



Gustavus Visitors Association 2022 2nd 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 to April 2022 and projected goals and objectives for May to July 2022.

GVA Board Members:

President: Leah Okin Vice
President: Robynn Jones
Secretary: Cam Cacioppo
Treasurer: Hillery Lesh
Director: Natalie Vaz
Director: Curtis Lindblom

Employed Positions:

Marketing Coordinator: Leah Okin
Marketing Technician: Brian Taylor
Administrator: Noel Farevaag

Mission Statement

The mission of GVA is to enhance the economies of the City of Gustavus (CoG) through tourism marketing 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.

Membership

Revenue generated by the membership drive was \$5,000. There may be a few more membership dues to come in.

Completed to task this quarter

- Maintained marketing and memberships.
 - Southeast Alaska Tourism Council (SATC)
 - Travel Alaska
 - Alaska Travel Industry Association (ATIA)
 - Travel Juneau
- Distributed 'Gustavus News Bulletin' for community and businesses, answering frequently asked questions in town. The News bulletin has been a huge success and appreciated by many, it has a list of 177 subscribers. In this quarter alone we had 25 more community members requesting to be added to the subscription. This News Bulletin is not just for visitors; in fact, it is targeted to the community to be informative about what is going on in town. The News Bulletin goes out on email and is posted at the post office, library, Alaska Seaplanes and four corners.
- Attended Alaska Travel Industry Association marketing webinars. Alaska is expecting a high volume of visitors in 2022, however the visitor industry is struggling to fill staff positions and focusing their marketing efforts towards staff and managing visitor expectations.
- Began a 3 month social media campaign with Alaska Magazine who have 400,000 followers. March, April & May at a cost of \$3,000 this campaign will direct traffic to the GVA website. The campaign is measurable with tracking to determine the return of investment.

- Proposed relocation of the visitor kiosk at the beach. The GVA contacted Department of Natural Resources for approval, contacted Ben & Donna DeBoer seeking their comments and contacted the Department of Transportation to ascertain boundaries. All parties have approved thus far. The proposed relocation would be to the other side of the road from the current location. This pull out with a backdrop of the Fairweather Mountains will give visitors a favorable photo opportunity with the Gustavus sign and our wonderful scenic vista behind.
- Stickers for advertising Gustavus were made and distributed.

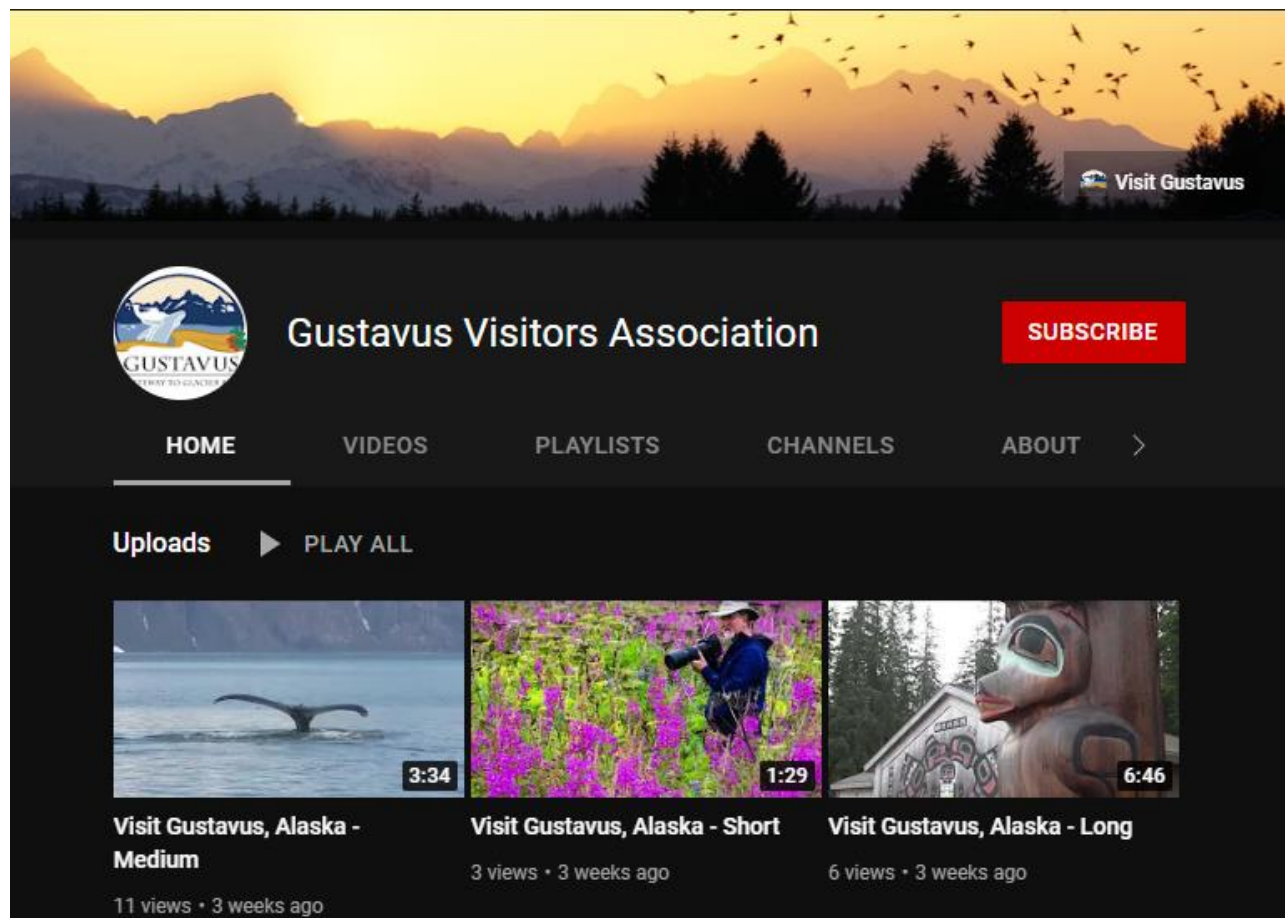


- Maintaining GVA Events Calendar for both Visitors and the local community.
<https://www.gustavusak.com/local-community/gustavus-events/>
- Map & Brochure completed and printed. The distribution of the Gustavus Map to all Inns, the Dray, Fireweed Gallery and appropriate services has begun.
- Updated Poster size maps of Gustavus will be located at- The Dray, the beach kiosk, Alaska Seaplanes and possibly the Library, AK Airlines or somewhere out at the park.
- The GVA also mails out our brochures as requested by visitors planning to come to Gustavus, we currently have 20 requests for mail outs. The map and brochure is also downloadable and may be printed from our website.
- Maps & Brochures also get mailed to our neighboring communities.
- Contacted Southeast born videographer who created Ketchikan's marketing videos to price out more videos for Gustavus
- Submitted an ad for print in Alaska Magazine with tracking integrated in the QR code/URL



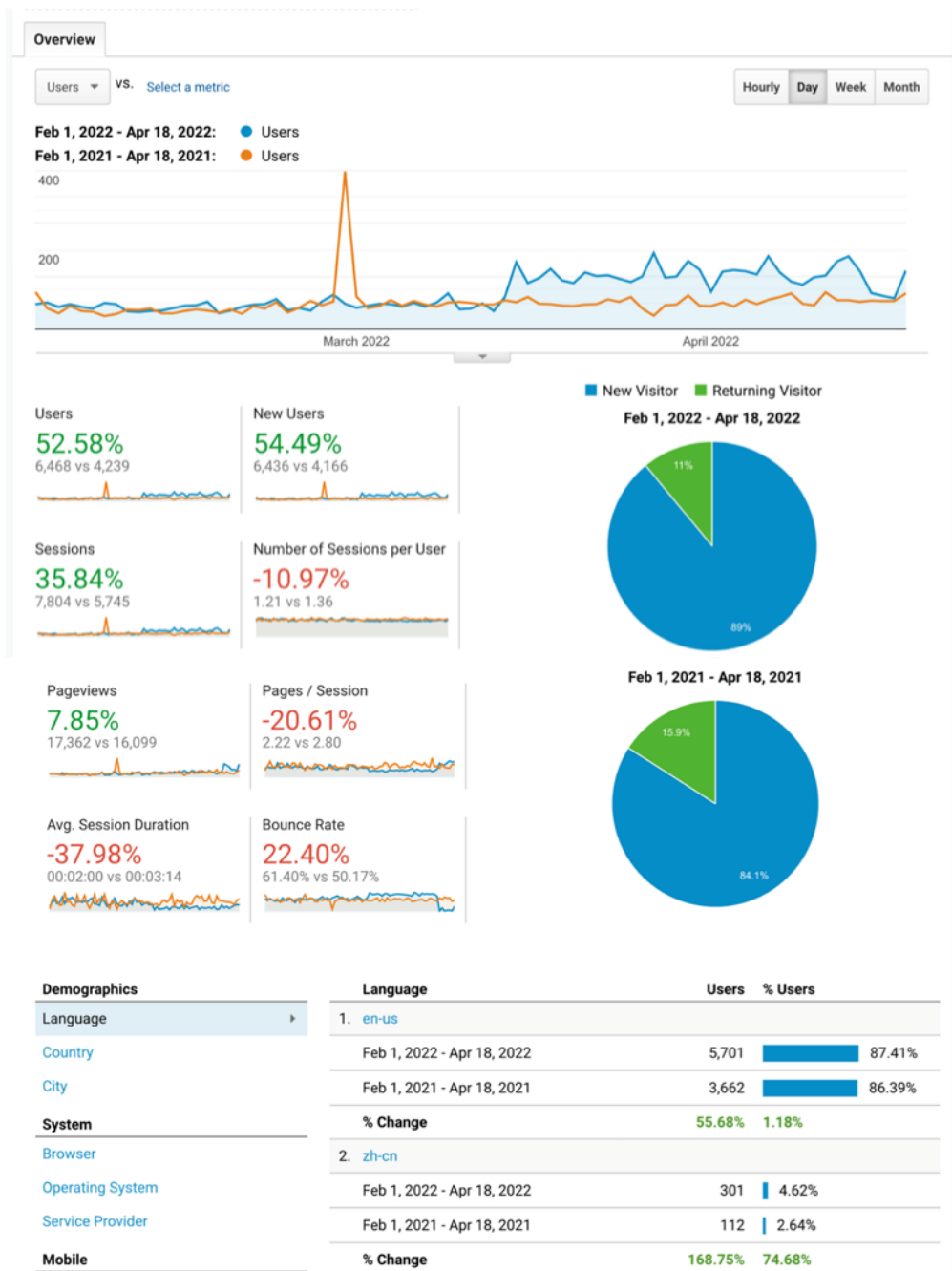
Web Updates and Improvements

- Laid out five goals that qualify as “Conversions” on our website
 - Clicks to Business Websites
 - Clicks to Business Phone numbers (Calls)
 - Clicks to Business Emails (Emails)
 - GVA Map Downloads
 - GVA Brochure Downloads
- Integrated Google Tag Manager to begin tracking visitor conversions on the site.
- Corrected broken phone, email, and website links on member business profiles.
- Added more donors to homepage and implemented carousel for easier viewing
- Removed Duplicate data on Member Profiles
- Removed Red Covid-19 banner from home page - we still have the content, just not front and center.
- Removed inactive business members from site
- Researched and tested site speed improvements & CDN integration
- Updated Map & Brochure on site to 2022 versions
- Created a YouTube Channel to showcase Gustavus Videos

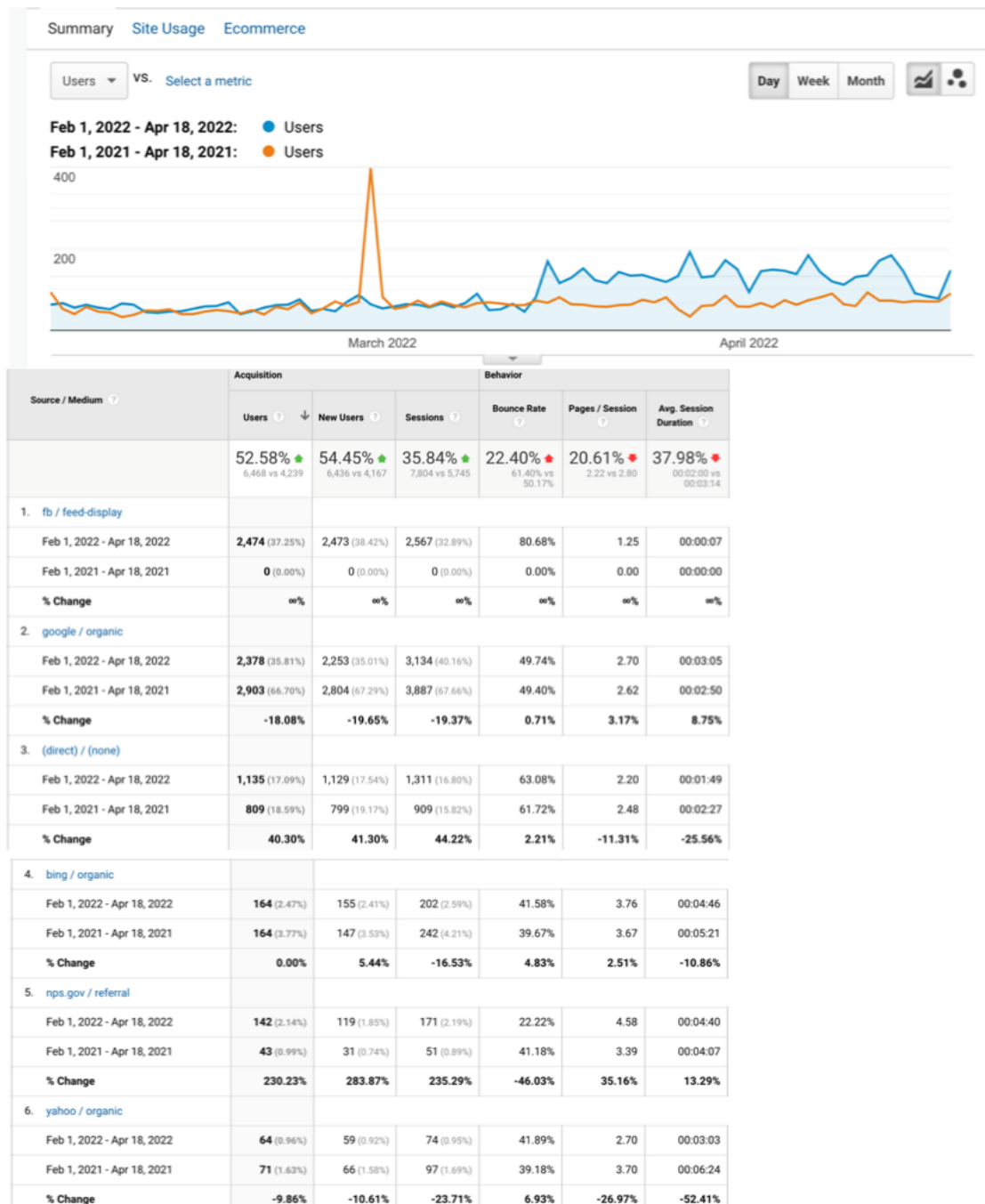


Quarterly Analytics from the GVA website for the second quarter (Feb - Apr '22)

Site Visitation Overview & Trend:



Visitors by Source / medium:



Landing Pages:

Landing Page	Acquisition			Session			Conversion	
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completion
	35.84% 7,804 vs 5,745	13.70% 82.47% vs 72.53%	54.45% 6,436 vs 4,167	22.40% 61.40% vs 50.17%	20.61% 2.22 vs 2.80	37.98% 00:02:00 vs 00:03:14	0.00% 0.00% vs 0.00%	0.00% 0 vs 0
1. /								
Feb 1, 2022 - Apr 18, 2022	1,781 (22.82%)	79.90%	1,423 (22.11%)	42.78%	3.34	00:03:44	0.00%	0 (0.00%)
Feb 1, 2021 - Apr 18, 2021	2,275 (39.60%)	78.64%	1,789 (42.93%)	33.93%	3.49	00:03:57	0.00%	0 (0.00%)
% Change	-21.71%	1.60%	-20.46%	26.08%	-4.34%	-5.65%	0.00%	0.00%
2. /getting-to-gustavus/ferry-service								
Feb 1, 2022 - Apr 18, 2022	587 (7.52%)	75.98%	446 (6.93%)	64.22%	1.87	00:02:05	0.00%	0 (0.00%)
Feb 1, 2021 - Apr 18, 2021	0 (0.00%)	0.00%	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)
% Change	∞%	∞%	∞%	∞%	∞%	∞%	0.00%	0.00%
3. /plan-your-trip/getting-to-gustavus/								
Feb 1, 2022 - Apr 18, 2022	319 (4.09%)	81.82%	261 (4.06%)	47.96%	2.23	00:02:12	0.00%	0 (0.00%)
Feb 1, 2021 - Apr 18, 2021	0 (0.00%)	0.00%	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)
4. /accommodations								
Feb 1, 2022 - Apr 18, 2022	194 (2.49%)	75.77%	147 (2.28%)	21.65%	4.70	00:05:47	0.00%	0 (0.00%)
Feb 1, 2021 - Apr 18, 2021	0 (0.00%)	0.00%	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)
% Change	∞%	∞%	∞%	∞%	∞%	∞%	0.00%	0.00%
5. /places-to-stay/								
Feb 1, 2022 - Apr 18, 2022	185 (2.37%)	54.05%	100 (1.55%)	44.32%	3.16	00:04:59	0.00%	0 (0.00%)
Feb 1, 2021 - Apr 18, 2021	153 (2.64%)	39.87%	61 (1.46%)	56.21%	2.51	00:02:40	0.00%	0 (0.00%)
% Change	20.92%	35.58%	63.93%	-21.14%	25.99%	86.25%	0.00%	0.00%
6. /transportation/								
Feb 1, 2022 - Apr 18, 2022	124 (1.59%)	70.97%	88 (1.37%)	26.61%	4.02	00:05:09	0.00%	0 (0.00%)
Feb 1, 2021 - Apr 18, 2021	0 (0.00%)	0.00%	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)
% Change	∞%	∞%	∞%	∞%	∞%	∞%	0.00%	0.00%
7. /glacier-bay-national-park/glacier-bay-day-boat								
Feb 1, 2022 - Apr 18, 2022	110 (1.41%)	80.91%	89 (1.38%)	66.36%	1.80	00:01:35	0.00%	0 (0.00%)
Feb 1, 2021 - Apr 18, 2021	0 (0.00%)	0.00%	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)
% Change	∞%	∞%	∞%	∞%	∞%	∞%	0.00%	0.00%
8. /plan-your-trip/getting-around-gustavus/								
Feb 1, 2022 - Apr 18, 2022	91 (1.17%)	81.32%	74 (1.15%)	39.56%	3.15	00:02:51	0.00%	0 (0.00%)
Feb 1, 2021 - Apr 18, 2021	0 (0.00%)	0.00%	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)
% Change	∞%	∞%	∞%	∞%	∞%	∞%	0.00%	0.00%
9. /getting-around-gustavus/budget-rent-a-car-sales								
Feb 1, 2022 - Apr 18, 2022	80 (1.03%)	63.75%	51 (0.79%)	58.75%	1.70	00:01:34	0.00%	0 (0.00%)
Feb 1, 2021 - Apr 18, 2021	0 (0.00%)	0.00%	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)
% Change	∞%	∞%	∞%	∞%	∞%	∞%	0.00%	0.00%
10. /about-gustavus/the-city-of-gustavus/								
Feb 1, 2022 - Apr 18, 2022	66 (0.85%)	81.82%	54 (0.84%)	60.61%	1.91	00:01:47	0.00%	0 (0.00%)
Feb 1, 2021 - Apr 18, 2021	0 (0.00%)	0.00%	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)
% Change	∞%	∞%	∞%	∞%	∞%	∞%	0.00%	0.00%

Site Visitors by Region:

Country ?	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	51.03% ▲ 6,736 vs 4,460	53.00% ▲ 6,712 vs 4,387	34.72% ▲ 8,172 vs 6,066	16.02% ▲ 58.39% vs 50.33%	16.91% ▼ 2.33 vs 2.81	37.66% ▼ 00:02:02 vs 00:03:16
1. United States						
Feb 1, 2022 - Apr 22, 2022	6,081 (89.93%)	6,047 (90.09%)	7,385 (90.37%)	57.78%	2.36	00:02:04
Feb 1, 2021 - Apr 22, 2021	3,804 (85.25%)	3,734 (85.12%)	5,333 (87.92%)	51.53%	2.93	00:03:35
% Change	59.86%	61.94%	38.48%	12.13%	-19.67%	-42.21%
2. China						
Feb 1, 2022 - Apr 22, 2022	313 (4.63%)	312 (4.65%)	314 (3.84%)	88.85%	1.11	00:00:02
Feb 1, 2021 - Apr 22, 2021	144 (3.23%)	144 (3.28%)	147 (2.42%)	85.71%	1.16	00:00:10
% Change	117.36%	116.67%	113.61%	3.66%	-4.18%	-82.11%
3. Canada						
Feb 1, 2022 - Apr 22, 2022	74 (1.09%)	73 (1.09%)	91 (1.11%)	41.76%	2.58	00:01:50
Feb 1, 2021 - Apr 22, 2021	30 (0.67%)	29 (0.66%)	35 (0.58%)	60.00%	2.06	00:01:32
% Change	146.67%	151.72%	160.00%	-30.40%	25.53%	19.79%
4. United Kingdom						
Feb 1, 2022 - Apr 22, 2022	35 (0.52%)	32 (0.48%)	49 (0.60%)	51.02%	2.71	00:04:07
Feb 1, 2021 - Apr 22, 2021	27 (0.61%)	26 (0.59%)	28 (0.46%)	32.14%	2.36	00:01:23
% Change	29.63%	23.08%	75.00%	58.73%	15.15%	197.48%
5. Australia						
Feb 1, 2022 - Apr 22, 2022	22 (0.33%)	22 (0.33%)	32 (0.39%)	50.00%	4.56	00:04:15
Feb 1, 2021 - Apr 22, 2021	14 (0.31%)	14 (0.32%)	15 (0.25%)	46.67%	2.73	00:03:38
% Change	57.14%	57.14%	113.33%	7.14%	66.92%	16.82%
6. Italy						
Feb 1, 2022 - Apr 22, 2022	22 (0.33%)	20 (0.30%)	32 (0.39%)	43.75%	2.75	00:02:42
Feb 1, 2021 - Apr 22, 2021	10 (0.22%)	10 (0.23%)	10 (0.16%)	30.00%	2.30	00:02:54
% Change	120.00%	100.00%	220.00%	45.83%	19.57%	-6.77%
7. Germany						
Feb 1, 2022 - Apr 22, 2022	21 (0.31%)	20 (0.30%)	24 (0.29%)	50.00%	1.79	00:02:01
Feb 1, 2021 - Apr 22, 2021	28 (0.63%)	28 (0.64%)	35 (0.58%)	60.00%	1.86	00:01:15
% Change	-25.00%	-28.57%	-31.43%	-16.67%	-3.53%	60.94%
8. Mexico						
Feb 1, 2022 - Apr 22, 2022	15 (0.22%)	14 (0.21%)	25 (0.31%)	52.00%	3.00	00:02:20
Feb 1, 2021 - Apr 22, 2021	20 (0.45%)	19 (0.43%)	30 (0.49%)	46.67%	2.33	00:01:47
% Change	-25.00%	-26.32%	-16.67%	11.43%	28.57%	30.39%
9. Switzerland						
Feb 1, 2022 - Apr 22, 2022	14 (0.21%)	14 (0.21%)	23 (0.28%)	34.78%	3.17	00:05:54
Feb 1, 2021 - Apr 22, 2021	7 (0.16%)	7 (0.16%)	8 (0.13%)	37.50%	2.62	00:01:00
% Change	100.00%	100.00%	187.50%	-7.25%	20.91%	493.20%
10. France						
Feb 1, 2022 - Apr 22, 2022	14 (0.21%)	14 (0.21%)	16 (0.20%)	43.75%	3.81	00:03:37
Feb 1, 2021 - Apr 22, 2021	10 (0.22%)	10 (0.23%)	12 (0.20%)	16.67%	2.50	00:01:00
% Change	40.00%	40.00%	33.33%	162.50%	52.50%	259.96%

Our tracked results thus far from the Alaska Magazine Social Campaign



- Since its start on March 15th the campaign has brought a total of
 - 2589 visitors to the site
 - Between 60 and 100 site visitors per day
 - Bounce rate of 77%
 - Avg. Session Duration of 7 seconds
 - 60 Total visitor conversions have resulted from the campaign
 - 34 Map Downloads
 - 18 Brochure Downloads
 - 6 Clicks to business websites
 - 2 Clicks to business emails
- The Majority of the Alaska Magazine visitors have been from the USA, however it has drawn 3 site visitors from Canada and 4 from Mexico.
- Without historical data from other campaigns for comparison it is difficult to gauge how “Effective” of a campaign this is, but it’s clear that it has drawn a fair amount of traffic, and that most visitors are not staying on the site for long.

Campaign ?	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	2,589 % of Total: 38.10% (6,796)	2,586 % of Total: 38.22% (6,766)	2,695 % of Total: 32.76% (8,227)	77.14% Avg for View: 58.37% (32.16%)	1.31 Avg for View: 2.33 (-43.95%)	00:00:07 Avg for View: 00:02:01 (-93.82%)
1. akmag	2,587 (99.92%)	2,586 (100.00%)	2,686 (99.67%)	77.22%	1.29	00:00:07

Reach and engagement of the campaign as tracked by our partner, Morris Media

- Impressions: 1,067,335
- Reactions: 5,258
- Shares: 190
- Comments: 120

Engagement and Conversion Tracking

Since we designated some site visitor actions as ‘Conversions’ and began tracking, a total of 2873 conversion events have been tracked on the website! These actions were performed by 890 individual users.

Feb 1 - Apr 22, 2022

	Event name +	↓ Conversions 2,873.00 100% of total	Total users 890 100% of total
1	business_website_visit	1,839.00	700
2	gva_map_download	481.00	214
3	gva_brochure_download	336.00	213
4	business_email_click	142.00	98
5	business_phone_call	71.00	53

The most common conversion event is a visit to a business website, the most commonly visited websites over the period are listed below.

	Event name	Custom parameter ▾	×	↓ Conversions 2,869.00 100% of total	Total users 888 100% of total
1	gva_brochure_download	(not set)		275.00	212
2	gva_map_download	(not set)		275.00	212
3	gva_map_download	https://www.gustavusak.com/wp-content/uploads/2019/10/N15121%20GVA%20map%20and%20key%20PRINT.pdf		175.00	147
4	business_website_visit	http://www.anniemae.com/		153.00	114
5	business_website_visit	http://www.beartrackinn.com/		124.00	110
6	business_website_visit	http://www.cottonwoodlodge.net/		124.00	102
7	business_website_visit	https://www.flyalaskaseaplanes.com/destinations/Gustavus/		113.00	105
8	business_website_visit	http://www.glacierbayalaska.com/		105.00	88
9	business_website_visit	http://www.bluebucketbb.com/		103.00	68
10	business_website_visit	http://www.blueheronbnb.net/		90.00	71
11	business_website_visit	http://dot.alaska.gov/amhs/		82.00	72
12	business_website_visit	http://www.visitglacierbay.com/		68.00	57
13	business_website_visit	https://chinooklodgealaska.com/		65.00	60
14	business_website_visit	http://www.glacierbayfishing.com/		59.00	52
15	business_website_visit	https://www.fairweatheradventures.net/bed-and-breakfast/		58.00	53
16	gva_brochure_download	https://www.gustavusak.com/wp-content/uploads/2019/10/GVA%20BROCHURE%202018%20TF.pdf		57.00	50
17	business_website_visit	https://www.visitglacierbay.com/		49.00	42
18	business_website_visit	http://www.glacierbaycottage.com/		48.00	42
19	business_website_visit	http://www.alaskair.com/		44.00	41
20	business_website_visit	http://www.glacierbay.biz/		41.00	39

March Conversions

Event name	↓ Conversions	Total users
	1,232.00 100% of total	398 100% of total
business_website_visit	722.00	297
gva_map_download	242.00	107
gva_brochure_download	177.00	106
business_email_click	64.00	46
business_phone_call	27.00	21

In the month of March there were 1232 conversion events performed by 398 users. This was our first full month of tracking these activities on the site with this level of granularity.

April Conversions

Event name	↓ Conversions	Total users
	1,066.00 100% of total	359 100% of total
business_website_visit	764.00	302
gva_map_download	131.00	58
gva_brochure_download	84.00	58
business_email_click	55.00	45
business_phone_call	32.00	27

In the month of April there were 1066 conversion events performed by 359 users.

Goals And Objectives for next quarter

- Add to the beach Kiosk more information. An image of the Fairweather mountains with names and heights, history of the name of Gustavus, history of the name of Strawberry point.
- News Bulletin to go out on Social media for greater community access.
- Implement two factor authentication for website admin login, increasing site security.
- Continue to improve the speed of the GVA website
- Improve our “Weather in Gustavus” page with seasonal averages and historical data, typical tourism season dates and more.

- Continue updates to our homepage and site content to direct visitor traffic towards our ideal outcomes (“Conversions”)
- Review our business profile page template for improvements with respect to information layout.
- Continue ongoing project of adding metadata to our site’s image content for improved SEO
- Produce templates for analytics reports to GVA members and the city
- Price out the making of more videos. A picture says 100 words, in today's world a video says 1000 words. The goal is to have a selection of videos that appeal to different audiences.
- The GVA is looking for opportunities to draw attention to the local artists. The consideration of postcard production featuring several of the local artist works is a possibility.
- Outline the making of a new visitor promotional video about Gustavus.

Conclusion

The focus for this quarter was on the completion of the updated map and brochure. This may sound like an easy task; however, the map and brochure takes a huge amount of work and many hours of communication with all GVA members to make sure that business locations, names, details, trails, road names and service information is correct.

Measurable statistics are essential to the GVA to ascertain the best placement of marketing funds, trends within the visitor industry, search engine patterns, target audiences and monitoring objective success. The GVA is investing time into learning measurable analysis and analytic tools to enhance our ability to meet and set goals.

This quarter there have been many visitor related webinars as we gear up to welcome the beginning of the 2022 visitor season. As we move out of our two years of Covid 19 Pandemic and ease into the Endemic. How to operate safely and responsibly with a large number of visitors and a small amount of staff whilst managing visitor expectations are the challenges this season. The GVA looks to assist in communications between the community, City Council and the Gustavus visitor businesses to ensure that all measures are taken into consideration for a healthy, happy summer for all.