

Gustavus Visitors Association March 1, 2025 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 December 2024 through February 2025
and projected goals and objectives for March through May 2025.**

Packet Includes:

- Quarterly Progress
- Profit & Loss vs Actual
- Balance Sheet

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
Member at large: open seat

Employed Positions:

Administrator: Noel Farevaag
Marketing Coordinator: Leah Okin
Marketing Technician: Brian Taylor - Transitioning away
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 – December, January & February


- ❖ 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. This bullet remains here as there have been aspects completed and there are still aspects ongoing with this project.



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 Tlingit, 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> Lorem Ipsum Mt. Crillon 12,727' 3740m 55 miles away</p>	<p>Mt. Bertha 10,158' 3096m 51 miles away</p>	<p>Lituya Mountain 11,923' 68 miles away</p>	<p>Mt. Salisbury 12,172' 3710m 67 miles away</p>	<p>Mt. Fairweather 15,325' 4671m 74 miles away</p>
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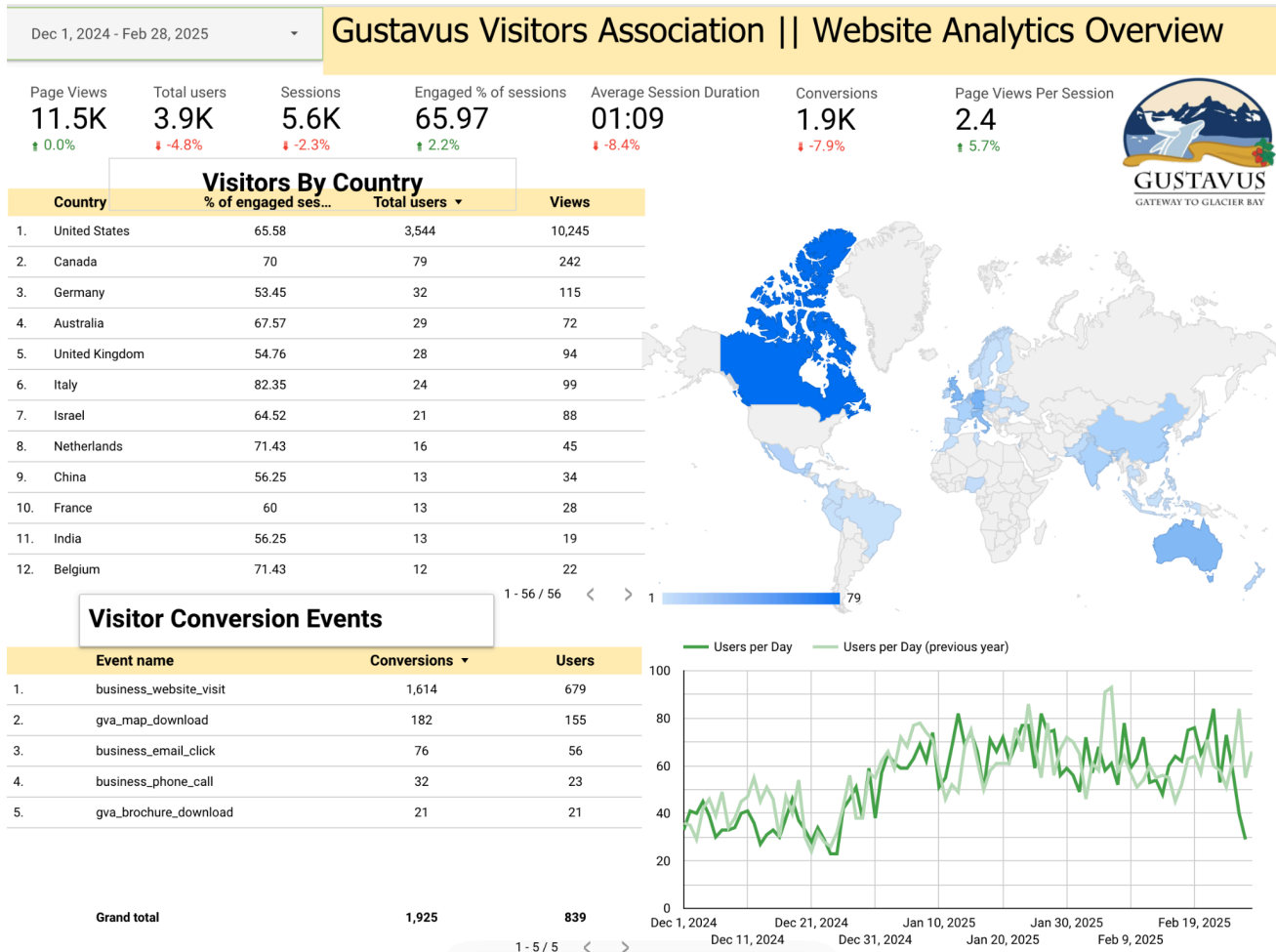


Analytics of GVA Website

Third quarter – December 1st 2024 through February 28th, 2025

Screen captures here show up to February 27th

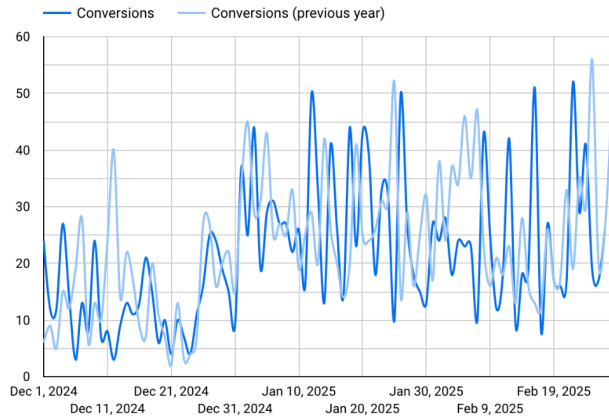
[View the live and interactive report here](#)



- Percentage change comparisons are against the same period in the prior year. Mostly we've seen activity that's in line with our normal, an uptick in visitor activity as we enter the new year.

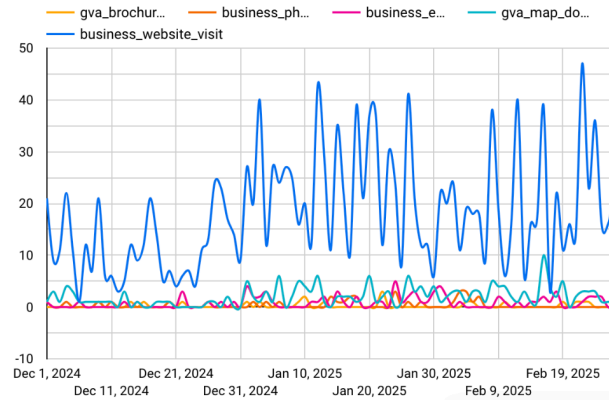
Dec 1, 2024 - Feb 28, 2025

Conversion Events



Event name	Total users	% Δ	Conversions	% Δ
1. business_website_visit	678	-25.2% ↓	1,611	-10.5% ↓
2. gva_map_download	155	-12.9% ↓	182	-1.6% ↓
3. business_email_click	56	80.6% ↑	76	123.5% ↑
4. business_phone_call	23	-28.1% ↓	32	-27.3% ↓
5. gva_brochure_downlo...	21	-4.5% ↓	21	-16.0% ↓

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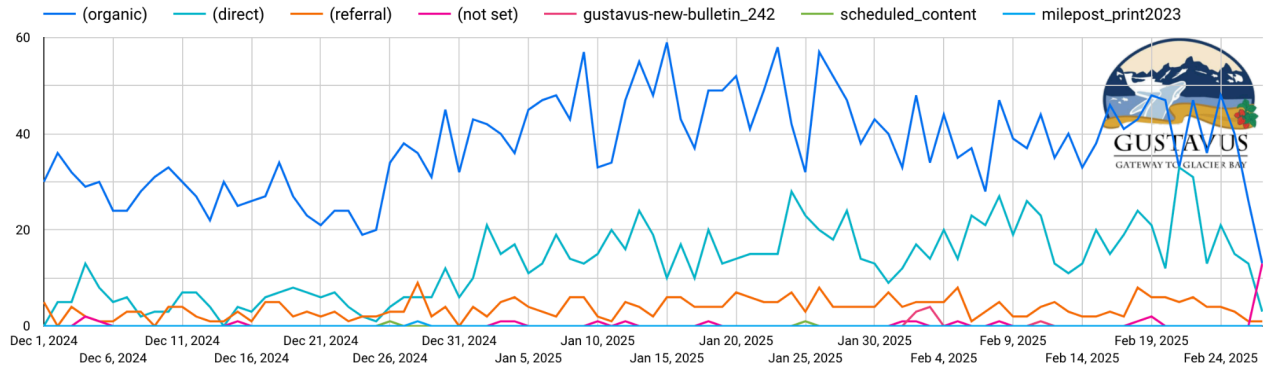
Business Display Name	# of Users	Conversions
1. (not set)	168	202
2. ferry service	116	138
3. alaska seaplanes	111	123
4. annie mae lodge	98	123
5. bear track inn	93	102
6. cottonwood lodge cabin rentals	75	98
7. blue heron bb and cabin rentals	54	68
8. glacier bay country inn	51	64
9. ward air	46	56
10. glacier bay lodgearamark	44	56
11. alaskan eagle house with a pond	36	53
12. blue bucket bb	41	50
13. hollywood farms rv park	39	50
14. glacier bay eagles nest lodge	38	46
15. alaska airlines	36	45
16. chinook lodge	40	43

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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.

Dec 1, 2024 - Feb 28, 2025

Traffic by Campaign and Medium



	Session medium	Session campaign	Session source	Total users	Sessions	% of engaged sessions	Conversions
1.	organic	(organic)	google	2,422	3,525	71.77	1,221
2.	(none)	(direct)	(direct)	1,081	1,238	41.76	242
3.	organic	(organic)	bing	127	197	77.66	121
4.	referral	(referral)	nps.gov	95	136	73.53	45
5.	organic	(organic)	yahoo	56	75	78.67	33
6.	organic	(organic)	duckduckgo	49	63	84.13	50
7.	referral	(referral)	visitglacierbay.com	41	51	86.27	35
8.	(not set)	(not set)	(not set)	26	27	0	39
9.	referral	(referral)	facebook.com	19	19	68.42	0
10.	referral	(referral)	zola.com	16	41	78.05	68
11.	referral	(referral)	tripadvisor.com	14	19	52.63	16
			Grand total	3,939	5,597	66.04	1,922

- Organic traffic continues to bring us most of our engaged site visitors.
- In a departure from the norm, visitors from NPS.gov were not our highest converting, but rather organic traffic from bing.com was.

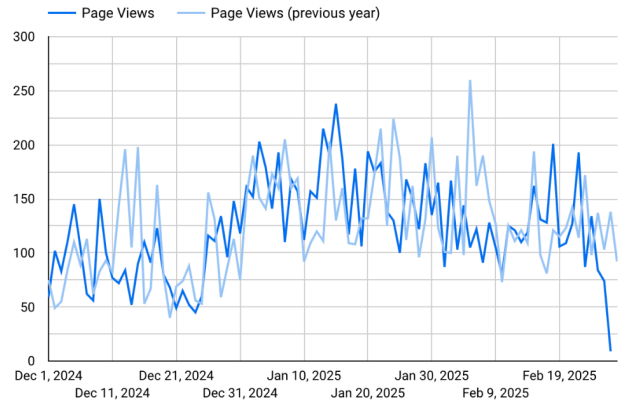
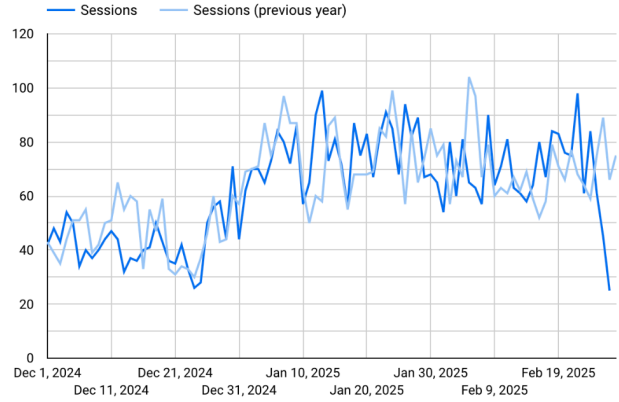
Dec 1, 2024 - Feb 28, 2025



Page Views

Page URL	Views	% Δ
1. /	1,474	-13.4% ↓
2. /getting-to-gustavus/ferry-service	1,408	41.1% ↑
3. /places-to-stay/	1,075	47.3% ↑
4. /plan-your-trip/getting-to-gustavus/	549	-13.9% ↓
5. /plan-your-trip/brochure-and-map/	532	-2.0% ↓
6. /transportation/	402	1,910.0% ↑
7. /accommodations/nagoonberry-cab...	285	955.6% ↑
8. /plan-your-trip/suggested-itineraries/	254	-12.4% ↓
9. /about-gustavus/the-city-of-gustavus/	227	15.2% ↑
10. /activities/glacier-bay-day-boat	221	-
11. /getting-around-gustavus/buds-rent...	200	11.7% ↑
12. /things-to-do/fishing-and-whale-wat...	190	46.2% ↑
13. /things-to-do/	162	-
14. /things-to-do/dining/	140	20.7% ↑
15. /plan-your-trip/getting-to-gustavus/f...	135	55.2% ↑
16. /about-gustavus/glacier-bay-nationa...	120	12.1% ↑
17. /plan-your-trip/	117	-9.3% ↓
18. /wagon-wheel-express	114	-
19. /activities/alaska-seaplanes	109	-
20. /local-community/events-calendar/	108	-
21. /accommodations/hollywood-farms...	107	-
22. /things-to-do/kayaking/	107	4.9% ↑
23. /faq/	98	0.0%
24. /local-community/gustavus-gallery/	98	-
25. /plan-your-trip/getting-around-gusta	98	-10.0% ↓

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- Viewed as an overall total, the number of page views is almost exactly flat compared to last year. However page views to our homepage are down considerably.
- This continues the trend we've been seeing where more folks are 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

Breakdown: Organic/ads ▾

All Reels Videos Live Posts Stories

Views **503**

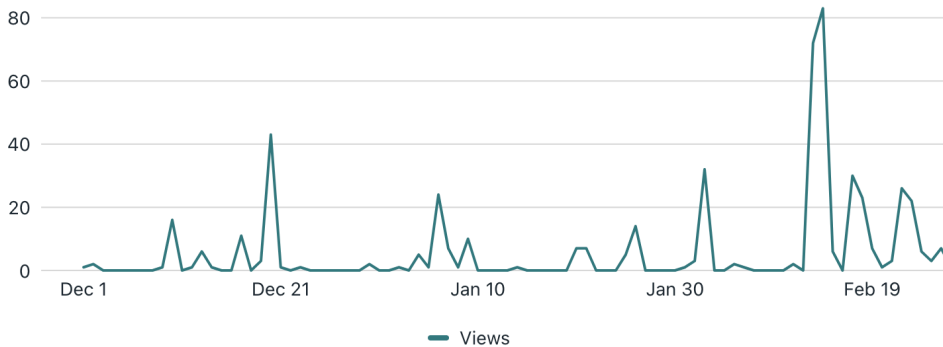
Reach **86** ↓ 31.2%

3-second views **7** ↑ 250%

1-minute views **0** 0%

Content interactions **3** 0%

Watch time **11m 14s** ↑ 2.5K%



Views breakdown

Dec 1, 2024 – Feb 27, 2025

Total **503**

From organic **100%**

From ads **0%**

 Top content by views

Boost content

See all content



No activity during this date range

Please select a different date range to see these insights.

Again our social results and presence were extremely limited in this quarter, with no posts on any social media platform. We continue to search for a new social media coordinator to fill this gap.

Goals and Objectives for March through May 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.
- ❖ 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 in Juneau and beyond
- ❖ Fish bowl surveys in B&B's to find out how our target audience finds Gustavus, how we may improve our marketing and how we may improve our visitor experience.
- ❖ Print map and brochure
- ❖ Advertise for new GVA Board members & marketing staff, the GVA will be looking for two new GVA Board members this quarter. One new Media Marketing person and one more marketing technician person.
- ❖ Participate in Tourism conferences and meetings hosted by ATIA & Travel Alaska
- ❖ Hold a Gustavus Visitor assembly at the Fireweed Gallery to find how the visitor related businesses and the community members of Gustavus envision the future of tourism in Gustavus.

Conclusion

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. 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 2024 through February 2025

	Jul '24 - Feb 25	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	8.18	50.00	-41.82
Software	102.99	1,500.00	-1,397.01
Supplies	75.50	134.00	-58.50
Total Administration	<u>186.67</u>	<u>4,684.00</u>	<u>-4,497.33</u>
Contractor Work			
Administrative	0.00	2,000.00	-2,000.00
Marketing Coordinator			
Social Media	0.00	2,000.00	-2,000.00
Technician	824.00	3,000.00	-2,176.00
Marketing Coordinator - Other	0.00	7,800.00	-7,800.00
Total Marketing Coordinator	<u>824.00</u>	<u>12,800.00</u>	<u>-11,976.00</u>
Total Contractor Work	<u>824.00</u>	<u>14,800.00</u>	<u>-13,976.00</u>
Fees/Licenses	-9.34	0.00	-9.34
Marketing			
Design	400.00	0.00	400.00
Memberships			
ATIA/Travel Alaska	540.00	400.00	140.00
DTN Travel Juneau	400.00	400.00	0.00
Total Memberships	<u>940.00</u>	<u>800.00</u>	<u>140.00</u>
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	<u>10,441.82</u>	<u>1,500.00</u>	<u>8,941.82</u>
Print / Digital Media			
Alaska Magazine ads	1,116.00	5,616.00	-4,500.00
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	<u>1,652.90</u>	<u>7,416.00</u>	<u>-5,763.10</u>
Marketing - Other	<u>383.16</u>	<u>0.00</u>	<u>383.16</u>
Total Marketing	<u>13,817.88</u>	<u>9,716.00</u>	<u>4,101.88</u>
Total Expense	<u>14,819.21</u>	<u>29,200.00</u>	<u>-14,380.79</u>
Net Ordinary Income	<u>12,480.79</u>	<u>0.00</u>	<u>12,480.79</u>
Net Income	<u>12,480.79</u>	<u>0.00</u>	<u>12,480.79</u>

Gustavus Visitors Association
FY26 Budget Proposal to City of Gustavus
July 2025 through June 2026

	Jul '25 - Jun 26
Ordinary Income/Expense	
Income	
CityTax Revenue	20,600.00
Membership	2,000.00
Total Income	22,600.00
Gross Profit	22,600.00
Expense	
Administration	
Postage	50.00
Software	1,500.00
Supplies	134.00
Total Administration	1,684.00
Contractor Work	
Administrative	2,000.00
Marketing Coordinator	10,800.00
Total Contractor Work	12,800.00
Marketing	
Design	400.00
Memberships	
ATIA/Travel Alaska	400.00
DTN Travel Juneau	400.00
Total Memberships	800.00
Online	
GVA Website	1,000.00
Social Media	500.00
Total Online	1,500.00
Print / Digital Media	
Alaska Magazine ads	3,616.00
Brochure	1,800.00
Total Print / Digital Media	5,416.00
Total Marketing	8,116.00
Total Expense	22,600.00
Net Ordinary Income	0.00
Net Income	0.00