



Website & Social Media Metrics

March 16, 2021

ExploreWashingtonCT.com

Press Mentions

The New York Times

LIVING IN

Washington, Conn.: A 'Cultured Place' With a Sense of History

The Litchfield County town attracts full- and part-time residents, some of them quite wealthy, but the vibe is low-key: 'People come here to chill.'

Living In ... Washington, Conn.

Published October 21, 2020

Press Mentions on CT Visit



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. Zip-lining, hot air ballooning and adrenaline-pumping skydiving are some of Connecticut's more adventurous leaf-peeping offerings. Get the birds'-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. Just be sure to check with each location before venturing out, as hours may have changed due to COVID-19.



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Hidden Valley Preserve, Washington

Just as Henry David Thoreau did his best thinking in the woods, this pretty suspension bridge named after Thoreau gives you a place to collect your thoughts as you contemplate the natural beauty of Washington's Hidden Valley Preserve.

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Historic Homes & Gardens You Need to Tour



Old houses have treasures to find and secrets to uncover, and in Connecticut, there are over four centuries of homes to explore. Some were home to well-known historic figures, like Mark Twain and Harriet Beecher Stowe. Others were built by individuals who became larger than life, such as actor William Gillette's "castle" on the Connecticut River and dictionary namesake Noah Webster's West Hartford birthplace. Still others house amazing art collections or are surrounded by lush, expertly-tended gardens. You'll find dozens of these historic houses, many of which are National Historic Landmarks, all over the state—and each has a story to tell.

Just be sure to check each location before venturing out as hours may change due to COVID-19.



Connecticut's Perfect Picnic Spots

Picnics with a Glass of Wine

Pack a lunch or an afternoon snack and head out on the trail — the Connecticut Wine Trail, that is. Here are few of the wineries around the state that welcome picnics on their picturesque properties.



**Hopkins Vineyard,
New Preston**

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**Arrigoni Winery,
Portland**

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**Stonington Vineyards,
Stonington**

MORE →



Cozy Hotels, Inns and B&Bs in the Litchfield Hills

As the thermometer drops lower and lower, romance heats up in the Litchfield Hills. Whether cozying up by a crackling fire, venturing out to explore the local color or enjoying a wintry hike in the woods, we've got so many places to get away and come together. Here are just a few of the charming destinations where you'll find safe-friendly lodgings to help set the mood. Planning a romantic escape? Great getaways and wonderful adventures await. Just be sure to check each location before venturing out, as safety requirements may change due to COVID-19.



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Mayflower Inn & Spa, Washington

Discretely nestled on 58 acres of beautifully landscaped gardens and woodlands in Washington, the exquisite 30-room Mayflower Inn & Spa offers the perfect accommodations whether you are looking to enjoy a restorative spa weekend, host a grand occasion or stage a corporate retreat. THE WELL, their full-service, 20,000 square-foot spa, is one of the finest in New England; and their fine dining restaurant, The Garden Room, serves upscale contemporary American cuisine using fresh, local ingredients. The Mayflower is the epitome of luxury and elegance.

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Fireside Dining



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White Horse Country Pub, Washington

When the weather calls for it, there's always a welcoming fire here at one of Connecticut's favorite pubs. Get into the right mood with the shepherd's pie, Guinness beef stew or bangers and mash.

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G.W. Tavern, Washington Depot

The wood-burning fireplace is a major feature of this Colonial-themed tavern. But so are the comfort foods and cocktails.

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Charm Alert



Charm Alert LAST UPDATED 2/21

With its appealing historic architecture, village greens and tidy shops, Connecticut still does “charming” very well, especially in the autumn. In fact, there are immensely attractive little towns all across the state that—with their shops, restaurants, galleries and inns—are perfect for a visit and even an overnight stay this fall.

New Preston

This tiny town is situated on the shore of Lake Waramaug, arguably one of Connecticut's loveliest lakes, where the colors blaze in the fall. There are shops in the tiny town, and a restaurant or two as well, such as [The Hopkins Inn](#) or the nearby [White Horse Country Pub](#). And you should certainly drive, bike or hike the 8-mile loop around the lake and stop at [Hopkins Vineyard](#) along the way. Want to linger longer? [The Windemere B&B](#) offers guests a cozy, authentically New England experience.

Press Pitch

Smithsonian MAGAZINE

The 20 Best Small Towns to Visit in 2021

Washington, Connecticut

Washington, CT
Smithsonian Story Draft

Population: 3,400

Washington is a town steeped in history, founded in 1779 and named for the young general who passed through during the Revolutionary War. Today it presents the best of both worlds - a small town, bucolic lifestyle with a rich and vibrant cultural scene. Nestled in the foothills of the Berkshire Mountains, Washington's five villages boast spectacular natural scenery just a two-hour drive from New York City, attracting visitors and summer residents seeking a scenic retreat from city life. The town's storied Mayflower Inn & Spa has been a destination for celebrities and city dwellers since 1920.

Washington was an inspiration for "Stars Hollow" of Gilmore Girls, bringing fans from afar to trace the steps of Rory and Lorelai, searching for the quintessential small American town. Stunning farmland, rolling hills, quiet country roads, and colonial historic districts lend a timeless New England ambiance. Add to that over 2,000 acres of nature and hiking trails preserved by Steep Rock Association, and water sports at majestic Lake Waramaug, it is a mecca for outdoor enthusiasts.

Stories Promoting Businesses & Organizations



AROUND TOWN

Washington, CT – An Inspiring Design Destination



WINTER IN WASHINGTON

Enjoy A Special Valentine's Day in Washington



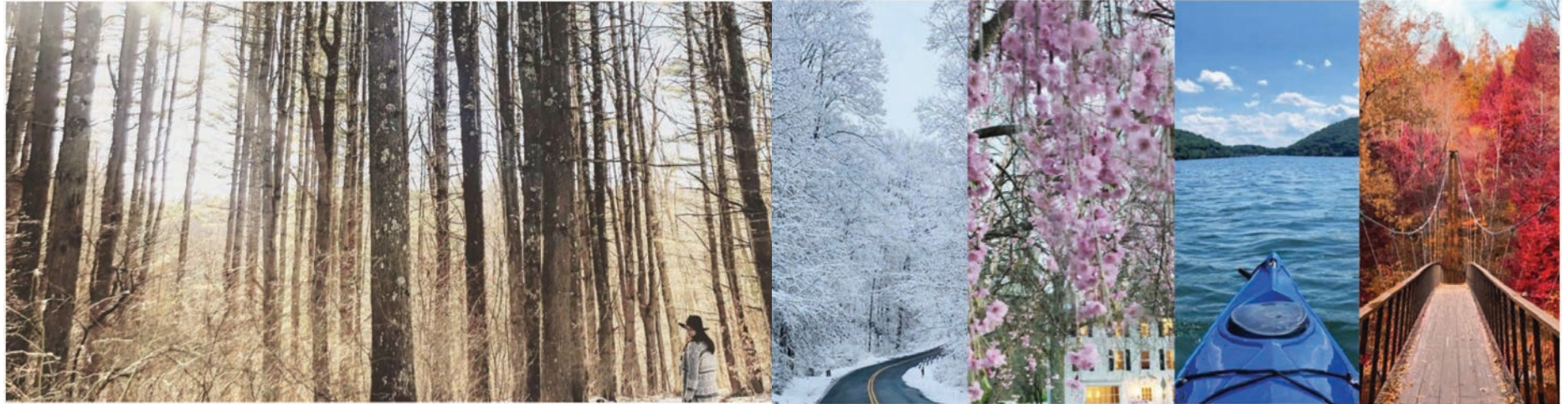
AROUND TOWN

The Best of Litchfield County 2021

AROUND TOWN

Washington Gives 2021: A Day of Service

Stories Promoting Businesses & Organizations



WINTER IN WASHINGTON

Get a Fresh Start this New Year in Washington

WINTER IN WASHINGTON

21 Things to Look Forward to in 2021



WINTER IN WASHINGTON

12 Washington Gems to Explore on the 12 Days of Christmas



WINTER IN WASHINGTON

Holiday Gifts to Delight All the Senses

Discover Litchfield Hills

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Washington, CT – An Inspiring Design Destination



by Explore Washington in Lifestyle · 12 days ago ·

The renowned home décor shops of Washington and New Preston present a veritable design mecca. Add to that our many brilliant interior designers and architects who can guide you in creating the home of your dreams.

[Read On](#) →



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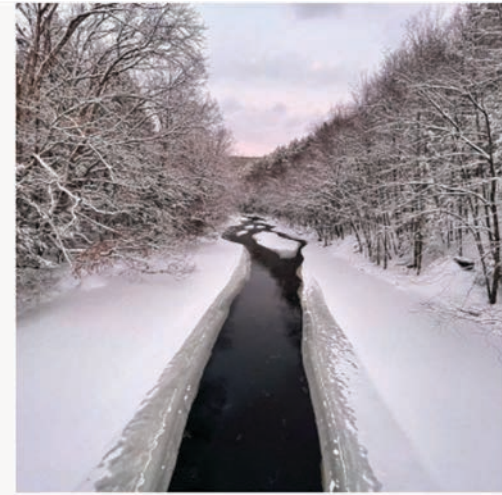
The renowned home décor shops of Washington and New Preston present a veritable design mecca. Add to that our many brilliant interior designers and architects who can guide you in creating the home of your dreams. →

Blog Categories

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Website & Social Media Results

2020 Growth

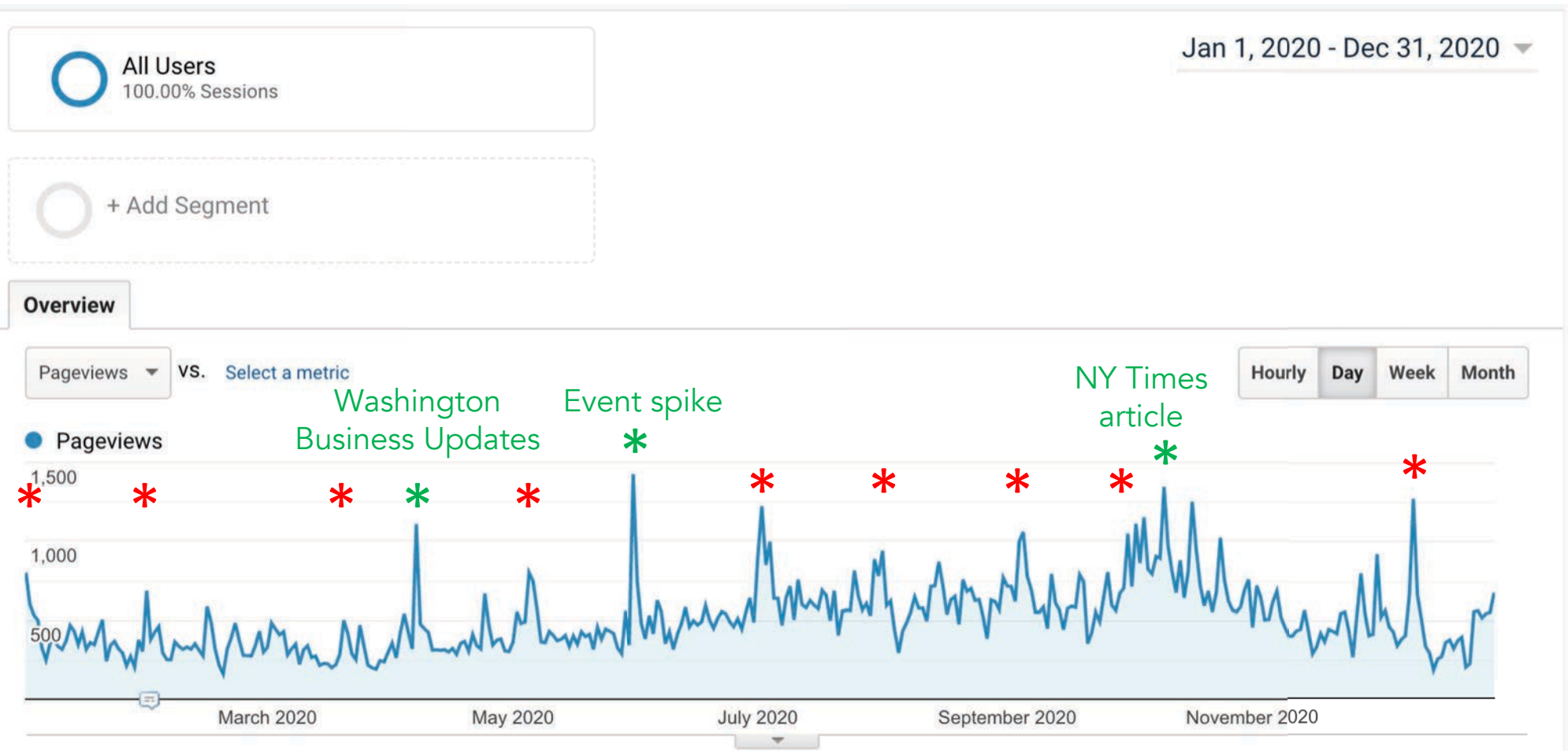


2020 Traffic Peaks

* “This Month in Washington” e-news

* Other Peaks

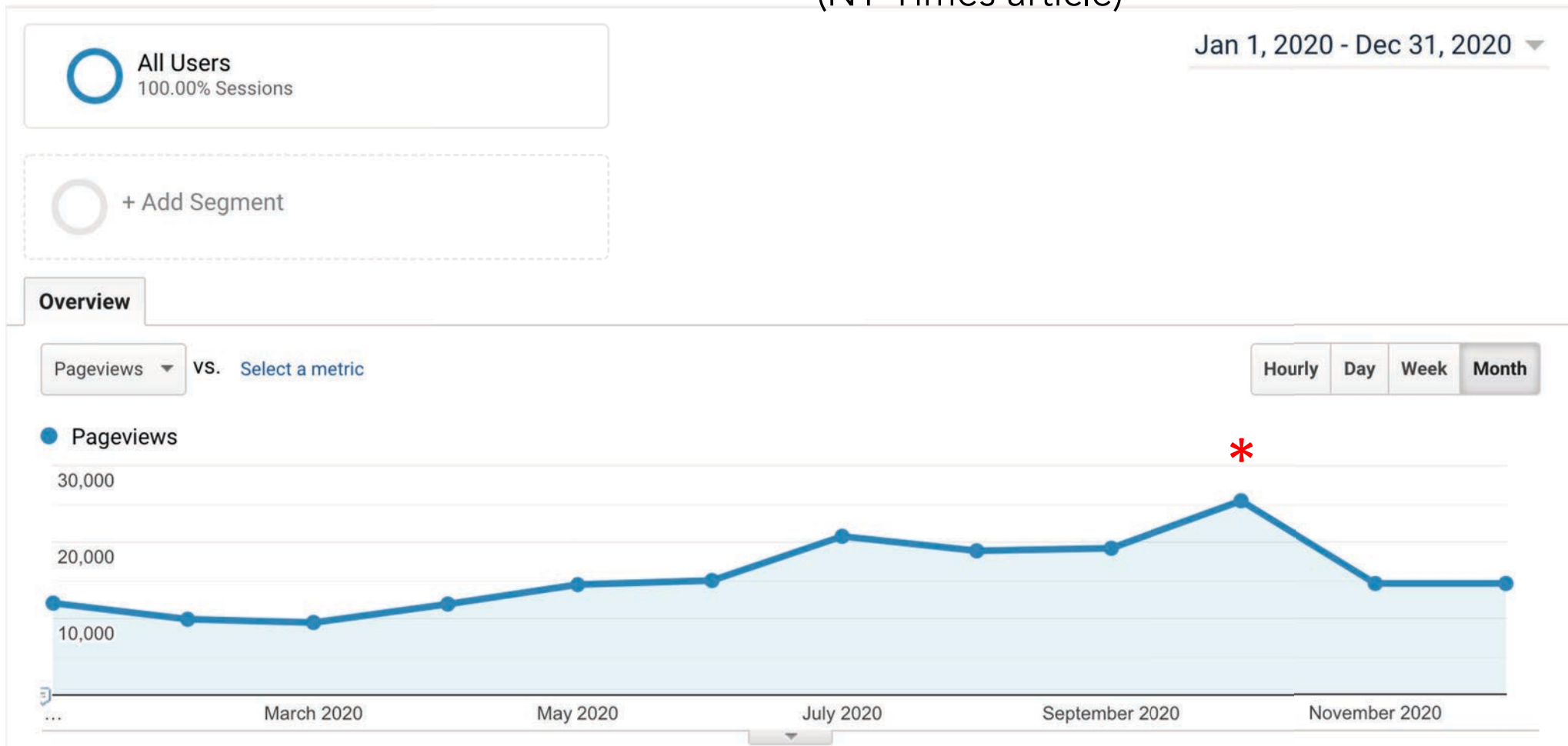
June: 1,427 pages viewed in one day
(highest ever)



October 2020 Highest Traffic

* Highest monthly traffic since website launch

October: 25,400 pages viewed
(NY Times article)



2019 to 2020 Comparison

Visitor increase:

37.23%

65,395 vs 47,655

Audience Overview


 SAVE  EXPORT  SHARE  INSIGHTS

  All Users
+0.00% Sessions


Jan 1, 2020 - Dec 31, 2020
Compare to: Jan 1, 2019 - Dec 31, 2019

 + Add Segment

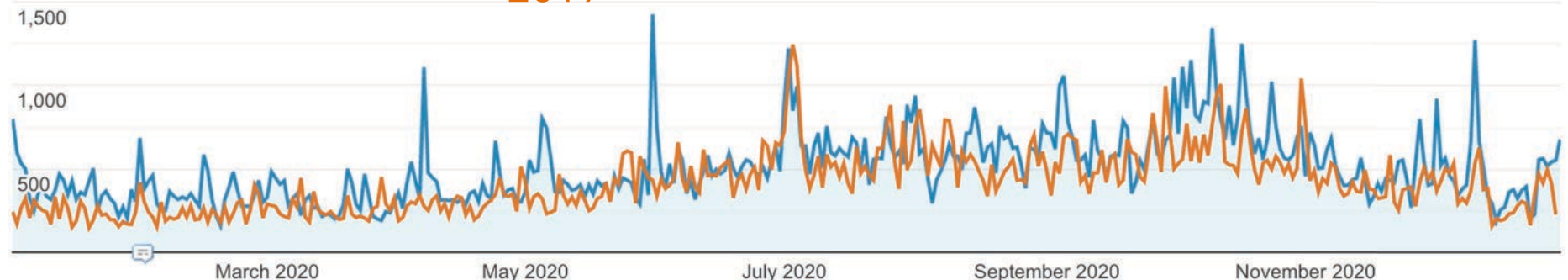
Overview

Pageviews  VS. [Select a metric](#)

Hourly Day Week Month

Jan 1, 2020 - Dec 31, 2020:  Pageviews 2020

Jan 1, 2019 - Dec 31, 2019:  Pageviews 2019



Traffic Increases 2019 to 2020

Top Pages

Page	Increase
Newsletter/e-news Signup	394%
Things to Do This Fall	254%
Plan your Visit (Map)	248%
Farmers Market	195%
Hiking	185%
Macricostas Preserve	185%
Steep Rock Preserve	180%
Bicycling	176%
Hidden Valley Preserve	151%
Vineyards / Farms	100%+
Shops/Restaurants/Inns	100%+
Highest Increase:	
Washington Liquor Store	432%

Social Media Engagement



2,550 followers!

(1,150 increase in 1 year)

People sharing their photos

#explorewashingtonct:

10,600 shared posts



Monthly e-news list

2,085 subscribers

Open Rates:

32% Industry Average

43.5% - past 12 months

48.4% - past 3 months



1,201 followers



Thank you!

