

**PORT OF PALM BEACH DISTRICT
REQUEST FOR DISCUSSION AND
COMMISSION ACTION**

**CONSENT AGENDA
ITEM F-8**

PREPARED BY: Aidy Alonzo PR & Media Specialist March 7, 2018

SUBJECT: **Public Relations & Marketing**

Meltwater Reports for February 2018

- Media: 45 mentions | 21,444,214 potential reach
- Social: 307 mentions, including 245 Tweets

Social Media Metrics for February 2018

- Facebook: 2,299 Total Likes | 141 New Likes | 3,975 Engagement | 38,211 Weekly Reach
- Twitter: 20 Tweets | 27,400 Impressions | 1,100 Profile Visits | 1,686 Followers
- Instagram: 17 Posts | 763 Followers | 61 New Followers | 702 Engagement

ADDITIONAL INFORMATION ATTACHED: No Yes X

FINANCIAL IMPACT: n/a

RECOMMENDATION: For Information Only

Respectfully Submitted By:



Manuel Almira, Executive Director

DATE ACTION TAKEN:

Approved: _____
Disapproved: _____
Deferred To: _____
Incorporated into Minutes: _____

Motion By: _____
Seconded By: _____
Unanimous: Yes _____ No _____
By: _____

Meltwater Coverage Summary

TOTAL REACH & AD VALUE

POTENTIAL REACH	AD VALUE
21,444,214	\$198,359

TOTAL NEWS ITEMS BY MEDIA TYPE

Online	45
Social	307
Total	352

TOTAL NEWS BY MEDIA TYPE %

Online	12.78%
Social	87.22%
Total	100%

TOP ONLINE HIGHLIGHTS

Articles	Reach
Miami Herald Feb 6 Travelers keep falling for 'free' cruise schemes. Here's how companies get away with it.	11,121,454
Orlando Sentinel Feb 21 BOGO free cruises on Bahamas Paradise Cruise Line to celebrate new ship sailing out of Palm Beach	6,731,012
Sun Sentinel Feb 23 Free island getaways: Bahamas Paradise Cruise Line is offering free cruises to celebrate its new ship sailing out of the Port of Palm Beach in April.	996,640
Office of Federal Register Feb 21 Foreign-Trade Zone 135-Palm Beach, Florida; Application for Reorganization and Expansion Under Alternative Site Framework	242,097

REACH & AD VALUE BREAKDOWN

Month	Reach	Ad Value
October 2017	20,721,934	\$191,678
November 2017	106,047,434	\$980,939
December 2017	171,290,153	\$1,584,434
January 2018	171,520,468	\$1,586,564
February 2018	21,444,214	\$198,359
March 2018	-	-
April 2018	-	-
May 2018	-	-
June 2018	-	-
July 2018	-	-
August 2018	-	-
September 2018	-	-
Total	491,024,203	\$4,541,974

MELTWATER REPORT - FEBRUARY 2018

Date	Headline	URL	Publication	Country	Reach
2-Feb-2018	Cover your bases: Visiting the Palm Beaches for Astros spring training	http://www.ladyclick.info/cover-your-bases	Lady Click	United States	2,327
6-Feb-2018	Travelers keep falling for 'free' cruise schemes. Here's how companies get away with it	http://www.centredaily.com/news/nation-wor	Centre Daily Times	United States	91,380
6-Feb-2018	Travelers keep falling for 'free' cruise schemes. Here's how companies get away with it	http://www.fresnobee.com/news/nation-wor	The Fresno Bee	United States	249,723
6-Feb-2018	Travelers keep falling for 'free' cruise schemes. Here's how companies get away with it	http://www.ledger-enquirer.com/news/natio	Ledger-Enquirer	United States	170,098
6-Feb-2018	Travelers keep falling for 'free' cruise schemes. Here's how companies get away with it	http://www.tri-cityherald.com/news/nation-w	Tri-City Herald	United States	61,645
6-Feb-2018	Travelers keep falling for 'free' cruise schemes. Here's how companies get away with it	http://www.kansascity.com/news/nation-wor	The Kansas City Star	United States	1,486,835
6-Feb-2018	Travelers keep falling for 'free' cruise schemes. Here's how companies get away with it	http://www.islandpacket.com/news/nation-w	The Island Packet	United States	68,929
6-Feb-2018	Travelers keep falling for 'free' cruise schemes. Here's how companies get away with it	http://www.sunherald.com/news/nation-wor	Sun Herald	United States	75,634
6-Feb-2018	Travelers keep falling for 'free' cruise schemes. Here's how companies get away with it	http://www.star-telegram.com/news/nation-w	Star-Telegram.com	United States	550,432
6-Feb-2018	Travelers keep falling for 'free' cruise schemes. Here's how companies get away with it	http://www.heraldonline.com/news/nation-w	Herald Online	United States	114,150
6-Feb-2018	Travelers keep falling for 'free' cruise schemes. Here's how companies get away with it	http://www.myrtlebeachonline.com/news/natio	MyrtleBeachOnline.com	United States	52,129
6-Feb-2018	Travelers keep falling for 'free' cruise schemes. Here's how companies get away with it	http://www.thestate.com/news/nation-world	TheState.com	United States	381,033
6-Feb-2018	Travelers keep falling for 'free' cruise schemes. Here's how companies get away with it	http://www.thenewtribune.com/news/natio	The News Tribune	United States	270,563
6-Feb-2018	Travelers keep falling for 'free' cruise schemes. Here's how companies get away with it	http://www.macon.com/news/nation-world/	Macon Telegraph	United States	128,811
6-Feb-2018	Travelers keep falling for 'free' cruise schemes. Here's how companies get away with it	http://www.sacbee.com/news/nation-world/	The Sacramento Bee	United States	1,906,181
6-Feb-2018	Travelers keep falling for 'free' cruise schemes. Here's how companies get away with it	http://www.kansas.com/news/nation-world/	The Wichita Eagle and Kansas.com	United States	293,404
6-Feb-2018	Travelers keep falling for 'free' cruise schemes. Here's how companies get away with it	http://www.newsobserver.com/news/nation/	The News & Observer	United States	677,463
6-Feb-2018	Travelers keep falling for 'free' cruise schemes. Here's how companies get away with it	N/A	Miami Herald (Premium)	United States	4,542,324
6-Feb-2018	Travelers keep falling for 'free' cruise schemes. Here's how companies get away with it	http://www.traveloffer.in/travelers-keep-falli	Travel Offer	India	-
8-Feb-2018	Which best-selling author has written a new book about Palm Beach?	http://www.mypalmbeachpost.com/entertai	The Palm Beach Post	United States	178,162
14-Feb-2018	Virgin Voyages unveils Plantation HQ, pledges to create 300 jobs	http://www.sun-sentinel.com/business/fl-bz	Sun Sentinel	United States	996,640
15-Feb-2018	Cruise Industry Flourishing at Florida's Regional Ports	https://www.maritime-executive.com/article	The Maritime Executive	United States	75,235
15-Feb-2018	Cruise Industry Flourishing at Florida's Regional Ports	https://www.infomarine.net/maritime-news/	Infomarine.net	Greece	748
19-Feb-2018	Bahamas Paradise Cruise Line Unveils Details of New Ship	https://www.cruisecritic.com.au/news/news	Cruise Critic	Australia	74,777
20-Feb-2018	Grand Classica brings new amenities to Freeport service	http://www.seatrade-cruise.com/news/new/	Seatrade Cruise News	United Kingdom	8,535
20-Feb-2018	Bahamas Paradise Cruise Line to launch new ship	https://www.wptv.com/lifestyle/taste-and-se	WPTV NewsChannel 5	United States	152,932
20-Feb-2018	Bahamas Paradise Cruise Line Showcases Upcoming Grand Classica	https://www.travelpulse.com/news/cruise/b	TravelPulse	United States	62,108
20-Feb-2018	Bahamas Paradise Cruise Line Unveils Details of New Ship	https://www.cruisecritic.com/news/news.cfi	Cruise Critic	United States	1,070,761
20-Feb-2018	Grand Classica slated to sail from Port of Palm Beach April 13	http://www.mypalmbeachpost.com/news/gi	The Palm Beach Post	United States	176,902
20-Feb-2018	Grand Classica slated to sail from Port of Palm Beach April 13	http://www.palmbeachpost.com/news/gran	Palm Beach Post	United States	514,961
20-Feb-2018	Bahamas Paradise Cruise Line Adding Second Cruise Ship to the Bahamas in April	http://www.popularcruising.com/bahamas-i	Popular Cruising	United States	1,088
21-Feb-2018	BPCL to introduce refurbished cruise ship at Port of Palm Beach	http://www.ship-technology.com/news/bpcl	Ship Technology	United Kingdom	21,621
21-Feb-2018	Bahamas Paradise's second ship entering service in April	http://www.travelweekly.com/Cruise-Travel	Travel Weekly	United States	130,673
21-Feb-2018	Grand Classica to Debut in April	http://www.cruisemapper.com/news/3725-d	Cruise Mapper	United States	111,770
21-Feb-2018	BOGO free cruises on Bahamas Paradise Cruise Line to celebrate new ship sailing out of Palm Beach	http://www.orlandosentinel.com/travel/florid	Orlando Sentinel	United States	1,345,608
21-Feb-2018	BOGO free cruises on Bahamas Paradise Cruise Line to celebrate new ship sailing out of Palm Beach	https://www.usabreakingnews.net/2018/02/	USA Breaking News	United States	3,347
21-Feb-2018	PHOTOS: Peek inside Grand Classica, Palm Beach's new cruise ship	http://www.sun-sentinel.com/features/deals	Sun Sentinel	United States	996,640
21-Feb-2018	BOGO free cruises on Bahamas Paradise Cruise Line to celebrate new ship sailing out of Palm Beach	http://www.sun-sentinel.com/features/deals	Sun Sentinel	United States	996,640
21-Feb-2018	Bogo Free Cruises On Bahamas Paradise Cruise Line To Celebrate New Ship Sailing Out Of Palm Beach	http://www.wopular.com/bogo-free-cruises	Wopular	United States	11,647
21-Feb-2018	Foreign-Trade Zone 135-Palm Beach, Florida; Application for Reorganization and Expansion Under Alternative Site Framework	https://www.federalregister.gov/documents	Federal Register	United States	242,097
22-Feb-2018	School threats alarm parents; Indian River County Sheriff's Office establishes tip line	http://ux.tcpalm.com/story/news/crime/india	TCPALM	United States	331
23-Feb-2018	Get 5 percent back on Whole Foods purchases with new Amazon credit card Doreen's Deals	http://www.sun-sentinel.com/features/deals	Sun Sentinel	United States	996,640
23-Feb-2018	Freebie Friday: Free Habit Burgers, free Quiznos subs, free pancakes at IHOP, \$10 entry at Butterfly World	http://www.southflorida.com/deals/sfl-freeb	Southflorida.com	United States	45,659
26-Feb-2018	Peggy Adams Rescue League's 17th annual walk set for March 10	http://www.palmbeachdailynews.com/news/	Palm Beach Daily News	United States	57,896
26-Feb-2018	Florida East Coast ports meeting demand with enhanced facilities, deeper channels	https://www.ajot.com/premium/ajot-florida-d	American Journal of Transportation	United States	8,663

Total Reach:	19,405,142
Mentions:	45