

Instructions:

The following charts are designed to help you to set goals and track the results of your RCMP plan. We've tried to provide a comprehensive list of measureable tactics. Choose only the categories/mediums that apply to your programs. If we've missed a category/medium that relates to your program, please add it. Fill in the light grey cells ("% of Goal" and "% change vs. FY 2011/2012" cells will calculate automatically).

Once you've filled in the cells for the categories/mediums that apply to your programs, use the "Save As" option to save the document with your region's name in the title.

PR						
FY 2011/2012	FY 2013/2014					
Previous	Mid-Year Check-in Results	Final Results	End of the Year Goal			
Results	Result	% of Goal	Result	% of Goal	Goal	% change vs.
287,763,160		0.0%		0.0%	100,000,000	-65.2%
Total Circulation of Placements*						
Related Tactics						
#3, #4, #5						
Note: based on stories secured by your PR outreach						
* Source: clipping service						

Notes	Directional Baseline
Mid-year result for FY 12-13: 170,618,788	After taking into careful consideration the clips Greater Portland has received from its NYC-based PR contract, we found that while the region received a lot of great coverage, the partners were looking for a way to secure more in-depth stories on their respective counties/attractions. As a result, we are shifting to a regional PR agency that will focus on West Coast markets (Seattle, Vancouver, Boise, Denver, Salt Lake, Phoenix, San Francisco and Los Angeles) with a goal of securing feature stories in markets that will likely drive more travel to the region. As a result of this shift from a focus on large national publications to targeted regional publications, we feel that our circulation figures for the year will be lower, but that the quality of the coverage as it relates to achieving our goals will increase. In order to maintain some national connections, the region will contribute to the Travel Portland contract with a NYC-based PR agency to participate in out-of-market media events.

GLOBAL SALES (TRAVEL TRADE)									
		FY 2011/2012	FY 2013/2014						
		Previous	Mid-Year Check-in Results		Final Results		End of the Year Goal		
Related Tactics		Results	Result	% of Goal	Result	% of Goal	Goal	% change vs.	
Leads/referrals sent	#1, #2	999		0.0%		0.0%	1,200	20.1%	Notes Mid-year result for FY 12-13: 444 Mid-year result for FY 12-13: 121 Mid-year result for FY 12-13: 12,011 Mid-year result for FY 12-13: \$6,254,578  Directional Baseline Year-end goals for FY 13-14 are tentative at this point and will be finalized in the coming weeks.
Published itineraries	#1, #2	275		0.0%		0.0%	300	9.1%	
Total Room nights (aggregate)	#1, #2	27,573		0.0%		0.0%	20,000	-27.5%	
EI	#1, #2	\$11,651,887		0.0%		0.0%	\$8,250,000	-29.2%	
LEAD FULFILLMENT									
		FY 2011/2012	FY 2013/2014						
		Previous	Mid-Year Check-in Results		Final Results		End of the Year Goal		
Related Tactics		Results	Result	% of Goal	Result	% of Goal	Goal	% change vs.	
TORP									Notes Mid-year result for FY 12-13: 3,913.  Directional Baseline Note: The goal for FY 13-14 largely serves as a placeholder -- and as insurance to cover any unanticipated spike in requests.
Number of Guides Fulfilled	#7	15,412		0.0%		0.0%	19,643	27.5%	