

FAMILY TRAVEL TO CAMBRIDGE, MD REPORT

FAMILY TRAVEL ASSIGNMENT

DATE OF VISIT	TRAVEL PARTNERS	PREPARED BY
July 10, 2016	Hyatt Regency Chesapeake Bay, Blackwater Paddle & Pedal Adventures, Rock Lobstah, Dorchester County Tourism	Jennifer Auer

OVERVIEW OF FAMILY TRAVEL ASSIGNMENT

Jennifer Auer, from Jersey Family Fun, and family visited the Cambridge, Maryland area from Sunday, July 10, 2016 through Tuesday, July 12, 2016 and its restaurants, family attractions, and the Hyatt Regency Chesapeake Bay Resort in order to promote family travel to the Cambridge area across the Jersey Family Fun site and social media channels.

RESULTING FEATURE ARTICLES ON JERSEY FAMILY FUN

TITLE	LINK
Our Family's Stay at the Hyatt Regency Chesapeake Bay Resort	http://www.jerseyfamilyfun.com/hyatt-regency-chesapeake-bay-resort-cambridge-maryland/
Our 14 Favorite Family Moments at the Hyatt Regency Chesapeake Bay Resort	http://www.jerseyfamilyfun.com/favorite-family-moments-at-the-hyatt-regency-chesapeake-bay-resort/
A Rest Stop Like No Other, Dorchester Visitors Center	http://www.jerseyfamilyfun.com/dorchester-visitor-center-maryland/
Discovering a Kid's Love for Nature in Blackwater National Wildlife Reserve	http://www.jerseyfamilyfun.com/blackwater-national-wildlife-reserve/
Eat, Stay & Play in Cambridge, Maryland	http://www.jerseyfamilyfun.com/cambridge-maryland-family-vacations/

SOCIAL MEDIA MENTIONS

FACEBOOK LINK	DATE	TYPE	ENGAGEMENT NOTES
https://www.facebook.com/JerseyFamilyFun/photos/a.393202595744.162698.71658875744/10153775156945745/?type=3	7/10	Pics	2549 Reach 3 Reactions
https://www.facebook.com/JerseyFamilyFun/photos/a.393202595744.162698.71658875744/10153775012315745/?type=3&theater	7/10	Pics	363 Reach 4 Reactions

https://www.facebook.com/JerseyFamilyFun/posts/10153776416915745?match=aG9zdGVklGI5IGh5YXR0IHllZ2VuY3ksaHlhdHQgcmVnZW5jeO%3D%3D	7/10	Pics	838 Reach 5 Reactions, 1 comment
https://www.facebook.com/JerseyFamilyFun/posts/10153779929555745?match=aHlhdHQgcmVnZW5jeSBjaGVzYXBiyWtlGheSxjaGVzYXBiyWtlLHllZ2VuY3ksaHlhdHQsYmF5	7/10	Alb.	1124 Reach 10 Reactions 1 Comment
https://www.facebook.com/JerseyFamilyFun/photos/a.10153775733895745.1073742422.71658875744/10153775733895745/?type=3	7/10	Pic	2202 Reach 1 Reaction
https://www.facebook.com/JerseyFamilyFun/photos/a.393202595744.162698.71658875744/10153774047010745/?type=3	7/10	Pic	653 Reach 2 Reactions
https://www.facebook.com/JerseyFamilyFun/posts/10153774354900745?match=ZG9yY2hlc3Rlcm%3D%3D	7/10	Alb	699 Reach 1 Reaction
https://www.facebook.com/JerseyFamilyFun/videos/10153775608560745/	7/10	Vid	2172 Reach 304 Views 2 Reactions
https://www.facebook.com/JerseyFamilyFun/posts/10153775444780745?match=aG9zdGVklGI5IGh5YXR0IHllZ2VuY3kgY2hlc2FwZWFrZSbiYXksaHlhdHQgcmVnZW5jeSxiYXk%3D	7/10	Pics	1452 Reach 10 Reactions
https://www.facebook.com/JerseyFamilyFun/photos/a.393202595744.162698.71658875744/1015377475800745/?type=3	7/11	Pics	1787 Reach 3 Reactions 1 comment
https://www.facebook.com/JerseyFamilyFun/photos/a.393202595744.162698.71658875744/10153776508785745/?type=3&theater	7/11	Pics	2282 Reach 2 Reactions
https://www.facebook.com/JerseyFamilyFun/videos/1015377783680745/?hc_ref=SEARCH	7/11	Vid	2376 Reach 345 Views 3 Reactions 3 Comments
https://www.facebook.com/JerseyFamilyFun/posts/10153777438370745?match=YmxhY2t3YXRlciBwYWRkbGUsYmxhY2t3YXRlcixwYWRkbGU%3D	7/12	Pics	632 Reach 6 Reactions 1 Comment
https://www.facebook.com/JerseyFamilyFun/posts/10153775313420745?match=cm9jayBsb2JzdGFoLGVxYnN0YWgscm9jaw%3D%3D	7/10	Pics	879 Reach 2 Comments
https://www.facebook.com/JerseyFamilyFun/posts/10153775731710745?match=cm9jayBsb2JzdGFoLGVxYnN0YWgscm9jaw%3D%3D	7/10	Alb	1959 Reach
https://www.facebook.com/JerseyFamilyFun/posts/10153775274970745?match=cm9jayBsb2JzdGFoLGVxYnN0YWgscm9jaw%3D%3D	7/10	Pics	64 Reach 1 Reaction
https://www.facebook.com/JerseyFamilyFun/posts/10153777941790745?match=YmxhY2t3YXRlciBwYWRkbGUsYmxhY2t3YXRlcixwYWRkbGU%3D	7/12	Alb	4425 Reach 5 Reactions 2 Shares
https://www.facebook.com/JerseyFamilyFun/videos/10153778674800745/	7/12	Vid	870 Reach 57 Views 2 Reactions 1 comment
<i>Post Visit</i>			
https://www.facebook.com/JerseyFamilyFun/photos/a.393202595744.162698.71658875744/10153845590440745/?type=3&theater	8/3	Pic	1787 Reach 6 Reactions
https://www.facebook.com/JerseyFamilyFun/photos/a.393202595744.162698.71658875744/10153842707965745/?type=3&theater	8/8	Link w/Pic	2609 Reach 3 Reactions
https://www.facebook.com/JerseyFamilyFun/photos/a.393202595744.162698.71658875744/10153850143735745/?type=3&theater	8/11	Link w/Pic	1820 Reach 3 Reactions
https://www.facebook.com/JerseyFamilyFun/photos/a.393202595744.162698.71658875744/10153852867480745/?type=3	8/12	Link w/Pic	1442 Reach 2 Reactions
https://www.facebook.com/JerseyFamilyFun/posts/10153786234390745?match=ZG9yY2hlc3Rlcm%3D%3D	7/15	Alb	1789 Reach
<i>Albums</i>			
https://www.facebook.com/71658875744/photos/?tab=album&album_id=10153774779205745		V.C.	3 Reactions 3 Comments

https://www.facebook.com/71658875744/photos/?tab=album&album_id=10153775725340745			
https://www.facebook.com/71658875744/photos/?tab=album&album_id=1015377941710745			5 Reactions
https://www.facebook.com/71658875744/photos/?tab=album&album_id=10153775733895745			1 Reaction
https://www.facebook.com/71658875744/photos/?tab=album&album_id=10153786234330745			1 Reaction
https://www.facebook.com/71658875744/photos/?tab=album&album_id=10153778544430745			4 Reactions
https://www.facebook.com/JerseyFamilyFun/photos/a.393202595744.162698.71658875744/10153915146295745/?type=3	9/20	Link w/Pic	1850 Reach 3 Reactions
https://www.facebook.com/JerseyFamilyFun/photos/a.393202595744.162698.71658875744/10153845590440745/?type=3&theater	8/9	Link w/Pic	2757 Reach 8 Reactions
https://www.facebook.com/JerseyFamilyFun/photos/a.393202595744.162698.71658875744/10153847598835745/?type=3&theater	8/10	Link w/Pic	4469 Reach 2 Reaction 1 Comment
INSTAGRAM LINK	DATE	TYPE	ENGAGEMENT NOTES
https://www.instagram.com/p/BHrgZF7hIGr/?taken-by=jerseyfamilyfun	7/10	Pic	17 Likes
https://www.instagram.com/p/BHr2Oc6B6fV/	7/10	Pic	26 Likes 1 Comment
https://www.instagram.com/p/BHr51m-hjHo/	7/10	Pic	27 Likes 1 Comment
https://www.instagram.com/p/BHsZnMfB_zZ/	7/10	Pic	22 Likes
https://www.instagram.com/p/BHsfibSBXB3/	7/10	Pic	30 Likes
https://www.instagram.com/p/BHsjOTxBcha/	7/10	Pic	18 Likes
https://www.instagram.com/p/BHsqdpFhz7I/	7/10	Pic	26 Likes
https://www.instagram.com/p/BHsulPkBrzy/	7/10	Pic	25 Likes 2 Comments
https://www.instagram.com/p/BHs4zA3B0-K/	7/10	Pic	36 Likes
https://www.instagram.com/p/BHtGB6LhW7E/	7/10	Pic	31 Likes
https://www.instagram.com/p/BHhub_FzBdXu/	7/11	Pic	17 Likes
https://www.instagram.com/p/BHvVOWKhPMw/	7/11	Pic	18 Likes
https://www.instagram.com/p/BHvY-i6hFZE/	7/11	Pic	28 Likes
https://www.instagram.com/p/BHxEjJohzCi/	7/12	Pic	29 Likes 1 Comment
TWITTER LINK	DATE	TYPE	ENGAGEMENT NOTES
https://twitter.com/Jerseyfamilyfun/status/752106792247783428	7/10	Pic	286 Reach 2 Engagements
https://twitter.com/Jerseyfamilyfun/status/752154761730854912	7/10	Pic	177 Reach
https://twitter.com/Jerseyfamilyfun/status/752162697702215681	7/10	Pic	169 Reach 4 Engagements
https://twitter.com/Jerseyfamilyfun/status/752232558956539904	7/10	Pic	571 Reach 11 Engagements
https://twitter.com/Jerseyfamilyfun/status/752245609852174336	7/10	Pic	694 Reach 16 Engagements
https://twitter.com/Jerseyfamilyfun/status/752257873216958464	7/10	Text	451 Reach 4 Engagements
https://twitter.com/Jerseyfamilyfun/status/752258384607473664	7/10	Pic	735 Reach 16 Engagements
https://twitter.com/Jerseyfamilyfun/status/752269657025970176	7/10	Pic	227 Reach 4 Engagements

https://twitter.com/jerseyfamilyfun/status/752277682130419712	7/10	Pic	196 Reach 1 Engagement
https://twitter.com/jerseyfamilyfun/status/752301147726151681	7/10	Pic	709 Reach 20 Engagements
https://twitter.com/jerseyfamilyfun/status/752329908823687168	7/10	Vid	912 Reach 34 Engagements
https://twitter.com/jerseyfamilyfun/status/752484877518434304	7/11	Pics	1421 Reach 23 Engagements
https://twitter.com/jerseyfamilyfun/status/752519249575436288	7/11	Pic	743 Reach 9 Engagements
https://twitter.com/jerseyfamilyfun/status/752645139366019072	7/11	Pic	252 Reach
https://twitter.com/jerseyfamilyfun/status/752653373107761152	7/11	Pic	234 Reach 1 Engagement
https://twitter.com/jerseyfamilyfun/status/752695414982311936	7/11	Vid	1276 Reach 19 Engagements
https://twitter.com/jerseyfamilyfun/status/752106792247783428	7/10	Pic	286 Reach 2 Engagements
<i>Post Visit</i>			
https://twitter.com/jerseyfamilyfun/status/762702194936254464	8/8		435 Reach 4 Engagements
https://twitter.com/jerseyfamilyfun/status/763076398865125376	8/9		182 Reach 3 Reactions
https://twitter.com/jerseyfamilyfun/status/763446596486959104	8/10		277 Reach 2 Reactions
https://twitter.com/jerseyfamilyfun/status/763776752728600576	8/11		1185 Reach 19 Engagements
https://twitter.com/jerseyfamilyfun/status/764151482421809152	8/12	Link w/pic	476 Reach 6 Engagements
https://twitter.com/jerseyfamilyfun/status/765194858747363330	8/15		239 Reach 6 Engagements
https://twitter.com/jerseyfamilyfun/status/765554475281031168	8/16		329 Reach 5 Reactions
https://twitter.com/jerseyfamilyfun/status/765914649149800448	8/17		359 Reach 5 Reactions
https://twitter.com/jerseyfamilyfun/status/766281522865471490	8/18		176 Reach
https://twitter.com/jerseyfamilyfun/status/766644914130124801	8/19	Link w/pic	143 Reach
https://twitter.com/jerseyfamilyfun/status/767758519076548610	8/22		187 Reach 3 Reactions
https://twitter.com/jerseyfamilyfun/status/768512984956239872	8/24		273 Reach 17 Engagements
https://twitter.com/jerseyfamilyfun/status/768861025210884097	8/25		574 Reach 8 Engagements
https://twitter.com/jerseyfamilyfun/status/769246394355941376	8/26	Link w/pic	170 Reach
https://twitter.com/jerseyfamilyfun/status/770350082411618309	8/29		452 Reach 6 Engagements
https://twitter.com/jerseyfamilyfun/status/770707696970526720	8/30		914 Reach 18 Reactions
https://twitter.com/jerseyfamilyfun/status/771431702459772928	9/1		188 Reach 5 Engagements
https://twitter.com/jerseyfamilyfun/status/771792848723271680	9/2		172 Reach 3 Engagements

https://twitter.com/jerseyfamilyfun/status/772948697109917696	9/5	682 Reach 16 Engagements
https://twitter.com/jerseyfamilyfun/status/773715753891721216	9/7	368 Reach 5 Engagements
https://twitter.com/jerseyfamilyfun/status/774073349022507008	9/8	430 Reach 4 Engagements
YOUTUBE LINK	Topic	ENGAGEMENT NOTES
https://youtu.be/t9LWZ33Cn8s	Hyatt	89 Views
PINTEREST LINK	DATE	TYPE
		ENGAGEMENT NOTES
https://www.pinterest.com/pin/514043744951590431/		
https://www.pinterest.com/pin/514043744951590275/		
https://www.pinterest.com/pin/514043744951590235/		
https://www.pinterest.com/pin/514043744951590386/		
https://www.pinterest.com/pin/514043744951590213/		

UPCOMING COVERAGE

The Cambridge, Maryland accommodations, attractions, and restaurant articles were featured in the Jersey Family Fun [fall tourism guide](#) and promoted across our social media channels. All articles related to travel to Cambridge will be shared in the 2016/2017 winter tourism guide and across the Jersey Family Fun social media channels during the winter.

All articles from our family travel to Cambridge series are viewable from the Jersey Family Fun navigation bar under Family Travel, Family Travel to the Maryland, and Family Travel to Cambridge as well at the tag family travel to Cambridge.

ADDITIONAL OPPORTUNITES & FUTURE COVERAGE

Jersey Family Fun is open to a return visit to Cambridge, Maryland in the future. In the meantime, we do offer sponsored posts, email blasts, and advertising in our online tourism guides as well as our site. Please contact Jennifer Auer, jenniferauer@jerseyfamilyfun.com, (609) 445-4159 for more information.