

SOCIAL MEDIA

- JUNE SOCIAL GENERATED 1,586,155 IMPRESSIONS & 29,293 ENGAGEMENTS;
- 'ROOM TO ROAM' CAMPAIGN GENERATED 12,847 CLICKS AT AN AVERAGE OF \$0.23 CPC;
- 'URCHIN FEST' GENERATED 4,142 LINK CLICKS AT AN AVERAGE OF \$0.40 CPC;
- 'URCHIN DINNER' GENERATED 8,519 LINK CLICKS AT AN AVERAGE OF \$0.23 CPC

