

## 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:	Great Bear Rainforest (GBR) - 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@landwith outlimits.com	
Contact Person: (if different from above)			
Telephone:		Email:	

Name of Project	Great Bear Rainforest 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>C25D24024</td><td>\$73,500</td></tr> </table>				Contract Number	Contract Amount	FY 2024/25 Co-op Marketing Funding	C25D24024	\$73,500												
	Contract Number	Contract Amount																			
FY 2024/25 Co-op Marketing Funding	C25D24024	\$73,500																			
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>\$73,500.00</td><td>\$74,128.11</td><td>\$147,628.11</td></tr> </table> <p>GST is not an eligible expense.</p>				DBC Funding	Consortium Funding	Project Total	FY 2024/25 Co-op Marketing Funding	\$73,500.00	\$74,128.11	\$147,628.11										
	DBC Funding	Consortium Funding	Project Total																		
FY 2024/25 Co-op Marketing Funding	\$73,500.00	\$74,128.11	\$147,628.11																		
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>\$74,128.11</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>\$73,500.00</td></tr> <tr> <td><b>TOTAL</b></td><td>\$147,628.11</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	\$74,128.11	Consortium or Sector Partner	\$	Consortium or Sector Partner	\$	Private sector – business name	\$	Private sector – business name	\$	<b>Sub Total</b>	\$	Destination BC	\$73,500.00	<b>TOTAL</b>	\$147,628.11
Partner	Actual contribution received																				
Consortium or Sector Partner	\$74,128.11																				
Consortium or Sector Partner	\$																				
Consortium or Sector Partner	\$																				
Private sector – business name	\$																				
Private sector – business name	\$																				
<b>Sub Total</b>	\$																				
Destination BC	\$73,500.00																				
<b>TOTAL</b>	\$147,628.11																				
Expenditure Summary	<p>Provide a summary of expenditures. Please follow the format headings below to enable Destination BC to combine with other application projects for provincial reporting.</p> <p><b>The amounts should equal the amounts on the invoice list.</b></p> <table border="1"> <tr> <th>Marketing Tactic</th><th>Project Total Spend (excl GST)</th></tr> <tr> <td>Microsite or Landing Page</td><td>\$14,484</td></tr> <tr> <td>Digital Readiness</td><td></td></tr> <tr> <td>Email Marketing</td><td>\$9,444</td></tr> <tr> <td>Paid Search/Search Engine Marketing</td><td>\$3,043</td></tr> <tr> <td>Paid Social Media</td><td>\$5,572</td></tr> <tr> <td>Display (image and video)</td><td>\$7,872</td></tr> <tr> <td>Social Media</td><td>\$13,025</td></tr> <tr> <td>Radio</td><td></td></tr> </table>			Marketing Tactic	Project Total Spend (excl GST)	Microsite or Landing Page	\$14,484	Digital Readiness		Email Marketing	\$9,444	Paid Search/Search Engine Marketing	\$3,043	Paid Social Media	\$5,572	Display (image and video)	\$7,872	Social Media	\$13,025	Radio	
Marketing Tactic	Project Total Spend (excl GST)																				
Microsite or Landing Page	\$14,484																				
Digital Readiness																					
Email Marketing	\$9,444																				
Paid Search/Search Engine Marketing	\$3,043																				
Paid Social Media	\$5,572																				
Display (image and video)	\$7,872																				
Social Media	\$13,025																				
Radio																					

	Television	
	Photography	\$35,211
	Video	Included in photography
	Native Advertising	\$9,524
	Print Advertising	
	Brochures	
	Rack Cards	
	Flat Sheets	
	Guides	
	Maps	
	Written Content	\$6,575
	Market Research/Data Acquisition	
	Consumer Shows	
	Travel Media Relations	
	Inclusive Marketing	
	Visitor Education Marketing	\$23,291
	Other (please list)	
	SUBTOTAL	
	Marketing Coordination	\$19,587.41
	TOTAL	<b>147,628.11</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	\$118,102	80%
AB	\$14,763	10%
WA		
Other (please specify)	\$14,763	10% Other Canada
Total	\$ 147,628.11	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: The fast growth and awareness of sustainability and responsible tourism has been conducted with the use of storytelling and bridging gaps in the communities that include stunning imagery of the land and waterfalls, indigenous culture and majestic wildlife. Our campaign reporting metrics illustrated that our KPI's to continue with similar programs as well as adding in short-form video content. The concept of Visitor Education Marketing is a growing message that is now considered in all our marketing platforms.</p>
Microsite or Landing Page	<p>Provided stories of things to do, trip planning to include 3- and 5-day package option, destinations to view wildlife, indigenous heritage, options for adventurous families. This generated direct leads to the operators through our listings and to their website.</p> <p><a href="https://landwithoutlimits.com/explore/the-great-bear-rainforest/">https://landwithoutlimits.com/explore/the-great-bear-rainforest/</a>  <a href="https://landwithoutlimits.com/places/great-bear-rainforest/">https://landwithoutlimits.com/places/great-bear-rainforest/</a>.</p> <p>The external links stimulated the user to see more journeys, information, beautiful imagery</p> <p>Special offers available for the sub-region continue to be popular and partners are encouraged to list their offers as this page is one of the top referral conversion pages on the site.</p> <p>Landing page came in \$5,000 under budget as number of projected articles to update was not delivered and campaign management led to lower maintenance.</p>
Digital Readiness	n/a
Email Marketing	Communication with subscribers, stimulate the area to be top of mind in the region and create interest and awareness to our operators' adventures, wellness and beautiful accommodations.
Paid Search/SEM	Search ads are shown primarily for Bella Coola with minimal activity around Great Bear Rainforest from a search standpoint. This budget was reduced to prevent competing with operators and shifted to Meta across various campaigns.
Paid Social Media	Sponsored ads brand the region and occupies the attention of social media users with the breathtaking imagery. Which generates more curiosity and interest to the website and supports shoulder seasons. This was budgeted as part of the visitor

	education and then reallocated to that separate line of reporting. Approximately \$11,000 of the Responsible travel campaign was on Paid Social via Meta.
Display (image and video)	With visitors and travellers that are not aware of the unique area of authentic culture, stunning wildlife and when appearing from their interests on previous searches or visiting similar adventures areas, a new view can be established and the desire for more information about the GBR
Social Media	Post likes and loves were obvious with images of magnificent animals <a href="https://www.facebook.com/hashtag/greatbearrainforest">https://www.facebook.com/hashtag/greatbearrainforest</a>
Radio	n/a
Television	n/a
Photography	<i>Beautiful imagery that includes the landscape, rock face mountains with rivers and waterfalls, <a href="https://landwithoutlimits.com/stories/things-to-do-where-to-stay-in-the-bella-coola-valley/">https://landwithoutlimits.com/stories/things-to-do-where-to-stay-in-the-bella-coola-valley/</a> with popularity of page visits, we have added to our asset management system to provide new images to support refreshes.</i>
Video	Wildlife and voice overlays video and simple music established high engagement and view interactions. <a href="https://www.facebook.com/spiritbearlodge/videos/610132152879960">https://www.facebook.com/spiritbearlodge/videos/610132152879960</a>
Native Advertising	The cost per clicks and conversion rates in our marketing plan established much higher engagement than industry standards. Our learnings are to create a variety of short and reels video clips that can be used on more social landscapes as the reporting results have been very influential.
Print Advertising	n/a
Brochures	n/a
Rack Cards	n/a
Flat Sheets	n/a
Guides	n/a
Maps	n/a
Written Content	New page creations and optimized pages supported communities and trip selections in the GBR <a href="https://landwithoutlimits.com/stories/6-things-to-do-while-exploring-bella-bella/">https://landwithoutlimits.com/stories/6-things-to-do-while-exploring-bella-bella/</a> the strategic external links of where to stay generated direct clicks to operators listings: <a href="https://landwithoutlimits.com/stories/things-to-do-where-to-stay-in-the-bella-coola-valley/">https://landwithoutlimits.com/stories/things-to-do-where-to-stay-in-the-bella-coola-valley/</a> Number of articles came in below target reducing actual budget spend
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	n/a
Visitor Education Marketing	Radio and social media ads that supported a concept to embrace respect with the people, the landscapes and eco-system and a purpose to be mindful when traveling. Traveling responsibly ensures that these natural assets continue to

	support the livelihoods of guides, small businesses, artisans and others. At the direction of the GBR marketing committee campaign content was prioritized to responsible message – overall budget increased; however, \$11,000 was part of the shift paid social budget.
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>Example Marketing Outputs:</i></p> <p><a href="https://drive.google.com/drive/folders/1tOukhIQqJg_AzcR9vdI2O5mGgcRab_ol?usp=drive_link">https://drive.google.com/drive/folders/1tOukhIQqJg_AzcR9vdI2O5mGgcRab_ol?usp=drive_link</a></p> <p><i>Primary Landing page: <a href="https://landwithoutlimits.com/explore/the-great-bear-rainforest/">https://landwithoutlimits.com/explore/the-great-bear-rainforest/</a> (seasonally updated)</i></p> <p>#GreatBearRainforest #BritishColumbia #explorebc #nature #travel #ccct #CCCLives #outdoors</p>

## 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	441,540
	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	\$26.67
	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	86
	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	\$136.94

### 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	44,146

Open Rate	Shows the % of the total campaign recipients that opened the email.	40.31% <sup>1</sup>	25.12%
Click Rate	Shows the % of email recipients who clicked on a link in your message.	1.98%	2.41%
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%	0.61%

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	30,575
	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>	9.8%
	Pre-click metric: Cost per click (CPC)	Indicates media efficiency	\$1.53	\$0.65
	Post-click metric: Cost per action	Indicates media efficiency	\$44.73	\$1.90
	Post-click metric: Conversion rate	Indicates the propensity of which a market, product, keyword, etc. converts	3.55%	34.0%
	Post-click metric: Bounce Rate	Indicates relevancy of the search query to the landing page the user is being sent	n/a	n/a
	Post-click metric: Time on Site	Indicates content consumption (engagement)	n/a	n/a
	Post-click metric: Pages per visit	Indicates content consumption (engagement)	n/a	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% <sup>3</sup>	
	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	
	Conversion Rate (CVR)	Conversion rate shows the propensity of which your audience is likely to convert (conversions/clicks)	3.95%	
	Cost per Action (CPA)	Cost per action is the efficiency of which your audience converts	\$26.05	

<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/>

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

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% <sup>4</sup> IG Stories 0.33% - 0.54%	
	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	
	Cost per Thousand (CPM)	CPM shows what it costs for 1,000 impressions.	IG Feed - \$7.68 IG Stories – \$6.25	
Paid Social - TikTok	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

Tactic	Metric	Purpose	Industry Benchmark	Project Results
Display (image and video) and Native Advertising	Time on site	Indicates content consumption (engagement)	n/a	0:00:41
	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>	4.84%
	Pre-click metric: Cost per click (CPC)	Indicates media efficiency	Display \$0.44	\$0.77
	Post-click metric: Cost per conversion	Indicates media efficiency	Display \$66.02	\$2.21
	Post-click metric: Conversion rate	Indicates the propensity of which a market, product, keyword, etc. converts	Display 0.51%	31.74%
	Cost per engagement	Depends on definition of “engagement”: video view completion, comment, or share	0.51%	\$0.70

<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)

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

	Engagement Rate	Total engagement divided by reach	Display – 2.54% <sup>7</sup> All platforms combined – 4.06%	5.32%
	Total Followers	To understand size of audience	n/a	n/a - subbrand beneath main profile that sits at 27K
	Engagement Rate	Total engagement divided by reach	1% - 5%, depending on advertising used <sup>8</sup>	2069 – 1.6%
	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	122.2K
	Number of uses of #exploreBC hashtag	To understand how stakeholders are encouraging the use of the provincial hash tag	n/a	n/a subbrand that does not have its own account. Do not have the tools to pull this specific data
Social media <i>Facebook</i>	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.
Social media <i>Instagram</i>	Total Followers	To understand size of audience	n/a	n/a - subbrand beneath main profile that sits at 13.7K

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

Engagement Rate	Total engagement divided by reach	1% - 5%, depending on advertising used <sup>8</sup>	3599 – 9.2%
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	38.7K
Number of uses of #exploreBC hashtag	To understand how stakeholders are encouraging the use of the provincial hash tag	n/a	n/a subbrand that does not have its own account. Do not have the tools to pull this specific data
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.

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
Maps				n/a

Tactic	Metric	Purpose	Industry Benchmark	Project Results
Consumer-Focused Asset Development				
Photography	Number of images		n/a	38
	Number of images shared to the DBC Content Hub		n/a	38
	Number of videos		n/a	18
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	18,698
Consortium Microsite / Landing Page	Number of unique visitors	Tracks the number of visitors to your website	n/a	15,354
	Number of pageviews	Measures how many times a consumer views a page on your website, regardless of how many sessions are generated	n/a	33,581
	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	1,840
	Sources	Indicates where website traffic comes from (e.g. organic, social, etc.)	n/a	Organic: 56.8% Paid Vid (from LWL campaigns): 11.5% Direct: 8.3% Unassigned: 7.6% Cross-network: 5.8% Paid Search: 5.6% Referral: 2.3% Org Social 1.1% Email: 0.8%
	Device	Determine what device visitors are using to visit and view the site (Desktop, Tablet, Smartphone)	n/a	Mobile: 57% Desktop: 38.4% Tablet: 4.6%
	Geography	Determines where visitors are coming from, based on IP address	n/a	BC: 55.1%

				AB: 9.1% ON: 6.3% WA: 3.7% CA: 2.1%
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>