

11/1/16

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114

Discussion Points: Arkansas Winter Promotional Plan

I. Arkansas Product/Service

- Feeder service that provides better service from Pine Bluff and Little Rock to Northwest Arkansas.
Example: Travel from Little Rock, AR to Rodgers, AR currently takes 14 hours. With the new service the schedule will take 6 hours to travel from Little Rock to Rodgers
- The feeder service also provides new intercity bus service to Eureka Springs, Berryville and Green Forest, Arkansas (reduced potential with lack of population)

+ Dallas

NW → Dallas
AR

Geographic Target markets

Primary

- Fayetteville
- Rodgers
- Springdale
- Bentonville
- Rodgers
- Little Rock
- Pine Bluff

Razorback
Transit

- Donny

Secondary

- Eureka Springs
- Berryville
- Green Forest

II. Arkansas Product Target

Improved service from Northwest Arkansas to Dallas

Example: Travel from Fayetteville to Dallas was only available during the night leaving Fayetteville at 2:00AM - Travel time was 11 hours 20 minutes

New, Improved service offers daytime service leaving Fayetteville at 12:40PM and arriving in Dallas at 9:35PM – travel time is 8 hours 55 minutes

Geographic Targets

Primary

- Fayetteville
- Rodgers
- Springdale
- Bentonville
- Rodgers
- Fort Smith

Secondary

- Mena
- De Queen
- Lockesburg

Arkansas Overview

- Arkansas is the 48th richest state in the USA. Minnesota is the 12th richest state in the USA. The per capita income in Arkansas is \$16,904, in Minnesota the per capita income is \$56,969

Who is the target customer?

- Discuss strong race and economic factors
- Minority groups including African American, Hispanic and Marshallese
- Economically challenged Caucasian groups
- Truck drivers

Who doesn't ride intercity bus in Arkansas?

- Students?
- Caucasian senior women above the poverty line?

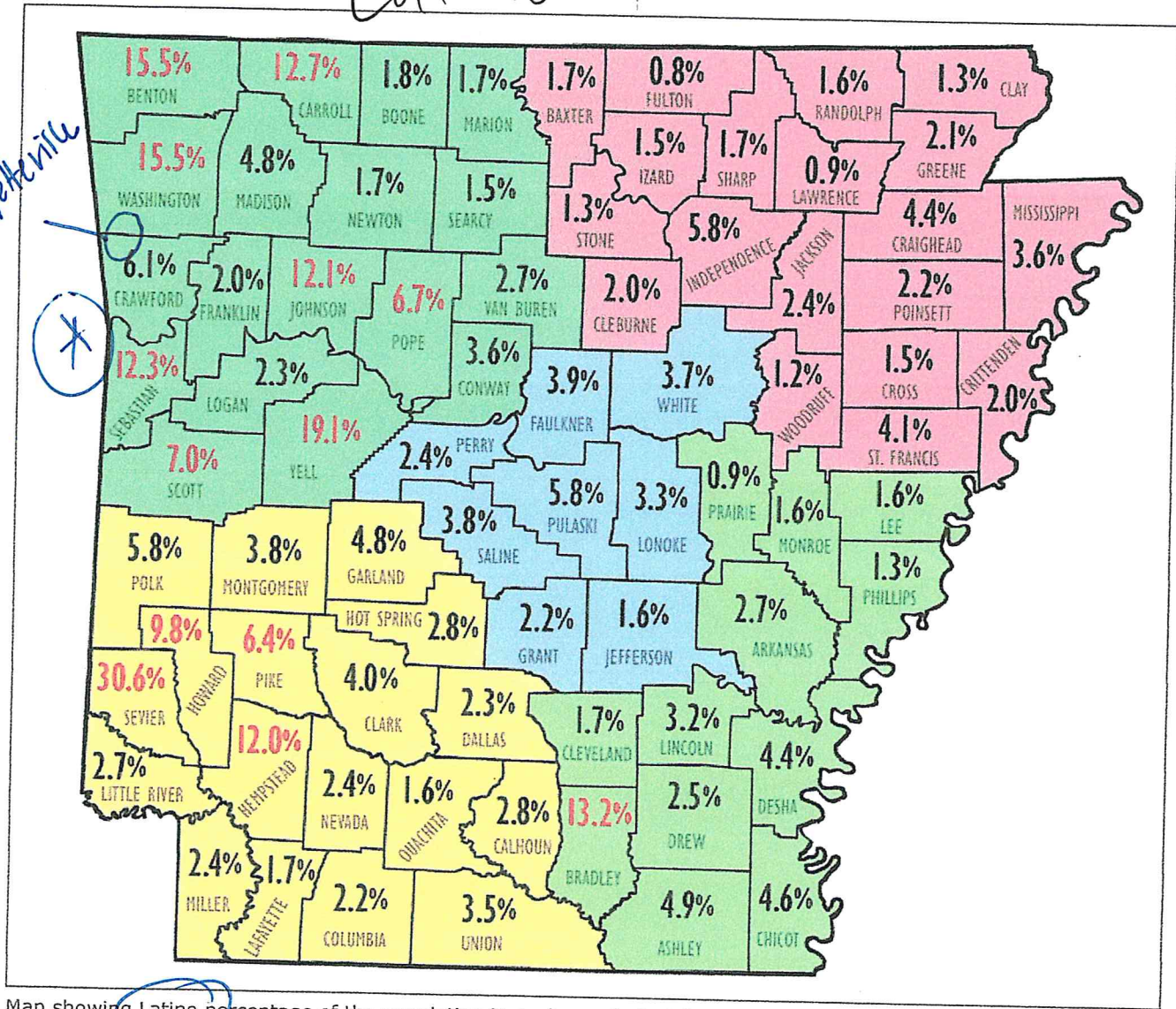
What is the best way to reach them?

- Shopper type newspaper?
- Hispanic newspaper?
- Hispanic radio?
- TV?
- Social media?
- Brochures in Marshallese and Spanish to community elders, civic organizations, Hispanic and Marshallese grocery stores?
- Social service organization for medical and veteran travel?

Latino

Fayetteville

*



Map showing Latino percentage of the population in each county in Arkansas as of 2010. Percentages in red indicate that the county has a higher percentage of Latinos than the statewide average of 6.4 percent. All statistics are U.S. Census Bureau figures.

Map created by Mike Keckhaver

SEE RELATED ENTRIES

Latinos

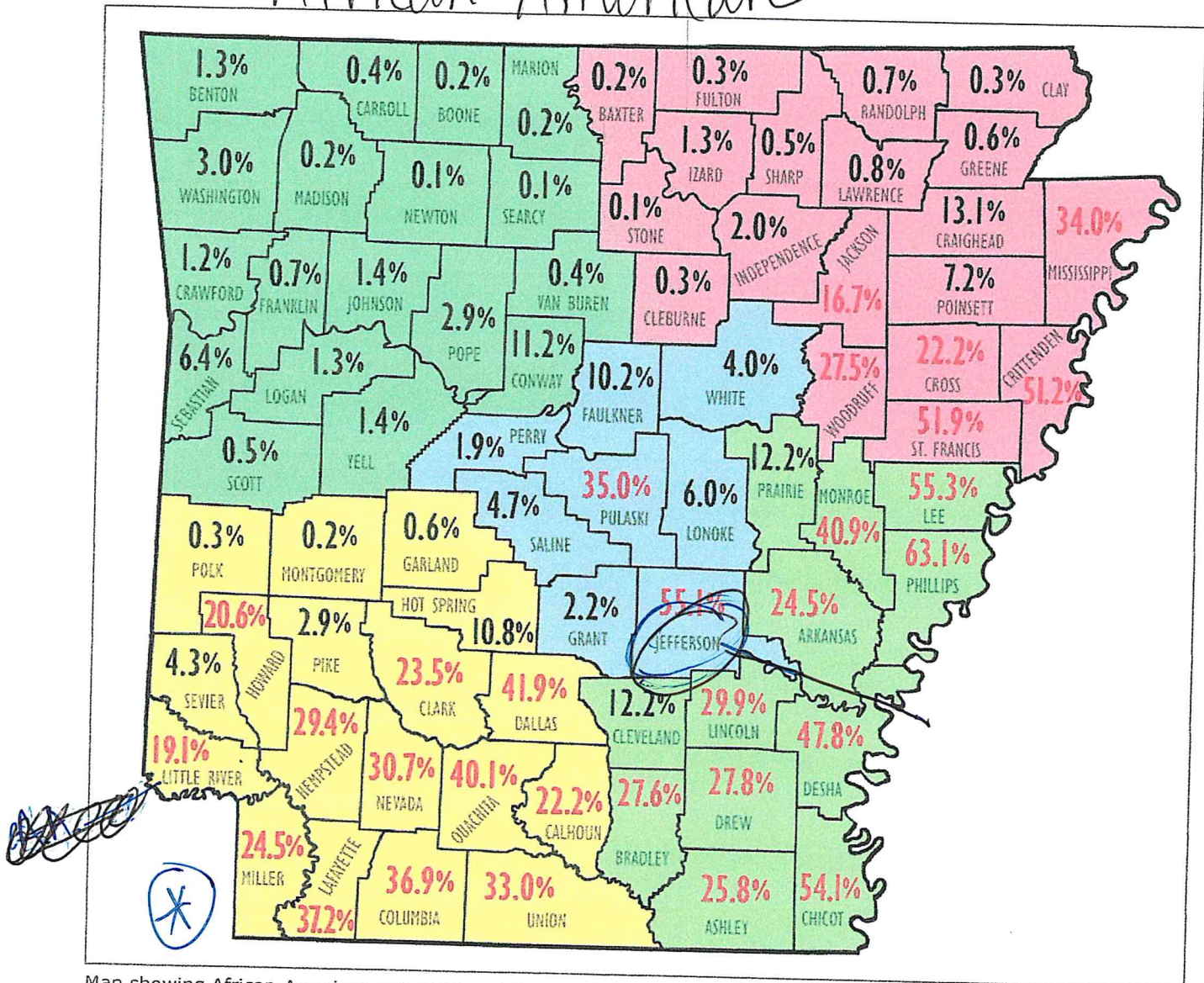


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*Fayetteville

ATC

African American



Map showing African-American percentage of the population in each county in Arkansas as of 2010. Percentages in red indicate that the county has a higher percentage of African Americans than the statewide average of 15.4 percent. All statistics are U.S. Census Bureau figures.

Map created by Mike Keckhaver

SEE RELATED ENTRIES

African Americans



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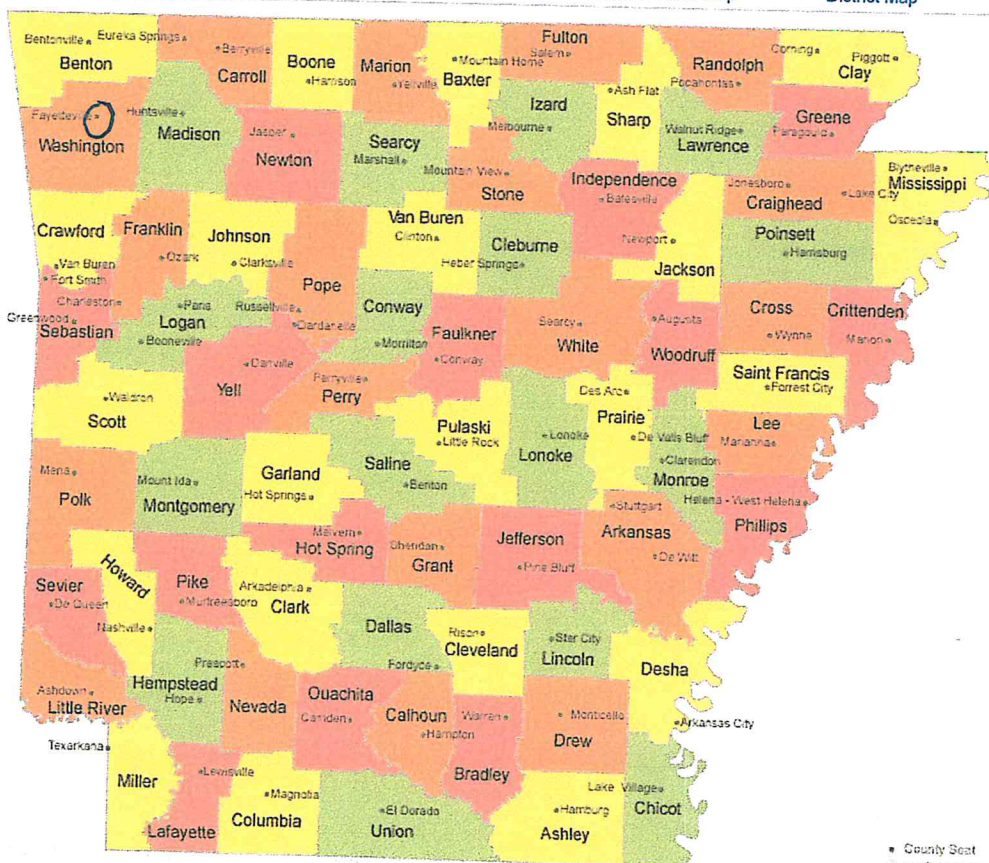
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Arkansas County Map with County Seat Cities

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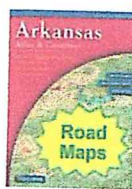
• County Seat
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County Maps for Neighboring States:

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Arkansas
on a USA Wall Map



Arkansas
Delorme Atlas



Arkansas
on Google Earth



Arkansas
Wall Map

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**KANSAS CITY - TEXARKANA
JOPLIN - SPRINGFIELD - LITTLE ROCK**

113	121	117	111	SCHEDULE NUMBER		110	112	120	114
				753					
				12/1/2016					
				FREQUENCY					
4:05	11:35	12:01		Lr Omaha, NE (751) JL	Ar		3:50	5:45	5:45
8:35	3:00	3:00		Ar Kansas City, MO	Lr		12:35	1:30	1:30
12:01	12:01	12:01		Lr Minneapolis, MN (750) JL	Ar		4:45	4:45	11:20
5:45	4:00	4:00		Lr Des Moines, IA			10:40	10:40	5:00
9:25	7:25	7:25		Ar Kansas City, MO	Lr		7:45	7:45	1:30
...	2:50	2:50		Lr St. Louis, MO (360) GL	Ar		5:45	2:25	
...	7:20	7:20		Ar Kansas City, MO	Lr		1:10	10:25	
9:00	7:20	7:20		Lr Denver, CO (360) GL	Ar		11:20	11:20	10:50
9:25	7:25	7:25		Ar Kansas City, MO	Lr		12:55	12:55	12:25
9.45	9:00	7:55		Lv KANSAS CITY, MO JL	Ar		12.15	7.15	11.59
		8:35		Ar Harrisonville					11.25
		9:10		Ar Rich Hill					10.50
		9:30		Lv Nevada					10.30
				Ar Nevada					10.30
				Ar Warrensburg					
				Ar Clinton					
				Ar Osecola					
				Lv Collins	Lv				
				Ar Collins	Ar				
				Ar Humansville					
				Ar Bolivar					
				Ar Springfield JL	Lv				
				Lr St. Louis, MO (470) GL	Ar				
				Ar Springfield, MO	Lr				
				Lr Springfield, MO (470) GL	Ar				
				Ar Tulsa, OK	Lr				
				Lv Springfield	Ar				
				Ar Joplin	Lv				
				Lr Joplin, MO (470) GL	Ar				
				Ar Tulsa, OK	Lr				
				Lr St. Louis, MO (470) GL	Ar				
				Ar Joplin, MO	Lr				
				Lv Joplin	Ar				
				Ar Neosho, MO	Lv				
				Lv Branson, MO	Ar				
				Ar Harrison, AR	Lv				
				Lv Harrison, AR	Ar				
				Ar Clinton					
				Ar Green Forest, AR	Lv				
				Ar Berryville, AR	Ar				
				Lv Berryville, AR	Lv				
				Ar Eureka Springs, AR	Ar				
				Lv Eureka Springs, AR	Lv				
				Ar Rogers Bentonville (LB)	Ar				
				Lv Rogers Bentonville (LB)	Lv				
				Ar Fayetteville (LB)	Lv				
				Ar Fort Smith	Lv				
				Lr Ft. Smith, AR (470) GL	Ar				
				Ar Little Rock, AR	Lr				
				Lr Ft. Smith, AR (470) GL	Ar				
				Ar Oklahoma City, OK	Lr				
				Lr Oklahoma City, OK (470) GL	Ar				
				Ar Ft. Smith, AR	Lr				
				Lv Fort Smith JL	Ar				
				Ar Ozark					
				Ar Clarksville					
				Ar Russellville					
				Ar Conway					
				Ar Little Rock JL	Lv				
				Lr Little Rock, AR (478) GL	Ar				
				Ar Memphis, TN	Lr				
				Lr Little Rock, AR (478) GL	Lr				
				Ar Dallas, TX	Lr				
				Lv Little Rock JL	Ar				
				Ar Pine Bluff	Lv				
				Ar Mena	Ar				
				Lv Mena					
				Ar De Queen					
				Ar Lockesburg					
				Ar TEXARKANA, AR JL	Lv				
				Lr Texarkana, AR (478) GL	Ar				
				Ar Dallas, TX	Lr				
				Lr Texarkana, AR (495) GL	Ar				
				Ar Shreveport, LA	Lr				
				Ar Houston, TX	Lr				