

SOCIAL MEDIA

- MAY SOCIAL GENERATED 2,001,630 IMPRESSIONS & 30,729 ENGAGEMENTS;
- 'ROOM TO ROAM' CAMPAIGN GENERATED 27,524 CLICKS AT AN AVERAGE OF \$0.22 CPC;
- 'PINOT FESTIVAL' GENERATED 2,011 LINK CLICKS AT AN AVERAGE OF \$0.64 CPC;
- 'URCHIN FEST' GENERATED 10,398 LINK CLICKS AT AN AVERAGE OF \$0.32 CPC

