



ADEPT
Strategy & Public Relations

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MEMORANDUM

April 3, 2017

TO: Doug Bradshaw & Karen Olson

FROM: Dana Pollitt

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

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

KWHS VIDEO

- YouTube: Increased to 8,024 views from 6,594 last month.
- Airing daily on Destination Network [Key TV/TripSmarter.com]. Sample below shows broadcast report for last week of March.

BROADCAST AD MANAGEMENT SYSTEM

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

Affidavit of Service Rendered
03/01/17 - 03/31/17

Key West Historic Seaport

Spot Name	OOH Key West Historic Seaport 2017									
Time Period	12a-1a	1a-6a	6a-10a	10a-12	12p-2p	2p-4p	4p-7p	7p-8p	8p-12a	Total
Mar-01-Wed	2	1	5	1	0	2	0	0	1	12
Mar-02-Thu	1	1	6	0	0	2	0	0	0	10
Mar-03-Fri	2	2	5	0	0	2	0	0	1	12
Mar-04-Sat	2	2	5	0	0	2	0	0	1	12
Mar-05-Sun	2	1	5	1	0	2	0	0	0	11
Mar-06-Mon	2	1	5	1	0	2	0	0	1	12
Mar-07-Tue	2	1	6	1	0	1	0	0	1	12
Mar-08-Wed	2	1	5	0	0	2	0	0	1	11
Mar-09-Thu	2	1	6	1	0	3	0	0	2	15
Mar-10-Fri	2	1	5	1	0	2	0	0	2	13
Mar-11-Sat	2	1	5	1	0	2	0	0	1	12
Mar-12-Sun	2	1	5	1	0	2	0	0	2	13
Mar-13-Mon	2	2	5	1	0	2	0	0	1	13
Mar-14-Tue	2	1	6	1	0	2	0	0	1	13
Mar-15-Wed	2	1	5	1	0	2	0	0	1	12
Mar-16-Thu	2	1	5	1	0	2	0	0	1	12
Mar-17-Fri	2	1	6	1	0	2	0	0	1	13
Mar-18-Sat	2	1	5	1	0	1	0	0	1	11
Mar-19-Sun	2	1	5	0	0	2	0	0	0	10
Mar-20-Mon	3	1	6	0	0	2	0	0	2	14
Mar-21-Tue	2	2	5	1	0	2	0	0	0	12
Mar-22-Wed	2	1	5	1	0	3	0	0	0	12
Mar-23-Thu	2	2	5	1	0	2	0	0	0	12
Mar-24-Fri	0	1	5	1	0	2	0	1	0	10
Mar-25-Sat	3	0	5	1	0	2	0	1	1	13
Mar-26-Sun	1	1	5	1	0	2	0	0	1	11
Mar-27-Mon	0	2	5	0	0	2	0	2	1	12
Mar-28-Tue	2	1	5	1	0	3	0	0	0	12
Mar-29-Wed	1	1	5	1	0	1	0	1	1	11
Mar-30-Thu	2	1	5	0	0	2	0	1	2	13
Mar-31-Fri	1	1	5	0	0	2	0	1	2	12
	56	36	161	22	0	62	0	7	29	373

ADVERTISING / MEDIA BUYS

1. Tour Bus / Motor Coach - three rear bus wraps with daily service from Miami's Bayside Park - Key West Historic Seaport - Miami. Design finished. Installation in process week of Monday, April 3. See samples below:



2. Began month of March Digital Advertising (Google Adwords) campaign started March 1st targeting cruise ship passengers and spring breakers. See attached monthly Digital Advertising Report.

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

- Ongoing social media content creation and daily posting (Weekly Seaport Spotlight, 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, Blog, etc.)
- Regular content writing services, April Blog #7 Posted. [Website Link >>](#)
- Google Analytics for period March 1, 2017 to March 31, 2017 below:

Audience Overview:



Acquisition Overview:

	Sessions ↓	% New Sessions ↓	New Users ↓
	2,041	84.17%	1,718
1 ■ Organic Search	739	<div><div></div></div>	
2 ■ Social	622	<div><div></div></div>	
3 ■ Direct	378	<div><div></div></div>	
4 ■ Referral	302	<div><div></div></div>	

Top 10 Referral Sources:

Source ?	Acquisition		
	Sessions ? ↓	% New Sessions ?	New Users ?
	302 % of Total: 14.80% (2,041)	78.48% Avg for View: 84.17% (-6.77%)	237 % of Total: 13.80% (1,718)
1. cityofkeywest-fl.gov	126 (41.72%)	85.71%	108 (45.57%)
2. fla-keys.com	39 (12.91%)	71.79%	28 (11.81%)
3. keywestsoutheastspringsummer.com	39 (12.91%)	79.49%	31 (13.08%)
4. keywest.com	27 (8.94%)	88.89%	24 (10.13%)
5. keywesthistoricseaport.us14.list-manage.com	10 (3.31%)	0.00%	0 (0.00%)
6. tpc.google syndication.com	8 (2.65%)	87.50%	7 (2.95%)
7. floridarambler.com	7 (2.32%)	100.00%	7 (2.95%)
8. floridakeys.com	6 (1.99%)	66.67%	4 (1.69%)
9. keywesttocubafest.com	5 (1.66%)	20.00%	1 (0.42%)
10. e-commerce-seo1.com	4 (1.32%)	100.00%	4 (1.69%)

Digital Advertising Report

Key West Historic Seaport

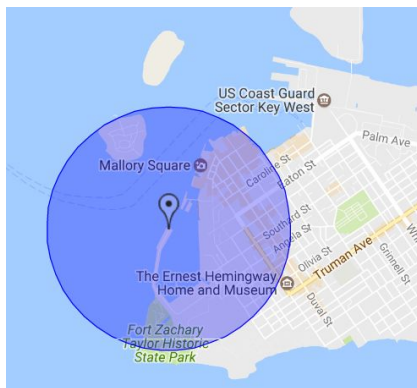
March 1, 2017 - March 31, 2017

Prepared by: ADEPT Strategy & Public Relations

CAMPAIGN OVERVIEW

CURRENTLY: The current digital campaign has run from March 1 to March 31 and is built as an awareness campaign. As such it's job is to bring higher presence of mind of the Historic Seaport to the targeted audience- cruise ship passengers. This segment was chosen in order to market to tourists who spend the most money on the island in the shortest amount of time. Since these passengers arrive in bulk all at the same location, they can be geo targeted much more precisely than hotel guests or other types of travellers.

We launched the campaign by setting a 1 km radius around a pin that was digitally placed at the end of the pier. This gives us the ability to reach both piers with very little bleed over into land-based viewers. We use the Caribe Nautical Cruise Ship Schedule to align campaign schedules with dockings and keep the campaign up for the first 4-5 hours of visits, assuming that towards the end of the visit, people are otherwise engaged or are returning to the ship.



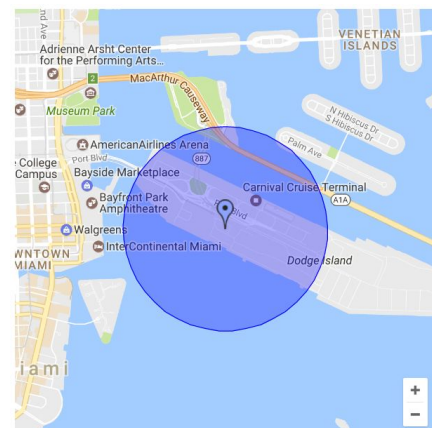
< SHOWN- Radial targeting in Key West

Image ads that are cruise line specific speak to the passengers through intense rotations through millions of websites in Google's ad network. These are offered in multiple sizes and content is based on bars and restaurants, attractions, adventures and shopping.

As the campaign data began to flow, we were pleased to see that the costs/thousand impressions (CPM) was extremely low, which allowed us to expand the campaign with a

second strategy: ports of departure. With that, we launched campaigns in the ports of Tampa, Miami and Fort Lauderdale, again with a radius that almost exclusively reached the piers. These campaigns serve ads to passengers on the afternoon/night before they depart as they wrap up their mobile phone use before reaching international waters. Message talks to them as passengers who will be in Key West the next day, extending an advanced welcome to Key West and the Seaport.

SHOWN- Radial targeting in Port Miami >



PLANNED: We anticipate launching a more retail-directed campaign through extensive discounting which will allow us to collect user information and text them with special offers. At this point, we have not received an adequate participation from merchants to make those offers the kind of magnet that we need to be effective. We continue to work to build that, and once we have it, can then provide metrics on coupon redemptions, etc. that can provide additional measures of success.

In the meanwhile, as an awareness campaign, we are very pleased with the results to date

and know that they exceed other forms of awareness advertising. The low cost that we have experienced allows us to also anticipate opening campaign strategies to reach other visitor segments, which behave very differently. Additionally, geo targeted social media integration and retail-directed campaigns will take place in April and May 2017.

SUMMARY CHART:

Campaign	Budget	Status	Campaign type	Clicks	Impr.	Avg. Pos.	CTR	Avg. CPC	Cost	Avg. CPM
ROYAL CARIBBEAN	\$100.00/day	Eligible	Display Network only	68	49,054	1.0	0.14%	\$1.01	\$68.45	\$1.40
DEPART MIAMI	\$100.00/day	Ended	Display Network only	61	38,102	1.0	0.16%	\$0.88	\$53.95	\$1.42
SINGLE ENTRY	\$100.00/day	Eligible	Display Network only	20	16,460	1.0	0.12%	\$1.05	\$21.08	\$1.28
HOLLAND AMERICA	\$100.00/day	Ended	Display Network only	13	16,399	1.0	0.08%	\$1.28	\$16.60	\$1.01
SINGLE DELUXE	\$100.00/day	Ended	Display Network only	13	11,379	1.0	0.11%	\$1.23	\$15.95	\$1.40
CARNIVAL CRUISE LINE	\$100.00/day	Eligible	Display Network only	3	3,778	1.0	0.08%	\$1.37	\$4.10	\$1.08
DEPART TAMPA	\$100.00/day	Ended	Display Network only	1	1,696	1.0	0.06%	\$1.88	\$1.98	\$1.16
CELEBRITY	\$100.00/day	Ended	Display Network only	2	1,187	1.0	0.17%	\$0.74	\$1.47	\$1.24
DISNEY CRUISE LINE	\$100.00/day	Ended	Display Network only	0	829	1.0	0.00%	\$0.00	\$0.82	\$0.99
NORWEGIAN	\$100.00/day	Ended	Display Network only	0	243	1.0	0.00%	\$0.00	\$0.30	\$1.24
DEPART PEV	\$100.00/day	Paused	Display Network only	0	76	1.0	0.00%	\$0.00	\$0.11	\$1.48
Total - all but removed campaigns				181	139,203	1.0	0.13%	\$1.02	\$184.81	\$1.33
Total - Display	\$300.00/day			181	139,203	1.0	0.13%	\$1.02	\$184.81	\$1.33

KPIs From Summary Chart:

Cost: (Advertising only. Not including account management, creative, set up fees.) \$184.81

Cost/thousand impressions: \$1.33

Impressions: 139,203

Clicks: 181

Average cost/click: \$1.02

Average position: 1.0

Notes on KPIs:

1. Cost/thousand impressions is extremely low, especially compared with other advertising formats. Radio, for instance, often has a CPM of \$20-\$25. Considering that the impressions we are making are so highly targeted (and all valuable to us), this is an outstanding value.
2. Impressions/day: Our average is 4,640 impressions/day. Compared to the average number of cruise visitors each day, this is an extremely high penetration level.

BUDGET: 97.36% of March's budget is available and we will be carried over to the following month.

CREATIVE EXECUTIONS: There are 11 campaigns, each with different ad groups that track the area of interest, (bars and restaurants, shopping, attractions or adventures). Of these 11, three are departure campaigns, shown before the ship leaves Miami, Tampa or Fort Lauderdale. A total of 76 ads are in rotation, in several different sizes. A cross-section of the ads is shown below:

CRUISE LINE ADS (shown at the Port of Key West)



DEPARTURE ADS (Shown at departure ports, before guests depart for Key West)








Audience Summary

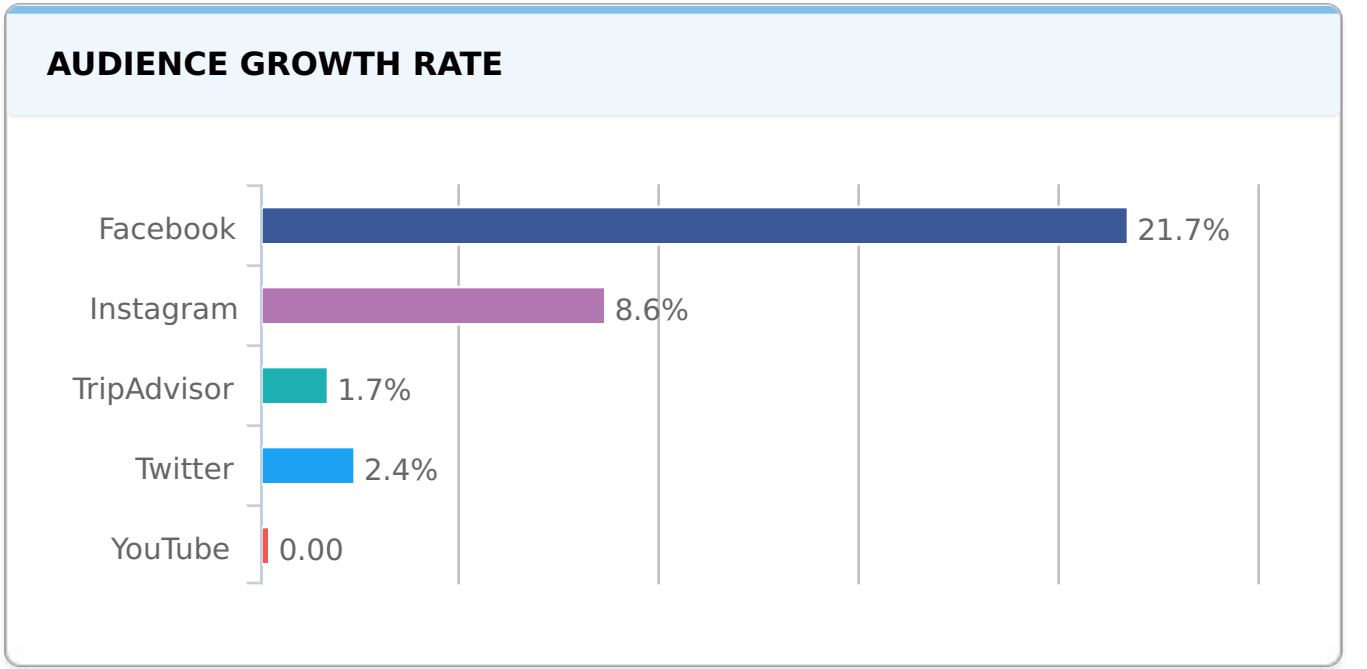
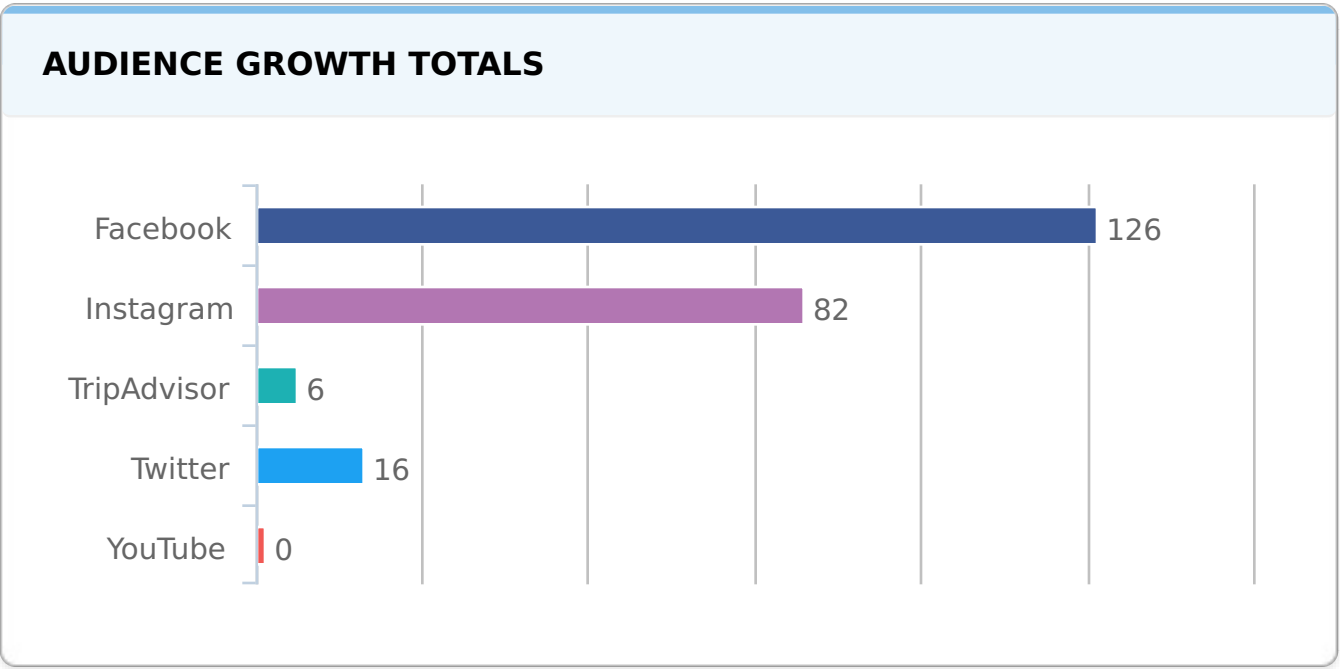
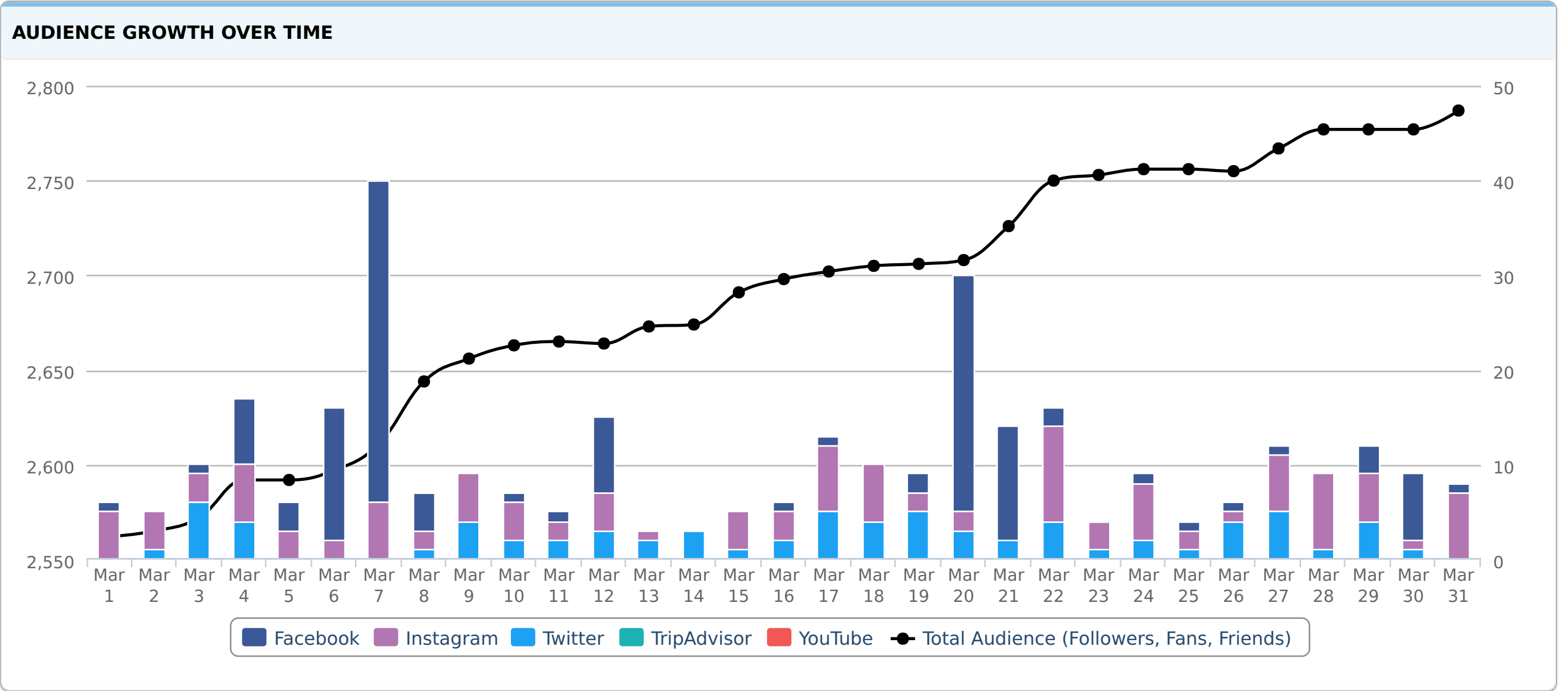
Key West Historic Seaport

March 1, 2017 - March 31, 2017

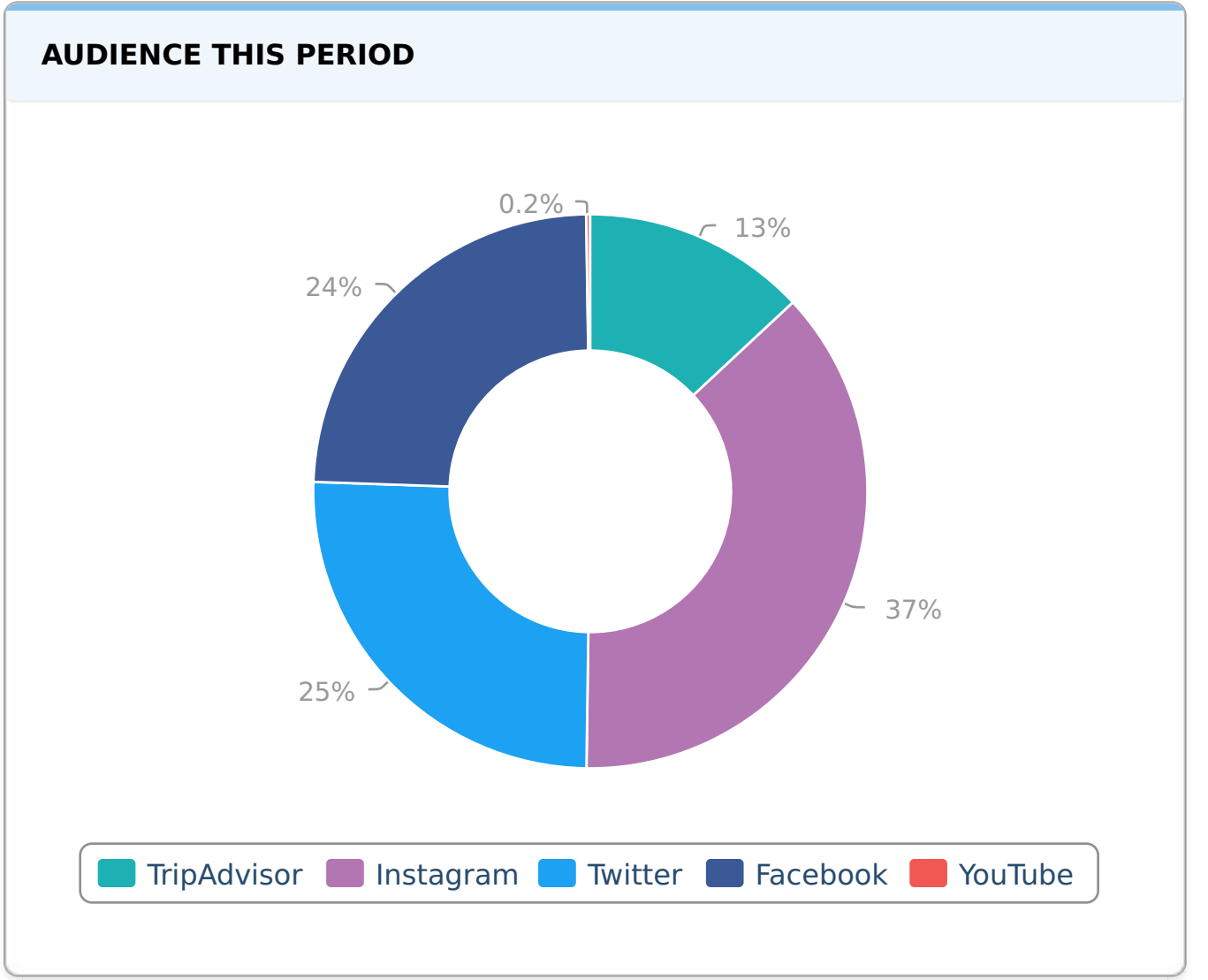
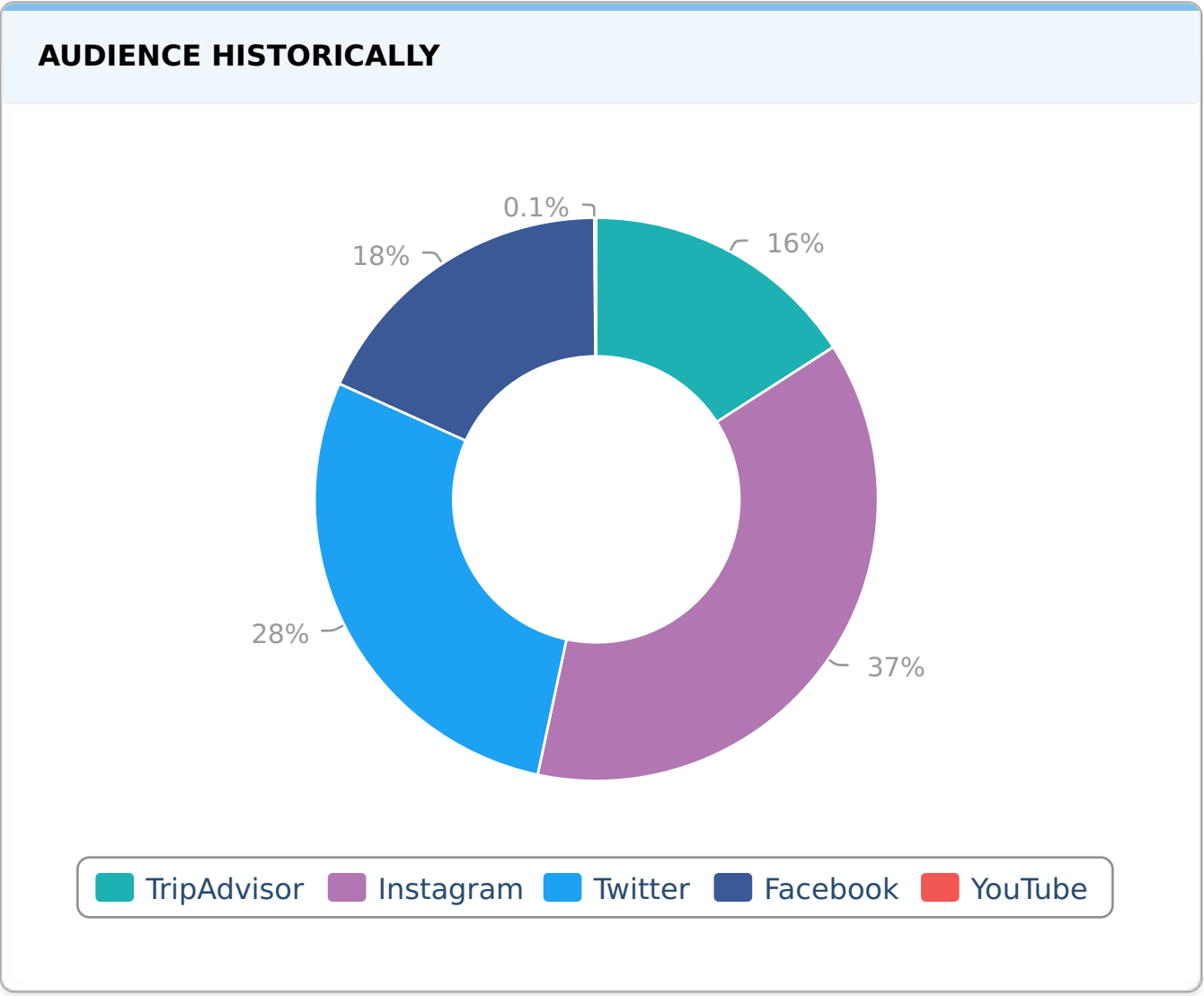
Cross Channel Report

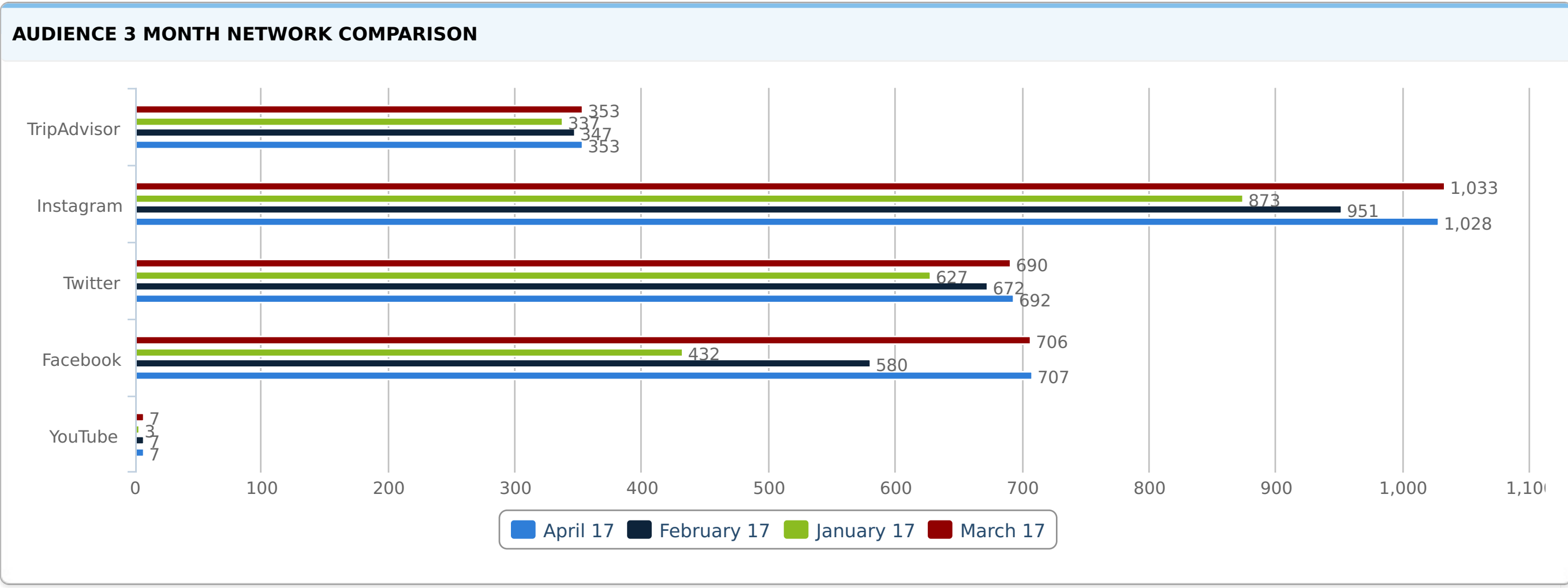
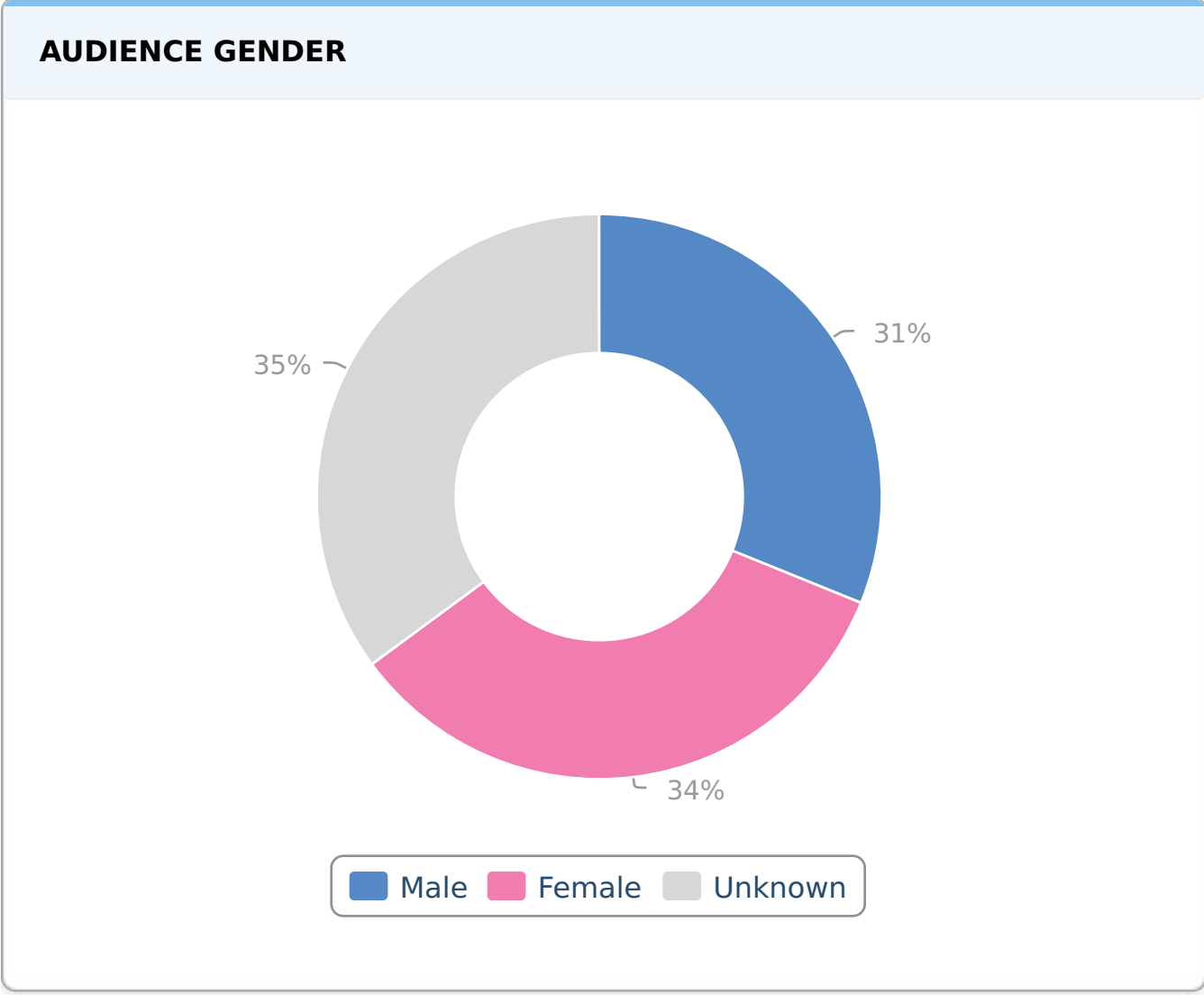
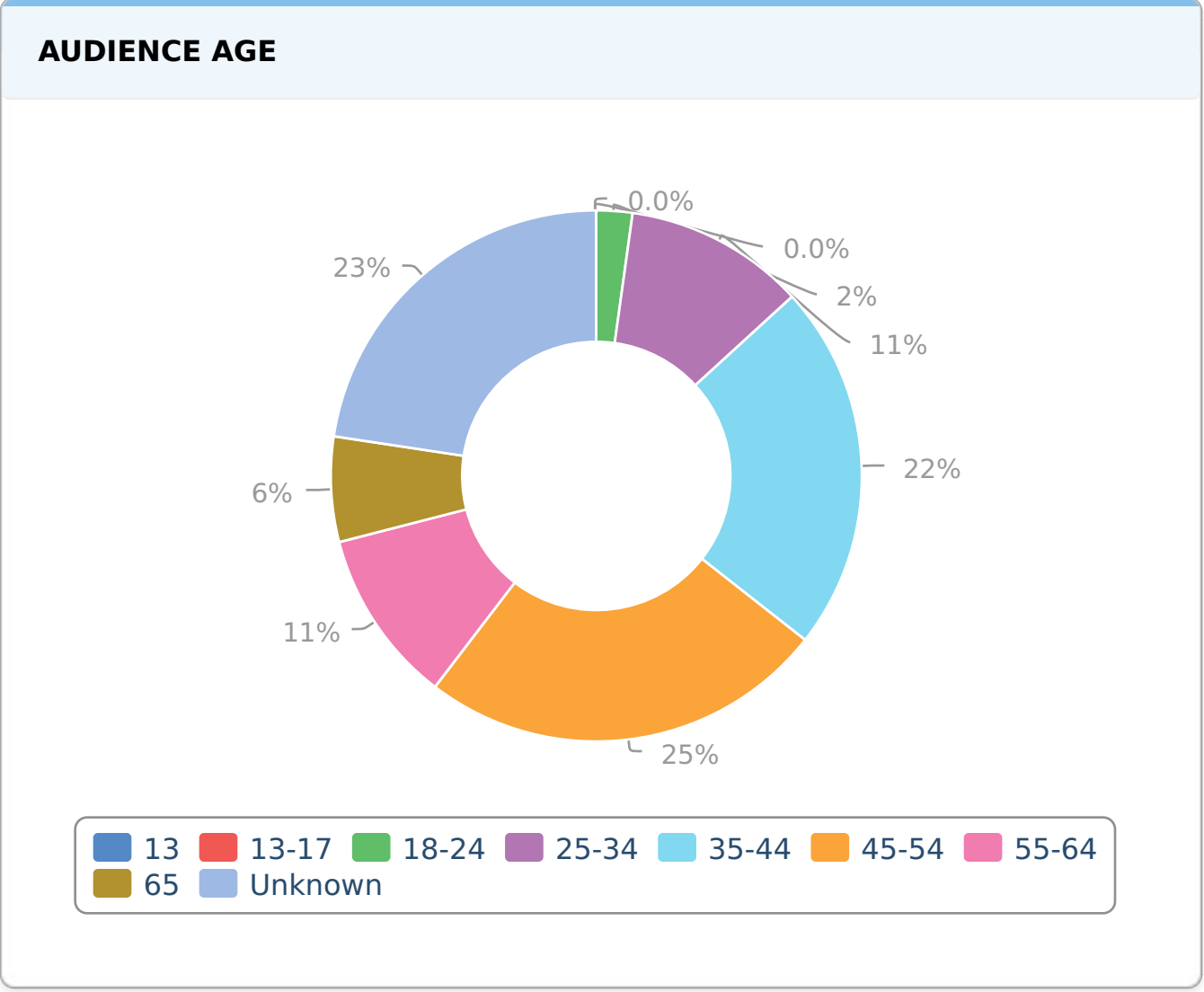
Prepared by: ADEPT Strategy & Public Relations

Audience Growth by Channel			
Channel	Audience Growth (Net)	Growth Rate	Total Audience
 Facebook	126	21.72%	706
 Instagram	82	8.62%	1,033
 TripAdvisor	6	1.73%	353
 Twitter	16	2.38%	688
 YouTube	0	0%	7
	230	8.25%	2,787

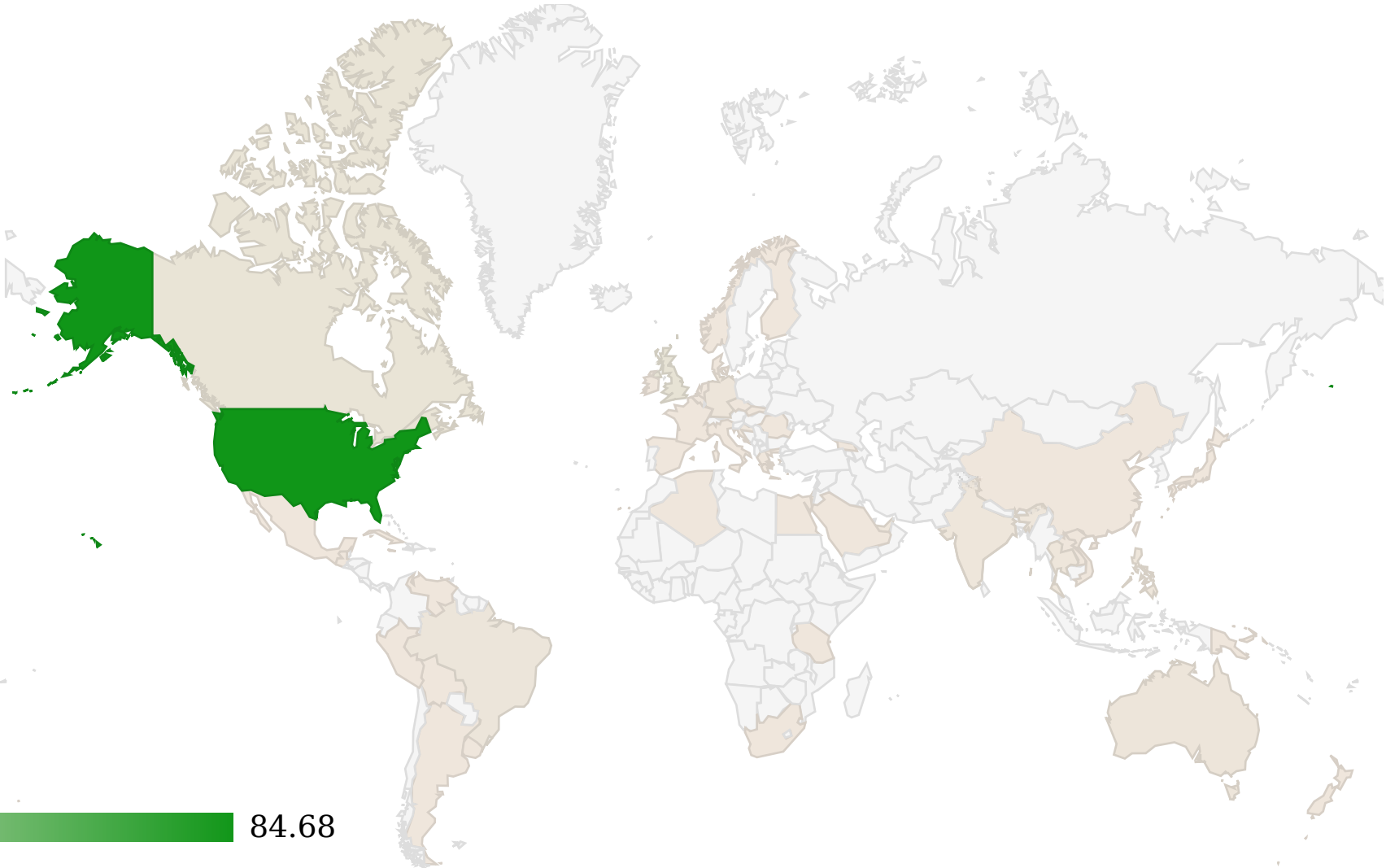


Facebook accounted for the most audience growth, with 126 new friends added, and also was your fastest-growing channel, with 21.72% friend growth.





AUDIENCE WORLD DISTRIBUTION



Country	Code	%
United States	US	84.68
United Kingdom	GB	3.1
Canada	CA	2.44
Brazil	BR	1.07
Australia	AU	0.95
Germany	DE	0.95
Thailand	TH	0.42
Philippines	PH	0.42
India	IN	0.36
United Arab Emirates	AE	0.36
Spain	ES	0.24
France	FR	0.24
Argentina	AR	0.18
South Africa	ZA	0.18
Uruguay	UY	0.18
Mexico	MX	0.18
Venezuela	VE	0.18
Romania	RO	0.18
Guam	GU	0.18
Japan	JP	0.12
Belgium	BE	0.12
Greece	GR	0.12
Ireland	IE	0.12
Taiwan	TW	0.12
Italy	IT	0.12

Comprehensive Social Media Report

Key West Historic Seaport

March 1, 2017 - March 31, 2017

Cross Channel Report

1 Facebook Page

1 Instagram Account

1 Twitter Profile

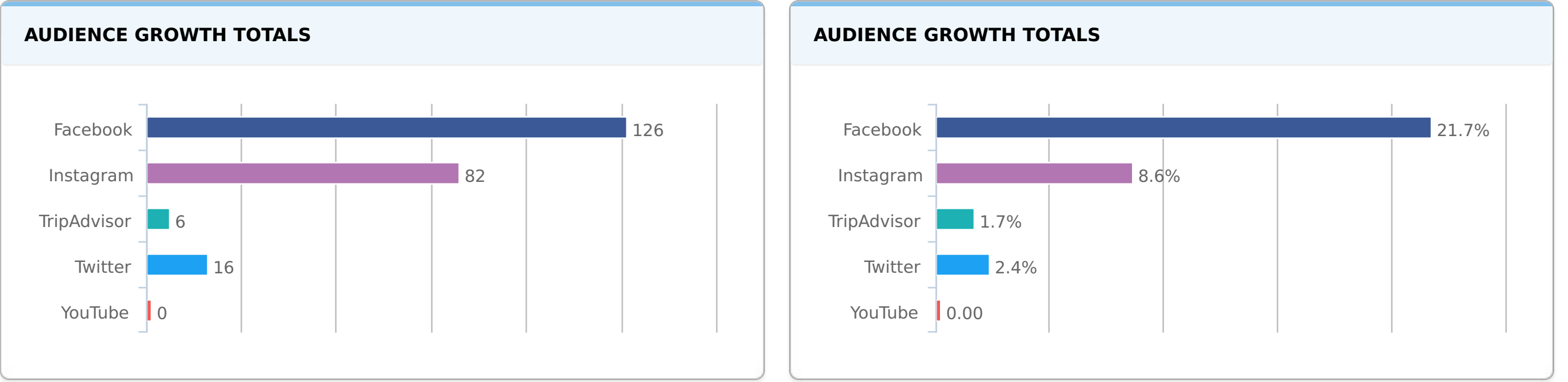
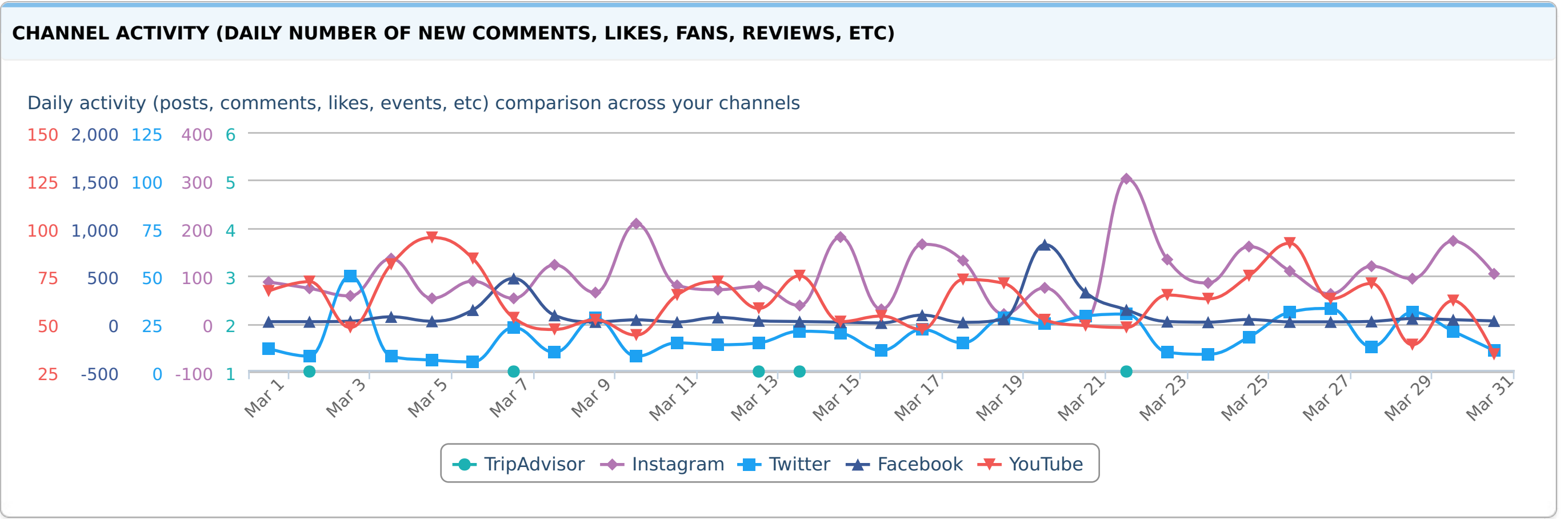
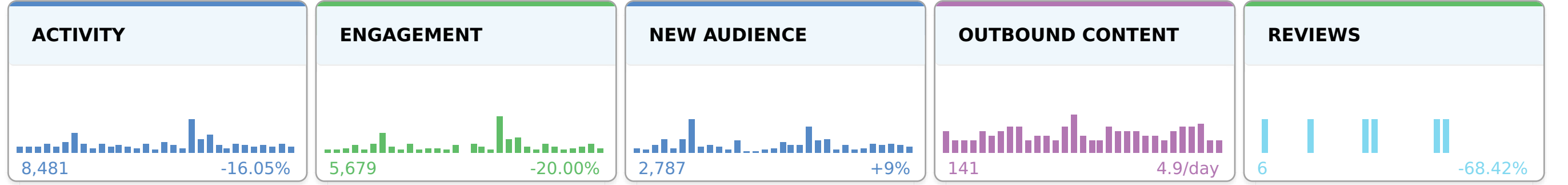
1 TripAdvisor Attraction

1 YouTube Channel

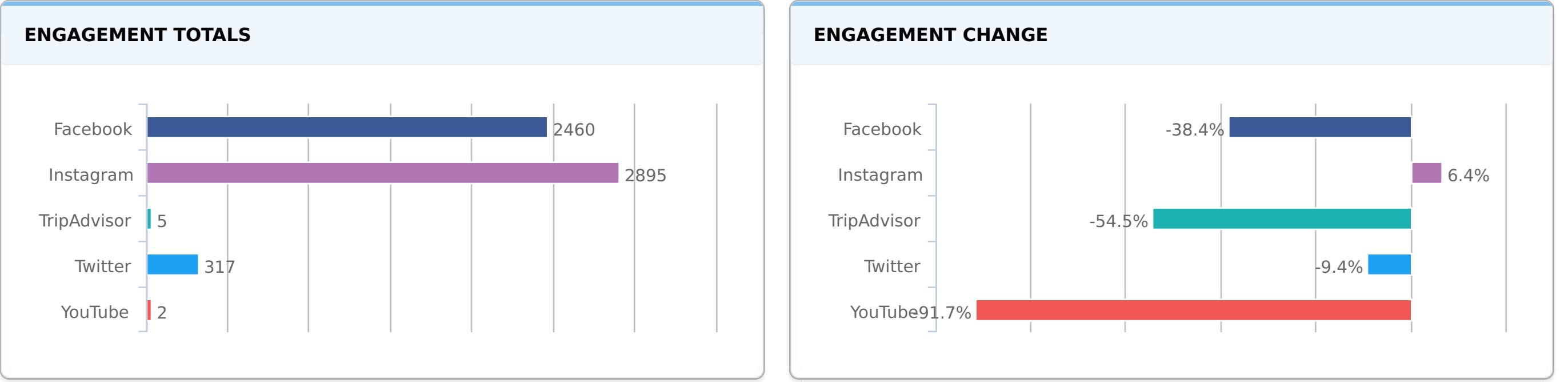
Comprehensive Social Media Report

Prepared by: ADEPT Strategy & Public Relations

Cross Channel

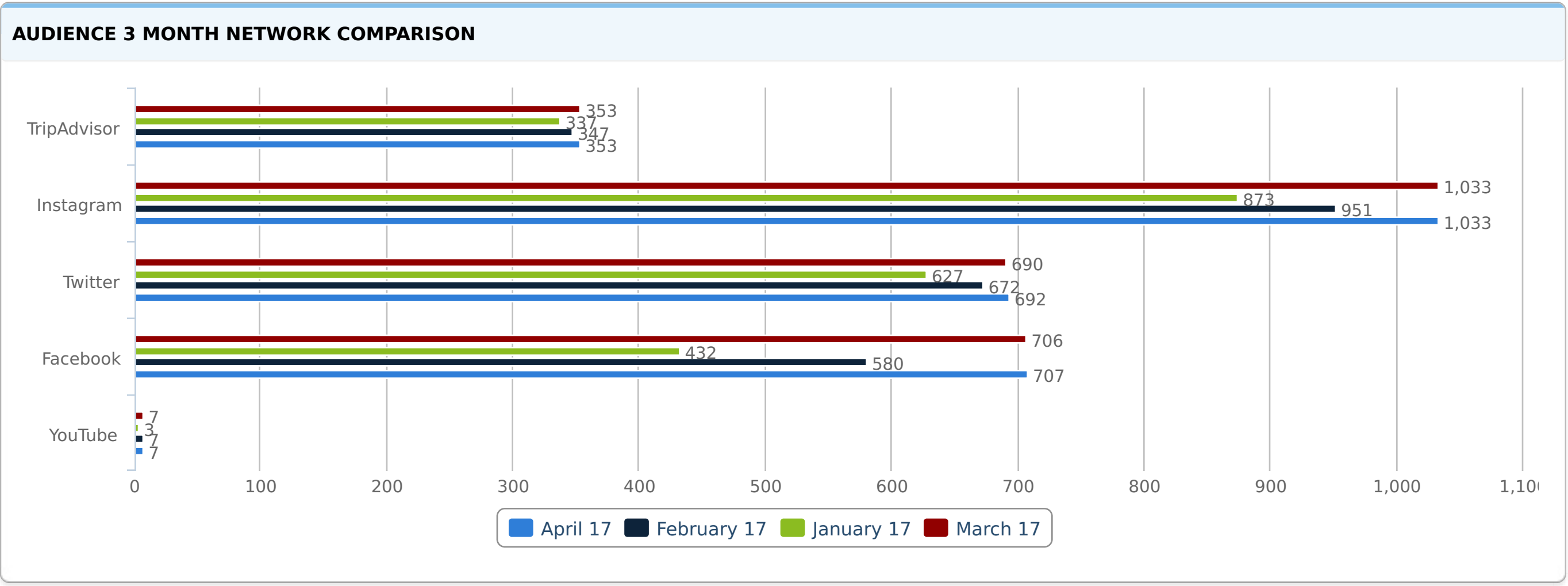
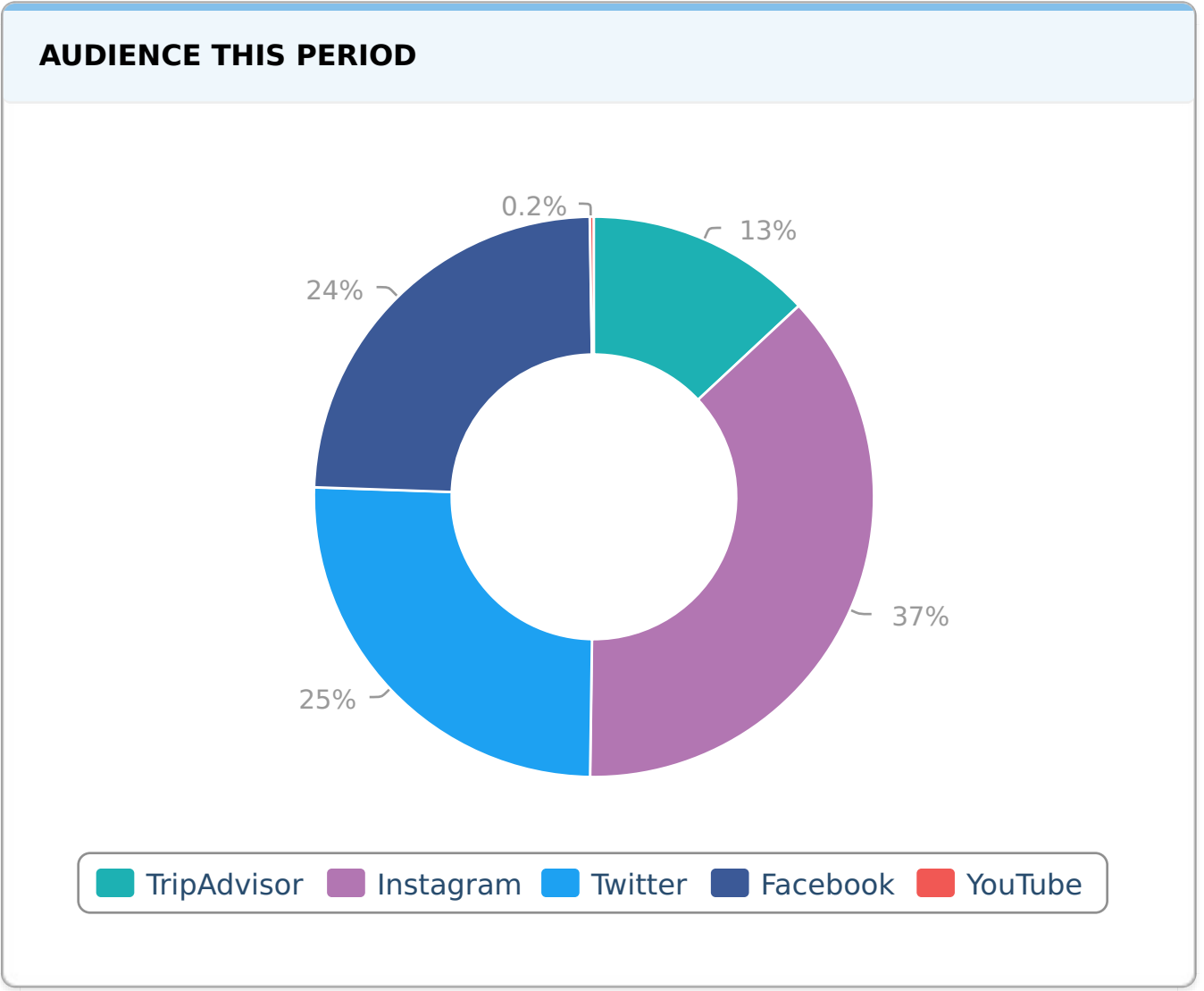
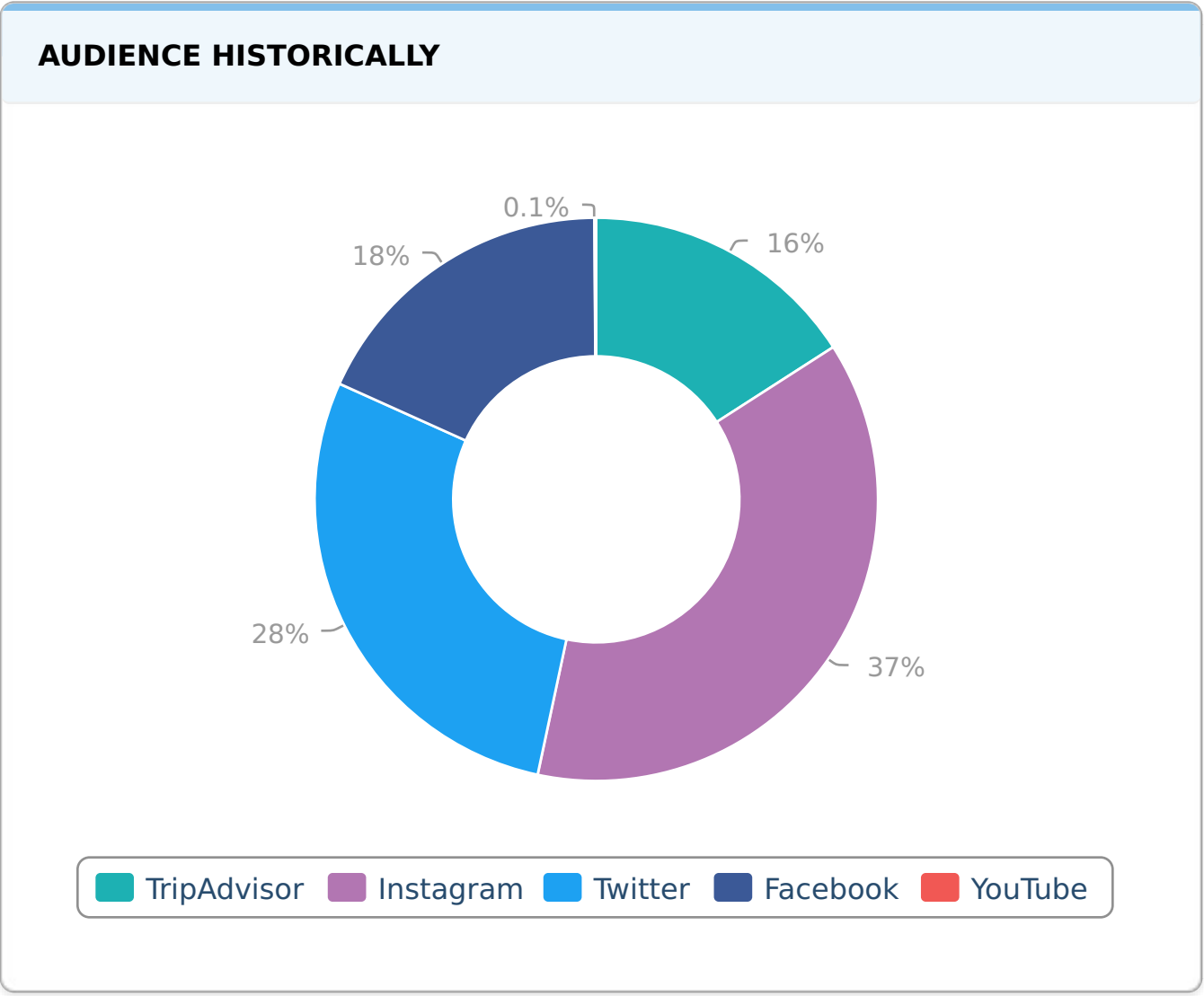


Facebook accounted for the most audience growth, with 126 new friends added, and also was your fastest-growing channel, with 21.72% friend growth.



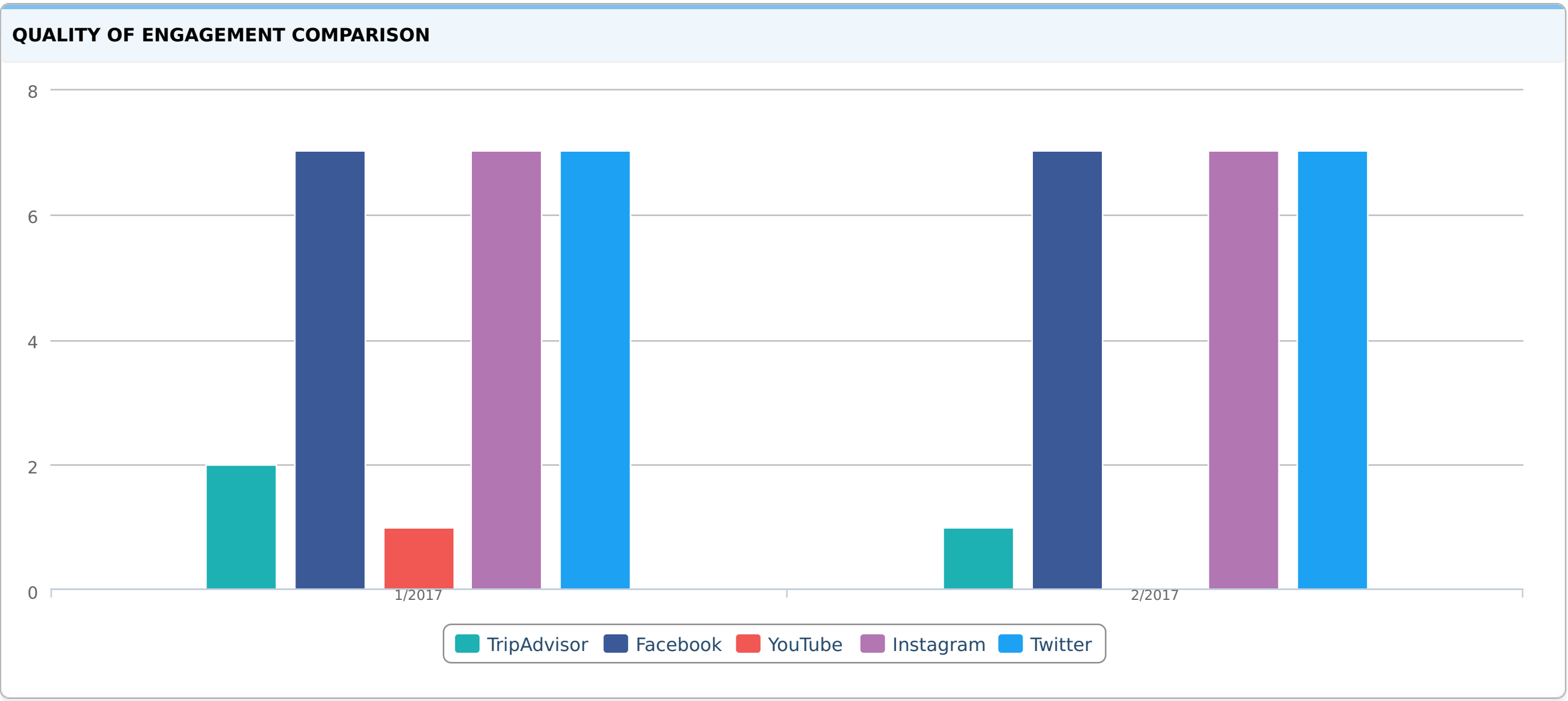
Instagram accounted for the most engagement growth, with 2895 new actions, and had the biggest change in engagement of 6.36%.

Facebook accounted for the most audience growth, with 126 new friends added, and also was your fastest-growing channel, with 21.72% friend growth.

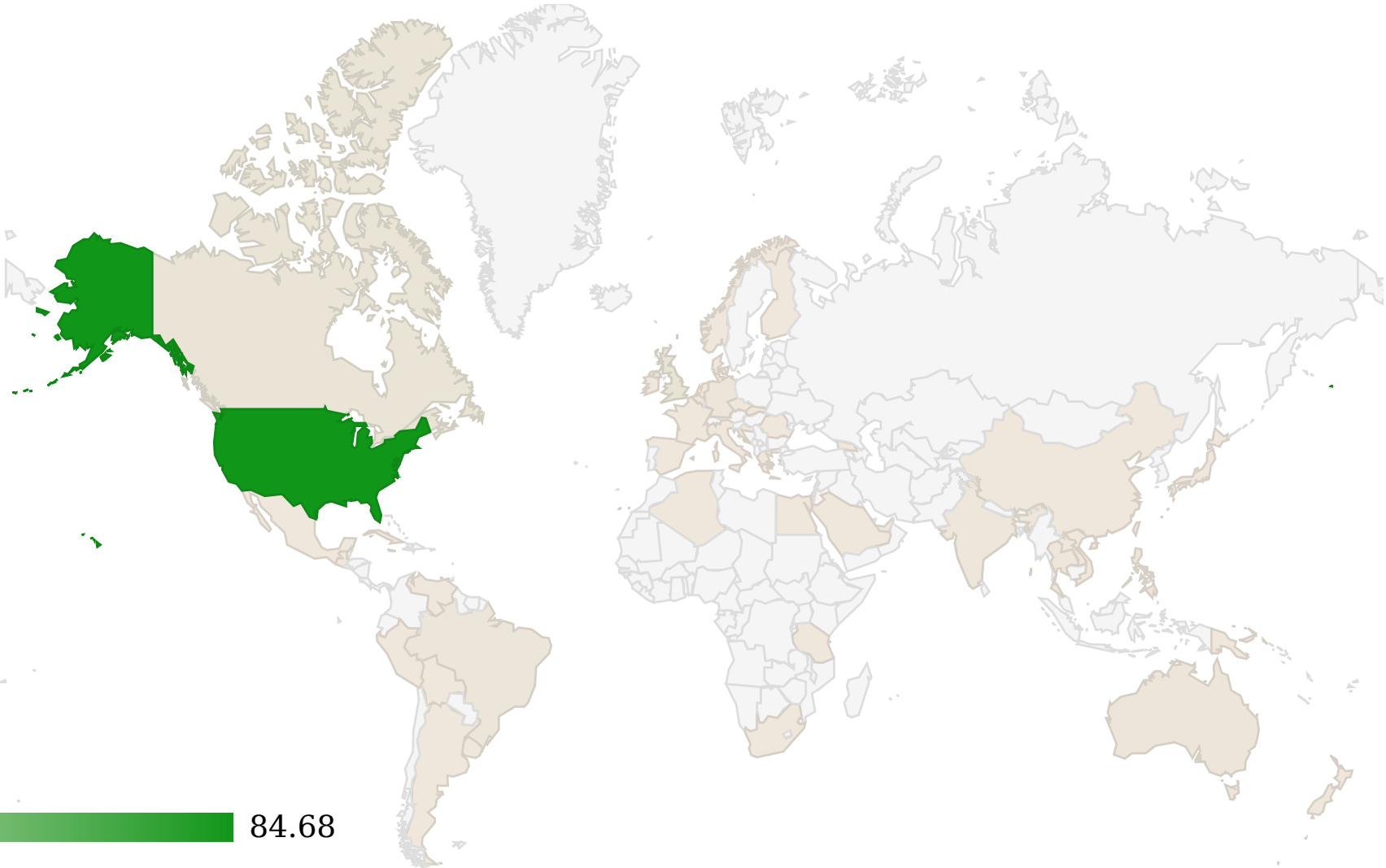


Instagram accounted for the most engagement growth, with 2895 new actions, and had the biggest change in engagement of 6.36%.

Your current current engagement level is **4.7**

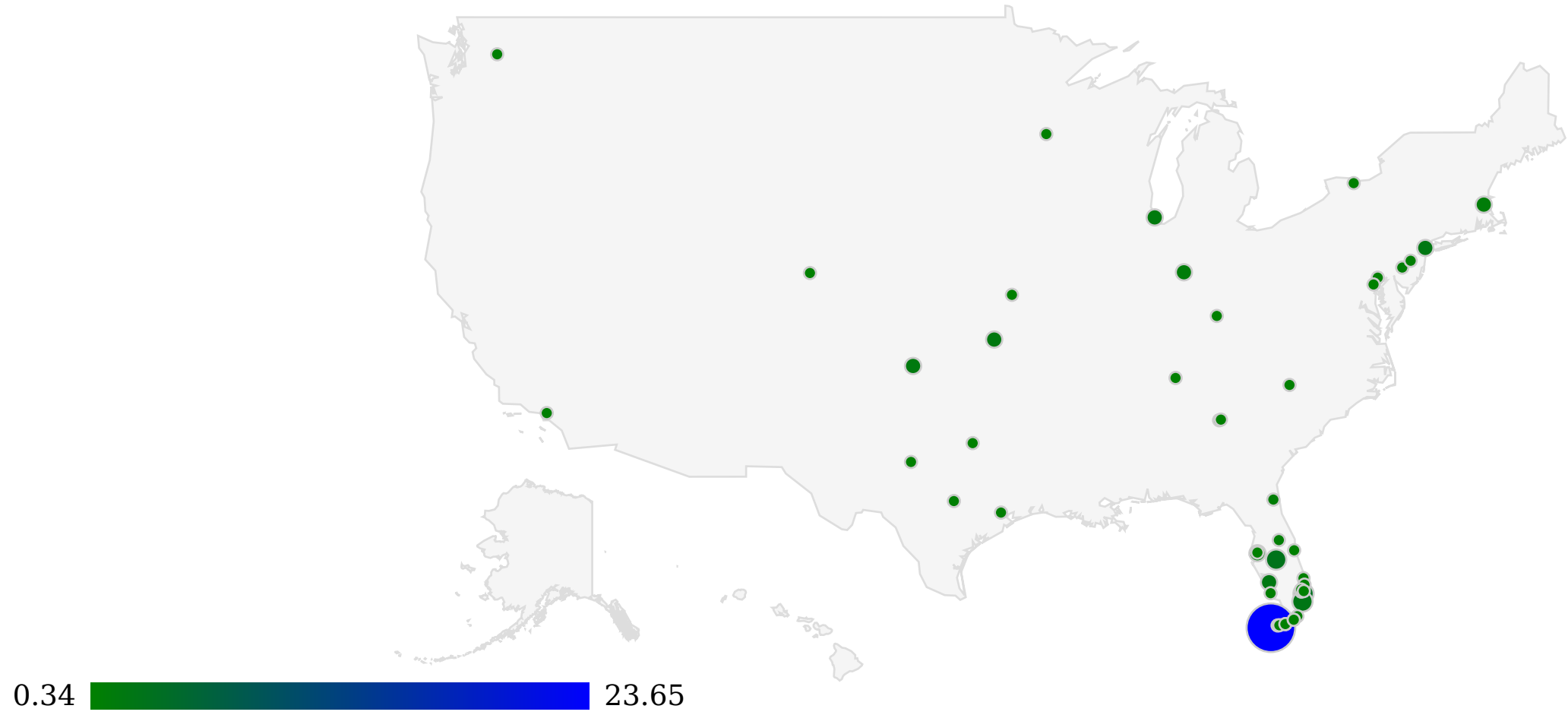


Audience World Distribution



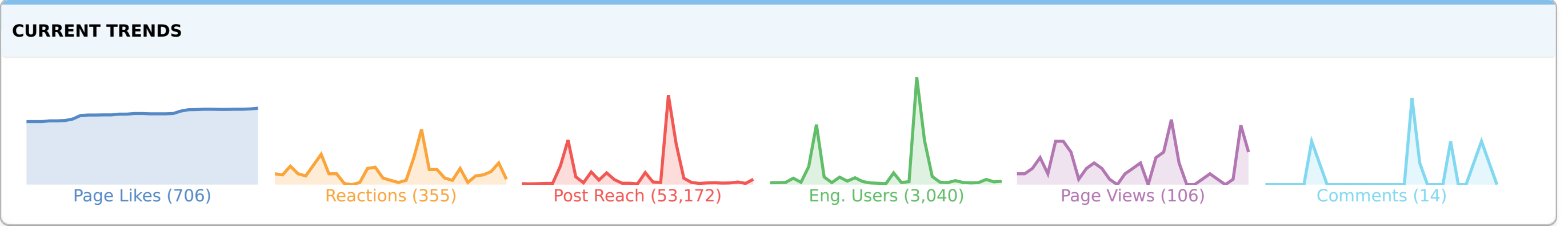
Country	Code	%
United States	US	84.68
United Kingdom	GB	3.1
Canada	CA	2.44
Brazil	BR	1.07
Australia	AU	0.95
Germany	DE	0.95
Thailand	TH	0.42
Philippines	PH	0.42
India	IN	0.36
United Arab Emirates	AE	0.36
Spain	ES	0.24
France	FR	0.24
Argentina	AR	0.18
South Africa	ZA	0.18
Uruguay	UY	0.18
Mexico	MX	0.18
Venezuela	VE	0.18
Romania	RO	0.18
Guam	GU	0.18
Japan	JP	0.12
Belgium	BE	0.12
Greece	GR	0.12
Ireland	IE	0.12
Taiwan	TW	0.12
Italy	IT	0.12

COUNTRY ACTIVITY



City	Code	% of Audience
Key West	FL	23.65
Fort Lauderdale	FL	3.33
Florida		2.76
Miami	FL	2.3
Fort Myers	FL	1.95
New York	NY	1.95
United States		1.72
Florida Keys		1.61
Chicago	IL	1.49
Tampa	FL	1.26
Indianapolis	IN	1.15
Boston	MA	1.03
Philadelphia	PA	0.8
Jacksonville	FL	0.8
Orlando	FL	0.69
Key Largo		0.69
Boca Raton	FL	0.69
Tamarac		0.57
Austin	TX	0.57
Coral Springs	FL	0.57
Trenton	NJ	0.57
Marathon Marathon Airport		0.57
Washington	DC	0.57
Summerland Key	FL	0.57
Big Pine Key	FL	0.46

Page Likes	706	New Page Likes	132	Total Reach	56.0k	Post Reach	53.2k	Eng. Users	3,040
Total Clicks	2,070	Page Views	106	Page Impressions	84.3k	Post Impressions	79.4k	Posts	44
Comments	14	Reactions	355	Post Unlikes	2	Shares	164	Video Views	21
Reviews	1	Checkins	7	Mentions	10	Messages	13		







You have published **44** posts (**1.42** per day). **75%** of interactions are clicks (**2070** total) You had **14** comments**164** post shares.

Your posts reached a total of **53,172** users (**1,715** per day). There was a total of **2753** interactions.

You had a total of **84,331** page impressions (**2,720** per day).


United States is the country with most audience (92.78%). You have audience in 16 countries.

MOST LIKED	MOST COMMENTED	MOST ENGAGED USERS	MOST SHARED
			
38 reactions	3 comments	1343 engaged users	111 shares

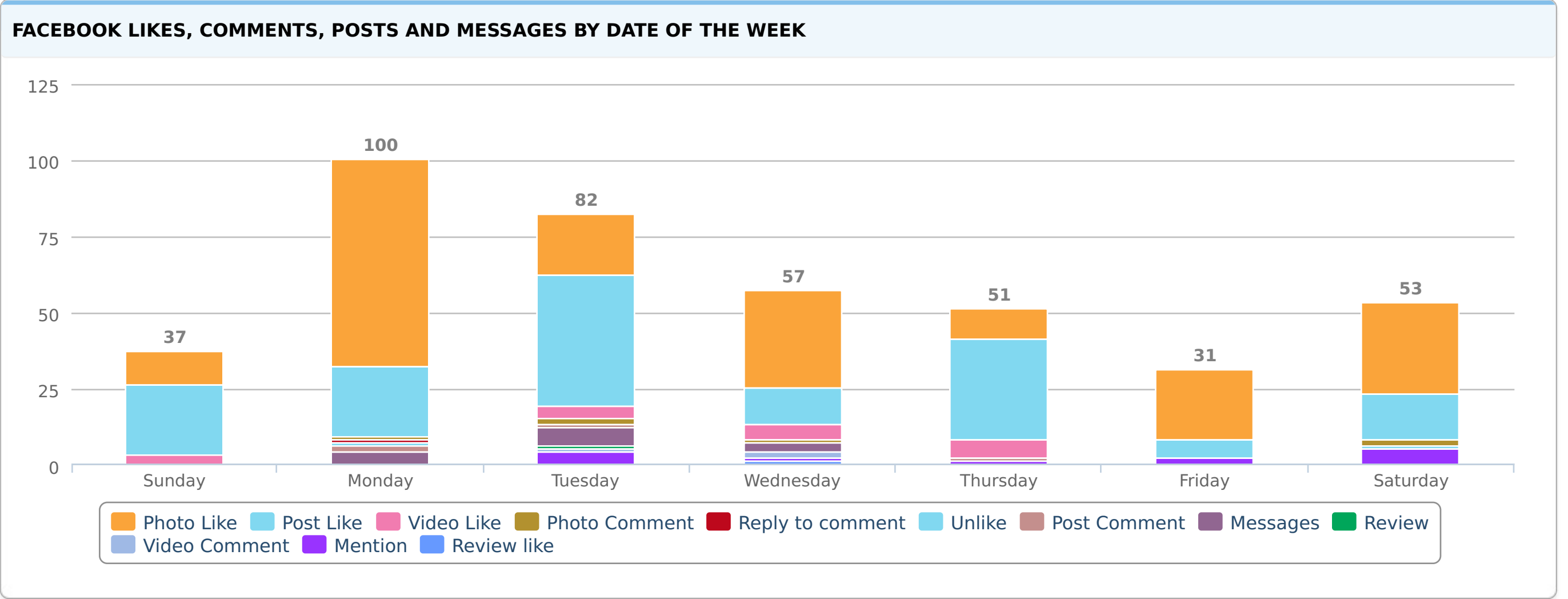
Majority of your posts or 53% are photos. Links however offer you the best engagement rate of 8 events per post.

Most of engagement (reactions, comments and shares) or 100% comes on days when post at least once. Majority of post engagement or 67% are reactions.

TOP PUBLISHERS


User	Posts	% of all posts	Total Likes	Total Comments	Total Shares
 Key West Historic Seaport	45	103%	377	14	163

BEST TIME FOR LIKES	BEST TIME FOR COMMENTS	BEST TIME FOR MENTIONS
1:00 PM - 2:00 PM	1:00 PM - 2:00 PM	8:00 AM - 9:00 AM
19% of likes occur during this time	21% of comments occur during this time	31% of mentions occur during this time



Most users reached, or **92.1%**, are from **United States**


MOST VIEWED VIDEO



Make sure to stop by Mac's Sea Garden for a picture with the famous sponge man o

1,170 views


MOST LIKED VIDEO



Make sure to stop by Mac's Sea Garden for a picture with the famous sponge man o

6 likes


MOST SHARED VIDEO



Make sure to stop by Mac's Sea Garden for a picture with the famous sponge man o

2 shares

MOST COMMENTED



Key TV - Key West and The Florida Keys Television

2 comments

Most of video engagement (likes, comments and shares) or **70%** comes on days when you upload at least one video. Majority of video engagement or **9%** are **shares**.

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**

110% of percent videos views result in engagement. That's **343% decline** compared to last period.

New Media38

New Videos1

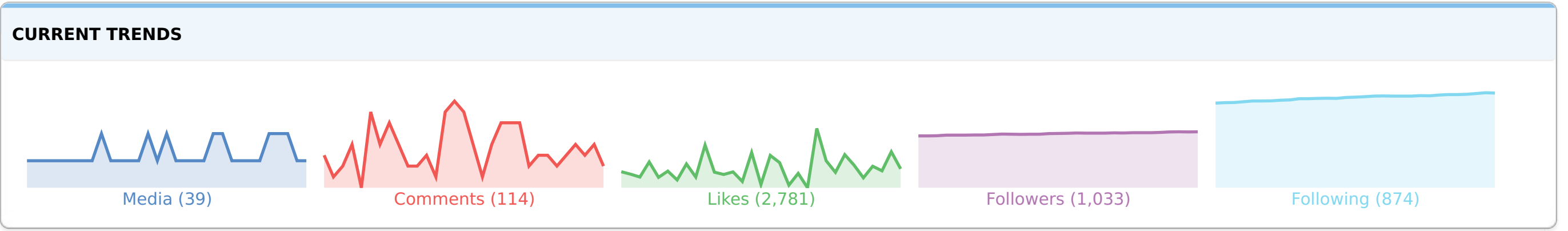
Comments114

Likes2,781

Followers1,033

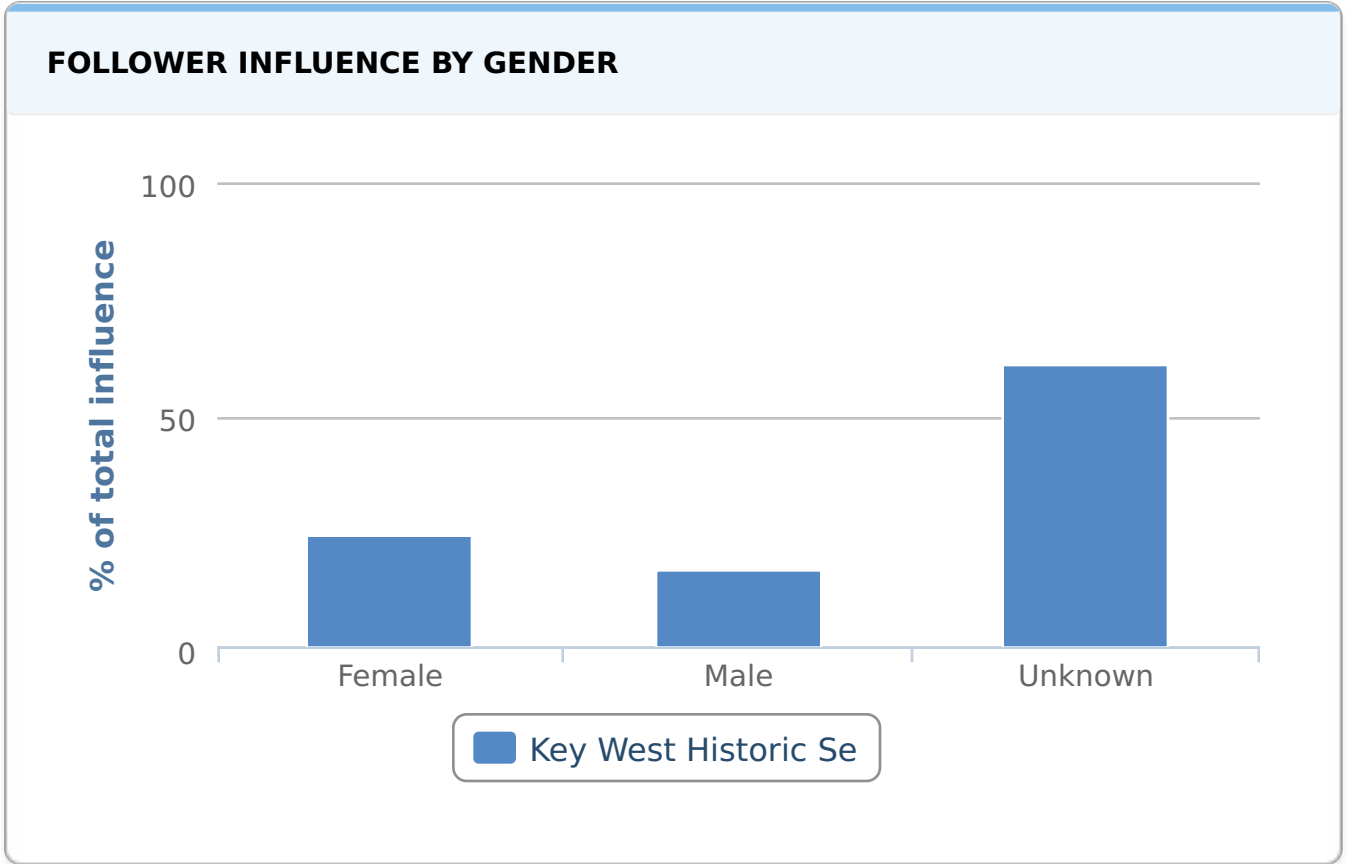
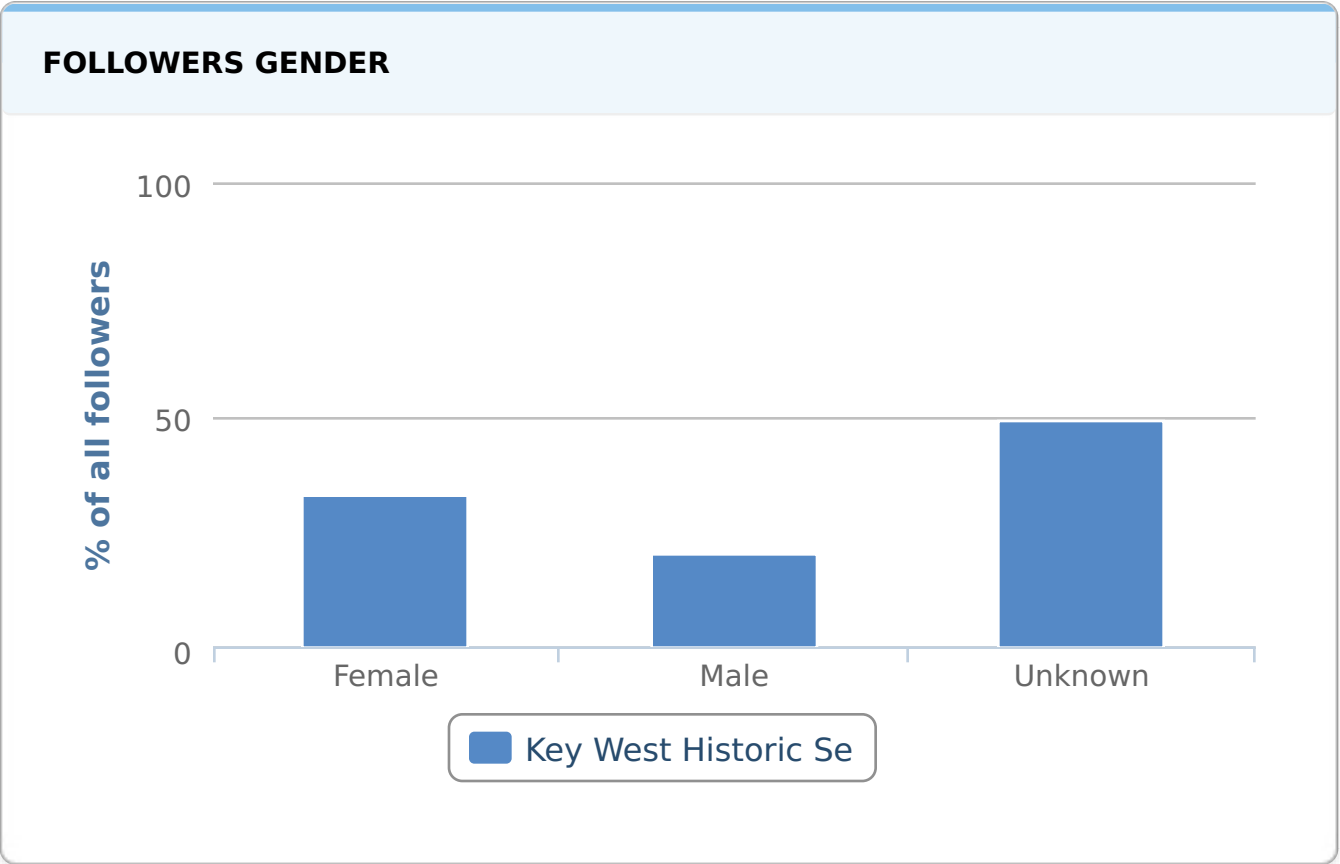
Following874

Total Medias280



TOP POSTS BY NUMBER OF LIKES

Post	Publisher	Likes	% of all likes
Lazy Way is a strip of your favorite Key West sho...	Key West Historic Seaport	122	5%
Have an unforgettable spring break this year with...	Key West Historic Seaport	106	4%
@timseanjohnson captured this great shot of docke...	Key West Historic Seaport	101	4%
The Key West Historic Seaport is home to many fis...	Key West Historic Seaport	96	4%
Satisfy your seafood craving with lobster and che...	Key West Historic Seaport	95	4%



MOST COMMENTS DAY

Tuesday

March 14, 2017

8 comments

MOST COMMENTS BY

Shari Jenkins

3 comments











MOST COMMENTED











Satisfy your seafood craving with lobster and cheese...

10 comments, 95 likes

39% of your followers are male and 62% of your followers are female.

Majority of your followers, or 37% have 100 to 500 followers

Most Influential Followers		
User	Followers	% of total reach
 Flavia Peixoto	112,401	7%
 Rio Academia Natural ۞۞...	54,367	4%
 Ragnhild Jevne	37,036	3%
 Maxim Sukhanov	33,953	3%
 Miami Prime Living	31,615	2%
 Matt Monge	29,419	2%
 Coach Kim Spomberg	28,817	2%
 A L I N E G U E R I N O	23,770	2%
 2 Travel Dads	21,124	2%
 Peter	20,644	2%

Most Active Followers		
User	Posts	Followers
 Leslie P Burrell	7,740	1,126
 Kyla Shoemaker	5,436	1,141
 you're a catch 22	4,479	1,503
 Heather Wilde	4,010	369
 AquariumDepot.com	3,332	2,965
 Courtney Food & Travel...	3,070	20,184
 April Ann	2,647	946
 Christina S.	2,625	8,769
 K E L L Y N O R M A N	2,471	1,813
 Odin	2,462	6,561


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

MOST LIKES DAY

Tuesday
March 21, 2017

274 likes, 6 comments

MOST LIKED



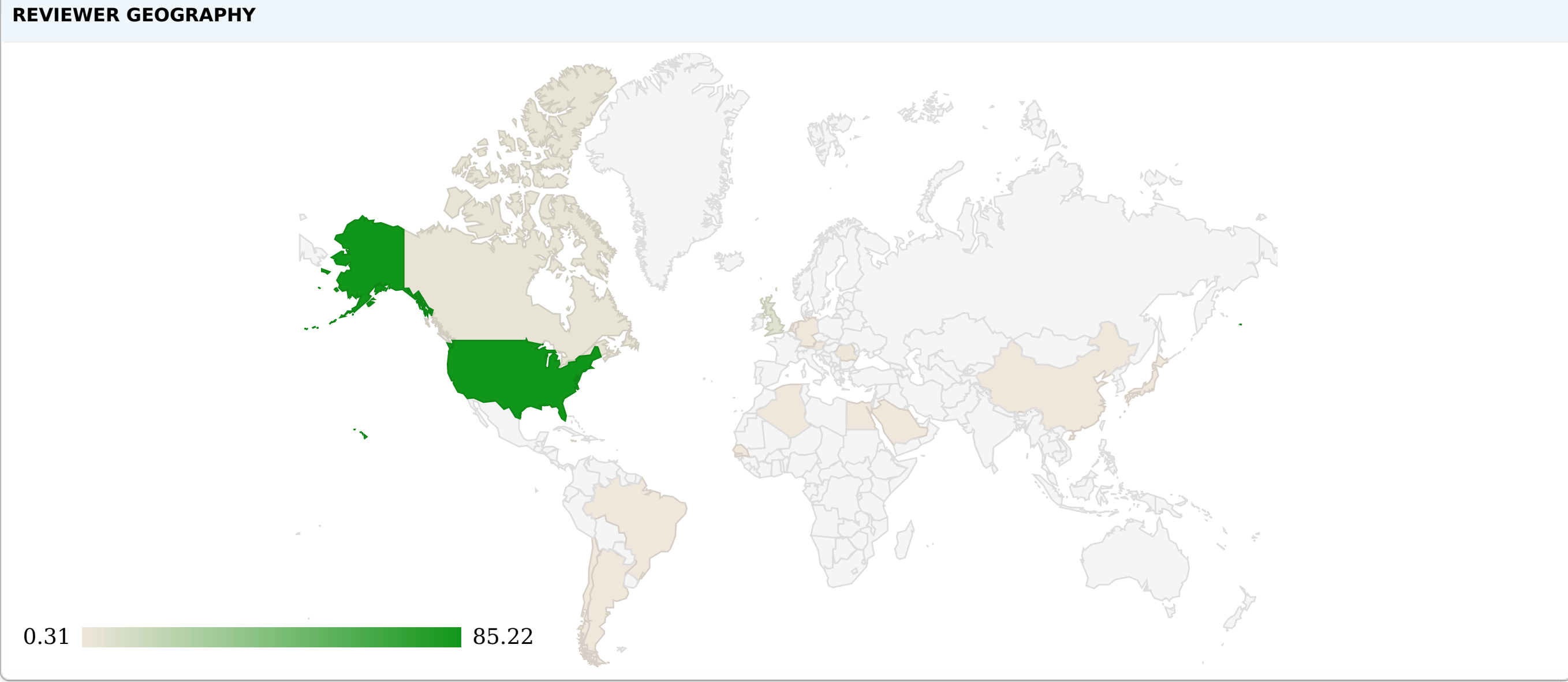
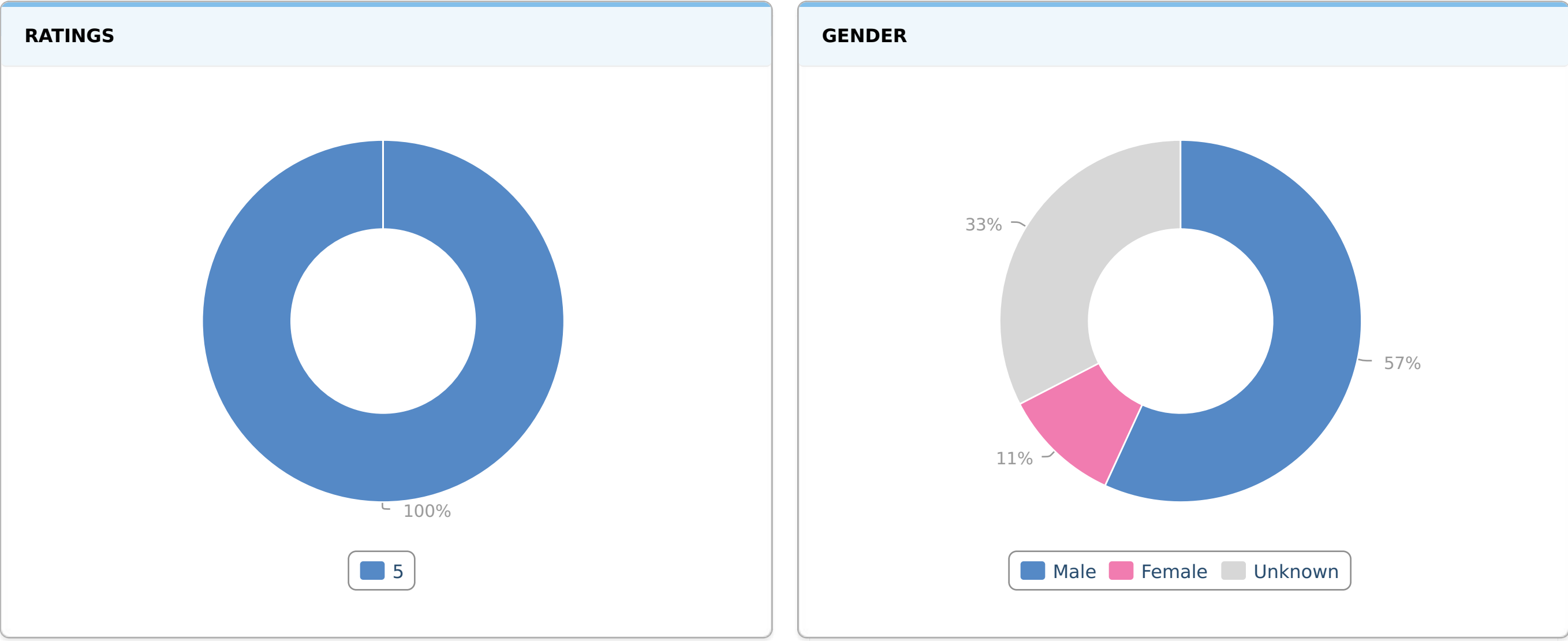
Lazy Way is a strip of your favorite Key West shops ...

122 likes

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

Reviews: 5

Rating: 5



- 5 REVIEWS
- Enjoyable walking**

We walked the historic district a few times. Lots of great restaurants and little shopping areas as well. Look at all the boats sitting i...

by **Lisa S** on **March 22, 2017**

Historic Seaport at
- Spectacular Sunset!!**

Great Place to just wander around and look at the gorgeous sunsets.In the evening there are buskers and vendors selling handmade crafts a...

by **browncondo2102** on **March 14, 2017**

Historic Seaport at
- Absolutely "must" come here if in town. Most scenic restaurants are here.**

most scenic restaurants are here. I always include a seafood stop along this walk each time I'm in town.

by **Frank R** on **March 13, 2017**

Historic Seaport at
- Beautifull and interesting**

Seaports are always a must to visit, and this one is very special, it looks nice an clean, and you can see lots of cruises and ships surr...

by **RaquelS14** on **March 7, 2017**

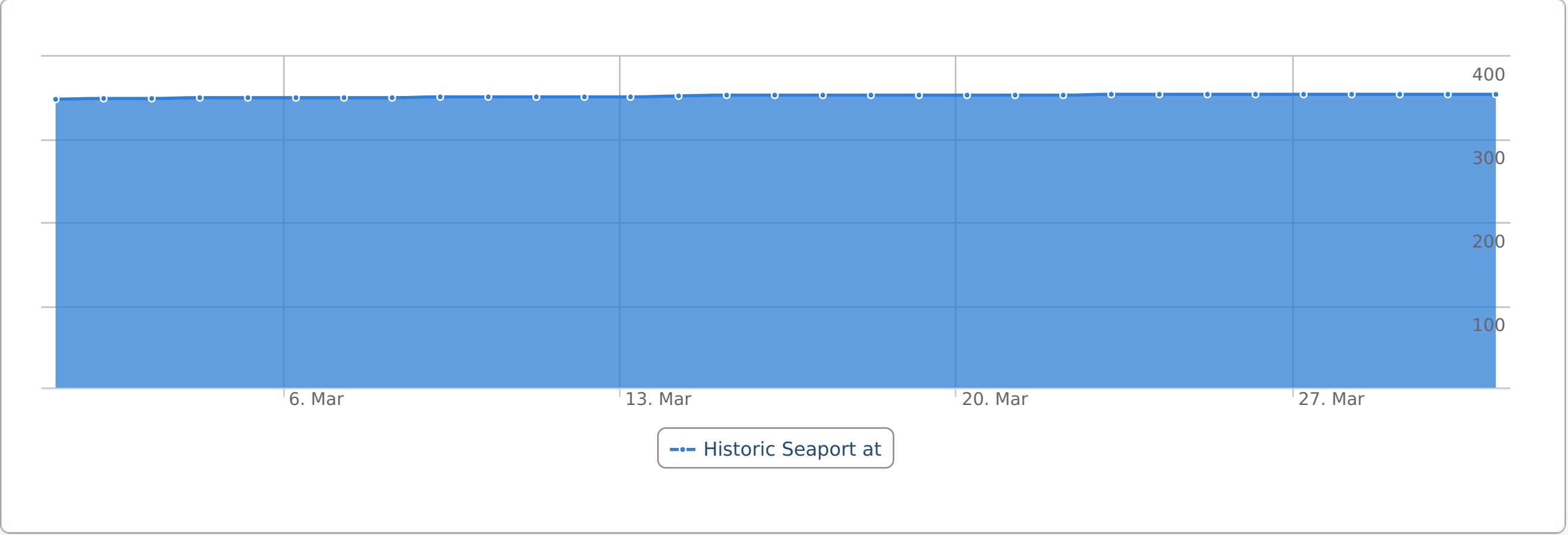
Historic Seaport at
- Another focus on Key West and its culture**

The Historic Seaport, with its mix of commerce, luxury crafts and historic vessels is a glimpse into yet another part of the fabric of Ke...

by **Harold B** on **March 2, 2017**

Historic Seaport at

Reviewers Timeline



354 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

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

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

800davidh800
Reviews: 67
Votes: 15
Montgomery, Illinois

VacationFamilyNJ
Reviews: 115
Votes: 54
New Jersey

Bob S
Reviews: 76
Votes: 32
Jim Thorpe, Pennsylvania

William T
Reviews: 291
Votes: 128
Atlanta, Georgia

75boat
Reviews: 33
Votes: 6
Albuquerque, New Mexico

Marcia L
Reviews: 190
Votes: 115
Port Saint Joe, Indiana

ckvar
Reviews: 54
Votes: 32
Cudjoe Key, Florida

Snorkel-Bum
Reviews: 92
Votes: 95
Vero Beach, Florida

Vanessa L
Reviews: 38
Votes: 22
Rome, Georgia

easterntreker
Reviews: 501
Votes: 144
Halifax

Arthur S
Reviews: 108
Votes: 37
Boca Raton, Florida

sarannjason1217
Reviews: 9
Votes: 5
Akron, Ohio

Henk V
Reviews: 73
Votes: 15
Nieuw-Vennep, Netherlands

Bob E
Reviews: 51
Votes: 25
Cleveland, Ohio

adsscs
Reviews: 20
Votes: 23
Tennessee

Sean Jamie S
Reviews: 4
Votes: 0
Heltonville, Indiana

FoodieandHistorian
Reviews: 351
Votes: 282
Somerset, New Hampshire

Eat1Drink2Travel3
Reviews: 426
Votes: 347
London, United Kingdom

Charles V
Reviews: 706
Votes: 165

MONYMAN53
Reviews: 87
Votes: 17

BrendaRoss2010
Reviews: 6
Votes: 22
Brampton, Ontario

Densch1
Reviews: 42
Votes: 9
New Jersey

Steve D
Reviews: 100
Votes: 50
Winter Springs, Florida

mosika
Reviews: 69
Votes: 23
Valparaiso, Indiana

ptruffa
Reviews: 10
Votes: 4
Pittsburgh

Greg W
Reviews: 4
Votes: 1
Rochester, Minnesota

imjustbeachy 1
Reviews: 20
Votes: 10
Monroe, Georgia

ed33040
Reviews: 7
Votes: 11
Key West, Florida

Billy B
Reviews: 84
Votes: 15
Virginia Beach, Virginia

buffalojim67
Reviews: 812
Votes: 131
Lawrence, Kansas

tld917
Reviews: 7
Votes: 10
Omaha, Nebraska

Milesotravel41
Reviews: 8
Votes: 0
Charlotte, North Carolina

Cub66
Reviews: 119
Votes: 68
Chicago, Illinois

mwooduk
Reviews: 842
Votes: 459
Miami

goodegg5
Reviews: 55
Votes: 18
Philly

ruthkred
Reviews: 150
Votes: 71
St. Louis

Mike H
Reviews: 66
Votes: 80
Redondo Beach, California

Sue O
Reviews: 202
Votes: 74
Kent, United Kingdom

TtravelerJohn
Reviews: 176
Votes: 93
Glen Rock, New Jersey

Cordial1
Reviews: 166
Votes: 54

666Bunt
Reviews: 270
Votes: 111
Surrey

Anne_A52
Reviews: 8
Votes: 1
York, Pennsylvania

Lisa S
Reviews: 763
Votes: 204

ergohand
Reviews: 18
Votes: 2
HMB

FLAKey33040
Reviews: 68
Votes: 24
Summerland Key, Florida





























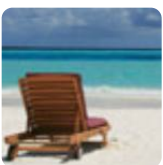






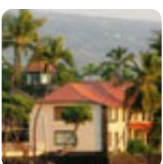







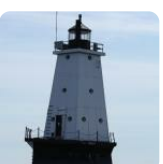



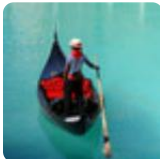








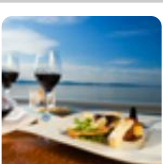




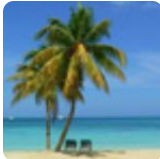
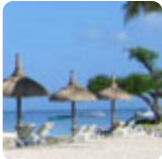

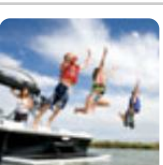






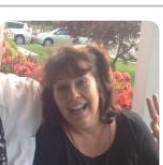






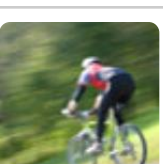


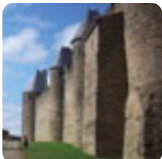


Cambria5
Reviews: 327
Votes: 118
Ebensburg, PA





Cambria5
Reviews: 327
Votes: 118
Ebensburg, PA

katem j
Reviews: 64
Votes: 20
Suffern, New York

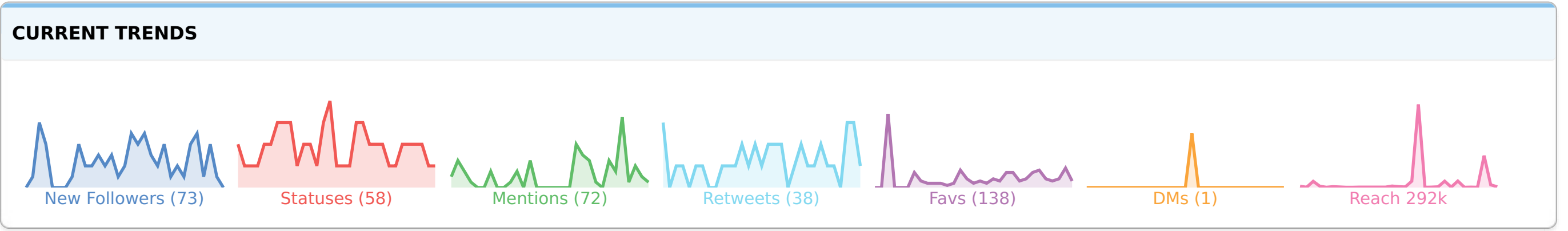
hrmgrrbt
Reviews: 28
Votes: 13

vakshun17
Reviews: 41
Votes: 13
Wolfeboro, New Hampshire

 <p><i>aegisprncs</i> Reviews: 233 Votes: 119 Key West, FL</p>	 <p><i>Crazfoxf</i> Reviews: 28 Votes: 22 Belle Isle, Flo...</p>	 <p><i>dalessiopietro</i> Reviews: 234 Votes: 53 Clearfield, Utah</p>	 <p><i>dinosciambra</i> Reviews: 53 Votes: 17 New Orleans, Lo...</p>	 <p><i>James M</i> Reviews: 73 Votes: 30 Hamilton, Canada</p>	 <p><i>HoldenBea</i> Reviews: 183 Votes: 80 Holden Beach, N</p>	 <p><i>tennisi11</i> Reviews: 138 Votes: 79 Simpsonville, SC</p>
 <p><i>Sherri W</i> Reviews: 21 Votes: 12 George West, Texa...</p>	 <p><i>jeffl499</i> Reviews: 1 Votes: 458 Alexandria, VA</p>	 <p><i>Missmarilynjoy</i> Reviews: 26 Votes: 4 Key West, Florida</p>	 <p><i>CaptnBill</i> Reviews: 29 Votes: 19 Cape Coral, Flo...</p>	 <p><i>br01374859</i> Reviews: 53 Votes: 24 Ballston Spa, N...</p>	 <p><i>travelkitty28</i> Reviews: 140 Votes: 51 midwest</p>	 <p><i>shawnagFL</i> Reviews: 202 Votes: 111 Jacksonville, F...</p>
 <p><i>JennyColCrawley_UK</i> Reviews: 16 Votes: 4 Crawley, UK</p>	 <p><i>labe7000</i> Reviews: 58 Votes: 42 Port Jefferson ...</p>	 <p><i>NervousDuck</i> Reviews: 30 Votes: 10 Saint Paul, Min...</p>	 <p><i>Kathy P</i> Reviews: 24 Votes: 6 Chicago, Illinois</p>	 <p><i>Walsh13k</i> Reviews: 217 Votes: 44 Niskayuna, New</p>	 <p><i>Paul W</i> Reviews: 43 Votes: 25 Wesley Chapel, ...</p>	 <p><i>Patricia S</i> Reviews: 52 Votes: 17</p>
 <p><i>Gomersal-08</i> Reviews: 211 Votes: 189 Leeds</p>	 <p><i>VirginiaSunny</i> Reviews: 104 Votes: 40 Virginia</p>	 <p><i>Lmilaat</i> Reviews: 21 Votes: 10 Jeddah</p>	 <p><i>Lori K</i> Reviews: 48 Votes: 19 Beaver Falls, P...</p>	 <p><i>Dcraigclark</i> Reviews: 32 Votes: 8 Decatur, Georgia</p>	 <p><i>DebiOco</i> Reviews: 107 Votes: 33 New York</p>	 <p><i>MargaretNJ2014</i> Reviews: 16 Votes: 7 New Jersey</p>
 <p><i>Traveller71Rio</i> Reviews: 23 Votes: 4 West Palm Beach</p>	 <p><i>tefsearch</i> Reviews: 13 Votes: 10 Lakeland, Florida</p>	 <p><i>DebieDC</i> Reviews: 113 Votes: 72 Marietta, GA</p>	 <p><i>Donna H</i> Reviews: 28 Votes: 7 Chicago, Illinois</p>	 <p><i>Dr. R. C. M</i> Reviews: 121 Votes: 23 Fort Mohave, Ar...</p>	 <p><i>Mpollifax</i> Reviews: 147 Votes: 50 Philadelphia</p>	 <p><i>merrybrook1</i> Reviews: 51 Votes: 13 Butler, Tennessee</p>
 <p><i>Cathy S</i> Reviews: 30 Votes: 6 Key West</p>	 <p><i>Steve P</i> Reviews: 30 Votes: 10 Fairfield, Iowa</p>	 <p><i>Dianne L</i> Reviews: 31 Votes: 40 Little Torch Ke...</p>	 <p><i>BonjourduCanada</i> Reviews: 44 Votes: 39 Toronto, Canada</p>	 <p><i>wisconchsinite</i> Reviews: 126 Votes: 32 Kenosha, Wisconsin</p>	 <p><i>sarahkathleen1</i> Reviews: 81 Votes: 34 Eastern Shore, AL</p>	 <p><i>Jolly B</i> Reviews: 118 Votes: 104 San Francisco, ...</p>
 <p><i>Rick61</i> Reviews: 313 Votes: 117 Cambridge, Unit...</p>	 <p><i>FrankF2357</i> Reviews: 17 Votes: 6 Macomb, Michigan</p>	 <p><i>jackrabbit26</i> Reviews: 11 Votes: 2 Coastal North C...</p>	 <p><i>07417</i> Reviews: 31 Votes: 7 Saint Augustine...</p>	 <p><i>cocktailsanddreams</i> Reviews: 28 Votes: 9 Key West, Florida</p>	 <p><i>Rosalie K</i> Reviews: 4 Votes: 0</p>	 <p><i>Collette316</i> Reviews: 62 Votes: 22 Milwaukee</p>
 <p><i>JaysaTravelinMan</i> Reviews: 136 Votes: 89 Salisbury, Mary...</p>	 <p><i>FLGal1980</i> Reviews: 36 Votes: 37 Tampa, Florida</p>	 <p><i>FLGal1980</i> Reviews: 53 Votes: 37 Tampa, Florida</p>	 <p><i>Janet W</i> Reviews: 58 Votes: 16</p>	 <p><i>bob A</i> Reviews: 70 Votes: 7</p>	 <p><i>lollygal</i> Reviews: 594 Votes: 244 New York City, ...</p>	 <p><i>Clamcake51</i> Reviews: 34 Votes: 16 Newport, Rhode</p>
 <p><i>sshmuffin</i> Reviews: 16 Votes: 5 washington,dc</p>	 <p><i>BobMinchak</i> Reviews: 267 Votes: 93 New York City, ...</p>	 <p><i>den-rick71</i> Reviews: 191 Votes: 92 Falmouth, Unite...</p>	 <p><i>conniecat</i> Reviews: 33 Votes: 51 Topsail Island, NC</p>	 <p><i>Waldir José O</i> Reviews: 3 Votes: 3</p>	 <p><i>happygirl497</i> Reviews: 22 Votes: 8 Rockaway, New J</p>	 <p><i>Paula P</i> Reviews: 12 Votes: 0</p>
 <p><i>DushanRS</i> Reviews: 5 Votes: 9 Macon, Georgia</p>	 <p><i>Islander35</i> Reviews: 22 Votes: 7 New York City, ...</p>	 <p><i>moonchuckersmom</i> Reviews: 75 Votes: 46 Connecticut</p>	 <p><i>raybyerley</i> Reviews: 332 Votes: 96 Mandeville, Lou...</p>	 <p><i>Yacht1999</i> Reviews: 154 Votes: 50 Key West, Florida</p>	 <p><i>R S</i> Reviews: 11 Votes: 5 New York City, ...</p>	 <p><i>KWLUV</i> Reviews: 42 Votes: 21 New Jersey</p>
 <p><i>TwoPawsUp</i> Reviews: 92 Votes: 47 Indiana</p>	 <p><i>DLanders</i> Reviews: 140 Votes: 50 Bordentown, NJ</p>	 <p><i>Lynn R</i> Reviews: 17 Votes: 7 Titusville, Flo...</p>	 <p><i>SunshineLadybird</i> Reviews: 182 Votes: 52 Punta Gorda, Fl...</p>	 <p><i>downtowngreggbrown</i> Reviews: 9 Votes: 1 Grover Beach, C...</p>	 <p><i>RaquelS14</i> Reviews: 12 Votes: 0 Santiago Matran</p>	 <p><i>Stevew07</i> Reviews: 313 Votes: 114 Northamptonshire</p>
 <p><i>Stevew07</i> Reviews: 313 Votes: 114</p>	 <p><i>MarianneSup</i> Reviews: 24 Votes: 13</p>	 <p><i>Aaron K</i> Reviews: 741 Votes: 251</p>	 <p><i>Idoree</i> Reviews: 45 Votes: 9</p>	 <p><i>HavenCt</i> Reviews: 16 Votes: 6</p>	 <p><i>amieingeorgia</i> Reviews: 90 Votes: 47</p>	 <p><i>Mary B</i> Reviews: 168 Votes: 71</p>

Northamptonshire	Philadelphia, P...	Tokyo Prefectur...	atlantic city	CT	Athens, Georgia	Bethalto, Illinois
<div></div> <div><i>travelinggrace816</i> Reviews: 23 Votes: 6 Nutley, New Jersey</div>	<div></div> <div><i>letsvaca</i> Reviews: 48 Votes: 17 Egg Harbor Township</div>	<div></div> <div><i>Lindsey M</i> Reviews: 322 Votes: 167 Columbia, Missouri</div>	<div></div> <div><i>bert3580</i> Reviews: 23 Votes: 3 Huntsville, Ala...</div>			

Followers	688	New Followers	73	Following	1,968	Statuses	58	Mentions	72
Inbound DMs	1	RTs by me	119	RTs of me	38	Quotes	6	Favorites	138
Lists	14	Reach	292,265	Link Clicks (Platform Posts)	73				

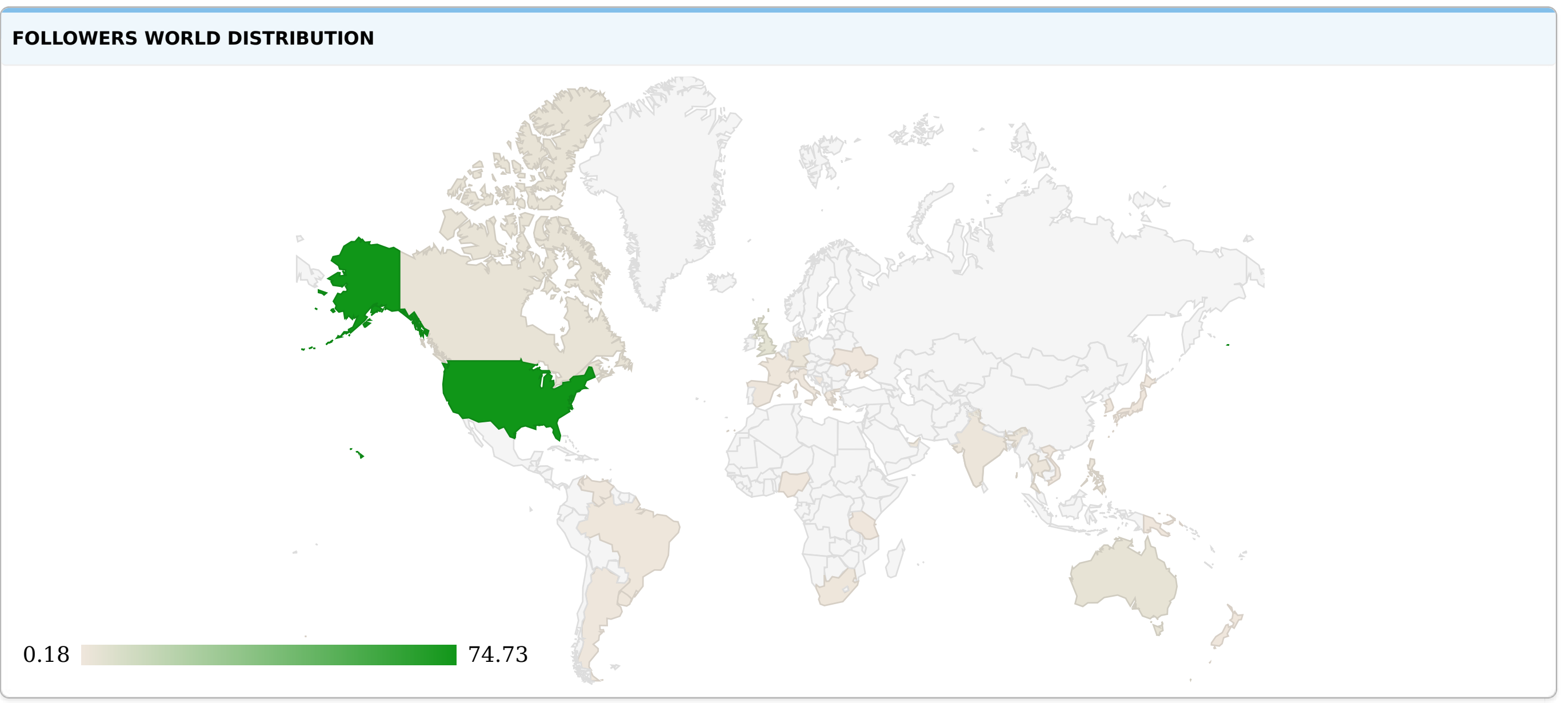


You have published **58** updates (**1.87** per day). **56%** of engagement is **favs**. On average you get **2.38** favs, **0.66** retweets, **1.24** mentions and **1.28** new followers per post.

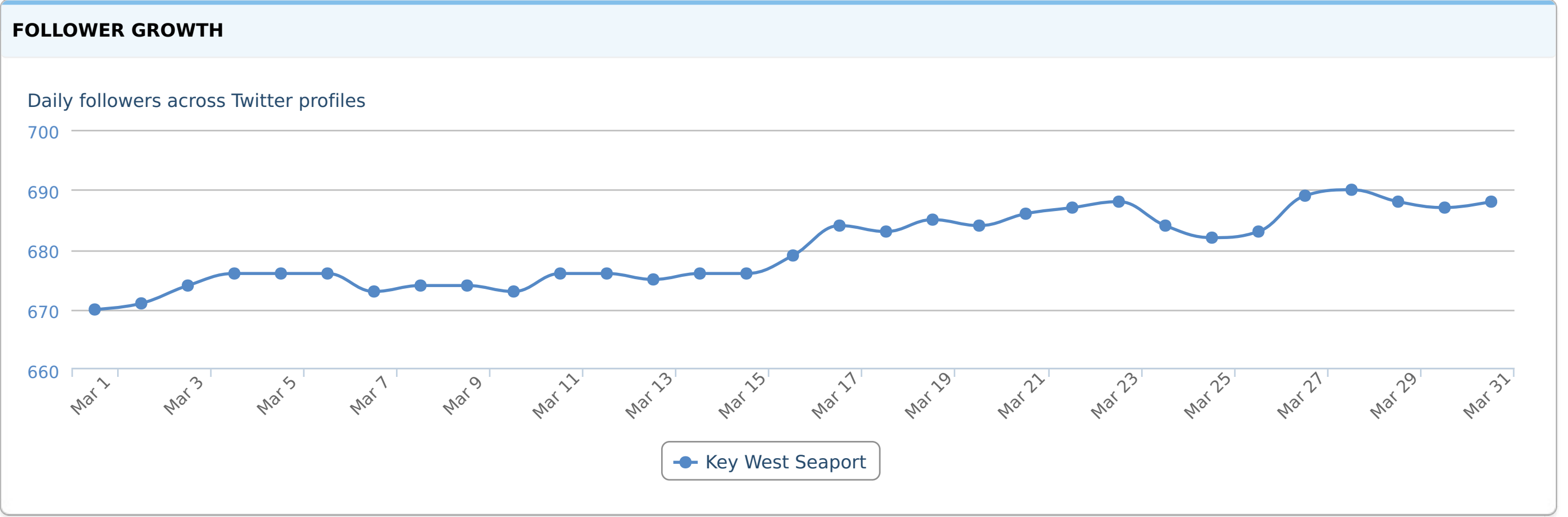
Your reach has exceeded your total followers **27** times during this period.

Majority of your followers or **46%** are in **GMT-4:00** timezone and **96%** of your followers speak **English**


United States is the country with most followers (**74.73%**). 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)
692	16,085	648	8,558	321	1,498	0.4	1.3
Your followers have 1.3x more followers than following.		On average, your followers tweet 0.2 times per day.		Your followers have been on Twitter 4.7x then you.		You follow 0.4x more users than follow you.	



59

HistoricSeaport

Top 5 topics you influence

Key West


Florida


Florida Keys


Fishing


Sailing


People that influence you

46 ConchFarm (972)


42 fishermanskw (109)


48 FuryKeyWest (6,208)


34 mellowventures (117)


44 YankeeFreedom (1,051)


People that you influence

47 BellaVita_KeyW (264)

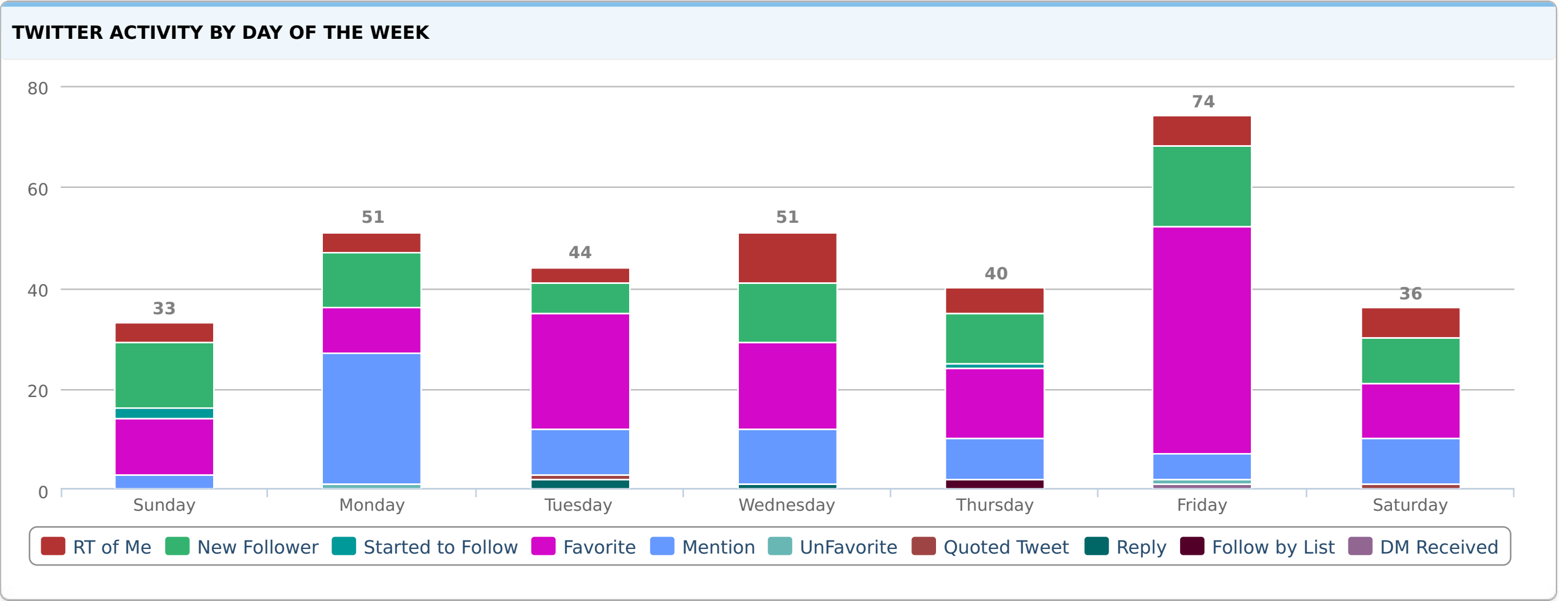
50 TORsAdventures (11,062)

36 KWBaitandTackle (44)










41 Nails_Nathan (284)

62 FLTripGuides (103,213)

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	12:00 PM - 1:00 PM	1:00 PM - 2:00 PM	4:00 PM - 5:00 PM	12:00 PM - 1:00 PM
34% of retweets occur during this time	33% of replies occur during this time	18% of mentions occur during this time	30% of favorites occur during this time	22% of new follower occur during this time



Most Frequently Used Hashtags		
Hashtag	Times	% of total
#hammerheadsurfshop	2	3%
#running	2	3%
#pacemannaturephotography	3	4%
#kwhs	10	11%
#stpatricksday	3	4%
#keywest	18	19%
#historicseaport	5	6%
#run	2	3%
#schoonerwharfbar	4	5%
#lazyway	3	4%

Most Mentioned Users		
User	Times	% of total
 Sunset Watersports	2	17%
 KeyWestFood&WineFest	1	9%
 Waterfront Brewery	2	17%
 Fallin Eddy	1	9%
 Cuban Coffee Queen	1	9%
 ConchRepublicSeafood	2	17%
 Half Shell Raw Bar	1	9%
 Fisherman's Key West	1	9%
 Sebago Watersports	1	9%

Views

1,920

Minutes Watched

2,244

Watched Duration

2,171

Shares

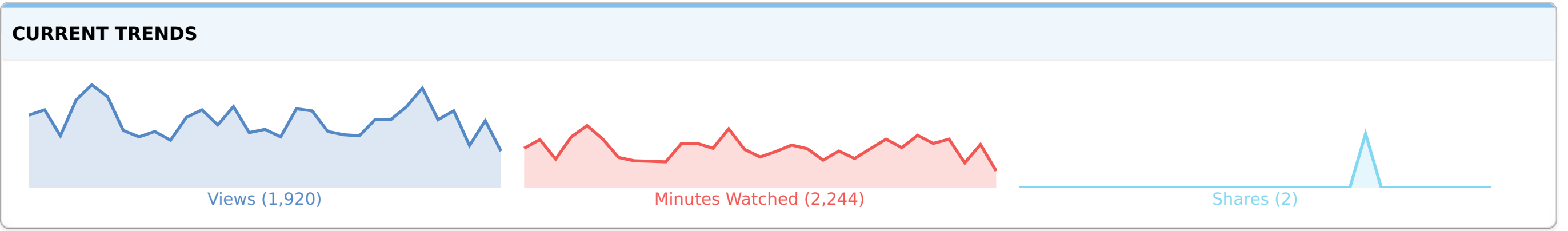
2

Subscribers

7

Total Videos

2



You had **1,920** views (**61.94** per day). **100%** of engagement is shares. On average you get **0** comments, **0** likes, **0** shares per view.

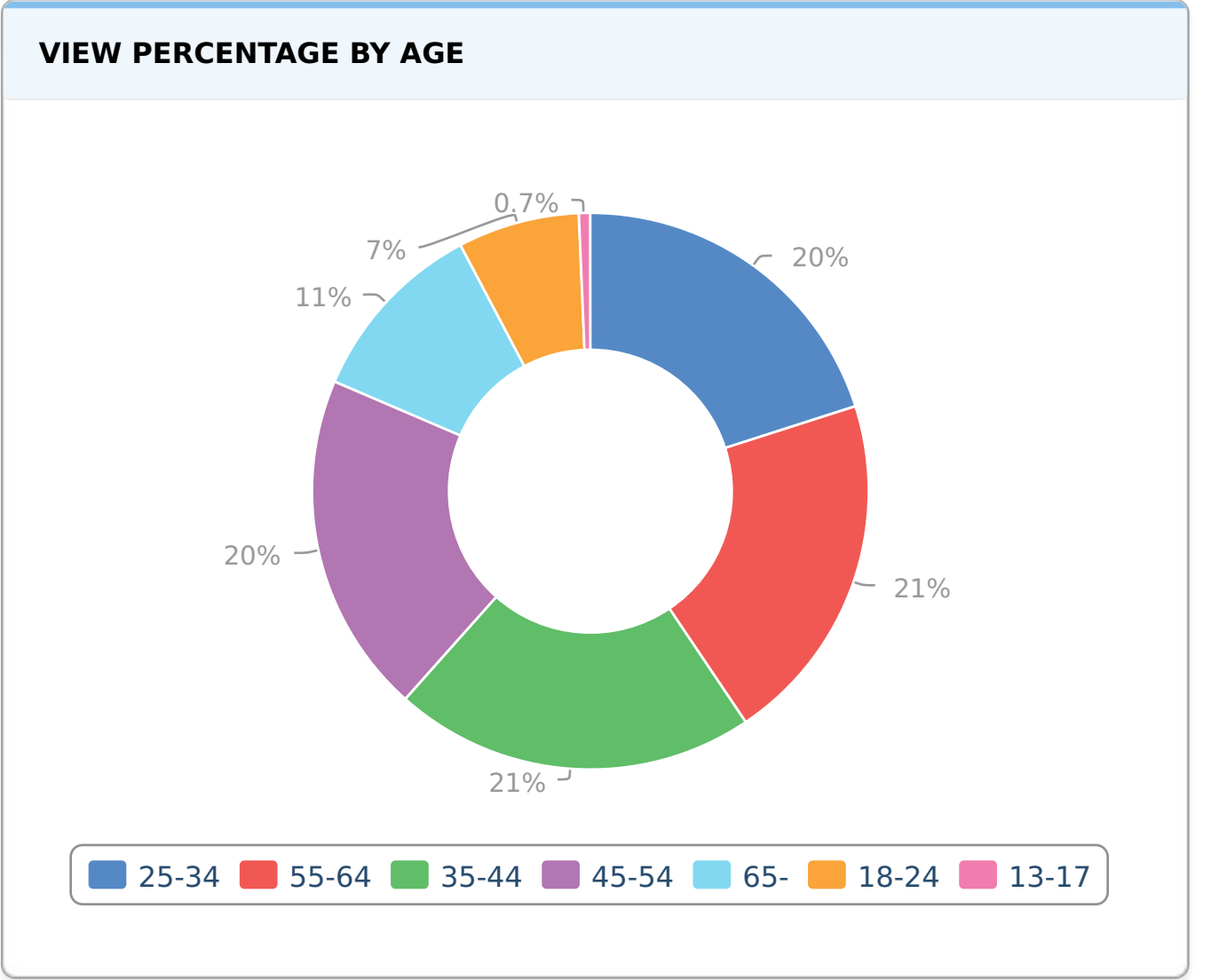
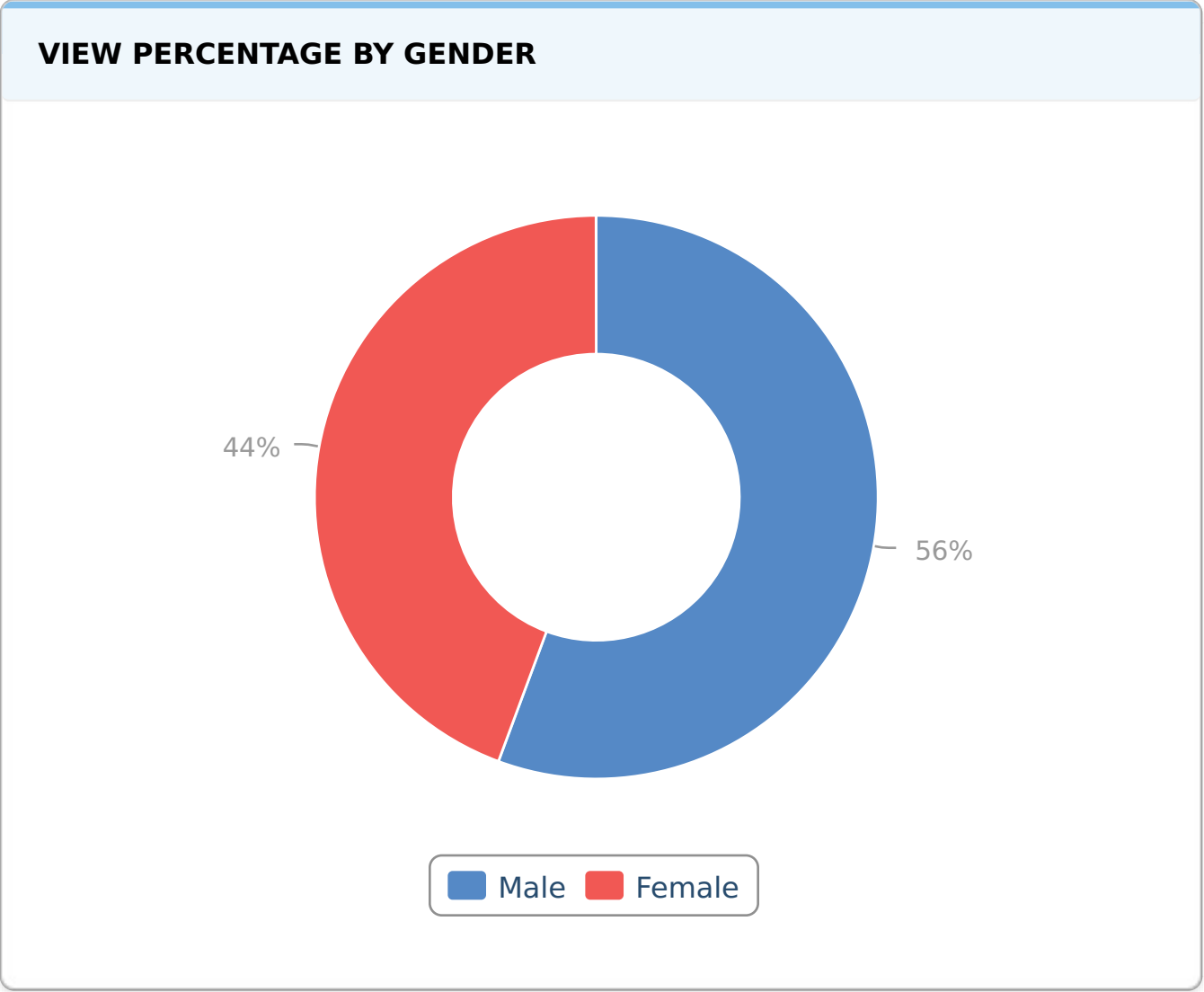
On average **0.1%** of your views result in engagement.

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

Most viewers or **96.93%** get to your videos from **link on another website**. Majority of minutes watched or **98.02%** are from users that arrive from **link on another website**.

Most users or 61.25% use **desktop** to watch your videos. Majority of minutes watched or **65.19%** are from users using **desktop**.

Most users or **44.32%** use **Windows** operating system to watch your videos. Majority of minutes watched or **49.54%** are from users using **Windows**.



MOST VIEWS

Key West Historic Seaport - Official Video

1,905 views