



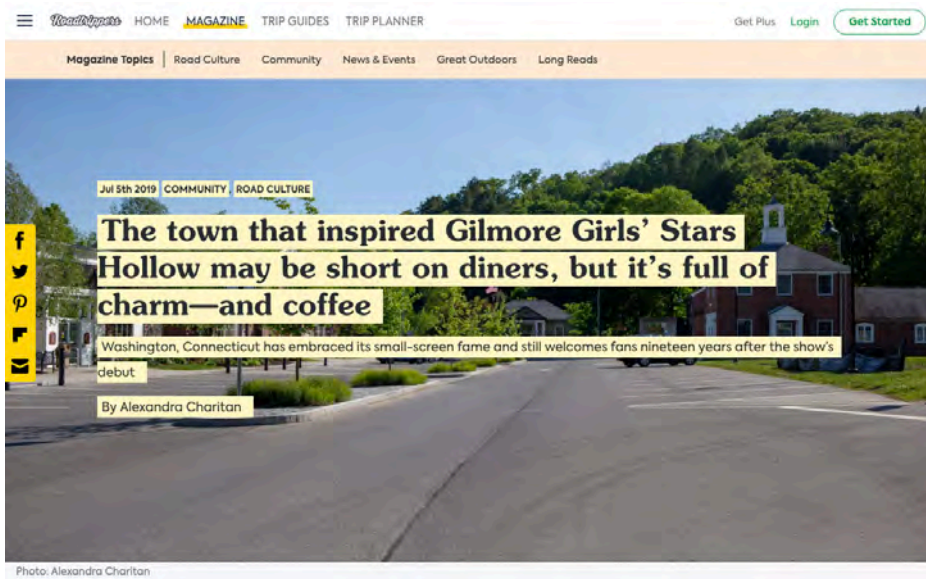
# 2019 Website & Social Media Metrics

September 10, 2019

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

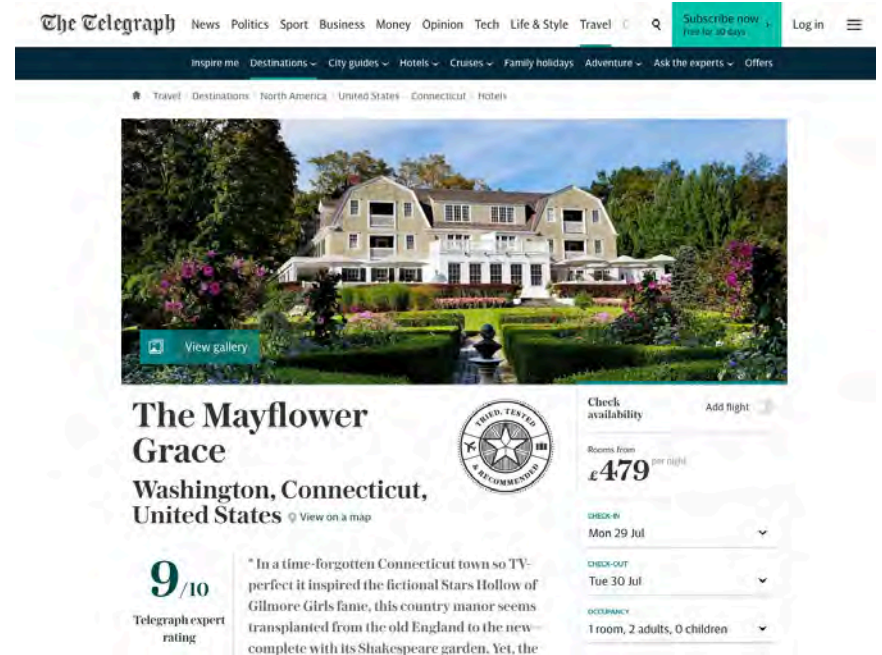
# Press Mentions

*Roadtrippers*



20 million active travelers use site  
and Roadtrippers app

*The Telegraph*



Mentions Litchfield Jazz,  
Five Senses Festival,  
Judy Black



# Press Mentions



\*

## The best day trips from Boston

Take a break by heading out of town to a beautiful seaside city or historic Colonial town

By Linda Eshán and Time Out Boston Staff | Posted: Friday August 22, 2019



Photograph: Courtesy Mayflower Inn & Spa

### Washington, CT

For a small town in rural Connecticut, Washington has a big reputation for its arts and architecture. The **Judy Black Memorial Park and Gardens** is set in a once abandoned gas station and boasts lovely landscaping and revolving art exhibits; Bee Brook Park is a pop-up park featuring environmental art by notable muralists.

Every July, the **Litchfield Jazz Festival** takes place at venues around town and world-renowned modern dance company Pilobolus holds its **Five Senses Festival**. In September, Gilmore Girls fans take over—the town inspired the TV program's fictional Stars Hollow. Surrounded by colonial architecture, shop in unique boutiques and treat yourself to dinner (and a room, for a real spurge) at the historic, luxurious **Mayflower Inn**.



\* Washington is only town in CT featured

# Press Mentions

## TRAVEL+ LEISURE

### Central Perk, Stars Hollow, and 12 Other Fictional Places You Can Visit in Real Life

3 of 15

#### Revel in Small Town Charm in the Real Stars Hollow

Stars Hollow comes alive in Washington Depot, Connecticut, a.k.a. the town that inspired its quaint-yet-magical existence. *Gilmore Girls* creator Amy Sherman-Palladino was struck by the "fairy"-like feel of this off-the-grid village while staying at the [Mayflower Inn & Spa](#), which fans will surely equate to the series' own Independence Inn. "The inn was so beautiful," the program creator told *The Deseret News* in February 2001. "At the time I was there, it was beautiful, it was magical, and it was feeling of warmth and small-town camaraderie."

Now, tourists flock to Washington and its neighboring city of Kent each year for the *Gilmore Girls* fan fest to experience life through the eyes of Sookie, Luke and the rest of the residents of Stars Hollow. Those passing through in the off-season can get a feel for its charm at the Washington Food Market, which looks more than a little like Dooze's (the convenience store in which Rory got her first kiss from Dean). As for Luke's diner? Try [Marty's Cafe](#) for a cup of coffee, black — just how Lorelai would order it.



PHOTO: CHELA CRINNION/COURTESY OF GILMORE GIRLS FAN FEST

#### Trip Ideas:

Revel in Small Town Charm  
in the Real Stars Hollow

## marie claire

### Where to Stay, Eat, and Drink in Washington Depot, Connecticut

The ultimate fall getaway is around the corner.



by Mehera Bonner Oct 12, 2018



The Ultimate Fall Getaway is around  
the corner

In the works:

Cosmopolitan, BBC,  
Time Out Boston, NY Times

# Guest Blogger



EVERYDAY JOIE DE VIVRE

## Summer Escape to the Hills

AUGUST 30, 2019

“Where are we going?” My husband, Luke, turned the wheel, absent-mindedly following the directions I was giving him, his tone a blend of curiosity, confusion, and the quite accurate assumption that I had no real answer.

I had found and saved a list of [Scenic Roads](#) on [Explore Washington](#) and was secretly determined to hit them all. The service on my cell phone was fading in and out, and without GPS in the car, my poor directions caused us to bounce around the area like a pinball; we zig-zagged all over the villages and across Route 202 several times before Luke asked that inevitable question.

The first of what would be many trips for us, it set the tone for those to come. There is a serenity in the unknown, in spontaneity and exploration; a peaceful thrill lies around every bend of never before trodden road, in being “lost.”



A barn basks in the summer sun on a farm on New Preston Hill Road.

Coming Soon:  
Fall Farm Adventure  
in Washington



# Press Mentions – CT Visit

Over 5 million visitors per year  
Washington featured in 11 articles



## Oh Baby - Great Connecticut Hotels for a “Babymoon”

Whether this is your first child or your fifth, you know that once baby comes home, that “alone time” for parents is almost non-existent for a while. Preparing for delivery, or even going through the adoption process, can be so stressful on a relationship. Babymoons were invented for just that reason. Like honeymoons, they are a chance for the couple to relax, reconnect and even rekindle romance. But if you aren't up for a long flight to an exotic



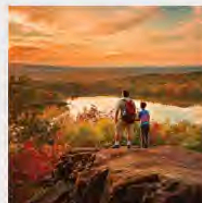
## “Grand” Touring: Connecticut Has Something for Every Generation

Nothing strengthens bonds and builds long-lasting memories better than spending time with grandparents. But in today's hectic world, it seems like it's getting harder to find the time to get every generation in one place. Fortunately, one of the hottest trends out there these days is “multigenerational travel” — planning a trip with any combination of grandparents,



## Do Look Down: Viewing Foliage from the Heights

Thrill-seekers can see the brilliant fall leaves from a different perspective this season — enjoying the view from above. Tree climbing, zip-lining and adrenaline-pumping rock climbing are some of Connecticut's more adventurous leaf-peeping offerings. Get the bird's-eye view of some of the state's most breathtaking vistas where the full spectrum of vibrant hues is most visible and trust us, the effort is worth the ultimate reward.



## Connecticut's Top 10 Hiking Trails

Connecticut today is crisscrossed by hundreds of miles of hiking trails. These 10 hikes run through high land and low, across difficult and easy terrain, and they offer unique insight into the geology, flora and fauna of the state. They also serve as blissful, highly satisfying getaways from the noise and crowds of daily life.

# Press Mentions

## CT Visit

### Summer Camping Destinations



With its miles of coastline, abundance of rivers and streams, and endless wooded hills and valleys, Connecticut is an ideal place to set up your tent, fit out your cabin or park your RV for a summer camping vacation. Not sure where to start your planning? Here are just a few of the ways to go.

### Outdoor Summer Concert Series 2019



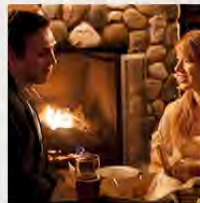
Summer nights, warm breezes, stars up above and music filling the air – how divine! With many outdoor concerts happening around the state this summer, you can enjoy musical days and nights with family and friends. Bring a picnic, relax, and savor the melodies of summer. Here are just a few of the annual music events going on right now in Connecticut. To find events near you, visit our [Events Calendar](#).

### Great Places to Hike with Your Dog



Nothing beats the freedom of getting out there on the trail — and that's true for you *and* your best friend. Luckily, in Connecticut, we've got easy access to some of the most beautiful and diverse hiking in New England. Here are just a few of the places you can take your dog for a long walk, run or swim they'll love (some even off-leash!) As well as a few places to "pawse" and enjoy a little downtime. This is by no means a full list, just a few suggestions to get you started.

### Fireside Dining



One of Connecticut's great autumn pleasures is cozying up to a fire while enjoying cocktails or a meal, or both. Luckily, there are dozens and dozens of fireside dining options in the state. Some of the hearths are located in country pubs, some in shoreline inns, and many can be found in fine-dining establishments – so make your choice and toast the cold days and nights from your comfortable perch.

# Culture as Destination



AROUND TOWN

Washington, CT: An American Story- Behind the Scenes  
with the Curator

WASHINGTON NEWS

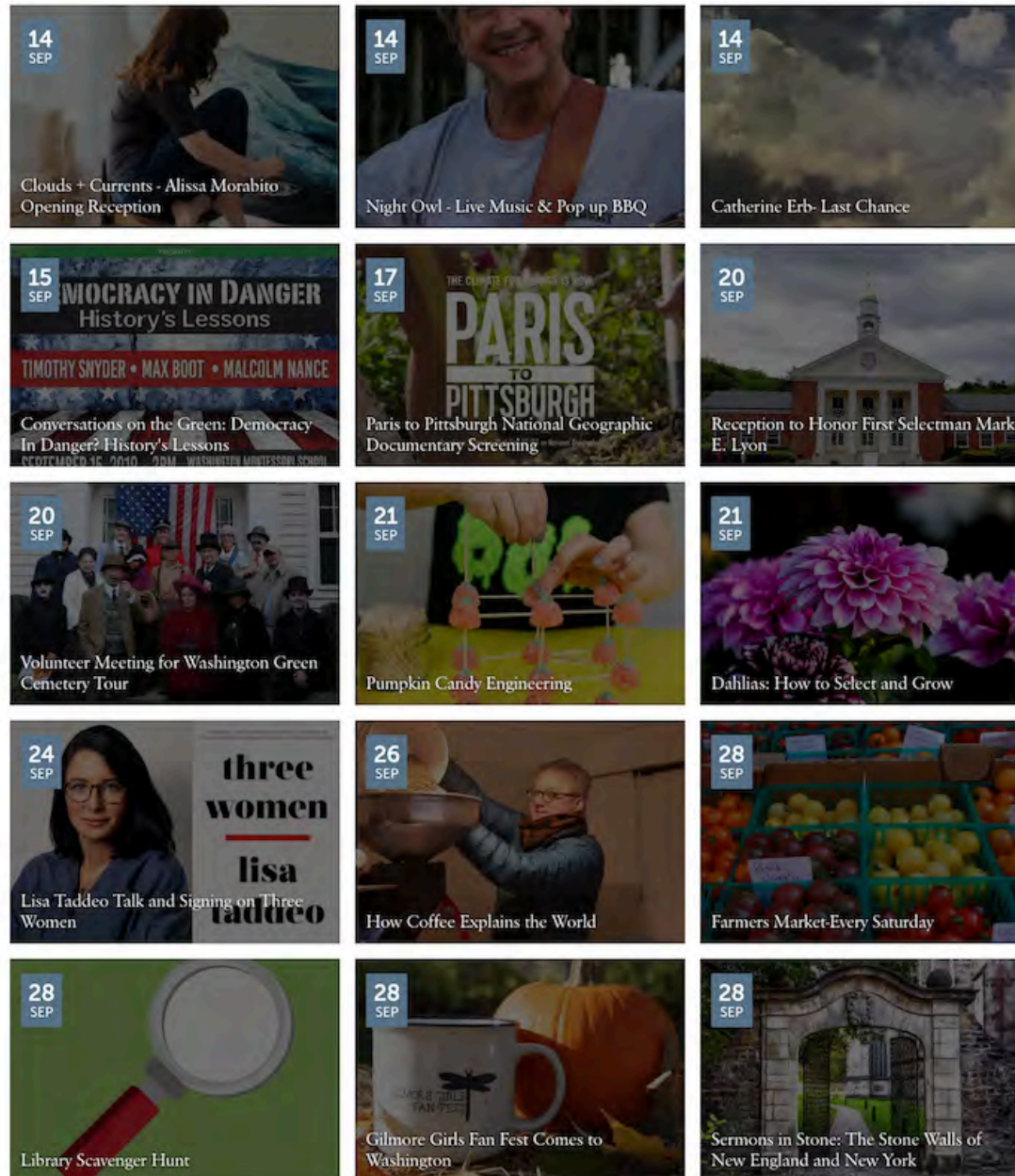
1st Annual Shakespeare in the Litchfield Hills Comes to  
Washington!

## Recent Interviews & Features on the Blog

Gunn Historical Museum  
Litchfield Jazz Festival  
Shakespeare in the Litchfield Hills  
Five Senses Festival  
ASAP!  
Judy Black Memorial Park and Gardens  
Community Day Block Party  
Washington Friends of Music  
Washington Green Fair  
First Fridays  
Fundraisers



# Events Calendar



**783 Events**  
currently on  
community  
calendar

# Top Pages Visited

1.	/ Home Page
2.	/things-to-do/
3.	/our-events/featured-events/
4.	/happening-in-washington/washington-events/
5.	/our-events/community-calendar/
6.	/experience/eat-drink/
7.	/experience/shopping/
8.	/plan-your-visit/explore-interest/gilmore-girls-getaway/
9.	/plan-your-visit/
10.	/plan-your-visit/our-five-villages/
11.	/experience/nature-outdoors/
12.	/things-to-do/featured-events/
13.	/experience/arts-culture/
14.	/plan-your-visit/getting-here/
15.	/plan-your-visit/places-to-stay/
16.	/living-in-washington/
17.	/happening-in-washington/
18.	/living-in-washington/washington-life/

19.	/experience/family-fun/
20.	/waa-sculpture-walk-2018/
21.	/happening-in-washington/washington-blog/
22.	/plan-your-visit/explore-like-local/
23.	/living-in-washington/my-washington/
24.	/things_to_do/washington-farmers-market/
25.	/things_to_do/starberry-farm/
26.	/plan-your-visit/explore-by-seasons/
27.	/things_to_do/cafe-on-the-green/
28.	/whats-new/washington-blog/
29.	/things_to_do/riverwalk-along-the-shepaug-river/
30.	/things_to_do/martys-cafe/
31.	/things_to_do/hidden-valley-preserve/
32.	/living-in-washington/services-in-washington/
33.	/places-to-stay/hidden-valley-bed-breakfast/
34.	/plan-your-visit/explore-interest/
35.	/10-great-things-to-do-in-washington-this-fall/
36.	/things_to_do/new-preston-falls/
37.	/things_to_do/steep-rock-preserve/
38.	/events/fireworks-on-lake-waramaug/
39.	/things_to_do/the-pantry/
40.	/contact-us/



# Social Media Engagement



Instagram

**1,271 followers**

People tagging their photos #explorewashingtonct: **4,621**



**750 followers**



MailChimp

“This Month in Washington”

Average open rate = **47%**

(Industry average = 13%)

Email Subscribers = **1,657**

Click rate = **8%**

(Industry average = 1%)

# Facebook Engagement

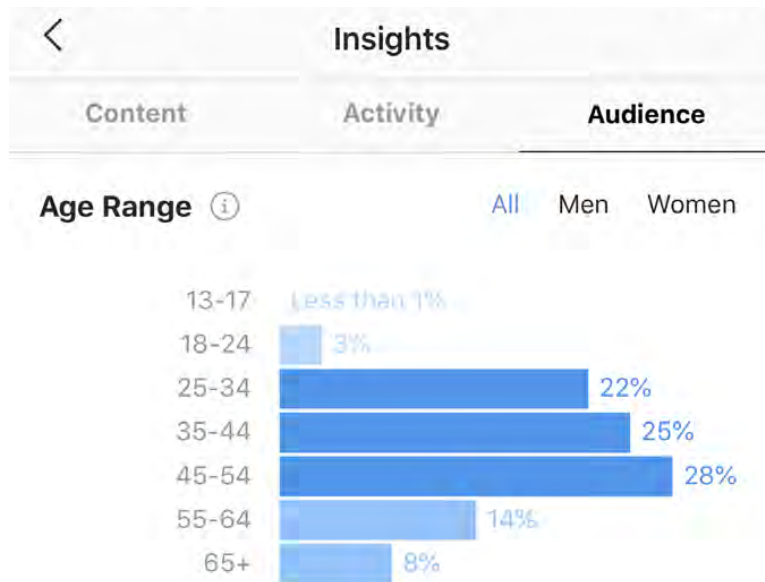


Explore Washington  
Launch

Continuous growth  
since launch



# Instagram Followers



## Age range

75% are 25 to 54

## Gender



## Women make 80% of travel decisions

Our followers are 73% women  
Instagram average is 52% women

# Instagram



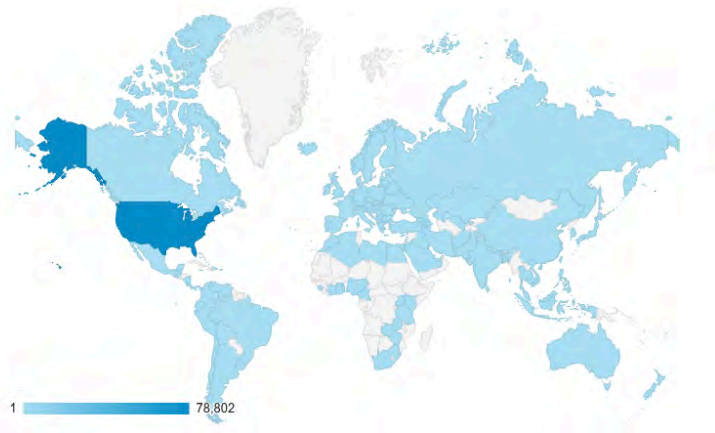
## Regional Followers

Majority of Instagram followers  
are in New York

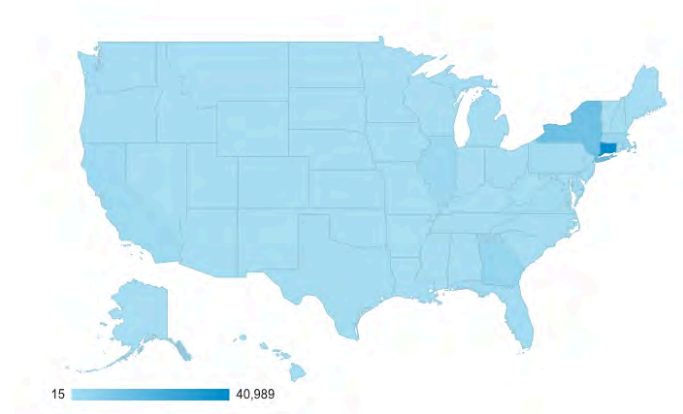


# Who is visiting the website?

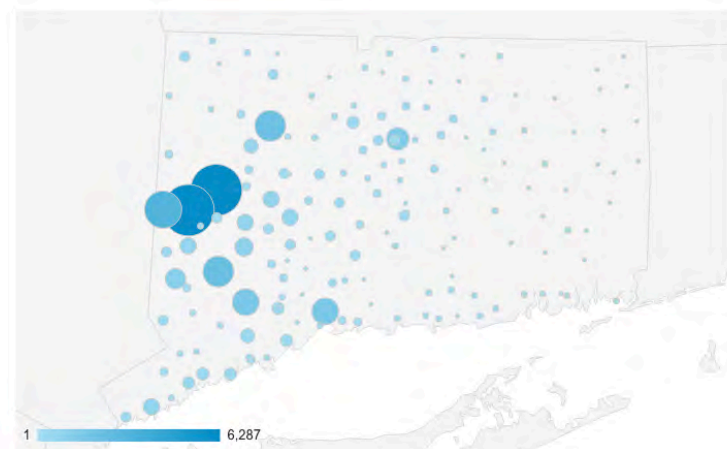
133 countries



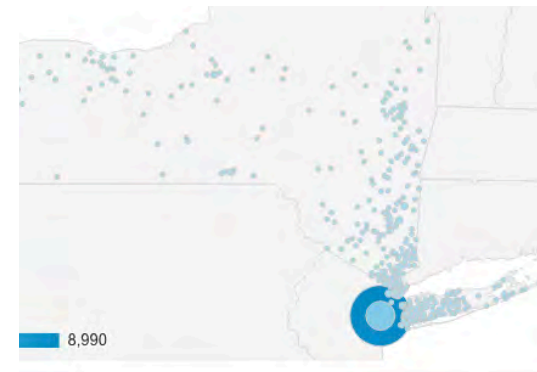
Every state



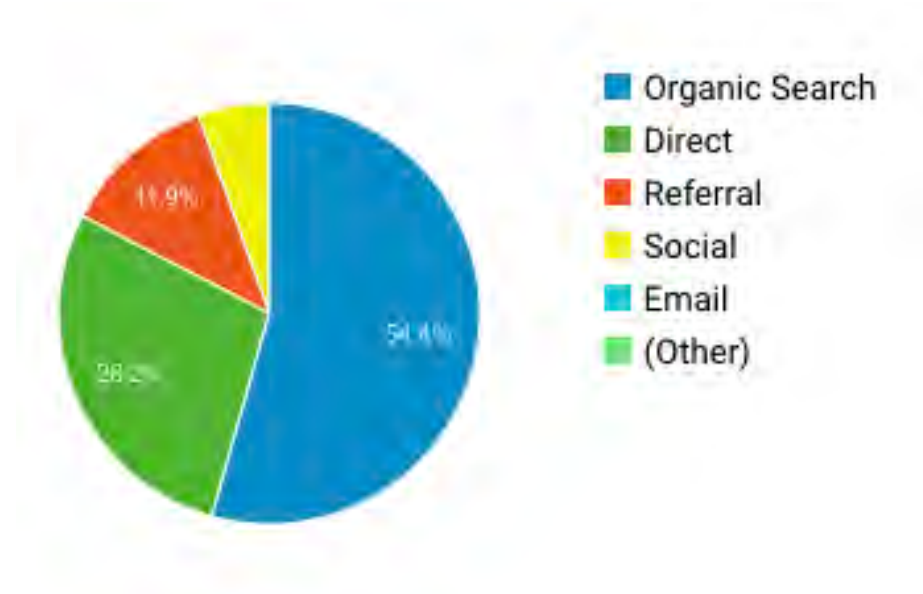
Connecticut



New York



## How do visitors find us?



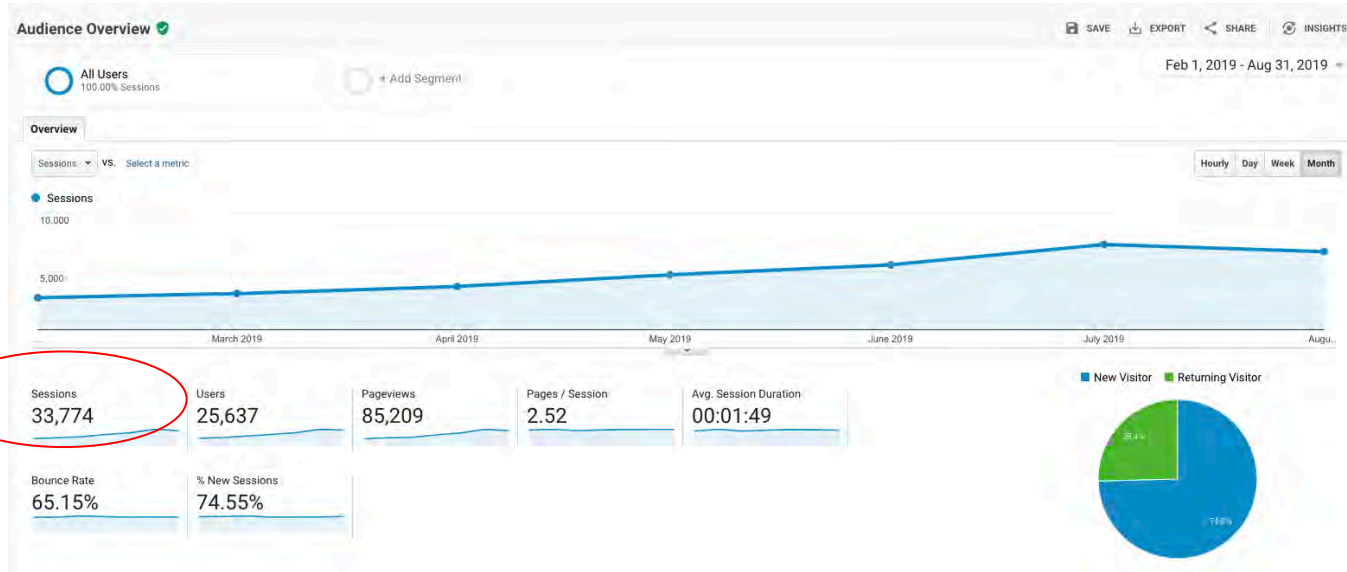
54% Very strong organic search (ie google searches)  
10% Increase in “direct” (typing in domain) = growth in awareness

# 2018 to 2019 Comparison

## Feb - Aug

87% Traffic Increase

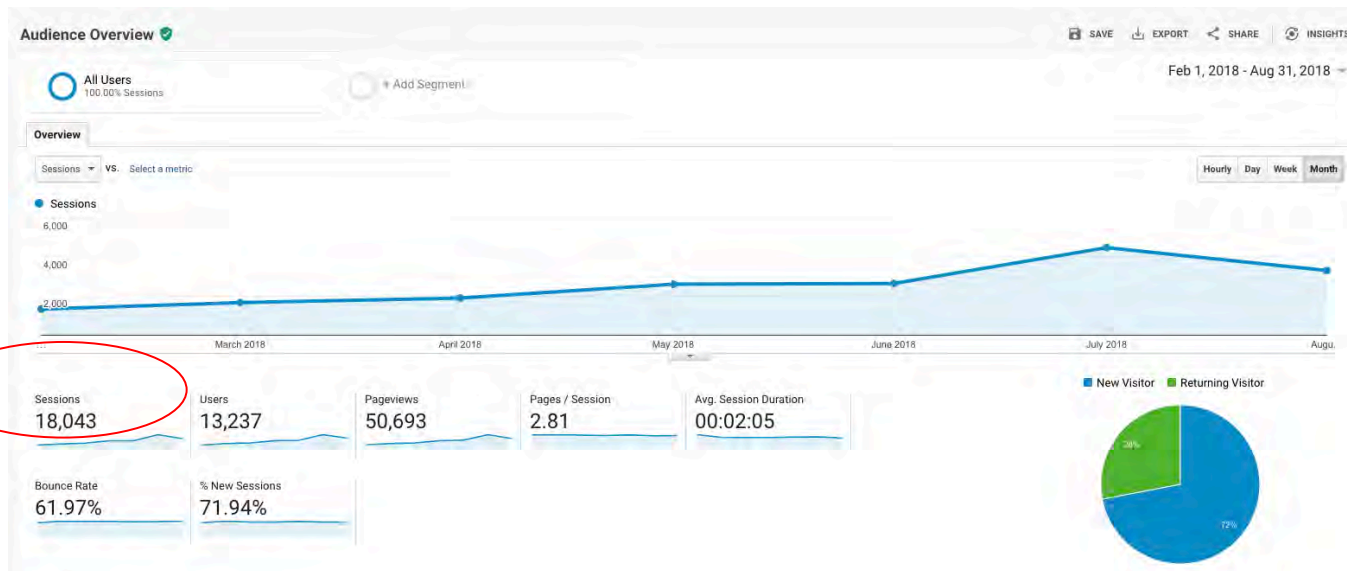
2019



33,774  
Sessions

75% new  
visitors

2018

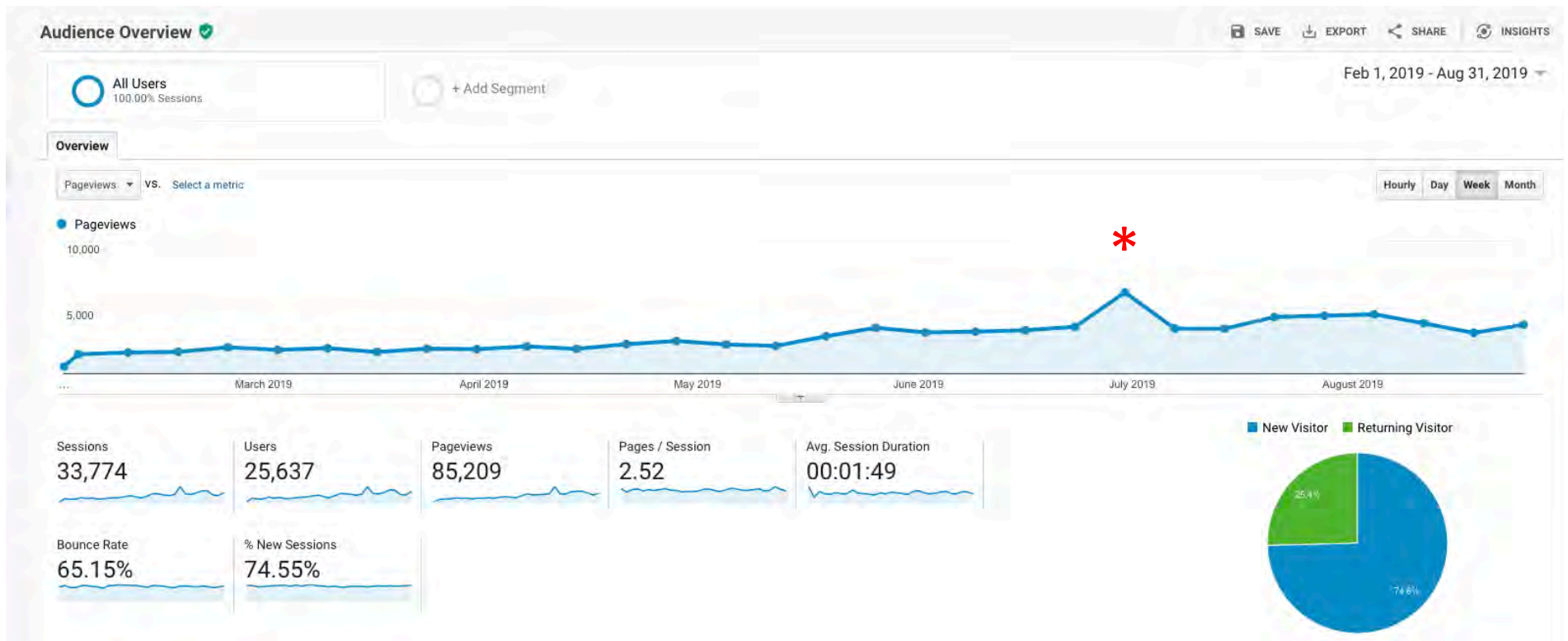


18,043  
Sessions



# July 4<sup>th</sup> Week - Traffic

\* 6,000 Pages Viewed  
2,000 Visitors





Thank you!

