

## **MISSISSIPPI RIVER COUNTRY (MRC)**

**JULY 19, 2007**

### **MISSION**

Promote travel to 10 Mississippi River states.

### **VISION**

To be an effective regional travel marketing organization.

### **GUIDELINES**

### **GOALS**

#### **1. Market the MRC in Japan to the travel trade and media**

Tracking: Media coverage and three media visits to MRC states, increase in unique Web visits

- a. Maintain representation in Japan
- b. Develop one major pay-to-play
- c. Host at least three media to the MRC
- d. Maintain regular communication with travel trade (re: MRC activity reports)
- e. Maintain and update Japanese Web site
- f. Attend JATA
- g. Distribute multi-state itineraries

#### **2. Increase awareness of Mississippi River states to group tour markets**

Tracking: Inquiries into state tour coordinators (annual survey interest) and annual review of

interest in itineraries

- a. Develop multi-state itineraries
- b. Place itineraries on the Web and distribute to 10 states
- c. Develop MRC profile sheet
- d. Develop and distribute photo CDs
- e. Consider development of a self-financed publication for group tour market

### 3. **Improve Web and e-marketing programs**

Tracking: Survey results, open rates, Web activity

- a. Consumer research on web functionality
- b. Add Google map
- c. Add opt in email opportunities
- d. Send monthly newsletters
- e. Provide state information, such as events and attractions, as state Website links
- f. Optimize Web site
- g. Include video footage
- h. Develop consumer blogs
- i. Monthly feature with giveaway
- j. Provide annual reporting