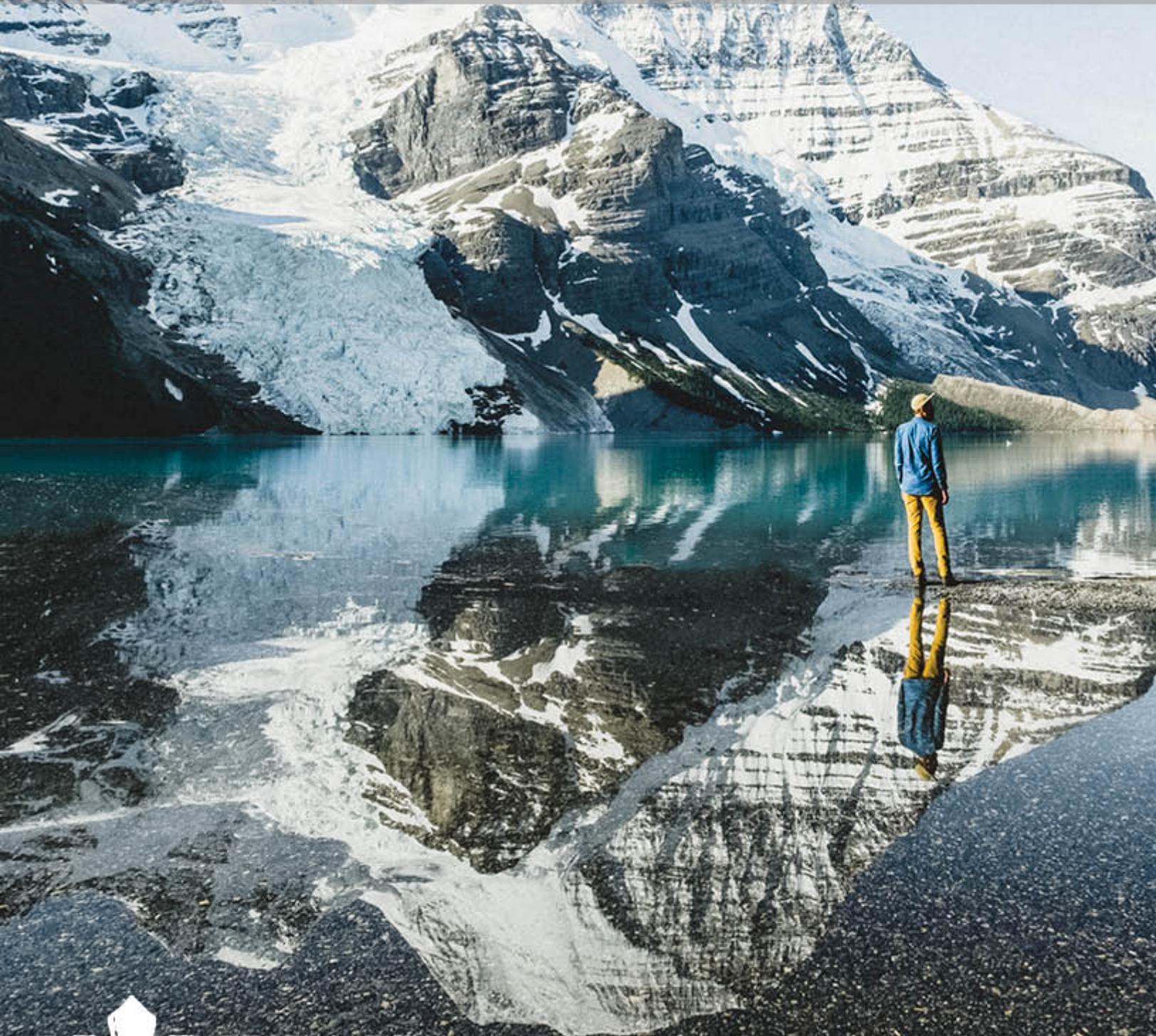


# CO-OPERATIVE MARKETING PARTNERSHIPS PROGRAM PROGRAM GUIDELINES & APPLICATION FISCAL YEAR 2018/2019



DESTINATION  
BRITISH COLUMBIA™

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## 1 INTRODUCTION

The Destination BC Co-operative Marketing Partnerships Program (The Program) is an application-based program that provides co-operative, consumer-focused marketing and promotion support to Regional Destination Marketing Organizations, Community Consortiums, Sector Organizations or approved Individual and Paired Communities in British Columbia.

The Program was developed in 2015 based on advice from Destination BC's Tourism Marketing Committee, an industry-based advisory committee with members representing all regions of BC and a cross-section of stakeholders. Input was also provided through participants of over 20 community consultation sessions throughout the province.

A list of definitions can be found in [Appendix 1](#).

## 2 PROGRAM GOALS

Goals:

- Increase BC tourism revenues.
- Leverage private and public funds to maximize marketing impact and Return on Investment (ROI) for tourism businesses.
- Support Destination BC's corporate strategy and the strategic goal of developing a [Powerful Marketing Network](#).

The purpose of the program is to enable groups that share common interests and common marketing goals that align with provincial tourism priorities to leverage both private and public funds to achieve greater marketing impact and ROI in driving tourism revenue.

The intentions of the program are to drive industry collaboration, align industry marketing efforts to provincial and regional strategies, and to connect industry to the provincial brand, building brand equity through all province-funded marketing initiatives.

## 3 PROGRAM FUNDING MODEL

The Program model is designed around two funding pools. The guidelines in this document are specific to the Open Pool of funds.

### 1. Open Pool

An Open Pool of funds available to all qualified applicant groups on a competitive basis.

## 2. Reserved Pool:

A Reserved Pool of funds specifically earmarked for strategic marketing priorities that are fundamental to the provincial brand. This pool is available only to a limited number of eligible applicants. For more information on the reserved pool, please see [Appendix 2](#).

## 4 OPEN POOL PROGRAM REQUIREMENTS AND CRITERIA

The following program requirements and criteria should be adhered to. However, consideration will be made for special circumstances outside of the requirements and criteria where a strong rationale for doing so is provided.

### 4.1 Eligible Applicants

All eligible applicants must be in good standing with the Province of British Columbia. Eligible applicants fall in three categories:

#### *Community Consortiums*

- Consortiums (clusters) of three or more eligible Communities.
  - Consortiums should be developed based on a strong unifying theme. Some Consortiums or Communities may already be geographically defined by an existing Destination Marketing Organization (DMO).
- Community definition:
  - Geographic area with a DMO, or where a DMO does not exist, a municipal or village council, or First Nations, or regional district. For further information, please see the [FAQ document](#).

#### *Individual or Paired Communities*

- Individual communities or two paired communities and/or Community Destination Marketing Organizations where there is not the opportunity to form Community Consortiums (three or more). **Pre-approval is required to apply as an Individual or Paired community.** Please contact program staff to determine if your community is eligible.

#### *Tourism Product/Experience Sectors (Sectors)*

- Province-wide sector associations, societies, or consortiums with representation of province-wide (where it exists) experiential, market-ready tourism product.
  - A list of current sectors can be found in [Appendix 4](#)
- Sector campaign activities may be open to all sector-related stakeholders, not just members of the sector organization.

## 4.2 Managing Duplication of Effort

Destination BC's intent for the Program is to ensure there is minimal duplication of effort in projects that utilize co-operative marketing funds. Applicants should contact Destination BC for direction for any perceived overlaps or redundancy. The following definitions have been created to assist in clarifying the unique focus of organizations:

### *Community Consortiums:*

- Community Consortiums should focus their co-operative marketing efforts on promoting their local geographic area or product experience with a focus on the unique selling proposition that links them together.
- Consortiums that have a focus on a single product experience should contact the appropriate Sector association to ensure minimal overlaps or to join forces with the Sector, and discuss further with Destination BC program staff.

### *Sector Organizations:*

- Sector Organizations should focus their co-operative marketing efforts on promoting product/experience sectors with a primary sector message to a sector audience about the sector experience.
- There should be minimal overlap or redundancy between provincial and sub-provincial campaigns.
  - If a provincial sector and a sub-provincial sector organization want to focus a campaign on their particular area, then the sub-provincial campaign should be included as a subset of the provincial campaign.
  - If no provincial sector organization exists, then sub-sector stakeholders should work through a Community Consortium or RDMO on co-operative marketing campaigns.

For a list of sector associations working with Destination BC, please see [Appendix 4](#).

### *Regional Organizations:*

- Regional DMOs, under the Reserved Pool, should focus their co-operative marketing efforts on promoting Touring & Exploring programs, with the product focus on journeys that encompass several destinations and activities over multiple days throughout a large geographical area.

Destination BC may not approve projects that overlap and/or are considered redundant. Overlapping campaigns, (e.g. Community Consortiums campaign that promotes a specific Sector, or vice versa), should coordinate activities and have representation from each other as partners or join forces as applicants. See [Appendix 3](#) for a list of organizations that should be contacted.

*Other Destination BC Programs:*

Activities approved under the Open Pool will not be eligible for financial support through other Destination BC programs. Examples of other programs include the Travel Media Relations' Visiting Journalist Program and various projects led by our Content, Visitor Services and Research, Planning and Evaluation teams.

### **4.3 Eligible Activities and Costs**

Program funding is intended to support new or expanded research-based marketing activities in primarily short-haul markets (BC, Alberta, and Washington). Co-op funding is available to facilitate a broad range of integrated, consumer-focused marketing activities/campaigns that work to increase tourism revenues in British Columbia and strengthen and build the *Super, Natural British Columbia*® brand, essential to our collective success.

For clarification on items not listed below, please contact program staff.

Eligible Activities:

Paid Advertising

- Eligible expenses: delivery of promotional marketing messages including print, radio, television, out-of-home, paper direct mail (including postage, list rental), and digital advertising (email marketing, search engine marketing, paid social media, display, including image and video, and native advertising).

Social Media

- Eligible expenses: Social media program execution, including community management, social outreach, content curation, influencer trips and analytics. If you are considering social media as a tactic, please note that any social media influencer trips approved under the Co-op program are not eligible for additional financial support from other Destination BC programs.

Print/Online Collateral

- Eligible expenses: brochures, rack cards, flat sheets, guides, maps, etc.

Brand Alignment

- Eligible expenses: the development of assets and activities that enable the campaigns to align with the *Super, Natural British Columbia*® brand. Please discuss with program staff, as the intent is not to develop new brands, but to build upon and strengthen BC's destination brand.

#### Consumer-focused Asset Development

- Eligible expenses: written content, photography, video production, and the design and development of a consortium landing page or consortium campaign microsite.

#### Market Research

- Eligible expenses: consumer-focused market research related to program execution and relevant measurements that will allow the consortium to make informed marketing decisions. Pre-approval by Destination BC's Research, Planning and Evaluation team is required.

#### Consumer Shows

- Eligible expenses: booth registration fees, basic booth accessories (power, table, chair, carpet), and show materials (pop-up banner, collateral, etc.).
- Destination BC will pay up to 50% of eligible travel-related and accommodation expenses for up to two representatives to staff booths at consumer shows, provided it is aligned to the project being funded. The following are considered travel-related and accommodation expenses:
  - Airfare (economy);
  - Hotel/motel accommodation;
  - Meal allowances\*; and
  - Ground transportation (e.g. vehicle rental, taxis, mileage\*).

\*Program staff can provide a current Government of British Columbia per-diem rate sheet detailing mileage rates and meal allowances.

- Destination BC reserves the right to deny travel-related and accommodation costs deemed excessive or unwarranted.
- Consortiums approved to attend consumer shows must coordinate attendance with any Regional DMO or Sector presence at the same show.

#### Travel media relations activities

- Pre-approval by Destination BC's Travel Media Relations team is required. If you are considering this tactic, please note that travel media relations activities approved under the Co-op program are not eligible for financial support under the Visiting Journalist Program.

#### Marketing Tactic Coordination Fees

- If the applicant's current staff and infrastructure are not sufficient to execute program activities, Destination BC may permit the applicant's use of up to 15% of Destination BC co-op funds (up to a maximum of \$25,000) towards coordination of the approved marketing tactics, provided:

- An external contractor or organization is hired; or
  - One of the three or more Partner organizations will implement the program on behalf of the entire Applicant group.
- Coordination Fee funding cap of \$25,000 of Destination BC funds will apply for larger value applications. Please discuss with Destination BC program staff.
- Additional matching Coordination Fees may be paid by the Consortium directly to a contractor from the matching co-operative contribution provided by the Consortium, also up to 15%.
  - Example: \$50,000 in funds from Destination BC are eligible for up to \$7,500 in Coordination Fees (<15%) with no less than \$42,500 (>85%) to be used for other eligible marketing activities. \$50,000 in funds from the Consortium are also eligible for up to a \$7,500 Coordination Fee with \$42,500 to be used for other eligible marketing activities. In summary, the total project of \$100,000 is eligible for up to \$15,000 in Coordination Fees, with \$85,000 for other eligible marketing activities.
- Coordination Fees must be transparent to partners and business.

#### **4.4 Ineligible Activities and Costs**

The following activities and costs are not eligible for reimbursement:

- General administrative costs such as salaries, office expenses, business cards, rent and other normal costs of business incurred by the proponent, or firms represented by the proponent;
- Costs associated with developing and submitting applications;
- Costs associated with developing strategic plans;
- Travel trade activities;
- Product development or industry development;
- Stakeholder engagement or membership drives;
- New brand development;
- Non-consortium campaign website development;
- Website hosting fees other than for 'Call to Action' URLs;
- Travel costs other than to consumer shows;
- Capital costs for equipment or software purchases;
- Capital costs associated with marketing tactics (such as billboard or signage installation, vehicle leasing, brochure display racks);

- Rental or lease of equipment or facilities, except as it relates to the hosting of pre-approved project related events (such as media events);
- Contra or in-kind contributions, including but not limited to: accommodation, transportation, meeting space, admissions and passes, etc.;
- Applications specific to bidding on and hosting sporting events and the Meeting, Conventions, and Incentive Travel (MCIT) sector; and
- Funds contributed by partners or stakeholders outside British Columbia. These may be utilized but will not be matched by Destination BC.
  - Example: Consortium has \$50,000 from partners (including \$10,000 from a community or business based in Alberta or Washington). If the application is approved, Destination BC will only match funds from BC, i.e. \$40,000 will be matched.

Destination BC may consider exceptions if there are compelling reasons and depending on potential return on investment.

#### **4.5 Eligible Markets**

The focus of effort should be on short-haul markets (BC, Alberta, and Washington). If a proposed activity is non-duplicative, has strong ROI potential and a business case can be made, Destination BC will consider applications for long haul North America marketing initiatives on a case-by-case basis. Please provide your business rationale in the application. Overseas markets are ineligible.

#### **4.6 A Powerful Marketing Network – New for 2018/19**

Building a Powerful Marketing Network is one of three strategic imperatives outlined in the [Destination BC Corporate Strategy](#) that we will focus on to help us win in a competitive marketplace.

The partnerships between Destination BC and industry in the Co-op Marketing Partnerships Program help to support the three core strategies of the Powerful Marketing Network:

- Captivate: create emotional urgency to visit BC
- Advocate: amplify traveller advocacy about BC
- Generate: generate leads for BC businesses

#### *Key Performance Indicators (KPIs)*

In order to ensure the Co-op partnerships are supporting the three core strategies of Captivate, Advocate and Generate, we will work with industry to begin to use common KPIs.

Collecting consistent information will help us:

1. Provide standard reporting and year-over-year results to support the Program.
2. Provide indicators to maintain and evaluate the success of each marketing initiative against industry benchmarks and to make any necessary adjustments during the project. The industry benchmarks provided in Appendix 5 are a reference tool only; they are not compliance metrics under the program. Each project should generate a baseline to understand how the project is progressing each year. This year-over-year tracking should be shared among the partners and help you work towards improving your initiatives and metric ratings each year.

The standard KPIs and associated industry benchmarks that will be collected from the Program are outlined in the [Application Form](#). Definitions can be found in [Appendix 5](#). Further information can be found in the [FAQ document](#).

#### *Alignment with Industry*

In order to support the core strategies of Captivate, Advocate and Generate, work undertaken within the Program should help amplify reach, utilize brand-building content and experience and provide data and insights to help inform decisions.

We ask that you consider the following when executing the eligible tactics within the Program.

#### **Brand Alignment**

There are three tiers of brand alignment that we encourage industry to consider. In your application, please self-identify your consortium or sector's current brand tier and target brand tier.

- Tier 1: use of the [logo tile](#), and use of at least three brand elements (colours, photography style, typefaces, or content approach).
- Tier 2: use of the logo tile, as well as one other brand element (please name the element).
- Tier 3: logo tile use only.

Brand alignment, where possible, within the Program helps us increase engagement and awareness of the *Super, Natural British Columbia*® BC Brand.

#### **Consumer-Focused Asset Development**

If you are considering this tactic, please note that in order to maximize on potential marketing opportunities, it's important the content your consortium gathers and creates is available across our Destination BC channels. In order for us to be able to do so, please include the following language in your contract:

The parties agree that the supplier grants <Your Co-Op Group> and Destination BC Corp.:

- a non-exclusive, perpetual, irrevocable, royalty-free, assignable, worldwide license to use, reproduce, modify and distribute the content asset(s); and
- The right to sublicense to third-parties the right to use, reproduce, modify and distribute the photograph(s) for the purpose of promoting travel to or within BC.

This will allow Destination BC to:

- Use your consortia's articles, video & photography on Destination BC's channels including websites, Facebook, Twitter, Instagram, Pinterest, YouTube, sponsored and/or promoted social media; posts, consumer websites, email marketing and other digital channels;
- Edit content for size and length where relevant;
- Translate content into other languages for use in Destination BC's global markets; and
- Share content with partners such as Destination Canada and others to re-use in their global markets.

### **Paid Search / Search Engine Marketing**

In order to achieve better alignment with our partners, to avoid duplication and prevent higher costs with Paid Search, we would like you to consider sharing the following information with us when your campaigns are running.

- What markets are you/will you be promoting your product/services in via paid search? (BC, AB, WA)
- What months will your paid search program be running in? (Is it 'always on' or just during certain months of the year?)
- Do you have a list of the keywords and ad groups that you can provide us with so we can ensure there is no overlap?

### **Social Media**

There are several ways in which you can engage with us on Social Media:

#### Follow

- Follow us on [Facebook](#), [Twitter](#), [Instagram](#), [Pinterest](#), and [YouTube](#). By following us, you are able to get an idea of the type of content we share.

#### Participate

- By following us, you'll be able to see when we post about your sector or communities and it's an opportunity for you to jump into the conversation and engage with our community.

#### Amplify

- When we post about your communities or sector, you can amplify what we're sharing by sharing it on the channels you are active on.

Use #exploreBC

- By tagging your content with #exploreBC, you will tap into a very engaged community who are potential consumers and advocates and you will introduce your content to a wider audience.

Destination BC's social media team curates content from this hashtag.

### **Website Tagging**

Tagging refers to using a piece of code that collects anonymous data from a website. By tagging websites, we are able to track indirect referrals. Tracking allows us to gain a better understanding of the impact of our digital media activities. Our ultimate goal is to work towards creating an attribution model to understand what marketing activities drive consumers along the path to book a trip to BC.

More information on tagging can be found [here](#).

## **5 FUNDING**

### **5.1 Application Window**

There will be one annual application window; the deadline to submit an application will be November 30 each year. All applications received by the deadline will be collectively reviewed and evaluated based on merit. In rare occasions, applications may be accepted outside of these dates, on a first-come, first-served basis, subject to availability of funds.

### **5.2 Funding Options**

Applicants are eligible to apply for up to a 50% contribution from Destination BC. This is a cost-shared program; applicants must contribute 50% (or more) towards the total project budget, and approved projects will receive up to 50% in matching funding from Destination BC.

#### *Community Consortiums or Sectors*

- Community Consortiums or Sectors are eligible to apply for up to a 50% contribution from Destination BC. The application must be for a minimum of \$20,000, to a maximum of \$250,000 per year.
  - Example: \$20,000 in funds from Destination BC plus \$20,000 in funds from the Consortium or Sector equates to a total project budget of \$40,000.
- To manage the funds available and ensure regional distribution, Destination BC may award partial funding, limit the number of approved applications above \$100,000, and limit the number of multi-year applications.

- To achieve the program objective of greater leveraging opportunities for public and private funds, when reviewing applications, a greater emphasis will be given to applications that include financial contributions from individual tourism businesses.
- Partner Applicants (i.e. a Community within a Consortium) can be a part of more than one application, including Sector applications. However, no one Community or Sector can apply for more than \$250,000 in total requests from Destination BC, per year, between all applications in the Open Pool.
- There is no minimum investment required by each Partner, and each does not need to contribute an equal amount; however, a reasonable investment from each partner representing true collaboration, should exist.
- For multi-year project applications, Destination BC will provide up to 50% of total project funds in Year 1, up to 40% of funds in Year 2 and up to 40% in Year 3, with the understanding that individual tourism businesses should see incremental value in the projects in Year 2 and Year 3, and should increase their investment level in the project.

#### *Individual Community or Paired Communities*

- Where there is not the opportunity to form a Community Consortium, an Individual Community may apply for \$7,500 from Destination BC, which must be matched with \$7,500 from the Individual Community, for a project budget of \$15,000.
- For Paired Communities where there is not the opportunity to form Community Consortia, applicants may apply for \$15,000 from Destination BC, which must be matched with \$15,000 from the Paired Communities (a \$7,500 contribution from each community.)
- Preapproval by Destination BC program staff is required to apply as an Individual or Paired community. If approval is given, Individual or Paired community applicants are not eligible to participate in a Community Consortium application for additional funding.
- Communities approved as Individual or Paired communities may participate in Sector programs.
- Individual Communities and Paired Communities are only eligible to submit one application for funding, and marketing activities must represent the broader community stakeholder base.

- For multi-year project applications, Destination BC will provide up to 50% of total project funds in Year 1, up to 40% of funds in Year 2 and up to 40% in Year 3, with the understanding that individual or paired communities should see incremental value in the projects in Year 2 and Year 3 and should increase their investment level in the project.

All successful applicants will receive a Funding Notification upon approval of their application, as well as a Shared Cost Agreement (contract) which outlines the obligations of each party.

### **5.3 Funding Payment and Requirements**

#### *Community Consortiums and Sectors*

- Funding will be provided based on the amount set out in the Funding Notification and upon fulfillment of contract requirements (i.e. 50% payment will be made upon signing of the contract, 35% payment will be made upon receipt of an interim report and results, and the remaining 15% will be paid upon completion of approved marketing tactics and submission and approval of a Post Project Report).
- If cash flow challenges are expected based on the payment timing, please contact program staff to discuss options.
- Prior to the second payment, applicants must discuss progress with program staff and provide a written Interim update, with results to-date against the tracking mechanisms identified in their application. If an Applicant fails to provide an appropriate Interim Report, the second payment of 35% of the funds will not be released.
- Within 30 days of project completion, and prior to the final payment, applicants should complete a Post Project Report, including final project results, in full and in a format provided by Destination BC. If an Applicant fails to provide a Post Project Report, the final payment of 15% of the funds will not be released and will result in applications being rejected in subsequent years. Flexibility in this process may be acceptable in extraordinary situations.
- Destination BC will require the return of any unspent funds or funds spent on ineligible activities.

#### *Individual Communities or Paired Communities*

- Funding will be provided as one lump sum payment based on the terms set out in the Funding Notification, provided the Applicant has agreed to meet funding requirements.
- A written Interim progress report, providing detailed results to date, will be required midway through the project. Within 30 days of project completion, applicants must complete a Post Project Report,

including final project results, and in a format provided by Destination BC. Failure to provide an appropriate report will result in applications being rejected in subsequent years.

- Destination BC will require the return of any unspent funds or funds spent on ineligible activities.

## 6 APPLICATION PROCEDURES

### 6.1 Application Process

Applications must be received by **4:30 pm PST November 30**. Incomplete or late applications will not be considered. See [Section 7](#) for the application form.

Applications will be evaluated by Destination BC staff against the requirements and criteria specified in this document. Regional DMOs will be involved in the review process for Community Consortium applications to provide input and regional insights.

Destination BC will have the ultimate decision on any application. Applicants may be contacted by program staff to consider changes to their application to better meet program requirements and criteria.

Destination BC reserves the right to select and approve project proposals which best meet the objectives and requirements of the program and demonstrate the greatest potential to meet program goals and objectives.

For Community Consortiums, one Legal Entity must sign on behalf of all Partner applicants and assume legal responsibility for the project. This Legal Entity must be a tourism association/organization, municipality, regional district, First Nation, Regional DMO or similar entity.

Applications must be submitted by email to [coop@destinationbc.ca](mailto:coop@destinationbc.ca).

### 6.2 Application Assistance

Applicants are encouraged to contact the Program staff as they develop their application to ensure that all requirements are being met.

Applicants are also encouraged to contact Destination BC to ensure tie-in to British Columbia's destination brand (*Super, Natural British Columbia*®) and alignment with Destination BC's marketing efforts. Regional DMOs may assist Community Consortiums in coming together and developing their plan, if desired by the Community Consortiums, and at the discretion of those communities.

Destination BC staff are available to assist with the application process. Please contact [coop@destinationbc.ca](mailto:coop@destinationbc.ca) for assistance.

### 6.3 Application Evaluation

Destination BC will provide up to 50% of total project funding. Campaigns must provide a measurable call to action. Applications will be evaluated based on the following four criteria categories and should be addressed in the appropriate section of the application.

#### A. Increased Tourism Revenue in BC (30%)

- Growth in overnight visitor volume;
- Growth in overnight visitor expenditure;
- Alignment with key geographic markets;
- Ability to build awareness, increase traveller interest and convert that interest to measurable visitation;
- Generates a positive ROI for partners and the province; and,
- Dispersion of benefits across the province (tourism product/experience sectors applicants).

#### B. Building Brand Equity for the British Columbia brand (20%)

- Increase engagement and awareness of the *Super, Natural British Columbia*® BC brand;
- Alignment to the provincial brand (<http://www.destinationbc.ca/Resources/british-columbia-tourism-brand.aspx>); and,
- Increase traveller advocacy about BC (i.e. promotion of BC by travellers themselves).

#### C. Strength of the Marketing Plan (35%)

- Marketing impact;
- Research-based evidence of consumer desire (demand) for the offer;
- Contribution to overall provincial and regional strategic priorities;
- Amount of private sector participation and investment in plan;
- Provide a measurable call to action;
- Ability to track enquiries and bookings;
- Demonstration of creativity and innovation; and,
- Ability to use the strategies of Captivate, Advocate and Generate to increase the competitiveness of BC tourism and build preference for BC tourism products/destinations.

#### D. Resources to Execute Program Effectively (15%)

- Strength of the evaluation framework to measure project performance;
- Demonstration of financial capabilities;

- Demonstration of marketing management capabilities;
- Project management capability;
- Ability to work in collaboration and build relationships with other industry and non-industry partners; and
- Ability to provide accurate reporting.

#### **6.4 Funding Notifications and Shared Cost Agreements (Contracts)**

Applications will be reviewed in December and January. Destination BC will issue a Funding Notification once application evaluations have been completed. Typically, all Funding Notifications will be issued by January 31.

The Funding Notification will be followed in March by a Shared Cost agreement (contract) which must be signed by the Legal Entity. The Shared Cost Agreement is a government contract and requires the Legal Entity to carry Commercial General Liability insurance, with Destination BC named as an Additional Insured. Please contact Program staff with questions.

#### **6.5 Program Execution Changes**

Once approved, any changes to the application will need to be approved by Destination BC. Successful applicants must request any changes to marketing tactics *in writing* to Destination BC. All changes must be approved by Destination BC in order to be deemed an eligible expense. Marketing activities undertaken that have not been approved or are not identified in the contract are not eligible for funding.

#### **6.6 Feedback**

Destination BC will provide constructive feedback to applicants to ensure that applications can best meet program criteria.

#### **6.7 Project Reporting**

An Interim Project report, with results, must be submitted prior to the second payment. Please include interim results of the KPIs outlined in Appendix 4. You may choose to identify, and report on, additional metrics in your application for evaluation. All metrics should be reported on in both the interim and final reports.

A Post Project Report must be submitted prior to the final payment and within 30 days of the completion of the marketing project or, in the case of multi-year projects, annually—whichever is shorter. Recipients will report on the resulting impacts of the marketing project.

If an Applicant fails to provide an Interim Report, the second payment of 35% of the funds will not be released.

If an Applicant fails to provide a Post Project Report, the final payment of 15% of the funds will not be released and no future funding for any of the partners will be available. Recovery of the previous payments will be required.

The Post Project Report must also include a detailed list of suppliers and expenses that equal the total amount of funds approved for the marketing project in a format stipulated by Destination BC.

Random audits will be performed, in which selected applicants' marketing projects will be required to submit all invoices or to participate in a full audit of their Post Project Report, including performance measures and results. If an applicant fails an audit, no future funding for any of the partners may be available. Recovery of all Destination BC payments will be required.

#### **6.8 Other Program Requirements**

Marketing activities must be completed and all funds must be spent during Destination BC's applicable fiscal year (April 1 to March 31) in order to be approved. Projects will be deemed incomplete without submission and approval of a final Post Project Report in a form acceptable to Destination BC.

**Successful applicants will be encouraged to work with specific brand and creative guidelines to achieve alignment. For more information, please contact program staff for brand tools. Please refer to our <http://www.destinationbc.ca/Resources/british-columbia-tourism-brand.aspx> (*Our Brand*) or contact program staff.**

Destination BC has the right to modify these program guidelines at any time.

## 7 APPLICATION

### Destination BC Co-operative Marketing Partnerships Program Application

Please fill in the form as it is provided below; do not alter or change the form. Please do not include graphs, visuals or links in your responses; you may add these as an Appendix for further background. All relevant information related to your responses should be included in the application below. Information included in an Appendix will not be evaluated nor scored.

[The application is available in Microsoft Word.](#) Please submit the application in **one** Microsoft Word document, not as a PDF. Applications must be sent by email to [coop@destinationbc.ca](mailto:coop@destinationbc.ca) as a single attachment.

**Applications are due by 4:30 pm PST on November 30.** Incomplete or late proposals will not be considered. All funding received for successful applications must be spent by the end of the contracted term.

#### Contact Information:

Applicants:	Identify all partners in the Community Consortium, Sector Organization, Individual Community or Paired Community.		
Representatives:	List the name, organization and contact information for all partner Applicants.		
Legal name and address of the Lead Organization:	Identify the Legal Entity which will be assuming financial and reporting responsibility for the Applicants. Ensure that the legal name and registered address are correct and match banking information; contracts will be drawn up with the information provided here.		
Registered Society Number (if applicable)			
Authorized Authority:	Identify the Representative who will act as the primary contact for the Application.		
Mailing Address:			
Telephone:		Email:	
Contact Person (Ongoing Communication): (if different from above)			
Telephone:		Email:	

Application Proposal:

Lead Organization	Identify the Legal Entity which will be assuming financial and reporting responsibility for the Applicants.
Name of Initiative	Provide the name of the initiative, if applicable.
Project Description	Describe the project, including its purpose and geographical area or sector activity or experience being promoted.
Situation Analysis	<p>Provide a high level situation analysis that describes the marketplace and defines the opportunity for your project in terms of this Program. Your situation analysis should include the following types of information:</p> <ul style="list-style-type: none"> <li>• Estimated size of this market, market potential, capacity and major trends in your sector and product category.</li> <li>• Overnight visitation and revenue history over the past three to five years.</li> <li>• Identify any relevant collaborative projects or Consortiums undertaken by partner applicants in the past three to five years.</li> <li>• Identification of competitors and their strengths and weaknesses.</li> <li>• A discussion of the buying habits and attitudes of consumers toward your products/services.</li> <li>• Market development initiatives previously undertaken and currently used to develop identified markets.</li> </ul>
Objective(s)	List the objectives of your project. Explain carefully and clearly how the proposed project objectives complement and/or support the program goals outlined in <a href="#">Section 2</a>
Strategies	<p>Provide an overview of your marketing strategies for the proposed project:</p> <ul style="list-style-type: none"> <li>• Describe the general approach you plan to use to achieve the stated objectives.</li> <li>• Outline the basic positioning of your product(s), including how you plan on differentiating them from competitive products/destinations.</li> <li>• Explain how your proposal's strategies are consistent with Destination BC's marketing strategies and contribute to overall provincial <a href="#">strategic priorities</a>.</li> </ul>
Markets/Segments	<p>List the <a href="#">geographic markets</a> and describe the consumer segments that will be targeted in this initiative.</p> <p>This program is intended to support new or expanded research based marketing activities in BC, Alberta and Washington. Proposals targeting other markets will need to provide the</p>

	<p>appropriate business rationale.</p> <p>Please include your focus of effort (%) by market and/or segment, and by season.</p>									
Provincial Destination Brand Alignment	<p>Identify how your project(s) align with the provincial destination brand and marketing efforts, as well as how your project reinforces and strengthens the destination brand.</p> <p>Identify your current Tier of brand alignment and the target you intend to achieve for brand alignment based on the following:</p> <ul style="list-style-type: none"> <li>• Tier 1: use of the logo tile, and use of at least three brand elements (colours, photography style, typefaces, or content approach);</li> <li>• Tier 2: use of the logo tile, as well as one other brand element (please name the element); or</li> <li>• Tier 3: logo tile use only.</li> </ul> <p>More on the BC Destination Brand, including creative guidelines and Industry Tools:  <a href="http://www.destinationbc.ca/Resources/british-columbia-tourism-brand.aspx">http://www.destinationbc.ca/Resources/british-columbia-tourism-brand.aspx</a>   <a href="http://www.destinationbc.ca/Resources/british-columbia-tourism-brand/Industry-Tools.aspx">http://www.destinationbc.ca/Resources/british-columbia-tourism-brand/Industry-Tools.aspx</a></p>									
Tactics	<p>Please indicate with a ✓ each tactic you will undertake with the Co-op Marketing Program.</p> <p>In order to properly evaluate your application, each tactic must contain:</p> <ul style="list-style-type: none"> <li>• Short description of the tactic and the expected output</li> <li>• Purpose of the tactic</li> <li>• Budget</li> <li>• Call to Action (Example: URL, Hashtag)</li> <li>• Timing (anticipated start and end)</li> <li>• Applicable market(s) (or All)</li> <li>• Minimum metrics as identified in Appendix 5</li> </ul> <table border="1" data-bbox="435 1688 1474 1862"> <thead> <tr> <th data-bbox="435 1688 500 1730"></th> <th data-bbox="500 1688 808 1730">Tactic</th> <th data-bbox="808 1688 1474 1730">Description</th> </tr> </thead> <tbody> <tr> <td data-bbox="435 1730 500 1772"></td> <td data-bbox="500 1730 808 1772"><b>Paid Advertising</b></td> <td data-bbox="808 1730 1474 1772"></td> </tr> <tr> <td data-bbox="435 1772 500 1862"> <input type="checkbox"/> </td> <td data-bbox="500 1772 808 1862">           Print (Newspaper/Magazine)         </td> <td data-bbox="808 1772 1474 1862"></td> </tr> </tbody> </table>		Tactic	Description		<b>Paid Advertising</b>		<input type="checkbox"/>	Print (Newspaper/Magazine)	
	Tactic	Description								
	<b>Paid Advertising</b>									
<input type="checkbox"/>	Print (Newspaper/Magazine)									

	<input type="checkbox"/>	Radio	
	<input type="checkbox"/>	Television	
		Digital Advertising	
	<input type="checkbox"/>	Email Marketing	
	<input type="checkbox"/>	Paid Search / Search Engine Marketing	
	<input type="checkbox"/>	Paid Social Media	
	<input type="checkbox"/>	Display (image and video)	
	<input type="checkbox"/>	Native Advertising	
	<input type="checkbox"/>	<b>Social Media</b>	
		<b>Print/Online Collateral</b>	
	<input type="checkbox"/>	Brochures	
	<input type="checkbox"/>	Rack Cards	
	<input type="checkbox"/>	Flat Sheets	
	<input type="checkbox"/>	Guides	
	<input type="checkbox"/>	Maps	
	<input type="checkbox"/>	<b>Brand Alignment</b>	
	<input type="checkbox"/>	<b>Consumer Focused Asset Development</b>	
	<input type="checkbox"/>	Written Content	
	<input type="checkbox"/>	Photography	
	<input type="checkbox"/>	Video	
	<input type="checkbox"/>	Consortium Microsite or Landing page	
	<input type="checkbox"/>	<b>Market Research</b>	
	<input type="checkbox"/>	<b>Consumer Shows</b>	
	<input type="checkbox"/>	<b>Travel Media Relations</b>	
	<input type="checkbox"/>	<b>Other</b>	
	<p>The tactic must be completed and all funds must be spent by the end of the contracted term.</p>		
Partnership Model	<p>Briefly describe the membership or stakeholder model of <b>each</b> Partner Applicant. How does your project ensure all relevant tourism stakeholders can participate in the project?</p>		

Budget Summary and Funding Request	<p>Provide a detailed budget that includes the estimated costs of each tactic, the amount for each tactic being contributed by the applicant, the amount of financial assistance for each tactic being requested by Destination BC and the total budget amount.</p> <p>Identify any assumptions used to develop the budget.</p> <table border="1" style="width: 100%; border-collapse: collapse; margin-top: 10px;"> <thead> <tr> <th style="width: 60%;">Marketing Tactic</th> <th style="width: 15%;">Applicant \$</th> <th style="width: 15%;">Destination BC \$</th> <th style="width: 10%;">Total Budget</th> </tr> </thead> <tbody> <tr> <td>Tactic 1</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Tactic 2</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Tactic 3 (add more tactics as required)</td> <td></td> <td></td> <td></td> </tr> <tr> <td style="text-align: right;">Subtotal</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Marketing Coordination*</td> <td></td> <td></td> <td></td> </tr> <tr> <td style="text-align: right;">Total</td> <td></td> <td></td> <td></td> </tr> </tbody> </table> <p><b>*Marketing Coordination fees cannot exceed 15% of the Total. See Section 4.3 for details.</b></p>	Marketing Tactic	Applicant \$	Destination BC \$	Total Budget	Tactic 1				Tactic 2				Tactic 3 (add more tactics as required)				Subtotal				Marketing Coordination*				Total			
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Tactic 3 (add more tactics as required)																													
Subtotal																													
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Total																													
Funding Sources	<p>List the organizations that have committed funds to this project and specify the financial contribution from each organization. To achieve the program objective of greater leveraging opportunities for public and private funds, when reviewing applications, a greater emphasis will be given to applications that include financial contributions from individual tourism businesses.</p> <p>Where another provincial or federal government agency has been approached, please provide the name of the agency, the program and the amount of financial assistance received or requested. If the financial assistance has not yet been confirmed, please indicate the funding as “pending”.</p> <table border="1" style="width: 100%; border-collapse: collapse; margin-top: 10px;"> <tbody> <tr> <td style="width: 70%;">Lead Organization Name</td> <td style="width: 30%;">\$</td> </tr> <tr> <td>Partner Applicant A, Organization Name</td> <td>\$</td> </tr> <tr> <td>Partner Applicant B, Organization Name</td> <td>\$</td> </tr> <tr> <td>Partner Applicant C, Organization Name (add more rows if needed)</td> <td>\$</td> </tr> <tr> <td>Private Sector business*</td> <td>\$</td> </tr> <tr> <td style="text-align: right;">Total</td> <td>\$</td> </tr> </tbody> </table> <p>Funding request to Destination BC: \$</p> <p>Cost-shared funding is available up to 50% of total eligible marketing costs in Year 1 and up to 40% in Year 2 and 3 of Multi-Year Applications.</p> <p>*Where possible, please provide the names of each business providing private sector</p>	Lead Organization Name	\$	Partner Applicant A, Organization Name	\$	Partner Applicant B, Organization Name	\$	Partner Applicant C, Organization Name (add more rows if needed)	\$	Private Sector business*	\$	Total	\$																
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Partner Applicant C, Organization Name (add more rows if needed)	\$																												
Private Sector business*	\$																												
Total	\$																												

	<p>contributions. If this amount is still an estimate at the time of the application deadline, please indicate when this will be confirmed.</p>
<p>Evaluation</p>	<p>Describe how you will determine whether the project objectives (outlined earlier in your application) have been achieved by providing:</p> <ul style="list-style-type: none"> <li>• The performance measure(s) you will use for each tactic, including those outlined Appendix 5. You may choose to outline additional performance measures.</li> <li>• The measurement method(s) you will use for each tactic, including those outlined in Appendix 5. You may wish to outline additional measurement methods.</li> <li>• Your performance targets for the project. The industry benchmarks outlined in Appendix 5 are for you to use as a reference only. These measures will provide an opportunity for dialogue throughout your efforts and is not a compliance measure of this program. We have provided these to support you in generating a baseline for your consortium or sector for future comparison.</li> </ul> <p>Please see <a href="#">Appendix 5</a> for a list of metrics.</p>

## APPENDICES

## Appendix 1: Definitions

### Alignment

- In this context, strategic alignment is the process and result of improving linkages between destination marketing organizations at all levels (e.g. structures, resources and strategies), and strengthening marketing critical mass to enable a higher performance by optimizing all contributions to the goal of increasing tourism revenues to BC.

### Authorized authority

- The main contact at the Lead Organization who is authorized to contract with Destination BC.

### Call to Action

- Call to action (CTA) is an instruction to the audience designed to provoke an immediate response (e.g., "call now", "find out more", etc.).

### Community

- Geographic areas with a DMO, or where a DMO does not exist, a municipal or village council, or First Nation, or regional district.
- Some communities may already be geographically defined by existing Destination Marketing Organizations.

### Community Consortium

- Consortiums or clusters of 3 or more eligible organizations.
- Consortiums should be developed based on a strong unifying theme, e.g., experience, geographic route.

### Display Advertising (Online)

- Conveys a commercial message visually using text, logos, animations, videos, photographs, or other graphics on a website or search engine and most often appears in the form of a banner at the top or sidebar of a web page. These ads are designed to attract traffic with a link to the advertiser's website.<sup>1</sup>

### Funding Partners

- Other organizations or businesses that buy-in or provide funds to the Consortium initiatives

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<sup>1</sup> <http://www.kasatria.com/basics-of-online-marketing/what-is-display-advertising#.WaccqJiouBZ>

#### Individual Community

- Individual Community Destination Marketing Organizations where there is not the opportunity to form Community Consortiums.

#### Lead Organization

- The one Legal Entity which will be assuming financial and reporting responsibility for the Application Funding Partners and will manage the execution of the Consortium initiatives.

#### Merit

- The quality of being particularly good or worthy, which in this case refers to a combination of attributes that amounts to providing value for the co-operative marketing program dollar investment.

#### Native Advertising

- Paid content that is "in-feed" and inherently non-disruptive, following the natural form and function of the user experience in which it is placed. This includes promoted tweets on Twitter, suggested posts on Facebook, and editorial-based content recommendations. The most traditional form of native marketing is when sponsor-funded content is placed alongside editorial content.<sup>2</sup>

#### Paired Communities

- Two communities and/or Community Destination Marketing Organizations where there is not the opportunity to form Community Consortiums.

#### Reach

- A measure of potential audience size; the number of unique people who see your content

#### ROI

- Return on Investment, which in this case refers to positive benefits from a project or initiative as a result of the investment from the co-operative marketing program dollar investment. To calculate ROI, the benefit (revenue return) of an investment is divided by the cost of the investment; the result is expressed as a percentage or a ratio. While not all projects may be able to calculate a true ROI, there is a desire to be able to demonstrate the project has delivered results and provided value greater than the investment level.

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<sup>2</sup> <https://www.outbrain.com/native-advertising/>

### Ski

- Winter experiences with a primary product experience of market-ready skiing, including Alpine (ski resorts and ski areas), cat skiing, heli-skiing, backcountry skiing and Nordic.

### Touring & Exploring

- A journey that encompasses several destinations and activities over multiple days.
- Touring & Exploring experiences should focus on a wide range of attractions and activities with the general intent of exploring BC (i.e. no one specific motivator is driving the trip-planning).
- Touring campaigns should include multiple activities with different target audiences and different messaging.
- The journey may be within a specific area or it may transcend one or more areas.

## Appendix 2: Reserved Pool

Program Guidelines specific to the Reserved Pool are provided directly to the Eligible Applicants only. The following information is provided within these Open Pool Guidelines to assist with applications and alignment.

### *Touring & Exploring*

- Eligible Applicant: Regional Destination Marketing Organizations (see Appendix 3)
- Touring & Exploring definition:
  - A journey that encompasses several destinations and activities over multiple days.
  - Touring & Exploring experiences should focus on a wide range of attractions and activities with the general intent of exploring BC (i.e. no one specific motivator is driving the trip-planning)
  - Touring campaigns should include multiple activities with different target audiences and different messaging.
  - The journey may be within a specific area/region or it may transcend one or more area/regions.

### *Aboriginal*

- Eligible Applicant: Aboriginal Tourism Association of British Columbia

### *Ski*

- Eligible Applicant: Canada West Ski Areas Association
- Ski definition:
  - Winter experiences with a primary product experience of market-ready skiing, including Alpine (ski resorts and ski areas), cat skiing, heli-skiing, backcountry skiing and Nordic.

Strategic marketing priorities within the Reserved Pool may change or evolve over time.

### Appendix 3: Eligible Applicants for Reserved Pool funding

#### CARIBOO CHILCOTIN COAST

Amy Thacker  
CEO  
Tel: 250 392 2226  
Fax: 250 392 2838  
T-Free: 1 800 663 5885  
[info@landwithoutlimits.com](mailto:info@landwithoutlimits.com)  
[www.landwithoutlimits.com](http://www.landwithoutlimits.com)

#### KOOTENAY ROCKIES

Kathy Cooper  
CEO  
Tel: 250 427 4838  
Fax: 250 427 3344  
T-Free: 1 800 661 6603 (recording)  
[info@kootenayrockies.com](mailto:info@kootenayrockies.com)  
[www.krtourism.ca](http://www.krtourism.ca)

#### NORTHERN BC

Clint Fraser  
CEO  
Tel: 250 561 0432  
Fax: 250 561 0450  
T-Free: 1 800 663 8843  
[info@nbctourism.com](mailto:info@nbctourism.com)  
[www.travelnbc.com](http://www.travelnbc.com)

#### THOMPSON OKANAGAN

Glenn Mandziuk  
CEO  
Tel: 250 860 5999  
Fax: 250 860 9993  
T-Free: 1 800 567 2275 (recording)  
[info@totabc.com](mailto:info@totabc.com)  
[www.totabc.org](http://www.totabc.org)

#### VANCOUVER ISLAND

Dave Petryk  
President & CEO  
Tel: 250 754 3500  
Fax: 250 754 3599  
[info@tourismvi.ca](mailto:info@tourismvi.ca)  
[www.tourismvi.ca](http://www.tourismvi.ca)

#### ABORIGINAL TOURISM ASSOCIATION OF BRITISH COLUMBIA

Tracy Eyssens  
CEO  
Tel: (604) 921 1070  
Fax: (604) 921 1072  
T-Free Phone: 1 877 266 2822  
T-Free Fax: 1 877 533 7773  
[info@aboriginalbc.com](mailto:info@aboriginalbc.com)  
[www.aboriginalbc.com/corporate/](http://www.aboriginalbc.com/corporate/)

#### CANADA WEST SKI AREAS ASSOCIATION

Christopher Nicholson  
President & CEO  
Tel: 778 484 5535  
Fax: 778 484 5536  
[office@cwsaa.org](mailto:office@cwsaa.org)  
[www.cwsaa.org/](http://www.cwsaa.org/)

## Appendix 4: Provincial Sector Organizations

### BACKCOUNTRY LODGES

Backcountry Lodges Association of British Columbia  
Brad Harrison, Executive Director  
[colwest@shaw.ca](mailto:colwest@shaw.ca)

### CAMPING & RVing

Camping & RVing BC Coalition  
Joss Penny, Chair  
[jpenny@bclca.ca](mailto:jpenny@bclca.ca)

### FISHING (Freshwater)

BC Fishing Resorts and Outfitters Association  
Matt Jennings, Executive Director  
[matt@bcfroa.ca](mailto:matt@bcfroa.ca)

### FISHING (Saltwater)

Sport Fishing Institute  
Owen Bird, Executive Director  
[birde@sportfishing.bc.ca](mailto:birde@sportfishing.bc.ca)

### GARDENS

Gardens BC  
Geoff Ball, President  
[Geoff.Ball@viu.ca](mailto:Geoff.Ball@viu.ca)

### GOLF

BC Golf Marketing Alliance  
Trisha Larsen, Director of Marketing  
[marketing@golfinbritishcolumbia.com](mailto:marketing@golfinbritishcolumbia.com)

### GUEST RANCHES

BC Guest Ranchers' Association  
[info@bcgustranches.com](mailto:info@bcgustranches.com)

### GUIDE OUTFITTERS

Guide Outfitters Association of BC  
Scott Ellis, Executive Director  
[info@goabc.org](mailto:info@goabc.org)

### MOUNTAIN BIKE

Western Canada Mountain Bike Tourism Association  
Martin Littlejohn, Executive Director  
[martin@mbta.ca](mailto:martin@mbta.ca)

### POWER AND SAIL CRUISING (OCEAN BOATING)

BC Ocean Boating Tourism Association  
Michael McLaughlin, Executive Director  
[bcobta@ruralfutures.ca](mailto:bcobta@ruralfutures.ca)

### SCUBA DIVE

Dive Industry Association of BC  
Jan Breckman, Director  
[info@diveindustrybc.com](mailto:info@diveindustrybc.com)

### SNOWMOBILE

BC Snowmobile Federation  
Donegal Wilson, Executive Director  
[office@bcsf.org](mailto:office@bcsf.org)

### WINE

BC Wine Institute  
Kim Barnes Marketing Director  
[KBarnes@winebc.com](mailto:KBarnes@winebc.com)

## Appendix 5: Metrics

The KPIs and industry benchmarks provided below are a reference tool only. These will provide you with indicators to maintain and evaluate the success of your marketing initiatives against industry benchmarks and to allow you to make any necessary adjustments during the project. Each project should generate a baseline to understand how the project is progressing each year. This year-over-year tracking should be a communication tool among partners and help you work towards improving your initiatives and metric ratings each year.

Please note: Benchmarks provided are a guideline and can vary depending on several factors such as approach or strategy (i.e. for search, broad keywords tend to be more expensive and click-thru rates tends to be lower and vice versa). Where N/A appears, a benchmark is not provided as these will vary from business-to-business and may vary from campaign-to-campaign. Results are heavily dependent upon business goals and campaign objectives.

Tactic	Metric	Purpose	Industry Benchmark
<b>Paid Advertising</b>			
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
Radio			
Television			
<b>Digital Advertising</b>			
Email Marketing	Total Delivered	To understand number of emails sent	n/a
	Unique Open Rate	Indicates interest (relevancy of the email content and frequency of emails received)	22.7% <sup>3</sup>
	Unique Click Rate		2.4% <sup>3</sup>
	Unsubscribe Rate		0.176% <sup>3</sup>
	Total Email Revenue (if tracking)	To understand the value of sales that can be attributed to the email	n/a

<sup>3</sup> IBM Marketing Cloud Benchmark Study 2016: Lodging, Travel Agencies & Services sector

<b>Tactic</b>	<b>Metric</b>	<b>Purpose</b>	<b>Industry Benchmark</b>
Paid Search / Search Engine Marketing	Pre-click metric: Impressions	An indicator of demand (the higher the impressions, the higher the demand)	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	Search 2.18% <sup>4</sup>
	Pre-click metric: Cost per click (CPC)	Indicates media efficiency	Search \$1.55 <sup>4</sup>
	Post-click metric: Bounce Rate	Indicates relevancy of the search query to the landing page the user is being sent	n/a
	Post-click metric: Time on Site	Indicates content consumption (engagement)	n/a
	Post-click metric: Pages per visit	Indicates content consumption (engagement)	n/a
	Post-click metric: Cost per action	Indicates media efficiency	Search \$60.31 <sup>4</sup>
	Post-click metric: Conversion rate	Indicates the propensity of which a market, product, keyword, etc. converts	Search 2.57% <sup>4</sup>
Paid Social Media	Reach	Reach tells you how many people have potentially seen your content	n/a
	Click-thru rate (CTR)	Click-thru rates tell you the effectiveness of your content in terms of interest – if people click on your ad/content they are showing interest. More clicks should result in a higher click-thru rate	0.9% <sup>5</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.	\$0.63 <sup>5</sup>
	Conversion Rate (CVR)	Conversion rate shows the propensity of which your audience is likely to convert (conversions/clicks).	2.82% <sup>5</sup>
	Cost per Action (CPA)	Cost per action is the efficiency of which your audience converts.	\$22.50 <sup>5</sup>
	Engagements	Engagement is the number of people who have interacted with your content (engagements include likes, reactions, shares, comments, or video views)	n/a
	Cost per Engagement (CPE)	CPE shows you how much it costs for every engagement (varies depending on the engagement you are measuring: video, likes, reactions, shares, comments).	n/a

<sup>4</sup> Search Engine Marketing & Display benchmarks sourced from Wordstream (Travel & Hospitality)

<sup>5</sup> <http://www.wordstream.com/blog/ws/2017/02/28/facebook-advertising-benchmarks>

<b>Tactic</b>	<b>Metric</b>	<b>Purpose</b>	<b>Industry Benchmark</b>
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>4</sup>
	Pre-click metric: Cost per click (CPC)	Indicates media efficiency	Display \$0.24 <sup>4</sup>
	Post-click metric: Cost per conversion	Indicates media efficiency	Display \$45.28 <sup>4</sup>
	Post-click metric: Conversion rate	Indicates the propensity of which a market, product, keyword, etc. converts	Display 0.53% <sup>4</sup>
	Cost per engagement	Depends on definition of “engagement”: video view completion, comment, or share	Display 0.53% <sup>4</sup>
<b>Social Media</b>	Total Followers	To understand size of audience	n/a
	Engagement Rate	Total engagement divided by reach	1% - 5%, depending on advertising used <sup>4</sup>
	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
	#exploreBC hashtag amplification	To understand how stakeholders are encouraging the use of the provincial hash tag	n/a
	Total consumer use and reach of hashtag #<insert your hashtag here>	To understand consumer awareness and advocacy of your social media activities	n/a
<b>Print/Online Collateral</b>			
Brochures	Number of pieces printed, number of pieces distributed, distribution locations	To understand depth of distribution/reach	n/a
Rack Cards			
Flat Sheets			
Guides			
Maps			

<b>Tactic</b>	<b>Metric</b>	<b>Purpose</b>	<b>Industry Benchmark</b>
<b>Consumer-Focused Asset Development</b>			
Photography	Number of images		n/a
Video	Number of videos		n/a
	Cost Per Video View	This measures efficiency	n/a
	Video Completion Rate	What % of viewers who saw the video completed it	n/a
	Video viewed quartiles	Indicates how much of the video was viewed	n/a
	Cost per engagement	Depends on definition of “engagement”: video view completion, comment, or share	n/a
Consortium Microsite / Landing Page	Number of sessions	Tracks the number of visitors to your website	n/a
	Number of pageviews	Measures how many times a consumer views a page on your website, regardless of how many sessions are generated	n/a
	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
	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
<b>Market Research</b>	KPIs will be project specific pending discussions with Destination BC		
<b>Consumer Shows</b>	Total attendance at show	To understand size of audience	n/a
	Number of inquiries at booth	To understand size or number of interested consumers	n/a
	Number of leads generated to businesses	To understand how many consumers are moving along in the path(s) to purchase	n/a
	Number of database opt-ins	To continue to engage consumers in ongoing communication	n/a
<b>Travel Media Relations</b>	KPIs will be project specific pending discussions with Destination BC		

## Appendix 6: Resources

### Brand Alignment

Visit Destination BC's corporate website at [www.destinationbc.ca](http://www.destinationbc.ca) and check out the Brand Resources section for tools available to the industry. Once on the website:

- We encourage you to watch the webinar and read our brand document.
- Register for our [image bank](#) (our digital asset management system that has photos and footage of BC tourism industry stakeholders to use, at no cost).
- Book a time to talk to one of our Brand Supervisors so they can become engaged in your creative process. Reach the team by contacting [brand@destinationbc.ca](mailto:brand@destinationbc.ca) and copying the Co-op team at [coop@destinationbc.ca](mailto:coop@destinationbc.ca).

Some other resources available to you include:

Industry tools: photography brief and Explore Super, Natural British Columbia web tile  
(<http://www.destinationbc.ca/Resources/british-columbia-tourism-brand/Industry-Tools.aspx>)

To allow time for our brand team to offer feedback, please consider engaging with us and your creative agency as early as possible. Once you have had a chance to look through these tools, please reach out to our team at [brand@destinationbc.ca](mailto:brand@destinationbc.ca) to discuss how we can support you in your tactics, especially asset development. By aligning our efforts, we can strengthen the look and feel of our brand.

### Content Marketing

BC's approach to Brand Journalism can be found [here](#).

Blog: [HelloBC.com/blog](http://HelloBC.com/blog)

### Social Media

Destination BC's Consumer Social Channels are:

- Twitter: [@HelloBC](https://twitter.com/HelloBC)
- Facebook: [fb.com/HelloBC](https://fb.com/HelloBC)
- Instagram: [@HelloBC](https://www.instagram.com/HelloBC)
- YouTube: [youtube.com/HelloBC](https://youtube.com/HelloBC)
- Pinterest: [pinterest.com/HelloBC](https://pinterest.com/HelloBC)

Other social media resources available to you include:

- [The Value of Hashtag Marketing Webinar](#)
- [How to Engage with Destination BC's Social Media Channels](#)

Please email [coop@destinationbc.ca](mailto:coop@destinationbc.ca) with any questions related to social media.

### **Website Tagging**

<http://www.destinationbc.ca/Marketing/Consumer-Marketing/Tagging.aspx>

### **Travel Media**

Destination BC would like to work with you to maximize any Travel Media opportunities you wish to pursue. Please connect with us to help you assess the media value of potential hosting opportunities. If you are hosting a media event as part of tactics approved under the Destination BC Co-operative Partnerships Program, we would appreciate the opportunity to have a Destination BC representative in attendance. Please work with us to discuss the use of logo tiles on information related to your event.

Travel Media projects that were approved under the Program will not be eligible under the Destination BC's North America Visiting Journalist Program. If you have a separate media initiative, please contact us to discuss opportunities.

Please email [coop@destinationbc.ca](mailto:coop@destinationbc.ca) in regards to any media opportunities and events.

### **Research Activities**

Please connect with Destination BC's Research, Planning and Evaluation (RPE) team on the design and implementation of research activity proposed and approved under the Program.

Research that has been conducted by Destination BC that is available for industry use can be found [here](#).

Please email [coop@destinationbc.ca](mailto:coop@destinationbc.ca) to forward reports and contact the RPE team.

### **Corporate Resources**

For further information about our focus, investment, and activities in Global Marketing and Destination and Industry Development is available in our Corporate Plans. You can request a copy the latest Global Marketing Plan by emailing [Marketing.Plan@DestinationBC.ca](mailto:Marketing.Plan@DestinationBC.ca). You can request a copy of Destination BC's 2017 Destination and Industry Development Plan by emailing [destination.plan@DestinationBC.ca](mailto:destination.plan@DestinationBC.ca).

## CONTACT INFORMATION

General Questions and Applications can be sent to: [Coop@destinationbc.ca](mailto:Coop@destinationbc.ca).

Kim Hood

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