GLOSSARY OF TERMS

The following lexicon list was created by a working group from the Ontario Tourism Marketing Partnership Corporation.

Ontario Tourism Marketing Partnership Corporation – as well as the marketing industry at large – often use marketing terms that have multiple definitions and mean different things to different people. A lack of clarity on terminology can cause communication inefficiencies and confusion.

This document is intended to help improve communication amongst Ontario Tourism Marketing Partnership Corporation team members, partners and stakeholders. This Glossary of Terms has been approved by Ontario Tourism Marketing Partnership's Marketing Metrics Committee, a standing committee of the Board of Directors.

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Term	Definition	Source
Abandonment	When a user leaves a shopping cart with something in it, prior to completing the transaction.	Interactive Advertising Bureau of Canada
Above the Fold	An ad or content that is viewable as soon as the Webpage appears. One does not have to scroll down to see it.	OTMPC, Interactive Advertising Bureau of Canada
Absolute Audience Retention	The absolute audience retention curve shows the number of views for every moment of a video as a percentage of the total number of video views.	YouTube
Achievement	Actualized results compared to planned objectives.	OTMPC, Government of Ontario
Acquisition Cost	Cost to generate one lead, typically, the total campaign expense divided by the number of leads, consumer it produced.	Interactive Advertising Bureau of Canada
Activity	What the government does (e.g., actions, processes, tools, events, technology, services).	Treasury Board Secretariat (TBS)
Advertising Value Equivalency (AVE)	The value that media relations measured by ad equivalency at a 1:1 ratio.	OTMPC
Algorithm	A mathematical formula providing a set of instructions for completing a task. Crawler-based search engines use a set of instructions to index and rank websites.	Government of Ontario
Amplification	Number of times consumers share our message to their own social networks (e.g., shares, retweets).	OTMPC
Applause	Number of actions consumer takes to suggest appreciation/interest on OTMPC social channels (likes, favourites)	OTMPC
Applications - Signature Experiences	Total number of fully completed applications for the Ontario Signature Experiences Program.	OTMPC
Assumption	A condition for the realization of an outcome or of an initiative, over which the organization has no control.	Treasury Board Secretariat (TBS)
Audience Composition	Analysis of audience in terms of selected sub-groups based on demographics, lifestyle, etc., usually expressed as percentages.	Government of Ontario
Average Video View Duration	The average length, in seconds, of video playbacks. In a playlist report, the metric indicates the average length, in seconds, of video playbacks that occurred in the context of a playlist.	YouTube

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Baseline	A baseline reports on the current state of a performance measure. Its purpose is to create a starting point for analysis of progress that future state results can be compared against.	Treasury Board Secretariat (TBS)
Benchmark	A reference point or standard against which performance or outcomes can be measured.	Treasury Board Secretariat (TBS)
Billboard (Out-of-Home)	Panel/poster in public space, ideally a high-traffic area.	Government of Ontario
Bounce Rate	The percentage of visits that end with only one page view. Visitors "bounce" when they leave your site on the same page through which they entered without viewing other pages on the site.	WebTrends
Browse Features	Traffic from the homepage/home screen, subscription feed, and other browsing features for both signed-in and signed-out users.	YouTube
Business Trips	Includes attending a meeting or convention, conference, trade show or seminar, or other work.	Destination Canada
Completed Video Views	Total number of 100% completed video views or more than 30 seconds in the context of digital channels.	PHD, OTMPC
Continuity	Advertising a single theme or selling proposition over a period of time without interruption.	Government of Ontario
Control Market	Market selected to compare with a test market. Marketing parameters are held constant in the control market and varied in the test market; results are then compared.	Government of Ontario
Conversation	Number of total responses to OTMPC generated content (e.g., comments, replies)	OTMPC
Cookie	A very small text file (i.e., program code) that is stored on a user's browser for the purpose of uniquely identifying that browser during audience activity and for authenticating, tracking and maintaining specific information about users. First-party cookies are those left on a computer by a Website that has been visited, while third-party cookies are those left by a domain different than the site being visited, such as an advertising server that has just delivered an ad to a computer, or certain third-party tools used to measure site traffic. Cookies are typically set to expire.	Interactive Advertising Bureau of Canada
Crawlers (also called spiders, robots, or bots)	A program which searches or browses the Web in a logical, automated manner. Search engines use crawlers to find up-to-date information.	Government of Ontario
Crosstab (X-Tab)	Cross referencing of data to identify habits/characteristics of a defined subset of the population.	Government of Ontario
Cumulative Audience	Total number of homes/individuals reached by a schedule of	Government of

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(Cume)	commercials/programs/issues within a given time.	Ontario
Data management	For the purpose of this directive refers to the identification and tracking of datasets, metadata, and databases (not to be confused with general records management).	Government of Ontario
Dataset	An organized collection of data. The most basic representation of a dataset is data elements presented in tabular form. A dataset may also present information in a variety of non-tabular formats, such as an extensible mark-up language (XML) file, a geospatial data file, or an image file, etc.	Government of Ontario
Destination Rating	From the Brand and Advertising Tracking Study: On a scale from 1 to 10, where 10 is excellent and 1 is poor, how would you rate each of the following places as a pleasure travel destination?	OTMPC, Ipsos
Direct Impact	The impact that the tourism expenditures generate on tourism front-line businesses (or tourism-related sectors).	Ministry of Tourism, Culture and Sport
Direct Incremental Trips Generated (International Marketing)	Number of passengers booked via tour operators as a result of direct investment in campaign or JMA. Number of passengers booked on promoted packages during and up to one month after paid/in-kind media, or as a result of the campaign or JMA initiative, with the specific timeframe defined by the JMA.	OTMPC
Direct Incremental Trips Generated (Northern Marketing)	Number of trips directly booked through Northern Marketing.	OTMPC
Direct Incremental Visitor Expenditures (International Marketing)	Actual expenditure from leisure trips booked via tour operators. $ Visitor expenditure from passengers booked on promoted packages during JMA and/or campaign period (in-kind/paid media period and 1 month after and/or the duration of JMA initiative activities). ON only programs – Number of passengers booked x average spend per visit of market (Pleasure trips, 2015 Destination Canada estimates based on ITS data, Statistics Canada). Pan Canada programs only = Number of passengers booked x average spend per night (Pleasure trips, 2015 Destination Canada estimates based on ITS data, Statistics Canada) x number of nights in Ontario	OTMPC
Discover Ontario downloads	Total combined app downloads to iPhone, iPad, Android and BlackBerry devices via the three corresponding app stores	OTMPC

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Discover Ontario Event View	Total overview page views that include event overviews, dining overviews, lodging overviews and OTIC overviews	OTMPC
Discover Ontario External Link Clicks	Total combined leads to partners from listings (packages, events, etc.) from mobile app	OTMPC
Discover Ontario mobile app - # package, event & business listing views (incl. OTICs)	Total view page views that include event overviews, dining overviews, lodging overviews and OTIC overviews	OTMPC
Discover Ontario mobile app downloads	Total combined app downloads to iPhone, iPad, and Android and BlackBerry devices via the three corresponding app stores.	OTMPC
Discover Ontario mobile app external link clicks	Total combined leads to partners from listings (packages, events, etc.) from mobile app.	OTMPC
Discrepancy	This refers to the difference in recorded impressions between ad serving platforms which are involved in the process of publishing Online ads and OT.net Web Trend report. This is due to Publisher's own server metrics tend to be higher for factors such as different impression calculation methods influence the level of reported discrepancy.	Interactive Advertising Bureau of Canada, OTMPC
Display Ads	Views in which the user played the video from a display ad, including ads shown in search results or on other video watch pages.	YouTube
Domestic Trip	A domestic trip is defined as travel to a Canadian destination and originating in Canada. In Canada, for a domestic trip to be part of tourism it has to be an "out-of-town" trip and, in addition, for same day trips it has to be 40 km one-way from the traveller's home. The trip may have been taken for any reason except for: • travelling to and from work or school (i.e. commuting); • moving to a new residence; • travelling as a member of the operating crew of buses, planes, boats, etc.; • travelling for regular shopping; • travelling for a routine visit to the doctor; • travelling to a hospital inside an ambulance; • travelling for a routine sales or service call; • travelling on diplomatic or military orders; • routine travel to attend a religious ceremony; • travelling to go to a funeral; and • to pick up or drop someone else off	Ministry of Tourism, Culture and Sport

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Earned Media	Editorial content achieved through media relations without buy-in costs.	OTMPC
Effective Frequency	Exposures to an advertising message required to achieve effective communication. Generally expressed as a range below which the exposure is inadequate and above which the exposure is considered wastage.	Government of Ontario
Effective Reach	Percentage of target reached at the stated "effective frequency" level.	Government of Ontario
Employee Engagement	Measure degree to which employees feel engaged. Employee engagement is measured via an employee survey conducted by a third party research organization.	OTMPC
Evaluation	Systematic collection and analysis of information on the performance of a program, making judgements about relevance, progress or success and cost-effectiveness and/or to inform future programming decisions about design and implementation.	Treasury Board Secretariat (TBS)
Evidence-based decision making	Using accurate and meaningful information to make policy decisions that are effective in achieving desired outcomes, includes researching and analyzing available data to inform decisions. Grounded in extensive research that: •Defines the problem and options against thorough research and analysis •Evaluates options against specific criteria •Collects divers information and explicitly considers evidence •Proactively identifies and addresses knowledge gaps	Treasury Board Secretariat (TBS)
Fiscal Year	The Province of Ontario's fiscal year runs from April 1 of a year to March 31 of the following year.	Government of Ontario
Frequency	The number of times an ad is delivered to the same browser in a single session or time period e.g. one day or 24 hrs.	OTMPC
Frequency Capping	The ability to set a limit on the number of times a consumer is exposed to OTMPC advertising within a fixed time period.	Interactive Advertising Bureau of Canada, OTMPC
Frequency Distribution	Average frequency broken down to indicate the percentage of the audience that has been exposed to the message once, twice, etc.	Government of Ontario
Goal	A statement of an organization's desired future direction which articulates overall expectations and intentions for the organization.	Treasury Board Secretariat (TBS)
Google PageRank	A rough indication of the popularity and importance of sites that point to your page. A higher PageRank indicates a more popular page.	Government of Ontario

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Government Data	Refers to all data created, collected, or managed by ministries and Provincial Agencies. Government Data includes Open Data as well as all other Datasets.	Government of Ontario
Gross Domestic Product (GDP)	Value of goods and services produced by labour and capital located within a country (or region), regardless of nationality of labour or ownership.	Ministry of Tourism, Culture and Sport
Gross Rating Points (GRP's)	A standard measure in advertising, it measures advertising impact (assumed exposure). Calculate it as a percent of the target market reached multiplied by the exposure frequency. The sum of all ratings delivered by a given schedule, against a pre-determined target group. GRP's = reach x frequency.	OTMPC, Government of Ontario
Hotel Reservations - Room Nights via OTIC	Total number of nights in hotel rooms reserved through OTIC.	OTMPC
Hotel Reservations - Rooms Booked via OTIC	Total number of hotel rooms reserved through OTIC.	OTMPC
Impression	A measurement of responses from a web server to a page request from the user browser, which is filtered from robotic activity and error codes, and is recorded at a point as close as possible to opportunity to see the page by the user. When an ad is fetched from its source, and is countable. Whether the ad is clicked is not taken into account. Each time an ad is fetched, it is counted as one impression.	Interactive Advertising Bureau of Canada, OTMPC
Incremental Trips Generated (Ontario Source Market)	The estimate of converted travelers is derived from sample data and, therefore, represents the central point within a range of possibilities. 'Stated Influence' provides the platform for estimating the number of travelers and trips to Ontario destinations that were generated by advertising over the given period of time. Respondents to the ROI survey were asked the extent to which any Ontario advertising they have seen or heard within the past few months influenced their decision to take any pleasure trips within Ontario during a given timeframe. Due to sample size, variance around the projected figure is large, one must be extremely cautious about drawing definitive conclusions based on the projection.	OTMPC
Incremental Visitor Expenditures Generated (Ontario Market)	From the 'Stated Impact' ROI Analysis: It is assumed that advertising stimulates one trip per influenced traveler. In the instance where both a same-day and overnight trip was taken, the longer (overnight) trip is assumed to be the one stimulated. Due to sample size, variance around the projected	OTMPC

	figure is large, one must be extremely cautious about drawing definitive conclusions based on the projection. Number of trips motivated by campaign x avg. $ per trip = $ converted revenue.	
Indirect Impact	The impact resulting from the expansion of demand from tourism front-line businesses or tourism-related sectors, to other businesses or sectors.	Ministry of Tourism, Culture and Sport
Induced Impact	The impact associated with the re-spending of labour income and/or profits earned in the industries that serve travellers directly and indirectly.	Ministry of Tourism, Culture and Sport
Industry Partnerships Cash	Dollar amount received by OTMPC from a partner for participation in OTMPC delivered programs and advertising sales and revenues generated at OTICs.	OTMPC
Industry Partnerships Leverage	The dollar amount invested into a project by an industry partner where OTMPC provides funding which is instrumental in the initiation of the project and/or OTMPC provides funding into an existing project and benefits from a joint marketing campaign.	OTMPC
Influencing Factors	Factors that influence the outcomes of a program or policy that is beyond the scope of the program. These can include economic changes (e.g. recessions), government changes, global crisis, natural disasters, etc.	Treasury Board Secretariat (TBS)
In-kind	The value that industry partners and suppliers contribute in support of OTMPC partnership initiatives and FAMs.	OTMPC
In-Market/Behavioural	Those that are in market for vacations and looking at travel related content.	Government of Ontario
Input Measure	Resources consumed in delivering a program (either as an absolute figure or as a percentage of total resources).	Treasury Board Secretariat (TBS)
Inputs	The financial and non-financial investments used to deliver activities.	Treasury Board Secretariat (TBS)
Intermediate Outcome	Change in the target group that is attributable to outputs and are logically expected to occur once one or more short-term outcomes have been achieved. In the intermediate term, changes can be expected in behaviours, practices, decision-making, policies and social action.	Treasury Board Secretariat (TBS)
International Trip	An international trip is defined by Statistics Canada as travel for less than 12 months for any reason by anybody except: immigrants, refuges, former residents, military personnel, diplomats and dependents and crews, arriving or returning to Canada who are cleared through a Customs and Immigration point of entry. In addition to the restrictions imposed in the above definitions,	Ministry of Tourism, Culture and Sport

	Ontario excludes the following types of international travellers: • commuters to work; and • visitors whose main trip purpose is to study and stayed in Canada 75 or more nights.	
Itinerary downloads	Number of consumers who opened /downloaded flipbook/pdf.	OTMPC
Jobs generated by tourism	Include full-time, part-time, seasonal employment, as well as both employed and self-employed.	Ministry of Tourism, Culture and Sport
Key Performance Indicator	A measure that quantifies progress towards desired outcomes – measures the extent to which the outcomes achieved are meeting the program's objectives. Performance indicators may not necessarily be entirely within an entity's control. When dealing with outcomes, direct measures are often difficult – for this reason, measures often only "indicate" the outcome rather than directly measure it. Often it takes more than one performance indicator to adequately capture an outcome.	Treasury Board Secretariat (TBS)
Lead Generation	The process of attracting and converting consumers from ontariotravel.net, email, mobile app, social media, and other digital channels to partner sites.	OTMPC
Lessons learned	Generalizations based on the evaluation of experiences with projects, programs, or policies including strengths and weaknesses that can apply to broader situations or other initiatives.	Treasury Board Secretariat (TBS)
Link building	The process of gaining links to other websites that link to your website.	Government of Ontario
Link popularity	The number and quality of links that point to your website (i.e. back links). The number, quality and credibility of these links can influence your page rank.	Government of Ontario
Link swap	An exchange where site owners agree to mutually link to each other's sites.	Government of Ontario
Logic models	Logic models provide a detailed explanation of how outcomes will be achieved. Logic models provide a foundation for developing performance measures that support decision making.	Treasury Board Secretariat (TBS)
Long-term Outcome	In time, the program will influence change (e.g. social, economic, civic, environmental, etc.). This change cannot be directly attributed to the program, but when assessing whether interventions work, examining all influencing factors on broader societal outcomes is important.	Treasury Board Secretariat (TBS)
Lure downloads	Number of consumers who opened / downloaded flipbook/pdf.	OTMPC
Market Development	Market's propensity to use a product category; calculated by	Government of

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Index (MDI)	dividing the percent of a product category's sales by the percent of the population.	Ontario
Market size	Volume in terms of the demand for a particular asset or number of potential delivery providers; also consider market potential, which is the upper limit of total market size.	Treasury Board Secretariat (TBS)
Marketing Campaign Return on Investment (ROI)	From the Brand and Advertising Tracking Study: Converted Revenue / Total Campaign Expenditure = ROI	OTMPC, Ipsos
Media influenced	Number of domestic media pitched to that produced without going on a FAM trip.	OTMPC
Medium	Any means used to convey advertising messages to the public; the individual segment within a medium is referred to as a vehicle.	Government of Ontario
Meta tags	Keywords, description and content describing your website that is contained in the section of HTML coding and is not visible on your website.	Government of Ontario
Need	A problem or issue impacting or associated with a specific group in society.	Treasury Board Secretariat (TBS)
New Products Developed	New additional overnight or experience in Ontario incorporated into an existing travel trade itinerary, or a new Ontario itinerary introduced into a travel trade offering, as a result of interaction with OTMPC.	OTMPC
Non-skippable Ad Views	Views for ads that are auto-played before a video and the viewer cannot skip the ad. Non-skippable ads that are auto playing never qualify as view in YouTube Analytics.	YouTube
Northern Partnership Campaigns	Number of campaigns supported by Northern Partnership Programs.	OTMPC
Northern Partnership Grants	Total grants generated from Northern Partnership Programs.	OTMPC
Number of FAMs	Number of FAMs OTMPC hosted.	OTMPC
Number of media	Number of media OTMPC hosted.	OTMPC
Number of Signature Experiences	Total number of recognized Ontario Signature Experiences.	OTMPC
Ontario Suppliers Participated	Number of Ontario suppliers participated in OTMPC events and sales missions.	OTMPC
Operators Represented at Consumer Shows	Total number of operators represented at consumer shows.	OTMPC
Operators Showcased on TV Shows	Total number of operators showcased on televised shows.	OTMPC

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Opt-in names	Number of new names added to OTMPC email database.	OTMPC
Organic Traffic	These are views that are the direct result of user intention. For example, traffic is considered organic if a viewer takes an action like searching for a video, clicking on a suggested video, or browsing a channel.	YouTube
OTIC Broadcasts	Total number of televised segments broadcasted covering Ontario Travel Information Centre (OTIC).	OTMPC
OTIC Direct Sales	Total value of contracts between OTIC and its partners. This value includes gross revenue generated by consumer sales at OTIC locations such as hotel reservations and industry direct sales (attraction passes, gift certificates, tours, etc.)	OTMPC
OTIC Electronic Reports	Total number of electronic reports covering Ontario Travel Information Centre (OTIC) broadcasts.	OTMPC
OTIC Free Airtime Minutes	Total number of free airtime minutes covering Ontario Travel Information Centre (OTIC).	OTMPC
OTIC Shows Broadcasted - Media Value	Total media value of all televised segments covering OTIC.	OTMPC
OTIC Shows Broadcasted - Total Length of Coverage	Total length of coverage of all television segments covering OTIC in minutes.	OTMPC
OTIC Social Media Impressions	Number of impressions for Ontario brand ambassadors on social media.	OTMPC
OTIC Visitation	Total number of visitors to the Ontario Travel Information Centres (OTICs). OTMPC's 11 OTICs offer visitors valuable, practical, on-the-spot information and advice on where to go and what to see and do in Ontario. Two of OTMPC's OTICs are located in ONroute service centres along Highway 401 in Bainsville and Tilbury.	OTMPC
Outbound links	Links from your website to other websites.	Government of Ontario
Outcomes	These are changes that can be observed and measured. Outcomes can be immediate as in the case of short-term outcomes, intermediate-term or long-term. Each of these is described below. Note that there are alternative ways of framing the sequence of outcomes – focusing more on the influence (i.e., immediate, intermediate, ultimate).	Treasury Board Secretariat (TBS)
Output	The tangible results of the activities. This may include the number of direct products or services of program initiatives (e.g. number of inspections) and the number of people benefiting from the activities (e.g. number of home care clients).	Treasury Board Secretariat (TBS)

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Partner Engagements (Partnerships, Northern, OTICs, International)	Meaningful engagements by OTMPC staff with sector stakeholders regarding partnership opportunities, strategic planning, taking advantage of OTMPC assets and programs, presentations at events (such as RTO and Association AGMs) and product presentations to OTMPC staff.	OTMPC
Penetration	Percentage of a market which a medium or an individual media reaches.	Government of Ontario
Performance Measure	A performance measure provides a numeric result that indicates whether a government or organization is achieving success or whether more work is needed (effectiveness). Further to this, government programs are funded because there is an understanding that these investments are working toward achieving government priorities, with the most cost-effective approach (efficiency). Measuring performance verifies that this is happening, and indictors provide the evidence.	Treasury Board Secretariat (TBS)
Performance Measurement	Performance measurement is enabled by the systematic collection of data that shows whether stated outcomes (derived from the logic model) are being met. Performance measures quantify achievement, changes in achievement, and achievement (or a lack of) over time. Performance measurement shows: - What is really happening (may not align with what is anecdotally heard) - The current state of affairs – the baseline on which improvements will be made - That improvements are the result, or were influenced by, government intervention - How well Ontario is doing in meeting identified challenges, compared to other jurisdictions - Progress over time in making improvements and meeting goals - Whether things are changing for the better and where more effort is needed	Treasury Board Secretariat (TBS)
Performance Measurement and Continuous Improvement	The ongoing monitoring and reporting on progress is then used to actively evaluate results and drive improvements The use of performance measurement information to help set agreed-upon performance goals, allocate and prioritize resources, inform managers to either confirm or change current policy or program directions to meet those goals, and report on the success in meeting those goals.	Treasury Board Secretariat (TBS)
Performance	A consistent process across government that shows how	Treasury Board

Measurement Framework	existing programs are performing and whether they are achieving their intended outcomes.	Secretariat (TBS)
Personal information	Defined by applicable legislation, such as the Freedom of Information and Protection of Privacy Act and the Municipal Freedom of Information and Protection of Privacy Act and as "Personal Health Information" in the Personal Health Information Protection Act.	Government of Ontario
Playlists	Traffic from any playlist that included one of your video (this can be your own playlist or another user's playlist). This traffic also includes users' "Liked videos" and "Favourite videos" playlists.	YouTube
Pleasure Trips	Includes holiday, vacation, visiting second home, cottage or condo, and attending events and attractions.	Destination Canada
Portfolio	A collection of initiatives, programs, or projects.	Treasury Board Secretariat (TBS)
Travel Trade hosted	Number of product buyers or travel agents hosted on FAM trips.	OTMPC
Program	A group of related activities/outputs that respond to a specific public need in order to achieve common outcomes.	Treasury Board Secretariat (TBS)
Program Objective	The overall goal or general purpose of the program.	Treasury Board Secretariat (TBS)
Purpose of Trip	The main reason for the trip to a country or destination.	Destination Canada
Qualitative Data	Information that is not easily captured in numerical form (although it is possible to quantify); typically consists of words and normally describe people's opinions, knowledge, attitudes or behaviours.	Treasury Board Secretariat (TBS)
Quantitative data	Information that can be counted, measured, compared, and expressed in numerical terms. Example: # of; % of; ratio of; amount of; timeliness of; frequency of.	Treasury Board Secretariat (TBS)
Referrers	Sites that suggest your site through links coming from their website, blog, email, directory, tool, etc.	Government of Ontario
Relative Audience Retention	Relative audience retention shows a video's ability to keep viewers compared to all YouTube videos of similar length.	YouTube
Response	Response to consumer campaign / promotion - click through to OTMPC website.	OTMPC
Sales and Partnerships Cash (Partnerships, Northern, OTICs)	Dollar amount received by OTMPC from a partner for participation in OTMPC delivered programs and advertising sales and revenue sales generated at OTICs.	OTMPC
Search Engine	Search engine optimization (SEO) involves designing, writing,	Government of

Optimization (SEO)	and coding a website in a way that helps to improve the volume and quality of traffic to your website from people using search engines. These "free," "organic," or "natural" rankings on the various search engines can be influenced, but not controlled, by effective SEO techniques. Websites that have higher rankings (i.e. presented higher in the search results) are identified to a larger number of people who will then visit those sites. The majority of web traffic is driven by major search engines, including Google, Bing, YouTube, AOL, Yahoo, Duck Duck Go, Ask Jeeves and other country-specific ones (e.g. Baidu in China).	Ontario
Search Engine Results Page (SERP)	The pages that result from a search engine query run by a user. You can run a search using certain keywords to assess where your web pages are ranking.	Government of Ontario
Self-assessments Completed - Signature Experiences	Total number of fully completed self-assessments for the Ontario Signature Experiences Program.	OTMPC
Short-Term Outcome	Change in the target group that is directly associated with the program outputs. In the short term, changes can be expected in learning, awareness, knowledge and skills.	Treasury Board Secretariat (TBS)
Shows Broadcasted - Media Value	Total media value of all televised segments covering Northern Partnership programs.	OTMPC
Shows Broadcasted - Total Length of Coverage	Total length of coverage of all television segments covering Northern Partnership programs in minutes.	OTMPC
Shows Broadcasted (Northern Partnership program)	Total number of televised segments broadcasted covering Northern Partnership programs.	OTMPC
Skippable Video Ad Views	Views for ads that are auto-played before a video and the viewer can skip after five seconds.	YouTube
Social Media Clicks	The number of clicks on links appearing on your post or page that direct people off the social channel as a result of the link in your post. Total number of clicks on links in OTMPC branded social media posts including those on facebook.com/OntarioTravel, instagram.com/ontariotravel, pinterest.com/ontariotravel, twitter.com/ontariotravel, youtube.com/user/TravelOntarioCanada. Organic links clicks calculated as number of times a link to OT.net is clicked on by Simply Measured.	OTMPC
Social Media Engagement	Engagement is a desired interaction by a consumer to OTMPC's brand on social networks. This could be "likes" or	OTMPC, Simply Measured

	"shares" (amplification) on a Facebook fan page, retweets of a tweet sent by a brand, comments (conversations) on a post, Measured by Applause (likes, favourites), Amplification (shares, retweets), Conversation (comments, replies).	
Social Media Impressions	The number of times an ad was viewed. With a few exceptions, an impression is counted each time an ad can be viewed when it enters a person's screen on Facebook, Instagram or Audience Network. Total number of impressions on OTMPC branded social media channels include facebook.com/OntarioTravel, instagram.com/ontariotravel, pinterest.com/ontariotravel, twitter.com/ontariotravel, youtube.com/user/TravelOntarioCanada,	OTMPC, Simply Measured
Social media optimization (SMO)	Using social media activity to attract visitors to websites by using methods such as adding social media features (e.g. RSS feeds, sharing buttons) to the website content and doing promotional activities like blogging, participating in discussion groups and updating social networking profiles.	Government of Ontario
Social Media Reach	Total number of people viewed a post.	Facebook
Social Media Total Community Size	Total number of fans on OTMPC branded social media channels including facebook.com/OntarioTravel, instagram.com/ontariotravel, pinterest.com/ontariotravel, twitter.com/ontariotravel, youtube.com/user/TravelOntarioCanada, vine.co/ontariotravel, and ontariotravelblog.com.	OTMPC, Simply Measured
Stakeholders' rating of OTMPC	Industry satisfaction with OTMPC programs and services. Survey of tourism industry stakeholders in Ontario about satisfaction with Ontario Tourism Marketing Partnership Corporation performance	OTMPC
Subscribers Gained	The number of times that users subscribed to a channel.	YouTube
Subscribers Lost	The number of times that users unsubscribed from a channel.	YouTube
Subscribes	Earned subscribes happen when a viewer subscribes to your channel. This type of earned action provides unique value because the content from these YouTube channels and the channel avatars themselves may be viewed on the YouTube home page.	YouTube
Suggested Videos	Traffic from suggestions that appear next to or after other videos and from links in video descriptions.	YouTube
Sustainability	Affordability within fiscal realities, including current/future demands on resources and capacity to generate and mobilize financial resources.	Treasury Board Secretariat (TBS)
Target	This is a clear and concrete statement of planned results to be achieved within a particular time frame.	Treasury Board Secretariat (TBS)

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Theory of change	The assumptions being made about how and why an intervention will make the desired impact.	Treasury Board Secretariat (TBS)
TIPP Campaigns	Number of campaigns supported by the Tourism Industry Partner Program (TIPP).	OTMPC
TIPP Grants	Total number of grants disbursed by the Tourism Industry Partner Program (TIPP).	OTMPC
Total Campaign Leads to Operator	Number of total clicks from OTMPC website or third party landing page to tour operator website during campaign period. If a user clicks again after reaching the tour operator page or content, this is counted as an additional click. If a user navigates to a different page and then clicks again, this is counted as an additional click.	OTMPC
Total Clicks	The number of total users who click on ads.	Google Analytics, WebTrends, OTMPC
Total Video Views - Facebook	Video view is initiated by auto play. A view is counted as 3 seconds.	Facebook
Total Video Views - Instagram	Video view is initiated by auto play. A view is counted as 3 seconds.	Instagram
Total Video Views – Instagram Stories	Video view is user initiated. A view is counted upon opening. Mobile only.	Instagram
Total Video Views – Snapchat	Video view is user initiated. A view is counted upon opening. Mobile only.	Snapchat
Total Video Views – Twitter	Video view is initiated by auto play. A view is counted as 3 seconds.	Twitter
Total Video Views - YouTube	Video view is initiated by user. A view is counted as a percent of total video time. Note: True View video ad views will also count towards your video's public YouTube view count only if a video is longer than 11 seconds.	YouTube
Total Web Leads by Source	Lead Source • Ontariotravel.net • Northernontario.travel • Keepexploring.canada.travel • Social media • Mobile App • Paid Marketing	OTMPC
Total Web Page Views	Total number of page views is being tracked by the Analytics tracking code. If a user clicks reload after reaching the page, this is counted as an additional page view. If a user navigates to a different page and then returns to the original page, this is counted as an additional page view.	Google Analytics, WebTrends, OTMPC

Glossary of terms

Total Web Traffic by Source	Traffic Source • Direct/bookmarked • Organic Search • Paid Marketing • Top 20 Referrers • Others	WebTrends OTMPC
Total Website Leads (L)	Canada and USA Markets Number of clicks from website to industry partners from main website, email, mobile app, social media, and other digital channels. Total number of clicks being tracked by the Analytics tracking code. If a user clicks again after reaching the Canada and US market industry page or content, this is counted as an additional click. If a user navigates to a different page and then clicks again, this is counted as an additional click. International Markets Number of clicks from website to industry partners from main website, email, mobile app, social media, and other digital channels. Total number of clicks being tracked by the Analytics tracking code. If a user clicks again after reaching the International market industry page or content, this is counted as an additional click. If a user navigates to a different page and then clicks again, this is counted as an additional click.	OTMPC, Google Analytics, Omniture WebTrends
Total Website Traffic / Visits (V)	Canada and USA Markets Number of total sessions initiated by all the users to website; ontariotravel.net. The web traffic excludes ontariotravel.cn, travelontario.co.uk, and ontariostyle.com. The initial session by a user during any given date range is considered to be an additional session. Any future sessions from the same user during the selected time period are counted as additional sessions. International Markets Number of total sessions initiated by all the users to website; ontariotravel.net international URLs and travelontario.co.uk, ontariostyle.com, and ontariotravel.cn. The initial session by a user during any given date range is considered to be an additional session. Any future sessions from the same user during the selected time period are counted as additional sessions.	OTMPC, Google Analytics, Omniture WebTrends

Glossary of terms

Tour Operator Itineraries (Signature Experiences)	Total number of tour operator itineraries that include Ontario Signature Experiences. The schedule of destinations and experiences bundled together and offered as a packaged trip by a tour operator or travel agent.	OTMPC
Tourism demand	The total number of persons who travel or wish to travel to use tourist facilities away from their places of work and residence.	OTMPC
Tourism domestic demand	The total number of persons within Canada who travel or wish to travel to use tourist facilities away from their Canadian places of work and residence.	OTMPC
Tourism Gross Domestic Product (GDP)	Tourism GDP is the unduplicated value of production, within the boundaries of a region, of goods and services purchased by tourists. In the NTI, GDP is calculated at basic prices in both current and constant dollars. Only direct GDP is calculated in the NTI. GDP is also generated indirectly in the upstream production chain of a good or service. Although these indirect effects can be linked to tourism, they are not included in GDP.	Destination Canada
Tourism industries	The people, activities, and organizations or businesses involved in providing services for people on holiday / tourists, for example hotels, restaurants, and tour guides	OTMPC
Travel Price Index	An indicator that measures the inflation rate of the cost of purchasing travel-related goods and services in Ontario (e.g. accommodation, transportation, food/beverage, recreation, retail, etc.). The Ontario Travel Price Index is based on the travel-related components of Ontario's Consumer Price Index (CPI) released monthly by Statistics Canada. To derive the Travel Price Index, the prices of these components are weighted and aggregated according to their proportions in the total tourism expenditures in Ontario.	Ministry of Tourism, Culture and Sport
Travel Trade trained	Number of tour operator staff and travel sales agents trained by OTMPC either alone or in conjunction with CTC Specialist Training programs. (Called CSP, Canada Specialists Program)	OTMPC
Unaided Destination Awareness – Short Trip	From the Brand and Advertising Tracking Study: When you think of taking a short getaway trip of one to three nights away from home, which destination first come to mind? Where is this destination located? What other destinations, if any, come to mind for a short getaway trip of one to three nights away from home?	OTMPC, Ipsos
Unique Clicks	The number of unique users who click on ads. Uniqueness is based on each user's identifier.	Google Analytics, Omniture

Glossary of terms

		WebTrends
Unique Impressions	The number of unique users to whom impressions were delivered. Uniqueness is based on each user's identifier.	DoubleClick by Google
Unique User	Distinct individual requesting pages from the website or view an ad during a given period, regardless of how often they visit or click on the ad	Interactive Advertising Bureau of Canada, OTMPC
Unique Video Views	The number of unique viewers that watched a video. This calculation is based on the number of unique cookies and, therefore, will over-count users who are using multiple devices or browsers.	YouTube
Unique Web Page Views	Unique page view commonly calculated as the first time a specific IP address or distinct individual visits OT.net based on reset parameters.	OTMPC, WebTrends
Validity	The degree to which performance measures are a true measure of what they are intended to measure.	Treasury Board Secretariat (TBS)
Video Comments	The number of times that users commented on a video.	YouTube
Video Dislikes	The number of times that users indicated that they disliked a video by giving it a negative rating or clicking on the "thumbs down" icon.	YouTube
Video Likes	The number of times that users indicated that they liked a video by giving it a positive rating or clicking on the "thumbs up" icon.	YouTube
Video Shares	The number of times that users shared a video through the Share button.	YouTube
Video Viewership	25% Video played: the number of times that a video plays to 25% of its length. 50% Video played: the number of times that a video is played until the middle of its view length. 75% Video played: the number of times that a video plays to 75% of its length. 100% Video played: the number of times that a video plays to its completion.	YouTube
Video Views	The number of video views initiated by auto play or user in the context of digital channels.	PHD, OTMPC
Visitor Expenditures	Spending by all incoming visitors, excluding those that have been allocated to the point of origin. The "point of origin expenditures" are the amounts spent by Canadian travellers on transportation before going on a trip outside their provinces (or census divisions or travel regions) of residence, which are assumed to have taken place at the location of origin of the trip and not at the locations visited, e.g. in the case of a same-	Ministry of Tourism, Culture and Sport

	day trip, the expenditures on vehicle rental, vehicle operation and intercity transportation, while in the case of an overnight trip, they are the expenditures on vehicle rental and intercity transportation.				
Watch Time	The amount of time that a viewer has watched a video. This gives you a sense of what content viewers actually watch (as opposed to videos that they click on and then abandon).				YouTube
YouTube Search	Traffic from search results on YouTube. You can also see the search terms used by viewers if provided by the user's browser/player.				YouTube

Calculation

Term	Description	Value	Calculation	Definition	Source
CPC	Cost-per-Click	$	Cost/Total Clicks=CPC	The cost or expense incurred for every potential customers who clicked on the advertisement. The amount OTMPC pays each time a user clicks on ad. For CPC bidding campaigns, we set a maximum cost-per-click bid - or simply "max. CPC" - that's the highest amount that we're willing to pay for a click on ad.	OTMPC, Google Analytics, DoubleClick by Google
CPE	Cost-per-Engagement	$	Cost/Total Engagements=CPE	Calculated as engagement volume divided by spend and is critical for assessing the cost-effectiveness of a paid campaign.	Simply Measured
CPL	Cost-per-Lead	$	Cost/Total Leads=CPL	The cost of advertising determined on the number of clicks to partners from ontariotravel.net.	OTMPC
CPM	Cost-per-thousand impressions	$	(Cost/Total Impressions)*1000= CPM	The cost or expense incurred for every thousand potential customers who view the advertisement.	OTMPC, Google Analytics, DoubleClick by Google
CPV	Cost-per-View	$	Cost/Total Completed Views=CPV	The amount OTMPC pays for True View video ads. With CPV bidding, OTMPC will pay for video views and other video	Google Analytics, DoubleClick by Google

				interactions (such as clicks on the call-to-action overlays, cards, and companion banners), whichever comes first.	
CTR	Click-through Rate	%	Total Clicks/Total Impressions=CTR	The rate (expressed in a percentage) at which users click on an ad. This is calculated by dividing the total number of clicks by the total number of ad impressions. For example, if an ad is displayed 100 times and is clicked on 2 times, that ad has a click-through rate of 2% (2/100). A ratio showing how often people who see ad end up clicking it. CTR can be used to gauge how well keywords and ads are performing.	OTMPC, Google Analytics, DoubleClick by Google
ER	Engagement Rate	%	Total Engagements/Total Impressions=ER	A metric that social media marketers use to measure a brand's effectiveness at engaging their audience. People who likes, commented, shared, or clicked on post / people who saw your post (post reach)	Simply Measured
VR	View Rate	%	Number of times the first frame is rendered/Number of times the ad won an auction=VR	In video ads, view rate is the rate at which an ad is correctly served and rendered. Unlike display ads, video ad view rates are measured with a delayed impression. A video ad entails a higher rate of failure, due to rendering problems, bandwidth constraints, and a greater likelihood of the user abandoning the page before the ad loads. In some cases a video ad is requested proactively to reduce latency.	Google Analytics, DoubleClick by Google
VTR	View-through Rate	%	Total Views/Total Impressions=VTR	Number of completed views of an ad over the number of initial impressions.	Google Analytics, DoubleClick

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					by Google
Marketing Campaign ROI	Marketing Campaign Return on Investment	Ratio	Converted Revenue/Campaign Expenditure=ROI	The estimate of ROI provides a sense of whether an advertising campaign is successful in delivering a seasonal return over and above the cost of production and media. Due to sample size, variance around the projected figure is large, one must be extremely cautious about drawing definitive conclusions based on the projection.	Ipsos

Common devices and operating systems

- Computer: Windows, Macintosh, Linux
- Mobile: Android, iOS, Blackberry, Windows Mobile, Symbian, Bada, Linux
- Tablet: Android, iOS, Blackberry, Windows
- Game Console: Wii, Nintendo, PlayStation, Xbox
- TV: WebOS smart TV; Roku TV (e.g. Hitachi); Viera Cast or newer TV model use Firefox OS (e.g. Panasonic), Android, iOS

Glossary of terms

Status Update Categories

Throughout the reporting system there are several opportunities to enter a 'Status Update'. A status update can be entered for a deliverable, or for the overall goal. Each initiative will require an overall status update that should accurately reflect the status of its milestones and deliverables. The user is required to make a judgment on the status of any of these levels based on their knowledge of the activities. The recommended interpretations of the Status Update codes are outlined below.

Status Code Details	Meaning	Recommended Interpretation		
Red	Not achievable / not achieved	Description: Requires significant senior level attention and decisive action.	Risk: Major problems or threats exist.	Impact: May cause a significant negative impact on the achievement of the initiative deliverables.
Yellow	Concern	Description: Requires some senior level attention to mitigate challenges.	Risk: Some challenges or issues have been identified.	Impact: May cause a moderate negative impact on the achievement of the initiative deliverables.
Green	On Track	Description: No additional senior level attention is required.	Risk: Everything is progressing as planned.	Impact: Achievement of initiative deliverables are on track.

Source Markets 2016/17

Tier	Market	Language
1	USA (NYC, Detroit)	USA English
1	UK	UK English
1	China	Chinese
1	Ontario	CDN English, CDN Français
1	Quebec	CDN Français
2	Germany	Deutsch
2	France	France Français
2	Japan	Japanese
2	Brazil	Portugués
2	South Korea	Korean
2	Mexico	Español
3	India	India English
3	Rest of Canada (ROC)	CDN English, CDN Français

Glossary of terms

Symbols

The following standard symbols are used in Statistics Canada publications:

Legend	Definition
.	Not available for any reference period. This symbol is used when the figure has never been published for any reference period. The symbol implies that the underlying time series does not exist, but theoretically could exist.
..	Not available for a specific reference period. This symbol is used when the time series exists but the figure is not published for a specific reference period.
...	Not applicable. This symbol is used when an entry for the table cell is not logically possible. For example, there could not be any data for "legal drivers under 15 years of age" or "women with prostate cancer." In such cases, no time series will exist.
0	True zero or a value rounded to zero. On an exception basis, "0s" (i.e., zero with a superscript s) may be used to indicate that the data have been rounded to 0 (zero).
0s	Data rounded to 0 (zero) where there is a meaningful distinction between true zero and the value that was rounded. This symbol is used when a value has been rounded to 0 (zero) and in addition, there is a meaningful distinction between "true zero" and the value that has been rounded to zero. This symbol is used as a superscript with a zero (i.e., "0s") with a footnote indicating "data rounded to 0". This symbol is to be used on an exception basis. CANSIM supports this symbol as a data point characteristic. The author divisions are responsible for determining when this symbol will be used.
p	Preliminary. This symbol is used when the figure is preliminary. A preliminary figure is subject to revision. CANSIM supports this symbol as a data point characteristic. The author divisions are responsible for determining when this symbol will be used.
r	Revised. This symbol is used when the figure is revised. The author divisions are responsible for determining when this symbol will be used.
x	Suppressed to meet the confidentiality requirements of the Statistics Act. This symbol is used only when a data point is suppressed to protect the confidentiality of respondents. The symbol cannot be used for any other purpose, nor may it be substituted by any other symbol.
E	Data quality symbol. Use with caution. Recommended data quality symbol that should be used when data quality assessment information is available.
F	Data quality symbol. Too unreliable to be published. When a figure is "too unreliable to be published," the data point is suppressed and the symbol F appears in the data cell. When the figure is not accompanied by a data quality symbol, it means that the quality of the data was assessed to be "acceptable or better" according to the policies and standards of Statistics Canada. To denote specific levels of "acceptable or better" quality, letter grades such as A to D should be used.
*	Significantly different from reference category (p < 0.05). * Example: * Significantly different from preceding period (p < 0.05)