

ITC GRANT NARRATIVE PROGRESS REPORT FORM

Grantee: Hells Canyon Visitor Bureau / Visit Lewis Clark Valley	Grant Number: 14-II-02
Date Submitted:	Report #: <input type="checkbox"/> 2 <input type="checkbox"/> 4
Date Posted for Review: July 10, 2015	<input type="checkbox"/> 1 <input type="checkbox"/> 3 <input checked="" type="checkbox"/> Final

Awarded Grant: \$ 40,000.00	Cash Match Requirement: \$ 5,000.00	Total Excess Match Committed (Above required amount) \$ 24,968.57
Amount Expended YTD: \$ 40,000.00	Cash Match Documented YTD: \$ 29,968.57	

Element 1: Admin/Fulfillment

Amount Awarded: \$ 4,000.00	Amount Expended YTD: \$ 4,000.00	Cash Match Documented YTD: \$ 0	Excess Cash Match Committed: \$ 0
-----------------------------	----------------------------------	---------------------------------	-----------------------------------

Progress of Element since grant award or last report:
Complete
Anticipated completion date(s):
Complete
Actions needed to complete this element:
Measurements(s) of Results
We use our fulfillment for administration fees to compensate our grant manager.

Element III: Tourism Marketing

Amount Awarded: \$ 36,000.00	Amount Expended YTD: \$ 36,000.00	Cash Match Documented YTD: \$ 29,968.57	Excess Cash Match Committed: \$24,968.57
------------------------------	-----------------------------------	---	--

Progress of Element since grant award or last report:

Advertising Placed:

Madden Media Spring Insert (Idaho State Tourism Coop)
NW Travel Magazine – Coop with State Tourism & NCITA April/May
TravelGuidesFree.com (online partner with NW Travel)
Trip Advisor – Special DMO rate through State Tourism
Sunset Magazine – April & May issues
National Park Trips – (online coop Idaho State Tourism)

Completed new website in a responsive design to adapt for viewing on any electronic device. The cost of the website was \$2,000 ITC Funds and \$6,000 cash match from Visit Lewis Clark Valley.

Completed and printed 5,000 new Visitor Maps. The design fee was paid for by ITC Funds and the printing cost with our funds as cash match. The map emphasizes the new vibrant beautiful downtown Lewiston, outfitters, wineries/breweries, cultural attractions and other local points of interest.

Anticipated completion date(s):

We have one additional ad in NW Travel for the July/August issue, then complete.

Actions needed to complete this element: Complete

Measurements(s) of Results:

Madden Media Spring Insert:

To-Date Campaign Summary

Total Website Clicks To-Date 252

Total Program Leads To-Date 4,051

Total Email Opt-Ins To-Date 2,388

Top Responding Metro Area for Leads ; Portland, Salt Lake City, Seattle, Spokane, Tacoma

Trip Advisor Results:

Line item start date	Line item end date	Ad server impressions	Ad server clicks	Ad server CTR
4/1/2015	6/30/2015	72928	335	0.46%
4/1/2015	6/30/2015	50930	219	0.43%
4/1/2015	6/30/2015	28926	71	0.25%
4/1/2015	6/30/2015	3866	6	0.16%
4/1/2015	6/30/2015	3848	3	0.08%
	Total:	160498	634	0.40%

TripAdvisor is working out very well. We received 634 click throughs this quarter with a 31% bounce rate. That's extremely low, which means people are visiting the website and exploring it, not just clicking on the banner ad and then leaving the site.

We received 566 leads from Sunset Magazine and 147 leads from Northwest Travel Magazine. We had 2,064 new people opt-in for our e-newsletter the mailing list, total is now at 11,688. We send out quarterly e-newsletters with seasonal specials to promote the area from our contact list.

We've been using a special URL VisitLewisClarkValley.com on all advertising. This shows our advertising as being effective. During April/May/June, 1845 visitors typed VisitLewisClarkValley.com directly to access the website.

Social networks account for the following traffic referrals: TripAdvisor 634 Sessions, Facebook 726 Sessions, Twitter 103 Sessions, Google+ 14 Sessions, and YouTube 12 Sessions.

Visit Lewis Clark Valley website is housed under VisitLCValley.com. Metrics are currently tracked using Google Analytics Between April 1, 2015 and June 30, the following measurements and insights on trends are available:

15,844 Unique Visitors initiated 17,976 Session generating 44,416 Pageviews; 4,802 of these Sessions were made from mobile devices. Additionally, 3,251 clicks on outgoing links to VLCV member vendors.

Most people are finding the site through an organic search (61%). The second most common method is from referrals (21%). Nearly 40% are accessing the site from their mobile device (phone or tablet).

Of site content and resources, the pages with the highest rates of interest to visitors were: The Home Page, Things To Do/Hells Canyon, and Calendar of Events.

SEE ATTACHED DETAILED WEB ANALYTICS SUMMARY BY MONTH – APRIL – MAY – JUNE

Geographically, the largest areas of interest are shown from within a 2 to 6 hour drive market defined as Washington, Idaho and Oregon; notable interest also exists from California and Canada.

- Of 6,762 Sessions from within the 2 to 6 hour Washington drive market, interest is as follows: 24.56% from Seattle, 20.27% from Spokane and 3.28% from Bellevue.
- Of 5,197 Sessions from within the 2 to 6 hour Idaho drive market, interest is as follows: 14.3% from Boise, 3.7% from Meridian and 3.4% from Coeur d'Alene.
- Of 3,893 Sessions from within the 2 to 6 hour Oregon drive market, interest is as follows: 39% from Portland, 4.4% from Eugene and 4.0% from Salem and Beaverton.
- Of 1,623 of Sessions from California, interest is as follows: 14% from Los Angeles, 9.6% from San Francisco and 5.3% from San Jose.
- Of 501 Sessions from Canada, interest is as follows: 41% from British Columbia, 33.7% from Alberta and 14.1% from Ontario.

TRAVEL:

I attended the Northwest Outdoor Writers Association Conference in the Tri-Cities. I had an exhibit display and did a PowerPoint presentation to pitch story ideas to the group for both Lewiston and North Central Idaho. It resulted in two Outdoor Writers booking a trip to the area for a steelhead, salmon & sturgeon fishing trip combo this fall to create a story.



VISIT LEWIS CLARK VALLEY
WEB ANALYTICS SUMMARY
APRIL 2015



MARKETING & PLANNING · GRAPHIC DESIGN · PHOTOGRAPHY · WEBSITE DEVELOPMENT · VIDEO PRODUCTION



05/04/15

APRIL 2015 WEB ANALYTICS SUMMARY

Unique website visitors have increased over 37% over this same month last year.

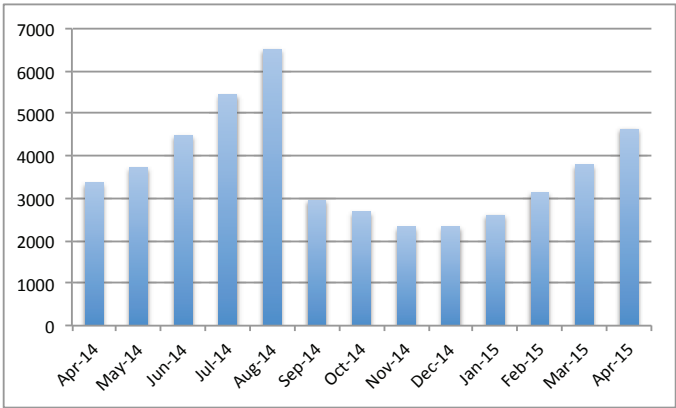
Most people are finding the site through an organic search. The 2nd most common method is from referrals: Top referral sites are:

- CityofLewiston.org
- LCValleyChamber.org
- Clarkston-WA.com
- ExperienceWA.com

The most visited pages, other than the home page, are:

- Calendar
- Hells Canyon
- Jet Boat Tours
- Dogwood Festival
- Specials/Packages
- Hotels
- Visitor Guide
- Hot August Nights

We would recommend making it a top priority to keep the main event pages up-to-date with the most recent information.



Over 1/3 of the visitors are accessing the site from their mobile device. The new site

will be mobile-friendly making the user experience that much better. It should also reduce the bounce rate. The bounce rate is much higher on a mobile device.

- 54% are using a Windows operating system
- Nearly 20% are using an iPhone or iPad
- 15% are using their Android to access the site

BANNER AD CAMPAIGN

TripAdvisor is working out very well. We received 193 click throughs in April with a 37.63% bounce rate. That's extremely low, which means people are visiting the website and exploring it, not just clicking on the banner ad and then leaving the site.

The Spokesman Review banner ad isn't paying dividends so far. It is a free byproduct of a print ad, so it's not as important. We will continue to monitor it through May.

ADVERTISING CAMPAIGN

We've been using a unique URL, VisitLewisClarkValley.com on print advertising to help track effectiveness of the overall campaign. In April, 716 people typed in the URL from the ad campaign.

VisitLCValley.com was used on the co-op ad in Northwest Travel. There were 72 visitors who typed in that URL directly.



Michelle Witthaus

Vice President

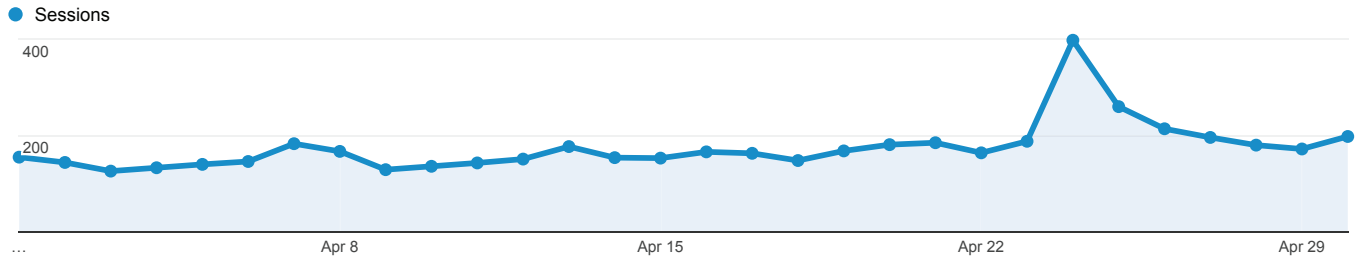
e michelle@northwestmedia.net

208 Main Street
Lewiston, ID 83501
208.746.8960

northwestmedia.net

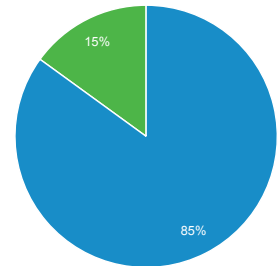
AUDIENCE OVERVIEW

APRIL 1-30, 2015



Sessions 5,218	Users 4,634	Pageviews 12,766
Pages / Session 2.45	Avg. Session Duration 00:02:12	Bounce Rate 55.63%
% New Sessions 84.90%		


■ New Visitor ■ Returning Visitor



Language	Sessions	% Sessions
1. en-us	4,949	94.84%
2. pt-br	63	1.21%
3. en-gb	27	0.52%
4. it-it	19	0.36%
5. en	16	0.31%
6. fr	14	0.27%
7. fr-fr	14	0.27%
8. de	13	0.25%
9. en-ca	11	0.21%
10. es-es	7	0.13%

ACQUISITION OVERVIEW

APRIL 1-30, 2015


All Sessions
100.00%

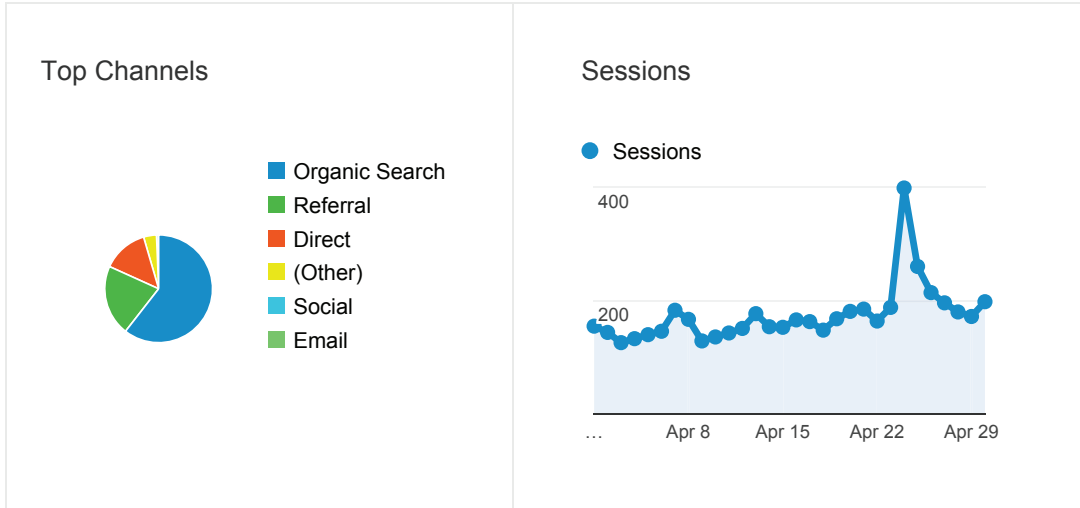
Primary Dimension:

Conversion:

Top Channels ▾

All Goals ▾

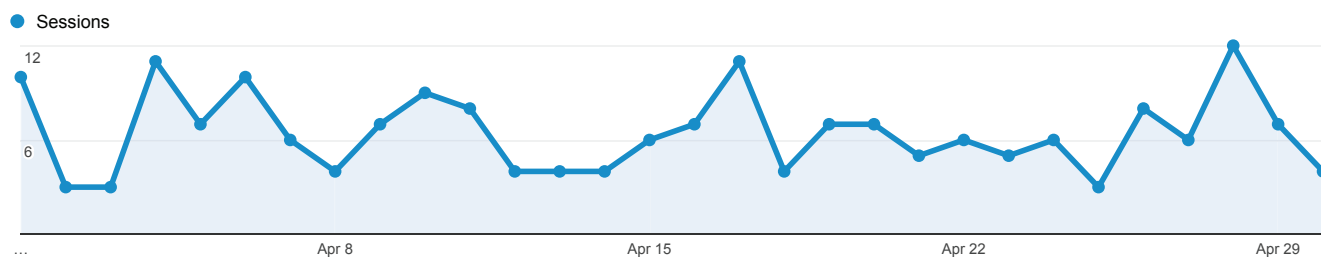
[Edit Channel Grouping](#)



		Acquisition			Behavior		
		Sessions ↓	% New Sessions ↓	New Users ↓	Bounce Rate ↓	Pages / Session ↓	Avg. Session Duration ↓
		5,218	84.90%	4,430	55.63%	2.45	00:02:12
1	Organic Search	3,159	<div style="width: 84.90%;"></div>		55.30%	<div style="width: 100%;"></div>	
2	Referral	1,107	<div style="width: 21.25%;"></div>		58.08%	<div style="width: 100%;"></div>	
3	Direct	716	<div style="width: 13.73%;"></div>		58.38%	<div style="width: 100%;"></div>	
4	(Other)	202	<div style="width: 3.89%;"></div>		38.61%	<div style="width: 80%;"></div>	
5	Social	31	<div style="width: 0.59%;"></div>		54.84%	<div style="width: 100%;"></div>	
6	Email	3	<div style="width: 0.06%;"></div>		0.00%	<div style="width: 100%;"></div>	

BANNER AD CLICK-THROUGHS

APRIL 1-30, 2015

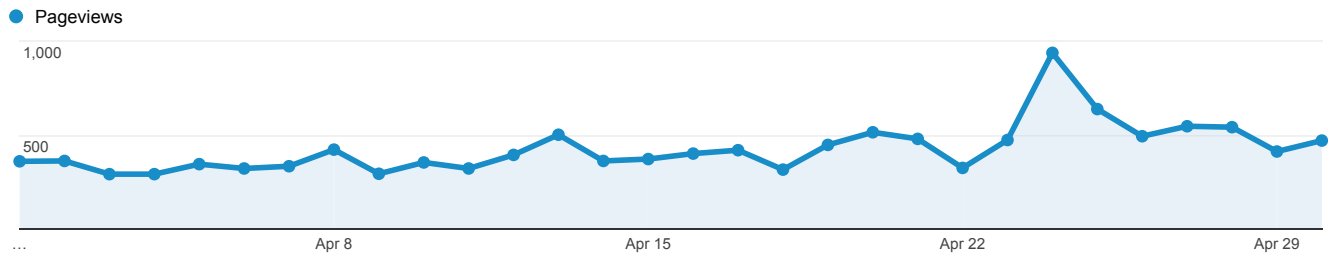


Source / Medium	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	194 <small>% of Total: 3.72% (5,218)</small>	92.78% <small>Avg for View: 84.90% (9.29%)</small>	180 <small>% of Total: 4.06% (4,430)</small>	37.63% <small>Avg for View: 55.63% (-32.36%)</small>	2.71 <small>Avg for View: 2.45 (10.61%)</small>	00:02:11 <small>Avg for View: 00:02:12 (-0.54%)</small>	0.00% <small>Avg for View: 0.00% (0.00%)</small>	0 <small>% of Total: 0.00% (0)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. TripAdvisor / Banner	193 (99.48%)	92.75%	179 (99.44%)	37.31%	2.72	00:02:12	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. SpokesmanReview / Banner	1 (0.52%)	100.00%	1 (0.56%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)

BEHAVIOR OVERVIEW

APRIL 1-30, 2015

Overview



Pageviews
12,766

Unique Pageviews
10,260

Avg. Time on Page
00:01:31

Bounce Rate
55.63%

% Exit
40.86%

Page	Pageviews	% Pageviews
1. /index.php	2,198	17.22%
2. /events—parent/calendar/index.php	1,325	10.38%
3. /things-to-do-parent/hells-canyon/index.php	1,286	10.07%
4. /things-to-do-parent/jet-boat-tours/index.php	613	4.80%
5. /events—parent/dogwood-festival/index.php	320	2.51%
6. /plan-your-trip-parent/specials-packages/index.php	281	2.20%
7. /places-to-stay-parent/hotels/index.php	268	2.10%
8. /plan-your-trip-parent/visitor-guide/index.php	251	1.97%
9. /events—parent/hot-august-nights/index.php	228	1.79%
10. /events—parent/calendar/index.php?cid=all&month=5&yr=2015	172	1.35%



CELEBRATING 20
CREATIVE MADNESS





VISIT LEWIS CLARK VALLEY

WEB ANALYTICS SUMMARY

MAY 2015



MARKETING & PLANNING · GRAPHIC DESIGN · PHOTOGRAPHY · WEBSITE DEVELOPMENT · VIDEO PRODUCTION

JUNE 2015 WEB ANALYTICS SUMMARY

Unique website visitors have increased 26% over this same time last year.

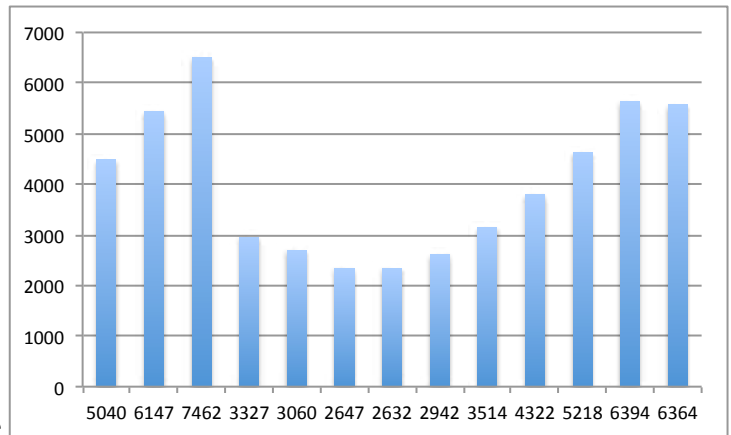
Most people are finding the site through an organic search (61%). The 2nd most common method is from referrals (21%): Top referral sites are:

- CityofLewiston.org
- LCValleyChamber.org
- WDFW.WA.gov
- ExperienceWA.com
- Clarkston-WA.com

The most visited pages, other than the home page, are:

- Calendar
- Hells Canyon
- Jet Boat Tours
- Hot August Nights
- Hotels

Mobile use is continuing to increase. Nearly 40% are accessing the site from their mobile device (phone or tablet). The new site will be mobile-friendly making the user experience that much better. It should also reduce the bounce rate. The bounce rate is much higher on a mobile device. Since the new, mobile-friendly site launched towards the end of June, we will be keeping an eye on this statistic.



ADVERTISING CAMPAIGN

We've been using a unique URL, VisitLewisClarkValley.com on print advertising to help track effectiveness of the overall campaign. In June, 211 people typed in the URL from the ad campaign. VisitLCValley.com was used on the co-op ad in Northwest Travel. There were 52 visitors who typed in that URL directly.

AUDIENCE OVERVIEW

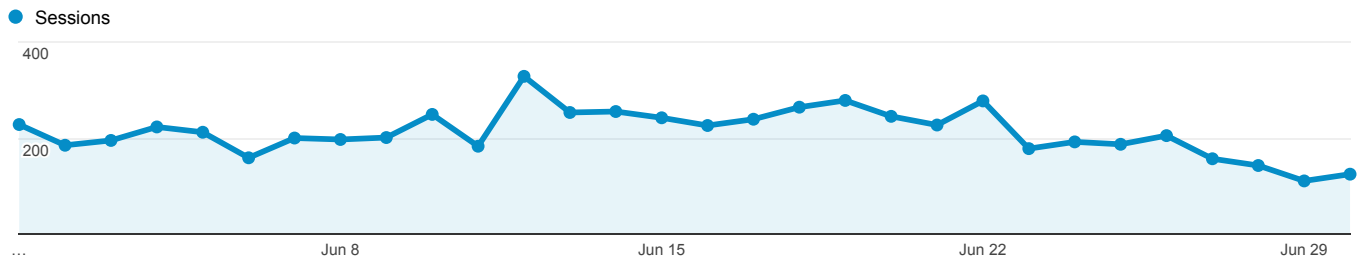
JUNE 1-30, 2015

Audience Overview

Jun 1, 2015 - Jun 30, 2015

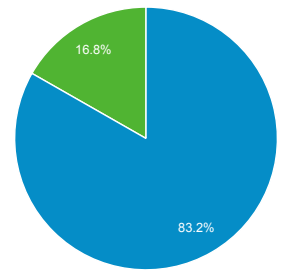
All Sessions
100.00%

Overview



Sessions 6,364	Users 5,576	Pageviews 15,436
Pages / Session 2.43	Avg. Session Duration 00:02:01	Bounce Rate 55.36%
% New Sessions 83.25%		

■ New Visitor ■ Returning Visitor



Language	Sessions	% Sessions
1. en-us	6,092	95.73%
2. pt-br	48	0.75%
3. en-gb	30	0.47%
4. en-ca	25	0.39%
5. de	23	0.36%
6. en	23	0.36%
7. c	13	0.20%
8. fr	13	0.20%
9. de-de	12	0.19%
10. it-it	6	0.09%

ACQUISITION OVERVIEW

JUNE 1-30, 2015

All Sessions
100.00%

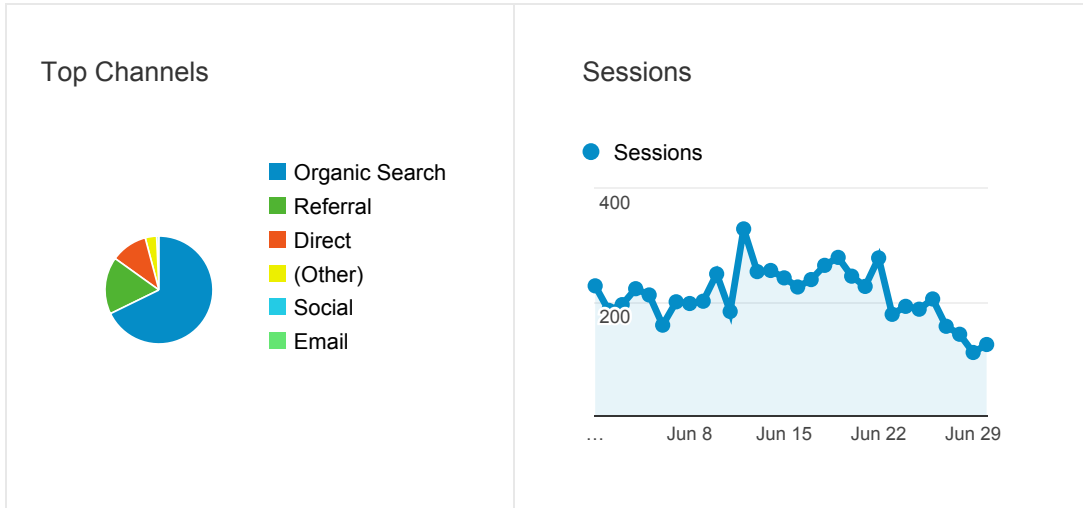
Primary Dimension:

Conversion:

Top Channels ▾

All Goals ▾

[Edit Channel Grouping](#)



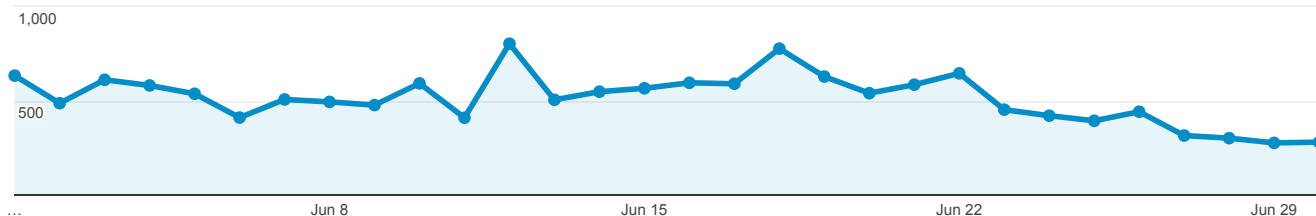
	Acquisition			Behavior		
	Sessions ↓	% New Sessions ↓	New Users ↓	Bounce Rate ↓	Pages / Session ↓	Avg. Session Duration ↓
	6,364	83.25%	5,298	55.36%	2.43	00:02:01
1 Organic Search	4,313	<div style="width: 83%;"></div>		55.81%	<div style="width: 83%;"></div>	
2 Referral	1,090	<div style="width: 17%;"></div>		51.19%	<div style="width: 83%;"></div>	
3 Direct	699	<div style="width: 11%;"></div>		65.52%	<div style="width: 83%;"></div>	
4 (Other)	217	<div style="width: 3%;"></div>		34.10%	<div style="width: 83%;"></div>	
5 Social	44	<div style="width: 0%;"></div>		56.82%	<div style="width: 83%;"></div>	
6 Email	1	<div style="width: 0%;"></div>		100.00%	<div style="width: 100%;"></div>	

BEHAVIOR OVERVIEW

JUNE 1-30, 2015

Overview

Pageviews



Pageviews

15,436

Unique Pageviews

12,282

Avg. Time on Page

00:01:25

Bounce Rate

55.36%

% Exit

41.20%

Page	Pageviews	% Pageviews
1. /index.php	2,200	14.25%
2. /events—parent/calendar/index.php	1,508	9.77%
3. /things-to-do-parent/hells-canyon/index.php	1,302	8.43%
4. /events—parent/hot-august-nights/index.php	926	6.00%
5. /things-to-do-parent/jet-boat-tours/index.php	640	4.15%
6. /events/hot-august-nights/index.php	333	2.16%
7. /outgoing/www.lewistonhan.com	298	1.93%
8. /events—parent/calendar/index.php?cid=all&month=7&yr=2015	237	1.54%
9. /places-to-stay-parent/hotels/index.php	218	1.41%
10. /2012/7-awesome-things-to-do-without-leaving-hells-gate-state-park/index.php	185	1.20%



CELEBRATING 20
CREATIVE MADNESS





VISIT LEWIS CLARK VALLEY
WEB ANALYTICS SUMMARY
MAY 2015



MARKETING & PLANNING · GRAPHIC DESIGN · PHOTOGRAPHY · WEBSITE DEVELOPMENT · VIDEO PRODUCTION

MAY 2015 WEB ANALYTICS SUMMARY

Unique website visitors have increased over 51% over this same month last year and a 21% increase over last month (April 2015).

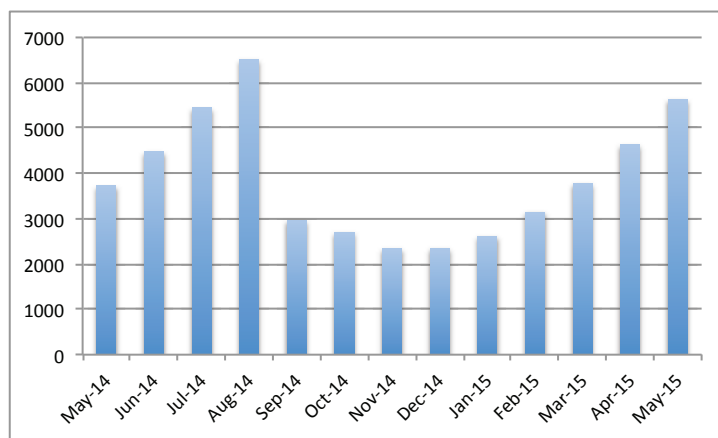
Most people are finding the site through an organic search (61%). The 2nd most common method is from referrals (21%): Top referral sites are:

- CityofLewiston.org
- LCValleyChamber.org
- Clarkston-WA.com
- ExperienceWA.com
- Received 20 referrals from kxly.com in May

The most visited pages, other than the home page, are:

- Calendar
- Hells Canyon
- Jet Boat Tours
- Hot August Nights
- 2015 Summer Giveaway (327 visits)
- Hotels
- Visitor Guide
- Specials & Packags

We would recommend making it a top priority to keep the main event pages up-to-date with the most recent information.



Mobile use is continuing to increase. Nearly 40% are accessing the site from their mobile device (phone or tablet). The new site will be mobile-friendly making the user experience that much better. It should also reduce the bounce rate. The bounce rate is much higher on a mobile device.

- 51% are using a Windows operating system. Google Chrome is the most popular browser (35%)
- 52% of mobile visitors are using an iPhone or iPad
- 40% are mobile visitors use their Android to access the site

BANNER AD CAMPAIGN

TripAdvisor is working out very well. We received 218 click throughs in May with a 31% bounce rate. That's extremely low, which means people are visiting the website and exploring it, not just clicking on the banner ad and then leaving the site.

The Spokesman Review banner ad received an increase in clickthroughs in May. 57 people clicked on it with a very high bounce rate (79%). It is a free byproduct of a print ad, so it's not as important. We will continue to monitor it.

ADVERTISING CAMPAIGN

We've been using a unique URL, VisitLewisClarkValley.com on print advertising to help track effectiveness of the overall campaign. In May, 724 people typed in the URL from the ad campaign.

VisitLCValley.com was used on the co-op ad in Northwest Travel. There were 70 visitors who typed in that URL directly.



Michelle Witthaus
Vice President

e michelle@northwestmedia.net

208 Main Street
Lewiston, ID 83501
208.746.8960

northwestmedia.net

AUDIENCE OVERVIEW

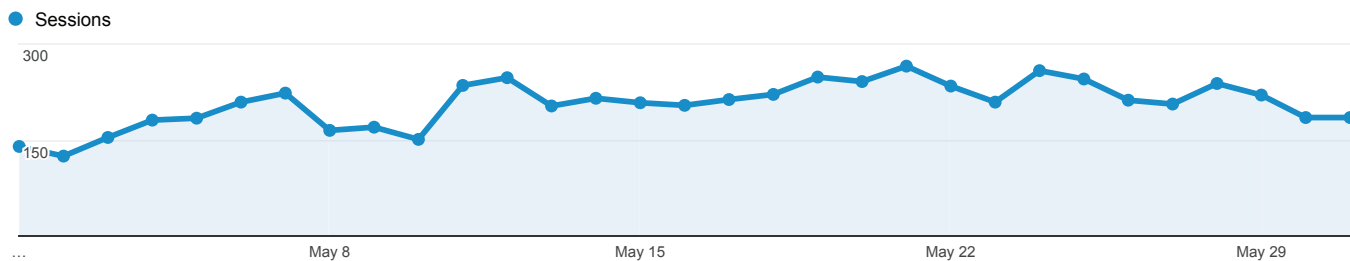
MAY 1-31, 2015

Audience Overview

May 1, 2015 - May 31, 2015

All Sessions
100.00%

Overview



Sessions
6,394

Users
5,634

Pageviews
16,214

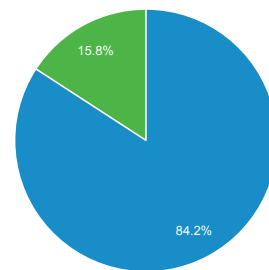
Pages / Session
2.54

Avg. Session Duration
00:02:22

Bounce Rate
55.05%

% New Sessions
84.11%

■ New Visitor ■ Returning Visitor



MAY 2015 WEB ANALYTICS

Language	Sessions	% Sessions
1. en-us	6,117	95.67%
2. pt-br	59	0.92%
3. en-gb	28	0.44%
4. en	27	0.42%
5. c	18	0.28%
6. de	18	0.28%
7. it-it	16	0.25%
8. en-ca	14	0.22%
9. de-de	8	0.13%
10. fr-fr	6	0.09%

ACQUISITION OVERVIEW

APRIL 1-30, 2015


All Sessions
 100.00%

Primary Dimension:

Conversion:

Top Channels

All Goals

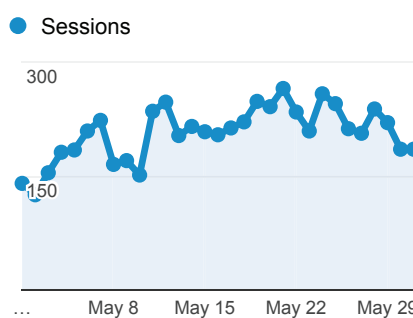
[Edit Channel Grouping](#)

Top Channels



- Organic Search
- Referral
- Direct
- (Other)
- Social
- Email

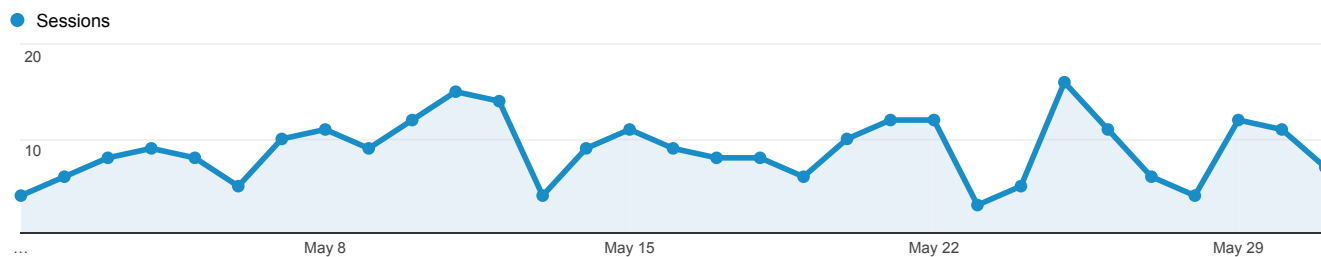
Sessions



		Acquisition			Behavior		
		Sessions ↓	% New Sessions ↓	New Users ↓	Bounce Rate ↓	Pages / Session ↓	Avg. Session Duration ↓
		6,394	84.11%	5,378	55.05%	2.54	00:02:22
1	Organic Search	3,904	<div style="width: 84.11%;"></div>		56.79%	<div style="width: 56.79%;"></div>	
2	Referral	1,359	<div style="width: 21.25%;"></div>		52.17%	<div style="width: 52.17%;"></div>	
3	Direct	724	<div style="width: 11.33%;"></div>		58.43%	<div style="width: 58.43%;"></div>	
4	(Other)	288	<div style="width: 4.51%;"></div>		42.01%	<div style="width: 42.01%;"></div>	
5	Social	116	<div style="width: 1.81%;"></div>		42.24%	<div style="width: 42.24%;"></div>	
6	Email	3	<div style="width: 0.05%;"></div>		33.33%	<div style="width: 33.33%;"></div>	

BANNER AD CLICK-THROUGHS

APRIL 1-30, 2015



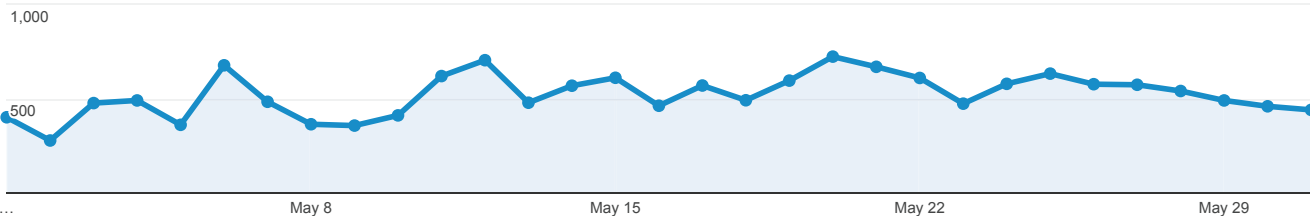
Source / Medium	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	275 % of Total: 4.30% (6,394)	94.91% Avg for View: 84.11% (12.84%)	261 % of Total: 4.85% (5,378)	41.45% Avg for View: 55.05% (-24.70%)	2.86 Avg for View: 2.54 (12.86%)	00:02:11 Avg for View: 00:02:22 (-7.39%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. TripAdvisor / Banner	218 (79.27%)	94.50%	206 (78.93%)	31.65%	3.20	00:02:32	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. SpokesmanReview / Banner	57 (20.73%)	96.49%	55 (21.07%)	78.95%	1.58	00:00:50	0.00%	0 (0.00%)	\$0.00 (0.00%)

BEHAVIOR OVERVIEW

APRIL 1-30, 2015

Overview

● Pageviews



Pageviews

16,214

Unique Pageviews

12,776

Avg. Time on Page

00:01:32

Bounce Rate

55.05%

% Exit

39.42%

Page	Pageviews	% Pageviews
1. /index.php	2,679	16.52%
2. /things-to-do-parent/hells-canyon/index.php	2,083	12.85%
3. /events—parent/calendar/index.php	1,480	9.13%
4. /things-to-do-parent/jet-boat-tours/index.php	790	4.87%
5. /events—parent/hot-august-nights/index.php	389	2.40%
6. /events—parent/calendar/index.php?cid=all&month=6&yr=2015	338	2.08%
7. /2015giveaway/index.php	327	2.02%
8. /places-to-stay-parent/hotels/index.php	309	1.91%
9. /plan-your-trip-parent/visitor-guide/index.php	309	1.91%
10. /plan-your-trip-parent/specials-packages/index.php	297	1.83%



CELEBRATING 20
CREATIVE MADNESS

