



FLORIDA CRUISE INDUSTRY SOCIAL MEDIA CAMPAIGN



Image used as Facebook cover photo during social media campaign





THE FLORIDA CRUISE INDUSTRY

A RIPPLING ECONOMIC IMPACT



Florida's Cruise Industry: A Statewide Perspective

Revised December 11, 2013

Florida's Cruise Industry report

was the inspiration for creating the video highlighting Florida's role in the global cruise market. Key facts from the report (including where Florida stands, where the state is headed, and who is involved) were featured in the video and redeveloped into Twitter and Facebook posts in order to draw more traffic to the video itself on YouTube.

Read the Report →

"Florida has long held the distinction of being the number one U.S. cruise state, home to the top three cruise ports in the world — PortMiami, Port Everglades and Port Canaveral. However, Florida is in danger of losing this economically favorable status, with potential redeployment of the increasingly large floating assets of the cruise industry to other markets.

"The report is designed to help provide a framework for actions—including engagement with cruise lines and cruise ports and appropriate deployment of fiscal resources—to ensure that Florida retains and enhances its longstanding position as the nation's leading cruise state."



PORT CANAVERAL

- Widening & deepening
- New cruise terminal
- Welcome center
- New intermodal cargo facilities/cranes



2014



PORT EVERGLADES

- Terminal improvements
- Slip lengthening
- Deepening & widening navigation channels



2014



PORT OF KEY WEST

- Dock upgrades
- Improved ferry facility
- Aesthetic enhancements

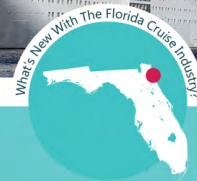


2014



JAXPORT

- Terminal enhancements
- Expansion studies



2014



PORT MIAMI

- New port tunnel for easier access
- Terminal renovations
- Artistic beautification projects
- New cruise berth(s) & terminal(s) study



2014



PORT OF PALM BEACH

- Slip redevelopment
- Wharf improvements
- Intermodal cruise terminal transfer facility



2014



PORT TAMPA BAY

- Renovations to cruise terminals
- New parking garage



2014

“ Port of Palm Beach had more than **345K CRUISE PASSENGERS** call on our port in FY 13. Florida Department of Transportation has created a wonderful video detailing the **IMPACT THAT CRUISING HAS ON FLORIDA'S ECONOMY** and why we need to invest in ports' infrastructure to maintain this industry, including deepening and widening channels. #defendthedredge

– Port of Palm Beach via Facebook



FLORIDA CRUISE INDUSTRY #FloridaCruise

Did You Know?

In 2012, Florida had over 14 million revenue passengers

2014

“ @MyFDOT
Looks like lots of #SHIPPING and #MOVING going on as everyone hops on board!
– Shipperoo
via Twitter



FLORIDA CRUISE INDUSTRY #FloridaCruise

Did You Know?

Florida's cruise industry's expected GSP increase from 2011 to 2026 is \$1.4 billion

2014



FLORIDA CRUISE INDUSTRY #FloridaCruise

Did You Know?

Florida captures 60% of the U.S. cruise market

2014



FLORIDA CRUISE INDUSTRY #FloridaCruise

Did You Know?

Florida has seven cruise ports, home to some of the industry's top cruise ships

2014



FLORIDA CRUISE INDUSTRY #FloridaCruise

Did You Know?

Over 90 cruise ships call Florida ports their home seasonally and year-round

2014

“ @MyFDOT
@CareerSourceFL
It's great to see **MORE AND MORE JOBS** coming to Florida!
– URETEK Holdings
via Twitter



FLORIDA CRUISE INDUSTRY #FloridaCruise

Did You Know?

In 2011, the cruise industry contributed nearly \$2.43 billion to Florida's GSP

2014



FLORIDA CRUISE INDUSTRY #FloridaCruise

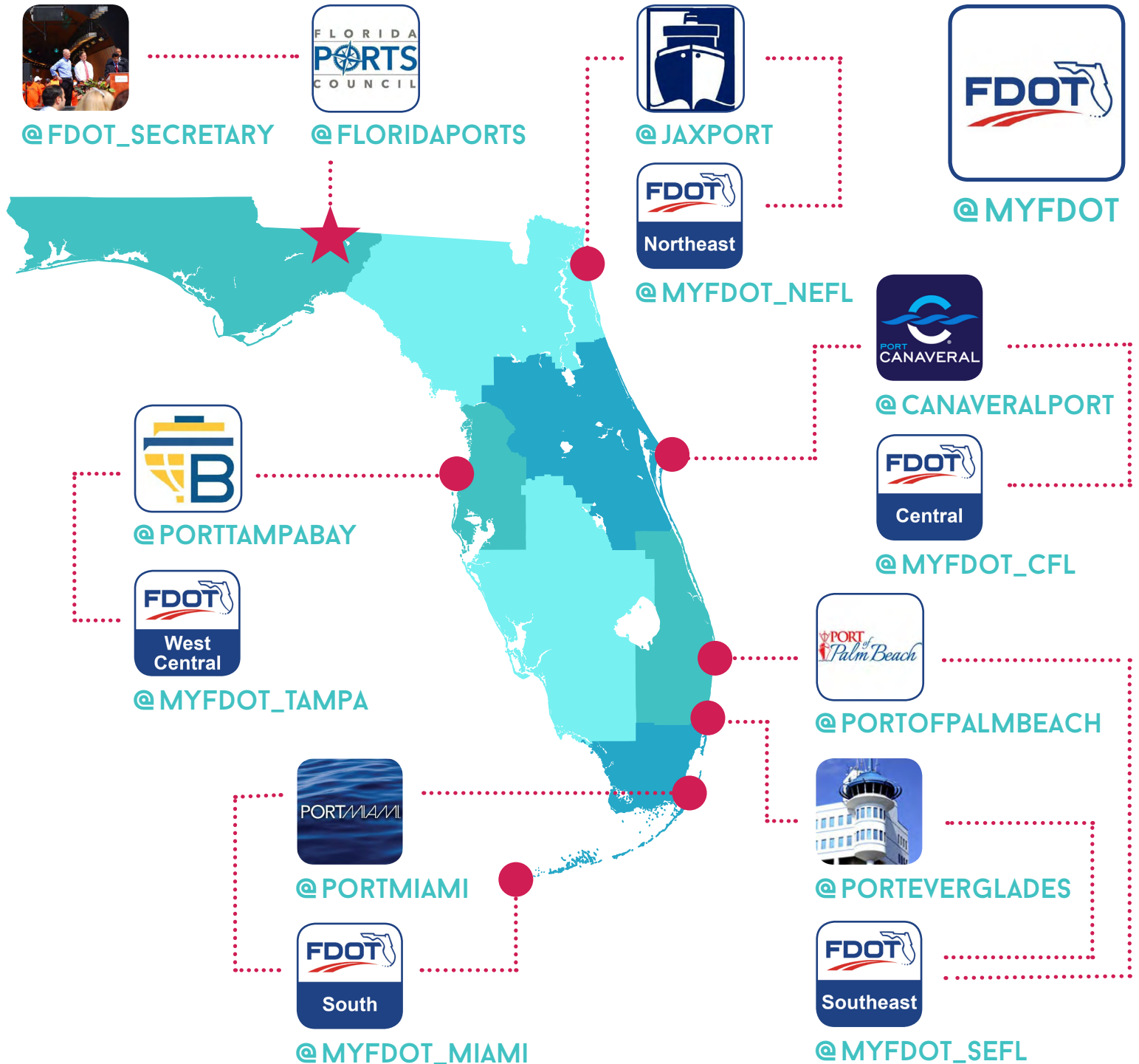
Did You Know?

Florida cruise related employment is forecasted to reach over 92,000 by 2026

2014

Involvement was key in getting the word out about the cruise port study and video. During the development of this campaign, each of the seven cruise ports plus the Florida Ports Council and FDOT's seaport office contributed to the written content and approval of the campaign media before their release.

Upon final consensus, a timeline detailing three-weeks-worth of specified posts for both Twitter and Facebook were provided to everyone involved. This way the individual ports could schedule when to post or retweet/share the instances that related to them directly. FDOT's five of seven district offices home to cruise ports were also provided with the material to post and retweet on Twitter as relevant to their area.



VIDEO RELEASE

CAMPAIGN SPAN

Florida Department of Transportation
May 5

Florida's cruise industry's expected gross state product increase from 2011 to 2026 is \$1.4 billion. Learn more about Florida business and trade through Enterprise Florida, Inc.: <http://www.enterpriseflorida.com/#FloridaCruise>

1,984 like this
18 talking about this

Like Follow

FLORIDA CRUISE INDUSTRY #FloridaCruise

Did You Know?
Florida's cruise industry's expected GDP increase from 2011 to 2026 is \$1.4 billion

Like Comment Share 1 Share

430 people reached Boost Post



Florida Department of Transportation
April 29

Florida Cruise Industry (8 photos)

Florida cruise ports are growing! See what's new with Port Canaveral, Port Everglades, JAXPORT, Port of Key West, PortMiami, Port of Palm Beach, and Port Tampa Bay. Check out this video <http://youtu.be/-zoBhk71d8> or read the study <http://bit.ly/1hKgjGI> to learn more.

PORT CANAVERAL
Widening & deepening
New cruise terminal
Welcome center
New intermodal cargo facilities/cranes

PORT EVERGLADES
Terminal improvements
Ship lengthening
Deepening & widening navigation channels

JAXPORT
Terminal enhancements
Expansion studies

Like Comment Share Tag Photos 8 1 Share

Boost Unavailable



Florida Department of Transportation
April 28

Cruising is the fastest growing segment of the travel industry, and Florida leads the U.S. market! #FloridaCruise

Check out this video to learn more: <http://youtu.be/-zoBhk71d8>

The Florida Cruise Industry

Florida's investments in the cruise industry range from infrastructure improvements to tourism investments, bringing work to businesses of all sizes and jobs...

YOUTUBE.COM

The seven cruise port graphics were posted as a single gallery two days after the video was posted to Facebook. This prompted a spike in viewership and interaction among Facebook users not only during the campaign period, but also for the page's history. The gallery post increased the likelihood that users would share all the images at once in place of a single image, further spreading the video link.

Alternating between individual ports and statewide cruise facts, one graphic was posted per weekday to Twitter, beginning with the embedded YouTube video. The hashtag #FloridaCruise was created for this campaign as it directly relates to the Florida cruise industry. The preexisting hashtag #FlaPorts, created by the Florida Ports Council for both cruises and cargo, was also used to pick up additional Twitter traffic searching for that key term. Unique port tweets linked to each respective port's Twitter handle, and fun fact posts often used the #DidYouKnow hashtag. Furthermore, fun fact posts that related to tourism or business linked to related State of Florida partners such as Visit Florida.





The Florida Cruise Industry

MyFDOT · 75 videos 1,080

FDOT Subscribe 222

Like About Share Add to ...

Published on Apr 28, 2014
 Florida's investments in the cruise industry range from infrastructure improvements to tourism investments, bringing work to businesses of all sizes and jobs to thousands of Florida residents. Cruising is the fastest growing segment of the travel industry, and Florida captures sixty percent of the U.S. cruise market.

YouTube viewership is recognized to be greatest on certain days by two spikes in data; one on Monday, May 2 and the other on Thursday, May 15. The first not only records the greatest views, but it is most notable for overall minutes watched. This was one week after the video was published. What may have spurred the increased viewership were mentions of tourism partner Visit Florida on Facebook and business Enterprise Florida on Twitter. Including these partners in posts increased shares and retweets of the posts, thus increasing awareness of the video and cruise study.

MyFDOT > **The Florida Cruise Industry** Created: Apr 28, 2014 · Duration: 4:04 · Privacy setting: Public · Lifetime views: 983

VIDEO

Last 30 days (Apr 29, 2014 – May 28, 2014)

Performance

VIDEOS
932 ▲

ESTIMATED MINUTES WATCHED
1,334 ▲

SUBSCRIBERS
5 ▲

+1727.45% compared to previous period (Mar 30, 2014 – Apr 28, 2014)

Engagement

LIKES

0 ●

DISLIKES

0 ●

COMMENTS

0 ●

SHARES
5 ▲

FAVORITES ADDED

0 ●

FAVORITES REMOVED

0 ●

Demographics

TOP GEOGRAPHIES

- United States
- Canada
- United Kingdom
- Germany
- Venezuela

GENDER

- Male n/a
- Female n/a

Discovery

TOP PLAYBACK LOCATIONS

- YouTube watch page 83%
- YouTube channel page 10%
- Embedded player on other websites 6.9%
- External app 0.1%

TOP TRAFFIC SOURCES

- External website 38%
- YouTube playlists 25%
- Unknown — direct 17%
- Other 20%

Twitter Retweets & Favorites

- 7 **Monday, April 28, 2014**
1 Cruising is the fastest growing segment of the travel industry, and Florida leads the U.S. market!
<http://youtu.be/-zoBhk71ld8> #FloridaCruise
- 3 **Tuesday, April 29, 2014**
3 #FloridaCruise ports are growing! See what's new with @canaveralport
<http://www.portcanaveral.com> <http://youtu.be/-zoBhk71ld8>
- 5 **Wednesday, April 30, 2014**
3 Millions love to @VISITFLORIDA! We had over 14M #FloridaCruise revenue passengers in 2012!
<http://youtu.be/-zoBhk71ld8>
- 8 **Thursday, May 1, 2014**
3 #FloridaCruise ports are growing! See what's new with @PortEverglades
<http://www.porteverglades.net> <http://youtu.be/-zoBhk71ld8>
- 5 **Friday, May 2, 2014**
0 #FloridaCruise industry's expected gross state product increase from 2011 to 2026 is \$1.4B
@EnterpriseFL <http://bit.ly/1hKgjGI>
- 4 **Monday, May 5, 2014**
0 #FloridaCruise ports are growing! See what's new with @JAXPORT
<http://www.jaxport.com> <http://youtu.be/-zoBhk71ld8>
- 9 **Tuesday, May 6, 2014**
1 #DidYouKnow Florida captures 60% of the U.S. cruise market? <http://youtu.be/-zoBhk71ld8> #FloridaCruise
- 6 **Wednesday, May 7, 2014**
3 #FloridaCruise ports are growing! See what's new with Port of Key West
<http://www.keywestcity.com/department/index.php?structureid=22> <http://youtu.be/-zoBhk71ld8>
- 7 **Thursday, May 8, 2014**
1 #FloridaCruise related employment is forecasted to reach over 92,000 by 2026
@CareerSourceFL <http://bit.ly/1hKgjGI> #FlaPorts
- 1 **Friday, May 9, 2014**
0 #FloridaCruise ports are growing! See what's new with @PortMiami
<http://www.miamidade.gov/portmiami> <http://youtu.be/-zoBhk71ld8>
- 3 **Monday, May 12, 2014**
2 Florida has seven cruise ports home to some of the industry's top cruise ships <http://flaports.org> #FloridaCruise
- 2 **Tuesday, May 13, 2014**
0 #FloridaCruise ports are growing! See what's new with @PortofPalmBeach
<http://www.portofpalmbeach.com> <http://youtu.be/-zoBhk71ld8>
- 3 **Wednesday, May 14, 2014**
1 #DidYouKnow 90+ cruise ships call @FloridaPorts home seasonally & year-round?
<http://www.dot.state.fl.us/seaport/seamap.shtm> #FloridaCruise #FlaPorts
- 4 **Thursday, May 15, 2014**
0 #FloridaCruise ports are growing! See what's new with @PortTampaBay
<https://www.tampaport.com> <http://youtu.be/-zoBhk71ld8>
- 7 **Friday, May 16, 2014**
0 #DidYouKnow the #FloridaCruise industry contributed nearly \$2.43 billion to Florida's 2011 gross state product?

Twitter data collected May 29, 2014

Facebook Shares & Likes

- 4 **Monday, April 28, 2014**
2 Cruising is the fastest growing segment of the travel industry, and Florida leads the U.S. market! #FloridaCruise
Check out this video to learn more:
<http://youtu.be/-zoBhk71ld8>
- 1 **Wednesday, April 30, 2014**
8 Florida cruise ports are growing! See what's new with Port Canaveral, Port Everglades, JAXPORT, Port of Key West, PortMiami, Port of Palm Beach, and Port Tampa Bay.
#FloridaCruise #FlaPorts
Check out this video <http://youtu.be/-zoBhk71ld8> or read the study <http://bit.ly/1hKgjGI> to learn more.
- 1 **Thursday, May 1, 2014**
9 Updated cover photo to show PortMiami cruise port
- 4 **Friday, May 2, 2014**
15 Millions love to Visit Florida! We had over 14 million Florida cruise revenue passengers in 2012! #FloridaCruise
Watch the video: <http://youtu.be/-zoBhk71ld8>
- 1 **Monday, May 5, 2014**
3 Florida's cruise industry's expected gross state product increase from 2011 to 2026 is \$1.4 billion. Learn more about Florida business and trade through Enterprise Florida, Inc.: <http://www.enterpriseflorida.com/>
#FloridaCruise Read the study: <http://bit.ly/1hKgjGI>
- 4 **Wednesday, May 7, 2014**
15 Did you know that Florida captures 60% of the U.S. cruise market? #FloridaCruise #FlaPorts
Watch the video: <http://youtu.be/-zoBhk71ld8>
- 1 **Friday, May 9, 2014**
7 Florida cruise related employment is forecasted to reach over 92,000 by 2026. Learn more about Florida employment opportunities and training through CareerSource Florida: <http://careersourceflorida.com/>
#FloridaCruise Read the study: <http://bit.ly/1hKgjGI>
- 3 **Monday, May 12, 2014**
16 Florida has seven cruise ports, home to some of the industry's top cruise ships. Visit the Florida Ports Council new website for detailed information on each port: <http://flaports.org> #FloridaCruise
- 5 **Wednesday, May 14, 2014**
6 Did you know that over 90 cruise ships call Florida ports their home seasonally and year-round? #FloridaCruise #FlaPorts Watch the video: <http://youtu.be/-zoBhk71ld8>
- 1 **Friday, May 16, 2014**
14 In 2011, the cruise industry contributed nearly \$2.43 billion to Florida's gross state product. #FloridaCruise
Read the study: <http://bit.ly/1hKgjGI>

Facebook data collected May 29, 2014