

May 4, 2018

MEMORANDUM

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

FROM: Dana Pollitt

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

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

TELEVISION

Destination Television, KeyTV: Both Commercial and Editorial Video airing daily.

PUBLIC RELATIONS / MEDIA SNIPPETS

Email Marketing Notifications/Press Releases/General PR/Other

Florida Trust for Historic Preservation

City of Key West (Key West Historic Seaport) Florida 2018 Award Nomination

- We will be attending the awards ceremony as part of the 2018 Florida Preservation Conference in Jacksonville, FL on May 18
- Social media accounts will be kept active during the ceremony with pictures and videos
- Press release and email blast about the award will be sent out after the ceremony and we will work to get media attention about the award



Future Award/Media Opportunities

- Currently in contact with media representatives from these sites and others to work on nominating the Historic Seaport for future articles and awards
1. Top 10 Best Places to go in Florida- smarttravel.com
 2. Huffington Post Travel
 3. [Top 10 Destinations for New Year's Eve](#) - ThePointsGuy.com
 4. [Top 10 Summer Vacation Destinations](#) - AAA Travel
 5. [Top 10 Great Cities for Family Vacations](#) - Vacation Critic Travel Planning Guide
 6. [Top 10 Most Exciting Places in Florida](#) - Movoto National Real Estate
 7. [Best of the Web Award](#) - Center for Digital Government
 8. [Top 10 Best Holiday Events](#) - USA Today
 9. [Top 10 Happiest City in Florida](#) - OnlyInYourState

April Email Blast


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

Spring has Sprung at the Historic Seaport!


WIN a #SeaportSwag Bundle!

Check out the [Historic Seaport's Facebook page](#) on May 1, 2018 for a special contest post with details on how to enter.

Contest starts 5/1/2018 at 7:00 a.m. EST - 5/4/2018 5:00 p.m. EST




The Seaport Scoop




[The Best Place to Watch the Sunset in the World: Key West](#)

After Hours Charters



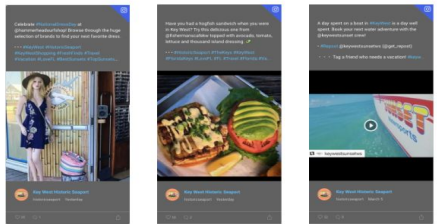
Make your Key West getaway a vacation to remember aboard the 52 foot private yacht, "After Hours." Call [After Hours Key West Charters](#) at 305-849-3110 and speak with Captain Kelly for booking information.

We want to hear from you!
Leave us a review on [TripAdvisor](#) to let us know all about your visit to the Historic Seaport.



Follow us on social media to stay connected on everything happening at the Key West Historic Seaport.

Make sure to use the hashtag #HistoricSeaport in your pictures for a chance to be featured on our page!



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

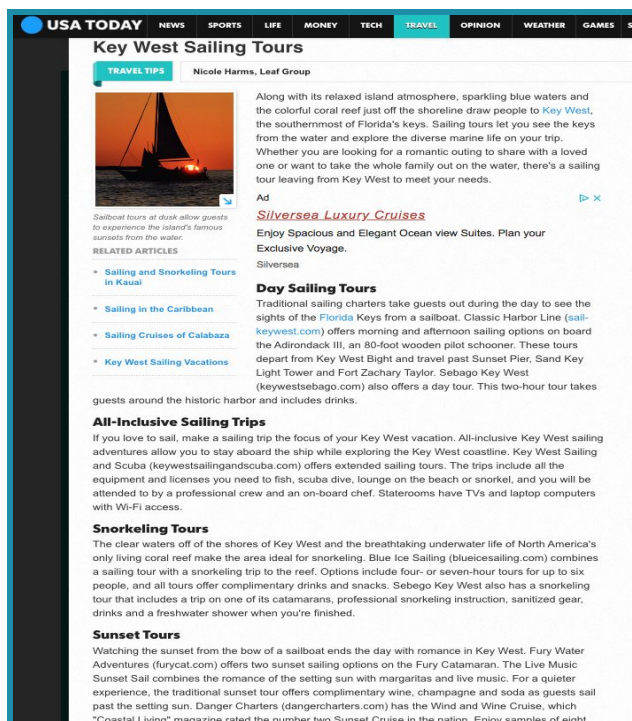
Key West Citizen

- Article posted on social media



USA Today - Key West Sailing Tours

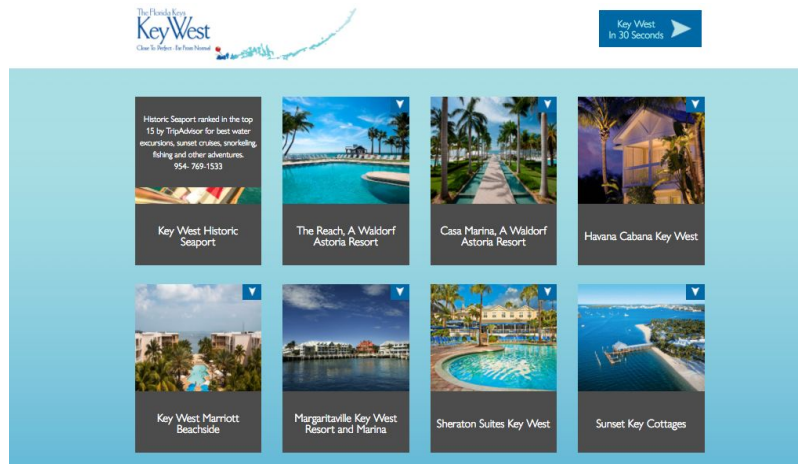
- Sebago Watersports, Fury Water Adventures and Blue Ice Sailing were all mentioned
- Article was posted on social media



ADVERTISING

Monroe County Tourist Development Council - Florida Keys & Key West CO-OP

- Key West Southeast & Texas Spring Digital
- Insertion Dates: March-April
- Circulation: 1,331,164

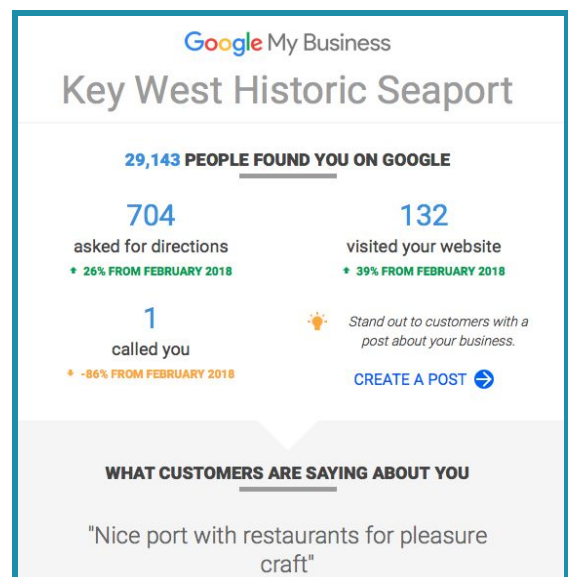


Duval Loop Bus

- ADEPT is coordinating with the City of Key West Transit Division Director to explore advertising opportunities along the Loop for the KWHS
- Working on how we can incorporate the Historic Seaport in future ridership

SOCIAL MEDIA

(Facebook, Twitter, Instagram, Foursquare, YouTube, TripAdvisor, Yelp) Daily social media content creation and posting (Reviews, Live Music, Tenant Info., Updates, Specials, Events, Contests). Below find the monthly updates for each of the KWHS Social Media outlets. See Social Media and Website report for March, 2018, for in-depth, detailed reporting of each.



Facebook:

- Facebook accounted for the most audience growth this month
- Increase page likes from 1,378 to 1,737
- Increase total check-ins from 2,289 to 2,514
- Page Impressions: 58.5k
- Total of 19,207 post impressions (620 per day)

Instagram:

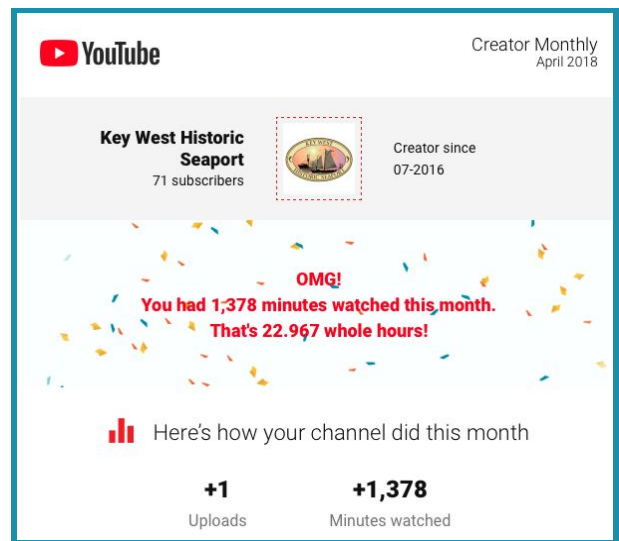
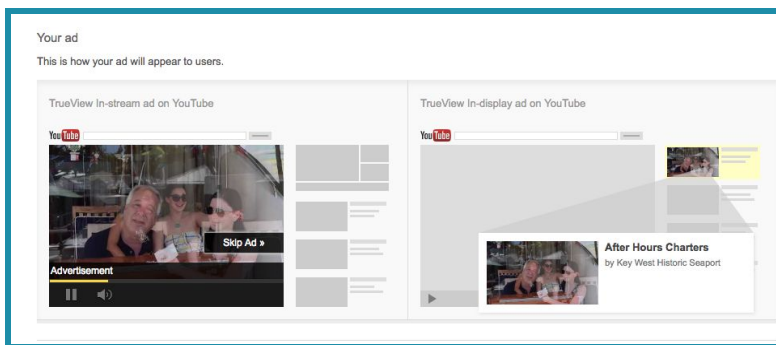
- New followers gained throughout the month with total of 1,657 followers up from 1,619 last month
- Posting weekly Instagram stories (event reminders, Key West weather, etc.)

Twitter:

- Increase in followers from 1,066 to 1,082
- 24.9k impressions this month
- Reach was 233,101 this month

YouTube:

- Uploaded April video:
 - [After Hours](#)
 - Promoted video (see image below)



Foursquare:

- Visitors "check in" to their location and upload pictures, provide tips for future visitors, and leave reviews, which make up our page feed
- Foursquare was the fastest-growing channel this month

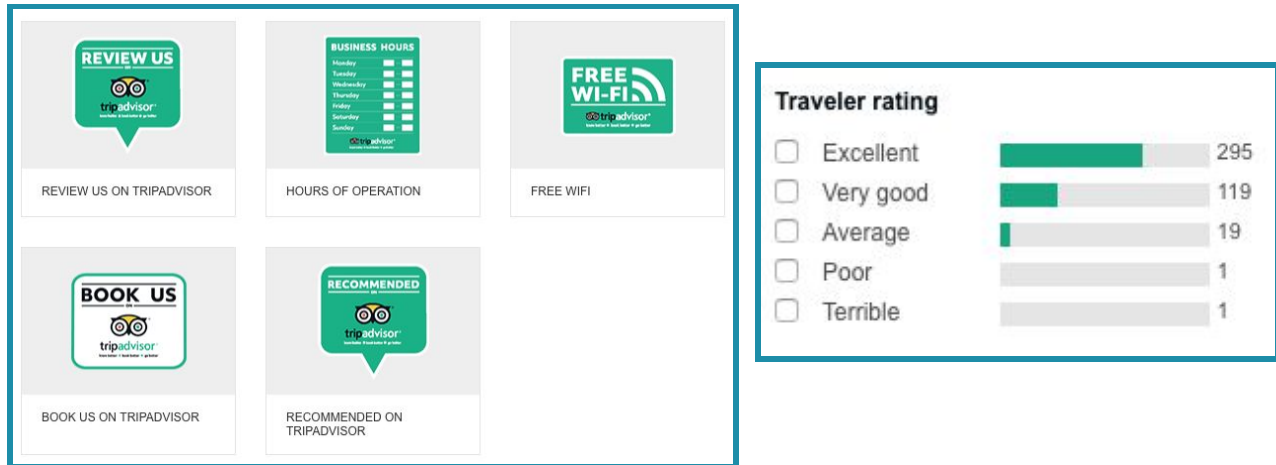
What are people saying?

"You feel you don't have any limit anymore! Amazing sight "
"Love walking along the boardwalk."

FOURSQUARE

TripAdvisor:

- 570 Reviews
- Excellent Rating 4.5 out of 5
- Daily replies to reviews
- Ordering TripAdvisor stickers
- We can order any of the stickers below to remind visitors to leave a review on TripAdvisor at the end of their trip



We are working with the city to design and install new metal signs that will be strategically placed throughout the Historic Seaport

- Signs will encourage visitors to write a review on TripAdvisor about their experience at the Historic Seaport
- Signs will be in the same format and the same size as the current one that is along the boardwalk outside of The Waterfront Brewery/Hammerhead Surf Shop



Contest:

- Prepared a contest for Mother's Day
- Will start on May 1 and end on May 4
- To build up our email list, participants will have to provide their email address in order to enter
- Winner(s) will receive a #SeaportSwag bundle that includes two pairs of sunglasses, one Historic Seaport tote bag, a brochure and coupons to Conch Republic Seafood Company, Schooner Wharf Bar, Turtle Kraals and Half Shell Raw Bar



Paper.li:

- Paper.li is a powerful tool to help you automatically discover topic-based, relevant content to share on your Facebook page, Twitter, G+ and/or LinkedIn profiles
- By sharing content visitors would be interested in, you'll begin to gather a following
- Researching on how we could utilize this platform for the KWHS

LIVE WEBCAM

Have you visited the live webcam lately?

<https://www.youtube.com/watch?v=nVPDGSea2Z0>

- 277 "thumbs up"

WEBSITE

- Ongoing website maintenance and content creation (Tenant Info., Events, Blog)
- Tenants added:
 - Too Lethal Charters
- Adding YouTube videos of tenants to their page on the website for more video views
- Seasonal Content
- Regular content writing services
 - April blog posted: [The Best Place to Watch the Sunset in the World: Key West](#)

Audience Overview:





Acquisition Overview:

	Users	New Users	Sessions
	3,763	3,675	4,427
1 Organic Search	3,002		
2 Direct	424		
3 Referral	194		
4 Social	163		
5 Paid Search	1		

Top 10 Referral Sources:

1.	conchrepublicseafood.com
2.	keywest.com
3.	fla-keys.com
4.	keywestsoutheastspringsummer.com
5.	afterhourskeywest.com
6.	marriott.com
7.	konknet.com
8.	dangtravelers.com
9.	accounts.google.com
10.	hiltongardeninn3.hilton.com

Search Terms:

Page		Pageviews	% Pageviews
1. /event/35th-annual-conch-republic-independence-celebration/		1,873	 21.30%
2. /		1,810	 20.58%
3. /event/37th-annual-7-mile-bridge-run/		1,556	 17.70%
4. /things-to-do/		568	 6.46%
5. /things-to-do/food/		337	 3.83%
6. /things-to-do/shopping/		188	 2.14%
7. /events/		174	 1.98%
8. /shopping/macs-sea-garden/		164	 1.87%
9. /general-information/		149	 1.69%
10. /history/		84	 0.96%

Audience Summary

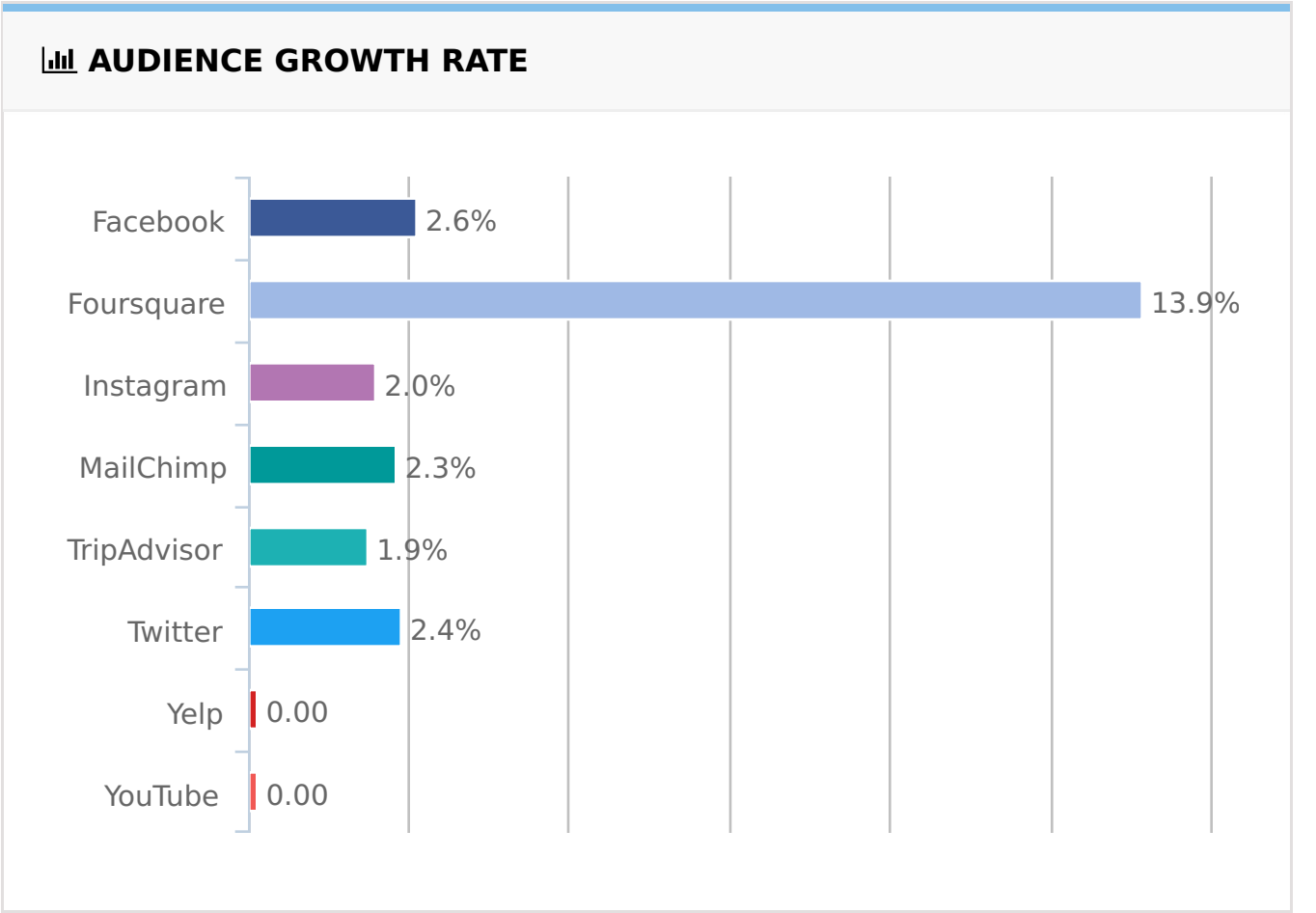
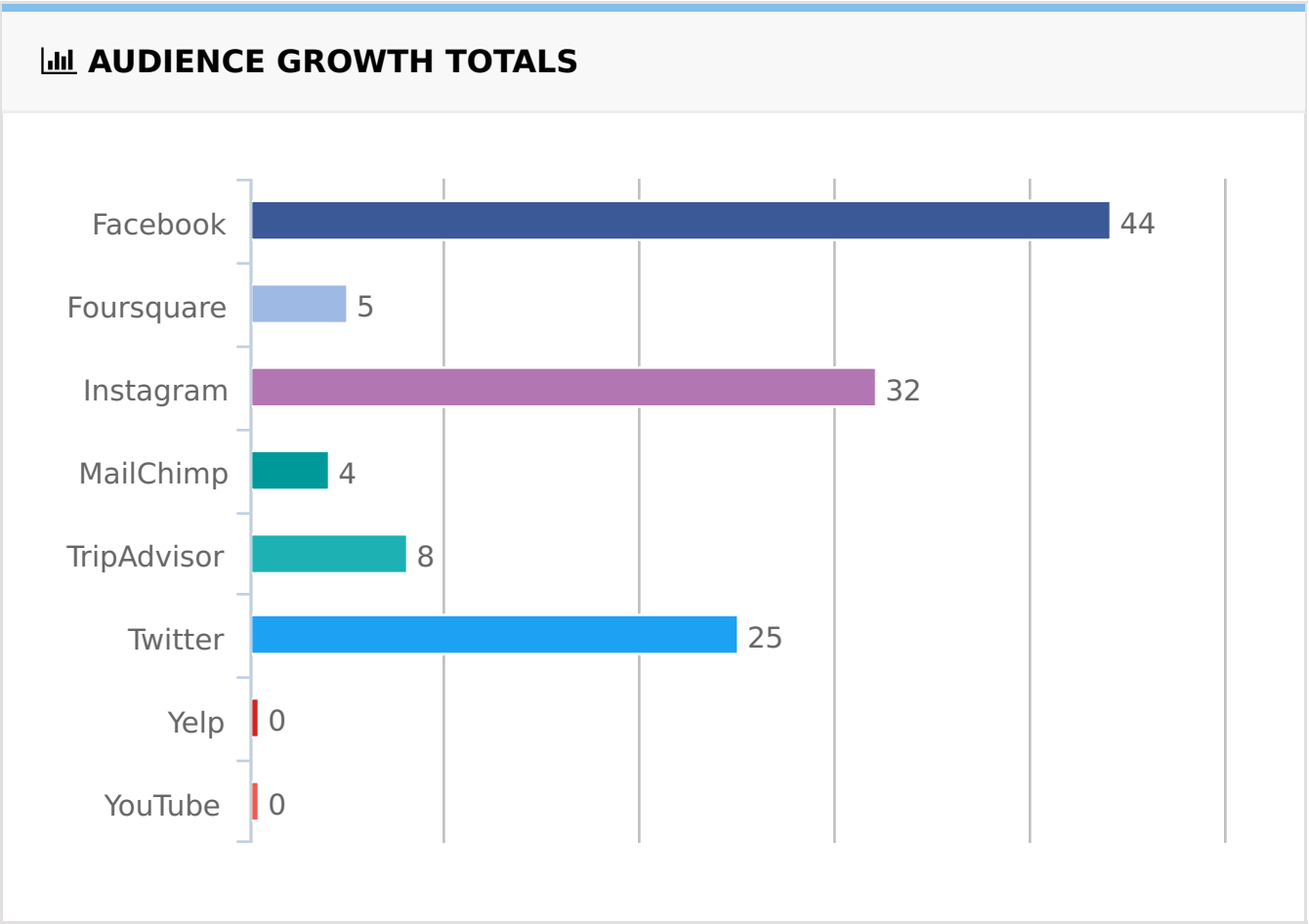
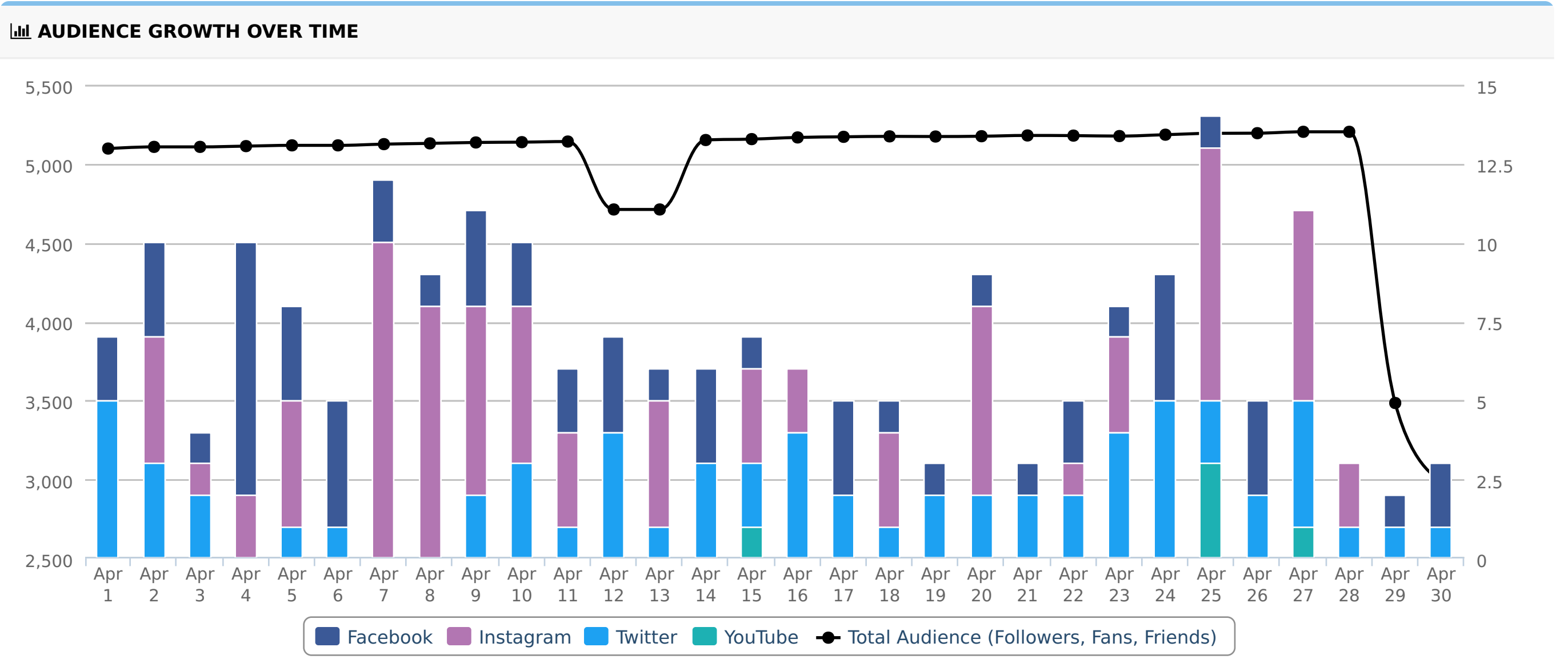
Key West Historic Seaport

April 1, 2018 - April 30, 2018

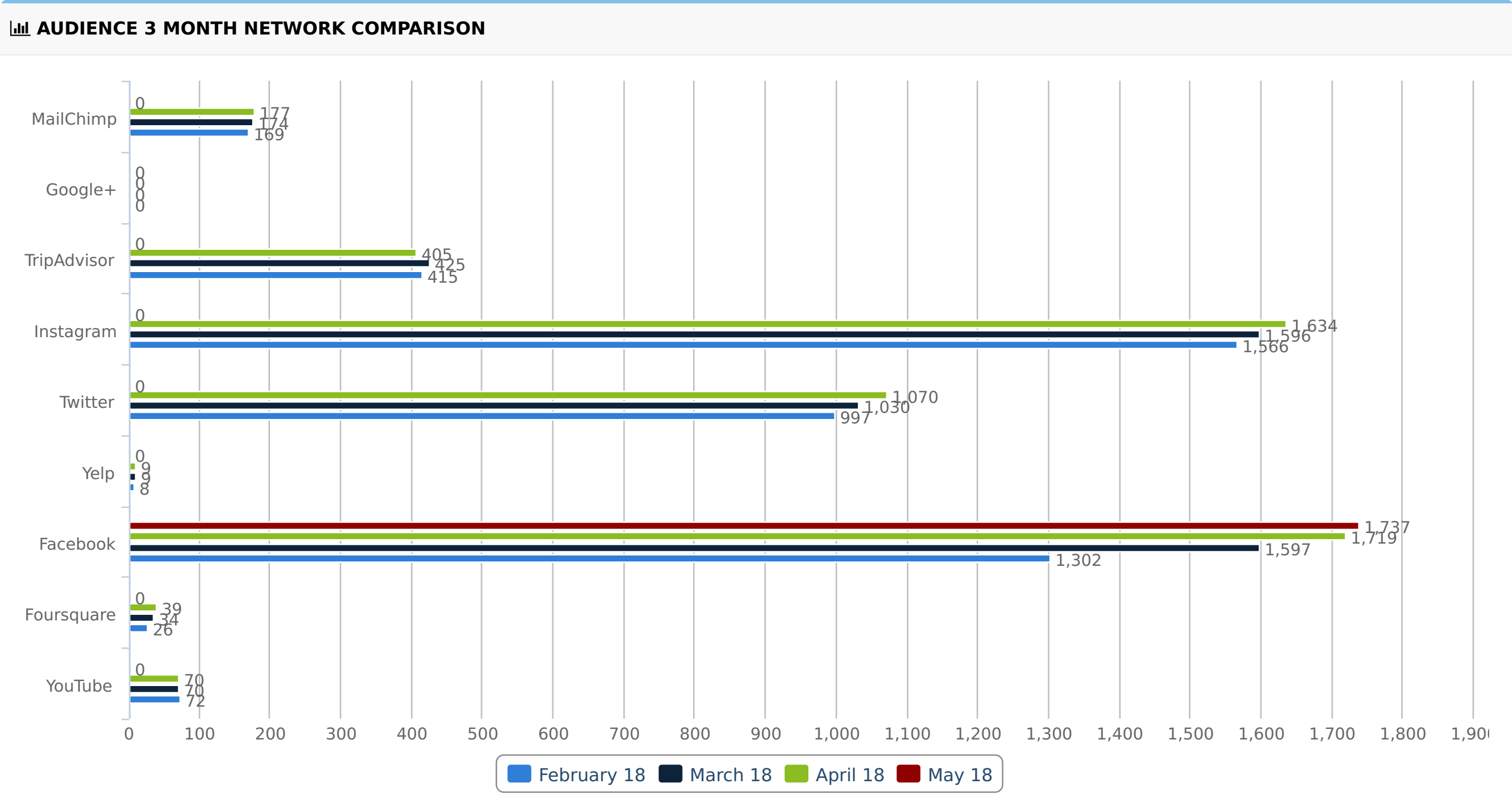
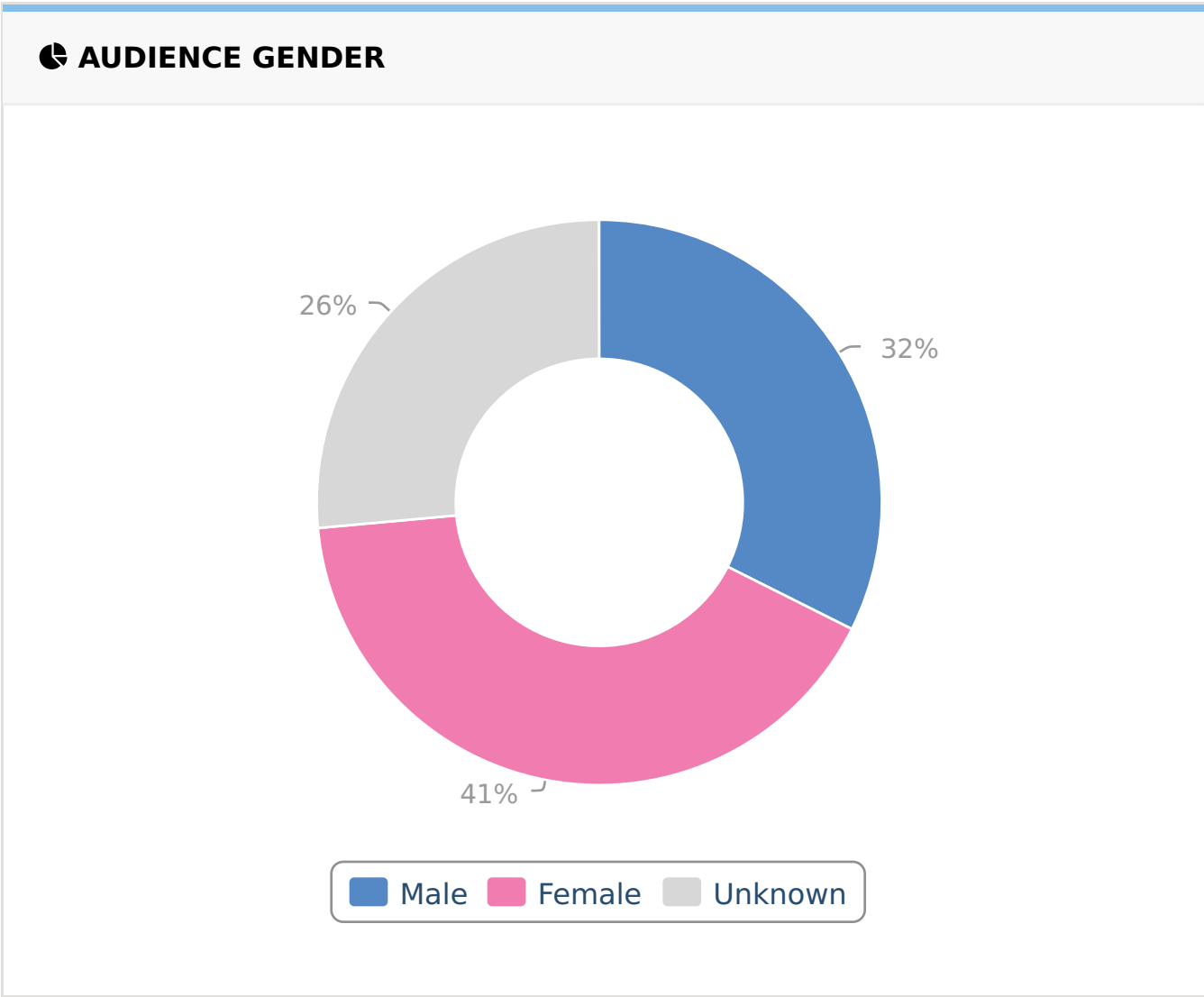
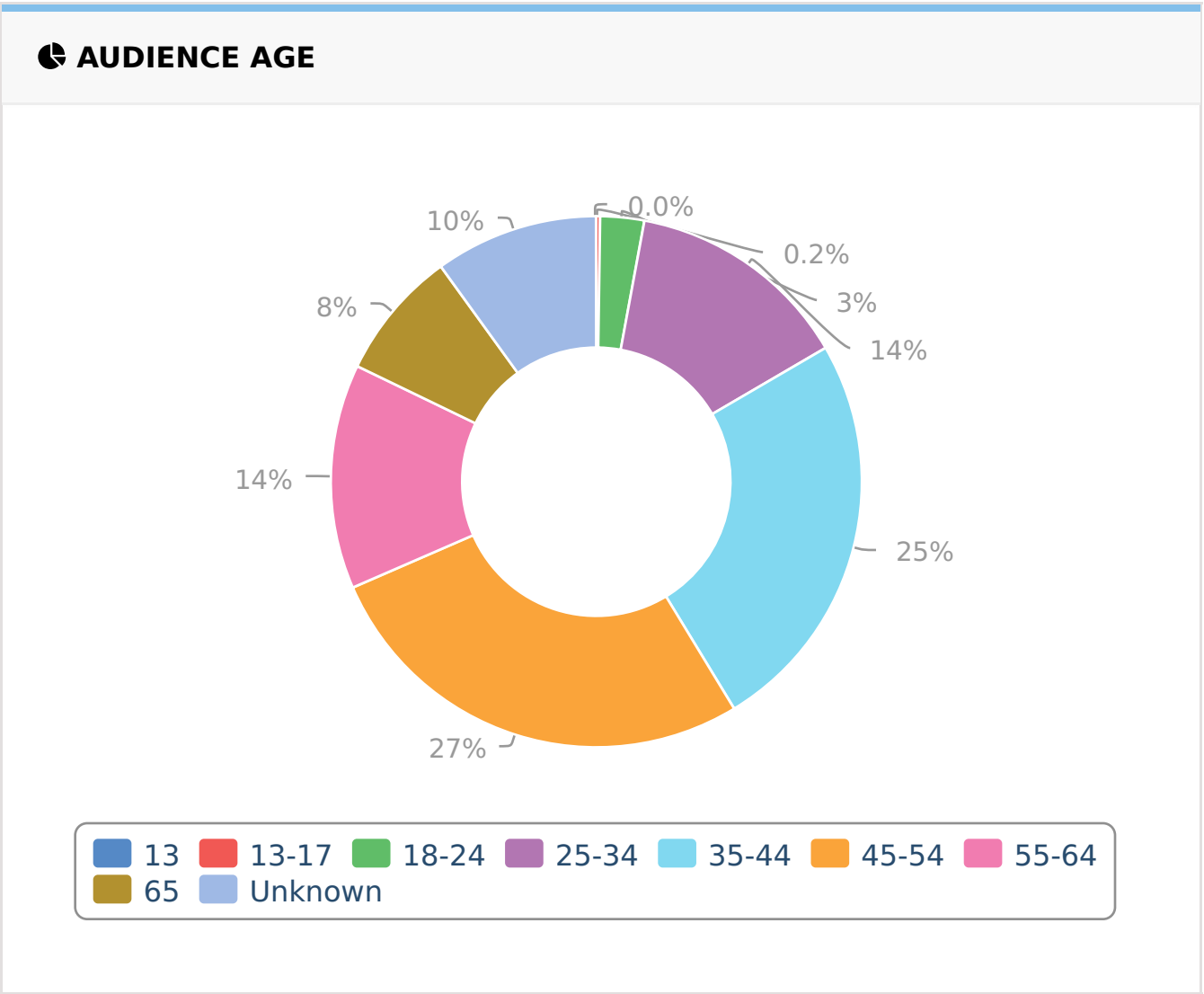
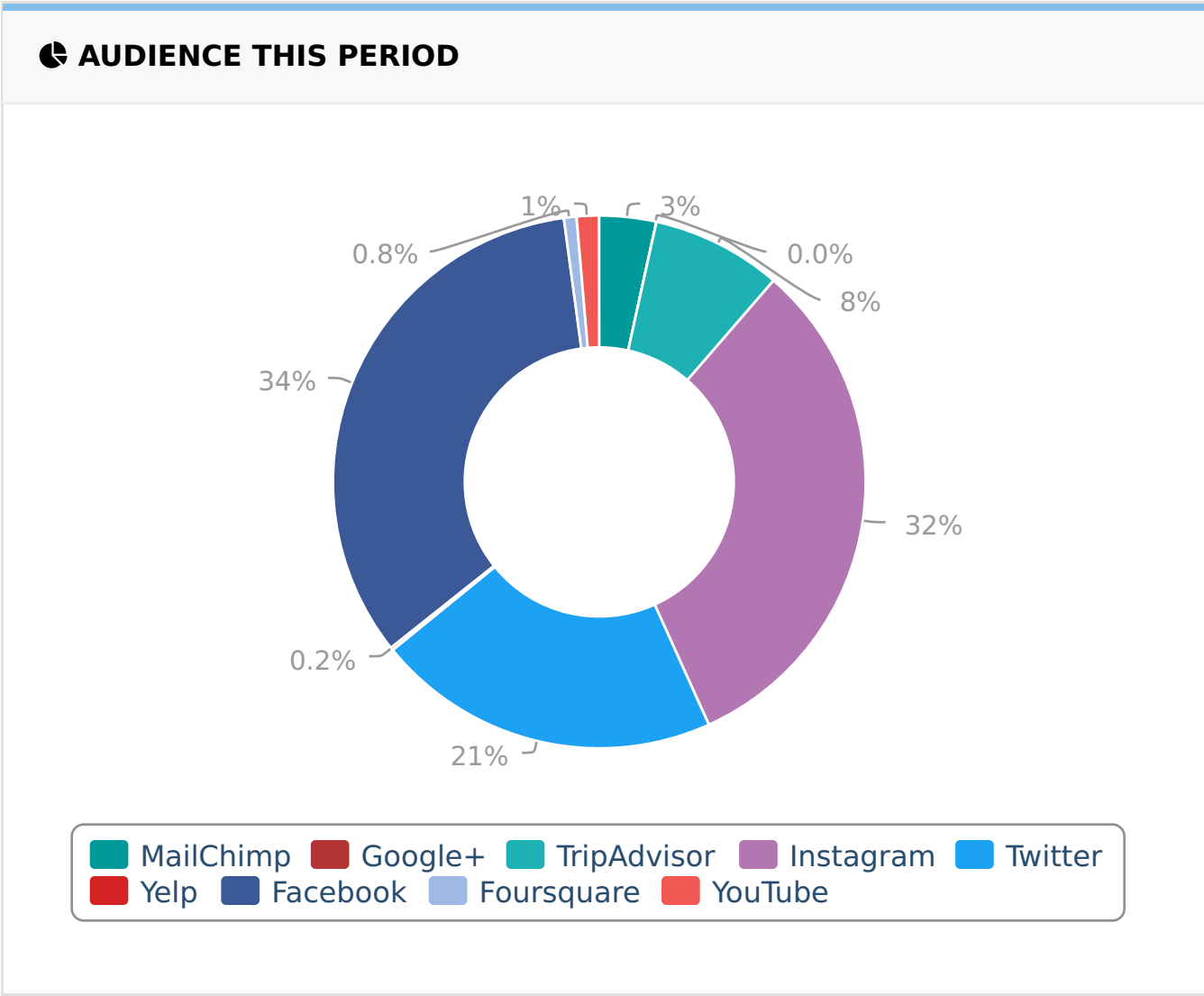
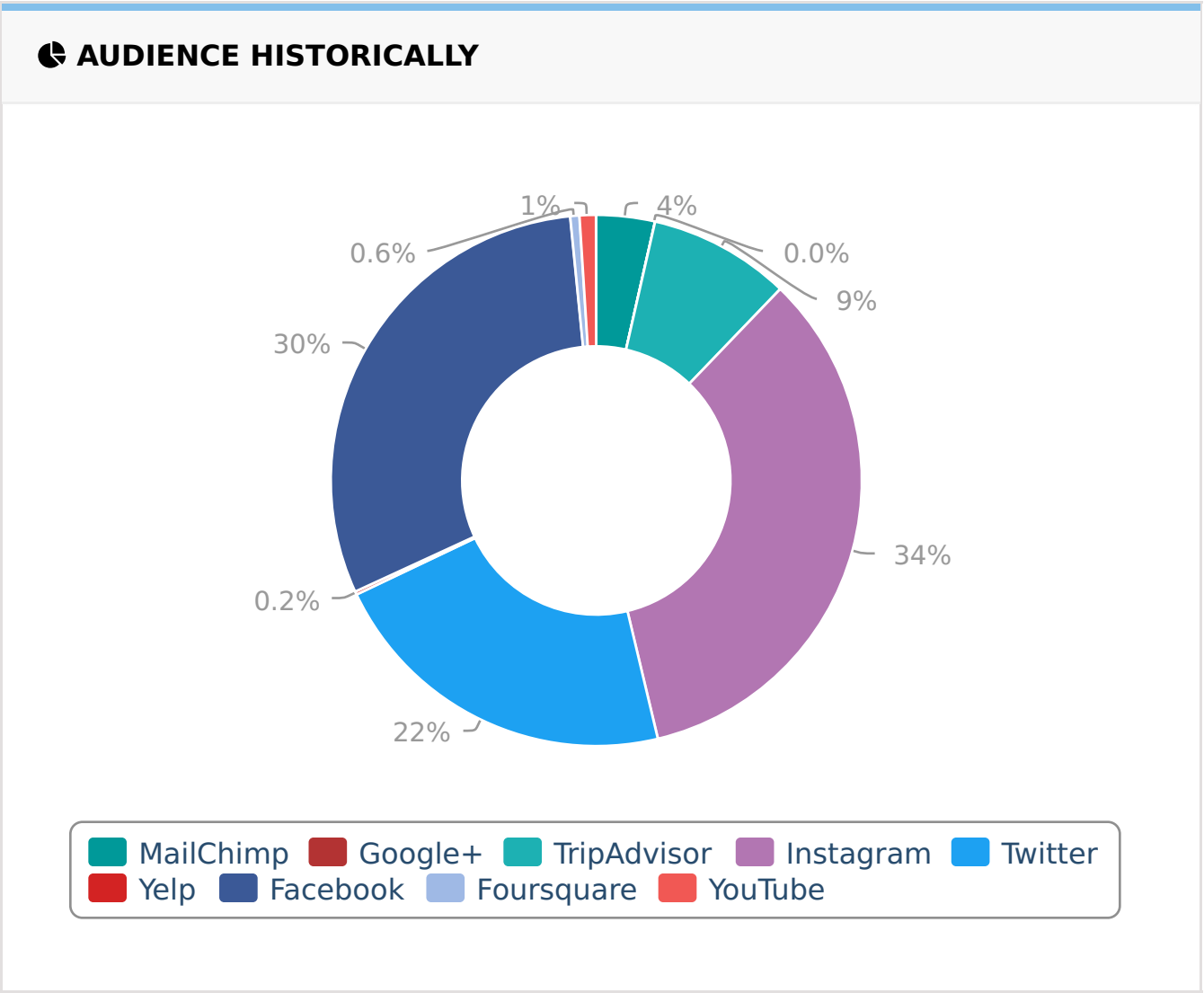
Cross Channel Report

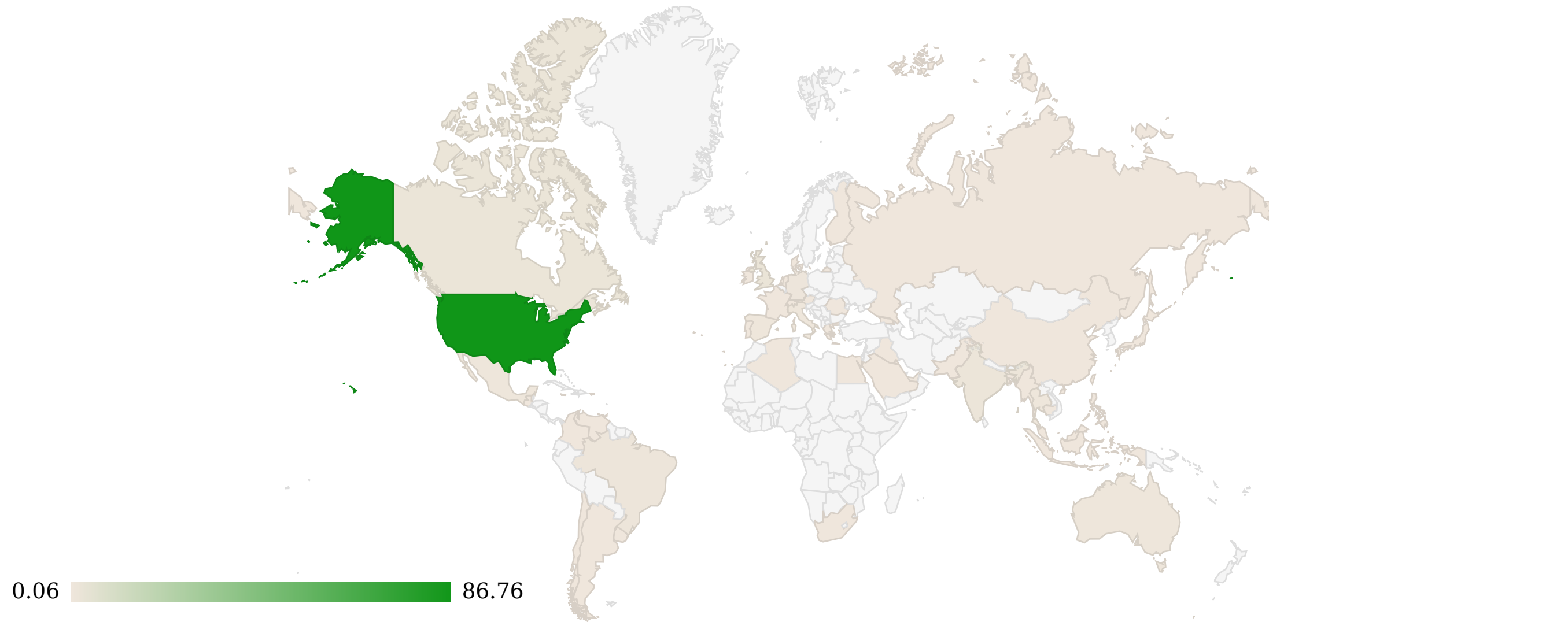
Prepared by: ADEPT Strategy & Public Relations

📊 AUDIENCE GROWTH BY CHANNEL			
Channel	Audience Growth (Net)	Growth Rate	Total Audience
📘 Facebook	44	2.6%	1,737
📍 Foursquare	5	13.89%	41
📷 Instagram	32	1.98%	1,649
📧 MailChimp	4	2.29%	179
🗺️ TripAdvisor	8	1.86%	438
🐦 Twitter	25	2.36%	1,084
🍴 Yelp	0	0%	9
📺 YouTube	0	0%	71
	118	2.27%	5,208



Facebook accounted for the most audience growth, with **44** new friends added. **Foursquare** was your fastest-growing channel, with **13.89%** follower growth.





Country	Code	%
United States	US	86.76
United Kingdom	GB	2.08
Canada	CA	1.63
India	IN	1.4
Brazil	BR	0.88
Germany	DE	0.66
Australia	AU	0.49
Mexico	MX	0.4
Spain	ES	0.31
Italy	IT	0.29
Thailand	TH	0.29
United Arab Emirates	AE	0.26
Philippines	PH	0.23
France	FR	0.2
Bangladesh	BD	0.2
Ireland	IE	0.17
Saudi Arabia	SA	0.17
South Africa	ZA	0.14
Puerto Rico	PR	0.14
Pakistan	PK	0.14
China	CN	0.14
Portugal	PT	0.14
Venezuela	VE	0.11
Myanmar	MM	0.11
Iraq	IQ	0.11