



PRESS RELEASE

Check-it-Off Travel Finishes “Europe in America” Campaign

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

June 22, 2020 – Stamford, CT: Check-it-Off Travel today announced the completion of a social media campaign highlighting “Europe in America.” The idea for the initiative came while discussing alternative travel ideas for clients whose European summer vacations have been postponed due to travel bans. The posts featured 14 towns and cities across the United States that give visitors a distinct European feel through food, history, culture, or architecture. The company partnered with the local tourism bureaus and DMOs to provide up-to-date travel information.

According to co-founder Marie Shirley, the posts reached over 260,000 accounts on Instagram and Facebook. The feedback was overwhelmingly positive with many readers discovering new vacation destinations. “Our goal was to bring awareness to these cultural destinations as a wonderful alternative not only for summer 2020, but also for future vacations close to home. Check-it-Off Travel is on a mission to provide the widest possible variety of U.S. travel inspiration for our audience.”

This social media campaign covered two weeks in June as travelers were planning out their summer options. The blog articles will remain a resource for readers to revisit well after the bans are lifted.

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.

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