

Travel South 2025 Campaigns Through 11/06/25

West Virginia

- Two of the three newsletter inclusions of the Place of the Day Feature have been sent out and have great engagement with an average click-through rate (CTR) of 2.22%, 10% higher than the Atlas Obscura average.
- Meta Promotion of Places of the Day has 335k impressions so far with an average CTR of 0.62%, almost 12% higher than the Industry average.

