

April 6, 2018

## MEMORANDUM

TO: Doug Bradshaw, Port Director & Karen Olson, Deputy Port Director

FROM: Dana Pollitt

**SUBJECT: Key West Bight Management District Board March, 2018 Monthly Update,  
Key West Historic Seaport Marketing Services Contract #10-015**

The following is a summary of ADEPT's March, 2018 marketing activities for the Key West Historic Seaport:

### LIVE WEBCAM

Have you visited the live webcam lately?

<https://www.youtube.com/watch?v=nVPDGSea2Z0>

This service is streaming on YouTube and embedded into website [www.KeyWestHistoricSeaport.com](http://www.KeyWestHistoricSeaport.com). ADEPT coordinated with provider to rotate webcam regularly providing viewers a variety of angles of the Historic Seaport at different times. Changing angles of the camera provide interesting views and encourages people to stream longer.



LIVE view overlooking the Key West Historic Seaport from the Harborwalk Waterfront atop the Conch Republic Seafood Company - Key West FL.

## TELEVISION

**Destination Television, KeyTV:** Both Commercial and Editorial Video airing daily.

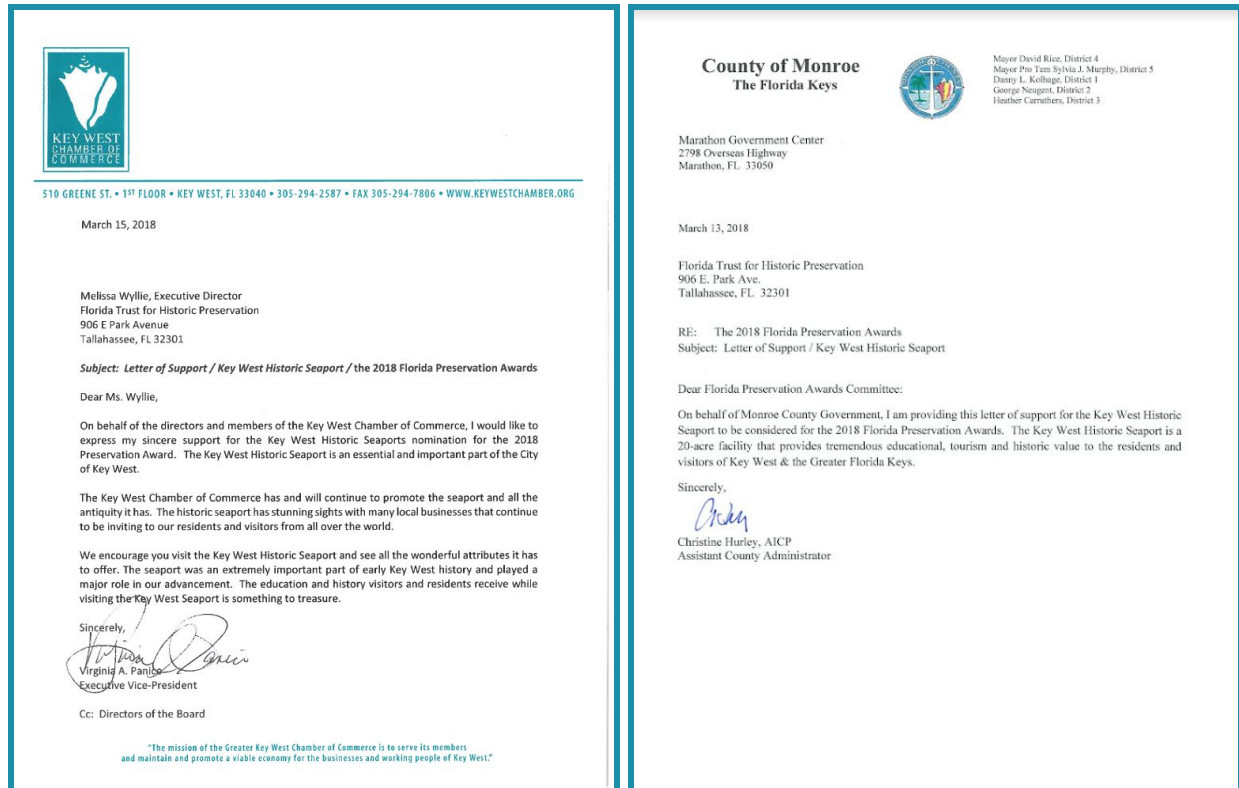
## PUBLIC RELATIONS / MEDIA SNIPPETS

Email Marketing Notifications/Press Releases/General PR/Other

### **Florida Trust for Historic Preservation - City of Key West (Key West Historic Seaport) Florida 2018 Award Nomination**

- 2018 Florida Preservation Awards - *recognize a special preservationist or preservation project during the Trust's special 40th Anniversary Florida Preservation Awards event. Key West Historic Seaport nominated in the category of Historic Landscapes/Organizational Achievement.*
- Acknowledges achievement in preservation done by a group, corporation, neighborhood or other organization.
- Achievement can include any number of activities such as successful fundraising for preservation initiatives or projects, the creation of activities promoting historic preservation, significant activity the creation and implementation of new preservation legislation or policies, or increasing the community's awareness of preservation through redevelopment, publications, events or literature.
- Criteria: Applicant clearly defines the scope of the project, and your long-term role in its implementation and success.





## Award Nominations

- Conducting research on other travel and destination related awards for KWHS like USA Today 10 Best, Travel Channel, Trip Advisor, etc.

## St. Patrick's Day at the Historic Seaport

#HistoricSeaport

**KEY WEST HISTORIC SEAPORT**

YOUR GATEWAY  
FOR EVERYTHING  
KEY WEST, FLORIDA!

**St. Patrick's Day at the Historic Seaport!**

**Are you feeling lucky? You could WIN!**

On St. Patrick's Day morning, look out on social media for a contest post from the Historic Seaport for your chance to WIN an exclusive prize!

Facebook | Twitter | Instagram

**#HistoricSeaport**

Read our March blog for everything green!

St. Patrick's Day at the Key West Historic Seaport is where you want to be! Pull out the costumes, paint your hair green, put on your dancing shoes and head to the Historic Seaport for a day and night pack with fun celebrations!

**St. Patrick's Day Party**

March 17th

**Roof Opens at 11am**

**Live Music starting at 1pm**

**Drink Specials & Giveaways!**

Celebrate the holiday by partying on the roof at The Waterfront Brewery!

Check out KeyWestHistoricSeaport.com and follow us on social media to stay updated on everything happening at the #HistoricSeaport!

**Featured Events**

A LAST LITTLE PIECE OF OLD KEY WEST

**SCHOONER WHARF BAR and GALLEY** The Saints be Praised!

**Celebrate St. Patrick's Day!**

**Saturday, March 17th**

From 9am to 2pm, Enjoy Humorist & Songwriter **Michael McCloud & Friends**

and from 2:30 to 6:30PM, the Dynamic Performance of **Malcom & The Fiddle**

and from 7pm to Midnight enjoy Celtic Rock & Folk Irish Songs with Sing-Alongs

**Blarney Rubble**

JOIN US and Enjoy Traditional Corned Beef & Cabbage from the Schooner Galley! • Fun • Singing • Dancing plus... **DRINK SPECIALS & Delicious Galley Specials!**

**The St. Patty's Day BAR SCROLL ends here!**

On the Harborwalk • 202 William • 292-3302 • SchoonerWharf.com

Celebrate at Schooner Wharf Bar by wearing green, getting pinched and sipping Black and Tans, green beer and schnapps. Enjoy traditional corned beef and cabbage prepared by the Schooner galley. There will be a lot of fun to be had at this popular waterfront pub!



The following media/press clippings were captured during the month of March:

### World's best destinations: 2018 TripAdvisor award winners via [USA Today](#)

#### Key West ranked #14

- Article promoted/posted on social media

"Which is better, New York or Paris?

[TripAdvisor's 2018 awards](#) for the world's best destinations are out today, and while the Big Apple tops in the USA, it's only 10th in the world, behind a slew of popular European cities topped by Paris at No. 1.



For its annual Travelers' Choice rankings, TripAdvisor uses "an algorithm based on the quantity and quality of reviews and ratings for hotels, restaurants and attractions in destinations worldwide, gathered over a 12-month period." See which of your favorite spots made the cut in the slideshow above of the top 25 destinations in the USA and the world. The popular booking site also recently named the world's best beaches, counted down below."

A screenshot of a web browser displaying a TripAdvisor article. The main image shows a waterfront scene in Key West with bicycles parked in the foreground and boats in the water. To the right of the image, there are social media sharing icons for Facebook, Twitter, Google+, and LinkedIn, along with a "Fullscreen" button. Below the icons, the text reads "TripAdvisor names the world's top destinations for 2018" and "14. Key West. TripAdvisor". At the bottom of the article, there is a carousel of five small images, with the fourth image labeled "12 of 50". To the right of the article, there is a large advertisement for "DOS POR UNO" featuring a couple on a beach and the text "EL SEGUNDO PASAJERO VIAJA GRATIS" and "LLAME AHORA AL (800) 337-4472".

## Key West Turtle Museum article in [Key West Travel Guide](#)

- Article promoted/posted on social media

Questions? Call us now at 877-463-6539

# Key West Travel Guide

Plan to Enjoy Island Life

[Travel Planning](#) [Things to Do in Key West](#) [Explore](#) [Food](#) [Drink](#) [Arts](#) [Events](#) [Services](#) [About](#) [Contact](#)

## Turtle Kraals Museum

Sea turtles are protected now, but were once a delicacy that nearly led to their extinction.

[Key West Travel Guide](#) » [Museums](#) » [Turtle Kraals Museum](#)

### Key West Museums

- [Museums](#)
  - [Audubon House & Garden](#)
  - [Custom's House](#)
  - [East Martello](#)
  - [Florida Keys Eco-Discovery Center](#)
  - [Hemingway House](#)
  - [Key West Lighthouse & Keeper's Museum](#)
  - [Mel Fisher Maritime Museum](#)
  - [Oldest House Museum & Garden](#)
  - [Shipwreck Museum](#)

In the mid to late 1800s Key West was the center for turtle processing and canning. At that time, turtle soup was considered a delicacy in parts of the United States and especially in Europe.

Turtles caught throughout the Caribbean were shipped to Key West, kept alive by cruelly placing them on their backs aboard the turtle schooner ADAMS. Upon arrival in Key West, turtles were kept in dockside corrals called 'kraals' until they were slaughtered and processed into soup.

By 1970 the turtle population had been devastated. Through the courageous efforts of visionary conservationists, in cooperation with the Governor of Florida, the first catch size regulations were enacted on March 23rd, 1971, establishing that any turtle smaller than 41 inches was to be released. Turtle canneries went out of business, and the turtle trade came to an end in '71 with the passage of the Endangered Species Act.

Caribbean turtle populations have somewhat recovered but continue to struggle against natural and man made, life threatening obstacles. Destruction of habitat, reckless disposal of consumable waste products, poorly maintained traps and nets, improperly discarded monofilament and the degradation of marine waters through chemical spillage and improper discharge continue to threaten these vulnerable and gentle creatures of the sea.

Many locals genuinely care about the well being of sea turtles and the museum does a good job of informing the public about past and present dangers.

Location: 200 Margaret Street



*The restored Turtle Kraals museum is dedicated to educating the public about sea turtle awareness.*



## Local Color in USA Today Top 10 Shops in Key West

-Article promoted/posted on social media



## Dry Tortugas National Park #4 of Top 10 Best Florida Attractions

-Article promoted/posted on social media



KEY WEST TRAVEL GUIDE / SHOPPING SAVE THIS PAGE +

Photo courtesy of Claudia Miller

### Local Color

Type: Clothing Stores, Jewelry Stores

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**10BEST SAYS**

Nestled in the heart of the historic seaport across from Half Shell Raw Bar, Local Color is the motherload of resortwear. At 3,000 square feet, this store packs in a wide variety of travel-friendly clothing in natural fabrics like cotton, silk and linen--perfect for the warmer climes. The emphasis is on loose, flowy styles that are figure-flattering, and their colorful displays inspire ideas for layering the pieces with chunky necklaces and graceful scarves. Luna Luz, one of their main brands, designs light and airy pieces that could go from a beach wedding to a night on the town. Another line, Hard Tail Forever, offers versatile tanks, tees, hoodies, skirts and pants in sustainable fabrics and rich juicy colors.

**ADDRESS:**  
276 Margaret Street  
Key West, FL 33040  
(305) 292-3635

**HOURS:**  
Daily 9am-10:30pm

**WEBSITE:**  
[localcolorkeywest.com](http://localcolorkeywest.com)

### Clearwater Beach, J.N. Ding Darling National Wildlife Refuge, Dry Tortugas National Park and Crystal River Complex in top five

What do you imagine when you think of Florida? Is it the 825 miles of sun-kissed beaches or family-filled amusement parks? How about the art deco architecture or contemporary art scene? Or maybe it's the sprawling Everglades teeming with life or stone crab claws enjoyed al fresco by the shore. There's something for just about every visitor to love in the Sunshine State.

### 4 DRY TORTUGAS NATIONAL PARK

Seventy miles from Key West lies beautiful Dry Tortugas National Park, accessible only by boat or seaplane. The center point of the park is Fort Jefferson, built in the nineteenth century to protect one of North America's most strategic deep water anchorages. After a short history lesson, snorkeling in azure waters, basking on secluded beaches and birdwatching along the Great Florida Birding Trail await.

Photo courtesy of NPS Photo

**Mystery Fest Key West** is June 22-24 and is having a brunch the last day of the event at Schooner Wharf Bar

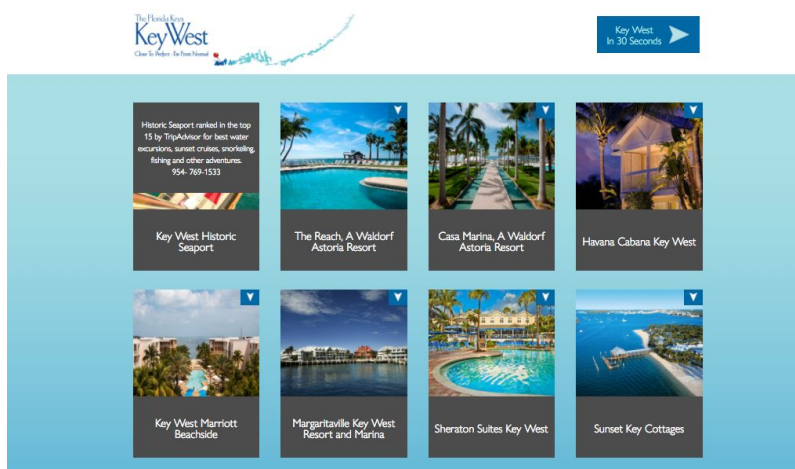
- Event is being promoted and posted on social media



## ADVERTISING

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

- Key West Southeast & Texas Spring Digital
- Insertion Dates: March-April
- Circulation: 1,331,164



### Duval Loop Bus

- ADEPT is coordinating with the City of Key West Transit Division Director to explore advertising opportunities along the Loop for the KWHS
- Working on how we can incorporate the Historic Seaport in future ridership
- Updated Duval Loop information to KWHS website

## SOCIAL MEDIA

(Facebook, Twitter, Instagram, Foursquare, YouTube, TripAdvisor, Yelp) Daily social media content creation and posting (Reviews, Live Music, Tenant Info., Updates, Specials, Events, Contests). Below find the monthly updates for each of the KWHS Social Media outlets. See Social Media and Website report for March, 2018, for in-depth, detailed reporting of each.

### March Contests:

- Received a high number of participation in both contests
- The first contest ran on Facebook, Twitter and Instagram
- Participants guessed the number of buoys in the left picture below
- We picked the 3 closest participants as the winners
- The second contest ran on Twitter only
- Participants retweeted the picture on the right for a chance to win sunglasses



- Winners received sunglasses, a KWHS brochure and coupons to Conch Republic Seafood Company, Schooner Wharf Bar, Turtle Kraals and Half Shell Raw Bar



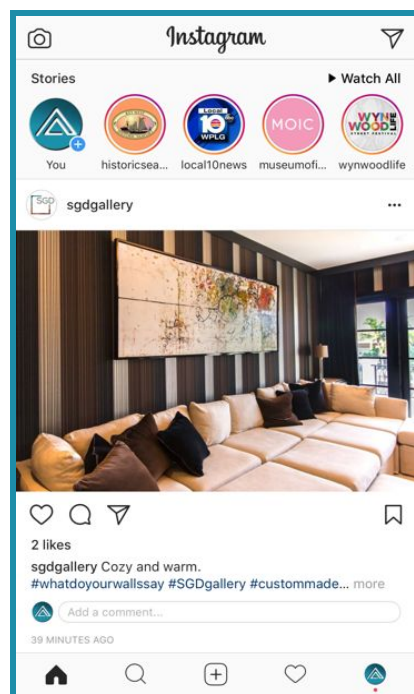


## Facebook:

- Facebook accounted for the most audience growth this month
- Increase page likes from 1,378 to 1,696
- Increase total check-ins from 2,289 to 2,394
- Page Impressions: 54k

## Instagram:

- New followers gained throughout the month with total of 1,619 followers up from 1,580 last month
- Posting weekly Instagram stories
- Instagram stories enables users to post pictures and videos to an album that disappears after 24 hours
  - We use this tool to post event reminders, current weather in Key West, contest information and more informal posts (utilizing real time marketing)
  - Instagram stories allow us to make our daily post to our page and add more content without flooding our follower's newsfeed
  - Every time we post to our story, our profile is bumped to the front of our follower's row of stories to view
  - The photo on the left shows how it would look on one of our follower's page once a new post is added to the story (orange circle at the top)
  - The photo on the right shows our archive of all of our stories posted and it is where we can track impressions, responses and other analytics



#### Twitter:

- Increase in followers from 1,012 to 1,066
- 31k impressions this month
- Reach was 206,907 this month (KWHs tweets showed up on our follower's Twitter feeds from them "retweeting" or "liking" KWHs posts, so each of their followers had the ability to read KWHs Tweets)

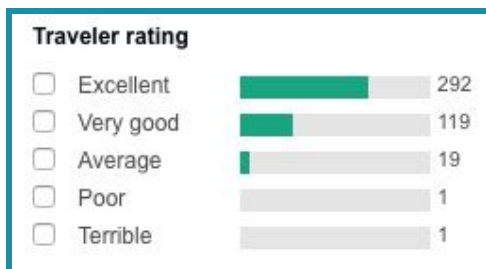
#### YouTube:

- Uploaded March video:
  - [Stingray Steve](#)



#### TripAdvisor:

- 567 Reviews
- Excellent Rating 4.5 out of 5
- Daily replies to reviews



#### Foursquare:

- Visitors "check in" to their location and upload pictures, provide tips for future visitors, and leave reviews, which make up our page feed

#### What are people saying?

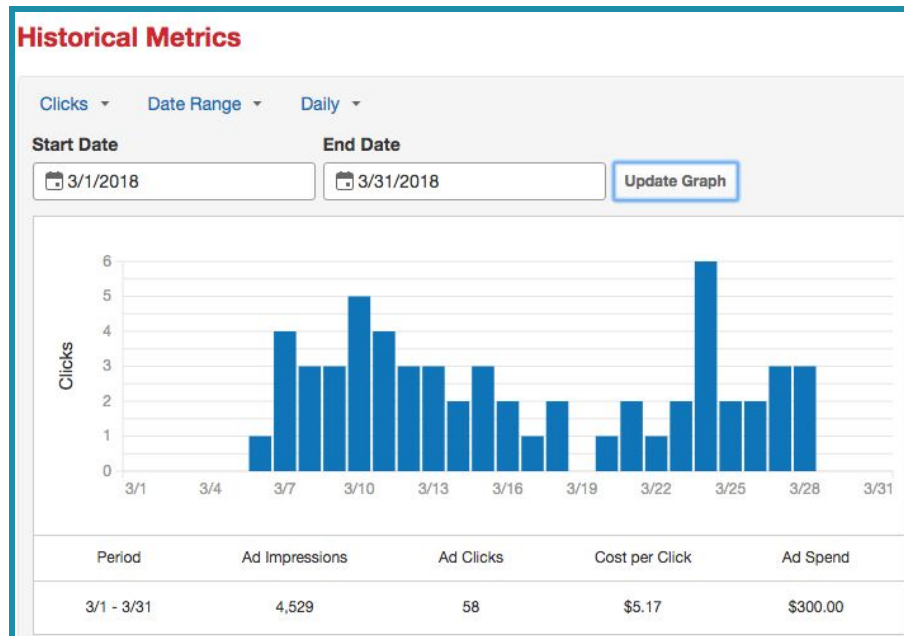
**FOURSQUARE**

*"Great location to watch the sunset and enjoy Happy Hour."*

*"Definitely worth spending the day here and recommend parasailing or snorkeling during the day."*

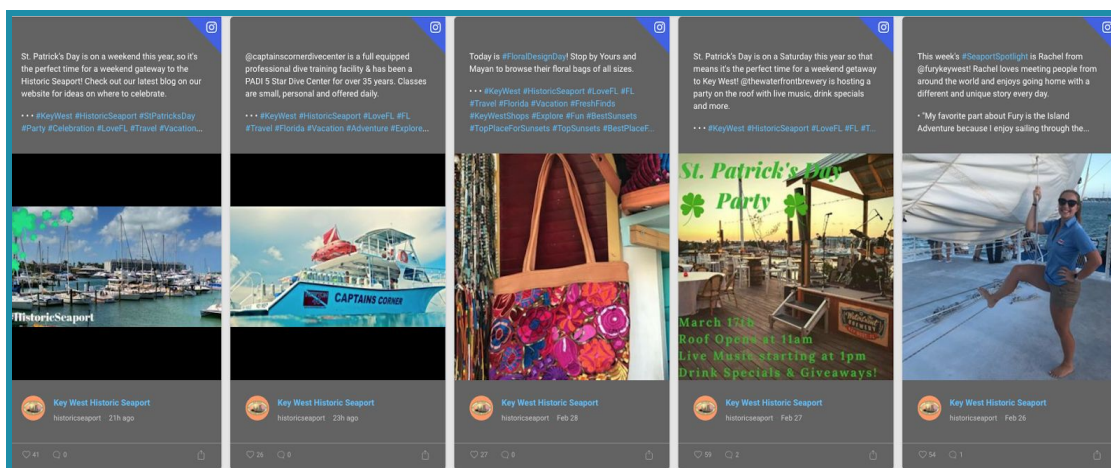
Yelp:

- Our Yelp ad had a significant increase in clicks this month
- 4,529 ad impressions
- Many of the clicks were on the website link



## WEBSITE

- Ongoing website maintenance and content creation (Tenant Info., Events, Blog)
- Tenants added:
  - Too Lethal Charters
- Adding YouTube videos of tenants to their page on the website for more video views
- Seasonal Content
- Regular content writing services
  - March blog posted: [It Ain't Easy Being Green](#)





## Audience Overview:























## Acquisition Overview:

	Users	New Users	Sessions
	1,565	1,496	1,838
1 Organic Search	960		
2 Direct	294		
3 Referral	169		
4 Social	150		
5 Paid Search	3		

## Top 10 Referral Sources:

1.	<a href="#">conchrepublicseafood.com</a>
2.	<a href="#">keywestsoutheastspringsummer.com</a>
3.	<a href="#">keywest.com</a>
4.	<a href="#">fla-keys.com</a>
5.	<a href="#">dangtravelers.com</a>
6.	<a href="#">adept.co</a>
7.	<a href="#">konknet.com</a>
8.	<a href="#">amp-mustdo-com.cdn.ampproject.org</a>
9.	<a href="#">billiger-mietwagen.de</a>
10.	<a href="#">duckduckgo.com</a>

## Search Terms:

Page		Pageviews	% Pageviews
1. /		1,835	 32.39%
2. /things-to-do/		546	 9.64%
3. /things-to-do/food/		285	 5.03%
4. /things-to-do/shopping/		226	 3.99%
5. /event/schooner-wharf-st-patricks-day-celebration-2/		163	 2.88%
6. /shopping/macs-sea-garden/		158	 2.79%
7. /shopping/good-day-on-a-happy-planet/		150	 2.65%
8. /general-information/		145	 2.56%
9. /fishing/the-helm/		130	 2.29%
10. /event/35th-annual-conch-republic-independence-celebration/		109	 1.92%