

MISSISSIPPI RIVER PARKWAY COMMISSION

1ST-3RD QUARTER MARKETING SUMMARY

January-September, 2016



ADMIN

Fulfillments

- Near 18,000 maps were sent from Jan-Sep, 2016
- 50/50 online requests/phone inquires

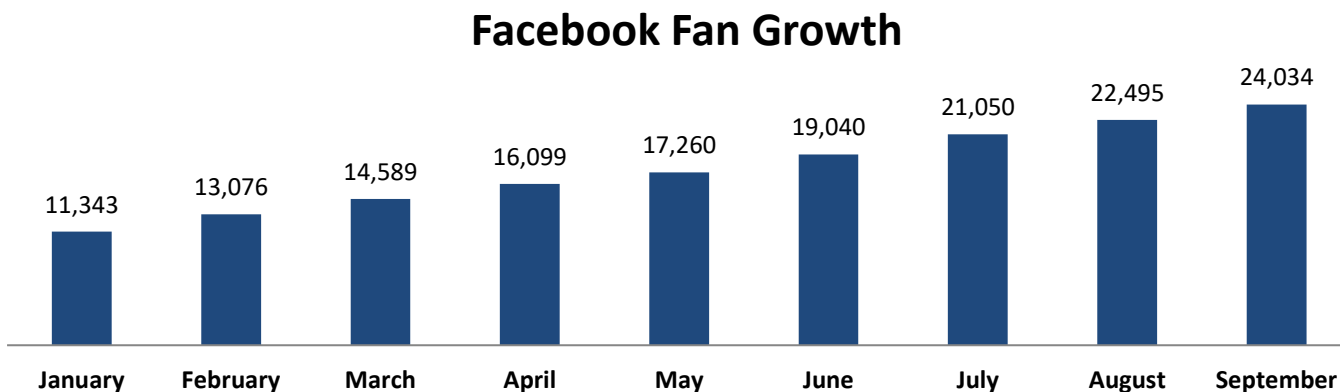
E-NEWSLETTERS



Subscribers – Tourism list

- Average subscriber rate: 60 per month
- Average open rate: 35% (industry average: 19%)
- Average click rate: 13% (industry average: 3%)

SOCIAL MEDIA



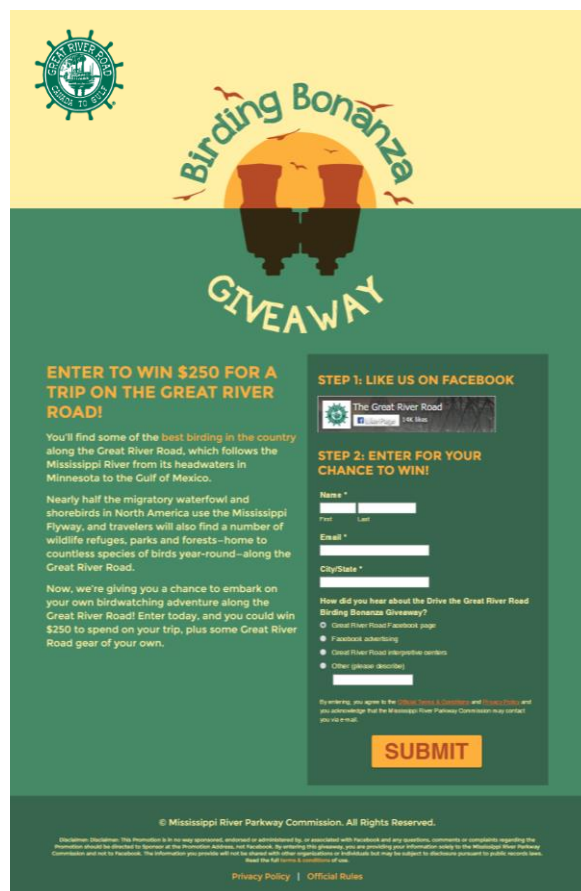
PROMOTIONS

Birding Bonanza Giveaway Overview

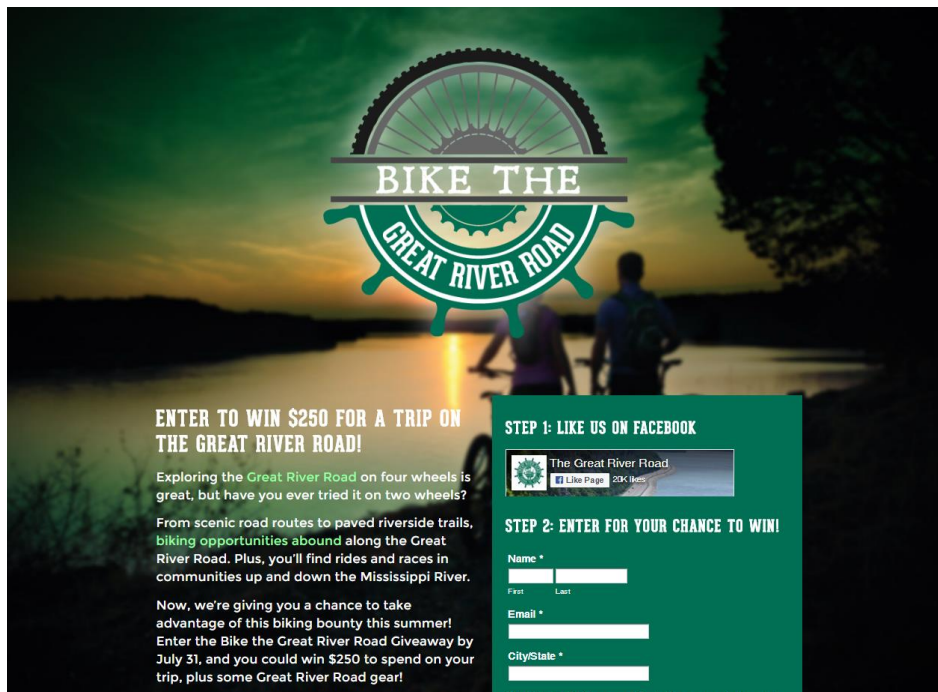
- Running date: 3/21 – 5/31
- Goals:
 - To promote birding options and the 2016 Year of Birding along the Great River Road
 - To increase interaction and fan numbers on the Great River Road’s social media channels
- Prize: \$250, “Roadtrip with a Raindrop” signed book, plus Great River Road gear
- Total entries as of 3/31/16: 848

Takeaways

- We were able to achieve both of our main goals of the promotion: to raise awareness of birding options along the Great River Road and to increase fan numbers (we increased our fan base by more than 3,000 fans during the promotion period) and interactions (we saw an increase of more than 150% in engagements compared to the same period in 2015) on the Great River Road Facebook page.
- This was our first niche promotion with the Great River Road in a number of years; previous giveaways were associated with the more general Drive the Great River Road Month promotion in September. The niche targeting of this promotion resulted in fewer entries (1,234 in the birding promo v. 2,132 in the general Drive the Great River Road Month Sweepstakes in September 2015), but that’s to be expected with a more specifically targeted promotion (and 1,200+ entries is still and impressive number).
- It was also nice to see that several states and destinations helped promote the giveaway. In our entry forms, we had several dozen people cite mentions of the contest by tourism organizations in Iowa and Minnesota, as well as author Gayle Harper, who wrote the book we included in our prize package.



Bike the Great River Road Giveaway



Run dates

- 6/6-7/29

Overview

- The Bike the Great River Road Giveaway is a simple sweepstakes tied to an increased effort to promote biking as a recreational activity along the Great River Road.
- To enter, fans have to like the Great River Road Facebook page, provide basic contact information (name, e-mail address, city/state) and tell us where they heard about the giveaway.
- During the promotion period, we will use the Great River Road’s social media channels and blog to post about the giveaway, biking opportunities along the Great River Road and more.
- A full recap will be included in the third-quarter report.

Takeaways

- The number of e-newsletter signups grew by an impressive 28% during the promotion – people who are interested in the Great River Road and open to being marketed to. Take advantage of this warm market in the future with more regular e-newsletters encouraging travel.
- We asked entrants what kind of biking events and activities they were interested in along the Great River Road and while the vast majority responded with “casual rides,” a substantial number indicated an interested in guided bike tours along the byway. Thought should be given to providing this as an offering in bike-friendly communities along the road.
- Judging by the success of the promotion, biking opportunities along the Great River Road should be incorporated more regularly into the marketing materials (social media, e-newsletters, etc.).

Drive The Great River Road Sweepstakes

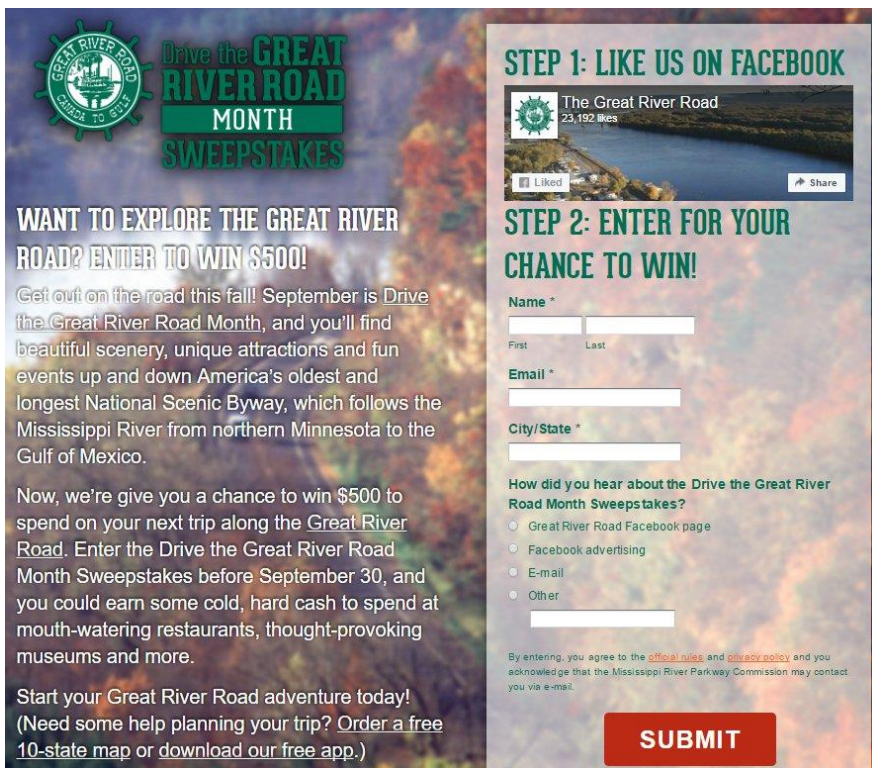
Run dates

- 9/1/16-9/30/16

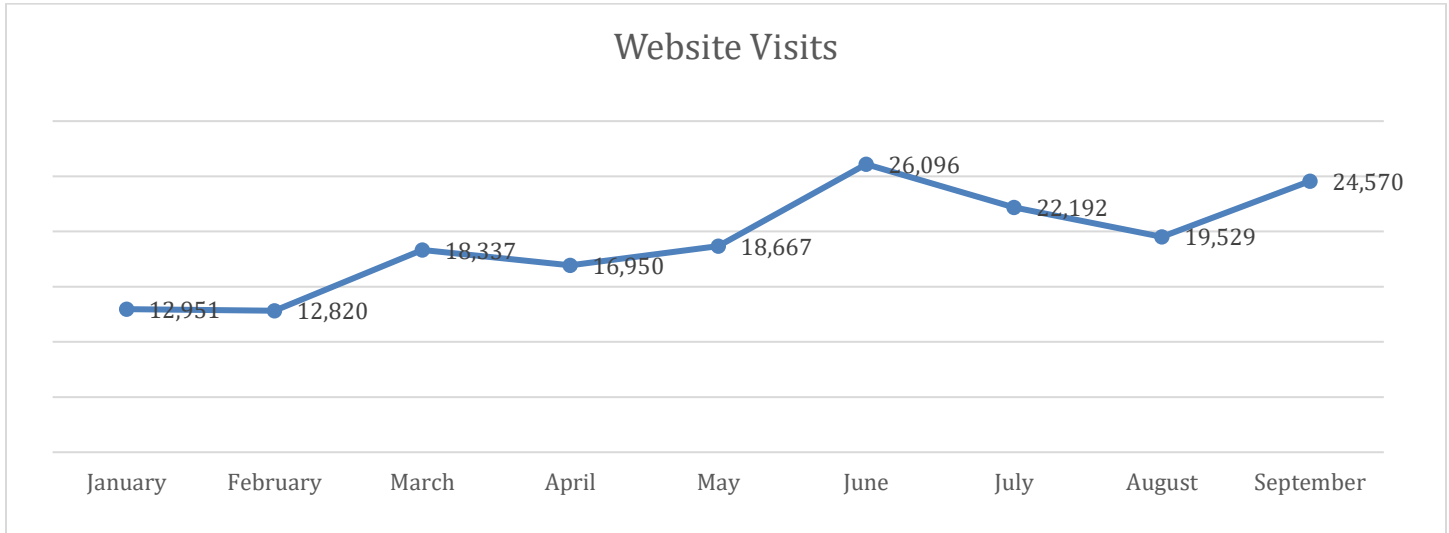
Overview: The Drive the Great River Road Month Sweepstakes is a simple sweepstakes designed to promote September as Drive the Great River Road Month, the fourth annual iteration of this celebration.

Takeaways

- The Great River Road Facebook page gained almost 1,300 new fans during the promotion, with a total of approximately 1,800 entries. This indicates an influx of new fans, rather than only reaching current ones.
- The promotion gathered approximately 600 new e-newsletter signups – a large pool of new potential travelers to market to moving forward.
- The e-newsletter was, by far, the most popular method people listed for learning about the contest. Incorporation of regular e-newsletters would be a great way to reach this warm market and encourage them to travel the Great River Road.



WEB STATS



QUICK OVERVIEW

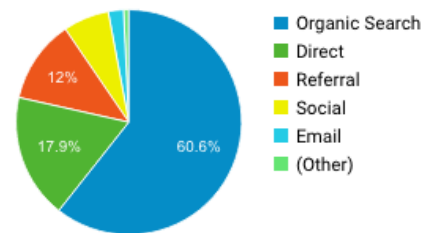
Sessions	Users	Pageviews
172,112	141,458	400,199

TOP PAGES

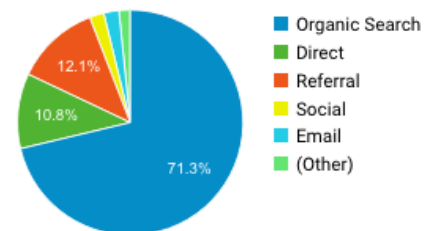
1. google / organic	6. Experience Mississippi River E-newsletter / email
Jan 1, 2016 - Sep 30, 2016	Jan 1, 2016 - Sep 30, 2016
Jan 1, 2015 - Sep 30, 2015	Jan 1, 2015 - Sep 30, 2015
2. (direct) / (none)	7. experiencemississippiriver.com / referral
Jan 1, 2016 - Sep 30, 2016	Jan 1, 2016 - Sep 30, 2016
Jan 1, 2015 - Sep 30, 2015	Jan 1, 2015 - Sep 30, 2015
3. m.facebook.com / referral	8. drivethegreatriverroad.com / referral
Jan 1, 2016 - Sep 30, 2016	Jan 1, 2016 - Sep 30, 2016
Jan 1, 2015 - Sep 30, 2015	Jan 1, 2015 - Sep 30, 2015
4. bing / organic	9. facebook.com / referral
Jan 1, 2016 - Sep 30, 2016	Jan 1, 2016 - Sep 30, 2016
Jan 1, 2015 - Sep 30, 2015	Jan 1, 2015 - Sep 30, 2015
5. yahoo / organic	10. sweetfreestuff.com / referral
Jan 1, 2016 - Sep 30, 2016	Jan 1, 2016 - Sep 30, 2016
Jan 1, 2015 - Sep 30, 2015	Jan 1, 2015 - Sep 30, 2015

TOP CHANNELS

Jan 1, 2016 - Sep 30, 2016



Jan 1, 2015 - Sep 30, 2015



www.experiencemississippiriver.com/

2016-01-01 to 2016-09-30

Total sessions	172112
Unique visitors (users)	141458
New users	82%
Returning users	18%
Pages viewed per session	2.3
Time spent per page visited	1 minutes
Avg session duration	2.2 minutes

Top 10 most visited pages

Page	Pageviews	sessions	Avg time on page (minutes)
homepage	57755		1.3
/river-attractions/	41556		2.3
/the-great-river-road-the-best-drive-in-america/	33999		1.4
/interactive-tools/order-a-free-great-river-road-10-state-map/	33880		1.8
/interactive-tools/fun-facts/	20082		4.7
/itineraries/	14727		1.1
/states/wisconsin/	11352		2.1
/states/illinois/	10484		1.9
/states/iowa/	10374		2
/the-great-river-road-the-best-drive-in-america/drive-the-great-river-road-month/	10149		0.7

Top 10 Referring Sites

Page	Pageviews	sessions	Avg time on page (minutes)
m.facebook.com	7268		0.8
experiencemississippiriver.com	2460		1.1
drivethegreatriverroad.com	1901		1.6
facebook.com	1752		1.8
secure.pilchbarnet.com	1329		2.4
sweetfreestuff.com	1225		1
l.facebook.com	887		1.5
usatoday.com	862		3.2
sampleaday.com	680		1.6
roadtripusa.com	665		4.8

Facebook referrals: 6875

Top 10 Facebook Referrers

Source	Page	Sessions
m.facebook.com / referral	homepage	2715
m.facebook.com / referral	/mrpc/birding-bonanza/index.php	1291
m.facebook.com / referral	/interactive-tools/order-a-free-great-river-road-10-state-map/	656
m.facebook.com / referral	/6-things-might-not-know-great-river-road/	511
facebook.com / referral	homepage	428
m.facebook.com / referral	/welcome-drive-great-river-road-month/	361
m.facebook.com / referral	/itineraries/	253
facebook.com / referral	/interactive-tools/order-a-free-great-river-road-10-state-map/	225
m.facebook.com / referral	/mrpc/drive-the-grr-month-sweepstakes-2016/	221
m.facebook.com / referral	/app/	214

Mobile Usage (percent)

53%

Top 10 Metro Areas

Metro	Users
Chicago IL	13031
Minneapolis-St. Paul MN	10863
St. Louis MO	5090
Madison WI	4399
Milwaukee WI	3902
New York NY	3176
Dallas-Ft. Worth TX	2989
Cedar Rapids-Waterloo-Iowa City & Dubuque IA	2910
Davenport IA-Rock Island-Moline IL	2805
Atlanta GA	2640

Takeaways

Sessions on the site are up by 27% overall (36,859 sessions increase), which helped bump up users by 29% (31,485 users increase) and pageviews by 17% (58,814 pageviews increase).

Facebook was one of the top referrers this quarter, bringing almost 2,500 users to the site. That is a 769% increase from last year's Facebook referrals.

m.facebook.com has the largest increase in referrals at 574% (from 1,078 to 7,268 sessions); facebook.com is at 132% increase (from 755 to 1,752 sessions).

Numbers compared to same duration last year

WEB AND MOBILE APP

Drive the Great River Road App

- Total number of downloads as of 9/31/16
 - 2,395 Apple
 - 1,682 Android
 - 4,077 total downloads

