

# Wisconsin's Great River Road

*"America's Greatest Undiscovered Drive"*  
Wisconsin Mississippi River Parkway Commission



## **Wisconsin's Great River Road MARKETING PLAN 1999-2000**

### **GOAL:**

*To raise public awareness of the Wisconsin Great River Road as a travel opportunity and thus encourage people to travel to the area and enjoy the natural and man-made attractions along the entire route.*

### **OBJECTIVES:**

1. Inform and educate community leaders, business people and the general public of the benefits and value of cooperatively promoting the Wisconsin Great River Road in counties along the Mississippi River.
2. Develop a broad domestic market recognition of the attractiveness, historical, and uniqueness of the Wisconsin Mississippi Valley.
3. Promote new and refreshing tourist attractions and activities that fills the needs regarding current tourism trends.
4. Promote travel to the WI-GRR by promoting the GRR videos, Internet, GRR brochures to travel groups, convention, local groups and media.
5. Work with Wisconsin Department of Transportation, Department of Tourism and other tourism related organizations.
6. Encourage development of financial resources, including state funding, co-op partners, public and private organizations.
7. Evaluation of activities for effectiveness.

July 1999



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## MARKETING PLAN 1999-2000

### ACTION PLAN:

1. **Produce & distribute WI-GRR Attraction and Inventory Guide.**
  - a. Update Guide annually
  - b. Add categories as needed
  - c. Expand distribution policy
2. **Cooperate with Wisconsin Department of Transportation to promote the use of the Archaeological and Historical Interpretive reports.**
  - a. Attend appropriate meetings
  - b. Encourage the usage of the reports when appropriate
3. **Continue to encourage use of WI-GRR logo in print materials and window display.**
4. **Encourage development and sale of WI-GRR logo merchandise.**
  - a. Inform users of procedure to use copy righted logo
  - b. Monitor Logo for correct usage
5. **Produce & distribute WI-GRR Map/Brochure**
  - a. Appoint brochure committee
  - b. Secure funding sources including the Designation Marketing Grant -DOT
  - c. Fund the use of an #800 for fulfillment of product/requests
  - d. Provide information to appropriate organizations/agencies in developing brochures/map
6. **Develop Press Kits**
  - a. Develop kits in house
7. **Expand photo library of GRR images.**
  - a. Reproduce slides from Department of Tourism/DOT and/or other agencies when appropriate
  - b. Committee members find someone in your area to photo events/attractions
  - c. Assign committee member to organize photo file and make available for usage

**Action plan cont.**

- 8. Explore new ways to promote WI-GRR through National Tourism Week and other events.**
  - a. Prepare news releases/develop unique ideas
  - b. Attend Tourism Day-Madison.
  - c. Participate in Governor's Tourism Conference & other appropriate conferences
- 9. Continue to use the Chicago Window GRR Display**
  - a. Find places to display-needs a 12' window area
- 10. Explore new advertising markets-cable-TV-radio-publications-Internet**
  - a. advertise in major domestic publications
  - b. Develop and fund GRR Web site and link to appropriate sites
- 11. Organize a WI-GRR Tourism Conference**
- 12. Identify and contact potential sources of financial support**
- 13. Work closely with the Wisconsin Department of Tourism and National MRPC promotion committee and other related groups.**
- 14. Promote and encourage motorcoach tours on the WI GRR.**
- 15. Encourage the development of a Heritage Tourism Designation along the Wis. GRR in part or whole area**
- 16. Conduct and/or encourage follow ups to inquiries from past promotional projects**
- 17. Develop future WI-GRR promotions based on current tourism trends**
  - a. Cooperate with groups/organizations when they are organizing events along the WI. GRR such as Bike tours, Classic car tours, Motorcoach tours, etc.
- 18. Encourage the development of the Scenic By Ways project and Kiosks.**
- 19. Develop an awareness of attractions which are within the counties along the Wisconsin Great River Road.**
  - a. Support, partner and share information.