



City of Key West
Key West Historic Seaport

BIGHT MANAGEMENT BOARD MONTHLY MARKETING UPDATE

Marketing Services Contract
| January 2026 |



ADEPT
Strategy & Public Relations



February 6, 2026

MEMORANDUM

TO: Karen Olson, Deputy Director of Port & Marina Services
FROM: Dana Pollitt, Managing Partner, ADEPT
SUBJECT: *Key West Bight Mgmt. District Board, January 2026 Monthly Update, Key West Historic Seaport Marketing Services Contract*

This report contains an overview of ADEPT's recent professional marketing activities during January 2026 for the Key West Historic Seaport and the Key West Bight Marina.

Public Relations / Media / Press Clippings

Newsletter/Email Communications



In January, we distributed our Historic Seaport newsletter / email blast to our database of contacts with upcoming events, occasions, and celebrations hosted and/or sponsored by Key West Historic Seaport tenants, such as Schooner Wharf Bar, The Waterfront Brewery, and Fury Water Adventures. Please see below for sample snippets of the e-blast.

**20th Annual Florida Keys Seafood Festival
February 14-15, 2026**



Two Days of Seafood, Music & Family Fun! The 20th Annual Florida Keys Seafood Festival will be held at Truman Waterfront Park in Key West. For just \$10 admission, enjoy two full days of fresh, local seafood, live music, activities, and the vibrant island atmosphere. This family-friendly event not only highlights the freshest local catch but also showcases the dedication of our commercial fishermen and women. Visit their [website](#) for more details on the full schedule of events and offerings, and thank you to the [City of Key West](#) and our very own Key West Historic Seaport tenant, [The Waterfront Brewery](#), for being two of the festival sponsors!



**Fury + Champagne + Sunsets =
One Happy Valentine**



JOIN US ON VALENTINE'S DAY, FEBRUARY 14TH



SAIL OFF INTO THE SUNSET TOGETHER! Make this Valentine's Day unforgettable with a romantic **Fury Water Adventures getaway**. Featuring a variety of sunset trips, you can take part in an experience of astonishing views that only Key West can offer.

Media/Press Clippings



Tripadvisor

<https://www.tripadvisor.com> › Attractions-g34345-Acti... ⋮

THE BEST Key West Historic Walking Areas (2026)

Jan 21, 2026 — 1. **Key West Historic Seaport** ... This is a great seaport. You can watch the boats, look at the water. We even saw a manatee here. There are many shops... [Read more](#)



How to Spend The Perfect Weekend in Key West -

By Nicole Lopez-Alvar, *Miami New Times*, Jan. 30, 2026 -

“B.O.’s Fish Wagon: B.O.’s Fish Wagon is delightfully wonky and no-frills in the best way possible, serving

some of the best grouper and cracked conch I’ve ever had in an old-school, counter-order spot that proves incredible Key West seafood doesn’t need fancy prices or fuss.”

“Conch Republic Seafood Company: Yes, it’s a bit touristy, but for good reason — this lively waterfront seaport spot is one of my favorites for food and drinks, thanks to incredibly fresh seafood straight from the boats, standout dishes like conch ceviche and grilled Key West pink shrimp, spectacular views, and a fun, friendly staff that keeps the vibe relaxed and welcoming.”

“Half Shell Raw Bar: This is a legendary, old-school Key West seafood spot where harborfront views, pelicans overhead, and award-winning classics like conch ceviche and broiled garlic oysters come together for a laid-back meal that feels like pure island paradise.”



Now is the time to escape to Key West - *Keys*

News, Feb. 1, 2026 - “Key West, the continental United States’ southernmost city, blends a colorful

19th-century heritage with a laid-back contemporary vibe.”



‘RED SHOE DROP’ TOPS NEW YEAR’S EVE IN KEY WEST -

Keys Weekly, Jan. 2, 2026 - “Other quirky countdowns

throughout Key West included the lowering of a pirate wench from atop a tall ship’s mast at Schooner Wharf Bar in the Historic Seaport.”

The Best Things To Do In Key West That Don't Cost A Dime - *By Tess Kazenoff, [Island.com](https://www.island.com),*

Jan. 26, 2026 - "There's no shortage of unique history in Key West, and the Turtle Cannery Museum is one of the best examples. Tucked into the Key West Historic Seaport on the site of a former turtle meat cannery, the museum highlights the city's former turtle industry. It's also situated between the remains of two turtle kraals, which were once used to capture turtles."

Islands



Key West's Fury Sunset Sailing - *The Keys Explored, Jan 16, 2026* — "On the Fury Watersports sunset catamaran, you'll leave from the Historic Seaport area and sail out to the bay and then past Mallory Square."

Key West Family Activities Guide - *By Ghosts & Gravestones* - "The Dry Tortugas and Fort Jefferson offer an experience that stands out among national parks. To get there, families board the Yankee Freedom III at the Key West Ferry Terminal, where a complimentary breakfast is served once passengers are on board. The scenic 70-mile trip often includes sightings of dolphins and sea turtles swimming nearby. When the fort comes into view, its massive 19th-century walls hint at its long and storied history."

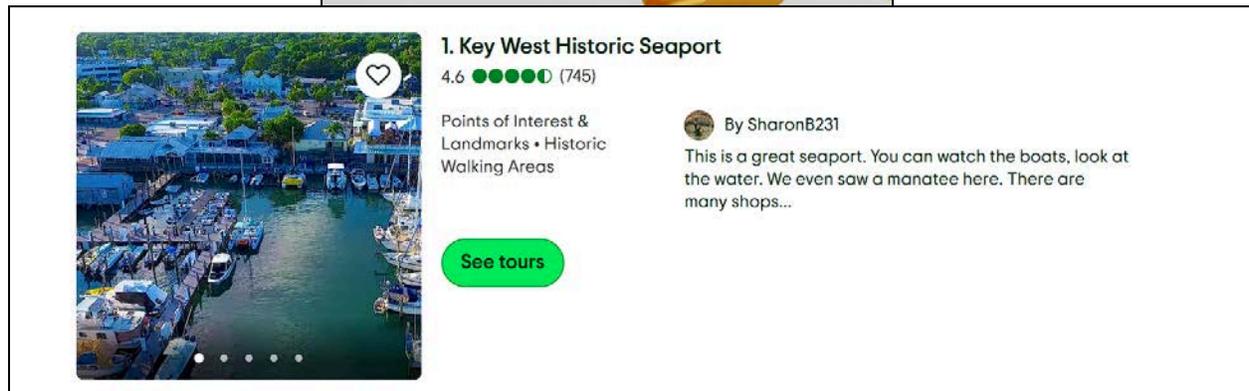




The Key West Historic Seaport is currently ranked #1 for Best Historic Walking Area in the City of Key West!

The Best Key West Historic Walking Areas

#1 Key West Historic Seaport - Updated Jan. 2026



1. Key West Historic Seaport
4.6  (745)

Points of Interest & Landmarks • Historic Walking Areas

By SharonB231
This is a great seaport. You can watch the boats, look at the water. We even saw a manatee here. There are many shops...

[See tours](#)



Key West Historic Seaport Yelp

4.7/5 stars, Updated January 2026



Nicky S. Elite 26

Norfolk, VA

@ 25 📸 388 🗨️ 657

★ ★ ★ ★ ★ Jan 21, 2025

📷 3 photos

A great part of Key West to walk, shop, eat and take in the scenery. It's beautiful morning, afternoon and sunset!
Don't miss the charm of this area!

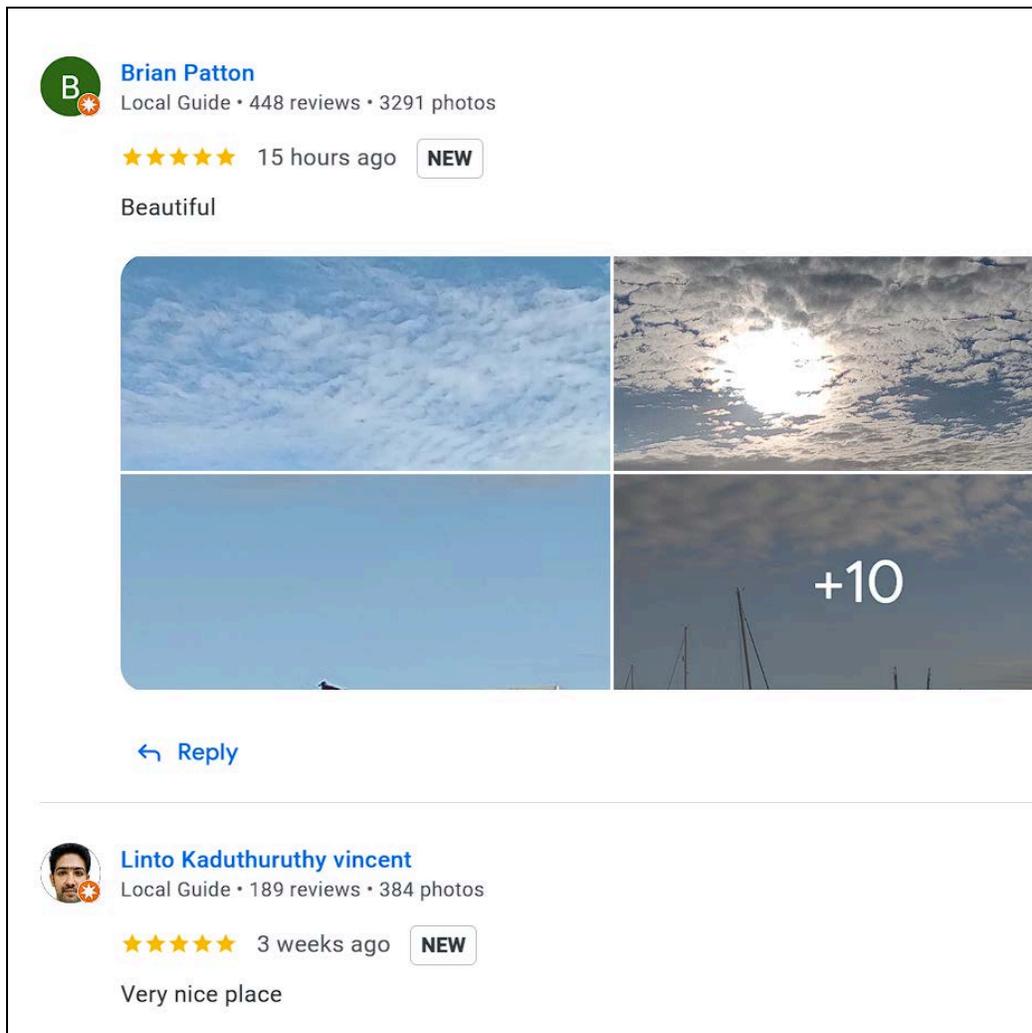


Recent Google Reviews

4.8 ★★★★★

372 reviews as of February 5, 2026

We continue to receive five-star reviews on a weekly basis, along with photos for many of the reviews that show the scenery and sights enjoyed by Historic Seaport guests. Please see below for a sample of recent reviews.



The screenshot displays two Google reviews for Historic Seaport. The first review is from Brian Patton, a Local Guide with 448 reviews and 3291 photos, posted 15 hours ago. He gave a 5-star rating and wrote "Beautiful". Below his text are four photos: a blue sky with white clouds, a sunset over the ocean, a clear blue sky, and a view of sailboats with a "+10" overlay. A "Reply" button is visible below the photos. The second review is from Linto Kaduthuruthy vincent, a Local Guide with 189 reviews and 384 photos, posted 3 weeks ago. He also gave a 5-star rating and wrote "Very nice place".



Vicki Boguszewski

Local Guide • 11 reviews • 7 photos



★★★★☆ 4 weeks ago **NEW**

Festive, bright, quirky Key West at its finest!

[← Reply](#)



Candace Carlson

Local Guide • 42 reviews • 35 photos



★★★★★ 5 weeks ago

[← Reply](#)



Logan Streit

Local Guide • 181 reviews • 150 photos



★★★★★ 5 weeks ago

My wife and I came here and loved it. It has a lot of cool boats especially the old pirate ships ones too. We took a tour off this seaport and enjoyed the atmosphere.



Social Media

Throughout January, ADEPT produced daily content for the Historic Seaport social media accounts with a specific emphasis on marketing spring events and showing the serene environment at the Key West Historic Seaport to kick off 2026.

Please see below for updates for the following social media outlets:

Instagram Stats

Followers: 5,479 up from 5,405 (1/1/2026-2/9/2026)
 Posts: 3,663

X (f.k.a. Twitter) Stats

Followers: 3,947 up from 3,903 (1/1/2026-2/9/2026)

Facebook Stats

Followers: 11,813 up from 11,768 (1/1/2026-2/9/2026)

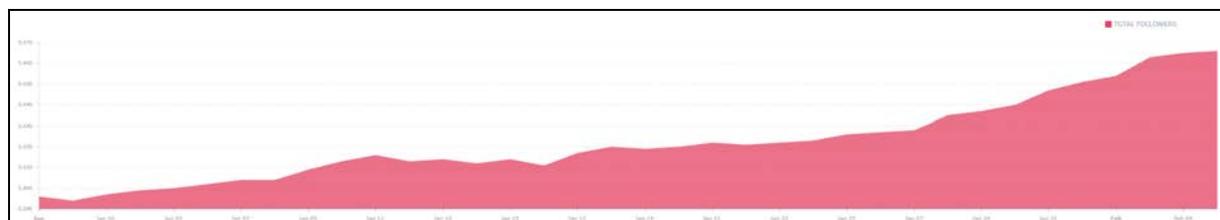
YouTube

130 channel subscribers
 159 total videos posted to the KWHS Channel

Facebook Follower Increase in January



Instagram audience growth through January



Social Media Growth - Statistics Over the Last 90 Days

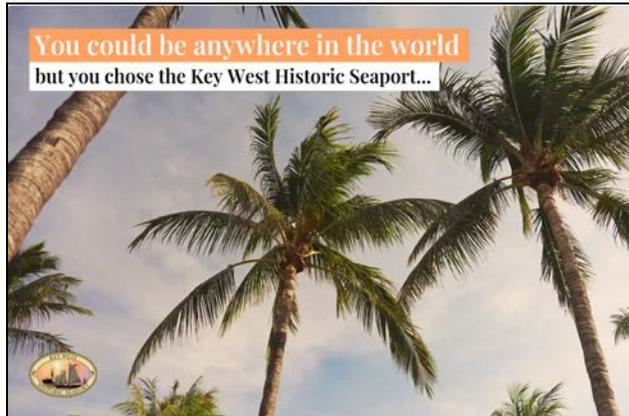
Over the last 90 days, Instagram engagement increased by 43.62% compared to the previous period. This growth reflects stronger audience interaction with content, including likes, comments, shares, and saves, indicating that recent content strategies are resonating more effectively with our Instagram audience.



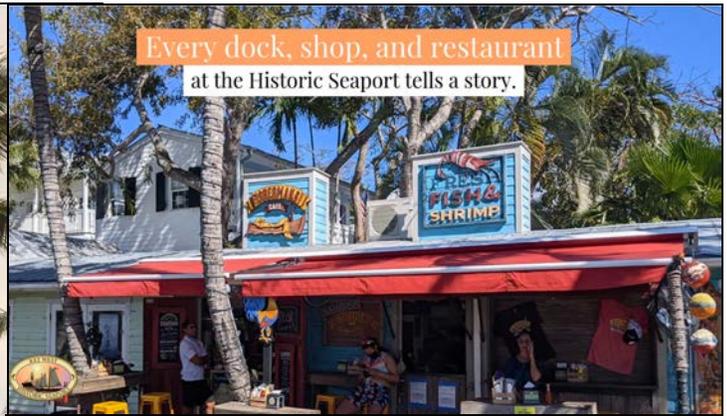
During the same period, Facebook's total views increased by 3,263.21% compared to the previous period. This significant increase demonstrates a substantial expansion in reach and visibility, highlighting the effectiveness of recent posting, optimization, and distribution efforts in driving awareness across the platform.



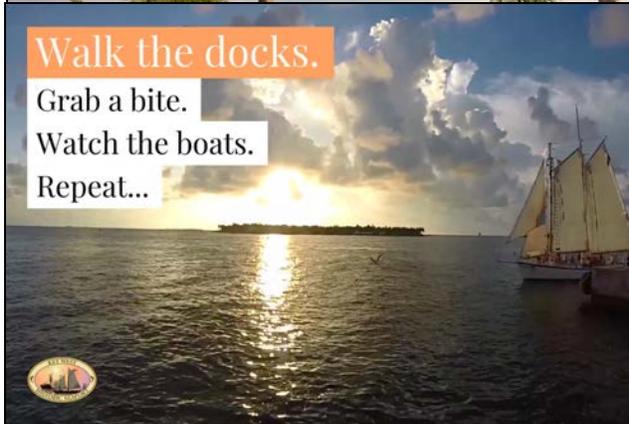
Still Shots From New Videos



You could be anywhere in the world
but you chose the Key West Historic Seaport...



Every dock, shop, and restaurant
at the Historic Seaport tells a story.



Walk the docks.
Grab a bite.
Watch the boats.
Repeat...



Where the next adventure
is always docked...



Website Maintenance & Blog (Historic Seaport)

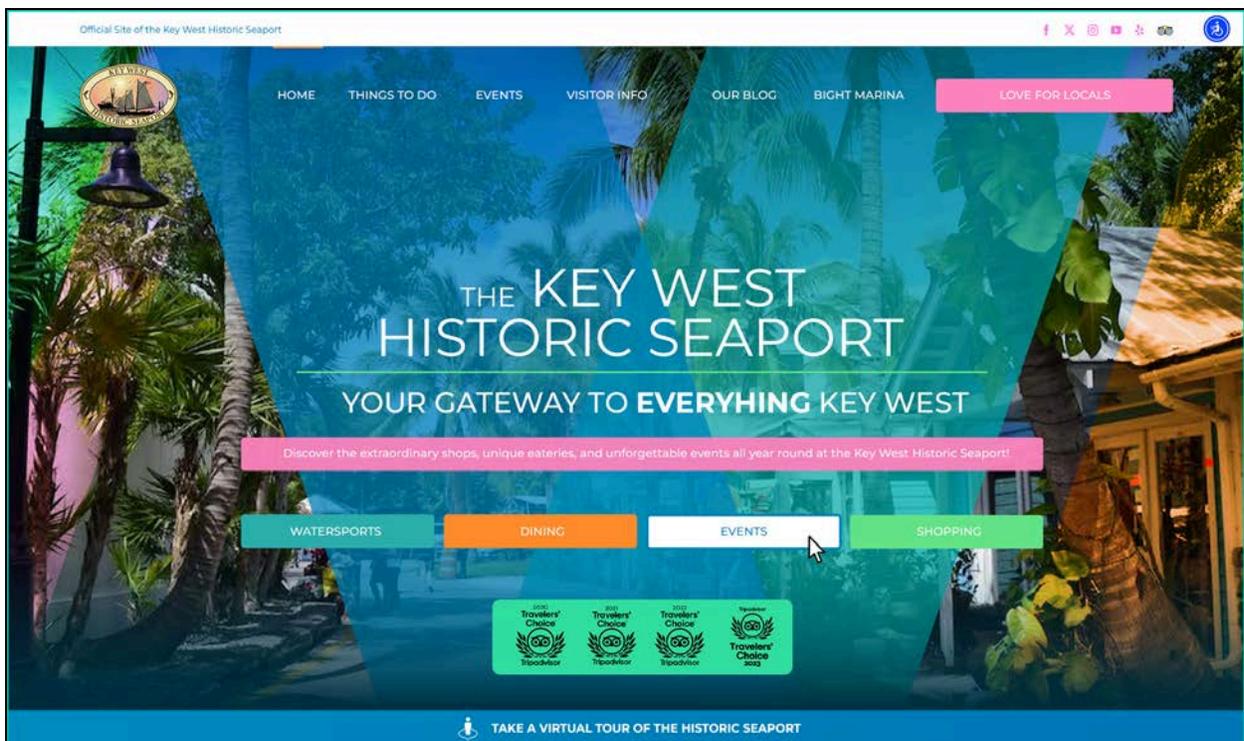
In January, we published a seasonal and promotional blog post that highlights why January is a great month to visit the Key West Historic Seaport in Key West. It focuses on the unique atmosphere, activities, and features of the Historic Seaport this time of year (and all year round).

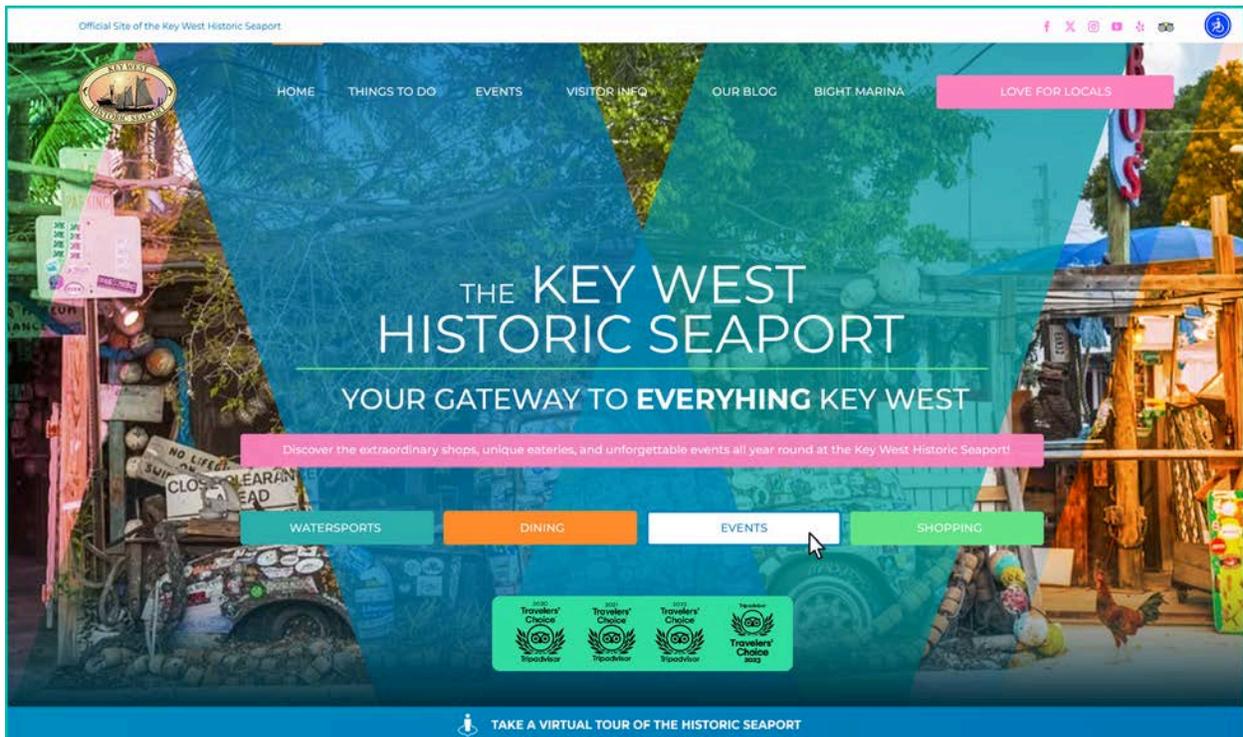
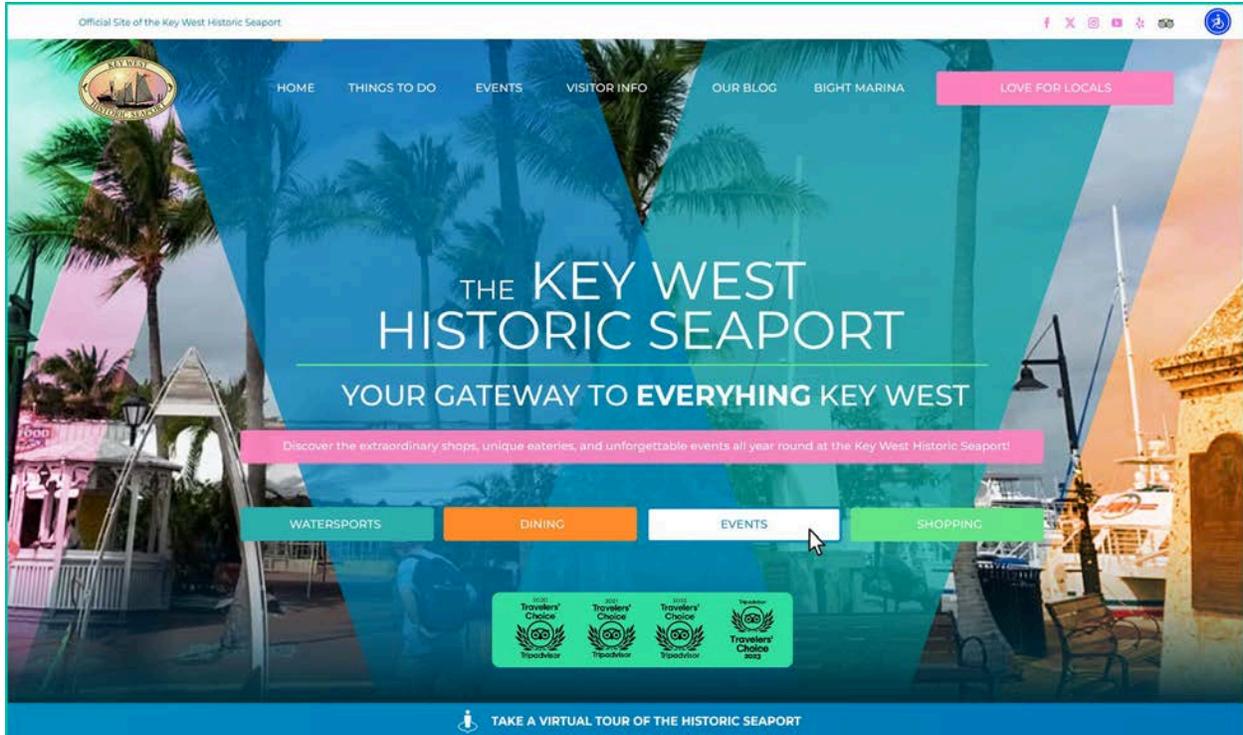
Blog Post: [New Year, Old Town Charm: Why January Is the Perfect Time to Experience the Key West Historic Seaport](#)

We also continue to communicate with tenants on getting their latest promotions and events to add to their website pages, as well as our list of general events.

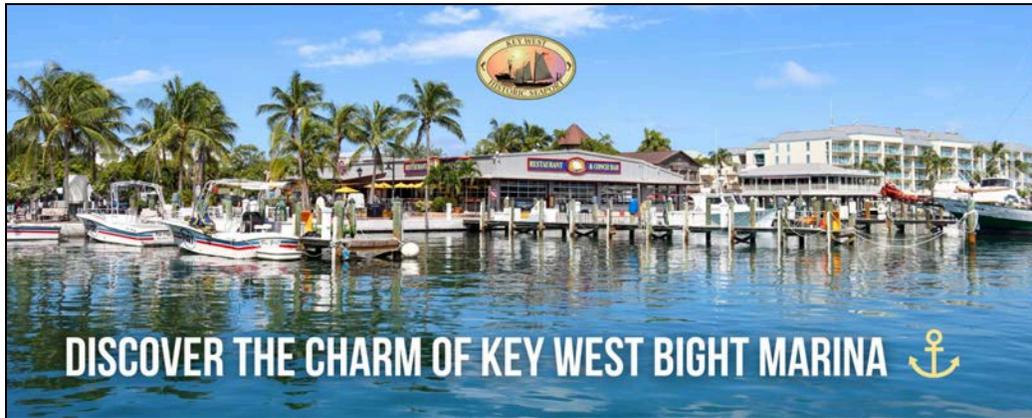
Website Maintenance

Redesign of the website layout is still underway. See additional mock-ups of the upcoming modifications.



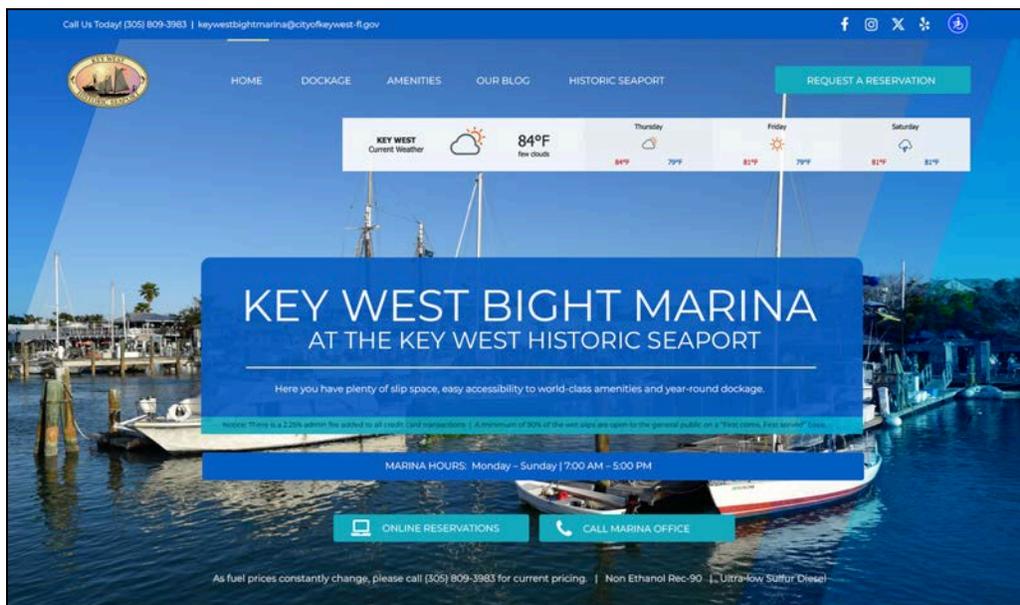


Website Maintenance & Blog (Bight Marina)



Blog Post: [January at the Bight: Smooth Sailing Into the New Year at Key West Bight Marina](#)

During January, a blog post that highlights what January is like at the Key West Bight Marina was posted, including great boating conditions, fishing opportunities, and a comforting, welcoming atmosphere. The new website home page layout (see below) is undergoing a refresh.



Television Marketing & Advertising

In addition to our editorial spots and multiple commercials, our holiday television pieces continued rotation through January 10, 2026. See below for the Destination Television (KeyTV) January 2026 Affidavit and Total Spots for the KWHS television commercials and editorial spots:

	Call Letters:	WCAY-CD	Advertiser:	Key West Historic Seaport			
	DMA:	Miami-Ft. Lauderdale, FL	Date:	2/1/2026			
	Actual Contract Dates:	12/29/2025 to 12/27/2026	AE:	Jessica Cranney			
	Description:	Key West Historic Seaport 2026	Agency:	ADEPT Strategy & Public Relations			
Date Range: 12/29/2025 - 1/25/2026							
Spot Name	Date	Time	Day	Buy (Daypart, Show)	Rate Length	Actual Length	Type
2022 Key West Historic Seaport Happenings	12/29/2025	00:17:14	MO	00-06	1:30	00:01:52	VAP
OOH Christmas 2019	12/29/2025	01:07:05	MO	00-06	:30	00:00:32	VAP
OOH Christmas 2019	12/29/2025	01:43:24	MO	00-06	:30	00:00:32	VAP
Visit the Key West Historic Seaport 2021	12/29/2025	02:06:34	MO	00-06	1:30	00:03:17	VAP
OOH Christmas 2019	12/29/2025	02:30:05	MO	00-06	:30	00:00:32	VAP
OOH By Land, Air or Sea 2019	12/29/2025	03:50:06	MO	00-06	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	12/29/2025	04:18:50	MO	00-06	:60	00:01:02	Bonus
OOH Christmas 2019	12/29/2025	05:41:25	MO	00-06	:30	00:00:32	VAP
Visit the Key West Historic Seaport 2021	12/29/2025	06:18:59	MO	06-10	1:30	00:03:17	VAP
OOH Christmas 2019	12/29/2025	07:15:55	MO	06-10	:30	00:00:32	VAP
OOH By Land, Air or Sea 2019	12/29/2025	07:42:03	MO	06-10	:60	00:01:02	Paid
OOH Christmas 2019	12/29/2025	08:45:49	MO	06-10	:30	00:00:32	VAP
2022 Key West Historic Seaport Happenings	12/29/2025	08:46:21	MO	06-10	1:30	00:01:52	VAP
OOH Christmas 2019	12/29/2025	09:12:53	MO	06-10	:30	00:00:32	VAP
OOH Christmas 2019	12/29/2025	09:13:25	MO	06-10	:30	00:00:32	VAP
OOH By Land, Air or Sea 2019	12/29/2025	09:15:29	MO	06-10	:60	00:01:02	Bonus
OOH Christmas 2019	12/29/2025	09:37:36	MO	06-10	:30	00:00:32	Bonus
OOH By Land, Air or Sea 2019	12/29/2025	10:15:56	MO	10-12	:60	00:01:02	Paid
OOH Christmas 2019	12/29/2025	10:31:29	MO	10-12	:30	00:00:32	VAP
OOH Christmas 2019	12/29/2025	11:18:50	MO	10-12	:30	00:00:32	VAP
OOH By Land, Air or Sea 2019	12/29/2025	14:19:46	MO	14-16	:60	00:01:02	Paid
2022 Key West Historic Seaport Happenings	12/29/2025	15:25:19	MO	14-16	1:30	00:01:52	VAP
OOH Christmas 2019	12/29/2025	16:29:02	MO	16-20	:30	00:00:32	VAP
OOH Christmas 2019	12/29/2025	18:14:24	MO	16-20	:30	00:00:32	VAP
OOH Christmas 2019	12/29/2025	19:08:35	MO	16-20	:30	00:00:32	VAP
OOH Christmas 2019	12/29/2025	19:53:29	MO	16-20	:30	00:00:32	VAP
OOH Christmas 2019	12/29/2025	21:20:41	MO	20-24	:30	00:00:32	VAP
OOH Christmas 2019	12/29/2025	22:09:20	MO	20-24	:30	00:00:32	VAP

:60 Paid spots:	84
Paid spots:	84
:60 Bonus spots:	160
:30 Bonus spots:	28
1:30 Bonus spots:	2
Bonus spots:	190
VAP spots:	309
Total spots:	583



Corporate Headquarters: 850.234.2773 • P. O. Box 9556, Panama City Beach, FL 32417 • destinationnetwork.com

Advertising

As part of our advertising partnership with the Monroe County Tourist Development Council / Florida Keys & Key West, we have renewed our Full Advertising Package, Key West - Attractions and Full Enhanced Package - Key West - Attractions, including FloridaKeys.com and KeyWest.com





KEY WEST HISTORIC SEAPORT

201 William Street, Key West, FL 33040

E-mail Website

Facebook Twitter TripAdvisor Instagram Watch our video

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

[BOOK NOW! →](#)





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