

MEMORANDUM

June 7, 2017

TO: Doug Bradshaw & Karen Olson

FROM: Dana Pollitt

**SUBJECT: Key West Bight Management District Board May/June, 2017 Monthly Update
Key West Historic Seaport Marketing Services Contract #10-015**

The following is a summary of ADEPT's May/June marketing activities for the Key West Historic Seaport:

KWHS VIDEO

- Editorial Video Shoot with Key TV/Destination Television scheduled for Friday June 23rd with Scott Saunders who will act as the KWHS ambassador. Video will cover past, present and the future of the KWHS. 1:30 minute video to be aired daily with KWHS current video.
- Task Order Proposal for Annual Key TV/Destination Television submitted to City staff for approval and purchase order week of Monday June 5th.
- YouTube: Increased to 11,897 views from 10,762 last month
- Airing daily on Destination Network [Key TV/TripSmarter.com]. Affidavit below shows a sample of the broadcast report for the month of May.

BROADCAST AD MANAGEMENT SYSTEM

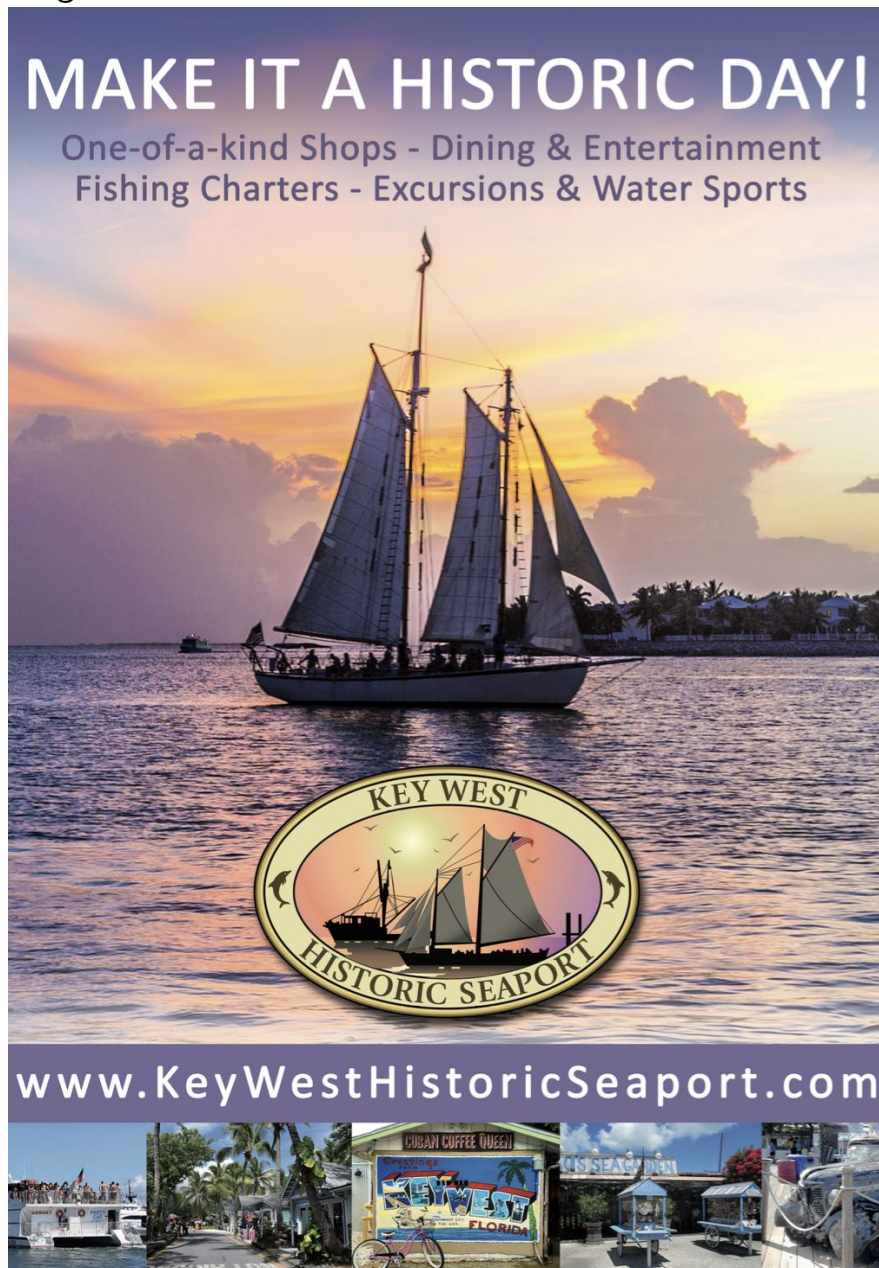
Key TV
5450 MacDonald Avenue, Suite #10
Key West, FL 33040

Affidavit of Service Rendered
05/01/17 - 05/28/17

Key West Historic Seaport

SPOT NAME	PLAYDATE	PLAYTIME
OOH Key West Historic Seaport 2017	5/1/2017	00:21:00
OOH Key West Historic Seaport 2017	5/1/2017	00:43:50
OOH Key West Historic Seaport 2017	5/1/2017	00:44:52
OOH Key West Historic Seaport 2017	5/1/2017	06:11:18
OOH Key West Historic Seaport 2017	5/1/2017	06:36:36
OOH Key West Historic Seaport 2017	5/1/2017	06:47:16
OOH Key West Historic Seaport 2017	5/1/2017	07:17:32
OOH Key West Historic Seaport 2017	5/1/2017	07:40:15
OOH Key West Historic Seaport 2017	5/1/2017	07:53:26
OOH Key West Historic Seaport 2017	5/1/2017	08:10:48
OOH Key West Historic Seaport 2017	5/1/2017	08:31:57
OOH Key West Historic Seaport 2017	5/1/2017	09:19:53
OOH Key West Historic Seaport 2017	5/1/2017	09:32:13
OOH Key West Historic Seaport 2017	5/1/2017	11:46:56
OOH Key West Historic Seaport 2017	5/1/2017	21:28:06
OOH Key West Historic Seaport 2017	5/1/2017	22:34:18
OOH Key West Historic Seaport 2017	5/2/2017	00:16:38
OOH Key West Historic Seaport 2017	5/2/2017	06:28:25
OOH Key West Historic Seaport 2017	5/2/2017	06:38:24
OOH Key West Historic Seaport 2017	5/2/2017	06:47:51
OOH Key West Historic Seaport 2017	5/2/2017	06:58:32
OOH Key West Historic Seaport 2017	5/2/2017	07:54:53
OOH Key West Historic Seaport 2017	5/2/2017	08:16:30
OOH Key West Historic Seaport 2017	5/2/2017	08:54:22
OOH Key West Historic Seaport 2017	5/2/2017	09:11:48
OOH Key West Historic Seaport 2017	5/2/2017	09:27:39
OOH Key West Historic Seaport 2017	5/2/2017	09:37:59
OOH Key West Historic Seaport 2017	5/2/2017	09:49:59
OOH Key West Historic Seaport 2017	5/2/2017	11:43:55
OOH Key West Historic Seaport 2017	5/2/2017	19:19:55
OOH Key West Historic Seaport 2017	5/2/2017	19:36:53
OOH Key West Historic Seaport 2017	5/2/2017	19:37:55
OOH Key West Historic Seaport 2017	5/2/2017	22:14:20
OOH Key West Historic Seaport 2017	5/3/2017	00:22:00

Printing and Installation of US-1 Bus Shelter with Anderson Outdoor Advertising. See Bus Shelter Image below:



ADVERTISING:

- Digital Digital Advertising Report attached.

KWHS SOCIAL MEDIA (Facebook, Twitter, Instagram, Tumblr, Foursquare, Youtube)

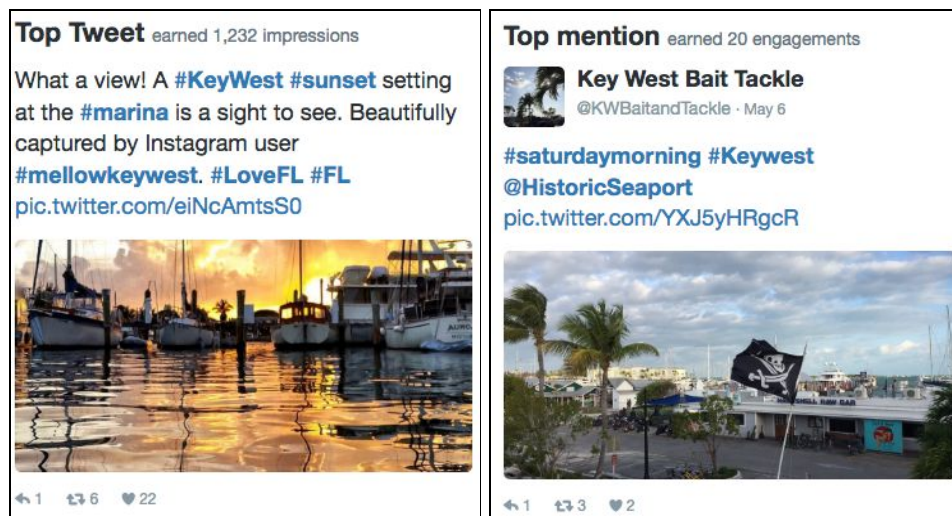
- Ongoing social media content creation and daily posting (Weekly Seaport Spotlight, Reviews Posts, Live Music Opportunities, Tenant Info. Events, etc.)

Facebook:

- 814 page likes
- 840 people checked in
- Up to 23 reviews
 - 4 new 5-star reviews

Twitter:

- 744 followers
- From May 25-31, our Tweets earned 1,715 impressions (our tweets showed up on our follower's Twitter feeds 1,715 from them retweeting or "liking" our posts, so all of their followers potentially read our Tweets as well)



- Left picture shows one Top Tweet in May
- This single Tweet earned 1,232 impressions
- Right picture shows one Top Mention Tweet
- Historic Seaport tenants are tagging us in their Tweets for their followers to read and potentially follow us

Instagram:

- 1,168 followers with new followers daily (content includes videos, pictures, reposting from tenants, etc.)

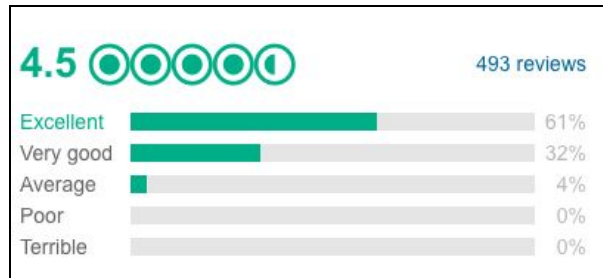
Tumblr:

- Uploading monthly blogs and pictures to account

- Reposting content from travel bloggers /pictures from Key West Historic Seaport

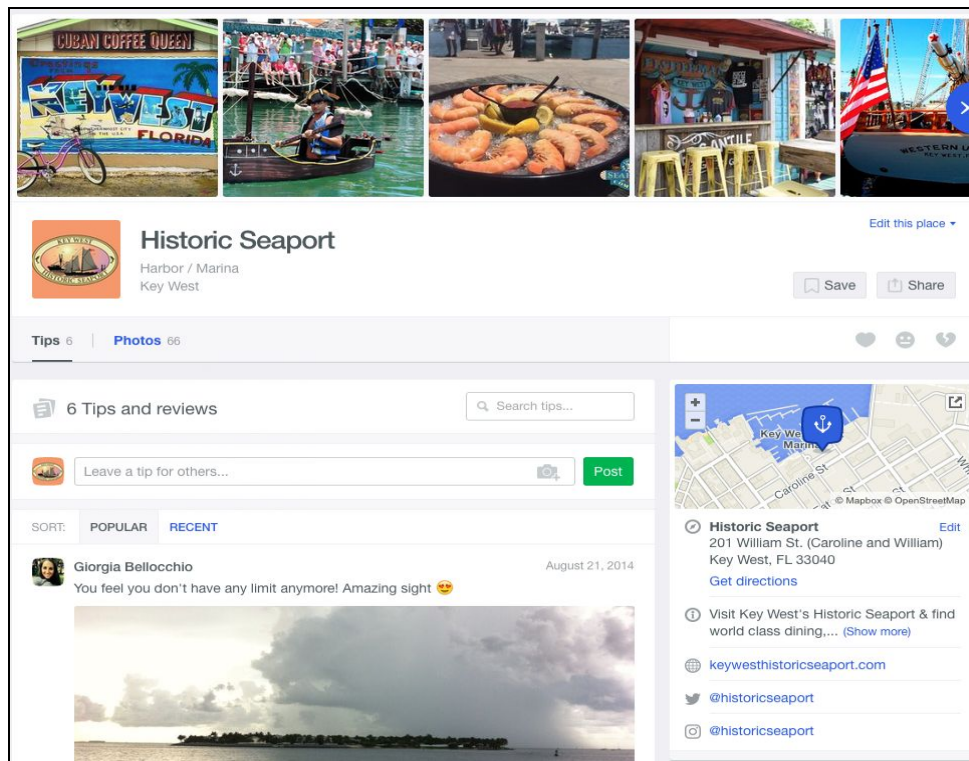
TripAdvisor:

- 493 Reviews
- 9 new reviews from last month
- Excellent Rating 4.5 out of 5



Foursquare (NEW):

- Over 50 million people use Foursquare to discover great businesses and share what they love about them with others
- Visitors “check in” to their location and upload pictures, provide tips for future visitors, and leave reviews, which make up our our page feed
- Below is a screenshot of what the KWHS page looks like:



KWHS WEBSITE:

- Ongoing website maintenance and content creation (Tenant Info. Events, Blog, etc.)
- Regular content writing services
 - May blog #8 posted: [Website Link >>](#)
 - June blog #9 Posted: [Website Link >>](#)
- Breezin Charters and Echo Catamaran added to website
- New events added monthly
- Google Analytics for period May 1, 2017 to May 31, 2017 below:

Audience Overview:



Acquisition Overview:

	Sessions ↓	% New Sessions ↓	New Users ↓
	1,174	81.43%	956
1 ■ Organic Search	539	<div></div>	
2 ■ Direct	292	<div></div>	
3 ■ Referral	249	<div></div>	
4 ■ Social	94	<div></div>	

Top 10 Referral Sources:

<input type="checkbox"/>	Source ?	Acquisition		
		Sessions ? ↓	% New Sessions ?	New Users ?
		249 % of Total: 21.21% (1,174)	76.31% Avg for View: 81.43% (-6.29%)	190 % of Total: 19.87% (956)
<input type="checkbox"/>	1. cityofkeywest-fl.gov	65 (26.10%)	87.69%	57 (30.00%)
<input type="checkbox"/>	2. keywestfloridaspring.com	51 (20.48%)	66.67%	34 (17.89%)
<input type="checkbox"/>	3. keywestinstatesummer.com	27 (10.84%)	77.78%	21 (11.05%)
<input type="checkbox"/>	4. keywest.com	26 (10.44%)	100.00%	26 (13.68%)
<input type="checkbox"/>	5. fla-keys.com	25 (10.04%)	64.00%	16 (8.42%)
<input type="checkbox"/>	6. keywesttocubafest.com	7 (2.81%)	28.57%	2 (1.05%)
<input type="checkbox"/>	7. tumblr.com	7 (2.81%)	0.00%	0 (0.00%)
<input type="checkbox"/>	8. floridarambler.com	5 (2.01%)	60.00%	3 (1.58%)
<input type="checkbox"/>	9. piulatte.cz	5 (2.01%)	100.00%	5 (2.63%)
<input type="checkbox"/>	10. mg.mail.yahoo.com	3 (1.20%)	33.33%	1 (0.53%)



Digital Advertising Report

Key West Historic Seaport

May 1, 2017 - May 31, 2017

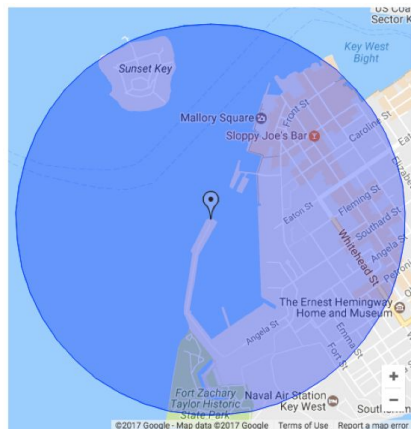
Prepared by: ADEPT Strategy & Public Relations

CAMPAIGN OVERVIEW

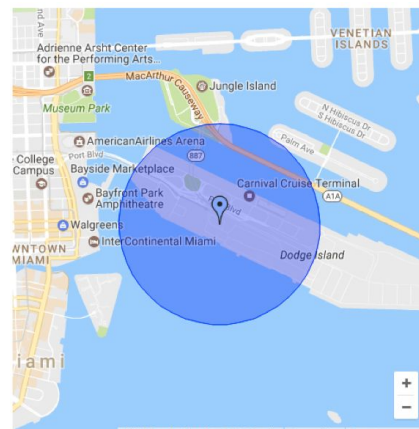
APPROACH: With low interest for couponing/discounting from merchants, we revised our campaign into an awareness campaign, versus a retail approach. With this, impressions in the very targeted cruise passenger segment became key.

CAMPAIGN STRATEGIES:

- I. Target them in Key West at the pier as they arrive or wake up and turn on phones (see radius below on Picture 1)
- II. Target cruise passengers for 6 hours in the **departure port** (Miami, Ft. Laud, Canaveral, Tampa), **before they leave**. (see radius example below). This strategy was added when we confirmed that we could run strategy 1 at very low cost. (see radius below on Picture 2)



Picture 1



Picture 2

III. Proposed Additional Strategy: Key West visitors, beyond cruise ships. Overall low cost of running the cruise-targeted campaigns allows us to run campaigns now targeting in-market consumers staying in hotels, etc.

SUMMARY CHART:

Campaign	Budget	Status	Campaign type	Clicks	Impr.	Avg. Pos.	CTR	Avg. CPC	Cost	Avg. CPM
ROYAL CARIBBEAN	\$100.00/day	Eligible	Display Network only	7	7,190	1.0	0.10%	\$1.60	\$11.21	\$1.56
CARNIVAL CRUISE LINE	\$100.00/day	Eligible	Display Network only	4	5,993	1.0	0.07%	\$1.57	\$6.29	\$1.05
DEPART MIAMI	\$100.00/day	Eligible	Display Network only	126	61,348	1.0	0.21%	\$0.72	\$90.79	\$1.48
DEPART TAMPA	\$100.00/day	Eligible	Display Network only	1	713	1.0	0.14%	\$1.11	\$1.11	\$1.56
City-Wide Display	\$20.00/day	Eligible	Display Network only	0	0	0.0	0.00%	\$0.00	\$0.00	\$0.00
HOLLAND AMERICA	\$100.00/day	Paused	Display Network only	0	0	0.0	0.00%	\$0.00	\$0.00	\$0.00
DISNEY CRUISE LINE	\$100.00/day	Paused	Display Network only	0	0	0.0	0.00%	\$0.00	\$0.00	\$0.00
SINGLE ENTRY	\$100.00/day	Paused	Display Network only	0	0	0.0	0.00%	\$0.00	\$0.00	\$0.00
NORWEGIAN	\$100.00/day	Paused	Display Network only	0	0	0.0	0.00%	\$0.00	\$0.00	\$0.00
SINGLE DELUXE	\$100.00/day	Paused	Display Network only	0	0	0.0	0.00%	\$0.00	\$0.00	\$0.00
DEPART PEV	\$100.00/day	Paused	Display Network only	0	0	0.0	0.00%	\$0.00	\$0.00	\$0.00
CELEBRITY	\$100.00/day	Ended	Display Network only	3	5,367	1.0	0.06%	\$1.96	\$5.89	\$1.10
Total - all but removed campaigns				141	80,611	1.0	0.17%	\$0.82	\$115.29	\$1.43
Total - Display	\$420.00/day			141	80,611	1.0	0.17%	\$0.82	\$115.29	\$1.43

KPIS FROM SUMMARY CHART:

- All Time
- Impressions: 159,230
- Clicks: 202
- Cost: \$311.96
- Average Cost/Thousand Impressions: \$1.33

BUDGET: 95.54% of initial advertising budget is available and we will be carried over to the following month.

CREATIVE EXECUTIONS: A total of 146 different ads have been developed using multiple sizes used by mobile web sites. A cross section is provided below:

DEPARTURE CAMPAIGNS:

IN KEY WEST

Your selfies will look better here.
Key West Historic Seaport

WELCOME TO KEY WEST

(We wanted to be the first.)
Key West Historic Seaport

SOON, YOU'LL BE IN KEY WEST

We're excited too!
Key West Historic Seaport

Bon Voyage!

See you in Key West
(Walk from the ship)

Key West Historic Seaport

PSSST!

If Key West people cruised to Key West, they'd come here.

Key West Historic Seaport

CRUISE LINE SPECIFIC ADS:



**Welcome
CARNIVAL CRUISE
PASSENGERS**

**Attractions
Are Close**

**Key West
Historic Seaport**

**Welcome
CARNIVAL CRUISE
PASSENGERS!**
Great Shopping Is Close



**Key West
Historic Seaport**

**Welcome
CELEBRITY CRUISE
PASSENGERS**
Waterfront Bars &
Restaurants Are Close



**Key West
Historic Seaport**

**Welcome
CARNIVAL
CRUISE
PASSENGERS!**

Big adventures are close.

Key West Historic Seaport

**Welcome
CARNIVAL
CRUISE
PASSENGERS!**

Cool attractions are close.

Key West Historic Seaport

**Welcome
CELEBRITY
CRUISE LINE
PASSENGERS!**

**Waterfront bars and
restaurants are close.**

Key West Historic Seaport

**Welcome
ROYAL CARIBBEAN
PASSENGERS**
Unique Shopping Is Close



**Key West
Historic Seaport**

**Welcome
ROYAL CARIBBEAN
PASSENGERS**
Adventures
are close.



**Key West
Historic Seaport**







Audience Summary

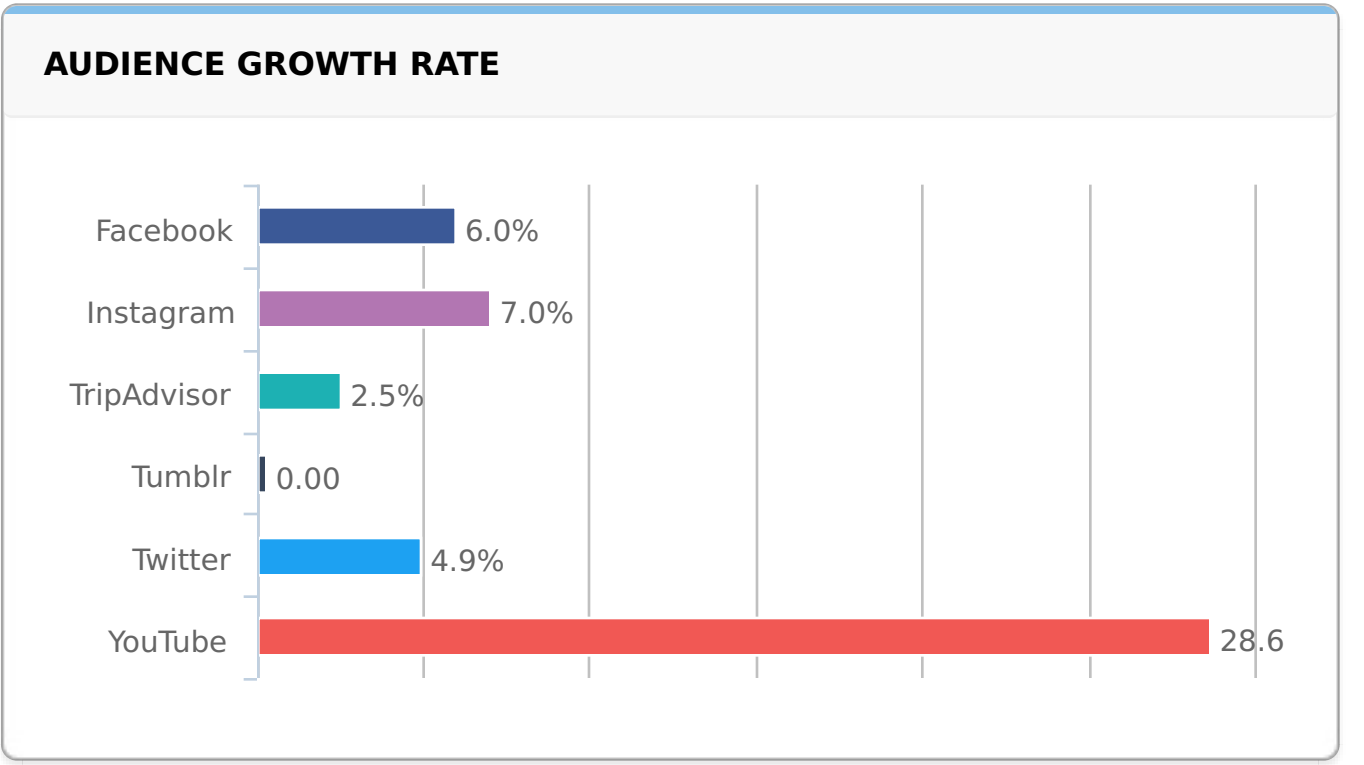
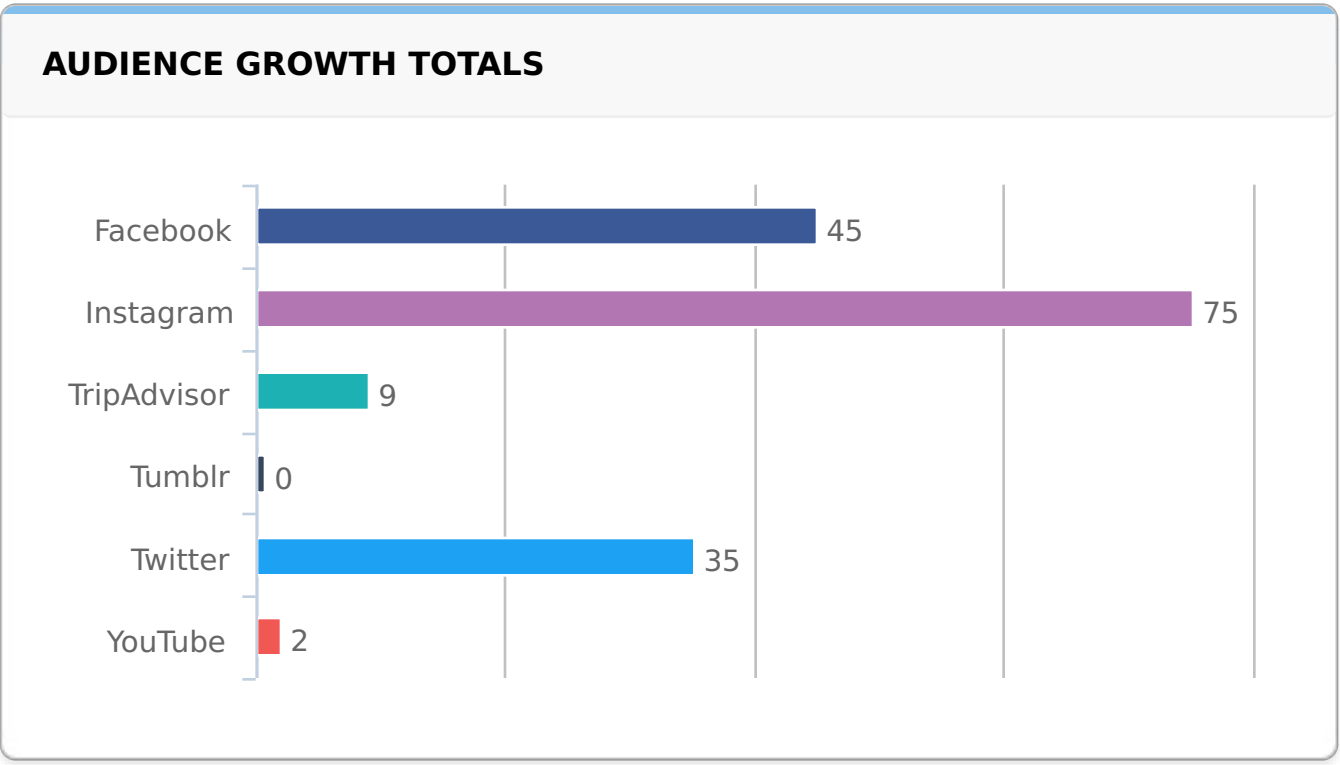
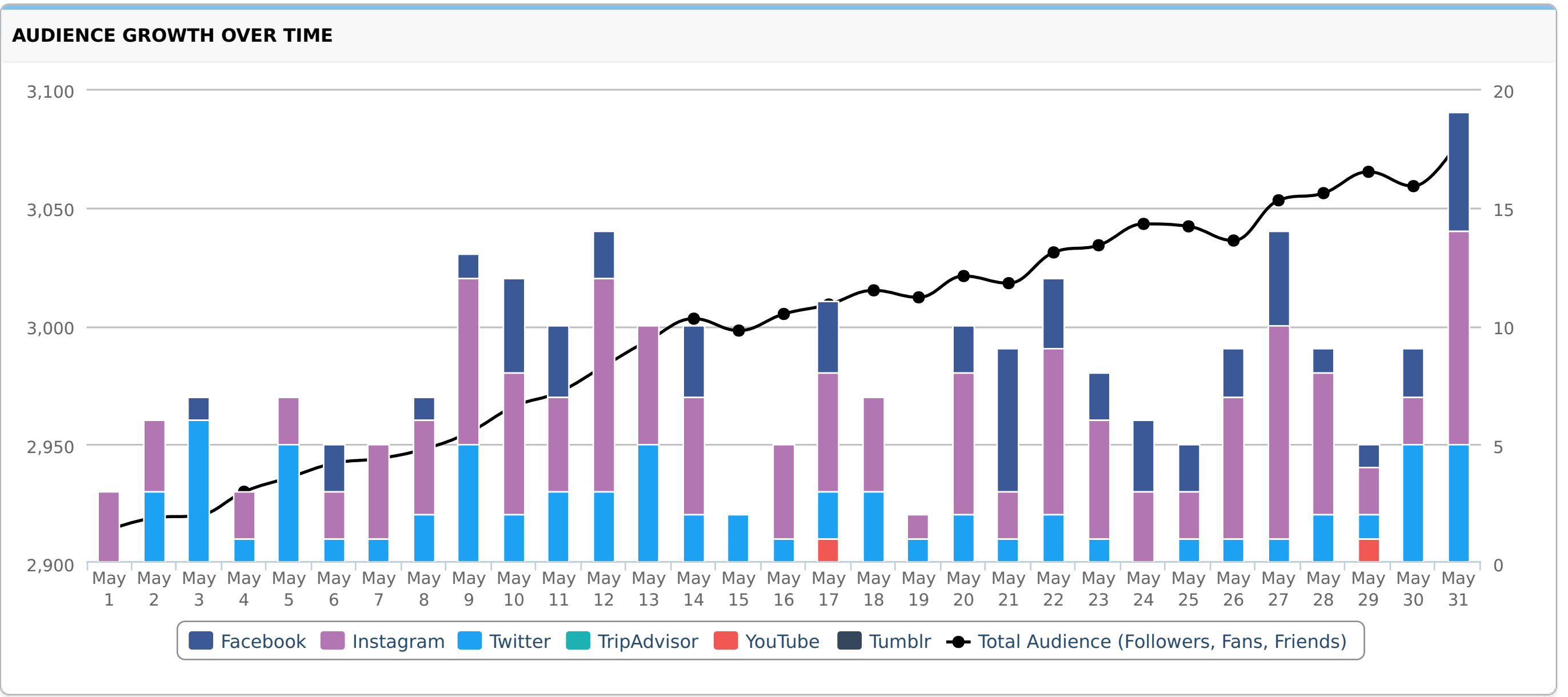
Key West Historic Seaport

May 1, 2017 - May 31, 2017

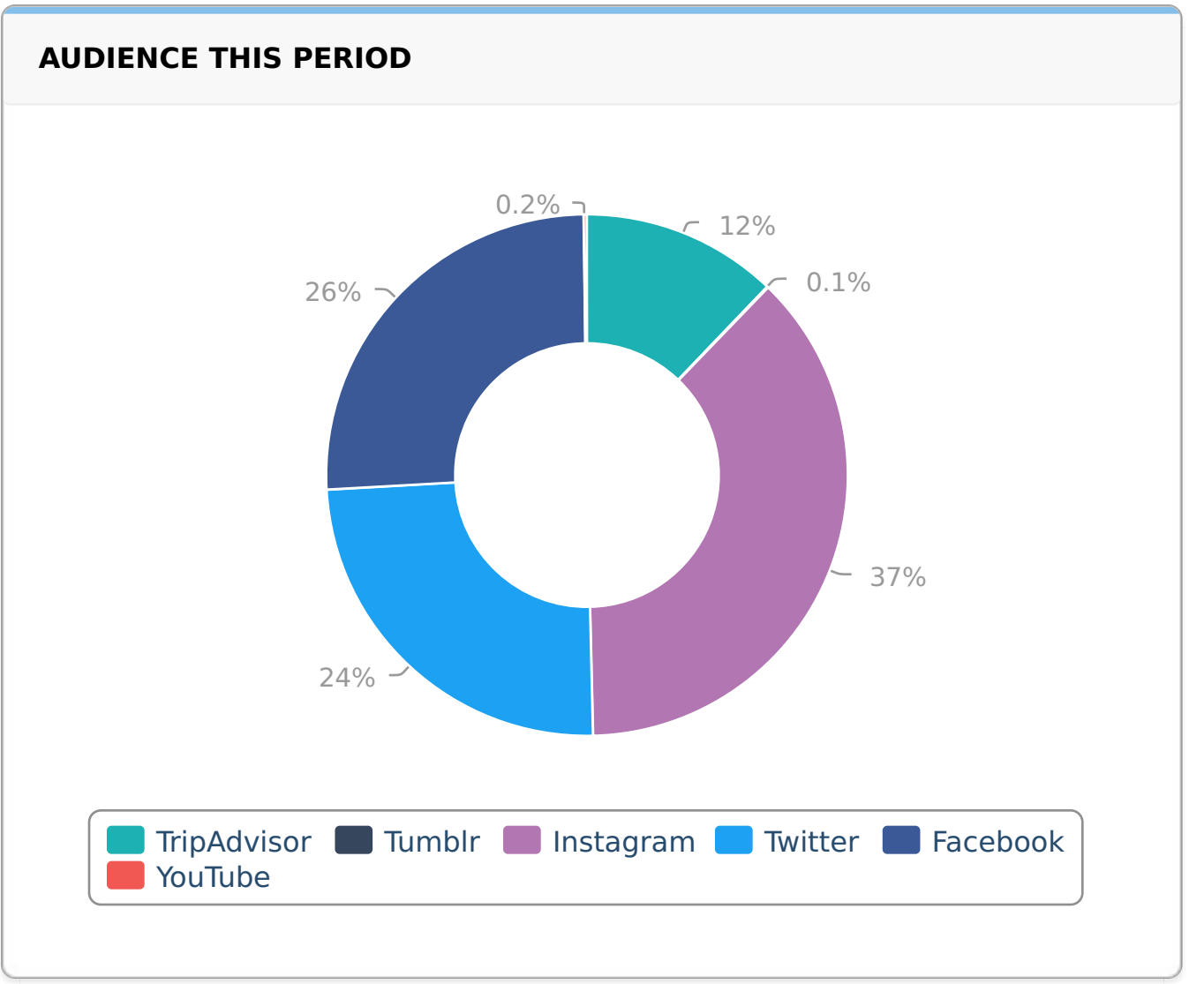
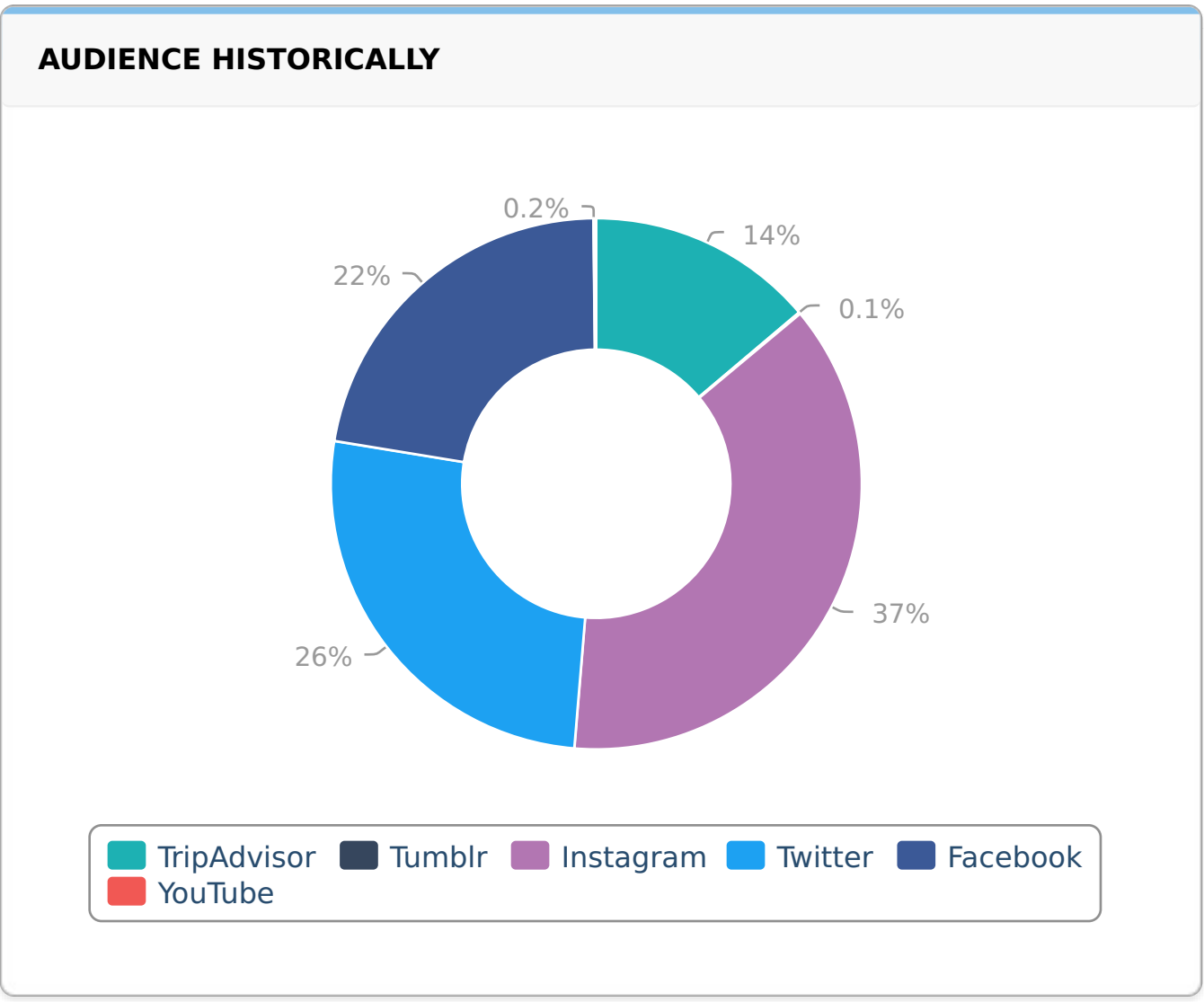
Cross Channel Report

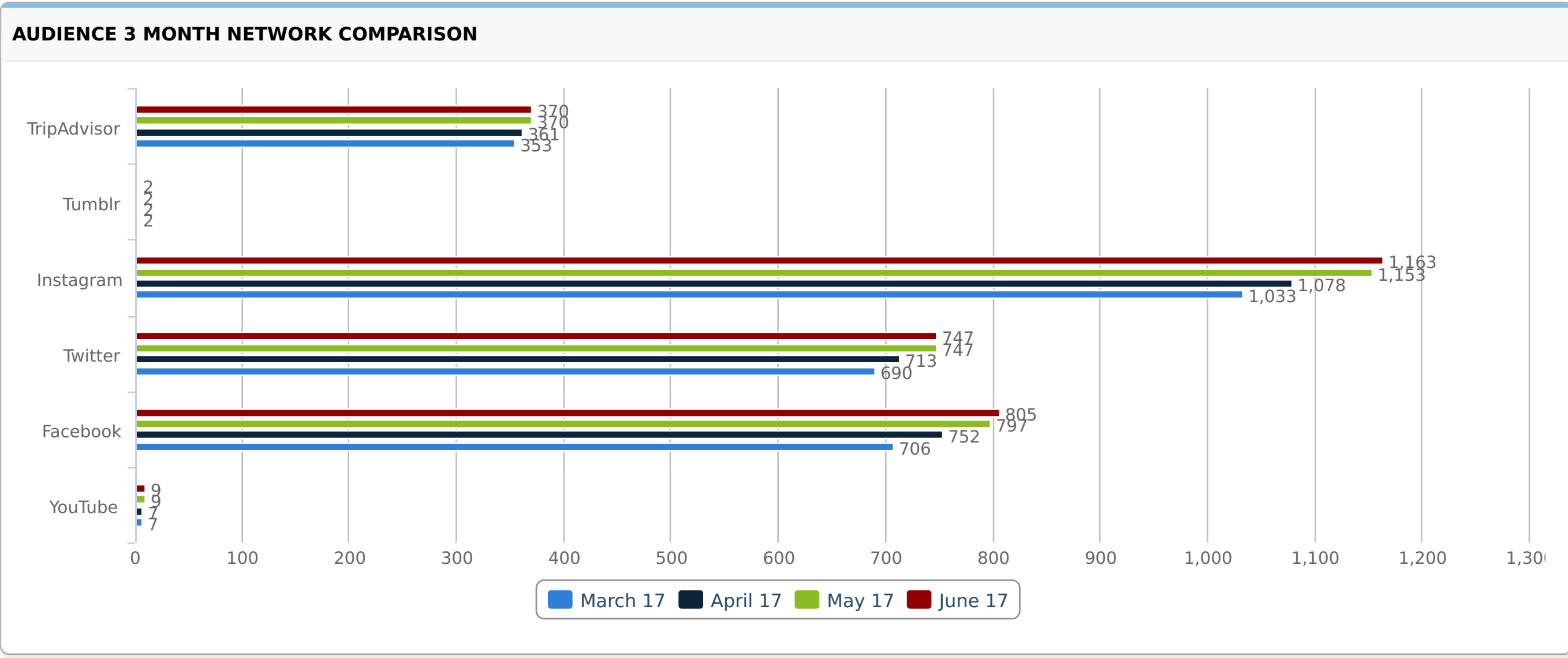
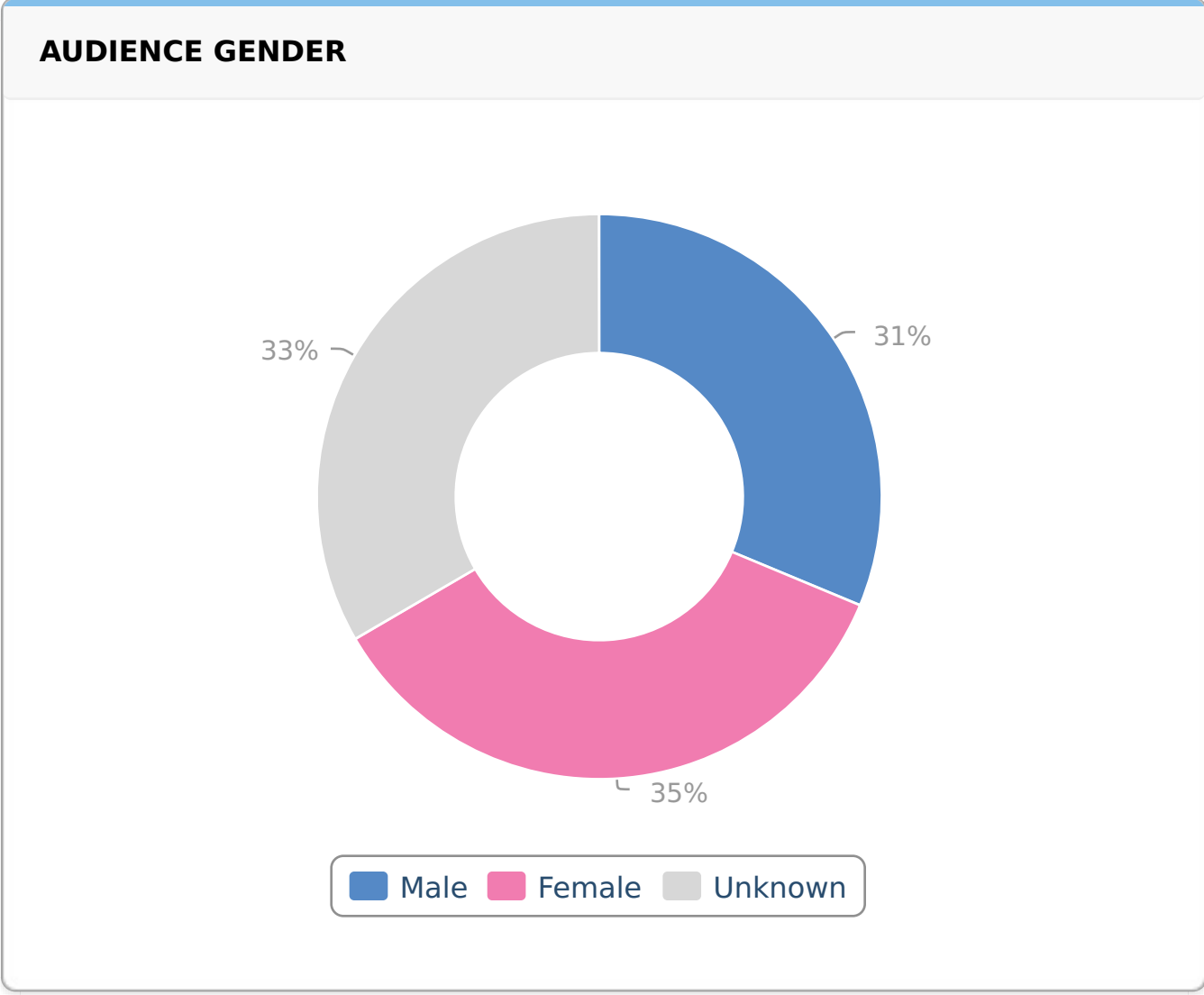
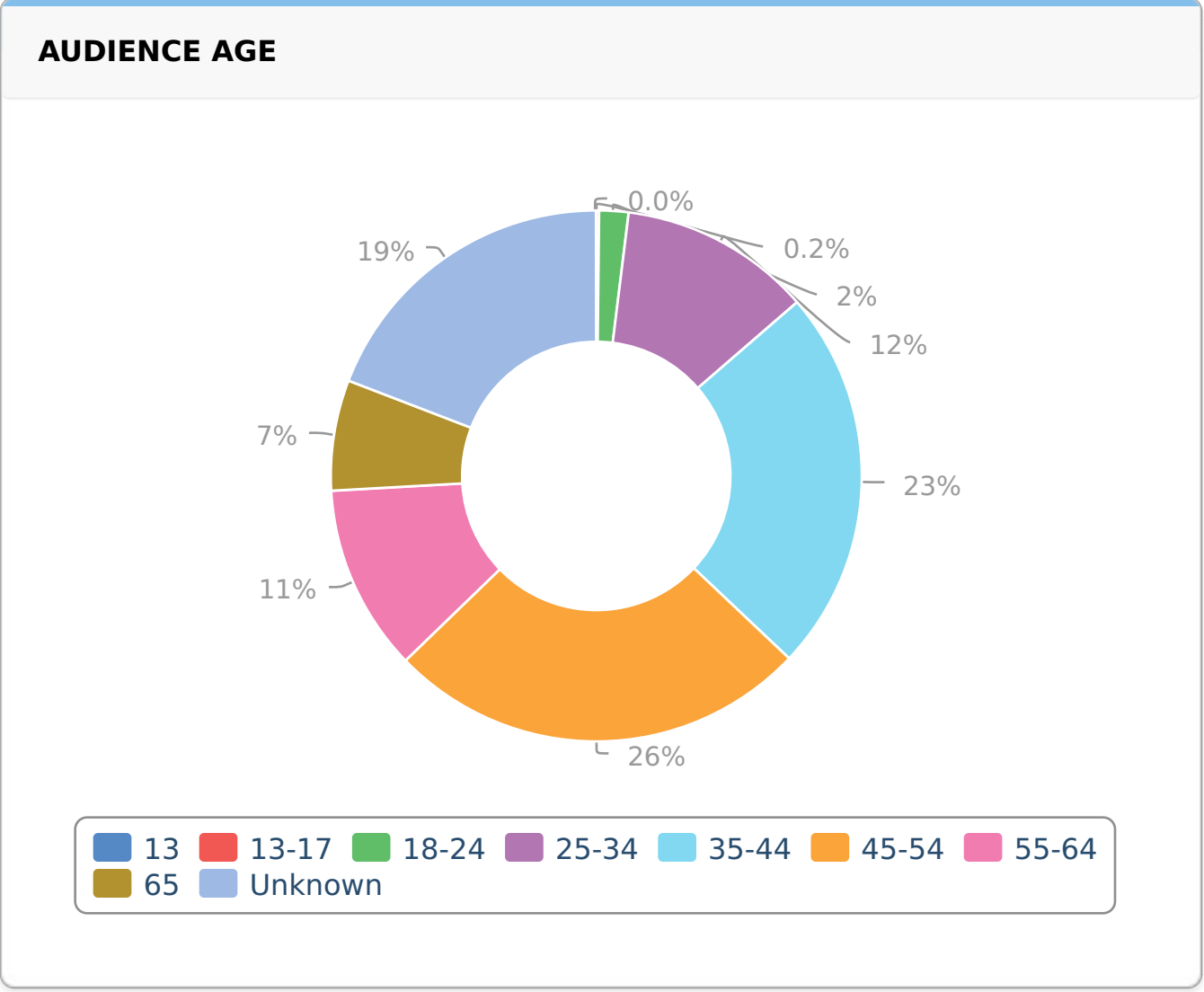
Prepared by: ADEPT Strategy & Public Relations

Audience Growth by Channel			
Channel	Audience Growth (Net)	Growth Rate	Total Audience
 Facebook	45	5.98%	797
 Instagram	75	6.96%	1,153
 TripAdvisor	9	2.49%	370
 Tumblr	0	0%	2
 Twitter	35	4.92%	747
 YouTube	2	28.57%	9
	166	5.39%	3,078

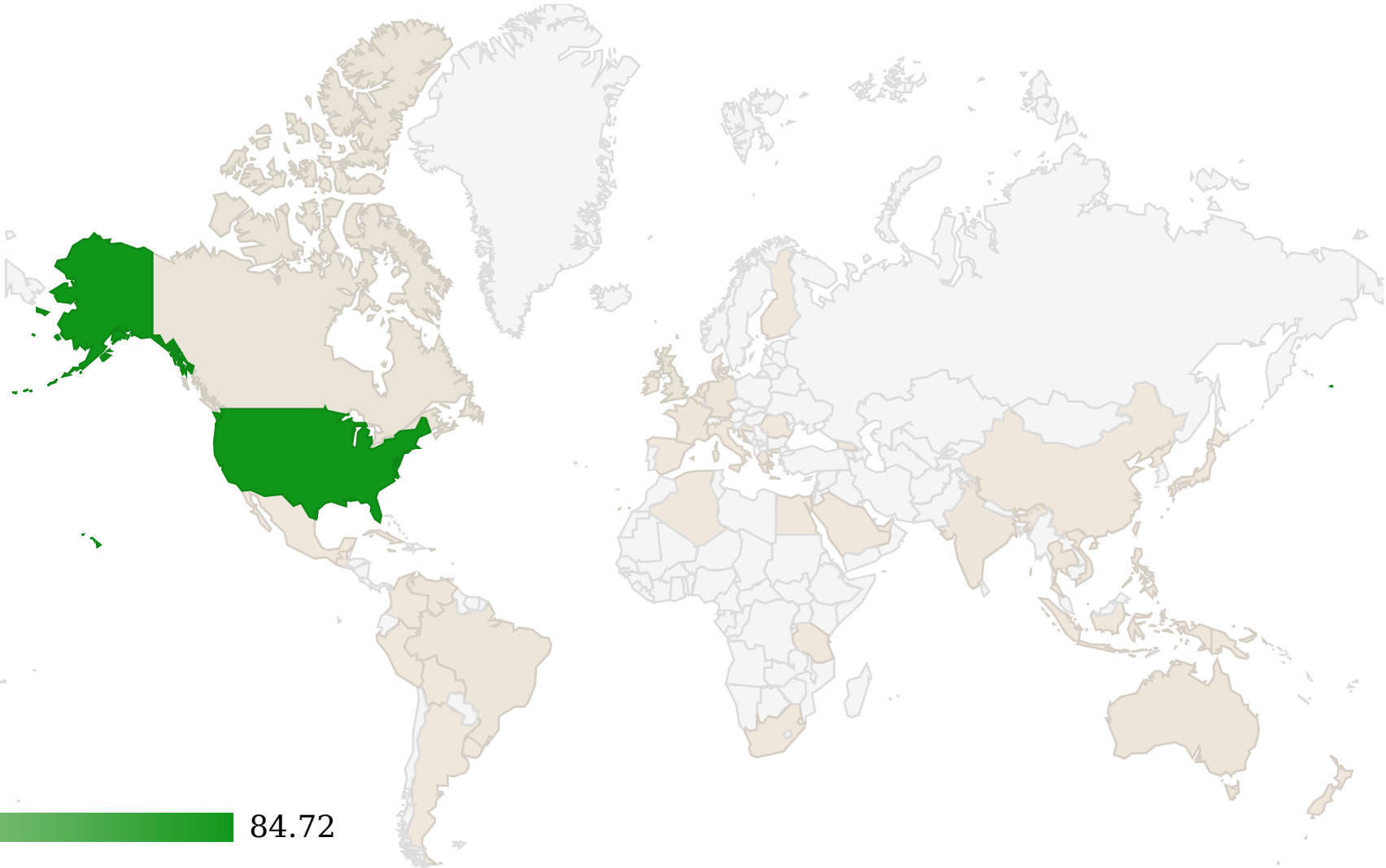


Instagram accounted for the most audience growth, with **75** new followers added. **YouTube** was your fastest-growing channel, with **28.57%** friend growth.





AUDIENCE WORLD DISTRIBUTION



Country	Code	%
United States	US	84.72
United Kingdom	GB	3.15
Canada	CA	2.19
Brazil	BR	1.12
Germany	DE	0.96
Australia	AU	0.84
Philippines	PH	0.39
India	IN	0.34
United Arab Emirates	AE	0.34
France	FR	0.34
Venezuela	VE	0.28
Thailand	TH	0.28
South Africa	ZA	0.22
Uruguay	UY	0.22
Mexico	MX	0.22
Italy	IT	0.22
Guam	GU	0.22
Japan	JP	0.17
Greece	GR	0.17
Spain	ES	0.17
Romania	RO	0.17
China	CN	0.17
New Zealand	NZ	0.11
Denmark	DK	0.11
Puerto Rico	PR	0.11

Comprehensive Social Media Report

Key West Historic Seaport

May 1, 2017 - May 31, 2017

Cross Channel Report

1 Facebook Page

1 Instagram Profile

1 Twitter Profile

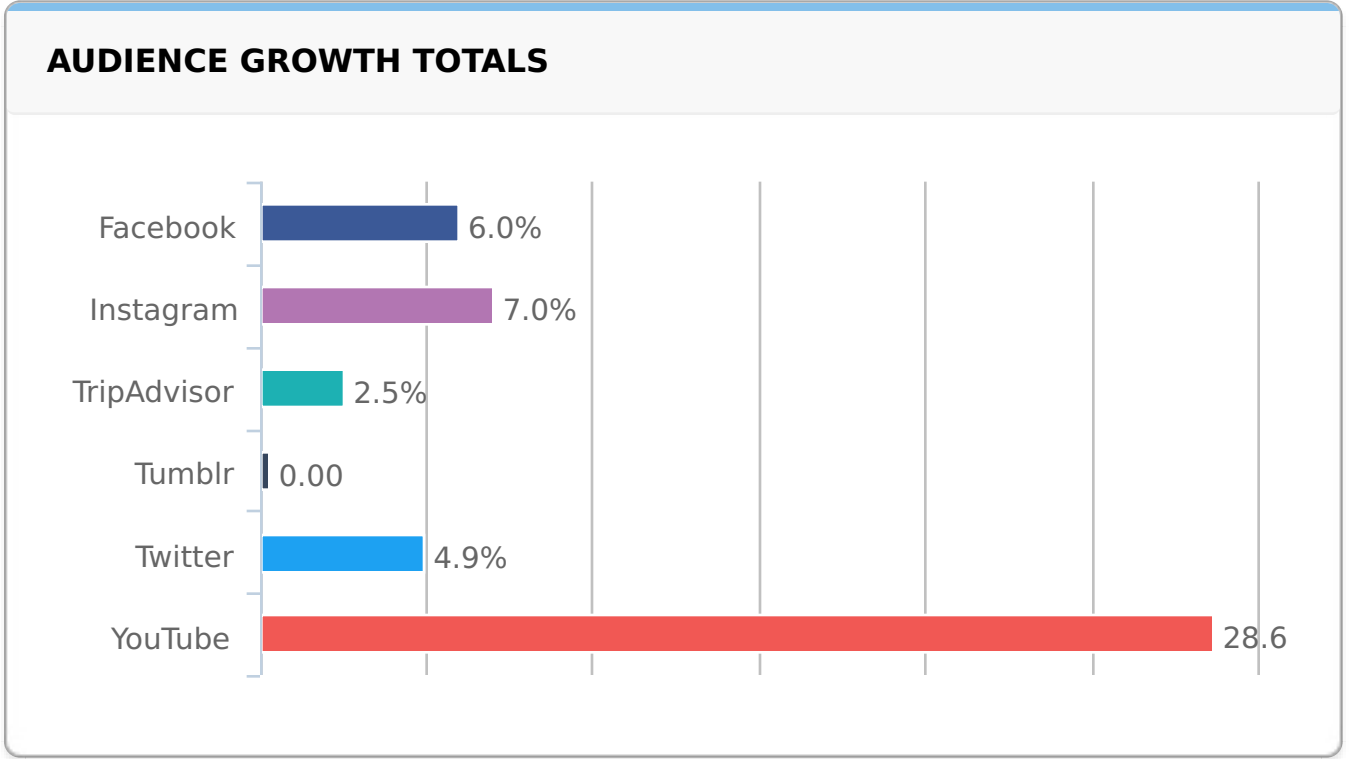
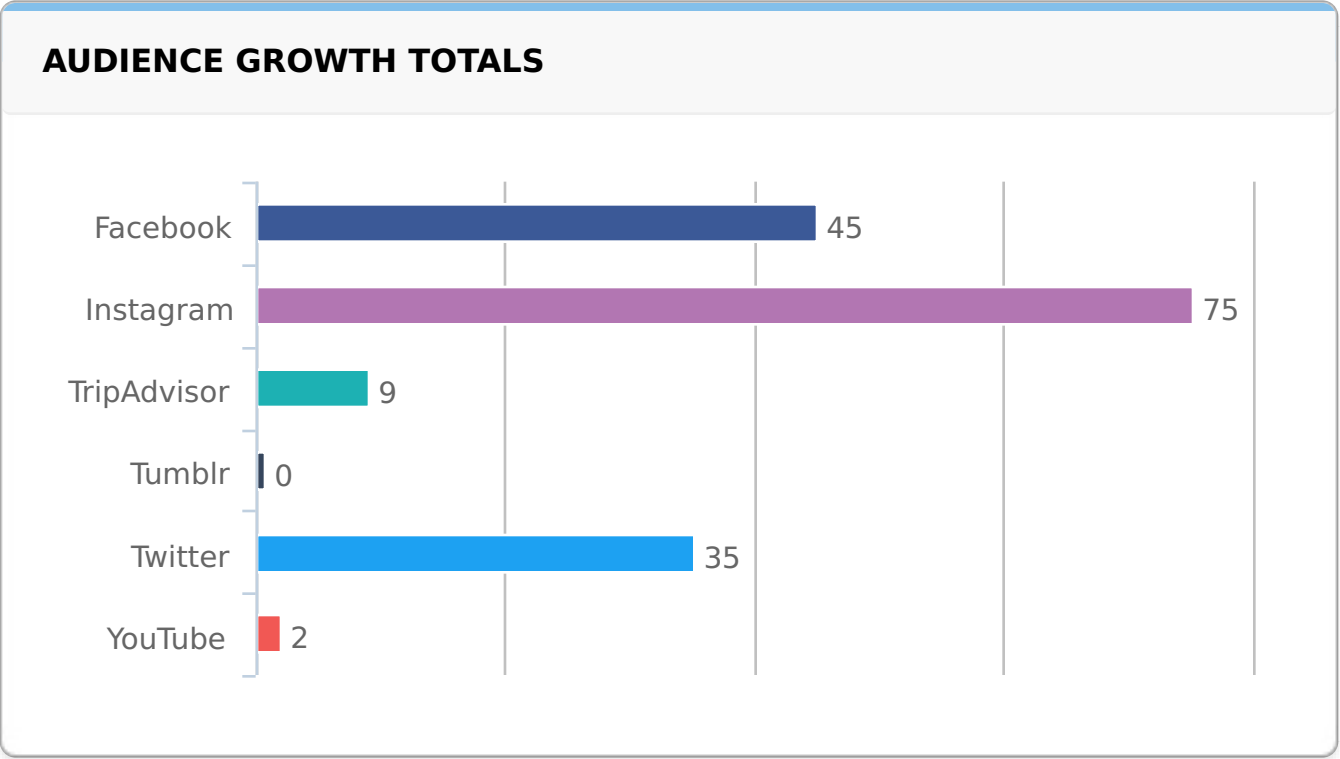
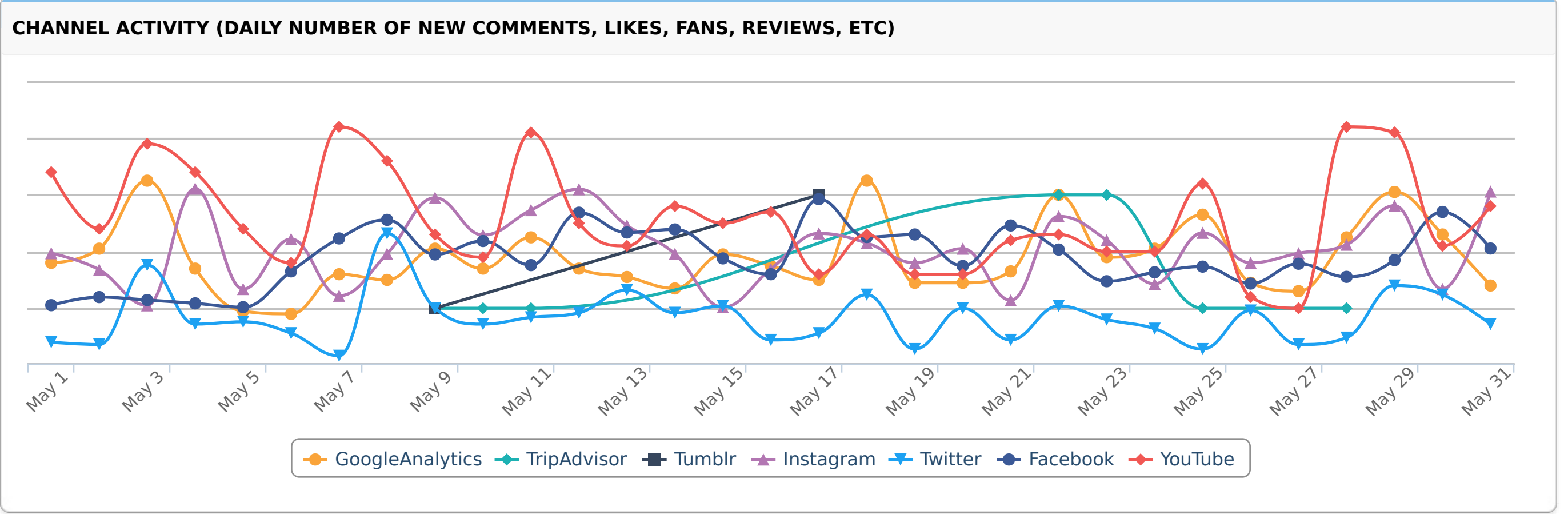
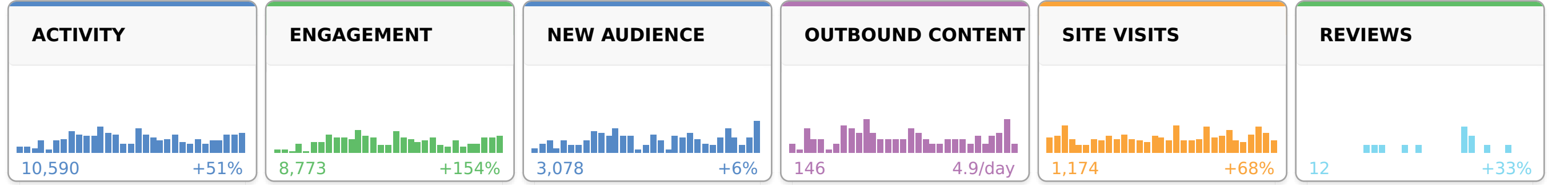
1 TripAdvisor Attraction

1 YouTube Channel

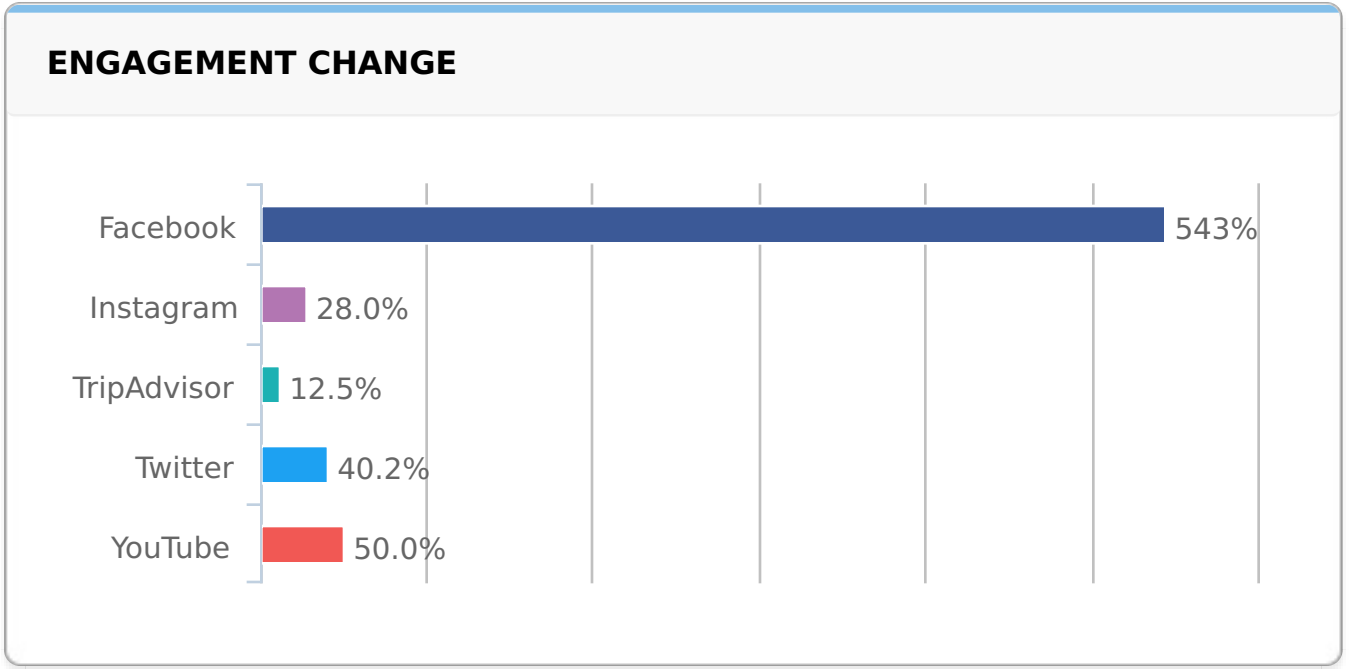
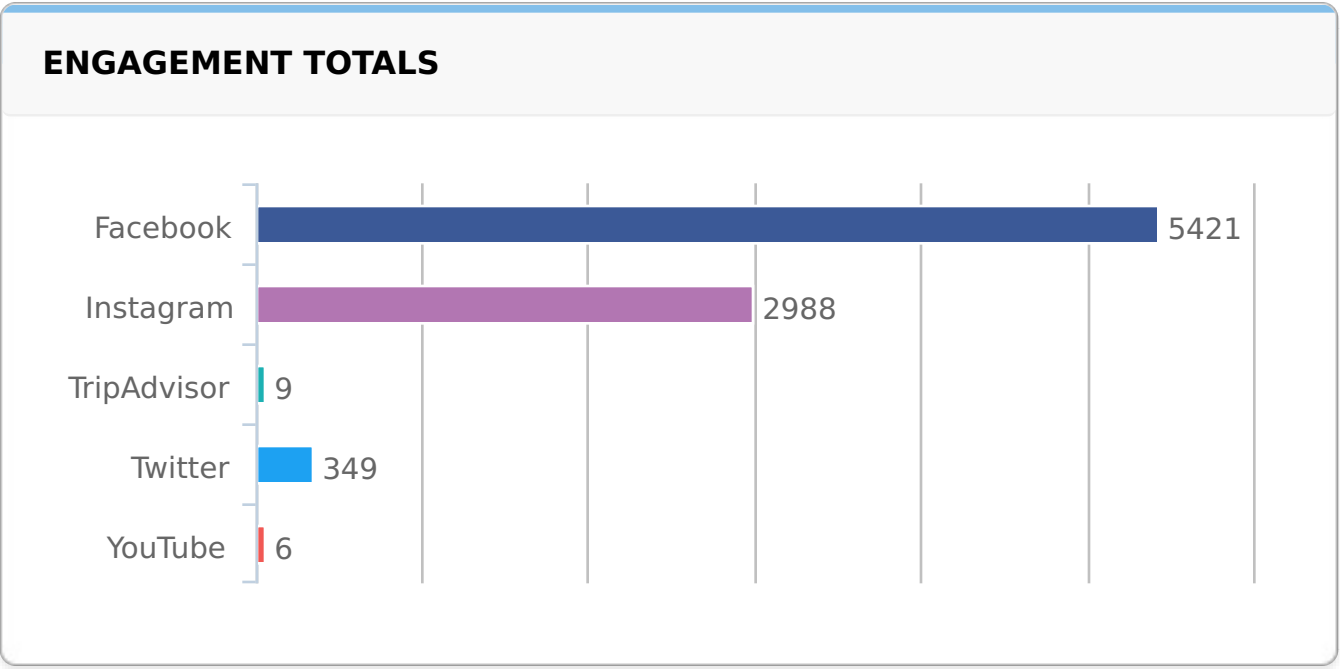
Comprehensive Social Media Report

Prepared by: ADEPT Strategy & Public Relations

Cross Channel

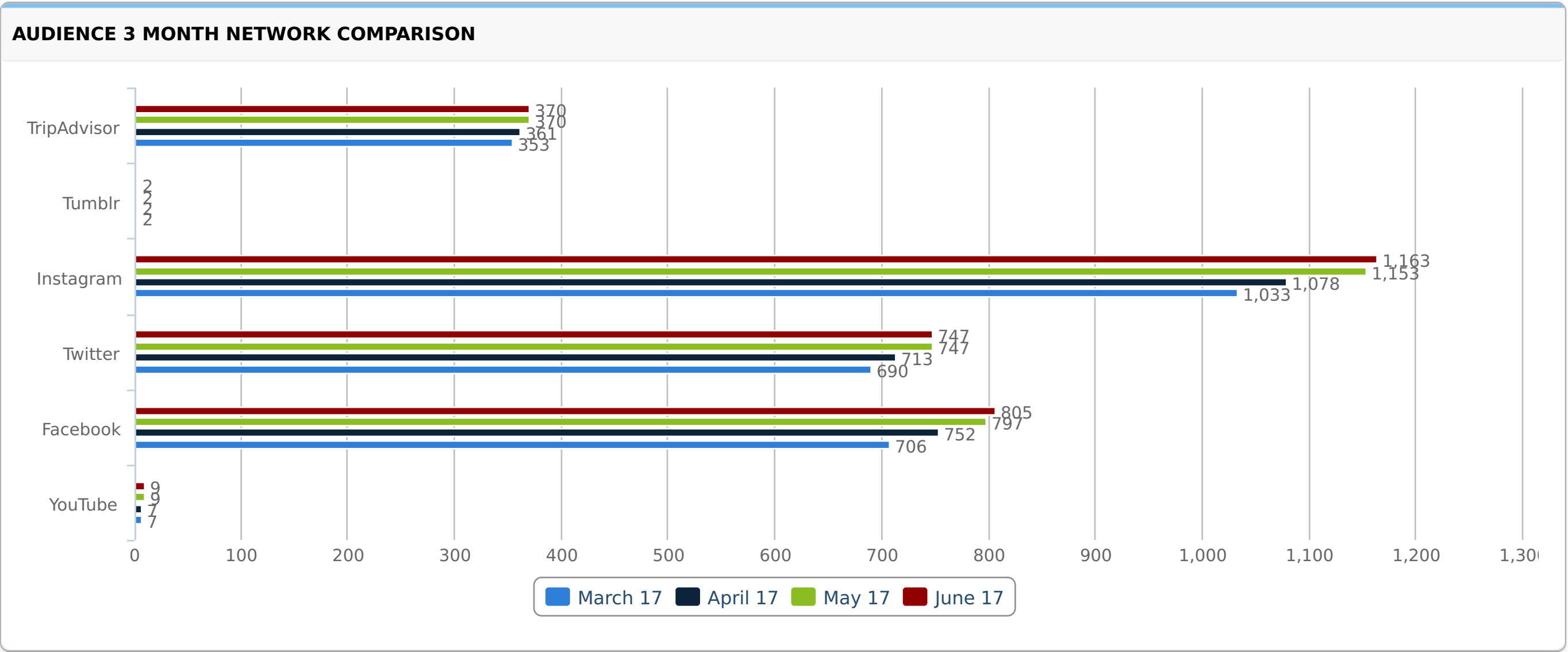
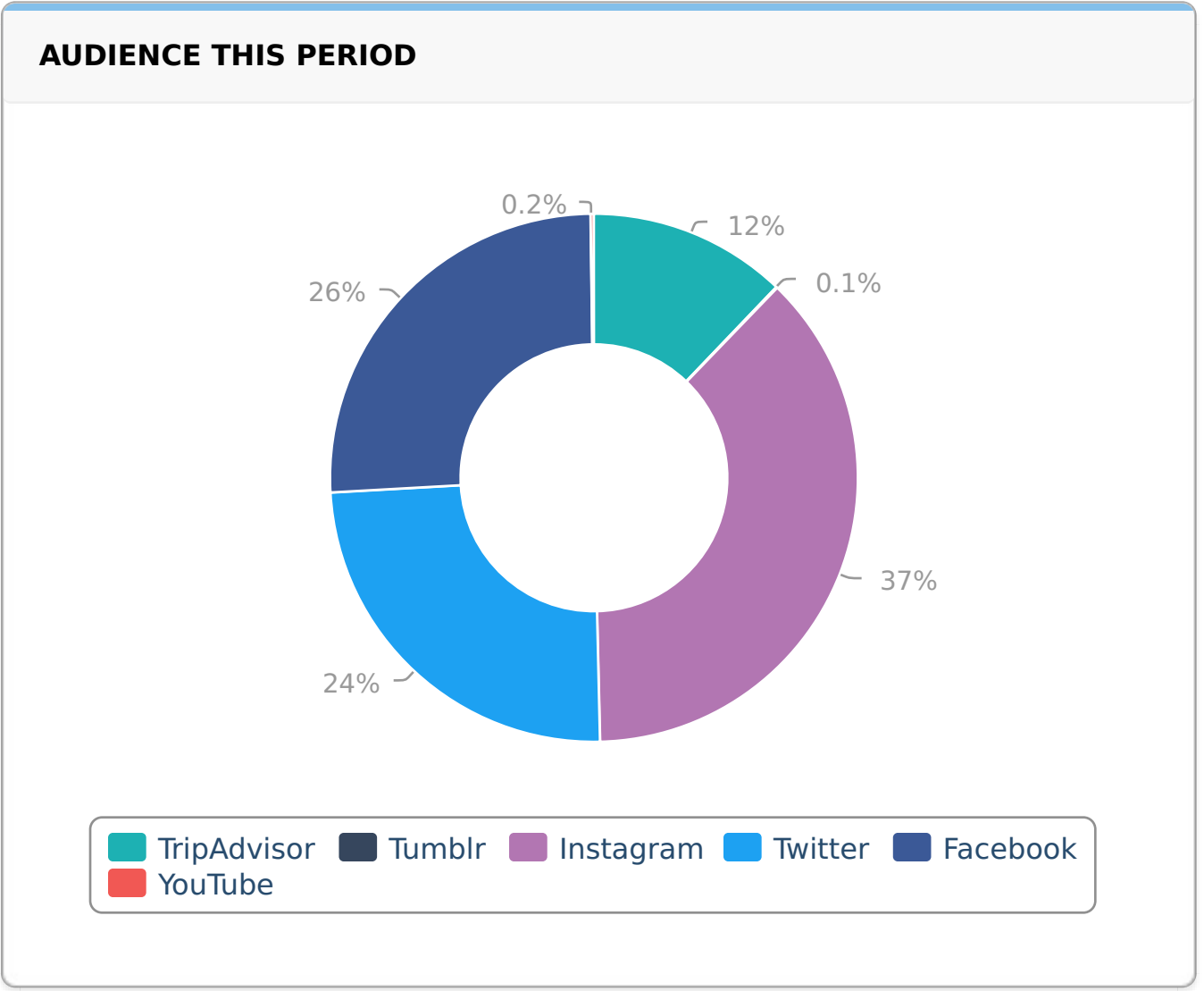
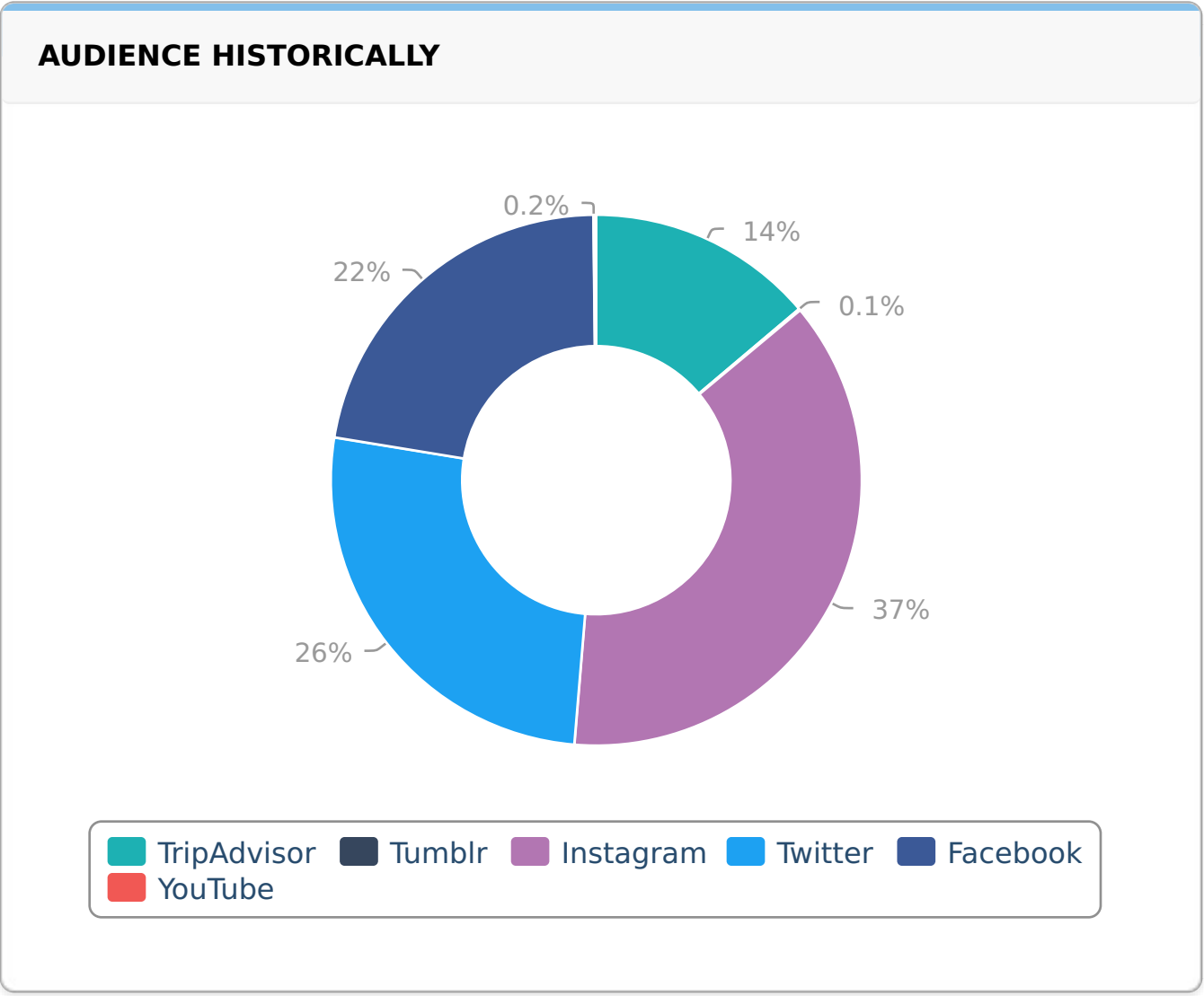


Instagram accounted for the most audience growth, with **75** new followers added. **YouTube** was your fastest-growing channel, with **28.57%** friend growth.



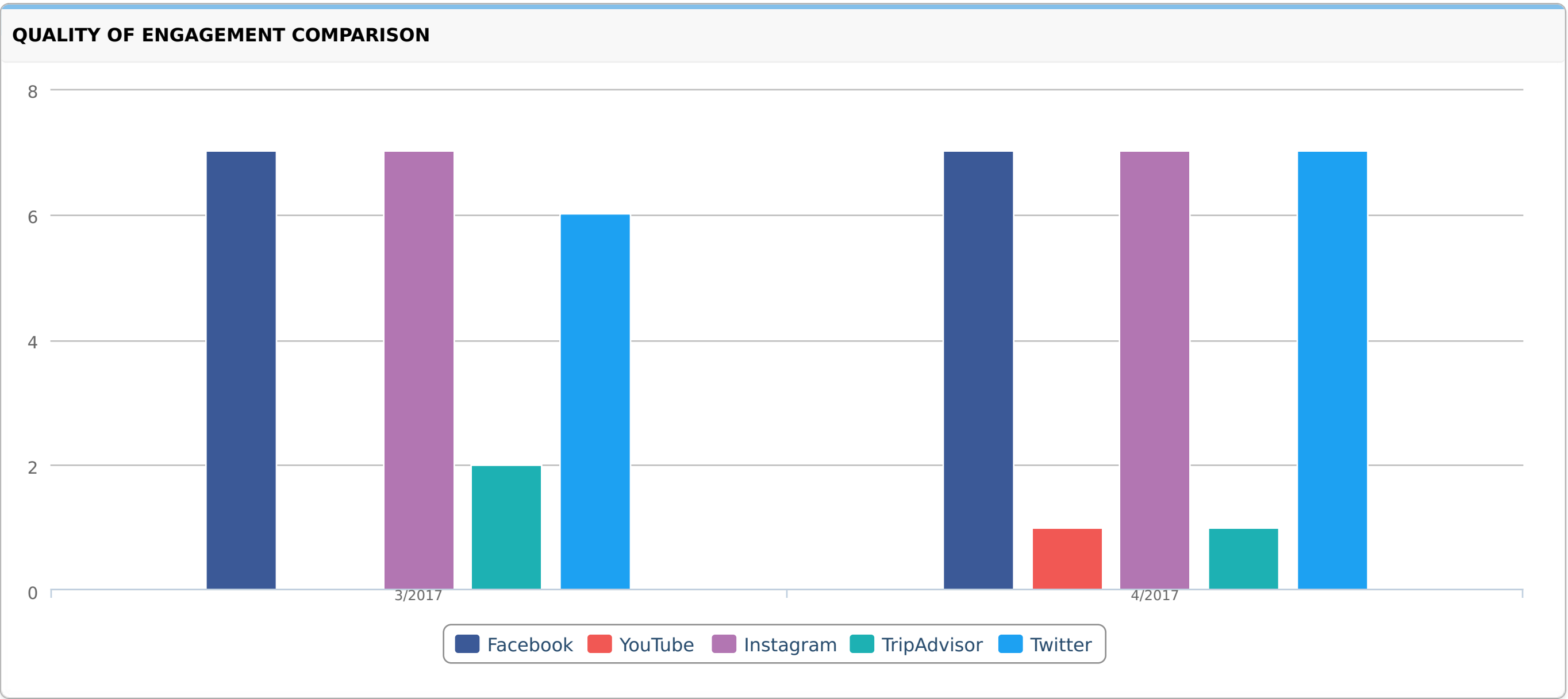
Facebook accounted for the most engagement growth, with **5421** new actions, and had the biggest change in engagement of 543.06%.

Instagram accounted for the most audience growth, with **75** new followers added. **YouTube** was your fastest-growing channel, with **28.57%** friend growth.

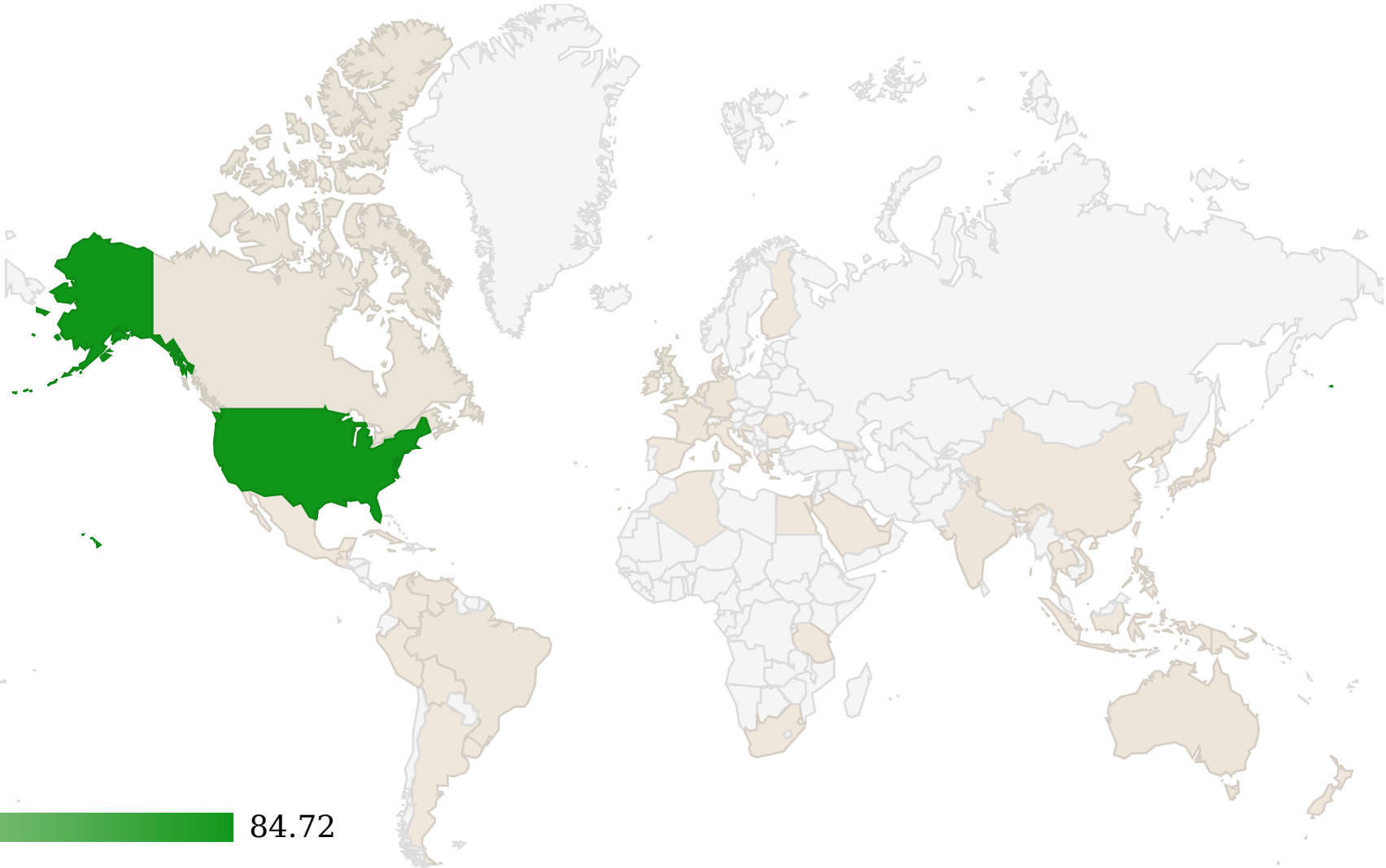


Facebook accounted for the most engagement growth, with **5421** new actions, and had the biggest change in engagement of 543.06%.

Your current current engagement level is **4.1**

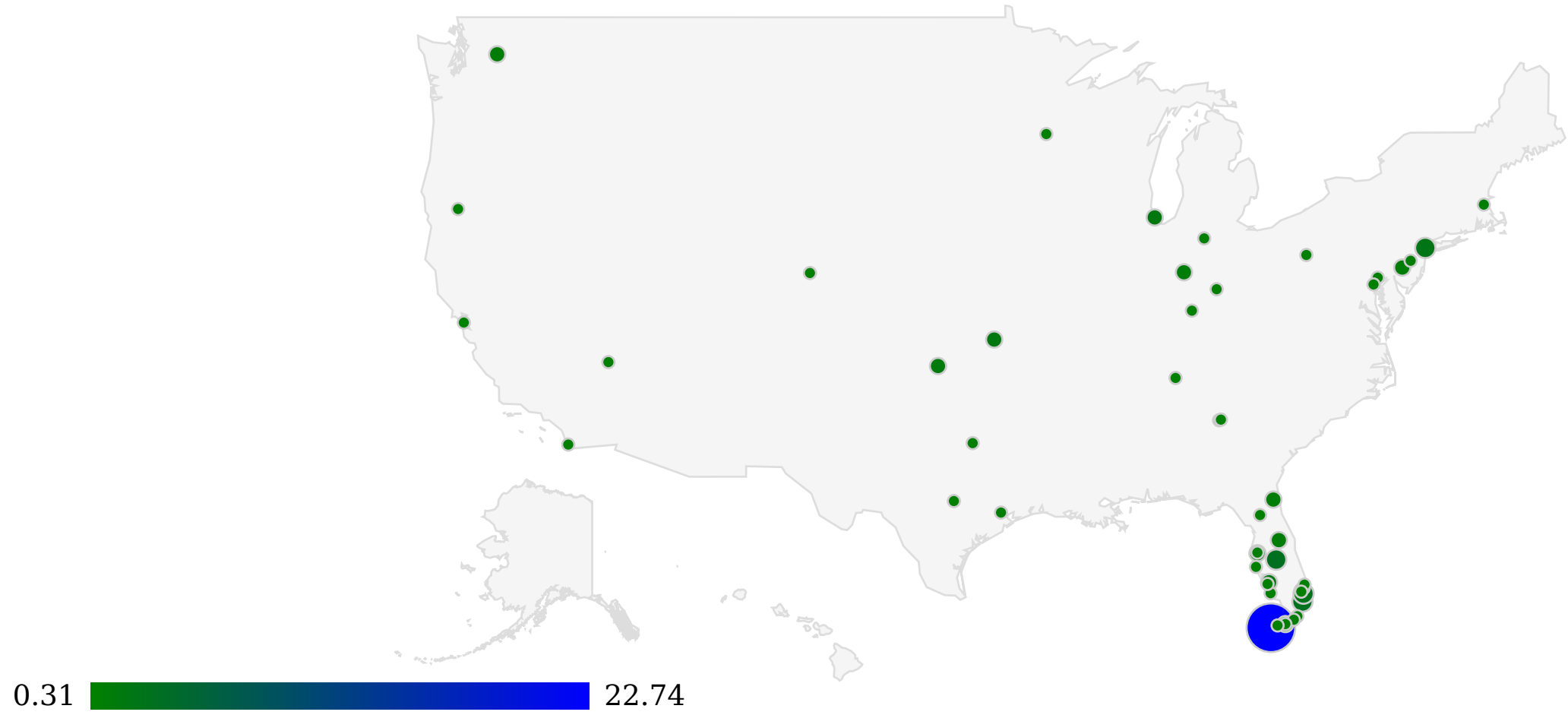


Audience World Distribution

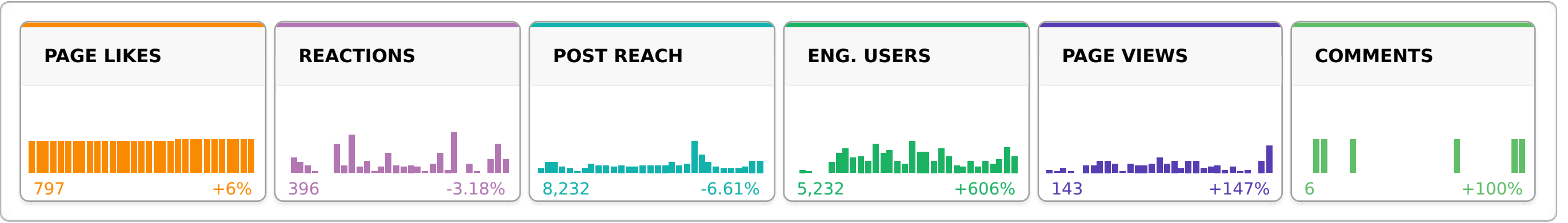


Country	Code	%
United States	US	84.72
United Kingdom	GB	3.15
Canada	CA	2.19
Brazil	BR	1.12
Germany	DE	0.96
Australia	AU	0.84
Philippines	PH	0.39
India	IN	0.34
United Arab Emirates	AE	0.34
France	FR	0.34
Venezuela	VE	0.28
Thailand	TH	0.28
South Africa	ZA	0.22
Uruguay	UY	0.22
Mexico	MX	0.22
Italy	IT	0.22
Guam	GU	0.22
Japan	JP	0.17
Greece	GR	0.17
Spain	ES	0.17
Romania	RO	0.17
China	CN	0.17
New Zealand	NZ	0.11
Denmark	DK	0.11
Puerto Rico	PR	0.11

COUNTRY ACTIVITY



City	Code	% of Audience
Key West	FL	22.74
Florida		3.12
Miami	FL	2.91
Fort Lauderdale	FL	2.8
New York	NY	2.18
Fort Myers	FL	1.87
United States		1.66
Chicago	IL	1.66
Tampa	FL	1.45
Florida Keys		1.45
Indianapolis	IN	1.04
Philadelphia	PA	0.93
Orlando	FL	0.93
Jacksonville	FL	0.93
Marathon Marathon Airport		0.93
Washington	DC	0.93
Houston	TX	0.83
Tampa-St. Petersburg-Clearwater		0.73
Parkland		0.73
Key Largo		0.73
Boca Raton	FL	0.73
Boston	MA	0.62
Coral Springs	FL	0.62
Dallas	TX	0.62
Trenton	NJ	0.62



Page Likes	797	New Page Likes	53	Total Reach	73.1k	Post Reach	8,232	Eng. Users	5,232
Total Clicks	4,678	Page Views	143	Page Impressions	128.2k	Post Impressions	16.3k	Posts	46
Comments	6	Reactions	396	Post Unlikes	4	Shares	10	Video Views	12
Reviews	3	Checkins	338	Mentions	4				

You have published **46** posts (**1.48** per day). **85%** of interactions are clicks (**4678** total). You had **6** comments and **10** post shares.

Your posts reached a total of **8,232** users (**266** per day). There was a total of **5488** interactions.

You had a total of **128,158** page impressions (**4,134** per day).

United States is the country with most audience (92.85%). You have audience in 17 countries.


You have a gained a total of **45** new page fans during this time period. That's a **6%** increase.

Most common source for page likes, or **57%**, is **Page Profile**

Majority of your page fans are aged between **35-44 (28%)** and are **Female (59%)**.


Majority of your page fans 752, or **94%**, speak **English**.

MOST ENGAGED FRIENDS




Mandy Claire

Comments: 2
Reactions: 48




Imperial Point Neighborhood Association

Comments: 0
Reactions: 45




Ali Faye

Comments: 1
Reactions: 43




ADEPT Strategy & Public Relations

Comments: 0
Reactions: 43




Dana Pollitt, P.A.

Comments: 0
Reactions: 26




Marielizabeth Turmero

Comments: 0
Reactions: 23




Gregorio Arcay

Comments: 0
Reactions: 14




Envision Uptown - Uptown Fort Lauderdale

Comments: 0
Reactions: 12




Gary Farman

Comments: 0
Reactions: 11




Key West Historic Seaport

Comments: 0
Reactions: 7




Chip Ventura

Comments: 0
Reactions: 7




Suziq Lat

Comments: 0
Reactions: 6




Pelusa Makeup

Comments: 0
Reactions: 6




Charles McCloud

Comments: 0
Reactions: 6




Dawn Hollinger

Comments: 0
Reactions: 5




Karen Olson

Comments: 0
Reactions: 5




Dana Pollitt

Comments: 0
Reactions: 5




Conni Walkup

Comments: 0
Reactions: 3




Sam Abate

Comments: 0
Reactions: 3




Tom Paulaitis

Comments: 0
Reactions: 3




Wendy Nunez

Comments: 0
Reactions: 3




Deborah Lynn

Comments: 0
Reactions: 2




Jamie Davids-Mayhew

Comments: 0
Reactions: 2




Charlene Schroeder

Comments: 0
Reactions: 2



Brett Sanborn


Comments: 0
Reactions: 2



Arden Mas

Comments: 0
Reactions: 2


MOST LIKED



Another reason to love Schooner Wharf Bar! Key TV ~...

22 reactions


MOST COMMENTED



You'll find catamarans, cruise ships, and canoes in ...

1 comments

MOST ENGAGED USERS




Breezin Charters specializes in sailing lessons, sun...

85 engaged users

Majority of your posts or 57% are photos. Reviews however offer you the best engagement rate of 4 events per post.

Most of engagement (reactions, comments and shares) or 95% comes on days when post at least once. Majority of post engagement or 96% are reactions.

TOP PUBLISHERS					
User	Posts	% of all posts	Total Likes	Total Comments	Total Shares
 Key West Historic Seaport	48	105%	383	7	11

BEST TIME FOR LIKES

1:00 PM - 2:00 PM

20% of likes occur during this time

BEST TIME FOR COMMENTS

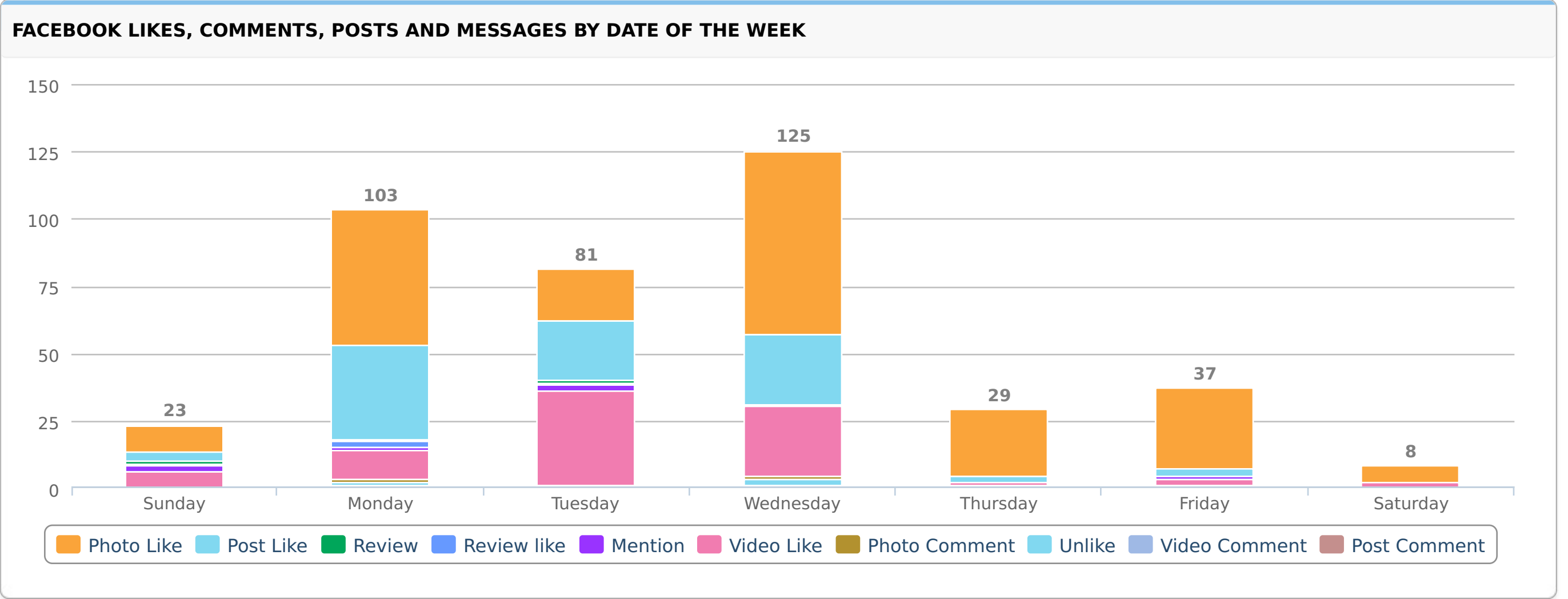
1:00 PM - 2:00 PM

33% of comments occur during this time

BEST TIME FOR MENTIONS

9:00 AM - 10:00 AM

29% of mentions occur during this time



Most users reached, or **83.25%**, are from **United States**

MOST MENTIONS BY



DeLucca Events

2 mentions

MOST SHARED POST



Happy Sunday from the Key West Historic Seaport!

5 shares


MOST MENTIONS DAY

Tuesday
May 2, 2017

1 mentions

Most mentions, or **72%**, are **photo captions**. Most mentions, or **86%** are by **unknown** users.

3 REVIEWS




Excelente servicio un sitio muy bonito agradable y confortable para conocer
by **Lito Gomez Litografia** on **May 22, 2017**

Key West Historic Se

5 stars

1 Likes




by **Katarzyna Mizerska** on **May 16, 2017**

Key West Historic Se

5 stars

1 Comments 1 Likes




by **Kevin Keeley** on **May 14, 2017**

Key West Historic Se

5 stars

1 Comments 1 Likes


MOST VIEWED VIDEO



Key TV - Key West and The Florida Keys Television

138 views


MOST LIKED VIDEO



Key TV - Key West and The Florida Keys Television

22 likes


MOST SHARED VIDEO



Beautiful colors in this #KeyWest sunset from Instagram user #craignieffrey88.

1 shares

MOST COMMENTED



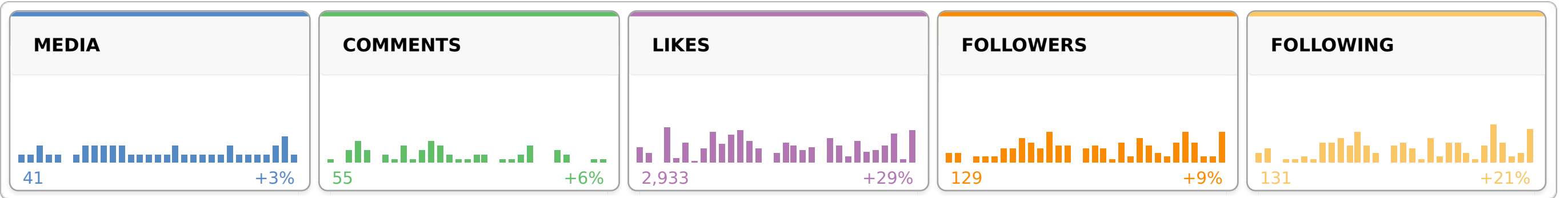
Beautiful colors in this #KeyWest sunset from Instagram user #craignieffrey88.

1 comments

Most of video engagement (likes, comments and shares) or **61%** comes on days when you do not upload videos. Majority of video engagement or **1%** are **shares**.

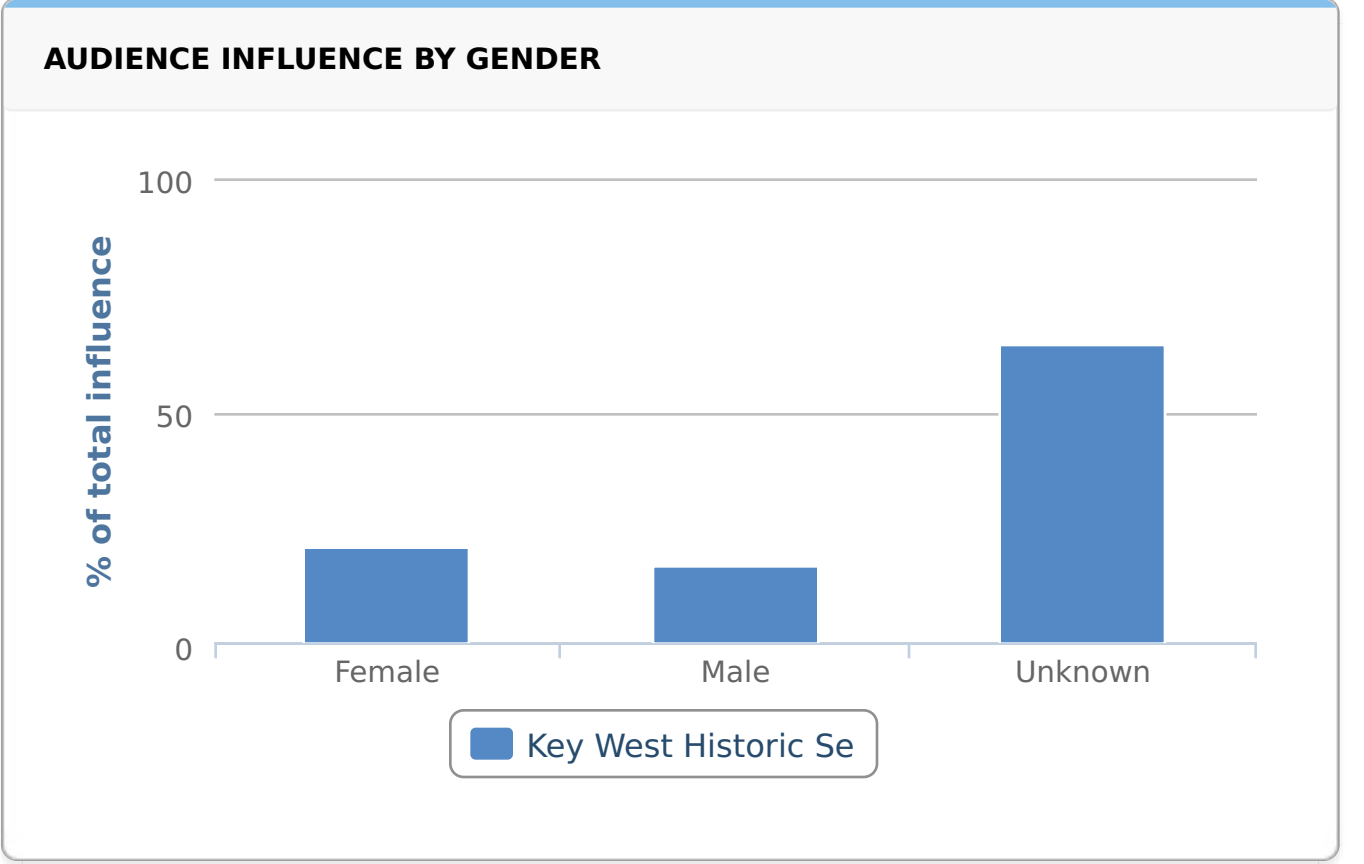
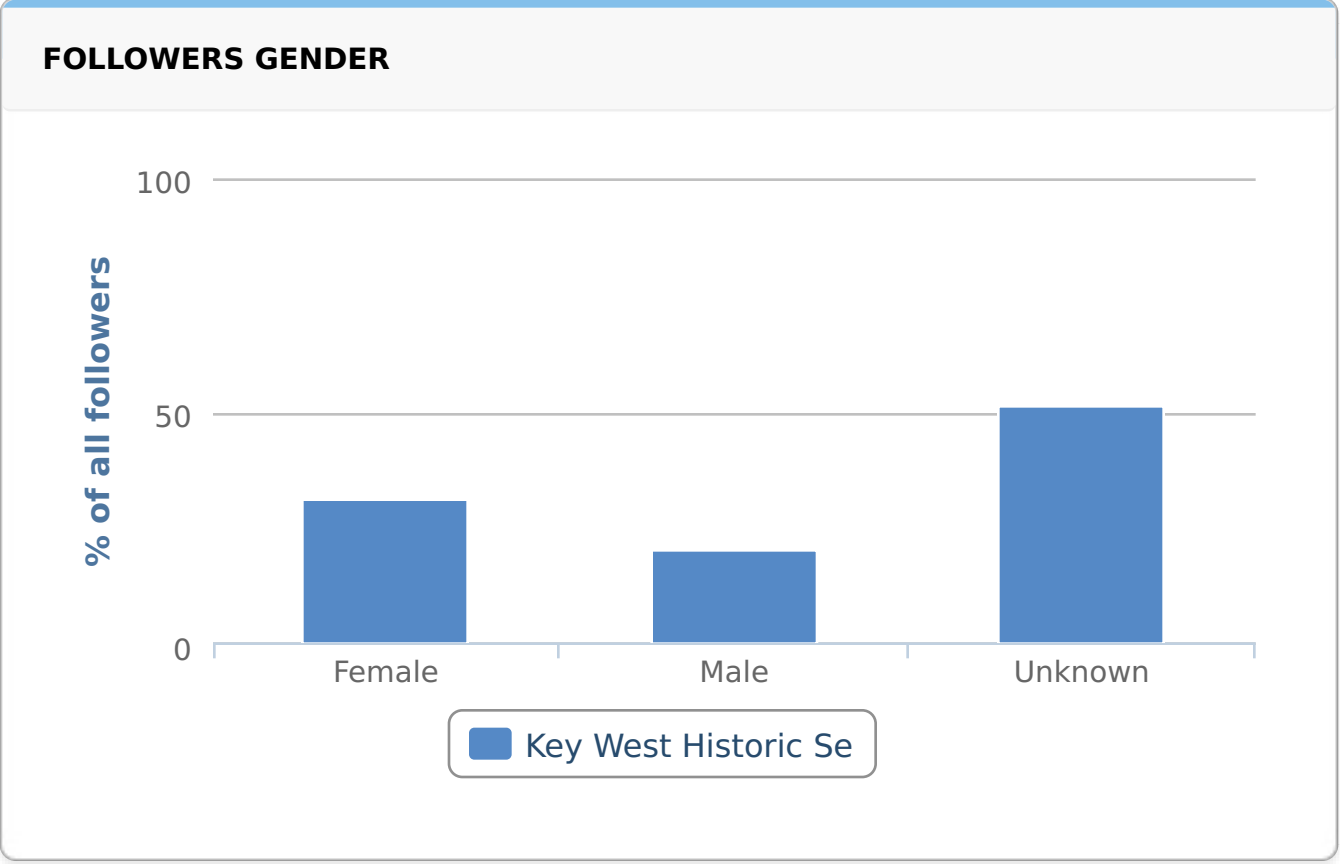
Majority of users that watch videos at least **3 seconds** watch them **through autoplay**. Majority of users that watch videos at least **30 seconds** watch them **through autoplay**

767% of percent videos views result in engagement. That's **23% decline** compared to last period.



New Photos	34	New Videos	7	New Comments	55	New Likes	2,933	New Followers	129
New Following	131	Total Followers	1,153	Total Followings	1,004	Total Uploaded Media	360		

TOP POSTS BY NUMBER OF LIKES				
Post	Publisher		Likes	% of all likes
What a view! A Key West sunset setting at the mar...	Key West Historic Seaport		169	6%
Nothing is better than a sunset cruise in Key Wes...	Key West Historic Seaport		123	5%
Sebago Watersports has the right idea! This view ...	Key West Historic Seaport		120	5%
We love this great shot from #KeyWestArtworks bac...	Key West Historic Seaport		115	4%
Just a typical morning in Key West...enjoying a c...	Key West Historic Seaport		102	4%



MOST COMMENTS DAY

Thursday
May 11, 2017

5 comments

MOST COMMENTS BY

Ali

7 comments











MOST COMMENTED











What a view! A Key West sunset setting at the marina...

8 comments, 169 likes

40% of your audience are male and 61% of your audience are female.

Majority of your audience, or 36% have 100 to 500 followers

Most Influential Users		
User	Followers	% of total reach
 Flavia Peixoto	111,879	6%
 Rio Academia Natural ريو اكا...	54,158	3%
 Ragnhild Jevne	37,124	2%
 Maxim Sukhanov	34,403	2%
 Matt Monge	28,601	2%
 A L I N E G U E R I N O	28,410	2%
 Sailing Nandji-Bonita ⚓...	27,678	2%
 VISIT the SOUTH™	27,111	2%
 Samantha 𐄂𐄂 𐄂𐄂	24,536	2%
 ReelHooked Co.	23,832	2%

Most Active Users		
User	Posts	Followers
 Leslie P Burrell	8,626	1,098
 Carlos Owner	7,837	19,225
 Kyla Shoemaker	5,436	1,141
 you're a catch 22	4,498	1,467
 Heather Wilde	4,170	380
 AquariumDepot.com	3,805	3,697
 April Ann	2,647	946
 Christina S.	2,641	8,762
 The Distinguish Fisher...	2,609	13,444
 K E L L Y N O R M A N	2,560	1,928


You have **gained** an average of **3** followers per day.

MOST LIKES DAY

Wednesday
May 3, 2017

202 likes, 5 comments

MOST LIKED



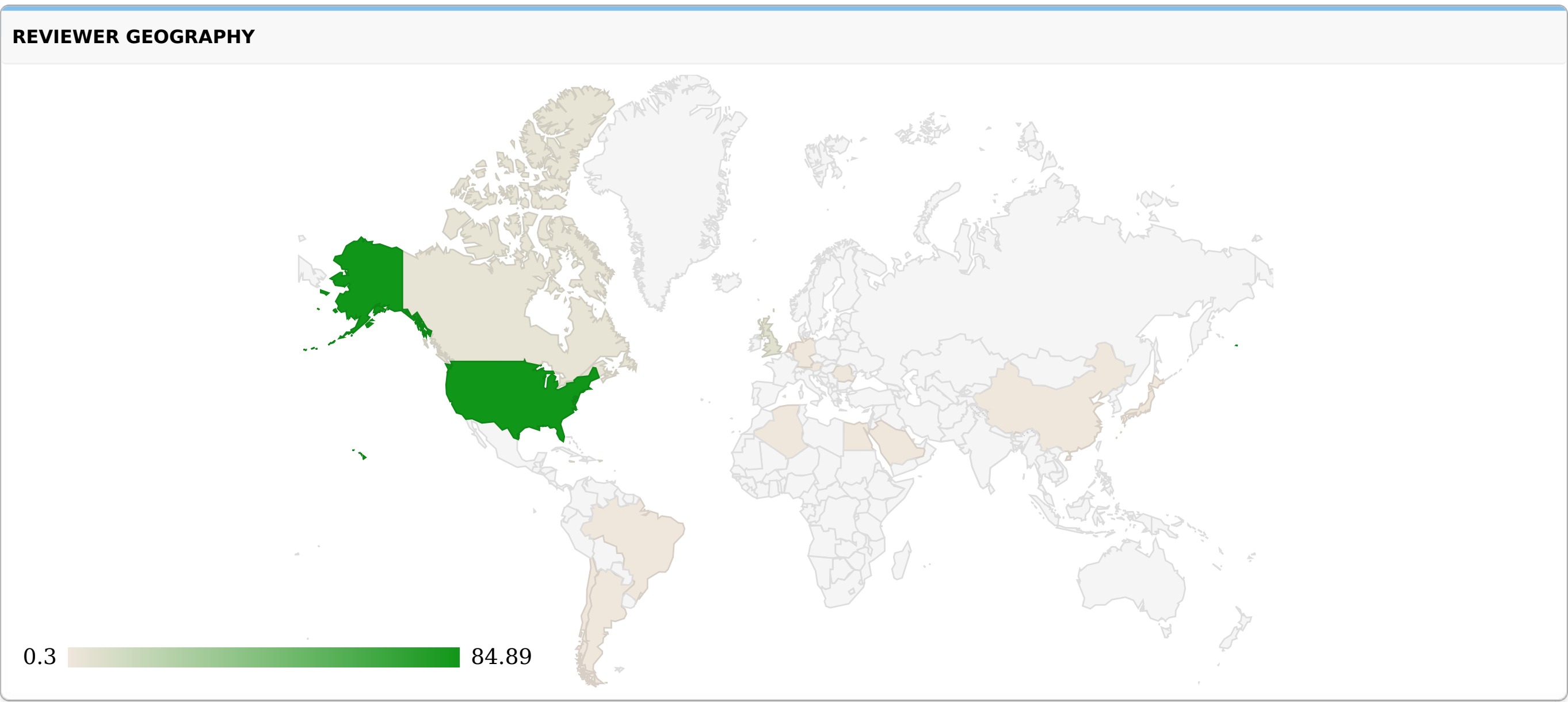
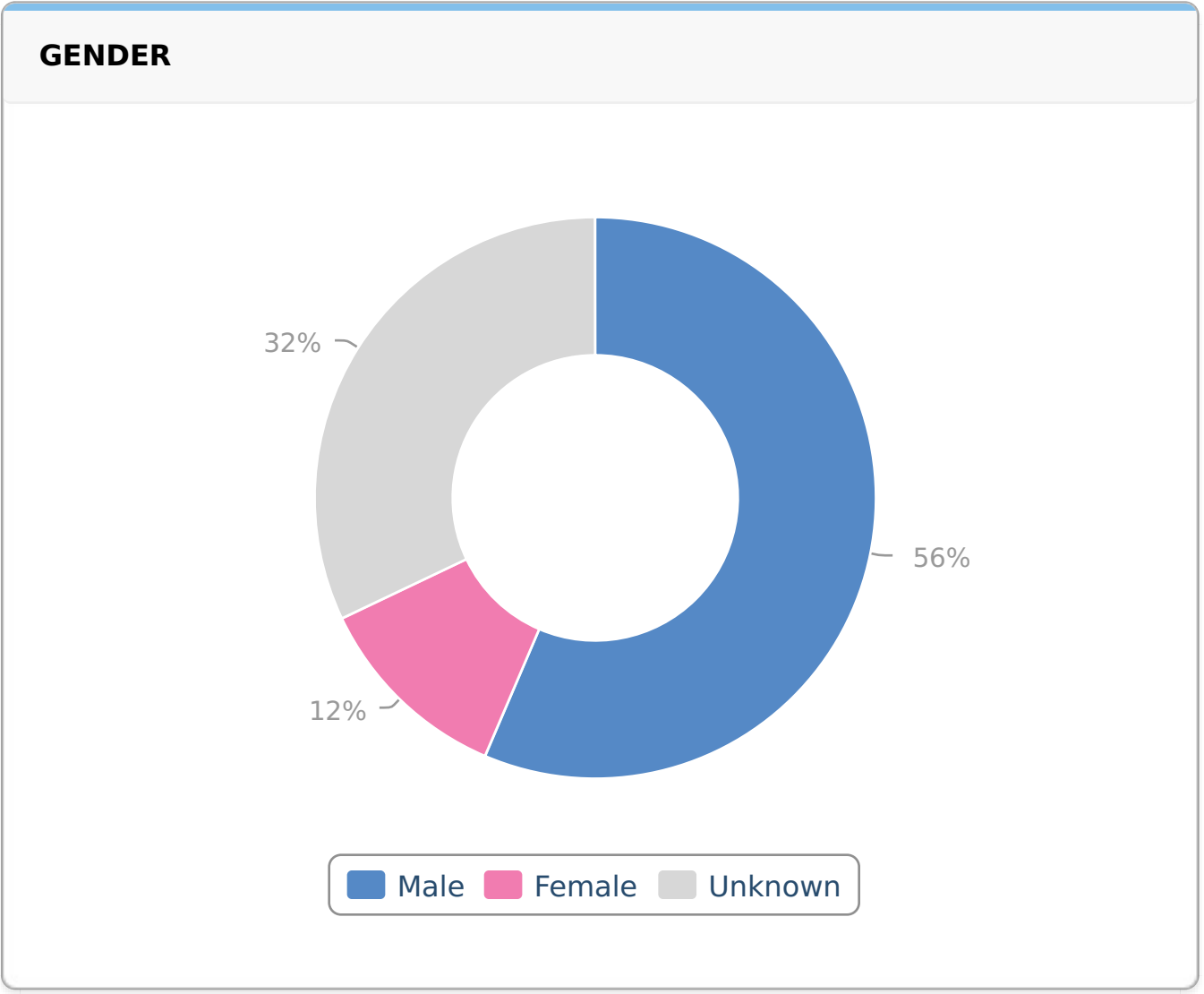
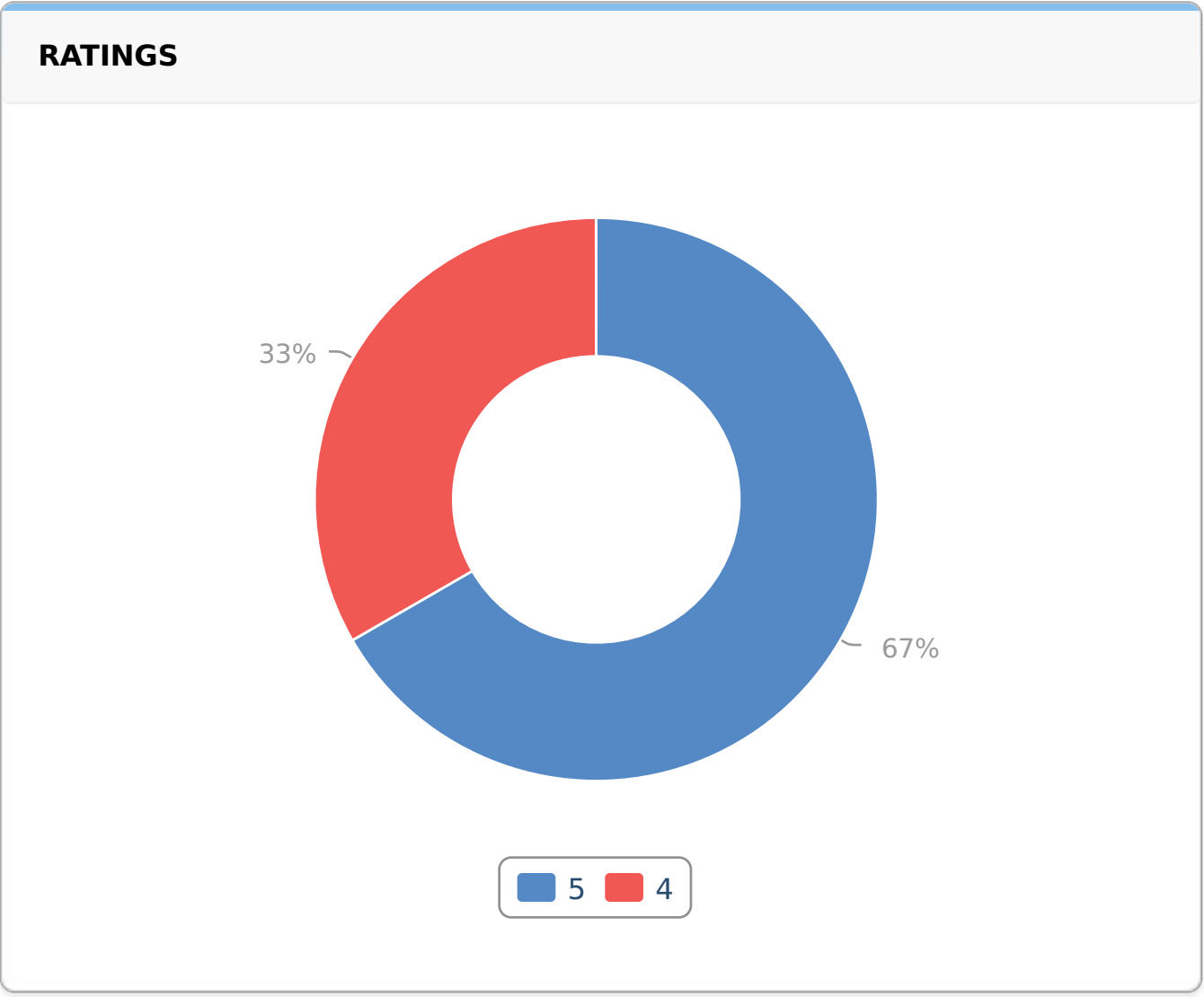
What a view! A Key West sunset setting at the marina...

169 likes

You have received **2,933** likes on your media. That's an average of **42** likes per media

Reviews: 9

Rating: 4.64



9 REVIEWS



beautiful

Key West Historic Se

This is very quiet place to walk and watch the fisherman bring in their fish. very pretty seeing the boats and the water.

by **chris b** on **May 28, 2017**



Walk the plank(s)

Key West Historic Se

So many boats, so many views, take a peacful walk amongst them all and catch a glimpse of a huge tarpon or manatee.

by **Mike M** on **May 25, 2017**



Key West Harbor

Key West Historic Se

This is a great spot. You can book a trip, do a little shopping, have dinner or a drink, or just check out all the boats. There is parkin...

by **dgreen012017** on **May 23, 2017**



Fantastic Restaurants, views and interesting people

Key West Historic Se

We spent more time at the Seaport than Duval Street while in Key West. A little more laid back and peaceful. Many restaurants, boats and ...

by **lisa r** on **May 23, 2017**



Great time

Key West Historic Se

If you do nothing else while in Key West you need to stroll along the boardwalk here. n one side you have the harbor with all sorts of ma...

by **Dana B** on **May 22, 2017**



Walk from one side to the other side in Key West!

Key West Historic Se

If you walk directly away from the cruise ship and keep on going, you will get to the other side. It was fun to walk and see everything i...

by **Kristie A** on **May 22, 2017**



Beautiful Views

Key West Historic Se

The water is so blue and beautiful at this historic seaport. I was in awe of it. There were plenty of nice little shops and art sculpture...

by **Chrissy D** on **May 11, 2017**

Plenty of shops and historic history

Key West Historic Se

If you need to bring home some souvenir's and see some history with found buried treasures, you must go and walk around and spend a coupl...

by **Chuck M** on **May 10, 2017**



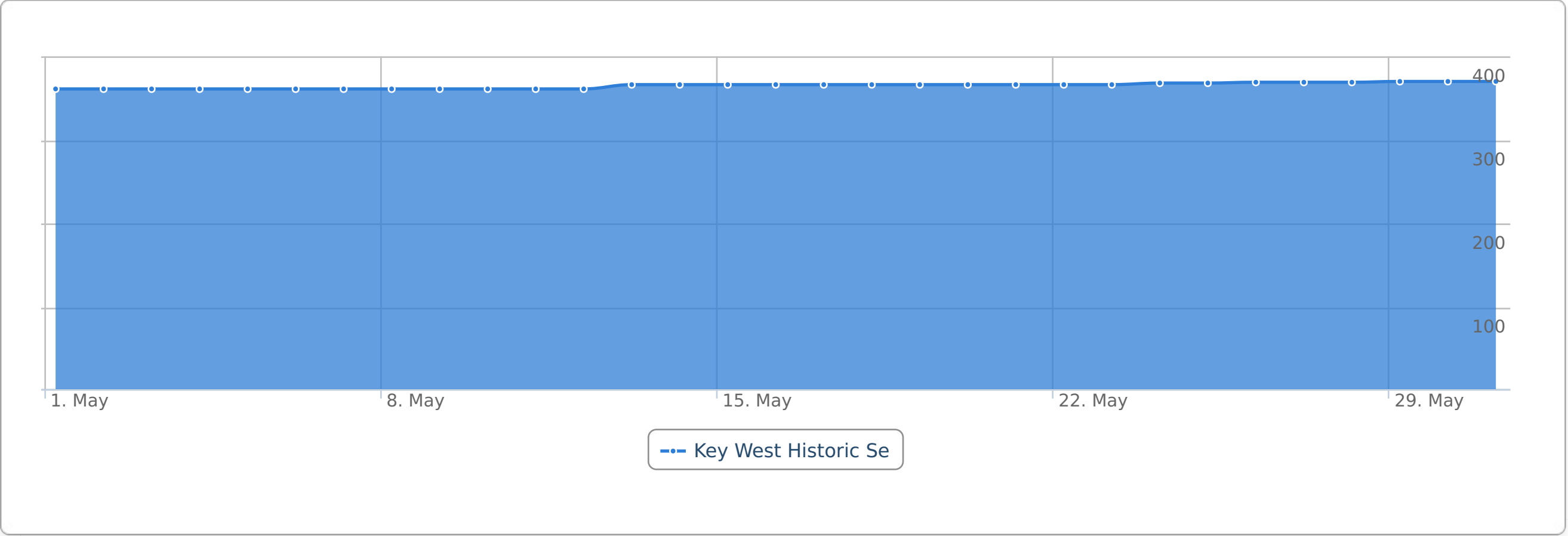
VIBRANT, COLOURFUL AND A REAL PLEASURE

Key West Historic Se


We spent a day in Key West after cruising the W Coast of Africa and crossing the ocean. What a joy to see so much colour, plenty in the s...

by **Ralph R** on **May 9, 2017**


Reviewers Timeline




370 TripAdvisor users that reviewed your profiles.




Wanda L
Reviews: **36**
Votes: **8**
Saint Petersburg, FL




Robert C
Reviews: **30**
Votes: **19**
Jacksonville, FL




Ryan S
Reviews: **31**
Votes: **4**
Vienna, Austria



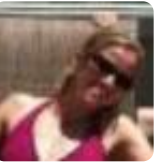
chelseadia
Reviews: **7**
Votes: **2**
New York City, NY




Wendy D
Reviews: **31**
Votes: **17**
Brandon, Manitoba




jeffrey w
Reviews: **237**
Votes: **135**
Omaha, Nebraska




Fishyfishy111
Reviews: **70**
Votes: **20**
Saint Paul, Minnesota




Dana B
Reviews: **55**
Votes: **14**
Manchester, New Hampshire




Rubyrater
Reviews: **22**
Votes: **11**




Peggy73703
Reviews: **11**
Votes: **0**
Enid, Oklahoma




aberdeenangler
Reviews: **462**
Votes: **213**
Aberdeen, United Kingdom




barney4201
Reviews: **8**
Votes: **9**
Texas City, Texas




msbnsb
Reviews: **30**
Votes: **12**
New Smyrna Beach, Florida




Carlie D
Reviews: **69**
Votes: **33**
Dallas, Texas




Faye W
Reviews: **83**
Votes: **28**
London, United Kingdom



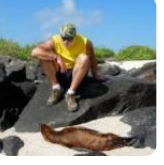
David H
Reviews: **73**
Votes: **16**
Montgomery, Illinois




VacationFamilyNJ
Reviews: **116**
Votes: **59**
New Jersey




NancyLovesRehoboth
Reviews: **115**
Votes: **260**
Lexington, Virginia



























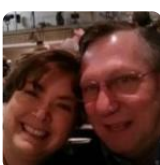



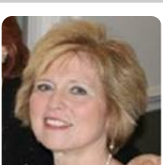
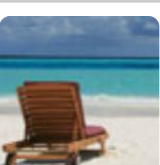


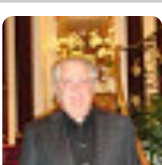








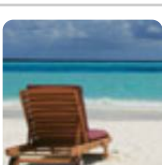




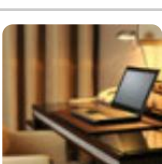

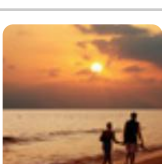
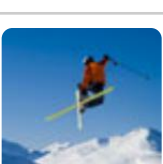
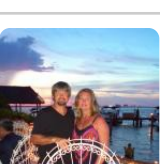
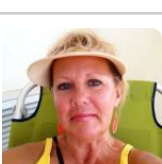
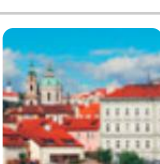
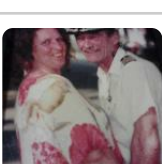

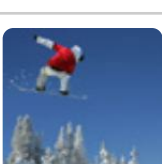



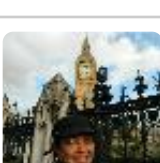


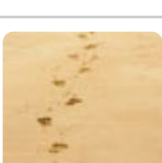
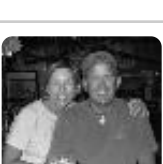
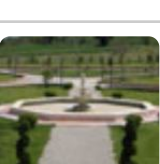
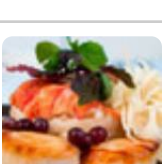
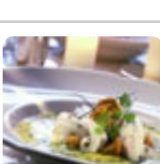



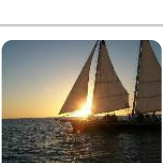
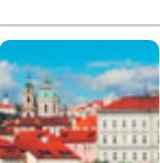
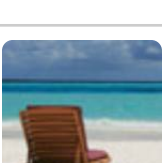

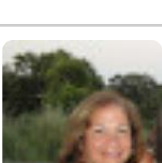
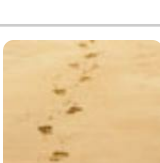
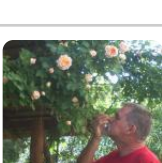
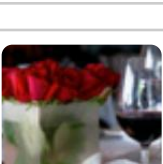
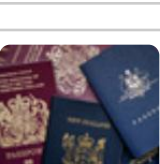


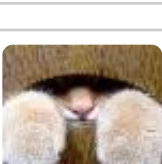
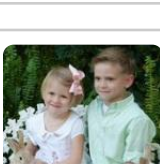

Bob S
Reviews: **95**
Votes: **42**
Jim Thorpe, Pennsylvania






































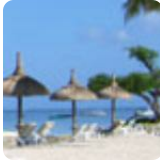







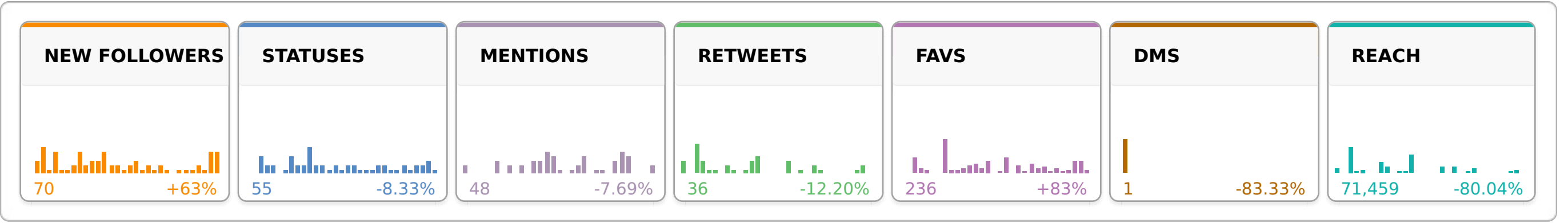
William T
Reviews: **320**
Votes: **141**
Atlanta, Georgia



75boat
Reviews: **37**
Votes: **7**
Albuquerque, New Mexico

 <p>Marcia L Reviews: 189 Votes: 116 Port Saint Joe, Ind...</p>	 <p>ckvar Reviews: 61 Votes: 33 Cudjoe Key, Florida</p>	 <p>Vanessa L Reviews: 43 Votes: 24 Rome, Georgia</p>	 <p>easterntreker Reviews: 924 Votes: 264 Halifax</p>	 <p>Arthur S Reviews: 121 Votes: 39 Boca Raton, Florida</p>	 <p>Henk V Reviews: 86 Votes: 19 Nieuw-Vennep</p>	 <p>Bob E Reviews: 51 Votes: 26 Cleveland, Ohio...</p>
 <p>adsscs Reviews: 20 Votes: 24 Tennessee</p>	 <p>Chuck M Reviews: 49 Votes: 7 North Babylon</p>	 <p>Sean Jamie S Reviews: 20 Votes: 5 Heltonville, Indiana</p>	 <p>TheExplorerFamily Reviews: 481 Votes: 352 Somerset, New Jersey</p>	 <p>Eat1Drink2Travel3 Reviews: 493 Votes: 370 London, United Kingdom</p>	 <p>Charles V Reviews: 793 Votes: 189</p>	 <p>MONYMAN53 Reviews: 104 Votes: 22</p>
 <p>BrendaRoss2010 Reviews: 6 Votes: 22 Brampton, Ontario</p>	 <p>Densch1 Reviews: 44 Votes: 12 New Jersey</p>	 <p>Steve D Reviews: 106 Votes: 53 Winter Springs, Florida</p>	 <p>mosika Reviews: 104 Votes: 28 Valparaiso, IN</p>	 <p>ptruffa Reviews: 10 Votes: 4 Pittsburgh</p>	 <p>Greg W Reviews: 4 Votes: 1 Rochester, Minnesota</p>	 <p>imjustbeachy_1 Reviews: 20 Votes: 10 Monroe, Georgia</p>
 <p>ed33040 Reviews: 7 Votes: 11 Key West, Florida</p>	 <p>Billy B Reviews: 85 Votes: 21 Virginia Beach, Virginia</p>	 <p>buffalojim67 Reviews: 1 Votes: 145 Lawrence, Kansas</p>	 <p>tld917 Reviews: 8 Votes: 10 Omaha, Nebraska</p>	 <p>Milesoftravel41 Reviews: 8 Votes: 0 Charlotte, North Carolina</p>	 <p>Cub66 Reviews: 119 Votes: 68 Chicago, Illinois</p>	 <p>mwooduk Reviews: 1 Votes: 501 Miami</p>
 <p>goodegg5 Reviews: 54 Votes: 18 Philly</p>	 <p>ruthkred Reviews: 167 Votes: 74 Town and Country, Ohio</p>	 <p>WanderLust M Reviews: 75 Votes: 91 Redondo Beach, California</p>	 <p>Sue O Reviews: 254 Votes: 92 Kent, United Kingdom</p>	 <p>TtravelerJohn Reviews: 192 Votes: 99 Glen Rock, New Jersey</p>	 <p>Cordial1 Reviews: 186 Votes: 59</p>	 <p>666Bunty Reviews: 269 Votes: 114 Surrey</p>
 <p>Anne_A52 Reviews: 8 Votes: 1 York, Pennsylvania</p>	 <p>Lisa S Reviews: 763 Votes: 204</p>	 <p>ergohand Reviews: 19 Votes: 3 HMB</p>	 <p>FLAKey33040 Reviews: 68 Votes: 24 Summerland Key</p>	 <p>Cambria5 Reviews: 336 Votes: 119 Ebensburg, PA</p>	 <p>Cambria5 Reviews: 336 Votes: 119 Ebensburg, PA</p>	 <p>katem_j Reviews: 81 Votes: 22 Suffern, New York</p>
 <p>hrmgrrbt Reviews: 28 Votes: 13</p>	 <p>vakshun17 Reviews: 45 Votes: 15 Wolfeboro, New Hampshire</p>	 <p>T2Socks Reviews: 269 Votes: 131 Key West, FL</p>	 <p>CrazFox Reviews: 30 Votes: 22 Belle Isle, Florida</p>	 <p>dalessiopietro Reviews: 277 Votes: 59 Murray, Utah</p>	 <p>dinosciambra Reviews: 53 Votes: 17 New Orleans, Louisiana</p>	 <p>James M Reviews: 73 Votes: 30 Hamilton, Canada</p>
 <p>HoldenBea Reviews: 191 Votes: 81 Holden Beach, North Carolina</p>	 <p>tennisj11 Reviews: 168 Votes: 89 Simpsonville, SC</p>	 <p>Sherri W Reviews: 21 Votes: 13 George West, Texas</p>	 <p>jeffl499 Reviews: 1 Votes: 520 Alexandria, VA</p>	 <p>Missmarilynjoy Reviews: 26 Votes: 4 Key West, Florida</p>	 <p>CaptnBill Reviews: 37 Votes: 20 Cape Coral, Florida</p>	 <p>br01374859 Reviews: 116 Votes: 34 Ballston Spa, New York</p>
 <p>travelkitty28 Reviews: 156 Votes: 54 midwest</p>	 <p>Shawna G Reviews: 236 Votes: 119 Jacksonville, Florida</p>	 <p>JennyColCrawley_UK Reviews: 16 Votes: 4 Crawley, UK</p>	 <p>labe7000 Reviews: 60 Votes: 44 Port Jefferson, New York</p>	 <p>NervousDuck Reviews: 30 Votes: 10 Saint Paul, Minnesota</p>	 <p>Kathy P Reviews: 24 Votes: 6 Chicago, Illinois</p>	 <p>Walsh13k Reviews: 238 Votes: 45 Saratoga Springs, New York</p>
 <p>Paul W Reviews: 45 Votes: 25 Wesley Chapel, Florida</p>	 <p>Patricia S Reviews: 75 Votes: 22</p>	 <p>Gomersal-08 Reviews: 223 Votes: 208 Leeds</p>	 <p>VirginiaSunny Reviews: 108 Votes: 44 Virginia</p>	 <p>Lmilaat Reviews: 21 Votes: 11 Jeddah</p>	 <p>Lori K Reviews: 71 Votes: 22 Beaver Falls, Pennsylvania</p>	 <p>Dcraigclark Reviews: 39 Votes: 11 Decatur, Georgia</p>
 <p>DebiOco Reviews: 112 Votes: 35 New York</p>	 <p>MargaretNJ2014 Reviews: 20 Votes: 12 New Jersey</p>	 <p>Traveller71Rio Reviews: 30 Votes: 6 West Palm Beach</p>	 <p>tefsearch Reviews: 15 Votes: 11 Lakeland, Florida</p>	 <p>DebieDC Reviews: 113 Votes: 74 Marietta, GA</p>	 <p>Donna H Reviews: 30 Votes: 7 Chicago, Illinois</p>	 <p>Dr. R. C. M Reviews: 143 Votes: 31 Fort Mohave, Arizona</p>
 <p>Mpollifax Reviews: 166 Votes: 54 Philadelphia</p>	 <p>merrybrook1 Reviews: 75 Votes: 31 Butler, Tennessee</p>	 <p>Steve P Reviews: 31 Votes: 10 Fairfield, Iowa</p>	 <p>BonjourduCanada Reviews: 42 Votes: 30 Toronto, Canada</p>	 <p>SEWiscon Reviews: 143 Votes: 39 Kenosha, Wisconsin</p>	 <p>sarahkathleen1 Reviews: 98 Votes: 51 Eastern Shore, AL</p>	 <p>Jolly B Reviews: 120 Votes: 122 San Francisco, California</p>

<div><p><i>Rick61</i> Reviews: 391 Votes: 135 Cambridge, Unit...</p></div>	<div><p><i>FrankF2357</i> Reviews: 21 Votes: 11 Macomb, Michigan</p></div>	<div><p><i>jackrabbit26</i> Reviews: 11 Votes: 2 Coastal North C...</p></div>	<div><p><i>07417</i> Reviews: 31 Votes: 8 Saint Augustine...</p></div>	<div><p><i>lisa r</i> Reviews: 91 Votes: 21 illinois</p></div>	<div><p><i>cocktailsanddreams</i> Reviews: 28 Votes: 9 Key West, Florida</p></div>	<div><p><i>Rosalie K</i> Reviews: 4 Votes: 0</p></div>
<div><p><i>Collette L</i> Reviews: 70 Votes: 25 Milwaukee</p></div>	<div><p><i>JaysaTravelinMan</i> Reviews: 139 Votes: 91 Salisbury, Mary...</p></div>	<div><p><i>FLGal1980</i> Reviews: 56 Votes: 43 Tampa, Florida</p></div>	<div><p><i>FLGal1980</i> Reviews: 56 Votes: 43 Tampa, Florida</p></div>	<div><p><i>Janet W</i> Reviews: 60 Votes: 19</p></div>	<div><p><i>bob A</i> Reviews: 74 Votes: 12</p></div>	<div><p><i>lollygal</i> Reviews: 1 Votes: 345 New York City, ...</p></div>
<div><p><i>Clamcake51</i> Reviews: 39 Votes: 17 Newport, Rhode</p></div>	<div><p><i>sshmuffin</i> Reviews: 19 Votes: 9 washington,dc</p></div>	<div><p><i>BobMinchak</i> Reviews: 270 Votes: 101 New York City, ...</p></div>	<div><p><i>den-rick71</i> Reviews: 300 Votes: 116 Falmouth, Unite...</p></div>	<div><p><i>conniecat</i> Reviews: 32 Votes: 54 Topsail Island, NC</p></div>	<div><p><i>Waldir José O</i> Reviews: 10 Votes: 3</p></div>	<div><p><i>happygirl497</i> Reviews: 22 Votes: 8 Rockaway, New</p></div>
<div><p><i>Paula P</i> Reviews: 11 Votes: 3</p></div>	<div><p><i>A C R</i> Reviews: 415 Votes: 354 Smyrna, Georgia</p></div>	<div><p><i>Islander35</i> Reviews: 22 Votes: 7 New York City, ...</p></div>	<div><p><i>moonchuckersmom</i> Reviews: 75 Votes: 47 Connecticut</p></div>	<div><p><i>raybyerley</i> Reviews: 482 Votes: 124 Mandeville, Lou...</p></div>	<div><p><i>Yacht1999</i> Reviews: 165 Votes: 53 Key West, Florida</p></div>	<div><p><i>R S</i> Reviews: 12 Votes: 3 New York City, ...</p></div>
<div><p><i>KWLUV</i> Reviews: 45 Votes: 21 New Jersey</p></div>	<div><p><i>TwoPawsUp</i> Reviews: 140 Votes: 58 Indiana</p></div>	<div><p><i>DLanders</i> Reviews: 146 Votes: 52 Bordentown, NJ</p></div>	<div><p><i>Lynn R</i> Reviews: 17 Votes: 7 Titusville, Flo...</p></div>	<div><p><i>SunshineLadybird</i> Reviews: 221 Votes: 72 Punta Gorda, Fl...</p></div>	<div><p><i>downtowngreggbrown</i> Reviews: 9 Votes: 1 Grover Beach, C...</p></div>	<div><p><i>RaquelS14</i> Reviews: 16 Votes: 0 Santiago Metron</p></div>
<div><p><i>Steview07</i> Reviews: 374 Votes: 131 Northamptonshire</p></div>	<div><p><i>Steview07</i> Reviews: 374 Votes: 131 Northamptonshire</p></div>	<div><p><i>MarianneSup</i> Reviews: 24 Votes: 19 Philadelphia, P...</p></div>	<div><p><i>Aaron K</i> Reviews: 740 Votes: 273 Tokyo Prefectur...</p></div>	<div><p><i>1doree</i> Reviews: 44 Votes: 11 atlantic city</p></div>	<div><p><i>Mike M</i> Reviews: 44 Votes: 0 Philadelphia, P...</p></div>	<div><p><i>HavenCt</i> Reviews: 19 Votes: 6 CT</p></div>
<div><p><i>Mary B</i> Reviews: 232 Votes: 77 Bethalto, Illinois</p></div>	<div><p><i>travelinggrace816</i> Reviews: 36 Votes: 8 Nutley, New Jersey</p></div>	<div><p><i>letsvaca</i> Reviews: 59 Votes: 20 Egg Harbor town</p></div>	<div><p><i>Lindsey F</i> Reviews: 322 Votes: 172 Columbia, Missouri</p></div>	<div><p><i>bert3580</i> Reviews: 22 Votes: 2 Huntsville, Ala...</p></div>		



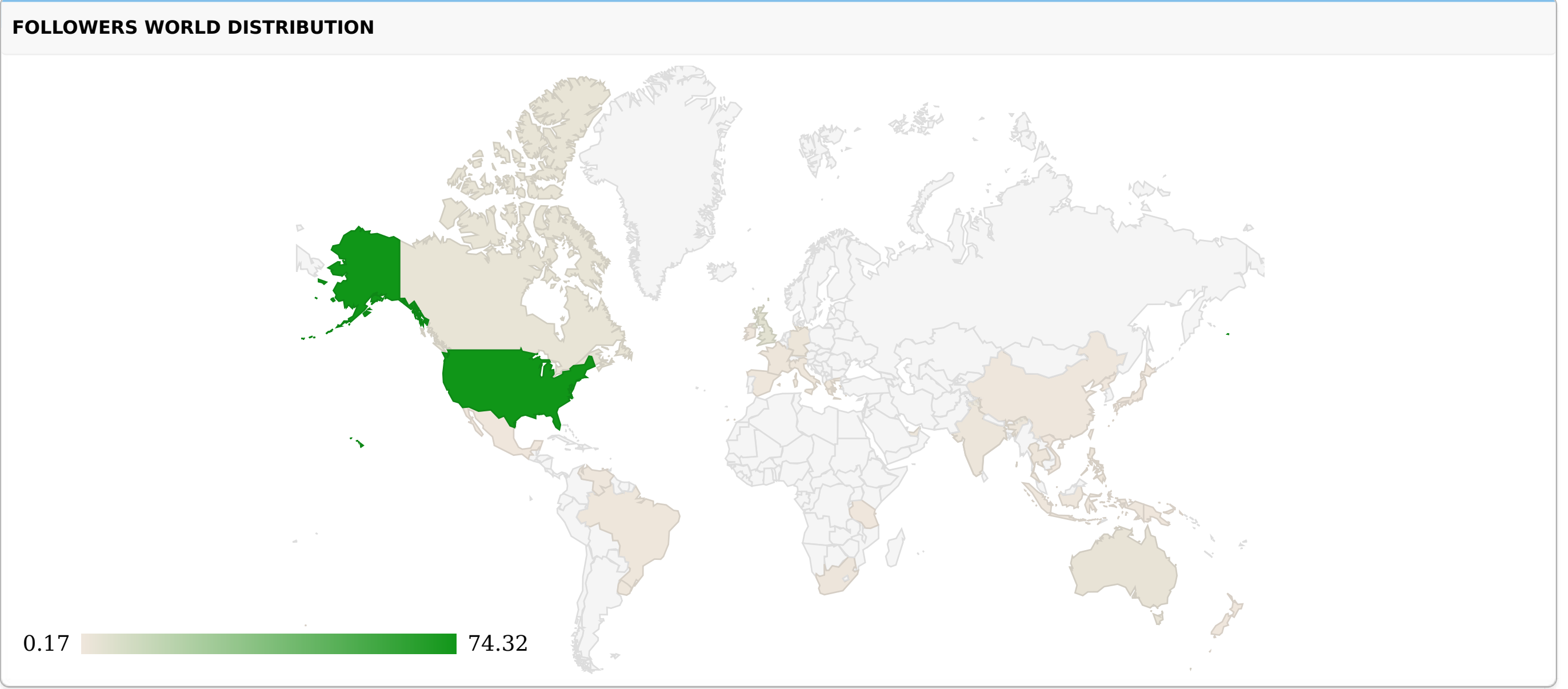
Followers	747	New Followers	70	Following	2,022	Statuses	55	Mentions	48
Inbound DMs	1	RTs by me	160	RTs of me	36	Quotes	4	Favorites	236
Lists	17	Reach	71,459	Replies	2	Link Clicks (Platform Posts)	29		

You have published **55** updates (**1.77** per day). **74%** of engagement is **favs**. On average you get **4.29** favs, **0.65** retweets, **0.87** mentions and **1.29** new followers per post.

Your reach has exceeded your total followers **19** times during this period.

Majority of your followers or **46%** are in **GMT-4:00** timezone and **96%** of your followers speak **English**

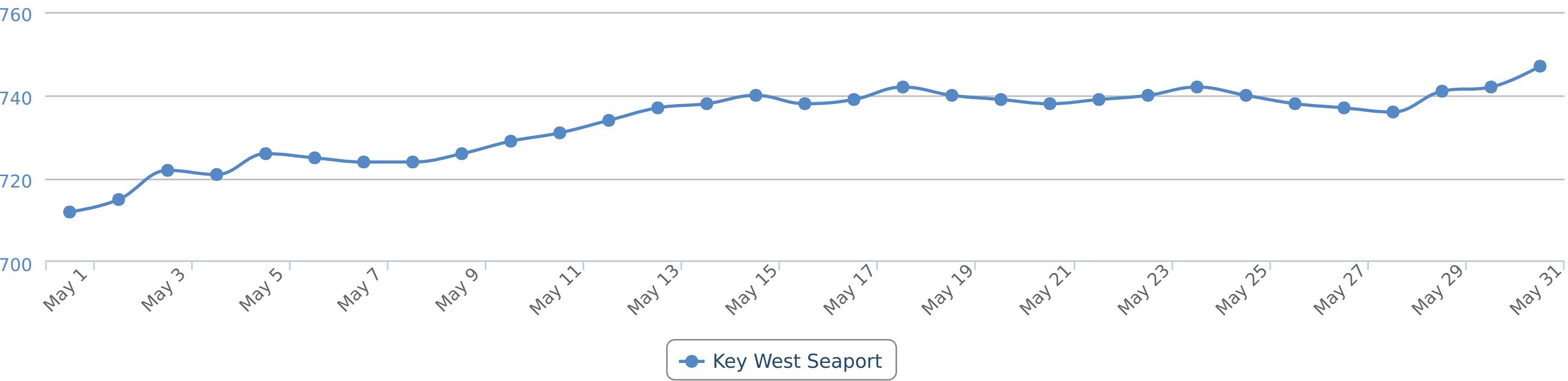
United States is the country with most followers (**74.32%**). You have followers in more than 30 countries



FOLLOWERS COMPARISON		TWEETS COMPARISON		DAYS ON TWITTER		FOLLOWER RATIO	
You	Your Followers (avg)	You	Your Followers (avg)	You	Your Followers (avg)	You	Your Followers (avg)
742	14,879	1,047	9,366	384	1,548	0.4	1.3
Your followers have 1.3x more followers than following.		On average, your followers tweet 0.2 times per day.		Your followers have been on Twitter 4.0x then you.		You follow 0.4x more users than follow you.	

FOLLOWER GROWTH

Daily followers across Twitter profiles



55



HistoricSeaport

Top 5 topics you influence

- Florida Keys
- Florida
- Key West
- Vacations
- Fishing

People that influence you

- 48** FuryKeyWest (6,337)
- 35** mellowventures (124)
- 45** waterfrontbrews (548)
- 44** YankeeFreedom (1,080)
- 45** BellaVita_KeyW (451)

People that you influence

- 45** BellaVita_KeyW (451)
- 49** TORsAdventures (11,101)
- 46** FranchescaMonk (2,960)
- 34** KWBaitandTackle (67)
- 62** Robert4787 (21,634)

BEST TIME FOR RTs

1:00 PM - 2:00 PM

23% of retweets occur during this time

BEST TIME FOR REPLIES

8:00 AM - 9:00 AM

22% of replies occur during this time

BEST TIME FOR MENTIONS

7:00 AM - 8:00 AM

11% of mentions occur during this time

BEST TIME FOR FAVS

3:00 PM - 4:00 PM

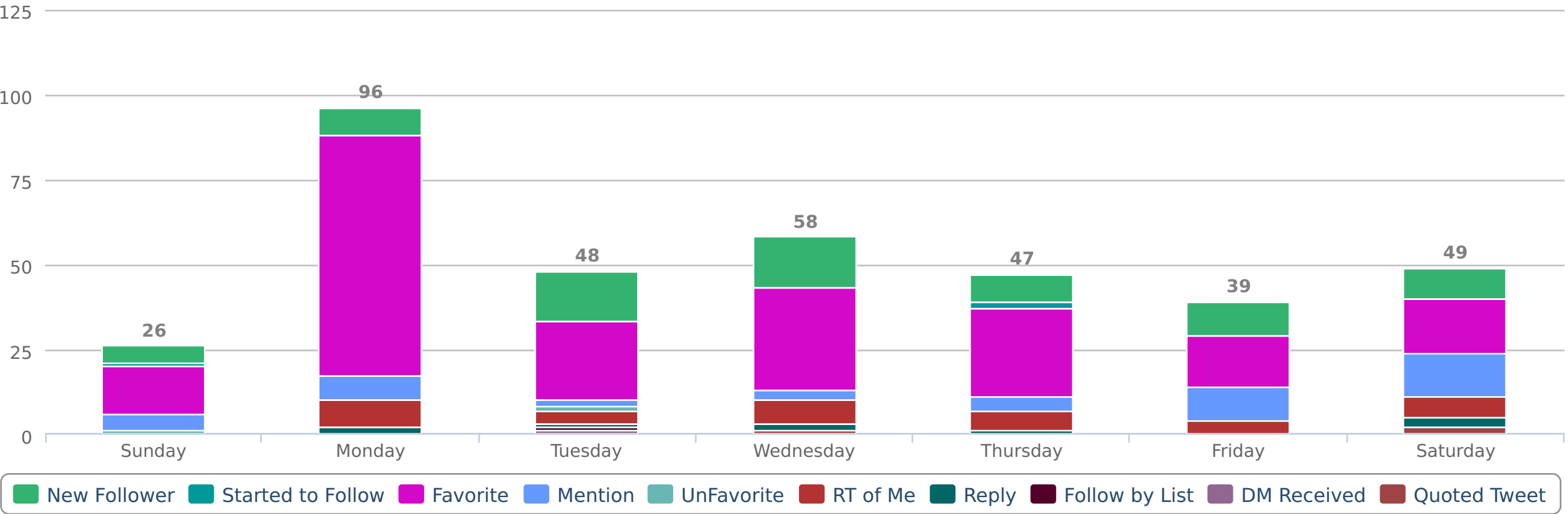
22% of favorites occur during this time

BEST TIME FOR FOLLOWS

3:00 PM - 4:00 PM

11% of new follower occur during this time

TWITTER ACTIVITY BY DAY OF THE WEEK



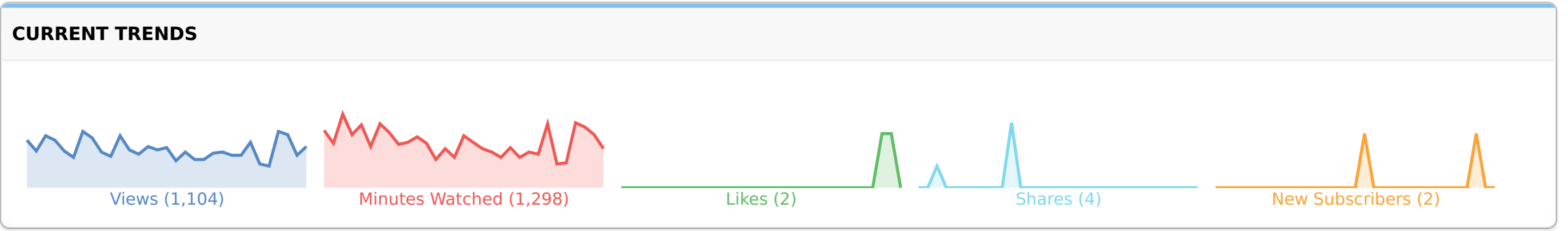
MOST FREQUENTLY USED HASHTAGS

Hashtag	Times	% of total
#keywesthistoricseaport	5	4%
#kwhs	4	3%
#keylimepie	4	3%
#lovefl	15	10%
#fl	7	5%
#fishing	7	5%
#vacation	4	3%
#keywest	21	14%
#historicseaport	4	3%
#schoonerwharfbar	4	3%

MOST MENTIONED USERS

User	Times	% of total
 HavanaAir	1	3%
 Delish.com	2	6%
 OutClique Magazine	1	3%
 Turtle Kraals	4	12%
 Key West Bait Tackle	2	6%
 TripAdvisor	2	6%
 Sunset Watersports	2	6%
 Waterfront Brewery	3	9%
 KeyWestArtworks	2	6%
 Half Shell Raw Bar	1	3%

Views	1,104	Minutes Watched	1,298	Watched Duration	2,207	Likes	2	Shares	4
New Subscribers	2	Subscribers	9	Total Videos	3				



You had **1,104** views (**35.61** per day). **67%** of engagement is shares. On average you get **0** comments, **0** likes, **0** shares per view.

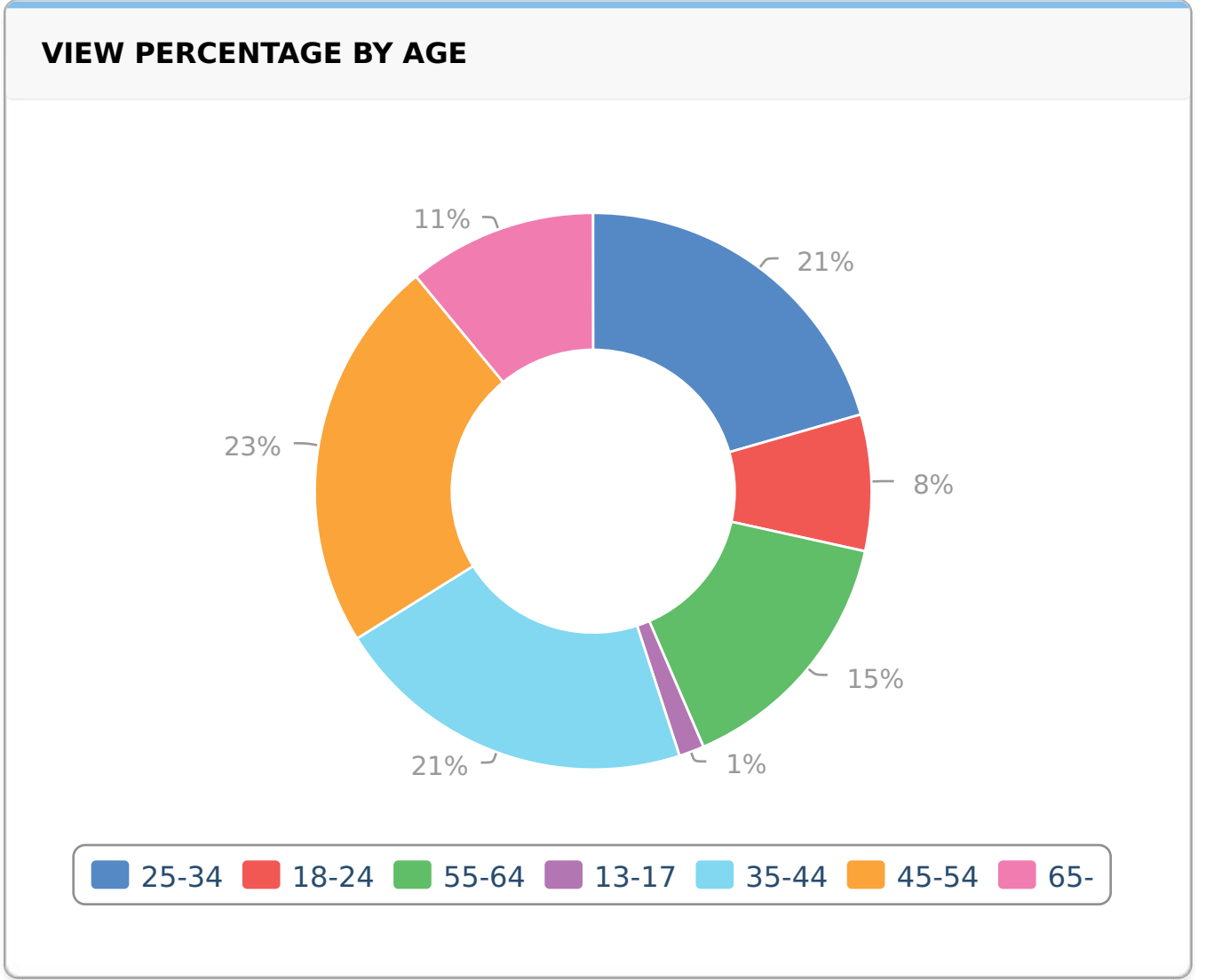
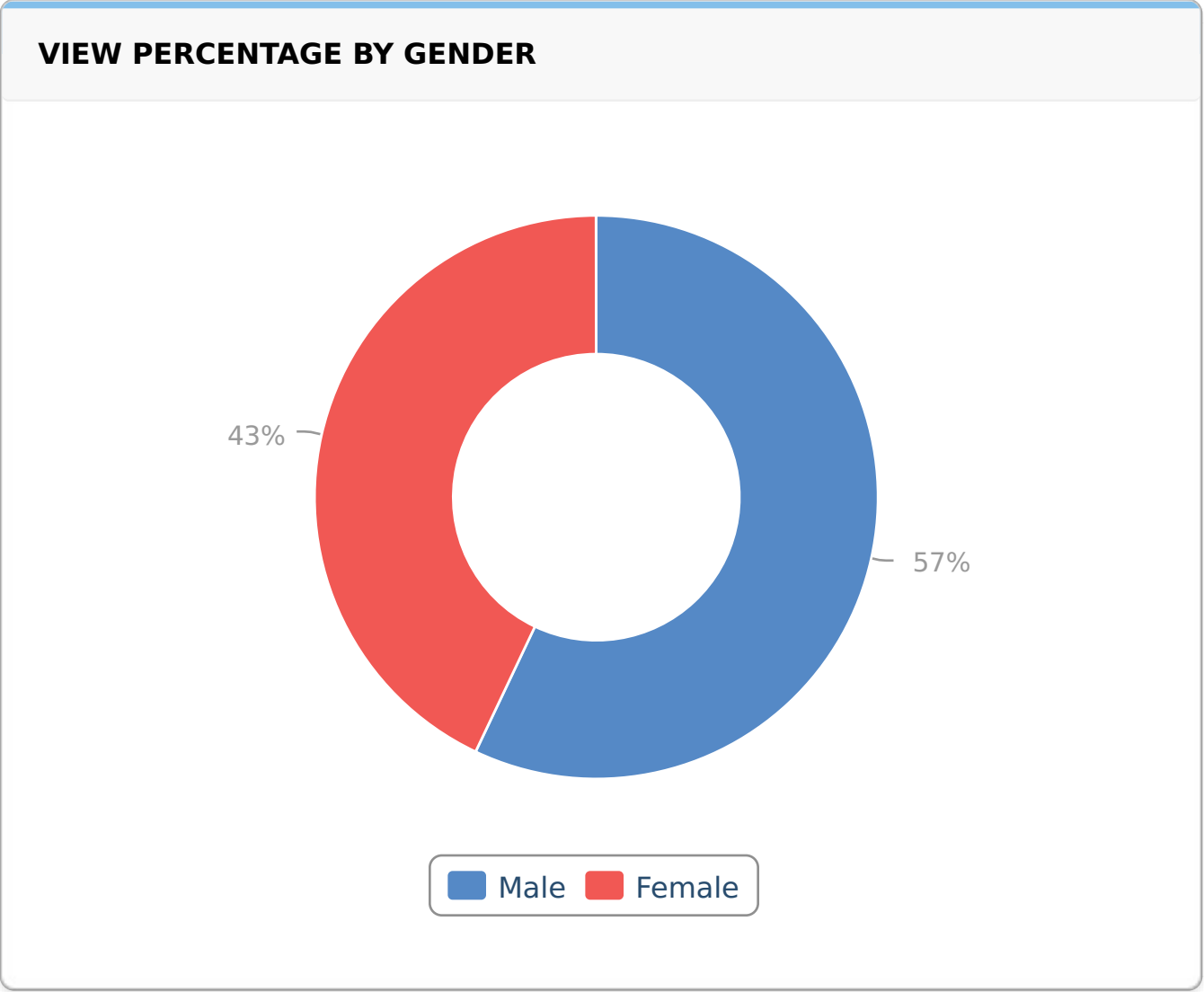
On average **0.54%** of your views result in engagement.

Your typical viewer uses **desktop** and **windows** and will get to your videos via **link on another website**

Most viewers or **93.75%** get to your videos from **link on another website**. Majority of minutes watched or **93.03%** are from users that arrive from **link on another website**.

Most users or 60.24% use **desktop** to watch your videos. Majority of minutes watched or **67.64%** are from users using **desktop**.

Most users or **44.75%** use **Windows** operating system to watch your videos. Majority of minutes watched or **52.41%** are from users using **Windows**.




MOST VIEWS



Key West Historic Seaport - Official Video

1,130 views

MOST LIKES



Key West Historic Seaport - Official Video

2 likes