

SOCIAL MEDIA

- DECEMBER SOCIAL GENERATED 1,706,088 IMPRESSIONS & 18,915 ENGAGEMENTS;
- 'ROOM TO ROAM' STAY CAMPAIGN GENERATED 19,698 CLICKS AT AN AVERAGE OF \$0.51 CPC;
- NEW CTA LED TO INCREASED CPC, SO WE'VE SWITCHED BACK TO A MORE INSPIRATIONAL MESSAGING;

