

RDMO SOCIAL MEDIA PAGES

Related Tactics	FY 2011/2012		FY 2013/2014				Notes	Directional Baseline	
	Previous Results	Mid-Year Check-in Results Result	% of Goal	Final Results Result	% of Goal	End of the Year Goal Goal			% change vs. FY 2011/2012
FACEBOOK* Fans	20,134		---		---	+10% results FY12-13	---	FY 2010/11 = 10,508 + FY 2011/12 = 9,626 +Accumulated totals since tracking = 20,134	No standard: though FB Newsfeed favors pages with more fans
TWITTER Followers	910		---		---	+10% results FY12-13	---	FY 2010/11 = 584 + FY 2011/12 = 326 +Accumulated totals since tracking = 910	No standard (use baseline from previous yr's metrics)
YOUTUBE** Video Views	3,158		---		---	+10% results FY12-13	---	FY 2010/11 = 563 + FY 2011/12 = 2,595 +Accumulated totals since tracking = 3,158	No standard (use baseline from previous yr's metrics)

Note: Add additional Social Media sites used (if related to your RCMP plan)
 * Source: measure on Facebook Insights
 ** Source: measure on YouTube Analytics

Domestic PR

Related Tactics	FY 2011/2012		FY 2013/2014				Notes	Directional Baseline	
	Previous Results	Mid-Year Check-in Results Result	% of Goal	Final Results Result	% of Goal	End of the Year Goal Goal			% change vs. FY 2011/2012
*US Circ of Placements - Print	9.5		0.0%		0.0%	22	131.6%	Results are in millions (goal for FY12-13 Baseln)	No standard (use baseline from previous yr's metrics)
*US Circ of Placements - Online	238.2		0.0%		0.0%	64	-73.1%		
Earned Media	\$2,000,000		0.0%		0.0%	\$2,500,000	25.0%	Results are in millions (goal for FY12-13 Baseln)	
US Domestic Media FAM's	13		0.0%		0.0%	12	-7.7%		
# Stories Direct Result	9		0.0%		0.0%	6	-33.3%		
GROUP & EVENT MARKETING # of FAM trips	3		0.0%		0.0%	3	0.0%		
Qualified Leads Generated	42		0.0%		0.0%	50	19.0%		
RFP's Generated	5		0.0%		0.0%	5	0.0%		
# of In-Market Events	N/A		0.0%		0.0%	1	---		
Qualified Leads Generated	N/A		0.0%		0.0%	30	---		
RFP's Generated	N/A		0.0%		0.0%	5	---		

RDMO WEBSITE*

Related Tactics	FY 2011/2012		FY 2013/2014				Notes	Directional Baseline	
	Previous Results	Mid-Year Check-in Results Result	% of Goal	Final Results Result	% of Goal	End of the Year Goal Goal			% change vs. FY 2011/2012
Unique Visitors	88,970		---		---	+10% results FY12-13	---	No standard (use baseline from previous yr's metrics)	
Average Page Views/visit	4.1		0.0%		0.0%	3.8	-7.3%	3.8 (industry baseline per MARK)	
Time on Site	3:22		0.0%		0.0%	3:33	5.4%	3.33 (industry baseline per MARK)	
Bounce Rate	52.0%		0.0%		0.0%	57.2%	10.0%	57.2% (based on Travel Oregon FY'10/11 bounce)	

* Source: measure on Google Analytics

GLOBAL SALES (TRAVEL TRADE)

Related Tactics	FY 2011/2012		FY 2013/2014				Notes	Directional Baseline	
	Previous Results	Mid-Year Check-in Results Result	% of Goal	Final Results Result	% of Goal	End of the Year Goal Goal			% change vs. FY 2011/2012
TOUR OPERATOR # of Int'l Travel Trade FAM trips	12		0.0%		0.0%	2	-83.3%	No standard (use baseline from previous yr's metrics)	
Central Oregon as new product	2		0.0%		0.0%	2	0.0%	No standard (use baseline from previous yr's metrics)	
INT'L MEDIA # of Int'l Media FAM trips	15		0.0%		0.0%	6	-60.0%	No standard (use baseline from previous yr's metrics)	
*Int'l Circ of Placements - Print	tbd		0.0%		0.0%	2	---	*Need to calculate from reports; Results are in millions; Source Travel Oregon Int'l Clippings Report	No standard (use baseline from previous yr's metrics)
*Int'l Circ of Plcmnts - Online	tbd		0.0%		0.0%	2	---	*Need to calculate from reports; Results are in millions; Source Travel Oregon Int'l Clippings Report	No standard (use baseline from previous yr's metrics)
Earned Media	\$534,908		0.0%		0.0%	\$250,000	-53.3%	Source Travel Oregon Int'l Clippings Report	No standard (use baseline from previous yr's metrics)
INT'L SALES MISSION # Missions participated	1		0.0%		0.0%	2	100.0%	Travel Trade & Media	
Central Oregon as new product	1		0.0%		0.0%	2	100.0%		
Earned Media	\$2,484		0.0%		0.0%	\$25,000	906.4%	Source Travel Oregon Int'l Clippings Report	
# Attendees/Leads generated	81		0.0%		0.0%	150	85.2%		
INT'L TRADE SHOWS Impressions (Buyers & Media)	1,200		0.0%		0.0%	1,200	0.0%	International & Domestic Travel Trade & Media	
Inquiries (leads)	185		0.0%		0.0%	185	0.0%		
Region Specific leads	30		0.0%		0.0%	30	0.0%		

LEAD FULFILLMENT

Related Tactics	FY 2011/2012		FY 2013/2014				Notes	Directional Baseline	
	Previous Results	Mid-Year Check-in Results Result	% of Goal	Final Results Result	% of Goal	End of the Year Goal Goal			% change vs. FY 2011/2012
TORP Number of Guides Fulfilled	10,010		0.0%		0.0%	12,000	19.9%	12,000 (based on historical data)	
Cost per Guide Fulfilled	\$0.60	\$0.70	0% Change	\$0.70	0% Change	\$0.70	16.7%	No standard (use baseline from previous yr's metrics)	
TRAVEL GUIDE (NOT TORP) Number of Guides Fulfilled	23,452		0.0%		0.0%	23,452	0.0%	Non-TORP from Travel Oregon + COVA direct (FY11-12 Baseline)	No standard (use baseline from previous yr's metrics)
Cost per Guide Fulfilled	\$0.75		---		---	\$0.75	0.0%	No standard (use baseline from previous yr's metrics)	

PAID ADVERTISING

Related Tactics	FY 2011/2012		FY 2013/2014				Notes	Directional Baseline	
	Previous Results	Mid-Year Check-in Results Result	% of Goal	Final Results Result	% of Goal	End of the Year Goal Goal			% change vs. FY 2011/2012
TELEVISION Impressions	N/A		0.0%		0.0%	8,500,000	---	Results are whole numbers (x,xxx)	No standard (use baseline from previous yr's metrics)
Cost per thousand (CPM)	N/A		---		---	\$45.29	---	Results are dollars (\$xxx.xx); Calculated: (Cost/# of Impressions) x 1,000	\$10.04 (based on Travel Oregon :15 second ad buy in SF, Seat, PDX, Boise)

CONSUMER SHOWS

Related Tactics	FY 2011/2012		FY 2013/2014				Notes	Directional Baseline	
	Previous Results	Mid-Year Check-in Results Result	% of Goal	Final Results Result	% of Goal	End of the Year Goal Goal			% change vs. FY 2011/2012
Impressions (# of attendees)	23,000	N/A	---		0.0%	20,000	-13.0%	*Sunset Celebration Weekend takes place June 2013	20,000 (Based on Sunset Celebration show)
Cost per thousand (CPM)	\$87.00	N/A	---		---	\$75.00	-13.8%	2012 exp for booth, meals, transpo, hotel = \$2,001	\$75.00 (Based on Sunset Celebration show)
Inquiries (leads)	643	N/A	---		0.0%	450	-30.0%	Calculated: (0.087) x 1,000 = \$87.00	450 (Based on Sunset Celebration Show)
Cost per Inquiry (CPI)	\$3.11	N/A	---		---	\$3.33	7.1%		\$3.33 (Based on Sunset Celebration Show)