

LEAD FULFILLMENT

		FY 2016/2017					
		Mid-Year Check-in Results		Final Results		FY'16/'17	
Related Tactics		Result	% of Goal	Result	% of Goal	Goal	
TORP							
Number of Guides Fulfilled			---		---		Results are whole numbers (x,xxx) 12,000 (based on historical data)
Cost per Guide Fulfilled		\$0.70	0% Change	\$0.70	0% Change	\$0.70	Results are dollars (\$0.70); Calculated: TORP Cost/# of Guides Fulfilled No standard (use baseline from previous yr's metrics)
TRAVEL GUIDE (NOT TORP)							
Number of Guides Fulfilled			---		---		Results are whole numbers (x,xxx) No standard (use baseline from previous yr's metrics)
Cost per Guide Fulfilled			---		---		Results are dollars (\$x.xx); Calculated: Cost/# of Guides Fulfilled No standard (use baseline from previous yr's metrics)

PAID ADVERTISING

		FY 2016/2017					
		Mid-Year Check-in Results		Final Results		FY'16/'17	
Related Tactics		Result	% of Goal	Result	% of Goal	Goal	
TELEVISION							
Impressions			---		---		Results are whole numbers (x,xxx) No standard (use baseline from previous yr's metrics)
Cost per thousand (CPM)			---		---		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)
BANNER ADS							
Impressions			---		---		Results are whole numbers (x,xxx) No standard (use baseline from previous yr's metrics)
Cost per thousand (CPM)			---		---		Results are dollars (\$xxx.xx); Calculated: (Cost/# of Impressions) x 1,000 \$10.82 (based on Travel Oregon banner ad buy)
Clicks			---		---		Results are whole numbers (x,xxx) No standard (use baseline from previous yr's metrics)
Click Through Rate(CTR)			---		---		Results are percentages (x.xx%); Calculated: # of clicks to website/# of impressions 0.08% Industry standard
Cost per click (CPC)			---		---		Results are dollars (\$xxx.xx); Calculated: Cost/# of Clicks \$9.53 (based on Travel Oregon banner ad buy)
DIGITAL VIDEO							
Impressions			---		---		Results are whole numbers (x,xxx) No standard (use baseline from previous yr's metrics)
Views			---		---		Results are whole numbers (x,xxx) No standard (use baseline from previous yr's metrics)
Cost per view (CPV)			---		---		Results are dollars (\$xxx.xx); Calculated: Cost/# of Views No standard (use baseline from previous yr's metrics)
Clicks			---		---		Results are whole numbers (x,xxx) No standard (use baseline from previous yr's metrics)
Cost per click (CPC)			---		---		Results are dollars (\$xxx.xx); Calculated: Cost/# of Clicks \$9.53 (based on Travel Oregon banner ad buy)
KEYWORD SEARCH							
Impressions			---		---		Results are whole numbers (x,xxx) No standard (use baseline from previous yr's metrics)
Cost per thousand (CPM)			---		---		Results are dollars (\$xxx.xx); Calculated: (Cost/# of Impressions) x 1,000 \$5.52 (based on Travel Oregon keyword search buy)
Clicks			---		---		Results are whole numbers (x,xxx) No standard (use baseline from previous yr's metrics)
Click Through Rate(CTR)			---		---		Results are percentages (x.xx%); Calculated: # of clicks to website/# of impressions 0.51% (based on Travel Oregon keyword search buy)
Cost per click (CPC)			---		---		Results are dollars (\$xxx.xx); Calculated: Cost/# of Clicks \$1.08 (based on Travel Oregon keyword search buy)
EMAILS							
Impressions			---		---		No standard (use baseline from previous yr's metrics)
Cost per thousand (CPM)			---		---		Results are dollars (\$xxx.xx); Calculated: (Cost/# of Impressions) x 1,000 No standard (use baseline from previous yr's metrics)
Clicks			---		---		Results are whole numbers (x,xxx) No standard (use baseline from previous yr's metrics)
Click Through Rate(CTR)			---		---		Results are percentages (x.xx%); Calculated: # of clicks to website/# of impressions No standard (use baseline from previous yr's metrics)
Cost per click (CPC)			---		---		Results are dollars (\$xxx.xx); Calculated: Cost/# of Clicks No standard (use baseline from previous yr's metrics)
FACEBOOK ADVERTISING							
Impressions			---		---		Results are whole numbers (x,xxx) No standard (use baseline from previous yr's metrics)
Cost per thousand (CPM)			---		---		Results are dollars (\$xxx.xx); Calculated: (Cost/# of Impressions) x 1,000 \$0.59 (based on Travel Oregon Facebook ad buy)
Clicks			---		---		Results are whole numbers (x,xxx) No standard (use baseline from previous yr's metrics)
Click Through Rate(CTR)			---		---		Results are percentages (x.xx%); Calculated: # of clicks to website/# of impressions 0.10% (based on Travel Oregon Facebook ad buy)
Cost per click (CPC)			---		---		Results are dollars (\$xxx.xx); Calculated: Cost/# of Clicks \$0.40 (based on Travel Oregon Facebook ad buy)
RADIO							
Impressions			---		---		Results are whole numbers (x,xxx) No standard (use baseline from previous yr's metrics)
Cost per thousand (CPM)			---		---		Results are dollars (\$xxx.xx); Calculated: (Cost/# of Impressions) x 1,000 No standard (use baseline from previous yr's metrics)
PRINT							
Impressions*			---		---		Results are whole numbers (x,xxx) No standard (use baseline from previous yr's metrics)
Cost per thousand (CPM)*			---		---		Results are dollars (\$xxx.xx); Calculated: (Cost/# of Impressions) x 1,000 No standard (use baseline from previous yr's metrics)
Inquiries (leads)			---		---		Results are whole numbers (x,xxx) No standard (use baseline from previous yr's metrics)
Cost per Inquiry (CPI)			---		---		Results are dollars (\$xxx.xx); Calculated: Cost/# of Inquiries No standard (use baseline from previous yr's metrics)

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

CONSUMER SHOWS

		FY 2016/2017					
		Mid-Year Check-in Results		Final Results		FY'16/'17	
Related Tactics		Result	% of Goal	Result	% of Goal	Goal	
Impressions (# of attendees)			---		---		Results are whole numbers (x,xxx) 20,000 (Based on Sunset Celebration show)
Cost per thousand (CPM)			---		---		Results are dollars (\$xxx.xx); Calculated: (Cost/# of Impressions) x 1,000 \$75.00 (Based on Sunset Celebration show)
Inquiries (leads)			---		---		Results are whole numbers (x,xxx) 450 (Based on Sunset Celebration Show)
Cost per Inquiry (CPI)			---		---		Results are dollars (\$xxx.xx); Calculated: Cost/# of Inquiries \$3.33 (Based on Sunset Celebration Show)

DEVELOPMENT (TRAINING)

FY 2016/2017			
Mid-Year Check-in Results	Final Results	FY'16/'17	

	Related Tactics	Result	% of Goal	Result	% of Goal	Goal	Notes	Directional Baseline
Customer Service Training			---		---		Results are whole numbers (x,xxx) # of trainees	No standard (use baseline from previous yr's metrics)
Other Training			---		---		Results are whole numbers (x,xxx)	No standard (use baseline from previous yr's metrics)

DESTINATION DEVELOPMENT

		FY 2016/2017						
		Mid-Year Check-in Results		Final Results		FY'16/'17		
	Related Tactics	Result	% of Goal	Result	% of Goal	Goal	Notes	Directional Baseline
Destination development workshops within region			---		---		Results are whole numbers (x,xxx) # of workshops	No standard (use baseline from previous yr's metrics)
Total number of workshop participants			---		---		Results are whole numbers (x,xxx)	No standard (use baseline from previous yr's metrics)
Number of destination development projects funded			---		---		Results are whole numbers (x,xxx) # of development projects funded by RCTP money	No standard (use baseline from previous yr's metrics)
Grant (or other) funding raised from external sources to augment destination development projects			---		---		Results are whole numbers (x,xxx) dollar figure of aggregate amount of grant money received	No standard (use baseline from previous yr's metrics)
Number of tourism-related businesses that received direct technical assistance							Results are whole numbers (x,xxx) of businesses assisted	No standard (use baseline from previous yr's metrics)
Human capacity augmented or added in underserved regions through RCTP funding							Results are whole numbers (can this include decimals like .25 or 1.5?) (XX) of positions funded through RCTP funding	No standard (use baseline from previous yr's metrics)
Tactical goal metric - Fill in blank			---		---		Results are whole numbers (x,xxx) this is to be interpreted by region. EG metrics could be trail miles, # of signs installed, agritourism trails developed, maps developed	No standard (use baseline from previous yr's metrics)
Tactical goal metric - Fill in blank			---		---		Results are whole numbers (x,xxx) this is to be interpreted by region. EG metrics could be trail miles, # of signs installed, agritourism trails developed, maps developed	No standard (use baseline from previous yr's metrics)

CO-OP PROGRAM

		FY 2016/2017						
		Mid-Year Check-in Results		Final Results		FY'16/'17		
	Related Tactics	Result	% of Goal	Result	% of Goal	Goal	Notes	Directional Baseline
Incremental Dollars Generated			---		---		Results are dollars (\$xxx.xx)	No standard (use baseline from previous yr's metrics)
Participating Partners			---		---		Results are whole numbers (xx), # of participating partners	No standard (use baseline from previous yr's metrics)