

City of Key West
Key West Historic Seaport

BIGHT MANAGEMENT BOARD MONTHLY MARKETING UPDATE

Marketing Services Contract #10-015
| June 2021 |



ADEPT
Strategy & Public Relations



July 6, 2021

MEMORANDUM

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

FROM: Dana Pollitt, Managing Partner, ADEPT

SUBJECT: *Key West Bight Mgmt. District Board, June 2021 Monthly Update, Key West Historic Seaport Marketing Services Contract #10-015*

The following is a summary of ADEPT's professional marketing activities during the month of June 2021 for the Key West Historic Seaport and Key West Bight Marina:

Public Relations / Media / Press Clippings

In June ADEPT reached out to select retail tenants at the Historic Seaport to determine if there are any new upcoming events, specials, promotions, or other important tenant information worth sharing. Communications are ongoing.

Press Clippings

[Marker Waterfront Resort a perfect perch for a Key West getaway](#) - by Mary Thurwachter, Keys Weekly, Jun. 17, 2021



"The key to having a great vacation in Key West is finding a cool resort or B&B to serve as your base — a place where you can walk, bike, scooter or take a trolley anywhere you want to go. Just how cool or well-located your accommodations depend on how much you want to spend. During my last visit, I splurged on a newer, luxury resort at the **Historic Seaport**: The Marker."

[These top pet-friendly hotels welcome furry guests with gusto](#) - by Ana Connery, CNN, June 10, 2021 - "And you can take your pooch for a stroll on the harborwalk along the **Key West Historic Seaport** just outside the hotel. The fee for the Marker Key West Harbor Resort is \$75 per pet, per night, with a max of two pets per room and a weight limit of 20 pounds each."



[A Key West captain's tale of cruise ship impacts | Letters to the editor](#) - Capt. Seth Salzmann, Key West, Sun Sentinel, June 30, 2021

As the founder and owner of a prominent charter boat business in Key West and as someone who grew up in Key West, I have borne witness to the decline of our reefs, water quality and overcrowding of our historic downtown district.

I have sailed through the constant gray water discharge, similar to sink and shower water, from the massive cruise ships while they are docked in Key West. I also spent years as a dockhand tying up ships, so I witnessed first-hand the amount of silt stirred up every time a massive cruise ship enters or leaves port, leaving a trail along the entire 6.5 miles of the shipping channel.

Keys News - Citizen of the Day

https://www.keysnews.com/community/citizen_of_the_day/phoebe-de-rosia---citizen-of-the-day/image_f07079fc-c868-11eb-9fde-6749de7f330c.html

Phoebe De Rosia came to Key West with her mom two years ago and works at the Schooner Wharf Bar at the Historic Seaport.



TRIP ADVISOR

Key West Historic Seaport Food Tasting and Cultural Walking Tour

★★★★★ 182 • [Key West Food Tours](#)

Wed, Jul 07

Book in advance from \$88.00 per adult

[Check availability](#)

Free Cancellation up to 24 hours in advance

Reserve now & pay later: Save your spot free of charge with flexible booking. [Learn more](#)



<https://www.tripadvisor.com/AttractionProductReview...>

Key West Historic Seaport Food Tasting and ... - Tripadvisor

Jul 11, 2021 — A note from Key West Historic Seaport Food Tasting and Cultural Walking Tour. Post COVID-19 Policy- Operating in groups of 12 or less. Individual tastings.

★★★★★ Rating: 5 182 reviews

Television Marketing

The Key West Marketing Team in conjunction with KeyTV Destination Television shot a new editorial commercial promoting the Key West Historic Seaport. We are excited to roll this fourth television spot on the Historic Seaport in time for Summer with a focus on getting visitors in Key West to experience the uniqueness of the Historic Seaport.

We ran advertising of our multiple television commercials for the Historic Seaport during the Month of June. Television affidavit broadcast results from June 2021 are forthcoming from Destination Television (Key TV).

Public Outreach - Florida Trust for Historic Preservation

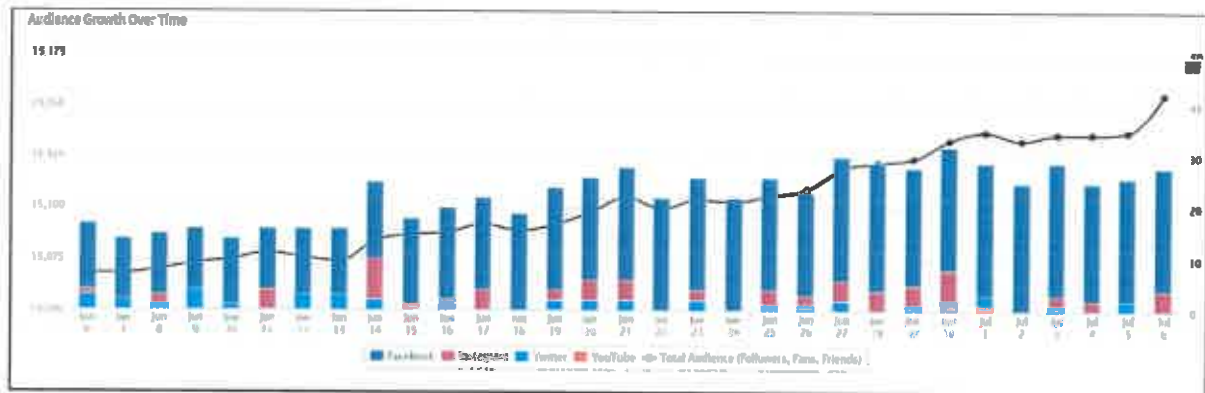
2021 Insiders Tour

Historic preservationists from across Florida will be traveling to Key West in September. Similar to 2018 the Historic Seaport again will host The Florida Trust for a weekend of fun and history. The Seaport marketing team has been busy preparing a history packed agenda tour of the Historic Seaport along with other Key West attractions. Please see the below flyer we have developed for this occasion.



Social Media

Increased daily social media content creation, video creation and posting. The below table illustrates the growth in audiences from June 6, 2021 through July 6, 2021 on all social platforms. Below, you will find updates for Key West Historic Seaport social media outlets as compared to the previous month's analytics.



Facebook Stats

Followers: 5,459 up from 5,412

Likes: 4,893 up from 4,876

Check Ins: 7,155 up from 7,057

People Reached: 11,700 (6/6/21 to 7/6/21)

Instagram Stats

Posts: 2,001 up from 1,878

Followers: 3,682 (Up 42 from previous month) (6/6/21-7/6/21)

Twitter Stats

Followers: 2,014 up from 2,002 (up 12 from previous month) (6/6/21-7/6/21)

YouTube

+66,683 unique views to Key West Historic Seaport YouTube videos.

KW Historic Seaport - Official Video 19,843 up from 19,783 views

96 channel subscribers

332 total videos posted to KWHS Channel, up from 321

Website Maintenance & Blog (Historic Seaport)

- ADEPT continued with ongoing website updates, new information, maintenance and content creation, including our monthly blog posts.

LATEST REVIEWS



Reviews
Edit your review
Add a photo



"A wonderful view, great food and drinks and friendly staff."

★★★★★



"Great place for a stroll or to have a meal."

★★★★★



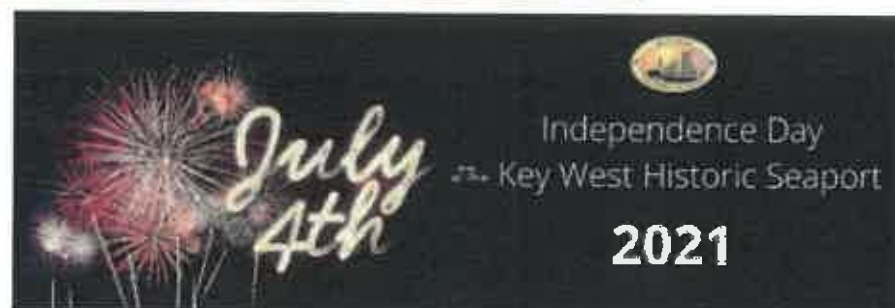
"In the evening, lots of great music, restaurants and bars with a unique vibe."

★★★★★



Link to Blog Post #1: [In Key West, LGBTQ Pride Lasts All Year Long!](#)

Link to Blog Post #2: [Fourth of July at the Key West Historic Seaport](#)



Website Maintenance & Blog (Bight Marina)



- ADEPT continued ongoing website updates, new information, maintenance and content creation.
- Link to Monthly Bight Marina Blog Post: Summer Boating Safety Tips - [Key West Bight Marina Summer Boating Safety Tips](#)
- Continuing to Increase Social Media for Bight Marina on KWHS handles
- We continue to run the Aztec Airways, Vacation Key West, Marker Hotel campaign on digital and social media with a landing page found at: <https://www.keywesthistoricseaport.com/vacationkw>

