



Gustavus Visitors Association May 1, 2023 Quarterly Report

City of Gustavus Quarterly reports due:

February- first quarter (Mid Year) , May - second quarter, August- (End of Year) third quarter & November - fourth quarter

This report reflects activities within the GVA from February 2023 through April 2023 and projected goals and objectives for May through August 2023.

Packet Includes:

- Progress Report
- Profit & Loss vs Actual
- Balance Sheet

Gustavus Visitors Association Board of Directors:

President: Leah Okin

Vice President: Robynn Jones

Secretary: Cam Cacioppo

Treasurer: Hillery Lesh

Director: Curtis Linblom

Director: Natalie Vaz

Employed Positions:

Administrator: Noel Farevaag

Marketing Coordinator: Leah Okin

Marketing Technician: Brian Taylor

Marketing Social Media: Trisha Dawson

Mission Statement

The mission of GVA is to enhance the economies of the City of Gustavus (CoG) through marketing tourism that increases business revenue, tax revenue and creates jobs. Our primary goal is to increase overnight stays of leisure and business travelers, who in turn, support local businesses through spending money – a boost to our economy.

GVA is committed to promoting and elevating Gustavus' position as a world-class destination for leisure travel. GVA further serves to ensure tourism continues to contribute locally on a large scale, thereby enhancing the quality of life for all who live, work and play here.

Organizational Structure: Non-profit Corporation

The Gustavus Visitors Association was incorporated as a 501c(3) non-profit corporation in January of 2005. According to GVA By-laws, every fall the Board reviews and adopts a fiscal year budget for the period: July 1 to June 30 of the following year to coincide with the City of Gustavus fiscal year. The GVA Board submits its request for use of a portion of bed tax revenues to the City, along with the Marketing Plan which must by Ordinance be approved by the City Council.

Funding Source

The Gustavus Visitors Association is funded both by a city bed tax of 4%, of which GVA can receive up to half, and GVA annual membership dues. The visitor industry supports up to 50% of the City's tax revenue in most years.

Completed to task this quarter

- ❖ Maintaining the Gustavus Calendar of events on the GVA website as a one stop location where all Gustavus events may be viewed by visitors and the community
- ❖ Maintained marketing and memberships.
 - Southeast Alaska Tourism Council (SATC)
 - Travel Alaska
 - Alaska Travel Industry Association (ATIA)
 - Travel Juneau
- ❖ Updated content on website listing to reflect 2023 operations.
- ❖ Maintained marketing listings in the Mile Post and the Alaska Magazine
- ❖ Continued discussions on the update of the content to the Beach kiosk. Contacted Wayne Howell and Kathy Hocker to discuss the content and placement of a poster with information of cultural significance, Sean Neilson is working on a poster photo image of the Fairweather Mountains, names, heights and distance from the view point, Contacted Jim Mackovjak about including a poster with the information about the name Gustavus and the name Strawberry Point, contacted Linda Parker about a poster with homesteader information and possible images.
- ❖ Continued the position of Featured listing on [Travel Juneau's nearby communities](#)
- ❖ Sent out a survey via email and Social media to the community and business to gather content, voices, opinions, footage to contribute to Frostline studio's upcoming film. We had 46 people complete the survey, which is a great response and we identified the 6 top picks from the community of categories that should be made into short films. We also have identified 16 people to be interviewed for the film all with very different interests, lives and points of view. This will greatly enhance the story of Gustavus to hear words from so many sides which will connect to a varied audience.
- ❖ Gather more new content for the kiosk that is Gustavus based: History, the Name of Gustavus, the name Strawberry Point, QR codes to more information and websites, a land dedication.
 - Begin development of the individualized member reports to showcase the value GVA brings to our business members.
 - Add a blog area to the website and begin publishing posts and content there.
- ❖ Continue to generate the GVA Community News Bulletin.
- ❖ The GVA is in the process of becoming a partner with

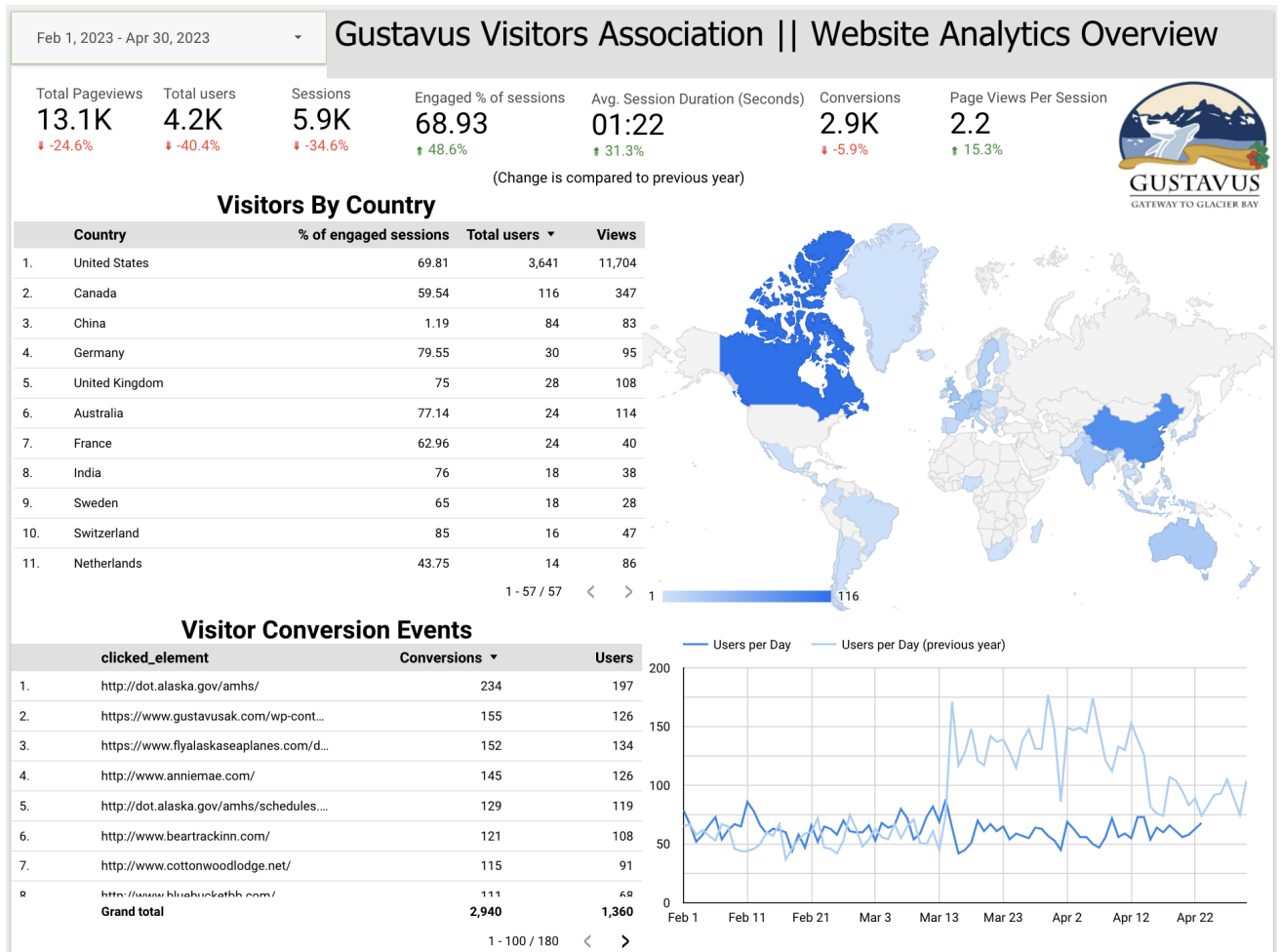
<https://juneaucarbonoffset.org/become-a-supporting-partner/>

- ❖ Sent out an email to gather updates and changes for the city map. Asking everyone's opinions on the map is extremely time consuming and sometimes difficult to achieve everyone's wishes; however, the GVA feels that everyone should be included in the discussion and as much as possible, their comments should be addressed. There were 50 responses of updates to the map. Which is great, I'm glad we asked!
- ❖ Completed layouts for Blog posts & Blog page
- ❖ Organizing and Strategy for Blog Content
- ❖ Back-end developments for custom member reports, improved granularity in event tracking.
- ❖ Site updates, fixes, and maintenance
- ❖ Moved to using a password manager for GVA account passwords, a significant security improvement.
- ❖ 36 Social media posts and 15 "Stories"
- ❖ 8384 Total social media users reached
- ❖ Slow and steady growth of Social Media Followers

Analytics of GVA Website

Quarter - February through April 2023

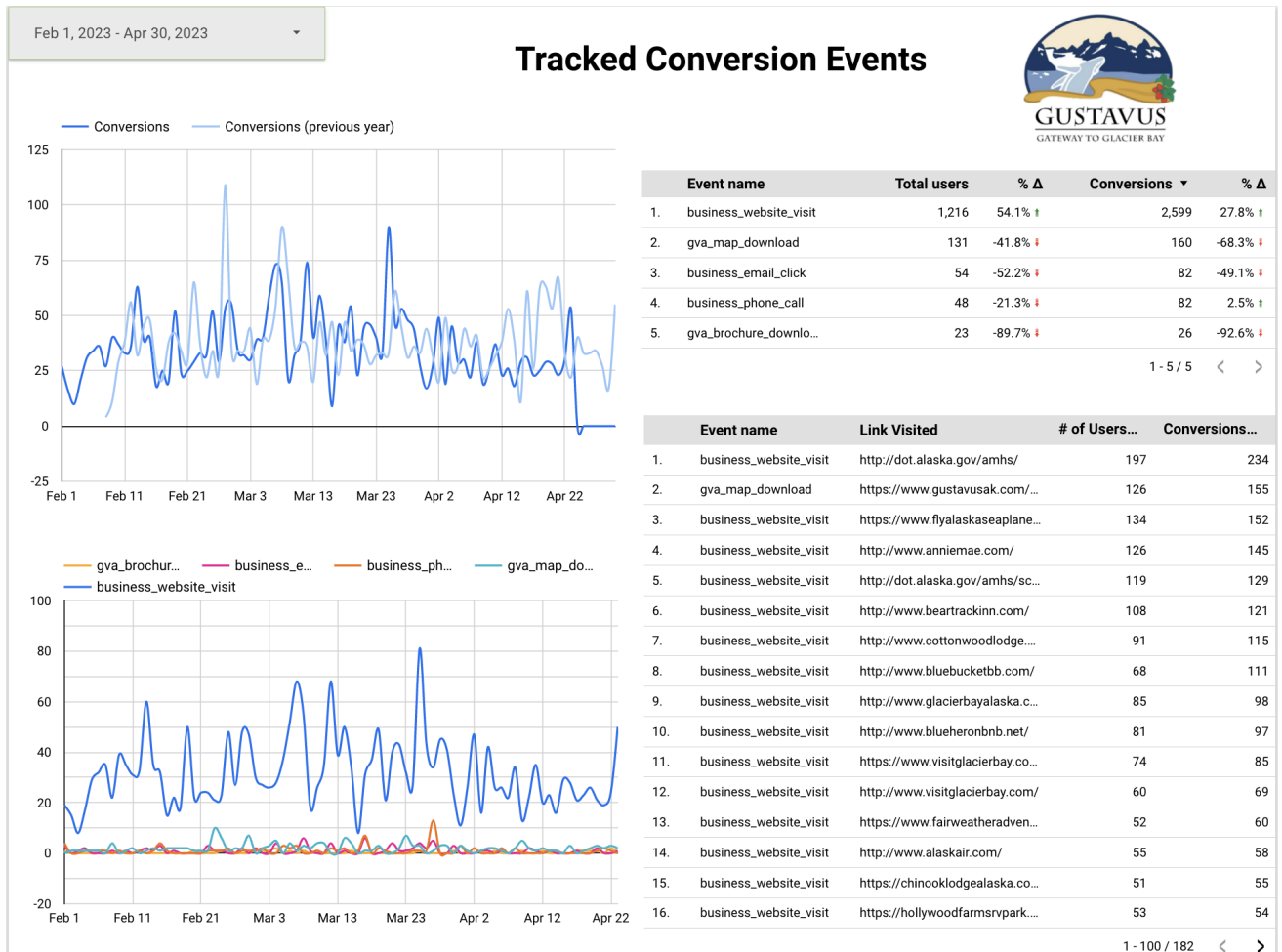
[View the live and interactive report here](#)



Compared to the previous year we saw a decline in overall traffic on the site this quarter, largely due to a spike in traffic we had for a month in Mar-April of **2022** as a result of a popular Instagram post of a Humpback whale that drew lots of traffic to the site.

It's worth noting that the traffic we did have this year has been higher quality, with more engaged sessions and page views per session. And despite the drop in overall traffic our organic reach via search still grew compared to the prior year

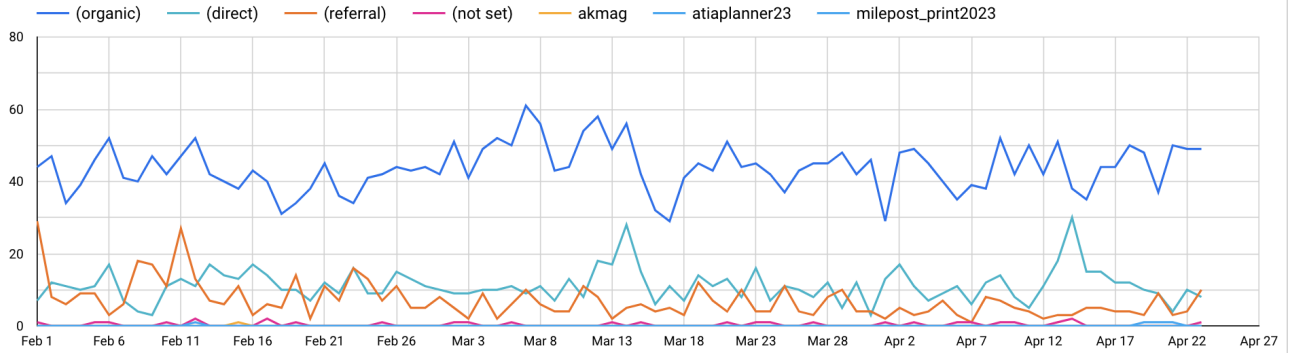
Gustavus Visitors Association May 2023 Quarterly Report



Compared to the previous year we've seen an increase in the number of business website visits from our directory. More users, making more clicks to Gustavus businesses' websites. However we've seen a decrease in the number of emails sent to businesses directly from our directory pages, and how many times our brochure/map was downloaded.

Feb 1, 2023 - Apr 30, 2023

Traffic by Campaign and Medium



	Session medium	Session campaign	Session source	Views...	Total users	Sessions	% of engaged sessi...	Conversions
1.	organic	(organic)	google	7,619	2,654	3,769	71.66	1,832
2.	(none)	(direct)	(direct)	2,472	787	1,043	53.6	484
3.	referral	(referral)	nps.gov	581	155	188	84.04	152
4.	organic	(organic)	bing	521	166	210	70.95	92
5.	organic	(organic)	yahoo	291	58	92	83.7	84
6.	organic	(organic)	duckduckgo	252	64	102	72.55	46
7.	referral	(referral)	travelalaska.com	233	54	80	72.5	55
8.	referral	(referral)	l.facebook.com	222	21	45	68.89	23
9.	referral	(referral)	visitglacierbay.com	180	43	59	74.58	36
10.	referral	(referral)	tagassistant.google.c...	149	2	13	92.31	15
11.	referral	(referral)	m.facebook.com	125	81	87	59.77	25
			Grand total	13,136	4,155	5,906	68.93	2,949

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As usual our strongest traffic source is organic search, followed by visitors arriving from NPS.gov, then travelalaska.com (ATIA) and visitglacierbay.com (The Glacier Bay Lodge's website)

Feb 1, 2023 - Apr 30, 2023



Page Views

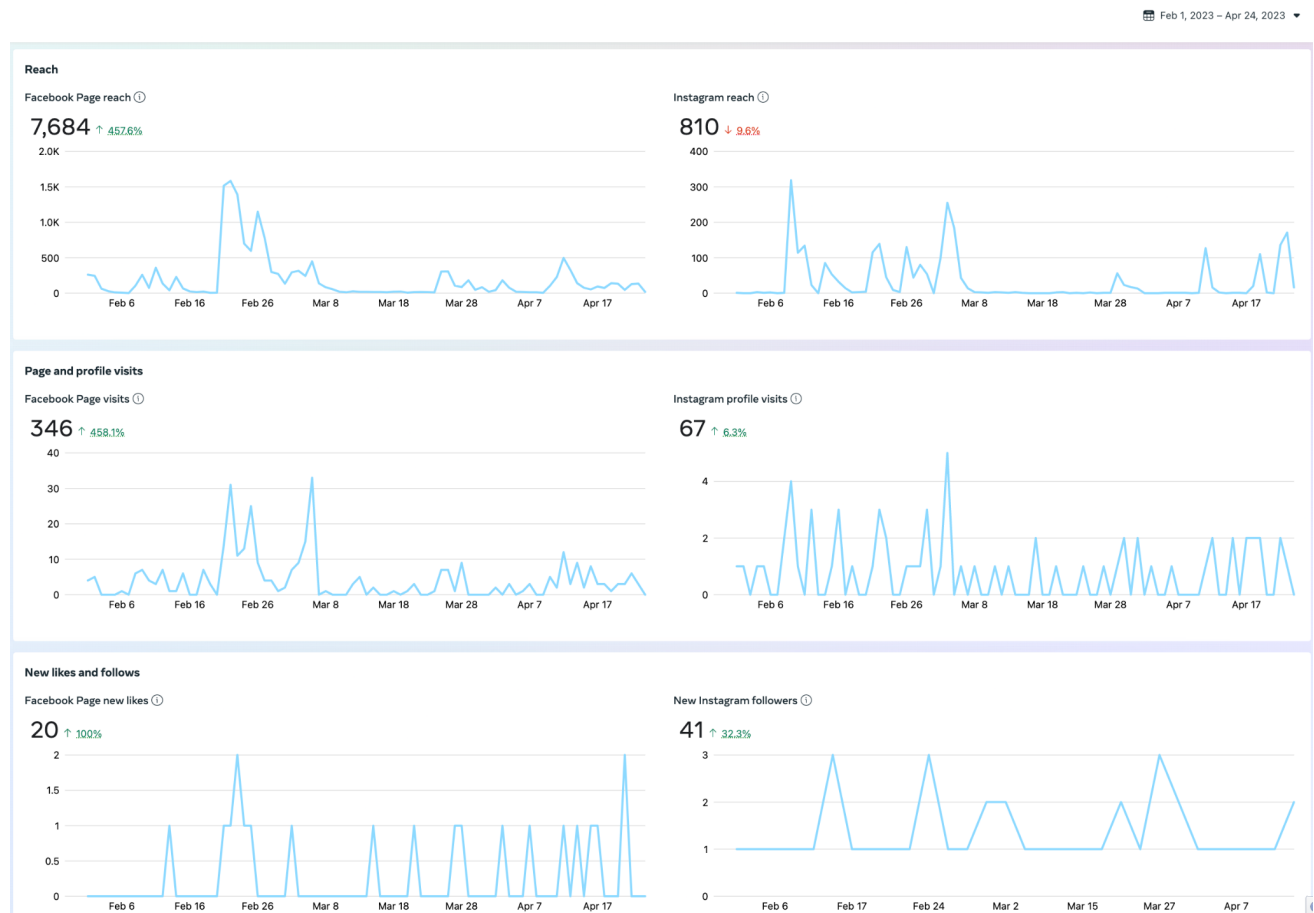
(Change is compared to previous year)

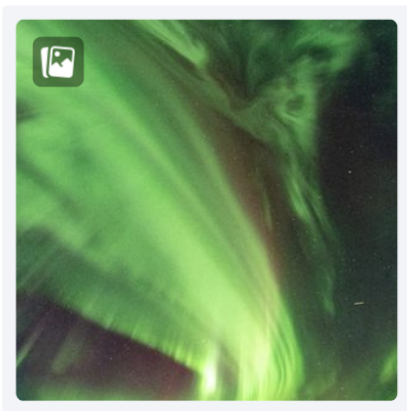
	Page URL	Views ▼	% Δ
1.	/	2,061	-13.8% ↓
2.	/getting-to-gustavus/ferry-service	1,084	17.1% ↑
3.	/places-to-stay/	994	-23.3% ↓
4.	/plan-your-trip/getting-to-gustavus/	729	-2.7% ↓
5.	/plan-your-trip/brochure-and-map/	460	-
6.	/transportation	350	-
7.	/accommodations	329	-25.2% ↓
8.	/plan-your-trip/suggested-itineraries/	263	2.3% ↑
9.	/getting-around-gustavus/buds-rent-a-car-sales	257	57.7% ↑
10.	/glacier-bay-national-park/glacier-bay-day-boat	241	21.1% ↑
11.	/accommodations/annie-mae-lodge	197	3.1% ↑
12.	/getting-around-gustavus/alaska-seaplanes	196	-7.1% ↓
13.	/things-to-do/fishing-and-whale-watching/	187	-27.5% ↓
14.	/things-to-do/dining/	182	2.2% ↑
15.	/local-community/gustavus-photo-galleries/	155	-41.5% ↓
16.	/accommodations/bear-track-inn	153	-2.5% ↓
17.	/about-gustavus/glacier-bay-national-park-and-preserve/	141	-28.1% ↓
18.	/plan-your-trip/	141	-12.4% ↓
19.	/about-gustavus/the-city-of-gustavus/	137	-27.1% ↓
20.	/things-to-do/kayaking/	136	-2.2% ↓
21.	/accommodations/cottonwood-lodge-cabin-rentals	130	-30.9% ↓
22.	/things-to-do/glacier-bay-national-park	127	-
23.	/getting-around-gustavus/tlc-taxi	119	1.7% ↑
24.	/things-to-do	119	-
	Grand total	13,136	-24.6% ↓
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Social Media Report

This quarter saw an overdue revitalization of our social media pages which were given a big boost from strong auroral activity in late February and the photography talents of Gustavus locals including Sean Tevebaugh, who manages Glacier Bay National Park's social media accounts. We're very pleased with Trisha Dawson's work in her first full Quarter running our social media accounts.

Social Media Reach and Engagement





Our most popular post of the period

The Auroras were out in their full glory last night at Glacier Bay National Park ...

February 21, 2023 at 12:21 PM

ID: 575605527928589

Interactions

👍 484 reactions

💬 72 comments

➦ 33 shares

Performance

Reach

Total

4,532

Worst



Best

This post reached more Accounts Center accounts than **100%** of your 50 most recent Facebook posts and stories.

Reach

4,532

Reactions, comments and sh...

Total

589

Worst



Best

This post received more reactions, comments and shares than **100%** of your 50 most recent Facebook posts and stories.

Reactions
Comments
Shares

484
72
33

Results

Total

--

Link clicks

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Goals and Objectives for May through July 2023

- ❖ Move the Kiosk to its new location opposite the fuel tanks to the other side of the road.
- ❖ Print map and brochure
- ❖ Continue working on Gustavus Postcards
- ❖ Morgan & Jess along with a group of kids to paint murals under the Salmon River Bridge to combat graffiti and provide a fun art show for the visitors that travel under the bridge during the summer fishing and boating.
- ❖ Add 'nearby communities' to the website and link itineraries with neighbor towns on the Alaska Marine Highway.
- ❖ Connect with the library and the DRC to look at green initiatives for Gustavus
- ❖ Continued website updates for user experience, analytics, and tracking:
- ❖ Continue marketing relationship / partner bridges between neighbor communities.
- ❖ Collaborate on beautification efforts of Gustavus. Possibly add to the Airport welcome to Gustavus Sign to spruce that up and make more of that welcome sign.
- ❖ Continue to generate the GVA Community News Bulletin.
- ❖ Contact the members of the community who will be interviewed for the film and talk through the construction of their interview.
- ❖ Gather images and videos that businesses and community members are willing to contribute to the film. Possibly have an image competition to make the gathering of images more fun and incentive driven with a prize.
- ❖ Welcome Frost Line Film crew in July, who will stay for 5 days and conduct interviews, collect images and footage for the Gustavus Film.

Conclusion

This quarter our principal focus has been on both the Survey for the film and re-engaging our social media following, Trisha has done an excellent job in the social media realm and a string of incredible aurora activity gave our social media pages a big boost in February, this led to a modest increase in our follower counts and the continued slow steady growth of our organic reach.

We've been organizing and working out the technical details behind the scenes of launching our GVA blog, page layouts are completed and functionality to link directly to profiles of businesses that

have been mentioned in the posts has been built and integrated, all that remains now is developing more content and getting on a consistent schedule post-launch.