

# 25

— IN —

# '25

# AAPA

AMERICAN ASSOCIATION OF PORT AUTHORITIES

## YEAR BY THE NUMBERS

### MEMBER SERVICES

## 24

new members

AND A

## 97%

retention rate

## 15

educational webinars

WITH

## 1,100+

registrants

## 54

active Port Professional Manager (PPM)<sup>™</sup> candidates and Port Professional Associates (PPA)<sup>™</sup> advancing their leadership journey

## 62

Lighthouse Award submissions

## 28

Port Excellence & Distinction Awards presented

### EVENTS & PROGRAMMING

## 125

hours of event programming

## 1,300

attendees from across the globe

## 190

program sessions delivered across four major events

## 260

unique speakers showcased

## 80

sponsors

AND

## 70

exhibitors

ENGAGED

### ADVOCACY & IMPACT

## \$5.1B

in federal grants awarded to ports

## \$3B

in Clean Ports Program funds preserved

## 96%

of Hill Day meetings confirmed

## 164

earned media placements nationwide

## \$604.8M

in crane tariff costs avoided for ports

## 10

Virtual Port Policy Briefings

## Biweekly

Advocacy Updates delivering timely port policy intelligence throughout the year

### DIGITAL REACH & VISIBILITY

## 79,000+

Advisory email impressions generated across 50 issues

## 9,800

professionals engaged through AAPA's LinkedIn community

## 1,500

new followers

## 32%

average reach rate across key campaigns

## 100,000+

content impressions across social campaigns