



Gustavus Visitors Association Year End & Progress Report August 8, 2021

City Of Gustavus Reports Due:

February, May, August & November

This report reflects activities within the Gustavus Visitors Association between August 2020 and August 2021. With projected goals and objectives for 2022.

Packet Includes:

- Progress Report
- Profit & Loss vs Actual July 2020 through June 2021
- Balance Sheet as of June 30, 2021
- FY22 Proposed Budget

Gustavus Visitors Association Board of Directors:

Robynn Jones – President

Leah Okin – 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:

Leah Okin – Marketing Lead

Open position – Marketing Coordinator

Emily Herman – Administrator

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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 501(c)(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. Due to the COVID -19 Pandemic, partial funding may need to come from the City's Reserve and possibly from any remaining funds from the CARES Act.

Membership

No dues were collected for 2021 due to the COVID -19 Pandemic. The next membership drive for 2022 will commence in November of 2021. Therefore GVA will have no funding derived by membership dues until February 2022.

Completed to task 2021

- Distributed 'Gustavus News Bulletin' for community and business information answering frequently asked questions in town.
- GVA Board of Directors Elections via SurveyMonkey.
- Updated Alaska Division of Corporations Domestic NonProfit Biennial Report.
- Change of officials State update of board and positions.
- Aramark/Glacier Bay Lodge communication to build relationships between Gustavus & Glacier Bay Lodge.
- Attended Alaska Travel Industry Association webinars.
- Alaska Airlines "Go Big. Go Alaska." Promotion
- Ads were posted on GVA's Instagram and Facebook pages and Stories.
- Instagram and Facebook presence maintained with Images

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- Updated Google My Business information.
- Google Ad launched- our budget is one factor in determining how often our ad will be seen. Currently we are at \$8/day
- Many more additional business listings added to the GVA website
- Gustavus Historical Archives and Antiquities added to the website
- Links to Jim Mackovjak's book 'Hope and Hard Work' added to the website.
- Promotional Gustavus video added to the website.
- Maintaining GVA Events Calendar for both Visitors and the local community.
- Maintained COVID-19 information on the GVA website.
- Responding to Email inquiries
- Responding to Facebook questions
- Mailing out maps and brochures
- Assisted 4th of July advertising of events
- Search Engine Optimization upgrades on every page of the GVA website.
- New Linktr.ee link added to Instagram/FB for 'simpler' access to GVA website.
linktr.ee/Gustavus_Visitors_Association
- Added 'Suggested Itineraries' page to the website to encourage visitors to stay longer in Gustavus by highlighting the 'Things to do' <https://www.gustavusak.com/suggested-itineraries/>
- Maintained ads in publications both print and digital-
 - The Alaska Magazine
 - The Mile Post
 - Outside Magazine
 - Maintained marketing and memberships-
 - Southeast Alaska Tourism Council (SATC)
 - Travel Alaska
 - Alaska Travel Industry Association (ATIA)

ATIA TRAVEL PLANNER AD



Covid Safe Federal Grant.

In June 2021 there was a very short notice of a large federal grant opportunity. The GVA was given one weekend from hearing about this opportunity to the submission deadline. After 2 days and the most part of two nights writing this grant proposal we submitted our best effort. Part of the stipulation of this grant if awarded was that the money needed to be spent within one month of it being awarded. The GVA was both relieved and disappointed at being turned down. Spending the money wisely in a short period of time would have proven challenging; however, having a large amount of money to promote Gustavus would have been helpful. Most all communities in the region had some level of grant funding resources that went their way - except Skagway, Gustavus, Petersburg and Wrangell.

Thankfully – Southeast Alaska Tourism Council (SATC) was awarded the grant with the intent on assisting outlining communities.

Southeast Conference is primarily focused on regional messaging and will funnel the resulting traffic toward the SATC website (which will also get looked at for any needs and be the primary host for content. SE Conference will also direct resources toward the development of photo and video content for Skagway, Gustavus, Petersburg and Wrangell - as well as being sure AMHS is in the picture as well. The materials they intend to create will hold value for the entire region for years to come.

SATC organized three individuals: a coordination, a photographer and a video / drone person to come to Gustavus for one day to capture as much material and content as possible that we (Gustavus and the GVA) will have full rights to use. Natalie Vaz and Hillery Lesh took them around and did an amazing job in a short amount of time and obtained a great deal of footage.

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Measurable Return of Investments

Google Analytics based on the GVA website results

Targeting independent travelers, independent traveling families, adventure seekers and those looking for wide open spaces.

This 3rd quarter shows that clicks to the GVA Website have doubled since the last quarter. You may look at the last quarterly report for comparrrison.

Source / Medium ?	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	10,858 % of Total: 100.00% (10,858)	10,653 % of Total: 100.02% (10,651)	14,539 % of Total: 100.00% (14,539)	55.48% Avg for View: 55.48% (0.00%)	2.60 Avg for View: 2.60 (0.00%)	00:02:50 Avg for View: 00:02:50 (0.00%)
1. google / organic	7,170 (64.18%)	6,906 (64.83%)	9,700 (66.72%)	53.90%	2.63	00:03:00
2. (direct) / (none)	2,198 (19.68%)	2,189 (20.55%)	2,526 (17.37%)	71.50%	2.09	00:01:53
3. bottraffic459.xyz / referral	364 (3.26%)	295 (2.77%)	400 (2.75%)	0.25%	3.00	00:00:06
4. bing / organic	341 (3.05%)	311 (2.92%)	498 (3.43%)	44.18%	3.17	00:03:53
5. visitglacierbay.com / referral	155 (1.39%)	125 (1.17%)	237 (1.63%)	39.24%	4.55	00:06:05
6. baidu / organic	150 (1.34%)	145 (1.36%)	150 (1.03%)	100.00%	1.00	00:00:00
7. yahoo / organic	133 (1.19%)	126 (1.18%)	170 (1.17%)	47.06%	2.87	00:03:36
8. duckduckgo / organic	123 (1.10%)	117 (1.10%)	167 (1.15%)	52.10%	2.47	00:02:40
9. experience.arcgis.com / referral	73 (0.65%)	56 (0.53%)	79 (0.54%)	91.14%	1.43	00:00:49
10. nps.gov / referral	72 (0.64%)	56 (0.53%)	98 (0.67%)	54.08%	2.82	00:03:49

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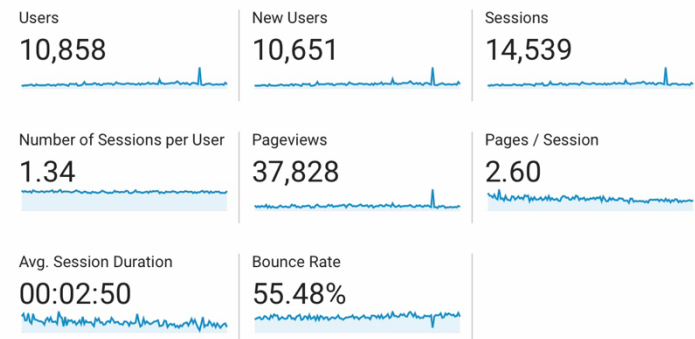
Page ?		Pageviews ?	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?	% Exit ?
		37,828 % of Total: 100.00% (37,828)	29,944 % of Total: 100.00% (29,944)	00:01:46 Avg for View: 00:01:46 (0.00%)	14,539 % of Total: 100.00% (14,539)	55.48% Avg for View: 55.48% (0.00%)	38.43% Avg for View: 38.43% (0.00%)
1. /		7,314 (19.33%)	5,251 (17.54%)	00:01:07	4,976 (34.23%)	40.41%	39.91%
2. /places-to-stay/		2,880 (7.61%)	1,700 (5.68%)	00:01:44	363 (2.50%)	51.52%	24.76%
3. /ferry-service		2,633 (6.96%)	2,196 (7.33%)	00:03:24	1,952 (13.43%)	69.47%	66.69%
4. /request-a-map/		1,498 (3.96%)	1,263 (4.22%)	00:02:35	189 (1.30%)	76.72%	49.67%
5. /getting-to-gustavus/		1,454 (3.84%)	1,207 (4.03%)	00:01:40	513 (3.53%)	50.49%	38.72%
6. /accommodations/		1,360 (3.60%)	674 (2.25%)	00:00:54	491 (3.38%)	24.44%	15.51%
7. /dining/		1,077 (2.85%)	828 (2.77%)	00:01:17	257 (1.77%)	58.75%	31.94%
8. /transportation		951 (2.51%)	789 (2.63%)	00:01:44	417 (2.87%)	59.47%	42.27%
9. /covid-19-bulletin/		764 (2.02%)	649 (2.17%)	00:04:09	364 (2.50%)	87.09%	64.27%
10. /glacier-bay-national-park/		640 (1.69%)	485 (1.62%)	00:01:46	59 (0.41%)	62.71%	26.25%

Show rows: 10 Go to: 1 1 - 10 of 321

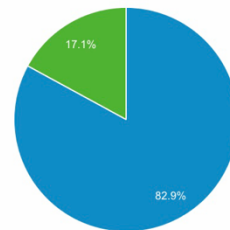
Overview

Users VS. Select a metric

Hourly Day Week Month



New Visitor Returning Visitor



Duration

00:02:35
w: 00:02:35 (0.00%)

00:02:43

00:00:09

00:01:24

00:00:51

00:02:19

00:02:54

00:01:57

00:01:01

00:00:07

00:01:20

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GVA Goals and objectives for the remainder of 2021.

- Continue conversations with businesses regarding the proposed increase in City bed tax
- Encourage all businesses to link GVA's website to theirs
- Encourage all businesses to use consistent language on their websites to optimize search engines
- Engage and build neighbor communities marketing links
- Membership drive
- Map & brochure update

Strategic Initiative Tasks

1. Retain memberships/advertising with the following:
 - Alaska Travel Industry Association (ATIA)
 - Travel Juneau (formerly the Juneau Convention and Visitors Bureau) • Alaska Travel Publication
 - Southeast Alaska Tourism Council- Alaska's Inside Passage (SATC)
 - Alaska Airlines Magazine
 - Alaska Magazine
 - The Milepost
 - KTOO radio program • Social Media
2. Work with the City of Gustavus (CoG) for past and future retail tax, bed tax and fish box tax numbers to build a model to measure our marketing efforts.
3. Coordinate online marketing around the Cedar Group May 2020 Strategic Plan Report recommendations.
4. Maintain and update website pages in conjunction with contracted web design professional.
5. Create a page on the website providing a link to pertinent public information.
6. Collaborate with businesses in connecting all social media, Google, Trip Advisor and Yelp links back to the GVA website for greater exposure.
7. Contract a search engine specialist to increase search engine levels on the internet.
8. Create a "Yelp My Business" listing (this is a marketing task carried over from FY21 Marketing Plan).
9. Add the GVA Trip Advisor and visitor reviews to the GVA website (this is a marketing task carried over from FY21 Marketing Plan).
10. Manage a "Google My Business" profile to connect with potential visitors, post pictures and a community blog.
11. Research favored magazines by target audience and place ads in them.
12. Research top visited websites related to target market and place ads in them.
13. Maintain social media sites.
14. Update and distribute a current brochure and map.
15. Gather data from local businesses regarding where visitors come from.
16. Continue a discussion with members/ businesses to determine if they would be willing to pre-book activities for visitors. Adding more activities to their visit will increase length of stay.
17. Put together a database of client profile, length of stay, how they heard about Gustavus, what did they do?
18. Update and maintain informational signage at ferry dock.

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Conclusion

Gustavus saw a huge increase in independent travelers this 2021 summer season. Many of whom were Alaskans traveling within state. Building on this opportunity the focus of marketing will be to continue this engagement.