

# Authentic & creative brand with a feature-rich website for a Mammoth California resort

## OBJECTIVE

Sierra Meadows Ranch needed a refreshed brand to highlight its unique cabin lodging, horse boarding, and event spaces in Mammoth Lakes, California.

## SOLUTION

UpShift revamped the brand to appeal to LA and San Francisco travelers while maintaining its authentic ranch identity. We developed a feature-rich website that increased bookings by 40%, raised cabin rates, and nearly sold out rentals year-round. The brand refresh also boosted multi-cabin group event bookings, helping eliminate previous "dead months."

## RESULTS



