

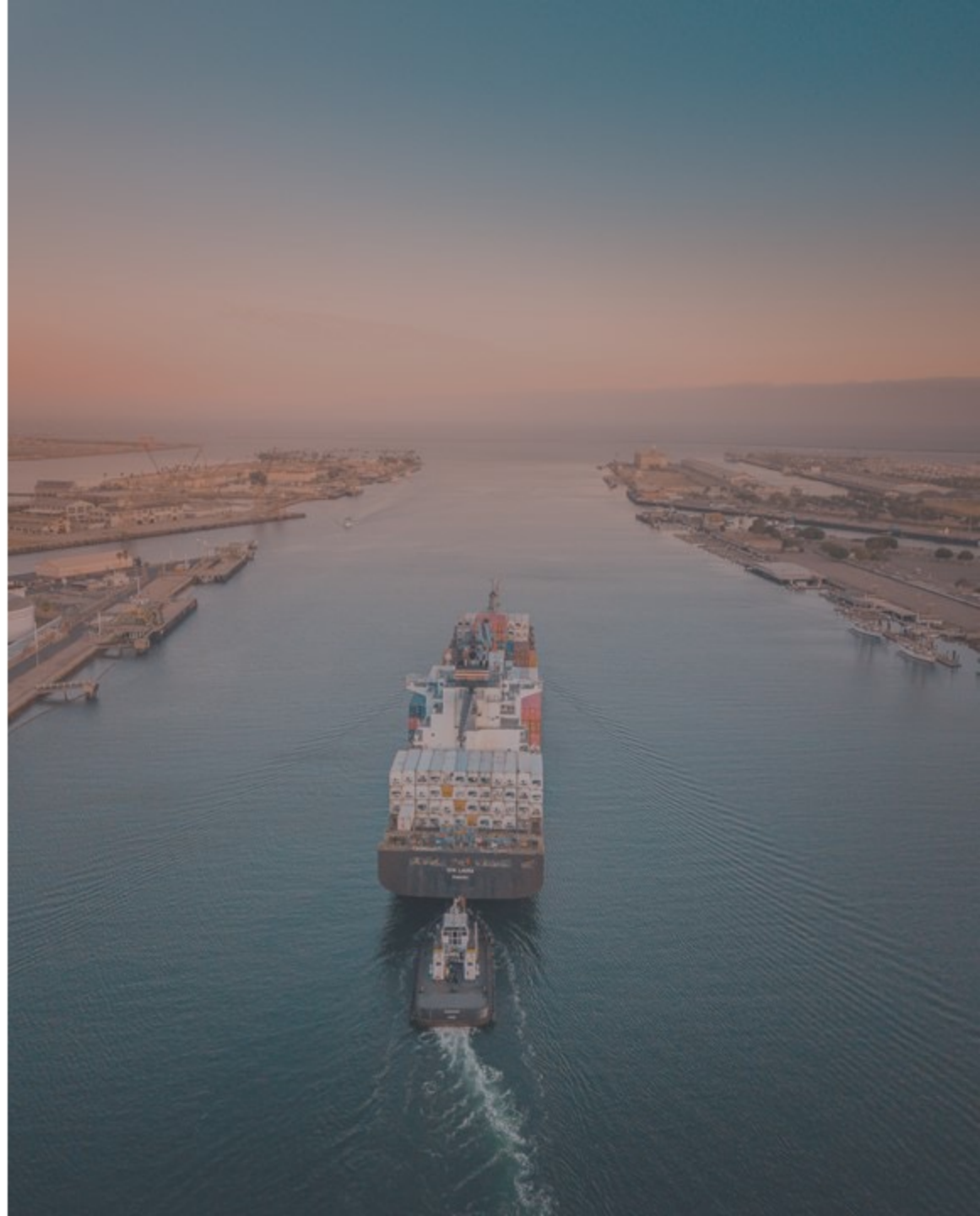


Digital Media Overview

Media Relations and Strategic
Communications Division

January 25, 2024

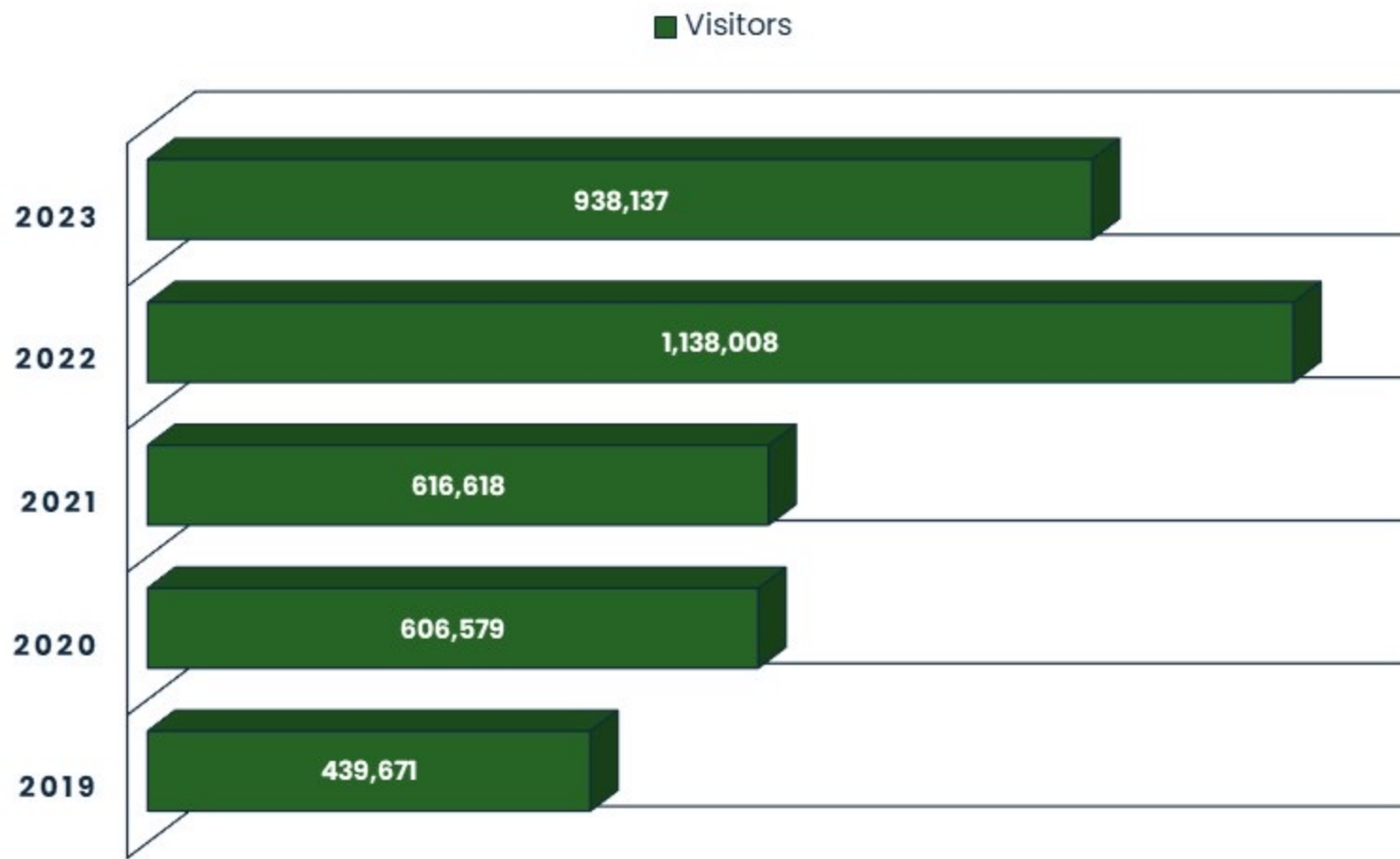
THE PORT
OF LOS ANGELES 



WEB TRAFFIC: VISITORS

Visitor traffic for
portoflosangeles.org
from 2019 to 2023.

VISITORS: 2019 - 2023



CARGO OPERATIONS DASHBOARD

Terminal Activity

The Port of Los Angeles provides daily reports to share cargo trends and analytics, using data from the Port of Los Angeles Control Tower (see "Cargo Tracking" section below for more information and to register). Historical data prior to 2021 is unavailable. Daily reports are updated each weekday, excluding City holidays.



Vessel Tracking



- all vessel types at berth
- updated each weekday



- container vessels in port
- vessels within 40 NM
- historical container vessel activity



- vessel movement for LA/LB
- vessel movement for So Cal ports



- vessel activity for Los Angeles
- vessel activity for global ports
- updated in real time

Trucking Activity



- average success rates
- terminal by terminal data
- overall average
- dating back to October 2021
- updated each weekday



- 24/7 live gate cameras
- gate hours
- updated regularly



- truck-specific turn-by-turn routes
- fastest travel time
- more fuel-efficient routing
- en route alerts
- terminal wait times



- chassis availability
- dwell time

Cargo Tracking

The Port Optimizer™ Control Tower powered by Wabtec Corp. delivers real-time shipping data and insights to supply chain stakeholders through a single, secure portal. It is open to all. For questions or technical support, email PortOptimizer.Support@wabtec.com.



- containerized import volumes
- projected container arrivals
- vessels within 40 NM
- updated each weekday
- no registration required



- track containers
- empty container returns
- dual transactions
- updated every five minutes
- registration required



- truck turn times
- historical volume data
- updated in real time
- registration required

Shipping Line Services, Port Rotations, and More



- container terminals
- shipping alliance
- service
- carriers
- rotation
- vessel size



- shipping alliance
- service
- container terminals
- rotation
- vessel size



- supplemental trade data
- generated by WorldCity, Inc.
- data from U.S. Census Bureau
- updated monthly

WEB CHANNELS

Starting point for accessing the website. How people discovered the Port in **2019** vs **2023**?

Direct

Going directly to the site

Users

21.47% vs 46.68%

New Users

22.63% vs 47.01%

Sessions

20.63% vs 43.07%

Avg. Session Duration

2 minutes & 10 seconds

vs

2 minutes & 23 seconds

Search

Organic search results

Users

46.13% vs 30.51%

New Users

45.93% vs 30.52%

Sessions

47.93% vs 36.31%

Avg. Session Duration

2 minutes & 13 seconds

vs

3 minutes & 27 seconds

Referrals

Other website links

Users

29.73% vs 12.06%

New Users

28.79% vs 12.14%

Sessions

29.30% vs 11.07%

Avg. Session Duration

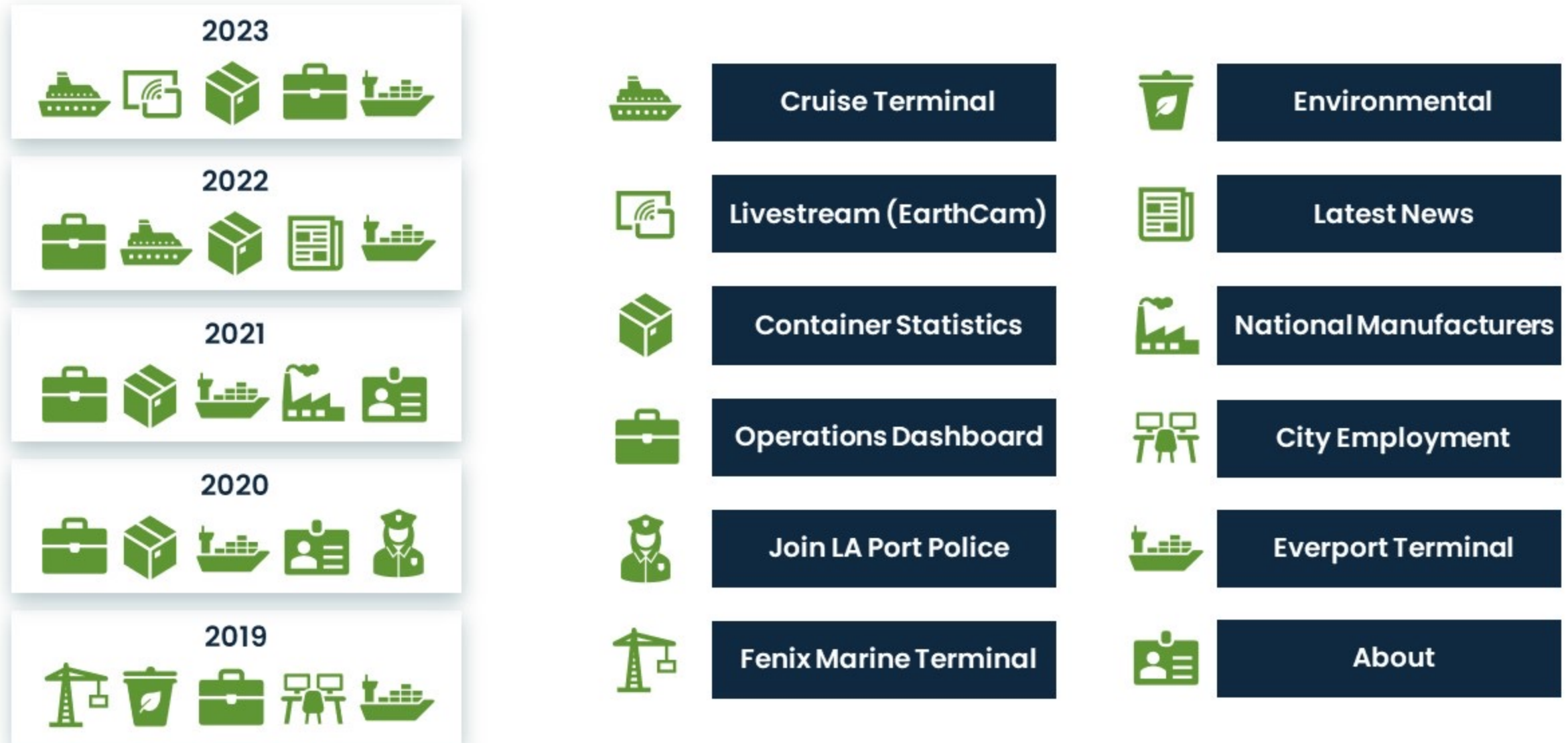
1 minute & 25 seconds

vs

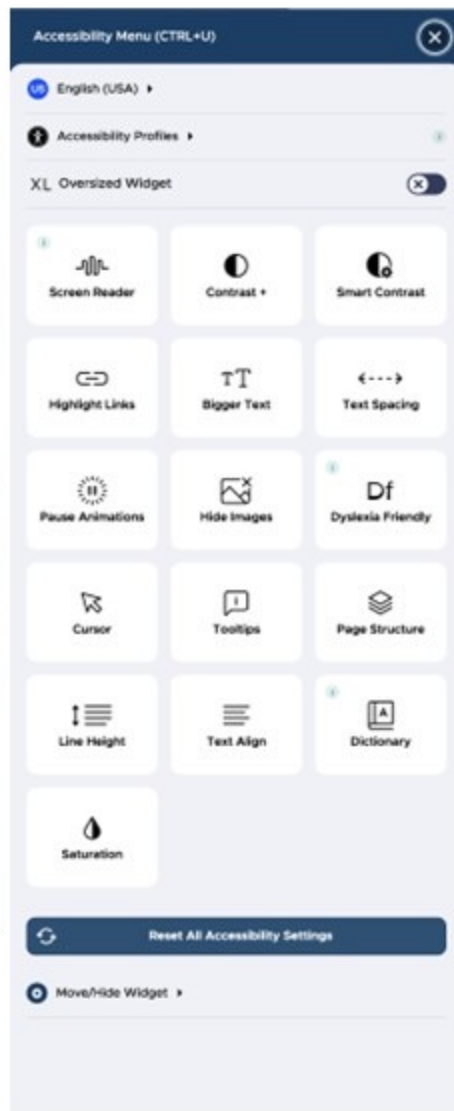
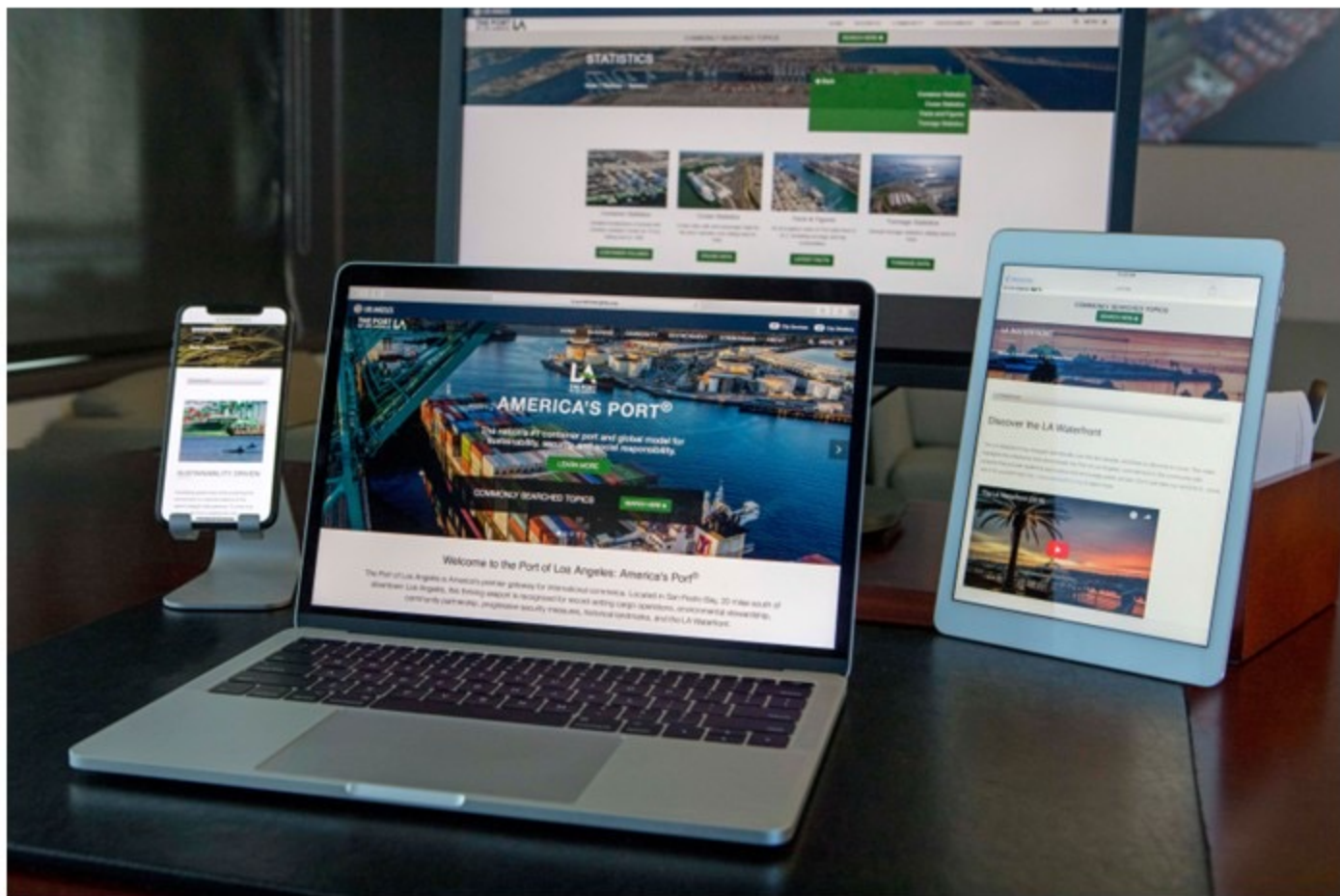
1 minute & 1 second

TOP 5 WEB PAGES

Most-visited pages on the Port's website, other than the homepage, from **2019** to **2023**.



USER EXPERIENCE



谷歌翻译

Chinese (Simplified) ▾

Powered by Google Translate

INTERNATIONAL VISITORS

Top five countries (outside of the U.S.) with the most users visiting the website in **2023**:

01 – China (12,354)

02 – United Kingdom (11,156)

03 – Canada (10,558)

04 – India (8,983)

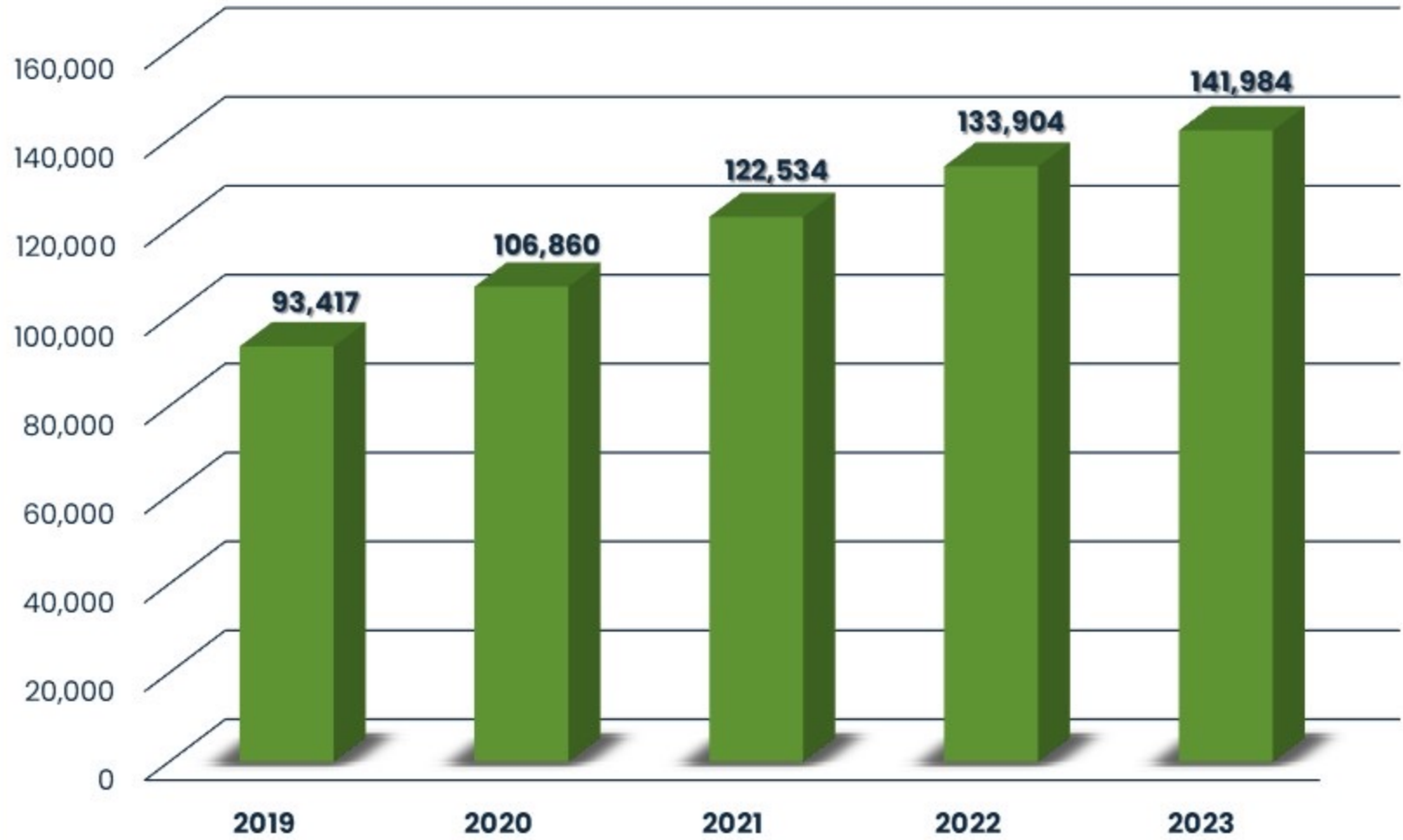
05 – Japan (4,279)



SOCIAL MEDIA AUDIENCE

Combined audience/total followers for official Port of Los Angeles social media channels from 2019 to 2023.

SOCIAL MEDIA AUDIENCE

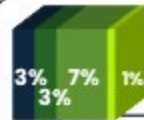


SOCIAL MEDIA GROWTH

Year-over-year growth of total followers for official *Port of Los Angeles* social media channels, by platform, from 2019 to 2023.

SOCIAL MEDIA GROWTH

■ 2019-2020 ■ 2020-2021 ■ 2021-2022 ■ 2022-2023



TOP POSTS BY SOCIAL CHANNEL


Most viewed posts of the year 2023.



26.6k Impressions

Port of Los Angeles
34,126 followers

Dina Aryan-Zahlan, a veteran Port of Los Angeles engineer and infrastructure development expert, has been named Deputy Executive Director of Development at the nation's busiest container port. Aryan-Zahlan replaces Antonio Gioiello, who retired earlier this year. https://lnkd.in/g3_XbhgZ




44.2k Impressions

Los Angeles Port Police Bring in Ship (2023)



11K views · 3 weeks ago

From the Los Angeles Port Police: Big thanks to them for the continued support for law enforcement and spending time with the all police department. It was great to see them back in our uniform.



148.4k Impressions

Port of Los Angeles
December 26, 2023 at 10:00 AM

POV: Guiding a container ship to expertly dock at Yusen Container Terminal in the Port of Los Angeles...

See more

Most relevant

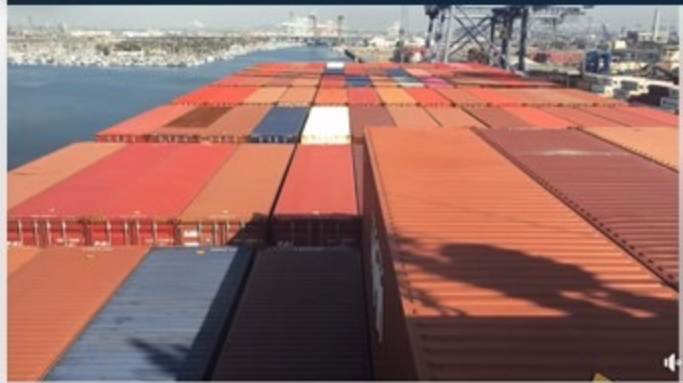
Steve Agullar
ILWU
To: [Profile]

1 Reply

David Brian Hughes
Fascinating

See all

View 8 more comments




11.4k Impressions

portofla • Follow

portofla • Now through March 21, the Port of Los Angeles is accepting applications for its 2023 Summer Internship Program. College-winded student interns gain hands-on experience working at one of the world's busiest ports during a paid 10-week program. Tap the link in our bio for more information on how to apply.




810 likes



17.4k Impressions

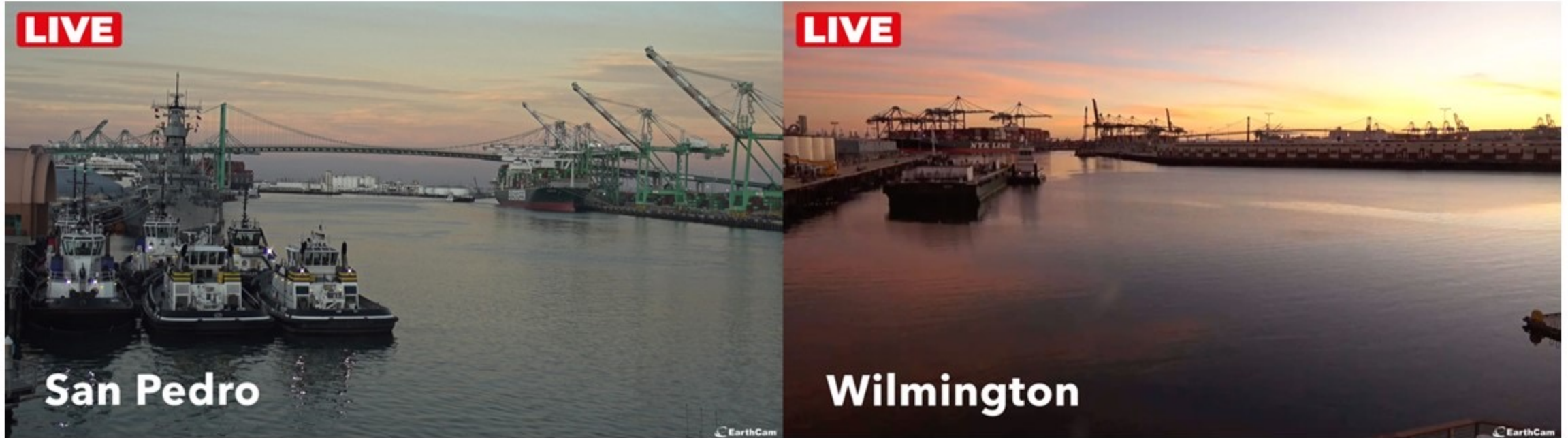
Port of Los Angeles
@PortofLA

The #PortofLA processed 487,846 Twenty-Foot Equivalent Units (TEUs) in February 2023, a 43% decrease from the previous February's all-time record. Extended Lunar New Year closures, well-stocked retailers and economic concerns point to soft first quarter. portofla.org/0223TEUs



LIVESTREAM CAMERAS

Showcasing 24-hour live views of L.A. Harbor from San Pedro to Wilmington, streaming in high resolution with panoramic vistas from both sides of the Vincent Thomas Bridge.



portofla.org/livestream

CONTENT CREATION



EMPLOYER OF CHOICE



Port of Los Angeles



@portoflosangeles · 19.3K subscribers · 757 videos

The Port of Los Angeles is America's Port® — the nation's busiest container port >

portoflosangeles.org and 5 more links

Home Videos Shorts Live Playlists Community

LA Stories ▶ Play all



LA Stories, Ep. 9: Elizabeth Solorio

Port of Los Angeles
215 views · 1 month ago

LA Stories, Ep. 8: Sal Zambrano

Port of Los Angeles
208 views · 2 months ago

LA Stories, Ep. 7: Joana Diaz

Port of Los Angeles
231 views · 3 months ago

LA Stories, Ep. 6: Joey Pallares

Port of Los Angeles
253 views · 7 months ago

LA Stories, Ep. 5: Michael Canlas

Port of Los Angeles
924 views · 8 months ago

Student to Staff ▶ Play all



Student to Staff: Tony Gioiello, from Student Work...

Port of Los Angeles
241 views · 3 months ago

Student to Staff: Robel Afewerki, from Student...

Port of Los Angeles
4.5K views · 3 months ago

Student to Staff: Jennifer Bersales, from Student...

Port of Los Angeles
157 views · 3 months ago

Student to Staff: Alex Castillo, from Student Cade...

Port of Los Angeles
266 views · 3 months ago

Student to Staff: Tiana Maulupe, from Student...

Port of Los Angeles
219 views · 3 months ago

Port of Los Angeles
34,257 followers
3mo •

It's Student Worker Week at the Port of Los Angeles!

Did you know one of the paths to a lifetime career at America's busiest port can begin as a college student? At the Port of Los Angeles, more than 10% of the current staff started out as student workers. Some of those who started at the Port working just 20 hours a week, now have more than 20 years' experience.

[#POLAStudentWorkerWeek](#) [#StudentWorkerWeek](#) [#StudenttoStaff](#)



133

3 comments 2 reposts

THANK YOU

Stay digitally connected with the Port of Los Angeles by visiting our website at portoflosangeles.org and following our official [@PortofLA](#) social accounts.

