

2021 | Q2

EXPERIENCEMISSISSIPPIRIVER.COM WEBSITE

Takeaways

Overall, the site performed better in Q2 of 2021 than the previous year. This could be partly due to the pandemic, but there are likely other factors. Users improved by 51% (55,023 new users) and Pageviews were up by 62.5%, which coincides with a higher number of visitors.

There were traffic spikes on April 26th (e-newsletter sent), May 26th (e-newsletter), June 6th (thediscoverer.com feature), June 13th (thediscoverer.com) and June 23 (e-newsletter)

The newsletters continue to be a good way to drive traffic to the site and get people to interact. Two of the spikes came from a site called thediscoverer.com. Referrals are always a good way to boost SEO and get pageviews, especially when it is from a reputable source that has a high SEO ranking itself.

Google was able to track demographics for around 30% of the site's traffic and it showed that it was close to a 50/50 split between male and female users. 61% of users fell between the ages of 45-65+. Both of these stats remain fairly consistent from year to year.

4 out of the top 5 states users visited the site from are actually on the Great River Road: **IL, WI, MN, TX, IA**. Perhaps we could create some content targeting these users that might want to explore what the Great River Road has to offer, but from within their own state.

60% of traffic came from organic search and it improved by 37.2% from Q2 of 2020. The top organic landing pages were:

1. The Great River Road – The Best Drive in America
2. Homepage
3. Fun Facts
4. Locks and Dams of the Upper Mississippi
5. River Attractions

Facebook was responsible for 94.1% of the site's social media traffic, but just 3.1% of the site's overall sessions.

The app page had 4,866 views and around 70% of them came from organic search. People appear to be interested in downloading the app and are searching for it.

Analytics

www.experiencemississippiriver.com		
Total Pageviews	156,794	
Total Unique Pageviews	122,995	
Total Sessions	69,667	
Unique Users	56,436	
New Users	86.8%	
Returning Users	13.2%	
Pages Viewed Per Session	2.3	
Time Spent Per Page Visited	0:59	
Avg. Session Duration	2:12	
Top 10 Most Visited Pages	Pageviews	Avg. Time on Page
/the-great-river-road-the-best-drive-in-america/	16,766	1:36
homepage	15,658	1:08
/interactive-tools/order-a-free-great-river-road-10-state-map/	14,674	1:57
/river-attractions/	8,348	2:45
/app/	4,866	3:34
/itineraries/	4,624	0:59
/locks-and-dams-of-the-upper-mississippi/	4,138	2:30
/interactive-tools/fun-facts/	4,077	4:00
/scenic-spots-on-the-great-river-road/	2,889	1:58
/states/iowa/	2,844	2:02
Top 10 Referring Sites	Sessions	Avg. Session Duration
thediscoverer.com	3,503	1:45
facebook.com	2,154	0:60
msn.com	236	1:01
(e-newsletter) us5.campaign-archive.com	228	3:25
onlyinyourstate.com	194	1:30
kiddle.co	175	3:05
smithsonianmag.com	123	2:46

pinterest.com	103	1:04
milwaukeeimag.com	90	0:42
greatriverroad-illinois.org	60	2:54
Top 10 Metro Areas	Sessions	Avg. Session Duration
Minneapolis-St. Paul MN	6,107	2:15
Chicago IL	5,897	2:06
Milwaukee WI	2,393	2:23
St. Louis MO	2,219	2:01
Madison WI	2,155	2:15
Dallas-Ft. Worth TX	1,623	2:01
Atlanta GA	1,556	2:11
La Crosse-Eau Claire WI	1,289	1:41
New York, NY	1,210	1:56
Memphis TN	1,168	1:47
Top Channels	% Sessions	Avg. Session Duration
Organic Search	60.1%	2:24
Direct	27.8%	2:01
Referral	8.8%	1:54
Social	3.3%	1:01
Email	0%	0:26
User Demographics		
Age	% Sessions	Avg. Session Duration
65+	23.3%	3:06
55-64	22.8%	2:27
45-54	16.1%	2:17
25-34	15.5%	1:58
35-44	13.5%	2:05
18-24	8.9%	1:51
Gender	% Sessions	Avg. Session Duration
Male	50.1%	2:19
Female	49.9%	2:25

Device Usage	% Sessions	Avg. Session Duration
Mobile + Tablet	56.1%	2:18
Desktop	43.9%	2:45

TOURISM E-NEWSLETTERS

Takeaways

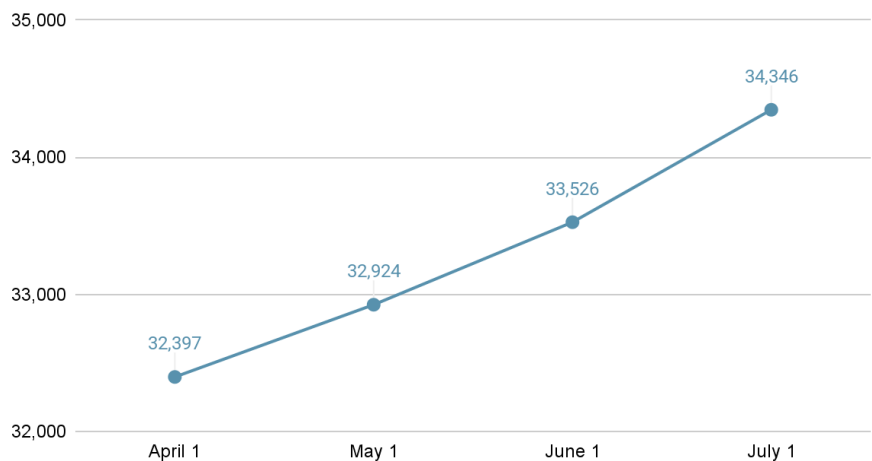
The MPRC e-newsletter continues to perform well, outpacing industry averages in open rates by almost 2-to-1 and with click rates ranging from more than double industry averages to more than quadruple (9.3%) for the June e-newsletter.

Subscribers are also not just clicking on the top story, either; in May's e-newsletter, the link to the online map order form received more clicks than the lead article (scenic spots along the Great River Road) and June's secondary story (Great River Road FAQs) almost received as many clicks as the lead story (how to get on the water along the Great River Road).

Results

- Average open rate: 30.7% (industry average: 17%)
- Average click rate: 6.8% (industry average: 2.2%)
- In April, e-newsletter was cleaned of subscribers who had joined before March 2020 and had not opened any of the last 10 newsletters

E-newsletter Subscribers



E-newsletters

4/26 e-newsletter

- Subject line: Explore the Great River Road's gorgeous parks, forests and natural areas
- Sent to: Experience Mississippi River e-newsletter list (32,378 successful deliveries)
- Open rate: 30.0%
- Click rate: 5.1%

5/26 e-newsletter

- Subject line: Scenic spots on the Great River Road
- Sent to: Experience Mississippi River e-newsletter list (33,107 successful deliveries)
- Open rate: 31.2%
- Click rate: 9.3%

6/23 e-newsletter

- Subject line: Getting on the water along the Great River Road
- Sent to: Experience Mississippi River e-newsletter list (33,875 successful deliveries)
- Open rate: 30.8%
- Click rate: 6.0%

FACEBOOK

Takeaways

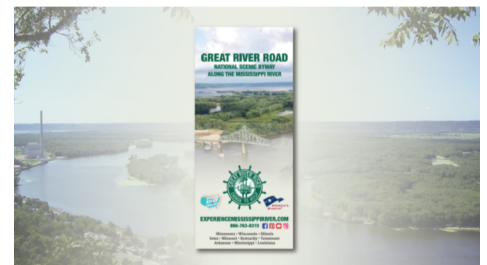
- The Great River Road Facebook page continued its steady growth, topping 60,000 fans in Q2.
- Popular content included information about the Great River Road's new All-American Road status (blog posts by Experience Mississippi River and articles by other publications



Scenic spots on the Great River Road

The Great River Road was [named one of the country's newest All-American Roads](#) this year, meaning it's one of the very best of America's National Scenic Byways. There are a lot of reasons for that, including the region's rich history, culture and heritage, but don't miss this simple fact: the drive is incredibly scenic. Here are some photo-worthy stops along the route you should visit on your next trip.

[Learn more](#)



Order your free Great River Road map!

If you're planning a road trip on the country's newest All-American Road this summer, you're in luck: You can order a free copy of our 10-state Great River Road map, which highlights museums, historical sites and other attractions you'll find along the route.

[Order a map](#)

Follow us on Instagram [@greatriverroad](#)

like the Washington Post), travel itineraries and scenic photos.

- Facebook ads continue to perform well above industry averages for click-through rates (the post engagement ad had a click-through rate of nearly 5 times higher than the normal ad for the travel industry).

Content calendar

- Created Q3 editorial calendar in June based on All-American Road promotion strategy, notable monthly events & more

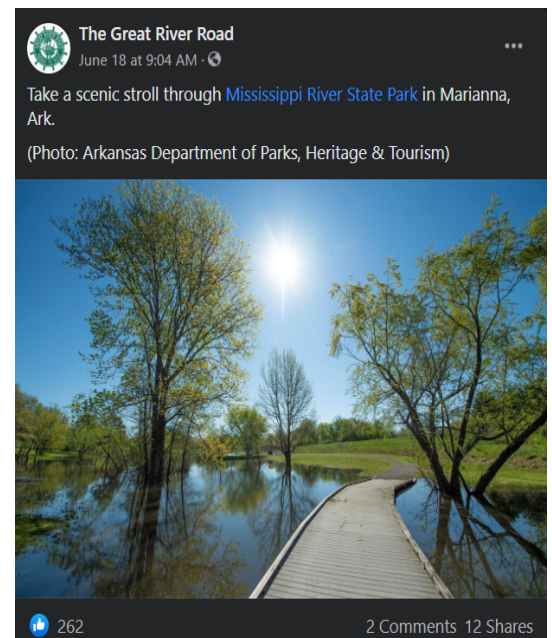
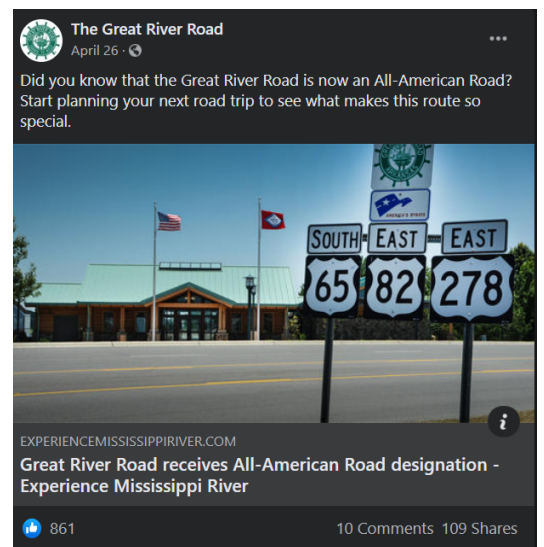
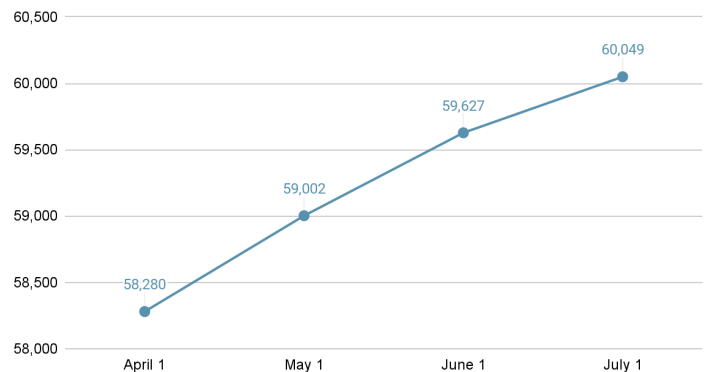
Overview

- Facebook fans: 60,049
- New Facebook fans: 1,769
- Facebook updates: 42

Facebook Top Posts

- 4/26
 - “Did you know that the Great River Road is now an All-American Road? Start planning your next road trip to see what makes this route so special” w/link to blog on experiencemississippiriver.com
 - 13,954 people reached; 1,092 reactions, comments & shares; 613 post clicks
 - 5,856 people reached organically; 8,849 people via paid ad
- 6/18
 - “Take a scenic stroll through Mississippi River State Park in Marianna, Ark.” w/photo
 - 13,482 people reached; 287 reactions, comments & shares; 371 post clicks
 - 5,038 reached organically; 9,836 via paid ad

Facebook Fan Growth



- 4/27
 - “The Great River Road makes this list from the Washington Post!” w/link to Washington Post article on new All-American Roads
 - 9,265 people reached; 376 reactions, comments & shares; 289 post clicks
 - 4,539 people reached organically; 5,506 people via paid ad

Demographics/Engaged fans

- 55% women/45% men; 36% 55-64; 27% 45-54; 19% 65+; 17% 35-44

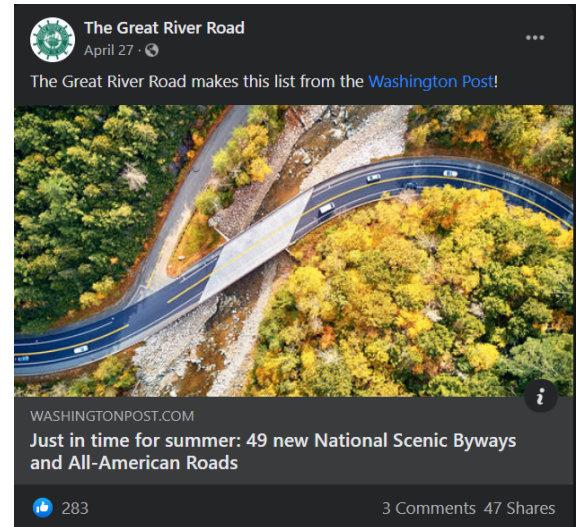
Facebook Advertising

Page likes

- Page likes ad - updated throughout year
- 158,651 impressions
- 5,880 clicks
- 3.71% click-through rate
- Added 1,756 fans

Post engagement

- Post engagement ad - updated throughout year
- 94,256 impressions
- 4,324 clicks
- 4.59% click-through rate
- Received 3,633 post engagements

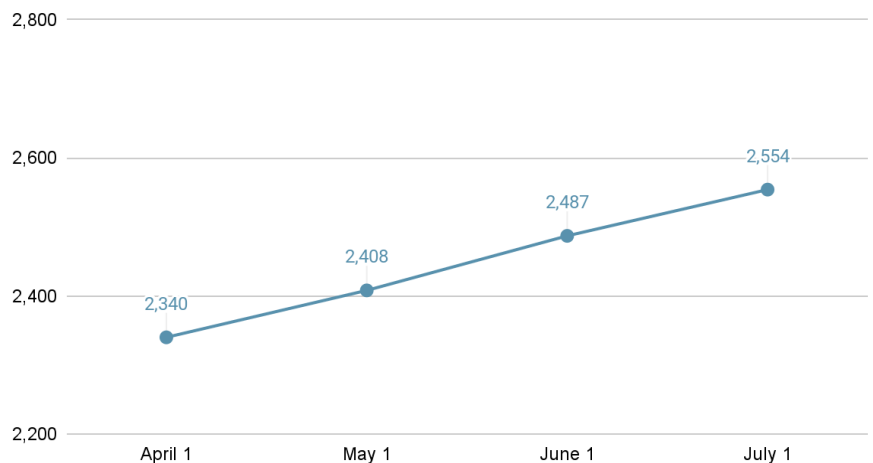


INSTAGRAM

Takeaways

- 52.8% increase in follower growth compared to 2020
- Two of the most popular posts are highlighted aspects from the AAR applications

Instagram Follower Growth



- The top three posts have longer length captions as compared to what is typically popular on Instagram. The audience is seeking Great River Road information from our page.

Content calendar

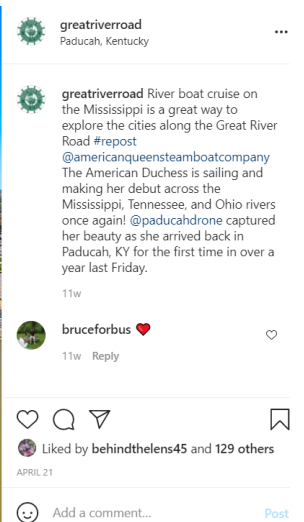
- Created Q3 2021 content calendar detailing order of state's being featured.

Overview

- Instagram followers: 2,554
- New Instagram followers: 214
- Instagram updates: 13 posts
- Replying to user messages

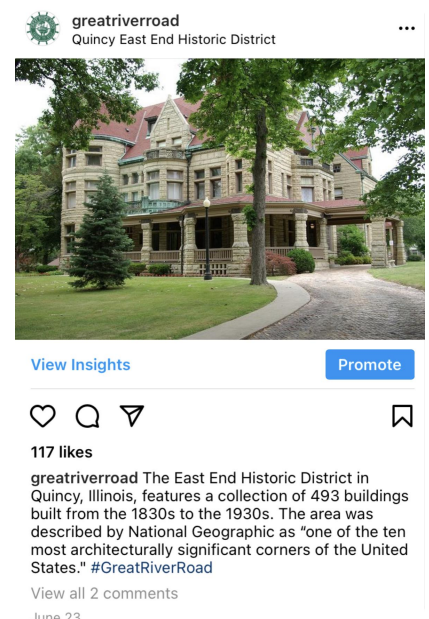
Demographics/Engaged fans

- Top age range: 35-44 (28%)
- Top locations: Godfrey, Alton, Minneapolis, La Crosse, St. Louis
- Top gender: Women (61%)

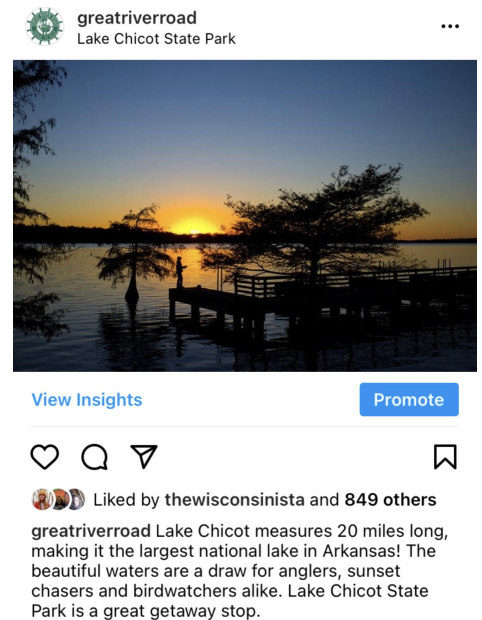


Instagram Top Posts

- 4/21
 - Caption: River boat cruise on the Mississippi is a great way to explore the cities along the Great River Road #repost @americanqueensteamboatcompany The American Duchess is sailing and making her debut across the Mississippi, Tennessee, and Ohio rivers once again! @paducahadrone captured her beauty as she arrived back in Paducah, KY for the first time in over a year last Friday.
 - 864 people reached, 130 likes, 1 comment, 2 shares, 4 bookmarks, 8 profile visits



- 6/9
 - Caption: Lake Chicot measures 20 miles long, making it the largest national lake in Arkansas! The beautiful waters are a draw for anglers, sunset chasers and bird watchers alike. Lake Chicot State Park is a great getaway stop.
 - 6,298 people reached, 851 likes, 3 comments, 3 shares, 6 bookmarks, 1 profile visit
- 6/23
 - Caption: The East End Historic District in Quincy, Illinois, features a collection of 493 buildings built from the 1830s to the 1930s. The area was described by National Geographic as "one of the ten most architecturally significant corners of the United States."
#GreatRiverRoad
 - 903 people reached, 117 likes, 2 comments, 3 shares, 4 bookmarks, 6 profile visits



Instagram Advertising

Campaign type

- Post engagement ad - updated throughout year
- 67,557 impressions
- 246 clicks
- 0.36% click-through rate
- Received 5,505 engagements

DRIVE THE GREAT RIVER ROAD APP

iOS

- # of downloads in Q2: 1,478
- # of downloads to date: 19,475

Android

- # of downloads in Q2: 939
- # of downloads to date: 9,363

Total (combined)

- # of downloads in Q2: 2,417
- # of downloads: 28,838