



Summer Recap & Autumn Plan

September 21, 2021

ExploreWashingtonCT.com

Summer Events Promotion



Say Yes to Arts & Culture this Summer in Washington

- ☐ WAA Art in the Open - July 3rd
- ☐ Washington Green Fair - July 10th
- ☐ Theatre for Good's Almost Maine - July 17th-18th
- ☐ Country Night - July 24th
- ☐ Spring Hill Arts Gathering - July 29th-Aug. 1st & Aug. 6th-8th
- ☐ Shakesperience's Twelfth Night - Aug. 4th-8th
- ☐ Drive-In Movies - Aug. 20th & 21st, Sept. 3rd & 4th
- ☐ Averill Farm's 275th Celebration - Aug. 28th & 29th
- ☐ Hollister House Garden - Wednesdays - Saturdays
- ☐ Music on the Green - Friday evenings
- ☐ Music at Hopkins Vineyard - Saturdays & Sundays
- ☐ Gunn Historical Museum Exhibit - Thursdays-Saturdays
- ☐ Music on Main at the Smithy Cafe at 9 Main - Saturday afternoons



For more events and things to do,
visit ExploreWashingtonCT.com

Summer Stories



SUMMER IN WASHINGTON

Say Yes to Arts & Culture this Summer in Washington

Take a look at the amazing lineup arts festivals, theater performances, old fashioned drive-in movies, live music under the stars, and more. #SayYesCT to summer in Washington!

Summer Stories



SUMMER IN WASHINGTON

Enjoy A Summer Day at Lake Waramaug

Our beloved Lake Waramaug is one of the most beautiful and serene spots in Washington. This summer, whether you are a local or a visitor, don't miss an opportunity to make a day of it and enjoy a day relaxing at the lake, grab a meal from our local eateries, and even stay long enough to enjoy a gorgeous sunset. Summer days await!



SUMMER IN WASHINGTON

Washington Kicks Off Summer at the Community Block Party

The Community Block Party was the perfect time to all come together and celebrate the start of summer, a time that many of us long for all year. This year especially, it was a long-awaited opportunity for many of us to connect with our community again.

Summer Stories



AROUND TOWN

Spring Hill Arts Gathering: A New Tradition in Washington

The Spring Hill Arts Gathering (SHAG) is a new tradition starting in Washington! The festival's programs will connect artists with nature, nurture diverse perspectives through creative collaborations and conversations, and share abundance within the Washington, CT community.

AROUND TOWN

Best Scenic Roads in Washington

The best way to admire Washington's natural surroundings and historical districts is by cruising down one of the town's scenic roads. No matter what route you choose, you will be met with picturesque views of Washington's wooded hillsides, rocky-high tops, majestic farmland, and beautiful meadows.

Summer Stories



AROUND TOWN

Spring Hill Arts Gathering 2021: A Magical Experience

This summer brought the exciting debut of the Spring Hill Arts Gathering (SHAG) in Washington. The multi-day outdoor festival brought in hundreds of guests and hosted over 50 performances, art installations, and activities for attendees to enjoy and celebrate community.



AROUND TOWN

Averill Farm in Washington Celebrates 275th Anniversary

Averill Farm is a treasure here in Washington. Located in the heart of Washington on a scenic hilltop, Averill Farm was purchased in 1746 and has stayed in the Averill family for ten generations. Learn more about the offerings at Averill Farm this upcoming season.

Summer Stories



SUMMER IN WASHINGTON

Holiday in the Hills: Washington's History as a Vacation Destination

Throughout the years, Washington has continued to be a beautiful countryside escape for many city residents from surrounding urban areas where visitors come to enjoy the peaceful views of rolling hills, lakeside leisure, and small town charm.

SUMMER IN WASHINGTON

10 Ways to Soak in the Last of Summer in Washington

Our lazy, hazy, crazy days of summer will soon fade into crisp fall mornings, but there are still plenty of ways to soak in the summer season. Here are some great ways to enjoy every bit of sunshine here in Washington!

All Users
100.00% Sessions

+ Add Segment

Jan 1, 2021 - Aug 28, 2021

Overview



Sessions
65,740

Users
50,899

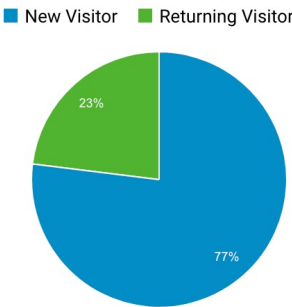
Pageviews
149,296

Pages / Session
2.27

Avg. Session Duration
00:01:45

Bounce Rate
60.35%

% New Sessions
76.91%



Demographics		Language		Sessions	% Sessions
Language		1.	en-us	60,255	91.66%

All Users
100.00% Sessions

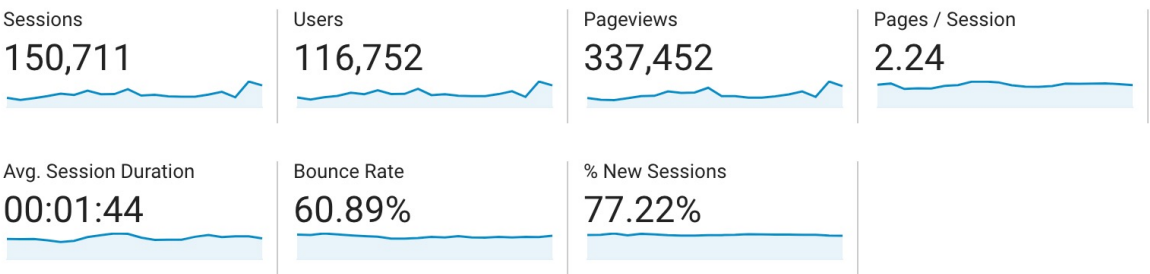
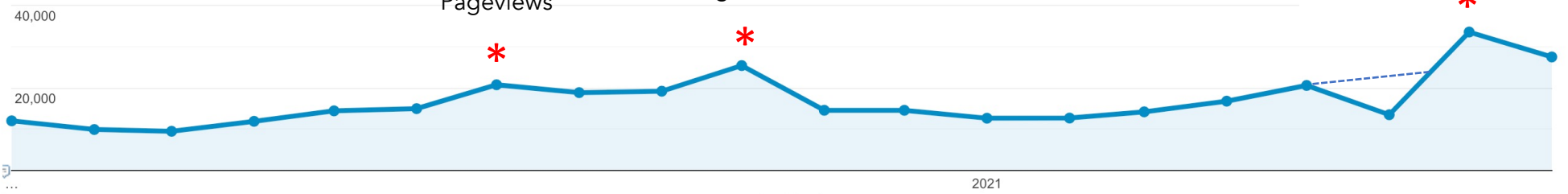
+ Add Segment

Jan 1, 2020 - Aug 31, 2021 ▾

Overview

Pageviews ▾ vs. [Select a metric](#)

● Pageviews



Top Pages Visited

Page ?	Pageviews ?	↓
	111,869	% of Total: 100.00% (111,869)
1. /	12,523 (11.19%)	
2. /plan-your-visit/explore-interest/gilmore-girls-getaway/	7,168 (6.41%)	
3. /our-events/featured-events/	5,385 (4.81%)	
4. /things-to-do/	4,392 (3.93%)	
5. /experience/eat-drink/	3,140 (2.81%)	
6. /embrace-your-inner-gilmore-girl-in-washington-this-fall/	2,935 (2.62%)	
7. /our-events/community-calendar/	2,597 (2.32%)	
8. /experience/shopping/	2,463 (2.20%)	
9. /events/spring-hill-arts-gathering/	2,274 (2.03%)	
10. /plan-your-visit/places-to-stay/	1,989 (1.78%)	
11. /things_to_do/the-po-cafe/	1,909 (1.71%)	
12. /experience/nature-outdoors/	1,877 (1.68%)	
13. /9-things-you-may-not-know-about-lake-waramaug/	1,872 (1.67%)	

14. /plan-your-visit/our-five-villages/	1,834 (1.64%)
15. /plan-your-visit/	1,731 (1.55%)
16. /experience/arts-culture/	1,368 (1.22%)
17. /places-to-stay/mayflower-inn-spa/	1,327 (1.19%)
18. /plan-your-visit/getting-here/	1,317 (1.18%)
19. /things_to_do/washington-farmers-market/	1,278 (1.14%)
20. /experience/family-fun/	958 (0.86%)
21. /things_to_do/norimaki/	911 (0.81%)
22. /events/music-on-the-green/	874 (0.78%)
23. /living-in-washington/	752 (0.67%)
24. /living-in-washington/washington-life/	752 (0.67%)
25. /whats-new/washington-blog/	715 (0.64%)



Social Media Engagement



2,865 followers

+798 (38%) from last Sept.

People sharing their photos

#explorewashingtonct:

12,441 shared posts



1,326 followers



mailchimp

Monthly e-news list

2,213 subscribers

Press Mentions



Best of New England

Gardens that Inspire
Hollister House

Best of New England
Lakeside Campground:
Lake Waramaug State Park

(May / June 2021)

Press Mentions



**TRAVEL+
LEISURE**

Best of Hotels Issue
"It List"
Top Hotels
(May 2021)

Press Mentions



ctpost

SALE! 26 WEEKS FOR 99¢

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LIVING // TRAVEL

Explore CT with these 6 unique day trips

Sarajane Sullivan

March 24, 2021 | Updated: March 24, 2021 2:59 p.m.



1.

The Gilmore Girls pilgrimage

Washington & New Milford



The Mayflower Inn and Spa in Washington, Connecticut is said to be the inspiration for The Independence Inn in the TV show "Gilmore Girls."
Becca PR /Contributed photo /

Any fan of the early 2000s TV show "Gilmore Girls" knows the show takes place in the fictional town of Stars Hollow, Connecticut. However, it is possible to go to the towns that inspired the show, Washington and New Milford. In Washington, fans can find The Mayflower Inn, which is said to have been the inspiration Lorelei's workplace, The Independence Inn, and Marty's Café, the basis for Luke's Diner. The Washington Food Market bears a striking resemblance to Doose's Market from the show. In New Milford, the pilgrimage continues with The New Milford Town Green and its lovely little gazebo. The Stars Hollow gazebo is the site of many pivotal moments in the show.

There are also plenty of non-Gilmore Girls attractions to explore, such as Lover's Leap State Park and The Elephant's Trunk Flea Market in New Milford and G.W. Tavern in Washington.

For information, visit explorewashingtonct.com and newmilford.org.

Press Mentions

ENTERTAINMENT // THINGS TO DO

25 things to do this weekend in Connecticut, Aug. 27-29

Andrew DaRosa

Aug. 26, 2021



As most Connecticut kids begin to [return back to school](#) next week, this weekend may be the last time to squeeze in as much as summer fun as possible.

From [state fairs](#) to open-air circus acts, here are 25 things to do in Connecticut this weekend.



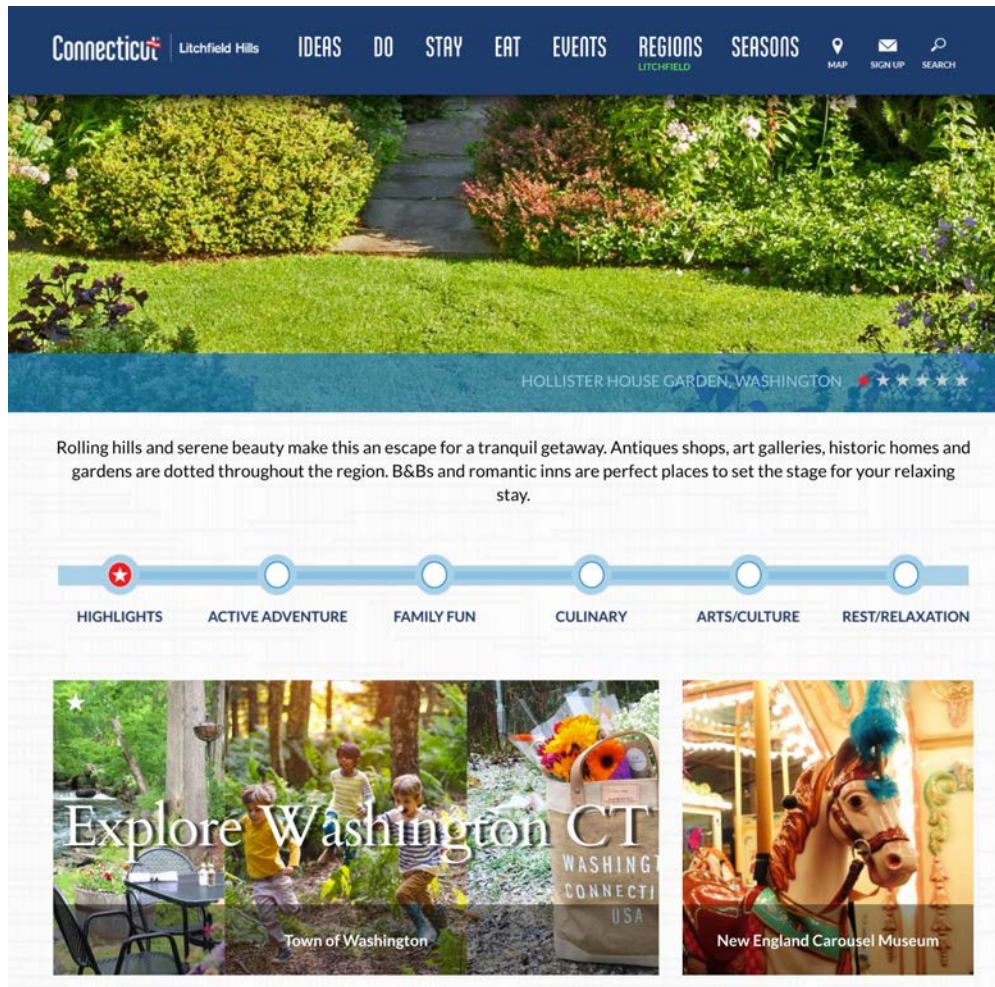
Christina Hennessey/Hearst Connecticut Media

[Buy Photo](#)

Averill Farm's 275th Anniversary Celebration, Washington

Averill Farm will celebrate its 275th birthday with live music and plenty of family-friendly activities on **Saturday** and **Sunday**. [Find out more.](#)

CT Visit Press Mentions



Recent Washington Mentions 44

- Featured on Litchfield Hills Region landing page
- Spring Features
- Say Yes to Summer Features
- E-blast features

We submit stories, photos, and footage to the CT Visit team.



Embrace Your Inner Gilmore Girl in Washington this Fall



by Explore Washington in Arts & Culture · 11 days ago ·

For any Gilmore Girls fans out there, you may already know that writer of the show, Amy Sherman-Palladino, stayed at Washington's own Mayflower Inn and used the Town of Washington as her inspiration behind our beloved Stars Hollow. ➡



10 Ways to Soak in the Last of Summer in Washington



by Explore Washington in Lifestyle · 12 days ago ·

Our lazy, hazy, crazy days of summer will soon fade into crisp fall mornings. But before the fall equinox arrives in the Northern Hemisphere on September 22nd, there are still plenty of ways to soak in the summer season in Washington! ➡



Leaf-Peep in Hollywood's New England



#FullColorCT

Washington appeared in campaign launch!



ctvisit · Following Connecticut

explorewashingtonct
Washington in its autumn beauty! 🍂

5d 1 like Reply

Hide replies

ctvisit
@explorewashingtonct — one of our favorite #FullColorCT towns!

4d 4 likes Reply

explorewashingtonct
@ctvisit 🙌 we appreciate that! We're so ready to welcome the leaf peepers and #fullcolorct explorers 🍂

Liked by shop.fivejanes and 1,746 others

5 DAYS AGO

Add a comment... Post

Press Pitch

WSJ

Working with WSJ reporter on Gilmore Girls tourism story



Next Steps:

- Fall event promotion
- Focus on fall foliage and fall itineraries
- Gilmore Girls outreach
- Press pitches and communications
- Support our businesses and organizations