

Gustavus Visitors Association



GATEWAY TO GLACIER BAY
GUSTAVUS VISITORS ASSOCIATION
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FY27 Marketing Plan

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GUSTAVUS VISITORS ASSOCIATION

Gustavus is an incredibly special place, one that has cultivated a powerful connection with adventurers for over half a century. Southeast Alaska is a must-see and do destination and Gustavus is ideally situated in a beautiful wilderness and surrounded by Glacier Bay National Park. We excel in experience and hospitality in an increasingly competitive Alaska market. We continue to innovate while honoring the deeply rooted history, geography and singularity that has landed us prominently on the map. The travel and tourism sector are currently the driving force behind Gustavus's economy.

Mission Statement

The Gustavus Visitors Association's (GVA) primary mission is to enhance the economics of the City of Gustavus through tourism marketing that increases business revenue, tax revenue and creates jobs.

Target Audience

- New & returning independent travelers
- Independently traveling artists
- Independent adventure travelers
- Science & eco-oriented travelers
- Families traveling independently

Ongoing Marketing Goals

1. Bring Gustavus to the forefront as a destination to visit.
2. Increase the visitor length of stay.
3. Increase visitor spending in the Gustavus economy.
4. Build and support positive relationships with local vendors, businesses, and travel industry partners.
5. Market the character of this: wildlife packed & unique Alaskan experience
6. Hold a visitor industry event and gathering at a venue such as the Fireweed Gallery to exchange ideas of how Gustavus views the future of tourism in Gustavus.

Strategic Initiatives for Ongoing Marketing

1. **Increase** visibility and the average visitor “stay time” in Gustavus, through:
 - a. Increased global interest with the placement of marketing videos across all mediums of digital and social media.
 - b. Increasing visibility through website engagement.
 - c. Encouraging local tour companies and accommodations to develop multi-day activity packages.
2. **Develop** Targeted local business marketing by:
 - a. Show casing on a scheduled basis individual business through social media marketing.
 - b. Video & digital scheduled promotions
 - c. Promoting activities happening here in Gustavus across marketing platforms.
3. **Build** Partnerships and bridges with our neighboring communities by:
 - a. Creating itineraries around the Alaska Marine Highway system
 - b. Creating itineraries around neighboring community events
 - c. Welcome reciprocal progressive events from community to community of art, musicians, retreats and events of specific interest.
4. **Boost** and maintain positive relationships with local vendors, businesses, non -profit organizations and travel industry partners:
 - a. Creating value added incentives for businesses and non-profits to join GVA.
 - b. Maintaining and growing our travel industry contacts and associations to market Gustavus both regionally, nationally, and globally.
 - c. Working with the city and businesses to build a measurable financial model so we can fine tune our target marketing.
5. **Maintain** a Gustavus Community & Visitor Information Center by:

Keeping our website up to date with current events, neighborhood news, wildlife, and bird sightings as blog/social media posts.

Strategic Initiative Tasks

1. Retain memberships/advertising with the following:

- Create another video, utilizing the local personal audio interviews gathered by Frostline Studios.
- 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. Improve the visitor experience and SEO of our website by distributing it through a [Content Delivery Network](#) - (CDN - Likely Amazon's Cloudfront, or Cloudflare) This will improve page load speeds with the aim of earning us a passing score on Google's [Core Web Vitals](#), which have a sizable impact on search rankings (Because of the relatively low traffic on our site this will likely be very inexpensive and could possibly be free)

3. Continue to identify and implement [structured data](#) opportunities on our website for rich search results on search engines.

4. Implement [UTM URL parameters](#) in current and future print and web advertising campaigns for better analytics reporting. This will give us a more accurate measurement of the return on our ad spend so we can have better data on which to make our advertising decisions.

5. Identify goals and create measurement reporting for visitor "Conversions" on our website so we can better understand our user journey, improve analytics reporting, and generate individualized reports for our members to showcase the impact the GVA is having on their business. (ie. # of phone calls, clicks to their website, etc)

6. Update our home page to more effectively direct traffic towards our identified visitor goals, and measure conversion rates.

7. Further optimize business listings by removing duplicate data, fixing broken phone links, adding logos, updating images, etc.

8. Continue to methodically improve the quality of the content on pages across our website with content revisions and updates.

9. Construct and launch a "Local voices" blog section of the GVA website where we can showcase our wonderful community in more detail, publish content from local businesses, authors, artists, etc. This will include a monthly staff-written blog post, posts highlighting community events, as well as guest posts from local contributors and businesses.

10. Build a form to begin building an email list for increased marketing reach via direct emails. Send marketing emails to subscribers highlighting new and updated content, new blog posts, and community events.