

November 8, 2019

## MEMORANDUM

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


FROM: Dana Pollitt, Managing Partner, ADEPT

**SUBJECT: Key West Bight Management District Board, October 2019 Monthly Update, Key West Historic Seaport Marketing Services Contract #10-015**

The following is a summary of ADEPT's October 2019 marketing activities for the Key West Historic Seaport:

## PUBLIC RELATIONS / MEDIA SNIPPETS

### Email Marketing Notifications | October Email Newsletter/eBlasts



SEMINOLE HARD ROCK HOTEL & CASINO 2019

# MAROON 5 --

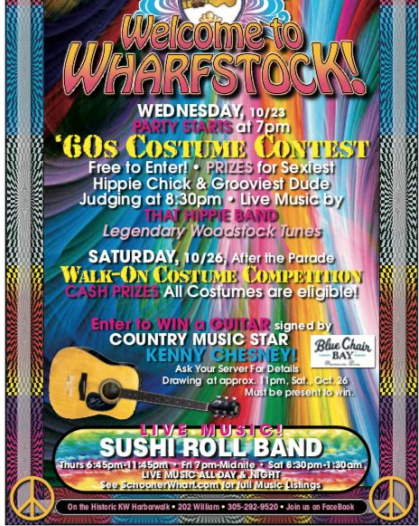
## GRAND OPENING GUITAR HOTEL

No Purchase Necessary | Winner Announced 10.21.19

The [Key West Historic Seaport](#) is excited to announce that today marks the start of our THIRD giveaway! Be one of the first to see the BRAND NEW [Guitar Hotel](#) as our partnership with [USA TODAY Travel](#) is giving you a chance to win two tickets to see [Maroon 5](#) performing live on October 25th at [Seminole Hard Rock Hotel & Casino](#) starting at 8 PM for the GRAND OPENING of the new [Guitar Hotel](#)!

The rules are SIMPLE:

1. FOLLOW [Key West Historic Seaport](#)!
2. TAG TWO FRIENDS you'd share this giveaway!



Welcome to **WHARFSTOCK!**

WEDNESDAY, 10/23  
PARTY STARTS at 7pm

**'60s COSTUME CONTEST**  
Free to Enter! • PRIZES for Sexiest  
Hippie Chick & Grooviest Dude  
Judging at 8:30pm • Live Music by  
**THE HIPPIE BAND**  
Legendary Woodstock Tunes

SATURDAY, 10/26, After the Parade  
**WALK-ON COSTUME COMPETITION**  
CASH PRIZES All Costumes are eligible!

Enter to WIN a GUITAR, signed by  
COUNTRY MUSIC STAR  
**KENNY CHESNEY!**  
Ask Your Server For Details  
Drawing at approx. 11pm, Sat. Oct. 26  
Must be present to win.



**LIVE MUSIC!**  
**SUSHI ROLL BAND**  
Thurs 6-8pm • Fri 1-4pm • Sat 7pm-Midnite • Sat 8:30pm-1:30am  
LIVE MUSIC ALL DAY & NIGHT!  
See [SeaportWharfstock.com](#) for full Music Listings

On the Historic Key Wharves • 202 Williams • 205-284-4828 • Join us on Facebook

#HistoricSeaport

KEY WEST HISTORIC SEAPORT

YOUR GATEWAY  
TO EVERYTHING  
KEY WEST, FLORIDA!



## Email Marketing Notifications | October Email Newsletter/eBlasts

**FANTASY FEST 2019**  
OCT. 18-27 | KEY WEST

Like nothing you have ever seen before, [Fantasy Fest](#) is an outrageous, interactive, colorful and extravagant event that takes place throughout Key West and the [Key West Historic Seaport](#).

Starting TODAY until October 27th, locals and visitors from all over the world are coming down to our beloved city to experience all sorts of events and competitions. From a headdress ball to street fairs, lavish floats, parades, bar crawls, endless grand prizes and our very own [Historic Seaport Bar & Art Stroll](#), this is one event you do not want to miss!

With so much happening at the Historic Seaport this weekend and all throughout next week, check below to see when your favorite event is happening!

Using the Promo Code **FANTASY\*** [Fury Water Adventures](#) is offering 10% off on select days.

Trips include Parasailing, Jet Ski Tours, Glass-Bottom Boat Reef Eco-Tours, Reef & Rita Snorkels, Double Dips, Dolphin Watch, Ultimate Express, and Island Adventures! Come out and experience the Historic Seaport the right way with this exclusive Fantasy Fest offer. \*

Not valid with any other offer, one coupon per group, blackouts & restrictions may apply.

## Media / Press Clippings Captured During the Month of September:

### Have Fun in the Sun with Sunset Watersports' Nate Knight --

- 34-year-old sales and marketing maven, Nate Knight, recognized for his accomplishments and dedication by **"Florida Weekly, Key West Edition."** Article promoted on their website and social media channels.
- Mentioned Sunset Watersports was promoted on all social media outlets >> [Link to Article](#).

### Have fun in the sun with Sunset Watersports' Nate Knight

LOCAL FOCUS  
BY JENNIFER POTTER  
Florida Weekly Correspondent  
October 03, 2019

**FLORIDA WEEKLY**  
KEY WEST EDITION

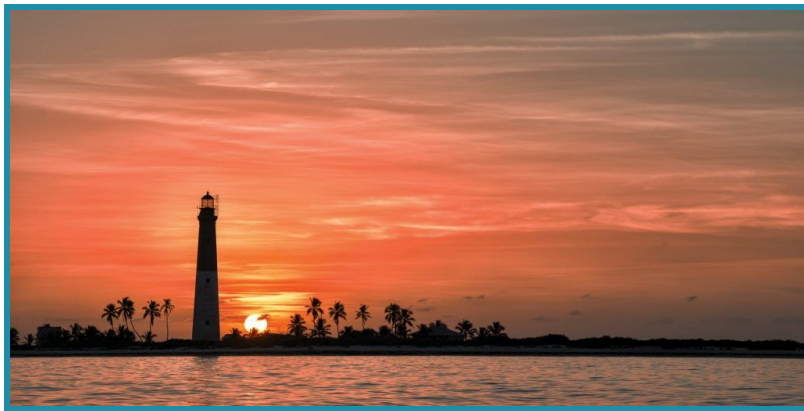


## USA Today Travel -- Florida & Caribbean Go Escape

- Florida Weekly Key West Edition has featured The Dry Tortugas & Fort Jefferson while offering some insight into various ways to visit the property.
- The article was promoted on all social media outlets >> [Link to Article](#)

### The DRY TORTUGAS and FORT JEFFERSON

What you don't want to miss on your next excursion here



## FLORIDA WEEKLY<sup>®</sup>

KEY WEST EDITION

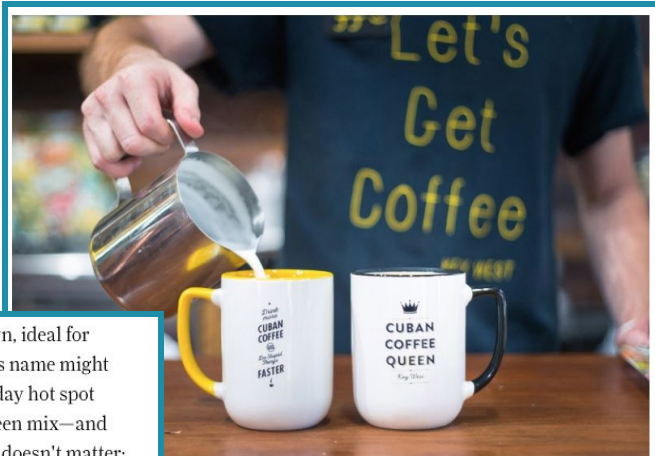


## Condé Nast Traveler -- 10 Best Restaurants in Key West

- [Condé Nast Traveler](#) recently featured [Cuban Coffee Queen](#) as one of the 10 Best Restaurants.
- From their Cuban Breakfast Burrito to the Sunrise Special and, of course, their famous Cuban Coffee, this staple is definitely a favorite amongst visitors and locals.
- The article was promoted on all social media outlets >> [Link to Article](#)

## Condé Nast Traveler

Cuban Coffee Queen is a lively counter-service joint in the heart of town, ideal for passing a weekend morning and enjoying some sunshine. Although its name might seem to imply morning caffeinated beverages only, it's actually an all-day hot spot with classic Cuban coffee drinks like cafe con leche and the Cuban Queen mix—and both are completely worth the trip. The food options are limited, but it doesn't matter: All you need to know about are the Cuban sammies and guava pastelitos.



Cuban Coffee Queen →

## Arkansas Democrat Gazette -- Rolling on the Rivers

- Boat Tours Provide Classic Way to See Florida's Scenery by "Arkansas Democrat Gazette." Was promoted on their website and social media.
- The article mentioned Sunset Watersports, Jolly II Rover, Argo Navis & Schooner America 2.0
- Article was promoted on all social media outlets >> [Link to Article](#)

Arkansas Democrat  Gazette  
Arkansas' Largest Newspaper

### KEY WEST: SEE SUNSET FROM THE WATER

As early the 1960s, hippies in Key West had turned watching the daily sunset into a celebration on Mallory Square. Sunset cruises weren't far behind.

The Historic Key West Seaport has about a dozen sunset cruises available. You'll want to search reviews on TripAdvisor to see which one matches your style and pocketbook. Some are priced for people celebrating special occasions; others are doing a higher volume/lower price business.

The yacht called the Party Cat promotes itself as the least expensive sunset cruise at \$40 per person. Beer and soft drinks are included plus music and dancing. ([sunsetwatersports.info](http://sunsetwatersports.info))

The pirate-theme Jolly II Rover, an 80-foot schooner with jaunty red sails, is \$65 and is BYOB. It's a two-hour tour. ([schoonertjollyrover.com](http://schoonertjollyrover.com))

The Key West person and c

Argo Navis, a charcuterie

Schooner America 2.0 is a tall ship that serves champagne, wine, beer and hors d'oeuvres for \$96 per person. ([sail-keywest.com](http://sail-keywest.com))



**Glass-bottoms, among other boats, offer rare glimpse of Florida**

## Star Advertiser -- 7 Florida Boat Tours: The Classic Way to See the Scenery

- 7 Florida Boat Tours: The Classic Way to See Florida's Scenery by "Star Advertiser" was promoted on their website and social media channels.
- The article mentioned Sunset Watersports, Jolly II Rover & Argo Navis saying, "The Historic Key West Seaport has about a dozen sunset cruises available. You'll want to search reviews on TripAdvisor to see which one matches your style and pocketbook. Some are priced for people celebrating special occasions; others are doing a higher volume/lower price business." | Article was promoted on all social media outlets >> [Link to Article](#)

### Key West: See Sunset From The Water



Star  Advertiser

As early the 1960s, hippies in Key West had turned watching the daily sunset into a celebration on Mallory Square. Sunset cruises weren't far behind.

The Historic Key West Seaport has about a dozen sunset cruises available. You'll want to search reviews on TripAdvisor to see which one matches your style and pocketbook. Some are priced for people celebrating special occasions; others are doing a higher volume/lower price business.

The yacht called the Party Cat promotes itself as the least expensive sunset cruise at \$40 per person. Beer and soft drinks are included plus music and dancing. ([sunsetwatersports.info](http://sunsetwatersports.info))

The pirate-themed Jolly II Rover, an 80-foot schooner with jaunty red sails, is \$65 and is BYOB. It's a two-hour tour. ([schoonertjollyrover.com](http://schoonertjollyrover.com))

The Key West Cocktail Cruise offers a cruise with cocktails for \$80 per person, with champagne for \$70 per person and craft beer and wine for \$42 per person as a low-season special. ([keywestcocktailcruise.com](http://keywestcocktailcruise.com))

Argo Navis, a newer addition to Key West, is a luxury catamaran with a smaller capacity. It offers beer, wine plus charcuterie items and cheese for \$91 per person. ([sailargonavis.com](http://sailargonavis.com))

**7 Florida boat tours: The classic way to see the scenery**

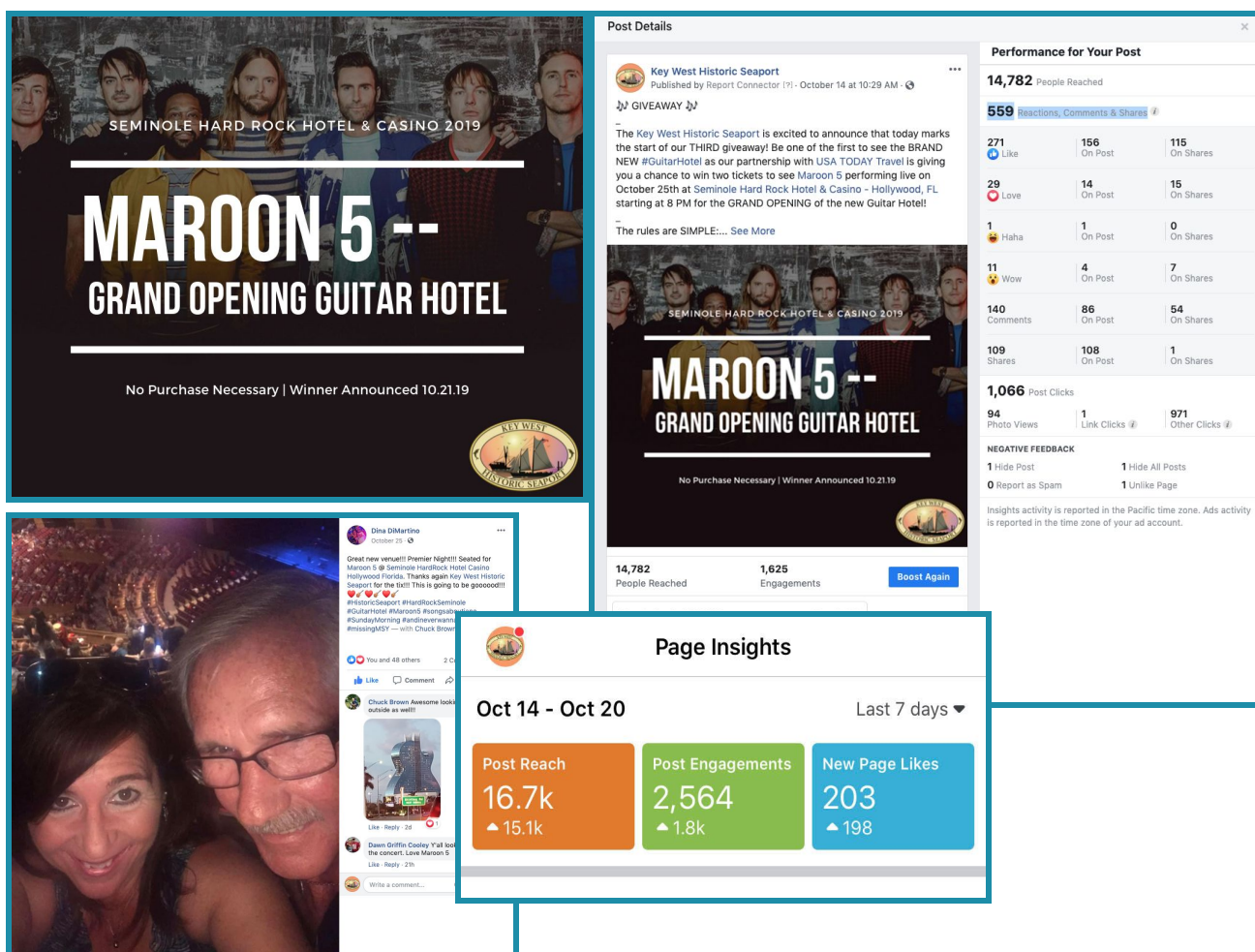


## SOCIAL MEDIA

(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 attached Social Media and Website report for September 2019, for in-depth, detailed reporting of each.

### October Giveaway | Maroon 5 Results --

- Based on each individual liking, following, tagging two friends & sharing social media posts.
- Ran on [Facebook](#), [Twitter](#) & [Instagram](#) from October 14th and ended on October 18th.
- Social Media followers entered for a chance to win two tickets to see Maroon 5
- Provided by our USA Today Travel Advertising purchase.
- [Terms & Conditions](#) were agreed too.
- Contest generated over 285 likes, 220+ new followers, 115 + friend tags and 120+ shares.
- Dina DiMartino the winner, was announced on October 21st.
- The winner was announced on Facebook, Twitter & Instagram.



Facebook Stats:

- Increase page likes from 2,940 up ( ↑ ) to 3,173
- Increase total check-ins to 4,777
- 3,281 followers from 3,028
- 4.9 ★★'s out of 5

#### Instagram Stats:

- New followers gained throughout the month with a new total of 2,497.
- September followers up ( ↑ ) from 2,346 followers in October.
- Posting weekly Instagram stories (event & promotion reminders, sunsets, weather, tenant information, etc.)
- Incorporated Linktree to our Instagram account
  - Free tool for optimizing our Instagram traffic. One bio link is used to house all the content we are driving followers to in turn lives longer on IG page and feed.

#### Twitter Stats:

- Increase in followers to 1,549 from 1,525
- Profile Mentions ( ↑ ) 8 | 60.0%

#### TripAdvisor Stats:

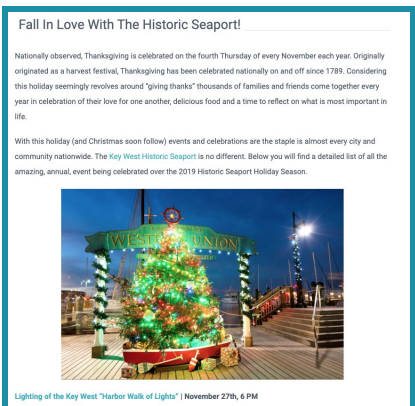
- The KWHS has 667 reviews!
- #23 of 144 things to do in Key West.
- Excellent Rating of 4.5 out of 5.
- Daily replies to reviews.

#### YouTube Stats:

- 21 Unique Youtube videos on Key West Historic Seaport Youtube Channel
- 31,638 total all-time Historic Seaport YouTube Video Views.

## WEBSITE MAINTENANCE & BLOG (HISTORIC SEAPORT)

- Ongoing website maintenance and content creation (Tenant Info, Added & promoted holiday events/information, Blog)
- Added new plugins for events
- Adding new images to tenant pages and homepage
- Seasonal Content
- Regular content writing services
- Ongoing website maintenance and content creation
- Tenant information added & promoted information
- Adding new images to tenant pages and homepage
- Updated site with new Google 360 Walking Tour of Seaport
- New images added for dining, entertainment, and shopping
- Acquired new professional photography/seaport Images of Historic Seaport
- Blog: [Fall In Love with the Historic Seaport](#)



## WEBSITE ANALYTICS (HISTORIC SEAPORT)

### Audience Overview:



### Acquisition Overview:

|                  | Users | New Users | Sessions |
|------------------|-------|-----------|----------|
|                  | 2,614 | 2,561     | 2,888    |
| 1 Organic Search | 1,721 |           |          |
| 2 Direct         | 641   |           |          |
| 3 Social         | 158   |           |          |
| 4 Referral       | 112   |           |          |
| 5 (Other)        | 1     |           |          |

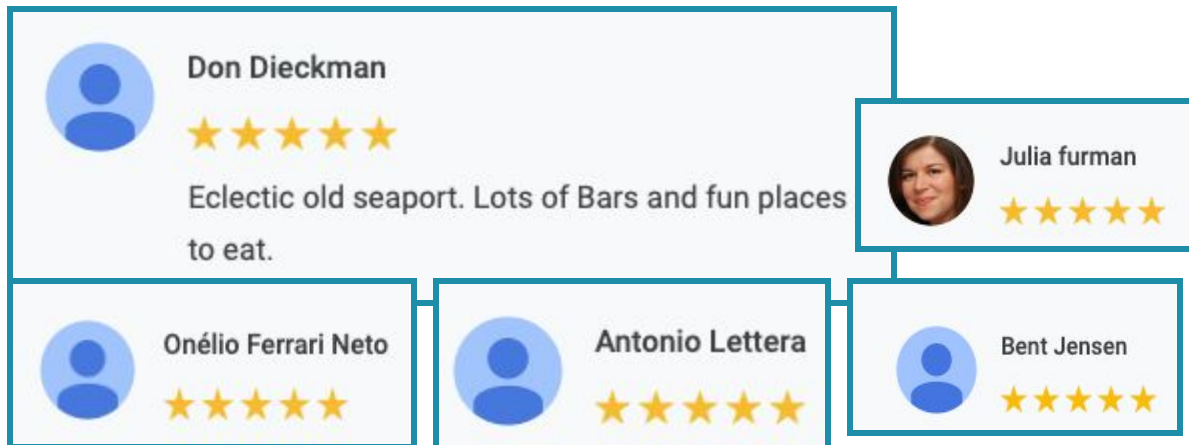
### Top 10 Referral Sources:

|   |
|---|
| 1. <a href="http://keywestbightmarina.com">keywestbightmarina.com</a>   |
| 2. <a href="http://athomekeywest.com">athomekeywest.com</a>             |
| 3. <a href="http://traveltips.usatoday.com">traveltips.usatoday.com</a> |
| 4. <a href="http://365atlantatraveler.com">365atlantatraveler.com</a>   |
| 5. <a href="http://afterhourskeywest.com">afterhourskeywest.com</a>     |
| 6. <a href="http://travelandleisure.com">travelandleisure.com</a>       |
| 7. <a href="http://baidu.com">baidu.com</a>                             |
| 8. <a href="http://cocopluminn.com">cocopluminn.com</a>                 |
| 9. <a href="http://fed.intervalintl.com">fed.intervalintl.com</a>       |
| 10. <a href="http://from.flipboard.com">from.flipboard.com</a>          |

### Search Terms:

|   |
|---|
| 1. /  |
| 2. /event/bahama-village-goombay-festival1/                                 |
| 3. /events/   |
| 4. /event/fantasy-fest-in-tune-but-off-key-celebrating-40-years-of-fantasy/ |
| 5. /things-to-do/food/  |
| 6. /event/key-west-hometown-holiday-parade/                                 |
| 7. /general-information/  |
| 8. /things-to-do/shopping/  |
| 9. /event/schooner-wharf-29th-annual-key-west-lighted-boat-parade/          |
| 10. /event/39th-annual-key-west-world-championships-national-points-races/  |

## GOOGLE REVIEWS



## WEBSITE MAINTENANCE & BLOG (BIGHT MARINA)

- Monthly Bight Marina September 2019 Blog
  - [Key West Bight Marina & the Super Boat International Races](#)
  - Developed KWHS and KW Bight Marina Website Protocols (shared with City Staff)
- Fuel Pricing updates as they occur



### Key West Bight Marina & the Super Boat International Races

Founded in 1989, the Super Boat International Races are the largest and fastest offshore racing series in the world. Attracting numerous racers throughout the years, this annual race has seen some of the biggest names in entertainment — Don Johnson, Kurt Russell and Chuck Norris. This elite national and international racing course is rectangular shaped and is five miles in length where boats power through at speeds of up to 180 mph. With its massive fanbase and the most popular television production crews in tow, 2019's Super Boat International Race is predicted to be the biggest year yet.

With the Key West Bight Marina being one of the most sought after marinas in all of Key West, our marina fills up quickly during the holiday season and throughout the SBI racing series. Making your [reservations](#) early will not only ensure your spot at the Bight Marina but it will also give you plenty of time to make your accommodations when





## WEBSITE ANALYTICS (BIGHT MARINA)

| Event name ▾ | +                               | ↓ Event count          | Total users            | New users              |
|--------------|---------------------------------|------------------------|------------------------|------------------------|
| Totals       |                                 | 8,627<br>100% of total | 1,220<br>100% of total | 1,194<br>100% of total |
| 1            | <a href="#">page_view</a>       | 3,835                  | 1,218                  | 0                      |
| 2            | <a href="#">user_engagement</a> | 1,637                  | 648                    | 0                      |
| 3            | <a href="#">session_start</a>   | 1,437                  | 1,220                  | 0                      |
| 4            | <a href="#">first_visit</a>     | 1,194                  | 1,194                  | 1,194                  |
| 5            | <a href="#">scroll</a>          | 462                    | 347                    | 0                      |
| 6            | <a href="#">click</a>           | 62                     | 50                     | 0                      |

Key West Bight Marina – Key West Bight Marina at Key West Historic Seaport

Page not found – Key West Bight Marina

Dockage – Key West Bight Marina

Reservations – Key West Bight Marina

Amenities – Key West Bight Marina

Our Blog – Key West Bight Marina

Bight Marina Frequently Asked Questions – Key West Bight Marina

Key West Bight Marina | Hurricane Preparedness Guide – Key West Bight Marina

Bight Marina 2019 Aquatic Guide – Key West Bight Marina

Choosing the Best Marine Rope – Key West Bight Marina









## *Audience Summary*

### *Key West Historic Seaport*

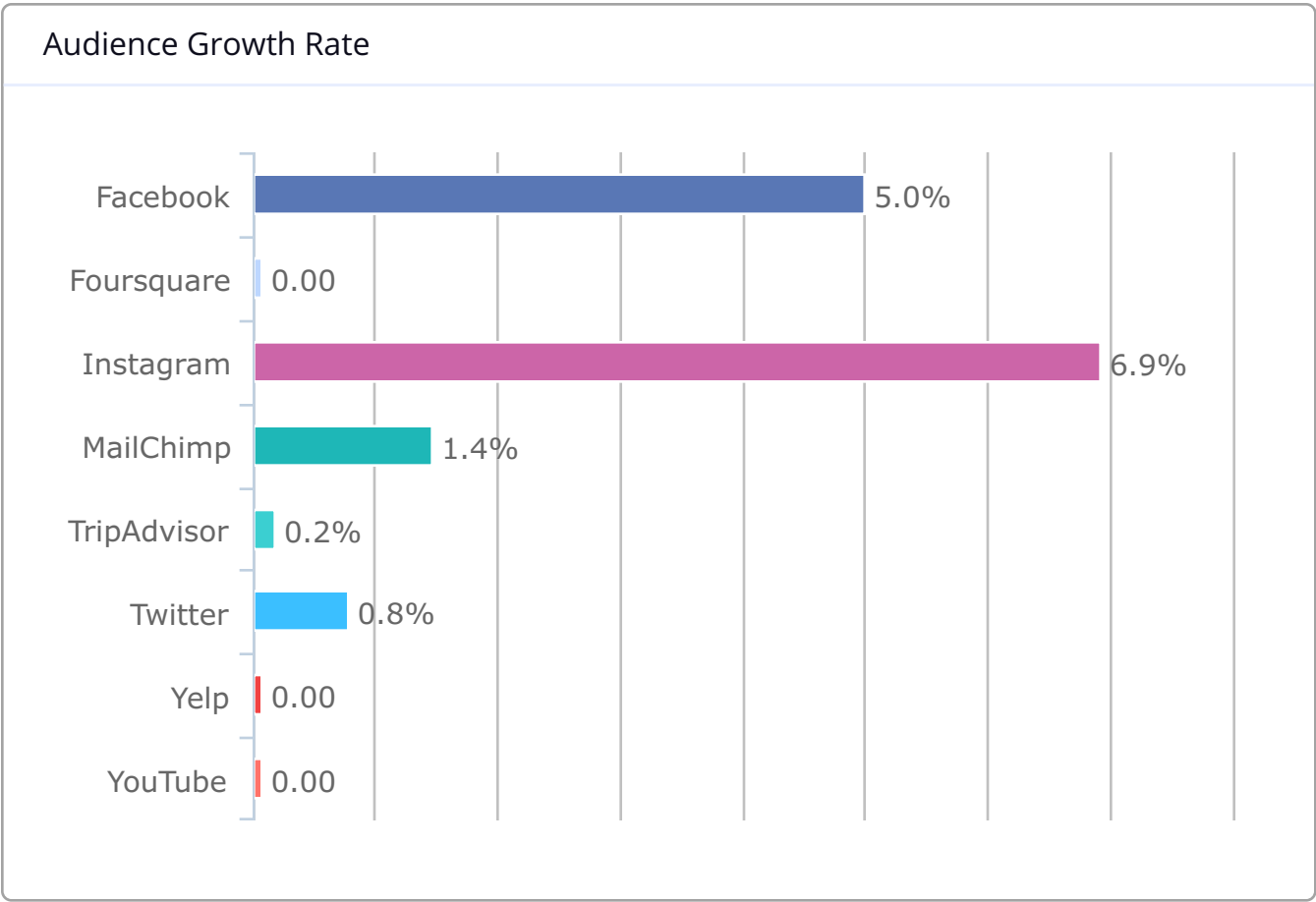
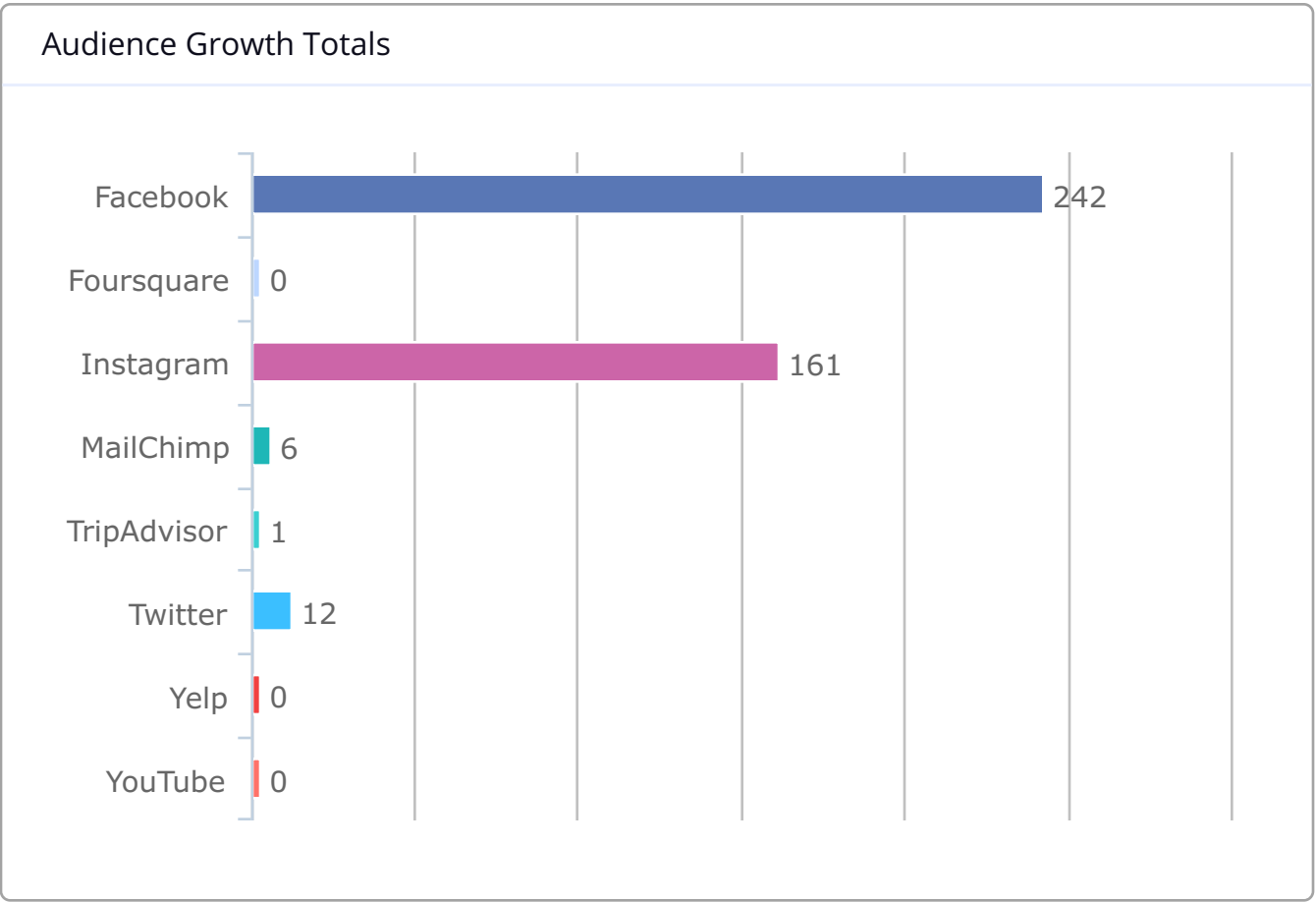
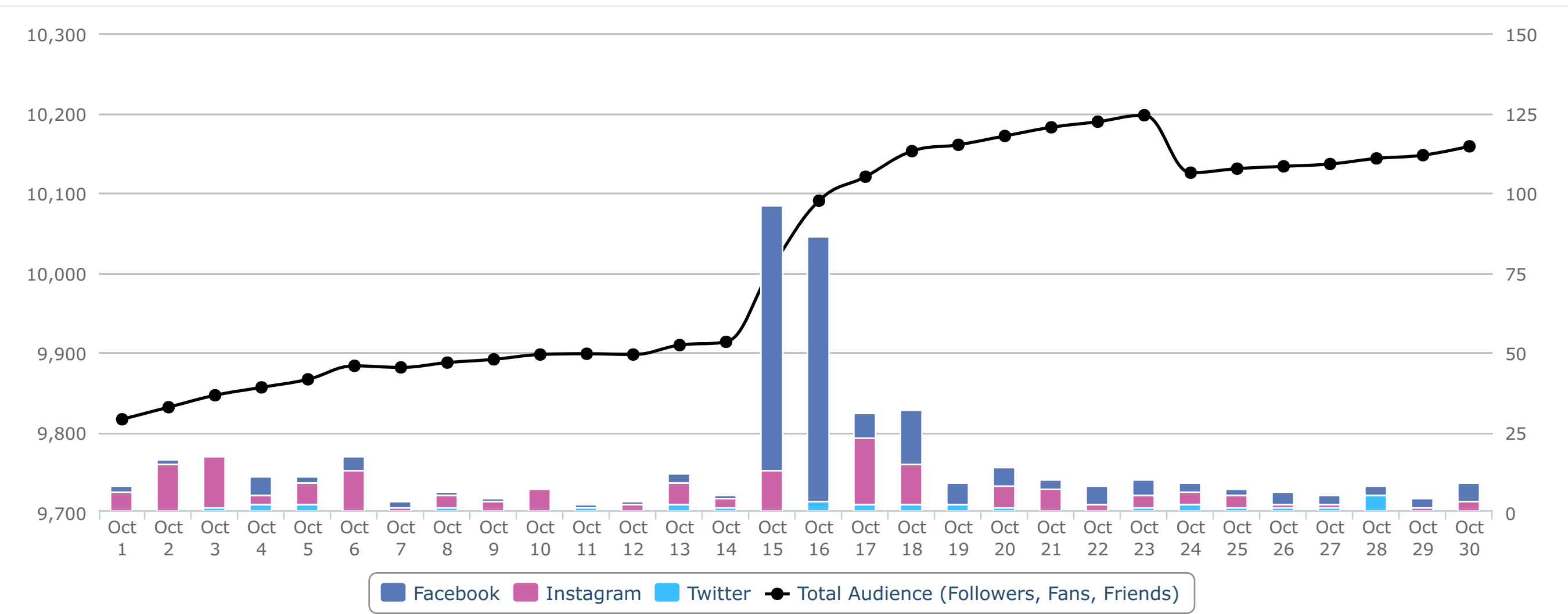
*October 1, 2019 - October 30, 2019*


*Cross Channel Report*

Audience Growth By Channel

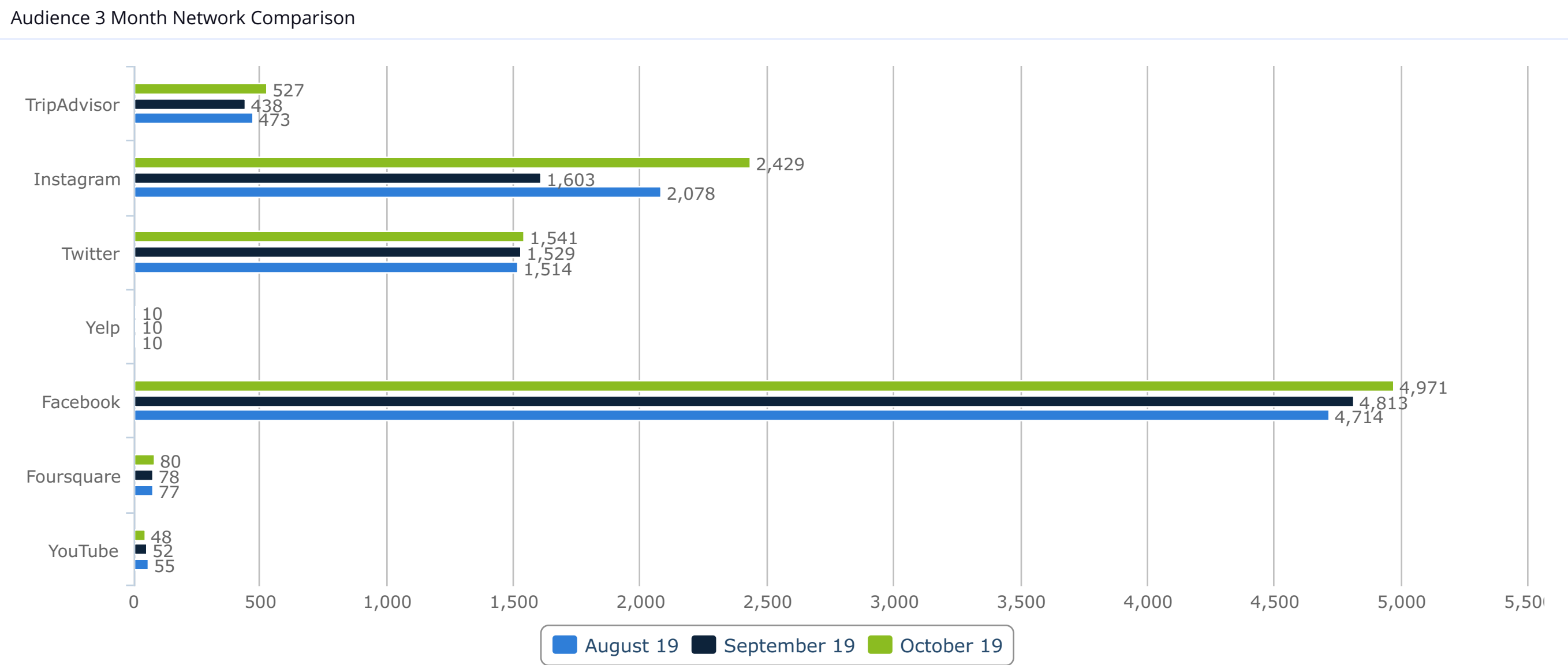
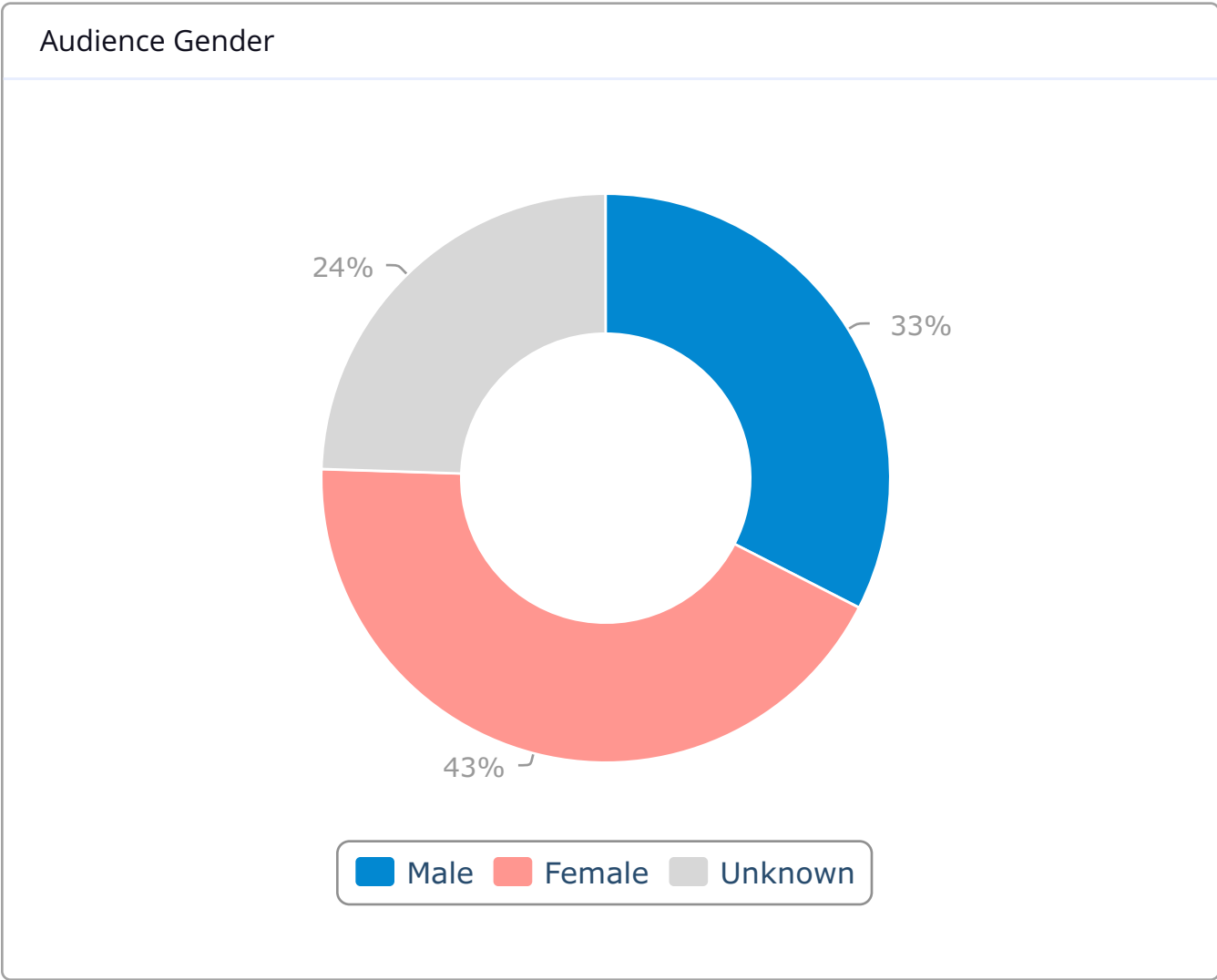
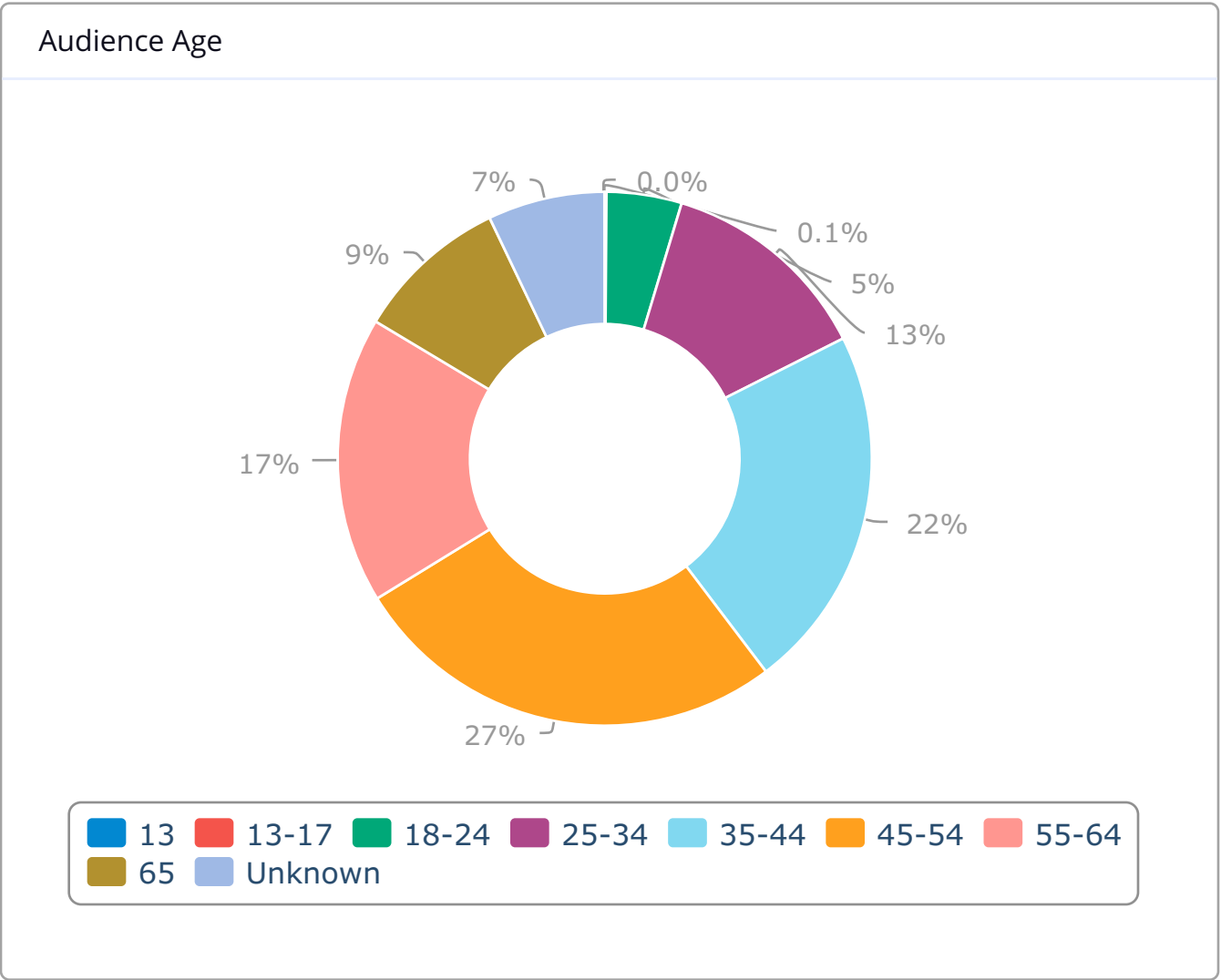
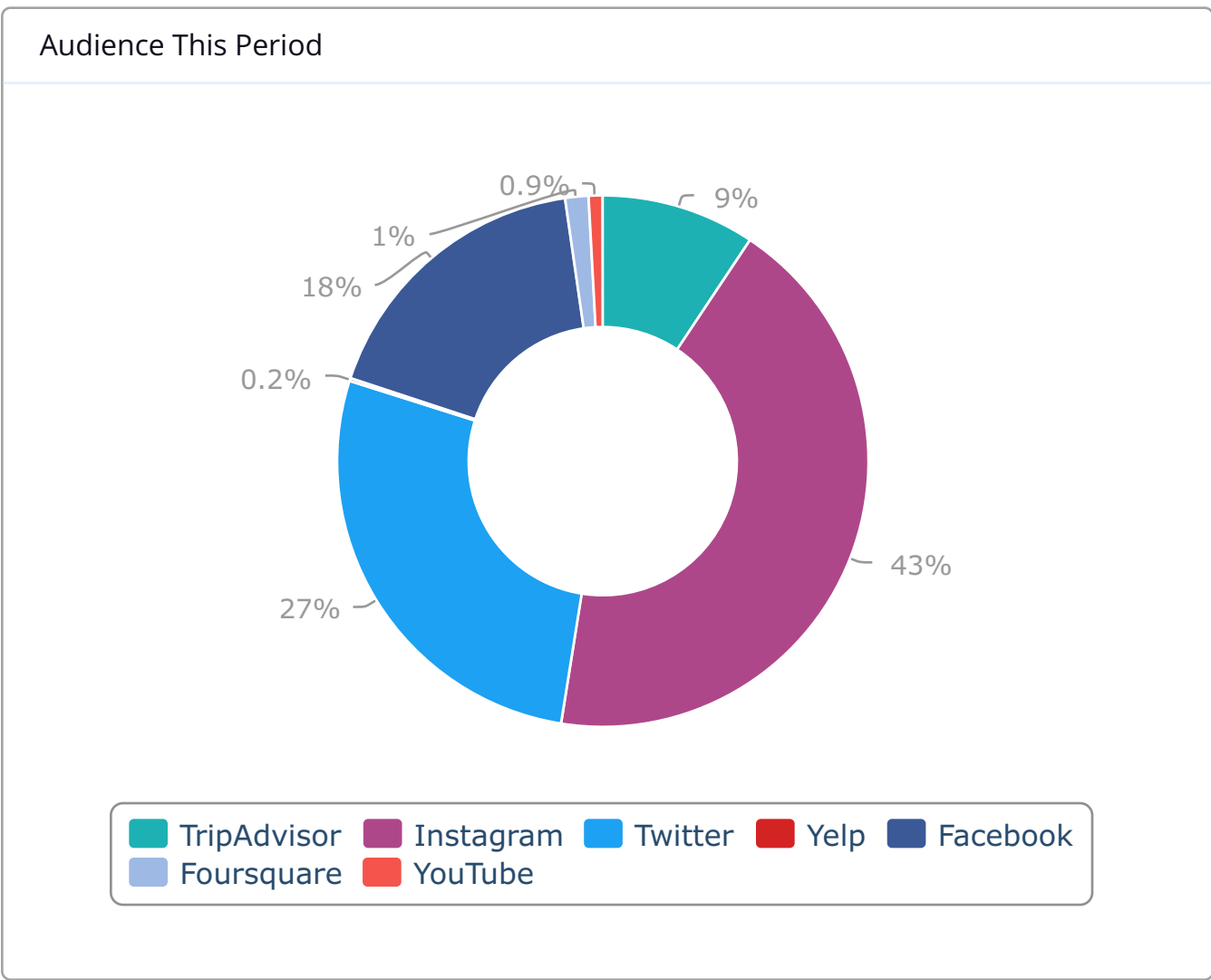
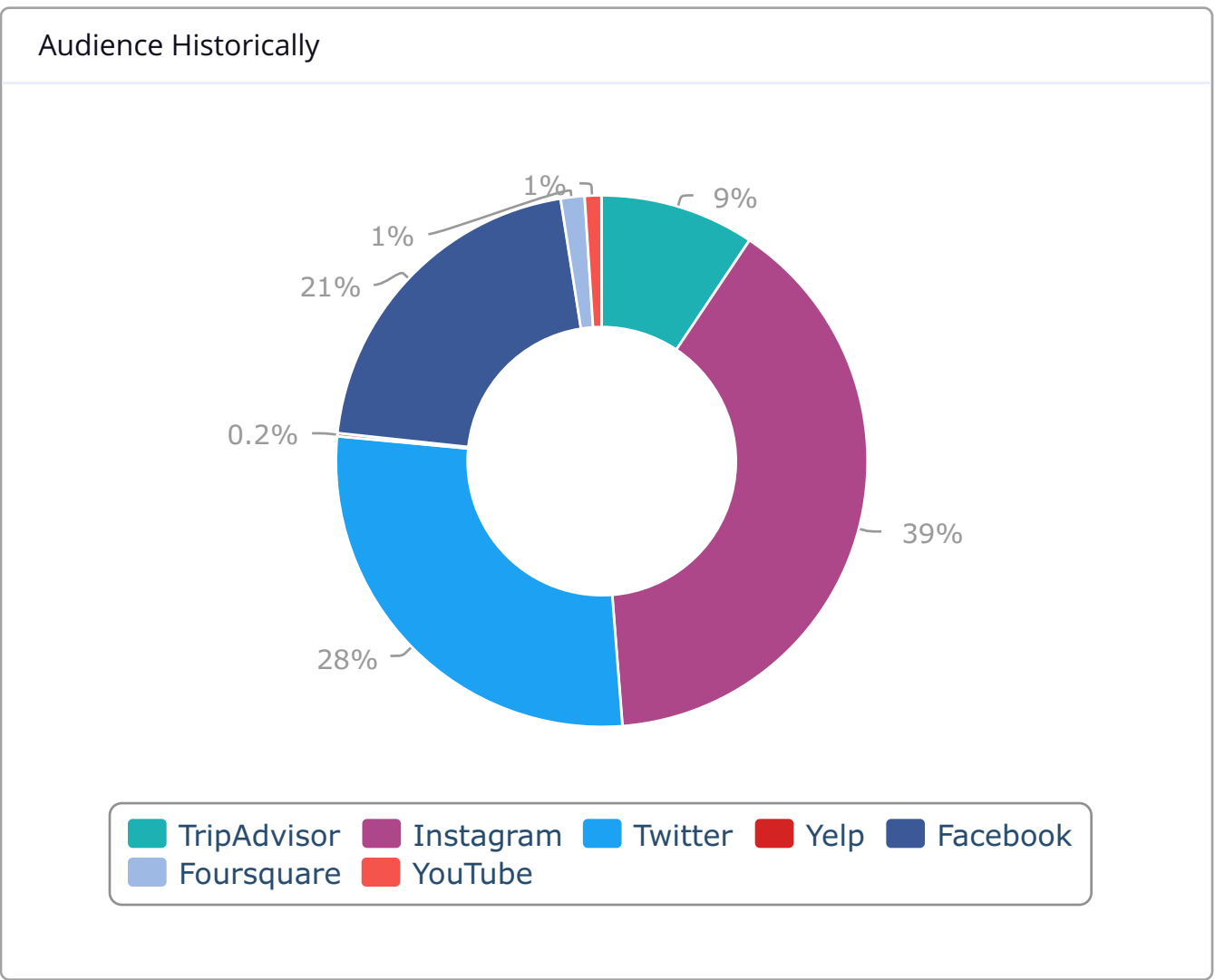
| Channel   | Audience Growth (Net) | Growth Rate | Total Audience |
|---|-----------------------|-------------|----------------|
|  Facebook    | 242                   | 4.98%       | 5,098          |
|  Foursquare  | 0                     | 0%          | 80             |
|  Instagram   | 161                   | 6.91%       | 2,492          |
|  MailChimp   | 6                     | 1.45%       | 420            |
|  TripAdvisor | 1                     | 0.19%       | 528            |
|  Twitter     | 12                    | 0.78%       | 1,550          |
|  Yelp        | 0                     | 0%          | 10             |
|  YouTube     | 0                     | 0%          | 60             |
|   | 422                   | 4.12%       | 10,238         |

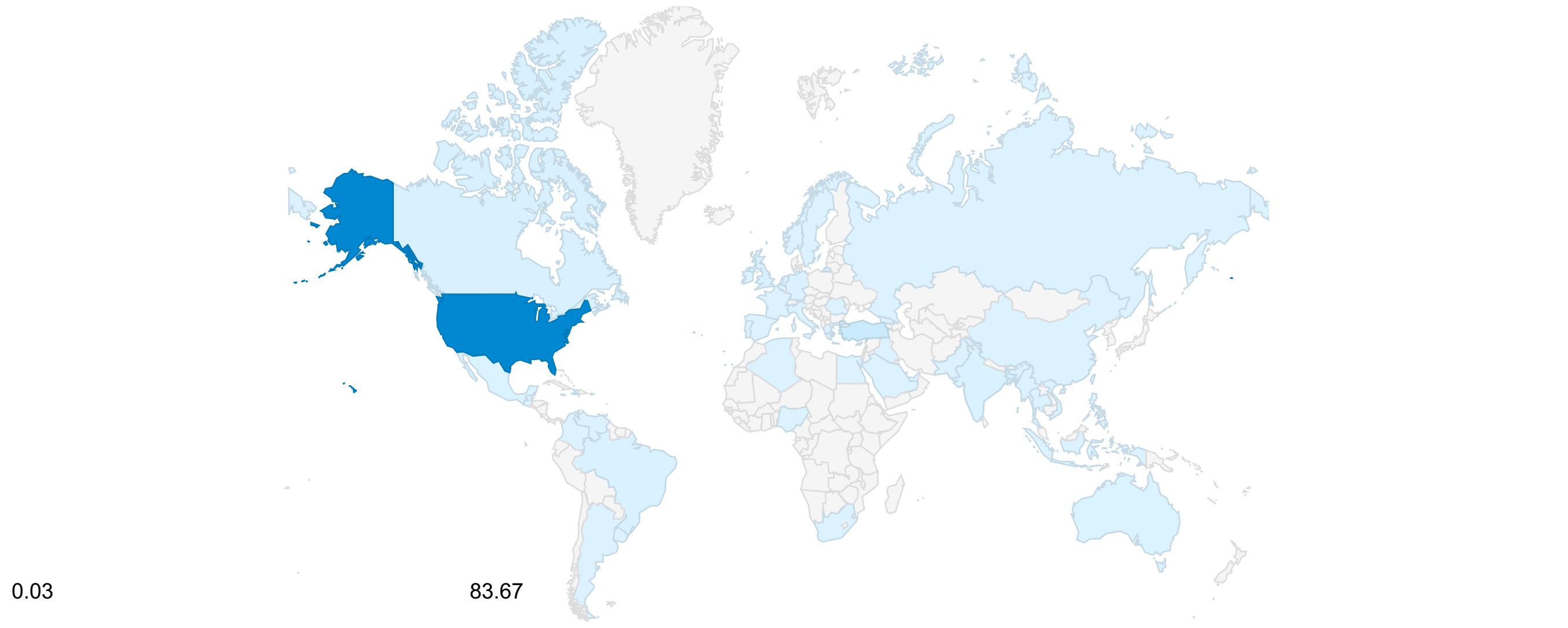
Audience Growth Over Time



 Facebook accounted for the most audience growth, with 242 new friends added. Instagram was your fastest-growing channel, with 6.91% follower growth.







| Country              | Code | %     |
|----------------------|------|-------|
| United States        | US   | 83.67 |
| Turkey               | TR   | 6.44  |
| Canada               | CA   | 1.29  |
| United Kingdom       | GB   | 1.22  |
| Brazil               | BR   | 0.83  |
| India                | IN   | 0.74  |
| Jamaica              | JM   | 0.52  |
| Germany              | DE   | 0.47  |
| Australia            | AU   | 0.36  |
| Mexico               | MX   | 0.3   |
| Italy                | IT   | 0.19  |
| Puerto Rico          | PR   | 0.18  |
| Thailand             | TH   | 0.18  |
| Bangladesh           | BD   | 0.16  |
| Spain                | ES   | 0.15  |
| United Arab Emirates | AE   | 0.15  |
| France               | FR   | 0.13  |
| Philippines          | PH   | 0.12  |
| Trinidad And Tobago  | TT   | 0.1   |
| Uruguay              | UY   | 0.1   |
| China                | CN   | 0.1   |
| Saudi Arabia         | SA   | 0.09  |
| Saint Lucia          | LC   | 0.09  |
| Argentina            | AR   | 0.07  |
| Sweden               | SE   | 0.07  |