



2021/22 Partnership Report

Business Name		Contact Name	
Address		Contact Phone	
		Contact Email	
Type of Partnership		Focus of Project	
Project Start Date		Project Completion Date	
		Total Project Budget	
Please provide a brief recap of the project.			
What were some of the biggest successes of the project?			
Please describe how the project improved tourism readiness and/or economic impact for your organization, municipality and/or region.			
What did you learn and/or what improvements would you make if you were to repeat the project?			
What are some additional ways that Central Counties Tourism can help your business grow and succeed?			

Metrics

Depending on the type of partnership, some of the below metrics may not apply - and that is fine. By aggregating all partner data from this section, we are able to tell a compelling story as to why the partnership program is integral to the regional growth of tourism readiness and economic impact. The more detail you can provide, the better.

Visitor Metrics		Marketing Metrics	
Description	Results	Description	Results
Total number of visitors		Total Facebook reach	
% increase in visitors YOY if applicable		Total Facebook engagements	
% Local		Total Twitter reach	
% Ontario		Total Twitter engagements	
% Rest of Canada		Total Instagram reach	
% US		Total Instagram engagements	
% other international		Total YouTube reach	
% same day visits		Total YouTube engagements	
% overnight Visits		Total social media spend	
Average nights for overnight			
Number of postal codes collected		Total new social followers across all channels	
Number of surveys completed		% Increase of new social followers YOY	
Community Metrics			
Description	Results	Number of website visits (current, 1 year period)	
# of businesses directly involved with project		Number of website referrals (to your other partners)	
# of businesses benefitting from project		Number of tracked conversions (sales, visits, etc.)	
% of businesses reporting increase in sales		% YOY website visit increase	
% of businesses reporting increase in visits		% YOY website referrals increase	
Total tracked revenue from project		% YOY conversion increase	
# of volunteers providing project support			
Average hours of work by volunteer		# of articles/blogs published (earned media)	
# of people that received any type of training		Total reach of earned media	
Amount of municipal funding for project		% YOY earned media reach increase	
Did the project receive other municipal support?			
If yes, please list		% of advertising that included CCT logo	
		% of advertising that included Destination Ontario logo	
Report Submission Checklist (Y/N/NA)			
Have you sent examples of your marketing materials?		Radio advertising reach	
Have you included your final budget?		Television advertising reach	
Have you provided pictures of final project?		Digital paid advertising reach	
Have you forwarded all postal codes collected?		Total traditional advertising spend	
Did you include a brief testimonial on how the partnership benefitted your organization?			