

Gustavus Visitors Association



GUSTAVUS

GATEWAY TO GLACIER BAY

GUSTAVUS VISITORS ASSOCIATION
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FY25 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
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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 maintain positive relationships with local vendors, businesses and travel industry partners.
5. Market the character of this: wildlife packed, unique Alaskan experience, and quite possibly, the friendliest community in North America

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** Gustavus Green initiatives by:
 - a. Revisit the analysis of Gustavus’s Carbon Footprint and place Gustavus as a model sustainable community.
 - b. Encourage Adventure Green Alaska to create a community category for those seeking environmentally friendly towns to visit. <https://www.adventuregreenalaska.org/>
 - c. Proudly promoting and displaying Gustavus’s Community Gardens and Award winning Recycling Center
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:

- 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. Continue the work of compiling and publishing our filmed and collected media content.

3. Continue building an email list for increased marketing reach via direct emails. Send occasional marketing emails to subscribers highlighting content, new blog posts, and community events.

4. Continue Implementing [UTM URL parameters](#) in advertising campaigns for better analytics reporting. This gives us a more accurate measurement of the effect of our ad spend so we can have better data on which to make our advertising decisions.

5. Continue refining our analytics reporting and custom reports that allow our members to see details of the impact the GVA is having on their business. (ie. # of phone calls, clicks to their website, etc)

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

7. Launch a blog section of the GVA website to showcase our wonderful community in more detail, publish content from local businesses, authors, artists, etc. This could include a monthly staff-written blog post, posts highlighting community events, as well as guest posts from local contributors and businesses.