



## Gustavus Visitors Association Year End & Progress Report August 6, 2022

### **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 2021 and August 2022. With projected goals and objectives for 2023.

### **Packet Includes:**

- Progress Report
- Profit & Loss vs Actual July 2021 through June 2022
- Balance Sheet as of June 30, 2022

### **Gustavus Visitors Association Board of Directors:**

Leah Okin– President Leah

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

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 2022**

- 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. 177 subscribers.
- Attended Alaska Travel Industry Association marketing webinars.
- Completed 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 obtained written non objection from the Department of Natural Resources, Ben & Donna DeBoer and the Department of Transportation.

- 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.
- Updated Poster size maps of Gustavus will be located at- The Dray, the beach kiosk, Alaska Seaplanes
- Mailed out our brochures as requested by visitors planning to come to Gustavus
- The map and brochure is also downloadable and may be printed from our website.
- Maps & Brochures also get mailed to our neighboring communities.
- 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 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
- The GVA wrote a letter to Aramark requesting that they submit a request from the Glacier Bay National Park Superintendent to display approved rack cards and materials of local businesses and visitor activities based in Gustavus.
- The welcome visitor beach sign was ‘spruced up’ and repainted by Lou Cacioppo

Main bullets per month taken from the monthly meeting minutes.

#### January

- Emily Herman has stepped down from the Administrator’s position
- Noel Farevaag has stepped up and back into the Administrator’s position
- Brittney Cannamore has stepped down from her position of Marketing Coordinator.
- Leah Okin stepped up and into the Marketing Coordinator position
- Membership drive 48 businesses joined the GVA out of a possible 64 (the 64 count is derived from those that have a business permit)

#### February

- Began the process of updating the Gustavus Map; which trails should be included, which businesses, which services and which public buildings. Updating the names of roads to coincide with the City of Gustavus updated road names.

#### March

- After attending a three days virtual Alaska Industry Association symposium a take home message was made clear that there is an increased awareness to recognize and acknowledge the living cultural and heritage home lands of the original Alaskan people.
- GVA moving forward should look at ways to expand the information and respectful acknowledgment of the cultural heritage aspects of Glacier Bay National Park, both on our website and communication with Hoonah Indian Association. Whilst recognizing the history of our homesteader families.

April - No meeting was held

May (last meeting for the summer)

Set the wheels in motion to create a new film to be made about Gustavus. What sets Gustavus apart from any other Alaskan towns: our story, the personalities and characters of those that live here, our art and music

The homesteaders, Strawberry point and interviews with those that have history and those that are willing to share their stories.

A story board of short films will be made in 2023 for use on Social Media, You Tube and other promotional marketing opportunities.

The GVA will utilize the movie and music talents of a Southeast Alaskan born videographer:- Richard Cooper (born and raised in Haines, who’s first passion is music)

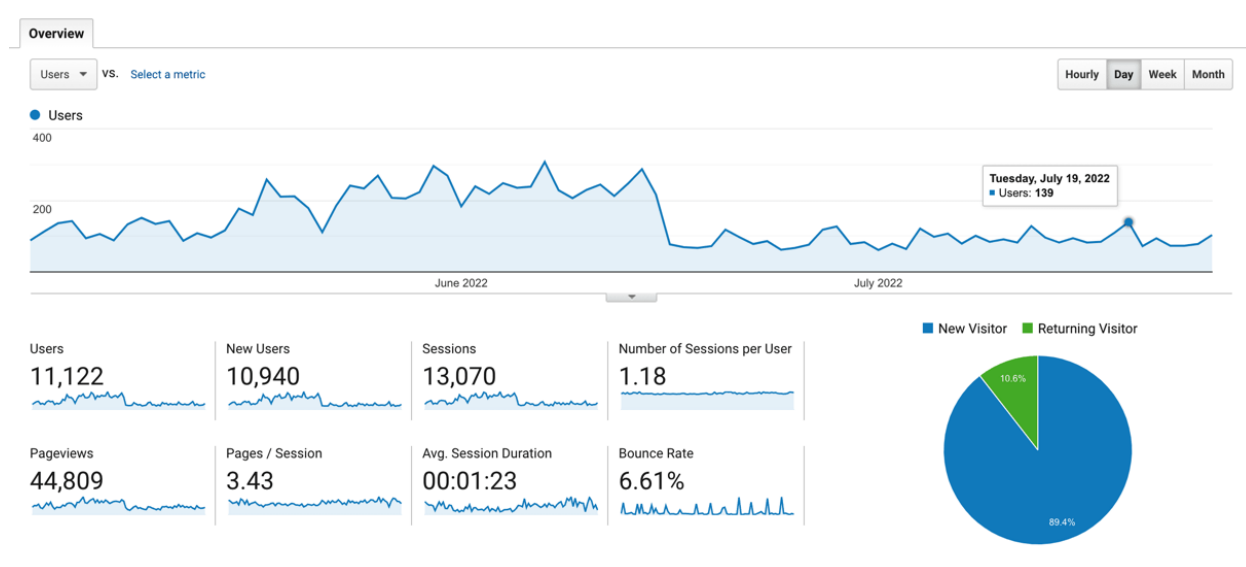
Frostline Studios

<http://www.frostlinestudios.com/>

## Google Analytics

Source / Medium ?	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	<b>11,120</b> % of Total: 100.00% (11,120)	<b>10,939</b> % of Total: 100.00% (10,939)	<b>13,069</b> % of Total: 100.00% (13,069)	<b>6.62%</b> Avg for View: 6.62% (0.00%)	<b>3.43</b> Avg for View: 3.43 (0.00%)	<b>00:01:23</b> Avg for View: 00:01:23 (0.00%)
1. <a href="#">fb / feed-display</a>	<b>4,685</b> (41.61%)	<b>4,680</b> (42.78%)	<b>4,896</b> (37.46%)	<b>1.98%</b>	<b>2.21</b>	<b>00:00:06</b>
2. <a href="#">google / organic</a>	<b>3,620</b> (32.15%)	<b>3,446</b> (31.50%)	<b>4,771</b> (36.51%)	<b>0.48%</b>	<b>4.37</b>	<b>00:02:26</b>
3. <a href="#">(direct) / (none)</a>	<b>1,999</b> (17.76%)	<b>1,990</b> (18.19%)	<b>2,202</b> (16.85%)	<b>33.29%</b>	<b>2.99</b>	<b>00:01:11</b>
4. <a href="#">bing / organic</a>	<b>232</b> (2.06%)	<b>217</b> (1.98%)	<b>287</b> (2.20%)	<b>0.35%</b>	<b>5.48</b>	<b>00:02:31</b>
5. <a href="#">nps.gov / referral</a>	<b>209</b> (1.86%)	<b>175</b> (1.60%)	<b>259</b> (1.98%)	<b>1.54%</b>	<b>6.57</b>	<b>00:04:17</b>
6. <a href="#">yahoo / organic</a>	<b>99</b> (0.88%)	<b>88</b> (0.80%)	<b>127</b> (0.97%)	<b>0.00%</b>	<b>4.28</b>	<b>00:01:29</b>
7. <a href="#">travelalaska.com / referral</a>	<b>84</b> (0.75%)	<b>72</b> (0.66%)	<b>94</b> (0.72%)	<b>0.00%</b>	<b>5.96</b>	<b>00:02:51</b>
8. <a href="#">visitglacierbay.com / referral</a>	<b>72</b> (0.64%)	<b>57</b> (0.52%)	<b>100</b> (0.77%)	<b>1.00%</b>	<b>6.23</b>	<b>00:02:45</b>
9. <a href="#">duckduckgo / organic</a>	<b>69</b> (0.61%)	<b>60</b> (0.55%)	<b>98</b> (0.75%)	<b>1.02%</b>	<b>4.84</b>	<b>00:03:16</b>
10. <a href="#">baidu / organic</a>	<b>40</b> (0.36%)	<b>40</b> (0.37%)	<b>40</b> (0.31%)	<b>12.50%</b>	<b>1.88</b>	<b>00:00:03</b>

Page ?	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?	% Exit ?
	<b>44,807</b> % of Total: 100.00% (44,807)	<b>20,103</b> % of Total: 100.00% (20,103)	<b>00:00:34</b> Avg for View: 00:00:34 (0.00%)	<b>13,069</b> % of Total: 100.00% (13,069)	<b>6.61%</b> Avg for View: 6.61% (0.00%)	<b>29.17%</b> Avg for View: 29.17% (0.00%)
1. <a href="#">/</a>	<b>5,698</b> (12.72%)	<b>2,453</b> (12.20%)	<b>00:00:30</b>	<b>2,311</b> (17.68%)	<b>3.07%</b>	<b>23.97%</b>
2. <a href="#">/places-to-stay/</a>	<b>2,166</b> (4.83%)	<b>758</b> (3.77%)	<b>00:00:44</b>	<b>189</b> (1.45%)	<b>0.53%</b>	<b>14.04%</b>
3. <a href="#">/getting-to-gustavus/ferry-service</a>	<b>1,895</b> (4.23%)	<b>826</b> (4.11%)	<b>00:00:52</b>	<b>698</b> (5.34%)	<b>0.29%</b>	<b>36.94%</b>
4. <a href="#">/plan-your-trip/getting-to-gustavus/</a>	<b>1,372</b> (3.06%)	<b>597</b> (2.97%)	<b>00:00:35</b>	<b>377</b> (2.88%)	<b>0.80%</b>	<b>20.99%</b>
5. <a href="#">/transportation/</a>	<b>1,038</b> (2.32%)	<b>429</b> (2.13%)	<b>00:00:35</b>	<b>230</b> (1.76%)	<b>1.74%</b>	<b>12.81%</b>
6. <a href="#">/brochure-and-map/</a>	<b>968</b> (2.16%)	<b>425</b> (2.11%)	<b>00:01:03</b>	<b>91</b> (0.70%)	<b>2.20%</b>	<b>26.76%</b>
7. <a href="#">/accommodations</a>	<b>933</b> (2.08%)	<b>320</b> (1.59%)	<b>00:00:30</b>	<b>240</b> (1.84%)	<b>0.42%</b>	<b>9.97%</b>
8. <a href="#">/getting-around-gustavus/buds-rent-a-car-sales</a>	<b>670</b> (1.50%)	<b>302</b> (1.50%)	<b>00:00:35</b>	<b>237</b> (1.81%)	<b>0.00%</b>	<b>36.42%</b>
9. <a href="#">/things-to-do/dining/</a>	<b>644</b> (1.44%)	<b>272</b> (1.35%)	<b>00:00:44</b>	<b>160</b> (1.22%)	<b>1.25%</b>	<b>21.74%</b>
10. <a href="#">/accommodations/annie-mae-lodge</a>	<b>565</b> (1.26%)	<b>237</b> (1.18%)	<b>00:01:28</b>	<b>54</b> (0.41%)	<b>0.00%</b>	<b>20.18%</b>



Event name <span>+</span>		↓ <u>Conversions</u>	<u>Total users</u>
		<b>4,138.00</b> 100% of total	<b>1,256</b> 100% of total
1	<a href="#">business_website_visit</a>	2,480.00	1,107
2	<a href="#">business_phone_call</a>	524.00	237
3	<a href="#">business_email_click</a>	505.00	240
4	<a href="#">gva_map_download</a>	396.00	191
5	<a href="#">gva_brochure_download</a>	233.00	184

Event name	clicked_element	×	↓ Conversions ----- 4,138.00 100% of total	Total users ----- 1,256 100% of total
<a href="#">business_website_visit</a>	<a href="http://www.anniemae.com/">http://www.anniemae.com/</a>		201.00	157
<a href="#">gva_map_download</a>	<a href="https://www.gustavusak.com/wp-content/uploads/2022/04/GVApoter_2022_final.pdf">https://www.gustavusak.com/wp-content/uploads/2022/04/GVApoter_2022_final.pdf</a>		177.00	157
<a href="#">business_website_visit</a>	<a href="https://www.flyalaskaseaplanes.com/destinations/Gustavus/">https://www.flyalaskaseaplanes.com/destinations/Gustavus/</a>		142.00	133
<a href="#">business_website_visit</a>	<a href="http://www.bluebucketbb.com/">http://www.bluebucketbb.com/</a>		130.00	86
<a href="#">business_website_visit</a>	<a href="http://www.beartrackinn.com/">http://www.beartrackinn.com/</a>		128.00	110
<a href="#">business_website_visit</a>	<a href="http://www.cottonwoodlodge.net/">http://www.cottonwoodlodge.net/</a>		110.00	91
<a href="#">business_website_visit</a>	<a href="http://www.glacierbayalaska.com/">http://www.glacierbayalaska.com/</a>		96.00	78
<a href="#">business_website_visit</a>	<a href="http://www.visitglacierbay.com/">http://www.visitglacierbay.com/</a>		91.00	75
<a href="#">business_website_visit</a>	<a href="http://dot.alaska.gov/amhs/">http://dot.alaska.gov/amhs/</a>		87.00	82
<a href="#">business_website_visit</a>	<a href="http://www.blueheronbnb.net/">http://www.blueheronbnb.net/</a>		78.00	69
<a href="#">business_website_visit</a>	<a href="https://www.visitglacierbay.com/">https://www.visitglacierbay.com/</a>		76.00	67
<a href="#">business_website_visit</a>	<a href="https://www.fairweatheradventures.net/bed-and-breakfast/">https://www.fairweatheradventures.net/bed-and-breakfast/</a>		65.00	55
<a href="#">business_website_visit</a>	<a href="https://chinooklodgealaska.com/">https://chinooklodgealaska.com/</a>		64.00	59
<a href="#">business_website_visit</a>	<a href="http://www.glacierbaycottage.com/">http://www.glacierbaycottage.com/</a>		58.00	52
<a href="#">business_website_visit</a>	<a href="http://glacierbayseakayaks.com/">http://glacierbayseakayaks.com/</a>		52.00	45
<a href="#">business_website_visit</a>	<a href="http://www.glacierbayfishing.com/">http://www.glacierbayfishing.com/</a>		48.00	45
<a href="#">business_website_visit</a>	<a href="https://www.fairweatheradventures.net/">https://www.fairweatheradventures.net/</a>		46.00	45
<a href="#">business_website_visit</a>	<a href="http://www.glacierbaytravel.com/tlctaxi.htm">http://www.glacierbaytravel.com/tlctaxi.htm</a>		44.00	42
<a href="#">business_website_visit</a>	<a href="http://www.alaskair.com/">http://www.alaskair.com/</a>		43.00	39
<a href="#">business_website_visit</a>	<a href="https://taylorchartersfishing.com/">https://taylorchartersfishing.com/</a>		43.00	26
<a href="#">business_website_visit</a>	<a href="http://www.beartrackinn.com/en-us/dining-activities">http://www.beartrackinn.com/en-us/dining-activities</a>		39.00	36
<a href="#">business_website_visit</a>	<a href="http://www.taz.gustavus.com/">http://www.taz.gustavus.com/</a>		39.00	36

## Goals and objectives for the remainder of 2022.

- Have Elm move the beach sign to the opposite side of the road
- Update the content and signage within the beach sign.
- Green initiatives for Gustavus, sustainability and carbon footprint.
- Continue to seek improved connectivity between Glacier Bay National Park / The Glacier Bay Lodge and Gustavus.
- Communicate with Hoonah Indian Association about their planned activities within Gustavus and inform both City Council and residence of their proposed plans.
- Continue to circulate the Gustavus News Bulletin to inform the community and businesses about activities happening that are not otherwise advertised.
- Monitor and analyze measurable marketing initiatives
- Update the website and optimize speed and organic traffic.

## **Conclusion**

The summer season of 2022 was a challenging season for most. As we pull through the 'endemic' of Covid -19 many businesses felt the effects from lack of staff, current staff getting sick, expensive disrupted supply chains and high fuel prices. Many guests were unwell and as a result accommodation staff were working extra hard to make guests and fellow staff feel comfortable.

The three most common email challenges fielded through the GVA are:

- Inability to make pre season advanced room reservations.
- Food availability for visitors during the season.
- Access to Glacier Bay National Park prior and post the day boat operation dates.

Resolution of these challenges may take some surveys and communication between businesses.

All and all, it was a successful season.