MRPC New Website

Why a New Web site?

Travel and tourism websites no longer are simple repositories of categorized information. Today, tourism websites entice travelers and integrate the stories of a destination with locations, foods, brews, trails, recreation, and everything the destination has to offer. Travel websites must be engaging and provide prospective visitors with a "taste" even before they physically travel.

The 10-state Great River Road, now an All-American Road, is a destination unto itself and contains national significance, according to the definition set by the Federal Highway Administration. Therefore, the website's narrative and image content must now reflect this important distinction and meet today's standards for tourism websites.

Design:
- Main Sections:
  - Plan your Trip (Intuitive perhaps with articles/listings that could be displayed alongside a map (or on the same page). That way you could see a bit more about the listing (photos, description, etc) and add it to your trip on the map. Users are accustomed to reading posts and seeing photos so it will be familiar to add listings to your trip. It could be a build your own itinerary but along a certain section of the route that would pull featured listings.
  - Themed itineraries
  - Evergreen signature byway events
  - 10 states with interpretive centers
  - All-American Road Assets/ Intrinsic Values from AAR applications

- Buttons:
  - Order maps
  - Contact us
  - Fund us
  - About us
  - Social icons

- Project Priorities:
  - Responsive
  - Strong imagery
  - Ease of access and navigation
  - Easy administration
  - Story and theme-driven

Challenges
- Collecting and maintaining data and from all 10 states
- Current imagery
- Current mapping files that connect

Proposed Budget and Timeline: $50,000 to $80,000
                                       12 to 18 months