Locale-Aware Experience: How We Boosted International Conversions at Timber Mountain

A data-driven approach to understanding and serving our growing international audience

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The Challenge: One-Size-Fits-All Doesn't Fit Everyone

Current Situation

Timber Mountain welcomes ~4M guests annually, with a fast-growing share of international tourists drawn by California's national-park loop and the Bay Area tech corridor.

Key Issues Identified:

- Homepage shows USD pricing, US-specific policies, English-only copy
- International visitors bounce 18% more often
- 35% lower conversion rate for international guests

"I'm not sure your park even sells tickets to UK residents"

— UK mom, January 2024 Customer Interview

Our Hypothesis: Personalization Drives Conversion

If we localize content for non-US visitors...

Adapt copy, imagery, and currency based on visitor locale

International visitors will feel "seen"

Creating a more welcoming first impression

Purchase conversion will increase

Target: ≥5% lift in ticket purchases

Made with GAMMA

Test Design: Creating a Localized Experience

Control Experience

- Standard global homepage
- Hero image: log-flume riders
- Pricing displayed in USD only
- "Plan Your Visit" CTA

Treatment Experience

- Locale-personalized homepage
- Region-specific hero images (e.g., UK family)
- Local currency (e.g., £54.99 GBP)
- Localized date formats (DD/MM/YY)
- "Book Your Adventure" CTA
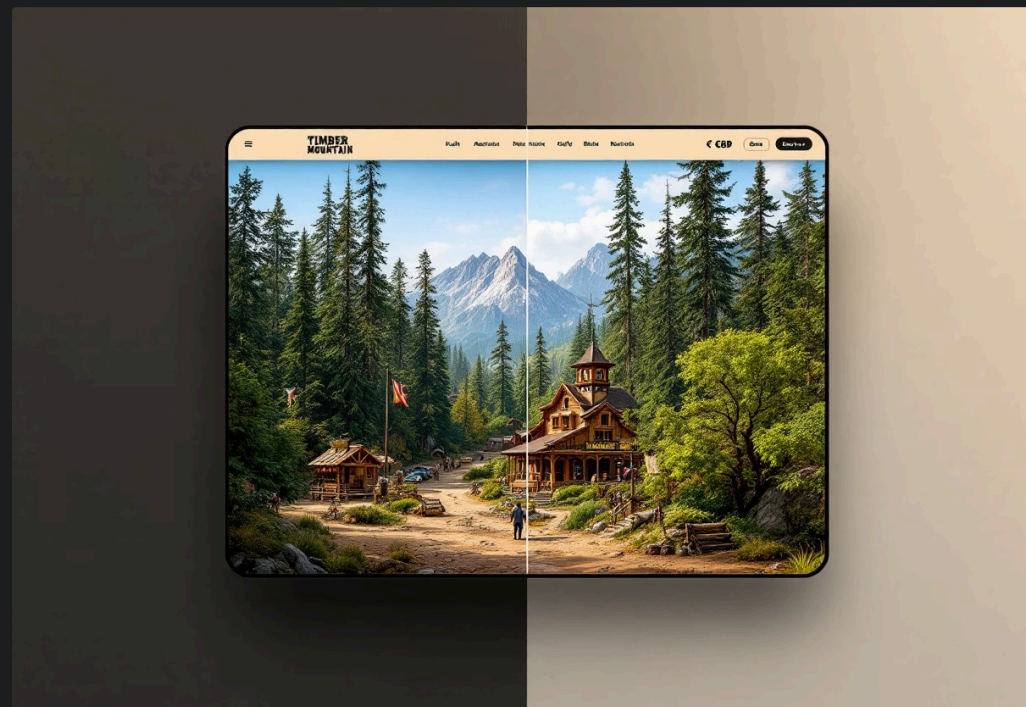
Implementation used Accept-Language + MaxMind GeoIP with a 250ms timeout fallback to control (affecting only 0.3% of traffic)

# Test Methodology: Rigorous, Controlled Evaluation

1 **Test Parameters**

- Countries: US & Canada (Domestic) vs. Rest-of-World (International)
- Duration: July 8-28, 2024 (3 full weekends)
- Split: 50/50 random assignment at session start
- Statistical power: 95% for medium effect size

2 **Measurement Framework**

- Primary KPI: Ticket-purchase conversion (same-session)
- Secondary KPIs: Homepage bounce rate, Add-to-Cart actions, Trip-Planner engagement
- Analysis: Two-tailed z-test on proportions ($\alpha = 0.05$)

Results: Meaningful Improvement for International Visitors

Legend: Control, Treatment, Lift

Categories: International, Domestic, Total
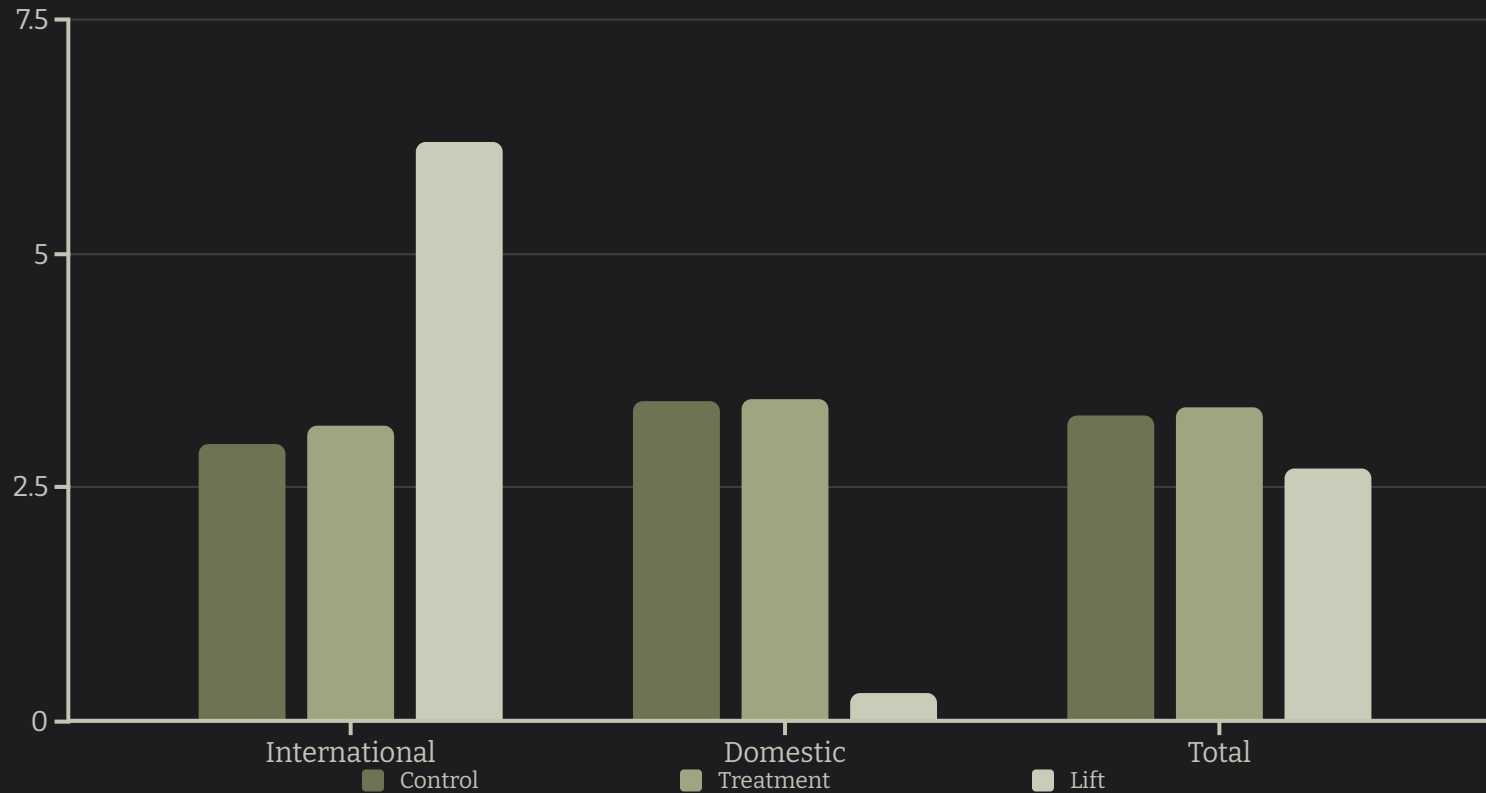
1 Key Success Factors

- Local currency display reduced "price-translation" friction (41% fewer FAQ: currency clicks)

- Regionally-relevant hero images increased scroll depth by 12% for international users

- No performance penalty: personalization JSON ≤ 9kB with no impact on 95th percentile FCP

Business Impact: Clear Win for User Experience and Revenue

+6.2%
Int'l Conversion Lift
Statistically significant improvement (p=0.018)

+10K
Annual Tickets
Projected incremental ticket sales

$720K
Revenue Impact
Annualized revenue increase

Why This Matters:

- Significant lift among our previously underperforming audience segment
- No regression for domestic traffic or page performance
- Maintains experience consistency while improving personalization