



**W**  
Explore  
Washington CT



# Website & Social Media Metrics

October 18, 2022

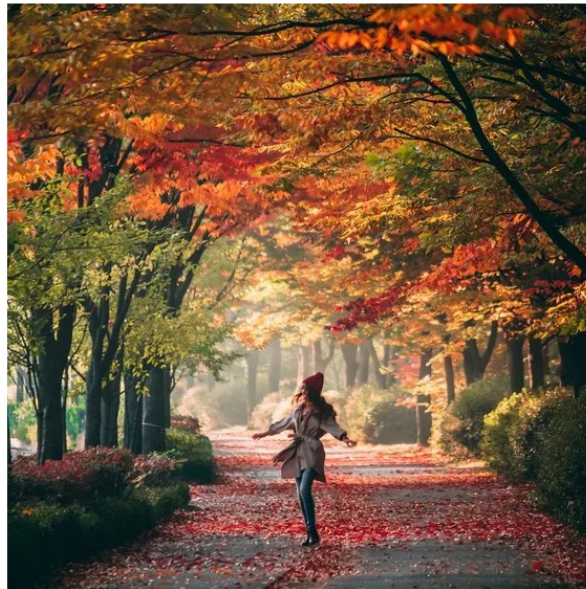
[ExploreWashingtonCT.com](https://ExploreWashingtonCT.com)



# Press Mentions

## BRIT+CO

Online magazine with **1.58 million** Facebook followers  
**364 thousand** Instagram followers



MOST RECENT

A "Gilmore Girls" Fangirl's Guide  
To Washington, Connecticut

Chloe Williams ·

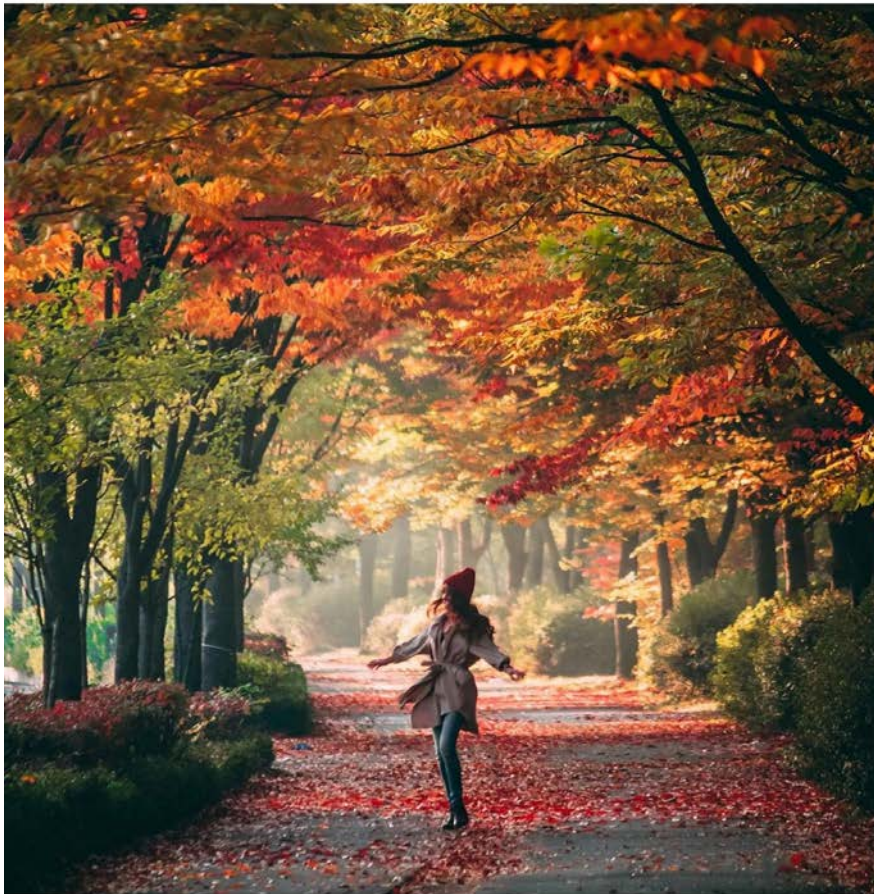
Published 10/07/22

<https://www.brit.co/washington-connecticut-travel-guide/>

Most Recent

## A "Gilmore Girls" Fangirl's Guide To Washington, Connecticut

Chloe Williams · Oct 07, 2022



We're suckers for any show that takes place in a small town (especially when fall rolls around), and our personal favorite show to watch for all the **fall vibes** is *Gilmore Girls*. There's so much to love about this series: **coffee**, wacky small-town traditions, **cozy sweaters**, more coffee. We're obsessed with all of the characters, and while the show is serious enough to hold our attention, it doesn't really cross into crazy soap opera territory.

We're suckers for any show that takes place in a small town (especially when fall rolls around), and our personal favorite show to watch for all the **fall vibes** is *Gilmore Girls*. There's so much to love about this series: **coffee**, wacky small-town traditions, **cozy sweaters**, more coffee. We're obsessed with all of the characters, and while the show is serious enough to hold our attention, it doesn't really cross into crazy soap opera territory.

While this **comfort show** has captivated fall lovers around the world, did you know that there's actually a town in Connecticut that inspired creator and writer **Amy Sherman-Palladino**? **Washington, Connecticut** is just as cozy and cute as Stars Hollow, and it has a lot of similar locations to what you see in the show. Real-life versions of Luke's Diner, The Dragonfly Inn, and even Doose's Market can all be found in Washington.

Turn on *Gilmore Girls* (or the *Year in the Life* revival) on Netflix to get into the fall spirit, and check out these sites without even leaving your couch (until you decide to book a trip, that is).

### Brit + Co's "Gilmore Girls" Guide To Washington, Connecticut





# BRIT+CO

## What To Do In Washington, Connecticut

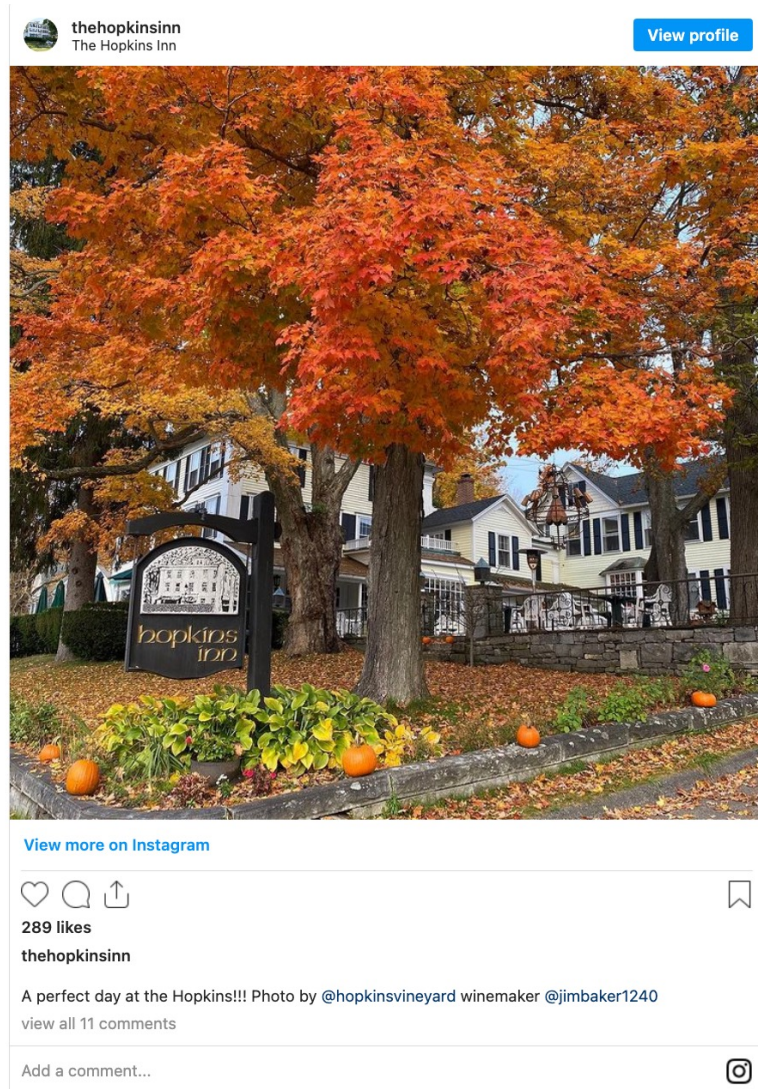


Along with town sites like the **Henry David Thoreau Bridge** or **Hidden Valley Preserve** that look beautiful during the fall, you can also do some shopping for unique accessories at stores like **J. Seitz & Co.**, that Lorelai would love, and colorful stationery at **D.K. Schulman Design** that would get Rory's stamp of approval.

If you want to really feel like you're in the middle of Stars Hollow, take a walk around the **Washington Green Historic District** to see the town's colonial architecture, the **First Congregational Church Meetinghouse**, and the **Gunn Historical Museum** for a dose of history. Similar to Stars Hollow's town square, the Green is the center for a lot of the events in Washington. You can check out festivals and fairs, or bring a picnic lunch like the characters do in "A-Tisket, A-Tasket" (although you won't have to bid on anyone to win their company).

It wouldn't be a *Gilmore Girls* trip without a visit to the local bookstore, and the **Hickory Stick Bookshop** is one of the best places in Washington, Connecticut, to check out both books and stationery. The store has been around for 60 years, and it even has a "**Rory Reads Book List.**"

*Gilmore Girls* combines a local diner and hardware store into Luke's (since he turned his father's hardware store into the diner), but in Washington, you can visit both! Check out the **Washington**



**Hopkins Inn** is another great option that will let you kick up your feet and relax. It sits right on the north shore of Lake Waramaug, and it has been hosting guests since 1847. During warmer months, you can check out the Hopkins Inn beach but when temps drop during the fall, the grounds are a great place to check out the **fall foliage**.



# Harbors & Havens – Gilmore Girls Feature

Featured by influencer with **9,000** followers –  
Shared multiple videos & photos on her Instagram





# Harbors & Havens – Gilmore Girls Feature



**sunkissedblonde.travels** Omgosh I need to visit! Massive Gilmore Girls fan Michelle! Love this ❤️

5d Reply

— View replies (1)

20K  
followers

**283** Likes  
**40** Comments



**thecelebratedaily** What?!! I want to go!!

1d Reply

— View replies (1)



**tiltedmap** certainly my mom, AKA the only person who shared my love/hate obsession with Gilmore 😘

4d Reply

— View replies (1)



**lostwithlydia** I am and this looks like such a cute town!! I need to go

4d Reply

22K  
followers



**thehaphazardtraveler** Super fun! 💕✨

3d 1 like Reply



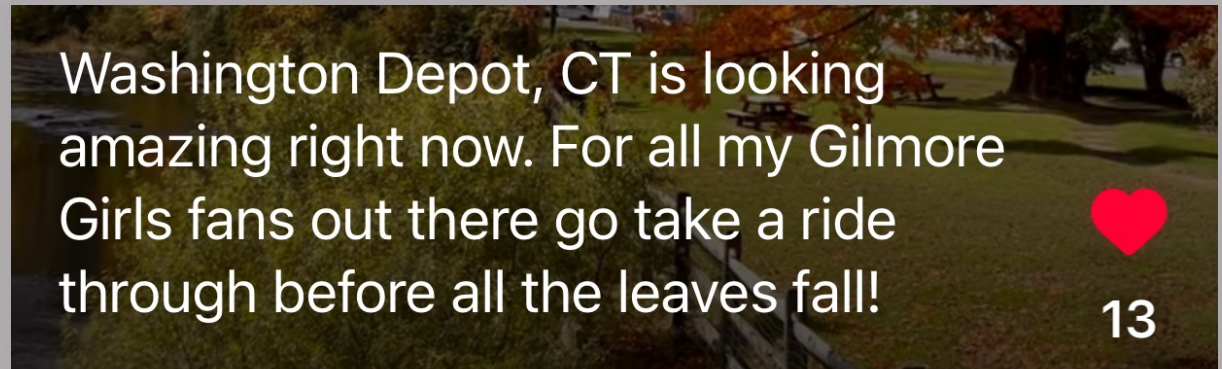
**sunkissedblonde.travels** I'm saving it ❤️

3d 1 like Reply



# “Somewhere Between Boston & NY”

Featured on Instagram





Several features by influencer  
with **90,000** followers on IG







Published 30 stories



Home

Events

Places ▾

Explore ▾

Day Trips

NEW

Stories



by Explore Washington in Lifestyle  
a month ago ·

## Explore the Local Farms of Washington

*Washington is home to many incredible farms, fresh produce stands, and pick-your-own experiences to enjoy with the family! We hope you get a chance to visit some of our favorite local farms this fall.*





# CTVISIT

## Multiple features on CT Visit



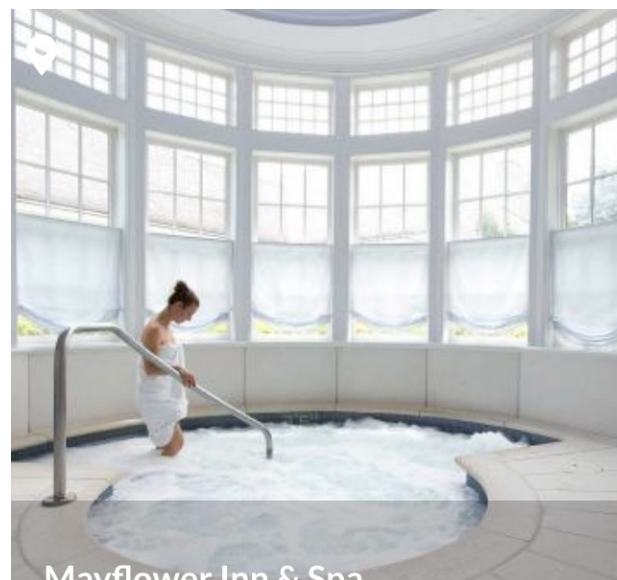
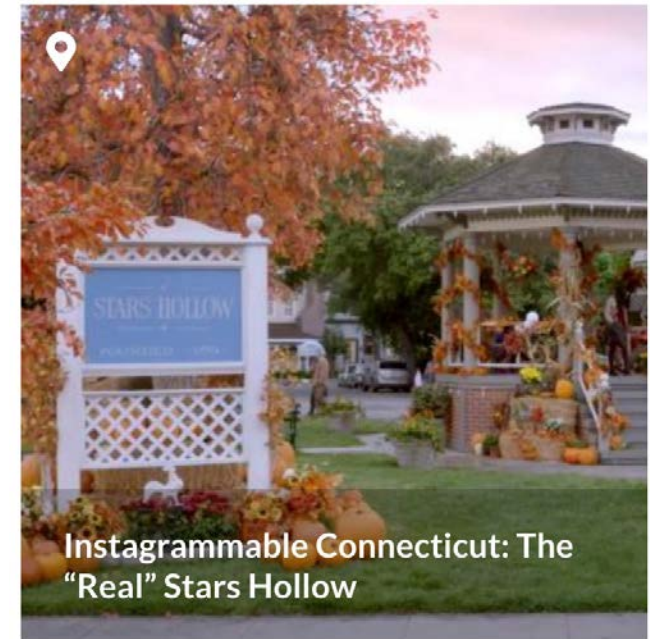
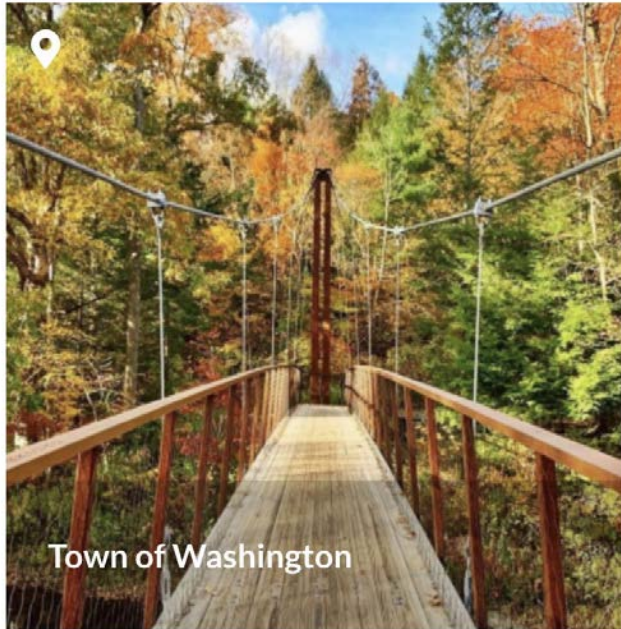
## Town of Washington

FIND US ON THE MAP 

VISIT OUR WEBSITE



## Landing Page for Litchfield Hills – Washington featured each season





# Washington featured as 1<sup>st</sup> of Top 10 Knockout Views for Fall

## 10 Knockout Views for Fall

LAST UPDATED: AUGUST 2022

Actually, it's hard NOT to find a good foliage view in Connecticut when autumn rolls around. But there are some standouts that you might want to seek out.



← PREVIOUS

1/10

NEXT →

### Hidden Valley Preserve, Washington

A 727-acre tract characterized by densely wooded hillsides cascading into the meandering river below. This section also includes a rocky high point and small meadows, accessible by hiking trails that make for a great leaf peeping spot.

[LEARN MORE](#)

# First on 9 Ways to Enjoy 90 Days of Fall in CT



STORIES > 9 WAYS TO ENJOY 90 DAYS OF FALL IN CONNECTICUT



## 9 Ways to Enjoy 90 Days of Fall in Connecticut LAST UPDATED: SEPTEMBER 2022

Fall "officially" begins on September 22 and ends on December 21. By our count, that means there are about 90 days to make the most of the season in all its splendor. Given all there is to do in Connecticut, that isn't a lot of time, so let's get started. Here's a quick checklist of some of our favorite activities to help you enjoy the best of fall! Be sure to check with each location before venturing out, as hours may change.



← PREVIOUS

1/9

NEXT →

### 1. Go Leaf Peeping

Whether you drive our back roads, hike in our state parks and forests, or take a boat down the Connecticut River, there are all kinds of ways to peep some of the best foliage in New England. Check out the Connecticut Fall Foliage Report to find tips on when, where and how to find the perfect peak viewing.

[LEARN MORE](#)



# First on Ultimate Foliage Tour

[IDEAS](#)[DO](#)[STAY](#)[EAT](#)[EVENTS](#)[REGIONS](#)[SEASONS](#)

EXPLORE > GETAWAYS > [THE ULTIMATE FOLIAGE TOUR - WESTERN CONNECTICUT](#)



## The Ultimate Foliage Tour - Western Connecticut

The Litchfield Hills are ablaze with color every autumn, and there are many different routes to take in order to see it all. Here's an itinerary for a day trip that goes north and south, with lots of good stops in between.



**1-2  
DAYS**

- ★ New Preston
- ★ Through the Country

- ★ Famous Route 7
- ★ Litchfield

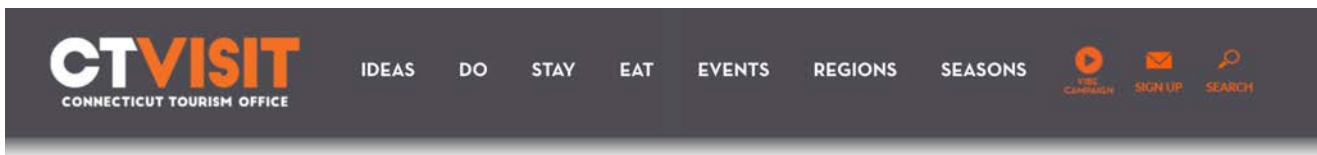
- ★ Litchfield Green



### New Preston

This foliage tour begins at the beginning of Route 45, where it runs north from Route 202 in New Preston. You'll go through the charming little town of New Preston (there are shopping opportunities) and you can opt for taking the 8-mile loop that runs around gorgeous Lake Waramaug and past Hopkins Vineyard and through Lake Waramaug State Park before you once again rejoin Route 45.

# Autumn Wine Trail Feature



EXPLORE > GETAWAYS > AUTUMN IN CONNECTICUT WINE COUNTRY



## Autumn in Connecticut Wine Country

There are now dozens of vineyards throughout Connecticut Wine Country, marking the state's recent emergence as a great grower of grapes. Here's a Getaway that allows for touring the Litchfield Hills, one of the great autumn destinations, and also taking in the flavors of two vineyards. Lots of things to savor during this overnight!



**1-2  
DAYS**

★ Bellamy-Ferriday  
House & Garden

★ White Flower Farm  
★ Hopkins Vineyard

★ DiGrazia Vineyards



### Hopkins Vineyard

Next it's a drive west on Route 202 to New Preston and Lake Waramaug, where Hopkins Vineyard has been going strong for years. It's one of the stops on the Connecticut Wine Trail.

#### Editor's Nearby Picks



Hopkins Inn



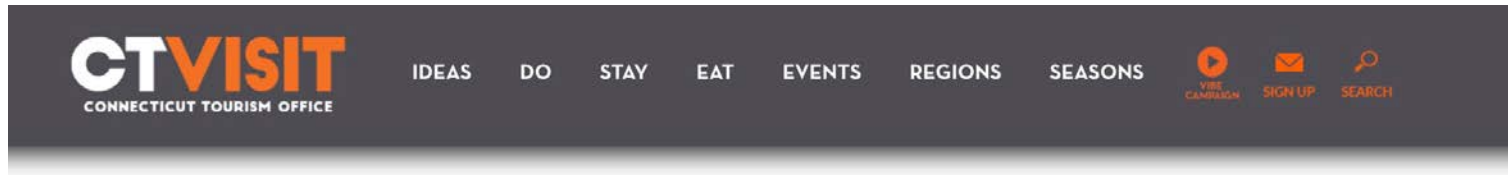
The Windemere B&B



Lake Waramaug State  
Park



## Summer Hiking Getaway – Featured at top



STORIES > [GREAT TOWNS FOR HIKING GETAWAYS](#)



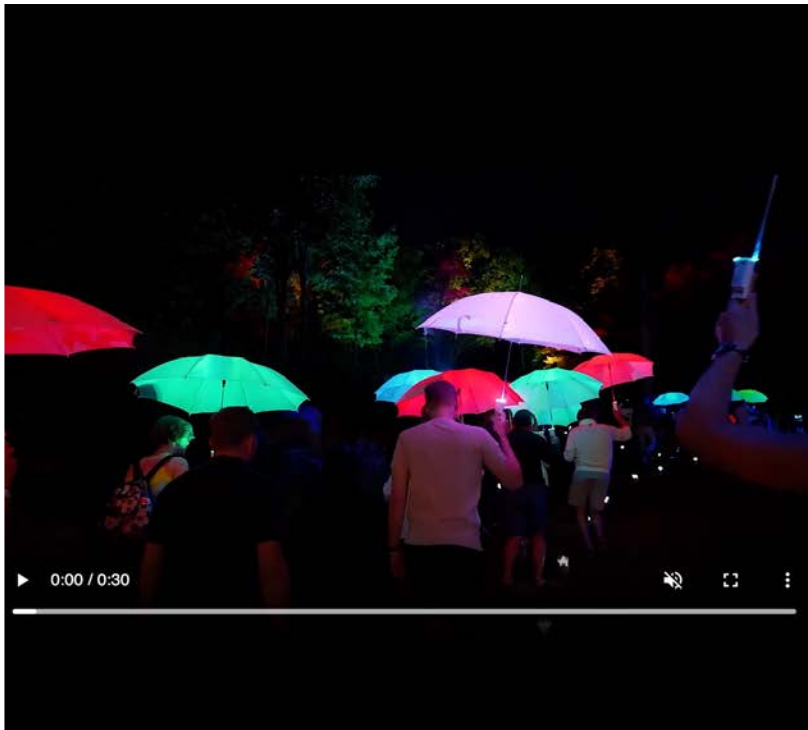
### Great Towns for Hiking Getaways LAST UPDATED: JULY 2022

Whether you are a seasoned hiker or enjoy more leisurely treks, the experience of going on a hike can benefit the mind and body. Connecticut offers hundreds of miles of hiking, biking and walking trails, including 52 miles of the Appalachian Trail. Perfect access points to these trails also happen to be nestled within some of the state's most charming towns. So to help you plan a richer adventure, here are a few suggestions for safety-friendly hiking getaways, including where to eat, stay and play.



## Find your Vibe Campaign Featured Pride in the Hills

5,919 Views



**ctvisit**  
Connecticut

**ctvisit** This summer, find your #CTvibe. Are you an outdoor enthusiast? Into unreal art? Prepared for Pride celebrations? We've got you covered. #CTvisit

Edited · 18w

**jess21\_xoxo** Where is that aerial studio? @ctvisit

14w Reply

**trinitystylesct** @faschinndaily @yourstrulyyinka I see you👍

17w Reply

**norwalkmoms** 🤔🤔

18w Reply

**runnin.360** What are those light up umbrellas?! 🌈🌈

19w 1 like Reply

**milfordoceanview** We're so excited for all the fun activities to try! ❤️

20w 2 likes 2 replies



5,919 views

MAY 25

**ctvisit**  
Spring Hill Vineyards

**ctvisit** We're still not over the incredible @prideinthehillsc and SHAG festival that took place at @springhillvineyard last weekend! 🌈🇺🇸

16w

**explorewashington** 🌟🌟🌟🌟🌟🌟🌟

16w Reply



# SHAG Festival/Pride in the Hills Top Feature on LGBTQ+ Landing Page

[IDEAS](#)[DO](#)[STAY](#)[EAT](#)[EVENTS](#)[REGIONS](#)[SEASONS](#)

STORIES > [CT LGBTQ+](#)



**CT LGBTQ+**

LAST UPDATED: OCTOBER 2022

## Instagrammable CT – The “Real” Stars Hollow

STORIES > [INSTAGRAMMABLE CONNECTICUT: THE “REAL” STARS HOLLOW](#)



### Instagrammable Connecticut: The “Real” Stars Hollow

LAST UPDATED: SEPTEMBER 2022

Did you know the fictional town of Stars Hollow, home to the *Gilmore Girls* television show, was inspired by towns in Connecticut? If you drive through the northwestern part of the state, through towns like New Milford, Litchfield and Washington, you’ll see the same small-town New England charm that infuses Stars Hollow. Here are a few pictures we found on Instagram of places that we think might have inspired a few of the *Gilmore Girls*’ favorite hangouts. If you have photos to share, tag your photos with [#CTvisit](#) [#RealStarsHollow](#)!



# Social Media



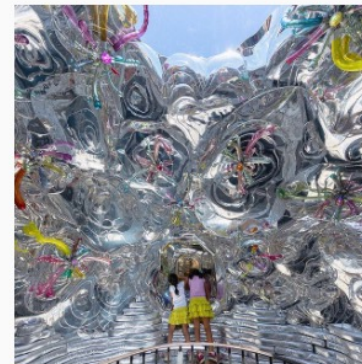
269 Likes  
2,884 – people reached



275 Likes  
3,702 – people reached  
4,065 – watched reel



267 Likes  
2,418 – people reached





## Social Media Engagement



**3,674 followers**

393 increase in 6 months

**15,098 shared & tagged**

People sharing their photos

#explorewashingtonct

1,095 shares in 6 months



**1,458 followers**



**2,476 subscribers**

Open Rates:

**32%** Industry Average

**56%** - past 6 months

(10% increase from  
prior year)

**Add This to Your Story >**

**Send message**



## Inquiries from the public

“

### **Moving to New England**

Hey there! We are looking for the right New England town to move to and love Washington! Would you be willing to answer some of our questions about the town, or point us in a direction where we can?

### **Town Hall wedding request**

My fiancé and I live in Stamford, Connecticut but are interested in an informal wedding in Washington.

### **Old Stone Church wedding request**

Good Morning, Reaching out to inquire availability of the old stone church in the new Preston historic district. Is this lovely space available? Small wedding, 50 people or so. Any information you have is very much appreciated.

### **Event & Shopping Inquiries**

Various inquiries about events, tickets, Harvest Festival  
Vendor inquiries for Farmers Market  
Various inquiries about stores, hours, etc.

### **What view is that?**

Please tell me where your featured photo is located (road?)

”

# Harvest Festival

## Promotion Results



Total people reached via social media: **12,708**

Visits to Harvest Fest event page: **1,943**

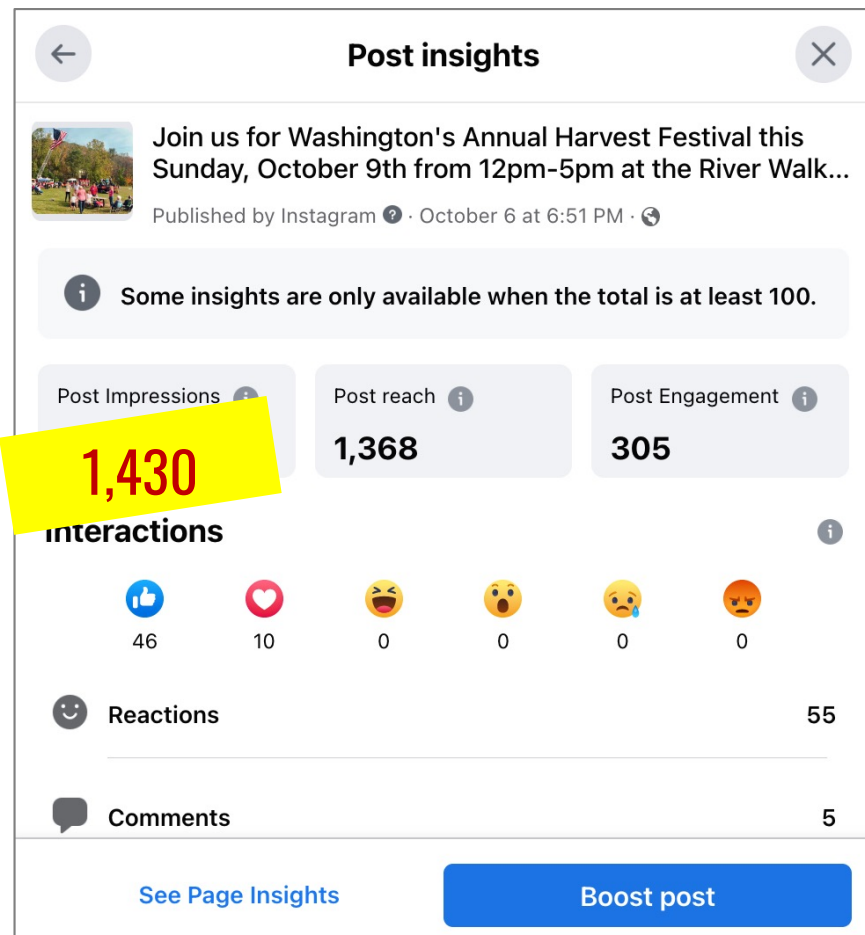
# Visitors to festival

# Vendors at festival



# Harvest Festival

## Promotion Results



# Harvest Festival

## Paid Social Media Promotion

3:32

✕

Campaign

i

LTE

⋮

Results

Reach

9,605

Cost per 1,000

\$5.20

People Reached

Amount spent

\$49.95

Lifetime budget:

\$50.00 USD

Reach

9,605

Impressions

9,605

**Reached 9,605 people**  
(\$50 Ad)

**Also featured event on:**  
CT Visit  
Discover Litchfield Hills



# Harvest Festival

## Traffic to website leading up to event



# 2022 Daily Traffic Peaks

\* **2,594** pages viewed in one day on July 3rd (highest ever) **Up 34%**

Previous daily high was 1,930 page views (in July 2021)

**2,247** pages viewed in one day on October 9<sup>th</sup> (Harvest Festival)

## Audience Overview



SAVE



EXPORT



SHARE



INSIGHTS




All Users  
100.00% Sessions



+ Add Segment

Jan 1, 2022 - Oct 12, 2022 

### Overview

Pageviews  VS. [Select a metric](#)

Hourly

Day

Week

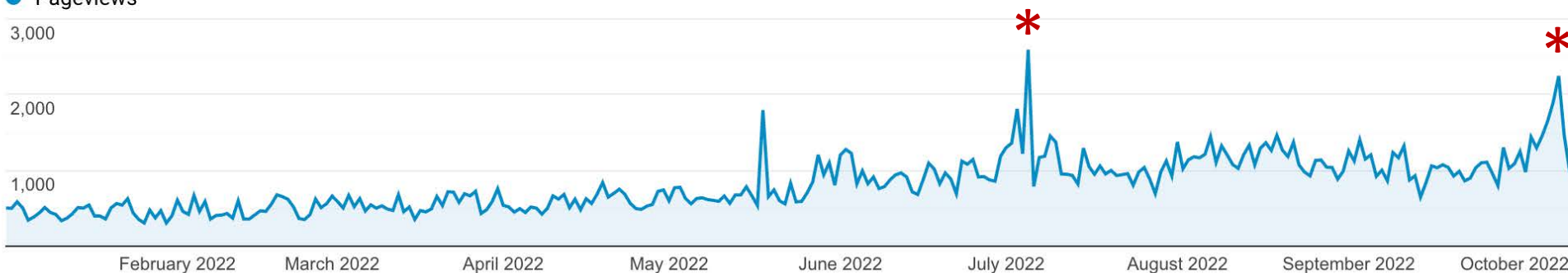
Month

● Pageviews

3,000

2,000

1,000





# August 2022 Highest Traffic Ever

\* **36,317** Highest monthly pageviews since website launch

## Audience Overview



SAVE



EXPORT



SHARE



INSIGHTS



All Users

100.00% Sessions

Jan 1, 2022 - Sep 30, 2022 ▼



+ Add Segment

### Overview

Pageviews ▼

VS. [Select a metric](#)

Hourly

Day

Week

Month

● Pageviews

\* August 2022

40,000

20,000

... February 2022 March 2022 April 2022 May 2022 June 2022 July 2022 August 2022 Septe...

# 2022 to 2021 YTD Comparison

**35%** Year to year traffic increase

**238,365** Page Views

**78.6%** New Visitors

## Audience Overview


 SAVE  EXPORT  SHARE  INSIGHTS

 All Users  
+0.00% Sessions

 + Add Segment

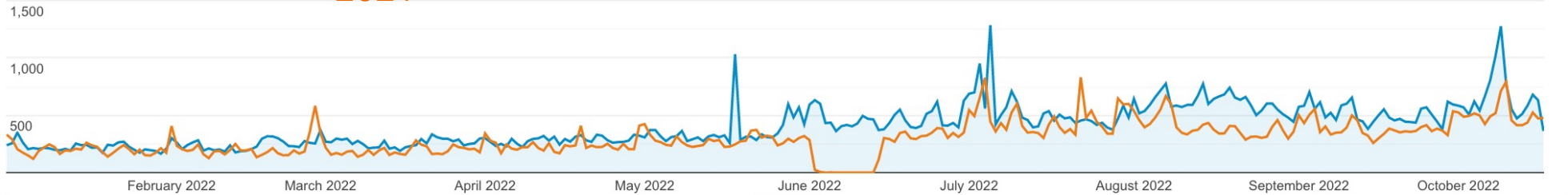
Jan 1, 2022 - Oct 17, 2022  
Compare to: Jan 1, 2021 - Oct 17, 2021

### Overview

Sessions  VS. [Select a metric](#)

Hourly Day Week Month

Jan 1, 2022 - Oct 17, 2022:  Sessions **2022**  
Jan 1, 2021 - Oct 17, 2021:  Sessions **2021**



Sessions  
**35.30%**  
117,797 vs 87,066

Users  
**37.31%**  
92,773 vs 67,565

Pageviews  
**20.59%**  
238,365 vs 197,661

Pages / Session  
**-10.87%**  
2.02 vs 2.27

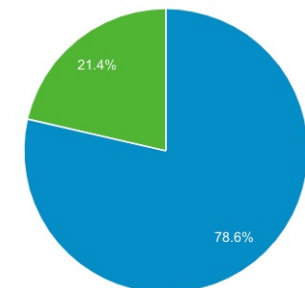
Avg. Session Duration  
**-16.29%**  
00:01:27 vs 00:01:44

Bounce Rate  
**9.51%**  
66.81% vs 61.01%

% New Sessions  
**1.72%**  
78.54% vs 77.21%

 New Visitor  Returning Visitor

Jan 1, 2022 - Oct 17, 2022





# Gilmore Girls Metrics



Plan Your Visit > Explore by Interest > Gilmore Girls Getaway

## Gilmore Girls Getaway



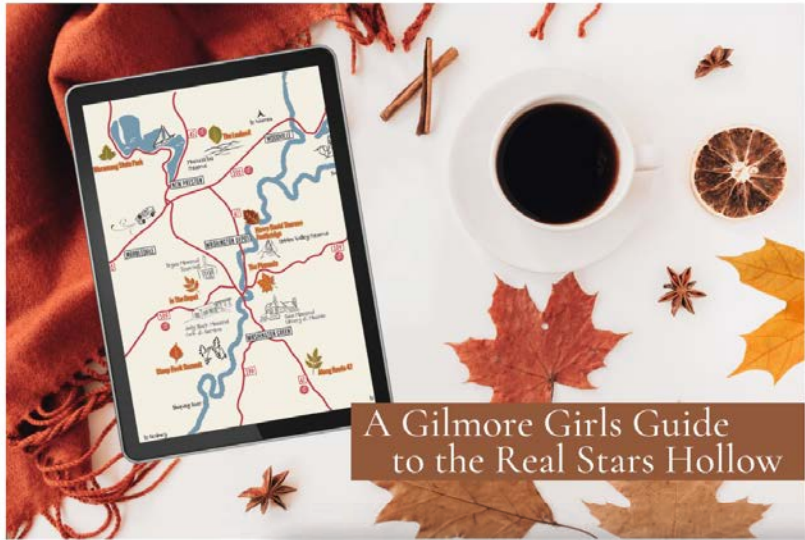
**171%** Increase from 2021 to 2022  
**35,333** Pageviews  
**14.8%** of all pages viewed

Page	Pageviews	% Pageviews
1. <a href="/plan-your-visit/explore-interest/gilmore-girls-getaway/">/plan-your-visit/explore-interest/gilmore-girls-getaway/</a>		
Jan 1, 2022 - Oct 17, 2022	35,333	<div></div> 14.83%
Jan 1, 2021 - Oct 17, 2021	13,032	<div></div> 6.59%
% Change	171.12%	124.92%

# Gilmore Girls Metrics

## A Gilmore Girls Guide to the Real Stars Hollow

September 24, 2021



The beginning of fall is such a dazzling, the views are breathtaking, and a warm cup of coffee – Gilmore

**639%** Increase from 2021 to 2022  
**8,179** Pageviews

### 4. </a-gilmore-girls-guide-to-the-real-stars-hollow/>

Jan 1, 2022 - Oct 17, 2022	8,179	3.43%
Jan 1, 2021 - Oct 17, 2021	1,106	0.56%
% Change	639.51%	513.49%



# Gilmore Girls Giveaway Promotion







# W Explore Washington CT

## Completed:

- Spring & Summer articles, e-news, Social Media
- Summer Arts & Culture Postcard
- Guide to Washington Updated
- Welcome Center Design

## Next steps:

- Fall & Winter marketing
- Gilmore Girls promotions & Guide
- Welcome Center production
- Marketing seminar for businesses (EDC & WBA)