



ADEPT

Strategy & Public Relations

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MEMORANDUM

March 10, 2017

TO: Doug Bradshaw & Karen Olson

FROM: Dana Pollitt

**SUBJECT: Key West Bight Management District Board February/March, 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 6,594 views from 4,745 last month.
- Destination Network [Key TV/TripSmarter.com] started airing video daily. Sample below shows broadcast report for last week of February.

BROADCAST AD MANAGEMENT SYSTEM

Key TV
5450 MacDonald Avenue, Suite #10
Key West, FL 33040

Affidavit of Service Rendered
01/30/17 - 02/26/17

Key West Historic Seaport

SPOT NAME	PLAYDATE	PLAYTIME
OOH Key West Historic Seaport 2017	2/24/2017	08:51:28
OOH Key West Historic Seaport 2017	2/24/2017	08:32:54
OOH Key West Historic Seaport 2017	2/24/2017	08:43:43
OOH Key West Historic Seaport 2017	2/24/2017	08:36:09
OOH Key West Historic Seaport 2017	2/24/2017	09:15:11
OOH Key West Historic Seaport 2017	2/24/2017	09:37:29
OOH Key West Historic Seaport 2017	2/24/2017	11:42:02
OOH Key West Historic Seaport 2017	2/24/2017	23:51:43
OOH Key West Historic Seaport 2017	2/25/2017	00:19:58
OOH Key West Historic Seaport 2017	2/25/2017	06:10:54
OOH Key West Historic Seaport 2017	2/25/2017	06:28:54
OOH Key West Historic Seaport 2017	2/25/2017	06:44:22
OOH Key West Historic Seaport 2017	2/25/2017	09:16:15
OOH Key West Historic Seaport 2017	2/25/2017	09:58:27
OOH Key West Historic Seaport 2017	2/25/2017	11:46:16
OOH Key West Historic Seaport 2017	2/26/2017	00:20:23
OOH Key West Historic Seaport 2017	2/26/2017	06:07:57
OOH Key West Historic Seaport 2017	2/26/2017	06:36:54
OOH Key West Historic Seaport 2017	2/26/2017	06:54:06
OOH Key West Historic Seaport 2017	2/26/2017	09:10:36
OOH Key West Historic Seaport 2017	2/26/2017	09:23:12
OOH Key West Historic Seaport 2017	2/26/2017	20:46:07
OOH Key West Historic Seaport 2017	2/26/2017	22:30:10

ADVERTISING / MEDIA BUYS

1. Tour Bus / Motor Coach - Negotiated 7 month contract for three rear bus wraps with daily service from Miami's Bayside Park - Key West Historic Seaport - Miami. Graphics and installation scheduled to be completed week of March 13.
2. Purchased United States Coast Guard ads. Graphics provided to USCG for first ad.
3. Purchased Destination Network [Key TV/TripSmarter.com]. On air scheduling, February 2017 to August 2017.
4. Digital Advertising (Google Adwords) campaign started March 2nd targeting cruise ship passengers and spring breakers. Working with tenants for promotions/discounts. Seeking more tenant involvement for campaign success.
5. Purchased Monroe County Tourist Development Council - Florida Keys & Key West CO-OP Advertising. All graphics/content provided for each campaign.

6. 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. All graphics/content provided for each website. Live on each website.

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

- Ongoing social media content creation and daily posting (Tenant Info. Events, etc.)
- See Attached Monthly Audience Summary Report and Comprehensive Social Media Report

KWHS Website

- Ongoing Website maintenance and content creation (Tenant Info. Events, etc.)
- Regular content writing services, March Blog #6 Posted
- Google Analytics for period February 1, 2017 to February 28, 2017 below:

Audience Overview:



Acquisition Overview:

Acquisition			
	Sessions ↓	% New Sessions ↓	New Users ↓
	1,039	80.65%	838
1 ■ Organic Search	538		
2 ■ Social	179		
3 ■ Referral	166		
4 ■ Direct	156		

Top 10 Referral Sources:

<input type="checkbox"/>	Source ?	Acquisition		
		Sessions ? ↓	% New Sessions ?	New Users ?
		345 % of Total: 33.21% (1,039)	77.39% Avg for View: 80.65% (-4.05%)	267 % of Total: 31.86% (838)
<input type="checkbox"/>	1. m.facebook.com	112 (32.46%)	92.86%	104 (38.95%)
<input type="checkbox"/>	2. cityofkeywest-fl.gov	91 (26.38%)	89.01%	81 (30.34%)
<input type="checkbox"/>	3. facebook.com	29 (8.41%)	48.28%	14 (5.24%)
<input type="checkbox"/>	4. l.facebook.com	22 (6.38%)	100.00%	22 (8.24%)
<input type="checkbox"/>	5. keywesttocubafest.com	14 (4.06%)	28.57%	4 (1.50%)
<input type="checkbox"/>	6. keywesthistoricseaport.us14.list-manage.com	12 (3.48%)	0.00%	0 (0.00%)
<input type="checkbox"/>	7. trans-amerika-reisen.de	11 (3.19%)	0.00%	0 (0.00%)
<input type="checkbox"/>	8. l.instagram.com	8 (2.32%)	50.00%	4 (1.50%)
<input type="checkbox"/>	9. floridarambler.com	7 (2.03%)	85.71%	6 (2.25%)
<input type="checkbox"/>	10. t.co	6 (1.74%)	83.33%	5 (1.87%)

* Number 10. (t.co) signifies Twitter Links.






Audience Summary

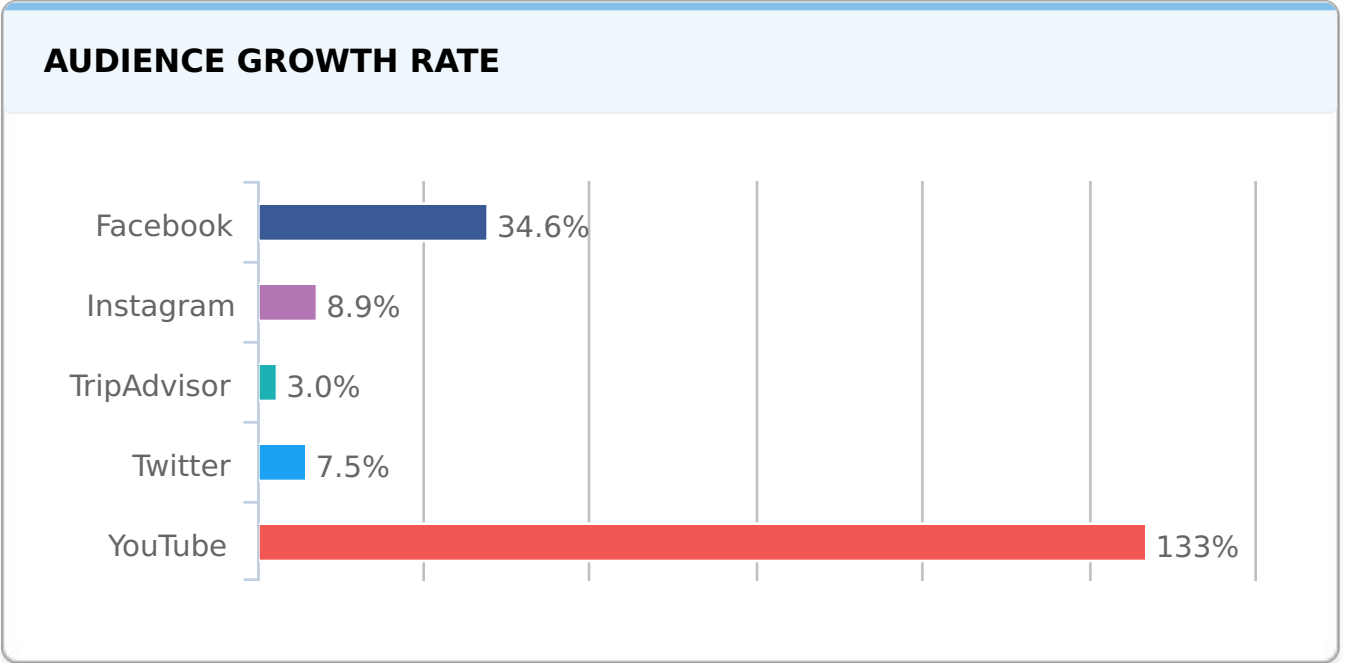
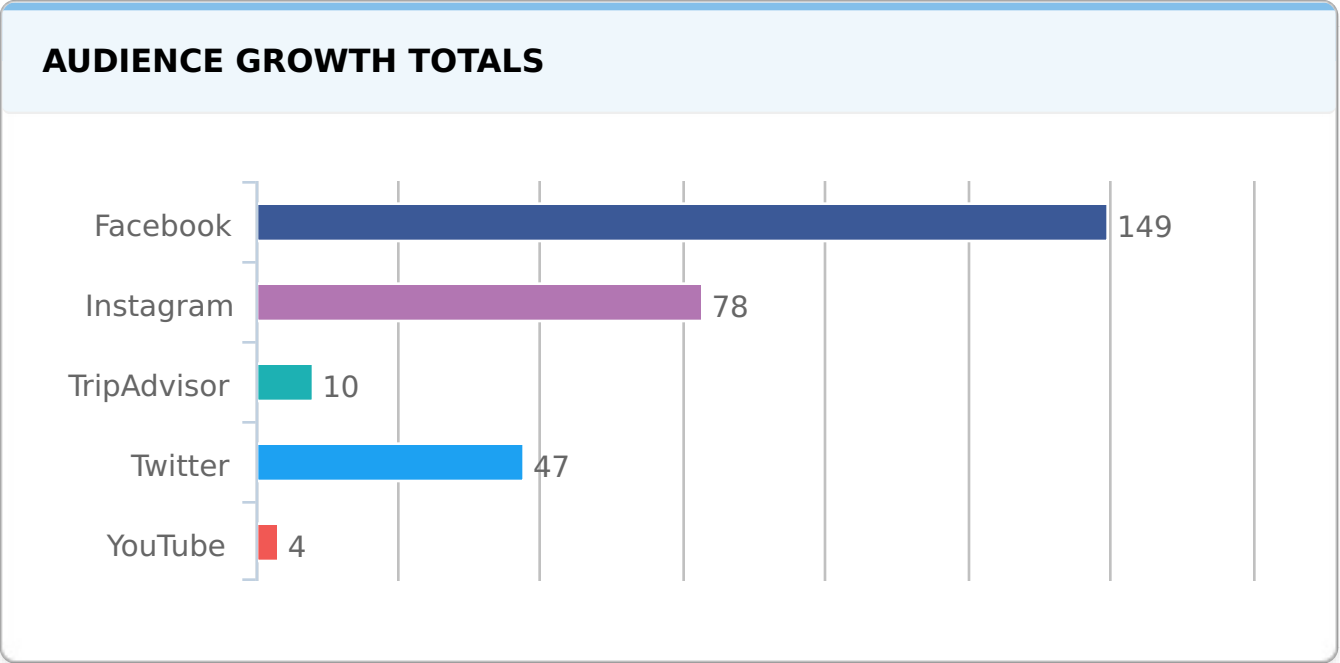
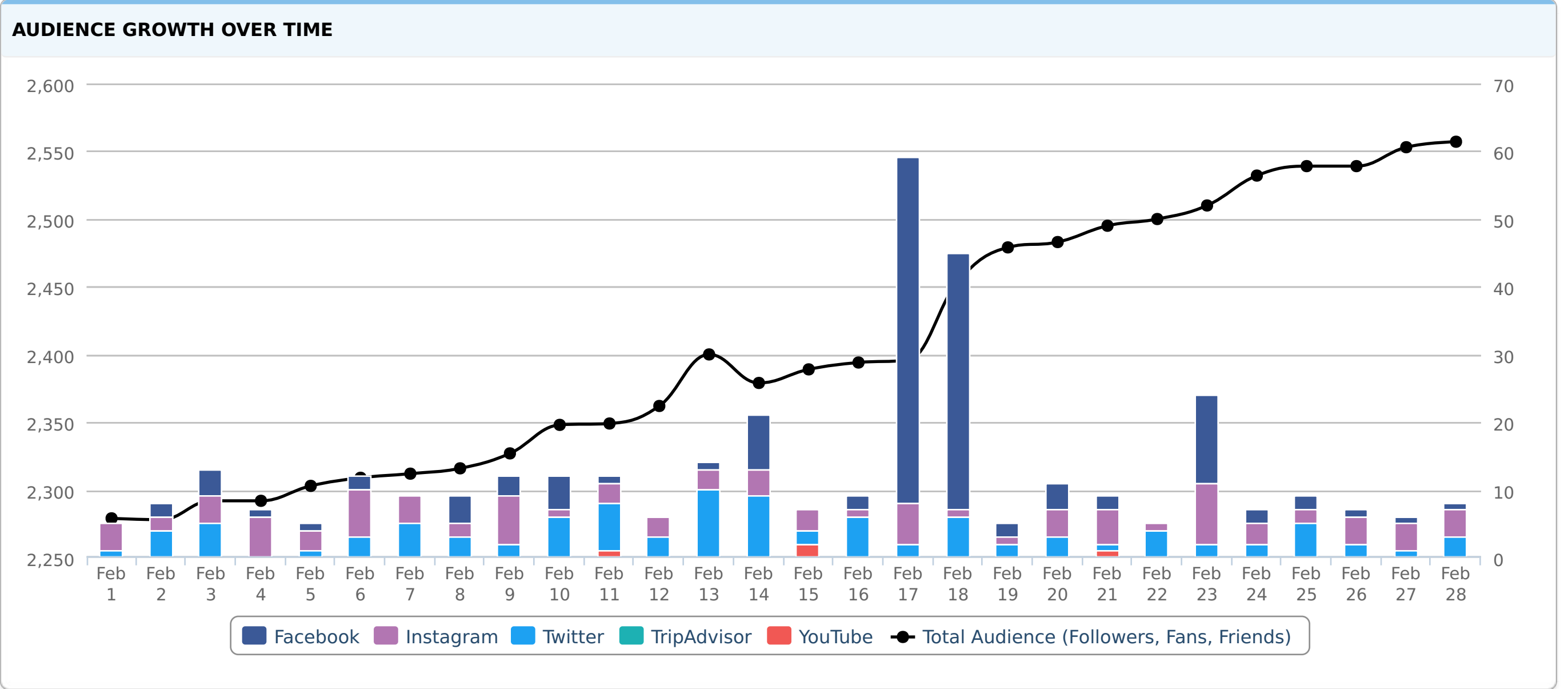
Key West Historic Seaport

February 1, 2017 - February 28, 2017

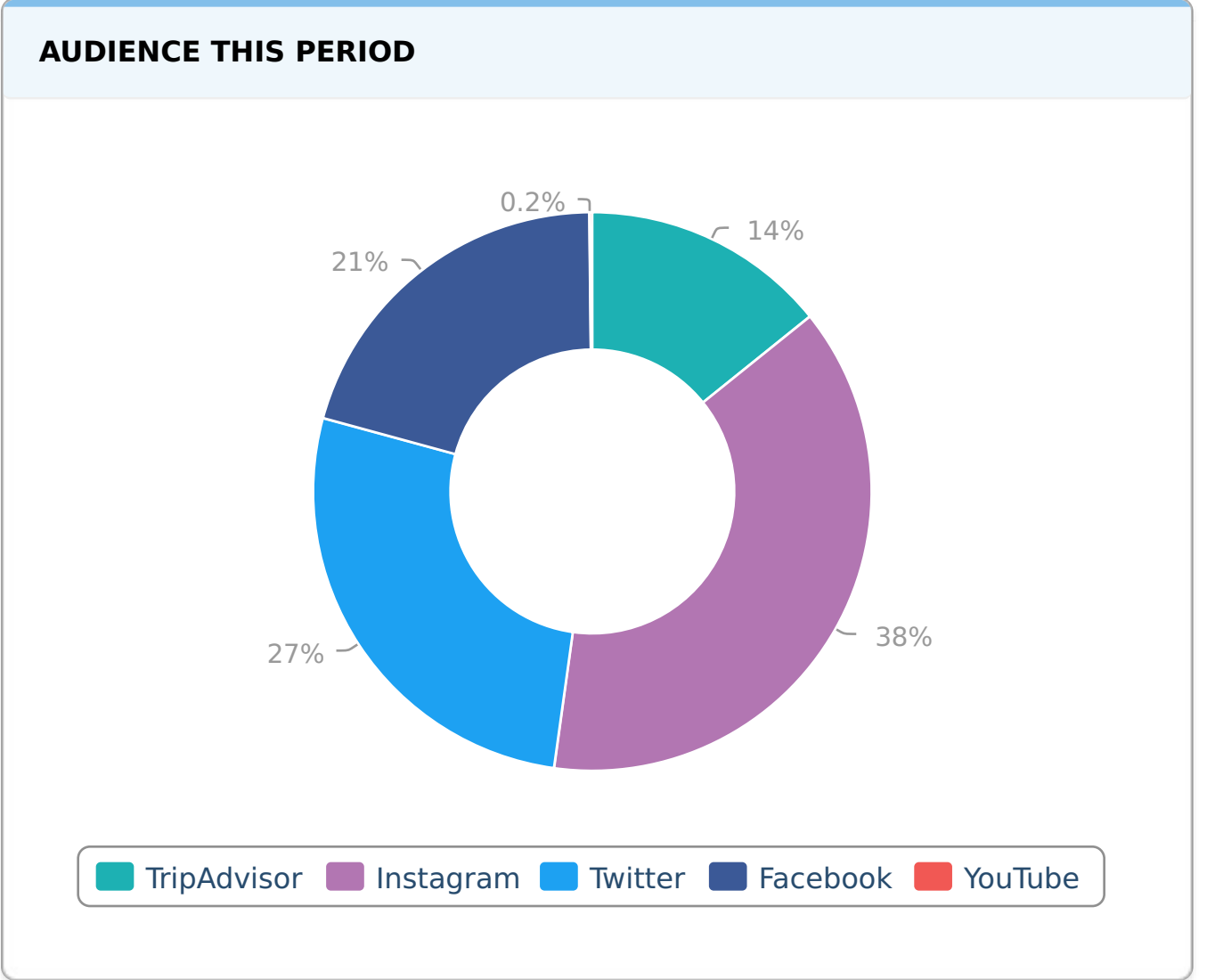
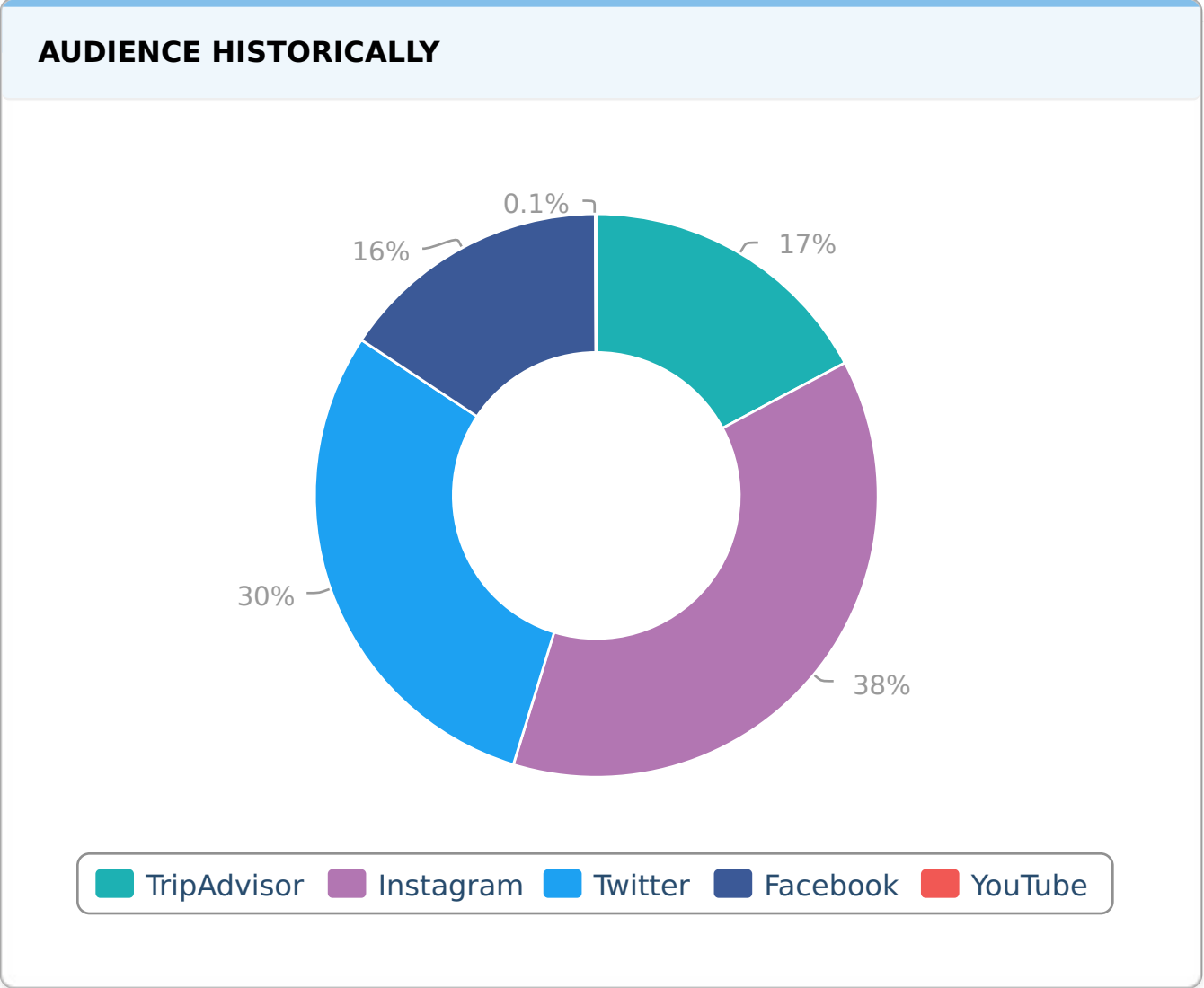
Cross Channel Report

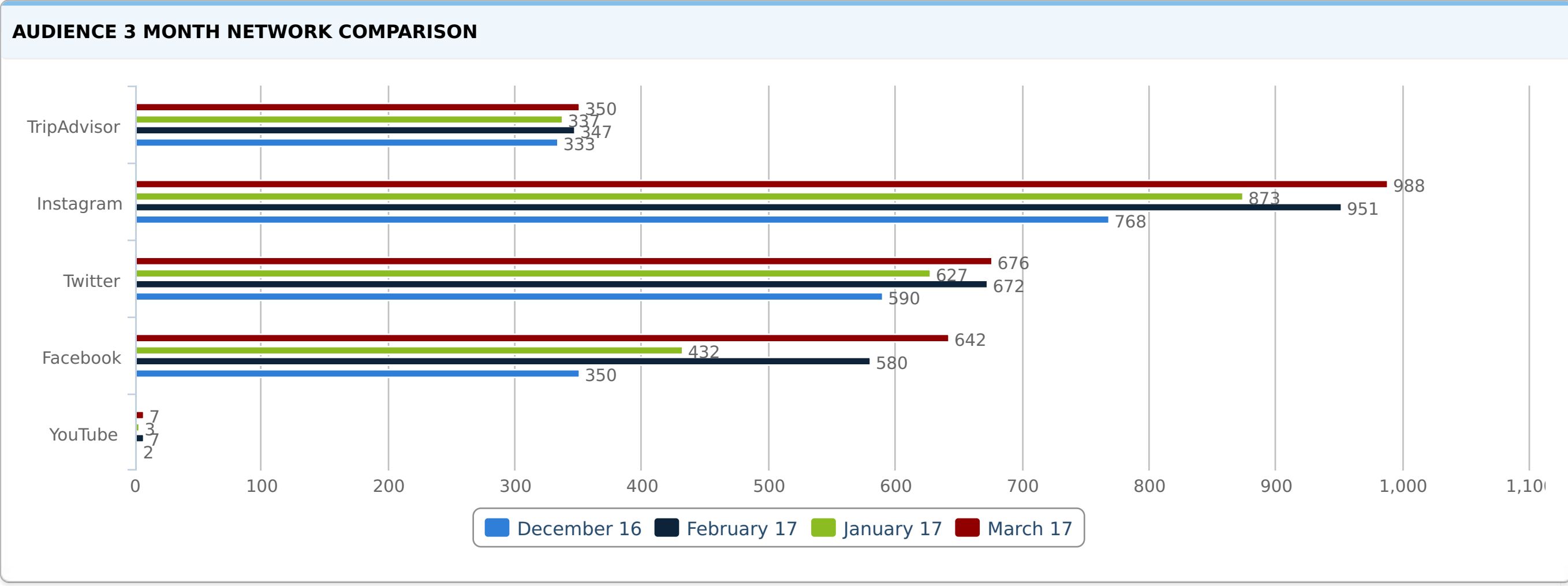
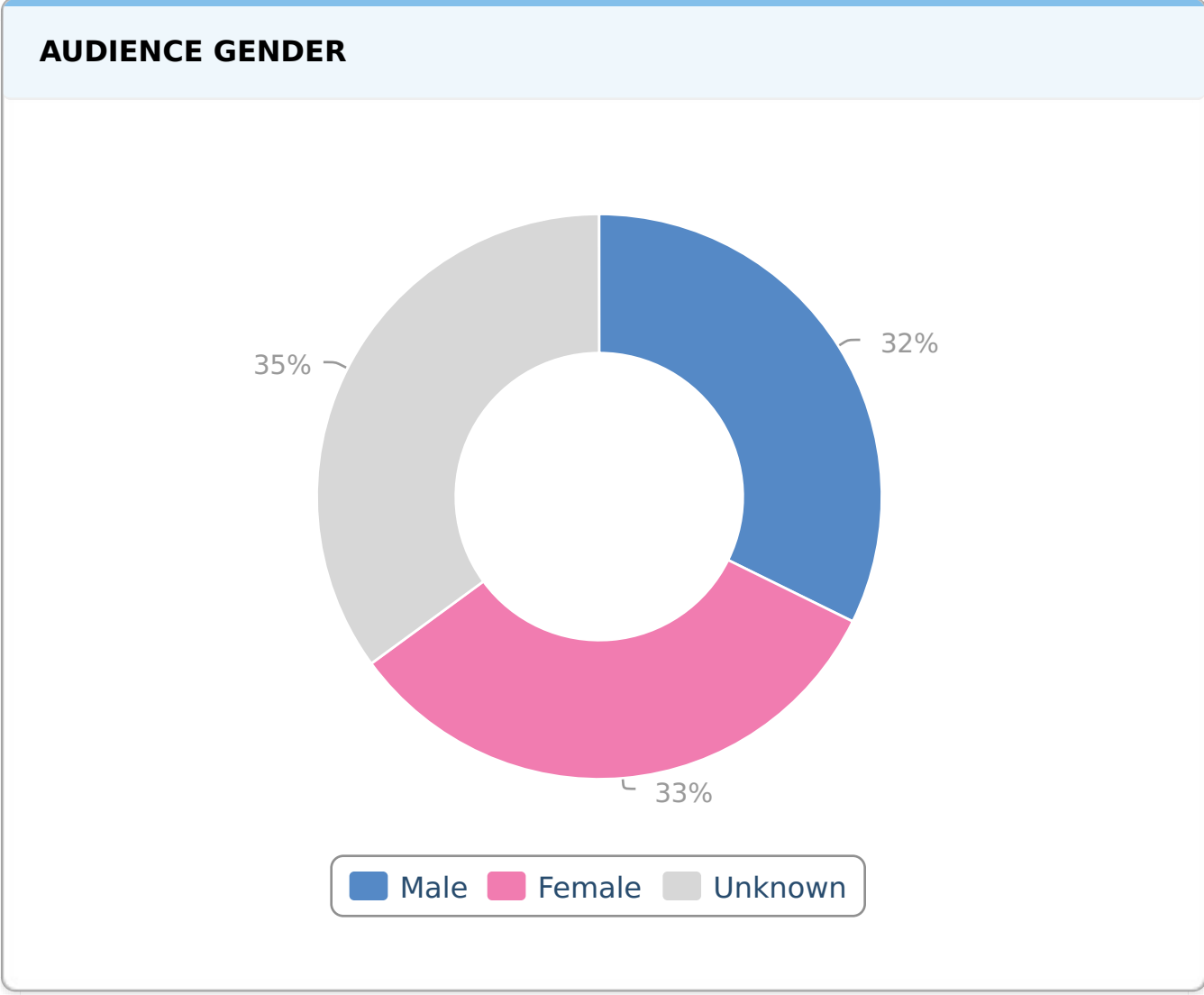
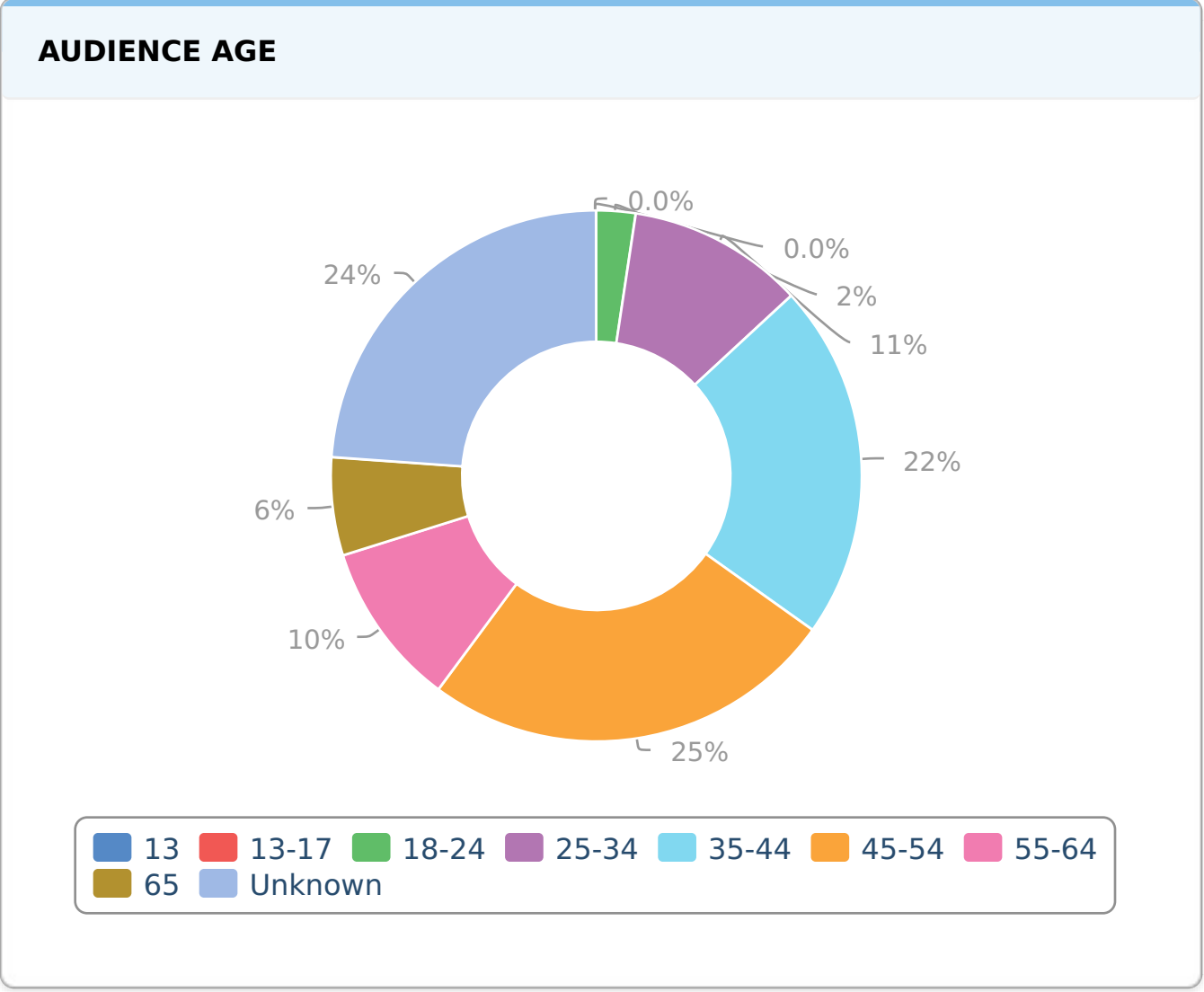
Prepared by: ADEPT Strategy & Public Relations

Audience Growth by Channel			
Channel	Audience Growth (Net)	Growth Rate	Total Audience
 Facebook	149	34.57%	580
 Instagram	78	8.93%	951
 TripAdvisor	10	2.97%	347
 Twitter	47	7.52%	672
 YouTube	4	133.33%	7
	288	11.26%	2,557

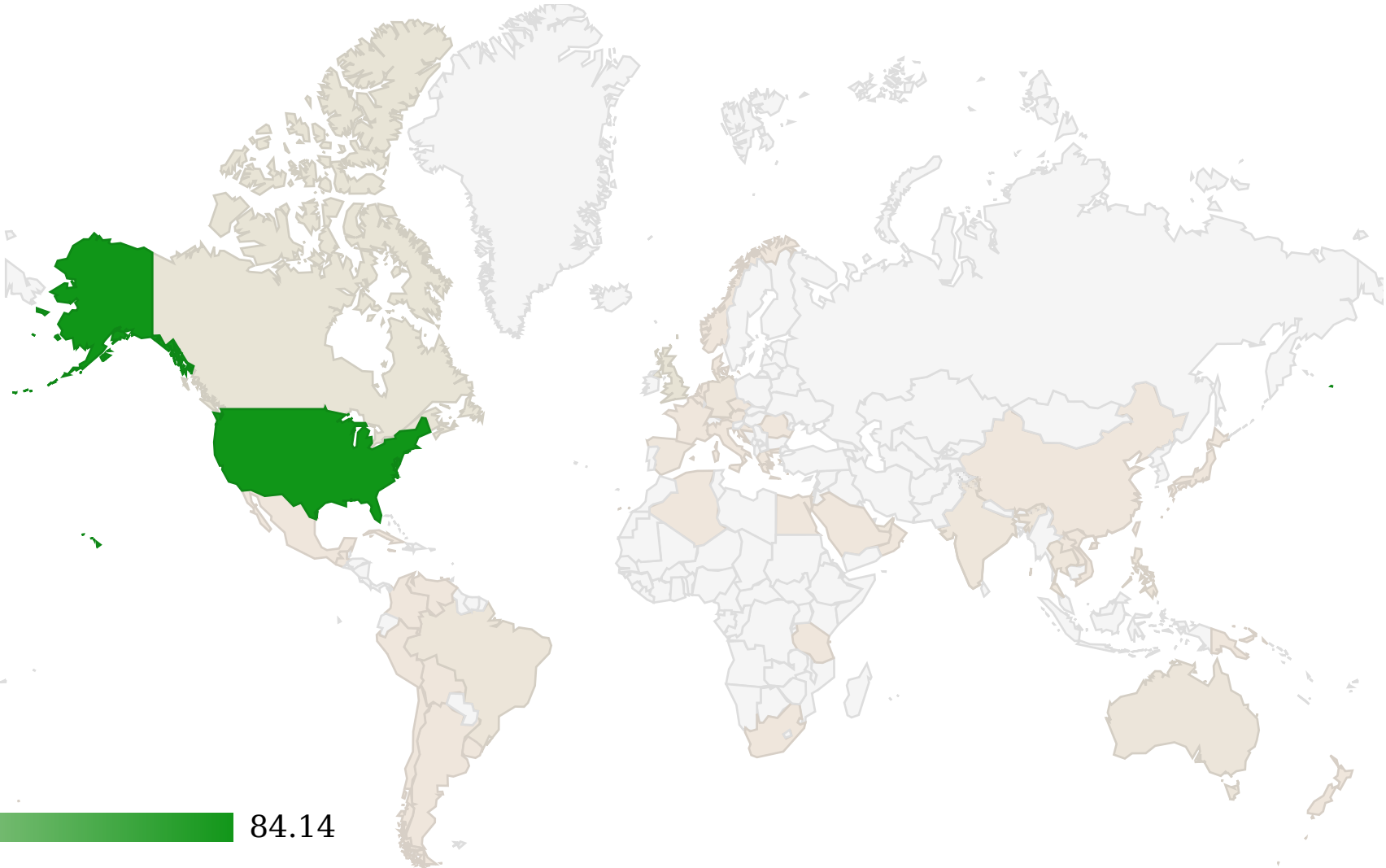


Facebook accounted for the most audience growth, with **149** new friends added. **YouTube** was your fastest-growing channel, with **133.33%** friend growth.





AUDIENCE WORLD DISTRIBUTION



Country	Code	%
United States	US	84.14
United Kingdom	GB	3
Canada	CA	2.55
Brazil	BR	1.17
Australia	AU	1.04
Germany	DE	0.91
Philippines	PH	0.52
Thailand	TH	0.46
United Arab Emirates	AE	0.46
India	IN	0.33
Spain	ES	0.26
South Africa	ZA	0.2
Uruguay	UY	0.2
Mexico	MX	0.2
Venezuela	VE	0.2
Italy	IT	0.2
Romania	RO	0.2
Guam	GU	0.2
France	FR	0.2
Argentina	AR	0.13
Japan	JP	0.13
Greece	GR	0.13
Taiwan	TW	0.13
Colombia	CO	0.13
Jamaica	JM	0.13

Social Media Report

Key West Historic Seaport

February 1, 2017 - February 28, 2017

Cross Channel Report

1 Facebook Page

1 Instagram Account

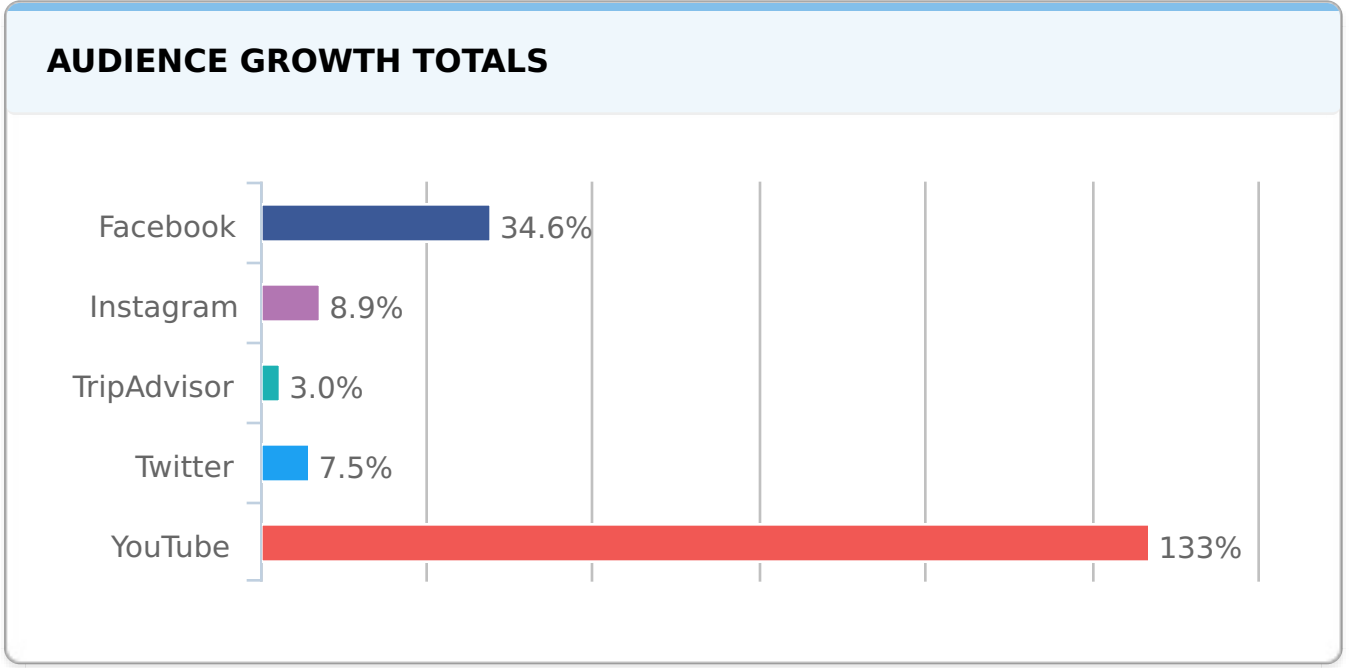
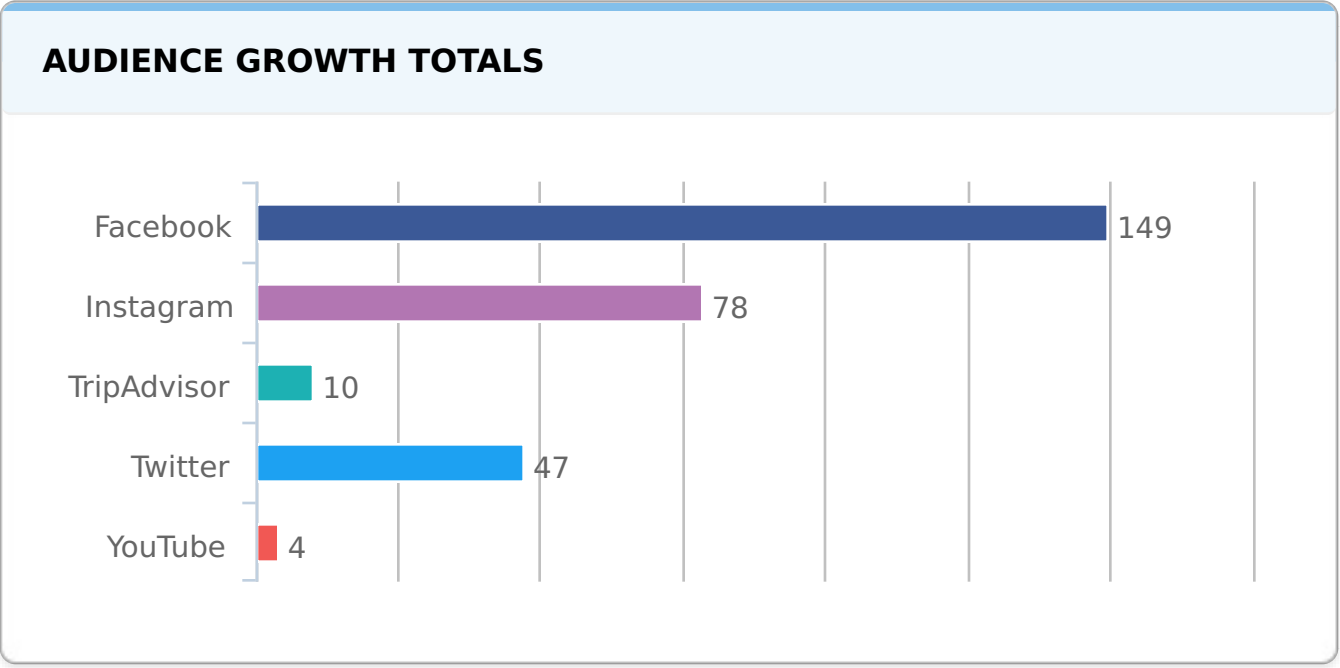
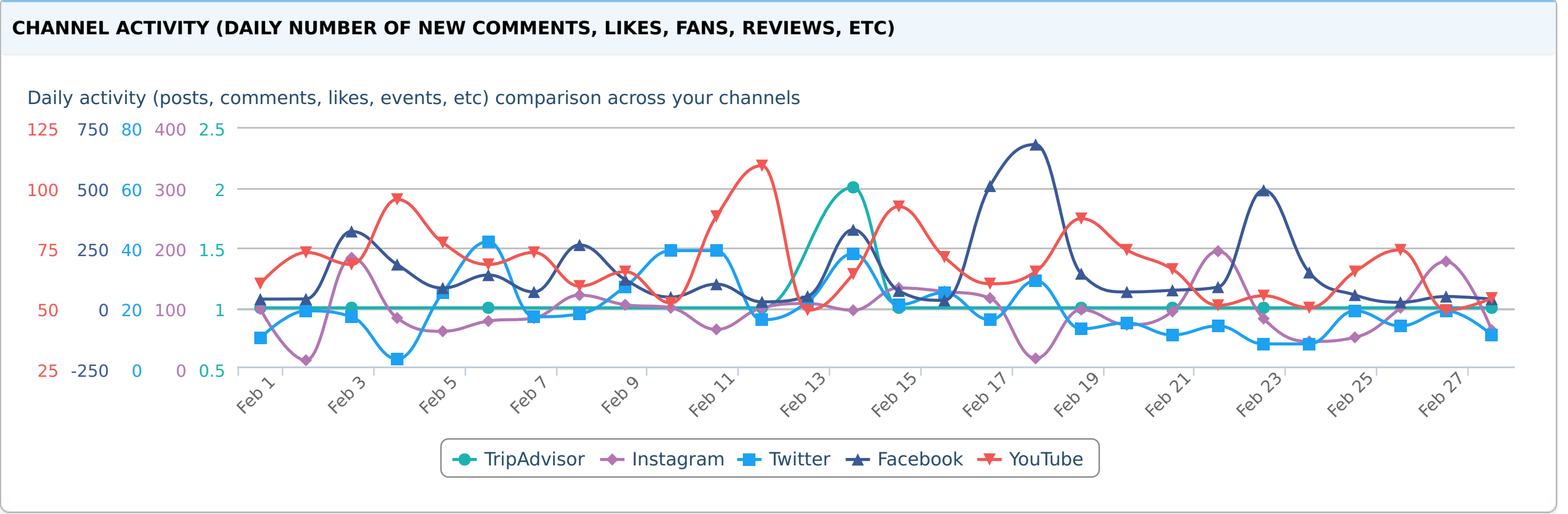
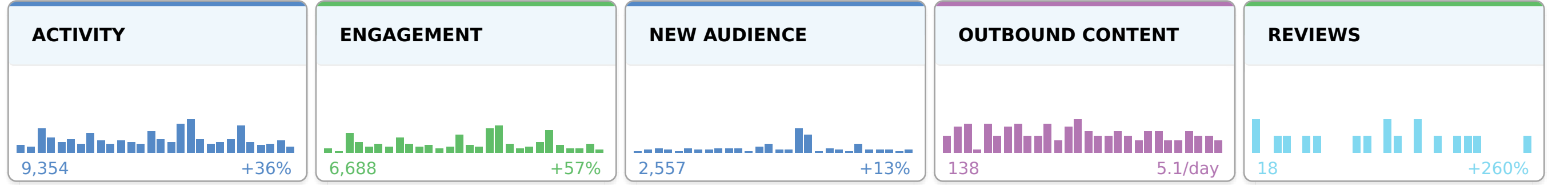
1 Twitter Profile

1 TripAdvisor Attraction

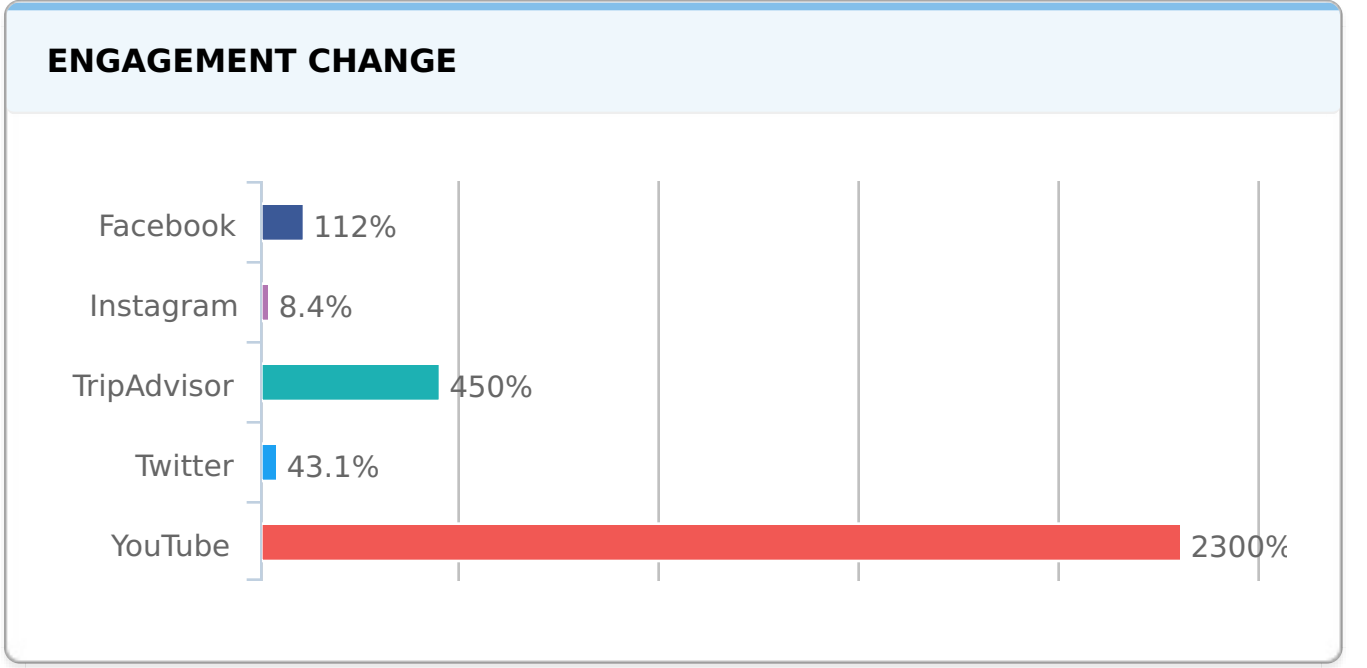
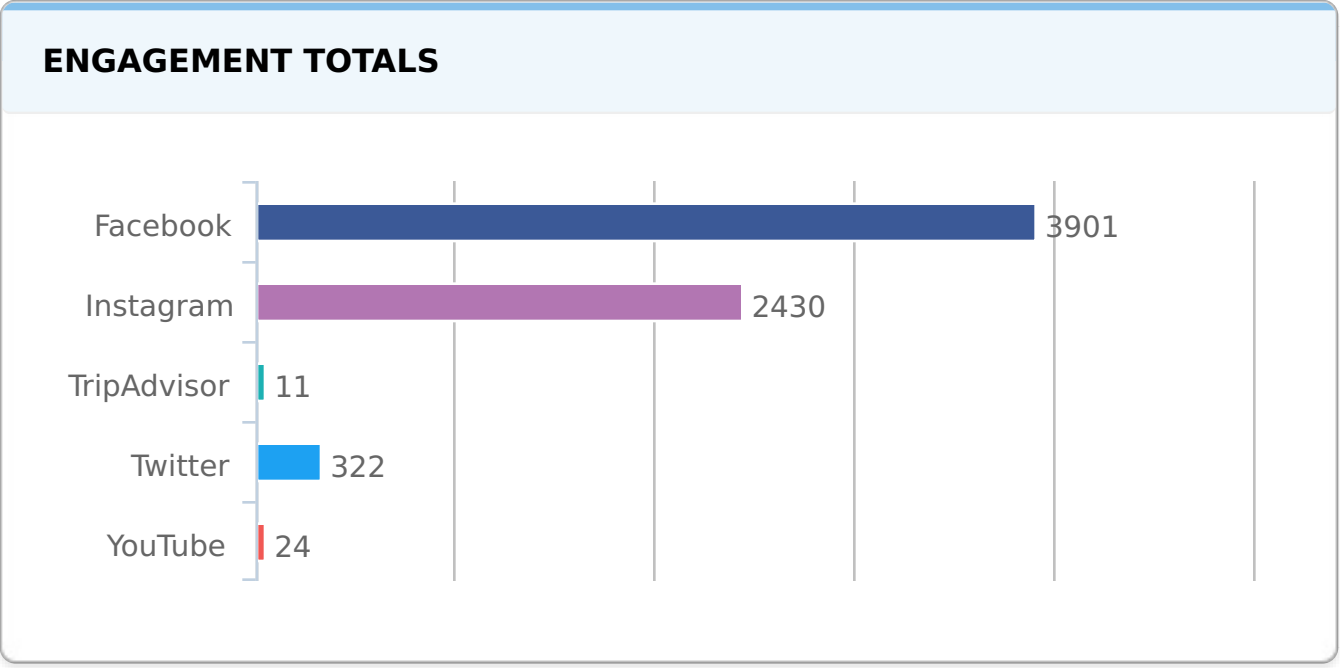
1 YouTube Channel

Prepared by: ADEPT Strategy & Public Relations

Cross Channel

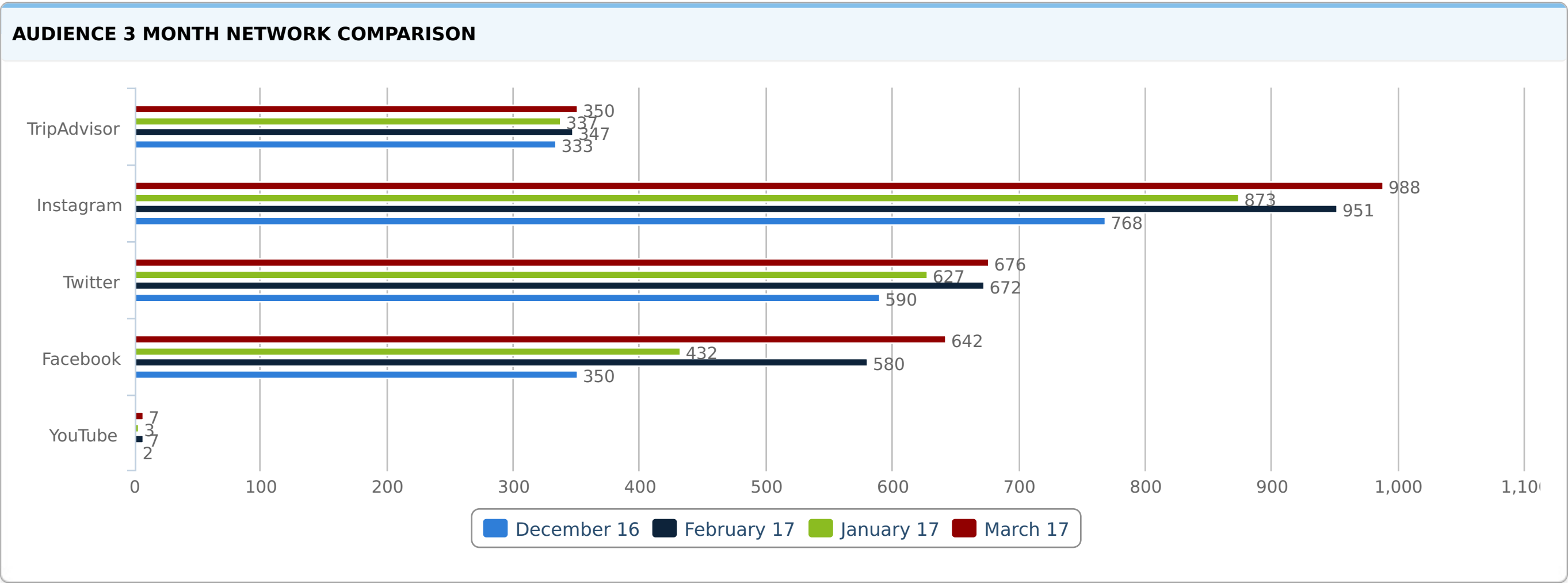
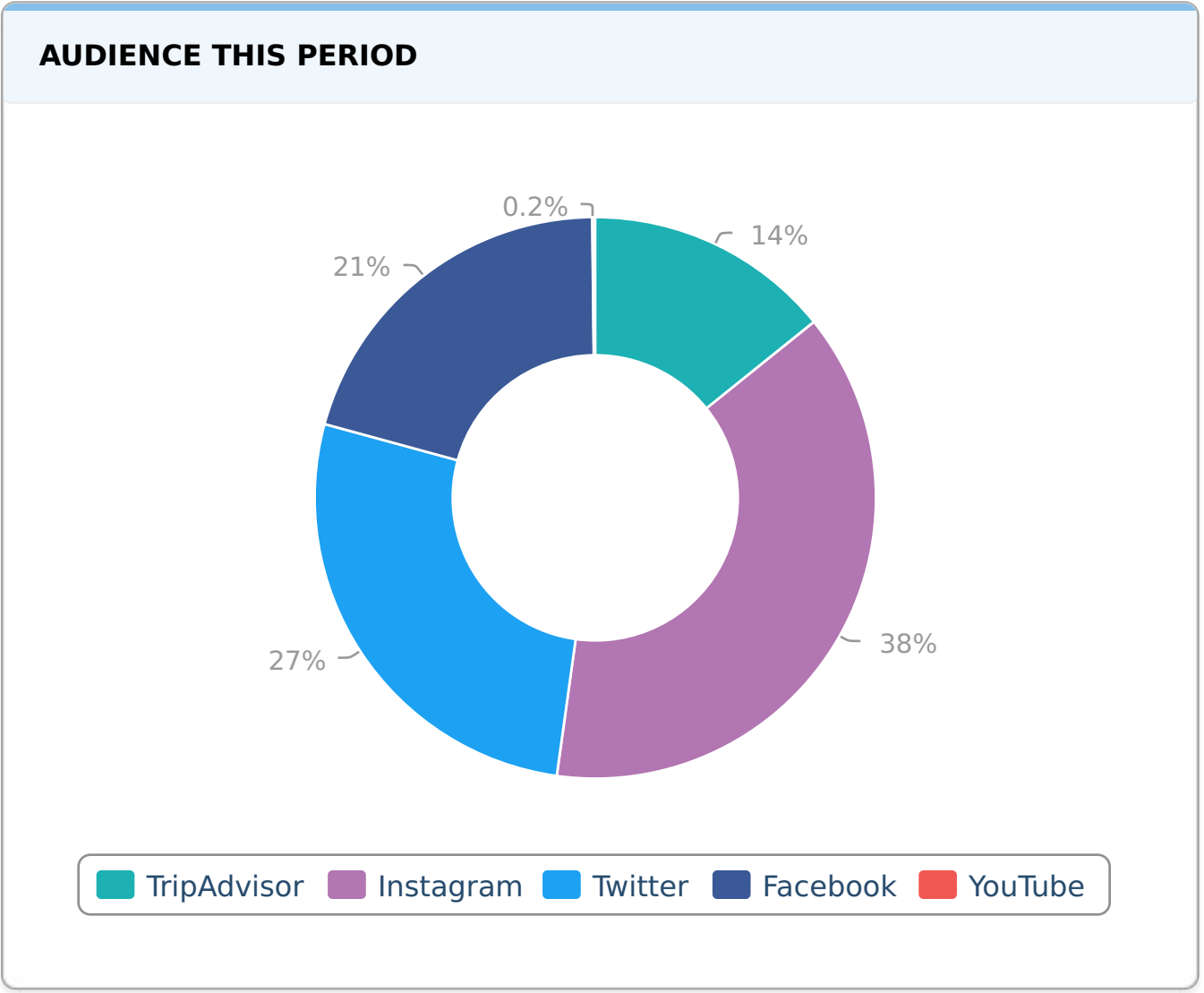
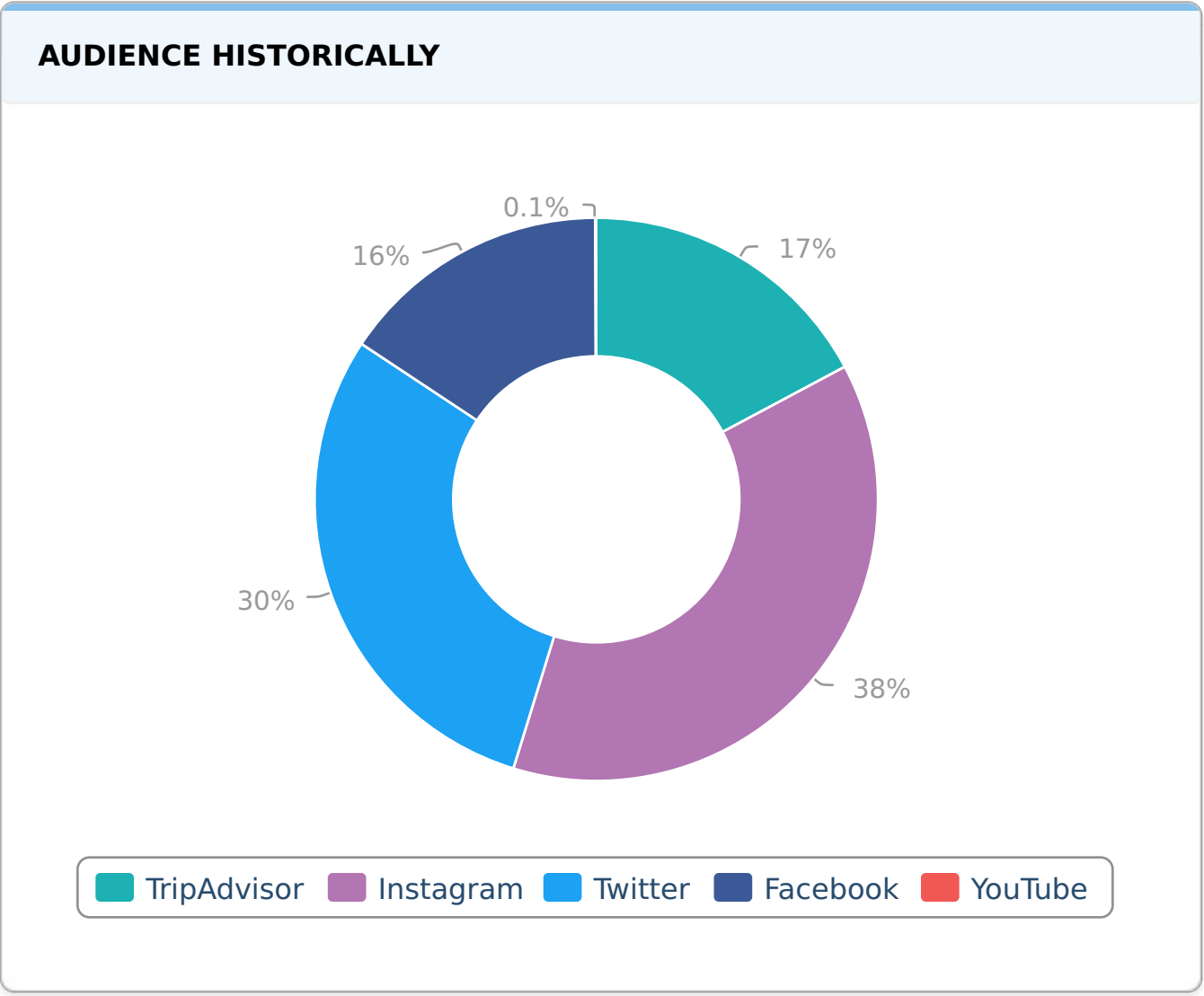


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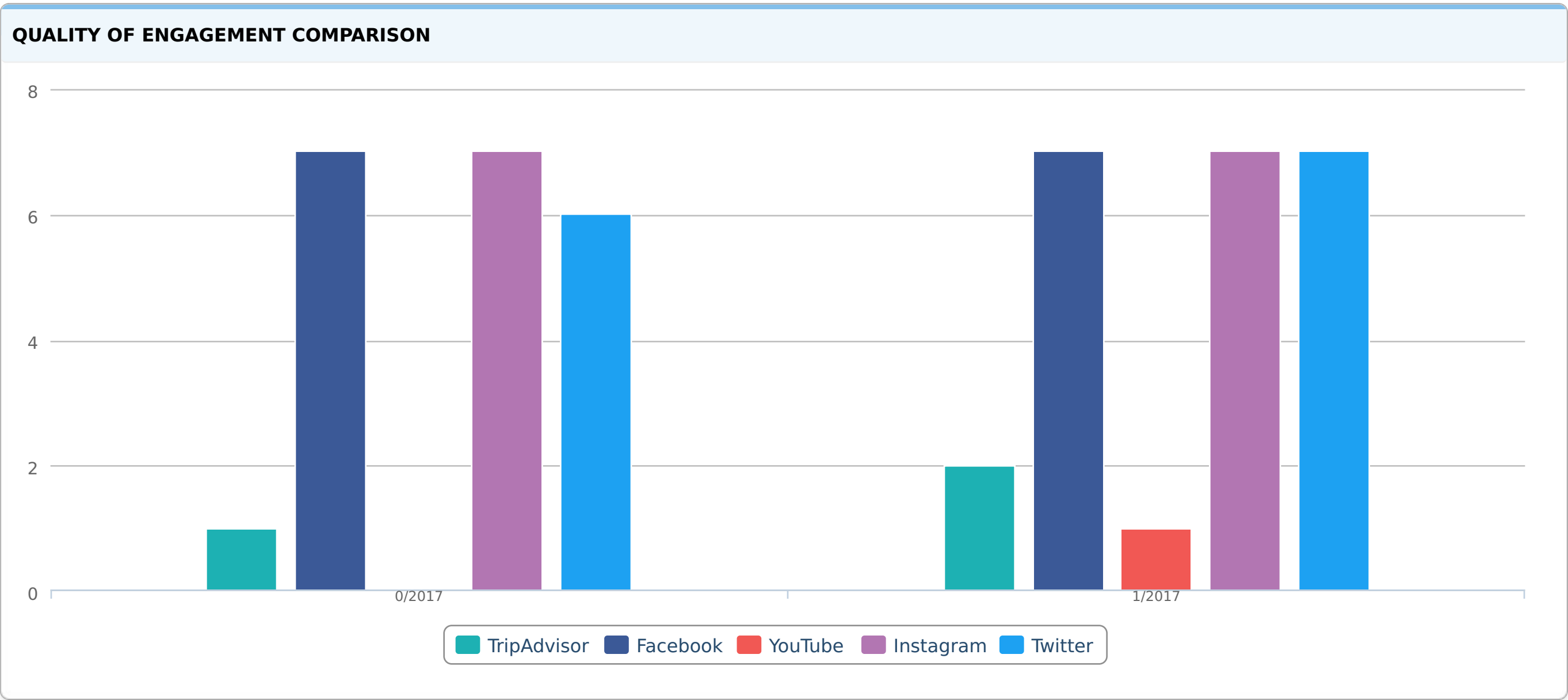
Facebook accounted for the most engagement growth, with **3901** new actions. **YouTube** had the biggest change in engagement of **2300%**.

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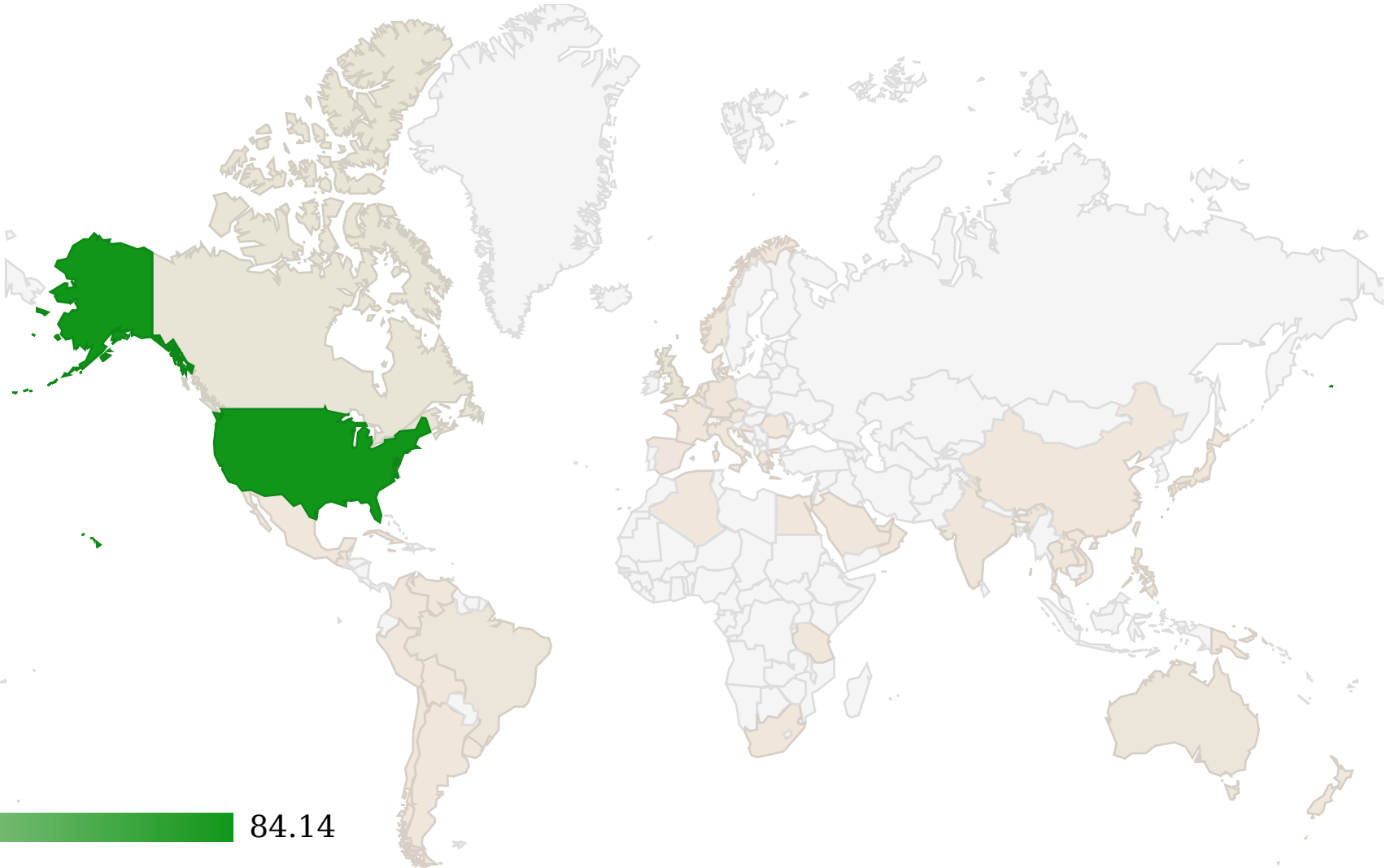


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Your current current engagement level is **5.3**

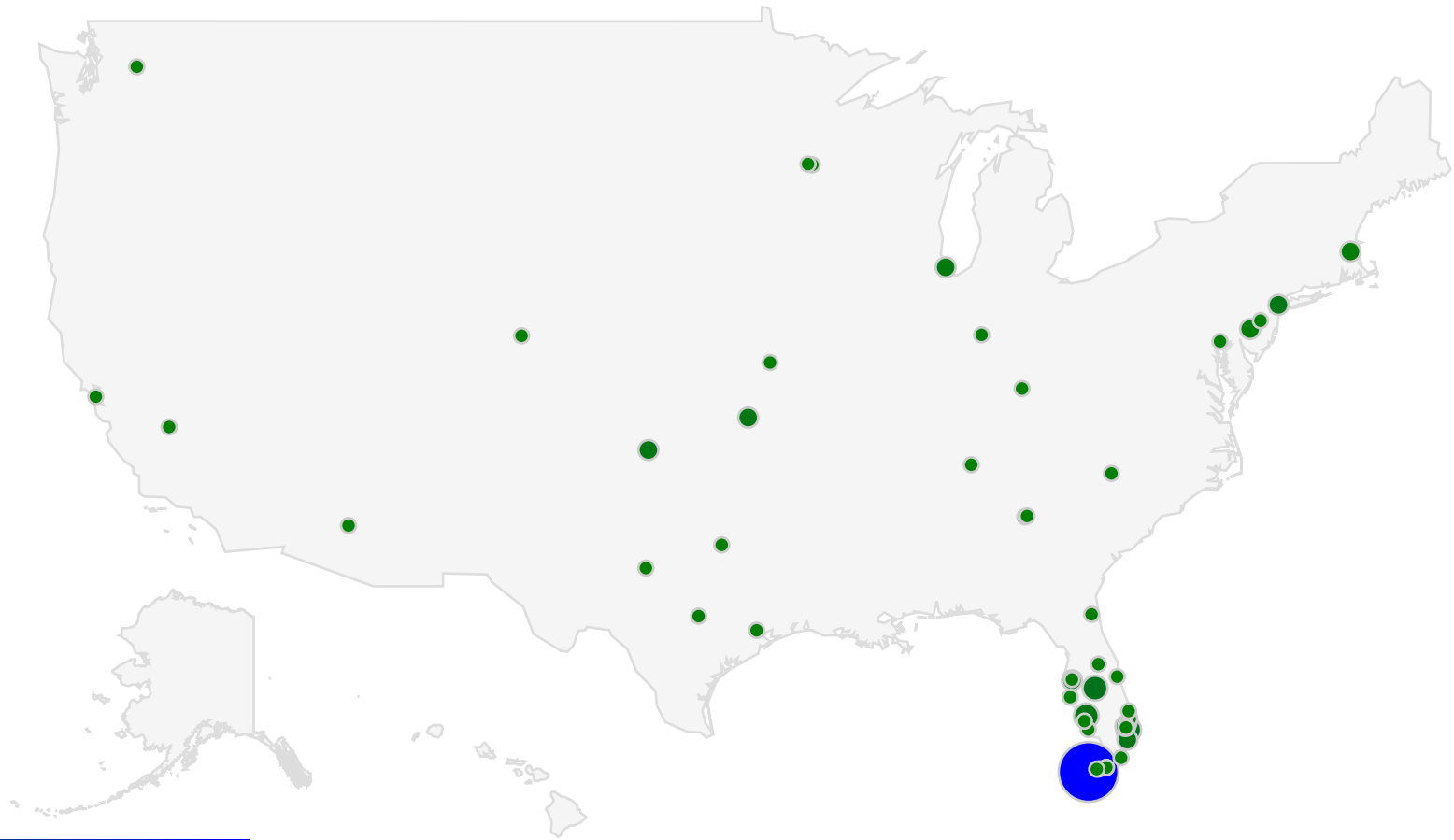


Audience World Distribution



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Philippines	PH	0.52
Thailand	TH	0.46
United Arab Emirates	AE	0.46
India	IN	0.33
Spain	ES	0.26
South Africa	ZA	0.2
Uruguay	UY	0.2
Mexico	MX	0.2
Venezuela	VE	0.2
Italy	IT	0.2
Romania	RO	0.2
Guam	GU	0.2
France	FR	0.2
Argentina	AR	0.13
Japan	JP	0.13
Greece	GR	0.13
Taiwan	TW	0.13
Colombia	CO	0.13
Jamaica	JM	0.13

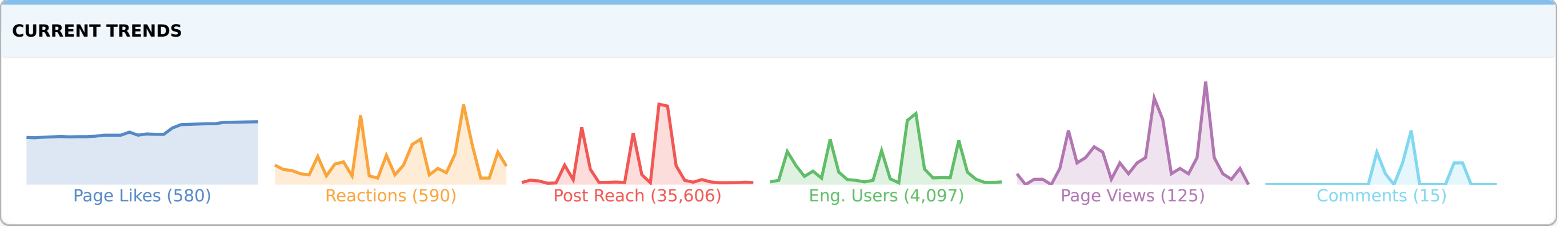
COUNTRY ACTIVITY



0.24 23.48

City	Code	% of Audience
Key West	FL	23.48
Fort Lauderdale	FL	2.98
Florida		2.74
Fort Myers	FL	2.26
Miami	FL	2.15
New York	NY	2.03
Florida Keys		2.03
United States		1.91
Chicago	IL	1.55
Tampa	FL	1.31
Philadelphia	PA	0.83
Boston	MA	0.83
Coral Springs	FL	0.83
Orlando	FL	0.72
Austin	TX	0.72
Jacksonville	FL	0.72
Indianapolis	IN	0.72
Boca Raton	FL	0.72
Big Pine Key	FL	0.6
Tampa-St. Petersburg-Clearwater		0.6
Trenton	NJ	0.6
Marathon Marathon Airport		0.6
Houston	TX	0.48
Boynton Beach	FL	0.48
Naples	FL	0.48

Page Likes	580	New Page Likes	151	Total Reach	78.6k	Post Reach	35.6k	Eng. Users	4,097
Total Clicks	3,219	Page Views	125	Page Impressions	123.4k	Post Impressions	53.7k	Posts	47
Visitor Posts	7	Comments	15	Reactions	590	Post Unlikes	12	Shares	106
Video Views	16	Reviews	7	Checkins	58	Mentions	3	Messages	5



You have published **54** posts (**1.93** per day). **78%** of interactions are clicks (**3219** total) You had **15** comments**106** post shares.

Your posts reached a total of **35,606** users (**1,272** per day). There was a total of **4149** interactions.

You had a total of **123,403** page impressions (**4,407** per day).

United States is the country with most audience (91.9%). You have audience in 15 countries.

MOST LIKED	MOST COMMENTED	MOST ENGAGED USERS	MOST SHARED
Did you know that the building where Conch Republic ...	Did you know that the building where Conch Republic ...	Did you know that the building where Conch Republic ...	Did you know that the building where Conch Republic ...
57 reactions	7 comments	876 engaged users	39 shares

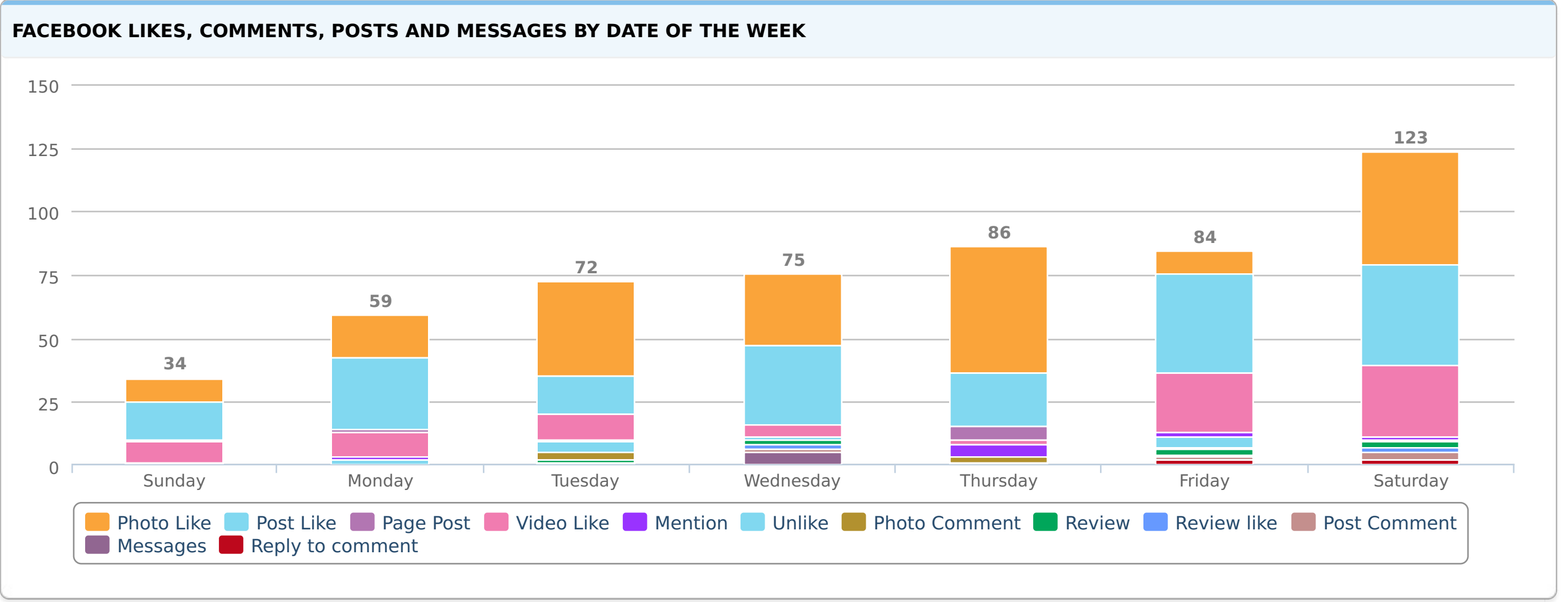
Majority of your posts or 41% are photos. Reviews however offer you the best engagement rate of 7 events per post.

Most of engagement (reactions, comments and shares) or 99% comes on days when post at least once. Majority of post engagement or 83% are reactions.

You had 4 different users posting content during this period.

TOP PUBLISHERS					
User	Posts	% of all posts	Total Likes	Total Comments	Total Shares
Key West Historic Seaport	49	105%	444	13	97
Mellow Ventures Key West	5	11%	96	2	8
Maria Fernandez Porrata	1	3%	1	0	0
Cris Duarte	1	3%	1	0	0

BEST TIME FOR LIKES	BEST TIME FOR COMMENTS	BEST TIME FOR MENTIONS
1:00 PM - 2:00 PM	4:00 PM - 5:00 PM	9:00 AM - 10:00 AM
14% of likes occur during this time	20% of comments occur during this time	36% of mentions occur during this time



Most users reached, or **38.59%**, are from **Canada**

7 REVIEWS

Absolutely breathtaking. Awesome place to go and visit!

by **Marielizabeth Turmero** on **Feb 22, 2017**

Key West Historic Se

2 Likes

by **Libby Bedford-Beaty** on **Feb 17, 2017**

Key West Historic Se

My husband, our 2 daughters (ages 22 & 18) and I stayed at the Galleon in KW last summer. We accidentally found the H...

by **Sara Harbinson** on **Feb 17, 2017**

Key West Historic Se

1 Comments1 Likes

It was incredible! Wonderful food, great atmosphere, the Harbor Walk, awesome place!

by **Enrico Decarli Ruffolo** on **Feb 11, 2017**

Key West Historic Se

2 Comments1 Likes

by **Mark Certonio** on **Feb 7, 2017**

Key West Historic Se

1 Comments2 Likes

by **Jose Freitas** on **Feb 4, 2017**

Key West Historic Se

1 Comments1 Likes

I absolutely loved all the shopping there was to do and the variety of restaurants to chose from all within walking d...

by **Ali Faye** on **Feb 1, 2017**

Key West Historic Se

1 Comments1 Likes

MOST VIEWED VIDEO	MOST LIKED VIDEO	MOST SHARED VIDEO
 <p>The 19th Annual Key West Half Marathon & 5k Run attracted over 4,100 runners fro</p>	 <p>Key TV - Key West and The Florida Keys Television</p>	 <p>COCKADOODLEDOO!!</p>
545 views	15 likes	6 shares

Most of video engagement (likes, comments and shares) or **68%** comes on days when you upload at least one video. Majority of video engagement or **90%** are **likes**.

Majority of users that watch videos at least **3 seconds** watch them **through autoplay**. Majority of users that watch videos at least **30 seconds** watch them **through autoplay**

600% of percent videos views result in engagement. That's **139% decline** compared to last period.

New Media30

New Videos4

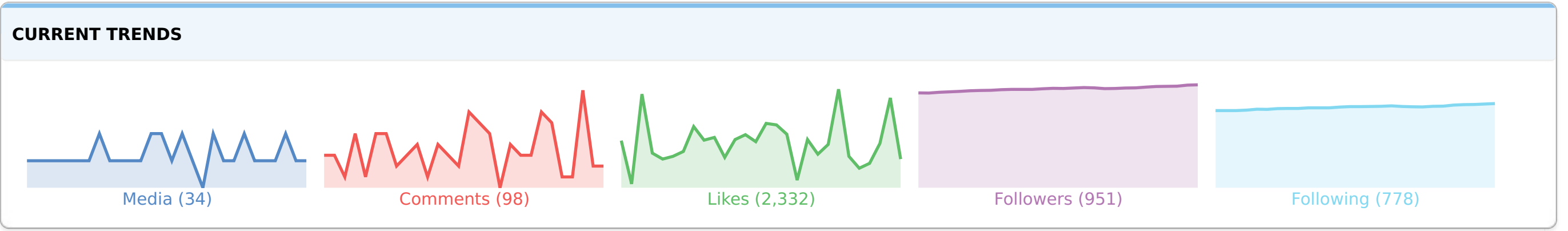
Comments98

Likes2,332











Followers951

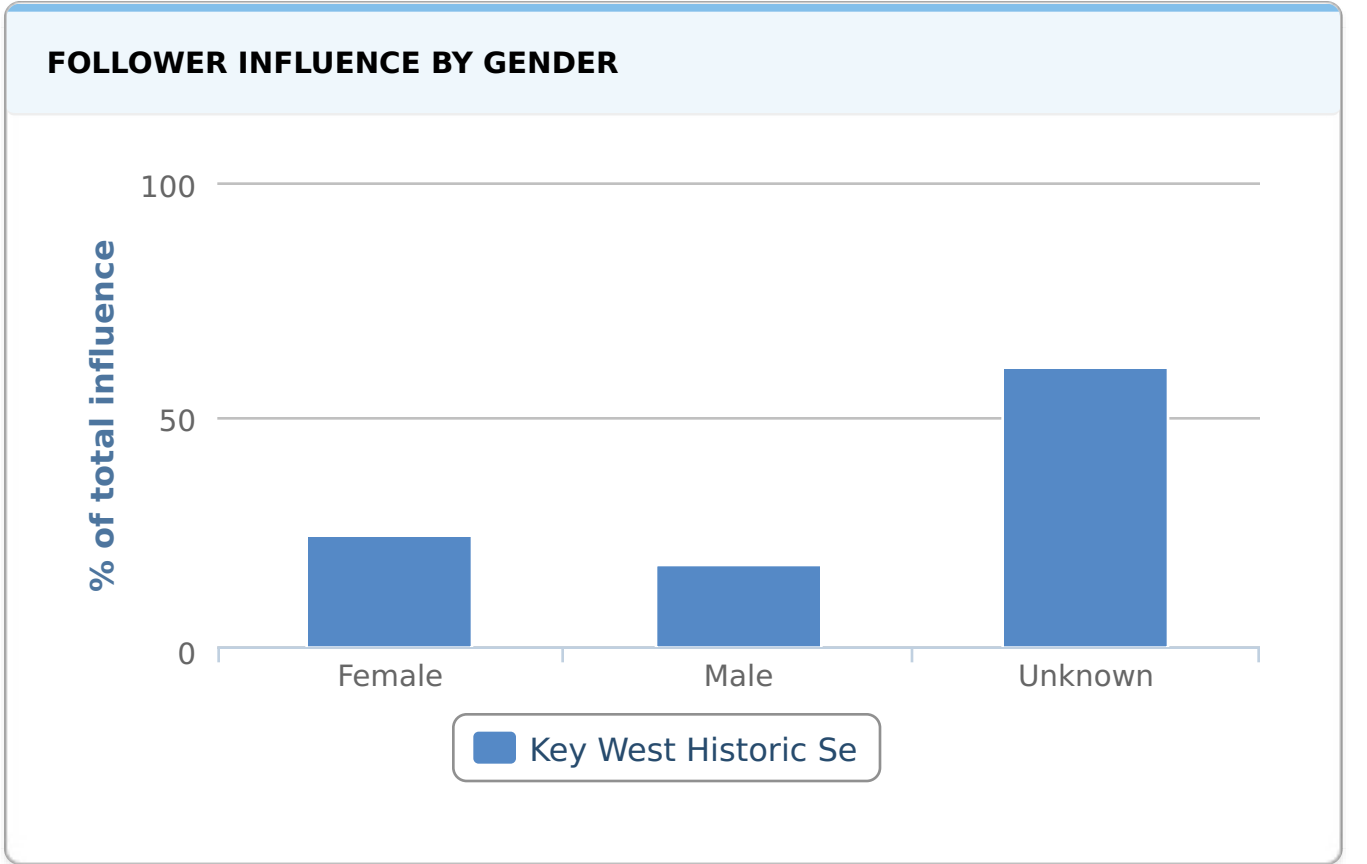
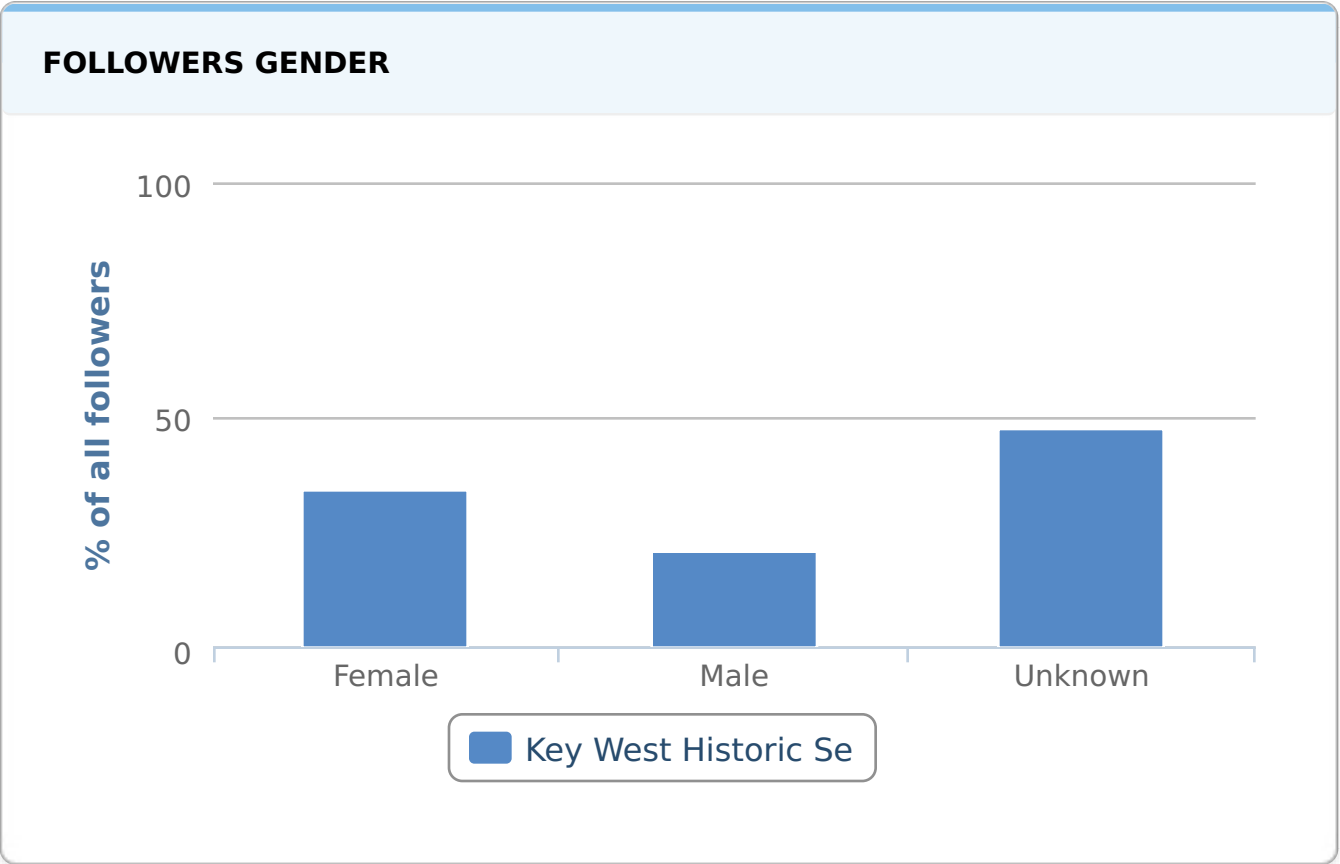
Following778

Total Medias241



TOP POSTS BY NUMBER OF LIKES

Post	Publisher	Likes	% of all likes
 Manatee spotting aboard the Hindu of @schoonerhin...	 Key West Historic Seaport	121	6%
 Great shot of Lazy Way from @leocammi!☺️ #KeyWe...	 Key West Historic Seaport	107	5%
 This picture has left us speechless, so thankfull...	 Key West Historic Seaport	105	5%
 Stay on your workout routine even when you're on ...	 Key West Historic Seaport	98	5%
 Did you know that the building where @conchrepubl...	 Key West Historic Seaport	94	5%




MOST COMMENTS DAY

Saturday

February 25, 2017

9 comments


MOST COMMENTS BY



Ali

2 comments

MOST COMMENTED























How was your visit to the Key West Historic Seaport?...

8 comments, 52 likes

38% of your followers are male and 63% of your followers are female.

Majority of your followers, or 38% have 100 to 500 followers

Most Influential Followers		
User	Followers	% of total reach
 Flavia Peixoto	112,453	8%
 Rio Academia Natural ۞۞...	54,319	4%
 Maxim Sukhanov	33,637	3%
 El indulgist (Juanma Agu...	32,777	3%
 Miami Prime Living	31,809	3%
 Ragnhild Jevne	31,561	3%
 Cowboy & Cowgirl Charters	30,449	3%
 Matt Monge	29,649	3%
 A L I N E G U E R I N O	23,700	2%
 Miami Lifestyle Photog...	23,526	2%

Most Active Followers		
User	Posts	Followers
 Leslie P Burrell	6,990	1,121
 Kyla Shoemaker	5,436	1,141
 you're a catch 22	4,455	1,509
 ThatGingerAnna	4,361	613
 Heather Wilde	3,926	363
 AquariumDepot.com	3,134	2,809
 April Ann	2,647	946
 Christina S.	2,620	8,767
 Odin	2,446	6,385
 The Distinguish Fisher...	2,442	9,827

You have **gained** an average of **3** followers per day.


MOST LIKES DAY

Tuesday

February 21, 2017

182 likes, 7 comments

MOST LIKED



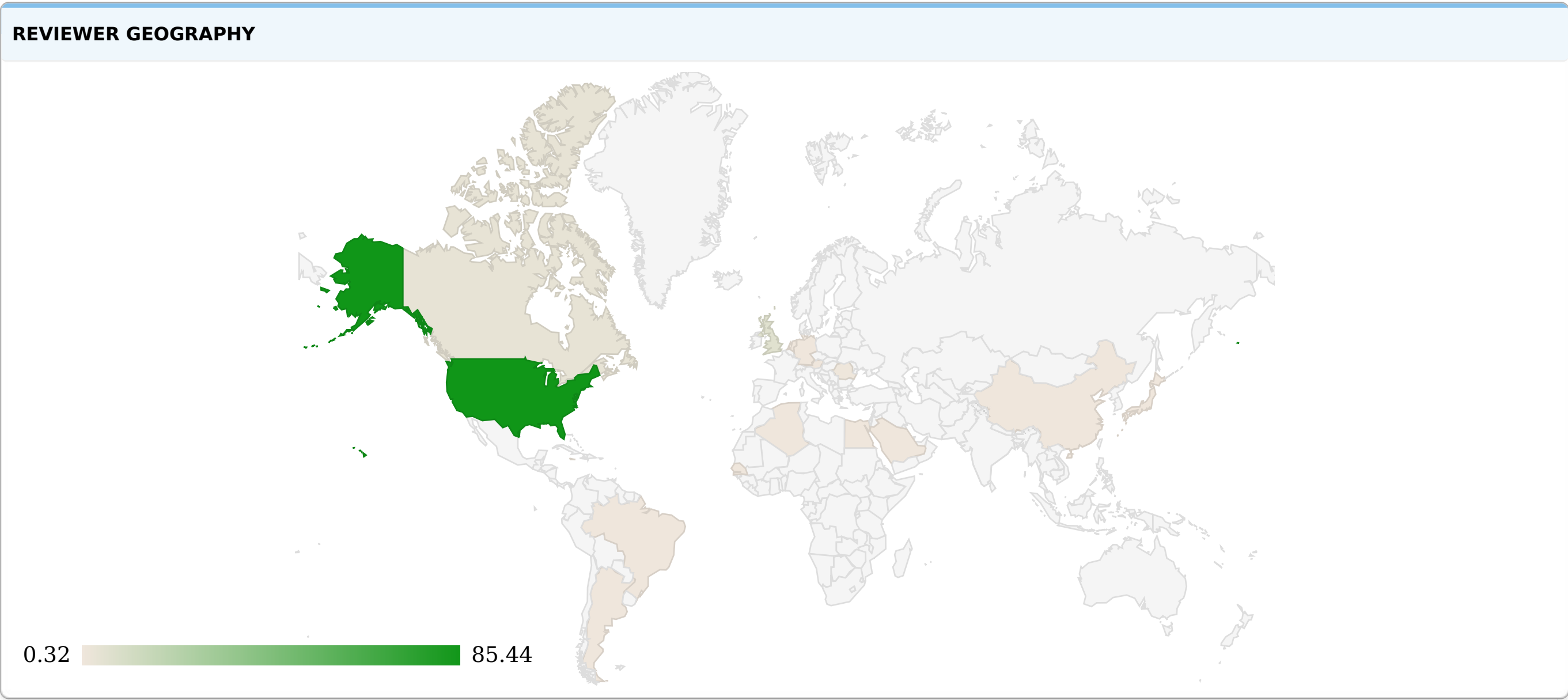
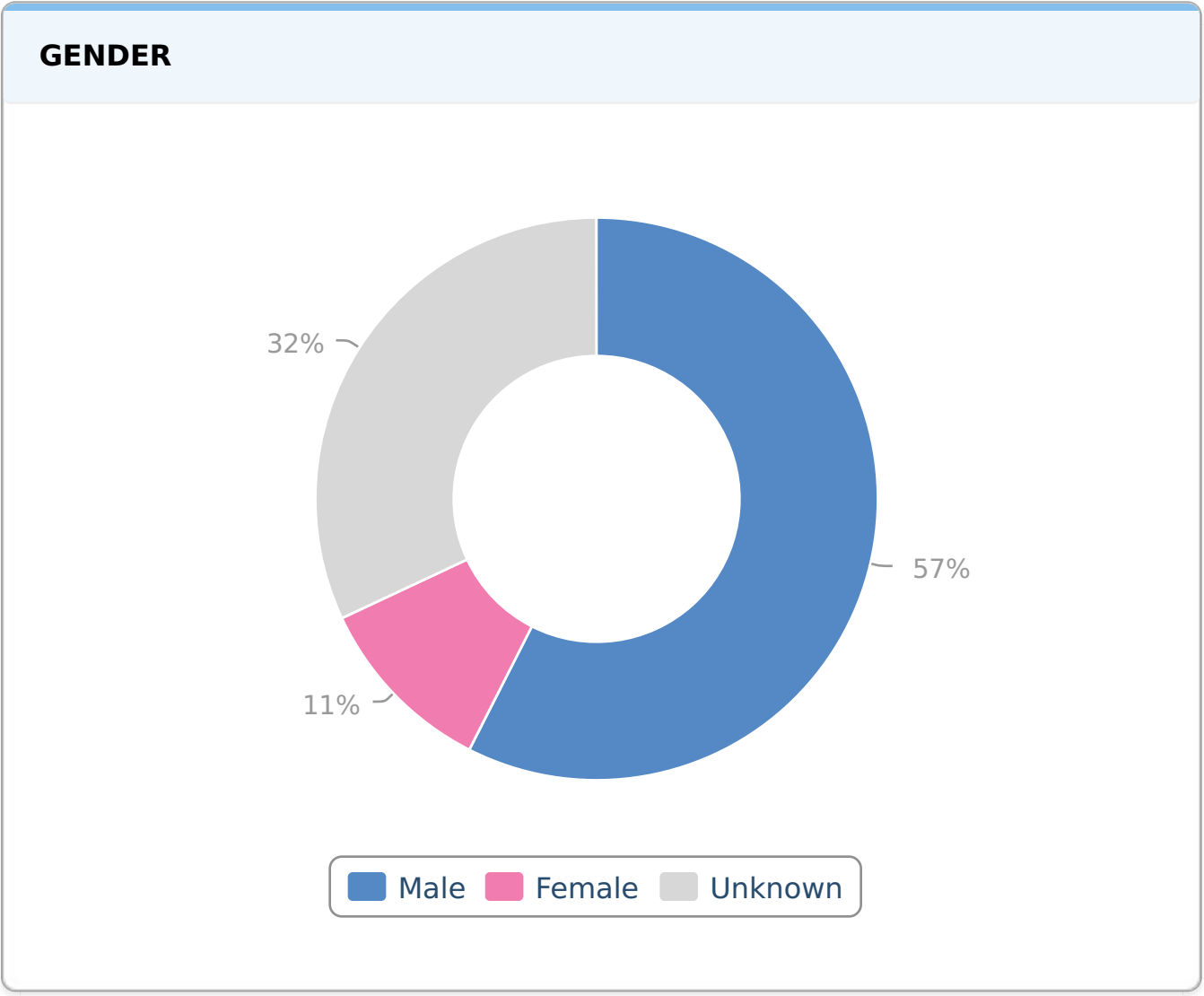
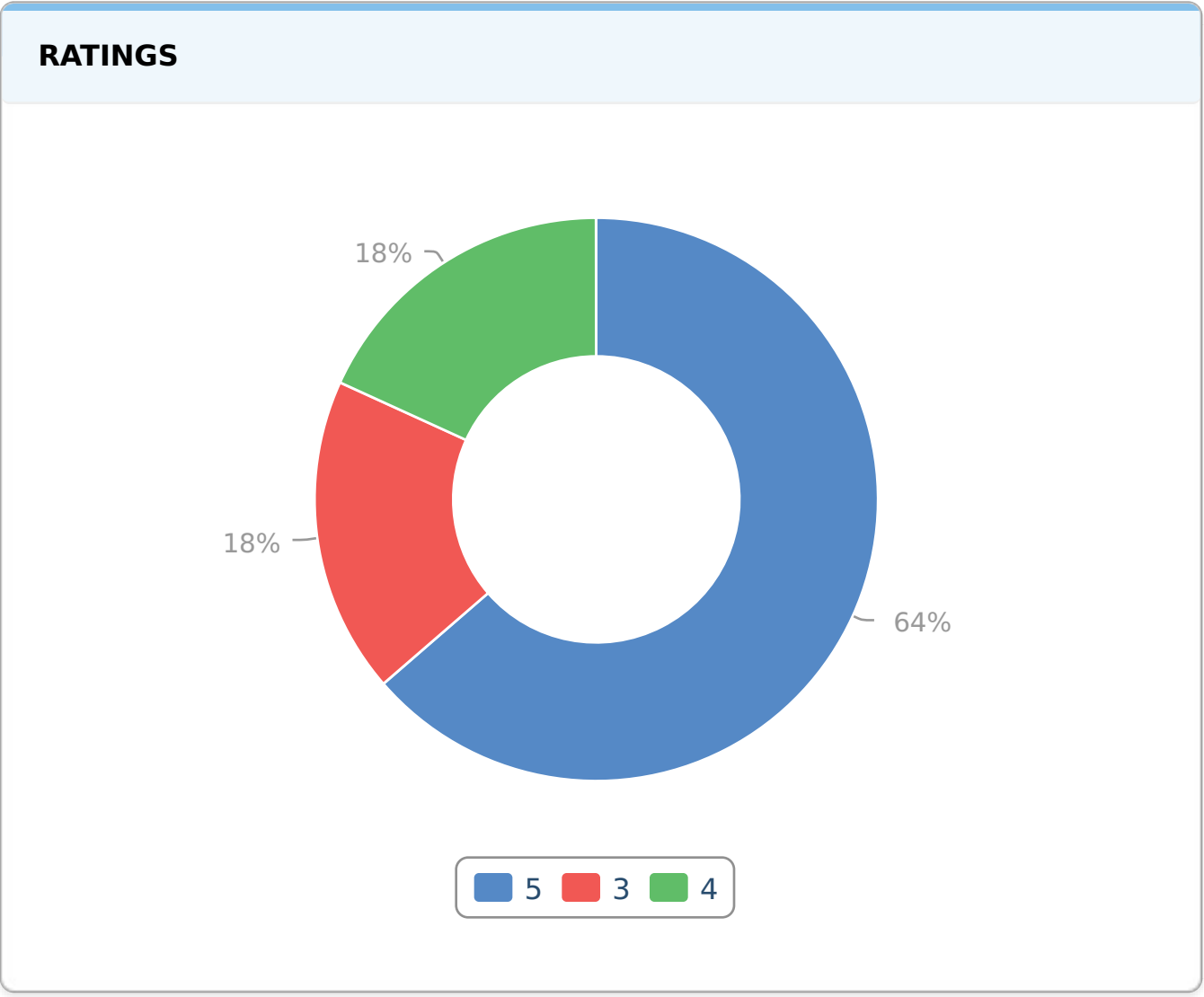
Manatee spotting aboard the Hindu of @schoonerhindu!...

121 likes

You have received **0** likes on your media.

Reviews:11

Rating:4.45



11 REVIEWS



Enjoyed this area a few times

Historic Seaport at

We just kept going back to this area....great restaurants and views of the marina with choices of various water sports right there. This ...

by **kscarlson** on **February 28, 2017**



A good place to stroll.

Historic Seaport at

We walked around the seaport, it was interesting to see all the boats. There were many restaurants to choose from along the dock. It is a...

by **margaret b** on **February 23, 2017**



Stroll along the Boardwalk

Historic Seaport at

If you enjoy marine life, if only as an observer, this is a great nautical route for pedestrians and is wheelchair easy. Whether alone or...

by **DaisyDiva07** on **February 21, 2017**



True heart and soul of Key West

Historic Seaport at

This is what Key West is all about - the sea, the boats, the food, the people. You need to visit here at least once when you are in Key W...

by **christine102262** on **February 19, 2017**



The Seaport

Historic Seaport at

We think everyone on a boat or via ship will sea this area. Its amazing at the various boats, military and otherwise you will see.

by **Paula P** on **February 15, 2017**



Must Do in Key West!

Historic Seaport at

The Historic Seaport is a must visit,not only for the cultural significance,but because it is a magnificent harbor and has an easy path ...

by **watchfind** on **February 14, 2017**



Don't miss this area even though it is a little way from Duval Street

Historic Seaport at

What a nice area. Tons of little shops right in the area here and the scenery is absolutely worth a visit in itself. The boats and docks,...

by **jbrenz** on **February 14, 2017**



Historic

Historic Seaport at

Great view of the seaport and the history of Key West economy. Visit the Schooner Wharf Bar for food and drink, sometimes live entertainm...

by **RFRobinson** on **February 12, 2017**



Please do not overlook this treasure

Historic Seaport at

The Key West historic seaport is a true treasure. Most visitors may miss this part of Key West because it is just a little bit away from ...

by **KeyWest25** on **February 6, 2017**



Great place to take a relaxing walk

Historic Seaport at

We took our Coffee Con Leche from Cuban Coffee Queen and wandered through the seaport. There are lots of interesting little shops and res...

by **JazzyzGurl** on **February 3, 2017**



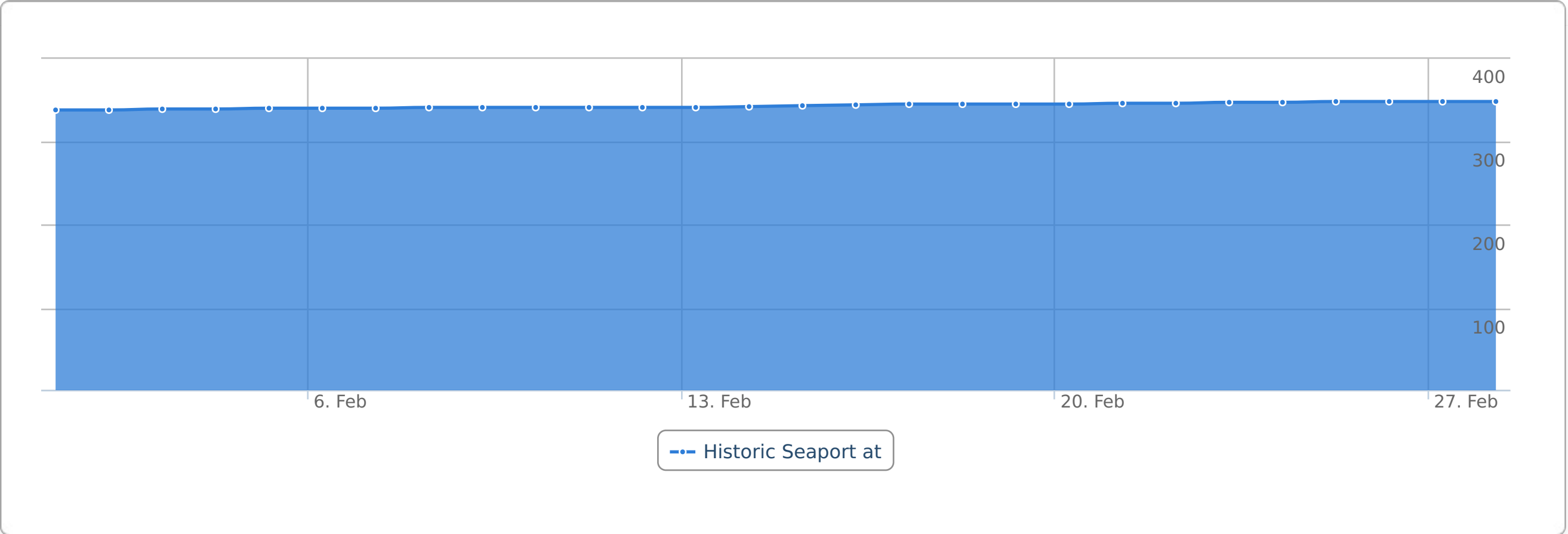
Part of Key West history

Historic Seaport at


The Key West Historic Seaport is a worthwhile stop on your tour of the city and it's historic places. You will learn some unique parts of...

by **buffalojim67** on **February 1, 2017**

Reviewers Timeline




350 TripAdvisor users that reviewed your profiles.



Wanda L

Reviews: **27**
Votes: **7**


Saint Petersburg, FL



Robert C

Reviews: **31**
Votes: **22**


Jacksonville, Florida



Ryan S

Reviews: **30**
Votes: **4**


Vienna, Austria



chelseadia

Reviews: **7**
Votes: **1**


New York City, New York



LizJohnLloyd-Young

Reviews: **81**
Votes: **44**


Liverpool, United Kingdom



Wendy D

Reviews: **31**
Votes: **17**


Brandon, Manitoba



jeffrey w

Reviews: **230**
Votes: **121**


Omaha, Nebraska



Fishyfishy111

Reviews: **70**
Votes: **20**


Saint Paul, Minnesota



Rubyrater

Reviews: **21**
Votes: **10**


St. Louis, Missouri



Peggy73703

Reviews: **11**
Votes: **0**


Enid, Oklahoma



aberdeenangler

Reviews: **380**
Votes: **174**


Aberdeen, United Kingdom



barney4201

Reviews: **8**
Votes: **8**


Texas City, Texas



msbnsb

Reviews: **31**
Votes: **12**







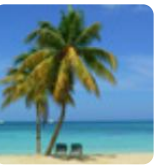







































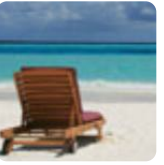















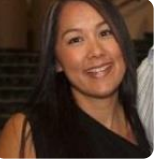




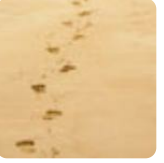












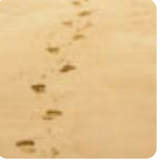

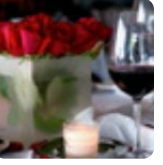

New Smyrna Beach, Florida














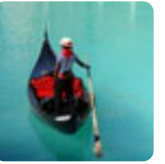





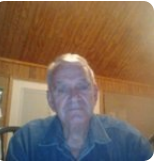
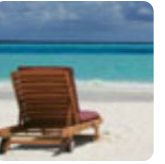






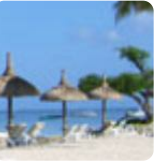




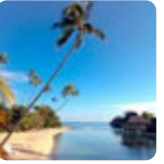

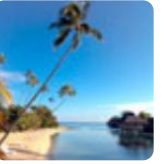











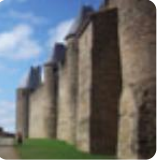



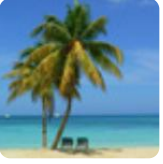




Carlie D

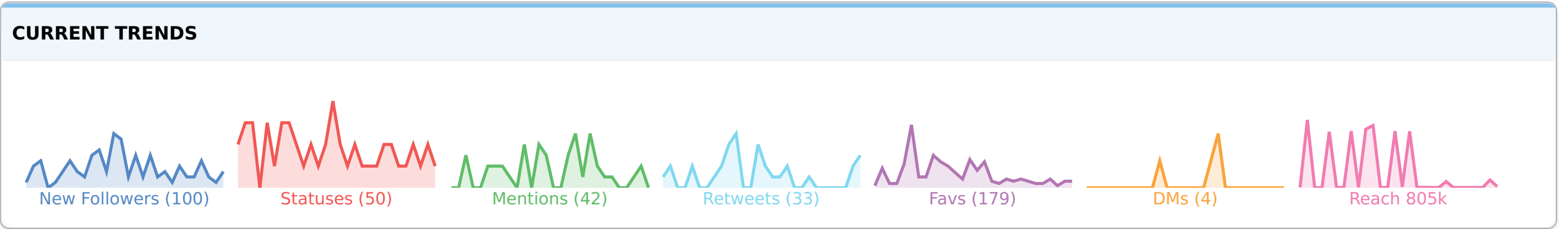
Reviews: **58**
Votes: **30**

Dallas, Texas

 <p>800davidh800 Reviews: 67 Votes: 15 Montgomery, Ill...</p>	 <p>VacationFamilyNJ Reviews: 115 Votes: 54 New Jersey</p>	 <p>Bob S Reviews: 76 Votes: 32 Jim Thorpe, Pen...</p>	 <p>William T Reviews: 291 Votes: 128 Atlanta, Georgia</p>	 <p>75boat Reviews: 33 Votes: 6 Albuquerque, N...</p>	 <p>Marcia L Reviews: 190 Votes: 115 Port Saint Joe,...</p>	 <p>ckvar Reviews: 54 Votes: 32 Cudjoe Key, Flo...</p>
 <p>Snorkel-Bum Reviews: 92 Votes: 95 Vero Beach, Flo...</p>	 <p>Vanessa L Reviews: 38 Votes: 22 Rome, Georgia</p>	 <p>easterntreker Reviews: 501 Votes: 144 Halifax</p>	 <p>Arthur S Reviews: 108 Votes: 37 Boca Raton, Flo...</p>	 <p>sarannjason1217 Reviews: 9 Votes: 5 Akron, Ohio</p>	 <p>Henk V Reviews: 73 Votes: 15 Nieuw-Vennep</p>	 <p>Bob E Reviews: 51 Votes: 25 Cleveland, OHio...</p>
 <p>adsscs Reviews: 20 Votes: 23 Tennessee</p>	 <p>Sean Jamie S Reviews: 4 Votes: 0 Heltonville, In...</p>	 <p>FoodieandHistor... Reviews: 351 Votes: 282 Somerset, New I</p>	 <p>Eat1Drink2Travel3 Reviews: 426 Votes: 347 London, United ...</p>	 <p>Charles V Reviews: 706 Votes: 165</p>	 <p>MONYMAN53 Reviews: 87 Votes: 17</p>	 <p>BrendaRoss2010 Reviews: 6 Votes: 22 Brampton, Ontar</p>
 <p>Densch1 Reviews: 42 Votes: 9 New Jersey</p>	 <p>Steve D Reviews: 100 Votes: 50 Winter Springs,...</p>	 <p>mosika Reviews: 69 Votes: 23 Valparaiso, IN</p>	 <p>ptruffa Reviews: 10 Votes: 4 Pittsburgh</p>	 <p>Greg W Reviews: 4 Votes: 1 Rochester, Minn...</p>	 <p>imjustbeachy_1 Reviews: 20 Votes: 10 Monroe, Georgia</p>	 <p>ed33040 Reviews: 7 Votes: 11 Key West, Florida</p>
 <p>Billy B Reviews: 84 Votes: 15 Virginia Beach,...</p>	 <p>buffalojim67 Reviews: 812 Votes: 131 Lawrence, Kansas</p>	 <p>tld917 Reviews: 7 Votes: 10 Omaha, Nebraska</p>	 <p>Milesotravel41 Reviews: 8 Votes: 0 Charlotte, Nort...</p>	 <p>Cub66 Reviews: 119 Votes: 68 Chicago, Illinois</p>	 <p>mwooduk Reviews: 842 Votes: 459 Miami</p>	 <p>goodegg5 Reviews: 55 Votes: 18 Philly</p>
 <p>ruthkred Reviews: 150 Votes: 71 St. Louis</p>	 <p>Mike H Reviews: 66 Votes: 80 Redondo Beach,</p>	 <p>Sue O Reviews: 202 Votes: 74 Kent, United Ki...</p>	 <p>TtravelerJohn Reviews: 176 Votes: 93 Glen Rock, New ...</p>	 <p>Cordial1 Reviews: 166 Votes: 54</p>	 <p>666Bunty Reviews: 270 Votes: 111 Surrey</p>	 <p>Anne_A52 Reviews: 8 Votes: 1 York, Pennsylvania</p>
 <p>ergohand Reviews: 18 Votes: 2 HMB</p>	 <p>FLAKey33040 Reviews: 68 Votes: 24 Summerland Key</p>	 <p>Cambria5 Reviews: 327 Votes: 118 Ebensburg, PA</p>	 <p>Cambria5 Reviews: 327 Votes: 118 Ebensburg, PA</p>	 <p>katem j Reviews: 64 Votes: 20 Suffern, New York</p>	 <p>hrmgrrbt Reviews: 28 Votes: 13</p>	 <p>vakshun17 Reviews: 41 Votes: 13 Wolfeboro, New</p>
 <p>aegisprncs Reviews: 233 Votes: 119 Key West, FL</p>	 <p>Crazfox Reviews: 28 Votes: 22 Belle Isle, Flo...</p>	 <p>dalessiopietro Reviews: 234 Votes: 53 Clearfield, Utah</p>	 <p>dinosciambra Reviews: 53 Votes: 17 New Orleans, Lo...</p>	 <p>James M Reviews: 73 Votes: 30 Hamilton, Canada</p>	 <p>HoldenBea Reviews: 183 Votes: 80 Holden Beach, N</p>	 <p>tennis11 Reviews: 138 Votes: 79 Simpsonville, SC</p>
 <p>Sherri W Reviews: 21 Votes: 12 George West, Texas</p>	 <p>jeffl499 Reviews: 1 Votes: 458 Alexandria, VA</p>	 <p>Missmarilynjoy Reviews: 26 Votes: 4 Key West, Florida</p>	 <p>CaptnBill Reviews: 29 Votes: 19 Cape Coral, Flo...</p>	 <p>br01374859 Reviews: 53 Votes: 24 Ballston Spa, N...</p>	 <p>travelkitty28 Reviews: 140 Votes: 51 midwest</p>	 <p>shawnagFL Reviews: 202 Votes: 111 Jacksonville, F...</p>
 <p>JennyColCrawley_UK Reviews: 16 Votes: 4 Crawley, UK</p>	 <p>labe7000 Reviews: 58 Votes: 42 Port Jefferson ...</p>	 <p>NervousDuck Reviews: 30 Votes: 10 Saint Paul, Min...</p>	 <p>Kathy P Reviews: 24 Votes: 6 Chicago, Illinois</p>	 <p>Walsh13k Reviews: 217 Votes: 44 Niskayuna, New</p>	 <p>Paul W Reviews: 43 Votes: 25 Wesley Chapel, ...</p>	 <p>Patricia S Reviews: 52 Votes: 17</p>
 <p>Gomersal-08 Reviews: 211 Votes: 189 Leeds</p>	 <p>VirginiaSunny Reviews: 104 Votes: 40 Virginia</p>	 <p>Lmilaat Reviews: 21 Votes: 10 Jeddah</p>	 <p>Lori K Reviews: 48 Votes: 19 Beaver Falls, P...</p>	 <p>Dcraigclark Reviews: 32 Votes: 8 Decatur, Georgia</p>	 <p>DebiOco Reviews: 107 Votes: 33 New York</p>	 <p>MargaretNJ2014 Reviews: 16 Votes: 7 New Jersey</p>
 <p>Traveller71Rio Reviews: 23 Votes: 4 West Palm</p>	 <p>tefsearch Reviews: 13 Votes: 10 Lakeland, Florida</p>	 <p>DebieDC Reviews: 113 Votes: 72 Marietta, GA</p>	 <p>Donna H Reviews: 28 Votes: 7 Chicago, Illinois</p>	 <p>Dr. R. C. M Reviews: 121 Votes: 23 Fort Mohave, Ar...</p>	 <p>Mpollifax Reviews: 147 Votes: 50 Philadelphia</p>	 <p>merrybrook1 Reviews: 51 Votes: 13 Butler, Tennessee</p>

<div><p>Cathy S Reviews: 30 Votes: 6 Key West</p></div>	<div><p>Steve P Reviews: 30 Votes: 10 Fairfield, Iowa</p></div>	<div><p>Dianne L Reviews: 31 Votes: 40 Little Torch Ke...</p></div>	<div><p>BonjourduCanada Reviews: 44 Votes: 39 Toronto, Canada</p></div>	<div><p>Raymond T Reviews: 35 Votes: 12 Clearwater, Flo...</p></div>	<div><p>wisconchsinite Reviews: 126 Votes: 32 Kenosha, Wisconsin</p></div>	<div><p>sarahkathleen1 Reviews: 81 Votes: 34 Eastern Shore, AL</p></div>
<div><p>Jolly B Reviews: 118 Votes: 104 San Francisco, ...</p></div>	<div><p>Rick61 Reviews: 313 Votes: 117 Cambridge, Unit...</p></div>	<div><p>FrankF2357 Reviews: 17 Votes: 6 Macomb, Michigan</p></div>	<div><p>jackrabbit26 Reviews: 11 Votes: 2 Coastal North C...</p></div>	<div><p>07417 Reviews: 31 Votes: 7 Saint Augustine...</p></div>	<div><p>cocktailsanddreams Reviews: 28 Votes: 9 Key West, Florida</p></div>	<div><p>Rosalie K Reviews: 4 Votes: 0</p></div>
<div><p>Collette316 Reviews: 62 Votes: 22 Milwaukee</p></div>	<div><p>JaysaTravelinMan Reviews: 136 Votes: 89 Salisbury, Mary...</p></div>	<div><p>FLGal1980 Reviews: 36 Votes: 37 Tampa, Florida</p></div>	<div><p>FLGal1980 Reviews: 53 Votes: 37 Tampa, Florida</p></div>	<div><p>Janet W Reviews: 58 Votes: 16</p></div>	<div><p>bob A Reviews: 70 Votes: 7</p></div>	<div><p>lollygal Reviews: 594 Votes: 244 New York City, ...</p></div>
<div><p>Clamcake51 Reviews: 34 Votes: 16 Newport, Rhode</p></div>	<div><p>sshmuffin Reviews: 16 Votes: 5 washington,dc</p></div>	<div><p>BobMinchak Reviews: 267 Votes: 93 New York City, ...</p></div>	<div><p>den-rick71 Reviews: 191 Votes: 92 Falmouth, Unite...</p></div>	<div><p>conniecat Reviews: 33 Votes: 51 Topsail Island, NC</p></div>	<div><p>Waldir José O Reviews: 3 Votes: 3</p></div>	<div><p>Paula P Reviews: 12 Votes: 0</p></div>
<div><p>DushanRS Reviews: 5 Votes: 9 Macon, Georgia</p></div>	<div><p>Islander35 Reviews: 22 Votes: 7 New York City, ...</p></div>	<div><p>moonchuckersmom Reviews: 75 Votes: 46 Connecticut</p></div>	<div><p>raybyerley Reviews: 332 Votes: 96 Mandeville, Lou...</p></div>	<div><p>Yacht1999 Reviews: 154 Votes: 50 Key West, Florida</p></div>	<div><p>R S Reviews: 11 Votes: 5 New York City, ...</p></div>	<div><p>KWLUV Reviews: 42 Votes: 21 New Jersey</p></div>
<div><p>TwoPawsUp Reviews: 92 Votes: 47 Indiana</p></div>	<div><p>DLanders Reviews: 140 Votes: 50 Bordentown, NJ</p></div>	<div><p>Lynn R Reviews: 17 Votes: 7 Titusville, Flo...</p></div>	<div><p>SunshineLadybird Reviews: 182 Votes: 52 Punta Gorda, Fl...</p></div>	<div><p>downtowngreggbrown Reviews: 9 Votes: 1 Grover Beach, C...</p></div>	<div><p>RaquelS14 Reviews: 12 Votes: 0 Santiago Matron</p></div>	<div><p>SteveW07 Reviews: 313 Votes: 114 Northamptonshire</p></div>
<div><p>SteveW07 Reviews: 313 Votes: 114 Northamptonshire</p></div>	<div><p>MarianneSup Reviews: 24 Votes: 13 Philadelphia, P...</p></div>	<div><p>Aaron K Reviews: 741 Votes: 251 Tokyo Prefectur...</p></div>	<div><p>Idoree Reviews: 45 Votes: 9 atlantic city</p></div>	<div><p>HavenCt Reviews: 16 Votes: 6 CT</p></div>	<div><p>amieingeorgia Reviews: 90 Votes: 47 Athens, Georgia</p></div>	<div><p>Mary B Reviews: 168 Votes: 71 Bethalto, Illinois</p></div>
<div><p>travelinggrace816 Reviews: 23 Votes: 6 Nutley, New Jersey</p></div>	<div><p>letsvaca Reviews: 48 Votes: 17 Egg Harbor Town</p></div>	<div><p>Lindsey M Reviews: 322 Votes: 167 Columbia, Missouri</p></div>	<div><p>bert3580 Reviews: 23 Votes: 3 Huntsville, Ala...</p></div>			

Followers	672	New Followers	100	Following	1,967	Statuses	50	Mentions	42
Inbound DMs	4	RTs by me	70	RTs of me	33	Quotes	5	Favorites	179
Lists	14	Reach	805,414	Replies	3	Link Clicks (Platform Posts)	68		

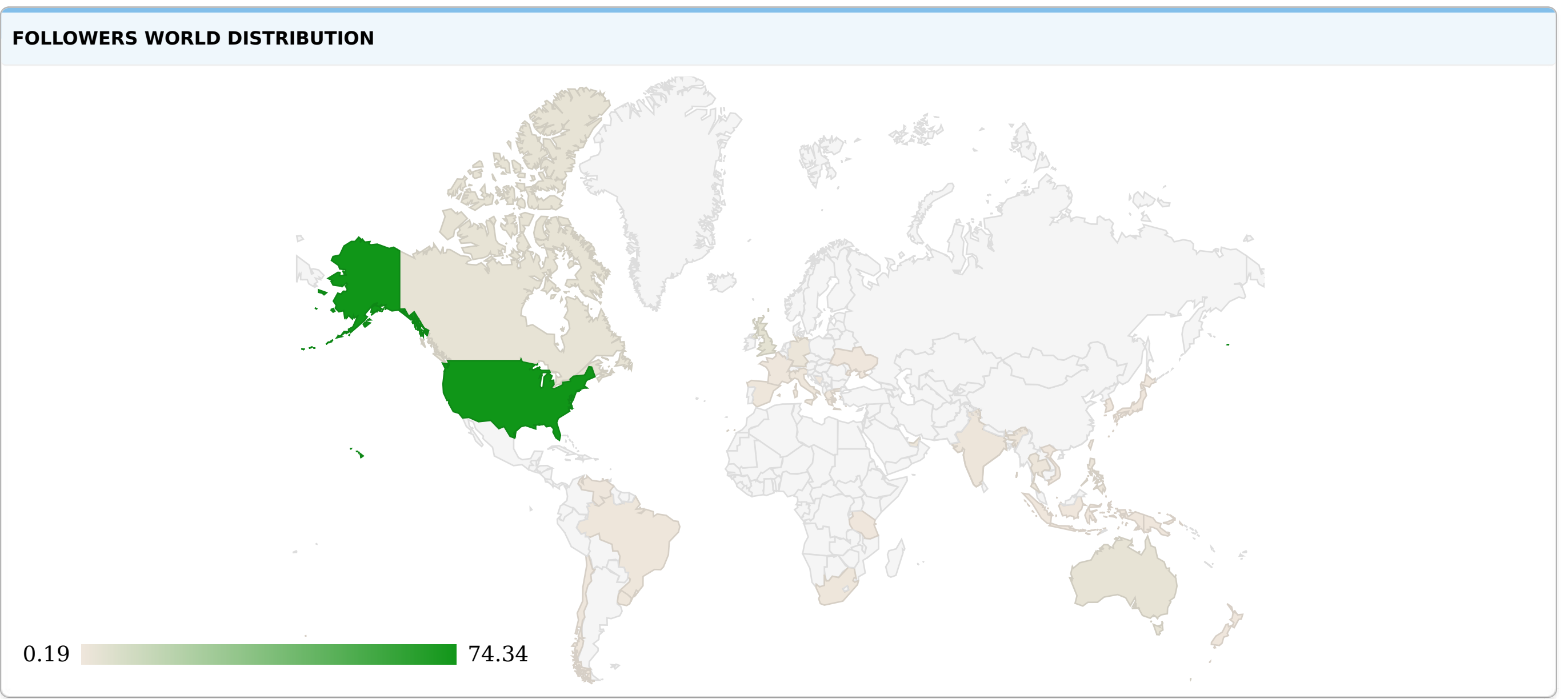


You have published **50** updates (**1.79** per day). **70%** of engagement is **favs**. On average you get **3.58** favs, **0.66** retweets, **0.84** mentions and **2.02** new followers per post.

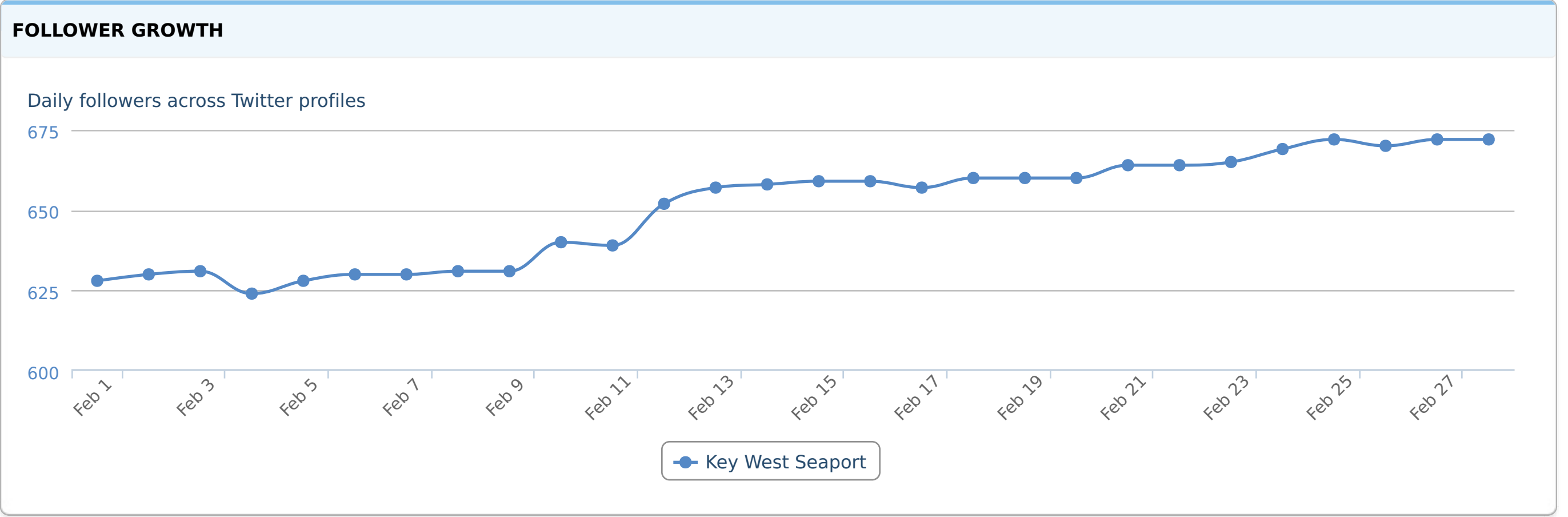
Your reach has exceeded your total followers **19** times during this period.

Majority of your followers or **50%** are in **GMT-5:00** timezone and **96%** of your followers speak **English**


United States is the country with most followers (**74.34%**). You have followers in more than 30 countries



FOLLOWERS COMPARISON		TWEETS COMPARISON		DAYS ON TWITTER		FOLLOWER RATIO	
You	Your Followers (avg)	You	Your Followers (avg)	You	Your Followers (avg)	You	Your Followers (avg)
671	16,398	487	10,187	297	1,465	0.3	1.3
Your followers have 1.3x more followers than following.		On average, your followers tweet 0.1 times per day.		Your followers have been on Twitter 4.9x then you.		You follow 0.3x more users than follow you.	



57

HistoricSeaport

Top 5 topics you influence

Key West


Vacations


Florida


Florida Keys


Fishing


People that influence you

45 ConchFarm (951)


35 mellowventures (119)


48 FuryKeyWest (6,139)


45 KeyWestCoffee (1,077)


43 reefreelief (3,425)


People that you influence

34 KWBaitandTackle (38)

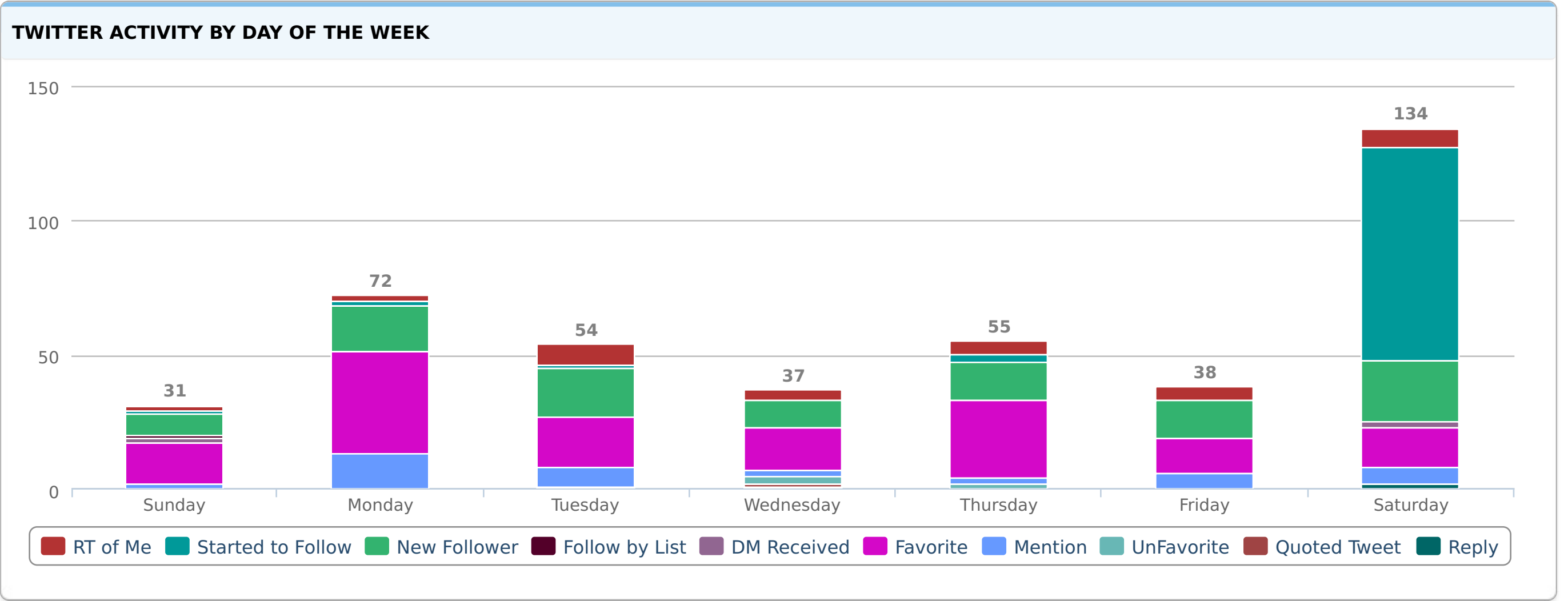
50 TORsAdventures (10,846)

63 FLTripGuides (103,516)

38 Nails_Nathan (270)

43 julieruffolo (174)

BEST TIME FOR RTs	BEST TIME FOR REPLIES	BEST TIME FOR MENTIONS	BEST TIME FOR FAVS	BEST TIME FOR FOLLOWS
1:00 PM - 2:00 PM	11:00 AM - 12:00 PM	7:00 AM - 8:00 AM	2:00 PM - 3:00 PM	11:00 AM - 12:00 PM
24% of retweets occur during this time	67% of replies occur during this time	24% of mentions occur during this time	23% of favorites occur during this time	8% of new follower occur during this time



MOST FREQUENTLY USED HASHTAGS

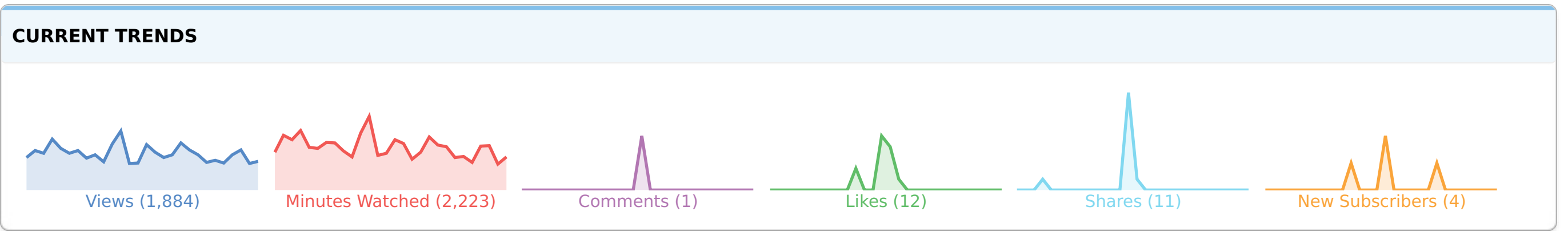
Hashtag	Times	% of total
#livemusic	2	3%
#yoursandmayanimports	2	3%
#localcolor	3	5%
#kwhs	12	17%
#lovekwhs	2	3%
#historicseaport	13	19%
#keywest	11	16%
#leocammi	2	3%
#schoonerappledore	2	3%
#kwcourtney	2	3%

MOST MENTIONED USERS

User	Times	% of total
 miamitokeywestbus	2	6%
 Key West Half & 5K	2	6%
 Key West Bait Tackle	2	6%
 ConchRepublicSeafood	4	12%
 Yankee Freedom	2	6%
 Sebago Watersports	3	9%
 Waterfront Brewery	3	9%
 Zagat	2	6%
 Travel Florida Keys	1	3%
 Cuban Coffee Queen	1	3%

YouTube (1 accounts)

Views	1,884	Minutes Watched	2,223	Watched Duration	1,983	Comments	1	Likes	12
Shares	11	Playlists Added	1	New Subscribers	4	Subscribers	7	Total Videos	2



You had **1,884** views (**67.29** per day). **48%** of engagement is likes. On average you get **0** comments, **0.01** likes, **0.01** shares, **0** added to playlists per view.


On average **1.33%** of your views result in engagement.

MOST COMMENTS DAY

Tuesday
February 14, 2017


1 comments

MOST COMMENTS BY


debmonfre

1 comments

MOST COMMENTED


Key West Historic Seaport - Official Video

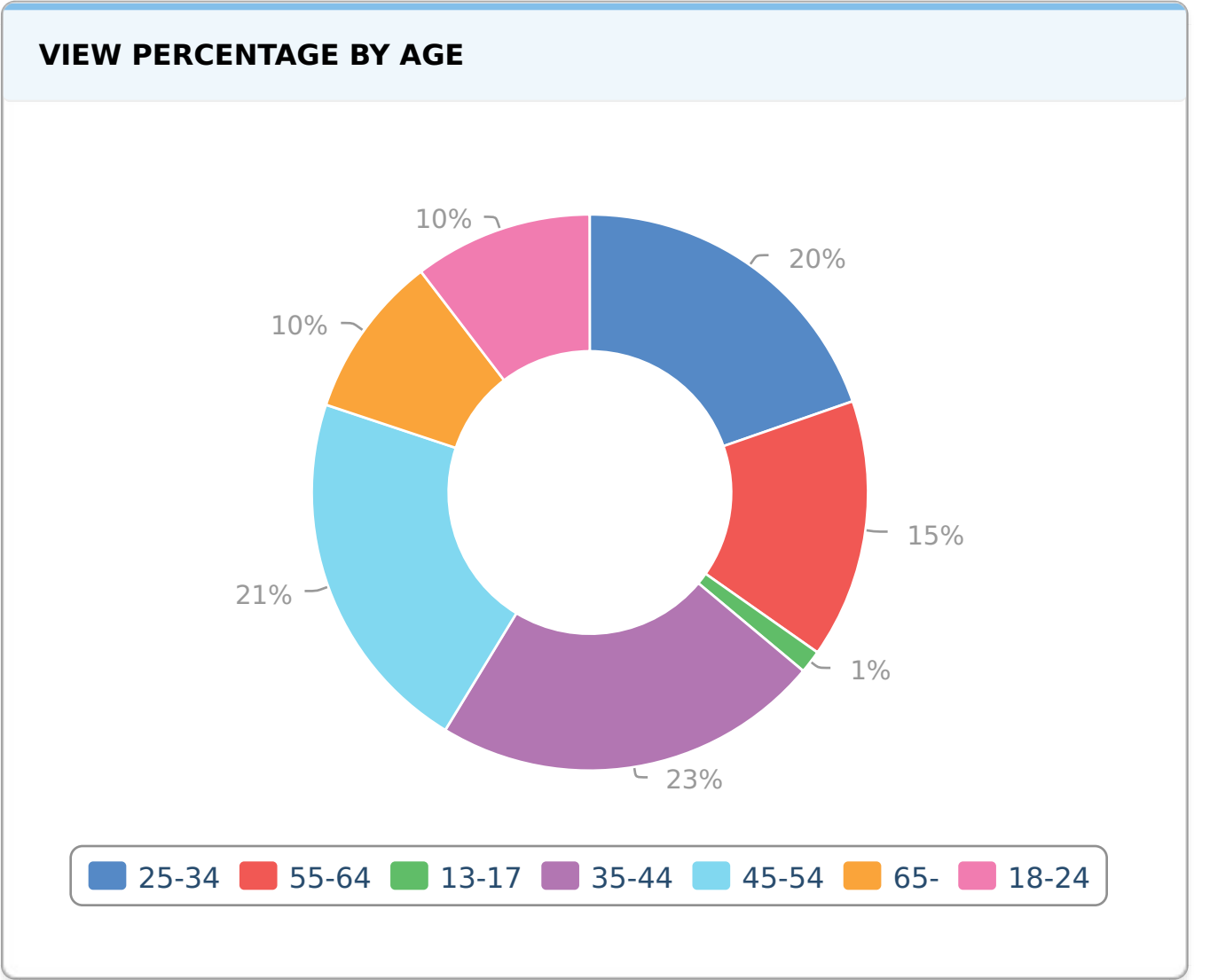
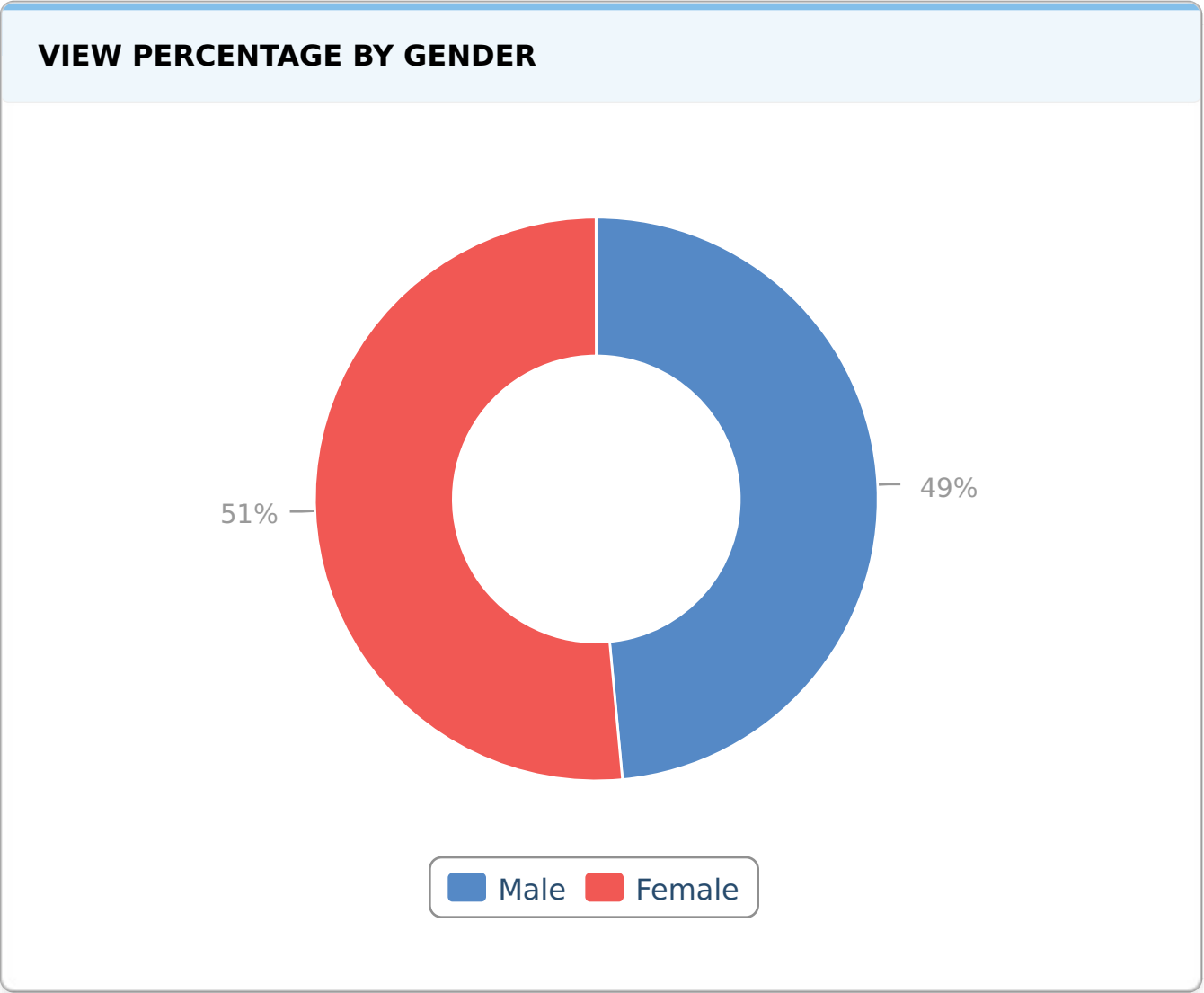
1 comments

Your typical viewer uses **desktop** and **windows** and will get to your videos via **link on another website**

Most viewers or **96.71%** get to your videos from **link on another website**. Majority of minutes watched or **97.37%** are from users that arrive from **link on another website**.

Most users or 57.91% use **desktop** to watch your videos. Majority of minutes watched or **61.2%** are from users using **desktop**.

Most users or **42.25%** use **Windows** operating system to watch your videos. Majority of minutes watched or **48.99%** are from users using **Windows**.



MOST VIEWS



Key West Historic Seaport - Official Video

1,903 views

MOST COMMENTS



Key West Historic Seaport - Official Video

1 comments

MOST LIKES



Key West Historic Seaport - Official Video

11 likes