



Without a Trace

Mammoth Lakes Tourism Partner Toolkit

ABOUT THE CAMPAIGN

In Mammoth Lakes, it's easy to feel a deep connection to the land. The Without a Trace in-market stewardship campaign taps into that emotion to inspire more mindful, respectful behavior, encouraging everyone to tread lightly and protect this place for future generations. Using striking visuals of people blending into the landscape, the message is clear: the best way to experience Mammoth Lakes is to leave no trace at all.

This is a strategic in-market campaign, directly served to individuals who are actively planning or have already booked a vacation to Mammoth Lakes. By leveraging targeted paid advertising, the campaign reaches these travelers with tailored stewardship messaging both before their arrival and once they are in destination, ensuring the message resonates at the most impactful moments of the travel journey.

HOW TO SUPPORT AS A PARTNER

As a partner, you can support the Without a Trace campaign by sharing visuals on social media and by displaying digital posters on screens in high traffic areas. Below, you'll find tools, including social media copy and visual assets, to help share the message.

SOCIAL MEDIA CONTENT

Hiking Post Copy (pair with hiking image)

Option 1: Mammoth Lakes isn't here to be changed, it's here to be felt.

Walk gently, leave no trace, and help protect the magic of this unreal place.

Option 2: With over 1.7 million visitors yearly, we all need to do our part to keep Mammoth Lakes beautiful. Stay on the trail, pick up after yourself and your pets, use public transportation when possible, and do everything you can to leave no trace.

Paddling Post Copy (pair with kayaking image)

Option 1: Paddle through Mammoth Lakes, not over it.

Move gently, leave no trace, and help protect what makes this place truly unreal.

Option 2: With over 1.7 million visitors to Mammoth Lakes each year, it's more important than ever to take care of this incredible place. Pack out what you pack in, treat others with kindness, and always leave no trace.

Posting Instructions

- **Tag Visit Mammoth** | Instagram: [@VisitMammoth](#) Facebook: [Visit Mammoth](#)
- **Include the link below.** For Instagram, include it in the link in bio and add this copy into the post caption, "For more info, visit our link in bio." For Facebook, include the direct link within your caption.
 - <https://www.visitmammoth.com/sustainability/>
- **Add Hashtags:** #VisitMammoth #TheRealUnreal #KeepMammothUnreal

CONTENT LIBRARY

- [Social Media Images](#)
- [Digital Posters](#)