



Gustavus Visitors Association November Fourth Quarterly Report 2022

City Of Gustavus Reports Due:

February- first quarter (Mid Year) , May - second quarter, August- (End of Year) third quarter & November - fourth quarter

This report reflects activities within the Gustavus Visitors Association between August, September & October. With projected goals and objectives for November, December & January 2023.

Packet Includes:

- Progress Report
- Profit & Loss vs Actual July through September 2022
- Balance Sheet as of September 30, 2022

Gustavus Visitors Association Board of Directors:

President – Leah Okin
Vice President – Robynn Jones
Secretary – Cam Cacioppo
Treasurer- Hillary Lesh
Director Voting Member – Natalie Vaz
Director Voting Member – Curtis Lindblom
Voting Member At Large – Open Position

Employed positions:

Marketing Technician - Brian Taylor
Marketing Coordinator - Leah Okin
Administrator - Noel Ferevaag

Mission Statement

The mission of GVA is to enhance the economies of the City of Gustavus (CoG) through tourism marketing 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 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 August, September and October:-

- Maintained marketing and memberships.
 - Southeast Alaska Tourism Council (SATC)
 - Travel Alaska
 - Alaska Travel Industry Association (ATIA)
 - Travel Juneau
- Maintained website presence, photos and information listed on websites belonging to:
 - Travel Alaska
 - Travel Juneau
 - SATC
- Continued outreach to Aramark to place an informational Gustavus business rack card display in the Glacier Bay Lodge to support and showcase local businesses and encourage National Park visitors to journey into Gustavus.
- Continued outreach to the marketing department of Aramark to update the link and information about Gustavus on their websites
- Distributed 'Gustavus News Bulletin' for community and businesses, answering frequently asked questions in town. 177 subscribers and increasing with every posting.
- Maintaining GVA Events Calendar for both Visitors and the local community. This is a Calendar of All Gustavus events that may be viewed on one page may be added to your own iCal or Google calendar on any personal device to be viewed on the go and without scrolling back through Facebook.

<https://www.gustavusak.com/local-community/gustavus-events/>

- The Gustavus marketing film project:- The GVA welcomed film maker and sound specialist Richard Cooper (born and raised in Haines, Frostline Studios <http://www.frostlinestudios.com/>) into the October GVA Board meeting to outline the timeline and cost of a marketing film project and to discuss the content. Here is a link to a showcase of some films that Frostline Studios created for various Alaska towns centered in the visitor industry. A couple of them are just straight demo reels of glaciers and wildlife. <https://vimeo.com/showcase/8705605>
- Communicated with local Artists and Photographers to purchase images to be made into Gustavus postcards and sold at the local stores. Negotiations will continue to identify the cost to the GVA to purchase the image use rights. The goal is to showcase the diversity of artists and photographers, whilst marketing Gustavus.
- Printed out postcards for the 2023 marketing drive
- Put together marketing drive email, survey and overview of member benefits.
- Analyzed the results of our 3 month social media advertising campaign with Alaska Magazine - we ultimately decided not to continue with the expense as the traffic was low quality by our metrics (Lots of traffic, but very short visits and very few conversions)
- Ongoing edits to the content of the website
- Began the development of custom analytics reports using Google Datastudio, as Google's "universal" analytics platform which we have been using previously is set to be deprecated in mid 2023. The analytics in this report are from our new reports we're building out.

Objectives for November, December & January 2023.

- Email out & make calls for the 2023 membership drive
- Maintain Memberships and partnerships with:-
Alaska Travel Industry Association
Southeast Alaska Tourism Council
Travel Juneau
The Mile Post
The Alaska Magazine
- Re create marketing through KTOO and other radio stations
- Contact The Alaska Airlines Magazine to find out if they will be reinstating airline magazines in the seat backs. Which was on hold during Covid, if so reinstate our Gustavus marketing in the magazine.
- Build the GVA Social Media platform back up with regular posts
- Create and launch of our own Social Media Campaign
- Maintain The GVA's 501C status
- Maintain City and State records of GVA director positions and bi annual documentation
- Maintain our DUNS status
- Look for Grants that may assist marketing Gustavus as a destination.
- Join Green initiatives as a non profit and as a community, possibly working alongside the library with this objective.
- Implement a fix for (Not Set) tracking data in analytics reporting.
- Begin scoping the extent of changes necessary to add a Business members log-in and Account dashboard area, for eventual self service functionality of business member listing information as well as profile performance & analytics reporting.
- Create a template for business member reports.
- Continue to refine the new Quarterly analytics report format.

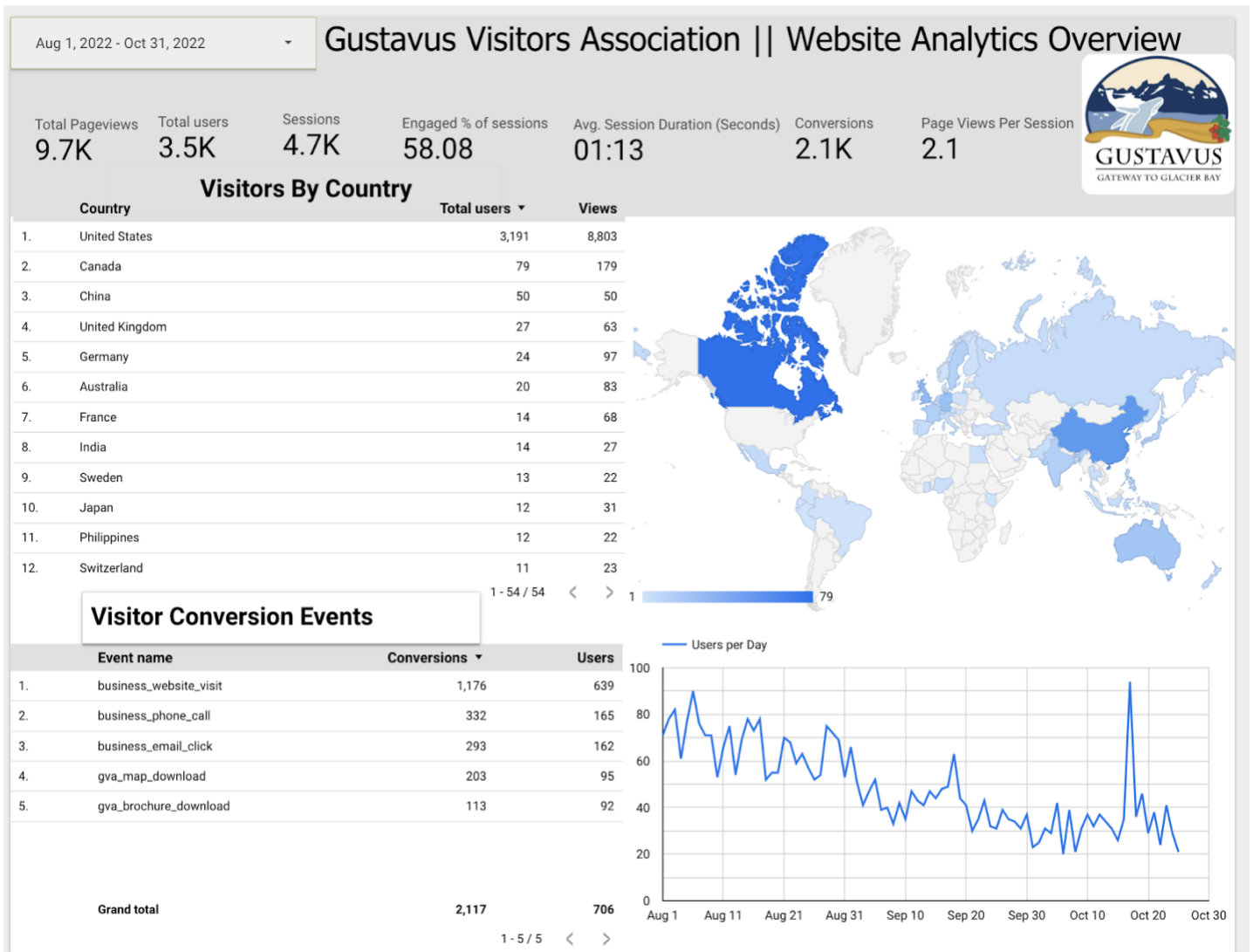
Analytics

Our previous analytics reports have come from a Google “Universal Analytics property”, that is being phased out.

To prepare for the deprecation of that platform, and to align with the modernization efforts for our tracking and reporting, we have built new, live feed, interactive reports to display our key metrics that we’ve been tracking before, as well as our new conversion metrics in greater detail.

These reports are a work in progress and may change layout slightly over time. Any city council or GVA business members who would like access to the live, interactive online report to explore more in detail can contact our marketing technician Brian Taylor for access.

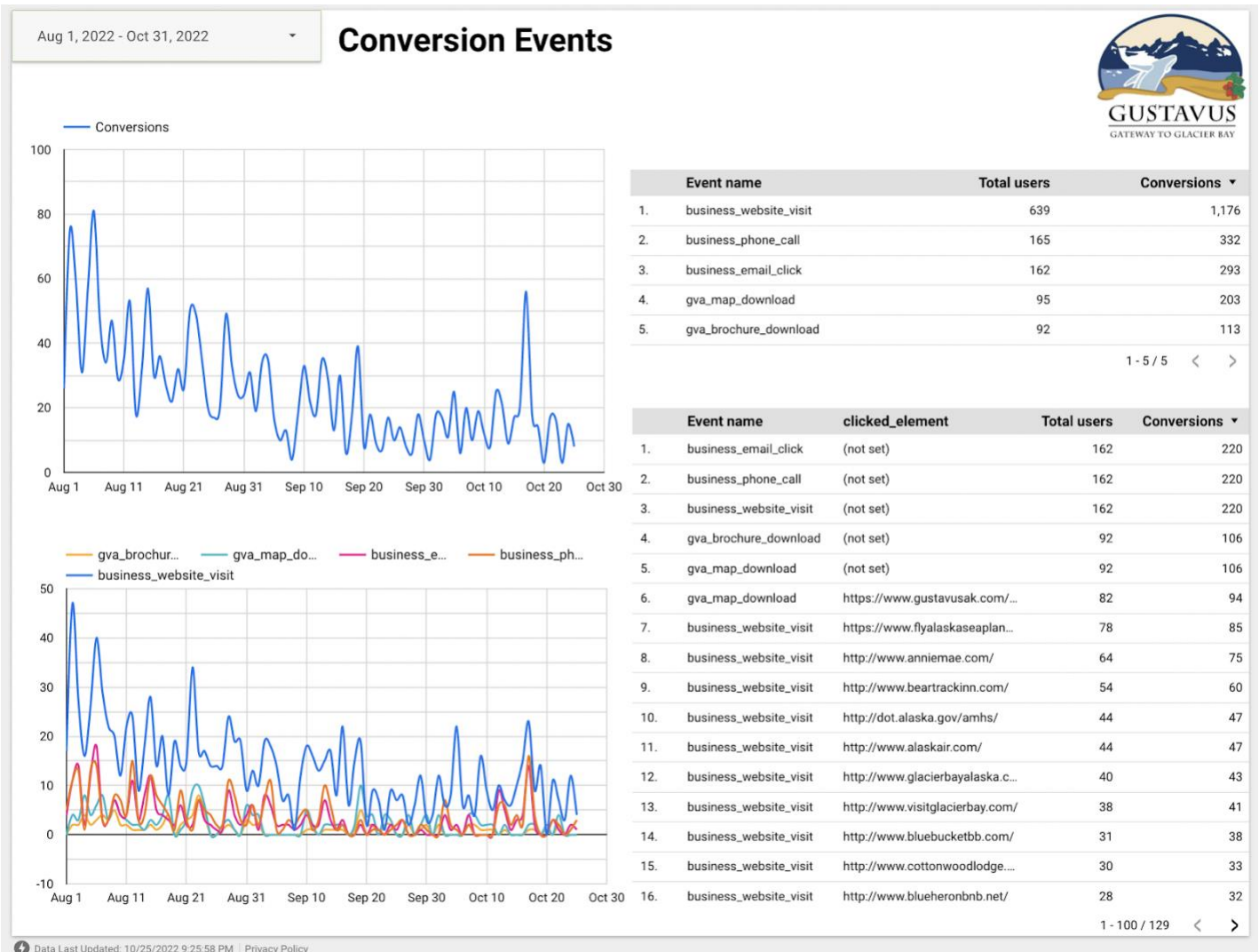
It is our aim to also develop live reports for business members to check when they please, and see the results of their listing on the GVA website.



As summer wanes and winter approaches, traffic on the GVA site has seen its typical seasonal slow, this year moving from ~70 visitors a day in August down to ~30 in October.

Over the period we had 2117 conversions on the site by 706 individual users.

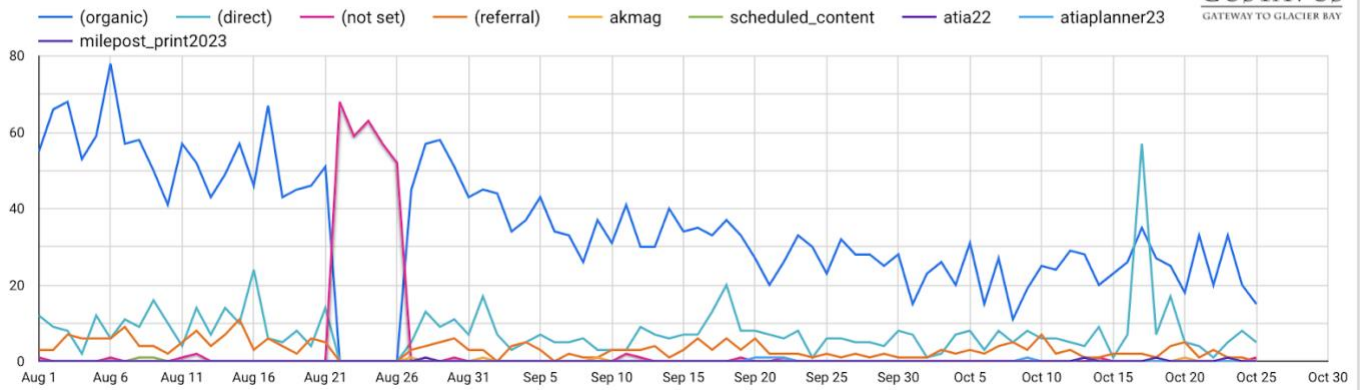
A note about conversion events that are missing detailed data about what page element was interacted with and show (not set): This is due to a flaw in the initial implementation of our conversion tracking, where after the first click on a page, parameters are cleared, and so any following clicks will not have data "set" for the element which is clicked. A fix has been researched and now only remains to be implemented. However, in the meantime, these "Not Set" conversion events give insight into how many users are converting more than once on a single page view.



By August 1st our social media campaign with Alaska Magazine had come to a close, and so the large majority of our traffic was coming to the site through our organic SEO reach, our organic traffic tends to be our highest converting and most engaged user group.

Our aim going forward is to re-engage our social media audience and begin running our own social media campaigns, with the expectation that it will yield higher quality traffic than we saw from the Alaska Magazine campaign.

Aug 1, 2022 - Oct 31, 2022



| | Session medium | Session campaign | Views ▾ | Total users | Sessions | % of engaged sessions | Conversions |
|-----|----------------|--------------------|--------------|--------------|--------------|-----------------------|--------------|
| 1. | organic | (organic) | 6,547 | 2,527 | 3,299 | 66.08 | 1,539 |
| 2. | (none) | (direct) | 1,490 | 589 | 703 | 44.38 | 221 |
| 3. | referral | (referral) | 880 | 235 | 304 | 73.68 | 179 |
| 4. | (not set) | (not set) | 721 | 284 | 355 | 0 | 178 |
| 5. | digital | atiaplanner23 | 13 | 1 | 10 | 40 | 0 |
| 6. | print_magazine | milepost_print2023 | 7 | 1 | 4 | 50 | 0 |
| 7. | feed-display | akmag | 6 | 4 | 6 | 0 | 0 |
| 8. | print | milepost_print2023 | 6 | 1 | 1 | 100 | 0 |
| 9. | tytanium | scheduled_content | 4 | 2 | 2 | 50 | 0 |
| 10. | redirect | (not set) | 1 | 1 | 1 | 0 | 0 |
| 11. | print | atia22 | 1 | 1 | 1 | 100 | 0 |
| | | Grand total | 9,676 | 3,549 | 4,692 | 58.08 | 2,117 |

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Aug 1, 2022 - Oct 31, 2022



Page Views

| | Page URL | Views ▾ |
|-----|---|---------|
| 1. | / | 1,757 |
| 2. | /getting-to-gustavus/ferry-service | 640 |
| 3. | /places-to-stay/ | 603 |
| 4. | /plan-your-trip/getting-to-gustavus/ | 530 |
| 5. | /brochure-and-map/ | 271 |
| 6. | /transportation/ | 268 |
| 7. | /accommodations | 235 |
| 8. | /getting-around-gustavus/buds-rent-a-car-sales | 193 |
| 9. | /things-to-do/fishing-and-whale-watching/ | 181 |
| 10. | /things-to-do/dining/ | 163 |
| 11. | /plan-your-trip/suggested-itineraries/ | 148 |
| 12. | /glacier-bay-national-park/glacier-bay-day-boat | 145 |
| 13. | /local-community/gustavus-photo-galleries/ | 133 |
| 14. | /getting-around-gustavus/alaska-seaplanes | 126 |
| 15. | /about-gustavus/the-city-of-gustavus/ | 123 |
| 16. | /getting-around-gustavus/tlc-taxi | 121 |
| 17. | /plan-your-trip/ | 113 |
| 18. | /things-to-do/glacier-bay-national-park/ | 113 |
| 19. | /getting-around-gustavus/strawberry-point-taxi-tours | 110 |
| 20. | /accommodations/annie-mae-lodge | 103 |
| 21. | /things-to-do/ | 97 |
| 22. | /services/snug-harbor-liquor | 93 |
| 23. | /accommodations/bear-track-inn | 91 |
| 24. | /things-to-do/kayaking/ | 90 |
| 25. | /about-gustavus/glacier-bay-national-park-and-preserve/ | 86 |

Conclusion

This last quarter focused on setting up and looking at our website demographic reach, analyzing our success to reach our target audience and setting up a report structure for analytics.

The next quarter will focus on the membership drive and providing members with tangible data to reflect traffic brought to them through the GVA's efforts.