

November 9, 2018

MEMORANDUM

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

FROM: Dana Pollitt, Managing Partner, ADEPT

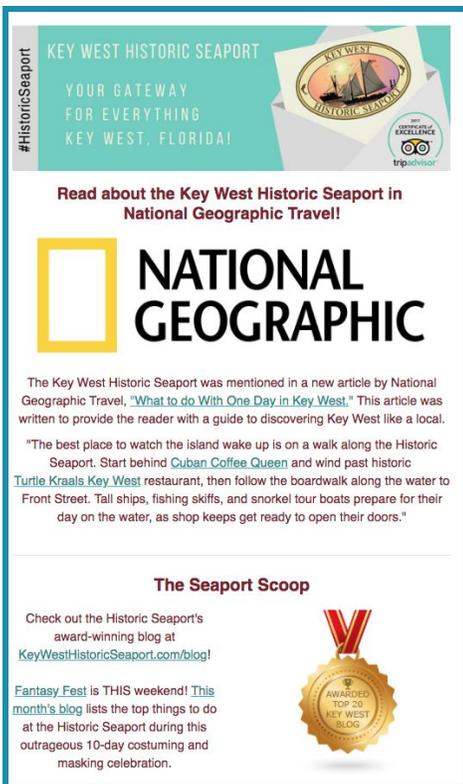
SUBJECT: Key West Bight Management District Board October, 2018 Monthly Update, Key West Historic Seaport Marketing Services Contract #10-015

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

PUBLIC RELATIONS / MEDIA SNIPPETS

Email Marketing Notifications

- **October Email Newsletter/Blasts**



#HistoricSeaport
KEY WEST HISTORIC SEAPORT
YOUR GATEWAY FOR EVERYTHING KEY WEST, FLORIDA!

Read about the Key West Historic Seaport in National Geographic Travel!

NATIONAL GEOGRAPHIC

The Key West Historic Seaport was mentioned in a new article by National Geographic Travel, "[What to do With One Day in Key West.](#)" This article was written to provide the reader with a guide to discovering Key West like a local.

"The best place to watch the island wake up is on a walk along the Historic Seaport. Start behind [Cuban Coffee Queen](#) and wind past historic [Turtle Kraals Key West](#) restaurant, then follow the boardwalk along the water to Front Street. Tall ships, fishing skiffs, and snorkel tour boats prepare for their day on the water, as shop keeps get ready to open their doors."

The Seaport Scoop

Check out the Historic Seaport's award-winning blog at [KeyWestHistoricSeaport.com/blog!](#)

[Fantasy Fest](#) is THIS weekend! [This month's blog](#) lists the top things to do at the Historic Seaport during this outrageous 10-day costuming and masking celebration.



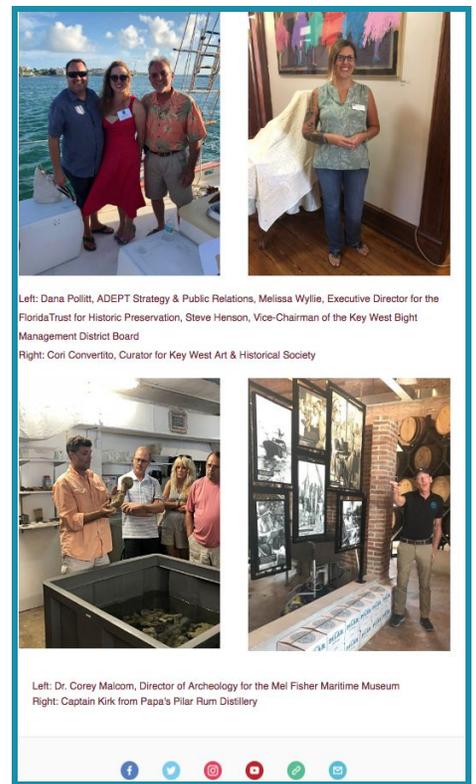

Oh... THE GAMES WE PLAY!

Top Things to do at the Historic Seaport During Fantasy Fest

Insider's Tour: Key West | Highlights

Guests enjoyed a luxurious stay at the Insider's Tour: Key West official hotel sponsor, [The Marker Waterfront Resort](#). Festivities began with a sunset cruise aboard the Schooner, [Spirit of Independence](#) followed by a reception at [Conch Republic Seafood Company](#).

Tours kicked off with the [Key West Art & Historical Society](#) guiding guests through the Custom House, then an educational tour of the [Mel Fisher Maritime Museum](#), a VIP tour and tasting at [Papa's Pilar Rum Distillery](#), [Hemingway Rum Company](#) and two private historic home tours.



Left: Dana Pollitt, ADEPT Strategy & Public Relations, Melissa Wylie, Executive Director for the FloridaTrust for Historic Preservation, Steve Henson, Vice-Chairman of the Key West Bight Management District Board

Right: Cori Conventillo, Curator for Key West Art & Historical Society

Left: Dr. Corey Malcom, Director of Archeology for the Mel Fisher Maritime Museum

Right: Captain Kirk from Papa's Pilar Rum Distillery

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

The Key West Historic Seaport was mentioned in a new National Geographic article, "[What to do With One Day in Key West.](#)"

"The best place to watch the island wake up is on a walk along the Historic Seaport. Start behind Cuban Coffee Queen and wind past historic Turtle Kraals Key West restaurant, then follow the boardwalk along the water to Front Street. Tall ships, fishing skiffs, and snorkel tour boats prepare for their day on the water, as shop keeps get ready to open their doors."



- Article was posted on all social media and in this month's newsletter
- Tenants mentioned were tagged in post

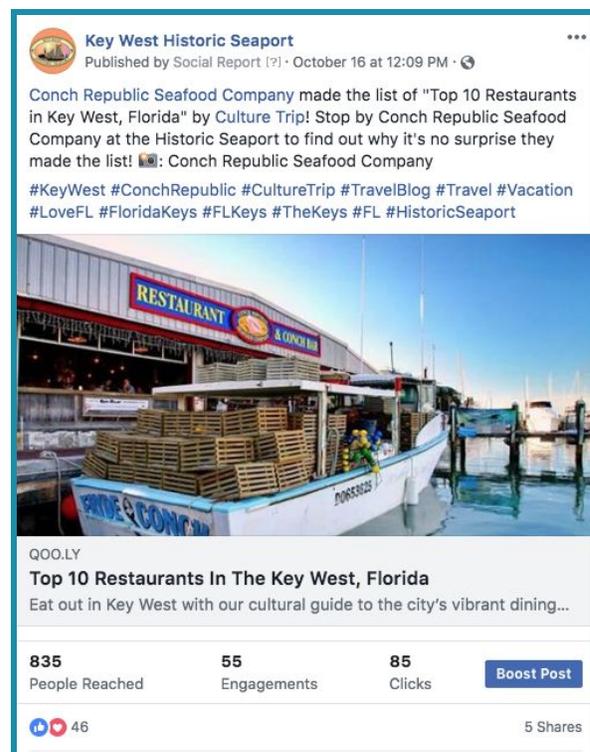
[Culture Trip](#) is an award-winning global tech startup that inspires people to explore the world's culture and creativity through innovative technology and a global network of local content creators. Culture Trip wrote an article, "[Top 10 Restaurants in Key West, Florida](#)" and Conch Republic Seafood Company made the list.

- Tenant was tagged in post
- High engagement on this post on both Facebook and Instagram
 - Facebook: 835 people reached, 5 shares
 - Instagram: 786 people reached, 916 impressions

[Food & Wine](#) wrote an article, "[Insider's Guide to Key West Restaurants](#)" and mentioned Half Shell Raw Bar as having the best local oysters.

"This is one of oldest spots in town, right on the water. It's a nice place to grab a beer, and they have shuckers going through tons of Apalachicola oysters right in front of you—in fact, the local oyster shucking competitions are held here."

- Tenant was tagged in post



Zagate is a restaurant discovery platform used to find trustworthy, efficient, and fun-to-read guides and reviews in major cities around the US.

- Wrote an article, "[8 Hottest Restaurants in Key West](#)"
- Mentioned the Historic Seaport and The Waterfront Brewery
- Tenant was tagged in post

Waterfront Brewery

Overlooking Key West Historic Seaport and Bight, this brewpub probably offers the best view of the entire Florida craft-beer scene. Anticipate a wide selection of Caribbean-inspired salads, sandwiches, land-based proteins and tons of fresh fish, including whole fried hogfish and Key West shrimp, to go with the suds. A game room, happy hour and twice-weekly tours of the brewery are extra perks.

Insider tip: The fish dip is top-notch.



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 October, 2018, for in-depth, detailed reporting of each.

Facebook:

- Increase page likes from 2,063 to 2,110
- Increase total check-ins from 3,032 to 3,107
- Page Impressions: 53.5k
- Facebook accounted for the most audience growth with 52 new friends added

Twitter:

- Increase in followers from 1,271 to 1,305
- 20.1k Tweet impressions this month (number of times KWHS tweets were displayed)
- Monthly reach was 104,531 (total number of people who saw KWHS tweets)
- October's Top Mention Tweet was by Key West Food Tours

Instagram:

- New followers gained throughout the month with a new total of 1,822 followers
- Posting weekly Instagram stories (event & promotion reminders, Key West weather, etc.)



TripAdvisor:

- The KWHS has 603 reviews!
- Excellent Rating 4.5 out of 5
- Daily replies to reviews

WEBSITE

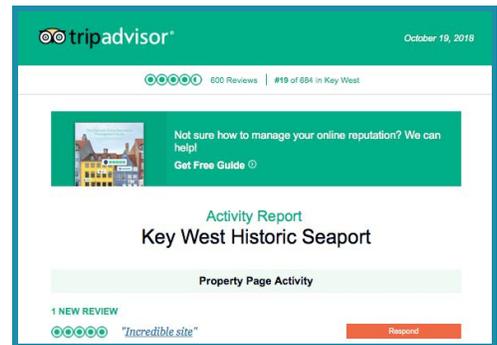
- Ongoing website maintenance and content creation (Tenant Info., Events, Blog)
- Adding new images to tenant pages and homepage
- Seasonal Content
 - Added holiday events/information
- Regular content writing services

ADVERTISING

Finalizing the digital Keys TDC Advertising co-ops that the KWHS will participate in for this fiscal year.

The KWHS ad has been published in [USA Today's Travel publication in the Florida & Caribbean Go Escape](#) edition and we are sending out the digital edition via social media and newsletters. The Key West Historic Seaport advertisement is on page 35.

USA Today Go Escape: Florida & Caribbean will be available side-by-side the daily USA TODAY throughout New England, the Upper Northeast (Buffalo, Cleveland, Rochester), central states, the the Mid-Atlantic, New York, New Jersey, Pennsylvania, Florida, the Southeast and Kentucky. USA TODAY Go Escape: Florida & Caribbean has also teamed up with the Travel Channel and Smart Destination (Go City Card) to help distribute the digital version.



Audience Summary

Key West Historic Seaport

October 1, 2018 - October 31, 2018

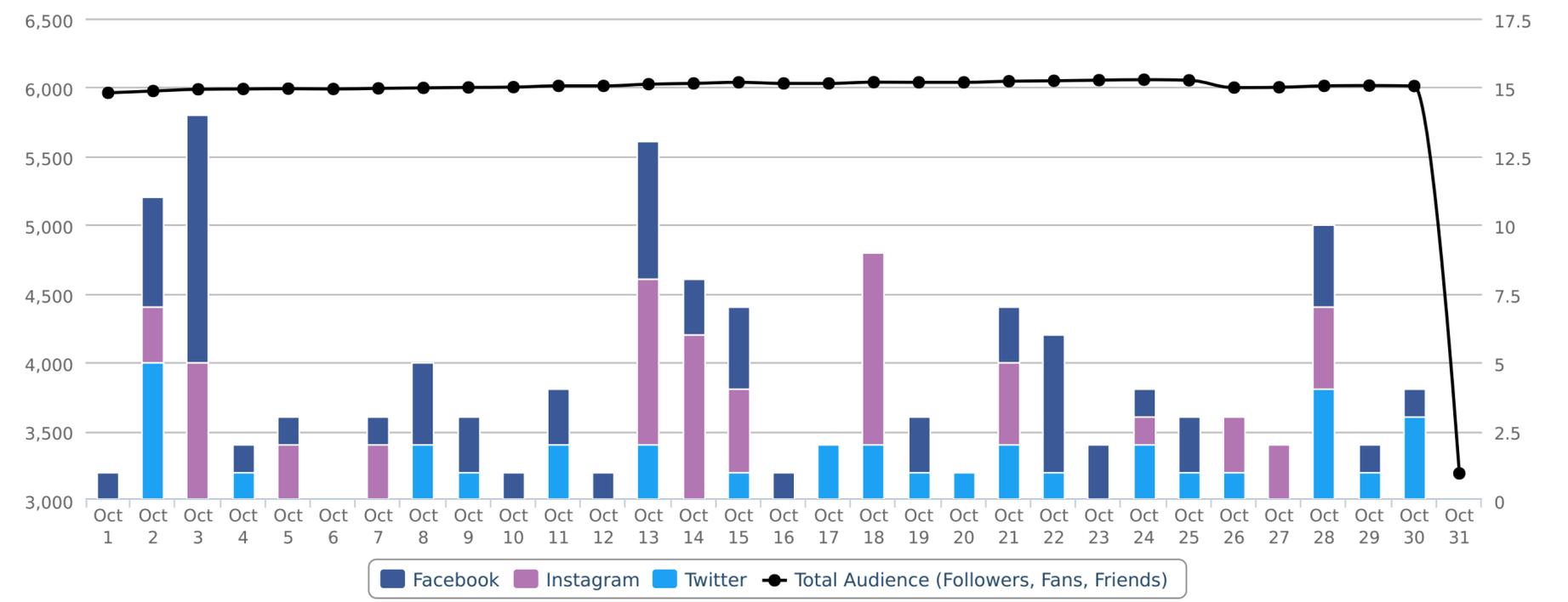
Cross Channel Report

Prepared by: ADEPT Strategy & Public Relations

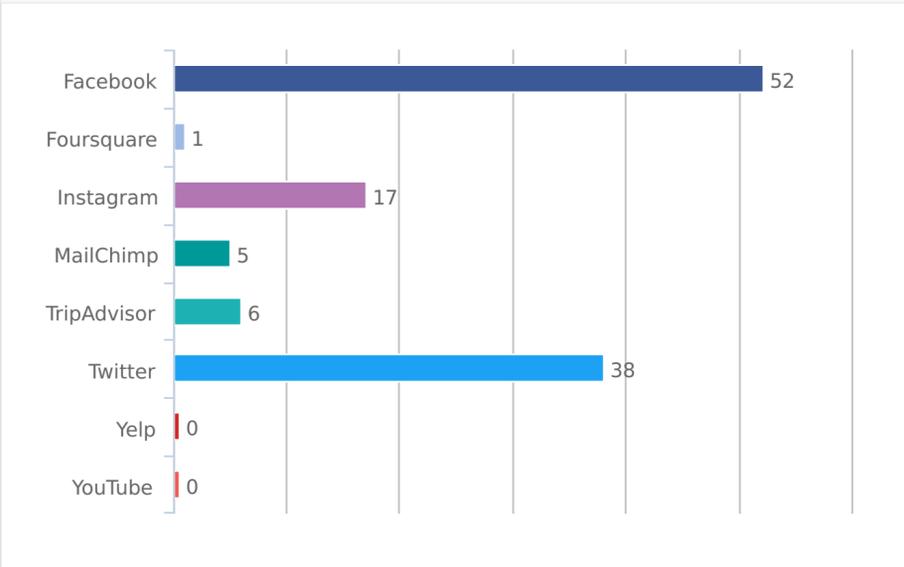
AUDIENCE GROWTH BY CHANNEL

Channel	Audience Growth (Net)	Growth Rate	Total Audience
Facebook	52	2.53%	2,107
Foursquare	1	1.79%	57
Instagram	17	0.94%	1,819
MailChimp	5	2.03%	251
TripAdvisor	6	1.32%	462
Twitter	38	3%	1,305
Yelp	0	0%	9
YouTube	0	0%	69
	119	1.96%	6,079

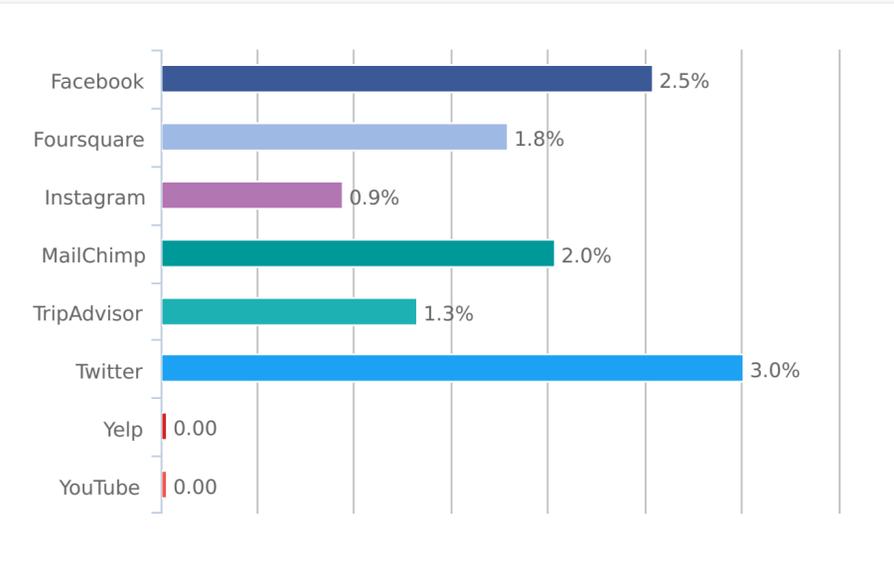
AUDIENCE GROWTH OVER TIME



AUDIENCE GROWTH TOTALS

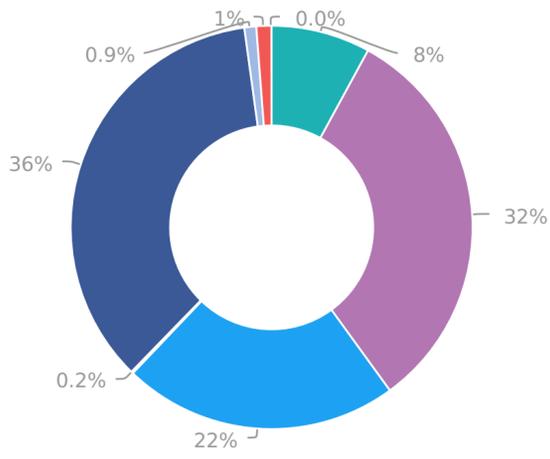


AUDIENCE GROWTH RATE

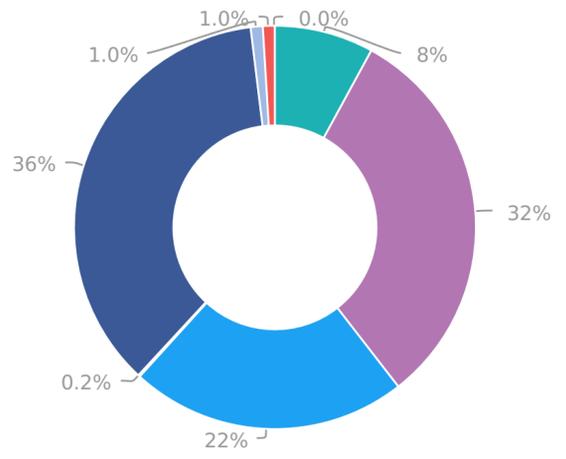


Facebook accounted for the most audience growth, with **52** new friends added. **Twitter** was your fastest-growing channel, with **3%** follower growth.

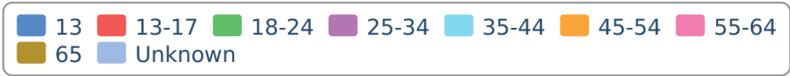
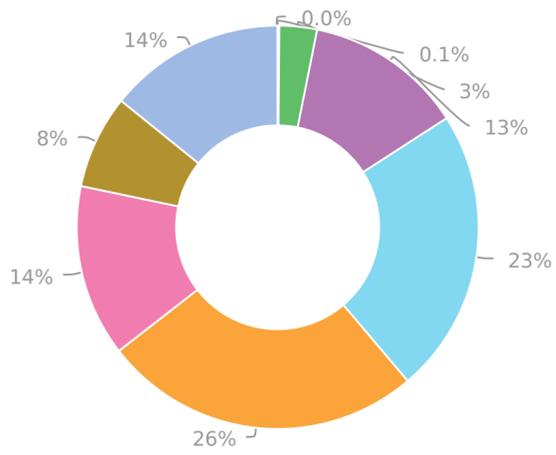
AUDIENCE HISTORICALLY



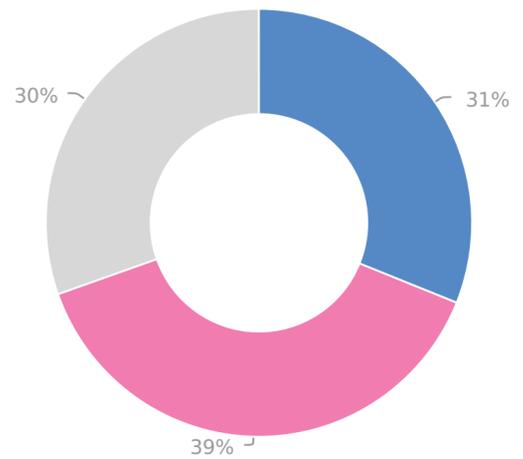
AUDIENCE THIS PERIOD



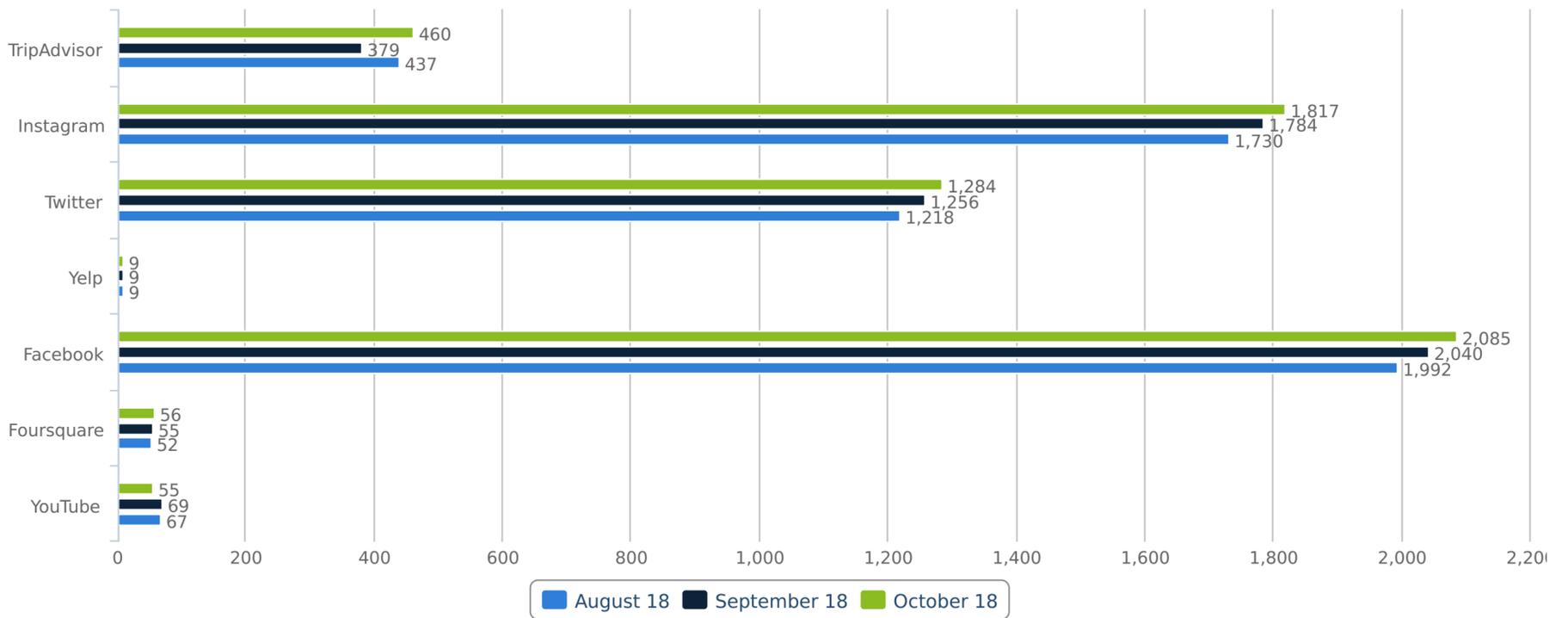
AUDIENCE AGE

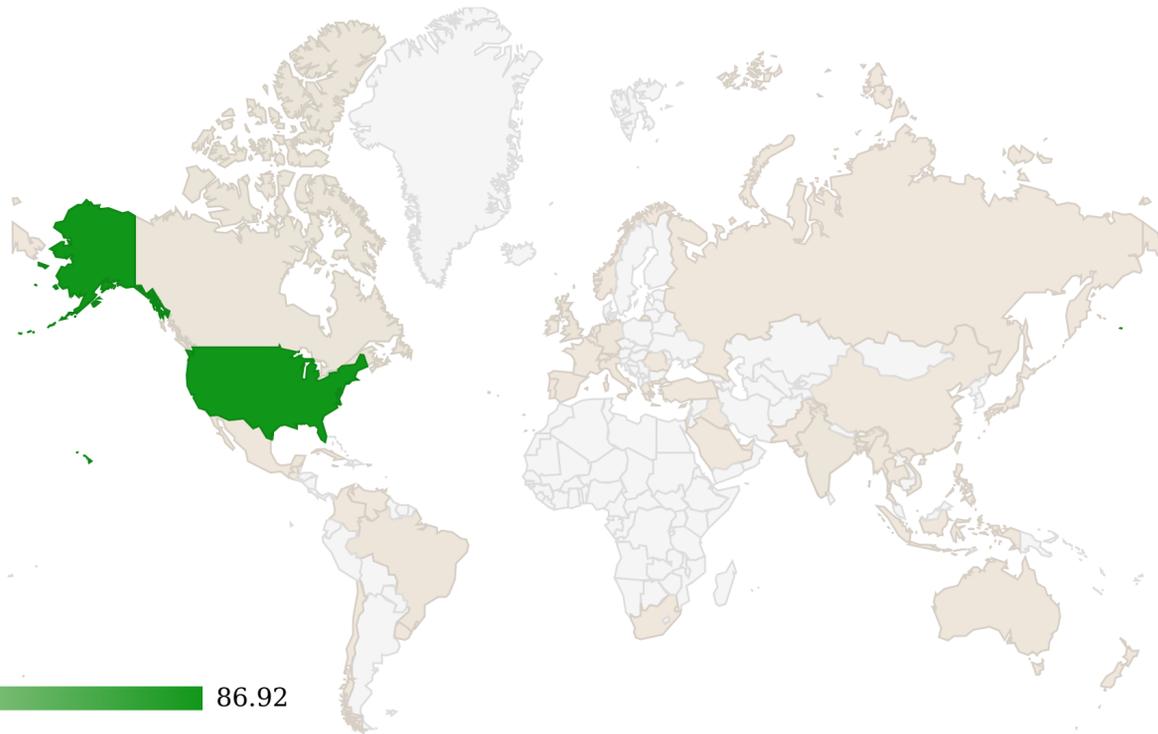


AUDIENCE GENDER



AUDIENCE 3 MONTH NETWORK COMPARISON





Country	Code	%
United States	US	86.92
United Kingdom	GB	1.98
Canada	CA	1.68
India	IN	1.3
Brazil	BR	0.79
Germany	DE	0.73
Australia	AU	0.51
Mexico	MX	0.41
Thailand	TH	0.32
Italy	IT	0.3
Spain	ES	0.27
France	FR	0.24
United Arab Emirates	AE	0.22
Philippines	PH	0.19
Bangladesh	BD	0.19
Puerto Rico	PR	0.16
Saudi Arabia	SA	0.16
Uruguay	UY	0.14
Ireland	IE	0.14
Portugal	PT	0.14
Japan	JP	0.11
Trinidad And Tobago	TT	0.11
Venezuela	VE	0.11
Iraq	IQ	0.11
Indonesia	ID	0.11