



Gustavus Visitors Association

November 2021 Forth Quarterly Report

City of Gustavus Quarterly 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 GVA from August through October 2021 and projected goals and objectives for November through January 2022.

Packet Includes:

- Profit & Loss Budget Vs Actual
- Balance Sheet
- Progress Report

GVA Board Members:

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

Employed Positions:

Administrator: Emily Herman
Marketing Coordinator: Brittney Canamore
Marketing Technician: Brian Taylor

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 StructureNon-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. Due to the Covid-19 pandemic, the GVA received a reduced portion of the city's bed tax based on the prediction of a reduced bed tax income in the 2021 summer season.

Membership

The membership drive began November 1, 2021 and will end November 31, 2021. Revenue generated by the membership drive will be known by the end of December 2021

Change of positions

Robynn Jones stepped down from the position of President

Leah Okin stepped down from the position of Marketing Lead and Vice President

Nina Zarate stepped down from the position of Marketing Coordinator

New positions – voted in by the GVA Board of Directors

Leah Okin was voted in as President

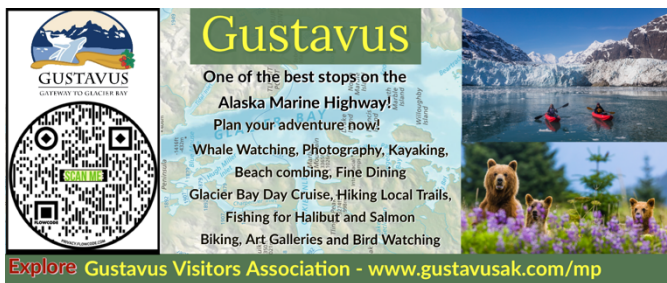
Robynn Jones was voted in as Vice President

Brittney Canamore was hired by the BOD into the position of Marketing Coordinator

Brian Taylor was hired by the BOD into the position of Marketing Technician.

Completed to task this quarter

- Distributed 'Gustavus News Bulletin' for community and business information answering frequently asked questions in town.
- Maintaining the Gustavus Calendar of events on the GVA website as a one stop location where all Gustavus events may be viewed by visitors and the community
- Change of officials State update of board and positions.
- Drafted out the 2022 map and brochure with road name changes to be inline with the City map of official road names. Updated business listings and trails on the map.
- Individual consultation with Travel Juneau to look at enhancing Gustavus's presence on the Travel Juneau website viewed internationally
- Individual consultation with Travel Alaska and Alaska Travel Industry Association looking at opportunities to extend our reach to our target audiences.
- Instagram and Facebook consistent posts and video clips have resulted in increased engagement and visitor interest.
- Board of Directors agreement to be 'a' voice for the accommodations in the discussion of proposed increase to the city bed tax.
- Membership drive letter created and emailed
- Membership online credit card and Paypal options created to make membership payments simpler.
- Maintained marketing and memberships.
 - Southeast Alaska Tourism Council (SATC)
 - Travel Alaska
 - Alaska Travel Industry Association (ATIA)
 - Travel Juneau
- Placed an Ad in The Mile Post.



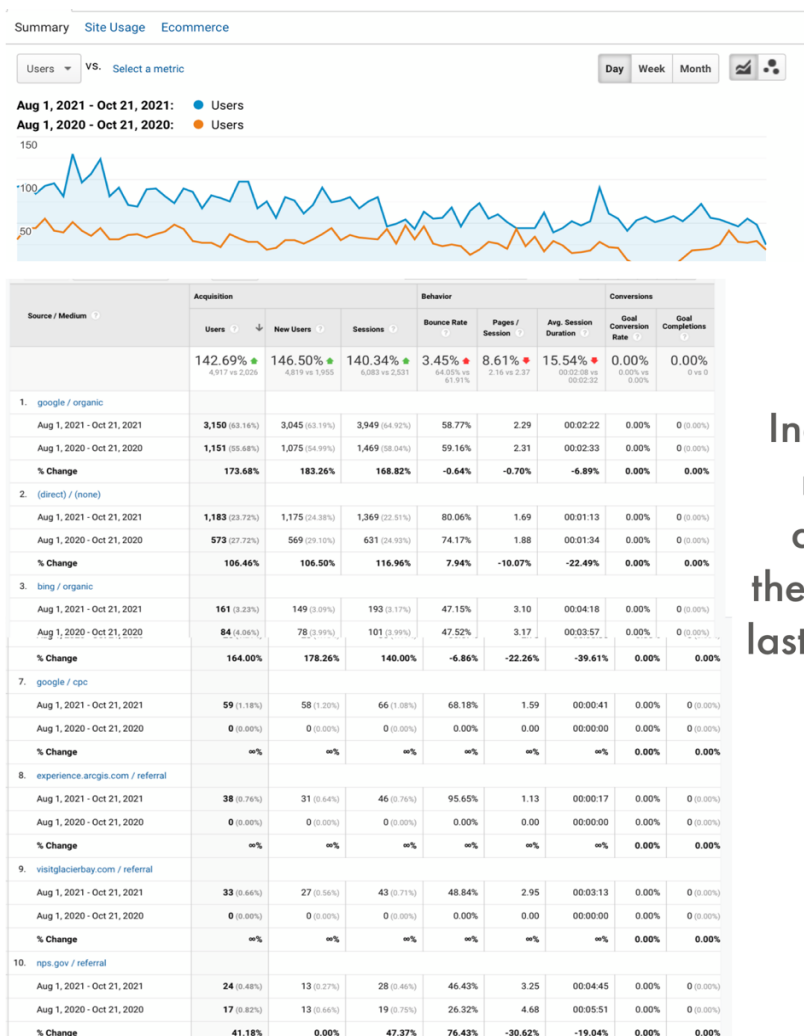
- Individual URL's placed in print ads were analyzed through Google Analytics for return on investment. Print ads resulted in a poor investment.
- Search engine optimization (SEO) continued maintenance on our website.
- Additional listings added to the website of:
 - Growley Bear accommodation and fishing
 - The Benches Cabin accommodation

➤ Glacier Bay Gutters

- Connected with KTOO looking at radio marketing opportunities throughout Alaska, both online and digital.
- Reached out to join the Virtual ATIA Alaska Travel show
- Identified a possible International Travel Show in Canada that includes online web banner, social media and targeted email campaign.
- Continued the position of Featured listing on Travel Juneau's nearby communities

<https://www.traveljuneau.com/plan-your-trip/nearby-communities/>

Google Analytics based on GVA website results for Fourth quarter August through October 2021



Blue line is
2021
increase
from
Orange line
2020

Increased click
rate almost
double from
the same months
last year. Bounce
rate needs
improving.

What is a Bounce rate?

Bounce rates are calculated when someone visits a single page on your website and does nothing on the page before leaving. More specifically, a website's bounce rate measures how many visitors leave a page without performing a specific action, such as buying something, filling out a form, or clicking on a link.

A site's bounce rate is important because it tells you how well people are — or more importantly, aren't — engaging with a webpage's content or user experience.

An optimal bounce rate would be in the 26% to 40% range.

Landing Page	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
	140.46% 6,086 vs 2,531	2.57% 79.23% vs 77.24%	146.65% 4,822 vs 1,955	3.42% 64.03% vs 61.91%	8.60% 2.16 vs 2.37	15.29% 00:02:08 vs 00:02:32
1. /						
Aug 1, 2021 - Oct 21, 2021	2,105 (34.59%)	80.90%	1,703 (35.32%)	53.68%	2.69	00:02:45
Aug 1, 2020 - Oct 21, 2020	1,047 (41.37%)	82.43%	863 (44.14%)	49.86%	2.87	00:02:56
% Change	101.05%	-1.85%	97.33%	7.67%	-6.31%	-6.13%
2. /ferry-service						
Aug 1, 2021 - Oct 21, 2021	687 (11.29%)	77.87%	535 (11.09%)	71.91%	1.68	00:01:37
Aug 1, 2020 - Oct 21, 2020	199 (7.86%)	86.43%	172 (8.80%)	77.39%	1.60	00:01:53
% Change	245.23%	-9.90%	211.05%	-7.08%	4.84%	-14.00%
3. /getting-to-gustavus/						
Aug 1, 2021 - Oct 21, 2021	301 (4.95%)	78.74%	237 (4.91%)	53.49%	2.18	00:02:16
Aug 1, 2020 - Oct 21, 2020	46 (1.82%)	73.91%	34 (1.74%)	71.74%	1.93	00:01:39
% Change	554.35%	6.53%	597.06%	-25.44%	12.47%	38.36%
4. /gustavus-airfield/						
Aug 1, 2021 - Oct 21, 2021	137 (2.25%)	91.24%	125 (2.59%)	49.64%	2.40	00:01:23
Aug 1, 2020 - Oct 21, 2020	73 (2.88%)	90.41%	66 (3.38%)	52.05%	2.45	00:02:08
% Change	87.67%	0.92%	89.39%	-4.65%	-2.06%	-34.87%
5. /places-to-stay/						
Aug 1, 2021 - Oct 21, 2021	136 (2.23%)	58.09%	79 (1.64%)	55.15%	2.87	00:05:35
Aug 1, 2020 - Oct 21, 2020	40 (1.58%)	40.00%	16 (0.82%)	60.00%	3.10	00:04:10
% Change	240.00%	45.22%	393.75%	-8.09%	-7.50%	34.08%
6. /accommodations/						
Aug 1, 2021 - Oct 21, 2021	134 (2.20%)	77.61%	104 (2.16%)	36.57%	4.27	00:05:00
Aug 1, 2020 - Oct 21, 2020	41 (1.62%)	85.37%	35 (1.79%)	43.90%	3.78	00:05:22
% Change	226.83%	-9.08%	197.14%	-16.71%	12.91%	-6.82%
7. /gustavus-gallery/						
Aug 1, 2021 - Oct 21, 2021	127 (2.09%)	90.55%	115 (2.38%)	57.48%	2.06	00:01:18
Aug 1, 2020 - Oct 21, 2020	40 (1.58%)	85.00%	34 (1.74%)	42.50%	2.62	00:02:47
8. /dining/						
Aug 1, 2021 - Oct 21, 2021	112 (1.84%)	72.32%	81 (1.68%)	68.75%	1.88	00:02:06
Aug 1, 2020 - Oct 21, 2020	16 (0.63%)	68.75%	11 (0.56%)	81.25%	1.69	00:00:41
% Change	600.00%	5.19%	636.36%	-15.38%	11.64%	205.38%
9. /glacier-bay-day-boat						
Aug 1, 2021 - Oct 21, 2021	112 (1.84%)	84.82%	95 (1.97%)	75.00%	1.62	00:02:03
Aug 1, 2020 - Oct 21, 2020	0 (0.00%)	0.00%	0 (0.00%)	0.00%	0.00	00:00:00
% Change	∞%	∞%	∞%	∞%	∞%	∞%
10. /covid-19-bulletin/						
Aug 1, 2021 - Oct 21, 2021	110 (1.81%)	77.27%	85 (1.76%)	83.64%	1.34	00:00:54
Aug 1, 2020 - Oct 21, 2020	0 (0.00%)	0.00%	0 (0.00%)	0.00%	0.00	00:00:00

Landing pages show what pages the user first navigates to. In the top position is the home page and then the Ferry Service etc

Again the click rates have more than doubled in one year.

Country ?	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	142.74% ▲ 4,918 vs 2,026	146.55% ▲ 4,820 vs 1,955	140.38% ▲ 6,084 vs 2,531	3.43% ▼ 64.04% vs 61.91%	8.60% ▼ 2.16 vs 2.37	15.38% ▼ 00:02:08 vs 00:02:32
1. United States						
Aug 1, 2021 - Oct 21, 2021	3,735 (75.93%)	3,637 (75.46%)	4,836 (79.49%)	59.43%	2.33	00:02:28
Aug 1, 2020 - Oct 21, 2020	1,746 (86.18%)	1,677 (85.78%)	2,229 (88.07%)	60.12%	2.43	00:02:39
% Change	113.92%	116.88%	116.96%	-1.14%	-4.24%	-7.39%
2. China						
Aug 1, 2021 - Oct 21, 2021	533 (10.84%)	533 (11.06%)	533 (8.76%)	99.81%	1.00	<00:00:01
Aug 1, 2020 - Oct 21, 2020	95 (4.69%)	95 (4.86%)	95 (3.75%)	97.89%	1.04	00:00:20
% Change	461.05%	461.05%	461.05%	1.96%	-3.86%	-99.99%
3. India						
Aug 1, 2021 - Oct 21, 2021	75 (1.52%)	75 (1.56%)	81 (1.33%)	76.54%	1.44	00:00:46
Aug 1, 2020 - Oct 21, 2020	9 (0.44%)	8 (0.41%)	9 (0.36%)	33.33%	1.89	00:02:51
% Change	733.33%	837.50%	800.00%	129.63%	-23.53%	-72.88%
4. Indonesia						
Aug 1, 2021 - Oct 21, 2021	71 (1.44%)	71 (1.47%)	71 (1.17%)	98.59%	1.01	00:00:01
Aug 1, 2020 - Oct 21, 2020	0 (0.00%)	0 (0.00%)	0 (0.00%)	0.00%	0.00	00:00:00
% Change	∞%	∞%	∞%	∞%	∞%	∞%
5. Canada						
Aug 1, 2021 - Oct 21, 2021	60 (1.22%)	60 (1.24%)	62 (1.02%)	67.74%	2.11	00:01:08
Aug 1, 2020 - Oct 21, 2020	13 (0.64%)	13 (0.66%)	14 (0.55%)	64.29%	2.50	00:01:54
% Change	361.54%	361.54%	342.86%	5.38%	-15.48%	-40.57%
6. Mexico						
Aug 1, 2021 - Oct 21, 2021	46 (0.94%)	46 (0.95%)	47 (0.77%)	76.60%	1.55	00:00:36
Aug 1, 2020 - Oct 21, 2020	5 (0.25%)	5 (0.26%)	5 (0.20%)	20.00%	11.60	00:10:52
% Change	820.00%	820.00%	840.00%	282.98%	-86.61%	-94.48%
7. United Kingdom						
Aug 1, 2021 - Oct 21, 2021	37 (0.75%)	37 (0.77%)	58 (0.95%)	44.83%	3.09	00:04:36
Aug 1, 2020 - Oct 21, 2020	10 (0.49%)	9 (0.46%)	14 (0.55%)	64.29%	3.21	00:08:23
% Change	270.00%	311.11%	314.29%	-30.27%	-3.98%	-45.06%
8. Germany						
Aug 1, 2021 - Oct 21, 2021	31 (0.63%)	30 (0.62%)	39 (0.64%)	51.28%	2.85	00:04:00
Aug 1, 2020 - Oct 21, 2020	21 (1.04%)	21 (1.07%)	22 (0.87%)	50.00%	2.82	00:01:26

United States, Canada, England & Germany are the top nations to visit our site

Social Media Report

Instagram —

4th Quarter (July 28th - Oct 25th)

- Follower base grew by 40 accounts
- Majority (27.8%) based in Juneau followed by Anchorage (4.4%), Gustavus (2.5%), Hoonah (2.3%) and Hillsborough (1.1%)
- Majority Age of our followers is 35-44 years old, closely followed by 25-34 years old
- 64.4% of our followers are female and 35.6% are male
- Accounts reached = +78.7% more accounts compared to 3rd Quarter

Facebook —

- Follower base slightly decreased from 1,121 to 1,116

- Page Likes increased from 1035 to 1190

Goals for next Quarter:

- Increase out of Alaska follower base
- Increase interaction and follower base on Facebook
- Heavily promote Gustavus businesses that participate in membership drive
- Generate more “Reel” (short video) content that is compatible with Facebook
- Generate social media giveaways and/or contests (generates followers, increases visibility, and promotes supporting local businesses)

GVA Goals and Objectives for the November through January 2022

- Membership drive collection of emails, phone call follow ups
- Map and brochure draft to City Council prior to sending it to print.
- Follow up on business that received Covid grant money for website upgrades to find out how many businesses implemented change and if the analytics can measure the benefits to the changes made.
- Attract identified target audiences with consistent wording on all Gustavus businesses websites to improve Search Engine Optimization.
- Improve the branding of Gustavus
- Build on the Alaskan traveler marketing opportunities traveling within their own state.
- Build on Covid safe Communities Initiatives.
- Survey email to businesses to identify concerns and thoughts on the proposed City Bed Tax increase.
- Clearly define Campers/RV areas for visitors.
- Discuss ‘Fish Bowl’ surveys to find out more about target audiences.
- Generate a new Community News Bulletin.
- Photo Contest.
- Continue marketing opportunities in other countries for 2022.
- Continue marketing relationship / partner bridges between neighbor communities; KTOO, Juneau outlets, UnAlaska etc.

Conclusion

The focus in the last quarter was on the website; upgrading, adding listings, improving Search Engine Optimization (SEO), Adding images, making the site more engaging and informative. With the knowledge that all of our marketing efforts lead to website viewing therefore our website must represent Gustavus in a way that will appeal to our target audience. This will continue into this coming three months.

The focus however on this quarter will be the Membership drive, map and brochure completion. Marketing opportunities that will give us better return for our investments.

7:27 AM

10/25/21

Cash Basis

Gustavus Visitors Association
Profit & Loss Budget vs. Actual
 July through September 2021

	Jul - Sep 21	Budget	\$ Over Budget
Ordinary Income/Expense			
Income			
CityTax Revenue	30,000.00	30,000.00	0.00
Membership	0.00	4,300.00	-4,300.00
Total Income	30,000.00	34,300.00	-4,300.00
Gross Profit	30,000.00	34,300.00	-4,300.00
Expense			
Administration			
Postage	0.00	100.00	-100.00
Software	0.00	200.00	-200.00
Supplies	0.00	200.00	-200.00
Teleconference	0.00	180.00	-180.00
Total Administration	58.71	680.00	-621.29
Contractor Work			
Administrative	0.00	6,000.00	-6,000.00
Marketing Director	1,700.00	14,400.00	-12,700.00
Total Contractor Work	1,700.00	20,400.00	-18,700.00
Fees/Licenses	0.00	200.00	-200.00
Marketing			
Equipment	0.00	100.00	-100.00
Memberships			
ATIA/Travel Alaska	140.00	140.00	0.00
DTN Travel Juneau	0.00	400.00	-400.00
SE AK Tourism Council (SATC)	0.00	1,000.00	-1,000.00
Total Memberships	140.00	1,540.00	-1,400.00
Online			
GVA Website	0.00	3,000.00	-3,000.00
Social Media	0.00	500.00	-500.00
Total Online	0.00	3,500.00	-3,500.00
Print Media			
Alaska Airlines Magazine	0.00	1,000.00	-1,000.00
Alaska Magazine ads	0.00	1,000.00	-1,000.00
Brochure	0.00	1,200.00	-1,200.00
Milepost	0.00	1,000.00	-1,000.00
Total Print Media	0.00	4,200.00	-4,200.00

7:27 AM

10/25/21

Cash Basis

Gustavus Visitors Association
Profit & Loss Budget vs. Actual
July through September 2021

	Jul - Sep 21	Budget	\$ Over Budget
Marketing - Other	725.38	0.00	725.38
Total Marketing	865.38	9,340.00	-8,474.62
Total Expense	2,624.09	30,620.00	-27,995.91
Net Ordinary Income	27,375.91	3,680.00	23,695.91
Net Income	27,375.91	3,680.00	23,695.91

7:29 AM

10/25/21

Accrual Basis

Gustavus Visitors Association
Balance Sheet
As of September 30, 2021

	<u>Sep 30, 21</u>
ASSETS	
Current Assets	
Checking/Savings	
Denali Alaskan-Checking -	18.57
Denali Alaskan-Savings	5.00
FNBA	<u>41,439.74</u>
Total Checking/Savings	41,463.31
Accounts Receivable	
Accounts Receivable	<u>125.00</u>
Total Accounts Receivable	125.00
Other Current Assets	
Covid Related Expenses	<u>-10,030.00</u>
Total Other Current Assets	<u>-10,030.00</u>
Total Current Assets	31,558.31
Fixed Assets	
Laptop	<u>1,199.98</u>
Total Fixed Assets	<u>1,199.98</u>
TOTAL ASSETS	<u>32,758.29</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	<u>67.82</u>
Total Accounts Payable	<u>67.82</u>
Total Current Liabilities	<u>67.82</u>
Total Liabilities	67.82
Equity	
Opening Bal Equity	5,076.16
Retained Earnings	238.40
Net Income	<u>27,375.91</u>
Total Equity	<u>32,690.47</u>
TOTAL LIABILITIES & EQUITY	<u>32,758.29</u>