

Application: CCT-Partnership-3777960206

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2023/2024 Partnership Opportunities Program

Summary

ID: CCT-Partnership-3777960206

FOR REVIEW ONLY: CCT Partnership Reporting Template

Incomplete

CCT Partnership Reporting Template

BUSINESS INFO

Business Name:

(No response)

Business Website URL:

(No response)

Mailing Address:

(No response)

City:

(No response)

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Province:

(No response)

Postal Code:

(No response)

Region

(No response)

Contact Name:

(No response)

Contact Email:

(No response)

Contact Phone Number:

This field must be a 10 digit phone number in ###-###-#### format.

(No response)

PROJECT INFORMATION

Type of Project

(No response)

Total Project Budget

(No response)

Project Start Date:

(No response)

Project Completion Date:

(No response)

What type of activities did our partnership funds support?

Check all that apply.

No Responses Selected

Please provide a brief recap of the project:

(No response)

What were some of the biggest successes of the project?

(No response)

Please describe how the project improved tourism readiness and/or economic impact for your organization, municipality and/or region:

(No response)

What did you learn and/or what improvements would you make if you were to repeat the project?

(No response)

What are some additional ways that Central Counties Tourism can help your business grow and succeed?

(No response)

Were there any major changes to the final project that differs from what was outlined in the initial partnership application? If so, please elaborate on those changes and the reasons the changes were needed.

(No response)

Please provide a brief testimonial on how the partnership benefitted your organization.

(No response)

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 Tourism Relief Fund was integral to the regional growth of tourism readiness and economic impact. The more detail you can provide, the better.

Visitor Metrics

Description	Results
Total number of visitors	
% increase in visitors YOY if applicable	
% Local	
% Ontario	
% Rest of Canada	
% US	
% other international	
% same day visits	
% overnight visits	
Average nights for overnight	
Number of postal codes collected	
Number of surveys completed	

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Community Metrics

Description	Results
# of businesses directly involved with project	
# of businesses benefitting from project	
% of businesses reporting increase in sales	
% of businesses reporting increase in visits	
# of volunteers providing project support	
Average hours of work by volunteer	
# of people that received any type of training	
Amount of municipal funding for project	
Did the project receive other municipal support?	
If yes, please list:	

Revenue Metrics

Description	Results
Total tracked revenue from project	
Total YOY revenue increase as a %	
YOY Increase from non-locals as a %	
YOY Increase from locals as a %	

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Marketing Metrics

Description	Results
Total Facebook reach	
Total Facebook engagement	
Total Instagram reach	
Total Instagram engagement	
Total Twitter reach	
Total Twitter engagement	
Total YouTube reach	
Total YouTube engagement	
Total social media spend	
Total new followers across all social media platforms	
% YOY increase in new followers	
Number of website visits (current 1 yr period)	
Number of website referrals (to your other partners)	
Number of tracked conversions (sales, visits, etc.)	
% YOY website visit increase	
% YOY website referrals increase	
% YOY conversion increase	
# of articles/blogs published (earned media)	
Total reach of earned media	
% YOY earned media reach increase	
Radio advertising reach	
Television advertising reach	
Digital paid advertising reach	
Total traditional advertising reach	
% of advertising that included CCT logo	

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