

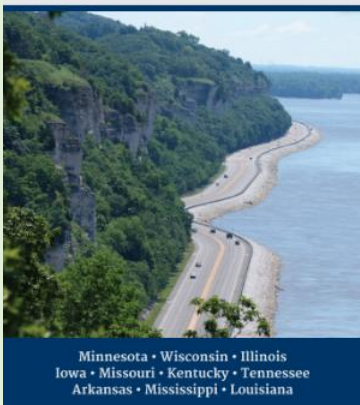


Mississippi River Parkway Commission 2018 Marketing Highlights

FACEBOOK
36,662
fans
4,098
fans gained
13%
increase in fans
238
posts
541,306
ad impressions



GREAT RIVER ROAD TRAVEL MAP



EXPERIENCEMISSISSIPPIRIVER.COM
866-763-8310

collected
\$6,224
in map donations
23,000+
map fulfillments



DRIVE THE GRR APP
18,850
total apps

over
5,500
downloads

42% increase

ENEWSLETTER
26,705
subscribers

6,670
new subscribers

33%
increase

PROMOTIONS
5,230
total entries



80th ANNIVERSARY

distributed
6,650+
keychains

22,500+
postcards



WEB STATS
206,557 sessions (5% increase)
472,200 pageviews (8.5% increase)
161,779 unique users (1% increase)