



National Office Activity Report

2020 | Q4

October-December

MEETINGS

Zoom and Conference Call Meetings

- 10-2 - NO With Anne
- 10-8 - Marketing committee
- 10-12 - Committee chairs & Executive committee
- 10-13 - Budget meeting
- 10-19 - Meeting to discuss photo process to become stamp with USPS firm
- 10-22 - ERA committee
- 10-23 - Culture & Heritage committee
- 10-26 - ERA Chairs
- 10-29 - Committee chairs & Executive committee
- 11-2 - NO with Anne
- 11-12 - Marketing committee
- 11-18 - Executive committee
- 12-8 - - Executive committee
- 12-11 - Board of Directors
- 12-22 - NO with Anne

Budget

Developed budget drafts for discussion with executive committee and board

EXPERIENCEMISSISSIPPIRIVER.COM WEBSITE

Analytics

www.experiencemississippiriver.com/		
Total Pageviews	76,736	
Total Unique Pageviews	61,281	
Total sessions	37,921	
Unique users	31,708	
New users	88%	
Returning users	12%	
Pages viewed per session	2	
Time spent per page visited	0:53	
Avg. session duration	1:47	
Top 10 Most Visited Pages	pageviews	avg. time on page
/the-great-river-road-the-best-drive-in-america/	8,021	1:34
homepage	6,706	1:10
/interactive-tools/order-a-free-great-river-road-10-state-map/	4,936	2:04
/interactive-tools/fun-facts/	3,989	3:21
/river-attractions/	3,527	2:33
/a-virtual-trip-down-the-great-river-road/	2,551	2:37
/app/	2,451	3:44
/interactive-tools/webcams/	2,441	1:30
/itineraries/	1,907	1:04
/states/iowa/	1,517	2:04
Top 10 Referring Sites	sessions	avg. session duration
facebook.com	2,797	1:04
thediscoverer.com	300	1:55
kiddle.co	149	1:44
pinterest.com	87	0:30

chatroll-cloud-1.com	84	1:40
baidu.com	78	0:00
msn.com	76	0:34
pandbads.wufoo.com	66	2:25
mailchi.mp	61	2:00
travelandleisure.com	59	1:19
Top 10 Metro Areas	sessions	avg. session duration
Minneapolis-St. Paul MN	3,781	1:50
Chicago IL	3,422	1:56
St. Louis MO	1,769	1:39
Milwaukee WI	1,062	1:55
Cedar Rapids-Waterloo-Iowa City & Dubuque IA	953	1:32
Madison WI	922	2:25
Dallas-Ft. Worth TX	840	1:49
Atlanta GA	771	1:37
Des Moines-Ames IA	669	1:55
New York, NY	611	1:13
Top 5 Channels	% sessions	avg. session duration
Organic Search	64.60%	1:56
Direct	22.90%	1:38
Social	7.70%	1:03
Referral	4.80%	1:44
Email	0%	1:45
User demographics		
age	% sessions	avg. session duration

55-64	22.20%	2:07
65+	22%	2:14
25-34	17.80%	1:53
45-54	16.10%	1:58
35-44	13.60%	1:38
18-24	8.40%	1:19
gender	% sessions	avg. session duration
male	50.80%	1:58
female	49.20%	1:51
Device usage	% sessions	avg. session duration
Mobile + Tablet	53.50%	1:51
Desktop	46.50%	2:03

SEO Report

Traffic overall was similar to Q4 2019, and visitors remained engaged with key site resources.

- Overall, the site received 76,736 pageviews (+.1%).
- Homepage views increased about 13 percent.
- Visits to the Interpretive Centers Page increases substantially relative to 2019 - about 82 percent.
- The Virtual Trip Down the Great River Road e-newsletter article received more than 2,500 views.
- About 90 percent of the site's audience was domestic. Among the other 10%, top countries to visit the site included the United Kingdom, China, Canada and Australia.
- The site benefitted from some referral traffic from national editorial publications. Travel & Leisure in August published the article, [9 Stops you should make on the Great River Road](#) and a few blogs were published on the Discoverer website, including [5 Best Routes for a Cross-Country Road Trip](#) first published in February, [5 Essential Midwest Road Trips](#), published in January. While these articles were published outside of this quarter, they are finding a continued online audience and continue to bring referral traffic to the site. Over the course of 2020, these two sites brought nearly 5,000 visitors to the website.
- The majority of domestic visitors were from states in the Mississippi Corridor, although the site

also saw significant visitors from Texas and Florida.

- Visits to the site via mobile devices increased about 15 percent relative to 2019. The iPhone was the most popular device, accounting for half of mobile traffic.
- The demographics of site visitors were generally similar to 2019, although there was a small surge in 18-24 visitors this quarter.

Web Maintenance

- Monthly website checks
 - Tested and updated links as necessary
 - Checked copy and photos, ensured content was current
- Flipped social media and website content to winter on 11/16
- SEO/analytics monitored weekly

Donations plugin

- Created page/form (<https://experiencemississippiriver.com/support-the-great-river-road/>) for charitable donations to MRPC in October

Blog Posts

- October: Fall migration on the Great River Road
 - <https://experiencemississippiriver.com/fall-migration-on-the-great-river-road/>
- November: Why we're thankful for the Great River Road
 - <https://experiencemississippiriver.com/why-were-thankful-for-the-great-river-road/>
- December: A virtual trip down the Great River Road
 - <https://experiencemississippiriver.com/a-virtual-trip-down-the-great-river-road/>

Takeaways

Overall traffic was similar to 2019, which is encouraging, as the pandemic is limiting travel in many areas. People are clearly using the site as a planning resource—hopefully for trips as it's safe to travel. The map ordering page and app download page both received significant traffic. The virtual trip down the Great River Road article had good engagement, also suggesting travelers are dreaming about their next trip on the byway.

MRPCMEMBERS.COM WEBSITE

Web maintenance

- Updated plugins

- Updated WordPress version
- Fixed broken links
- Added security to improve email deliverability
- Updated site with documents and content related to the upcoming meetings
 - MRPC Committee Chairs & Executive Committee Meeting
 - Marketing Committee Meeting
 - Board of Directors Meeting

Site cleanup

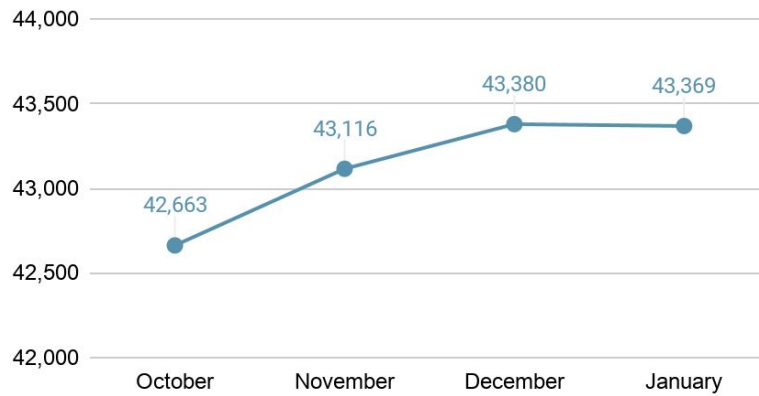
- Removed site search
- Organized board page by levels of importance
- Archived older documents & reports on board and nat. meeting pages
- Added national meeting video replays to the national meeting page
- Created an upcoming meeting section on the national meeting page
- Updated Iowa link

Survey

- National Meeting Survey results (Combine findings, comments and reporting)
 - Overall ratings of Meeting sessions
 - How informative were Meeting sessions
 - How engaging were Meeting speakers/presenters
 - Attendee information (communication, organization, Meeting duration, expectations, future events)
- River to the Heart Survey results (Combine findings, comments and reporting)
 - Overall ratings of session
 - How informative was session
 - How engaging was speaker/presenter
 - Attendee information (communication, expectations, future events)

TOURISM E-NEWSLETTERS

E-newsletter Subscribers

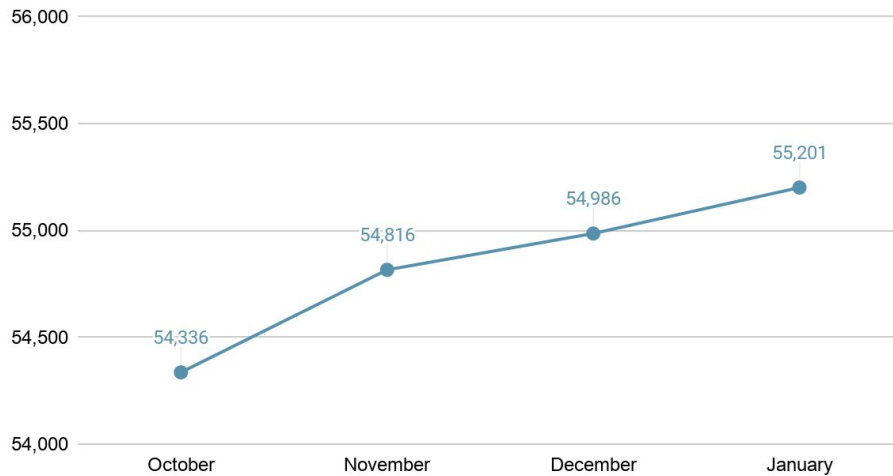


12/9 e-newsletter

- Subject line: A virtual trip on the Great River Road
- Article: A virtual trip on the Great River Road
- Also promoted: Interpretive Centers
- Open rate: 22.1%
- Click rate: 5.0%

FACEBOOK

Facebook Fan Growth

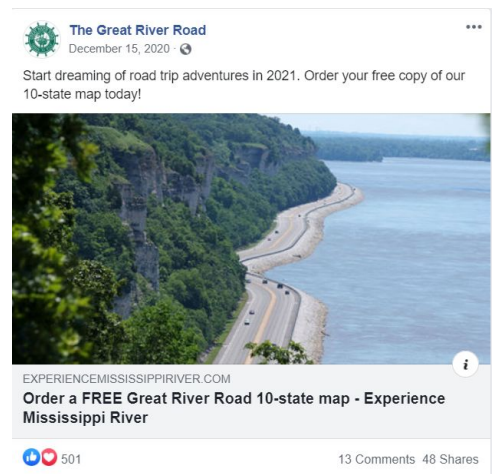


Overview

- Facebook fans: 55,201
- New Facebook fans: 865
- Facebook updates: 46

Facebook Top Posts

- 12/15/20
 - “Start dreaming of road trip adventures in 2021. Order your free copy of our 10-state map today!” w/link to map order page on experiencemississippiriver.com
 - 10,145 people reached, 596 reactions, comments & shares, 378 post clicks
 - 4,243 people reached organically; 6,003 people via paid ad
- 11/27/20
 - “If you’re missing travel on the Great River Road right now, check out these webcams to see the views you’re missing” w/link to blog on experiencemississippiriver.com
 - 7,719 people reached, 379 reactions, comments & shares, 181 post clicks



- 2,240 people reached organically; 5,500 people via paid ad
- 11/20/20
 - “Here’s a great way to end your week: A stunning photo from the banks of the Mississippi near Wyalusing, Wis.” w/photo
 - 5,464 people reached, 254 reactions, comments & shares, 71 post clicks
 - 5,464 people reached organically

Demographics/Engaged fans

- 55% women/44% men (38% 55-64, 25% 45-54, 23% 65+, 13% 35-44)
- Top cities: Minneapolis, Des Moines, Chicago, St. Louis, Dubuque

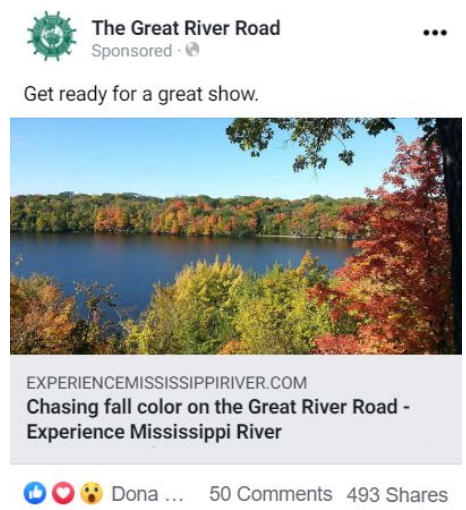
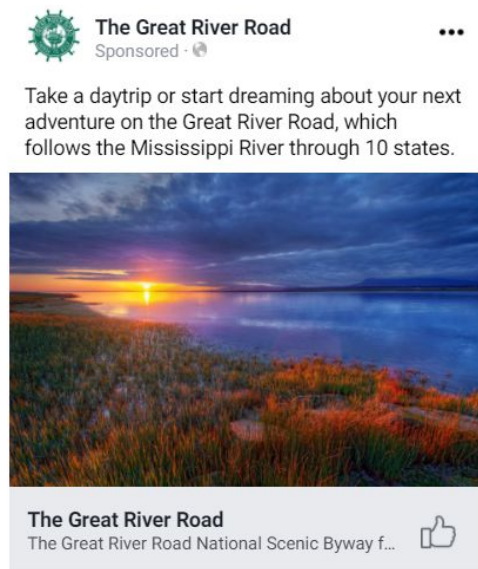
Facebook Advertising

Page likes

- Page likes ad; runs throughout year w/updates
- 55,372 impressions
- 2,271 clicks
- 4.10% click-through rate
- Added 869 fans

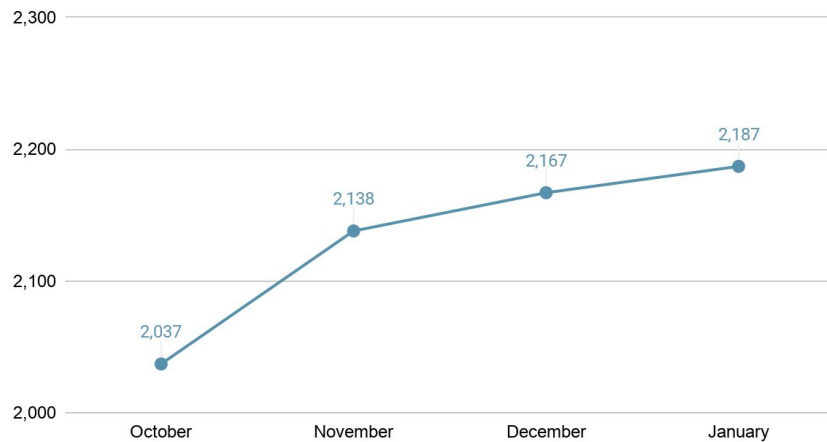
Post engagement

- Promotes engagement on Facebook posts; runs throughout year w/updates
- 62,809 impressions
- 3,438 clicks
- 5.47% click-through rate
- Received 3,140 post engagements



INSTAGRAM

Instagram Follower Growth



Overview

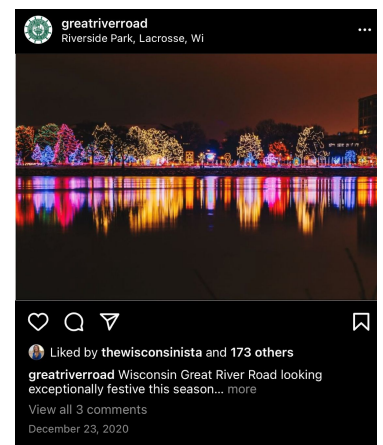
- Instagram followers: 2,187
- New Instagram followers: 150
- Instagram updates: 13
- Replying to user messages

Demographics/Engaged fans

- Top age range: 35-44 (29%)
- Top locations: Alton, Godfrey, Minneapolis
- Top gender: Women (63%)

Instagram Top Posts

- 10/07
 - Caption: Looking for a place to get out and stretch along the Great River Road? Katy Trail State Park is the longest rail-trail in the country, great for biking, hiking, or just enjoying nature.
 - 936 people reached, 182 reactions
- 10/28
 - Caption: Have you driven on the Great River Road? Mississippi on one side, views all around 🥰
 - 861 people reached, 184 reactions



- 12/23
 - Caption: Wisconsin Great River Road looking exceptionally festive this season!
 - 906 people reached, 186 reactions

Instagram Advertising

Post engagement

- Promotes engagement on Instagram posts; runs throughout year w/updates
- 19,517 impressions
- 77 people clicked on the ad
- 0.39% click-through rate
- Received 2,191 post engagements

ALL-AMERICAN ROAD

Look Creation

- Created several logo drafts for All-American Road designation discussion
- Presented to Marketing Committee
- Revisions of enhanced Pilot's Wheel logo presented
- Logo discussion tabled until January 2021 Marketing Meeting

Promotional Items

- Request and collect quotes on promotional items for budget consideration
 - Window Clings
 - Collective Coins
 - Keychains
 - Collector Pins

Toolkit/Talking Points

- Created toolkit that included talking points (What is All-American Road/What is Great River Road, etc.), sample social media posts, and release template for states to use ahead of All-American Road designation. Distributed the toolkit via email and posted to the members site so all would be available for states whenever AAR notification occurs.

PR

- Wrote press release announcing All-American Road designation for distribution by states
- Wrote talking points for All-American Road designation for use by states
- Continued to respond to media inquiries and provide information
- Submitted paperwork and photo to firm working with USPS for hopeful use of future stamp.
Followed up on process once finalized.

DRIVE THE GREAT RIVER ROAD APP

iOS

- # of downloads in Q4: 719
- # of downloads to date: 17,068

Android

- # of downloads in Q4: 464
- # of downloads to date: 7,800

Total (combined)

- # of downloads in Q4: 1,183
- # of downloads: 24,868

ADMIN/MISCELLANEOUS

Financial/Bookkeeping

- Paid bills, monitored state dues and related paperwork, processed donation checks

Fulfillments

- Fulfilled 1,006 requests this quarter
- Created address and shipping labels and mailed
- Prepped guides for fulfillments

Phone, Email and Online Inquiries

- Answered phone calls, returned voicemails

- Corresponded to online inquiries

Miscellaneous

- Mailed letter of congratulations to Rodney Slater for lifetime achievement award
- Created email signature for Pilot
- Annual Meeting Survey Results
 - Created report with results and comments for main meeting and Eddy Harris
- Donation Letter
 - Updated language and signature in Great River Road donation letter. Printed new donation letters and new donation envelopes
- Doodle polls
 - Created and sent doodle polls for setting meeting dates and communications