

# Recommended performance measures

| Pillar                                 | Performance Measure   | Rationale  |
|--|---|--|
| <b>Product Development</b>             | 1. Change in the number of new products and experiences and/or the number of existing products and experiences enhanced, in market                                      | <ul style="list-style-type: none"> <li>Helping develop and enhance new products and experiences is a core activity</li> </ul>  |
|  | 2. Increase in the percentage of RTO's aided brand awareness  | <ul style="list-style-type: none"> <li>Will allow RTOs to evaluate their efforts in making their region known to potential customers</li> </ul>  |
| <b>Marketing</b>                       | 3. Increase in the return on investment (ROI) of RTO marketing campaign investments (e.g., increase in overnight and day trips, incremental visitor spending generated) | <ul style="list-style-type: none"> <li>Will provide valid data for RTO decision-making and continuous improvement on marketing investment decisions</li> </ul>   |
|  | 4. Change in output measures including leveraged marketing from partners and earned media, web analytics and online bookings if applicable                              | <ul style="list-style-type: none"> <li>Will assist RTOs in tracking trends in how effective their marketing efforts are and which channels are most successful at driving enquiries and bookings, both in-year and year-over-year</li> </ul> |
| <b>Governance &amp; Administration</b> | 5. Percentage and percentage change of industry stakeholders that have partnered and collaborated in RTO activities   | <ul style="list-style-type: none"> <li>RTOs will gain insights into their effectiveness in building relationships with industry stakeholders</li> </ul>  |
|  | 6. Percentage and percentage change of stakeholders satisfied with RTO activities   | <ul style="list-style-type: none"> <li>RTOs will gain insights into their effectiveness in building <i>valued</i> relationships with industry stakeholders</li> </ul>  |
| <b>Workforce Development</b>           | 7. Percentage of industry operators who report business/customer improvement as a result of RTO-sponsored training (6-12 months post training)                          | <ul style="list-style-type: none"> <li>RTOs will be able to evaluate how effective their workforce development initiatives are</li> </ul>  |
| <b>Investment Attraction</b>           | 8. Change in the number of outreach activities made to community and economic development organizations   | <ul style="list-style-type: none"> <li>Will encourage RTOs to form ties and coordinate efforts with other organizations that are potential partners</li> </ul>   |