

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):	The Fishing Hwy Tourist Association		
Representatives:	Lower North Thompson Tourism Society, Jenna Campbell Tourism Kamloops, Amy Thompson Tourism Wells Gray, Stephanie Molina Cariboo Regional District, Beth Holden CCCTA		
Lead Organization:	The Fishing Highway Tourist Association		
Authorized Authority:	S-57791		
Mailing Address:	Irene Meili (Chair) of The Fishing Hwy Tourist Assoc. 6850 Fawn Lake Access Rd #1, Lone Butte, BC V0K 1X1		
Telephone:	250 593 4654	Email:	president@fishinghighway24.com
Contact Person: (if different from above)	Ralph Meili		
Telephone:	250 593 46 54	Email:	treasurer@fishinghighway24.com

Name of Project	Land of Hidden Waters		
Approved Budget			
		Contract Number	Contract Amount
	FY 2024/25 Co-op Marketing Funding	C25D24031	21,788
Project Costs	Identify the total money spent, excluding GST.		
		DBC Funding	Consortium Funding
			Project Total
	FY 2024/25 Co-op Marketing Funding	21788	33500- \$5,180.65 =28319.35
	GST is not an eligible expense.		
Partner Contributions	Please identify the funding partner and contribution amounts. Please insert additional lines as needed.		
	Partner		Actual contribution received
	Fishing Highway Tourist Assoc		\$500
	Tourism Kamloops		\$3000
	CCCTMA		\$10,000
	Tourism Wells Gray		\$5000
	Lower North Thompson Valley Tourism		\$10,000
	Cariboo Regional District		\$5000
	Minus not eligible expenses (Software, GST, insurance)		- \$5,180.65
	Sub Total		\$28,319.35
	Destination BC		\$21,788.00
	TOTAL		\$50,107.35
	Private sector is defined as individual businesses. Funding from DMOs, MRDT, Regional Districts, Trusts, etc should be included as Consortium or Sector Partner.		

**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	\$ 14040.00
Digital Readiness	\$
Email Marketing	\$ 2,696.75
Paid Search/Search Engine Marketing	\$ 8,536.10
Paid Social Media	\$ 769.01
Display (image and video)	\$
Social Media	\$14,774.61
Radio	\$
Television	\$
Photography	\$
Video	\$
Native Advertising	\$
Print Advertising	\$
Brochures	\$
Rack Cards	\$
Flat Sheets	\$
Guides	\$
Maps	\$
Written Content	\$ 2,491.63
Market Research/Data Acquisition	\$
Consumer Shows	\$
Travel Media Relations	\$
Inclusive Marketing	\$
Visitor Education Marketing	\$
Other (please list)	\$
SUBTOTAL	\$43,308.10
Marketing Coordination	\$6,799.25
TOTAL	\$50,107.35

**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	\$2,222.06	80%
AB	\$508.61	18%
WA	\$32.38	2%

	Other (please specify)		
	Total	\$ 2,763.05	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"> • <i>Please provide a clear and detailed summary of the marketing plan tactics and their direct impact on your project.</i> • <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> • <i>Additionally, demonstrate how these efforts effectively supported your communities and funding partners.</i> • <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> <p>Summary: Land of Hidden Waters focused on cost-effective marketing strategies for the 2024-25 fiscal year, leveraging tactical SEO, social media, and paid marketing initiatives. We capitalized on SEO and SEM, with Google as the primary traffic driver. Our contractor, Eco Escape Travel, generously donated time for a content shoot last summer, addressing the growing demand for vertical video and imagery.</p> <p>Eco Escape Travel's web team pursued innovations like integrating video into blogs to enhance time on page and inspire travel through a visual journey. This approach is proving effective, and the team plans to produce more videos in the next fiscal year to meet the increasing demand for online video content. Additionally, we are adding audio functions to blogs to improve accessibility and engagement.</p> <p>Collaboration posts with partners on Instagram have been instrumental in maintaining momentum in social media impressions, reach, and growth. Overall, Land of Hidden Waters is pleased with the outbound links, referrals, and website traffic statistics and looks forward to continuous improvement in the next fiscal year.</p>
Microsite or Landing Page	Organic search increased by 80% year-over-year, demonstrating the value of our investment in SEO, website maintenance, restructuring, and page development. Although Paid Search traffic decreased by 25%, this was anticipated due to a considerable budget reduction. Our time on page exceeds industry standards, and our keyword positioning remains robust thanks to our consistently updated and new content.
Digital Readiness	n/a

Email Marketing	Our quarterly newsletter kept a lights-on approach distributing content but we look forward to moving to a new platform away from MailChimp next fiscal and distributing it bi-monthly.
Paid Search/SEM	Paid search remains a valuable channel for reaching vacation planners. We focus on promoting our freshwater specialties, affordable accommodations, and family-friendly activities. Our low bounce rate of 17.35% indicates that our search terms resonate well with users, helping them find what they need and providing additional information for trip planning. With over 5,000 conversions, it's clear that our strategy is effective.
Paid Social Media	<p>We did very little paid social media this fiscal due to budget constraints, but what we did do proved effective.</p> <p><i>Initially, our estimated costs for maintaining the website including SEO driven research for content were lower than what was ultimately required to deliver the quality and functionality we envisioned. As the project progressed, it became clear that additional investment was necessary to ensure the microsite would be a robust, engaging, and high-performing platform for your audience.</i></p> <p><i>We chose to reallocate funds specifically from the Paid Social Media budget after carefully reviewing performance data and strategic priorities. Our organic SEO efforts were exceeding expectations—traffic to the microsite increased exponentially, and we achieved nearly as many conversions organically as we did through paid campaigns. This strong organic performance demonstrated that our investment in the microsite and SEO was yielding significant results and presented an opportunity to maximize ROI by further strengthening these channels.</i></p> <p><i>By shifting a portion of the Paid Social Media budget, we were able to enhance the microsite and maintain momentum with our SEO strategy, ultimately driving more sustainable and cost-effective results for the project. We believe this decision contributed to the overall success, as reflected in the impressive growth in both traffic and conversions.</i></p>
Display (image and video)	n/a
Social Media	Social media continues to be a valuable tool for inspirational content. Our weekly collaborations with partners mean that our content is getting shared further. Our content is regularly being saved and shared with others which means people are sharing it with other users. We are looking forward to delving into YouTube Shorts and TikTok next fiscal!
Radio	n/a
Television	n/a
Photography	We had a team member in the LOHW region last summer on vacation and we were able to double up on her time there to gather assets. Some stakeholders gave complimentary accommodation and Eco Escape Travel donated the time in lieu of there not being any budget to capture content last fiscal. The team was able to gather 200 vertical videos for use on social media as well as 100 images.
Video	We published one video itinerary https://youtu.be/iQyrF4EVAqI for our Fishing Camp blog which seemed to do really well on YouTube. We added that video to the blog and will continue to create this type of content.
Native Advertising	n/a

Print Advertising	n/a
Brochures	n/a
Rack Cards	n/a
Flat Sheets	n/a
Guides	n/a
Maps	Our maps have been very well received and are being distributed from stakeholders and the VIC in Clearwater. No maps needed to be printed in this fiscal.
Written Content	<p>For the past two years, we've focused our content strategy on SEO opportunities, now enhanced by our new audio playback feature at the top of stories. This tool aligns with DBC's accessibility goals, benefiting users with vision impairments and allowing others to enjoy our blogs like a podcast while multitasking. This strategy increases time on page and boosts our Google ranking.</p> <p>We've developed several new road trip stories, including RV-focused content and wildlife viewing narratives, all grounded in SEO research to maintain engaged traffic on our website.</p> <p>A few examples of these include:</p> <p>https://landofhiddenwaters.com/birdwatching-in-british-columbia/ https://landofhiddenwaters.com/wildlife-viewing-in-british-columbia-2025/ https://landofhiddenwaters.com/calgary-to-kamloops-rv-road-trip/</p>
Market Research	n/a
Consumer Shows	n/a
Travel Media Relations	n/a
Inclusive Marketing	n/a
Visitor Education Marketing	n/a
Marketing Coordination	Creating project reports for stakeholders and DBC. Coordination of all the activities and different tactics. Information emails to stakeholders. Project invoicing. Organizing road trips for a content creator.
Marketing Outputs	Organic search, organic social, SEM, and Email newsletters were our main channels for this fiscal and we're pleased to see the results garnered from tactical, a research-driven approach.

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	235,587
	Cost per thousand impressions (CPM)	<p>The amount you pay per one thousand people who see your advertising and content</p> <p>To calculate CPM, take the cost of advertising divided by the total number of impressions and multiply by 1000.</p>	n/a	\$17.99
	Total direct referrals (paid and owned)	<p>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.</p> <p>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.</p>	n/a	17,379

	Cost per referral (Paid)	<p>Measures the cost of your paid advertising to generate one referral.</p> <p>To calculate Cost per referral, take the total cost of advertising divided by the number of referrals you generate.</p>	n/a	\$0.63

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	4
	Open Rate	Shows the % of the total campaign recipients that opened the email.	40.31% ¹	36.2%
	Click Rate	Shows the % of email recipients who clicked on a link in your message.	1.98%	2.4%
	Click-through Open Rate (COTR)	Indicates how many recipients clicked on a link somewhere within the email.	4.91%	6.9%
	Unsubscribe Rate	% of recipients who click the unsubscribe link in your email.	0.21%	0.56%
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	86,400
	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% ²	7.78%

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

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

	Pre-click metric: Cost per click (CPC)	Indicates media efficiency	\$1.53	\$0.41
	Post-click metric: Cost per action	Indicates media efficiency	\$44.73	\$0.52
	Post-click metric: Conversion rate	Indicates the propensity of which a market, product, keyword, etc. converts	3.55%	80%
	Post-click metric: Bounce Rate	Indicates relevancy of the search query to the landing page the user is being sent	n/a	17.35%
	Post-click metric: Time on Site	Indicates content consumption (engagement)	n/a	1 m 44 s
	Post-click metric: Pages per visit	Indicates content consumption (engagement)	n/a	12 events
Paid Social - Facebook	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% ³	4.10%
	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	\$0.09
	Conversion Rate (CVR)	Conversion rate shows the propensity of which your audience is likely to convert (conversions/clicks)	3.95%	26%
	Cost per Action (CPA)	Cost per action is the efficiency of which your audience converts	\$26.05	\$32.56
Paid Social - Instagram	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% ⁴ IG Stories 0.33% - 0.54%	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.	IG Feed - \$3.35 IG Stories - \$1.83	n/a

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

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

	Cost per Thousand (CPM)	CPM shows what it costs for 1,000 impressions.	IG Feed - \$7.68 IG Stories – \$6.25	n/a
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% ⁵	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%	

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% ⁶	n/a
	Pre-click metric: Cost per click (CPC)	Indicates media efficiency	Display \$0.44	n/a
	Post-click metric: Cost per conversion	Indicates media efficiency	Display \$66.02	n/a
	Post-click metric: Conversion rate	Indicates the propensity of which a market, product, keyword, etc. converts	Display 0.51%	n/a
	Cost per engagement	Depends on definition of “engagement”: video view completion, comment, or share	0.51%	n/a
	Engagement Rate	Total engagement divided by reach	Display – 2.54% ⁷ All platforms	n/a

⁵ https://blog.coupler.io/tiktok-ads-metrics/#CTR_Click-Through_Rate-Destination

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

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

			combined – 4.06%	
Social media <i>(please break out by platform as applicable)</i>	Total Followers	To understand size of audience	n/a	FB: 4300 IG: 3762
	Engagement Rate	Total engagement divided by reach	1% - 5%, depending on advertising used ⁸	FB: 3.1% IG: 3.3%
	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	FB: 177,847 IG: 224,439
	Number of uses of #exploreBC hashtag	To understand how stakeholders are encouraging the use of the provincial hash tag	n/a	IG: 149
	Total consumer use and reach of hashtag #hiddenwatersbc	To understand consumer awareness and advocacy of your social media activities	n/a	224,439


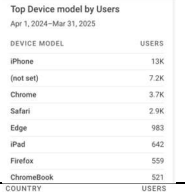

Print/Online Collateral				
Brochures	Number of pieces printed, number of pieces distributed, distribution locations	To understand depth of distribution/reach	n/a	n/a
Rack Cards				n/a
Flat Sheets				n/a
Guides				n/a

⁸ Search Engine Marketing & Display benchmarks sourced from Wordstream (Travel & Hospitality)

Maps

We are still
distributing our
maps from the
last fiscal and
didn't require
more to be
printed

Tactic	Metric	Purpose	Industry Benchmark	Project Results
Consumer-Focused Asset Development				
Photography	Number of images		n/a	100
				0 yet, but we have shared many in the past and they're not added in there yet and we don't have the time or budget to add them in ourselves. Rainforest to Rockies has been needing content, and we have it, but nobody seems to be using it form the DBC team
	Number of images shared to the DBC Content Hub		n/a	
Video	Number of videos		n/a	200
	Cost Per Video View	This measures efficiency	n/a	\$0
	Video Completion Rate	What % of viewers who saw the video completed it	n/a	18%
	Video viewed quartiles	Indicates how much of the video was viewed	n/a	n/a
	Cost per engagement	Depends on definition of "engagement": video view completion, comment, or share	n/a	n/a

Consortium Microsite / Landing Page	Number of sessions	Tracks the number of visits to your website	n/a	42,438
	Number of unique visitors	Tracks the number of visitors to your website	n/a	36,660
	Number of pageviews	Measures how many times a consumer views a page on your website, regardless of how many sessions are generated	n/a	110,000
	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	17,379
	Sources	Indicates where website traffic comes from (e.g. organic, social, etc.)	n/a	
	Device	Determine what device visitors are using to visit and view the site (Desktop, Tablet, Smartphone)	n/a	
	Geography	Determines where visitors are coming from, based on IP address	n/a	
	KPIs will be project specific pending discussions with Destination BC	Leads to stakeholders/outbound links		17,379
Consumer Shows	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
	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			n/a