



October 29, 2020
Caveat to October 29, 2020 Quarterly Report

Gustavus Visitors' Association Quarterly Report

Packet Includes:

- Progress Report
- Profit & Loss vs Actual
- Balance Sheet.

Gustavus Visitors Association Board of Directors:

Robynn Jones – Chair
Leah Okin – Co- Chair / Secretary
Trisha Dawson – Treasurer
Deb Woodruff – voting member at large
Natalie Vaz – voting member at large.

Employed positions:

Leah Okin – Marketing
Emily Herman – Administrator

GVA Organization's Mission:

GVA's primary mission is to enhance the economies of the City of Gustavus through tourism marketing that increases business revenue, tax revenue, and creates jobs.

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 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 membership dues, which contribute on average \$4000 a year to membership support services. Actual percentages of bed tax received from the City of Gustavus by the GVA is around 28%. Bed tax totals reflect about 33% of what visitor industry sales brings to the City, with beds, meals and tours being roughly equal in amounts per day. Fishing and custom charters cost almost double the average tour, therefore they are the highest value visitor, reflected mostly in sales tax revenue and fish box tax. The visitor industry supports up to 50% of the City's tax revenue in most years.

Membership dues were suspended through 2021. No dues were received for 2020 due to the hardship of economic status set upon the Gustavus Businesses due to the COVID -19 Pandemic. Dues will not be collected until January 2022. The membership drive for the next membership dues will commence in the fall of 2021. Therefore the GVA will have no funding derived by membership dues until February 2022.

Advertising / Marketing & Memberships

Everyone who has a business understands that advertising and marketing costs a great deal of money and takes a great deal of time to organize.

When you click on some of the links below you may find a few of our local businesses, however to advertise in the below website listings and publications costs far more than most small local businesses can afford.

Therefore it makes more sense for the local business to join the GVA, list their operations on the GVA site and have the GVA pay the astronomical cost of advertising and marketing for them.

GVA Membership costs will resume at roughly \$100 per year for a local business listing.

To list that local business in the below advertisement or Search Engine Optimization (SEO) and marketing avenues, would cost that same business \$1000.00's plus per **month** if they were to market independently.

CARES ACT USE:

Completed to task 2020

The GVA was allocated CARES ACT money to utilize for the economic recovery of the Gustavus Visitor Industry.

We have continued with the memberships and advertising partnerships previously made, however we have stepped up our game and placed ourselves in more visible profiles with each campaign. This higher level of profile placed at the right time and in the right view, will afford Gustavus a greater return on our investment. How much return, remains to be seen. We obviously can't compare next summer 2021 with previous years, tourism has been hit hard and it may take some time to recover.

Listening to market research being conducted by leading travel associations. The visitor industry is ready to book their travel destinations again, however instead of Africa Safaris, Egyptian pyramids or a river trip down the Amazon. Americans are looking closer to home to a 'safe' familiar destination, a place that has always been on their bucket list – Alaska. Although, that very large cruise ship is not sounding appealing just yet, maybe a smaller vessel and independent travel. It is time to get off the beaten path and visit some of those remote National Parks.

Glacier Bay National Park and Gustavus is the perfect destination for the traveler looking for a 'safe' destination. We just need to 'jump out' as they are thinking about where they would like to go.

The GVA marketing and advertising efforts are focused on doing just that – placing ourselves on the web and in the magazines to stand out.

Alaska Travel Industry Association (ATIA) – Inside Passage / Travel Alaska

ATIA-Alaska Travel Industry Association, Managed by DCCED <http://www.alaskatia.org>

GVA is a member of the ATIA, the state's leading industry organization for travel-related businesses and supporters. ATIA lobbies and advocates for state funding with a clear message that tourism is an Alaska resource and, like other industries in our state, is one to be managed for the benefit of all Alaskans. Investing in Alaska's destination marketing program provides a strong return on investment.

According to **Travel Alaska** web stat reports last FY (July 2019-June 2020) TravelAlaska.com had over 2.1 million visits to the website. 97% of that reach is at the national level.

<https://www.travelalaska.com/Destinations/Communities/Glacier-BayGustavus.aspx>

South East Alaska Tourism Council:

We **Upgraded** our membership to a **full** member at an annual cost of **\$1000**. allowing the GVA to have a full page listing with more details and images.

<https://www.alaskasinsidepassage.com/visiting-gustavus-alaska/>

Travel Juneau

Membership cost **upgraded** from Tier 2 to **Tier 4** at a cost of **\$400** enabling the GVA a higher level of advertisement and marketing.

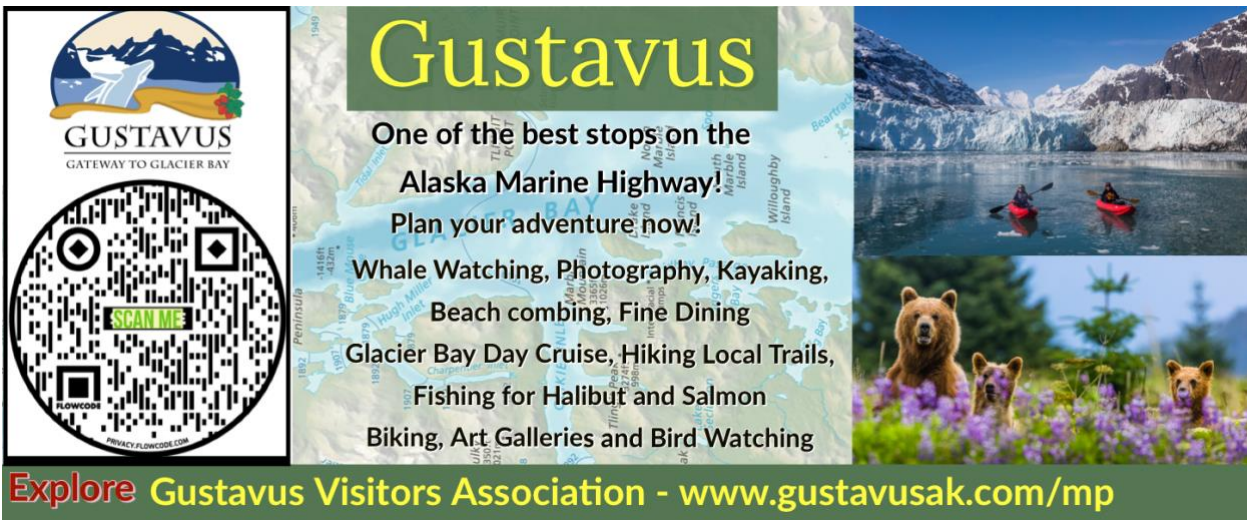
Advertisement and marketing **upgrade** to **Featured listing / Header image at a cost of \$1,050**. When you click on this site the first community to be featured is Gustavus with a full Header image and the first listing on their site.

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

The Mile Post:**\$1116. Annual Advertisement**

The Bible of North Country Travel. 98% of those who purchase this publication use it to travel to, and throughout, Alaska. The GVA upgraded our Advertisement and included a scannable code to use with all mobile phones and devices to take viewers directly to our website and the Gustavus business directory. Gustavus and Glacier Bay National Park has a full page listing in The Mile Post, the advertisement below is an additional advertisement that will direct viewers to more details.

There is also a quick link to a brief description on the mile post web listing. <https://themilepost.com/travel-directory/gustavus-visitor-association/>



Gustavus

One of the best stops on the
Alaska Marine Highway
Plan your adventure now!

Whale Watching, Photography, Kayaking,
Beach combing, Fine Dining
Glacier Bay Day Cruise, Hiking Local Trails,
Fishing for Halibut and Salmon
Biking, Art Galleries and Bird Watching

Explore Gustavus Visitors Association - www.gustavusak.com/mp

The Alaska Magazine:

Two month publications at a cost of **\$500** per publication

The Alaska Magazine has a monthly average of 82, 940 copies sold. 90% of subscribers reside in the lower 48 states.

Midwest – 24%

West – 36%

Southwest – 9%

Southeast – 17%

Northeast – 14%

Readers named 'The Alaska Magazine' the #1 research resource for Alaska trip planning.

Website upgrades:

Upgrading our website is a constant work in progress.

We have:

- Added many more businesses and will continue to add listings as we gather individual business profiles.
- Added a calendar of events with the hope to list all Gustavus events, meetings, local activities and happenings, so that both visitors and locals alike may view the calendar year round and see what is going on in Gustavus.
- Added images, content and structure to be more engaging with the audience.

To do:

- Add suggested itineraries to encourage visitors to stay longer
- Add Trip Advisor and Yelp testimonials and highlights of previous visitors
- Increase our SEO marketing and global out reach
- Target specific audiences identified by the Cedar Group marketing consultants

Gustavus Promotional Video.

Sean Neilson has been hired by the GVA to create a Gustavus Promotional video. This is in process.

Goals For 2021 / Marketing and Objectives:

- Contact Outside Magazine through ATIA marketing and place an advertisement
- Research Juneau Empire and Sound Publishing national campaign opportunities
- KTOO broadcasting
- Update map and brochure – print
- Join Virtual trade shows and events
- Blog posts for local businesses and information as well as summer time visitor blogs
- Reach out to magazine writers looking for articles to fill gaps in their publications

Conclusion:

We continue to promote Gustavus and Glacier Bay to visitors regionally, country wide, and globally. Our combined efforts, with the City of Gustavus, regional and statewide as a DMOs (Destination Marketing Organization), Glacier Bay National Park, and our tourism entities continue to promote our small unique community both through advertising and action items in our community is our highest priority. GVA has presence and control of site content on 6 different websites which includes 2 social media sites. All 6 sites need regular oversight and current upkeep.

