

## **Gustavus Visitors Association June 5, 2025**

### **Quarterly Report**

#### **City of Gustavus Quarterly reports due:**

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.

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.

**This report reflects activities within the GVA from March through May 2025 and projected goals and objectives for June through August 2025.**

#### **Packet Includes:**

- Quarterly Progress  
Financials will be coming.

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

President: Leah Okin  
Vice President: open seat  
Secretary: Cam Cacioppo  
Treasurer: Hillery Lesh  
Director: Curtis Linblom  
Director: Natalie Vaz

**Employed Positions:**

Administrator: Noel Farevaag  
Marketing Coordinator: Leah Okin  
Marketing Technician: open position:  
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.

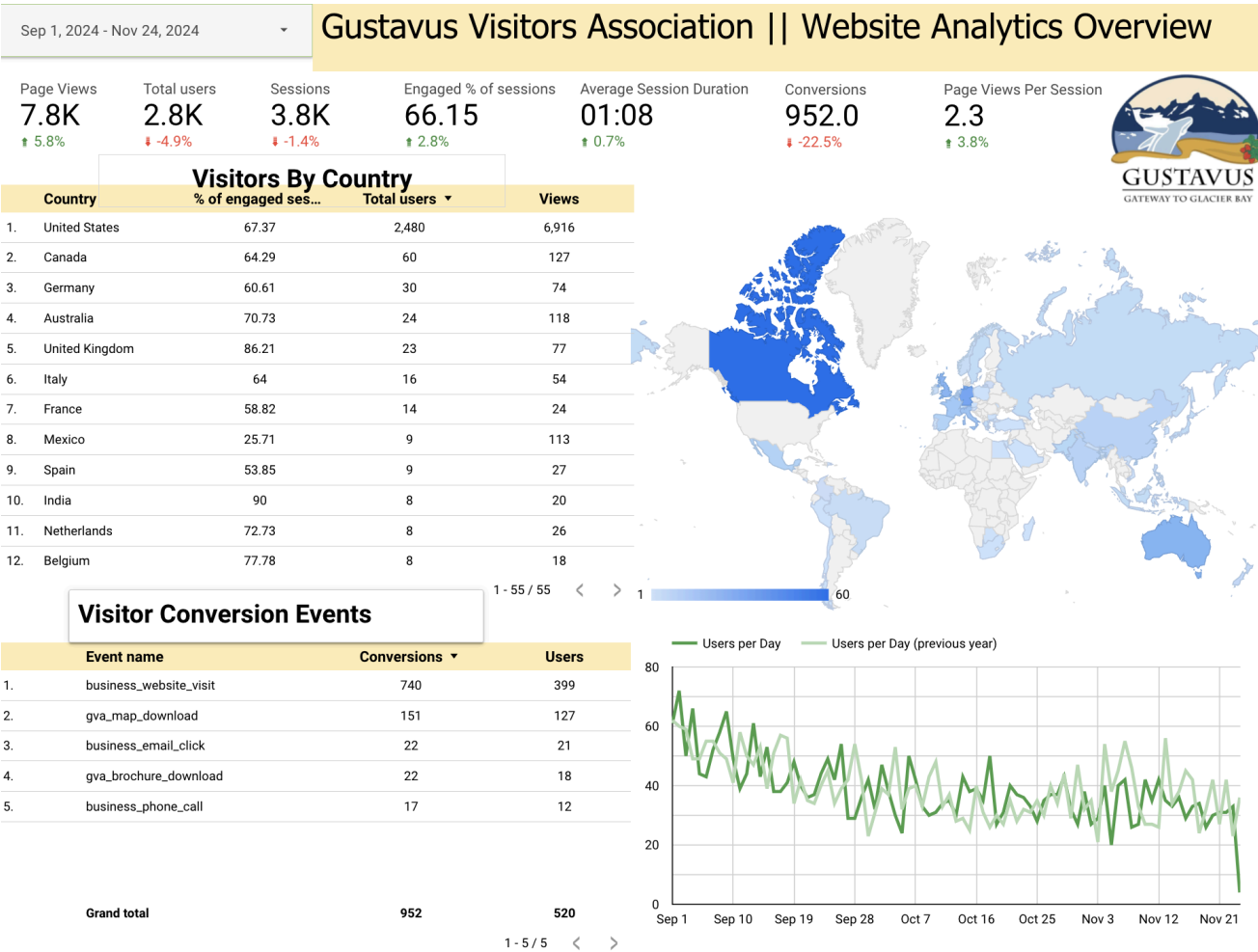


# Analytics of GVA Website

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

Report shows up to November 24th

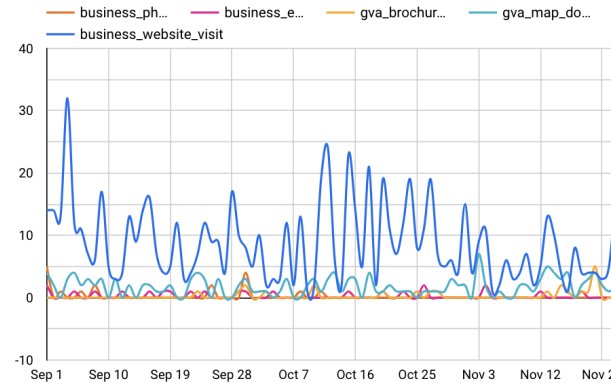
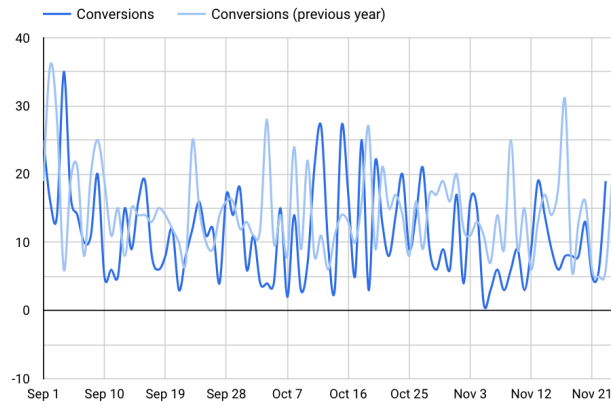
[View the live and interactive report here](#)



- 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% ↓

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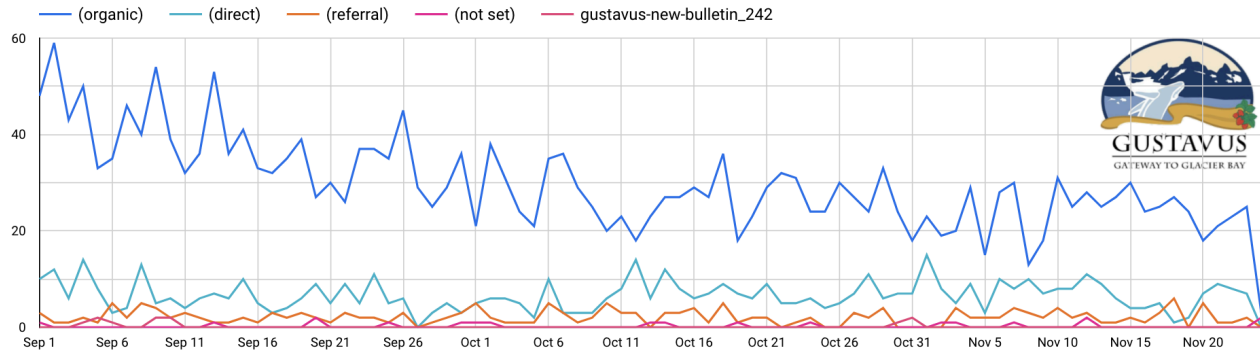
	Business Display Name	# of Users ⓘ ▼	Conversions ⓘ ▼
1.	(not set)	136	173
2.	ferry service	64	69
3.	annie mae lodge	48	62
4.	alaska seaplanes	53	55
5.	cottonwood lodge cabin rentals	39	53
6.	bear track inn	46	50
7.	blue heron bb and cabin rentals	26	32
8.	alaska airlines	27	27
9.	glacier bay lodge&aramark	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.

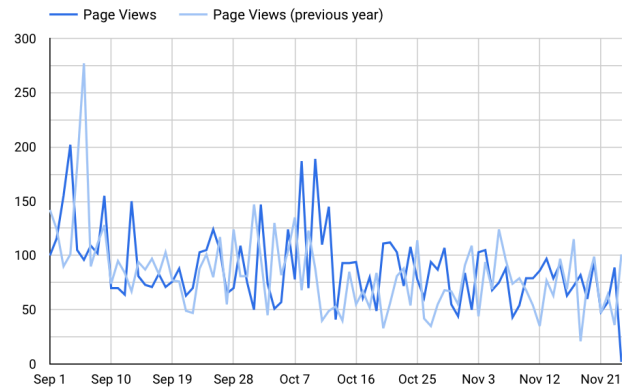
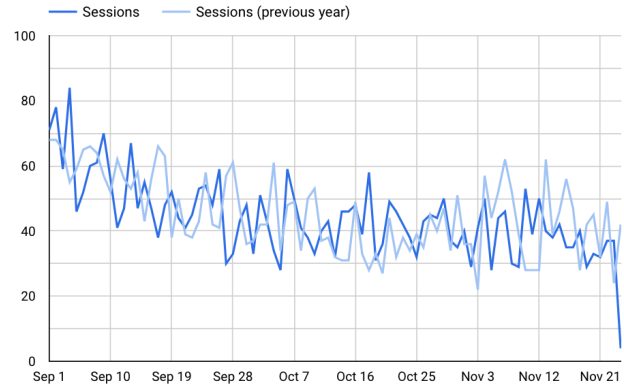
Sep 1, 2024 - Nov 24, 2024



## 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.



## Goals and Objectives for June through August 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

The GVA is transitioning and looking for new board members and staff to join the GVA. This spring has been a stand still in our mission and we look forward to connecting with all of the visitor related business to find out how we may build and grow together. The GVA exists for the betterment of Gustavus, the future of our children and we welcome your voices.