

June 7, 2019

## MEMORANDUM

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

FROM: Dana Pollitt, Managing Partner, ADEPT

**SUBJECT: *Key West Bight Management District Board, May 2019 Monthly Update, Key West Historic Seaport Marketing Services Contract #10-015***

The following is a summary of ADEPT's May 2019 marketing activities for the Key West Historic Seaport:


## PUBLIC RELATIONS / MEDIA SNIPPETS

### Email Marketing Notifications

- **May Email Newsletter/eBlasts**

**#SeaportSpotlight Corner**

The [Key West Historic Seaport](#) is notorious for world-class dining, unique shops, live music, museums, year-round events and a variety of watersports and fishing excursions! We are very fortunate to have some most amazing people working within the [Historic Seaport](#). Every other week, we take a moment and recognize all those who work to provide you with the best experience possible. Click the images below to find out more about the individuals who are always a pleasure to be around, always smiling and unique in their own way!




**KEY WEST HISTORIC SEAPORT**

YOUR GATEWAY  
TO EVERYTHING  
KEY WEST, FLORIDA!



**| July 2019 |**


**KEY WEST 4TH OF JULY FIREWORKS CRUISE**



Come celebrate July 4th the [Key West Historic Seaport](#) way! Enjoy the best views in Key West from the decks of either [Fury Watersports](#) or [Sebago Key West](#)! Enjoy drinks, snacks, music, good vibes, and the best Key West firework show! Celebrate this July 4th with a **BANG!**

Book Now with [Fury Watersports](#) // Book Now with [Sebago Key West](#)

**June 4th to July 7th | Key Lime Festival**



The [Key Lime Festival](#) celebrates all the things that make the Florida Keys unique! From **July 4th to July 7th**, come experience this fun, odd and unforgettable festival while indulging in a vast selection of citrus, limes, a good 'ol pie-eating-contest, good eats and so much more! Come on down to the birthplace of Key Lime Pie for a little


- **Media / Press Clippings Captured During the Month of May:**

- The 28th Annual Schooner Wharf Minimal Regatta was covered by KITV and was promoted on their Channel 4 News Channel.
  - The article was promoted on all social media outlets.
  - [Link to Article and Media Footage.](#)

### 28th Schooner Wharf Minimal Regatta

8:34 am May 27, 2019 CONTENT BUCKET, TOP STORIES






Creativity was on Hand at the 28th Annual "Schooner Wharf Minimal Regatta" in Key West, Florida Sunday.

Some Ideas let's just say they went down with the ship.

Rules of the wacky Memorial Day weekend event required each team to build a boat out of the minimal materials: a single sheet of 4-by-8-foot plywood, two 8-foot-long two-by-fours, a roll of duct tape and a pound of fasteners.

Teams could paint their boats, but they couldn't caulk the seams or use adhesives.

As spectators cheered, on, team members attempted to steer a short course in Key West's historic seaport while keeping their makeshift craft afloat longer than their rivals.



## 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 attached Social Media and Website report for March 2019, for in-depth, detailed reporting of each.

### Facebook Stats:

- Increase page likes from 2,642 up ( ↑ ) to 2,672
- Increase total check-ins to 4,215
- 2,754 people following
- 4.9 ★★'s out of 5

#### Instagram Stats:

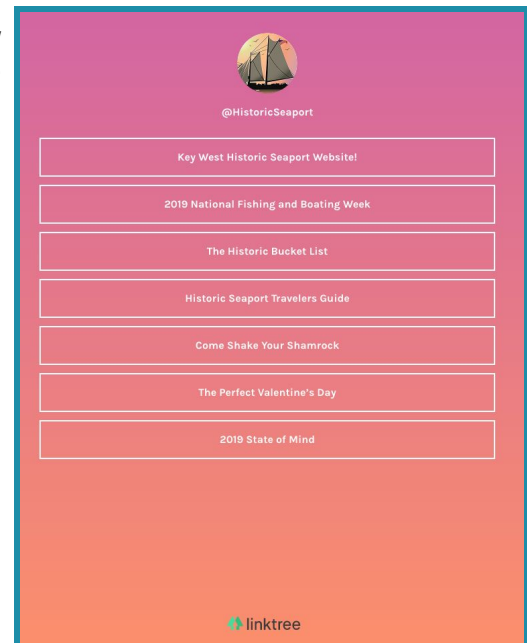
- New followers gained throughout the month with a new total of 2,129. March followers up (↑) from 2,105 followers in March.
- Posting weekly Instagram stories (event & promotion reminders, Sunsets, Key West weather, etc.)
- Incorporated Linktree to our Instagram account
- Linktree is a free tool for optimizing our Instagram traffic
- The one bio link is used to house all the content we are driving followers to
- Content then lives longer on the Instagram feed

#### Twitter Stats:

- Increase in followers to 1,455 from 1,419
- Profile Visits 66 up (↑) 22.2%

#### TripAdvisor Stats:

- The KWHS has 655 reviews!
- #22 of 140 things to do in Key West.
- Excellent Rating of 4.5 out of 5.
- Daily replies to reviews.



#### YouTube Stats:

- YouTube Results  
**38,148** Total all time Historic Seaport YouTube Video Views.

## ADVERTISING

#### Google Adwords:

##### ISLAND-WIDE DISPLAY CAMPAIGN

Running the Digital Advertising Campaign and Creative.

Target: On-island tourists, including hotel guests.

- Impressions: 882,315
- Clicks: 2,425
- Average CPM: \$1.38
- Cost: \$1,219.18




## WEBSITE

- Ongoing website maintenance and content creation (Tenant Info, Added & promoted holiday events/information, Blog)
- Added new plugins for events
- Adding new images to tenant pages and homepage
- Seasonal Content
- Regular content writing services
- Updated site with new Google 360 Walking Tour of Seaport
- New images added for dining, entertainment, and shopping
- Acquired new professional photography/seaport Images of Historic Seaport



- May Blog: [2019 National Fishing and Boating Week](#)



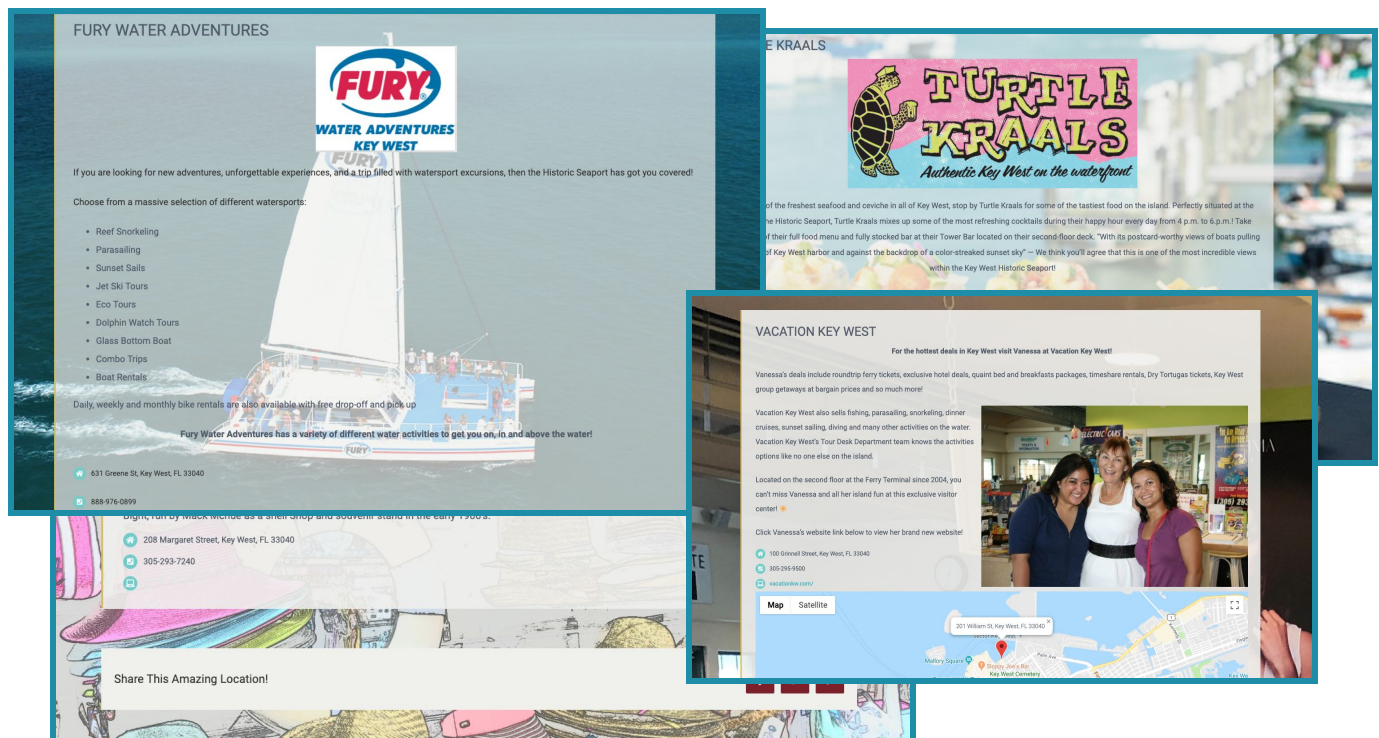
**2019 National Fishing and Boating Week!**

Starting June 1st through June 9th, National Fishing and Boating Week is a nine-day national celebration that showcases and highlights the importance of recreational boating and fishing. The goal is to promote safe fishing while enhancing our quality of life and preserving our country's natural beauty. During this time, on select days, free fishing is offered the second Saturday and Sunday in June. These are the days where anglers can go fishing without a license on public bodies of water.

The [Key West Historic Seaport](#) is excited to kick off this event as we notoriously strive to provide residents and guests with some of the hottest fishing and boating anchorage sites in all of Key West. Coupled with Father's Day on June 16th, come out and partake in this national event while celebrating Dad a little early this year.



- Ongoing website maintenance and content creation
- Tenant information added & promoted information
- Adding new images to tenant pages and homepage



**FURY WATER ADVENTURES**

If you are looking for new adventures, unforgettable experiences, and a trip filled with watersport excursions, then the Historic Seaport has got you covered!

Choose from a massive selection of different watersports:

- Reef Snorkeling
- Parasailing
- Sunset Sails
- Jet Ski Tours
- Eco Tours
- Dolphin Watch Tours
- Glass Bottom Boat
- Combo Trips
- Boat Rentals

Daily, weekly and monthly bike rentals are also available with free drop-off and pick-up

Fury Water Adventures has a variety of different water activities to get you on, in and above the water!

631 Greene St, Key West, FL 33040  
888-976-0899

**TURTLE KRAALS**

of the freshest seafood and ceviche in all of Key West, stop by Turtle Kraals for some of the tastiest food on the island. Perfectly situated at the Historic Seaport, Turtle Kraals mixes up some of the most refreshing cocktails during their happy hour every day from 4 p.m. to 6 p.m. Take in their full food menu and fully stocked bar at their Tower Bar located on their second-floor deck. "With its postcard-worthy views of boats pulling in Key West harbor and against the backdrop of a color-streaked sunset sky" — We think you'll agree that this is one of the most incredible views within the Key West Historic Seaport!

**VACATION KEY WEST**

For the hottest deals in Key West visit Vanessa at Vacation Key West!

Vanessa's deals include roundtrip ferry tickets, exclusive hotel deals, quaint bed and breakfasts packages, timeshare rentals, Dry Tortugas tickets, Key West group getaways at bargain prices and so much more!

Vacation Key West also sells fishing, parasailing, snorkeling, dinner cruises, sunset sailing, diving and many other activities on the water. Vacation Key West's Tour Desk Department team knows the activities options like no one else on the island.

Located on the second floor at the Ferry Terminal since 2004, you can't miss Vanessa and all her island fun at this exclusive visitor center!

Click Vanessa's website link below to view her brand new website!

100 Grenville Street, Key West, FL 33040  
305-295-9900  
vacationkeywest.com

Map Satellite

201 William St, Key West, FL 33040


Google My Business

Key West Historic Seaport

You just got a 4-star review

★★★★☆


"Lugar pitoresco com bares e restaurantes. Com sorte, avista-se cardumes e grandes peixes nos..."



Reviewed by  
CHARLES FRANKLIN SANTOS

Congrats! You got a 5-star review

★★★★★



Reviewed by  
CJ STROUD


READ REVIEW

[Learn more](#)
[GET IT ON Google Play](#)
[Ask an expert](#)

Congrats! You got a 5-star review

★★★★★

"Very beautiful and romantic marina with lots too see. There are many different food options to..."




Reviewed by  
ANITA LIEN HANSEN

Congrats! You got a 5-star review

★★★★★

"Very beautiful and romantic marina with lots too see. There are many different food options to..."



Reviewed by  
BENTLEY MAGUIRE

#### Audience Overview:



New Visitor

Returning Visitor

87.7%

12.3%

#### Acquisition Overview:

	Users	New Users	Sessions
	2,998	2,883	3,535
1 Organic Search	1,188		
2 Direct	977		
3 Referral	559		
4 Social	295		

## Top 10 Referral Sources:

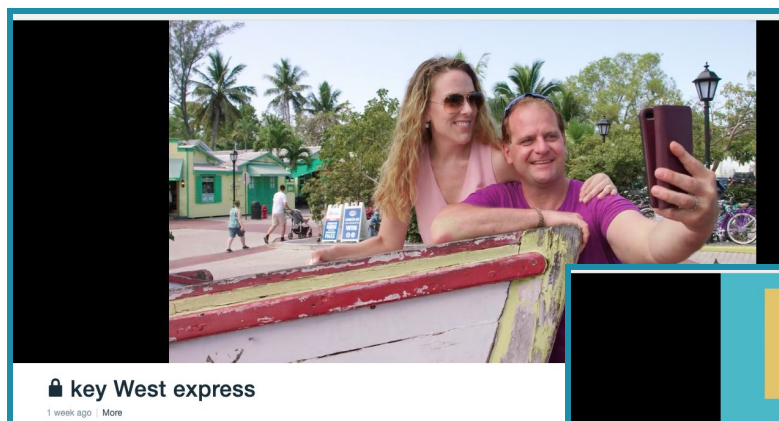
1. [googleads.g.doubleclick.net](https://googleads.g.doubleclick.net)
2. [tpc.googlesyndication.com](https://tpc.googlesyndication.com)
3. [m.accuweather.com](https://m.accuweather.com)
4. [keywest.com](https://keywest.com)
5. [amp-miamiherald-com.cdn.ampproject.org](https://amp-miamiherald-com.cdn.ampproject.org)
6. [www-foxnews-com.cdn.ampproject.org](https://www-foxnews-com.cdn.ampproject.org)
7. [keywestfloridaspring.com](https://keywestfloridaspring.com)
8. [afterhourskeywest.com](https://afterhourskeywest.com)
9. [amp-businessinsider-com.cdn.ampproject.org](https://amp-businessinsider-com.cdn.ampproject.org)
10. [amp-usatoday-com.cdn.ampproject.org](https://amp-usatoday-com.cdn.ampproject.org)

## Search Terms:

1. /
2. /things-to-do/
3. /things-to-do/food/
4. /event/key-west-whiskey-fest/
5. /general-information/
6. /things-to-do/shopping/
7. /events/
8. /dining/bos-fish-wagon/
9. /shopping/macs-sea-garden/
10. /shopping/yours-mayan/

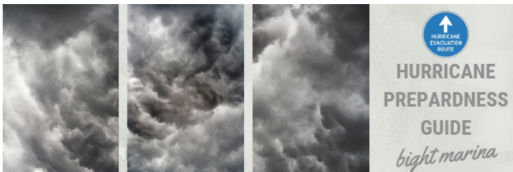
## KEY WEST HISTORIC SEAPORT 2019 COMMERCIAL

- Theme | Land, Air & Sea
- Production: April 9th through April 11th
- Post-production: in process



## NEW KEY WEST BIGHT MARINA WEBSITE


- Monthly Bight Marina May 2019 Blog is completed
  - [Key West Bight Marina | Hurricane Preparedness Guide](#)
- Email blast/press release info prepared to distribute
- Bightmarina.com and keywestmarina.org will be pointed to KeyWestBightMarina.com once domain settings are finalized




**Key West Bight Marina | Hurricane Preparedness Guide**

The Atlantic hurricane season is a continuous event in the annual formation of tropical cyclones in the Northern Hemisphere. Starting June 1st through November 30th, some of the most popular travel months, hurricane season can wreak havoc on your travel plans. With the [Key West Bight Marina](#) being one of the most sought after marinas in all of Key West, our goal is to ensure each local and traveler alike are secure, knowledgeable, and well prepared for this upcoming hurricane season. We want to help maximize your hurricane-related travel concerns by helping you be prepared while you're in town on vacation or docked at one of the slips at our [Bight Marina](#).


According to Colorado State University, fifteen storms are predicted for this upcoming season. Out of those thirteen storms, they predict five of those storms will evolve into a hurricane and two of those hurricanes will be a category three to category five hurricane. Once a storm has developed, you'll have fewer options in finding a plan that will meet all of you and your loved one's needs. Below you can find a reliable guide and pertinent information in assisting you in an efficient hurricane plan and an effortless transition back to a fun and safe stay at the [Key West Bight Marina](#).



The Key West Bight Marina Has All Your 2019 Essentials Covered!



Key West Bight Marina | Hurricane Preparedness Guide



The Acclaimed Key West Bight Marina Gets Even Better



## *Audience Summary*









### *Key West Historic Seaport*

*May 1, 2019 - May 28, 2019*

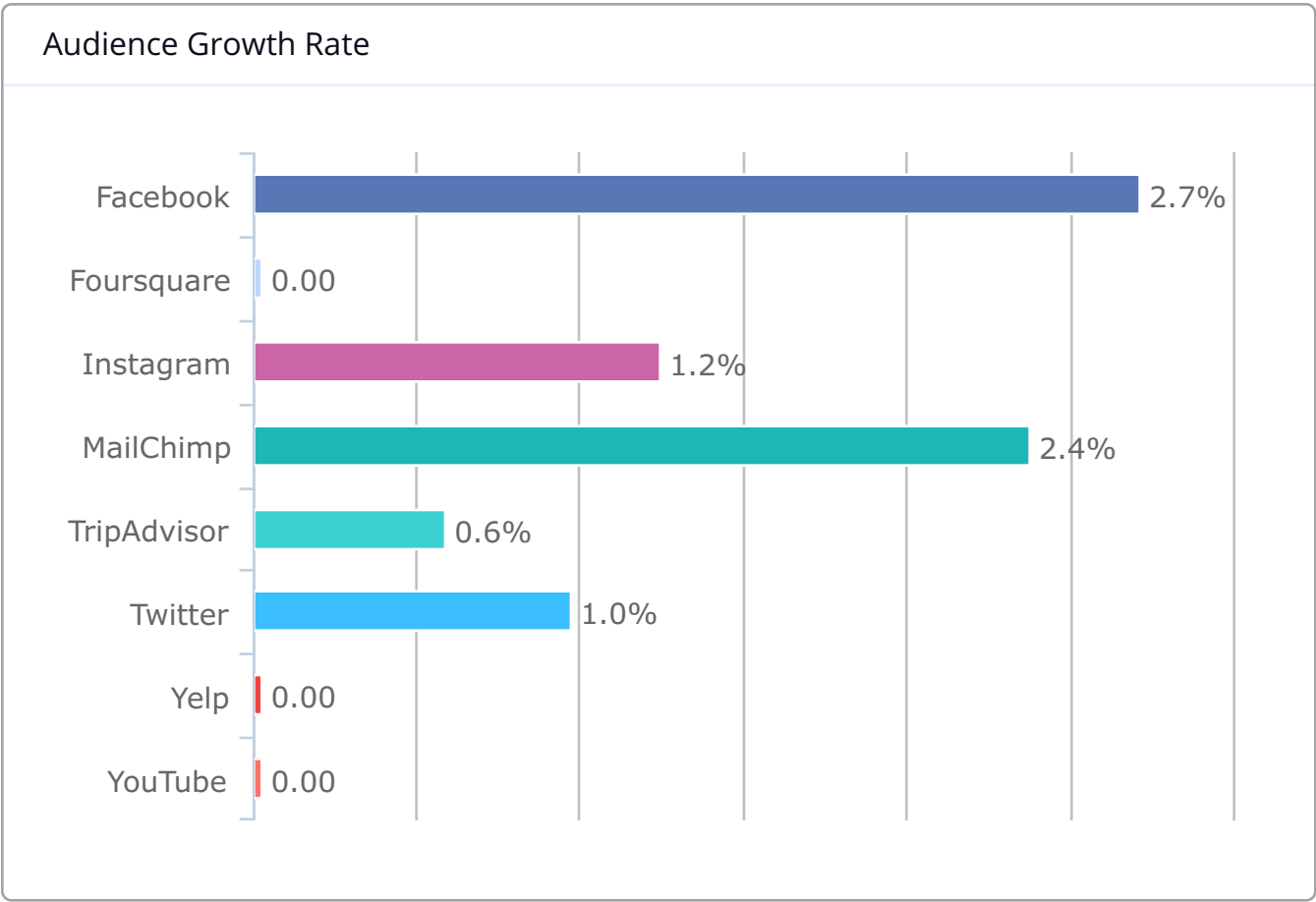
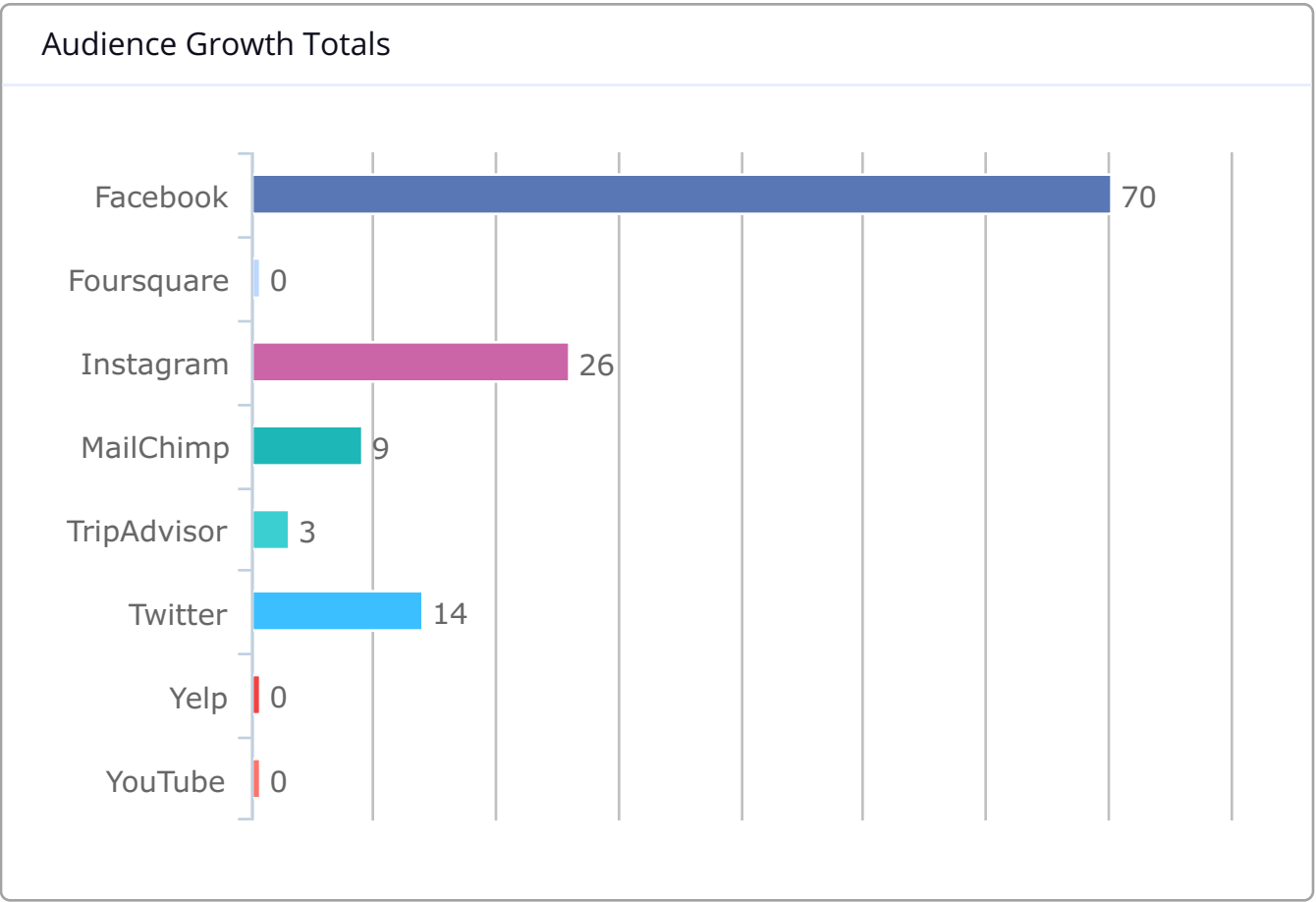
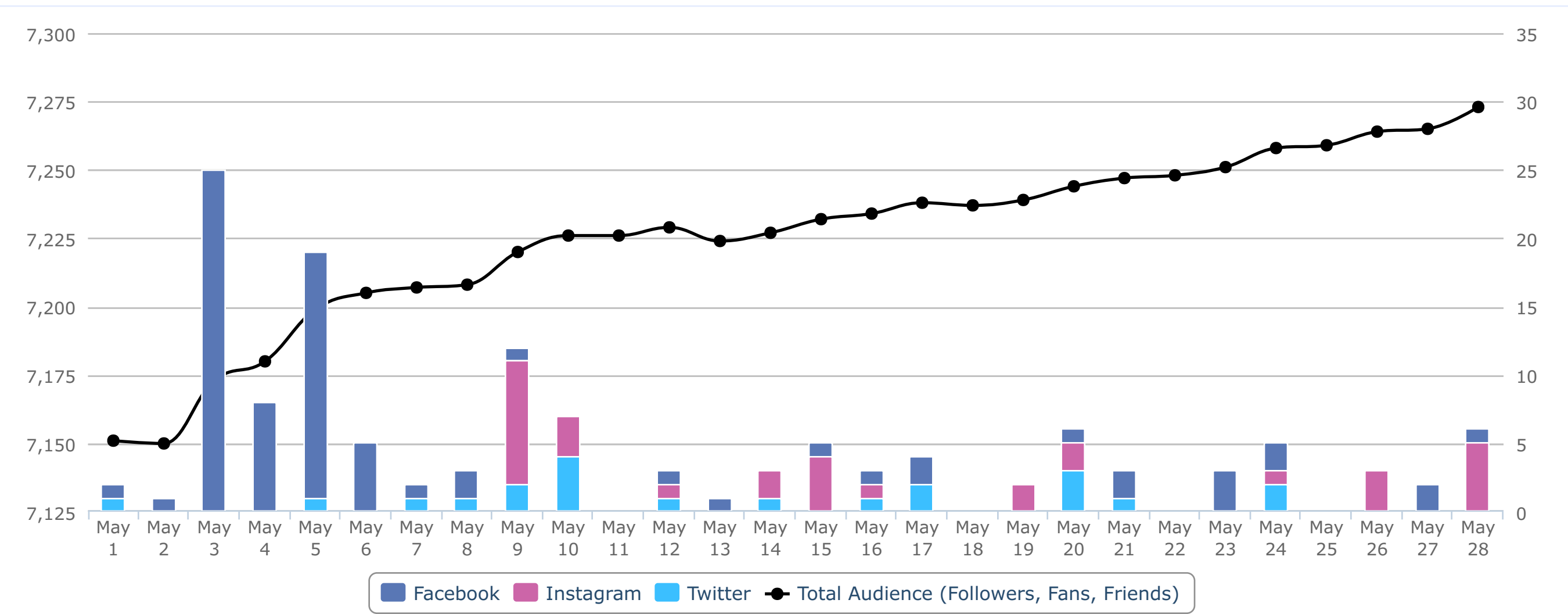
*Cross Channel Report*




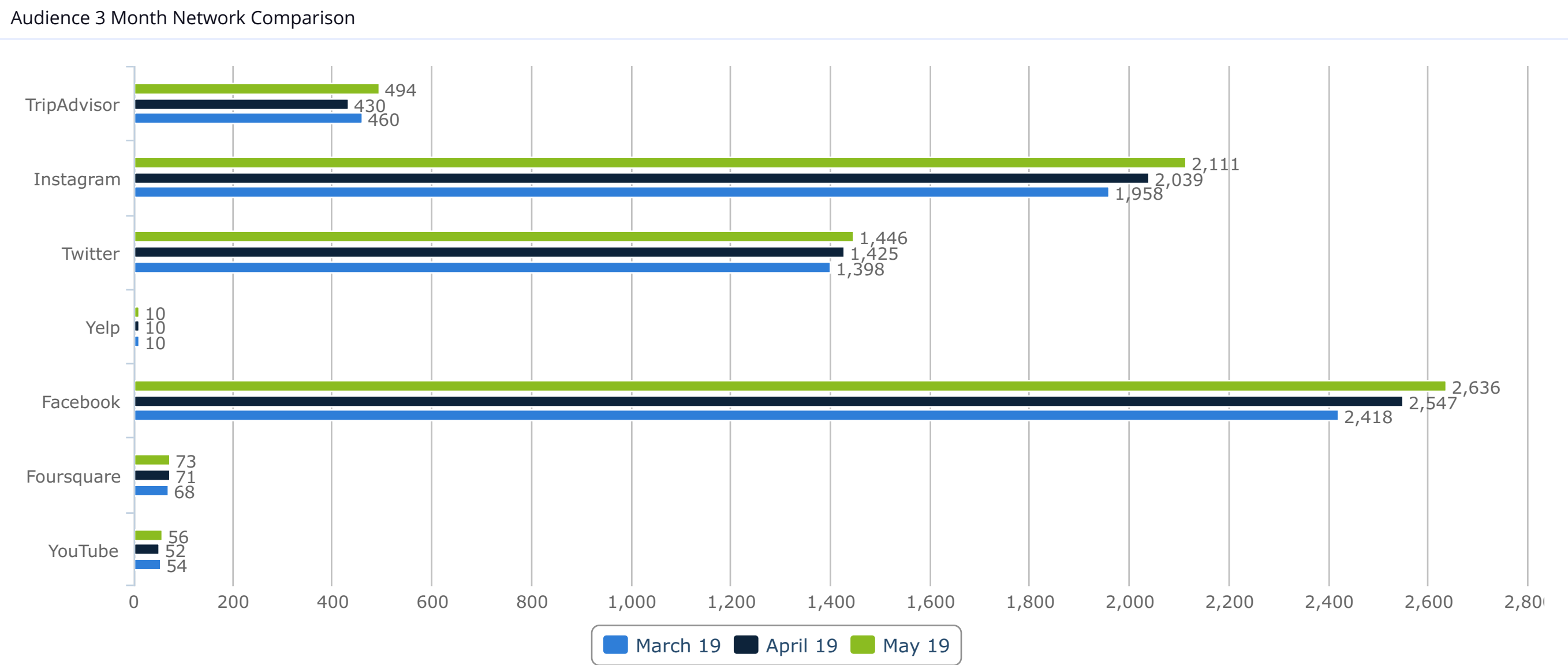
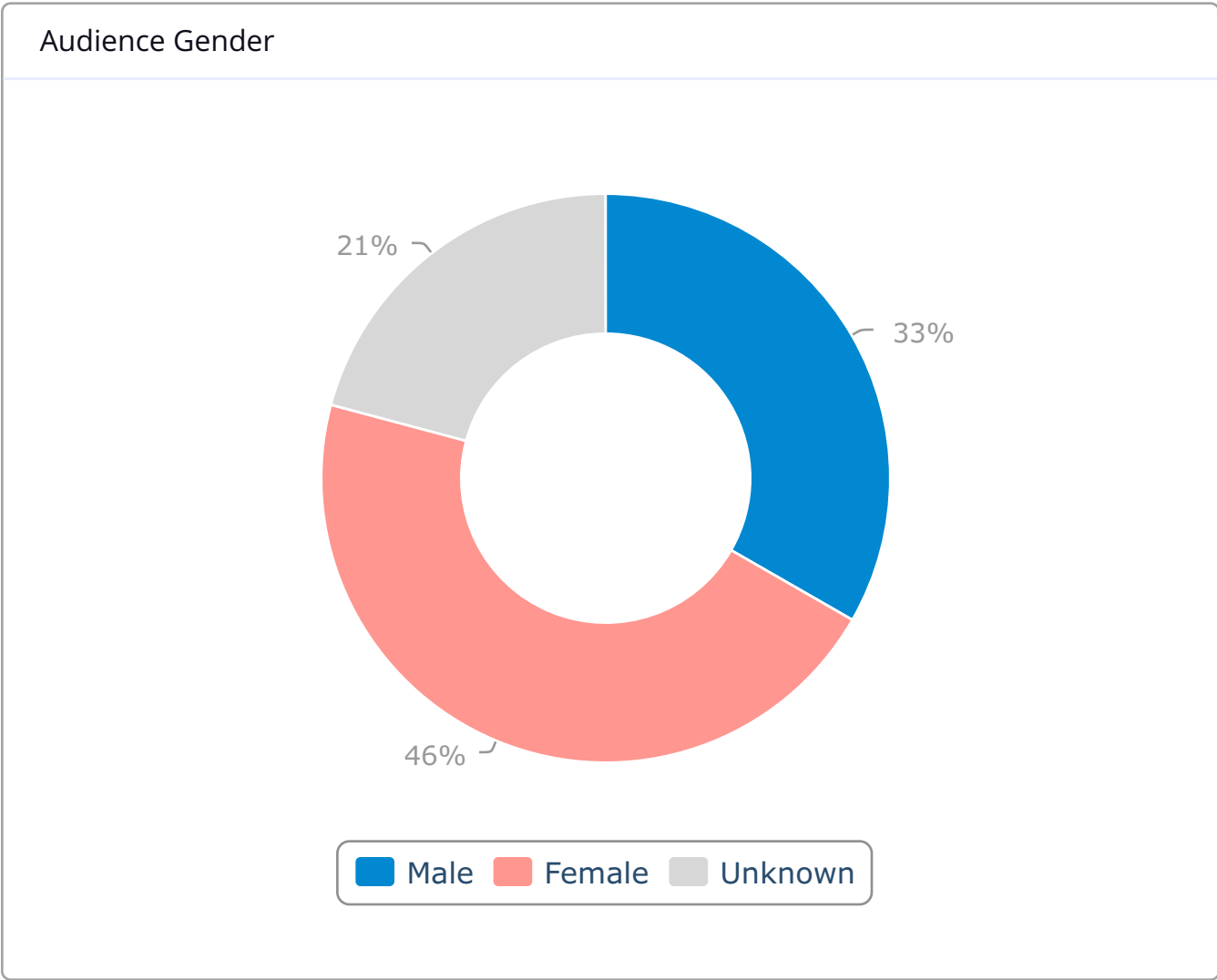
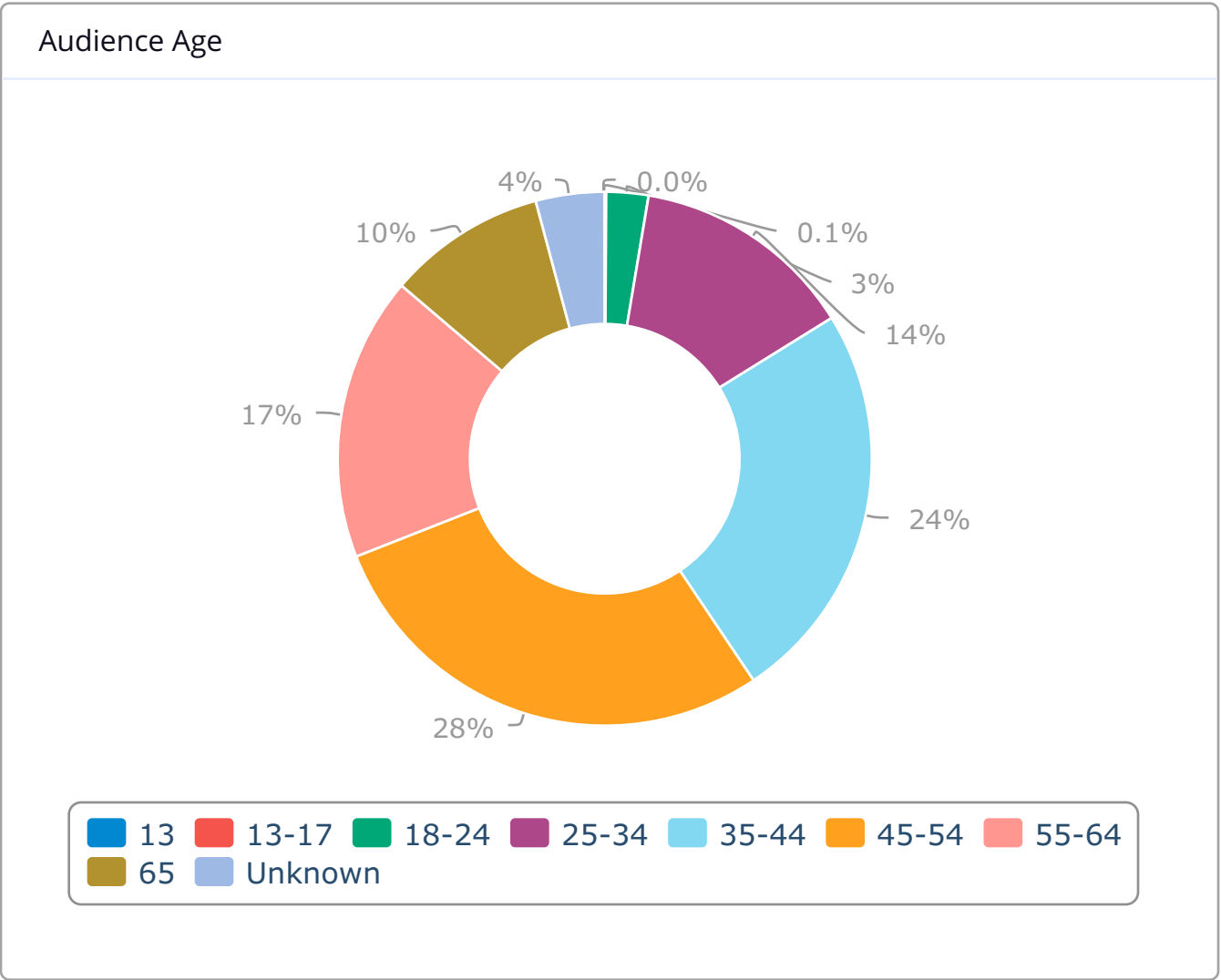
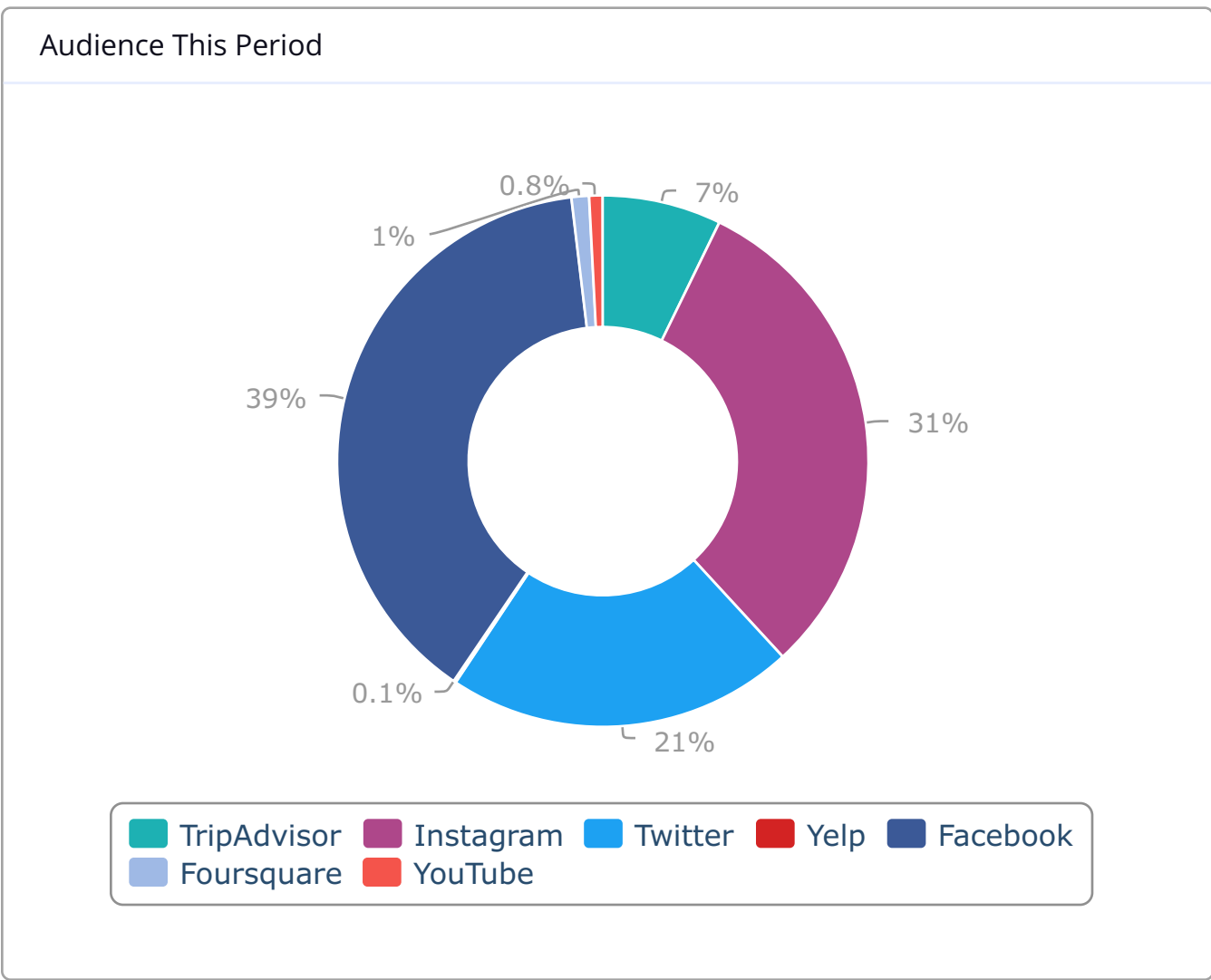
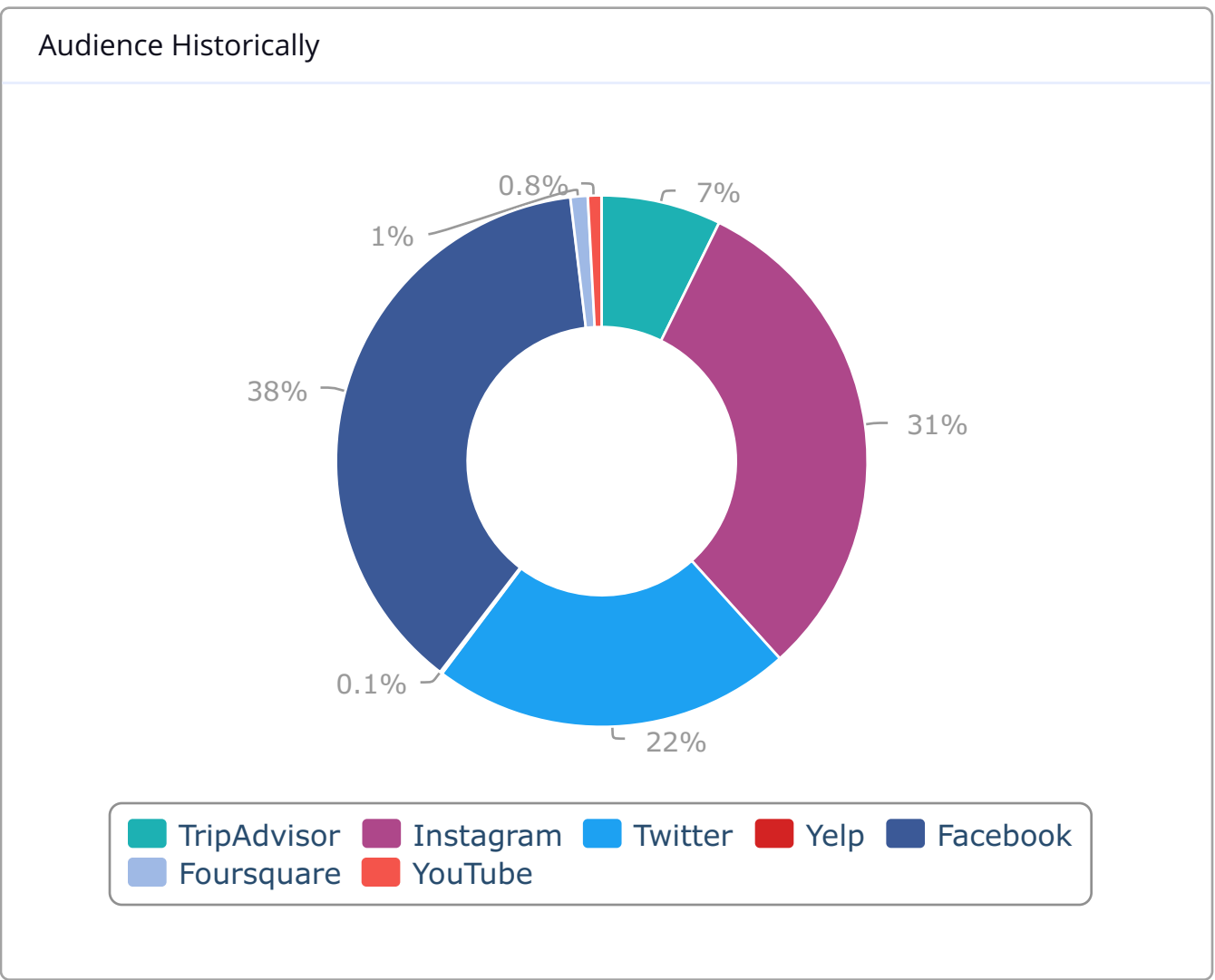
Audience Growth By Channel

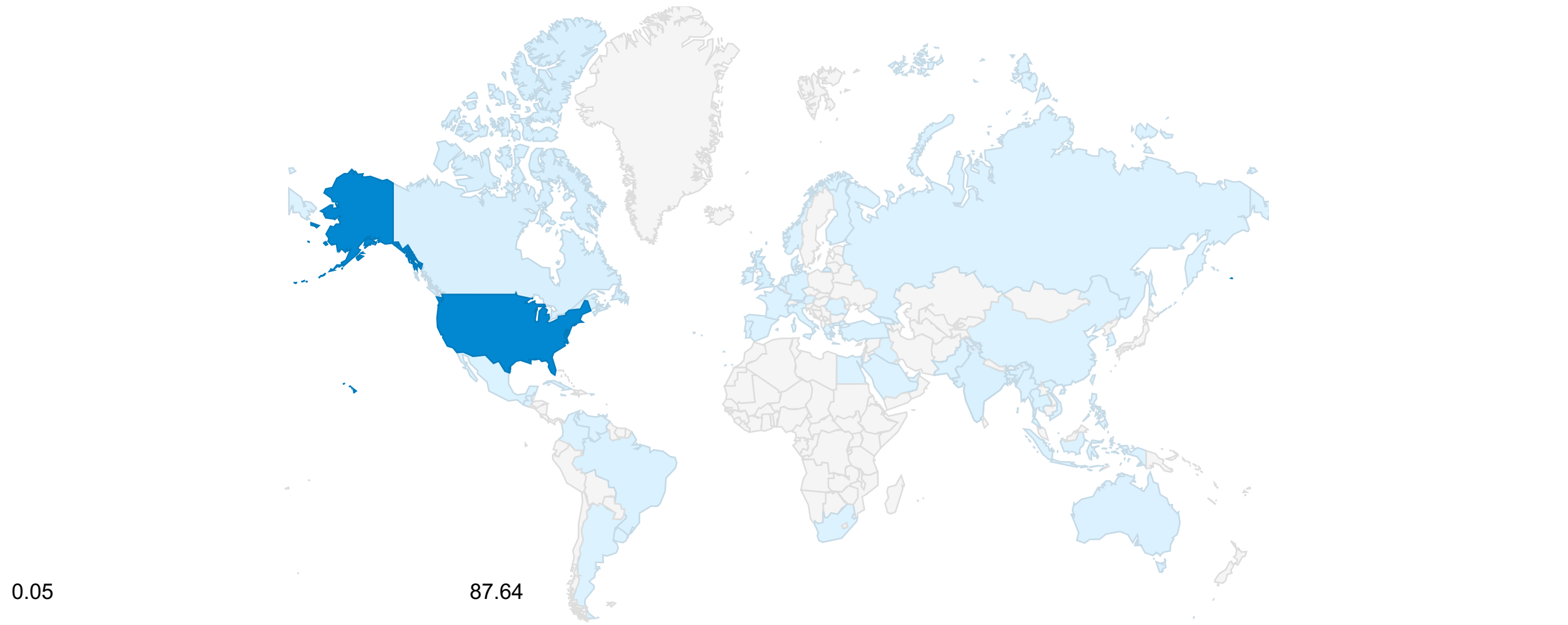
Channel	Audience Growth (Net)	Growth Rate	Total Audience
 Facebook	70	2.71%	2,652
 Foursquare	0	0%	73
 Instagram	26	1.24%	2,126
 MailChimp	9	2.37%	388
 TripAdvisor	3	0.59%	514
 Twitter	14	0.97%	1,454
 Yelp	0	0%	10
 YouTube	0	0%	56
	122	1.68%	7,273

Audience Growth Over Time



 Facebook accounted for the most audience growth, with **70** new **friends** added, and also was your fastest-growing channel, with **2.71%** **friend** growth.





Country	Code	%
United States	US	87.64
United Kingdom	GB	1.98
Canada	CA	1.58
India	IN	1.13
Brazil	BR	0.78
Germany	DE	0.75
Australia	AU	0.52
Mexico	MX	0.4
Thailand	TH	0.33
Italy	IT	0.31
France	FR	0.24
Spain	ES	0.21
United Arab Emirates	AE	0.19
Philippines	PH	0.19
Puerto Rico	PR	0.16
Bangladesh	BD	0.16
Saudi Arabia	SA	0.14
Ireland	IE	0.12
Netherlands	NL	0.12
China	CN	0.12
Uruguay	UY	0.09
Norway	NO	0.09
Trinidad And Tobago	TT	0.09
Romania	RO	0.09
Guam	GU	0.09