

PRESS RELEASE



Check-it-Off Travel Finishes “50 Summer Festivals” Campaign

Check-it-Off Travel offers travel inspiration and custom, curated U.S. travel itineraries.

May 4, 2020 – Stamford, CT: Check-it-Off Travel announced the completion of a social media campaign highlighting “50 Amazing Summer Festivals.” The idea for the initiative came while discussing a second blog dedicated to annual events and festivals taking place across the United States. While the revised blog pages were being designed and developed, the posting began on Facebook and Instagram. One summer festival was highlighted per day, covering all 50 states. The diverse posts included a travel planning section, providing readers with hotels, restaurants, and things to do while attending the festival.

According to co-founder Marie Shirley, the posts reached over 600,000 accounts on Instagram and Facebook. Overall interest in the campaign was phenomenal, with over 16.5% user engagement and thousands of shares across the social media platforms. To put that in perspective, the average engagement rate on social media is less than 3.0%. “Based on the results, we were extremely effective at promoting a wide range of major festivals while highlighting great lodging, restaurants, and other points of interest in those locations.”

This social media campaign was started before the world changed with COVID-19 spreading across the nation, affecting travel and disrupting lives. Because most of the events and festivals chosen have been organized for many years, the Company feels confident that those that have been cancelled or postponed will continue on an annual basis. The blog articles will remain a resource for readers to revisit when they are able to travel again.

The Check-it-Off Travel website was launched in December 2019 to expand the company’s travel planning client base and provide travel inspiration through its U.S. Travel Experiences blog. Their travel planning experts rely on a proprietary database that features over 100,000 points of interest and 10,000 annual events & festivals in the United States.

www.checkitofftravel.com , 203-698-5560, info@checkitofftravel.com