

City of Key West

Key West Historic Seaport

Marketing Services Contract #10-015

Key West Bight Management District Board Quarterly Update

May 10, 2017

Presented by:

ADEPT Strategy & Public Relations

6410 5th Street, Suite 3

Key West, FL 33040

www.adept.co



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Quarterly Marketing Update

Today's Updates

1. Social Media
 - a. Statistics
 - b. Facts about Channels
 - c. Reviews
2. Website
 - a. Analytics
 - b. Monthly Blog
3. Advertising
 - a. Key West Chamber of Commerce
 - b. Keys Co-Op Program
 - c. Miami to Key West Motor Coach
 - d. Digital Advertising
4. Key West to Cuba Festival



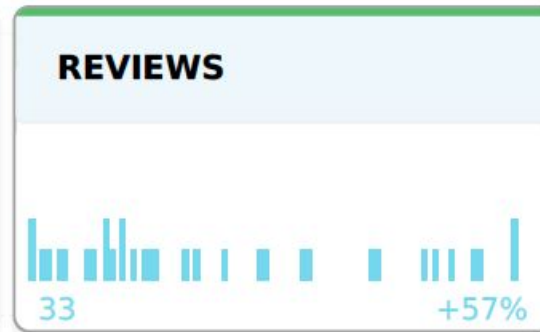
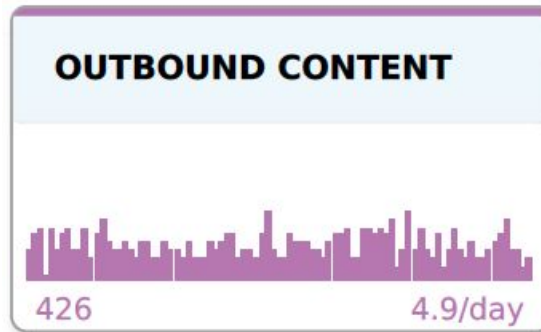
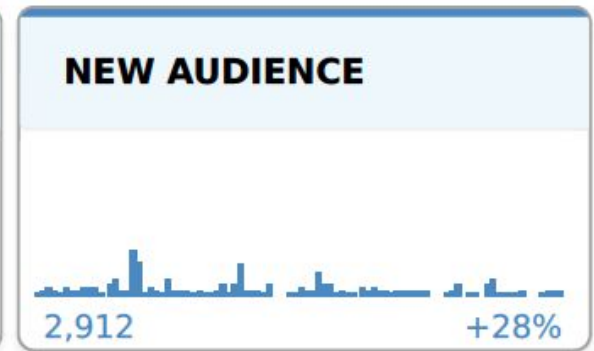
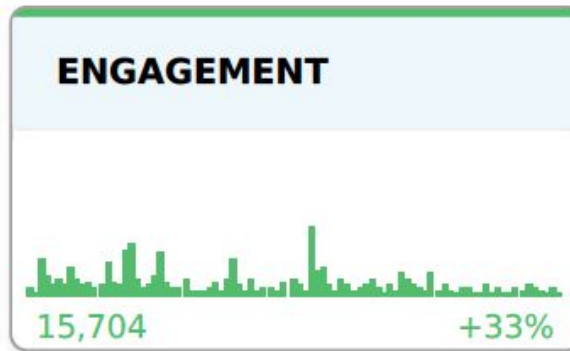
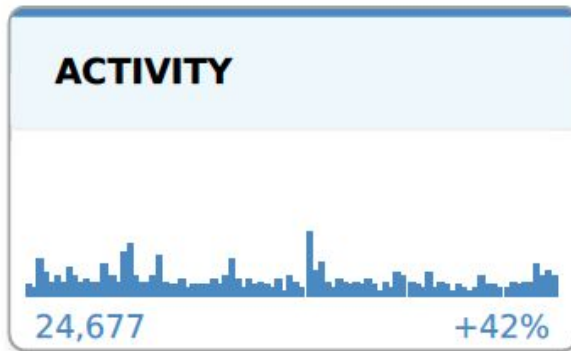
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Social Media

Continued growth during the 3-Month Period
(February 2017 - May 2017)



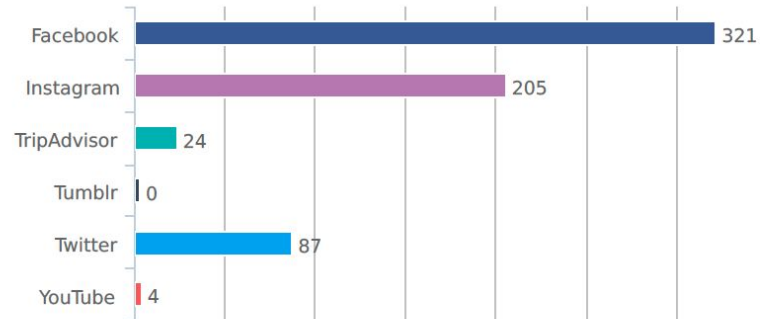
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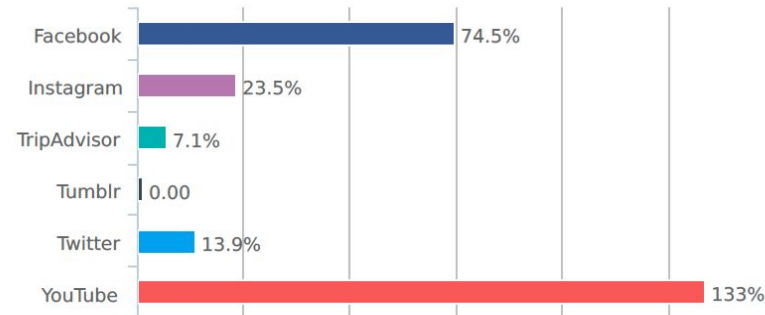
Social Media

AUDIENCE GROWTH TOTALS



Facebook accounted for the most audience growth, with 321 new friends added.

AUDIENCE GROWTH TOTALS



YouTube was your fastest-growing channel, with 133.33% friend growth.



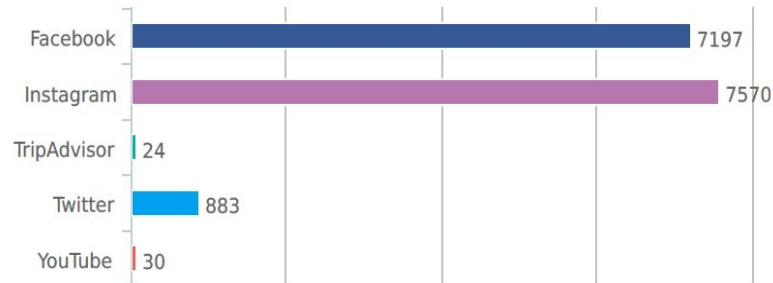
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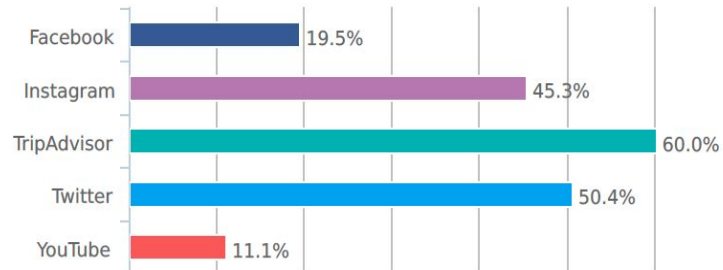
Social Media

ENGAGEMENT TOTALS



Instagram accounted for the most engagement growth, with 7570 new actions.

ENGAGEMENT CHANGE



TripAdvisor had the biggest change in engagement of 60%.



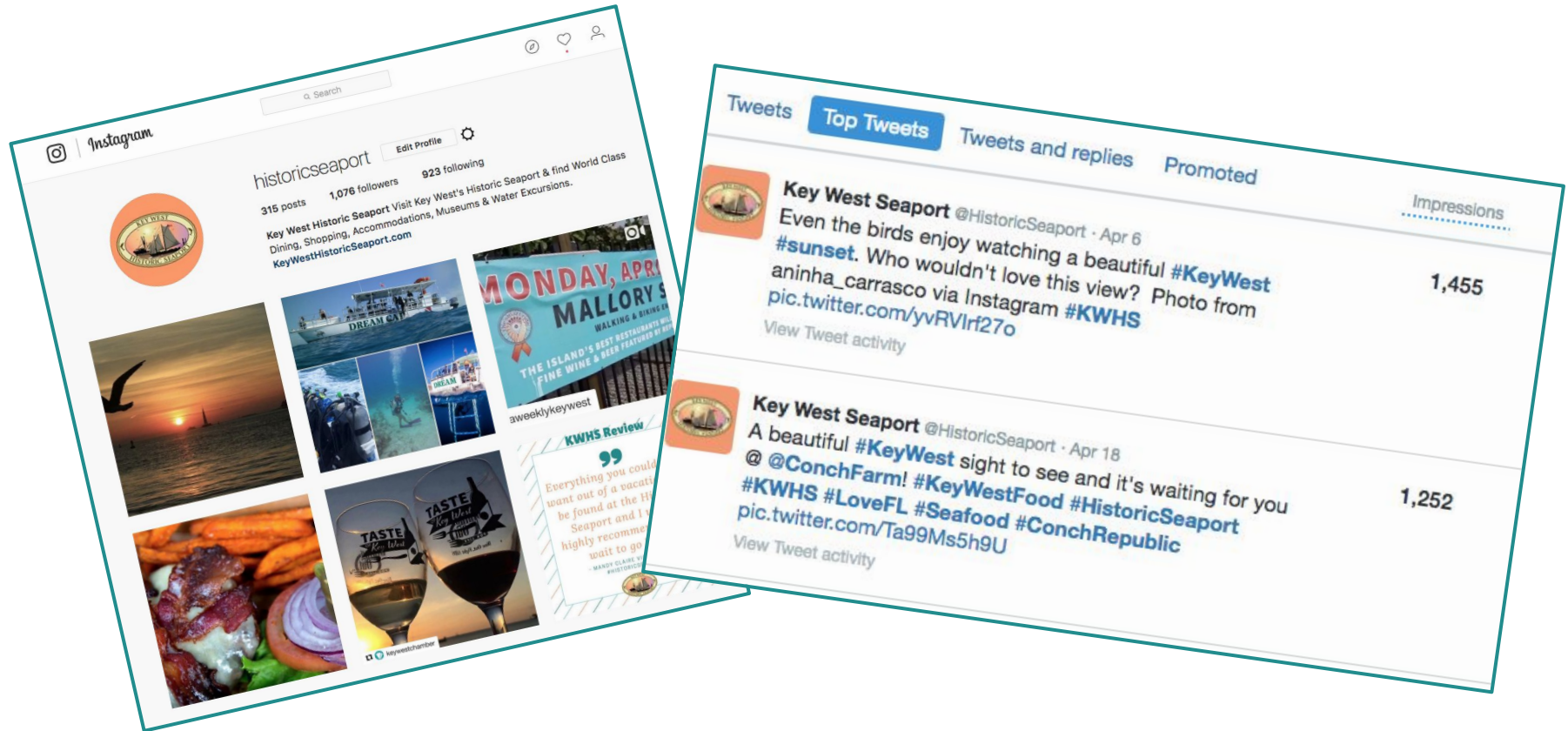
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Social Media

Great results on our Social Channels



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Social Media

Key West Historic Seaport
Published by All Faye (?) · March 19 ·

The 36th Annual 7-Mile Bridge Run is less than a month away! On April 1, the only known run that is completely surrounded by water from start to finish will start at 7:20 a.m. More details at <http://bit.ly/7milebridgerun> #KeyWest #HistoricSeaport #BridgeRun #TheKeys #FloridaKeys #LoveFL #FL #Running #Run #Race #MarathonRunnersClub #LongestBridge #Fun #Adventure #Explore #Vacation #TravelGuides #Event #TravelDeeper #Travel #KeyWestAdventures #KWHs



36th Annual 7-Mile Bridge Run
The 7-Mile Bridge Run is out together by the Marathon Runners Club and is the only known run that is completely surrounded by water from start to finish. This year will be the 36th year of the race on the longest bridge in the Florida Keys. All...

KEYWESTHISTORICSEAPORT.COM

22,933 people reached Boost Post

Like Comment Share

38 Chronological

110 shares

View 1 more comment

 Stephanie Mitchell Hanson That looks awesome!
Unlike · Reply · Message · 1 · March 20 at 11:12pm

 Katie Knapp Andrew Koslosky.... wanna?
Unlike · Reply · Message · 1 · March 21 at 10:03am

KWHS Review

”

We just kept going back to this area....great restaurants and views of the marina with choices of various water sports right there. This to us is the true feel of going to the Keys should be like.

- KSCARLSON VIA @tripadvisor
#HISTORICSEAPORT



KWHS Review

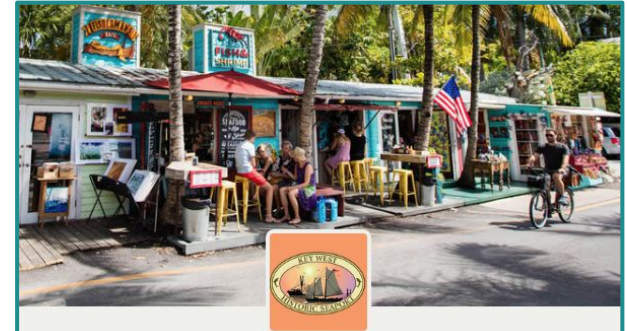
”

Everything you could ever want out of a vacation can be found at the Historic Seaport and I would highly recommend! Can't wait to go back!

- MANDY CLAIRE VIA FACEBOOK
#HISTORICSEAPORT



New KWHS Tumblr Account



Key West Historic Seaport

keywesthistoricseaport.com

Merry Merry Month of May at the KWHS >

Merry Merry Month of May at the KWHS The merry merry month of May has arrived, so have a historic day and let the Key West Historic Seaport make this month full of Mother's Day memories! Stroll down the Harborwalk and



#KeyWest #Travel #TravelDeeper #Blog #TravelBlog #TravelBlogger
#FloridaKeys #HistoricSeaport #Vacation #Explore #Adventure #Blogging
#Blogger #KeyWestTravels #KeyWestAdventures #Writing



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Social Media

Key West Historic Seaport

482 reviews | #17 of 168 things to do in Key West | Certificate of Excellence

Visitor rating

Excellent	240
Very good	103
Average	16
Poor	1
Terrible	1

TripAdvisor Traveler Rating



Ilona R
Level 1 Contributor
3 reviews
3 attraction reviews

"Natural beauty of the gulf"

Reviewed 5 days ago

There is so much to do on the pier. We went shopping for jewelry and souvenirs. Enjoyed great food and draft beers at local shops and restaurants on the pier. I could easily spend hours at the Seaport

Helpful? [Thank Ilona R](#)

[Report](#)



Wvclctbls
Level 3 Contributor
9 reviews
5 attraction reviews
1 helpful vote

"Beautiful wintertime retreat!"

Reviewed 1 week ago via mobile

We visited the Seaport area and enjoyed seeing the many boats, shops and restaurants. Our food was delicious and it was interesting to walk around in the fabulous Key West environment.

Helpful? [Thank Wvclctbls](#)

[Report](#)



Blake Lieberman reviewed Key West Historic Seaport — 5★

April 27 at 12:50pm · 🌐

Great place for fishing and activities on the water. We went parasailing and snorkeling then enjoyed really fresh peel and eat shrimp at a restaurant that was overlooking the water. Beautiful scenery everywhere and can't wait to visit again next time I'm in Key West!

[Like](#) [Comment](#) [Share](#)

[Key West Historic Seaport](#)



Key West Historic Seaport Thank you for the positive review. We are so glad that you enjoyed your time at the Key West Historic Seaport. Please visit us again soon!

[Like](#) · [Reply](#) · Commented on by Ali Faye [?] · April 27 at 1:28pm



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Website

Quarterly Analytics (February 2017 - April 2017) - Summary

Sessions
4,579



Users
3,875

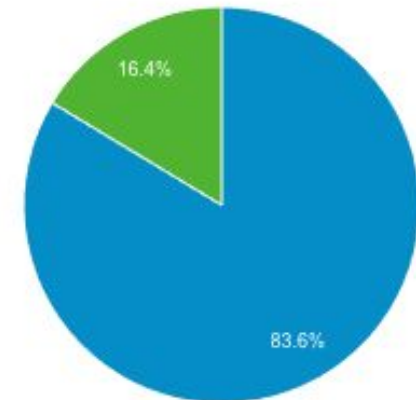


Pageviews
9,256



	Sessions ↓	% New Sessions ↓	New Users ↓
	4,304	83.57%	3,597
1 ■ Organic Search	1,808	<div><div></div></div>	
2 ■ Social	976	<div><div></div></div>	
3 ■ Referral	788	<div><div></div></div>	
4 ■ Direct	721	<div><div></div></div>	
5 ■ Paid Search	11	<div><div></div></div>	

■ New Visitor ■ Returning Visitor



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Website

Top Referrals (February 2017 - April 2017)

1. keywestfloridaspring.com

2. cityofkeywest-fl.gov

3. fla-keys.com

4. keywest.com

5. free-fb-traffic.com

6. keywestsoutheastsspringsummer.com

7. themarkkeywest.com

8. keywesttocubafest.com

9. accounts.google.com

10. floridarambler.com

1. cityofkeywest-fl.gov

2. keywestsoutheastsspringsummer.com

3. fla-keys.com

4. keywest.com

5. keywesthistoricseaport.us14.list-manage.com

6. tpc.google syndication.com

7. floridarambler.com

8. floridakeys.com

9. keywesttocubafest.com

10. e-commerce-seo1.com

1. cityofkeywest-fl.gov

2. keywesttocubafest.com

3. keywesthistoricseaport.us14.list-manage.com

4. trans-amerika-reisen.de

5. floridarambler.com

6. sailingflorida.com

7. citymarinakeywest.com

8. fodors.com

9. gqueues.com

10. hiltongardeninn3.hilton.com



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Monthly Blog (March-May)

March: Experience the luck



April: Sandals, Sunscreen at the KWHS!



May: Merry Merry Month of May at the KWHS!



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A close-up, vertical view of a thick, braided rope, likely made of natural fibers. The rope is shown in a single, continuous length, highlighting its intricate texture and the way the fibers are woven together. The color of the rope varies from a light tan or beige to a darker, almost blackish-brown, suggesting it might be made of a material like sisal or a similar natural fiber that has been treated or dyed. The lighting is even, emphasizing the three-dimensional quality of the braid.

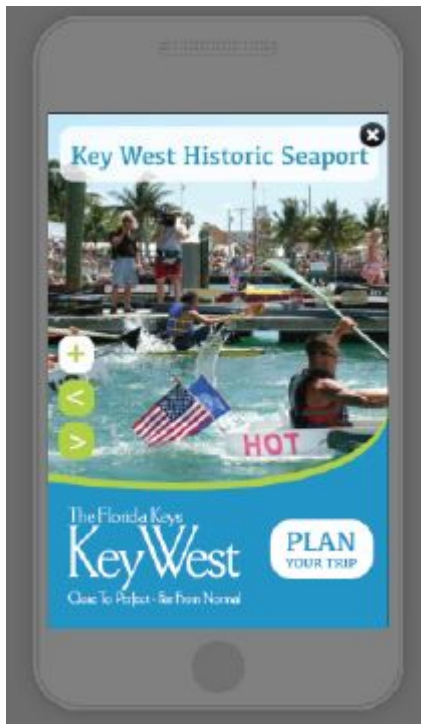
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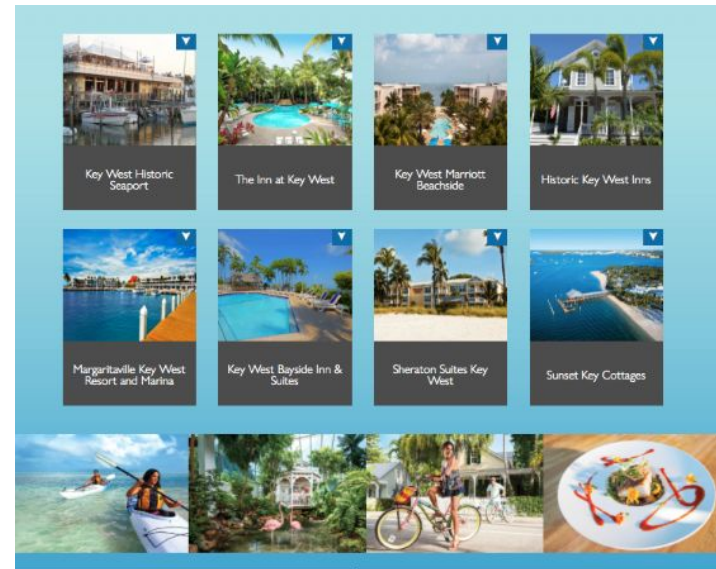
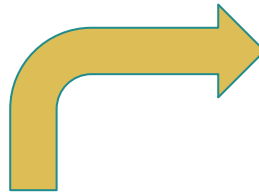
Advertising

Monroe County Tourist Development Council - Florida Keys & Key West CO-OP

Key West Spring Mobile Co-Op
Circulation: 2,203,390



Key West Spring Digital 2017
Circulation: 6,573,959



Keys ^{CO-OP}
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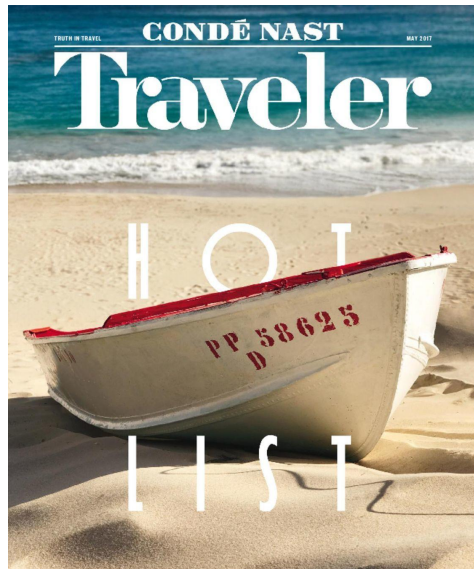


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Advertising

Conde Nast Traveler
Circulation: 305,600

US Coast Guard Bulletin



With the Atlantic Ocean on one side and the Gulf of Mexico on the other, Key West offers a dock-to-dock seafood bounty you have to see to believe. Of course, if the world's freshest seafood doesn't tempt you in, our resident key lime pie, for dessert, surely will.

forkeys.com/keywest 1.800.327.8539



Help waiting to hear from the Coast Guard's new ship, the USCGC Spencer Paratus. This is all good. Feel free to send along updates when you have a chance. Best of luck to everyone who is PCSing this Summer. We look forward to getting back in the Blue and join fellow "Waves in Alameda, Semper Paratus and Co. Boat"!!

1996 25% Class Membership
Kate Morca
Alexandria, VA
Email: k_morca02@comcast.net

LCDR Anthony Russell
Email: crussell194@gmail.com

1997 40% Class Membership
CDR Jennifer S. Smith
1 U.S. COAST GUARD TRN CTR
Yorktown, VA 23690
Email: jennifer.s.smith@uscg.mil

LT Kyrin Pohl
3443 22nd Avenue W.
Seattle, WA 98199
Website: www.cgsalumni.org/class1997

Happy spring, classmates! I hope you're all looking forward to summer and the fun that brings - warm weather, vacations to the beach, P.C. trips, restaurants, and kids home all day!

For a lot of area information to pass the time, I'll get right to it. Congratulations to Eva Van Camp and her husband Tim for their arrival of their adorable baby boy, Blair. Daphne Schatz Blair arrived in DC from Korea in January and is quickly adjusting to life with his new family. Eva also spent time with Shannon (Honey) Pines after moving back to DC and she's very thankful to have her best friend so close by during this exciting time for her family.

By request, I've included a few photos to write this. I included through Facebook and found interesting pictures from several ceremonies. Just "Thompson Higgins, Shad Sullivan, and Robinson Program."

Just retired in February and moved his family to Fleming Island, FL. Congrats and enjoy the warm weather, Sonny!

Moving?
Don't forget to change your address on the Alumni Association website!
www.cgsalumni.org
Updating your address in Global will not update your address in our database.
Don't miss out on next issue's Class Notes!

April 2017

Master Boat Builders Inc.

Office: (251) 824-2388
(251) 824-7223
Fax: (251) 824-4401
P.O. Box 702
Bayou La Batre, Alabama 36509

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227 Years
Congratulations

Mitchell Proffitt Company is a worldwide, wholesale supplier of military, veteran and patriotic products.

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Your Gateway to Key West, FL

Events Year Round
13 Restaurants & Bars
13 One-of-a-kind Shops
20+ Fishing Charters
- Waterports & Excursions
KeyWestHistoricSeaport.com/USCG

Norton Lilly International

"Norton Lilly International, the premier maritime shipping agency in North America, supports the outstanding students at the U.S. Coast Guard Academy and offers its congratulations to the graduating students and alumni abroad!"
Semper Paratus



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Advertising

keywest.com

Key West Historic Seaport

Email: info@keywesthistoricseaport.com

201 William Street • Key West, FL 33040

Key West Historic Seaport, your gateway for everything to do in Key West!

Explore all Key West has to offer and more! Dive into an unforgettable experience and explore extraordinary shops, unique eateries and events year round.

fla-keys.com

keywest.com

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KeyWestHistoricSeaport.com

Email: info@keywesthistoricseaport.com

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📍 201 William Street, Key West, FL 33040

✉ E-mail 🌐 Website

📺 Watch our video 📘 Facebook 🐦 Twitter 📱 TripAdvisor

Key West Historic Seaport, your gateway for everything to do in Key West! Explore all Key West has to offer and more! Dive into an unforgettable experience and explore extraordinary shops, unique eateries and events year round.



floridakeys.com

Key West Historic Seaport

KeyWestHistoricSeaport.com

Email: info@keywesthistoricseaport.com

201 William Street Key West, FL 33040

Key West Historic Seaport, your gateway for everything to do in Key West! Explore all Key West has to offer and more! Dive into an unforgettable experience and explore extraordinary shops, unique eateries and events year round.

Keys ^{CO OP}

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Advertising



Bus Wraps / Tour Bus Advertising

Route: Miami - KW Historic Seaport - Miami

- Daily Excursions
- Multiple pick-up locations in Miami
- Display Rack Cards
- Run Video Commercial
- Great Road Exposure
- Custom Rear Wraps



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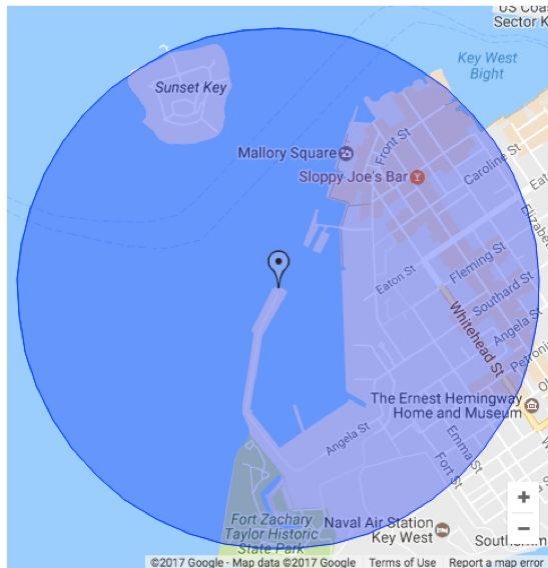
Advertising

Digital Advertising/Marketing Strategy

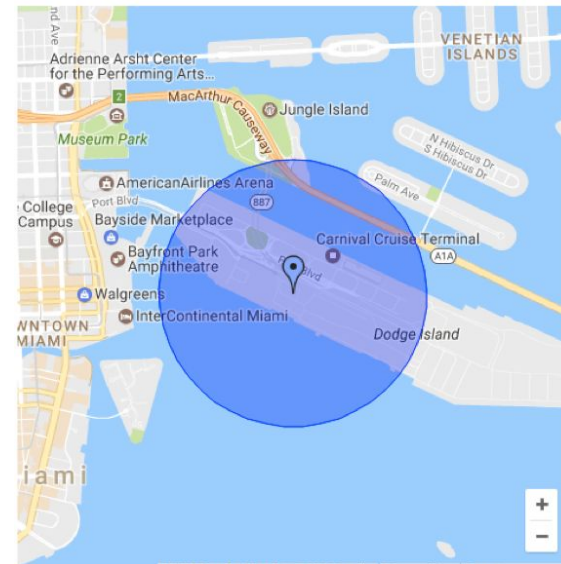
specifically targeted to drive visitors to the Historic Seaport

Impressions: 159,230 Clicks: 202

Target cruise passengers in Key West at the pier as they arrive or wake up and turn on phones (see radius below)



Target cruise passengers for 6 hours in the **departure port** (Miami, Ft. Laud, Canaveral, Tampa), **before they leave.** (see radius below)



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Key West to Cuba Festival

CONFIRMED



Key West to Cuba LGBT Art & Culture R-Evolution
presented by **HAVANA AIR**
September 7-13, 2017

www.KeyWestToCubaFest.com

Sponsored in part by the Monroe County Tourist Council (TDC)
Florida Keys & Key West

Partners

- HAVANA AIR
- Key West Food and Wine Festival
- Gay Key West
- House of Art, LGBT Gallery
- OutClique Magazine, Media Partner
- Conch Republic Seafood
- Marker Hotel, Official Hotel
- Pilar Rum, Official Beverage Sponsor
- Waterfront Brewery, Friday Evening 9/8 Rooftop event
- Schooner Wharf Bar, Saturday evening, 9/9 event



Art, Wine & Dine in Key West Cultural Tour in Exotic Cuba

Begin with an LGBT Art, Wine & Dine Experience in Key West, then, be one of the first to take an LGBT Cultural Tour to exotic Cuba for the trip of a lifetime. Two Islands – One Week – Be a Part of History! Experience art the most authentic way possible – through the eyes of the artists. We are now looking for partners, sponsors and artists. Call today to get involved!



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THANK YOU



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