



Gustavus Visitors Association March 1, 2024 Quarterly Report

City of Gustavus Quarterly reports due:

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.

December - fourth quarter - reflecting activities from- September, October & November.
Objectives for- December, January & February.

This report reflects activities within the GVA from November 2023 through February 2024 and
projected goals and objectives for March through May 2024.

Packet Includes:

- Quarterly Progress Report
- Profit & Loss vs Actual
- Balance Sheet
- FY25 Budget request
- FY25 Marketing Plan

Gustavus Visitors Association Board of Directors:

President: Leah Okin

Vice President: Robynn Jones

Secretary: Cam Cacioppo

Treasurer: Hillery Lesh

Director: Curtis Linblom

Director: Natalie Vaz

Employed Positions:

Administrator: Noel Farevaag

Marketing Coordinator: Leah Okin

Marketing Technician: Brian Taylor

Marketing Social Media: Trisha Dawson

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 – November, December, January & February. (February included due to a change in City reporting due dates)

- ❖ 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
- ❖ Maintained marketing and memberships.
 - Southeast Alaska Tourism Council (SATC)
 - Travel Alaska
 - Alaska Travel Industry Association (ATIA)
 - Travel Juneau
- ❖ Updated content on website listing to reflect 2024 operations.
- ❖ Maintained marketing listings in the Mile Post and the Alaska Magazine
- ❖ Continued discussions on the update of the content to the Beach kiosk. Contacted Wayne Howell and Kathy Hocker to discuss the content and placement of a poster with information of cultural significance, Sean Neilson is working on a poster photo image of the Fairweather Mountains, names, heights and distance from the view point, Contacted Jim Mackovjak about including a poster with the information about the name Gustavus and the name Strawberry Point, contacted Linda Parker about a poster with homesteader information and possible images.
- ❖ Continued the position of Featured listing on [Travel Juneau's nearby communities](#)
- ❖ Sent out a competition incentive for the public to submit wildlife video footage to complement the content of the Gustavus marketing films. We had good feedback and lots of videos.
- ❖ Sent off an Alaska Airlines survey to assist the City of Gustavus to collect data and an impact study on the reduced essential Airlines service of Alaska Airlines and the implications of a future terminated Alaska Airlines essential airlines service.
- ❖ Included in the above survey was information about the TSA requirement for a VSPO / Law enforcement officer to continue TSA service essential to the operations of the Alaska Airlines service into Gustavus. The survey did not ask the public to comment on their opinions of having a VSPO in Gustavus.
- ❖ Email outreach to the businesses and to the community informing of Nature Conservancy TNC lands conversations and status updates.

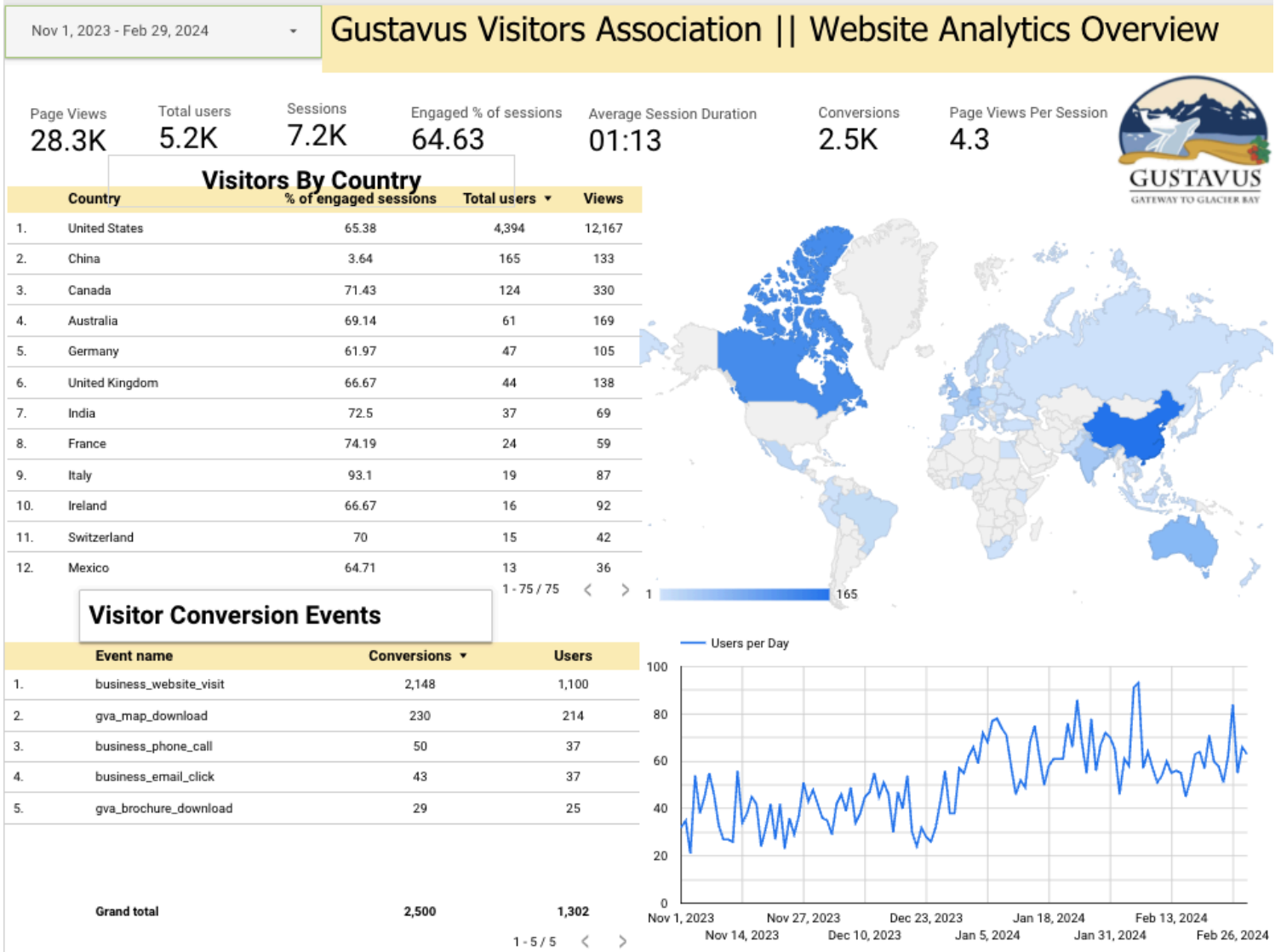
- ❖ Email and meetings to discuss and compile letters regarding the Xunaa Borough Incorporation Petition.
- ❖ Membership drive. – many members donated above and beyond the membership dues in support of the GVA's mission.
- ❖ **Site updates, fixes, and maintenance:**
 - Completed initial development of the individualized member reports for business members, which have launched with this year's membership drive.
 - Continued incremental improvements to Analytics and event tracking
 - Designed a template for blog content which lists relevant businesses from the blog post in its sidebar.

 - Scoped a project to implement automatic recurring payments for GVA membership, which would significantly decrease the amount of time we'd need to put towards the membership drive each year, and we expect would also improve retention of business members.
 - This work was almost completely implemented but then was unfortunately sidelined due to the payment provider we had selected to work with - Stripe - delaying activation of our payments account for a time in excess of several weeks.
 - In order to begin the membership drive before the year was over, we opted to continue with our current one time payment system and to implement recurring payments in the next membership drive.
- ❖ 16 Social media posts
- ❖ 1252 Total social media users reached
- ❖ Slow and organic growth of Social Media Followers

Analytics of GVA Website

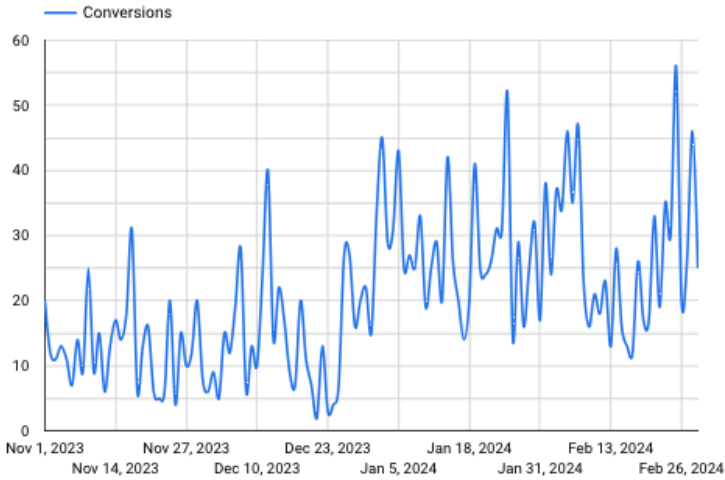
First quarter – November 2023 through February 2024

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



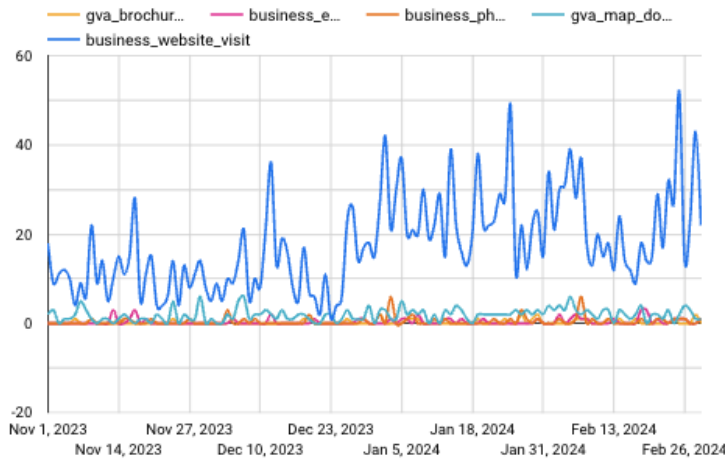
- Over last year we saw a significant increase in page views per session, as well as a moderate increase in users and sessions.
- Despite the increase in users and page views, we surprisingly saw a decrease in conversions.

Conversion Events



Event name	Total users	% Δ	Conversions	% Δ
1. business_website_visit	1,100	-25.6% ↓	2,148	-32.5% ↓
2. gva_map_download	214	105.8% ↑	230	71.6% ↑
3. business_phone_call	37	-33.9% ↓	50	-51.5% ↓
4. business_email_click	37	-53.2% ↓	43	-66.4% ↓
5. gva_brochure_downlo...	25	8.7% ↑	29	0.0%

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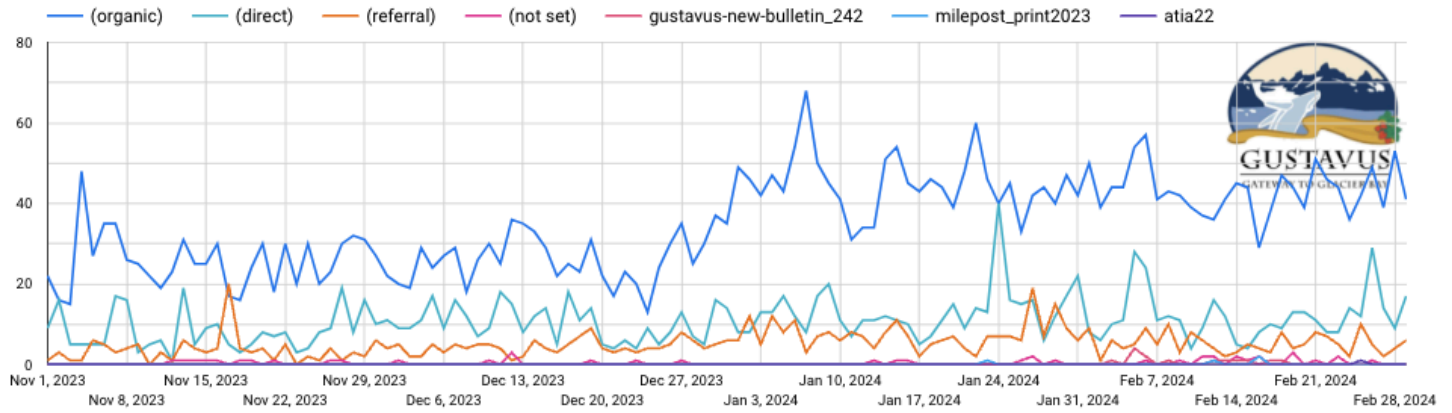
Business Display Name	# of Users	Conversions
1. ferry service	251	290
2. alaska seaplanes	162	181
3. annie mae lodge	112	138
4. bear track inn	113	131
5. glacier bay day boat	102	113
6. cottonwood lodge cabin rentals	89	113
7. blue heron bb and cabin rentals	80	102
8. glacier bay lodgemark	81	96
9. glacier bay country inn	68	85
10. alaska airlines	77	80
11. alaskan eagle house with a pond	50	64
12. hollywood farms rv park	57	62
13. blue bucket bb	49	61
14. chinook lodge	47	50
15. glacier bay getaway cabins	34	48
16. fairweather adventures at glacier bay	38	44

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- The decrease in conversions appears to have principally been in visits to business member websites
- Business phone calls and email clicks also saw a significant decrease from the same period in the prior year
- It's not necessarily clear that this is any indication of a lower tourism interest in the coming season, given the large increase in the number of visitor maps downloaded.

Nov 1, 2023 - Feb 29, 2024

Traffic by Campaign and Medium



	Session medium	Session source	Total users	Sessions	% of engaged sessions	Conversions	Session conversion rate
1.	organic	google	3,176	4,417	69.87	1,527	22.12%
2.	(none)	(direct)	1,185	1,447	48.93	405	16.1%
3.	referral	nps.gov	214	285	75.09	160	29.12%
4.	organic	bing	207	296	69.59	95	17.91%
5.	organic	duckduckgo	64	86	67.44	23	23.26%
6.	referral	travelalaska.com	62	76	80.26	23	18.42%
7.	organic	yahoo	60	92	77.17	82	39.13%
8.	referral	visitglacierbay.com	45	61	67.21	29	26.23%
9.	(not set)	(not set)	35	35	0	10	22.86%
10.	referral	facebook.com	24	24	0	0	0%
11.	organic	baidu	23	23	0	0	0%
		Grand total	5,156	7,152	64.63	2,500	21%

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- We continue to see organic traffic bring us our most engaged site visitors.
- Visitors referred to the site from NPS.gov are the most likely to convert.

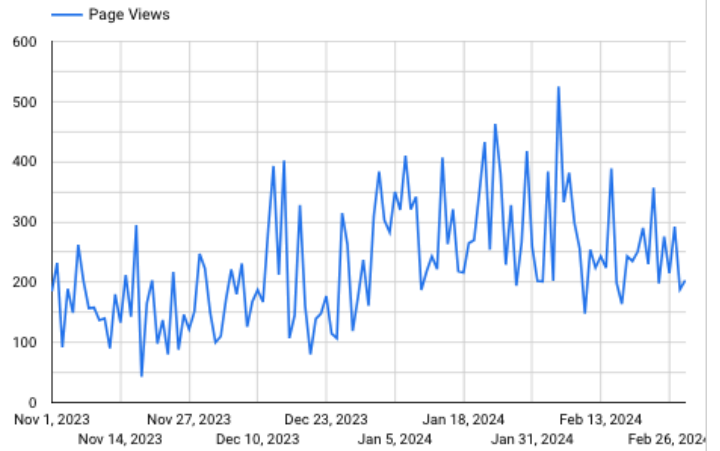
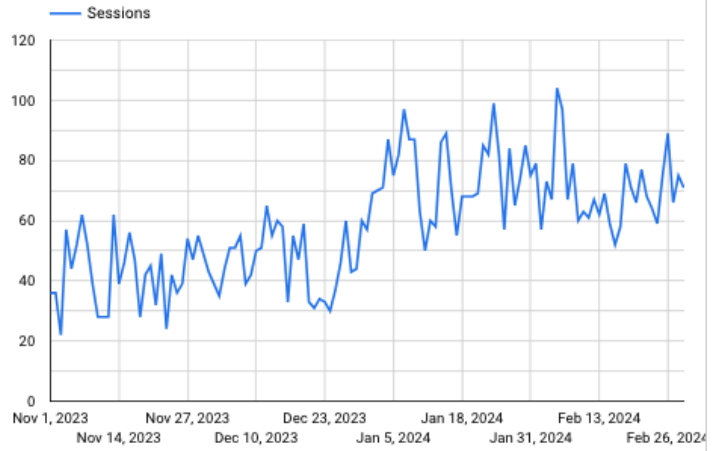
Nov 1, 2023 - Feb 29, 2024



Page Views

Page URL	Views	% Δ
1. /	4,431	84.5% ↑
2. /getting-to-gustavus/ferry-service	2,450	85.5% ↑
3. /places-to-stay/	1,753	53.9% ↑
4. /plan-your-trip/getting-to-gustavus/	1,545	76.8% ↑
5. /plan-your-trip/brochure-and-map/	1,340	1,281.4% ↑
6. /transportation	863	170.5% ↑
7. /plan-your-trip/suggested-itineraries/	704	137.0% ↑
8. /glacier-bay-national-park/glacier-bay-day-boat	683	171.0% ↑
9. /accommodations	639	74.6% ↑
10. /about-gustavus/the-city-of-gustavus/	500	204.9% ↑
11. /getting-around-gustavus/buds-rent-a-car-sales	435	69.3% ↑
12. /getting-around-gustavus/alaska-seaplanes	386	55.0% ↑
13. /things-to-do	338	166.1% ↑
14. /local-community/gustavus-photo-galleries/	334	51.1% ↑
15. /things-to-do/fishing-and-whale-watching/	326	45.5% ↑
16. /plan-your-trip/	318	83.8% ↑
17. /accommodations/bear-track-inn	305	73.3% ↑
18. /things-to-do/glacier-bay-national-park	302	132.3% ↑
19. /things-to-do/dining/	293	51.0% ↑
20. /getting-around-gustavus/tlc-taxi	277	125.2% ↑
21. /about-gustavus/glacier-bay-national-park-and-preserve/	275	95.0% ↑
22. /accommodations/annie-mae-lodge	275	23.3% ↑
23. /getting-to-gustavus/alaska-airlines	267	63.8% ↑
24. /plan-your-trip/getting-around-gustavus/	265	176.0% ↑

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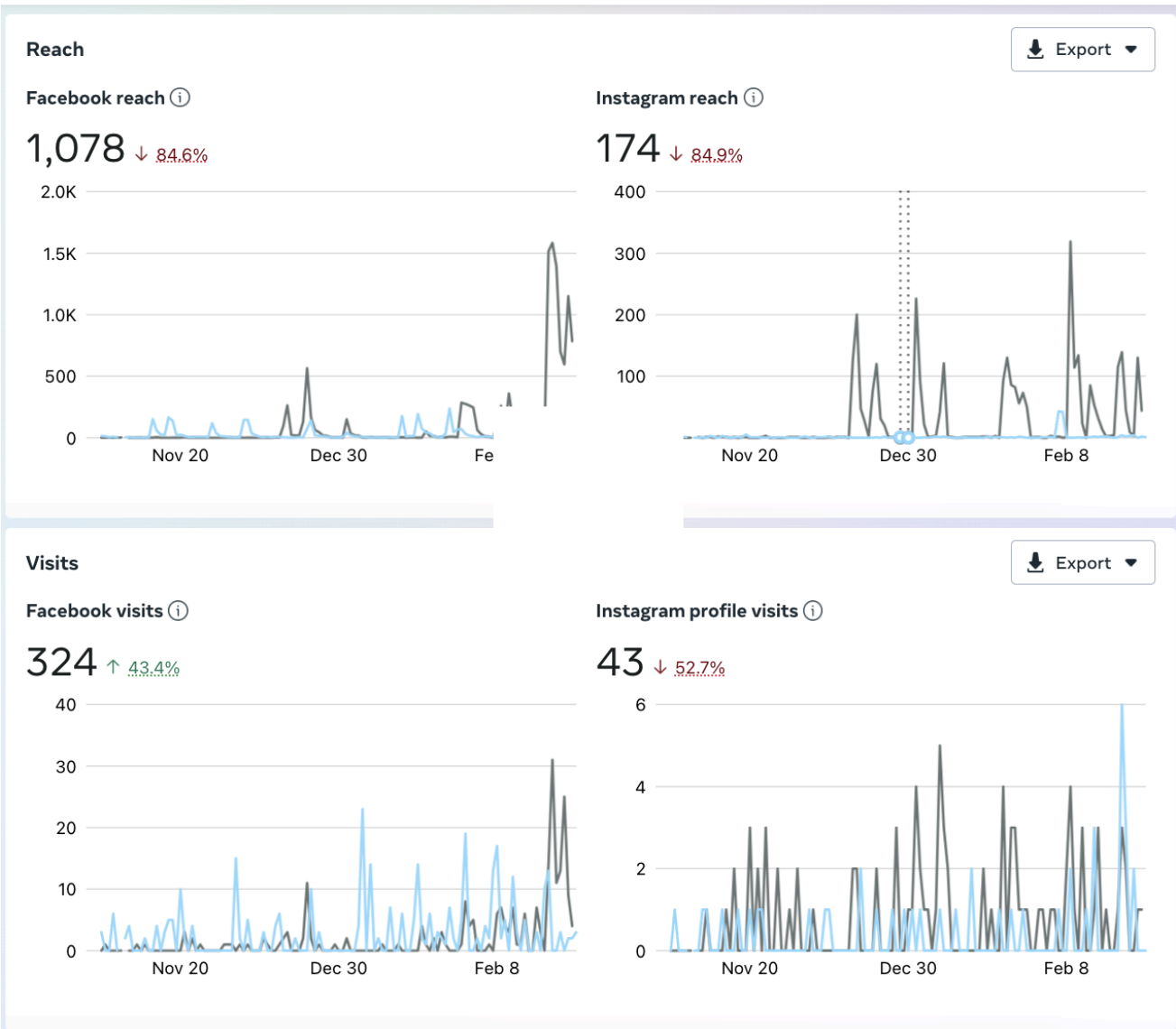


- In general, compared to this period in the previous year, we see that traffic significantly increased.
- This large of a traffic increase, with the decrease in conversions, leaves us with more questions than answers.

Social Media Report

Social Media Reach and Engagement

Nov 1, 2023 – Feb 28, 2024
vs. Nov 1, 2022 – Feb 27, 2023





Gustavus Visitors Association- Gateway to Glacier Bay

November 17, 2023 · 🌐



Absolutely stunning! Thanks [Sean Neilson Media](#) for sharing the magic with us! ❤️



Sean Neilson Media

November 17, 2023 · 🌐

An early morning aurora shot in Gustavus from a couple of weeks ago.

This time of year, I am always hoping for the aurora forecast to line up with the weather forecast but it doesn't happen often enough. However, we are blessed with plenty of darkness this time of year!

[#aurora](#) [#auroraborealis](#) [#northernlights](#) [#alaska](#) [#alaskalife](#) [#smalltownusa](#)
[#nightskyphotography](#) [@travelalaska](#) [@visitgustavus](#) [@canonusa](#)



Valerie Kay Scott, Jennifer Todd and 32 others

1 comment 1 share

- Our most popular post for the period was something we shared from Sean Nielson. It's so great to see folks already making such good use of the repositioned welcome sign

Goals and Objectives for March through May 2024

- ❖ Some of the software which was used to develop our current site and manages significant portions of the “directory” functionality has since been abandoned by the software developer, and is no longer being supported or maintained.
 - Until now we’ve been minimally maintaining this software in-house for compatibility with new versions of WordPress, as issues arise. However, in the long term we believe it will be necessary to allocate additional funds to web development so we can migrate away from this “Abandonware”. Likely in the coming fiscal year
 - We’ll be engaging with the web developer who originally developed our site to scope out our options to move past this issue.
- ❖ In light of the above, we’ll be monitoring the front end of the site page by page to ensure current information is accurate, correct and functioning.
- ❖ Send out an email then gather updates and changes for the city map. Asking everyone’s opinions on the map is extremely time consuming and sometimes difficult to achieve everyone’s wishes; however, the GVA feels that everyone should be included in the discussion and as much as possible, their comments should be addressed.
- ❖ Print map and brochure
- ❖ Continue working on Gustavus Postcards
- ❖ Add ‘nearby communities’ to the website and link itineraries with neighbor towns on the Alaska Marine Highway.
- ❖ Connect with the library and the DRC to look at green initiatives for Gustavus
- ❖ Continue marketing relationship / partner bridges between neighbor communities.
- ❖ Collaborate on beautification efforts of Gustavus. Possibly add to the Airport welcome to Gustavus Sign to spruce that up and make more of that welcome sign.
- ❖ Continue to generate the GVA Community News Bulletin.

Conclusion

This quarter our principal focus has been on the membership drive, continued business and community outreach information on many aspects affecting the future of the Gustavus visitor economy and ensuring the preservation of all valued aspects of Gustavus. The GVA is positioned to provide the vital bridges between:

