

Gustavus Visitors Association 2021 2nd Quarterly Report

City of Gustavus Quarterly reports due:
February, May, August & November

This report reflects activities within the GVA from February to April 2021 and projected goals and objectives for May to July 2021.

GVA Board Members:

President: Robynn Jones
Vice President: Leah Okin
Secretary: Cam Cacioppo
Treasurer: Hillery Lesh
Director: Natalie Vaz
Director: Curtis Lindblom

Employed Positions:

Marketing Lead: Leah Okin
Marketing Coordinator: Nina Zarate
Administrator: Emily Herman

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 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. Due to the COVID-19 Pandemic, partial funding may need to come from the City's Reserve and possibly from any remaining funds from the CARES Act.

Membership


No membership dues were collected for 2021 due to the COVID-19 Pandemic. The membership drive for 2022 will commence in the fall of 2021. Therefore GVA will have no funding derived by membership dues until February 2022.

Completed to task this quarter

- Distributed 'Gustavus News Bulletin' for community and business information answering frequently asked questions in town.
- GVA Board of Directors Elections via SurveyMonkey.
- New Dynamic and diverse GVA board of Directors - Curtis Lindblom (owner Glacier Bay County Inn); Natalie Vaz (owner of 2 local businesses); Hillery Lesh (passionate about neighboring community relationships); Cam Cacioppo (a strong hold of grass roots Southeast Alaska, artisans and family oriented adventures).
- Updated Alaska Division of Corporations Domestic NonProfit Biennial Report.
- Change of officials State update of board and positions.
- Aramark/Glacier Bay Lodge communication- Paul Thornton and Jessica Goodell.
- Attended Alaska Travel Industry Association 3 marketing webinars.
- Alaska Airlines "Go Big. Go Alaska." promotion: ATIA/Members partnered with Alaska Airlines to promote independent travel to Alaska this summer. Alaska Airlines offered a special discount to encourage people to book flights to Alaska, valid March 30- April 4th for travel in May and June. Ads were posted on GVA's Instagram and Facebook pages and Stories.



- Updated Google My Business information.
- Google Ad launched- our budget is one factor in determining how often our ad will be seen. Currently we are at \$8/day and will re-evaluate after 1 month.



Your Google Ads summary

Only you can see this summary

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Gustavus Visitors Association

ACTIVE Your ads can show for this search

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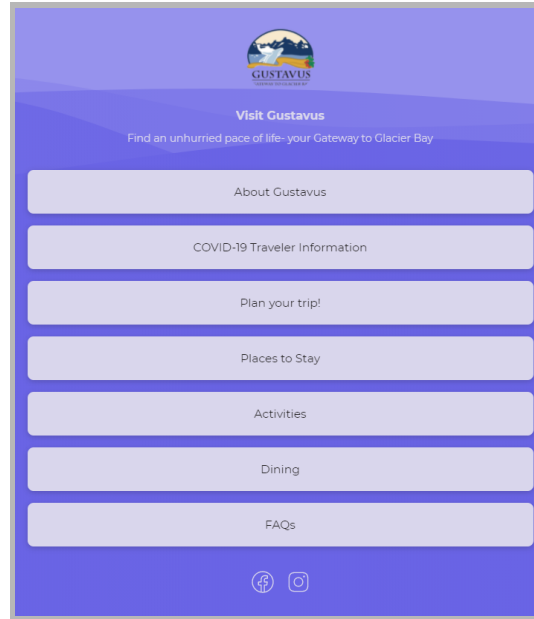
Ad · www.gustavusak.com/

Gustavus Visitors Association | Visit Gustavus, Alaska | Plan Your Perfect Vacation

Gustavus, the Gateway Community to Glacier Bay National Park. We're Open for Business. Come for the Adventure and Leave with Memories for a Lifetime.

Your budget, ad quality, and competing ads influence when your ads show. [Learn more](#)

- Additional business listings added to the GVA website include: True North Adventures, Majestic Expeditions, Chinook Lodge, Taylor Charters, Glacier Bay Eagles Nest Lodge, Glacier Guides Luxury Yacht Adventures, Glacier Guides Hunting Adventures, Multi Day Sail Boat Expeditions, Multi Day Small Boat Adventures (Sea Wolf), Gustavus Veterinarian, Tidelines Institute, Links to Gustavus History - Gustavus Historical Archives and Antiquities, Links to Jim Mackovjak's book 'Hope and Hard Work'.
- Maintaining GVA Events Calendar for both Visitors and the local community.
- Maintained COVID-19 information on the GVA website.
- Search Engine Optimization upgrades on every page of the GVA website.
- New Linktr.ee link added to Instagram/FB for 'simpler' access to GVA website. linktr.ee/Gustavus_Visitors_Association

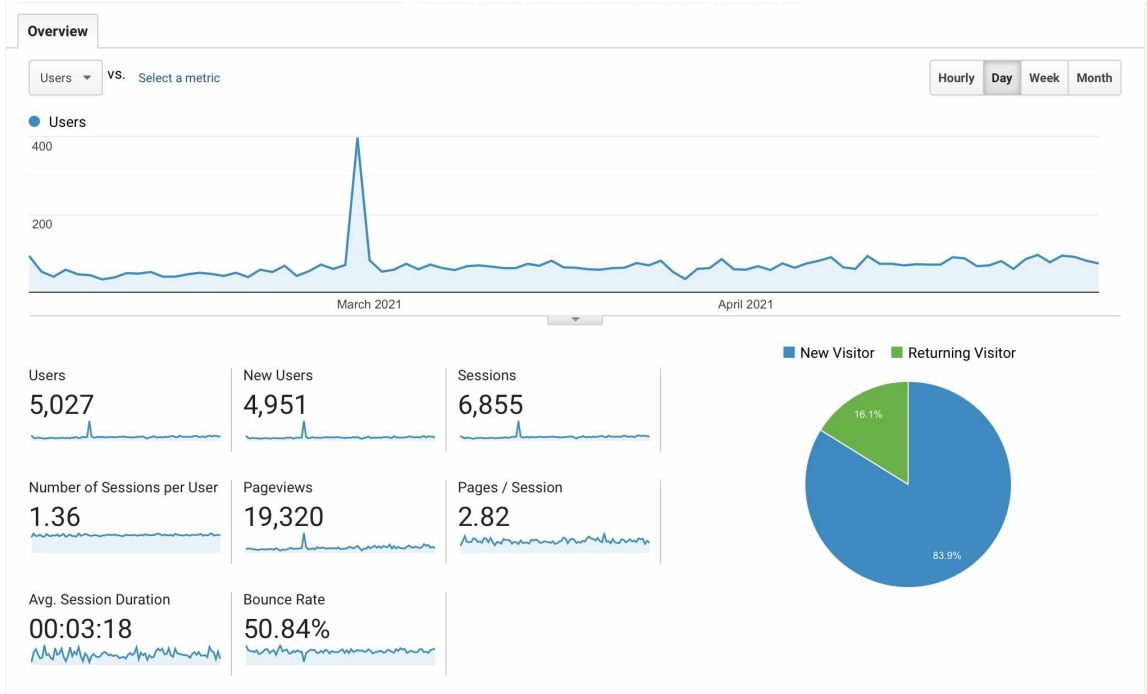


Google Analytics based on GVA website results for 2nd quarter 2021

Source / Medium ?	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	5,027 % of Total: 100.00% (5,027)	4,952 % of Total: 100.02% (4,951)	6,855 % of Total: 100.00% (6,855)	50.84% Avg for View: 50.84% (0.00%)	2.82 Avg for View: 2.82 (0.00%)	00:03:18 Avg for View: 00:03:18 (0.00%)
1. google / organic	3,446 (66.72%)	3,326 (67.16%)	4,641 (67.70%)	50.31%	2.64	00:02:54
2. (direct) / (none)	975 (18.88%)	964 (19.47%)	1,127 (16.44%)	61.22%	2.54	00:02:45
3. bing / organic	189 (3.66%)	170 (3.43%)	279 (4.07%)	37.99%	3.73	00:05:15
4. yahoo / organic	79 (1.53%)	74 (1.49%)	105 (1.53%)	40.95%	3.67	00:06:01
5. baidu / organic	72 (1.39%)	72 (1.45%)	72 (1.05%)	100.00%	1.00	00:00:00
6. visitglacierbay.com / referral	71 (1.37%)	57 (1.15%)	130 (1.90%)	28.46%	6.28	00:09:38
7. duckduckgo / organic	58 (1.12%)	57 (1.15%)	70 (1.02%)	50.00%	2.74	00:02:24
8. nps.gov / referral	49 (0.95%)	37 (0.75%)	60 (0.88%)	43.33%	3.37	00:04:00
9. travelalaska.com / referral	33 (0.64%)	29 (0.59%)	35 (0.51%)	31.43%	3.74	00:03:59
10. www-onlyinyourstate-com.cdn.ampproject.org / referral	30 (0.58%)	30 (0.61%)	32 (0.47%)	68.75%	1.97	00:01:07

	501 % of Total: 100.00% (501)	460 % of Total: 100.00% (460)	650 % of Total: 100.00% (650)	52.15% Avg for View: 52.15% (0.00%)	3.15 Avg for View: 3.15 (0.00%)	00:03:58 Avg for View: 00:03:58 (0.00%)
1. United States	453 (90.42%)	414 (90.00%)	594 (91.38%)	50.84%	3.19	00:04:06
2. China	15 (2.99%)	15 (3.26%)	15 (2.31%)	100.00%	1.00	00:00:00
3. Germany	4 (0.80%)	4 (0.87%)	4 (0.62%)	75.00%	1.50	00:00:30
4. Hong Kong	3 (0.60%)	3 (0.65%)	3 (0.46%)	100.00%	1.00	00:00:00
5. Israel	3 (0.60%)	2 (0.43%)	10 (1.54%)	10.00%	7.00	00:11:28
6. Spain	2 (0.40%)	2 (0.43%)	3 (0.46%)	33.33%	7.00	00:05:02
7. Moldova	2 (0.40%)	2 (0.43%)	2 (0.31%)	0.00%	2.00	00:01:32
8. Romania	2 (0.40%)	2 (0.43%)	2 (0.31%)	50.00%	3.00	00:03:28
9. Austria	1 (0.20%)	1 (0.22%)	1 (0.15%)	0.00%	4.00	00:02:57
10. Australia	1 (0.20%)	1 (0.22%)	1 (0.15%)	100.00%	1.00	00:00:00

Page ?	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?	% Exit ?
	19,320 % of Total: 100.00% (19,320)	14,995 % of Total: 100.00% (14,995)	00:01:49 Avg for View: 00:01:49 (0.00%)	6,855 % of Total: 100.00% (6,855)	50.84% Avg for View: 50.84% (0.00%)	35.48% Avg for View: 35.48% (0.00%)
1. /	3,976 (20.58%)	2,803 (18.69%)	00:01:04	2,652 (38.69%)	34.92%	38.25%
2. /places-to-stay/	1,640 (8.49%)	976 (6.51%)	00:01:38	188 (2.74%)	54.79%	24.21%
3. /ferry-service	1,389 (7.19%)	1,169 (7.80%)	00:03:41	1,019 (14.87%)	72.23%	67.96%
4. /getting-to-gustavus/	760 (3.93%)	615 (4.10%)	00:01:33	242 (3.53%)	48.35%	34.87%
5. /accommodations/	729 (3.77%)	361 (2.41%)	00:00:55	263 (3.84%)	23.57%	16.05%
6. /request-a-map/	695 (3.60%)	585 (3.90%)	00:02:12	92 (1.34%)	72.83%	44.89%
7. /dining/	457 (2.37%)	360 (2.40%)	00:01:29	81 (1.18%)	53.09%	25.82%
8. /covid-19-bulletin/	427 (2.21%)	350 (2.33%)	00:04:33	148 (2.16%)	81.08%	53.63%
9. /transportation	402 (2.08%)	327 (2.18%)	00:01:46	145 (2.12%)	57.93%	36.07%
10. /glacier-bay-national-park/	390 (2.02%)	294 (1.96%)	00:01:47	45 (0.66%)	60.00%	29.74%



Social Media and GVA Member Analytics

Travel Alaska- <https://www.travelalaska.com/>

Month	Impressions	Clicks
February	3185	13
March	3992	18
April	3795	17

Impressions are the number of times our ad is displayed to viewers and Clicks indicates how many times our advertisement was clicked by viewers.

Travel Juneau- <https://www.traveljuneau.com/>

Month	View	Clicks
February	26	5
March	25	12
April	14	8

Facebook, Instagram, Linktr.ee

There has been a steady increase in our Facebook and Instagram traffic in the second quarter of 2021. We have had an increase in followers on Instagram from 582 to 682. Facebook Followers increased from 1,015 to 1,121 and Page Likes increased from 995 to 1,035; 7 clicks to the website.

The GVA Linktr.ee has only been running since April 20 and has already generated 12 clicks to the GVA website.

GVA is looking to promote through Facebook and Instagram in the 2nd quarter. Instagram and Facebook are linked which makes reaching audiences on 2 social network platforms fairly easy. When you promote through Facebook it is also boosted through Instagram.

Visitor contacts by email, letters, and social media.

For the second quarter the Marketing Coordinator fielded 90 visitor emails (including several comments from Facebook). The bulk of the 90 emails were generated from ATIA and SATC visitor information requests.

15 GVA brochures/maps were mailed to potential visitors/incoming visitors (including 2 international).

Questions received from visitor emails in the 2nd Quarter:	
Map/brochure request	Directions from ferry to GLBA
Accomodations	Day boat
COVID-19 related	Cell Service
Places to camp	Fishing charters
General Transportation	Drone use
Sales tax	Air transportation; Charters
Ferry schedule	Campers/RV

GVA Goals and Objectives for the 2nd Quarter 2021

- Continuing to add businesses to GVA website.
- Encourage every single business listed on the GVA website to list Gustavus and the GVA as a link on their website with the same language suggested by Cedar Group to target audiences.
- Clearly define Campers/RV areas for visitors.
- Discuss 'Fish Bowl' surveys to find out more about target audiences.
- Generate a new Community News Bulletin.
- Photo Contest.
- 3 minute Gustavus video contest.
- Map and Brochure update.
- Continue marketing opportunities in other countries for 2022.
- Continue marketing relationship / partner bridges between neighbor communities; KTOO, Juneau outlets, etc.
- Continue to highlight suggested itineraries to encourage visitors to stay longer in Gustavus.

Conclusion

The focus this past quarter has been on the website; upgrading, adding listings, improving Search Engine Optimization (SEO), Adding images, making the site more engaging and informative. All of our marketing efforts lead to website viewing therefore our website must represent Gustavus in a way that will appeal to our target audience.