



Gustavus Visitors Association Fourth Quarter Report November, 2023

City Of Gustavus 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 Gustavus Visitors Association between August - October 2023. With projected goals and objectives for November through December 31, 2023.

Packet Includes:

- Progress Report
- Profit & Loss vs Actual July 1 through October 25,2023
- Balance Sheet as of October 28, 2023

Gustavus Visitors Association Board of Directors:

Leah Okin - President
Robynn Jones- Vice President
Cam Cacioppo -Secretary
Hillery Lesh- Treasurer
Natalie Vaz – Director Voting Member
Curtis Lindblom -Director Voting Member
Open position – Voting member at large

Employed positions:

Brian Taylor – Marketing Technician
Trisha Dawson- Marketing Social Media
Leah Okin – Marketing Coordinator
Noel Ferevaag – Administrator

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

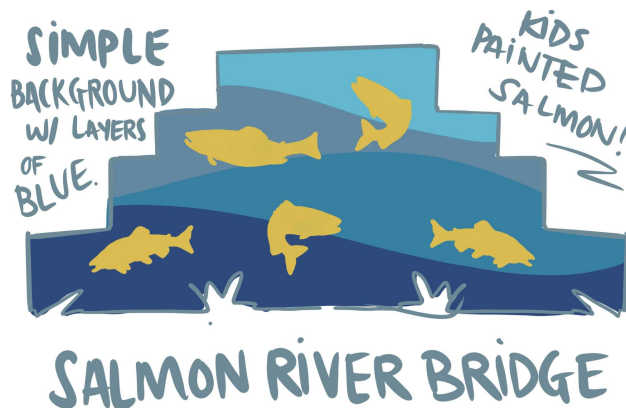
The Gustavus Visitors Association was incorporated as a 501c(3) non-profit corporation in January of 2005. According to GVA By-laws, every fall the Board reviews and adopts a fiscal year budget for the period: July 1 to June 30 of the following year to coincide with the City of Gustavus' fiscal year. The 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 2023

- 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. 210. subscribers.
- Attended Alaska Travel Industry Association marketing webinars.
- Emailed out surveys to assist the City of Gustavus to gather data about the usage of Alaska Airlines and the potential impacts and implications if Alaska Airlines was to cease their service into Gustavus due to TSA's requirements of a Village Public Safety Officer (VPSO)
- Commenced the Gustavus Kids Mural under the Salmon river bridge: Morgan has the paint purchased, all the supplies in order, the design created and the kids have painted their fish. (see attached image) now all we need is a good spring day and the kids are ready to get the mural done.

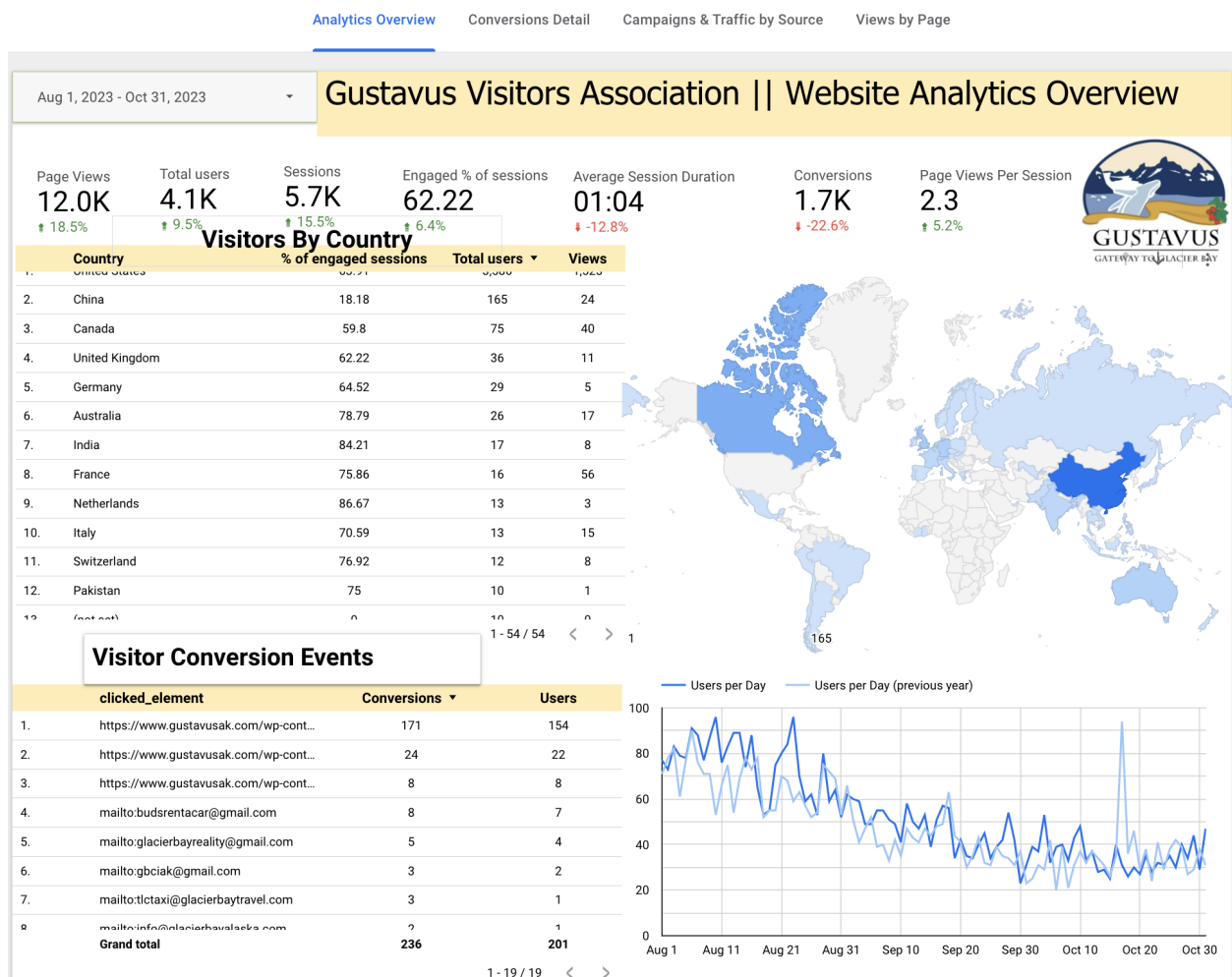


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Web Updates and Improvements

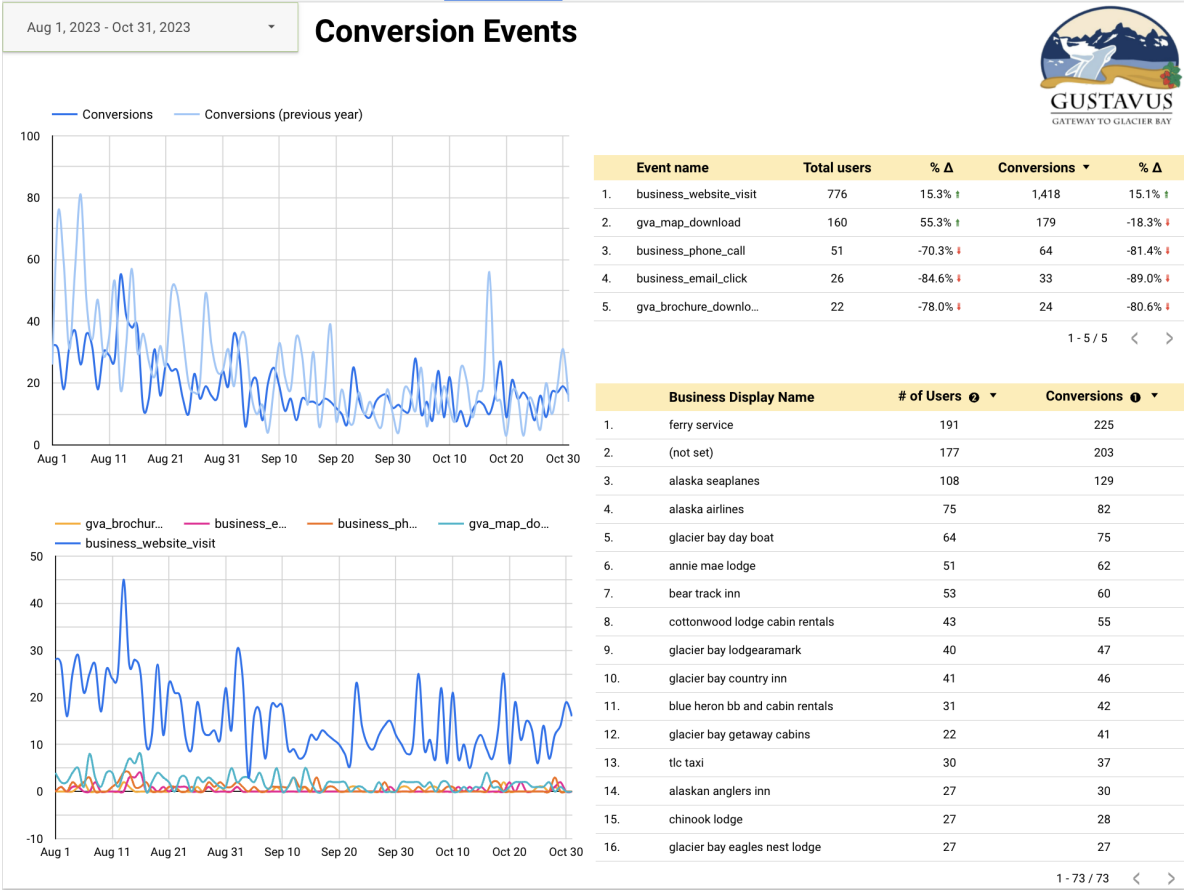
- Continued content updates of business profiles, donors, homepage content, and more.
- Continued to make incremental improvements in our analytics reports & data routing - i.e. how it's gathered, processed, organized and displayed.
- Finalizing the integration with Google's Looker Studio platform to display custom reports for business members on the site (Aim is to launch this in tandem with this year's membership drive)
- Developed an interface that will allow our business members to edit their own listings
- Scoped and roughly planned an integration for recurring membership payments for business members & the membership drive.

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

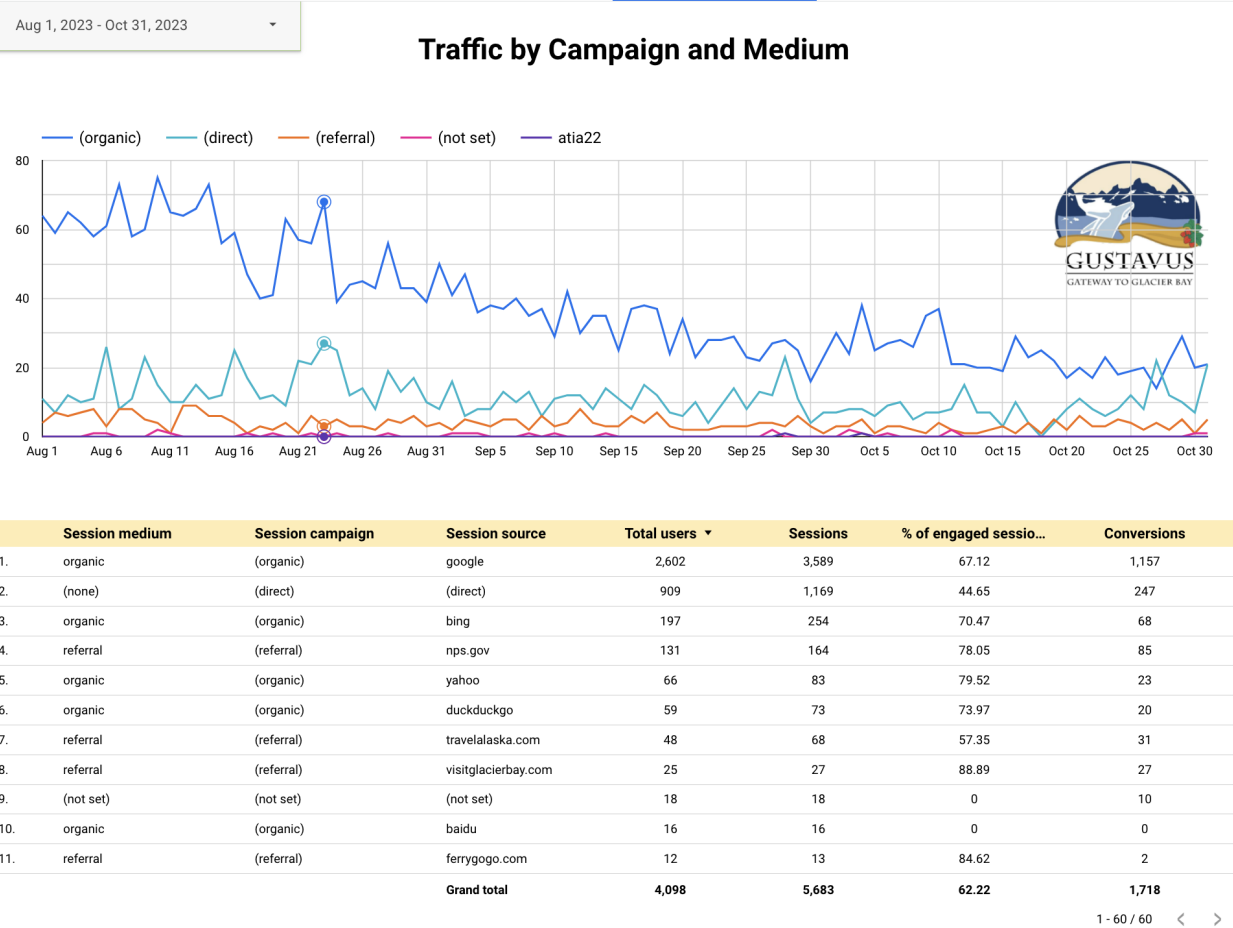


Our typical post-summer season slowdown is pacing last year almost exactly, yet because we had more users on the site this August than last year's, almost all of our top line metrics are up.

Attentive followers of our reporting will note that conversion events are now being broken out by business name in the conversions report. Unsurprisingly, ferry service is the highest converting "business"



Analytics Overview Conversions Detail **Campaigns & Traffic by Source** Views by Page



- Visitors arriving from Google are more engaged than direct traffic to the site, oddly enough.
- Our most engaged visitors are come from visitglacierbay.com (Glacier Bay Lodge website)
- In this period a new website has begun referring traffic our way, ferrygogo.com. This aligns with how the ferry service page is our most visited page after the homepage of the site.

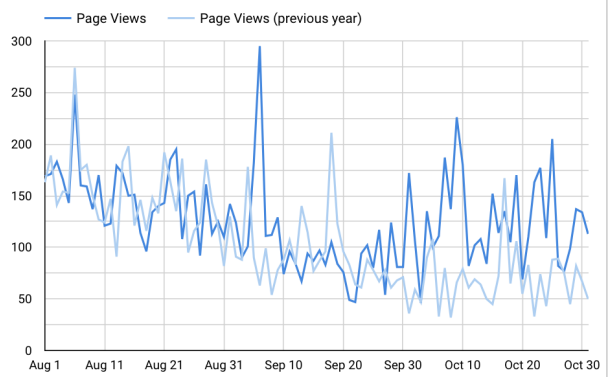
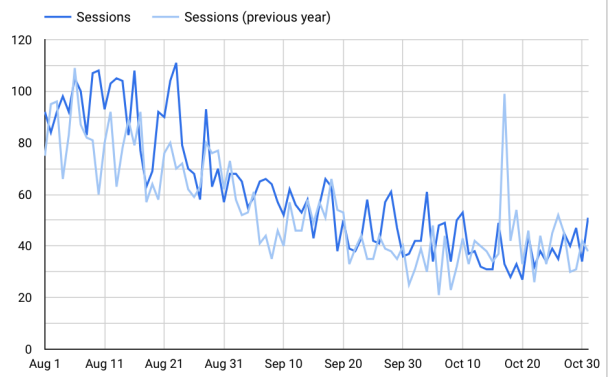
Aug 1, 2023 - Oct 31, 2023



Page Views

Page URL	Views
1. /	1,930
2. /getting-to-gustavus/ferry-service	964
3. /plan-your-trip/getting-to-gustavus/	762
4. /places-to-stay/	650
5. /plan-your-trip/brochure-and-map/	579
6. /transportation	297
7. /glacier-bay-national-park/glacier-bay-day-boat	260
8. /plan-your-trip/suggested-itineraries/	237
9. /getting-around-gustavus/buds-rent-a-car-sales	215
10. /getting-to-gustavus/alaska-airlines	209
11. /accommodations	181
12. /about-gustavus/the-city-of-gustavus/	177
13. /things-to-do	175
14. /things-to-do/dining/	175
15. /things-to-do/fishing-and-whale-watching/	167
16. /local-community/gustavus-photo-galleries/	158
17. /about-gustavus/glacier-bay-national-park-and-preserve/	157
18. /getting-around-gustavus/alaska-seaplanes	152
19. /local-community/gustavus-events/	140
20. /getting-around-gustavus/tlc-taxi	132
21. /faq/	127
22. /plan-your-trip/	119
23. /things-to-do/glacier-bay-national-park	111
24. /getting-around-gustavus/strawberry-point-taxi-tours	109
25. /things-to-do/biking-and-hiking/	99

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Social Media Report

Trisha Dawson continues to post on a regular basis with increasing social media followers. Thus far her focus has been on consistent, authentic posts, and has largely focused on the Facebook platform. We're planning to drive engagement on social media and our website with periodic Blog posts beginning this winter.

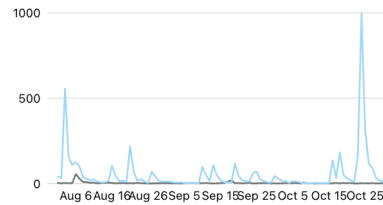
Our blog posts should be a much better source for authentic information about Gustavus, clearly the bar is low!

Reach

Export

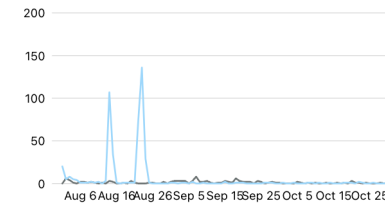
Facebook reach

2,066 ↑ 679.6%



Instagram reach

291 ↑ 164.5%



Interaction

Export

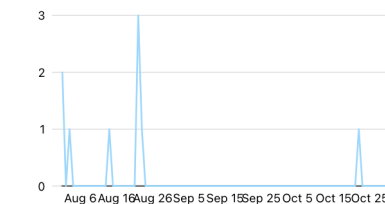
Facebook content interactions

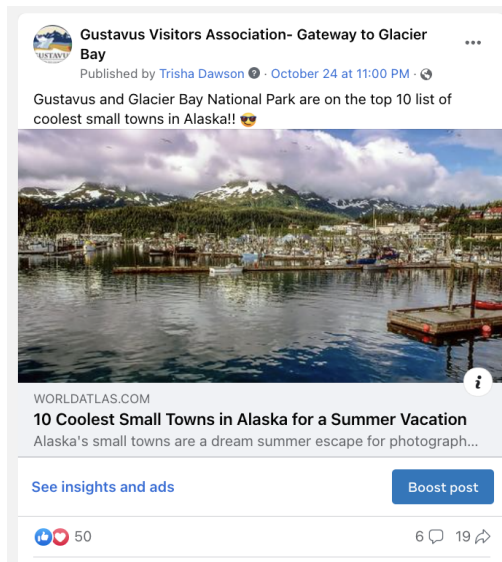
358 ↑ 2.7K%



Instagram content interactions

9 ↑ 100.0%





Goals and objectives for the remainder of 2023.

- Update the content and signage within the beach sign.
- Put out a Wildlife video competition to gather wildlife videos for material to utilize in the Gustavus Film Project.
- This is membership drive quarter coming up: put out emails for the membership drive, improve the ability to pay online with re-occurring payment options.
- Green initiatives for Gustavus, sustainability and carbon footprint.
- Continue to seek improved connectivity between Glacier Bay National Park / The Glacier Bay Lodge and Gustavus.
- Improve and circulate more frequently the Gustavus News Bulletin to inform the community and businesses about activities happening that are not otherwise advertised. Adding a monthly calendar of Gustavus events. Add information similar to the old 'Fairweather Reporter' but in email/ blog format.
- Create blog posts.
- Monitor and analyze measurable marketing initiatives
- Launch the first iteration of custom member reports for our business members
- Continue making incremental improvements to the website.

Conclusion

The Fall season of 2023 has been a time to catch our breath, take a minute, pull our sleeves up and start planning the next big tasks. We've continued marketing Nationally and Internationally, making incremental improvements to the website and focused our efforts on expanding the organic reach of our social media accounts to drive traffic from our target audiences.