

2020 Half-Year Digital Report Card

Social Media Engagement Steady, U.S. & River Cruise Searches Up



"We are thrilled to see our advisor community seeing success in promoting deals through their Facebook business pages. We continue to evolve our curated content on ESP as our advisor customers grow their followers and truly become travel influencers for their customers on social media."

-Jeanne Colombo, Vice President, Strategic Partnerships



Website Technology

15 Million

Unique Consumer Shopping Sessions

14%

Click Through Rate to Supplier Offers

U.S. & River Cruise Searches Rise



Mexico · Budapest · U.S. Cities · Vienna · Bahamas

Reach for Agencies

7,500

Travel Agency Customers

35,000

Individual Advisors

1,600

Facebook Pages

Social Media

Most Viewed Post From 2020

140,419 Views

5,236 Likes

231 Shares



Most Comments For First Half 2020

3,039 Comments

4,522 Clicks

