TRAVEL OREGON: 2014/2015 RCMP Program

Measuring Results: RDMO Marketing Channel Metrics

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).

FY 2014/2015

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.

RDMO SOCIAL MEDIA PAGES

		INDINO OCCIAL I	NEDIX I XOLO	'							
		FY 2012/2013	FY 2014/2015								
		Previous	Mid-Year Che	ck-in Results	Final Results		End of th	e Year Goal			
	Related Tactics	Results	Result	% of Goal	Result	% of Goal	Goal	% change vs.			
FACEBOOK*											
Fans	#3 Travel Oregon Social Media co-op's	26,270		0.0%		0.0%	29,000	10.4%			
TWITTER											
Followers		2,264		0.0%		0.0%	2,500	10.4%			
YOUTUBE** Video Views		3,793		0.0%		0.0%	4,200	10.7%			
				,							
	Note: Add additional Social M	edia sites used (if related	I to vour RCMP bl	an)							

Directional Baseline
No standard: though FB Newsfeed
favors pages with more fans
No standard (use baseline from
previous yr's metrics)
No standard (use baseline from
previous yr's metrics)

Note: Add additional Social Media sites used (if related to your RCMP plan)

Domestic PR

		FY 2012/2013	FY 2014/2015								
		Previous Mid-Year Check-in Results Final Results		Previous		Mid-Year Check-in Results		I-Year Check-in Results Final Results		End of th	e Year Goal
	Related Tactics	Results	Result	% of Goal	Result	% of Goal	Goal	% change vs.			
US Circulation of Placements*	#1 Media Relations	1,151,695		0.0%		0.0%	1,500,000	30.2%			

Directional Baseline Notes Results are whole numbers (x,xxx) No standard (use baseline from previous yr's metrics)

CONTENT DEVELOPMENT

	FY 2012/2013	FY 2014/2015							
	Previous	Mid-Year Ch	eck-in Results	Fina	al Results	End of the Year Goal			
Related Tactics	Results	Result	% of Goal	Result	% of Goal	Goal	% change vs.		
# of Stories Developed #1 Media Relations	31		0.0%		0.0%	40	29.0%		
# of media FAM visits	28		0.0%		0.0%	40	42.9%		

Notes	Directional Baseline
Results are whole numbers (x)	No standard (use baseline from
	previous yr's metrics)
Results are whole numbers (x)	No standard (use baseline from
	previous yr's metrics)

RDMO WEBSITE*

	FY 2012/2013	FY 2014/2015					
	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.
Unique Visitors #5 Digital and video tools for vacation planning	46,683		0.0%		0.0%	125,000	167.8%
Average Page Views/visit	4.1		0.0%		0.0%	4.1	0.0%
Time on Site	3.2		0.0%		0.0%	3.5	8.7%
Bounce Rate	49.0%		0.0%		0.0%	49.0%	0.0%
* Source: measure on Google A	obtice	•					

Notes	Directional Baseline
Results are whole numbers (x,xxx)	No standard (use baseline from
	previous yr's metrics)
Results are real numbers (x.x)	3.8 (industry baseline per MARK)
Results are minutes expressed as real numbers (x.x)	3.33 (industry baseline per MARK)
Results are percentages (x.x%)	57.2% (based on Travel Oregon
	FY'10/11 bounce)

GLOBAL SALES (TRAVEL TRADE) FY 2012/2013

_		Previous	Mid-Year Ch	Mid-Year Check-in Results		Final Results		e Year Goal
	Related Tactics	Results	Result	% of Goal	Result	% of Goal	Goal	% change vs.
TOUR OPERATOR								
Leads/referrals sent	#2 Travel Trade shows and	1,200					1,300	8.3%
	sales missions							
15.1711								
INT'L MEDIA								
# of Research trips (fams) hosted (Earned	#1 FAM's and research trips	4		0.0%		0.0%	8	100.0%
Media / Journalists)								
Int'l Circulation of Placements		234,000		0.0%		0.0%	500,000	113.7%
Leads/referrals sent	#1 and #2	1,200		0.0%		0.0%	1,300	8.3%

Notes	Directional Baseline				
Results are whole numbers (x,xxx)	No standard (use baseline from				
	previous yr's metrics)				
Results are whole numbers (xx)	No standard (use baseline from				
	previous yr's metrics)				
Results are whole numbers (xx)	No standard (use baseline from				
	previous yr's metrics)				
Results are whole numbers (x,xxx)	No standard (use baseline from				
	previous yr's metrics)				
Results are whole numbers (x,xxx)	No standard (use baseline from				
, ,	previous yr's metrics)				

^{*} Source: measure on Facebook Insights

^{**} Source: measure on YouTube Analytics

Note: based on stories secured by your PR outreach

^{*} Source: clipping service

^{&#}x27;Source: measure on Google Analytics

LEAD FULFILLMENT

		LEAD FULFILL	LEAD FULFILLMENT							
		FY 2012/2013			FY 201	4/2015				
		Previous	Mid-Year Check-in Results		Fina	Final Results		e Year Goal		
	Related Tactics	Results	Result	% of Goal	Result	% of Goal	Goal	% change vs.		
TORP	#6 TORP									
Number of Guides Fulfilled		10,000		0.0%		0.0%	40,000	300.0%		
Cost per Guide Fulfilled		\$0.60	\$0.70	0% Change	\$0.70	0% Change	\$0.70	16.7%		
TRAVEL GUIDE (NOT TORP)										
Number of Guides Fulfilled	#6 TOOL	5,000		0.0%		0.0%	10,000	100.0%		
Cost per Guide Fulfilled		\$1.00					\$1.00	0.0%		

Notes	Directional Baseline				
Results are whole numbers (x,xxx)	12,000 (based on historical data)				
Results are dollars (\$0.70);	No standard (use baseline from				
Calculated: TORP Cost/# of Guides Fulfilled	previous yr's metrics)				
Results are whole numbers (x,xxx)	No standard (use baseline from				
	previous yr's metrics)				
Results are dollars (\$x.xx);	No standard (use baseline from				
Calculated: Cost/# of Guides Fulfilled	previous yr's metrics)				

PAID ADVERTISING

		1 Alb Ab VERTISING								
		FY 2012/2013	FY 2014/2015							
		Previous	Mid-Year Ch	eck-in Results	Fina	al Results	End of the Year Goal			
	Related Tactics	Results	Result	% of Goal	Result	% of Goal	Goal	% change vs.		
	#3 Travel OR co-op's -									
	Madden Insert, TO Visitor									
	Guide, Spring co-op									
Impressions*				0.0%		0.0%	2,500,000			
Cost per thousand (CPM)*										
Inquiries (leads)				0.0%		0.0%	2,500			
Cost per Inquiry (CPI)										
	NI (O I) ()			1\						

Notes	Directional Baseline			
Results are whole numbers (x,xxx)	No standard (use baseline from			
	previous yr's metrics)			
Results are dollars (\$xxx.xx);	No standard (use baseline from			
Calculated: (Cost/# of Impressions) x 1,000	previous yr's metrics)			
Results are whole numbers (x,xxx)	No standard (use baseline from			
	previous yr's metrics)			
Results are dollars (\$xxx.xx);	No standard (use baseline from			
Calculated: Cost/# of Inquiries	previous yr's metrics)			

CONSUMER SHOWS

		OOKOOMER GIIGIIG						
		FY 2012/2013	FY 2014/2015					
		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.
Impressions (# of attendees)	#2 Sunset Celebration	21,000		0.0%		0.0%	23,000	9.5%
	Weekend							
Cost per thousand (CPM)		\$75.00					\$75.00	0.0%
Inquiries (leads)		450		0.0%		0.0%	475	5.6%
Cost per Inquiry (CPI)		\$3.33					\$3.25	-2.4%

Notes	Directional Baseline				
Results are whole numbers (x,xxx)	20,000 (Based on Sunset				
	Celebration show)				
Results are dollars (\$xxx.xx);	\$75.00 (Based on Sunset				
Calculated: (Cost/# of Impressions) x 1,000	Celebration show)				
Results are whole numbers (x,xxx)	450 (Based on Sunset Celebration				
	Show)				
Results are dollars (\$xxx.xx);	\$3.33 (Based on Sunset Celebration				
Calculated: Cost/# of Inquiries	Show)				

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