

## **Steps for Evaluating Your JPP Project**

Effective during FY2016, the Joint Promotional Program Committee has implemented a new set of requirements for evaluating your JPP-funded advertising and promotion efforts. The new evaluation procedure has five required elements, each which must be completed thoroughly:

- 1) The new JPP Evaluation Form
- 2) A Google Analytics assessment (the form is available on the DTTD Industry website)
- 3) Participate in a Return on Investment study in your project area\*. This will necessitate that you—
  - a) Conduct an inventory of total rooms in fixed roof commercial lodgings
  - b) Use a sample of fixed-roof commercial lodgings to conduct a survey to determine the average room revenue per available rooms--total available rooms and total room revenue (note: INHS will provide a secure, third party depository for this information)
- 4) In order to evaluate the return on investment derived from your JPP funded project, it is essential that you conduct a very brief survey of guests at a sample of fixed-roof commercial lodging rooms in the JPP project area (the survey will enable you, working with INHS, to determine the impact of your project)
- 5) Finally you will be expected to use items #1 and 2 above to write a one page statement in which you evaluate the effectiveness of your JPP marketing during FY2016--indicating proposed changes for the following year based upon your findings.

\* NOTE: using the information you provide, INHS will calculate the total return on investment derived from your JPP-funded advertising/promotion for the fiscal year.

Dr. Okrant will work closely with you throughout this process