

November 3, 2017

MEMORANDUM

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

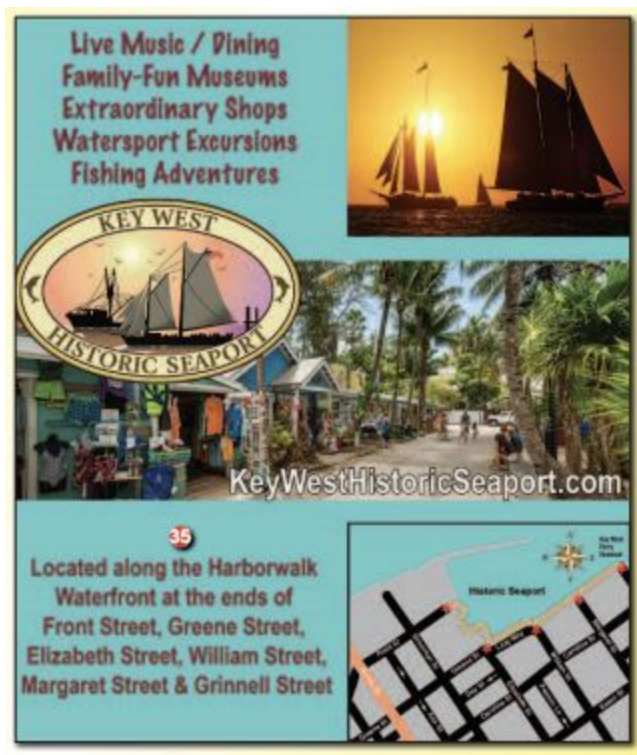
FROM: Dana Pollitt

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

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

ADVERTISING:

- Existing/Ongoing Advertising
 - Anderson Outdoor Advertising -- Key West International Airport
 - Miami to Key West Bus Wraps -- Excursions USA
- The Key West Historic Ad has been placed in the Key West Chamber of Commerce Map
 - [Key West Chamber Map >>>](#)



- Monroe County Tourist Development Council -- Keys Co-Op:

- Artwork and Content created for Key West Winter Mobile 2018
- Circulation: 2,203,390
- Targeting Boston, Chicago, Philly and Washington
- Coordination/Request for Quotes for KWHS branded apparel and souvenirs (to be presented to Staff in November)
- **Website Retargeting Campaign:** development started in October for November. Here's how retargeting works: you place a small, unobtrusive piece of code on your website (this code is sometimes referred to as a pixel). The code, or pixel, is unnoticeable to your site visitors and won't affect your site's performance. Every time a new visitor comes to your site, the code drops an anonymous browser cookie. Later, when your cookie'd visitors browse the Web, the cookie will let your retargeting provider know when to serve ads, ensuring that your ads are served to only to people who have previously visited your site.
- **Google Adwords:** With graphic display ads, YouTube video ads, text-based search ads, or in-app mobile ads, we will have plenty of ways to reach our target customer. The initial goal on this campaign is to focus on the following search words:
 - Top 5 Things To Do In Key West, Sunset, Harbor, Port, Seaport, Bight Marina, Best Sunset, Top 5 Sunset In Usa, Best Place to See a Sunset, Sunset Dining, Sunset Adventure, Romantic Sunset, Historic Hotels, Waterfront Lunch, Fresh Seafood, Shrimp, Lobster, Spiny Lobster, Florida Lobster, Sunset Cruise, Best Place to Watch a Sunset
- **Destination Television, KeyTV:** New Editorial Video. Started airing October 30 running for six month term.
 - [Link to new Editorial Video >>>](#)

KWHS LIVE WEBCAM:

- Live Webcam electrical work has been completed and outlet installed at Conch Republic Seafood Company thanks to City Staff. Our newest KWHS partner **Broadwave** has been contracted to install, implement and monitor the Webcam throughout the year.

KWHS SOCIAL MEDIA (Facebook, Twitter, Instagram, Foursquare, YouTube, TripAdvisor, Yelp)

The team is contributing to ongoing daily social media content creation and posting (Reviews Posts, Live Music Opportunities, Tenant Information, Updates, Events).

This month your KWHS Marketing Team spent four days in Key West with tenants capturing video content, surveying tenants and gathering updates along the Harborwalk Waterfront. The following are upcoming Seaport Spotlight's for KWHS Social Media scheduled from interviews with each of the following KWHS tenants:

- B.O.'s Fish Wagon
- Breezin Charters

- Dragonfly
- Good Day on a Happy Planet
- Half shell Raw Bar
- Key West Bait & Tackle
- Local Color
- Lost Reef Adventures
- Schooner Wharf Bar
- Turtle Kraals
- Waterfront Brewery

Below find the monthly updates for each of the KWHS Social Media outlets. In addition, please see the attached Social Media and Website report for October, 2017, for in-depth, detailed reporting of each.

Facebook:

- Increase page likes from 1,114 to 1,144
- Increase in checkins from 1,651 to 1,690
- Reached a total of 22,097 users (737 per day). There was a total of 2,066 interactions
- 32 5-star Facebook review
- 1,428 total clicks

Twitter:

- Increase in followers from 872 to 895
- Reach has exceeded total followers 27 times during this period
- 16.4K impressions this month
- Reach was 214,415 (KWHS tweets showed up on our follower's Twitter feeds from them "retweeting" or "liking" KWHS posts, so each of their followers had the ability to read KWHS Tweets)

Instagram:

- Instagram accounted for the most audience growth
- New followers with total of 1,418 followers up from 1,389 last month
- Received 2,313 likes in total for this month

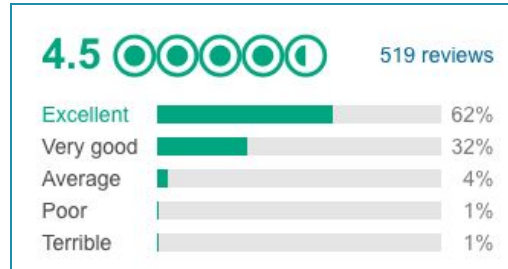
YouTube:

- Uploaded new video
 - [Wharfstock at Schooner Wharf Bar](#)
- 1 minute videos are planned to be uploaded every month
- Captured video recordings and/or interviews from the following tenants:
 - AER Photography and Art Gallery
 - Dragonfly

- Fisherman's Cafe
- Half Shell Raw Bar
- Schooner Western Union
- Schooner Wharf Bar
- Stingray Steve
- Turtle Kraals
- Yours and Mayan

TripAdvisor:

- 519 Reviews
- #15 of 180 things to do in Key West
- Excellent Rating 4.5 out of 5



Foursquare:

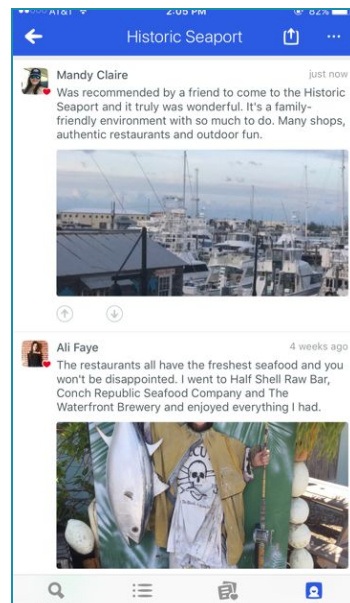
- Foursquare was the fastest-growing channel, with 25% follower growth
- Visitors “check in” to their location and upload pictures, provide tips for future visitors, and leave reviews, which make up our page feed
- Below is a screenshot of what the KWHS page looks like on a mobile device

What are people saying?

“Family-friendly environment with so much to do”

“Great shops, bars, and restaurants.”

“Amazing sights”



Yelp:

- New 5-star review
- Adding new images every month

KWHS WEBSITE:

- Ongoing website maintenance and content creation (Tenant Info. Events, Hurricane Irma Updates, Blog, etc.)
- Regular content writing services
 - October Blog posted: [Website Link>>](#)
- Live Webcam feed to KWHS website
- New events added in October
- New tenants added in October:
 - Bumble Bee Silver Company
 - Crown Charters
- We now own the additional domain names: HistoricSeaport.com & KeyWestSeaport.com
 - It is important to own domain names related to your business to prevent confusion & protect the KWHS brand online
 - Visitors may make spelling errors or leave out words like “Historic” or “Key West” while trying to navigate to the KWHS website
 - Owning these similar domain names will redirect/point those visitors to KeyWestHistoricSeaport.com
- Google Analytics for period October 1, 2017 to October 31, 2017 are listed below:

Audience Overview:



Acquisition Overview:

	Sessions ↓	% New Sessions ↓	New Users ↓
	1,512	87.17%	1,318
1 ■ Organic Search	1,169		
2 ■ Direct	182		
3 ■ Social	98		
4 ■ Referral	63		

Top 10 Referral Sources:

<input type="checkbox"/>	Source ?	Acquisition	
		Sessions ? ↓	% New Sessions ?
		63 % of Total: 4.17% (1,512)	84.13% Avg for View: 87.17% (-3.49%)
<input type="checkbox"/>	1. fla-keys.com	21 (33.33%)	90.48%
<input type="checkbox"/>	2. keywest.com	13 (20.63%)	100.00%
<input type="checkbox"/>	3. myaccount.google.com	4 (6.35%)	0.00%
<input type="checkbox"/>	4. search.xfinity.com	3 (4.76%)	100.00%
<input type="checkbox"/>	5. de.search.yahoo.com	2 (3.17%)	100.00%
<input type="checkbox"/>	6. dogpile.com	2 (3.17%)	50.00%
<input type="checkbox"/>	7. openmultipleurl.com	2 (3.17%)	50.00%
<input type="checkbox"/>	8. duckduckgo.com	1 (1.59%)	100.00%
<input type="checkbox"/>	9. foxweber.com	1 (1.59%)	100.00%
<input type="checkbox"/>	10. fr.search.yahoo.com	1 (1.59%)	100.00%

Sessions and % New Sessions by City

City	Sessions	% New Sessions
Key West	210	91.90%
Miami	142	91.55%
Tampa	80	86.25%
(not set)	46	93.48%
Fort Lauderdale	32	40.62%
Orlando	27	88.89%
New York	26	84.62%
Washington	24	66.67%
Atlanta	22	90.91%
Aventura	18	5.56%

Key West Historic Seaport

21,445 PEOPLE FOUND YOU ON GOOGLE

1
called you

483
asked for directions

39
visited your website

[SEE FULL REPORT](#)

WHAT CUSTOMERS ARE SAYING ABOUT YOU

Congrats, **Key West Historic Seaport** has a **4.6** star rating on Google

★★★★★

Stay connected to your customers. Make sure to reply to their reviews and comments.

Comprehensive Social Media Report

Key West Historic Seaport

October 1, 2017 - October 31, 2017

Cross Channel Report

1 Facebook Page

1 Instagram Profile

1 Twitter Profile

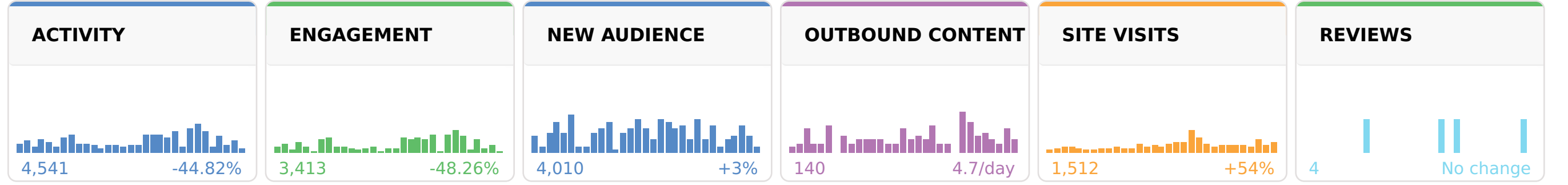
1 TripAdvisor Attraction

1 YouTube Channel

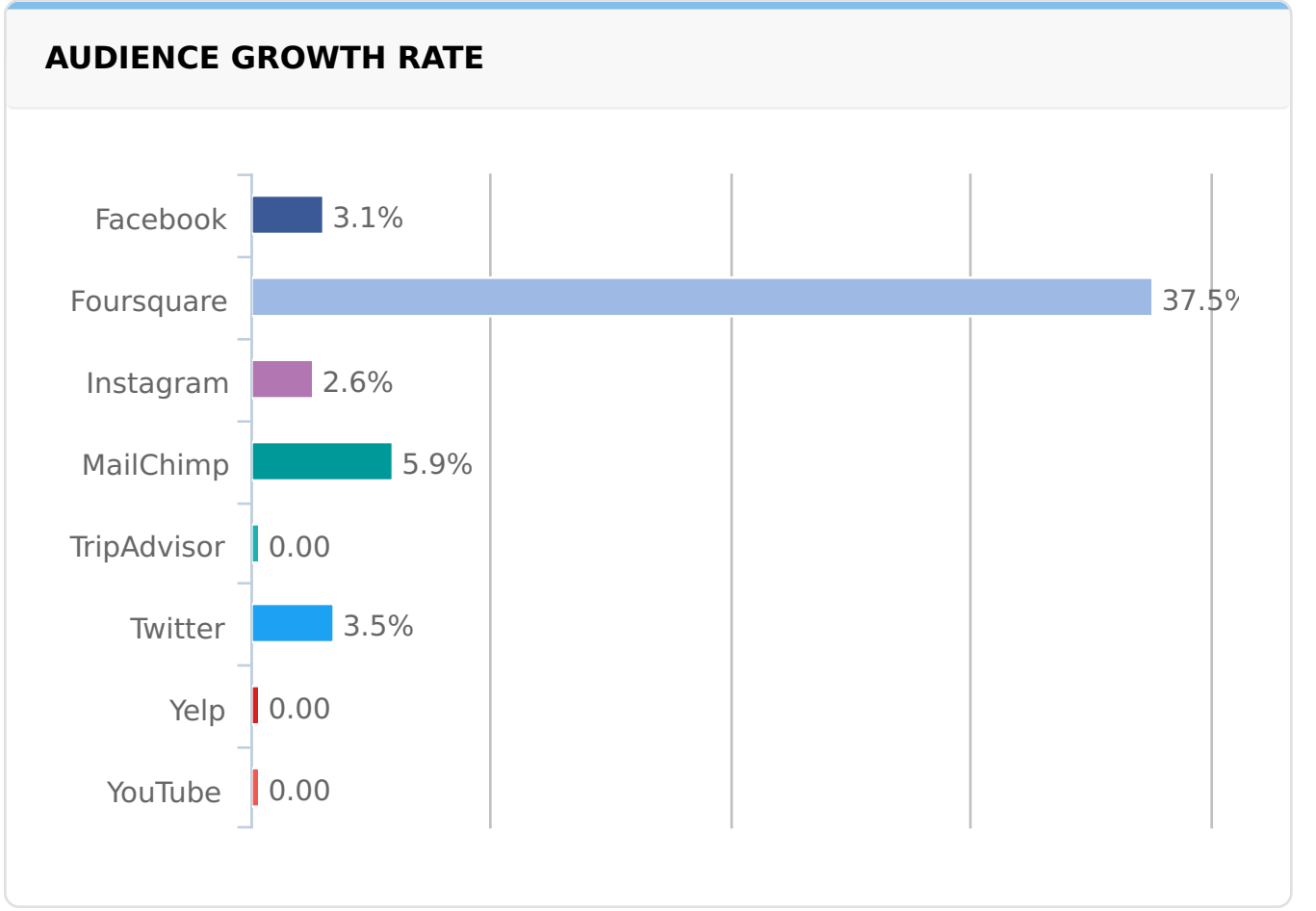
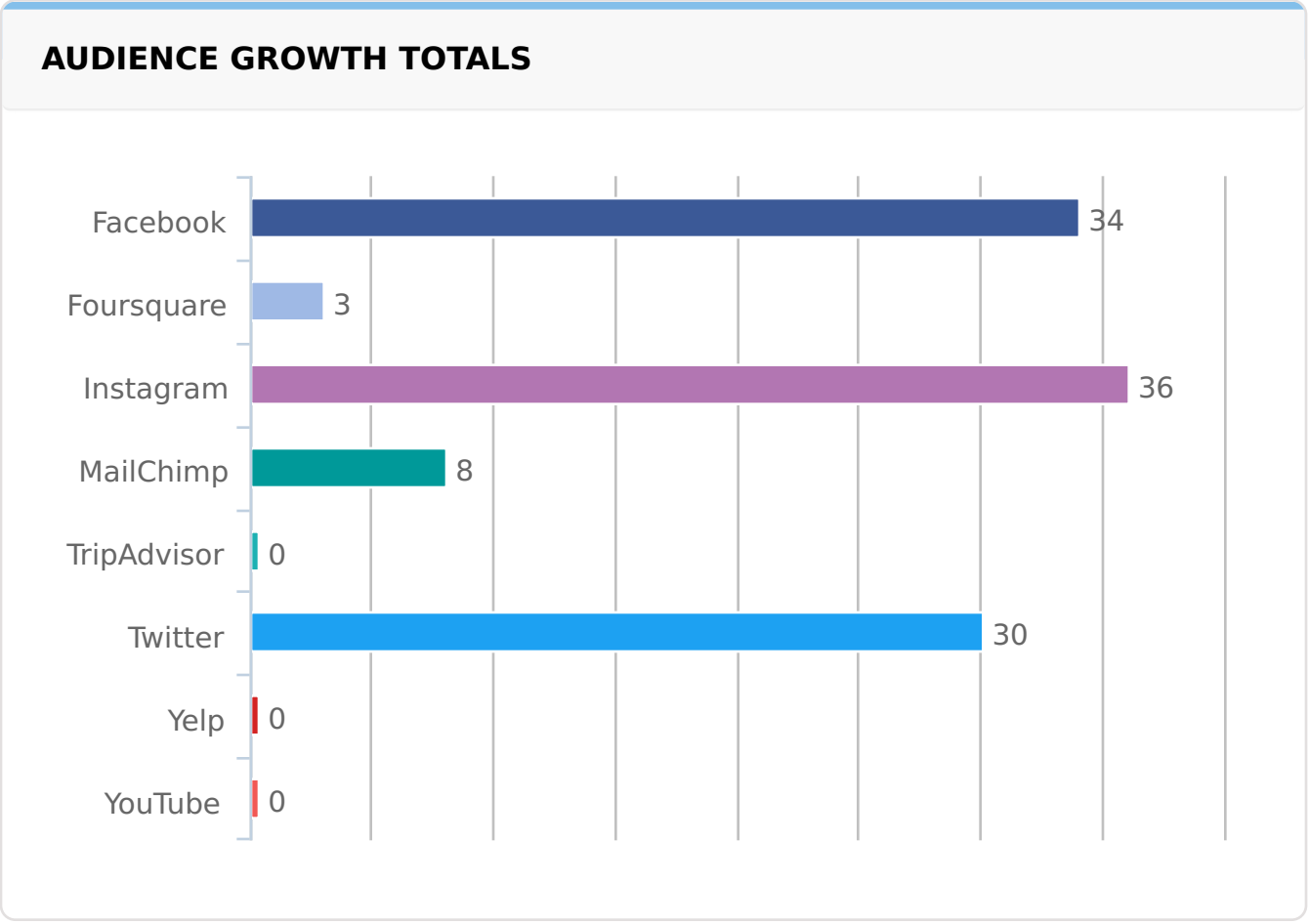
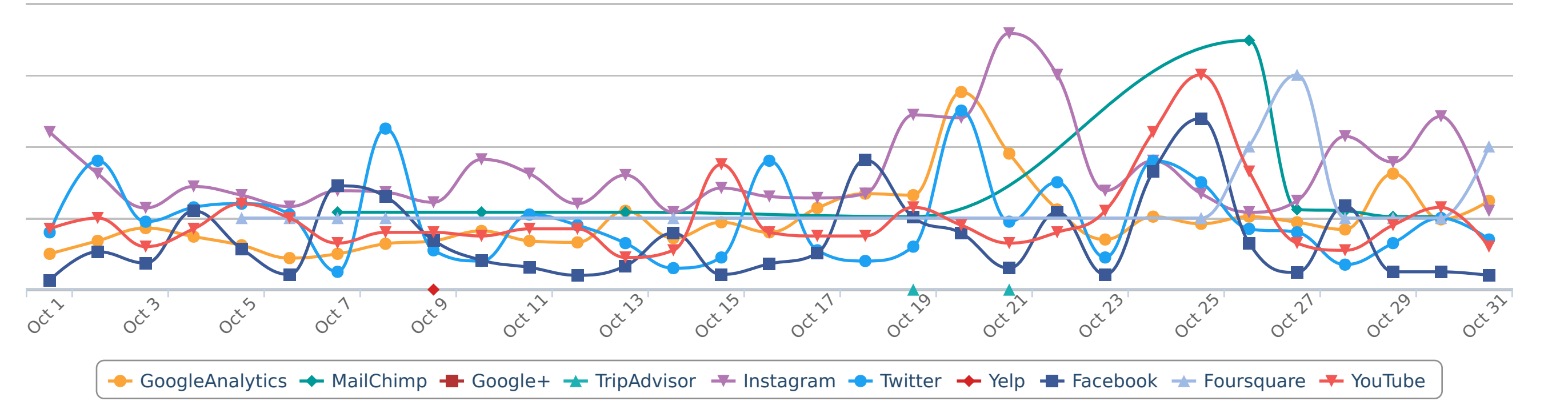
Comprehensive Social Media Report

Prepared by: ADEPT Strategy & Public Relations

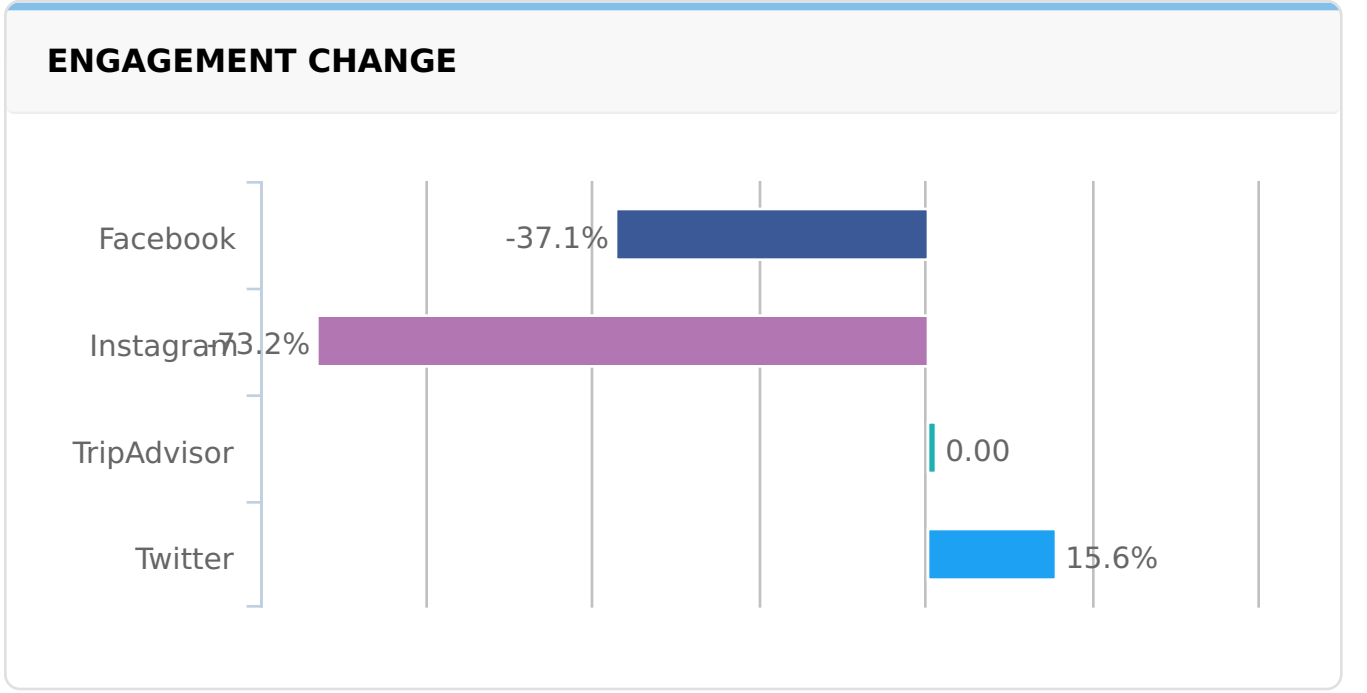
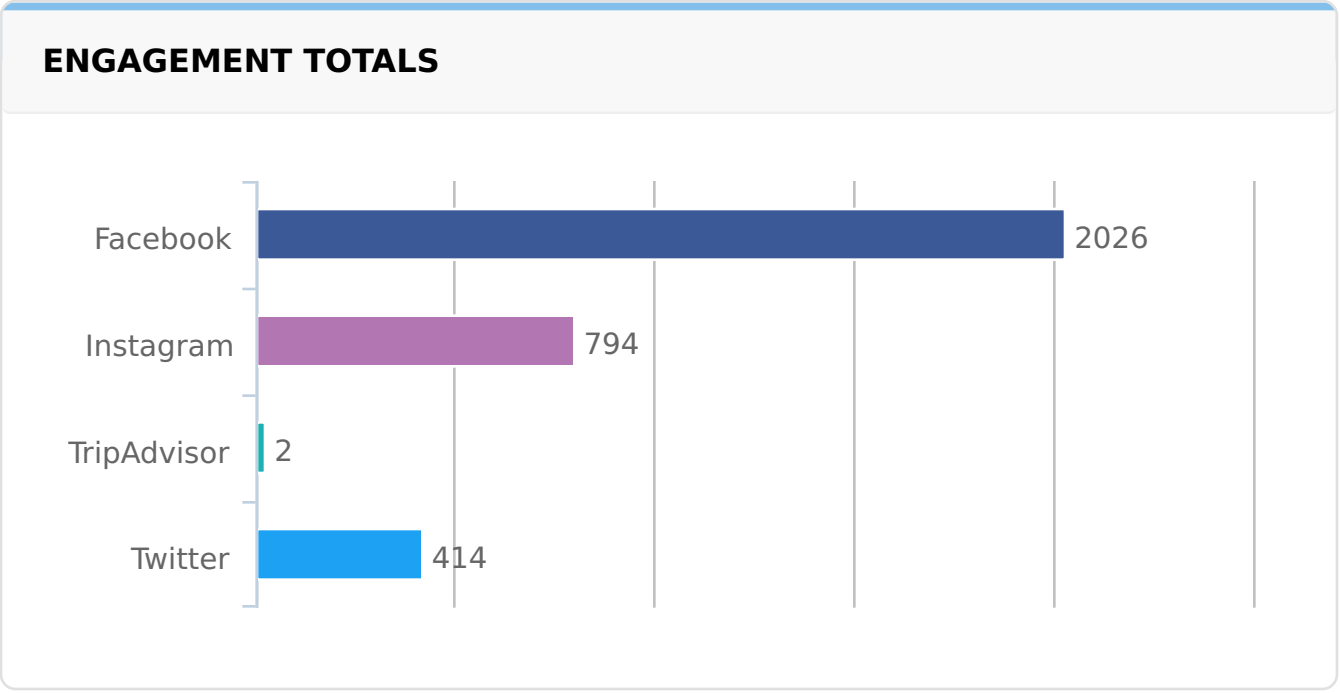
Cross Channel



CHANNEL ACTIVITY (DAILY NUMBER OF NEW COMMENTS, LIKES, FANS, REVIEWS, ETC)

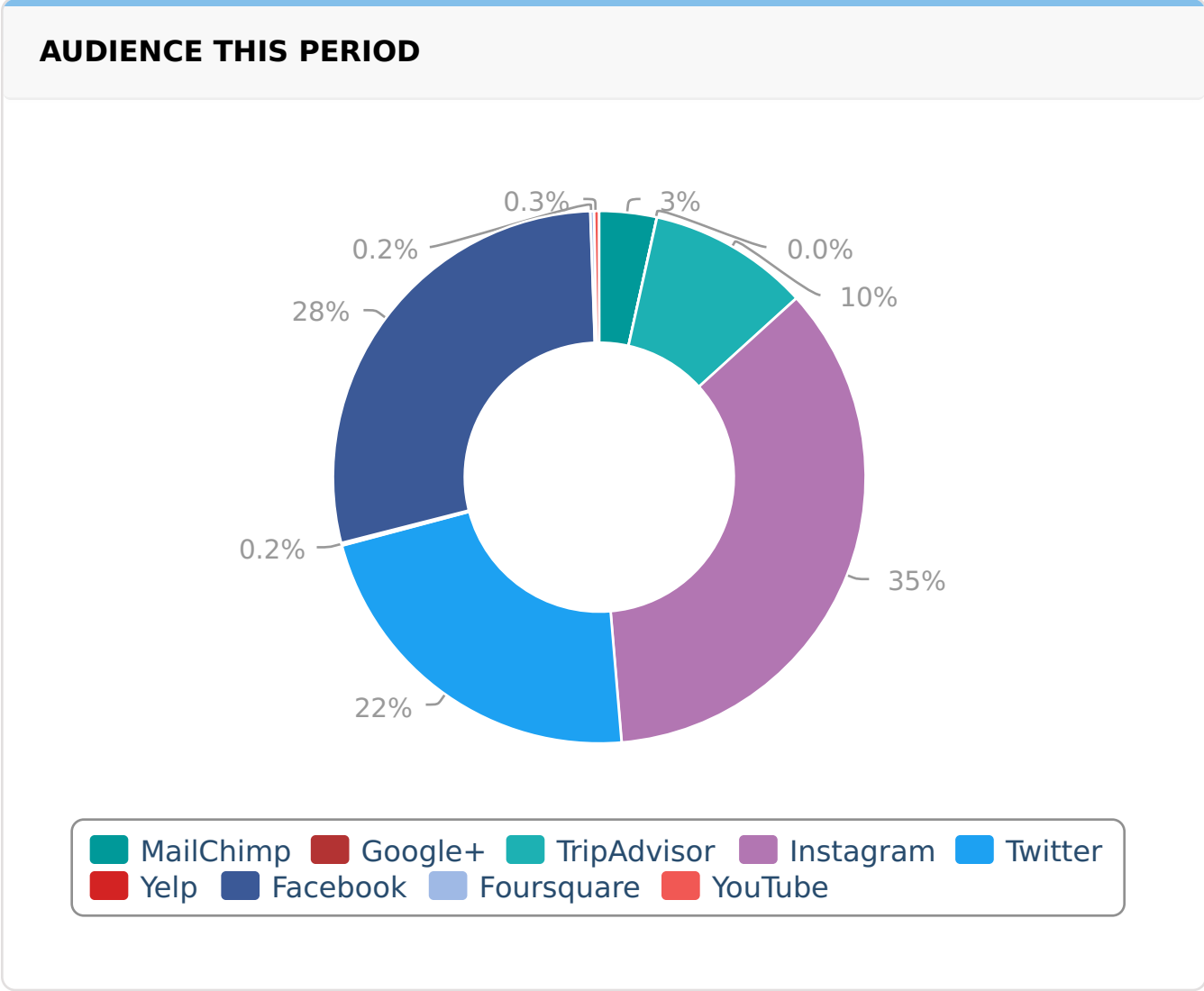
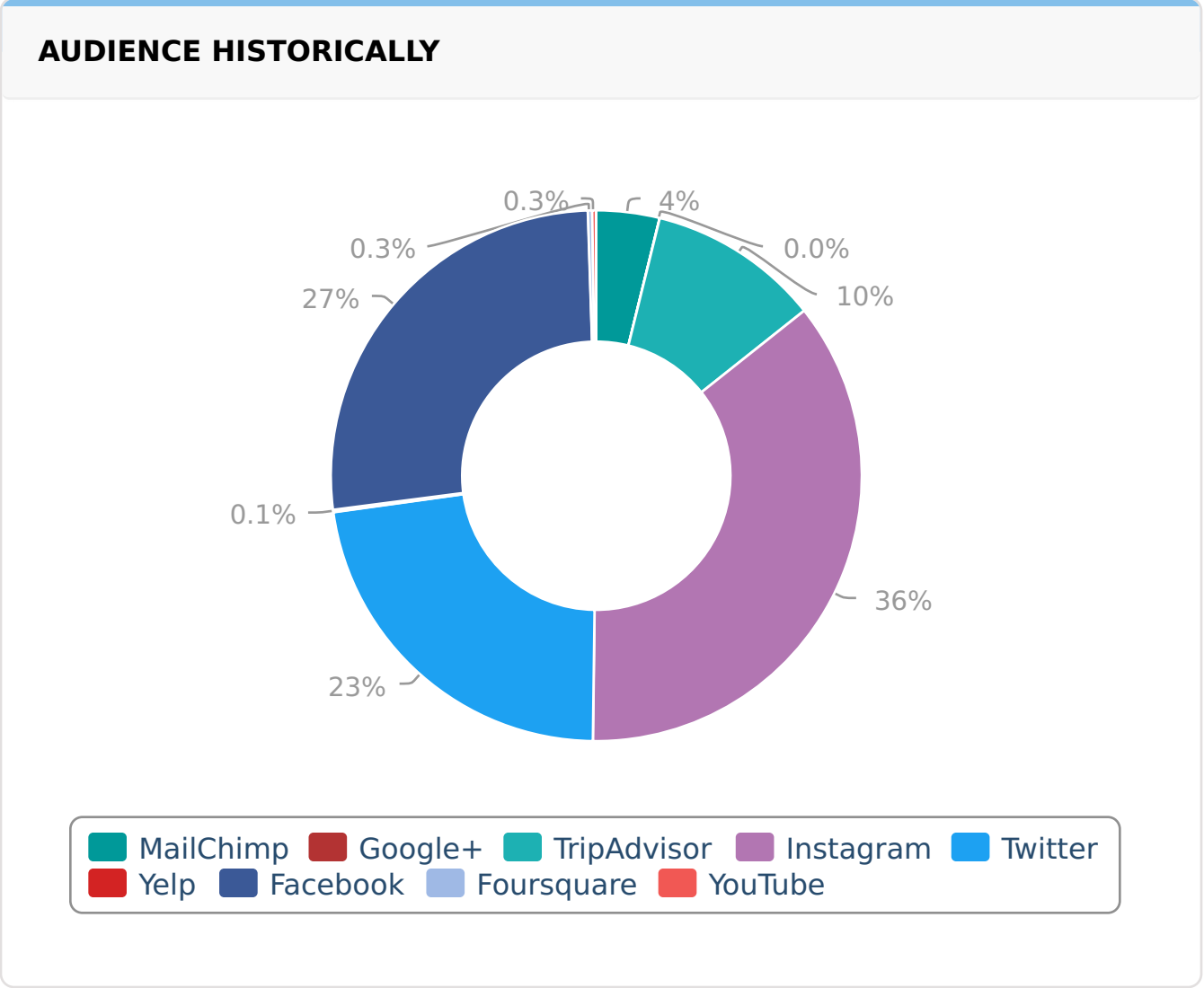


Instagram accounted for the most audience growth, with **36** new followers added. **Foursquare** was your fastest-growing channel, with **37.5%** follower growth.

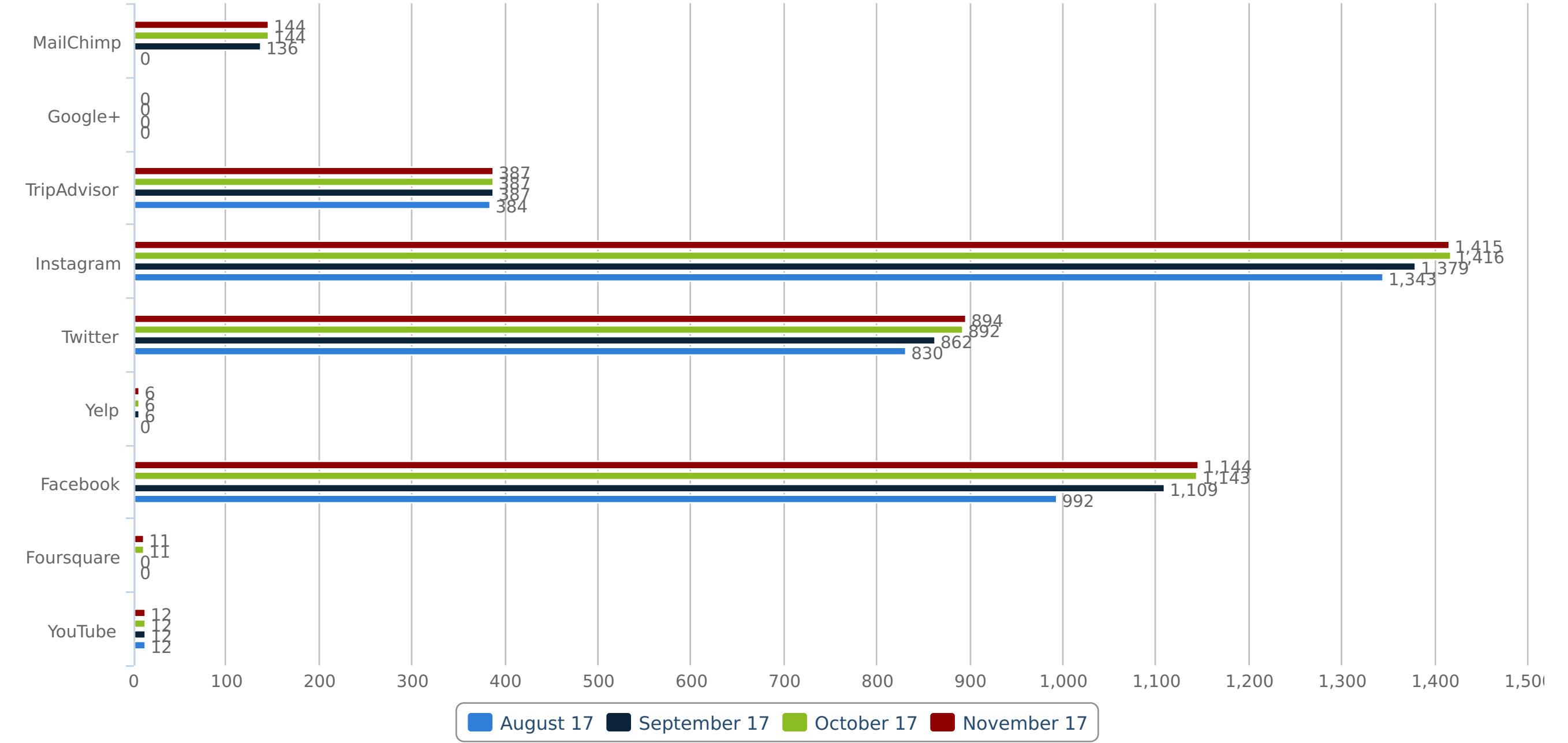


Facebook accounted for the most engagement growth, with **2026** new actions. **Twitter** had the biggest change in engagement of **15.64%**.

Instagram accounted for the most audience growth, with **36** new followers added. **Foursquare** was your fastest-growing channel, with **37.5%** follower growth.



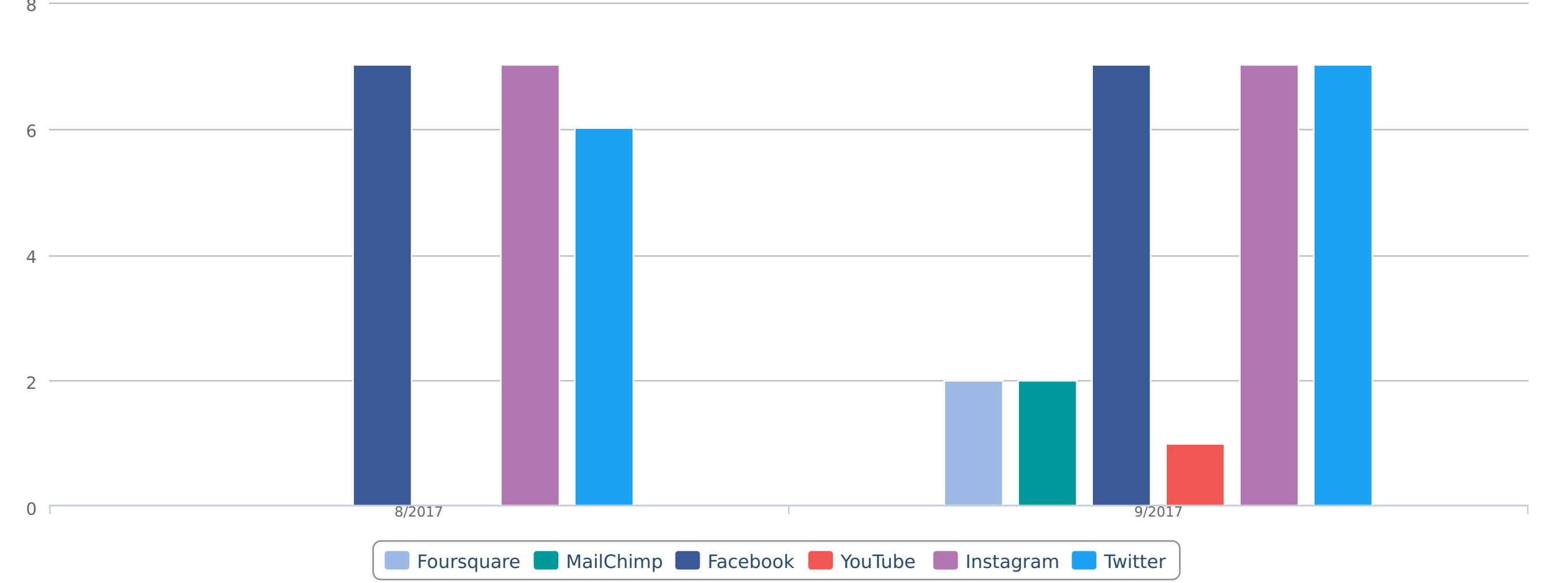
AUDIENCE 3 MONTH NETWORK COMPARISON



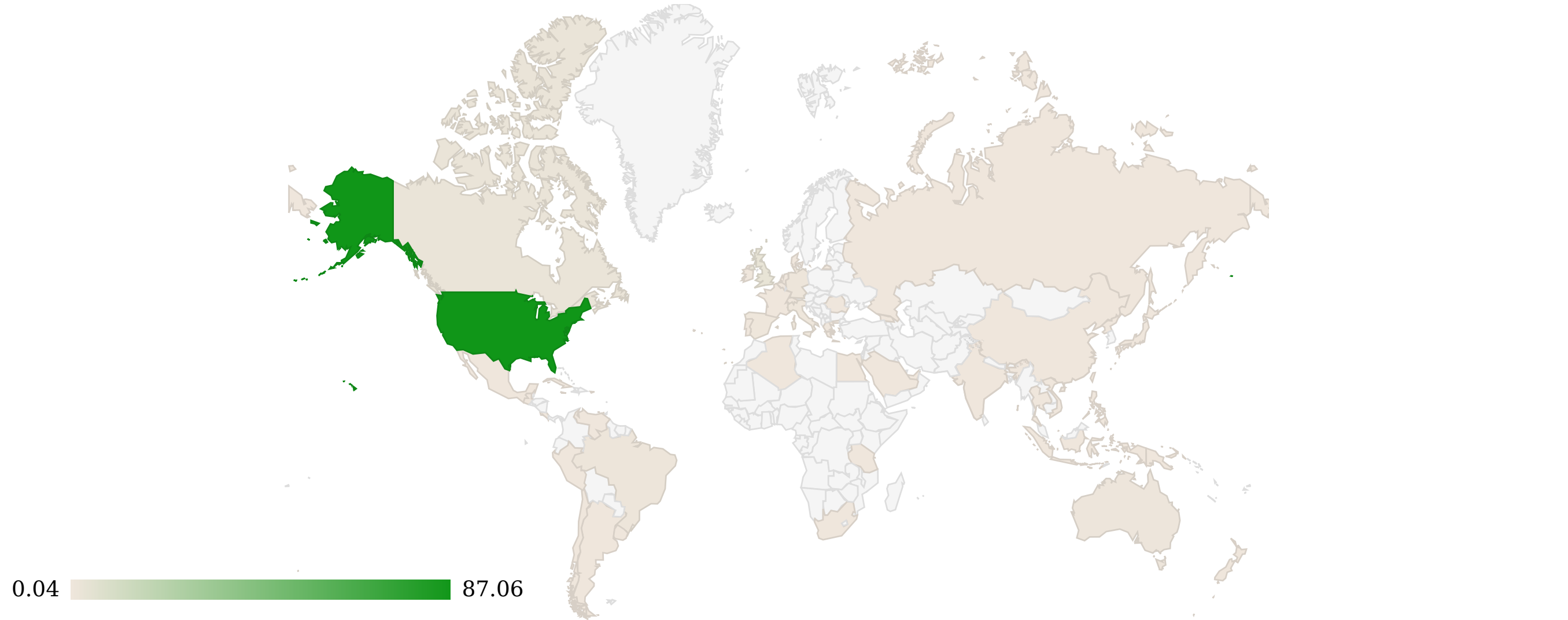
Facebook accounted for the most engagement growth, with **2026** new actions. **Twitter** had the biggest change in engagement of **15.64%**.

Your current current engagement level is **3.2**

QUALITY OF ENGAGEMENT COMPARISON

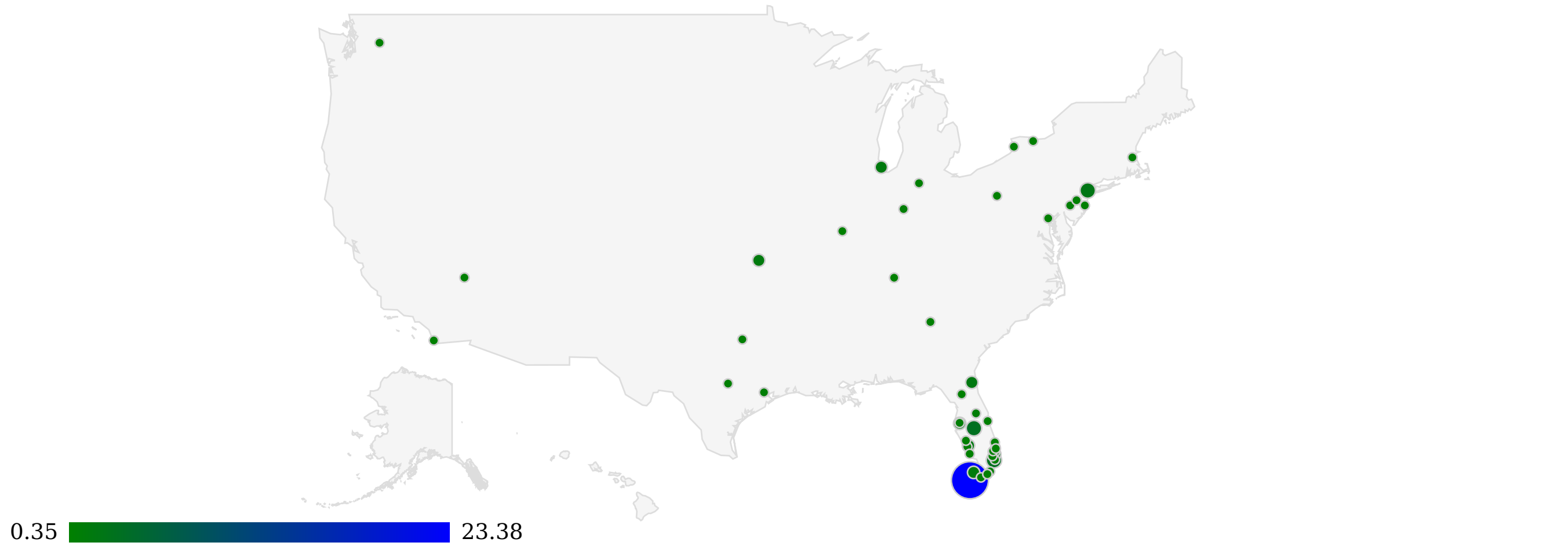


AUDIENCE WORLD DISTRIBUTION



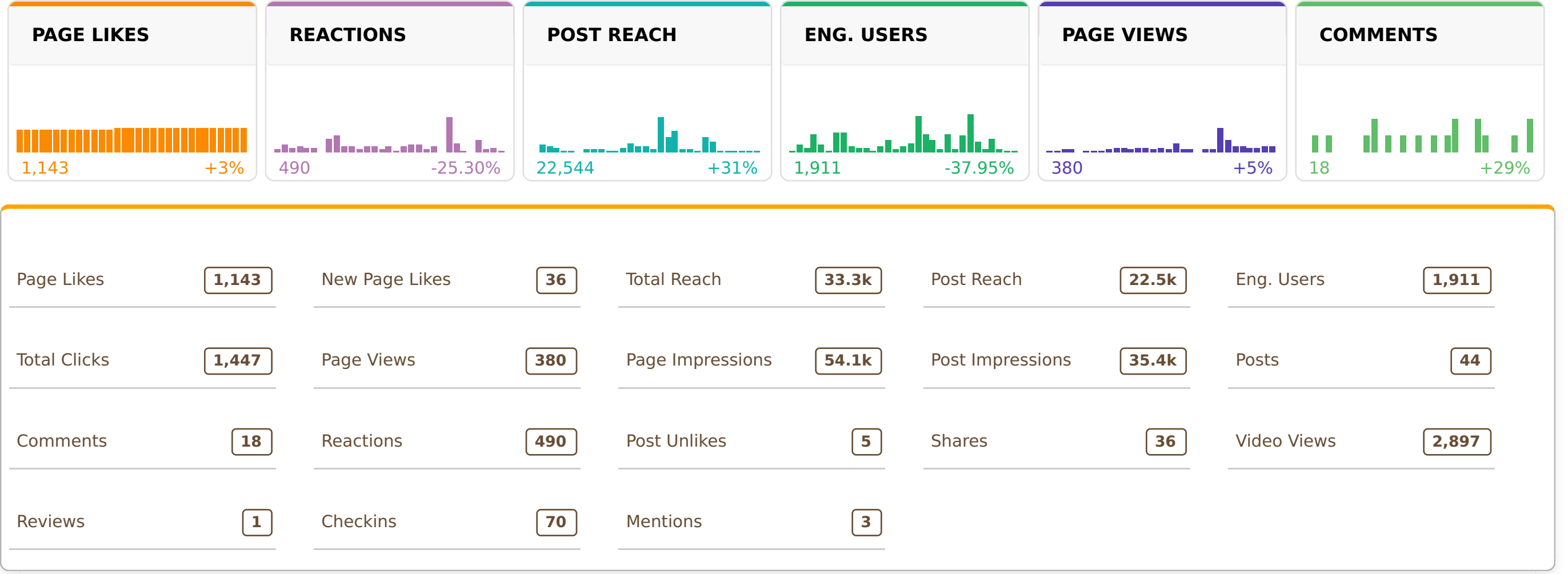
Country	Code	%
United States	US	87.06
United Kingdom	GB	2.58
Canada	CA	1.93
Brazil	BR	0.99
Germany	DE	0.77
Australia	AU	0.69
Italy	IT	0.3
Spain	ES	0.3
South Africa	ZA	0.21
Uruguay	UY	0.21
Mexico	MX	0.21
Thailand	TH	0.21
United Arab Emirates	AE	0.21
Philippines	PH	0.21
France	FR	0.21
Denmark	DK	0.17
India	IN	0.17
Japan	JP	0.13
Venezuela	VE	0.13
Ireland	IE	0.13
Netherlands	NL	0.13
Romania	RO	0.13
Indonesia	ID	0.13
China	CN	0.13
Argentina	AR	0.09

COUNTRY ACTIVITY



City	Code	% of Audience
Key West	FL	23.38
Florida		3.24
Miami	FL	3.15
New York	NY	2.28
Fort Lauderdale	FL	2.1
Fort Myers	FL	1.93
Jacksonville	FL	1.84
Tampa	FL	1.58
Chicago	IL	1.58
United States		1.49
Florida Keys		1.31
Orlando	FL	0.88
Houston	TX	0.88
Philadelphia	PA	0.79
Tampa-St. Petersburg-Clearwater		0.79
Coral Springs	FL	0.79
Marathon Marathon Airport		0.79
Indianapolis	IN	0.79
Boca Raton	FL	0.79
Miami Beach	FL	0.7
Cape Coral		0.7
Pompano Beach	FL	0.61
Boynton Beach	FL	0.61
Dallas	TX	0.61
Trenton	NJ	0.61

Facebook (1 accounts)



You have published **44** posts (**1.42** per day). **69%** of interactions are clicks (**1447** total). You had **18** comments and **36** post shares.

Your posts reached a total of **22,544** users (**727** per day). There was a total of **2101** interactions.

You had a total of **35,430** post impressions (**1,143** per day).

United States is the country with most audience (94.31%). You have audience in 23 countries.


You have a gained a total of **34** new page fans during this time period. That's a **3%** increase.

Most common source for page likes, or **33%**, is **Page Profile**

Majority of your page fans (**27%**) are **45-54** years old and are **Female (6%)**.

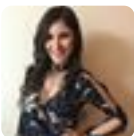
Majority of your page fans 1,085, or **95%**, speak **English**.

MOST ENGAGED FRIENDS




Sophia Wilshire

Comments: 8
Reactions: 42




Ali Faye

Comments: 1
Reactions: 43



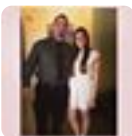
ADEPT Strategy & Public Relations

Comments: 0
Reactions: 43




Imperial Point Neighborhood Association

Comments: 0
Reactions: 43



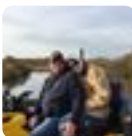
Mandy Claire

Comments: 0
Reactions: 21




Key West Historic Seaport

Comments: 0
Reactions: 15




Gary Farman

Comments: 0
Reactions: 14




Key West Chamber of Commerce

Comments: 0
Reactions: 9




Katherine Briceño

Comments: 0
Reactions: 7




Paul Vrooman

Comments: 0
Reactions: 6



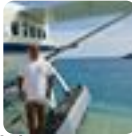
Suziq Lat

Comments: 0
Reactions: 5




Fran Montgomery

Comments: 0
Reactions: 5




Chip Ventura

Comments: 0
Reactions: 5




Marcus Chakalacka

Comments: 0
Reactions: 4



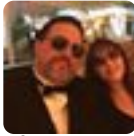
Theresa Herman Wituszynski

Comments: 0
Reactions: 4




Saundra Price

Comments: 1
Reactions: 3




Charles McCloud

Comments: 0
Reactions: 4




Mary Fleming

Comments: 0
Reactions: 4




Dana Sebek

Comments: 0
Reactions: 4




Conni Walkup

Comments: 0
Reactions: 3




Niki Macpherson

Comments: 0
Reactions: 3



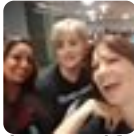
Joan Emmersi

Comments: 0
Reactions: 3




Breezin Charters

Comments: 0
Reactions: 3




Libby Bedford-Beaty

Comments: 0
Reactions: 3



Dana Pollitt, P.A.

Comments: 0
Reactions: 3




Felecia Brownlow

Comments: 1
Reactions: 2

United States is the country with most audience (94.31%). You have audience in 21 countries.


MOST LIKED



Sunset at the Key West Historic Seaport!

32 reactions


MOST COMMENTED



Live from Lazy Way at the Historic Seaport!

2 comments


MOST ENGAGED USERS



Have you been to the turtle races at Turtle Kraals K...

246 engaged users

MOST SHARED




Travel back in time to the '60s, with Peace and Love...

11 shares

Majority of your posts or 55% are photos. Videos however offer you the best engagement rate of 3 events per post.

Most of engagement (reactions, comments and shares) or 98% comes on days when post at least once. Majority of post engagement or 90% are reactions.

TOP PUBLISHERS					
User	Posts	% of all posts	Total Likes	Total Comments	Total Shares
 Key West Historic Seaport	44	100%	480	19	36

BEST TIME FOR LIKES

1:00 PM - 2:00 PM

16% of likes occur during this time

BEST TIME FOR COMMENTS

10:00 AM - 11:00 AM

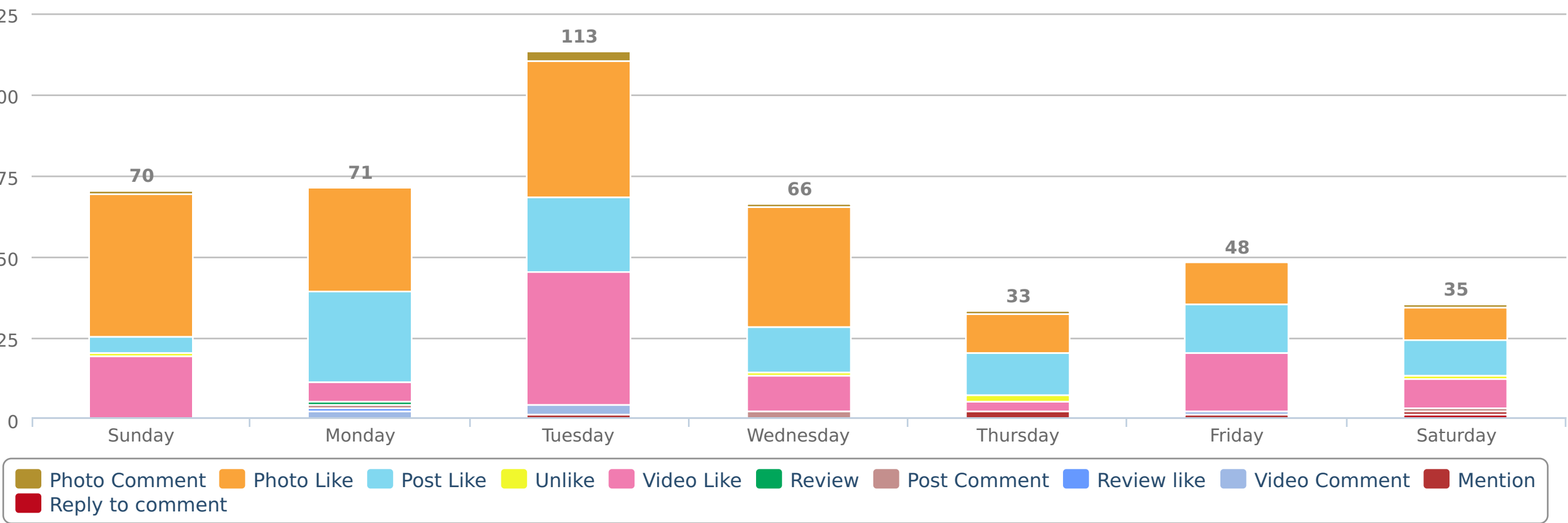
17% of comments occur during this time

BEST TIME FOR MENTIONS

6:00 AM - 7:00 AM

20% of mentions occur during this time

FACEBOOK LIKES, COMMENTS, POSTS AND MESSAGES BY DATE OF THE WEEK



Most users reached, or **88.44%**, are from **United States**

MOST MENTIONS BY



Key West Finest

2 mentions

MOST SHARED POST



HOTEL ON THE SEAPORT The Marker Resort is a beautiful property located right on the Key West Historic Seaport across from Schooner Wharf...

2 shares

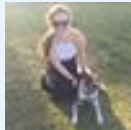
MOST MENTIONS DAY

Tuesday
October 17, 2017

1 mentions

Most mentions, or **60%**, are **photo captions**. Most mentions, or **100%** are by **unknown** users.

1 REVIEWS



The Key West Historic Seaport is such a great place to go with family! The shops on lazy way lane are adorable and un...
by **Megan Turetsky** on **Oct 30, 2017**

Key West Historic Se

1 Comments 1 Likes

MOST VIEWED VIDEO



Travel back in time to the '60s, with Peace and Love Woodstock-style at Schooner

1,366 views

MOST LIKED VIDEO



Sunset at the Key West Historic Seaport!

32 likes

MOST SHARED VIDEO



Travel back in time to the '60s, with Peace and Love Woodstock-style at Schooner

11 shares

MOST COMMENTED



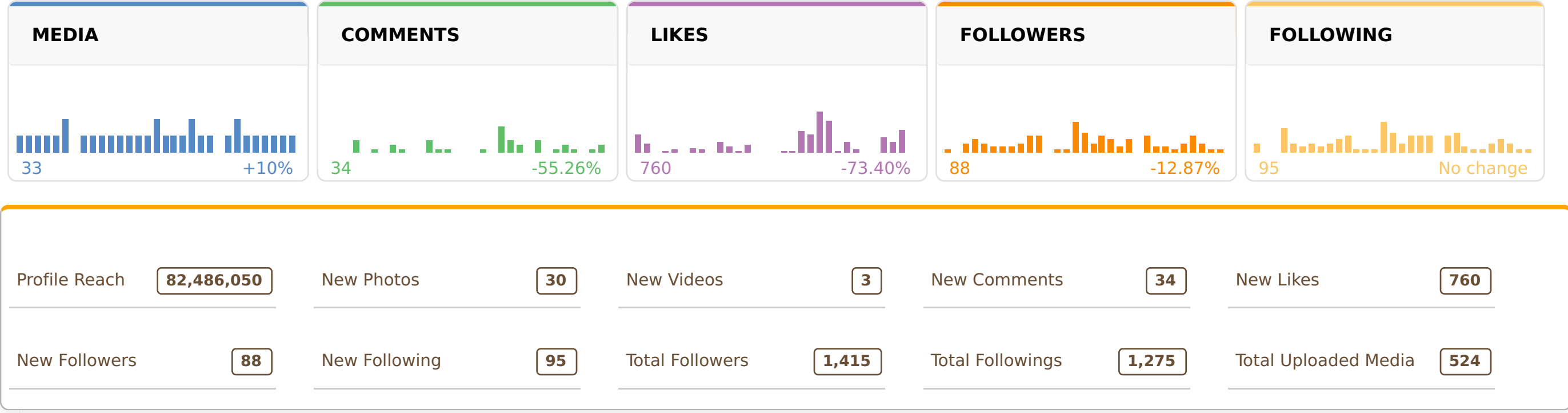
Live from Lazy Way at the Historic Seaport!











2 comments

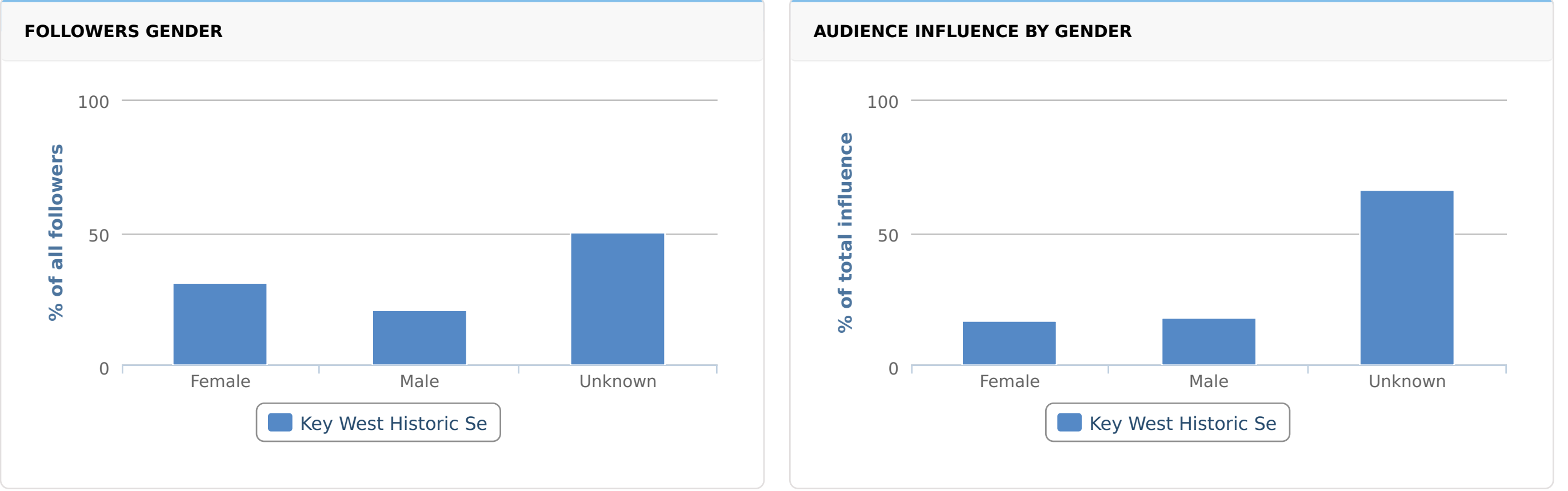
Most of video engagement (likes, comments and shares) or **60%** comes on days when you upload at least one video. Majority of video engagement or **90%** are **likes**.



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**

440% of percent videos views result in engagement. That's **95% increase** compared to last period.













TOP POSTS BY NUMBER OF LIKES			
Post	Publisher	Likes	% of all likes
 What a cool shot of a bull shark photobombing the...	 Key West Historic Seaport	151	20%
 Key West Bait and Tackle is OPEN and has all the ...	 Key West Historic Seaport	146	20%
 Morning stroll down Lazy Way Lane at the beautifu...	 Key West Historic Seaport	141	19%
 He's ready for his close up! Photo from #ConchEle...	 Key West Historic Seaport	119	16%
 Beautiful rainbow over the boats at the Historic ...	 Key West Historic Seaport	117	16%













MOST COMMENTS DAY	MOST COMMENTS BY	MOST COMMENTED
Thursday October 19, 2017	 truernorth	 Morning stroll down Lazy Way Lane at the beautiful #...
6 comments	2 comments	7 comments, 141 likes

41% of your audience are male and 60% of your audience are female.

Majority of your audience, or 36% have 100 to 500 followers

Most Influential Users		
User	Followers	% of total reach
 Dm For Ad Rates!	153,440	7%
 Flavia Peixoto	110,409	5%
 Adam Houlahan	56,660	3%
 Rio Academia Natural ♪ ♪ ...	52,724	3%
 Sailing Nandji-Bonita ♫ ...	35,951	2%
 Maxim Sukhanov	34,175	2%
 Samantha	32,669	2%
 Matt Monge	27,375	2%
 Visit The South ™	26,806	2%
 STEPHEDWARDS	26,160	2%

Most Active Users		
User	Posts	Followers
 Leslie P Burrell	11,079	1,082
 Carlos Owner	8,825	21,544
 Kyla Shoemaker	5,436	1,141
 Jenjibee	4,749	1,186
 Heather Wilde	4,523	399
 you're a catch 22	4,495	1,403
 AquariumDepot.com	4,407	3,989
 Melissa Gessner	4,109	453
 Adam Houlahan	3,366	56,660
 ReLo	3,170	1,048

You have **gained** an average of **2** followers per day.

Reviews:

2

Avg. Rating

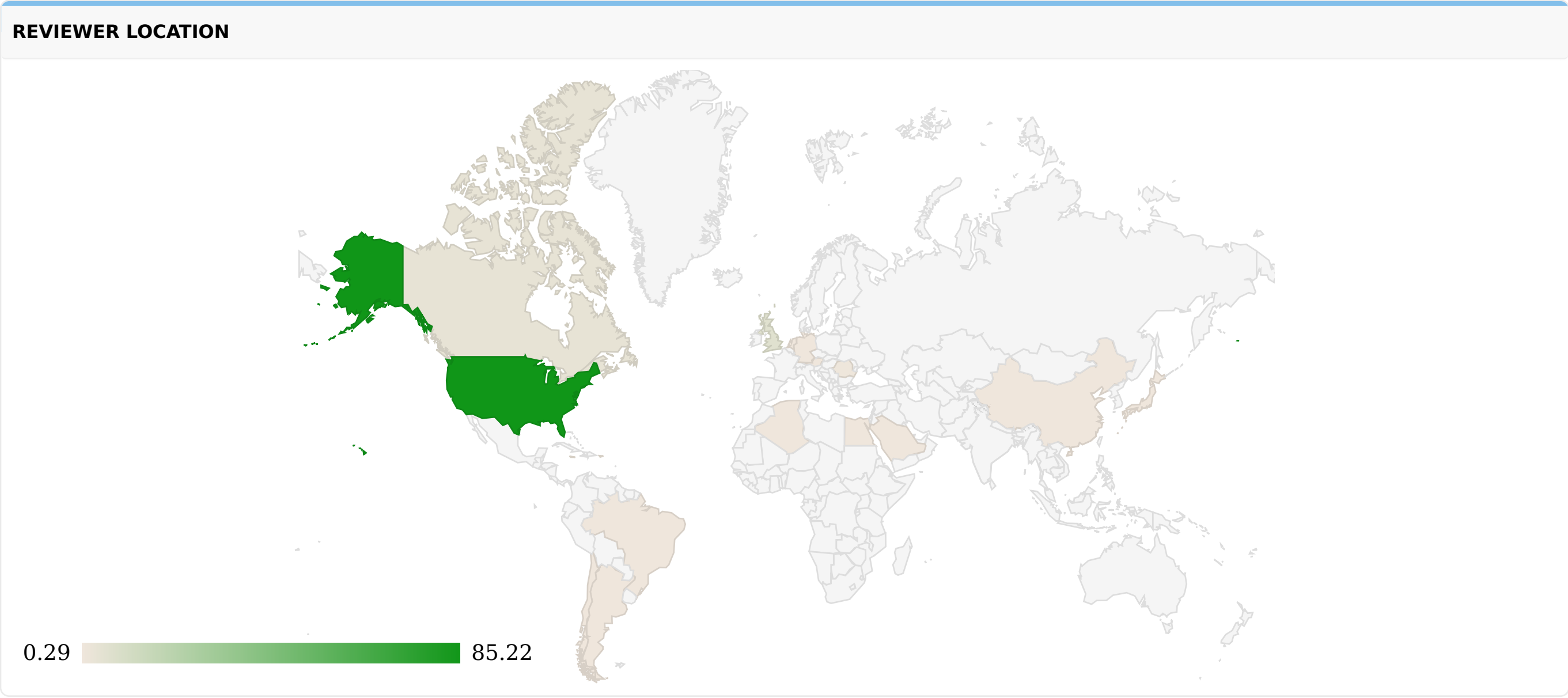
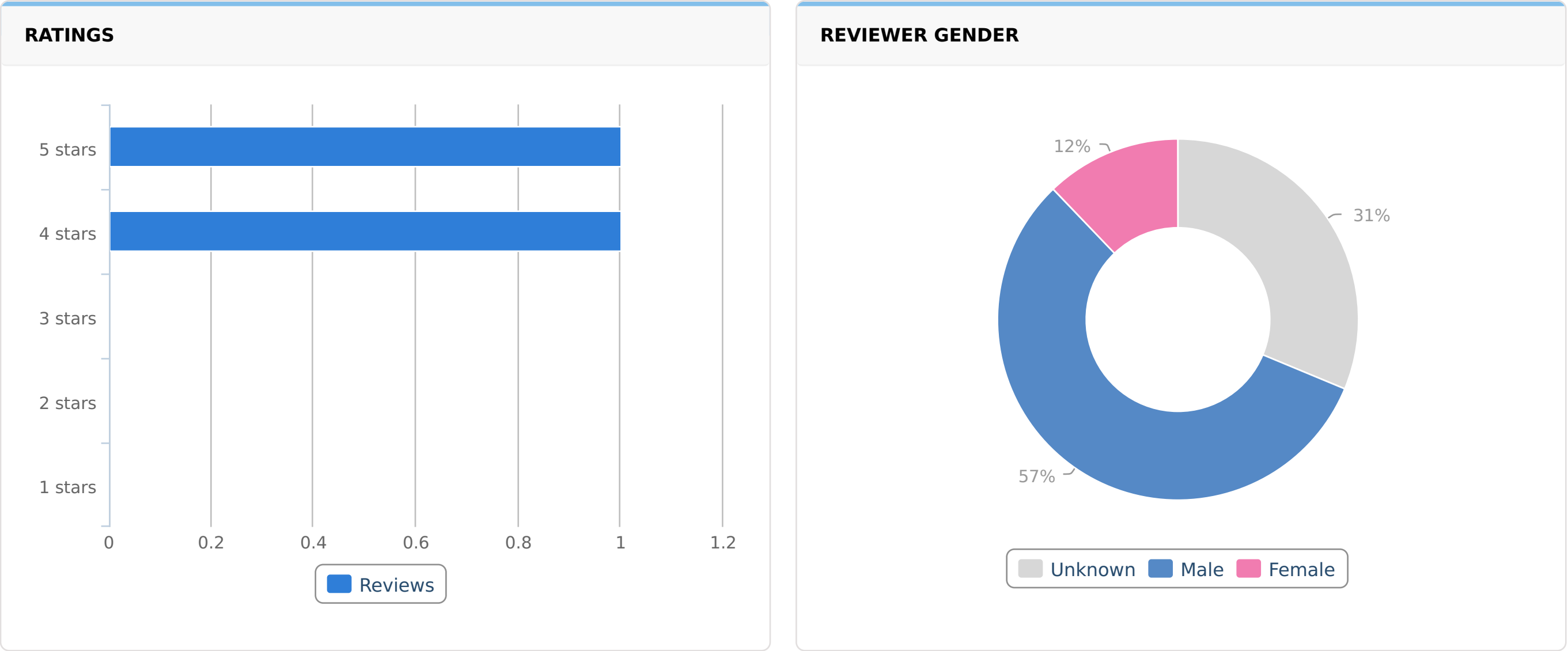
4.5

Total Reviews

519

Total Reviewers

387



- 9 REVIEWS

A must go!

They have at least 5 of the best restaurant and bars in Key West all in one area! A&B Lobster, Conch Republic, Waterfront Brewery and...

by a TripAdvisor user on October 21, 2017

Key West Historic Se

Spent some time for a walk

The buildings are built in retro. There are a lot of fisher boats, which offer you a fishing trip. You can spend a walk and something to ...

by a TripAdvisor user on October 19, 2017

Key West Historic Se
- 387 TRIPADVISOR USERS THAT REVIEWED YOUR PROFILES.

Wanda L

Reviews: 40

Votes: 8

Saint Petersburg, FL

Wanda L

Reviews: 42

Votes: 8

Saint Petersburg, FL

Robert C

Reviews: 30

Votes: 19

Jacksonville, Florida

Ryan S

Reviews: 31

Votes: 4

Vienna, Austria

chelseadia

Reviews: 7

Votes: 2

New York City, New York

Mkmac3

Reviews: 23

Votes: 6

Pawtucket, Rhode Island

jeffrey w

Reviews: 240

Votes: 137

Omaha, Nebraska

Fishyfishy111

Reviews: 70

Votes: 20

Saint Paul, Minnesota

Dana B

Reviews: 56

Votes: 18

Manchester, New Hampshire

Rubyrater

Reviews: 24

Votes: 12

San Francisco, California

Peggy73703

Reviews: 11

Votes: 0

Enid, Oklahoma

aberdeenangler

Reviews: 476

Votes: 221

Aberdeen, United Kingdom

barney4201

Reviews: 8

Votes: 9

Texas City, Texas

msbnsb

Reviews: 30

Votes: 12

New Smyrna Beach, Florida



Carlie D
Reviews: **74**
Votes: **36**
Dallas, Texas



David H
Reviews: **77**
Votes: **16**
Montgomery, Ill...



VacationFamilyNj
Reviews: **116**
Votes: **59**
New Jersey



NancyLovesRehoboth
Reviews: **134**
Votes: **463**
Lexington, Virg...



Bob S
Reviews: **96**
Votes: **42**
Jim Thorpe, Pen...



William T
Reviews: **320**
Votes: **143**
Atlanta, Georgia



75boat
Reviews: **37**
Votes: **7**
Albuquerque,



Marcia L
Reviews: **189**
Votes: **116**
Port Saint Joe,...



ckvar
Reviews: **63**
Votes: **35**
Cudjoe Key, Flo...



Vanessa L
Reviews: **43**
Votes: **24**
Rome, Georgia



easterntreker
Reviews: **931**
Votes: **289**
Halifax



Arthur S
Reviews: **134**
Votes: **39**
Boca Raton, Flo...



Henk V
Reviews: **86**
Votes: **19**
Nieuw-Vennep



Bob E
Reviews: **51**
Votes: **26**
Cleveland, OHio...



adsscs
Reviews: **20**
Votes: **24**
Tennessee



Chuck M
Reviews: **61**
Votes: **12**
North Babylon



Sean Jamie S
Reviews: **20**
Votes: **6**
Heltonville, In...



TheExplorerFamily
Reviews: **496**
Votes: **361**
Somerset, New



Eat1Drink2Travel3
Reviews: **493**
Votes: **372**
London, United ...



Allen21096
Reviews: **3**
Votes: **629**
Chicago, Illinois



Charles V
Reviews: **911**
Votes: **208**



MONYMAN53
Reviews: **112**
Votes: **25**



BrendaRoss2010
Reviews: **6**
Votes: **22**
Brampton, Ont...



Densch1
Reviews: **44**
Votes: **12**
New Jersey



Steve D
Reviews: **108**
Votes: **53**
Winter Springs,...



mosika
Reviews: **106**
Votes: **28**
Valparaiso, IN



Derek E
Reviews: **86**
Votes: **36**



ptruffa
Reviews: **10**
Votes: **4**
Pittsburgh



Greg W
Reviews: **4**
Votes: **1**
Rochester, Minn...



imjustbeachy_1
Reviews: **20**
Votes: **10**
Monroe, Georgia



ed33040
Reviews: **7**
Votes: **11**
Key West, Florida



Billy B
Reviews: **85**
Votes: **22**
Virginia Beach,...



buffalojim67
Reviews: **1**
Votes: **153**
Lawrence, Kansas



tld917
Reviews: **8**
Votes: **10**
Omaha, Nebraska



Milesoftravel41
Reviews: **8**
Votes: **0**
Charlotte, Nort...



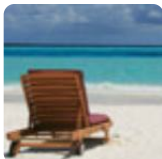
Cub66
Reviews: **123**
Votes: **69**
Chicago, Illinois



mwooduk
Reviews: **1**
Votes: **512**
Miami



goodegg5
Reviews: **53**
Votes: **18**
Philly



ruthkred
Reviews: **169**
Votes: **75**
Town and Coun...



WanderLust M
Reviews: **86**
Votes: **95**
Redondo Beach,



Sue O
Reviews: **271**
Votes: **100**
Kent, United Ki...



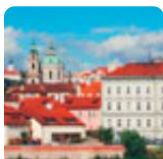
TtravelerJohn
Reviews: **192**
Votes: **99**
Glen Rock, New ...



Cordial1
Reviews: **190**
Votes: **61**



666Bunty
Reviews: **269**
Votes: **114**
Surrey



Anne_A52
Reviews: **8**
Votes: **1**
York, Pennsylvania



Lisa S
Reviews: **866**
Votes: **254**



ergohand
Reviews: **27**
Votes: **6**
HMB



FLAKey33040
Reviews: **68**
Votes: **24**
Summerland, Bri...



Cambria5
Reviews: **340**
Votes: **120**
Ebensburg, PA



Cambria5
Reviews: **340**
Votes: **120**
Ebensburg, PA



katem j
Reviews: **90**
Votes: **26**
Suffern, New York



hrmgrrbt
Reviews: **28**
Votes: **13**



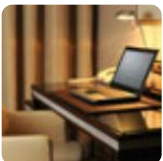
vakshun17
Reviews: **47**
Votes: **15**
Wolfeboro, New



T2Socks
Reviews: **272**
Votes: **132**
Key West, FL



CrazFox
Reviews: **30**
Votes: **22**
Belle Isle, Flo...



dalessiopietro
Reviews: **289**
Votes: **61**
Murray, Utah



DABMIN
Reviews: **41**
Votes: **17**
Baltimore, Mary...



dinosciambra
Reviews: **53**
Votes: **17**
New Orleans, Lo...



James M
Reviews: **73**
Votes: **30**
Hamilton, Canada



HoldenBea
Reviews: **201**
Votes: **82**
Holden Beach,



tennis11
Reviews: **168**
Votes: **91**
Simpsonville, SC



Sherri W
Reviews: **21**
Votes: **13**
George West, Tex...



jeff1499
Reviews: **1**
Votes: **531**
Alexandria, VA



Missmarilynjoy
Reviews: **26**
Votes: **4**
Key West, Florida



CaptnBill
Reviews: **38**
Votes: **20**
Cape Coral, Flo...



br01374859
Reviews: **141**
Votes: **50**
Ballston Spa, N...



travelkitty28
Reviews: **158**
Votes: **56**
midwest



Shawna G
Reviews: **270**
Votes: **134**
Jacksonville, F...



JennyColCrawley_UK
Reviews: **16**
Votes: **4**
Crawley, UK



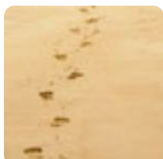
labe7000
Reviews: **60**
Votes: **44**
Port Jefferson ...



NervousDuck
Reviews: **30**
Votes: **10**
Saint Paul, Min...



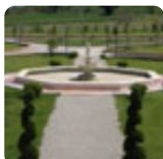
Kathy P
Reviews: **29**
Votes: **10**
Chicago, Illinois



Walsh13k
Reviews: **272**
Votes: **49**
Saratoga Spring...



Paul W
Reviews: **51**
Votes: **25**
Wesley Chapel, ...



Patricia S
Reviews: **80**
Votes: **22**



Gomersal-08
Reviews: **227**
Votes: **208**
Leeds



VirginiaSunny
Reviews: **109**
Votes: **44**
Virginia



Lmilaat
Reviews: **21**



Lori K
Reviews: **92**



Dcraigclark
Reviews: **40**



Amy B
Reviews: **15**



































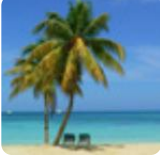
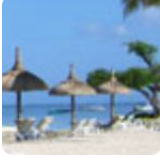




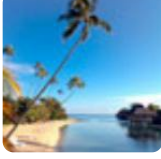

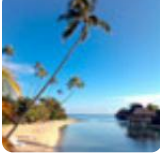










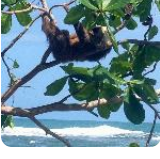

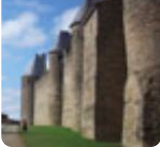


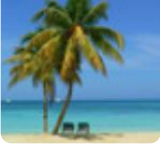




DebiOco
Reviews: **112**

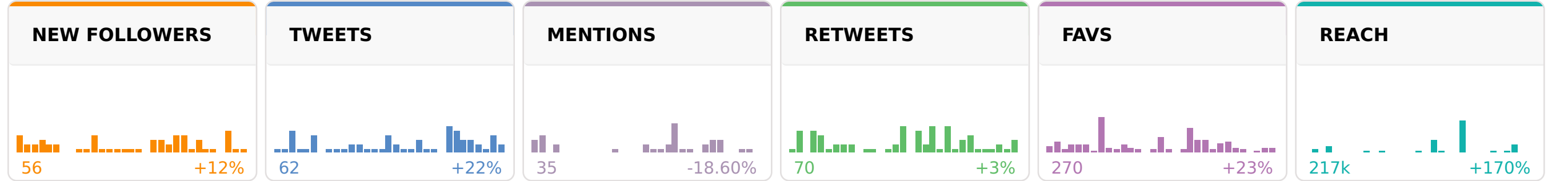


MargaretNJ2014
Reviews: **21**



kj0923
Reviews: **31**

<div><div></div><div>Traveller71Rio Reviews: 32 Votes: 6 West Palm Beach</div></div>	<div><div></div><div>tefsearch Reviews: 15 Votes: 11 Lakeland, Florida</div></div>	<div><div></div><div>DebieDC Reviews: 112 Votes: 74 Marietta, GA</div></div>	<div><div></div><div>Donna H Reviews: 33 Votes: 7 Chicago, Illinois</div></div>	<div><div></div><div>Dr. R. C. M Reviews: 143 Votes: 33 Fort Mohave, Ar...</div></div>	<div><div></div><div>Mpollifax Reviews: 165 Votes: 53 Philadelphia</div></div>	<div><div></div><div>merrybrook1 Reviews: 75 Votes: 32 Butler, Tennessee</div></div>
<div><div></div><div>Steve P Reviews: 31 Votes: 10 Fairfield, Iowa</div></div>	<div><div></div><div>BonjourduCanada Reviews: 42 Votes: 30 Toronto, Canada</div></div>	<div><div></div><div>SEWiscon Reviews: 143 Votes: 39 Kenosha, Wisconsin</div></div>	<div><div></div><div>sarahkathleen1 Reviews: 106 Votes: 54 Eastern Shore, AL</div></div>	<div><div></div><div>Jolly B Reviews: 121 Votes: 127 San Francisco, ...</div></div>	<div><div></div><div>Rick61 Reviews: 391 Votes: 139 Cambridge, Unit...</div></div>	<div><div></div><div>FrankF2357 Reviews: 21 Votes: 11 Macomb, Illinois</div></div>
<div><div></div><div>jackrabbit26 Reviews: 11 Votes: 2 Coastal North C...</div></div>	<div><div></div><div>07417 Reviews: 32 Votes: 8 Saint Augustine...</div></div>	<div><div></div><div>lisa r Reviews: 95 Votes: 24 illinois</div></div>	<div><div></div><div>cocktailsanddreams Reviews: 28 Votes: 9 Key West, Florida</div></div>	<div><div></div><div>Rosalie K Reviews: 4 Votes: 0</div></div>	<div><div></div><div>Collette L Reviews: 73 Votes: 26 Milwaukee</div></div>	<div><div></div><div>JaysaTravelinMan Reviews: 139 Votes: 91 Salisbury, Mary...</div></div>
<div><div></div><div>FLGal1980 Reviews: 58 Votes: 43 Tampa, Florida</div></div>	<div><div></div><div>FLGal1980 Reviews: 58 Votes: 43 Tampa, Florida</div></div>	<div><div></div><div>Janet C Reviews: 62 Votes: 20</div></div>	<div><div></div><div>bob A Reviews: 81 Votes: 14</div></div>	<div><div></div><div>lollygal Reviews: 1 Votes: 375 New York City, ...</div></div>	<div><div></div><div>Clamcake51 Reviews: 43 Votes: 18 Newport, Rhode</div></div>	<div><div></div><div>sshmuffin Reviews: 21 Votes: 9 washington,dc</div></div>
<div><div></div><div>BobMinchak Reviews: 271 Votes: 101 New York City, ...</div></div>	<div><div></div><div>den-rick71 Reviews: 300 Votes: 124 Falmouth, Unite...</div></div>	<div><div></div><div>conniecat Reviews: 32 Votes: 54 Topsail Island, NC</div></div>	<div><div></div><div>Waldir José O Reviews: 10 Votes: 3</div></div>	<div><div></div><div>happygirl497 Reviews: 28 Votes: 8 Rockaway, New</div></div>	<div><div></div><div>Paula P Reviews: 11 Votes: 3</div></div>	<div><div></div><div>A C R Reviews: 440 Votes: 397 Smyrna, Georgia</div></div>
<div><div></div><div>Islander35 Reviews: 22 Votes: 7 New York City, ...</div></div>	<div><div></div><div>moonchuckersmom Reviews: 75 Votes: 49 Connecticut</div></div>	<div><div></div><div>raybyerley Reviews: 512 Votes: 134 Mandeville, Lou...</div></div>	<div><div></div><div>Yacht1999 Reviews: 176 Votes: 56 Key West, Florida</div></div>	<div><div></div><div>R S Reviews: 12 Votes: 3 New York City, ...</div></div>	<div><div></div><div>KWLUV Reviews: 46 Votes: 21 New Jersey</div></div>	<div><div></div><div>TwoPawsUp Reviews: 142 Votes: 59 Indiana</div></div>
<div><div></div><div>DLanders Reviews: 173 Votes: 57 Bordentown, NJ</div></div>	<div><div></div><div>Lynn R Reviews: 17 Votes: 7 Titusville, Flo...</div></div>	<div><div></div><div>SunshineLadybird Reviews: 232 Votes: 73 Punta Gorda, Fl...</div></div>	<div><div></div><div>downtowngreggbrown Reviews: 9 Votes: 1 Grover Beach, C...</div></div>	<div><div></div><div>RaquelS14 Reviews: 16 Votes: 0 Santiago</div></div>	<div><div></div><div>Stevew07 Reviews: 388 Votes: 134 Northamptonshire</div></div>	<div><div></div><div>Stevew07 Reviews: 388 Votes: 134 Northamptonshire</div></div>
<div><div></div><div>MarianneSup Reviews: 24 Votes: 19 Philadelphia, P...</div></div>	<div><div></div><div>Aaron K Reviews: 738 Votes: 271 Tokyo Prefectur...</div></div>	<div><div></div><div>Idoree Reviews: 44 Votes: 11 atlantic city</div></div>	<div><div></div><div>Mike M Reviews: 58 Votes: 7 Philadelphia, P...</div></div>	<div><div></div><div>HavenCt Reviews: 20 Votes: 6 CT</div></div>	<div><div></div><div>Mary B Reviews: 242 Votes: 83 Bethalto, Illinois</div></div>	<div><div></div><div>travelinggrace816 Reviews: 37 Votes: 9 Nutley, New Jersey</div></div>
<div><div></div><div>letsvaca Reviews: 59 Votes: 20 Egg Harbor</div></div>	<div><div></div><div>Lindsey F Reviews: 322 Votes: 172 Columbia, Missouri</div></div>	<div><div></div><div>June C Reviews: 17 Votes: 7 Saint Louis, Mi...</div></div>	<div><div></div><div>bert3580 Reviews: 22 Votes: 2 Huntsville, Ala...</div></div>	<div><div></div><div>a TripAdvisor user Reviews: 0 Votes: 0</div></div>		



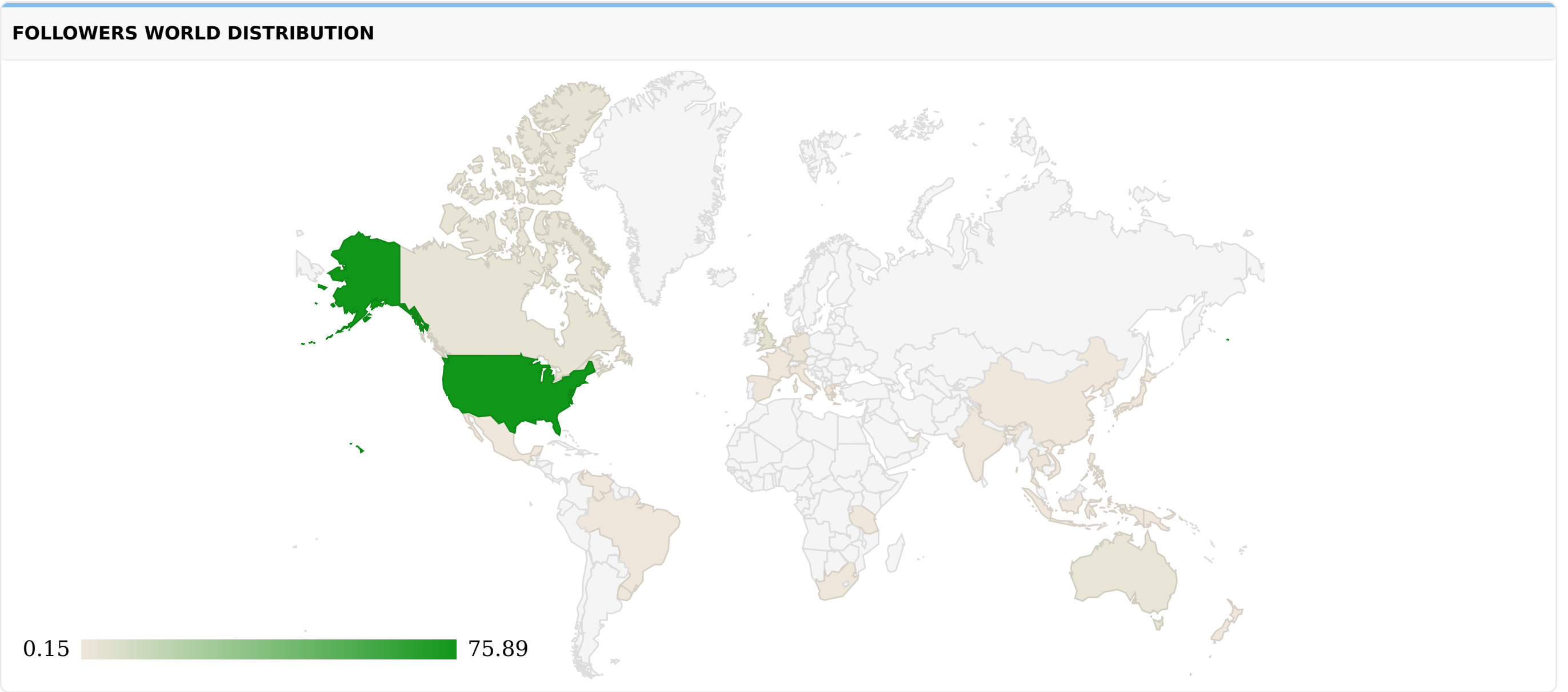
Followers	892	New Followers	56	Following	2,022	Tweets	62	Mentions	35
RTs by me	46	RTs of me	70	Quotes	9	Favorites	270	Lists	18
Reach	217,422	Replies	9	Link Clicks (Platform Posts)	45				

72% of engagement is **favs**. On average you get **4.35** favs, **1.13** retweets, **0.56** mentions and **0.92** new followers per post. Your engagement rate is **6.05** (interactions per post)

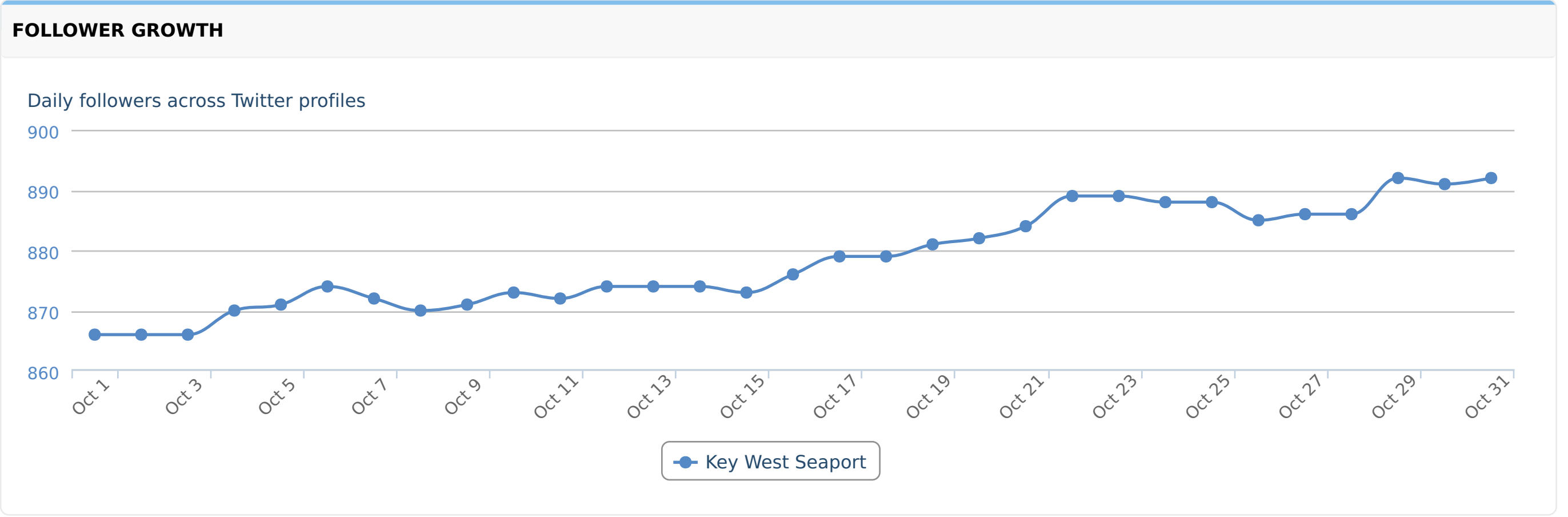
Your reach has exceeded your total followers **28** times during this period.

Majority of your followers or **45%** are in **GMT-4:00** timezone and **96%** of your followers speak **English**


United States is the country with most followers (**75.89%**). 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)
892	14,064	1,614	9,642	535	1,675	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 3.1x then you.		You follow 0.4x more users than follow you.	





56


HistoricSeaport


Top 5 topics you influence

Florida Keys


Florida


Key West


Jimmy Buffett


Ernest Hemingway


People that influence you

40 fishermanskw (157)


43 waterfrontbrews (697)


45 ConchFarm (1,257)


46 BellaVita_KeyW (672)


49 keywestchamber (998)


People that you influence

46 BellaVita_KeyW (672)

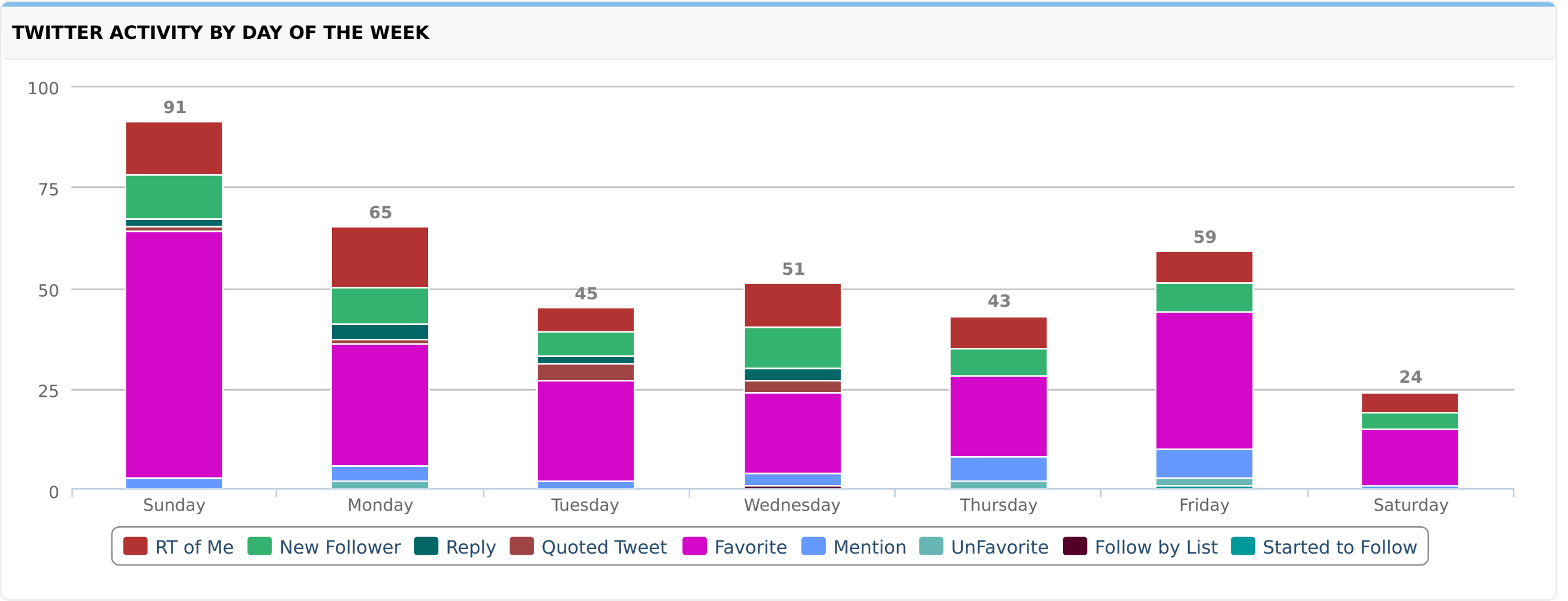
60 vdstaff58 (5,230)

30 KWBaitandTackle (98)

40 bboren (444)











50 AdeptPR (1,083)

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	3:00 PM - 4:00 PM	9:00 PM - 10:00 PM	1:00 PM - 2:00 PM
21% of retweets occur during this time	27% of replies occur during this time	23% of mentions occur during this time	20% of favorites occur during this time	9% of new follower occur during this time

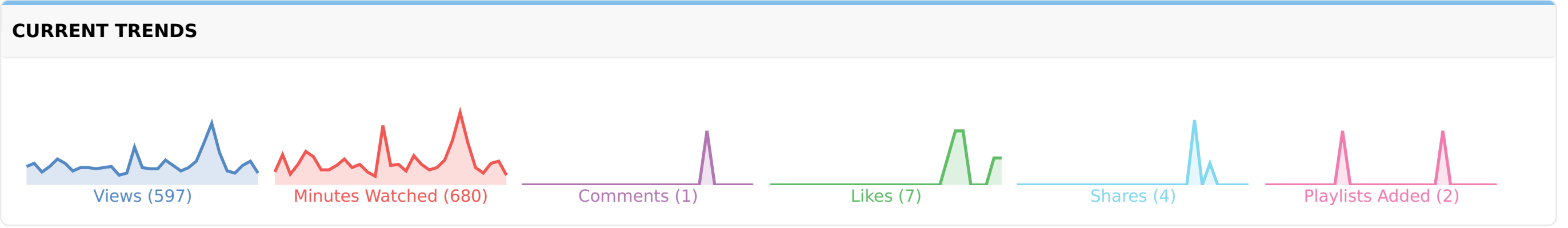


MOST ENGAGEMENT DAY	MOST RETWEETED	MOST REPLIED	MOST FAVORITED
Sunday October 8, 2017	Beautiful #rainbow over the boats at the #HistoricSeaport from Sloan Kelley. #KeyWest #HistoricSeaport #Marina... https://t.co/aINW8IWGG7	Morning essentials: breakfast from @KeyWestCoffee. ☺ https://t.co/YxTv8ufAYD #KeyWest #HistoricSeaport #CCQ... https://t.co/VxZbr2ycuM	Why did the #chicken get on the #paddleboard? To get to the #HistoricSeaport faster! Photo: @othrside #KeyWest... https://t.co/2OHJ7G0TEu
2 RTs, 41 favs	7 retweets	1 replies	31 favorites

Most Frequently Used Hashtags		
Hashtag	Times	% of total
#wharfstock	7	4%
#ccq	3	2%
#fantasyfest	9	5%
#lovefl	14	8%
#fl	4	3%
#historicseaport	32	17%
#keywest	29	15%
#october	4	3%
#schoonerwharfbar	8	5%
#travel	4	3%

Most Mentioned Users		
User	Times	% of total
 Fantasy Fest	6	19%
 Cuban Coffee Queen	4	13%
 Fury Key West	3	10%
 Turtle Kraals	2	7%
 Key West Seaport	2	7%
 Sunset Watersports	2	7%
 ConchRepublicSeafood	1	4%
 Key West Bait Tackle	1	4%
 Royal Caribbean	1	4%
 KeyWestArtworks	1	4%

Views	597	Minutes Watched	680	Watched Duration	2,105	New Videos	1	Comments	1
Likes	7	Shares	4	Playlists Added	2	Subscribers	12	Total Videos	4



You had **597** views (**19.26** per day). **44%** of engagement is likes. On average you get **0** comments, **0.01** likes, **0.01** shares, **0** added to playlists per view.

On average **2.51%** 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 **84.81%** get to your videos from **link on another website**. Majority of minutes watched or **87.14%** are from users that arrive from **link on another website**.

Most users or 63.27% use **desktop** to watch your videos. Majority of minutes watched or **66.97%** are from users using **desktop**.

Most users or **46.08%** use **Windows** operating system to watch your videos. Majority of minutes watched or **53.86%** are from users using **Windows**.

MOST VIEWS



Key West Historic Seaport - Official Video

537 views

MOST LIKES



WHARFSTOCK 2017

7 likes