

**Top Themes:**

Nature

Recreational Activities

**Top Areas of Focus:**

Health and Active Living

Facilities Management

Placemaking

# 215 RIVER STORIES



**20** KEY  
STAKEHOLDER  
MEETINGS

**87** VISITOR  
SURVEYS

**16** PROJECT  
MANAGEMENT  
TEAM MEETINGS

MN-MRPC  
MEETINGS **6**

ADVISORY  
TEAM  
MEETINGS **7**

SOCIAL  
MEDIA  
PLATFORMS **4**

132 PARTICIPANTS

**12**  
PUBLIC OPEN  
HOUSES

**543** Specific #cantmiss locations

**99** RIVER VIEWS IDENTIFIED

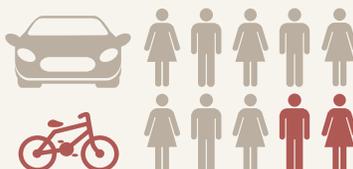
**533** Online Survey Participants Aged 19-65+

Theme	Goals
 <p data-bbox="307 185 591 280"><b>Facilities Management</b></p>	<p data-bbox="631 124 1370 328">Assure safe travel through route signage, mapping, and traveler information. Maintain the byway as a seamless travel experience that honors the Mississippi River. Provide integrated multimodal travel options (air, rail, boat, vehicular, transit, bicycle, and pedestrian) so travelers can focus on enjoying the journey.</p>
 <p data-bbox="307 504 550 552"><b>Technology</b></p>	<p data-bbox="631 419 1384 619">Use technology to improve the efficiency and effectiveness of byway management and measure the success. Enhance the visitor experience through web-based and mobile-based technology to promote travel experiences with easy-to-use travel information. Use social media to share river exploration insights from travelers and byway managers alike.</p>
 <p data-bbox="307 775 608 871"><b>Education and Engagement</b></p>	<p data-bbox="631 715 1389 914">Educate byway facility managers, intrinsic resource managers, businesses and residents about the opportunities and benefits of leveraging the Great River Road as a tool to improve the State's and their community's livability and economy. Engage travelers locally and from all over the world to travel here for Mississippi River exploration.</p>
 <p data-bbox="307 1094 579 1142"><b>Placemaking</b></p>	<p data-bbox="631 1010 1374 1209">Strengthen connections between the byway and the people and places that tell the story of the river. Protect, enhance, and promote the intrinsic resources available within and between communities. Develop itineraries that reflect the unique landscapes and activities offered by the Mississippi River as it flows through Minnesota.</p>
 <p data-bbox="307 1366 591 1461"><b>Health and Active Living</b></p>	<p data-bbox="631 1321 1389 1485">Promote active Mississippi River exploration that includes bicycling, walking, hiking, and boating. Promote healthy, local food options. Manage and promote the byway applying geotourism principles that simultaneously sustain place and advance tourism.</p>

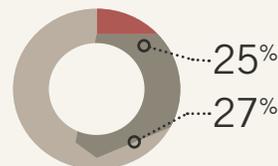


73% of respondents were aware they were traveling on the Great River Road

Most respondents were traveling by car and 20% were traveling by bicycle



25 percent of respondents were over the age of 50



27 percent were under 18



75% of respondents visited or plan to visit the Headwaters of the Mississippi River

The top three activities in terms of enjoyment included:

- 1 Touring by car
- 2 Headwaters/Itasca State Park
- 3 Hiking



75% of respondents were visiting friends and family or were vacationing

Many respondents would like to see more and better signs indicating they are on the Great River Road

Many listed getting lost as a least favorite activity or a need for improvement



95% of respondents definitely will or probably would plan to visit again

Most travelers learned about the Great River Road from:

- 1 The website
- 2 Existing local knowledge
- 3 Friends/family
- 4 Brochures
- 5 Wayshowing signs

**Platform****Primary Purpose****Usage****Facebook**Sharing information,  
promotion**197**  
LIKES**Twitter**Creating new  
content, sharing  
the content of other  
agencies, promotion**315**  
FOLLOWERS**Instagram**Photo sharing,  
promotion**68**  
FOLLOWERS**Pinterest**

Trip planning

**15**  
FOLLOWERS