

LEAD FULFILLMENT

		FY 2012/2013	FY 2014/2015						
		Previous	Mid-Year Check-in Results		Final Results		End of the Year Goal		
		Results	Result	% of Goal	Result	% of Goal	Goal	% change vs.	
TORP	Related Tactics								Notes
	#6 TORP								Directional Baseline
	Number of Guides Fulfilled	10,000		0.0%		0.0%	40,000	300.0%	Results are whole numbers (x,xxx)
	Cost per Guide Fulfilled	\$0.60	\$0.70	0% Change	\$0.70	0% Change	\$0.70	16.7%	Results are dollars (\$0.70);
									Calculated: TORP Cost/# of Guides Fulfilled
TRAVEL GUIDE (NOT TORP)									
	Number of Guides Fulfilled	#6 TOOL	5,000			0.0%	10,000	100.0%	Results are whole numbers (x,xxx)
	Cost per Guide Fulfilled		\$1.00	---		---	\$1.00	0.0%	Results are dollars (\$x.xx);
									Calculated: Cost/# of Guides Fulfilled

PAID ADVERTISING

		FY 2012/2013	FY 2014/2015						
		Previous	Mid-Year Check-in Results		Final Results		End of the Year Goal		
		Results	Result	% of Goal	Result	% of Goal	Goal	% change vs.	
PRINT	Related Tactics								Notes
	#3 Travel OR co-op's - Madden Insert, TO Visitor Guide, Spring co-op								Directional Baseline
	Impressions*			0.0%		0.0%	2,500,000	---	Results are whole numbers (x,xxx)
	Cost per thousand (CPM)*			---		---		---	Results are dollars (\$xxx.xx);
	Inquiries (leads)			0.0%		0.0%	2,500	---	Calculated: (Cost/# of Impressions) x 1,000
	Cost per Inquiry (CPI)			---		---		---	Results are whole numbers (x,xxx)
									Results are dollars (\$xxx.xx);
									Calculated: Cost/# of Inquiries

Note: Only report out on the mediums used (add other media types as need)
*If available

CONSUMER SHOWS

		FY 2012/2013	FY 2014/2015						
		Previous	Mid-Year Check-in Results		Final Results		End of the Year Goal		
		Results	Result	% of Goal	Result	% of Goal	Goal	% change vs.	
Impressions (# of attendees)	Related Tactics								Notes
	#2 Sunset Celebration Weekend	21,000		0.0%		0.0%	23,000	9.5%	Directional Baseline
	Cost per thousand (CPM)	\$75.00		---		---	\$75.00	0.0%	Results are whole numbers (x,xxx)
	Inquiries (leads)	450		0.0%		0.0%	475	5.6%	Results are dollars (\$xxx.xx);
	Cost per Inquiry (CPI)	\$3.33		---		---	\$3.25	-2.4%	Calculated: (Cost/# of Impressions) x 1,000
									Results are whole numbers (x,xxx)
									Results are dollars (\$xxx.xx);
									Calculated: Cost/# of Inquiries