



Phase 1

10/15/19 – 12/31/19

- Traffic directed to 'Plan' landing page
- 71,765 session on 'Plan' landing page
- 17,271,870 total impressions
- 116,147 total clicks
- 0.67% average click-thru-rate (CTR)

Phase 2

1/1/20 – 2/15/20

- Traffic directed to Facebook contest form
- 3,685 contest entries
- 1,015 page 'Likes' generated
- 8,529,169 campaign impressions
- 55,365 total clicks
- 0.65% CTR average click-thru-rate (CTR)

Contest Entry Geography



2020 Entries
3,685 contest entries

Contest Traveler Interests

