

SOCIAL MEDIA

- MARCH SOCIAL GENERATED 1,370,722 IMPRESSIONS & 18,952 ENGAGEMENTS;
- UTILIZED MORE ROMANTIC MOODY WEATHER IMAGERY TO PROMOTE THE POSITIVES OF WEATHER IN THE NEWS;
- 'ROOM TO ROAM' CAMPAIGN GENERATED 23,822 CLICKS AT AN AVERAGE OF \$0.23 CPC;
- 'PINOT FESTIVAL' GENERATED 1,644 CLICKS AT AN AVERAGE OF \$0.71 CPC;

