



National Office Activity Report

2021 | Q4

October-December

ANNUAL MEETING

E-newsletters

10/1 e-newsletter

- Subject line: Reminder: The 2021 Annual Meeting is next week!
- Sent to: MRPC Current Roster (209 recipients)
- Open rate: 24.9%
- Click rate: 2.9%

10/1 e-newsletter

- Subject line: Reminder: The 2021 Annual Meeting is next week!
- Sent to: Annual Meeting Contacts (392 recipients)
- Open rate: 30.6%
- Click rate: 4.8%

10/4 e-newsletter

- Subject line: How to log in for the 2021 Annual meeting
- Sent to: 2021 Meeting Registrants (88 recipients)
- Open rate: 51.1%
- Click rate: 19.3%

10/7 e-newsletter

- Subject line: Thank you for attending the MRPC Annual Meeting - we want to hear from you
- Sent to: 2021 Meeting Registrants (88 recipients)
- Open rate: 53.4%
- Click rate: 19.3%

10/8 e-newsletter

- Subject line: Thank you for attending the MRPC Annual Meeting - we want to hear from you!
- Sent to: 2021 Meeting Registrants - late registration (12 recipients)
- Open rate: 50.0%
- Click rate: 25.0%



THANK YOU FOR ATTENDING THE MRPC ANNUAL MEETING – WE WANT YOUR FEEDBACK!

Thank you for attending the MRPC's 2021 Annual Meeting, "Next Steps for a New All-American Road," on October 5! It was a great opportunity for our Technical Committees to discuss future planning and opportunities that come with the Great River Road's All-American Road designation.

We're looking for your feedback on this week's meeting— please [take this quick survey](#) to let us know your thoughts. Your responses will help us plan future meetings.

Thank you for attending our Annual Meeting! You can find information about upcoming meetings and resources from past meetings on mrpcmembers.com.

[Take survey](#)

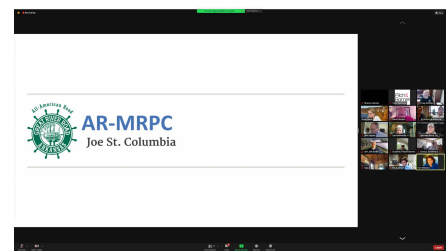
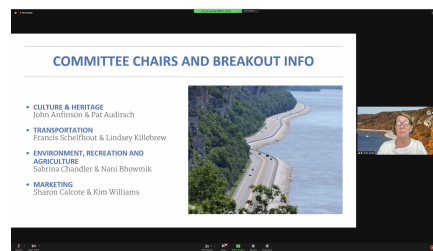
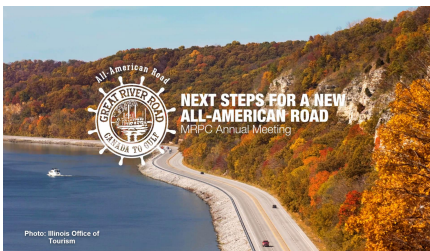


10/20 e-newsletter

- Subject line: October 2021 Newsletter
- Sent to: 2021 Meeting Registrants (61 recipients)
- Open rate: 52.5%
- Click rate: 4.9%

Annual Meeting Presentation

- Meeting Communication – Provided communication to registered attendees, speakers, production crew, board
- Annual meeting – Facilitated meeting, providing support and guidance to all involved
- Closing and Opening visuals, Powerpoints, surveys
- Survey – Developed, executed and summarized results
- Recordings – Collected, reviewed, edited, posted and communicated location
- Screenshot Collection – Took screenshots for future marketing use
- During Meetings – Facilitated Q&A and Chat functions



EXPERIENCMISSISSIPPIRIVER.COM WEBSITE

Website Takeaways

- The top 5 visited and pages of interest in Q4 were:
 - Homepage (9,840 pageviews) +46.73% from last year
 - /the-great-river-road-the-best-drive-in-america/ (7,845) -2.19%
 - /interactive-tools/order-a-free-great-river-road-10-state-map/ (4,751) -3.75%
 - /river-attractions/ (4,331) +22.80%
 - /locks-and-dams-of-the-upper-mississippi/ (3,994) +396.77%
 - /app/ (2,643) +7.83%
- Overall pageviews in Q4 2021 increased +14.88% (88,157) relative to Q4 2020 (76,736)
- Site pageview acquisition sources:
 - Organic search made up 54.51% (20,544 users) of acquisitions in Q4 and was up -2.26% from Q4 last year.
 - Direct traffic made up 29.79% (11,227) of acquisitions in Q4 and was up +58.13% from Q4 last year.
 - Social media made up 10.23% (3,854) of acquisitions in Q4 and was up +52.39% from Q4 last year.
 - Top 5 social media referral sources:
 - Facebook made up 97.77% of all social acquisition users (3,768 users | +56.41% from last year Q4)
 - Pinterest 1.3% (50 | -37.50%)
 - Instagram 0.39% (15 | +87.50%)
 - Weebly 0.21 (8 | +14.29%)
 - Instagram Stories 0.08% (3 | +50%)
 - Referral traffic made up 5.47% (2,063) of acquisitions in Q4 and was up +32.50%
- The increases and decreases in traffic from the top markets this quarter compared to last year at this time
 - Top 5 US States:
 - Illinois 4,791 Users (+16.34% from last year)
 - Wisconsin 3,923 (+42.09%)
 - Minnesota 3,746 (+2.10%)
 - Iowa 2,383 (+16.02%)
 - Missouri 2,103 (+8.85%)

- Top Metro Areas:
 - Chicago 3,369 Users (+16.57% from last year Q4)
 - Minneapolis-St. Paul 3,286 (+2.53%)
 - St Louis 1,690 (+11.33%)
 - Washington DC 1,047 (+181.45%) - likely VPNs (virtual private networks) that masks users' IP addresses
 - Milwaukee WI 1,038 (+12.83%)
 - Cedar Rapids-Waterloo-Iowa City & Dubuque IA 836 (-2.34%)

Website Analytics

www.experiencemississippiriver.com/		
Total Pageviews	88,157	
Total Unique Pageviews	71,264	
Total Sessions	44,935	
Unique Users	37,300	
New Users	87.5%	
Returning Users	12.5%	
Pages Viewed Per Session	2	
Time Spent Per Page Visited	0:54	
Avg. Session Duration	1:46	

Top 10 Most Visited Pages		
	Pageviews	Avg. Time on Page
homepage	9,840	1:14
/the-great-river-road-the-best-drive-in-america/	7,845	1:42
/interactive-tools/order-a-free-great-river-road-10-state-map/	4,751	1:58
/river-attractions/	4,331	2:47
/locks-and-dams-of-the-upper-mississippi/	3,994	2:45
/app/	2,643	3:60
/interactive-tools/webcams/	2,236	1:48
/interactive-tools/fun-facts/	2,025	4:17
/itineraries/	1,831	1:03
/explore-these-charming-mississippi-river-cities-towns/	1,704	2:17

Top 10 Referring Sites		
	Sessions	Avg. Session Duration
facebook.com	4,126	0:37

thediscoverer.com	432	1:23
kiddle.co	221	2:33
onlyinyourstate.com	161	1:30
(Contests) pandbads.wufoo.com	157	1:13
app.peardeck.com	125	4:07
tn.gov	120	1:36
(MailChimp) us5.campaign-archive.com	67	5:31
msn.com	65	0:41
pinterest.com	54	2:23
Top 10 Metro Areas		
	Sessions	Avg. Session Duration
Chicago IL	4,025	1:49
Minneapolis-St. Paul MN	3,947	1:42
St. Louis MO	1,943	1:30
Milwaukee WI	1,211	1:58
Washington DC (Hagerstown MD)	1,108	0:48
Cedar Rapids-Waterloo-Iowa City & Dubuque IA	954	1:52
Dallas-Ft. Worth TX	937	1:47
Atlanta GA	873	1:20
New York, NY	842	1:24
Top 5 Channels		
	% Sessions	Avg. Session Duration
Organic Search	54.9%	2:04
Direct	30%	1:31
Social	9.4%	0:38
Referral	5.7%	1:51
Email	0%	22:32

User Demographics		
Age	% Sessions	Avg. Session Duration
55-64	21.8%	1:59

	65+	20.4%	2:23
	45-54	17.5%	1:50
	35-44	16%	1:50
	25-34	15.2%	1:56
	18-24	9.1%	2:10
	Gender	% Sessions	Avg. Session Duration
	Male	50.9%	2:02
	Female	49.1%	2:01
	Device Usage		
		% Sessions	Avg. Session Duration
	Mobile + Tablet	58.7%	1:60
	Desktop	41.3%	2:05

Web Maintenance

- Monthly website checks
 - Tested and updated links as necessary
 - Checked copy and photos, ensured content was current
 - Monthly Mailchimp check to ensure lists are performing/functioning correctly
 - Renewing Instagram Tokens: Refreshing long-lived tokens before expiration, ensuring granted feed app permissions
 - Maintained Site Security
 - Created monthly backups and restore points
- SEO/analytics monitored weekly
- Flipped website content to Winter on 11/22

Web Updates

- Created newsletter signup page
- Hid contest related information from appearing in search

Blog Posts

- October: Cultural attractions along the Great River Road (10/19)
- November: Discover more cultural attractions along the Great River Road (11/11)
- December: Explore these charming Mississippi River cities & towns (12/13)

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 upcoming meetings and attached relevant documents
- Added reports to the corresponding committee pages
- Updated Interpretive Center nomination documents
- Made updates to the Transportation CMP AND AAR Table

TOURISM E-NEWSLETTERS

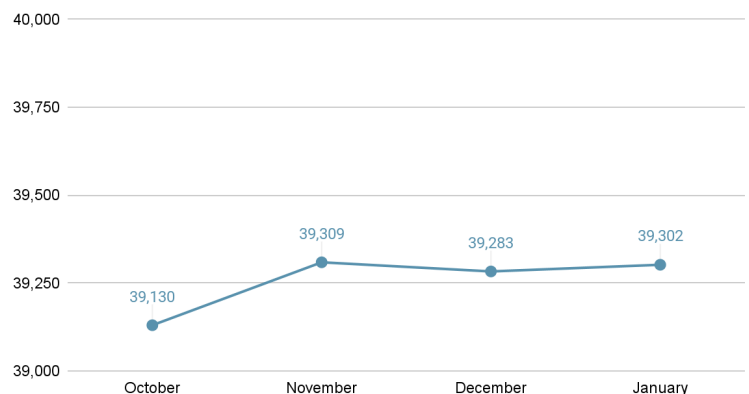
E-newsletter Takeaways

The MRPC e-newsletter continued to perform well in Q4, nearly doubling industry averages for open rates and click rates. In fact, the tourism e-newsletters performed well all year long, with all of the editions having an open rate of at least 24.3% and a click rate of at least 2.5%. This shows that our subscriber list, while large, is interested in the information we're sharing.

Results

- Average open rate: 33.2% (industry average: 17%)
- Average click rate: 4.2% (industry average: 2.2%)

E-newsletter Subscribers



10/27 e-newsletter

- Subject line: Cultural attractions along the Great River Road
- Wrote article: Cultural attractions along the Great River Road
- Also promoted: The Great River Road through the years (photo gallery)
- Open rate: 31.8%
- Click rate: 5.6%

11/22 e-newsletter

- Subject line: Discover more cultural attractions along the Great River Road
- Wrote article: Discover more cultural attractions along the Great River Road
- Also promoted: Explore museums, historical sites & more (Interpretive Centers)
- Open rate: 32.0%
- Click rate: 2.5%

12/22 e-newsletter

- Subject line: Explore these Mississippi River cities & towns
- Wrote article: Explore these charming Mississippi River cities & towns
- Also promoted: Hear from Great River Road travelers (testimonials)
- Open rate: 35.8%
- Click rate: 4.4%

PILOT E-NEWSLETTERS

E-newsletters

10/20 e-newsletter

- Subject line: October 2021 Newsletter
- Sent to: MRPC Members (215 recipients)
- Open rate: 34.0%
- Click rate: 4.7%



Cultural attractions along the Great River Road

Cultural attractions abound on the Great River Road, recently named an [All-American Road](#) by the Federal Highway Administration. Here's a closer look at some unique attractions along the route that educate travelers about the history and culture of the river region.

[Learn more](#)



Photos: The Great River Road through the years

It's hard to visit America's greatest river without wanting to take a few photos—and the same has been true for more than a century. While a lot has changed on the route since these photos were taken, the sights are just as impressive as they were in the steamboat era.

[See the photos](#)

Follow us on Instagram [@greatriverroad](#)

11/17 e-newsletter

- Subject line: November 2021 Newsletter
- Sent to: MRPC Members (215 recipients)
- Open rate: 29.8%
- Click rate: 2.8%

12/15 e-newsletter

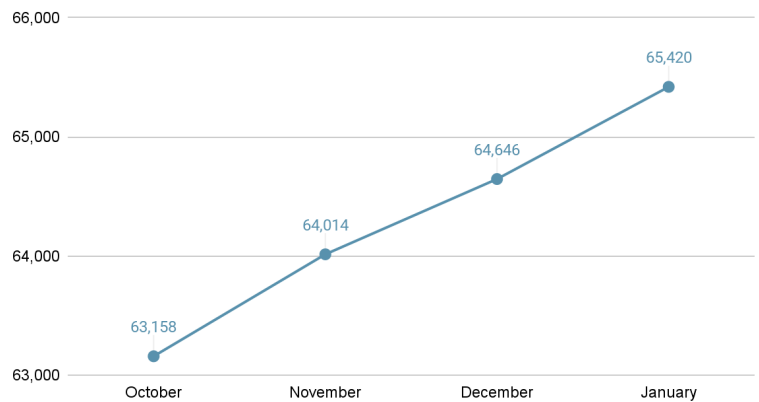
- Subject line: December 2021 Newsletter
- Sent to: MRPC Members (215 recipients)
- Open rate: 34.9%
- Click rate: 3.3%

FACEBOOK

Takeaways

The Great River Road Facebook page continues its solid performance, thanks in large part to a successful Facebook advertising campaign. The page added more than 2,000 new fans in Q4 and the posts we promoted through Facebook advertising received tens of thousands of impressions and interactions.

Facebook Fan Growth

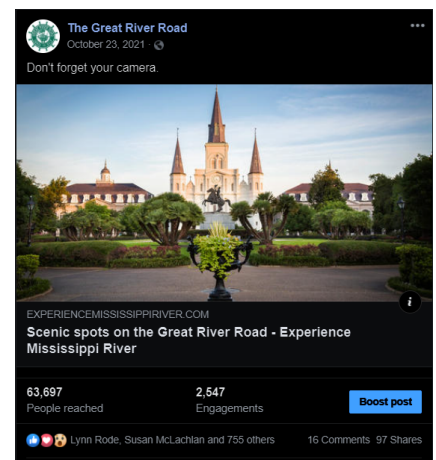


Overview

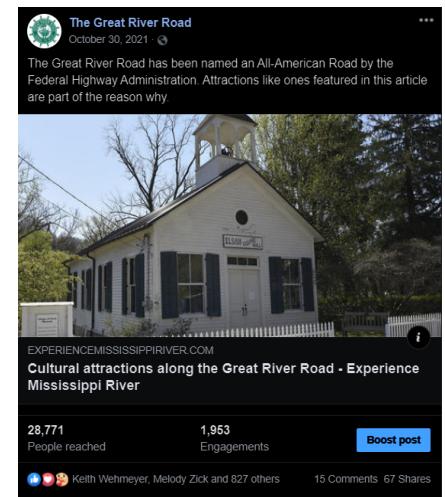
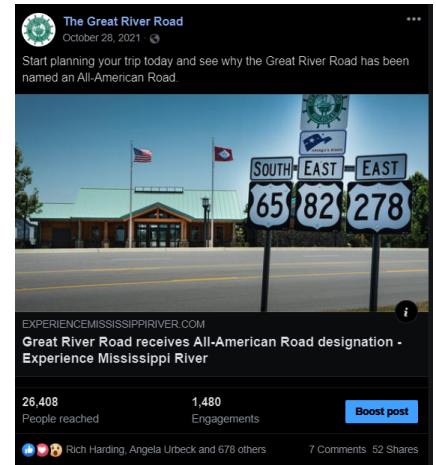
- Facebook fans: 65,420
- New Facebook fans: 2,262
- Facebook updates: 39

Top Posts

- 10/23
 - “Don’t forget your camera” w/link to [experiencemississippiriver.com](https://www.experiencemississippiriver.com) blog about scenic spots on the river
 - 63,397 people reached; 945 reactions, comments & shares; 1,602 post clicks
 - 5,286 people reached organically; 59,037 people via paid ad



- 10/28
 - “Start planning your trip today and see why the Great River Road has been named an All-American Road” w/link to experiencemississippiriver.com blog
 - 26,408 people reached; 798 reactions, comments & shares; 682 post clicks
 - 6,686 people reached organically; 20,589 people via paid ad
- 10/30
 - “The Great River Road has been named an All-American Road by the Federal Highway Administration. Attractions like the ones featured in this article are part of the reason why” w/link to experiencemississippiriver.com blog about cultural attractions
 - 28,771 people reached, 971 reactions, comments & shares; 982 post clicks
 - 6,160 people reached organically; 23,412 people via paid ad



Demographics/Engaged fans

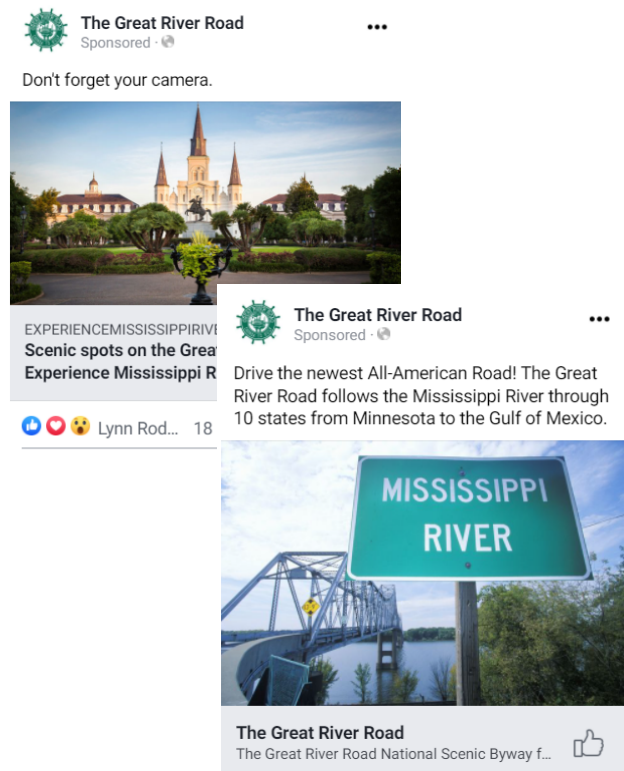
- 58% women/42% men (55-64 (women 22%, men 15%); 45-54 (women 18%, men 15%); 34-44 8% women, 7% men), 65+ (8% women, 4% men))

Page likes

- Page likes ad - updated throughout year
- 305,191 impressions
- 10,260 clicks
- 3.36% click-through rate
- Added 1,711 fans
 - Note: November stats were unavailable in Facebook Ads so overall stats are likely higher

Post engagement

- Post engagement ad - updated throughout year
- 333,076 impressions
- 8,386 clicks
- 2.52% click-through rate
- Received 7,761 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.

Instagram ads continued to draw steady engagement on featured posts, registering nearly 6,000 engagements in Q4.

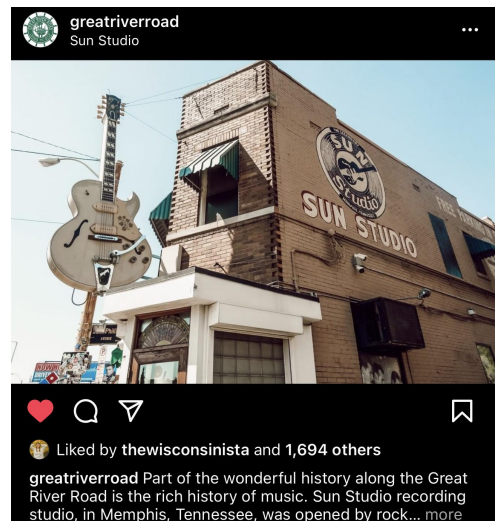
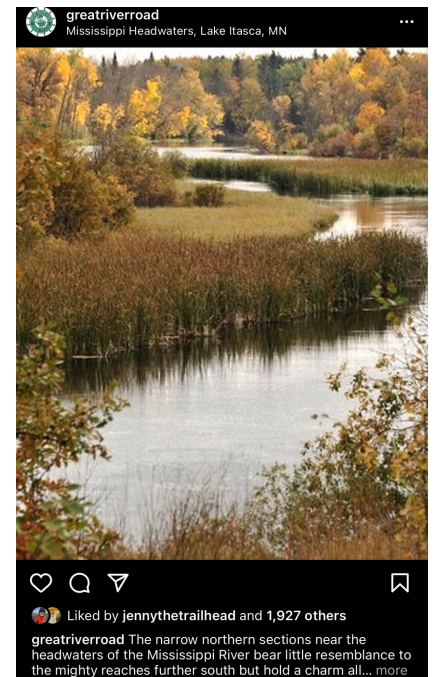
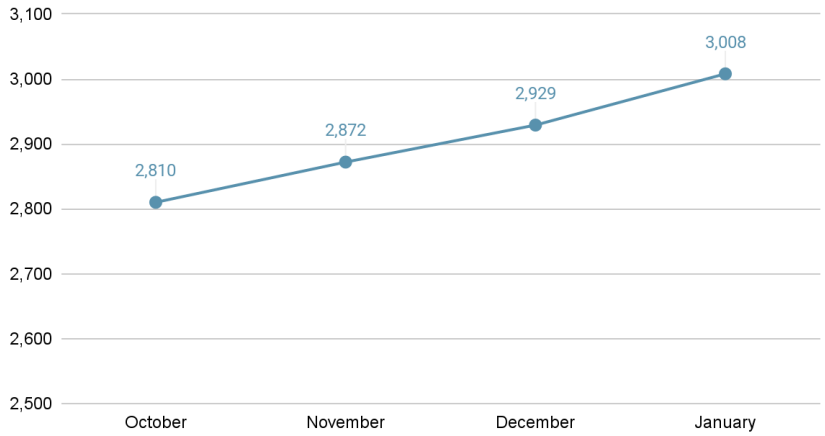
Overview

- Instagram followers: 3,008
- New Instagram followers: 198
- Instagram updates: 13 posts
- Regularly reviewed and replied to user messages

Top Posts

- 10/13
 - Caption: The narrow northern sections near the headwaters of the Mississippi River bear little resemblance to the mighty reaches further south but hold a charm all their own, especially when the fall trees show their color
 - 9,815 people reached, 1,960 engagements
- 12/1
 - Caption: Part of the wonderful history along the Great River Road is the rich history of music. Sun Studio recording studio, in Memphis, Tennessee, was opened by rock-n-roll pioneer Sam Phillips in 1950. Many musical legends have recorded here over the years. #GreatRiverRoad
 - 14,056 people reached, 1,750 engagements

Instagram Follower Growth



- 12/29
 - Caption: Take a break and enjoy the beauty of Visit Natchez's iconic bridges over the Mississippi River.
 - 2,839 people reached, 330 engagements

Demographics/Engaged fans

- Top age range: 35-44 (28%)
- Top locations: Godfrey, Chicago, Alton
- Top gender: Women (60%)

Post engagement

- Post engagement ad - updated throughout year
- 60,789 impressions
- 193 clicks
- 0.32% click-through rate
- Received 5,981 post engagements

DRIVE THE GREAT RIVER ROAD APP

iOS

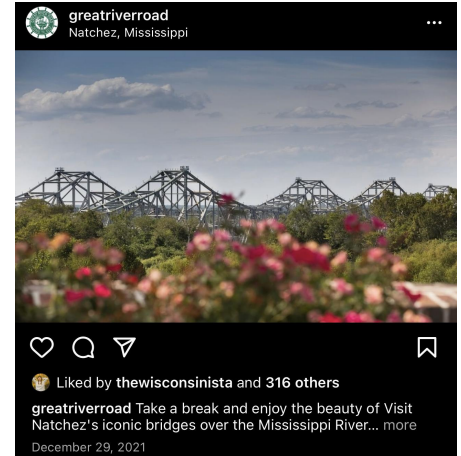
- # of downloads in Q4: 891
- # of downloads to date: 22,062

Android

- # of downloads in Q4: 514
- # of downloads to date: 10,874

Total (combined)

- # of downloads in Q4: 1,405
- # of downloads: 32,936



ADMIN/MISCELLANEOUS

Financial/Bookkeeping

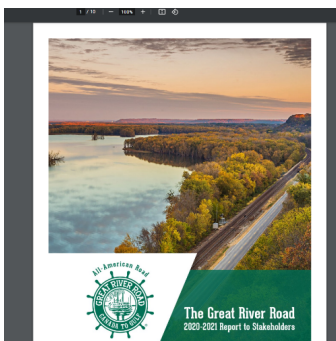
- Paid bills
- Monitored state dues and related paperwork, communicated with states
- Processed donation checks and Stripe collections
- Monthly reconciliation
- Prepared financial reports for the board

Fulfillments

- Fulfilled 1,443 requests this quarter
- Created address and shipping labels and mailed
- Prepped guides for fulfillments
- Ordered replacement supplies
- Phone, Email and Online Inquiries
- Answered phone calls, returned voicemails
- Corresponded to online inquiries

Other

- Created Stakeholder Report with Pilot - gathered data, compiled information, designed layout in two formats, made edits, posted online



- Researched, developed and edited 2022 draft budget
- Researched and collected information on updating GRR app

- Collected print bids for new GRR promotional map
- Provided rough overview of grant proposal for redesign of website and app

Meetings

- Oct. 4 Internal meeting prep with production staff, meeting prep with Pilot, meeting prep with committee chairs
- Oct. 5 - Annual Meeting in AM, Board meeting in PM
- Nov. 1 - Culture & Heritage meeting
- Nov. 12 - Collaborative committee meeting
- Nov. 18 - Meeting with Pilot
- Nov. 19 - Executive Committee meeting
- Dec. 9 - Meeting with Pilot
- Dec. 10 - Board meeting