

Gustavus Visitors Association February 1, 2022 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 November 2021 through January 2022 and projected goals and objectives for February through April 2022.

Packet Includes:

- Progress Report
- Profit & Loss vs Actual
- Balance Sheet
- FY23 Budget Request
- FY23 Marketing Plan

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: position open
Marketing Technician: Brian Taylor

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. Due to the Covid-19 pandemic, the GVA received a reduced portion of the city's bed tax based on the prediction of a reduced bed tax income in the 2021 summer season.

Membership

The membership drive began November 1, 2021 and ended December 31, 2021. Revenue generated by the membership drive was \$4,550. There are still more membership dues dribbling in. 35 businesses have paid and 13 more businesses are expected to join with an anticipated \$1300.

Completed to task this quarter

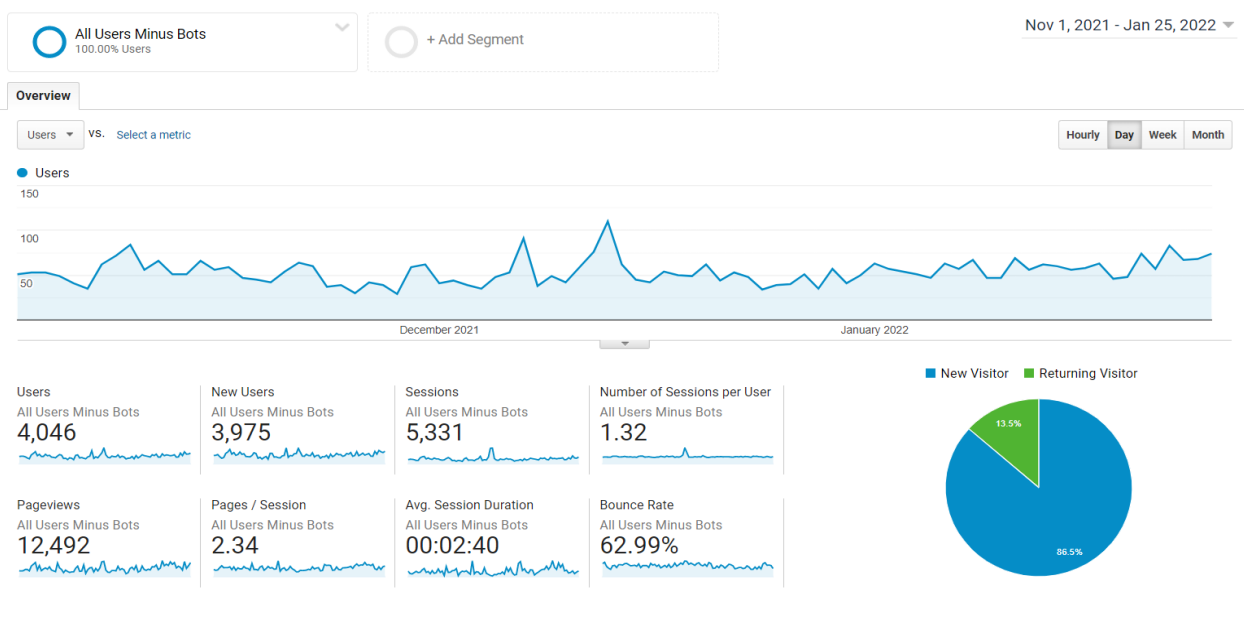
- ❖ Distributed 'Gustavus News Bulletin' for community and business information answering frequently asked questions in town.
- ❖ Maintaining the Gustavus Calendar of events on the GVA website as a one stop location where all Gustavus events may be viewed by visitors and the community
- ❖ Individual consultation with Travel Juneau to look at enhancing Gustavus's presence on the Travel Juneau website viewed internationally
- ❖ Individual consultation with Travel Alaska and Alaska Travel Industry Association looking at opportunities to extend our reach to our target audiences.
- ❖ Instagram and Facebook consistent posts and video clips have resulted in increased engagement and visitor interest.
- ❖ Maintained marketing and memberships.
 - Southeast Alaska Tourism Council (SATC)
 - Travel Alaska
 - Alaska Travel Industry Association (ATIA)
 - Travel Juneau
- ❖ Joined a three month Social Media / Digital and Print Media Campaign with The Alaska Magazine and Morris Media at a cost of \$3,000. Alaska Magazine has a global Facebook following of 400,000.
- ❖ Made many content updates and changes to improve the user experience of our website
 - Restructured Navigation menu for visitor activities into more intuitive categories (By Land, By Water, By Air)
 - Updated navigation layout for better display on tablet devices
 - Added thanks section to our 2022 donors on homepage
 - Added 911 and EMS info to FAQ and City Of Gustavus Pages
 - Updated home page slider with link to FAQ
 - Updated FAQ page with images, updated content layout
 - Created/updated business listings for:
 - Ward Air
 - Hollywood Farms RV Park
 - Gustavus Water Taxi
 - Alaskan Coastal Energy (update)
 - Alaska Seaplanes (Edit)
 - Steller Botanical Health (Image Correction)
- ❖ Made many updates and changes to improve the "robot" experience of our website (AKA Search Engine Optimization -SEO)
 - Added alternative text to one third of the images in our library, providing accessibility for visually impaired visitors using screen readers, and better indexing for search engines. (This is an ongoing project)
 - Added structured hierarchy to our web pages and business listings for

clearer navigation and better search engine indexing of content (E.G. changed <https://www.gustavusak.com/glacier-bay-country-inn> to <https://www.gustavusak.com/accommodations/glacier-bay-country-inn>)

- Submitted updated XML sitemaps with new site structure to relevant search engines.
- Added redirects to all old page links to assure visitors don't get lost due to site restructuring
- Added JSON-LD structured data to FAQ page to enable [rich search results](#) on google and other search engines.
- Researched and made preliminary preparations to engage the services of a CDN (Content Delivery Network) for faster page load times, better user experience, and search engine rankings.
- ❖ Connected with KTOO looking at radio marketing opportunities throughout Alaska, both online and digital.
- ❖ Joined the Virtual ATIA Alaska Travel show 3 day event.
- ❖ Continued the position of Featured listing on Travel Juneau's nearby communities
<https://www.traveljuneau.com/plan-your-trip/nearby-communities/>

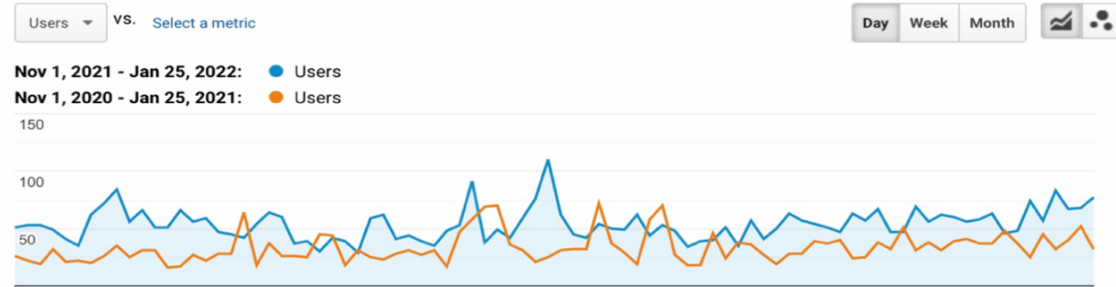
Google Analytics based on GVA website results for First quarter November 2021 through January 2022

User Overview:



Visitors by source/medium:

Summary Site Usage Ecommerce

















Source / Medium	Acquisition			Behavior		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	60.00% 4,048 vs 2,530	60.04% 3,977 vs 2,485	71.88% 5,335 vs 3,104	3.61% 63.02% vs 60.82%	5.43% 2.34 vs 2.48	6.29% 00:02:40 vs 00:02:31
1. google / organic						
Nov 1, 2021 - Jan 25, 2022	1,965 (46.98%)	1,840 (46.27%)	2,713 (50.85%)	57.10%	2.57	00:03:10
Nov 1, 2020 - Jan 25, 2021	1,366 (52.54%)	1,313 (52.84%)	1,637 (52.74%)	57.79%	2.49	00:02:38
% Change	43.85%	40.14%	65.73%	-1.20%	3.15%	20.51%
2. (direct) / (none)						
Nov 1, 2021 - Jan 25, 2022	1,217 (29.09%)	1,211 (30.45%)	1,417 (26.56%)	75.94%	1.97	00:02:06
Nov 1, 2020 - Jan 25, 2021	674 (25.92%)	670 (26.96%)	775 (24.97%)	69.94%	2.19	00:02:00
% Change	80.56%	80.75%	82.84%	8.58%	-10.29%	4.71%
3. google / cpc						
Nov 1, 2021 - Jan 25, 2022	533 (12.74%)	525 (13.20%)	608 (11.40%)	72.20%	1.61	00:00:53
Nov 1, 2020 - Jan 25, 2021	0 (0.00%)	0 (0.00%)	0 (0.00%)	0.00%	0.00	00:00:00
% Change	∞%	∞%	∞%	∞%	∞%	∞%
4. bing / organic						
Nov 1, 2021 - Jan 25, 2022	121 (2.89%)	115 (2.89%)	159 (2.98%)	44.65%	3.29	00:03:57
Nov 1, 2020 - Jan 25, 2021	111 (4.27%)	105 (4.23%)	126 (4.06%)	50.79%	2.83	00:02:57
5. baidu / organic						
Nov 1, 2021 - Jan 25, 2022	51 (1.22%)	49 (1.23%)	51 (0.96%)	100.00%	1.00	00:00:00
Nov 1, 2020 - Jan 25, 2021	53 (2.04%)	53 (2.13%)	53 (1.71%)	100.00%	1.00	00:00:00
% Change	-3.77%	-7.55%	-3.77%	0.00%	0.00%	0.00%
6. yahoo / organic						
Nov 1, 2021 - Jan 25, 2022	49 (1.17%)	47 (1.18%)	56 (1.05%)	41.07%	2.98	00:04:23
Nov 1, 2020 - Jan 25, 2021	33 (1.27%)	29 (1.17%)	38 (1.22%)	47.37%	3.50	00:04:09
% Change	48.48%	62.07%	47.37%	-13.29%	-14.80%	5.63%
7. nps.gov / referral						
Nov 1, 2021 - Jan 25, 2022	46 (1.10%)	36 (0.91%)	57 (1.07%)	24.56%	3.54	00:03:28
Nov 1, 2020 - Jan 25, 2021	19 (0.73%)	17 (0.68%)	23 (0.74%)	17.39%	5.13	00:04:59
% Change	142.11%	111.76%	147.83%	41.23%	-30.92%	-30.17%
8. duckduckgo / organic						
Nov 1, 2021 - Jan 25, 2022	43 (1.03%)	42 (1.06%)	49 (0.92%)	51.02%	2.49	00:04:09
Nov 1, 2020 - Jan 25, 2021	28 (1.08%)	26 (1.05%)	36 (1.16%)	50.00%	4.39	00:04:01
% Change	53.57%	61.54%	36.11%	2.04%	-43.27%	3.39%
9. visitglacierbay.com / referral						
Nov 1, 2021 - Jan 25, 2022	39 (0.93%)	35 (0.88%)	47 (0.88%)	38.30%	4.45	00:05:55
Nov 1, 2020 - Jan 25, 2021	0 (0.00%)	0 (0.00%)	0 (0.00%)	0.00%	0.00	00:00:00
% Change	∞%	∞%	∞%	∞%	∞%	∞%
10. travelalaska.com / referral						
Nov 1, 2021 - Jan 25, 2022	19 (0.45%)	16 (0.40%)	19 (0.36%)	78.95%	1.37	00:00:55
Nov 1, 2020 - Jan 25, 2021	17 (0.65%)	15 (0.60%)	19 (0.61%)	31.58%	3.42	00:03:08
% Change	11.76%	6.67%	0.00%	150.00%	-60.00%	-70.99%

Landing Page	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
	71.09% ▲ 5,480 vs 3,203	6.64% ▼ 74.71% vs 80.02%	59.73% ▲ 4,094 vs 2,563	3.84% ▼ 62.96% vs 60.63%	5.34% ▼ 2.35 vs 2.48	5.64% ▲ 00:02:40 vs 00:02:31
1. /						
Nov 1, 2021 - Jan 27, 2022	2,016 (36.79%)	81.45%	1,642 (40.11%)	54.22%	2.83	00:03:22
Nov 1, 2020 - Jan 27, 2021	1,281 (39.99%)	84.70%	1,085 (42.33%)	49.57%	3.19	00:03:23
% Change	57.38%	-3.84%	51.34%	9.37%	-11.49%	-0.41%
2. /getting-to-gustavus/ferry-service						
Nov 1, 2021 - Jan 27, 2022	300 (5.47%)	80.67%	242 (5.91%)	69.00%	1.77	00:01:46
Nov 1, 2020 - Jan 27, 2021	0 (0.00%)	0.00%	0 (0.00%)	0.00%	0.00	00:00:00
% Change	∞%	∞%	∞%	∞%	∞%	∞%
3. /activities/huna-tribal-house-project-glacier-bay-national-park-preserve/						
Nov 1, 2021 - Jan 27, 2022	275 (5.02%)	13.45%	37 (0.90%)	94.91%	1.07	00:00:04
Nov 1, 2020 - Jan 27, 2021	0 (0.00%)	0.00%	0 (0.00%)	0.00%	0.00	00:00:00
% Change	∞%	∞%	∞%	∞%	∞%	∞%
4. /accommodations						
Nov 1, 2021 - Jan 27, 2022	150 (2.74%)	76.00%	114 (2.78%)	33.33%	4.49	00:06:26
Nov 1, 2020 - Jan 27, 2021	0 (0.00%)	0.00%	0 (0.00%)	0.00%	0.00	00:00:00
% Change	∞%	∞%	∞%	∞%	∞%	∞%
5. /plan-your-trip/getting-to-gustavus/						
Nov 1, 2021 - Jan 27, 2022	147 (2.68%)	81.63%	120 (2.93%)	46.94%	2.20	00:02:46
Nov 1, 2020 - Jan 27, 2021	0 (0.00%)	0.00%	0 (0.00%)	0.00%	0.00	00:00:00
% Change	∞%	∞%	∞%	∞%	∞%	∞%
6. /places-to-stay/						
Nov 1, 2021 - Jan 27, 2022	130 (2.37%)	56.92%	74 (1.81%)	40.00%	3.35	00:04:56
Nov 1, 2020 - Jan 27, 2021	60 (1.87%)	65.00%	39 (1.52%)	55.00%	3.28	00:04:26
% Change	116.67%	-12.43%	89.74%	-27.27%	1.91%	11.18%
7. /glacier-bay-national-park/glacier-bay-day-boat						
Nov 1, 2021 - Jan 27, 2022	81 (1.48%)	83.95%	68 (1.66%)	71.60%	2.07	00:02:25
Nov 1, 2020 - Jan 27, 2021	0 (0.00%)	0.00%	0 (0.00%)	0.00%	0.00	00:00:00
% Change	∞%	∞%	∞%	∞%	∞%	∞%
8. /fishing-and-marine-adventures/						
Nov 1, 2021 - Jan 27, 2022	72 (1.31%)	79.17%	57 (1.39%)	40.28%	3.51	00:04:54
Nov 1, 2020 - Jan 27, 2021	8 (0.25%)	87.50%	7 (0.27%)	37.50%	2.62	00:01:36
% Change	800.00%	-9.52%	714.29%	7.41%	33.86%	205.84%
9. /getting-to-gustavus/						
Nov 1, 2021 - Jan 27, 2022	65 (1.19%)	83.08%	54 (1.32%)	36.92%	2.29	00:02:17
Nov 1, 2020 - Jan 27, 2021	76 (2.37%)	85.53%	65 (2.54%)	55.26%	1.99	00:01:06
% Change	-14.47%	-2.86%	-16.92%	-33.19%	15.37%	106.81%
9. /getting-to-gustavus/						
Nov 1, 2021 - Jan 27, 2022	65 (1.19%)	83.08%	54 (1.32%)	36.92%	2.29	00:02:17
Nov 1, 2020 - Jan 27, 2021	76 (2.37%)	85.53%	65 (2.54%)	55.26%	1.99	00:01:06
% Change	-14.47%	-2.86%	-16.92%	-33.19%	15.37%	106.81%
10. /plan-your-trip/getting-around-gustavus/						
Nov 1, 2021 - Jan 27, 2022	54 (0.99%)	61.11%	33 (0.81%)	48.15%	2.43	00:01:55
Nov 1, 2020 - Jan 27, 2021	0 (0.00%)	0.00%	0 (0.00%)	0.00%	0.00	00:00:00
% Change	∞%	∞%	∞%	∞%	∞%	∞%

Landing pages show what pages the user first navigates to. In the top position is the home page and then the Ferry Service etc

Visitors by Country:

Country ?	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
All Users Minus Bots	4,046 % of Total: 100.00% (4,046)	3,975 % of Total: 100.00% (3,975)	5,331 % of Total: 100.00% (5,331)	62.99% Avg for View: 62.99% (0.00%)	2.34 Avg for View: 2.34 (0.00%)	00:02:40 Avg for View: 00:02:40 (0.00%)
1.  United States	3,110 (76.81%)	3,047 (76.65%)	4,026 (75.52%)	56.58%	2.59	00:03:09
2.  China	462 (11.41%)	462 (11.62%)	464 (8.70%)	99.35%	1.01	<00:00:01
3.  Canada	121 (2.99%)	121 (3.04%)	135 (2.53%)	76.30%	1.83	00:01:38
4. (not set)	50 (1.23%)	50 (1.26%)	50 (0.94%)	90.00%	1.08	00:00:03
5.  Indonesia	33 (0.82%)	33 (0.83%)	33 (0.62%)	96.97%	1.03	<00:00:01
6.  Vietnam	30 (0.74%)	30 (0.75%)	267 (5.01%)	94.76%	1.07	00:00:01
7.  United Kingdom	27 (0.67%)	26 (0.65%)	86 (1.61%)	36.05%	4.08	00:07:37
8.  Germany	25 (0.62%)	24 (0.60%)	30 (0.56%)	56.67%	2.33	00:02:42
9.  India	24 (0.59%)	24 (0.60%)	27 (0.51%)	77.78%	2.33	00:01:28
10.  Australia	14 (0.35%)	14 (0.35%)	15 (0.28%)	60.00%	2.13	00:01:51
11.  Netherlands	13 (0.32%)	13 (0.33%)	15 (0.28%)	33.33%	4.93	00:06:29
12.  Israel	11 (0.27%)	10 (0.25%)	20 (0.38%)	40.00%	2.10	00:03:32
13.  Italy	11 (0.27%)	11 (0.28%)	21 (0.39%)	57.14%	2.48	00:04:45
14.  Belgium	9 (0.22%)	9 (0.23%)	11 (0.21%)	45.45%	2.91	00:02:09
15.  Philippines	8 (0.20%)	8 (0.20%)	10 (0.19%)	80.00%	1.50	00:00:09

What is a Bounce rate?

Bounce rates are calculated when someone visits a single page on your website and does nothing on the page before leaving. More specifically, a website's bounce rate measures how many visitors leave a page without performing a specific action, such as buying something, filling out a form, or clicking on a link.

A site's bounce rate is important because it tells you how well people are — or more importantly, aren't — engaging with a webpage's content or user experience.

An optimal bounce rate would be in the 26% to 40% range.

Social Media Report

Instagram

- 1st Quarter (Nov 1 to Jan 29th)
- Follower base grew by 54 accounts (6.8%)
- Majority (27.9%) based in Juneau followed by Anchorage (5.1%), Hoonah (2.%), Sitka (1.4%), and Gustavus (1.2%),
- Majority Age of our followers is 35-44 years old, closely followed by 25-34 years old
- 65.1% of our followers are female and 34.8% are male
- Accounts reached = +26.4% more accounts compared to 4th Quarter

Facebook

- Follower base increased from 1,116 to 1,211
- Page likes - 1,133
- Top post from 2021 was the HIA purchase of Gustavus Inn with 59 “like” impressions and 2 comments

GVA Goals and Objectives for February - April 2022

- ❖ Membership drive completion- emails & phone call follow ups
- ❖ Map and brochure draft to City Council prior to sending it to print.
- ❖ Continued website optimizations for search engines, user experience, improved analytics, and tracking.
 - Begin distributing the GVA website through a [CDN](#) - This will improve page load speeds with the aim of earning us a passing score on Google’s [Core Web Vitals](#), which have a sizable impact on search rankings (Because of the relatively low traffic on our site this will likely be very inexpensive and could possibly be free)
 - Implement [UTM URL parameters](#) in current and future print and web advertising campaigns for better analytics reporting. This will give us a more accurate measurement of the return on our ad spend so we can have better data on which to make our advertising decisions.
 - Identify goals and create relevant Google Analytics reports for visitor “Conversions” on our website so we can better understand our user journey, improve analytics reporting, and generate individualized reports for our members to showcase the impact the GVA is having on their business. (ie. # of phone calls, clicks to their website, etc)
 - Update our home page to more effectively direct traffic towards our identified visitor goals, then begin measuring conversion rates.
 - Further optimize business listings by removing duplicate data, fixing broken phone links, adding logos, updating images, etc.
 - Improve our “Weather in Gustavus” page with seasonal averages and

historical data, typical tourism season dates and more.

- ❖ Improve the branding of Gustavus
- ❖ Build on the Alaskan traveler marketing opportunities traveling within their own state.
 - Generate a new Community News Bulletin.
 - Photo Contest.
 - Continue marketing opportunities in other countries for 2022.
 - Continue marketing relationship / partner bridges between neighbor communities.
 - Create YouTube Channel

Conclusion

The focus in the last quarter continued to be on the website; upgrading, adding listings, improving Search Engine Optimization (SEO), Adding images, making the site more engaging and informative. With the knowledge that all of our marketing efforts lead to website viewing therefore our website must represent Gustavus in a way that will appeal to our target audience.

The Membership drive, map and brochure completion will be concluded this next quarter.

