

## CO-OPERATIVE MARKETING PARTNERSHIPS PROGRAM

### POST PROJECT REPORT 2024/2025

Please provide the Post-Project Report in the format provided below.

Random audits will be performed. If a project is chosen for an audit, the lead organization will be required to submit copies of all claimed invoices and/or proofs of payment (for audit of financials) and performance measurement statements (for audit of reported results).

Applicant(s):	Cariboo Chilcotin Coast Tourism Marketing Association		
Representatives:	Amy Thacker, CEO Jenny Bakken, Marketing Manager		
Lead Organization:	Regional Coop Marketing (CCC) - Cariboo Chilcotin Coast Tourism Marketing Association		
Authorized Authority:	Amy Thacker		
Mailing Address:	204-350 Barnard Street, Williams Lake, BC, V2G 4T9		
Telephone:	250-392-2226	amy@landwithoutlimits.com	
Contact Person: (if different from above)			
Telephone:		Email:	

Name of Project	Cariboo Chilcotin Coast Regional Marketing Initiative																				
Approved Budget	<table border="1"> <tr> <td></td><td>Contract Number</td><td>Contract Amount</td></tr> <tr> <td>FY 2024/25 Co-op Marketing Funding</td><td>C25D24008</td><td>\$175,750</td></tr> </table>				Contract Number	Contract Amount	FY 2024/25 Co-op Marketing Funding	C25D24008	\$175,750												
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FY 2024/25 Co-op Marketing Funding	C25D24008	\$175,750																			
Project Costs	<p>Identify the total money spent, excluding GST.</p> <table border="1"> <tr> <td></td><td>DBC Funding</td><td>Consortium Funding</td><td>Project Total</td></tr> <tr> <td>FY 2024/25 Co-op Marketing Funding</td><td>\$175,750</td><td>\$176,549</td><td>\$352,299</td></tr> </table> <p>GST is not an eligible expense.</p>				DBC Funding	Consortium Funding	Project Total	FY 2024/25 Co-op Marketing Funding	\$175,750	\$176,549	\$352,299										
	DBC Funding	Consortium Funding	Project Total																		
FY 2024/25 Co-op Marketing Funding	\$175,750	\$176,549	\$352,299																		
Partner Contributions	<p>Please identify the funding partner and contribution amounts. Please insert additional lines as needed.</p> <table border="1"> <tr> <th>Partner</th><th>Actual contribution received</th></tr> <tr> <td>Consortium or Sector Partner</td><td>\$176,549</td></tr> <tr> <td>Consortium or Sector Partner</td><td>\$</td></tr> <tr> <td>Consortium or Sector Partner</td><td>\$</td></tr> <tr> <td>Private sector – business name</td><td>\$</td></tr> <tr> <td>Private sector – business name</td><td>\$</td></tr> <tr> <td><b>Sub Total</b></td><td>\$</td></tr> <tr> <td>Destination BC</td><td>\$175,750</td></tr> <tr> <td><b>TOTAL</b></td><td>\$352,299</td></tr> </table> <p>Private sector is defined as individual businesses. Funding from DMOs, MRDT, Regional Districts, Trusts, etc should be included as Consortium or Sector Partner.</p>			Partner	Actual contribution received	Consortium or Sector Partner	\$176,549	Consortium or Sector Partner	\$	Consortium or Sector Partner	\$	Private sector – business name	\$	Private sector – business name	\$	<b>Sub Total</b>	\$	Destination BC	\$175,750	<b>TOTAL</b>	\$352,299
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<b>Sub Total</b>	\$																				
Destination BC	\$175,750																				
<b>TOTAL</b>	\$352,299																				

**Expenditure  
Summary**

Provide a summary of expenditures. Please follow the format headings below to enable Destination BC to combine with other application projects for provincial reporting.

**The amounts should equal the amounts on the invoice list.**

Marketing Tactic	Project Total Spend (excl GST)
Microsite or Landing Page	\$40,959
Digital Readiness	Included in microsite
Email Marketing	\$8,124
Paid Search/Search Engine Marketing	\$40,990
Paid Social Media	\$43,900
Display (image and video)	\$37,135
Social Media	\$20,763
Radio	
Television	
Photography	\$47,964
Video	Included in photography
Native Advertising	\$12,801
Print Advertising	
Brochures	
Rack Cards	
Flat Sheets	
Guides	\$11,773
Maps	
Written Content	\$25,619
Market Research/Data Acquisition	
Consumer Shows	
Travel Media Relations	
Inclusive Marketing	\$7,321
Visitor Education Marketing	\$13,802
Other (please list)	
SUBTOTAL	
Marketing Coordination	\$41,148
TOTAL	<b>\$352,299</b>

**Geographic  
Market**

Please indicate the estimated spend by market for costs eligible under this program.

Geographic Market	Total Spend by Market	% of Total \$ by Market
BC	\$211,379	60%
AB	\$66,937	19%
WA	\$52,845	15% (Western US)
Other (please specify)	\$21,138	6% ON
Total	\$352,299	100%



Results/Key Learnings should be captured to:

- Create recognized benchmarks to utilize for assessing performance.
- Capture valuable information about which marketing tactics are most effective, and how the market in general develops over time.
- Support future informed decision-making and planning.

Key Learnings Summary	<ul style="list-style-type: none"> <li>• <i>Please provide a clear and detailed summary of the marketing plan tactics and their direct impact on your project.</i></li> <li>• <i>You should identify key learnings, particularly by geographic market. Specify which tactics were successful and will be carried forward, as well as those you completed, plan to change, or modify.</i></li> <li>• <i>Additionally, demonstrate how these efforts effectively supported your communities and funding partners.</i></li> <li>• <i>Please include links to marketing outputs in each applicable tactic. These could include URLs, social media handles and hashtags used in your marketing activities.</i></li> </ul> <p>Summary: We have established ongoing updates and maintenance to captivate and generate an increase in our reporting metrics, and an increase of traffic to our stakeholders. The combination of our selected Marketing Tactics has been implemented with the best practices and considerations of our partners. With ongoing research in our market, we will maintain changing trends and adapt quickly to maintain our market share.</p>
Microsite or Landing Page	<p>New imagery of the changing seasons is strategized to embrace the variety of adventures and activities the whole region has to offer. Frequent enhancements with new content and editing existing content that drives users to our operators is forever a moving part and requires attentive plans. This project is always on top of our list. <a href="https://landwithoutlimits.com/">https://landwithoutlimits.com/</a></p> <p>Website visitation of: 404,542 (up 5.1% over previous year)</p> <ul style="list-style-type: none"> <li>• Organic flat</li> <li>• Paid Search down 17.5%</li> <li>• Display down 20.3%</li> <li>• Direct up 40.9%</li> <li>• Cross-network new channel combining display and search.</li> <li>• Organic Social up 12%</li> <li>• Referral traffic up 10.5%</li> </ul> <p>KPIs</p> <ul style="list-style-type: none"> <li>• Partner Operator Referrals for the year: 48,800 – flat</li> <li>• Guide Downloads: 1,533 (up 5.4%)</li> <li>• Email Intent (to partners) 2,235 (up 23.3%)</li> </ul>
Digital Readiness	Improvement on website as well as focus on mobile first usability and landing pages. Increase of pageviews, outbound links and call to actions have been established in our plan.
Email Marketing	Our large subscription base and the interest of the users diverting with links to learn more validates the interest. Significant database cleaning from previous contesting initiatives has reduced the overall subscriber base, however our audience remains engaged. We migrated from Mailchimp to HubSpot earlier this year.
Paid Search/SEM	

	Paid search campaigns delivered exceptional results, exceeding industry benchmarks in all categories. Avg CTR of 12.2% indicates optimized ad copy and effective keyword alignment. Our Avg CPC was just \$0.52 showing strong value for spend and the conversion rate of 37.3% reflects strong interest and effective landing page experiences. Overall, we feel Search campaigns continue to be one of our most effective delivery mediums.
Paid Social Media	Paid social campaigns continue to demonstrate strong performance across all key metrics, indicating strong audience interest and campaign structure. CTR and CPC are both above (or below) benchmarks, however it is the conversion rates we are most pleased with – at 23.7% indicating high relevancy between ad content and landing pages. By combining relevant messaging and imagery with focused delivery, we are able to expand awareness and drive conversions, encouraging potential visitors to discover our partner operators.
Display (image and video)	Early on in our strategy, we determined that Google's Performance Max campaign delivery allowed us to serve the best results across all of Google's marketing platforms. As a result, some metrics outperform standard display ads. Of most importance, we found that the responsive creative served and machine learning optimizations via Google's performance max best aligned with finding the right users at the right time. It does leave some opportunity for brand alignment in terms of design – which will be further refined in the future.
Social Media	Our followers and reach are increasing daily. Our high activity of organic posts that support wildlife, educational articles, unique places, local culture, lifestyles, wellness and connections <a href="https://www.facebook.com/hashtag/connections">https://www.facebook.com/hashtag/connections</a> We will continue these best practices in the coming months with the addition of short reels.
Radio	n/a
Television	n/a
Photography	<i>Approximately 95 images and videos combined, have been added to our asset management portal. The new imagery has been chosen from several different photographers that has produced a selection of original options to be considered in all of our marketing landscapes. in If applicable, please include information about number of assets added to the DBC Content Hub as a result of FY2024/25 asset acquisition.</i>
Video	Our videos and ad copy on our video selections produced higher than industry standards. We will continue these best practices.
Native Advertising	Native ad campaigns generated over 862k impressions and 5,574 clicks for a CTR of 0.65% - which could be considered strong performance for top-of-funnel content. Native ads continue to play an important role in generating qualified traffic and awareness and showcasing the story-driven content on the website.
Print Advertising	n/a
Brochures	n/a
Rack Cards	n/a
Flat Sheets	n/a
Guides	Our Annual Travel Guide is both very popular in the hard copies as it is on the digital landscape. The positive reporting on the digital landscape has initiated a new plan on placement of the travel guide link on the website.

Maps	n/a
Written Content	A few examples of New articles like Family Day Activities <a href="https://landwithoutlimits.com/stories/enjoy-family-day-activities-in-the-cariboo-chilcotin-coast/">https://landwithoutlimits.com/stories/enjoy-family-day-activities-in-the-cariboo-chilcotin-coast/</a> and Eco-Friendly Get-Aways <a href="https://landwithoutlimits.com/stories/eco-friendly-fall-getaways-to-the-cariboo-chilcotin-coast/">https://landwithoutlimits.com/stories/eco-friendly-fall-getaways-to-the-cariboo-chilcotin-coast/</a> and Road Trips <a href="https://landwithoutlimits.com/places/road-trips/fall-colours-tour-canim-lake-the-interlakes/">https://landwithoutlimits.com/places/road-trips/fall-colours-tour-canim-lake-the-interlakes/</a> contribute to more organic results on the SERP's that contribute to higher ranking of the website and more keyword opportunities organically.
Market Research	<i>n/a Please include a link or forward reports received as a result of Market Research completed as a part of the Co-op budget to <a href="mailto:coop@destinationbc.ca">coop@destinationbc.ca</a>.</i>
Consumer Shows	n/a
Travel Media Relations	n/a
Inclusive Marketing	A strategy that has researched and acknowledged the diversity, the authenticity, the culture and lifestyle. This information has careful considerations in creating an equal balance on our website. This process will be implemented in a continuous development.
Visitor Education Marketing	A concept to Travel with Purpose: Traveling with awareness, honoring the stories rooted in the land. The Cariboo Chilcotin Coast is rich with generations of Indigenous knowledge, cultural traditions, and truth. Recognizing these origins connects you to something greater—and invites you to walk gently in a place shaped by both past and future. And to travel with the People: Travel uplifts diversity, equity, and inclusion, supporting places that reflect a shared humanity. Whether it's learning from Indigenous hosts, engaging respectfully with locals, or choosing accessible experiences, your actions create a more welcoming destination for everyone
Marketing Coordination	
Marketing Outputs	<p><i>As stated above, please include a link or forward any relevant marketing outputs to <a href="mailto:coop@destinationbc.ca">coop@destinationbc.ca</a> so that we can share best practices with industry.</i></p> <p><i>Please include URLs, social media handles and hashtags used in your marketing activities.</i></p> <p>Marketing Outputs Examples:</p> <p><a href="https://drive.google.com/drive/folders/1pbsPr7X7S4NxWo8hvEsTQ_iZ-6FJvYd7?usp=drive_link">https://drive.google.com/drive/folders/1pbsPr7X7S4NxWo8hvEsTQ_iZ-6FJvYd7?usp=drive_link</a></p> <p>Landing page examples: <a href="https://landwithoutlimits.com">https://landwithoutlimits.com</a></p> <ul style="list-style-type: none"> <li>• <a href="https://landwithoutlimits.com/explore/the-gold-rush-trail/">https://landwithoutlimits.com/explore/the-gold-rush-trail/</a></li> <li>• <a href="https://landwithoutlimits.com/explore/explore-the-bridge-river-valley/">https://landwithoutlimits.com/explore/explore-the-bridge-river-valley/</a></li> <li>• <a href="https://landwithoutlimits.com/stories/explore-top-cross-country-skiing-spots-in-the-gold-rush-trail/">https://landwithoutlimits.com/stories/explore-top-cross-country-skiing-spots-in-the-gold-rush-trail/</a></li> <li>• <a href="https://landwithoutlimits.com/special-offers/">https://landwithoutlimits.com/special-offers/</a></li> <li>• <a href="https://landwithoutlimits.com/plan-your-adventure/regional-guide/">https://landwithoutlimits.com/plan-your-adventure/regional-guide/</a></li> <li>• <a href="https://landwithoutlimits.com/places/top-10-natural-wonders/">https://landwithoutlimits.com/places/top-10-natural-wonders/</a></li> </ul>

	<a href="https://www.instagram.com/cariboochilcotincoast/?hl=en">https://www.instagram.com/cariboochilcotincoast/?hl=en</a> <a href="https://www.facebook.com/CaribooChilcotinCoast">https://www.facebook.com/CaribooChilcotinCoast</a>  #CaribooChilcotinCoast #BritishColumbia #explorebc #nature #travel #ccct #CCCLives #outdoors
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## Metrics

There are two sections to complete: The Destination BC Corporate Performance Measurement Framework and the Key Performance Indicators grid.

### Destination BC Performance Measurement Framework *Mandatory for all tactics executed in marketing plan*

Please complete this section in full. Sharing a common set of measures, with meaningful and consistent data, tells us if our collective efforts are making a difference and driving the results we all want to achieve.

Tactic	Metric	Purpose	Industry Benchmark	Project Results
Paid Advertising Measures	Total Impressions	To measure the number of times your content is viewed on your owned channels and through paid advertising.	n/a	11,037,586
	Cost per thousand impressions (CPM)	The amount you pay per one thousand people who see your advertising and content  To calculate CPM, take the cost of advertising divided by the total number of impressions and multiply by 1000.	n/a	\$8.33
	Total direct referrals (paid and owned)	To understand the number of all referrals directly from your website or indirectly as a result of your advertising to businesses from your owned channels and paid advertising efforts.  To calculate direct referrals, count the total number of clicks on hyperlinks/buttons (on both owned channels and paid advertising efforts) that directs users to business websites.	n/a	23,637 (paid)
	Cost per referral (Paid)	Measures the cost of your paid advertising to generate one referral.  To calculate Cost per referral, take the total cost of advertising divided by the number of referrals you generate.	n/a	\$3.89

### Key Performance Indicators *Mandatory for all tactics executed in marketing plan*

This grid will provide you with indicators to help evaluate the success of your marketing initiatives against industry benchmarks and to allow you to make any necessary adjustments during the project. Each tactic should generate a baseline to help gauge progress each year. This year-over-year tracking should be a communication tool among partners and help improve your initiatives.

Tactic	Metric	Purpose	Industry Benchmark	Project Results
Paid Advertising				
Print (Newspaper / Magazine)	Reach (Number of people exposed to the print ad, radio ad, TV ad based on subscription or listener numbers)	To understand potential size of audience	n/a	n/a
Radio				n/a
Television				n/a
Digital Advertising				
Email Marketing	Total Delivered	To understand number of emails sent	n/a	
	Open Rate	Shows the % of the total campaign recipients that opened the email.	40.31% <sup>1</sup>	21.61%
	Click Rate	Shows the % of email recipients who clicked on a link in your message.	1.98%	2.02%
	Click-through Open Rate (COTR)	Indicates how many recipients clicked on a link somewhere within the email.	4.91%	4.36%
	Unsubscribe Rate	% of recipients who click the unsubscribe link in your email.	0.21%	0.65%
Tactic	Metric	Purpose	Industry Benchmark	Project Results
Paid Search / Search Engine Marketing	Pre-click metric: Impressions	An indicator of demand (the higher the impressions, the higher the demand)	n/a	352,452
	Pre-click metric: Click through rate (CTR)	Indicates interest in the ad (copy, subject matter etc); it can also be an indicator of relevancy of the search query to the ad	4.68% <sup>2</sup>	7.64%
	Pre-click metric: Cost per click (CPC)	Indicates media efficiency	\$1.53	\$0.77
	Post-click metric: Cost per action	Indicates media efficiency	\$44.73	\$1.98
	Post-click metric: Conversion rate	Indicates the propensity of which a market, product, keyword, etc. converts	3.55%	38.88%
	Post-click metric: Bounce Rate	Indicates relevancy of the search query to the landing page the user is being sent	n/a	33.18%

<sup>1</sup> <https://www.mailerlite.com/blog/compare-your-email-performance-metrics-industry-benchmarks>

<sup>2</sup> <https://www.webfx.com/blog/marketing/ppc-benchmarks-to-know/>

Paid Social - Facebook	Post-click metric: Time on Site	Indicates content consumption (engagement)	n/a	0:01:35
	Post-click metric: Pages per visit	Indicates content consumption (engagement)	n/a	1.41
	Click-thru rate (CTR)	Click-thru rates tell you the effectiveness of your content in term of interest – if people click on our ad/content they are showing interest. More clicks should result in a higher click-thru rate.	2.06% <sup>3</sup>	2.22%
	Cost per Click (CPC)	Cost per click gauges the efficiency of your campaign. The lower the CPC, the more efficient your content/campaign is at driving interest. More clicks should result in a lower cost per click.	\$0.43	\$0.19
	Conversion Rate (CVR)	Conversion rate shows the propensity of which your audience is likely to convert (conversions/clicks)	3.95%	11.15%
Paid Social - Instagram	Cost per Action (CPA)	Cost per action is the efficiency of which your audience converts	\$26.05	\$3.83
	Click-thru rate (CTR)	Click-thru rates tell you the effectiveness of your content in term of interest – if people click on our ad/content they are showing interest. More clicks should result in a higher click-thru rate.	IG Feed - 0.22% - 0.88% <sup>4</sup> IG Stories 0 0.33% - 0.54%	1.83% (feed)
	Cost per Click (CPC)	Cost per click gauges the efficiency of your campaign. The lower the CPC, the more efficient your content/campaign is at driving interest. More clicks should result in a lower cost per click.	IG Feed - \$3.35 IG Stories - \$1.83	\$0.49
	Cost per Thousand (CPM)	CPM shows what it costs for 1,000 impressions.	IG Feed - \$7.68 IG Stories – \$6.25	\$9.00
Paid Social - Tik Tok	Click-thru rate (CTR)	Click-thru rates tell you the effectiveness of your content in term of interest – if people click on our ad/content they are showing interest. More clicks should result in a higher click-thru rate.	0.84% <sup>5</sup>	n/a
	Cost per Click (CPC)	Cost per click gauges the efficiency of your campaign. The lower the CPC, the more efficient your content/campaign is at driving interest. More clicks should result in a lower cost per click.	\$0.25 - \$4	n/a
	Conversion Rate (CVR)	Conversion rate shows the propensity of which your audience is likely to convert (conversions/clicks)	2% - 5%	n/a

<sup>3</sup> <https://www.wordstream.com/blog/ws/2023/11/28/facebook-ads-benchmarks>

<sup>4</sup> <https://www.brafton.com/blog/social-media/social-advertising-benchmarks/#instagram>

<sup>5</sup> [https://blog.coupler.io/tiktok-ads-metrics/#CTR\\_Click-Through\\_Rate-Destination](https://blog.coupler.io/tiktok-ads-metrics/#CTR_Click-Through_Rate-Destination)

Tactic	Metric	Purpose	Industry Benchmark	Project Results
Display (image and video) and Native Advertising	Time on site	Indicates content consumption (engagement)	n/a	
	Pre-click metric: Click through rate (CTR)	Indicates interest in the ad (copy, subject matter etc). It can also be an indicator of relevancy of the search query to the ad	Display 0.47% <sup>6</sup>	3.88%
	Pre-click metric: Cost per click (CPC)	Indicates media efficiency	Display \$0.44	\$0.58
	Post-click metric: Cost per conversion	Indicates media efficiency	Display \$66.02	\$1.65
	Post-click metric: Conversion rate	Indicates the propensity of which a market, product, keyword, etc. converts	Display 0.51%	33.76%
	Cost per engagement	Depends on definition of “engagement”: video view completion, comment, or share	0.51%	\$0.56
	Engagement Rate	Total engagement divided by reach	Display – 2.54% <sup>7</sup> All platforms combined – 4.06%	3.88% (Interaction Rate)
Social media  <i>Facebook</i>	Total Followers	To understand size of audience	n/a	Total - 27K Q1 - +345 Q2 - +204 Q3 - +135 Q4 - +222
	Engagement Rate	Total engagement divided by reach	1% - 5%, depending on advertising used <sup>8</sup>	Q1 – 9.2K - 1.3% Q2 – 5.3K - 1.2% Q3 – 3.8K - 1% Q4 – 4688 – 1.2%
	Reach (The number of unique people who see your content, including those who have liked your page, and those who have not.)	To understand potential size of audience	n/a	Q1 – 673.7K Q2 – 425.4K Q3 – 373.4K Q4 - 386K
	Number of uses of #exploreBC hashtag	To understand how stakeholders are encouraging the use of the provincial hash tag	n/a	248
	Total consumer use and reach of hashtag #<insert your hashtag here>	To understand consumer awareness and advocacy of your social media activities	n/a	While we are not able to filter by period our platform based on the tools we use, we can see lifetime use across both meta platforms.

<sup>6</sup> <https://www.webfx.com/blog/marketing/ppc-benchmarks-to-know/>

<sup>7</sup> <https://theonlineadvertisingguide.com/benchmark-tools/engagement-rate-benchmarks/>

				Currently #CCCLives has 20.5k posts on Instagram and #cariboochilcotincoast has over 1k. Crowdriff lifetime numbers: it currently has 1.6m assets with #cariboochilcotincoast, 304k with #explorebc and 18k with #CCCLives.
Instagram	Total Followers	To understand size of audience	n/a	Total - 13.7 K Q1 - +478 Q2 - +437 Q3 - +338 Q4 - +367
	Engagement Rate	Total engagement divided by reach	1% - 5%, depending on advertising used <sup>8</sup>	Q1 – 4.9K - 4.7% Q2 – 4.9K - 6.9% Q3 – 6.6K - 13% Q4 – 5.2K - 4.8%
	Reach (The number of unique people who see your content, including those who have liked your page, and those who have not.)	To understand potential size of audience	n/a	Q1 – 103.3K Q2 - 71K Q3 – 48.5K Q4 - 107.8K
	Number of uses of #exploreBC hashtag	To understand how stakeholders are encouraging the use of the provincial hash tag	n/a	246
	Total consumer use and reach of hashtag #<insert your hashtag here>	To understand consumer awareness and advocacy of your social media activities	n/a	While we are not able to filter by period our platform based on the tools we use, we can see lifetime use across both meta platforms. Currently #CCCLives has 20.5k posts on Instagram and #cariboochilcotincoast has over 1k. Crowdriff lifetime numbers: it currently has 1.6m

				assets with #cariboochilcotincoast, 304k with #explorebc and 18k with #CCClives.
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Print/Online Collateral				
Brochures	Number of pieces printed, number of pieces distributed, distribution locations	To understand depth of distribution/reach	n/a	n/a
Rack Cards				n/a
Flat Sheets				n/a
Guides				
Maps				n/a

Tactic	Metric	Purpose	Industry Benchmark	Project Results
Consumer-Focused Asset Development				
Photography	Number of images		n/a	65
	Number of images shared to the DBC Content Hub		n/a	65
	Number of videos		n/a	31
Video	Cost Per Video View	This measures efficiency	n/a	chris
	Video Completion Rate	What % of viewers who saw the video completed it	n/a	chris
	Video viewed quartiles	Indicates how much of the video was viewed	n/a	chris
	Cost per engagement	Depends on definition of "engagement": video view completion, comment, or share	n/a	chris
	Number of sessions	Tracks the number of visits to your website	n/a	404,542
	Number of unique visitors	Tracks the number of visitors to your website	n/a	272,384
	Number of pageviews	Measures how many times a consumer views a page on your website, regardless of how many sessions are generated	n/a	575,902
	Number of referrals (conversions)	Indicates how many consumers came to the site and clicked a link to another site (e.g. community DMO, private business, etc.)	n/a	48,800
Consortium Microsite / Landing Page	Sources	Indicates where website traffic comes from (e.g. organic, social, etc.)	n/a	Organic: 26% Display: 22% Paid Search: 19% Direct: 15% Cross-network Pd: 9.4% Unassigned: 3.1% Organic Social: 1.6% Pd Vid: 1.4% Referral 1.4% Email: 0.8%
	Device	Determine what device visitors are using to visit and view the site (Desktop, Tablet, Smartphone)	n/a	Mobile: 58.8% Desktop: 34.5% Tablet: 6.8%
	Geography	Determines where visitors are coming from, based on IP address	n/a	BC: 62.6% AB: 9.9% ON: 5.4%

				WA: 3.4% CA: 2.2% QC: 1.3%
Market Research	KPIs will be project specific pending discussions with Destination BC			
	Total attendance at show	To understand size of audience	n/a	n/a
	Number of inquiries at booth	To understand size or number of interested consumers	n/a	n/a
Consumer Shows	Number of leads generated to businesses	To understand how many consumers are moving along in the path(s) to purchase	n/a	n/a
	Number of database opt-ins	To continue to engage consumers in ongoing communication	n/a	n/a
Travel Media Relations	KPIs will be project specific pending discussions with Destination BC			<b>n/a</b>