

Gustavus Visitors Association



GATEWAY TO GLACIER BAY

GUSTAVUS VISITORS ASSOCIATION
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FY24 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

Ongoing Marketing Goals

1. The branding of Gustavus and our story to be established and nurtured respectfully
2. Increase the visitor stay length
3. Increase visitor spending in the Gustavus economy
4. Build and maintain positive relationships with local vendors, businesses and travel industry partners.
5. Enhance and grow Gustavus as a destination State, Nationally and Internationally through marketing leads.

Strategic Initiatives For Ongoing Marketing

1. **Increase** Gustavus' "discoverability" and the average visitor "stay time" through:
 - a. Increased global interest with the creation of more videos & social content
 - b. Showcasing activities and local businesses while expanding our organic reach online.
 - c. Encouraging local tour companies and lodging businesses to develop multi-day travel packages.
2. **Showcase** Gustavus as a sustainable destination by:
 - a. Coordinating with ATIA on Sustainable tourism branding initiatives & certificates.
 - b. Proudly promoting and displaying Gustavus's Community Gardens and Award winning Recycling Center.
 - c. Joining Juneau's Carbon Offset programs.
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
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. Directing quality visitor traffic to Gustavus businesses
 - c. Maintaining and growing our travel industry contacts and associations to market Gustavus both regionally, nationally and globally.
5. **Become** a Gustavus Community and Visitor Information Center by:
 - a. Keeping our website up to date with current events, neighborhood news, notable wildlife, and bird sightings as blog/social media posts.
 - b. Maintaining current and encouraging more service businesses to be showcased on the website. To enable viewers to see what else is available in Gustavus.

6. **Develop** the value of our digital assets and online presence through:

- a. Consistent, quality content production
- b. Leveraging the data we collect to effectively guide decisions
- c. Incrementally improving and modernizing our website.

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 Magazine
- The Milepost
- KTOO radio program

2. Move towards consistently producing quality content which draws visitors and showcases the best of Gustavus:

- Hosting the Frostline Film crew for filming this summer.
- Create other videos, possibly gaining images and video content through a contest.
- Onboard Trisha to our social media accounts & begin running ad campaigns.
- Blog section on website and producing posts/articles (~ 1/month as a goal)

3. Continue development of new web features, analytics & reporting infrastructure:

- Individualized analytics reports for business members in the GVA's online directory. (ie. # of phone calls, clicks to their website, etc)
- Construct and Launch a blog section of the GVA website

4. Collaborate on projects with local artists & businesses

- Gustavus postcards
- 2023 Map and Visitor brochures
- Movement and improved content for Kiosk welcome sign

5. Continue to generate the GVA Community News Bulletin.

6. Add 'nearby communities' to the website and link itineraries with neighbor towns via AMHS.