenomenal instructors. They are so knowledgeable, enthusiastic, and supportive. I would gladly take lessons from them or participate in camps led by them again. I felt like the communication leading up to the camp was a bit sparse and could definitely use improvement, but the clinic itself was great."
- "The ski school is consistently good year over year. I appreciate how the instructors are teachers and not babysitters."
- "I was in the Ripping Over 50 Camp and all the staff were enthusiastic, friendly and very helpful. Suzanne Nottingham and her assistant Cathy (not sure of her last name) made my camp experience fantastic. Our instructor, Sara Smith was phenomenal. We had so much fun and the expression, "you can't teach an old dog new tricks." Well she taught this old dog some new tricks! We had fun and Sara made sure we were always focused on safety."

## Pinch Points or Considerations

- "One day we showed up 30 minutes early to watch and she ran to our arms and wanted to leave the lesson unfortunately. She had also lost her gloves. We asked the instructor to fill out the progress form and she said, 'oh, I guess I can do that'. These lessons are very expensive and we want to make sure we have a progress report of how the lesson went."
- "Took 30 minutes of 2-hour lesson just to break up the 10 adults into 2 groups."
- "Too busy today and the kids ski lesson promised groups of max 6 students and there were 8 kids in the group. My 3 kids did the 5 hour 10am at Canyon Lodge and the 8-14 snowboarding for the two older boys was ok but my 5-7 skiing was not great and I think twice before doing that again."
- "None rating because there was little direction on how to get to our beginner snowboarding lesson and we didn't know we had to get our lift ticket before the lesson."
- "Ski school instructors are amazing, but there are not enough amenities for parents to watch the kids, and the ski school practice area is luckcluster and practically nonexistent."

# Activities — Woolly’s Adventure Summit

	Satisfaction			Share of customers rating (%)			
	Extremely Dissatisfied		Extremely Satisfied	Total	0-6	7-8	9-10
Activities Pack LTR				57.0	10.9	21.1	68.0
Activities Pack Staff OSAT				9.2	7.7	12.8	79.5
Activities Pack - Safety				9.3	6.4	9.6	84.0
Activities Pack - Value for Price Paid				7.4	32.0	23.2	44.8
Activities Pack - Waiting Time/Lines				8.7	14.8	19.7	65.6
Activities Pack - Cleanliness				9.4	3.2	16.8	80.0

# Activities — Woolly's Adventure Summit

## Celebrations

- "I took my granddaughter not knowing what to expect and we had a blast. The staff were great, giving us a push or spin as we headed down the hill."
- "We went to Woolly's Adventure Summit and the attendants we spoke to were very helpful and kind in telling us where we could load/unload the family, find extra parking, and tickets."
- "Lovely location, great sledding."
- "We love Mammoth. It's been our destination for annual ski/snowboard trip with kids and grandkids for years! Everybody loved the new mountain coaster too."
- "Everyone at the tubing park was so friendly and helpful!"
- "Tubing and snow coaster were fun non-ski options, and tubing lift was awesome."
- **"Staff is friendly and the park is very clean. All staff are very helpful and friendly. I feel every worker truly love their tasks and responsibilities. Excellent customer service."**

## Pinch Points or Considerations

- "Woolly's was fun for the kids but only limited to the one sled track for the little ones. Not sure if there's more when there's more snow in peak season. Wanted a few more activities to do for the 3 to 4-year-olds."
- "The cost for the activities (beginner lift and snow play) felt out of proportion with the experience."

# Other Activities — Snowmobile Adventures, Tamarack Cross-Country Ski Area and Scenic Gondola Ride



# Other Activities — Tamarack Cross-Country Ski Area

## Celebrations

- “My husband did the Tamarack snowshoe tour and absolutely loved it. The rest of the family bailed because of the snowy weather but would have loved to join too. Please keep this tour available.”
- “It was beautiful and our tour guide provided history of the area and made sure we was able to complete the tour safely.”
- "I took a day off of skiing to go cross country. They were very helpful in the rental shop and the trails were well groomed (I was skiing in the tracks)."
- "Service at the Cross Country Ski Area was amazing."
- "8 people when on the full moon snow shoe experience at the Tamarack Cross Country Ski Area. It was beautiful and our tour guide provided history of the area and made sure we was able to complete the tour safely."
- **"Well organized and courteous resort, great atmosphere and food at Tamarack Lodge, great cross country skiing center. Wonderful, best cross country ski we've visited (grooming and staff)."**
- “Big fan of cross-country skiing center and staff.”
- “Wonderful, best cross-country ski we've visited (grooming and staff)”
- "Karin is excellent instructor in cross country skiing. Very patient, knowledgeable, with extremely pleasant personality."

## Pinch Points or Considerations

- "It would be such a better experience if there was a proper lodge for the cross-country ski community."
- "I am an Ikon pass holder and was disappointed to find that my discount didn't extend to friends for cross country skiing at Tamarack."
- "Cross country ski center not the easiest to get to from main lodge, no snowshoe rental from main lodge or MMI."
- “The trails were in excellent condition when I was there. I think the Ikon Pass should include cross-country trails too. ”

# Other Activities — Scenic Gondola Ride/ Interpretive Center/ Mountain Tours

## Celebrations

- "Steve Brown is the best ski host I've ever met in my 40 + years of skiing."
- **"Love the museum and all the interactive activities especially the animal hides and the geological information on the screens you were able to navigate around and find information you're interested in. The seismic activity was very interesting. The staff up there to answer questions explain things deeper was wonderful!"**
- "Took our niece to the top for a hot coco, the views and the learning center. Fantastic work. It would be great if there were more / better food options at the top."
- **"Jean in the museum at the very top of the gondola was awesome!! We got stuck at McCoys because of mechanical issues and she was so great about answering questions, sharing stories and helping us navigate. Super employee!!"**
- "Enjoyed the gondola ride to the summit. Interpretive center was excellent. Staff was nice , welcoming and accommodating."
- "The gondola was a great experience as well. Can't wait to return!!"
- "I took many guided tours with your guides and learned a great deal about this area. I was able to meet others to ski with and enjoyed it immensely."
- "I enjoyed learning about the wildlife and rock formations native to Mammoth Mountain. The hosts had a wealth of information to share on the gondola ride and from another host at 1153 Interpretive Center at the Summit. They kept our group together and it was a very pleasant experience."
- "The docent at the top was very knowledgeable."

## Pinch Points or Considerations

- "I paid \$50 for the "scenic ride" to the summit on a Friday, then told I had to stand in line with the skiers. The interpretive center is great for adults and kids and appeared well staffed. More importantly, allow scenic riders to bypass the lines by using the "black pass/instructor" line and sign it clearly, so they can enjoy the tour without the wait."

# Other Activities — Snowmobile Adventures

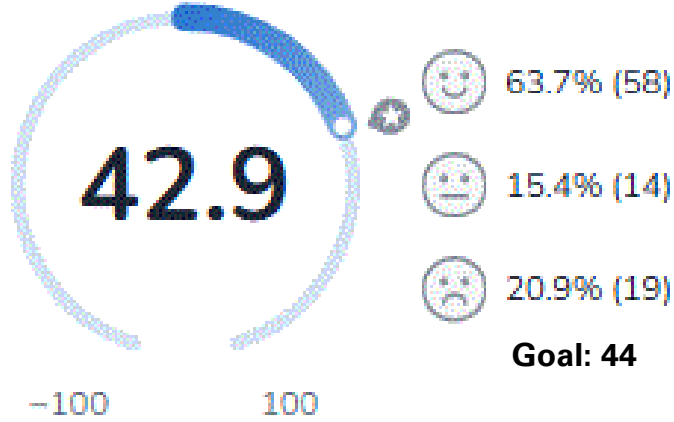
## Celebrations

- “Had a great time with Shasta on our snowmobiling adventure. This is our third time going in the last few years and we always have the best time.”
- “Customer Service, the Guide, access to parking, area of the ride, this is our 7th time to go Snowmobiling and this was the best yet.”
- “Lucas was the best! My family absolutely loved him. He was all about safety, but laid back, because it is a shared responsibility. Also, the lady suggested that we get helmets and another guy gave me the 3rd degree on why we had our helmets. Honestly, what a dick! Just tell me to have our guide double check the fit. Seriously, don't argue with customers paying a premium. Next time, my response will be, what did you say your name is again? Why? I just want to know the name of the individual creating a negative experience for me and my family when I post on trip advisor and/or any app that let's me share your name so the resort can take action.”
- “First time and staff helped us feel welcomed and safe during our time on snowmobile.”
- “Snowmobile rental at main lodge was awesome. Beautiful day and fresh snow the whole time we were out there. Staff helped us feel welcomed and safe during our time on snowmobile.”
- “Had so much fun snowmobiling at Snowmobile Adventures this year.”
- •“It was the best time! My favorite activity at Mammoth, our guide was so funny and nice. The other staff there really took the time to explain how everything worked and helped me. I was a little nervous about the activity but the staff really helped me feel safe. I had my 9 year old daughter with me and we absolutely loved this activity. My young adult son also had a blast with his friends on the snowmobile. This was the best part of our trip.”
- “K took his time to teach us. Super friendly and made sure that we had a great safe time! Would 1000% come back to snowmobile.”

# Mammoth Lodging Overall

## Lodging NPS

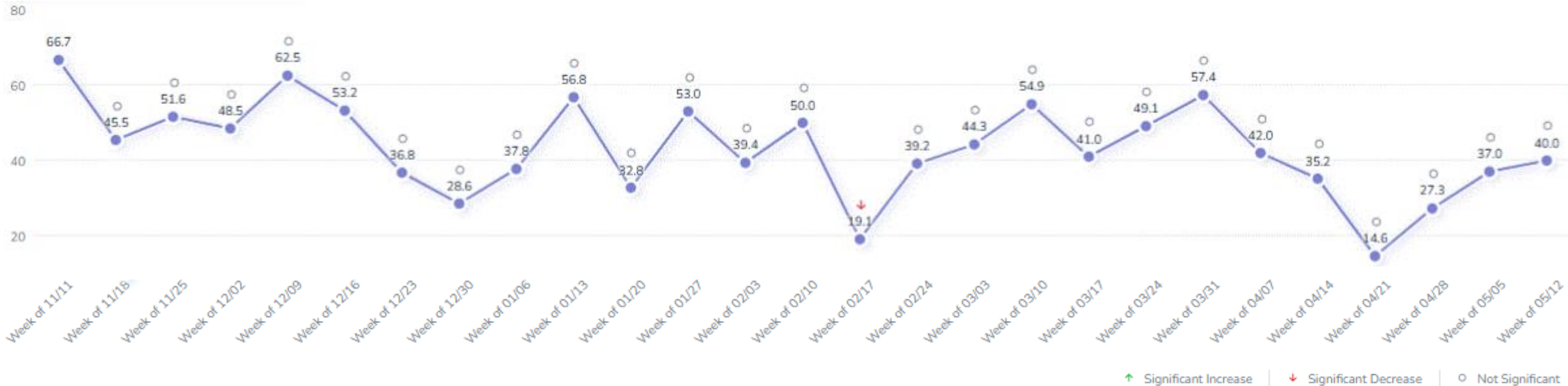
Winter Season 24/25: Lodging NPS



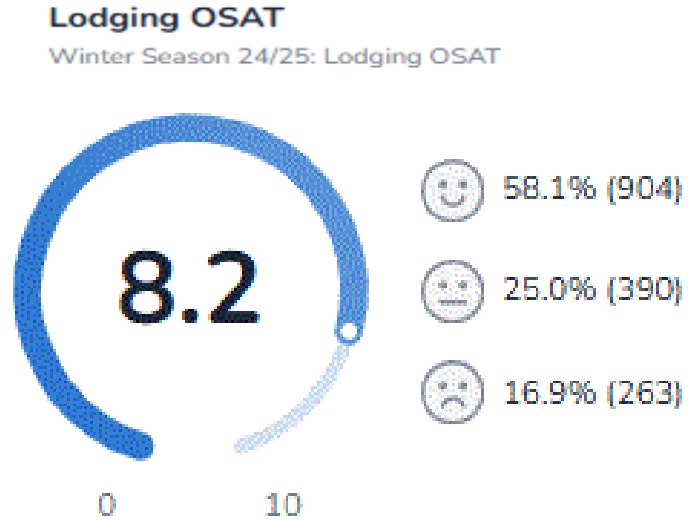
## Lodging NPS Ranked #8 among Alterra Resorts

- #1 – Deer Valley Resort; #2 – Solitude Mountain;
- #3 – Sugarbush Resort; #4 – Schweitzer;
- #5 – Steamboat Resort; #6 – Tremblant;
- #7 – Winter Park Resort; **#8 – Mammoth Mountain;**
- #9 – Palisades Tahoe; #10 – Blue Mountain;
- #11 – Stratton; #12 – Snowshoe Mountain

**-3.6 Below 2023-24 Season**



# Mammoth Lodging Overall – Overall Guest Satisfaction



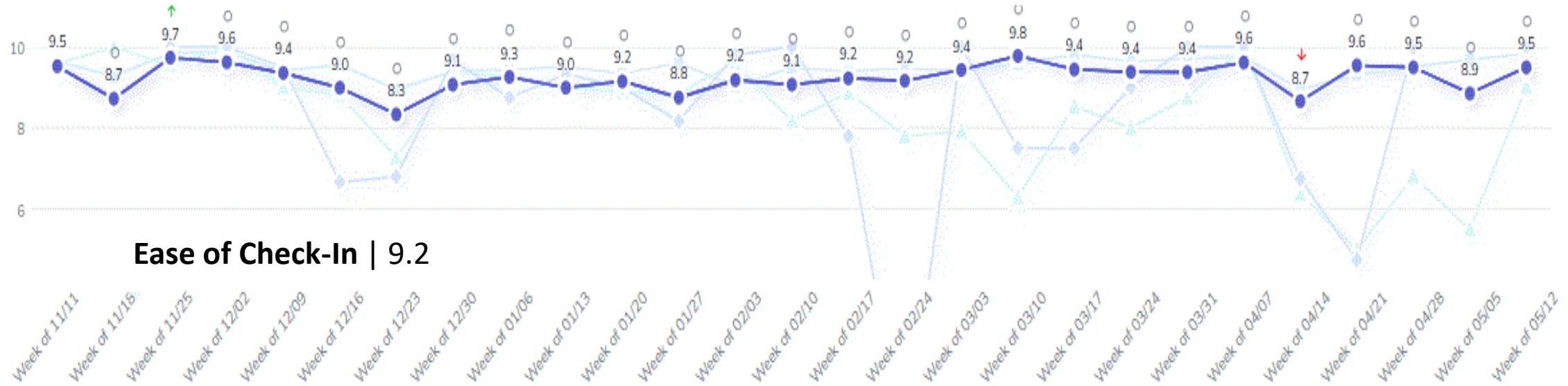
**-0.1 Below 2023-24 Season**

Lodging OSAT Ranked **#8** among Alterra Resorts

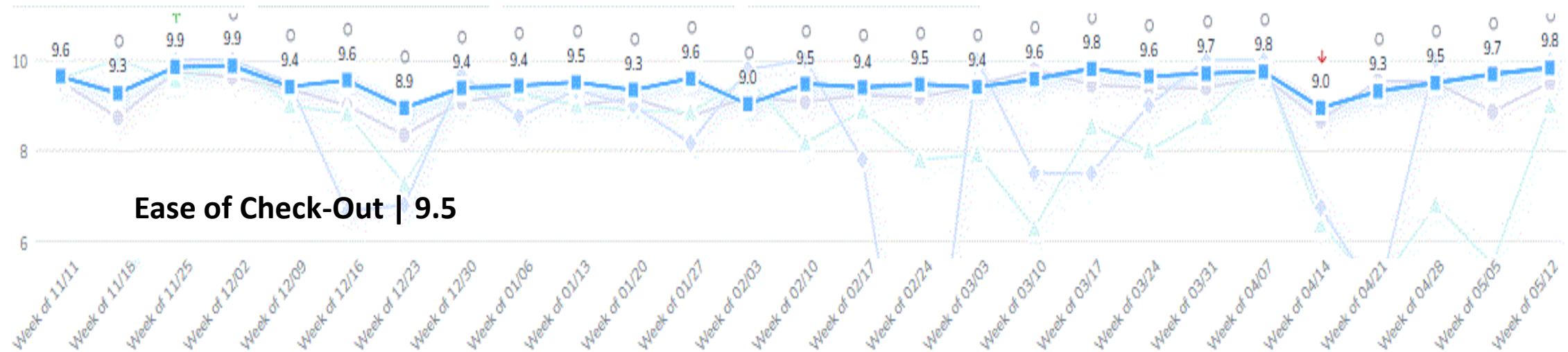
- #1 – Deer Valley Resort; #2 – Solitude Mountain;
- #3 – Sugarbush Resort; #4 – Schweitzer;
- #5 – Steamboat Resort; Tremblant;
- #7 – Winter Park Resort;
- #8 – Palisades Tahoe; Mammoth Mountain;**
- #10 – Stratton; Blue Mountain;
- #12 – Snowshoe Mountain

# Mammoth Lodging – Property Experience Drivers

-0.1 Below 2023-24 Season

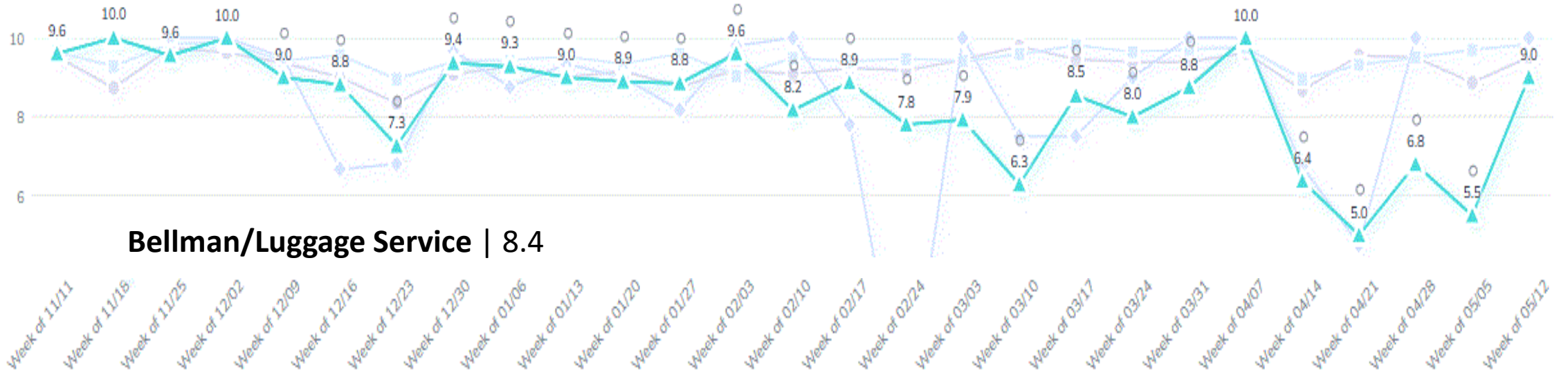


Equal to 2023-24 Season

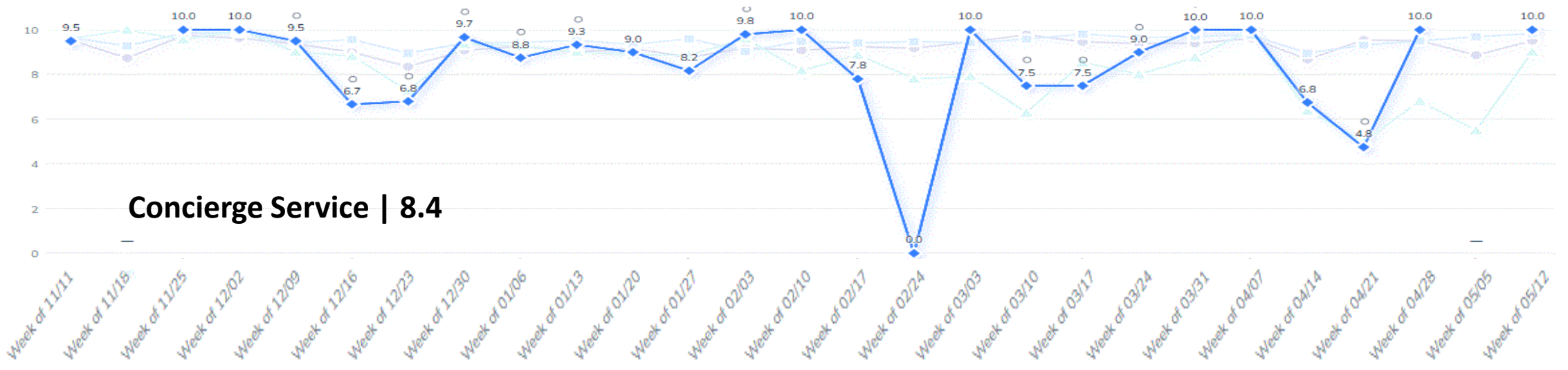


# Mammoth Lodging – Property Experience Drivers

+0.1 Better than 2023-24 Season

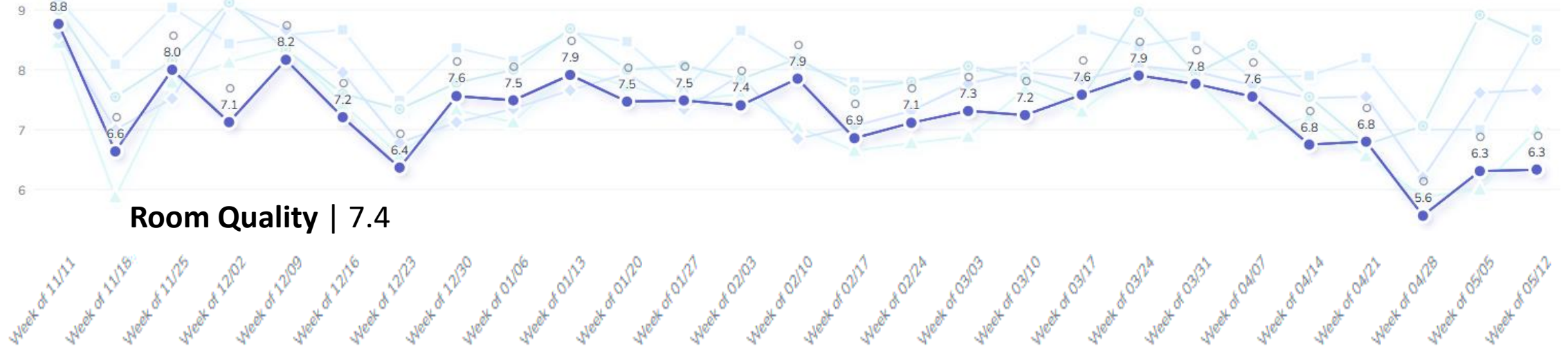


-0.1 Below 2023-24 Season

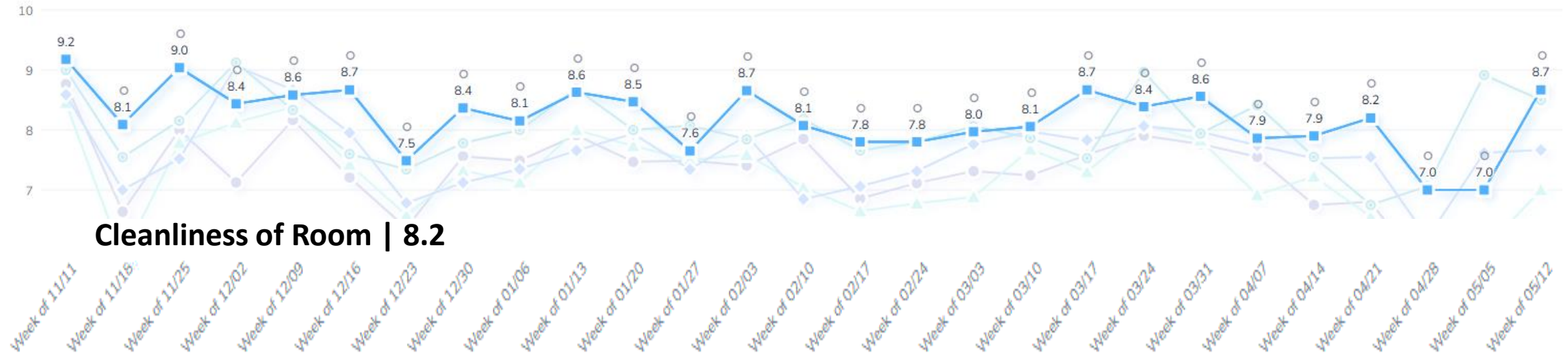


# Mammoth Lodging – Room Experience Drivers

-0.1 Below 2023-24 Season

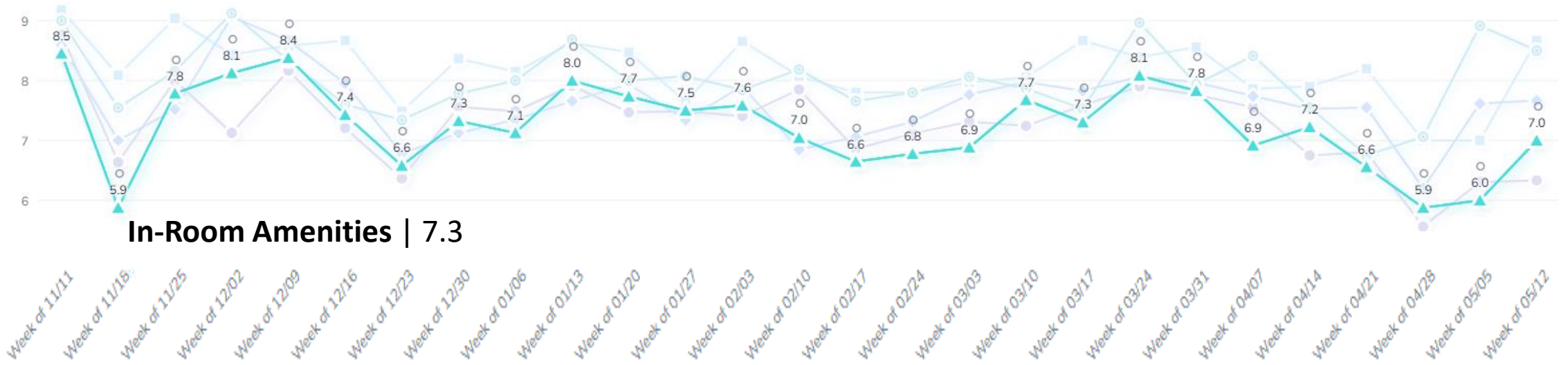


-0.2 Below 2023-24 Season

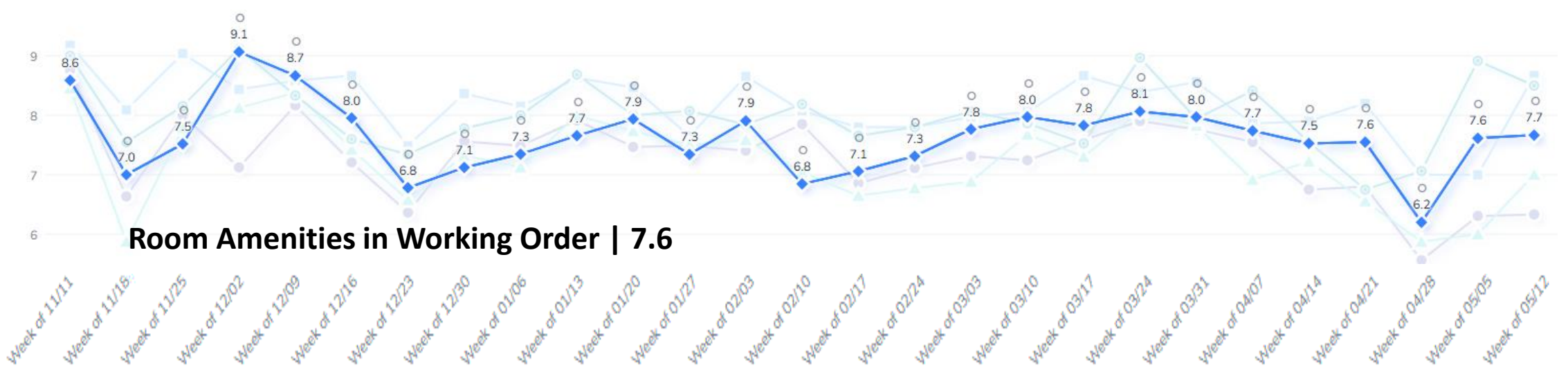


# Mammoth Lodging – Room Experience Drivers

-0.2 Below 2023-24 Season

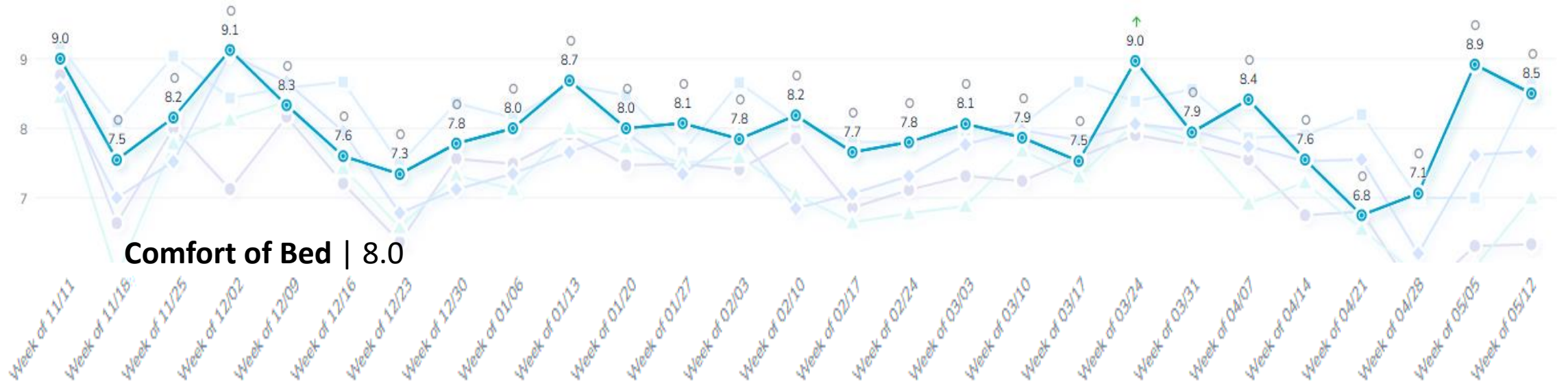


-0.2 Below 2023-24 Season



# Mammoth Lodging – Room Experience Drivers

Equal to 2023-24 Season



# Mammoth Lodging – Impact Score

## Top 15 Themes [^](#)

Time Period: Winter Season 24/25 | Reporting Date: Transaction Date | Question: Likelihood to Recommend Score



# Mammoth Lodging Overall – Staff Scores

## Lodging Staff OSAT

Winter Season 24/25: Staff OSAT



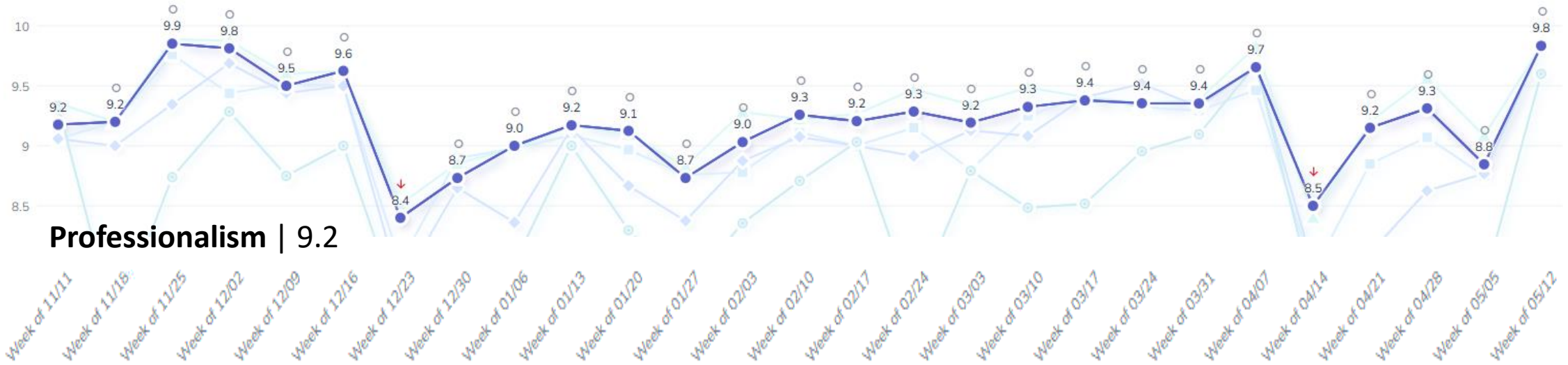
**-0.1 Below 2023-24 Season**

Lodging Staff OSAT Ranked **#7** among Alterra Resorts

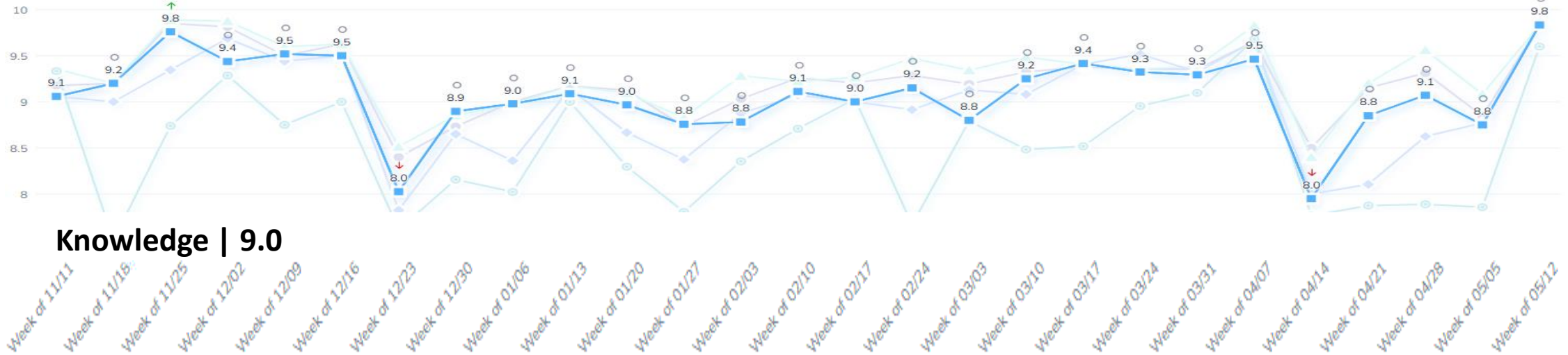
- #1 – Solitude Mountain; Sugarbush Resort; Deer Valley Resort;
- #4 – Steamboat Resort; #5 – Winter Park Resort; Schweitzer;
- #7 – Mammoth Mountain;** Tremblant;
- #9 – Palisades Tahoe; #10 – Stratton;
- #11 – Blue Mountain; #12 – Snowshoe Mountain

# Mammoth Lodging – Staff Service Drivers

-0.1 Below 2023-24 Season

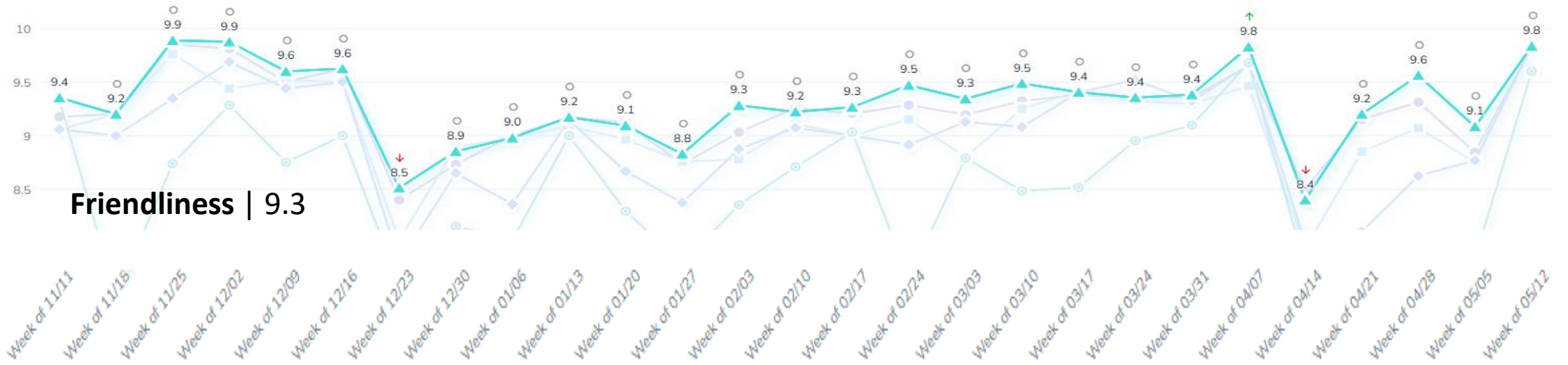


-0.1 Below 2023-24 Season



# Mammoth Lodging – Staff Service Drivers

-0.1 Below 2023-24 Season



-0.2 Below 2023-24 Season





# Mammoth Lodging – Staff Service Drivers Ranking

## Professionalism – Ranked **#6** among the 12 Alterra Lodging Resorts

#1 – Sugarbush Resort; Deer Valley Resort; #3 – Steamboat Resort; #4 – Solitude Mountain; Winter Park Resort;  
**#6 – Mammoth Mountain;** #7 – Tremblant; Stratton; #9 – Schweitzer; #10 – Palisades Tahoe; #11 – Blue Mountain;  
#12 – Snowshoe Mountain

## Knowledgeable – Ranked **#7** (tied with 1 other) among the Alterra Lodging Resorts

#1 – Sugarbush Resort; Deer Valley Resort; #3 – Steamboat Resort; #4 – Winter Park Resort; #5 – Tremblant; Solitude Mountain;  
**#7 – Mammoth Mountain;** Stratton; #9 – Schweitzer; Palisades Tahoe; #11 – Blue Mountain; #12 – Snowshoe Mountain

## Friendly – Ranked **#5** (tied with 1 other) among the Alterra Lodging Resorts

#1 – Deer Valley Resort; #2 – Sugarbush Resort; Steamboat Resort; #4 – Solitude Mountain; **#5 – Winter Park Resort;**  
**Mammoth Mountain;** #7 – Palisades Tahoe; Schweitzer; #9 – Stratton; Tremblant; #11 – Blue Mountain; #12 – Snowshoe Mountain

## Helpful – Ranked **#8** (tied with 1 other) among the Alterra Lodging Resorts

#1 – Sugarbush Resort; #2 – Deer Valley Resort; #3 – Steamboat Resort; Solitude Mountain; #5 – Winter Park Resort; #6 – Tremblant;  
#7 – Stratton; **#8 – Mammoth Mountain;** Schweitzer; #10 – Palisades Tahoe; #11 – Blue Mountain; #12 – Snowshoe Mountain

## Ability to Resolve Issues – Ranked **#8** (tied with 1 other) among Alterra Resorts

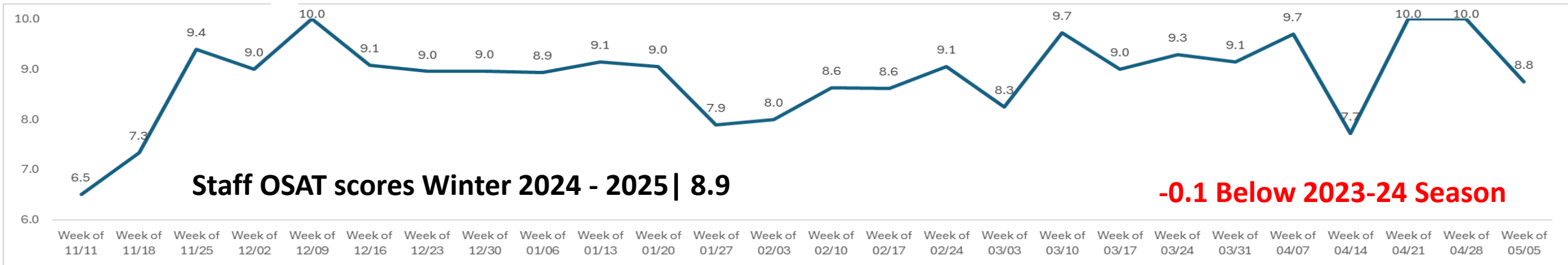
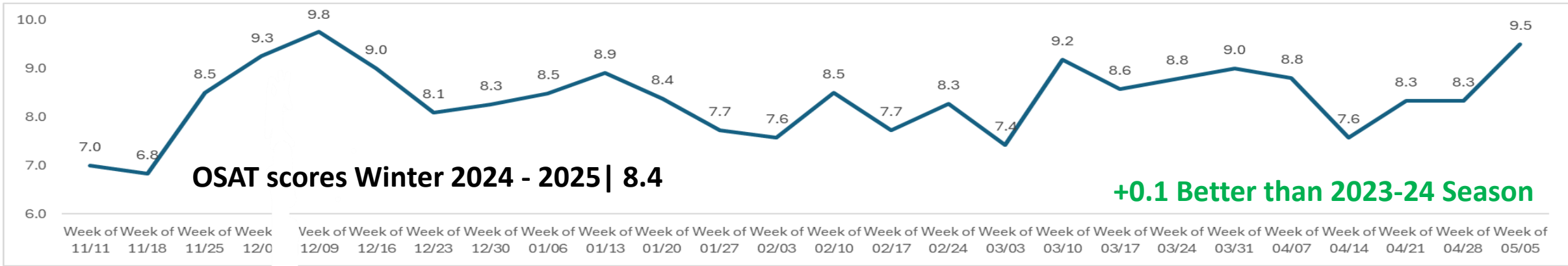
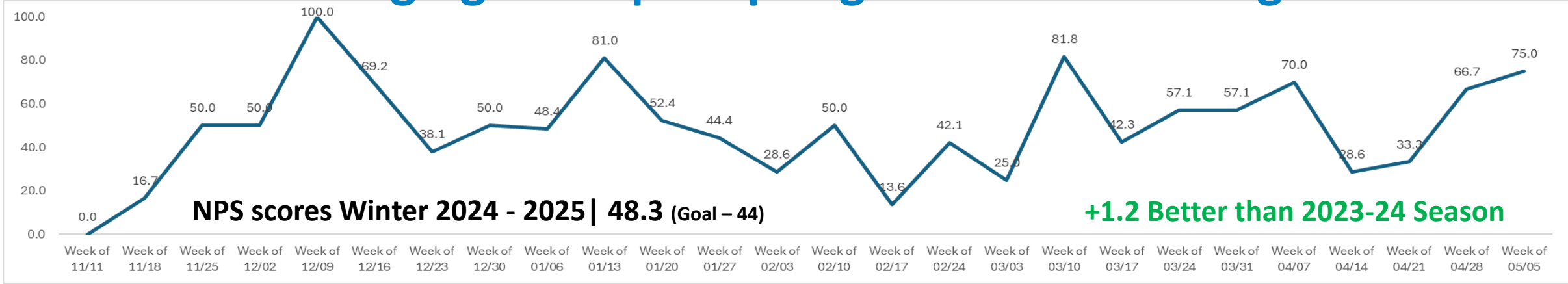
#1 – Deer Valley Resort; Solitude Mountain; #3 – Sugarbush Resort; #4 – Steamboat Resort; #5 – Winter Park Resort;  
#6 – Tremblant; **#8 – Stratton; Mammoth Mountain;** #10 – Palisades Tahoe; Schweitzer; #11 – Blue Mountain;  
#12 – Snowshoe Mountain

# Mammoth Lodging Overall – Impact Scores

## Reflection of comments made in surveys

- **Guests staying at MMSA lodging facilities reated the most negatively impactful scores overall this season**
  - **Overall NPS scores for Mammoth after staying in Mammoth Lodging facilities had an average of 19.30 vs. 61.0**
  - **All surveys received from Lodging guests scored Mammoth lower than our general guest scores**
    - 6.34% of all survey responses involved at least one comment about Lodging
    - **58.34%** or 336 of Lodging comments are negative; 48.87% or 281 are positive
    - Total comments – 575
  - **Guests have the opportunity to provide feedback on 18 different topics**
    - **This year, those topics with the most negative impact on our overall scores include room odor, cost, room condition and room noise**
    - **That with the most positive impact is for the check in and check out at each facility – guests want to create a personal relationship with the staff, but find that the start and finish experiences are better than during the rest of the visit**
  - **What are possible solutions?**
    - **Continue to practice strong advocacy for guest interactions**
    - **Pay close attention to the condition of rooms and focus on setting up guests with well-maintained rooms whenever possible**
    - **Provide more personal touches to cater to the activities each of the guests are searching to experience**

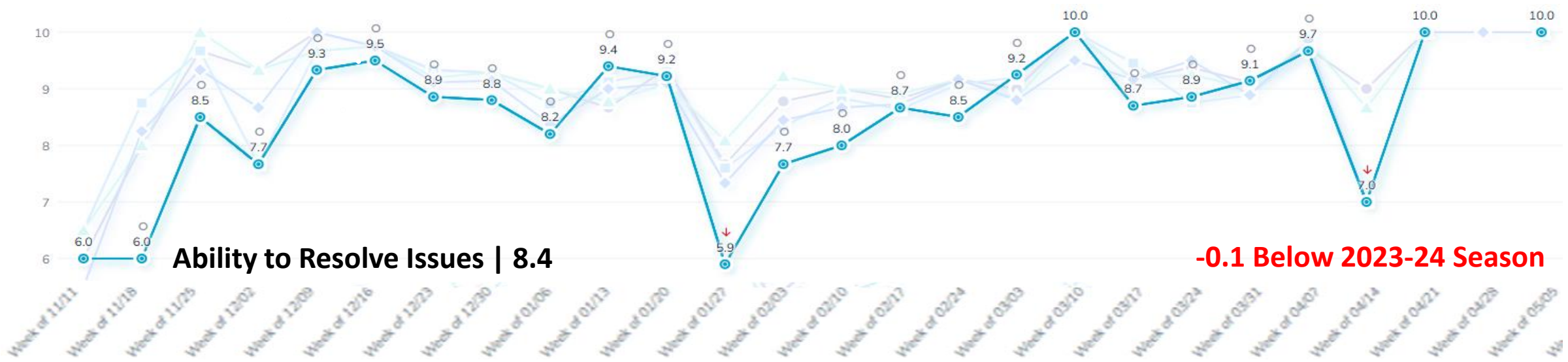
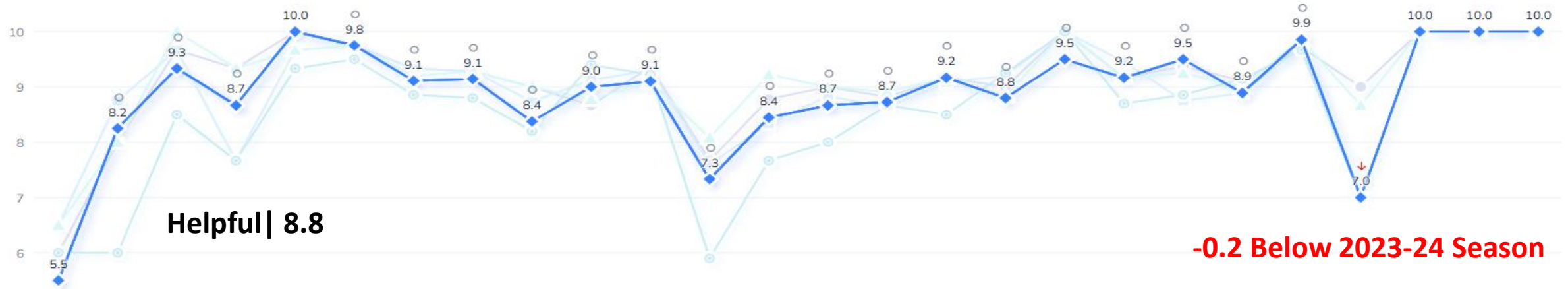
# Mammoth Lodging – Juniper Springs Resort Year Long Scores



# Mammoth Lodging – Juniper Springs Resort Year Long Scores



# Mammoth Lodging – Juniper Springs Resort Year Long Scores



# Mammoth Lodging – Juniper Springs Resort Guest Feedback

## Celebrations

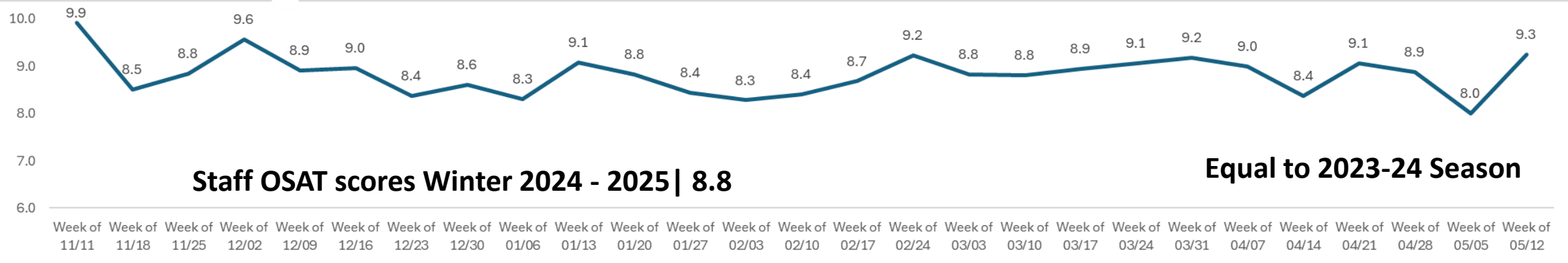
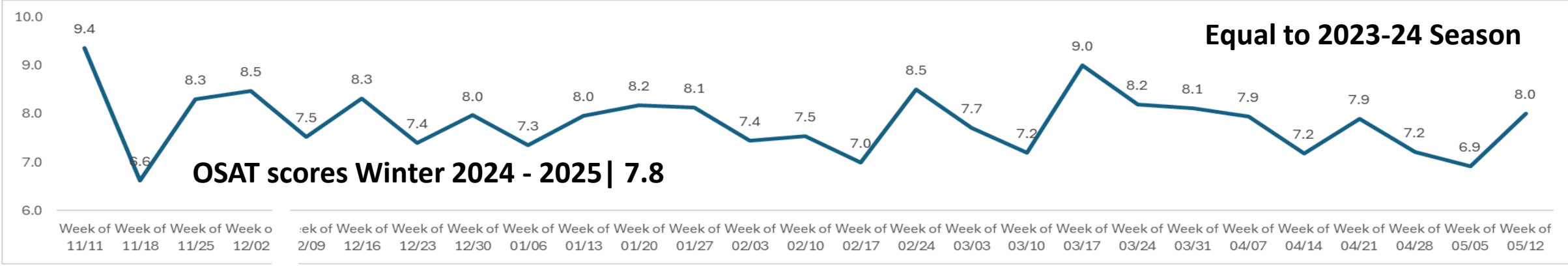
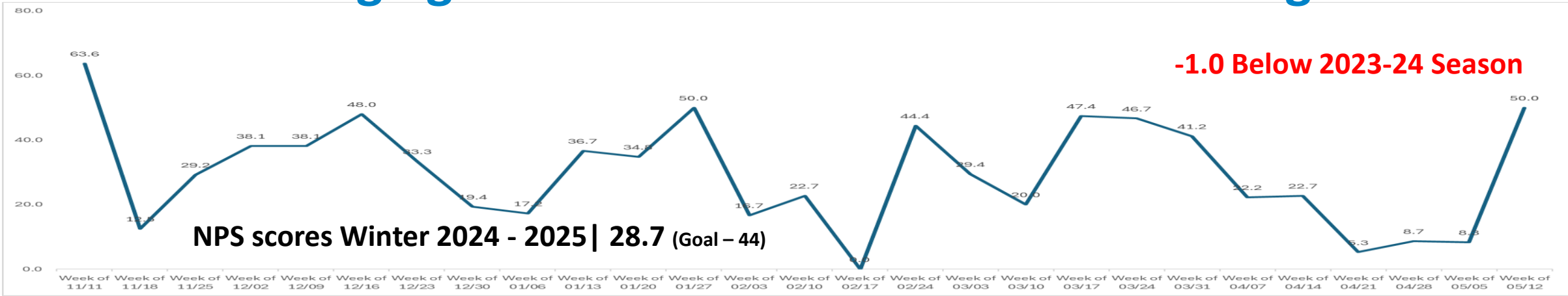
- **“The biggest reason for such a positive review is the hospitality and warmth of the staff, Lannie in particular. She is so amazing, helpful and kind.”**
- “The staff was friendly and helpful. The front desk manager drove in the snow to Dominoes because they didn’t answer their phone, and it was 9:30 and my order was well over an hour late.”
- **“Kevin at the front desk was personable and professional, and asked if we wanted housekeeping daily. We had a nice room that was quiet and clean. Housekeeping was very responsive for little things and came up quickly.”**
- “Georgia was very friendly and knowledgeable of the restaurants and helped us getting reservations.”
- “Very satisfied. Condo felt very homey. Love the big dining table. The staff is so friendly and knowledgeable!”
- “Danny Kaufman was extremely friendly and helpful.”
- “We've been coming here for over a decade and love this ski-in-out resort. We've already been recommending it to many family and friends; if there was a referral program we'd have lots of rewards.”
- “Staff very supportive. Came to our aid when requested. Very helpful.”
- “The front desk was so nice and welcoming. They made sure we knew where everything was and how to navigate the property. The cleaning staff was respectful and kind.”

## Pinch Points or Considerations

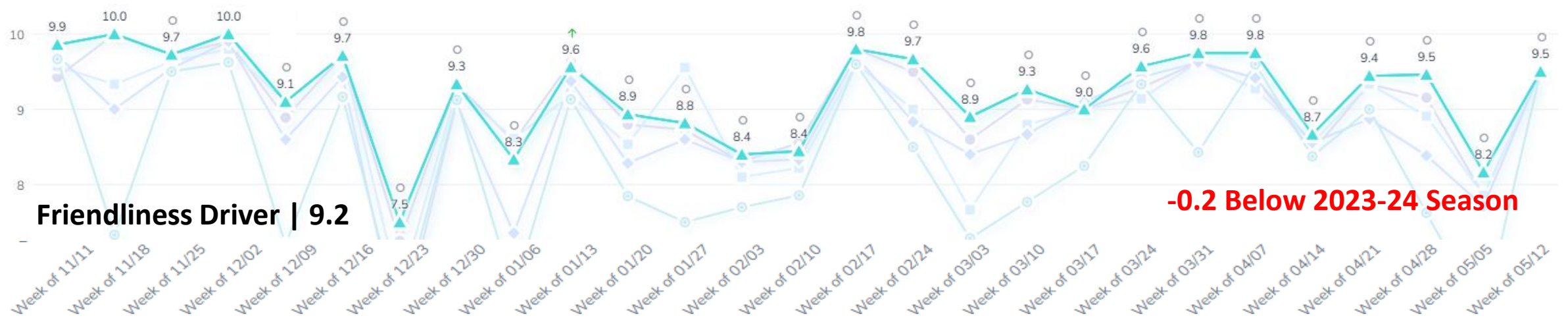
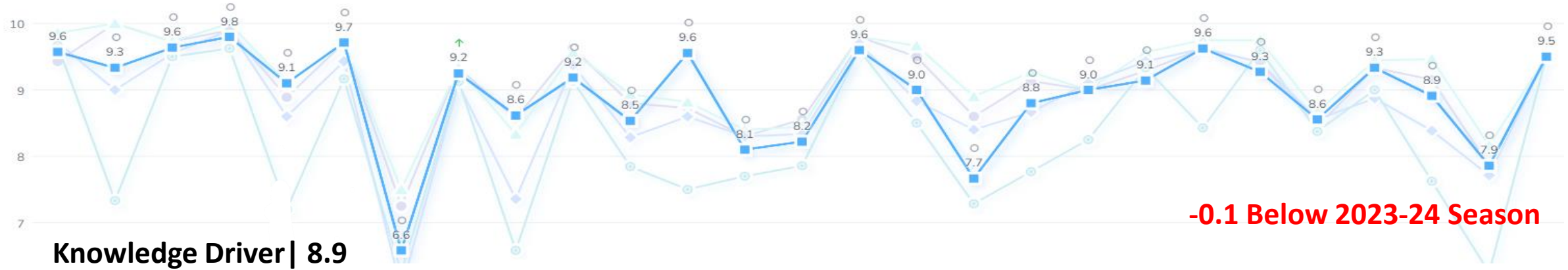
- “Daily Grind is noted as not being open when advertised.”
- “We did not know we could use AAA for a discount, that should be an option to select at booking. When we inquired at check in, they said we would need to call the 800 # which we tried before arrival and there was a 1 hour, 11-minute wait time so we hung up.”
- “Only recommendation is to allow shared card key access with sunstone and juniper springs during the day. I have a two-year-old and it was difficult to access the coffee shop and transportation.”
- “First off is the pull-out bed. That mattress was dead years ago. 2nd. The smell in the room on check in night was very bad. Something dead on or near the patio area. The water pressure on the shower was very lacking. For the rate charged, I expected you to have more for guest.”
- **“Coffee shop has the only food on the premises. After a 6-hour drive, we went into get something to eat and was told that they were closing. It was 6:50pm, we were told they were closing at 8pm but decided to close now. Interesting that your staff can just close down whenever they want. We were told that the shuttle is not available on Tues and Wed because you only have 1 driver and that is his days off.”**

# Mammoth Lodging – Mammoth Mountain Inn Year Long Scores

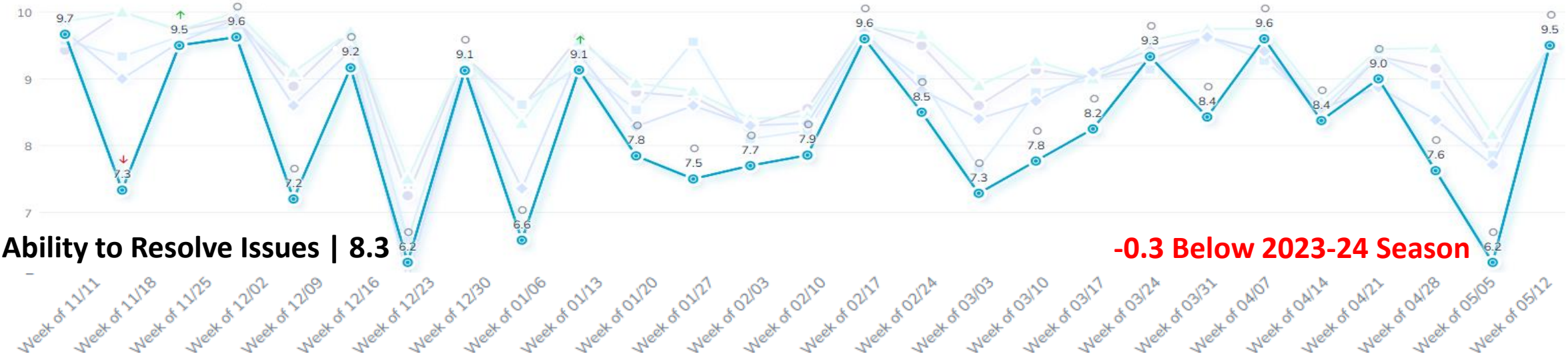
WINTER 2024/2025



# Mammoth Lodging – Mammoth Mountain Inn Year Long Scores



# Mammoth Lodging – Mammoth Mountain Inn Year Long Scores



# Mammoth Lodging – Mammoth Mountain Inn Guest Feedback

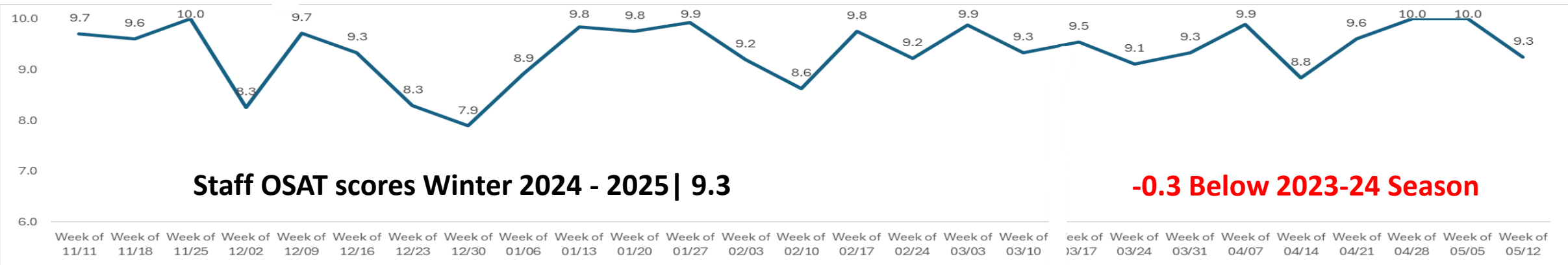
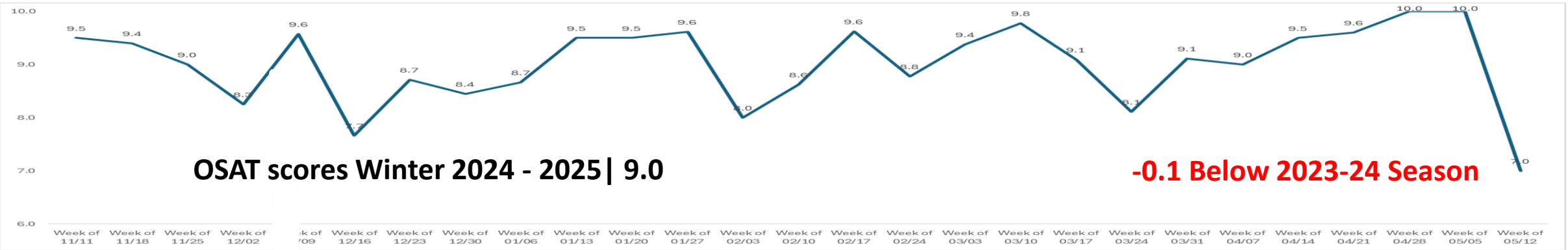
## Celebrations

- **"It was Tatihana Martinez (front desk shift manager) who later "Saved the Day" with her friendly, professional approach while patiently listening to the customer's situation."**
- "Keep up the good work, I appreciate the hard work of the staff."
- "Wonderful STAFF! Great view from room of the mountain! SERVICE from rental, front desk, all employees! Safe & secure feeling!"
- **"Staff members, Victoria Serre, Brian Murry, Weston Mc Carty, and Mike (G.M.) give "family style" customer service."**
- "The convenience of the location was great. I loved being able to take care of rentals, redeeming tickets and getting to lifts within walking distance."
- "The hotel had great amenities, my favorite was the shuttle- John was fantastic! Rooms were clean and spacious. We had a loft room."
- "When we checked in we were assisted by Kendra, who was extremely helpful and friendly. She was able to make some changes to the number of beds in our (Loft) room which made for a comfortable stay for the three of us."
- "Although a somewhat older property, I love the location, the staff are great, and the INN reminds me of vintage Mammoth."

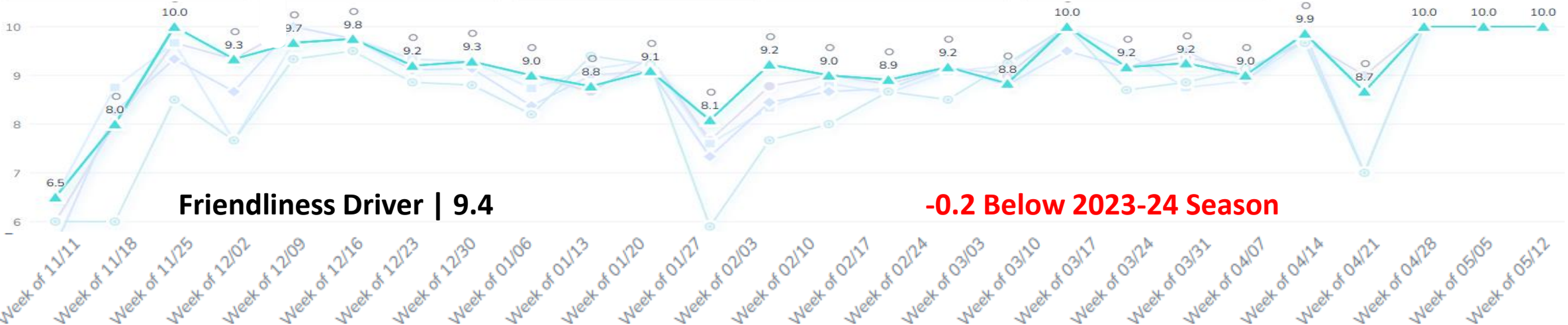
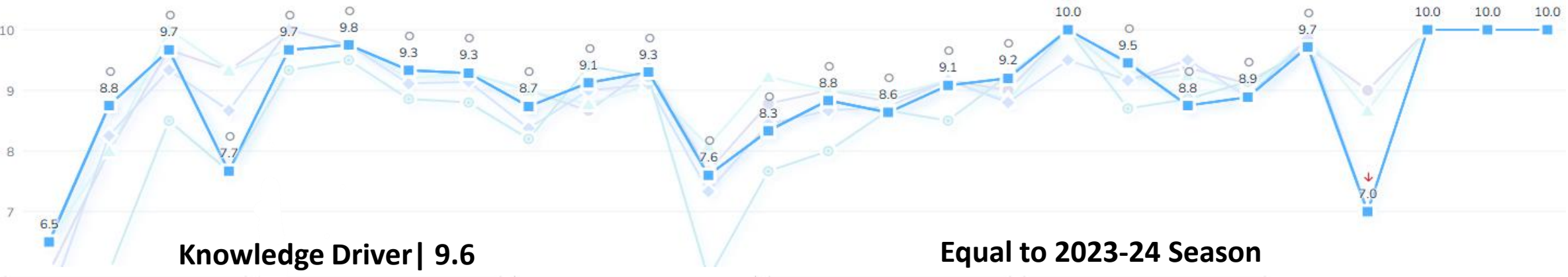
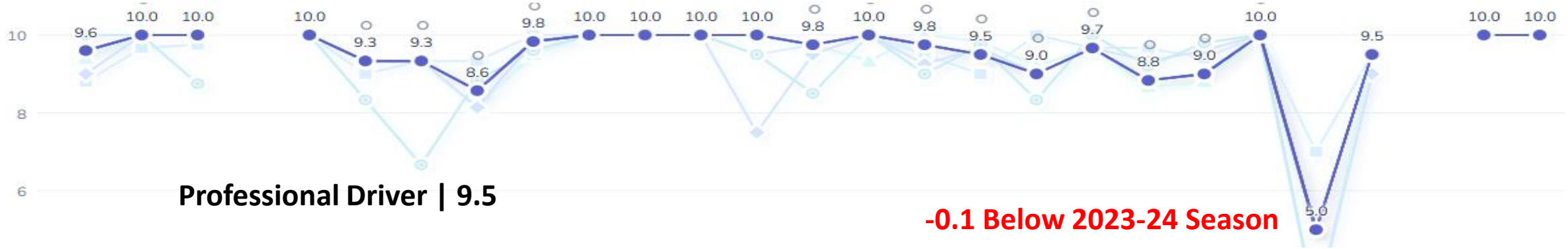
## Pinch Points or Considerations

- "We had to struggle to find parking the night we arrived. I also felt like I was bothering the staff when we arrived. No ski lockers so we had to haul our gear, and the elevator was a little finicky and hard to fit into with it all."
- "We had a last-minute reservation, and we're put in the west wing with the pool and spa. The pool and spa area was great after a long day of skiing we had a few small issues with our room very tight accommodations on the third floor and very hot even with the heat off not sure if this is a problem in all the rooms but in our room, they had a box fan, so it must've been a known issue. The bathroom light and fan are on the same switch and our fan sounded like a plane taking off. "
- "The room has a bit dated, didn't have a microwave that we requested, was out of body wash and shampoo and the humidifier we were given was broken."
- "Dirty carpets, that stink like a toilet. The carpet in the hall outside my room was badly stained with what appeared to be feces."
- "Major upgrades are needed to the property. Paint is peeling everywhere; the room heater is ineffective. Clearly, no money has been spent here for years. The place is shabby. Mammoth deserves to do better for its marquee property at the Main Lodge."

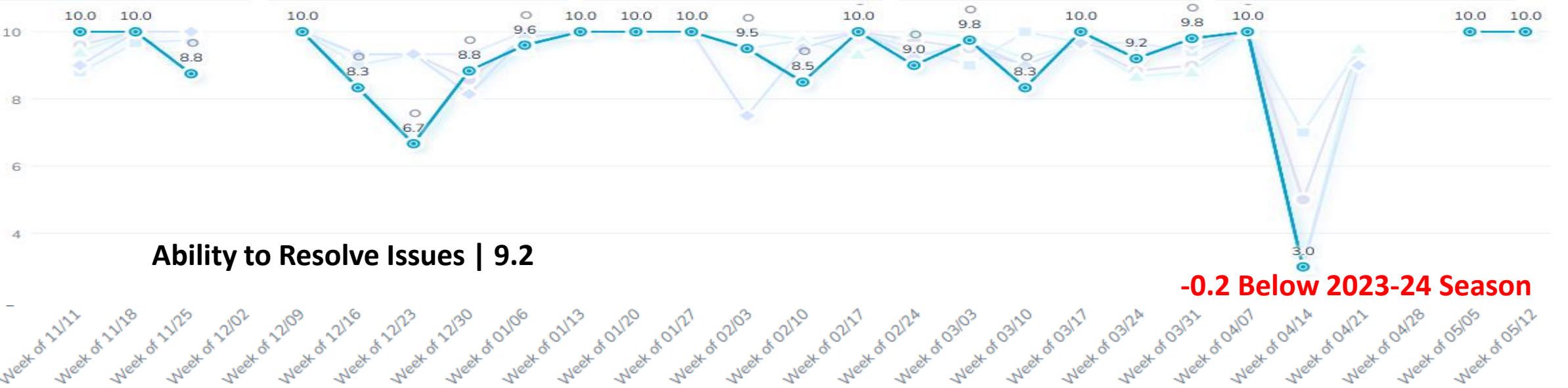
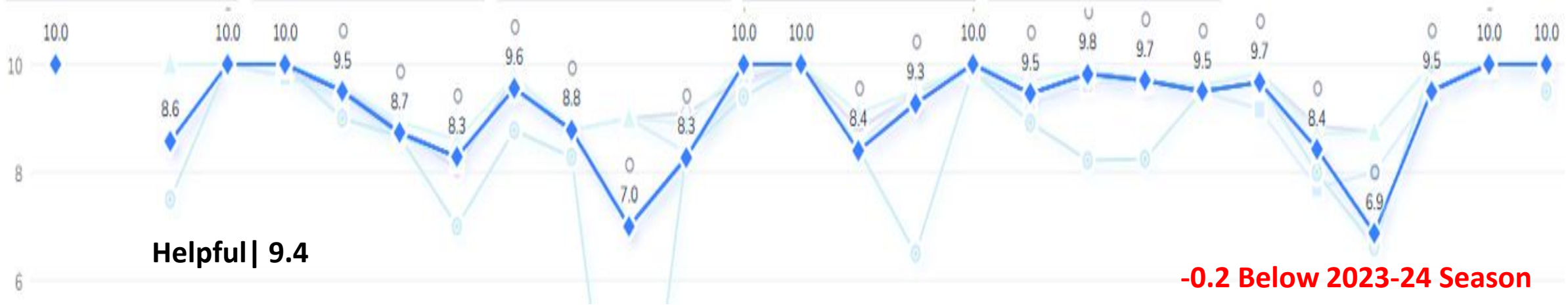
# Mammoth Lodging – Tamarack Lodge Year Long Scores



# Mammoth Lodging – Tamarack Lodge Year Long Scores



# Mammoth Lodging – Tamarack Lodge Year Long Scores



# Mammoth Lodging – Tamarack Lodge Guest Feedback

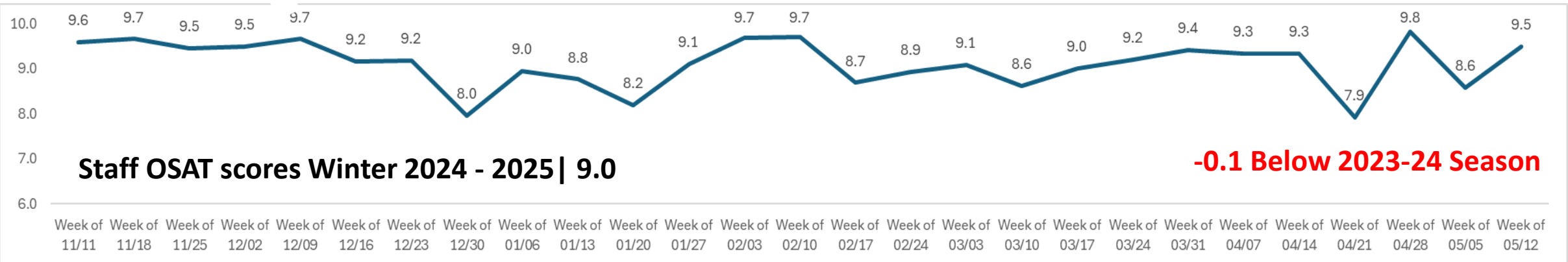
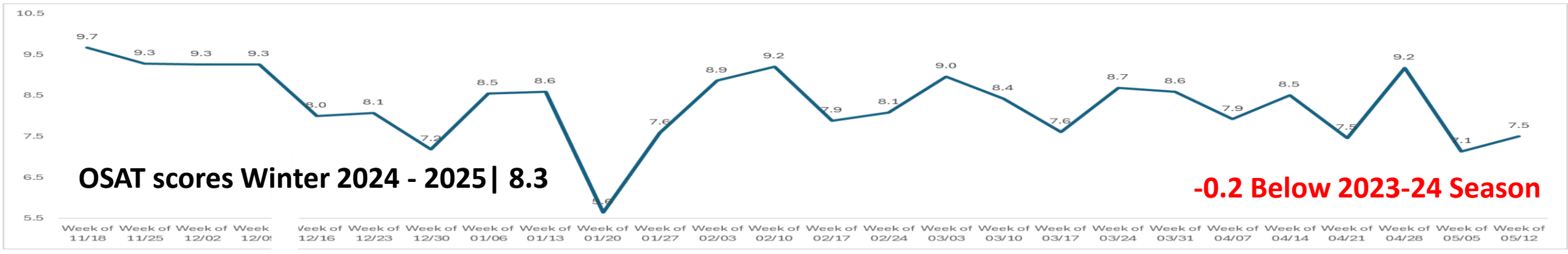
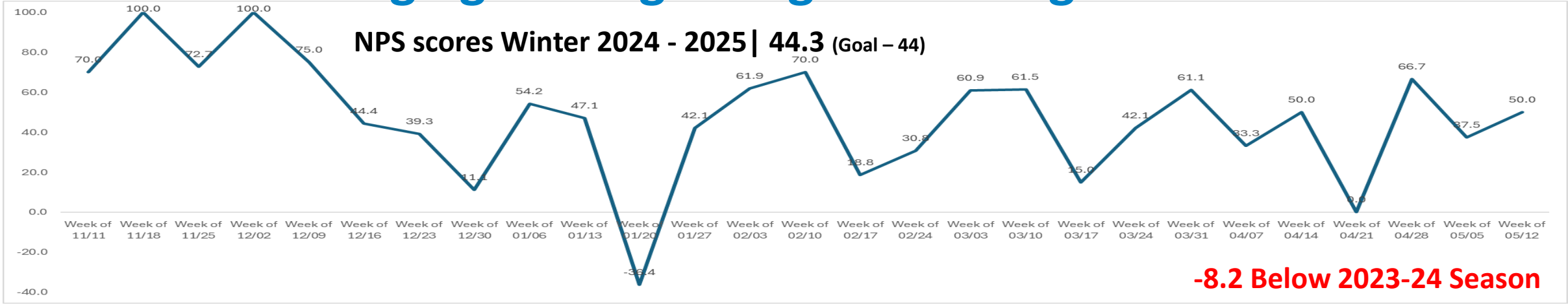
## Celebrations

- “Brain and Michael are always stellar and give top-notch service. And this time, we checked in with a man named Bruce, who was absolutely lovely! After a long drive, it is so nice to be greeted by someone with warmth and a sense of humor.”
- "Excellent ambiance, great scenery, great staff. Enjoyed the healthy breakfast and room very cozy."
- "Complimentary upgraded cabin. Perfect weekend with my boys for mother's day! SO SPECIAL! We will never forget the hospitality we were shown this fabulous weekend!"
- "All of the staff are friendly and welcoming. The setting is absolutely spectacular with views of the mountains and lake. The cabin was well maintained, and the fireplace was nice and cozy. We love this place!"
- "Our family loves the history and the laid-back environment of Tamarack Lodge. It's our favorite dog friendly stay in Mammoth Lakes."
- "Everyone I dealt with was pleasant and helpful. I had called a few days before with questions, and the front desk staff was helpful before I was even a guest. Personally, I loved the included breakfast in the lodge. I appreciated options like oatmilk being available-- great for dairy-free/vegan eating. In contrast, my friend found it lacking for carnivores. There were hard boiled eggs, but he longed for bacon and sausage."

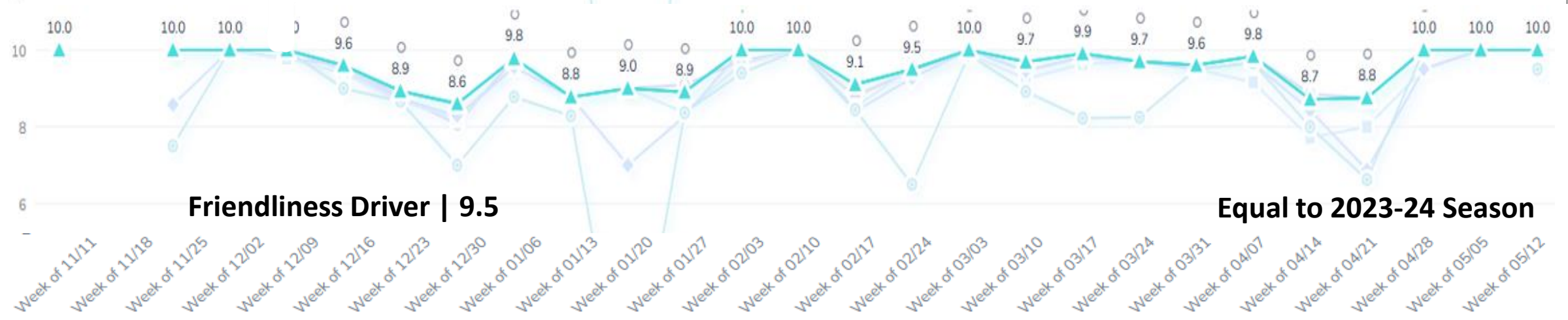
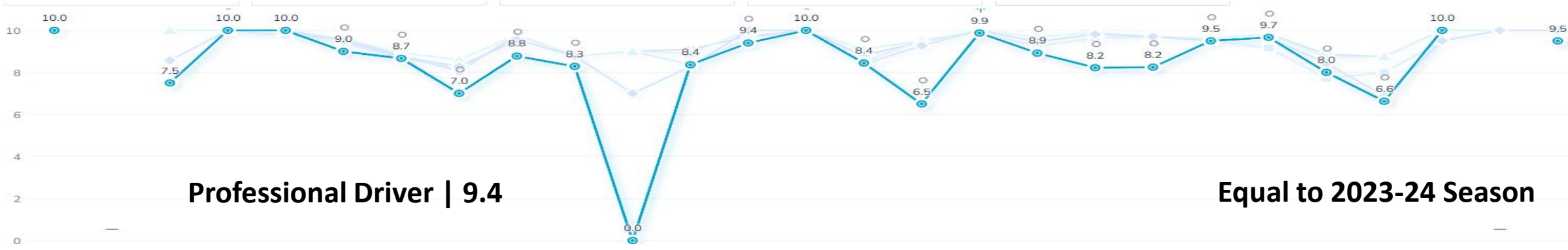
## Pinch Points or Considerations

- “It would be nice if we could drop it in a box next time so no one else can take it. I wouldn't want to have to pay for the keys in the case that someone else stole it.”
- “My husband suggested the Lodge stencil “Property of Tamarack Lodge on the luggage sleds. Please return.” in giant letters and or supply one for each cabin with a lock that could be Attached on the porch.”
- "The living room has a really bad odor coming from the couches and heating furnace. It definitely could use a deep clean. Rest room shower curtain needs fixing. Front door need a weather strip lots of cold air coming in and rodent entry potential. Under the kitchen sink is gross. We stayed 5 nights and didn't know where to through trash."
- "The overall price of our stay was just a big pill to swallow. the extra tax on top of the original set price, as well as two very large lounge bills. We really did have a wonderful stay but will hang onto those memories because for 3 nights at a total of around 4k it's just a bit too much of a gouge our family."
- "There was a small mouse in our room (room 11), which gave us a little shock. It was crawling into our luggage, and we saw it crawl into a hole, next to the electrical conduit for the heater. I think it would be nice if that was plugged up."

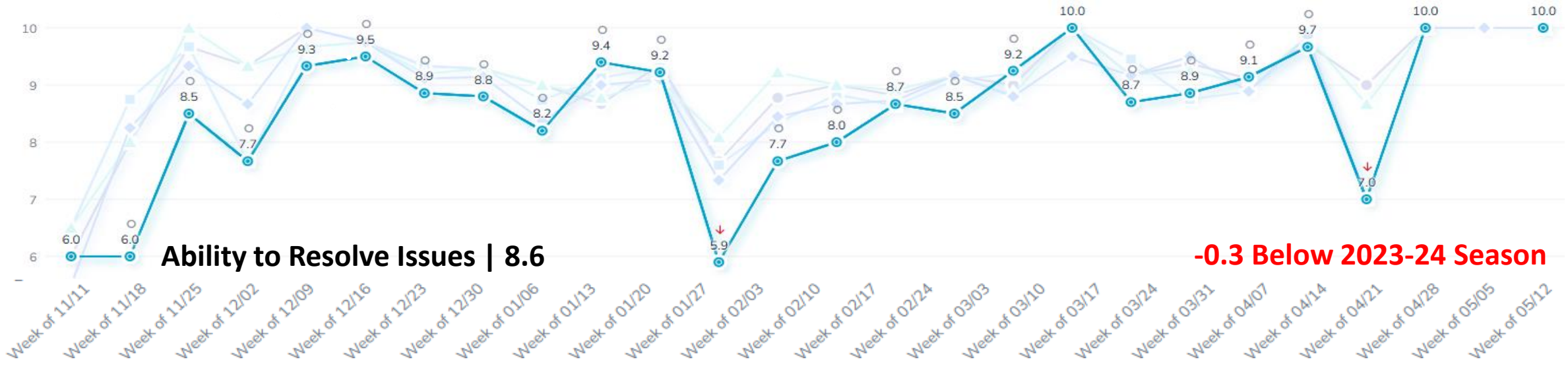
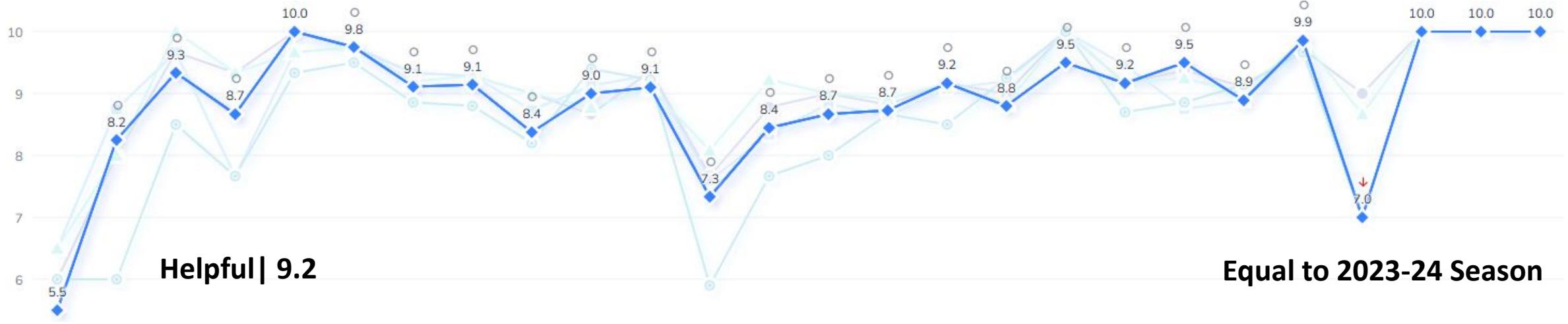
# Mammoth Lodging – Village Lodge Year Long Scores



# Mammoth Lodging – Village Lodge Year Long Scores



# Mammoth Lodging – Village Lodge Year Long Scores



# Mammoth Lodging – The Village Lodge Guest Feedback

## Celebrations

- **“Mandy Hernandez, Front Office Mgr, was very helpful with logistics for our stay during the snowstorm. She was so thoughtful.”**
- "We had a very relaxing time, our only interaction with your staff was at check in and I forget the young ladies name, but she was so amazing!"
- "If you're looking for a place that puts you in the heart of it all, The Village Lodge is hard to beat. One of the best perks is the unbeatable convenience—you're literally right on top of shops, restaurants, and cafes."
- "The customer service experience was welcoming and responsive."
- "Staff always SUPER helpful and friendly, and informative. They make us feel like they want to help and that we are welcomed!"
- "The staff always helped my kids with their wild requests with a smile. They were so kind even when my kids were too excited."
- **"The front desk staff checking us in was amazing. Very informative but quick and the bellman was also professional, enjoyable to talk to on the elevator ride. Within the first 10 minutes of arriving my husband and I were extremely impressed. Well done on your commitment to customer service."**

## Pinch Points or Considerations

- "Please have plungers in bathrooms! 😊"
- "The ceiling fan in one of the bedrooms did not work and some of the light bulbs were burnt out and did not work."
- "The coffee packets ( puck) were absolutely useless. It was colored water."
- "I have stayed at these properties many times in the past and never had any issues. This time around the room was EXTREMELY dirty, old baby bottles left in the room, old food (pepperonis probably from old pizza), and random trash were left all over the place."
- "I called and cancelled my reservation TWICE. And they are still hassling me about a no call no show. I asked for a lodge credit for a future vacation for my family and I have yet to hear from anyone."
- "The hot tubs are never hot enough. Guests are consistently disappointed when they get in. They stay because they've made the effort and put on their swimsuits and robes."
- "Our first room had a bed so saggy that we basically didn't sleep the first night. I ended up on the couch but there weren't any extra blankets in the room so had to use a towel. We were so tired and achy from the awful bed that our next day riding was cut short. The staff were helpful the next day and moved us to a room with better mattresses. But the room was so hot we woke up a lot for the next couple of nights."