



National Office
Activity Report
2022 | Q1 January-March

ANNUAL MEETING

Preparation

- Met with Anne, Normal & Mike over several meetings
- Communicated with the Memphis CVB to create a meeting RFP
- Reviewed hotel proposals and communicated with each hotel
- Narrowed hotels to two and negotiated with both and requested contracts
- Created a side-by-side pricing comparison that was shared with the planning committee
- Selected the Peabody and finalized the contract
- Created a timeline for developing the programming, registration and promotion of the meeting
- Started a draft agenda and draft budget

EXPERIENCMISSISSIPPIRIVER.COM WEBSITE

Takeaways

- The top visited and pages of interest in Q1 were:
 - Homepage 12,865 pageviews | + 35.15% from Q1 last year
 - The Great River Road: The Best Drive in America 9,645 | -0.97%
 - Order a free Great River Road 10-state map 8,207 | -52.12%
 - River Attractions 6,448 | +44.35%
 - 22 reasons to drive the Great River Road 3,804 | N/A - new blog in January
- Overall pageviews in Q1 2022 increased +1.87% (115,708) relative to Q1 2021 (113,856)
- Site pageview acquisition sources:
 - Organic search made up 47.60% (21,978 users) of acquisitions in Q1 and was down -16.12% from Q1 last year.
 - Direct traffic made up 29.08% (13,427) of acquisitions in Q1 and was up +3.02% from Q1 last year.
 - Social media made up 13.78% (6,363) of acquisitions in Q1 and was up +117.61% from Q1 last year.
 - Top 5 social media referral sources:
 - Facebook made up 98.96% of all social acquisition users (6,307 users | +123.81% from last year Q1)

- Pinterest 0.58% (37 | -40.32%)
 - Instagram 0.11% (7 | +250%)
 - TripAdvisor 0.11% (7 | -41.67%)
 - Instagram Stories 0.06% (4 | -80.95%)
- Referral traffic made up 9.54% (4,404) of acquisitions in Q1 and was up +161.06%
- The increases and decreases in traffic from the top markets this quarter compared to last year at this time
 - Top Metro Areas:
 - Minneapolis-St. Paul MN 3,448 Users (-3.55% from last year Q1)
 - Chicago IL 3,283 (+5.33%)
 - St. Louis MO 1,852 (+9.07%)
 - Milwaukee WI 1,307 (-6.84%)
 - New York, NY 1,090 (+61.48%)

Analytics

www.experiencemississippiriver.com/		
2022-01-01 to 2022-03-31		
Total Pageviews	115,708	<i>increased +1.87%</i>
Total Unique Pageviews	94,675	
Total Sessions	55,930	
Unique Users	46,410	
New Users	88%	
Returning Users	12.1%	
Pages Viewed Per Session	2.1	
Time Spent Per Page Visited	0:56	
Avg. Session Duration	1:56	

Top 10 Most Visited Pages	Pageviews	Avg. Time on Page
homepage	12,865	1:14
/the-great-river-road-the-best-drive-in-america/	9,645	1:40
/interactive-tools/order-a-free-great-river-road-10-state-map/	8,207	1:59
/river-attractions/	6,448	2:54
/22-reasons-to-drive-the-great-river-road/	3,804	1:58
/app/	3,475	3:56
/locks-and-dams-of-the-upper-mississippi/	3,429	2:57
/itineraries/	2,725	1:10
/flavors/	2,323	1:02
/explore-these-charming-mississippi-river-cities-towns/	2,066	2:17
Top 10 Referring Sites	Sessions	Avg. Session Duration
facebook.com	6,925	0:35
thediscoverer.com	3,242	1:54
www-onlyinyourstate-com.cdn.ampproject.org	194	1:58
onlyinyourstate.com	188	2:23
kiddle.co	146	0:49
tn.gov	142	2:43
(Enewsletters) mailchi.mp	76	2:21

baidu.com	69	0:00
msn.com	68	1:35
newstalk1280.com	62	0:19
Top 10 Metro Areas	Sessions	Avg. Session Duration
Minneapolis-St. Paul MN	4,140	1:50
Chicago IL	3,882	1:45
St. Louis MO	2,154	1:23
Milwaukee WI	1,636	2:12
New York, NY	1,268	1:16
Dallas-Ft. Worth TX	1,142	2:01
Atlanta GA	1,075	1:58
Washington DC (Hagerstown MD)	948	1:05
Memphis TN	849	1:15
Top 5 Channels	% Sessions	Avg. Session Duration
Organic Search	48%	2:18
Direct	30.2%	1:52
Social	12.5%	0:36
Referral	9.3%	2:00
Email	0%	6:32

User Demographics		
Age	% Sessions	Avg. Session Duration
55-64	20.4%	2:06
65+	20%	2:44
45-54	19.2%	2:02
35-44	18.2%	1:60
25-34	13.2%	1:45
18-24	8.9%	1:55
Gender	% Sessions	Avg. Session Duration
Female	50.6%	2:11
Male	49.4%	2:04
Device Usage		
	% Sessions	Avg. Session Duration
Mobile + Tablet	58%	1:57
Desktop	42%	2:25

Web Maintenance

- Monthly website checks
 - Tested and updated links as necessary
 - Checked copy and photos, ensured content was current
 - Performed monthly Mailchimp check to ensure lists are performing/functioning correctly

- Refreshed long-lived Instagram tokens before expiration, ensuring granted feed app permissions
- Updated Plugins as needed
- Created monthly backups and restore points
- SEO/analytics monitored weekly
- Flipped website content to (Spring) on 3/15

Web Updates

- Updated Iowa's contact information
- Pulled IC emails

Blog Posts

- 1/18/22 - 22 reasons to drive the Great River Road
- 2/1/22 - Four things to love about the Great River Road
- 3/4/22 - What makes the Great River Road an All-American Road?

MRPCMEMBERS.COM WEBSITE

Web Maintenance

- Updated plugins
- Updated WordPress version
- Fixed broken links
- Added security to improve email deliverability
- Created backups and restore points monthly

Web Updates

- Added new documents
- Edited board members in table. Rearranged table to show grouped committees next to each other
- Looked into form email settings and made adjustments
- Added new meetings
- Added files to meeting posts
- Made tweaks to IC page, IC Visits form and added IC Visits to the C&H page
- Added custom code for placeholder National Meeting
- Looked for IC lists and segments and exported/sent
- Added documents to 3-11 board meeting

- Added new shapefiles to the transportation table
- Updated wording for members profile submissions
- Created a meeting proposal page, pulled technical committee email addresses
- Added new function to directory to pull and display chairs for committees
- Tagged all board with separate Tech Committee tags, added IC reminder to homepage

TOURISM E-NEWSLETTERS

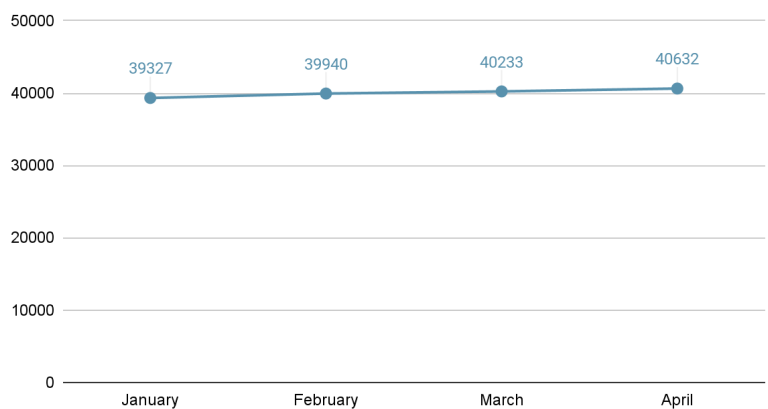
Takeaways

The MRPC tourism e-newsletter

continues to perform very well, eclipsing industry averages for open rate and click rate (sometimes by more than twice as much).

We also continue to see steady growth in subscribers (we added about 1,300 in Q1), which is notable because we haven't done any promotions to gain subscribers, meaning we're likely getting most of these organically.

E-newsletter Subscriber Growth



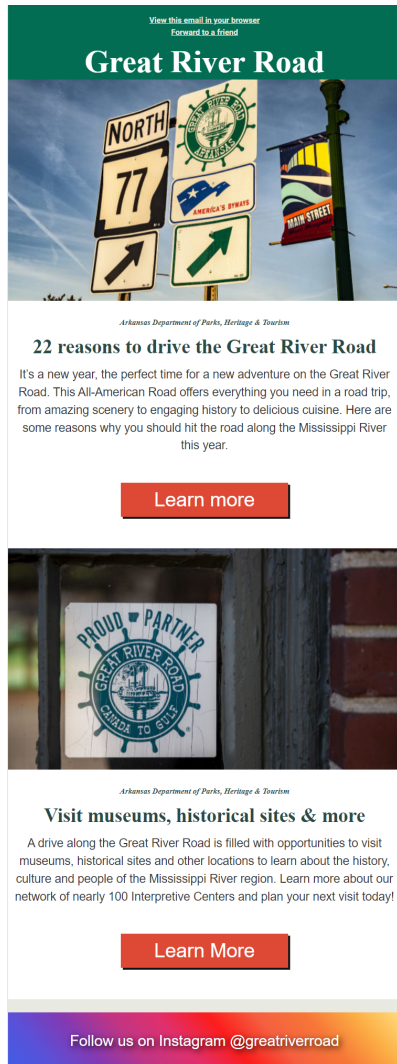
From a content perspective, subscribers continue to interact strongly with our articles regardless of the topic. Obviously, some topics perform better than others, but the e-newsletters in Q1 all surpassed regular click rates, so people are reading our articles. And it's not just the main article in the e-newsletter, either; for instance, in the March e-newsletter, the main article received 49.6% of clicks, while the secondary article received 42.5%. Generally it's much higher in relation to the main article, but it does show that people aren't just clicking on one thing in our e-newsletters.

Results

- Average open rate: 40.6% (industry average: 20.4%)
- Average click rate: 5.5% (industry average: 2.3%)

1/24 E-Newsletter

- Subject line: 22 reasons to drive the Great River Road this year
- Wrote article: 22 reasons to drive the Great River Road
- Also promoted: Visit museums, historical sites & more
- Open rate: 41.0%
- Click rate: 6.8%



2/14 E-Newsletter

- Subject line: What we love about the Great River Road
- Wrote article: Four things to love about the Great River Road
- Also promoted: Savor the flavors of the Great River Road

- Open rate: 38.6%
- Click rate: 4.3%

3/21 E-Newsletter

- Subject line: What makes the Great River Road an All-American Road?
- Wrote article: What makes the Great River Road an All-American Road?
- Also promoted: Discover these hidden gems along the Great River Road
- Open rate: 42.3%
- Click rate: 5.5%

PILOT E-NEWSLETTERS

1/19 E-Newsletter

- Subject line: MRPC January Newsletter (Annual Meeting save the date)
- Sent to: MRPC Current Roster (217 recipients)
- Open rate: 30.4%
- Click rate: 2.3%

2/14 E-Newsletter

- Subject line: MRPC Annual Meeting Quick Survey
- Sent to: MRPC Current Roster (216 recipients)
- Open rate: 39.6%
- Click rate: 15.1%

2/16 E-Newsletter

- Subject line: MRPC February Newsletter (National Scenic Byway Foundation briefing)
- Sent to: MRPC Current Roster (215 recipients)
- Open rate: 37.1%
- Click rate: 5.2%

3/16 E-Newsletter

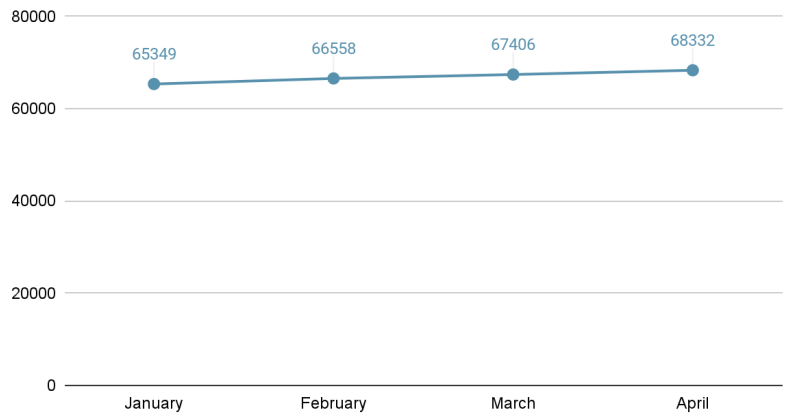
- Subject line: MRPC March Newsletter (Annual Meeting announcement)
- Sent to: MRPC Current Roster (213 recipients)
- Open rate: 32.5%
- Click rate: 6.2%

FACEBOOK

Takeaways

The Great River Road Facebook page performed very well in Q1, gaining nearly 3,000 fans and receiving strong interaction on several posts throughout the quarter. Popular posts included blog articles from the

Facebook Fan Growth



experiencemississippiriver.com site and links to media articles about the Great River Road. The engagement and fan numbers were driven by a strong performance from our Facebook ads.

Overview

- Facebook fans: 68,332
- New Facebook fans: 2,983
- Facebook updates: 32

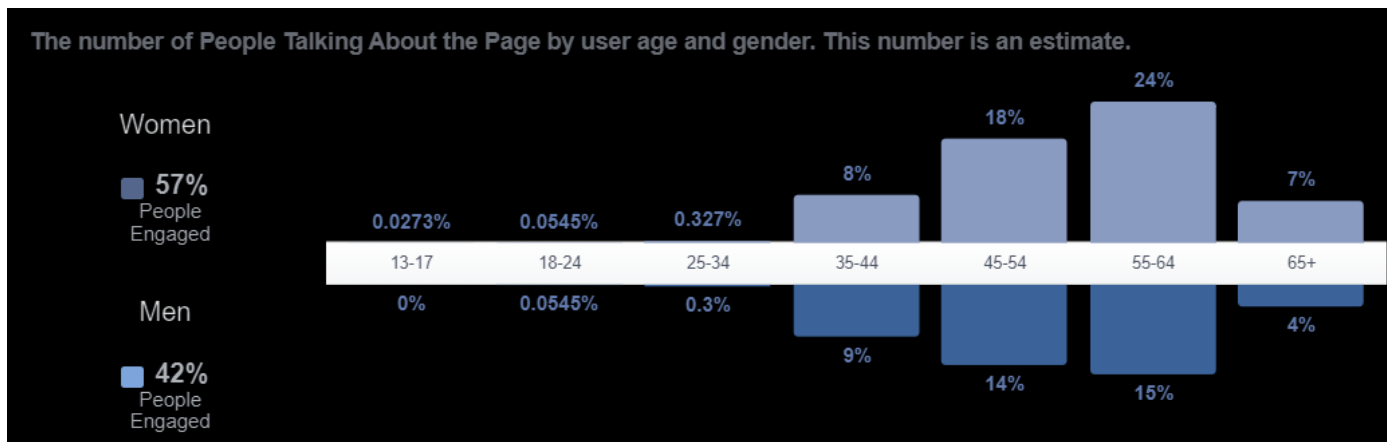
Top Posts

- 2/28
 - “Experience one of America’s greatest drives” w/link to blog (22 reasons to drive the Great River Road)
 - 40,112 people reached; 1,307 reactions, comments, and shares; 591 post clicks
 - 11,733 people reached organically; 29,938 people via paid ad



- 1/26
 - “Put these charming destinations on your list this year” w/link to blog (Explore these charming Mississippi River cities & towns)
 - 70,377 people reached; 1,246 reactions, comments, and shares; 2,460 post clicks
 - 8,374 people reached organically; 62,028 people via paid ad
- 1/28
 - “This list is just a start” w/link to blog (22 reasons to drive the Great River Road)
 - 30,394 people reached; 982 reactions, comments, and shares; 653 post clicks
 - 10,076 people reached organically; 20,728 people via paid ad

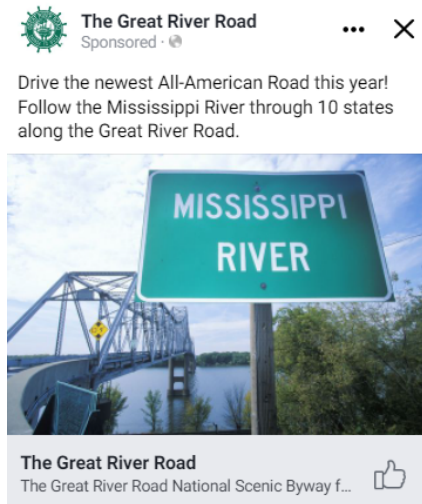
Demographics/Engaged Fans



Page likes ad

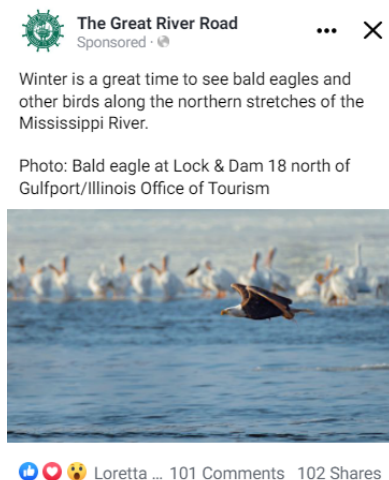
- Page likes ad - updated throughout the year

- 452,741 impressions
- 13,494 clicks
- 2.98% click-through rate
- Added 2,739 fans



Post engagement ad

- Post engagement ad - updated throughout the year
- 838,091 impressions
- 16,011 clicks
- 1.91% click-through rate
- Received 10,661 post engagements



INSTAGRAM

Takeaways

We featured AAR assets again this quarter with a majority of photos coming from AAR applications. Our audience enjoyed our posts that gave detailed descriptions of the attractions in the photos similar to last quarter.

Overview

- Instagram followers: 3,210
- New Instagram followers: 202
- Instagram updates: 13 posts
- Regularly reviewed and replied to user messages

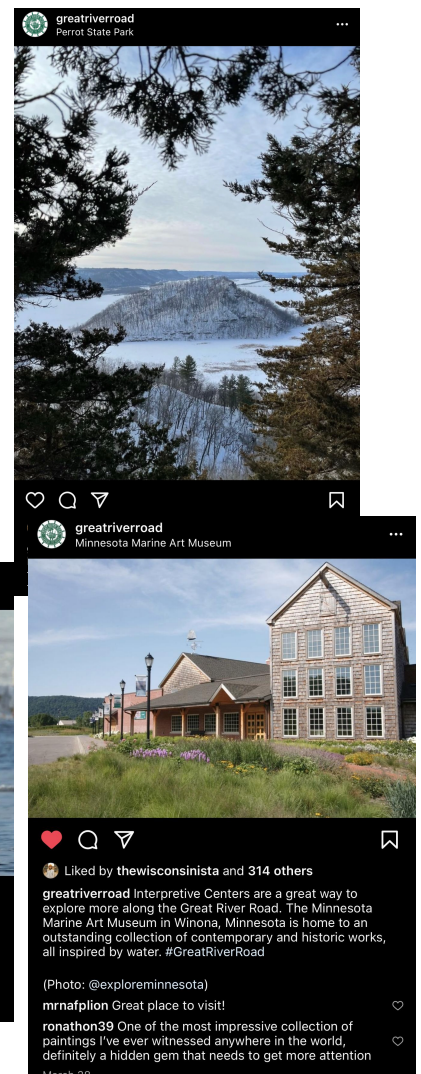
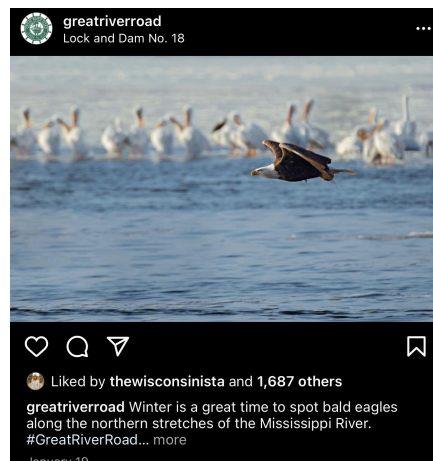
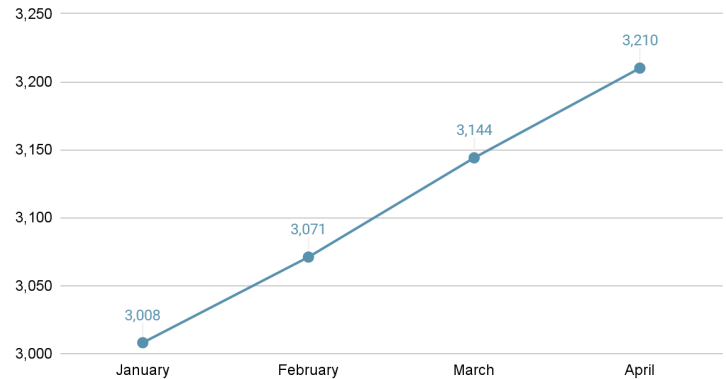
Demographics/Engaged Fans

- Top age range: 35-44 (27%)
- Top locations: Godfrey, Alton, Chicago, La Crosse, St. Louis
- Top gender: Women (61%)

Top Posts

- 1/19
 - Caption: Winter is a great time to spot bald eagles along the northern stretches of the Mississippi River. #GreatRiverRoad
 - 11,012 people reached, 1,715 reactions
- 2/9
 - Caption: The northern Great River Road states are looking beautiful covered in snow. The view of the Mississippi from Perrot State Park in Wisconsin is

Instagram Follower Growth



- especially magical this time of year
 - 714 people reached, 100 reactions
- 3/29
 - Caption: Interpretive Centers are a great way to explore more along the Great River Road. The Minnesota Marine Art Museum in Winona, Minnesota is home to an outstanding collection of contemporary and historic works, all inspired by water. #GreatRiverRoad
 - 2,019 people reached, 328 reactions

(Campaign Post engagement ad

- Description
- 50,528 impressions
- 121 people clicked on the ad
- 0.24 click-through rate
- Received 4,722 post engagements



DRIVE THE GREAT RIVER ROAD APP

ios

- # of downloads in Q1: 1,055
- # of downloads to date: 23,117

Android

- # of downloads in Q1: 642
- # of downloads to date: 11,516

Total (combined)

- # of downloads in Q1: 1,697
- # of downloads: 34,633

ADMIN/MISCELLANEOUS

Content Calendar

- Created Q2 content calendar detailing social media posts, e-news topics, ad budgets and goals.

Financial/Bookkeeping

- Paid bills
- Monitored state dues and related paperwork, communicated with states
- Processed donation checks and Stripe collections
- Monthly reconciliation
- Prepared financial reports for the board

Fulfillment

- Fulfilled 2,568 requests this quarter
- Created address and shipping labels and mailed
- Prepped guides for fulfillments
- Answered phone calls, returned voicemails
- Corresponded to online inquiries

Internal E-newsletter Survey

- Emailed survey to members to decide Annual Meeting location

Meetings

- IA-MRPC with Anne - Jan 10
- Annual Meeting Planning with Anne, Norma and Mike - Jan 11
- Culture & Heritage Meeting - Jan 18
- Meeting with Anne - Jan 19
- Transportation Meeting - Jan 28
- ERA Meeting Feb 3
- Annual Meeting Planning - Feb 9
- Marketing Meeting Feb 10
- MO-MRPC - Feb 11
- Meeting with NCEL & ERA - Feb 17
- Feb 21 - Hotel Meetings (Peabody, Hu, Cypress)

- Feb 21 - Planning Meeting
- IL-MRPC - Mar 1
- Planning Meeting - March 2
- Meeting with Anne - March 2
- Board of Directors - Mar 11
- Culture & Heritage - Mar 15
- Meeting with Anne - Mar 29
- NSB Grant Webinar - Mar 31

10-State Great River Road Promotional Map

- Production started on the new 10-state Great River Road promotional map and it is expected to be available for the upcoming summer tourism season. Print quotes were requested to assist in budget planning, updated State vector files were collected for new map production, a list of current Interpretive Center emails were segmented and an email was sent to that segment to create individual online listings in our mrpcmembers.com Interpretive Center Directory.

Culture and Heritage IC Visitation Checklist

- Created a printed and online Culture and Heritage IC Visitation Checklist form, including Covid-19 impacts. Feedback collected, revisions and approval complete.. PDF and Online Form are live on mrpcmembers.com.