

Appendix B: Goal Outcomes Chart-Attractions Marketing Funding –Provide detail on year over year measurements.

Name of attraction:

Performance Indicator	2019-20 Results (if applicable)	2020-21 Objectives	2020-21 Results (to date)	Measurement Tool	2021-22 Objectives
Total Attendance Out of town vs. local				e.g. ticket sales or coupons redeemed	
Website traffic- click thru rate, eNews open rate				e.g. Google Analytics	
Visitor satisfaction levels				e.g. Visitor Surveys	
# of Hotel/Restaurant or other partner packages sold					
Social media engagement					
Other					
Other					