



# ADEPT

Strategy & Public Relations

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## MEMORANDUM

February 10, 2017

TO: Doug Bradshaw & Karen Olson

FROM: Dana Pollitt

**SUBJECT: Key West Bight Management District Board February, 2017 Monthly Update  
Key West Historic Seaport Marketing Services Contract #10-015**

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

### KWHS VIDEO

- YouTube: Increased to 4,745 views from 2,208 views in December.
- Destination Network [Key TV/TripSmarter.com] started airing video daily. One week snapshot below:

2p-4p	Spot Name Time Period 4p-7p	OOH Key West Historic Seaport 2017						12p2p
		12a-1a 7p-8p	1a-6a 8p-12a	6a-10a Total	10a-12			
0	Jan-23-Mon 3 5	0	0	0	2	0	0	
0	Jan-24-Tue 1 8	1	0	6	0	0	0	
0	Jan-25-Wed 0 9	2	0	6	1	0	0	
0	Jan-26-Thu 1 10	2	0	6	1	0	0	
0	Jan-27-Fri 2 9	2	0	5	0	0	0	
0	Jan-28-Sat 0 8	2	0	5	1	0	0	
0	Jan-29-Sun 0 8	2	0	5	1	0	0	
		11	0	33	4	2	0	7 57

### ADVERTISING / MEDIA BUYS

1. Tour Bus / Motor Coach TO Proposal submitted and pending approval. Negotiated 7 month contract with Tour Buses/Motor Coach provider to establish discounts, provide rack for all Historic Seaport Tenants and run Video Loop for their tour guests during downtime between pre-booked excursions. Negotiated 7 month contract for three rear bus wraps with daily service from Miami's Bayside Park - Key West Historic Seaport - Miami.
2. Purchased United States Coast Guard ad for inclusion into targeted editions of *The Bulletin* publication [Official Magazine and #1 news source for the US Coast Guard.
3. Purchased Destination Network [Key TV/TripSmarter.com]. On air scheduling, February 2017 to August 2017.
4. Digital Advertising (Google Adwords) TO proposal submitted and pending approval. Campaign will cover March, April, May cruise ship passengers and spring break.

5. Purchased Monroe County Tourist Development Council - Florida Keys & Key West CO-OP Advertising.
- A. Key West Spring Southeast United States & Texas 2017; Circulation: 952,006; Insertion Dates: March-May.
- AJC.com (Atlanta) Travel E-Newsletter (Imp. 121,164)
  - CNN.com (Imp. 600,000)
  - Chron.com (Houston) Email (Imp. 20,842)
  - DallasNews.com Travel E-Newsletter (Imp. 150,000)
  - CharlotteObserver.com Travel E-Newsletter (Imp. 60,000)
- B. Key West Spring Mobile Co-Op; Circulation: 2,203,390; Insertion Dates: 4/10-5/21.
- C. Key West Spring Digital 2017; Circulation: 6,573,959; Insertion Dates: April-June.
- CNN.com - Pre-Roll + Companion Banner
  - ChicagoTribune.com E-Newsletter
  - Conversant Media Network
  - ShermansTravel.com
  - Travel Spike Email
  - NYTimes.com Geat Getaways E-Newsletter
  - Philly.com Travel POD E-Blast
  - Boston.com Traveler E-Newsletter
  - WashingtonPost.com Email
- D. Conde Nast Traveler May 2017; Circulation: 305,600.
- E. Key West Florida Summer In-State 2017; Circ. 6,500,000; Insertion Dates: May-July.
- CNN.com
  - Conversant Ad Network
  - MobileFuse (rotating carousel unit for co-ops)
  - Amobee Smartphone & Tablet
- F. Purchased Listing on Fla-Keys.com, Floridakeys.com, Keywest.com & Floridakeys.com. Fla-keys.com 687,000 visitors per month. Keywest.com 161,000 visitors per month.
- Florida Keys & Key West Value Package
  - Listed on all four top destination sites: fla-keys.com, keywest.com, floridakeys.com and key-west.com
  - Direct links to your website, email, phone numbers, web cam, physical address and property map
  - 255-word description of your business
- G. Purchased Key West Chamber of Commerce advertisement in Map handout.

#### KWHS Social Media (Facebook, Twitter, Instagram, Youtube)

- See attached Social Media Quarterly Report
- See Attached Audience Summary

#### KWHS Website

- Ongoing Website maintenance and content creation (Tenant Info. Events, etc.)
- Regular content writing services, February Blog #5 Posted
- Google Analytics for period January 1, 2017 to February 1, 2017 below:

## Audience Overview:



## Acquisition Overview:

	Sessions	% New Sessions	New Users
	1,543	81.53%	1,258
1 Organic Search	769		
2 Social	277		
3 Direct	256		
4 Referral	241		

## Top 10 Referral Sources:

Source ?	Acquisition		
	Sessions ?	% New Sessions ?	New Users ?
	518 % of Total: 33.57% (1,543)	77.03% Avg for View: 81.53% (-5.52%)	399 % of Total: 31.72% (1,258)
1. m.facebook.com	148 (28.57%)	87.84%	130 (32.58%)
2. cityofkeywest-fl.gov	135 (26.06%)	94.07%	127 (31.83%)
3. l.facebook.com	59 (11.39%)	98.31%	58 (14.54%)
4. facebook.com	55 (10.62%)	34.55%	19 (4.76%)
5. keywesthistoricseaport.us14.list-manage.com	14 (2.70%)	0.00%	0 (0.00%)
6. floridarambler.com	12 (2.32%)	91.67%	11 (2.76%)
7. fodors.com	9 (1.74%)	88.89%	8 (2.01%)
8. trans-amerika-reisen.de	9 (1.74%)	11.11%	1 (0.25%)
9. keywesttocabafest.com	7 (1.35%)	28.57%	2 (0.50%)
10. l.instagram.com	7 (1.35%)	57.14%	4 (1.00%)