

Gustavus Visitors Association December 1, 2024 Quarterly Report

City of Gustavus Quarterly reports due:

December - fourth quarter - reflecting activities from- September, October & November.
Objectives for- December, January & February.

March- first quarter (Mid Year) – reflecting activities from- December, January & February
Objectives for March, April & May.
Include: - next FY Marketing Plan & FY budget request.

June - second quarter -reflecting activities from March, April and May
Objectives for – June, July & August.

September- (End of Year) third quarter - reflecting the FY activities & completed to task
years report
Quarterly report - reflecting activities from- June, July & August
Objectives for- September, October & November.

This report reflects activities within the GVA from June through August 2024 and projected goals and objectives for September through November 2024.

Packet Includes:

- Quarterly Progress
- 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: position open.

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 – September, October & November


- ❖ Maintained marketing and memberships.
 - Southeast Alaska Tourism Council (SATC)
 - Travel Alaska
 - Alaska Travel Industry Association (ATIA)
 - Travel Juneau
- ❖ Maintaining the Gustavus Calendar of events on the GVA website.
- ❖ Maintained web content.
- ❖ Launched subscription payment options and a new payment provider for our membership drive payments. We're now taking payments via Stripe.
- ❖ Marketing listings in the MilePost and the Alaska Magazine
- ❖ Continued the position of Featured listing on [Travel Juneau's nearby communities](#)
- ❖ Continued work on the new beach sign content, working with Kathy Hocker, Linda Parker, Wayne Howell & Jim Mackoviak and the company - Seareach.com. Seareach design and print work is an estimated \$3,000. In addition to this cost there has been a stand alone image of the Fairweather Mountains created by Sean Neilson.



The Fairweather Range forms the towering western boundary of Glacier Bay National Park, showcasing some of the most dramatic and rugged landscapes in North America. Stretching across the border between Alaska and British Columbia, this remote mountain range is dominated by sharp peaks, deep fjords, and vast glaciers that flow from high-altitude snowfields into the bay below.

At the heart of the range lies Mount Fairweather, standing at 15,325 feet (4,671 meters). Known as Tsalxaan to the Lingít, this mountain embodies the cultural and spiritual connections between Indigenous communities and the land. The name, "Fairweather" is ironic—storms rolling off the Pacific Ocean often enshroud these peaks in mist and snowfall, creating an average of over 100 inches of precipitation annually.

<p>La Perouse 10,728' 3270m 50 miles away</p>	<p>Mount Crillon 12,727' 3740m 55 miles away</p>	<p>Mount Bertha 10,158' 3096m 51 miles away</p>	<p>Lituya Mountain 11,923' 68 miles away</p>	<p>Mount Salisbury 12,172' 3710m 67 miles away</p>	<p>Mount Fairweather 15,325' 4671m 74 miles away</p>
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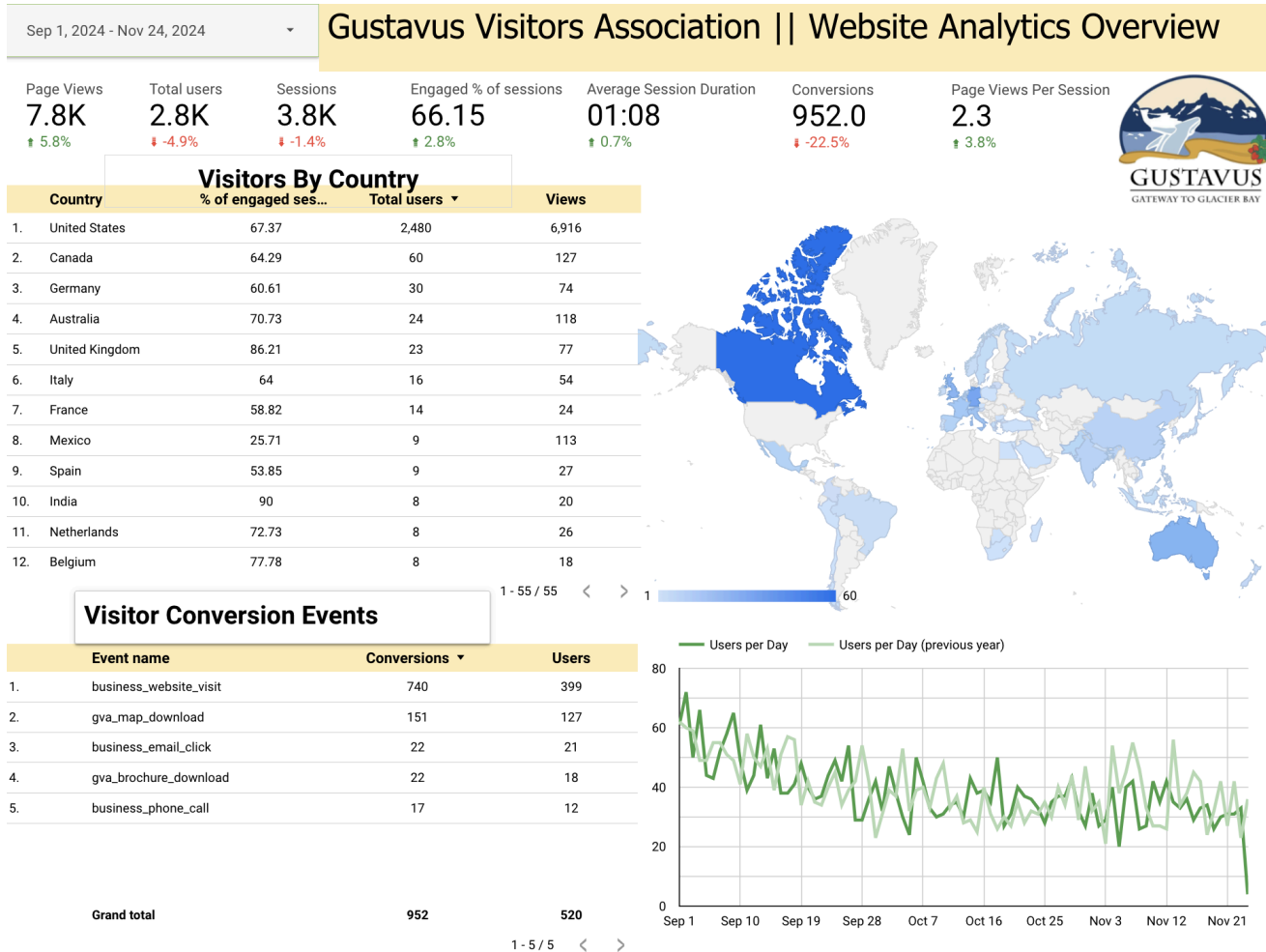


Analytics of GVA Website

Third quarter – September 1st through November 30th, 2024

Report shows up to November 24th

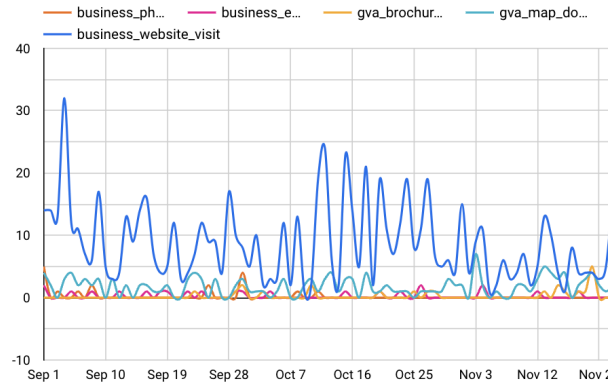
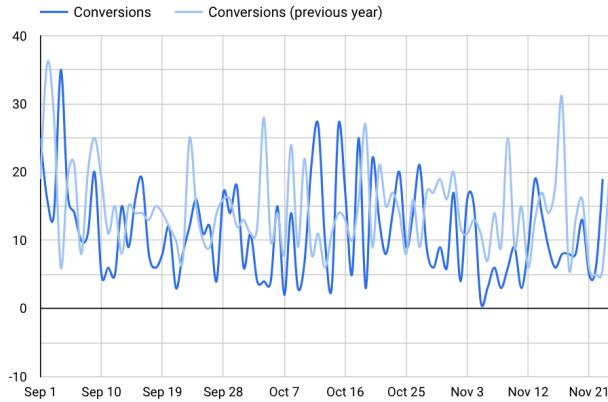
[View the live and interactive report here](#)



- Percentage change comparisons are against the same period in the prior year. Mostly we've seen activity that's in line with our normal, a decrease in visitor activity as we wind down into winter.
- The most notable difference is the decrease in conversion events (Downloads of the Map or Brochure, Clicks to business websites, Clicks to call businesses, Clicks to email businesses.)

Sep 1, 2024 - Nov 24, 2024

Conversion Events



Event name	Total users	% Δ	Conversions	% Δ
1. business_website_visit	399	-27.8% ↓	740	-28.5% ↓
2. gva_map_download	127	19.8% ↑	151	25.8% ↑
3. business_email_click	21	50.0% ↑	22	10.0% ↑
4. gva_brochure_downlo...	18	12.5% ↑	22	22.2% ↑
5. business_phone_call	12	-55.6% ↓	17	-51.4% ↓

1 - 5 / 5 < >

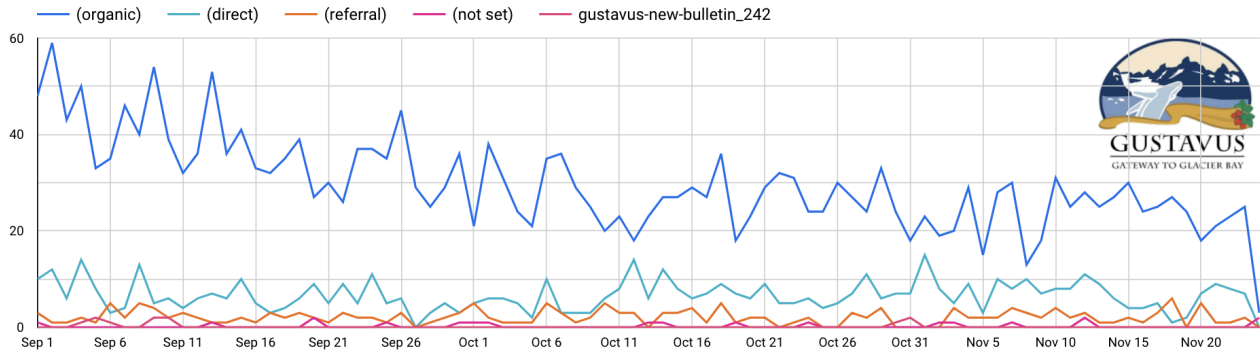
Business Display Name	# of Users	Conversions
1. (not set)	136	173
2. ferry service	64	69
3. annie mae lodge	48	62
4. alaska seaplanes	53	55
5. cottonwood lodge cabin rentals	39	53
6. bear track inn	46	50
7. blue heron bb and cabin rentals	26	32
8. alaska airlines	27	27
9. glacier bay lodgearamark	24	26
10. glacier bay country inn	24	25
11. chinook lodge	22	25
12. glacier bay day boat	22	23
13. ward air	21	23
14. alaskan eagle house with a pond	18	22
15. fairweather adventures at glacier bay	14	21
16. blue bucket bb	14	17

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- Continuing the trend from last quarter, we've seen less conversions in this quarter as compared to the same period of last year, although we saw an increase in some types of conversion events like clicks to email businesses, and to download the map and brochure.

Sep 1, 2024 - Nov 24, 2024

Traffic by Campaign and Medium



	Session medium	Session campaign	Session source	Total users	Sessions	% of engaged sessions	Conversions
1.	organic	(organic)	google	1,971	2,609	71.75	675
2.	(none)	(direct)	(direct)	479	658	39.06	140
3.	organic	(organic)	bing	119	161	78.88	42
4.	referral	(referral)	nps.gov	79	100	77	39
5.	organic	(organic)	yahoo	39	54	83.33	11
6.	organic	(organic)	duckduckgo	24	32	78.13	7
7.	(not set)	(not set)	(not set)	18	19	0	8
8.	referral	(referral)	visitglacierbay.com	16	17	76.47	6
9.	email	gustavus-new-bulletin_242	mailpoet	10	11	72.73	0
10.	referral	(referral)	ferrygogo.com	7	7	71.43	1
11.	referral	(referral)	facebook.com	7	7	71.43	0
			Grand total	2,783	3,775	66.15	952

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- We continue to see organic traffic bring us most of our engaged site visitors.
- As is typical, visitors referred to the site from NPS.gov are the most likely to convert.

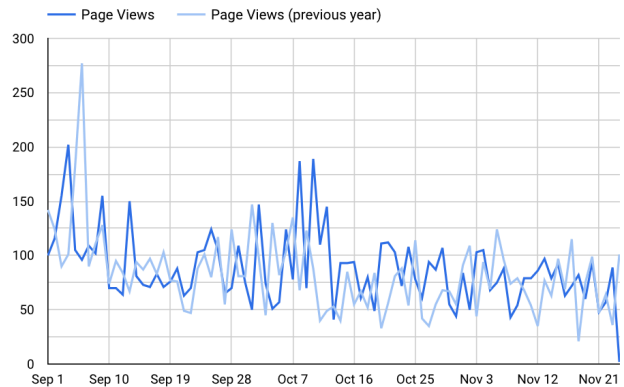
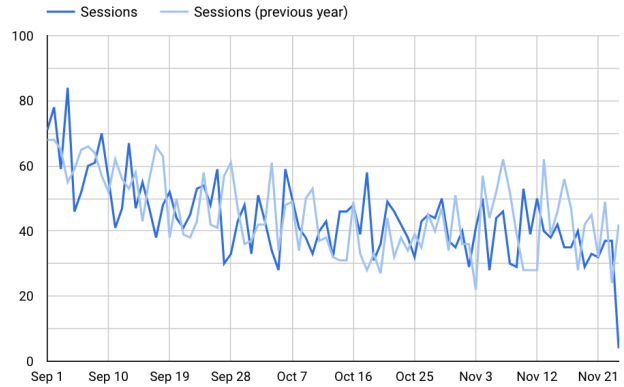
Sep 1, 2024 - Nov 24, 2024



Page Views

Page URL	Views	% Δ
1. /	1,120	-6.4% ↓
2. /getting-to-gustavus/ferry-service	831	45.8% ↑
3. /places-to-stay/	581	28.3% ↑
4. /plan-your-trip/brochure-and-map/	413	22.9% ↑
5. /plan-your-trip/getting-to-gustavus/	372	-17.0% ↓
6. /transportation/	230	721.4% ↑
7. /about-gustavus/the-city-of-gustavus/	184	48.4% ↑
8. /activities/glacier-bay-day-boat	166	-
9. /getting-around-gustavus/buds-rent-...	153	47.1% ↑
10. /plan-your-trip/suggested-itineraries/	148	-2.6% ↓
11. /things-to-do/	126	6,200.0% ↑
12. /getting-to-gustavus/alaska-airlines	114	8.6% ↑
13. /about-gustavus/history-of-gustavus/	106	112.0% ↑
14. /local-community/gustavus-gallery/	103	-
15. /services/toshco-icy-strait-wholesale	88	151.4% ↑
16. /things-to-do/dining/	83	-17.8% ↓
17. /things-to-do/fishing-and-whale-wat...	78	-12.4% ↓
18. /faq/	75	-9.6% ↓
19. /plan-your-trip/	73	-1.4% ↓
20. /about-gustavus/glacier-bay-nationa...	65	-35.0% ↓
21. /member-dashboard/	65	-28.6% ↓
22. /services/snug-harbor-liquor	65	12.1% ↑
23. /plan-your-trip/getting-around-gusta...	63	43.2% ↑
24. /accommodationsactivities/annie-m...	61	-
25. /accommodations/cottonwood-lodg...	59	5.4% ↑

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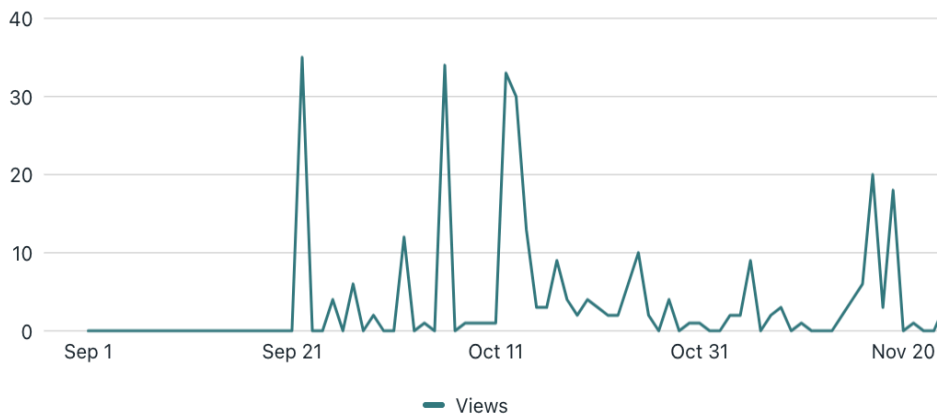
- Continuing the trend from last quarter, in this quarter page views are up by 6% compared to the same period last year, this is despite a 6% decrease in traffic to the homepage of the site.
- This tells us that we're seeing more folks landing directly on our pages of dedicated content (e.g. the ferry service page) as a result of their web searches.

Social Media Report

Social Media Reach and Engagement

Content overview

Views ① 306	Reach ① 123 ↓ 26.8%	3-second views ① 2 ↓ 75%	1-minute views ① 0 0%	Content interactions ① 3 ↓ 62.5%	Watch time ① 23s ↓ 86%
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Views breakdown

Sep 1 – Nov 24

Total

306

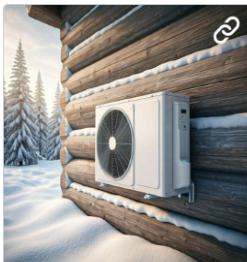
From followers

51%

From non-followers

49%

Top content by views



Gustavus Residents!
👉 Did you know the...

Sat Oct 12, 5:34pm

👁️ 102 ❤️ 3
👤 0 ➡️ 0

Our social results and presence were extremely limited in this quarter, with only a single post on any social media platform. We continue to search for a new social media coordinator to help fill this gap.

Goals and Objectives for December through February 2025

- ❖ Continue to generate the GVA Community News Bulletin.
- ❖ Continue to work on the Beach welcome sign.
- ❖ Communicate with City of Gustavus, The DeBoer family & DOT requesting permission to erect a stand alone display image of the Fairweather mountains set beside the welcome sign at the beach.
- ❖ Continue working with Frostline Studios about the creation of more short videos for digital marketing, social media and possibly a featured longer film for the website
- ❖ Increase our social media presence with more content creation.
- ❖ Continue working with Juneau Carbon offset to create Gustavus Green tourism initiatives.
- ❖ Continued maintenance, incremental updates and improvements to our website.
- ❖ Run our membership drive ensuring the new payment system functions smoothly
- ❖ Expand marketing into Canada
- ❖ Look to engage in travel shows both in Juneau and other states

Conclusion

As we close the 2024 year and begin 2025, the Gustavus Visitors Association considers our mission and how we may revisit our strategic plans to identify and develop changes needed to achieve our mission.

2024 has found Alaska tourism back competing with the global tourism market and as Gustavus grows as does our need to grow our economy; yet being mindful of maintaining the character of Gustavus that we all enjoy.

The GVA exists for the betterment of Gustavus, the future of our children and we welcome your voices.

Gustavus Visitors Association Profit & Loss Budget vs. Actual July 1 through November 14, 2024

	Jul 1 - Nov 14, 24	Budget	\$ Over Budget
Ordinary Income/Expense			
Income			
CityTax Revenue	27,200.00	27,200.00	0.00
Membership	100.00	2,000.00	-1,900.00
Total Income	<u>27,300.00</u>	<u>29,200.00</u>	<u>-1,900.00</u>
Gross Profit	27,300.00	29,200.00	-1,900.00
Expense			
Administration			
Federal Grant Eligibility	0.00	3,000.00	-3,000.00
Postage	0.00	50.00	-50.00
Software	0.00	1,500.00	-1,500.00
Supplies	0.00	134.00	-134.00
Total Administration	0.00	4,684.00	-4,684.00
Contractor Work			
Administrative	0.00	2,000.00	-2,000.00
Marketing Coordinator			
Social Media	0.00	2,000.00	-2,000.00
Technician	0.00	3,000.00	-3,000.00
Marketing Coordinator - Other	0.00	7,800.00	-7,800.00
Total Marketing Coordinator	0.00	12,800.00	-12,800.00
Total Contractor Work	0.00	14,800.00	-14,800.00
Marketing			
Memberships			
ATIA/Travel Alaska	240.00	400.00	-160.00
DTN Travel Juneau	400.00	400.00	0.00
Total Memberships	640.00	800.00	-160.00
Online			
GVA Website	441.82	1,000.00	-558.18
Promotional Video	10,000.00	0.00	10,000.00
Social Media	0.00	500.00	-500.00
Total Online	10,441.82	1,500.00	8,941.82
Print / Digital Media			
Alaska Magazine ads	0.00	3,616.00	-3,616.00
Brochure	150.00	1,800.00	-1,650.00
Large Map	236.90	0.00	236.90
Print / Digital Media - Other	150.00	0.00	150.00
Total Print / Digital Media	536.90	5,416.00	-4,879.10
Total Marketing	<u>11,618.72</u>	<u>7,716.00</u>	<u>3,902.72</u>
Total Expense	11,618.72	27,200.00	-15,581.28
Net Ordinary Income	<u>15,681.28</u>	<u>2,000.00</u>	<u>13,681.28</u>
Net Income	<u><u>15,681.28</u></u>	<u><u>2,000.00</u></u>	<u><u>13,681.28</u></u>

Gustavus Visitors Association

Balance Sheet

As of November 14, 2024

11/14/24

Accrual Basis

	<u>Nov 14, 24</u>
ASSETS	
Current Assets	
Checking/Savings	
FNBA	56,977.19
Total Checking/Savings	<u>56,977.19</u>
Accounts Receivable	
Accounts Receivable	-25.00
Total Accounts Receivable	<u>-25.00</u>
Other Current Assets	
Covid Related Expenses	-10,030.00
Total Other Current Assets	<u>-10,030.00</u>
Total Current Assets	46,922.19
Fixed Assets	
Laptop	1,199.98
Total Fixed Assets	<u>1,199.98</u>
TOTAL ASSETS	<u>48,122.17</u>
LIABILITIES & EQUITY	
Equity	
Opening Bal Equity	5,076.16
Retained Earnings	27,364.73
Net Income	15,681.28
Total Equity	<u>48,122.17</u>
TOTAL LIABILITIES & EQUITY	<u>48,122.17</u>