

California's extended snow season amplified through earned media

Published 15 days ago by  [Kristen Bonilla](#)

This year's epic California snow season officially ended on Aug. 6, Mammoth Mountain's last day of operation for the 2016-17 season. Squaw Valley - Alpine Meadows closed July 15, the latest it has ever stayed open.

To celebrate this unbelievable record-breaking year, Visit California's earned media team partnered with JetBlue on a "Skis Fly Free" promotion for flights into Reno/Tahoe (RNO) from New York City (JFK) and Long Beach (LGB).

Through this partnership, Visit California hosted influencer Sam Horine on a Fourth of July ski trip. He flew in from New York City and spent five days in California's High Sierra, visiting Squaw Valley - Alpine Meadows and Mammoth Mountain. His posts had a potential reach of 525,818 and more than 7.3 million impressions.



 **samhorine**
Mammoth Mountain L... [Follow](#)

samhorine Last light reflecting off of Mammoth // Been a great couple of days exploring California & hitting the slopes 🏔️ def already looking forward to coming back in the fall - thanks to @visitcalifornia & @jetblue for sponsoring the trip & hiring me to come out & shoot some photos - up next we're heading south to Death Valley 🌵🔥 #visitcalifornia

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domottaz 🍷🍷🍷

jack_callahan 🍷

nevcan_g Wow! 😍

mommiehoney That is one sick shot! Whoa

omjsk Love it!!

ienna_stern Crazy how much snow there



6,002 likes

JULY 5

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 **visitcalifornia**
Squaw Valley, Lak... [Following](#)

visitcalifornia Enjoy the bloom while skiing @squawalpine this 4th of July. What are your holiday plans tomorrow? Photo: @samhorine

#VisitCalifornia

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scootacity 🍷🍷🍷

alyfromuk2us Classic block party.

Irbeeson No, I have lots to explore for sure

thealexandrak So beautiful!

ceusarmy Beautiful

visitcalifornia @Irbeeson It's such a gorgeous sight, isn't it?

visitcalifornia @mikeamccormick Yay! What did you like most about it?



4,445 likes

JULY 3

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Olympic gold medal skier Jonny Moseley appeared on KABC in Los Angeles to help spread the word that Mammoth Mountain and his home mountain, Squaw Valley - Alpine Meadows, would be open for the Fourth of July weekend — and beyond! This one-minute segment reached an estimated audience of 53,557 with estimated publicity value of \$6,998.

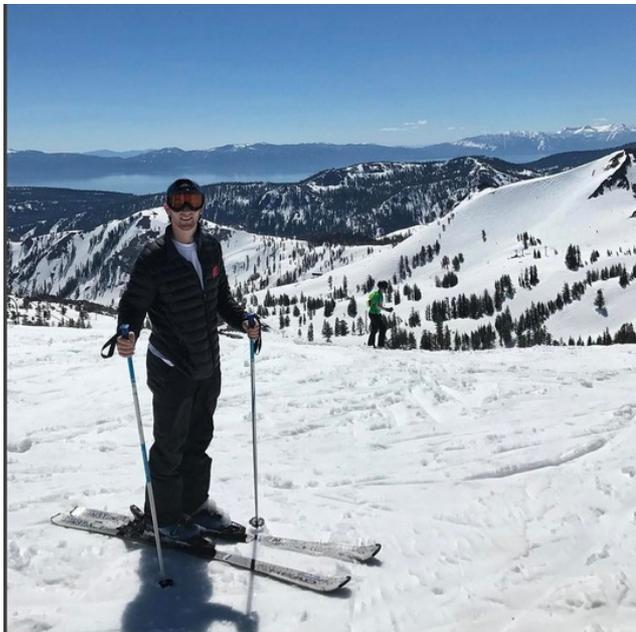
Promotion of the long season began back in May when Visit California successfully pitched Freeskier Magazine on Fourth of July skiing in California, securing an [online feature](#), social coverage to their 280,000 Instagram followers and nearly 300,000 Facebook fans, and the lead story in their e-newsletter. Coverage also appeared in Snowboard Magazine [online](#) and social channels. More recently, coverage appeared in [Men's Journal](#) at the end of June and featured Fourth of July skiing.





Cancel Fourth of July plans; you're going skiing in California

Also in May, Visit California hosted digital influencer Drew Binsky on a road trip through Mammoth Lakes, Yosemite and Tahoe. His posts showcased the enormous amounts of snow still in the High Sierra, with a potential reach of nearly 500k and more than 4 million total impressions. Binsky also did a takeover of Visit California's Instagram, generating more than 1.8 million impressions.



 **drewbinsky**
Squaw Valley, Lak... Following

drewbinsky I still can't believe I'm skiing in May!! 🤯 They got record snowfall in #Tahoe this season, and the slopes will stay open until July 4th or later! This is by far the most beautiful place I've ever skied (can you see Lake Tahoe in the distance behind me?) -- it's no wonder the 1960 Winter Olympics were held here. Thank you @tahoenorth and @squawalpine for having me! ••••• #MySquawAlpine #FindYourZone #TahoeNorth #VisitCalifornia @visitcalifornia

doubleshazen Just pm'd you with suggestions for Tahoe! Enjoy!!!
yurisch you could've told me you were in the Austrian Alps I would've believed you... #California truly has it all! Love it drewbinsky @doubleshazen thank you!!

 
1,311 likes
MAY 4

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 **drewbinsky**
Mammoth Lakes, ... Following

drewbinsky Another incredible day in Mammoth Lakes, California! Went fly fishing this morning, then took the gondola ride up to the peak of Mammoth Mountain (11,053 ft.), and finally stopped at some breathtaking lakes on the 4 hour drive to North #Tahoe. I am stunned by how much snow is still here in May 🤯 You have to add Mammoth Lakes to your bucket list! •••••

@visitcalifornia @visitmammoth #NoSmallAdventure #VisitMammoth #VisitCalifornia #sponsored
visitmammoth Great having you in town! Let's get you back here for the summer!
trevlockrasta Welcome back to Cali @drewbinsky! You're truly an inspiration brotha keep living the dream

 
1,106 likes
MAY 3

Add a comment... ...

This year's incredible California snow season drew national and global attention, inspiring people everywhere to visit the Golden State to "Catch the Winter Wave" throughout the summer.

tags : media, PR, snow, influencer, alpine, squaw

