

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:	Gold Rush Trail (GRT) - 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	Gold Rush Trail Storytelling 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>C25D24021</td><td>\$94,500</td></tr> </table>				Contract Number	Contract Amount	FY 2024/25 Co-op Marketing Funding	C25D24021	\$94,500												
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FY 2024/25 Co-op Marketing Funding	C25D24021	\$94,500																			
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>\$94,500</td><td>\$94,818</td><td>\$189,318</td></tr> </table> <p>GST is not an eligible expense.</p>				DBC Funding	Consortium Funding	Project Total	FY 2024/25 Co-op Marketing Funding	\$94,500	\$94,818	\$189,318										
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FY 2024/25 Co-op Marketing Funding	\$94,500	\$94,818	\$189,318																		
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>\$94,818</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>Sub Total</td><td>\$</td></tr> <tr> <td>Destination BC</td><td>\$94,500</td></tr> <tr> <td>TOTAL</td><td>\$189,318</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	\$94,818	Consortium or Sector Partner	\$	Consortium or Sector Partner	\$	Private sector – business name	\$	Private sector – business name	\$	Sub Total	\$	Destination BC	\$94,500	TOTAL	\$189,318
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Destination BC	\$94,500																				
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**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	\$20,300
Digital Readiness	\$13,055
Email Marketing	\$10,848
Paid Search/Search Engine Marketing	\$16,474
Paid Social Media	\$22,597
Display (image and video)	\$18,310
Social Media	\$16,688
Radio	0
Television	0
Photography	\$26,845
Video	Included in photography
Native Advertising	\$5,151
Print Advertising	
Brochures	
Rack Cards	
Flat Sheets	
Guides	
Maps	
Written Content	\$8,344
Market Research/Data Acquisition	
Consumer Shows	
Travel Media Relations	
Inclusive Marketing	
Visitor Education Marketing	\$6,038
Other (please list)	
SUBTOTAL	
Marketing Coordination	\$24,628
TOTAL	\$189,318

**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	\$85,193	45%
AB	\$60,582	32%
WA	\$43,543	23%



DESTINATION
BRITISH COLUMBIA™

Other (please specify)		
Total	\$ 189,318	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: New website content with regular optimization practices contributes a positive and engaged user experience to read and or visualize the heritage sites, museums, indigenous experiences, guest ranches, arts and culture and ecotours, while maintaining the history. This has created a desire to go on a road trip within the province or plan a trip to stay longer in the region. Colorful and seasonal imagery and short videos on social media have increased the traffic to our website. Continuance of best SEO practices will maintain our ranking on the search engines and provide our users with fresh images and content. The most frequent visitor is the Authentic Experienter. We have identified the trends and growth opportunities and implemented them into our Marketing Tactics.</p>
Microsite or Landing Page	Maintaining the content to support heritage although complimenting modern times to enjoy the journey, the attractive map favours the desire to travel the scenic route for the authentic experienter and cultural explorers. https://goldrushtrail.ca/
Digital Readiness	Setting up tracking and reporting metrics to be reviewed with the team and prepare content for the changing seasons and user interests.
Email Marketing	Delivering subscribers the options of travel in the changing seasons. To remind and inspire new and or frequent travellers. Migrated db from Mailchimp to Hubspot for coordinated database management. HS has differing open rates but still strong audience.
Paid Search/SEM	Conversation and CTR's rates are much higher than industry standards. Regular maintenance of monitoring and reviewing relevant keywords and updating copy text through with the changing seasons has established a positive relationship with Google.
Paid Social Media	Primarily display tactics used to raise awareness of experiences and share stories of the region. Set up to increase brand awareness and improve engagement to the organic posts and traffic to the website to promote our operators.
Display (image and video)	Ongoing branding on a wide variety of search landscapes inspires interest to our website for increase in newsletter subscriptions and leads to our operators' websites. Primary using Google PMax for its performance results.
Social Media	Imagery of historic buildings, unique buildings, heritage sites and unique scenery are displayed in all seasons. This has enhanced our page likes and loves on organic posts. https://www.facebook.com/GoldRushTrail

	https://www.facebook.com/hashtag/explorebc https://www.facebook.com/hashtag/goldrushtrail
Radio	n/a
Television	n/a
Photography	<i>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	Shorts and reels are popular on social media, this we be carried forward and created from our new video purchases.
Native Advertising	Programmatic delivered native ads, using interest based audiences. Maintaining the brand on various forms of digital landscapes and with careful strategies implemented, will not disrupt the users' interactions on the page that the ad appeared.
Print Advertising	n/a
Brochures	n/a
Rack Cards	n/a
Flat Sheets	n/a
Guides	n/a
Maps	n/a
Written Content	Our story telling page is the most popular. Unique content about spring, weekend drives and winter thrills, dog sled mail run and cozy places. These topics provide links to communities for accommodations and direct links to adventure opportunities that lead to our operators. https://goldrushtrail.ca/experiences/
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 coop@destinationbc.ca.</i>
Consumer Shows	n/a
Travel Media Relations	n/a
Inclusive Marketing	n/a
Visitor Education Marketing	Concept created to educate travellers to be sensible and observant before and during their adventure Well-kept and natural landscapes are one of the foundations of the local tourism economy. Traveling responsibly ensures that these natural assets continue to support the livelihoods of guides, small businesses, artisans and others. https://goldrushtrail.ca/know-before-you-go/
Marketing Coordination	
Marketing Outputs	<i>As stated above, please include a link or forward any relevant marketing outputs to coop@destinationbc.ca so that we can share best practices with industry.</i>

Please include URLs, social media handles and hashtags used in your marketing activities.

Creative Examples:

https://drive.google.com/drive/folders/1YSzTmO_4a48yJS42zKGTkJHsb3n8ndGH?usp=drive_link

<https://goldrushtrail.ca> and subpages depending on messaging

<https://www.instagram.com/goldrushtrail/?hl=en>

<https://www.facebook.com/GoldRushTrail/>

#GoldRushTrail #BritishColumbia #explorebc #nature #travel #ccct
#CCCLives #outdoors

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	8,412,973
	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	\$4.61
	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	14,055
	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	\$2.71

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	28,719
	Open Rate	Shows the % of the total campaign recipients that opened the email.	40.31% ¹	29.11%
	Click Rate	Shows the % of email recipients who clicked on a link in your message.	1.98%	1.48%
	Click-through Open Rate (COTR)	Indicates how many recipients clicked on a link somewhere within the email.	4.91%	
	Unsubscribe Rate	% of recipients who click the unsubscribe link in your email.	0.21%	0.63%
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	165,217
	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	9.37%
	Pre-click metric: Cost per click (CPC)	Indicates media efficiency	\$1.53	\$6.51
	Post-click metric: Cost per action	Indicates media efficiency	\$44.73	
	Post-click metric: Conversion rate	Indicates the propensity of which a market, product, keyword, etc. converts	3.55%	24.24%
	Post-click metric: Bounce Rate	Indicates relevancy of the search query to the landing page the user is being sent	n/a	43%

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

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

	Post-click metric: Time on Site	Indicates content consumption (engagement)	n/a	00:01:28
	Post-click metric: Pages per visit	Indicates content consumption (engagement)	n/a	
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	2.19%
	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	\$0.11
	Conversion Rate (CVR)	Conversion rate shows the propensity of which your audience is likely to convert (conversions/clicks)	3.95%	2.53%
	Cost per Action (CPA)	Cost per action is the efficiency of which your audience converts	\$26.05	\$6.98
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 0.33% - 0.54%	2.61%
	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	\$0.26
	Cost per Thousand (CPM)	CPM shows what it costs for 1,000 impressions.	IG Feed - \$7.68 IG Stories – \$6.25	\$6.86
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%	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>

⁵ 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	0:00:50
	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	4.10%
	Pre-click metric: Cost per click (CPC)	Indicates media efficiency	Display \$0.44	\$0.35
	Post-click metric: Cost per conversion	Indicates media efficiency	Display \$66.02	\$1.97
	Post-click metric: Conversion rate	Indicates the propensity of which a market, product, keyword, etc. converts	Display 0.51%	15.44%
	Cost per engagement	Depends on definition of “engagement”: video view completion, comment, or share	0.51%	4.67%
	Engagement Rate	Total engagement divided by reach	Display – 2.54% ⁷ All platforms combined – 4.06%	
Social media <i>Facebook</i>	Total Followers	To understand size of audience	n/a	15K
	Engagement Rate	Total engagement divided by reach	1% - 5%, depending on advertising used ⁸	Q1 – N/A Q2 – 6.1K - 1.2% Q3 – 3K – 1% Q4 – 3.3K - 0.3%
	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	Q1 - Q2 – 492.5K Q3 – 273.4K Q4 – 894.6K
	Number of uses of #exploreBC hashtag	To understand how stakeholders are encouraging the use of the provincial hash tag	n/a	114
	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

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

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

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

				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.
Social media <i>Instagram</i>	Total Followers	To understand size of audience	n/a	6.6K
	Engagement Rate	Total engagement divided by reach	1% - 5%, depending on advertising used ⁹	Q1 – N/A Q2 – 1.5K - 9.6% Q3 – 1.3K - 9.7% Q4 – 1.4K - 1.7%
	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 - Q2 – 15.5K Q3 – 13.4K Q4 – 78.2K
	Number of uses of #exploreBC hashtag	To understand how stakeholders are encouraging the use of the provincial hash tag	n/a	113
	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

⁹ Search Engine Marketing & Display benchmarks sourced from Wordstream (Travel & Hospitality)

			#cariboochilcotincoast, 304k with #explorebc and 18k with #CCClives.
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Print/Online Collateral	N/A			
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
Maps				n/a

Tactic	Metric	Purpose	Industry Benchmark	Project Results
Consumer-Focused Asset Development				
Photography	Number of images		n/a	25
	Number of images shared to the DBC Content Hub		n/a	25
	Number of videos		n/a	20
Video	Cost Per Video View	This measures efficiency	n/a	n/a
	Video Completion Rate	What % of viewers who saw the video completed it	n/a	n/a
	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
	Number of sessions	Tracks the number of visits to your website	n/a	185,862
	Number of unique visitors	Tracks the number of visitors to your website	n/a	160,820
	Number of pageviews	Measures how many times a consumer views a page on your website, regardless of how many sessions are generated	n/a	249,825
	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	22,439
Consortium Microsite / Landing Page		Indicates where website traffic comes from (e.g. organic, social, etc.)		Display: 35.8% Organic Search: 21% Cross-Network: 19% Pd Search: 13% Direct: 4.9% Referral: 1.7% Organic Social: 1.3% Email: 0.6%
	Sources		n/a	
	Device	Determine what device visitors are using to visit and view the site (Desktop, Tablet, Smartphone)	n/a	Mobile: 68.3% Desktop: 21% Tablet: 10.7%
	Geography	Determines where visitors are coming from, based on IP address	n/a	BC: 55.3% AB: 17% WA: 9.1% ON: 4.8% CA: 1.2%

				QC: 1%
Market Research	KPIs will be project specific pending discussions with Destination BC			n/a
	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			n/a