

# **Gustavus Visitors Association June 3, 2024 Quarterly Report**

## **City of Gustavus Quarterly reports due:**

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.

March- first quarter (Mid Year) – reflecting activities from- December, January & February  
Objectives for March, April & May.

Include: - next FY Marketing Plan & FY budget request.

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

## **Packet Includes:**

- Quarterly Progress Report
- Profit & Loss vs Actual
- Balance Sheet

**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.

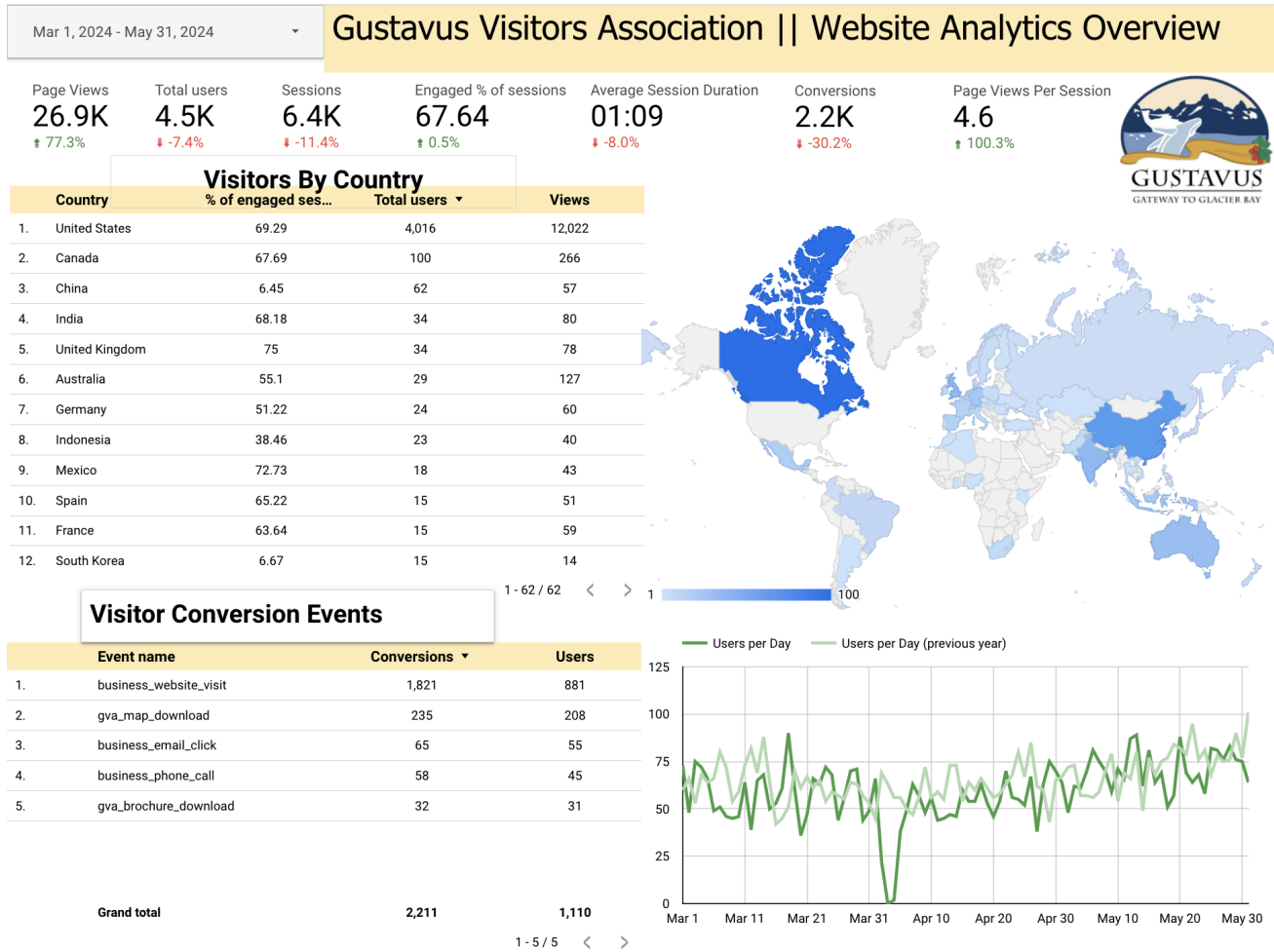
## Completed to task this quarter – March, April & May.

- ❖ 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
- ❖ Maintained content on the website.
- ❖ Maintained marketing listings in the MilePost and the Alaska Magazine
- ❖ Continued the position of Featured listing on [Travel Juneau's nearby communities](#)
- ❖ Updated the Gustavus Map and Brochure – It is on it's way and should be printed next week and out in circulation shortly after. This took a while for businesses to respond that they wished to be included on the map.
- ❖ Implemented updates to resolve compatibility issues we had been experiencing.
- ❖ Updated our server to use the latest HTTP protocol our server will allow (HTTP2) to increase loading speeds.

# Analytics of GVA Website

Second quarter – March 1st through May 31st, 2024

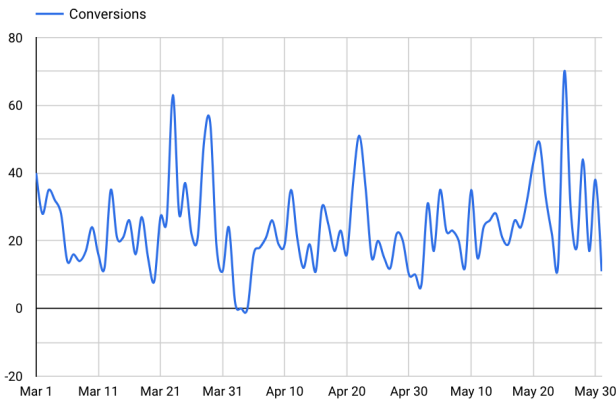
[View the live and interactive report here](#)



- Interestingly, despite a decrease in the number of conversions, total users, and sessions, the trend of pageviews increasing significantly continues from last quarter, with the average number of page views per session doubling compared to the same period last year.

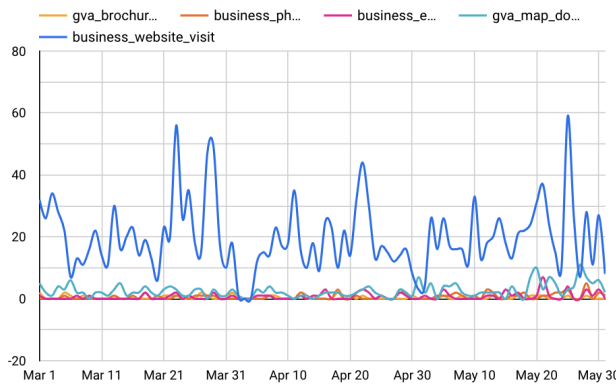
Mar 1, 2024 - May 31, 2024

## Conversion Events



Event name	Total users	% Δ	Conversions	% Δ
1. business_website_visit	881	-31.4% ↓	1,821	-33.6% ↓
2. gva_map_download	208	4.0% ↑	235	0.4% ↑
3. business_email_click	55	17.0% ↑	65	-12.2% ↓
4. business_phone_call	45	-25.0% ↓	58	-37.6% ↓
5. gva_brochure_downlo...	31	55.0% ↑	32	33.3% ↑

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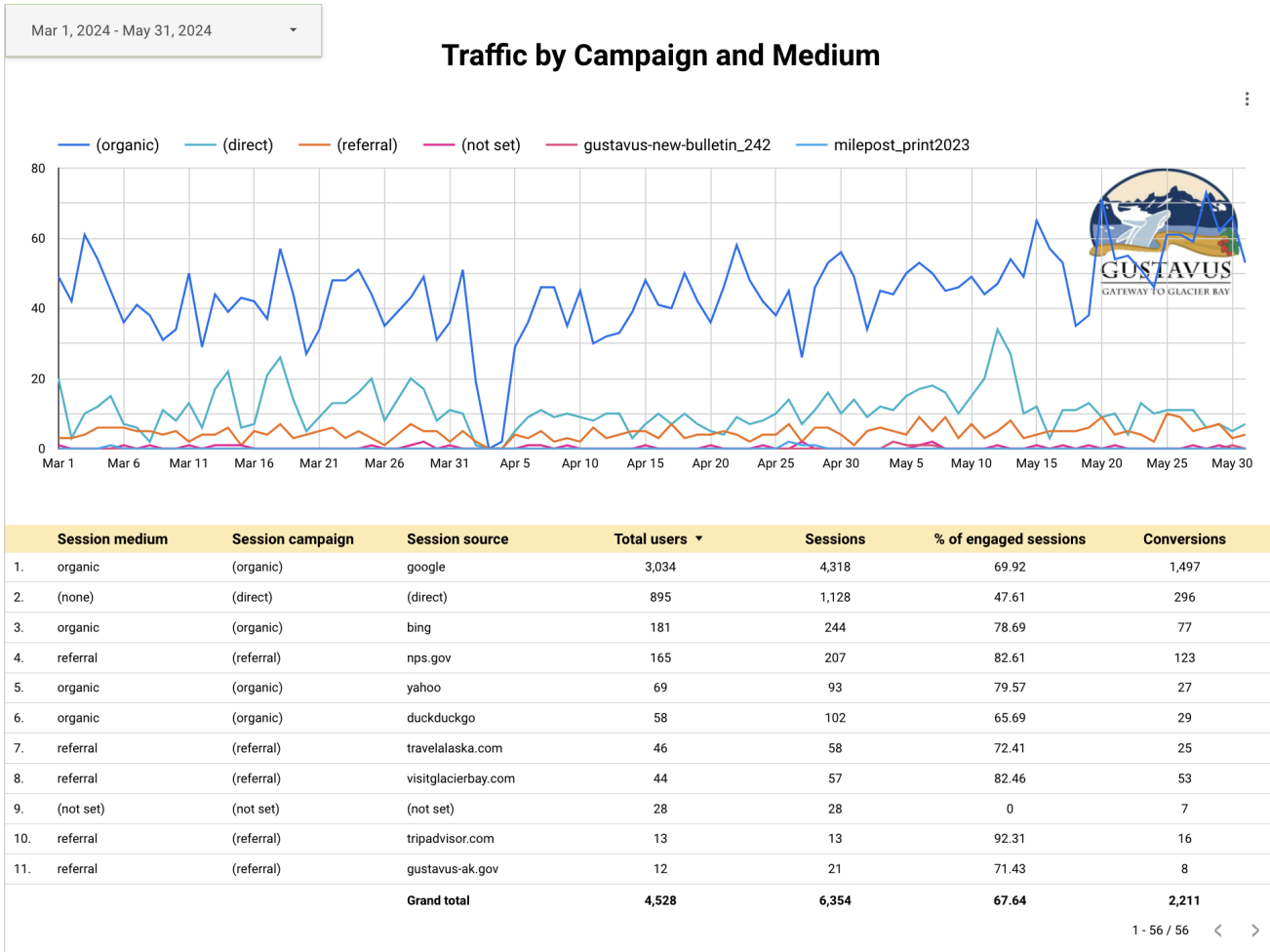


Business Display Name	# of Users	Conversions
1. (not set)	234	267
2. ferry service	179	205
3. annie mae lodge	106	127
4. bear track inn	110	121
5. glacier bay day boat	74	79
6. blue heron bb and cabin rentals	61	69
7. glacier bay lodgearamark	60	68
8. alaska seaplanes	63	67
9. alaskan eagle house with a pond	42	65
10. cottonwood lodge cabin rentals	54	64
11. glacier bay country inn	52	58
12. tlc taxi	53	57
13. glacier bay getaway cabins	38	57
14. chinook lodge	50	53
15. blue bucket bb	44	52
16. alaska airlines	48	49

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- For two days in the quarter (April 3, 4) a service outage caused us to not record any data.
- This outage however, would not account for the YoY decrease in conversion events we saw across the site.
- We'll want to corroborate the declines we're seeing in website conversions with local businesses and their level of business this season.

- We continue to see organic traffic bring us most of our engaged site visitors.
- As is typical, visitors referred to the site from NPS.gov are the most likely to convert.



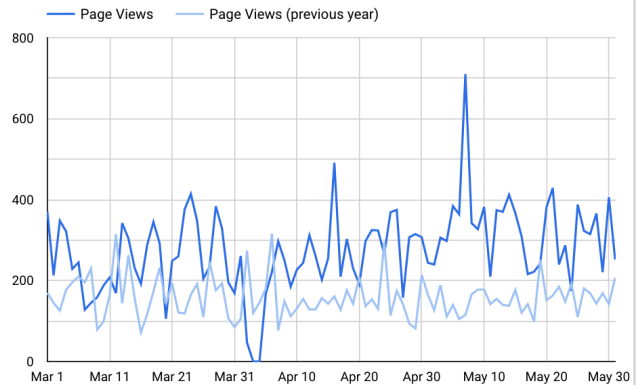
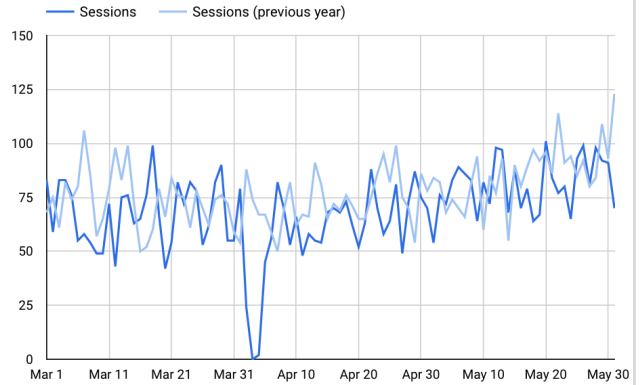
Mar 1, 2024 - May 31, 2024



## Page Views

Page URL	Views	% Δ
1. /	3,621	50.2% ↑
2. /getting-to-gustavus/ferry-service	2,547	117.9% ↑
3. /places-to-stay/	1,659	60.8% ↑
4. /plan-your-trip/brochure-and-map/	1,464	111.9% ↑
5. /plan-your-trip/getting-to-gustavus/	1,153	41.1% ↑
6. /getting-around-gustavus/buds-rent...	851	148.8% ↑
7. /transportation/	549	1,043.8% ↑
8. /about-gustavus/the-city-of-gustavus/	509	184.4% ↑
9. /plan-your-trip/suggested-itineraries/	489	55.7% ↑
10. /accommodations	387	0.3% ↑
11. /activities/glacier-bay-day-boat	381	-
12. /getting-around-gustavus/tlc-taxi	381	117.7% ↑
13. /transportation	366	-15.5% ↓
14. /plan-your-trip/getting-around-gusta...	352	162.7% ↑
15. /things-to-do/dining/	341	55.0% ↑
16. /things-to-do/	326	-
17. /things-to-do/fishing-and-whale-wat...	308	36.3% ↑
18. /plan-your-trip/	299	110.6% ↑
19. /plan-your-trip/getting-to-gustavus/f...	285	3,971.4% ↑
20. /about-gustavus/glacier-bay-nationa...	282	64.0% ↑
21. /faq/	281	102.2% ↑
22. /things-to-do/kayaking/	277	83.4% ↑
23. /glacier-bay-national-park/glacier-ba...	272	-13.9% ↓
24. /getting-to-gustavus/alaska-airlines	271	96.4% ↑
25. /about-gustavus/history-of-gustavus/	249	118.4% ↑

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- The significant increases in page traffic, without a corresponding increase in conversion events, is confusing at best.
- It's tempting to believe perhaps we're seeing significant traffic from bots, it's also possible there's an error occurring miscounting traffic.
- We've reviewed our configuration and tracking systems and see no other sign of issues.



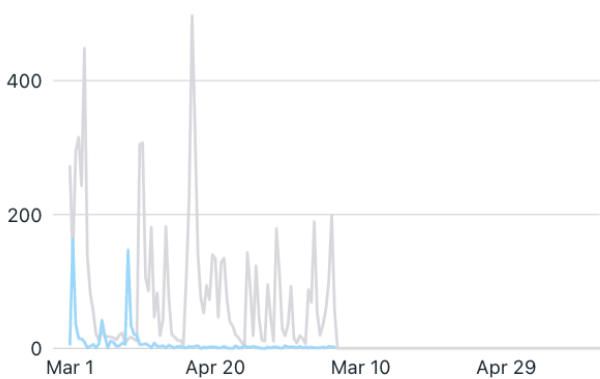
# Social Media Report

## Social Media Reach and Engagement

### Reach

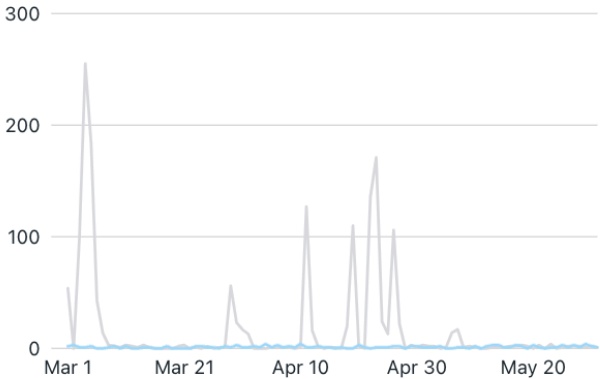
#### Facebook reach ⓘ

503 ↓ 82.7%



#### Instagram reach ⓘ

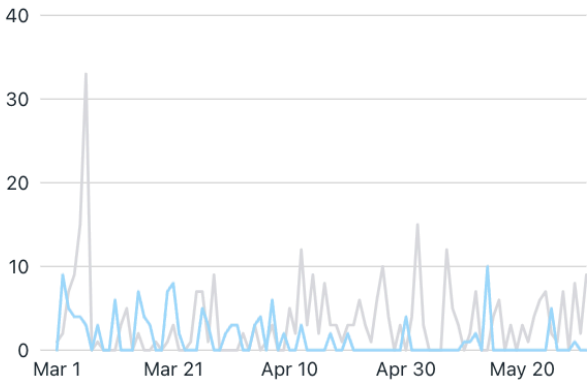
111 ↓ 82.9%



### Visits

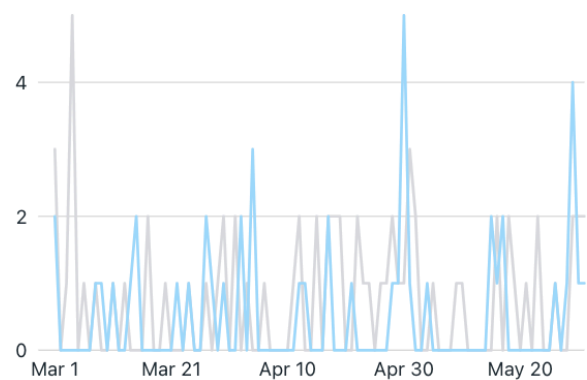
#### Facebook visits ⓘ

127 ↓ 60.1%



#### Instagram profile visits ⓘ

46 ↓ 33.3%



**Our most popular post for the period reached over 200 accounts organically.** Our social media activity and results have been admittedly low. This is an area where we'll be focusing for improvement.

## Goals and Objectives for June through August 2024

- ❖ Continue marketing relationship / partner bridges between neighbor communities.
- ❖ Continue to generate the GVA Community News Bulletin.
- ❖ Set up a meeting for the public and businesses to discuss how Gustavus envisions the future of tourism in Gustavus.
- ❖ Continue to work on the Beach welcome sign.
- ❖ Waiting to hear from Frostline Studios about the release of the Gustavus Film project.
- ❖ Increase our social media presence with more content creation.
- ❖ Continued incremental updates and improvements to our website.

## Conclusion

This quarter has been hitting the ground running to get ready for the summer season. Gustavus is the fastest growing town in Southeast Alaska, and we are catching our tails to keep up with all the changes and growing pains.

The GVA would like to hear from the community and businesses about how we may grow graciously together and where we may invest our energy and money.

The GVA exists for the betterment of Gustavus and we welcome your voices.