



City of Key West
Key West Historic Seaport

BIGHT MANAGEMENT BOARD MONTHLY MARKETING UPDATE

Marketing Services Contract #10-015
| January 2021 |



ADEPT
Strategy & Public Relations



February 3, 2020

MEMORANDUM

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

FROM: Dana Pollitt, Managing Partner, ADEPT

SUBJECT: *Key West Bight Mgmt. District Board, January 2021 Monthly Update, Key West Historic Seaport Marketing Services Contract #10-015*

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

Public Relations / Media / Press Clippings



Here is just a snippet of some media and press coverage the Key West Historic Seaport received in January.

Examples of Press Coverage:

[The Marker Key West Harbor Resort Unveils Renovation](#) - Located in the historic seaport at the foot of William Street, The Marker is just steps from the waterfront boardwalk, al fresco dining, buzzing outdoor bars fishing charters, and only a couple blocks from legendary Duval Street and Mallory Square's nightly Sunset Celebration - the most active and celebrated part of Old Town Key West.



In January, the magazine **Outclique** advertised the Aztec Airways Key West round trip promotion. Outclique is one of the leading LGBTQ+ publications in South Florida, with an audience in Dade, Broward, Monroe, Palm Beach County, and beyond.



ADEPT created, developed, and with the client's approval, distributed a press release on Key West Historic Seaport's exclusive vacation package from Ft. Lauderdale with Aztec Airways & The Marker Key West Harbor Resort.

FOR IMMEDIATE RELEASE

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KEY WEST HISTORIC SEAPORT PRESENTS EXCLUSIVE VACATION PACKAGE FROM FT. LAUDERDALE WITH AZTEC AIRWAYS & THE MARKER KEY WEST HARBOR RESORT
Aztec Airways is flying direct air taxi service to and from Key West International Airport (EYW) from the Fort Lauderdale Executive Airport (FXE).

FORT LAUDERDALE, Fla. (January 7, 2020) – Why drive when you can fly? That's especially true when you won't have to worry about any crowds or long TSA lines. Did we mention it's also just \$249 dollars round trip? For details, visit KeyWestHistoricSeaport.com/VacationKW

Aztec Airways is now offering direct air taxi service to and from Key West International Airport (EYW) from the Fort Lauderdale Executive Airport (FXE). The Key West Historic Seaport has a special vacation package that includes round-trip air transportation on Aztec Airways, a discounted stay at the Marker Key West Harbor Resort, along with special deals on attractions, food, & beverages through Vacation Key West. For easy booking, simply call 305-295-9500 today.

Aztec Airways - Check-in at the convenient Key West Historic Seaport Ferry Terminal at the Vacation Key West tour desk, then enjoy a private shuttle to the Key West International Airport and get dropped off planeside for direct boarding. At Fort Lauderdale Executive Airport, you can check-in at Aztec Airways' private terminal with free parking. Visit www.aztecarways.com or call 954-601-3742 for more information.

Marker Key West Harbor Resort- Featuring waterfront leisure and vibrant luxury, the resort is home to 96 rooms and suites, three stunning pools, and an onsite restaurant & bar on the pristine waterfront of the Historic Seaport. Guests may call for reservations directly and reference promo code "AZTEC" at 855-893-9395, or via email at reservations@markerkeywest.com.

Save up to 20% off the Marker's Best Available Rate for Sunday-Thursday stays; save up to 15% off their Best Available Rates for Friday & Saturday rates. This rate also includes one complimentary bottle of wine. [Click here to check availability](#)

Vacation Key West- During your stay, you'll enjoy discounts and promotions at participating Key West Historic Seaport establishments and more. Contact Vanessa at Vacation Key West to plan all the details of your trip. Visit www.vacationkw.com or call 305-295-9500.

About Key West Historic Seaport

Enjoy world class dining, shopping, live music, accommodations, museums & water excursions all while soaking up breathtaking views. The Key West Historic Seaport, located along the beautiful Harborwalk waterfront at the ends of Front Street, Greene Street, Elizabeth Street, William Street, Margaret Street & Grinnell Street, is a 20-acre facility & the go-to destination for a blend of the old with the new Key West. Visit KeyWestHistoricSeaport.com.

Live Streaming Webcam Service

Effective January the agreement with satellite internet provider Hughesnet has been cancelled due to ongoing service issues. ADEPT has secured a one year contract agreement with Comcast Cable company who will be onsite February 5, 2021 to install both webcams for live streaming service.



Television Marketing

Please find the following television broadcast results from January 2021 and following affidavit from Destination Television (Key TV)

:60 Paid spots:	124
:30 Paid spots:	10
Paid spots:	134
:30 Bonus spots:	28
:60 Bonus spots:	137
Bonus spots:	165
VAP spots:	169
Total spots:	468

Call Letters:

WCAY-CD

Advertiser:

Key West Historic Seaport

DMA:

Miami-Ft. Lauderdale, FL

Date:

2/1/2021

Actual Contract Dates:

11/21/2020 to 5/30/2021

AE:

Jessica Crumey

Description: Key West Historic Seaport 2020-21 Seasonal

Agency:

ADEPT Strategy & Public Relations

Date Range: 1/1/2021 - 1/31/2021

Spot Name	Date	Time	Day	Buy (Daypart, Show)	Rate	Length	Actual Length	Type
DOH Christmas 2019	1/1/2021	00:39:56	FR	00-06	:30	00:00:32		Bonus
Key West Historic Seaport, Past, Present, Future	1/1/2021	01:21:17	FR	00-06	1:30	00:01:32		VAP
DOH By Land, Air or Sea 2019	1/1/2021	03:12:29	FR	00-06	:60	00:01:02		Bonus
DOH Christmas 2019	1/1/2021	04:14:33	FR	00-06	:30	00:00:32		Bonus
DOH Christmas 2019	1/1/2021	05:29:20	FR	00-06	:30	00:00:32		Bonus
DOH By Land, Air or Sea 2019	1/1/2021	06:40:49	FR	06-10	:60	00:01:02		Bonus
DOH By Land, Air or Sea 2019	1/1/2021	06:51:03	FR	06-10	:60	00:01:02		Paid
Key West Historic Seaport, Past, Present, Future	1/1/2021	07:24:40	FR	06-10	1:30	00:01:32		VAP
DOH By Land, Air or Sea 2019	1/1/2021	07:50:12	FR	06-10	:60	00:01:02		Paid
Key West Historic Seaport, Past, Present, Future	1/1/2021	08:16:39	FR	06-10	1:30	00:01:32		VAP
DOH By Land, Air or Sea 2019	1/1/2021	08:53:06	FR	06-10	:60	00:01:02		Bonus
DOH Christmas 2019	1/1/2021	10:14:55	FR	10-12	:30	00:00:32		Paid
DOH By Land, Air or Sea 2019	1/1/2021	10:19:18	FR	10-12	:60	00:01:02		Paid
DOH Christmas 2019	1/1/2021	10:36:49	FR	10-12	:30	00:00:32		Paid
DOH By Land, Air or Sea 2019	1/1/2021	10:56:52	FR	10-12	:60	00:01:02		Paid
DOH Christmas 2019	1/1/2021	15:28:40	FR	14-16	:30	00:00:32		Bonus
Key West Historic Seaport, Past, Present, Future	1/1/2021	16:49:46	FR	16-20	1:30	00:01:32		VAP
DOH Christmas 2019	1/1/2021	18:48:01	FR	16-20	:30	00:00:32		Bonus
DOH By Land, Air or Sea 2019	1/1/2021	21:48:18	FR	20-24	:60	00:01:02		Bonus
DOH Christmas 2019	1/1/2021	22:35:35	FR	20-24	:30	00:00:32		Bonus
Key West Historic Seaport, Past, Present, Future	1/1/2021	23:48:20	FR	20-24	1:30	00:01:32		VAP
DOH Christmas 2019	1/2/2021	01:50:13	SA	00-06	:30	00:00:32		Bonus
Key West Historic Seaport, Past, Present, Future	1/2/2021	02:37:17	SA	00-06	1:30	00:01:32		VAP
DOH By Land, Air or Sea 2019	1/2/2021	03:14:59	SA	00-06	:60	00:01:02		Bonus
DOH Christmas 2019	1/2/2021	03:54:59	SA	00-06	:30	00:00:32		Bonus
DOH Christmas 2019	1/2/2021	05:57:33	SA	00-06	:30	00:00:32		Bonus
DOH By Land, Air or Sea 2019	1/2/2021	06:59:28	SA	06-10	:60	00:01:02		Bonus
Key West Historic Seaport, Past, Present, Future	1/2/2021	07:25:26	SA	06-10	1:30	00:01:32		VAP

DESTINATION
NETWORK

Corporate Headquarters: 850.234.2773 • P.O. Box 8556, Panama City Beach, FL 32417 • destinationnetwork.com

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DESTINATION
NETWORK

Corporate Headquarters: 150.234.2773 • P.O. Box 1556, Panama City Beach, FL 32417 • destinationnetwork.com

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Social Media

Increased daily social media content creation and posting. The below table illustrates the growth in audiences from November 1, 2020 to February 1, 2021 on all social platforms.

Audience Growth By Channel			
Channel	Audience Growth (Net)	Growth Rate	Total Audience
Facebook	222	4.3%	5,383
Foursquare	3	3.13%	99
Instagram	455	6.7%	7,249
Twitter	80	4.42%	1,892
YouTube	2	2.35%	87
	762	5.18%	14,710

Below, you will find updates for key Key West Historic Seaport social media outlets:

Facebook Stats

Followers: 5,207
Likes: 4,767
Check Ins: 6,825

Audience

4,768
Total Page Likes
▲ 41 last 28 days

Instagram Stats

Posts: 1,658
Followers: 3,539
Following: 1,651



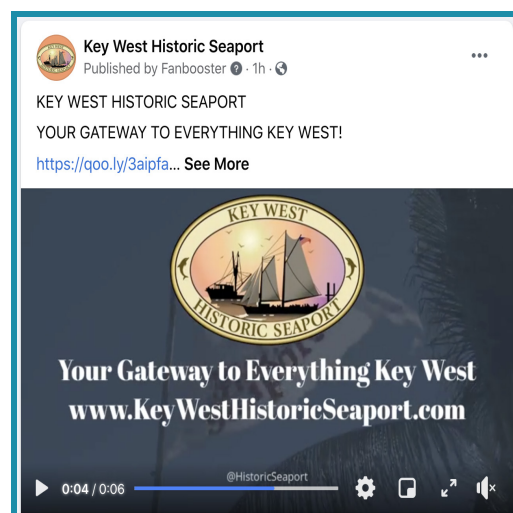
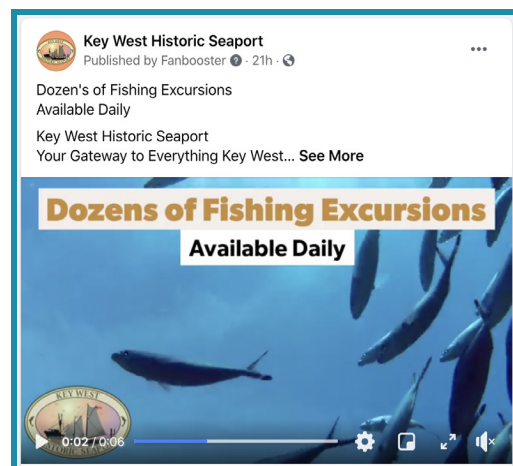
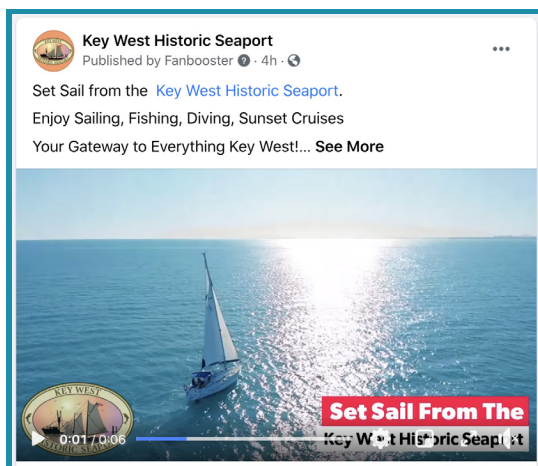
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4.8K other people like your Page

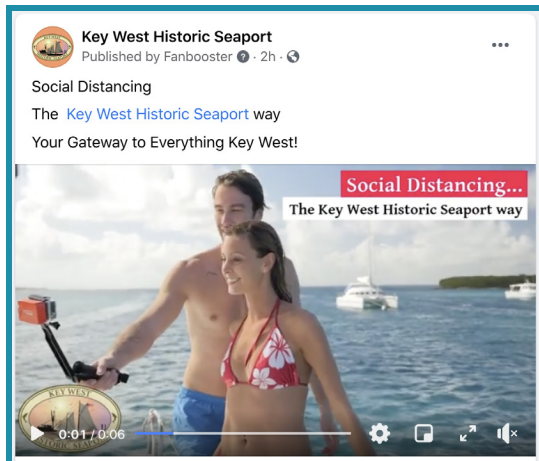
Twitter Stats

Followers: 1,893

Video Marketing (Digital & Social)

Kicking off 2021 ADEPT is incorporating the World's #1 Marketing Video Maker program to help promote the Historic Seaport as a Destination. While we will continue to promote each individual tenant we are now highlighting the entire seaport and the Bight Marina as a destination within Key West with the use of high quality video marketing tools for social media content creation and posting. The program has over 2M marketing videos already created. The award-winning video maker allows us the ability to make our own scroll-stopping videos. The program provides us everything we need to make high-performing videos that will boost awareness, visibility online and digitally and ultimately business generation within the Historic Seaport. It's really groundbreaking technology that allows the Seaport to create stand-out video ads, social media videos, product videos, explainer videos and more - all optimized for online results. A few examples of the videos created and uploaded into our scheduling software during January for the Historic Seaport are below.





Digital Marketing

We are currently running two campaigns in Google Ads:

AZTEC AIRWAYS CAMPAIGN- This display campaign promotes awareness and visitation to the Seaport through Aztec Airways' new service from Fort Lauderdale Executive Airport. The campaign is set into 2 segments: general market and LGBTQ with targeting for those in Broward County who are in-market for travel to the Keys. Key metrics for the campaign in January are:

- **Impressions: 166,988**
- **Clicks to Landing Page: 12,424**

LOVE FOR LOCALS- This is a special kind of campaign that targets local residents of Monroe County to visit the Seaport during the downturn from the Covid pandemic. It uses mobile device tracking data to analyze how many people visit the Seaport after viewing one of the ads. Since visitors usually come with others, we can assume that the actual visitation is higher than the numbers reported in the campaign, but here are the key metrics for January for this effort:

- **Tracked Seaport visits after viewing ads:**
 - **January- 495,**
 - **All time (since 8/1/20)- 2,306**
- **Impressions: 1,685,429**
- **Clicks to landing page to see merchant offers: 13,264**

Website Maintenance & Blog (Historic Seaport)

- ADEPT continued with ongoing website maintenance and content creation, including our monthly blog posts.
- Link to Blog Post: [Why Drive When You Can Fly Aztec Airway? Take Advantage of The Special Key West Promotion!](#)



\$249 round trip
Flights to Key West from FXE and Discounted 4-Star Hotel Rates

PRESENTED BY
THE MARKER

Why Drive When You Can Fly Aztec Airway? Take Advantage of The Special Key West Promotion!

Why drive when you can fly?! Aztec Airways's Special Key West Promotion! ...Especially when there is no TSA or crowds and it's just \$249 dollars round trip. Aztec Airways is flying direct air taxi service to and from Key West International Airport (EYW) from the Fort Lauderdale Executive Airport (FXE). Book Your Vacation to Key West Today! Key West Historic Seaport presents a special vacation package that includes round-trip air transportation on Aztec Airways, a discounted stay at the Marker Key West Harbor Resort, plus special deals on attractions and food and beverage through Vacation Key West. For [...]

Website Maintenance & Blog (Bight Marina)



WELCOME TO
2021
BIGHT MARINA

7 Adventurous Ways to Achieve 2021 New Year's Resolutions

7 Adventurous Ways to Achieve 2021 New Year's Resolutions Ringing in the New Year was different this year, but as always, we're all looking for a fresh start. One of the best ways to do that is with New Year's resolutions. The Key West Historic Seaport & Bight Marina is a great place to start. This year, strive [...]

- ADEPT continued ongoing website maintenance and content creation.
- Link to Monthly Bight Marina Blog Post: [7 Adventurous Ways to Achieve 2021 New Year's Resolutions](#)