



THINGS TO DO

PLAN YOUR VISIT

LIVING HERE



washington ct

CONNECT

EVENTS



WHAT'S NEW

Explore Washington CT

Explore our Culture



Website & Social Media Metrics

February 11, 2020

ExploreWashingtonCT.com

Press Mentions on CT Visit



Washington




- Over 5 million visitors & 15 million page views per year
- Washington featured in 25 articles plus several e-news and Instagram stories

STORIES > FIRESIDE DINING

Fireside Dining

LAST UPDATED 11/19

One of Connecticut's great pleasures in chilly weather 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.



← PREVIOUS 9/14 NEXT →

White Horse Country Pub, Marbledale

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.


[LEARN MORE](#)

GW Tavern and White Horse featured in
“Fireside Dining”

Christmas, Connecticut-Style

LAST UPDATED 11/19

Starting with the day after Thanksgiving and going straight through to New Year's, the Christmas season in Connecticut is packed with holiday activities, celebrations and every kind of tradition. We've pulled together a few of the events and happenings for 2019 here. But new items are being added to our [This Weekend](#) and [Events](#) pages every single week so be sure to check back often!



← PREVIOUS 2/7 NEXT →

Celebrate at Shows & Festivals

Connecticut Christmas season ramps up with all kinds of annual celebrations, some of which are only a day or a weekend, while others last well into December. Experience the [Greenwich Reindeer Festival](#). Check out the [Annual Gingerbread House Festival](#) in South Windsor, the [28th annual Holiday in the Depot](#) in Washington, the [Christmas in Collinsville celebration](#), or take one of [Mystic Seaport's Lantern Light Tours](#) to really get into the classic New England spirit of Christmas. Powder Ridge Mountain Park & Resort in Middlefield is bringing the magic of winter that celebrate winter traditions and cultures at their [New England Winter Festival](#). Click [Learn More](#) to search for the most up-to-date event listings!

[LEARN MORE](#)

Holiday in the Depot featured in
“Christmas, Connecticut Style”

CTvisit.com: 15 million page views in 2019

Seasonal Press Mentions



Averill Farm

Featured on “Share the Joys of the Holidays” e-news

Interest-Specific Press Opportunities

Instagrammable Connecticut: Fall Activities with Your Dog

LAST UPDATED 11/19



Dog Day New Preston
Featured on CT Visit
Instagram and Website

New Preston, Washington

 explorewashingtonct
New Preston, Connecticut



[View More on Instagram](#)



90 likes

Add a comment...



Filled with natural gems and picturesque scenery, [Washington](#) is a historic town where you can take in fall's beauty.

"This is the third year in a row that the shops in the village of New Preston have hosted 'Dog Day New Preston' to raise money for local animal shelters. The culmination of the event is a calendar featuring the dogs that have been photographed!" - @explorewashingtonct

CT Visit Itineraries

Gilmore Girls Getaway: Visit the “Real” Stars Hollow, Connecticut

If you're a fan of the television show, *Gilmore Girls*, you know that Rory and Lorelai Gilmore made their home in the fictional town of [Stars Hollow, Connecticut](#). Although the charmingly quaint New England town is not on the Connecticut state map, its inspiration can be found throughout the Litchfield Hills region. Towns like Washington, New Milford, Bantam and Litchfield inspired the creators of the show, and they continue to draw fans looking to capture a little of the *Gilmore Girls* magic.



1-2
DAYS

★ Mayflower Inn
★ Washington

★ New Milford
★ Litchfield

★ Life's Short. Talk Fast.



Washington

But first, coffee! Take Route 47 north for a late breakfast at Luke's Diner, oops we mean [Marty's Café](#) in Washington, before embarking on a rambling drive along Route 109 west, past a few of the places that inspired Stars Hollow locations, like [The Washington Food Market](#) (Doose's Market) and [The Hickory Stick bookshop](#) (Stars Hollow Books).



White Horse
Country Pub

Editor's Nearby Picks



Hollister House
Garden



Institute for
American Indian
Studies

Featured on

“34 Things to Do in Connecticut this January”

the ultimate digital destination for millennial women
who are discovering the world.



7 Fall Things To Do With Mom For One-On-One Time Together

2. Live Out Your 'Gilmore Girls' Dreams In Connecticut

If you and your mom are major fans of *Gilmore Girls*, you might want to live out your Rory and Lorelai dreams by visiting Connecticut. Find an [Airbnb](#) in a [cute Connecticut town like Washington](#). Spend your days antique shopping, walking around, and drinking coffee.

Press Mentions

TOWN&COUNTRY

The Best Places to Travel for Christmas

5

Washington, Connecticut



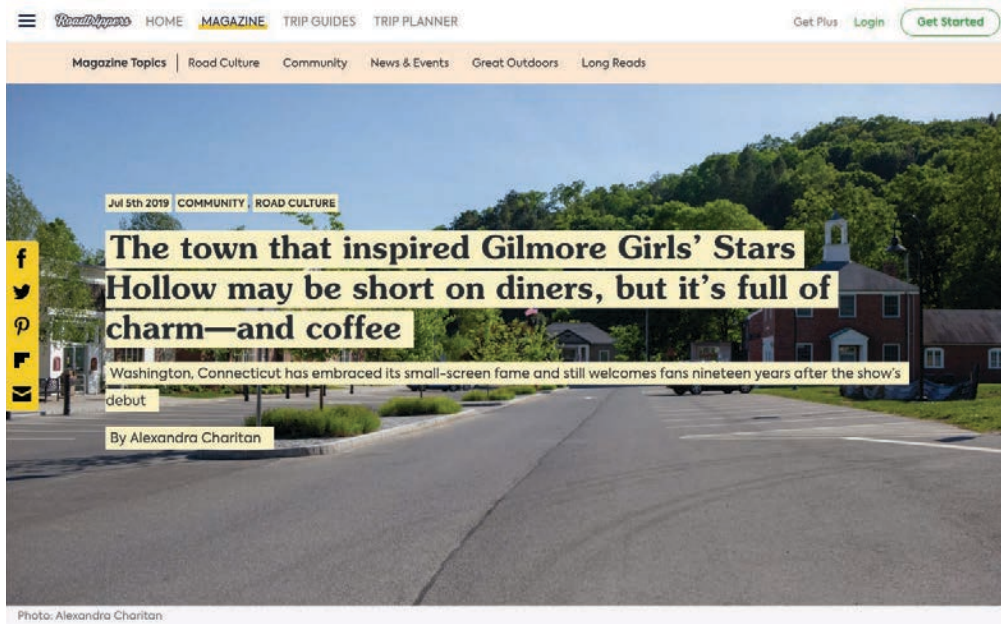
RICH POMERANTZ

Top 10: Washington CT Listed along with
London, Hawaii, Nantucket, Aspen

October 2019

Press Mentions

Roadtrippers



20 million active travelers use site
and Roadtrippers app

The Telegraph



Mentions Litchfield Jazz,
Five Senses Festival,
Judy Black Park

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 Laban and Time Out Boston Staff | Posted: Friday August 23 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 Connecticut 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 Desert 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.”



PHOTO: CHELA CRINNION/COURTESY OF GILMORE GIRLS FAN FEST

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.

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

Bloggers & Influencers



turquoise & sunshine

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.

Autumn in Washington, Conn.

OCTOBER 09, 2019

If you've been following along on [Instagram](#) you know I have a deep love for Washington, Connecticut. I'm thrilled — and oh so lucky! — to have the opportunity to regularly share this adoration on [Explore Washington CT](#), and I hope you'll keep up with my latest pieces fit for the season. We'll be sharing day trip ideas and itineraries, autumn events and activities, great places to take a hike, grab a bite or a drink, and so much more. My latest posts are linked below — now get out there and have some fall fun!



November: Not Too Late for a Picnic



October: Peak Autumn Coziness

Travel Influencers



GLIMPSE
guides + goods

Washington featured by travel influencer
GlimpseGuides specializing in luxury
travel for families.

90,000 followers

Ever wanted to visit a quintessential New England town? Washington, CT is a perfect choice, with beautiful old homes, charming churches and historic buildings.....

Culture as Destination



AROUND TOWN

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

WASHINGTON NEWS

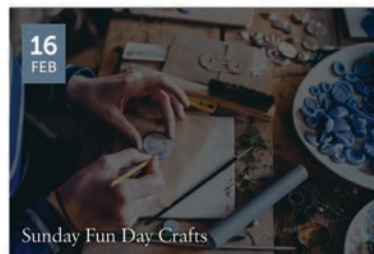
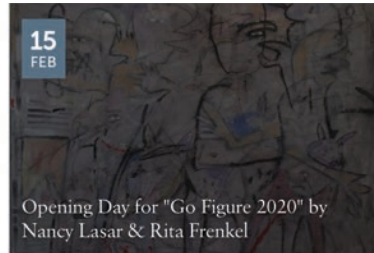
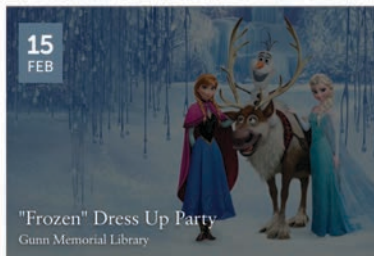
1st Annual Shakespeare in the Litchfield Hills Comes to Washington!

Interviews & Features

Washington Gives
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

2,300 Events
published on
community
events calendar



Top Pages Visited

Page ?	Pageviews ?	
	274,400	% of Total: 100.00% (274,400)
1. / Homepage	29,350	(10.70%)
2. /things-to-do/	12,868	(4.69%)
3. /our-events/featured-events/	11,021	(4.02%)
4. /our-events/community-calendar/	8,425	(3.07%)
5. /happening-in-washington/washington-events/	7,115	(2.59%)
6. /plan-your-visit/explore-interest/gilmore-girls-getaway/	7,013	(2.56%)
7. /experience/eat-drink/	6,688	(2.44%)
8. /experience/shopping/	5,691	(2.07%)
9. /plan-your-visit/our-five-villages/	4,983	(1.82%)
10. /plan-your-visit/	4,977	(1.81%)
11. /experience/nature-outdoors/	4,669	(1.70%)
12. /experience/arts-culture/	4,293	(1.56%)

13. /plan-your-visit/places-to-stay/	3,884	(1.42%)
14. /plan-your-visit/getting-here/	3,797	(1.38%)
15. /things-to-do/featured-events/	3,524	(1.28%)
16. /living-in-washington/	3,479	(1.27%)
17. /living-in-washington/washington-life/	3,218	(1.17%)
18. /happening-in-washington/	3,024	(1.10%)
19. /experience/family-fun/	2,421	(0.88%)
20. /plan-your-visit/explore-like-local/	1,712	(0.62%)
21. /whats-new/washington-blog/	1,649	(0.60%)
22. /things_to_do/washington-farmers-market/	1,549	(0.56%)
23. /waa-sculpture-walk-2018/	1,522	(0.55%)
24. /living-in-washington/my-washington/	1,496	(0.55%)
25. /happening-in-washington/washington-blog/	1,463	(0.53%)



Social Media Engagement



1,470 followers

People tagging their photos
#explorewashingtonct:

6,421 shared posts



847 followers



"This Month in Washington"

Email Subscribers = **1,884**

Average open rate = **45%** (Industry average = 20%)

Click rate = **9%** (Industry average = 2%)





Hello!

Just wanted to let you all know you are doing a spectacular job.

If I wasn't already a resident of 25+ years, I would definitely move here!!!!

Valerie A.



Greetings!

I just wanted to send a short note to those responsible for sending me this terrific town schedule of events! After being a resident for over 62 years, I truly appreciate being kept up on the various (quality) and fun events!

My hat comes off to all those responsible. I can appreciate, to put all the events together takes a lot of planning by a lot of wonderful fellow residents! My very best to each of you. I hope to see you at the events.

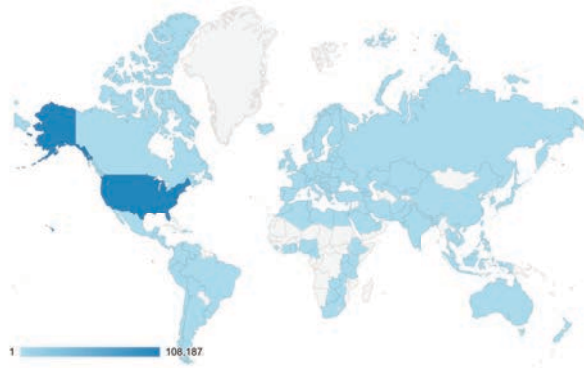
I live in a uniquely wonderful town; that offers so much to so many, embracing diversity, and cultural awareness!

Sincerely,
Dan Delancy
DOJ Retired

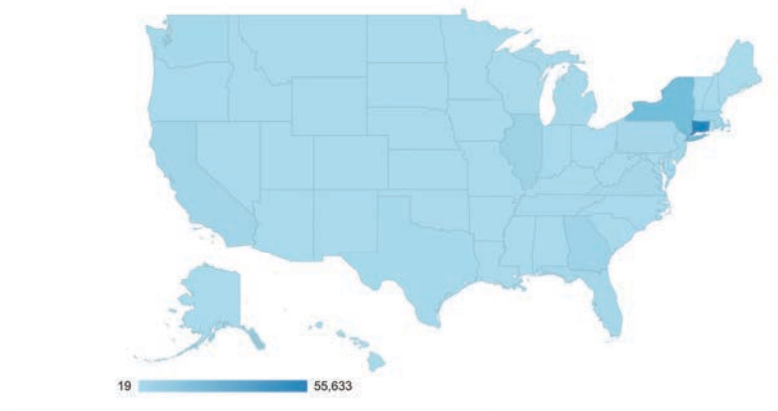


Who is visiting the website?

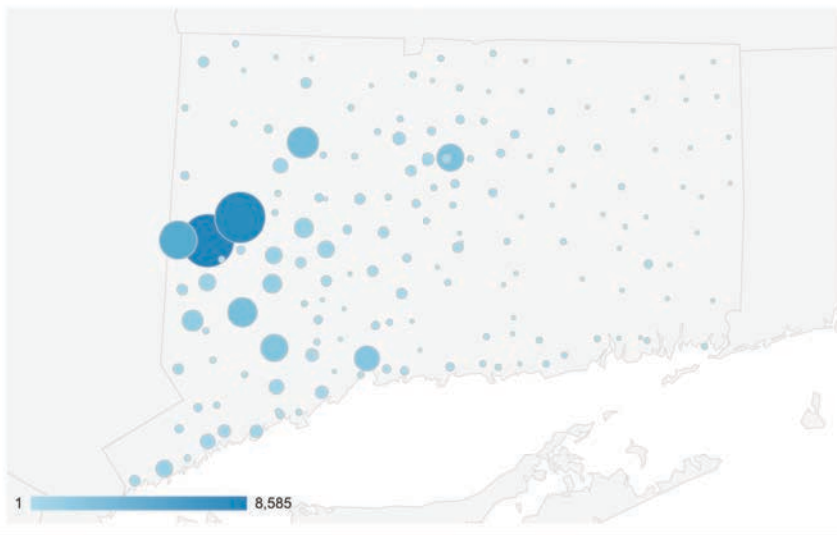
146 countries



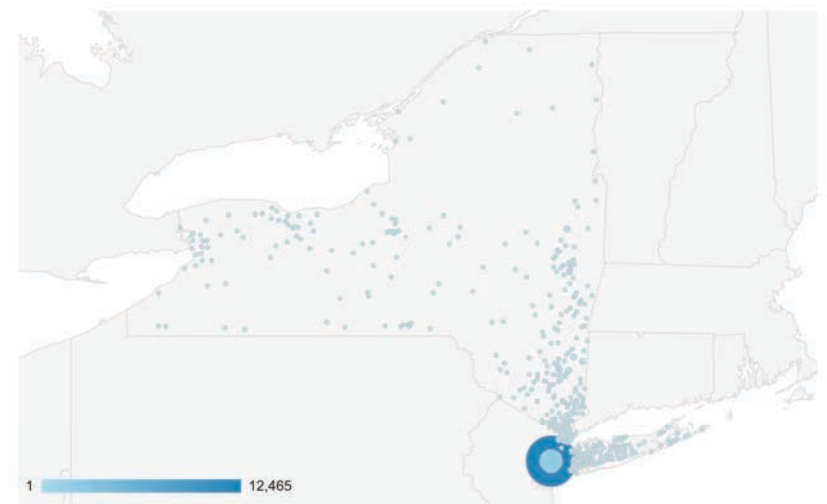
Every state



Connecticut

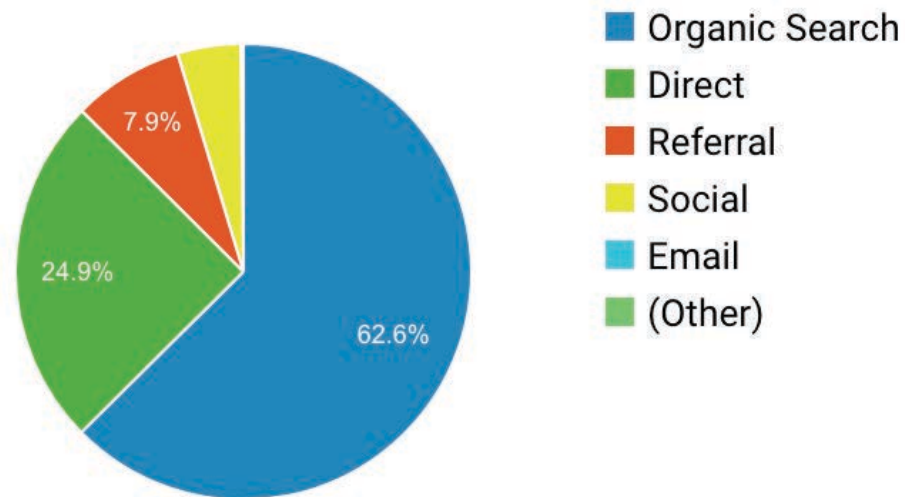


New York



How do visitors find us?

Top Channels



62% Very strong organic search (google searches)

2019 to 2020 Traffic Comparison

73% Traffic Increase

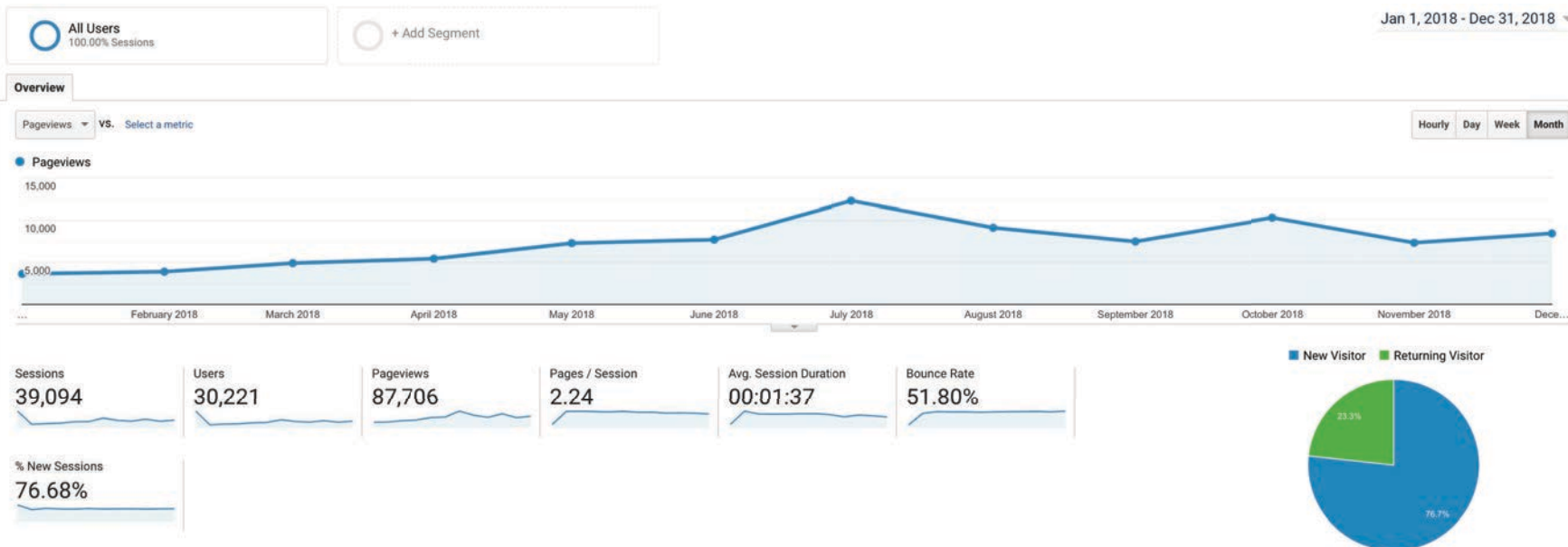
2019

151,957
Pageviews



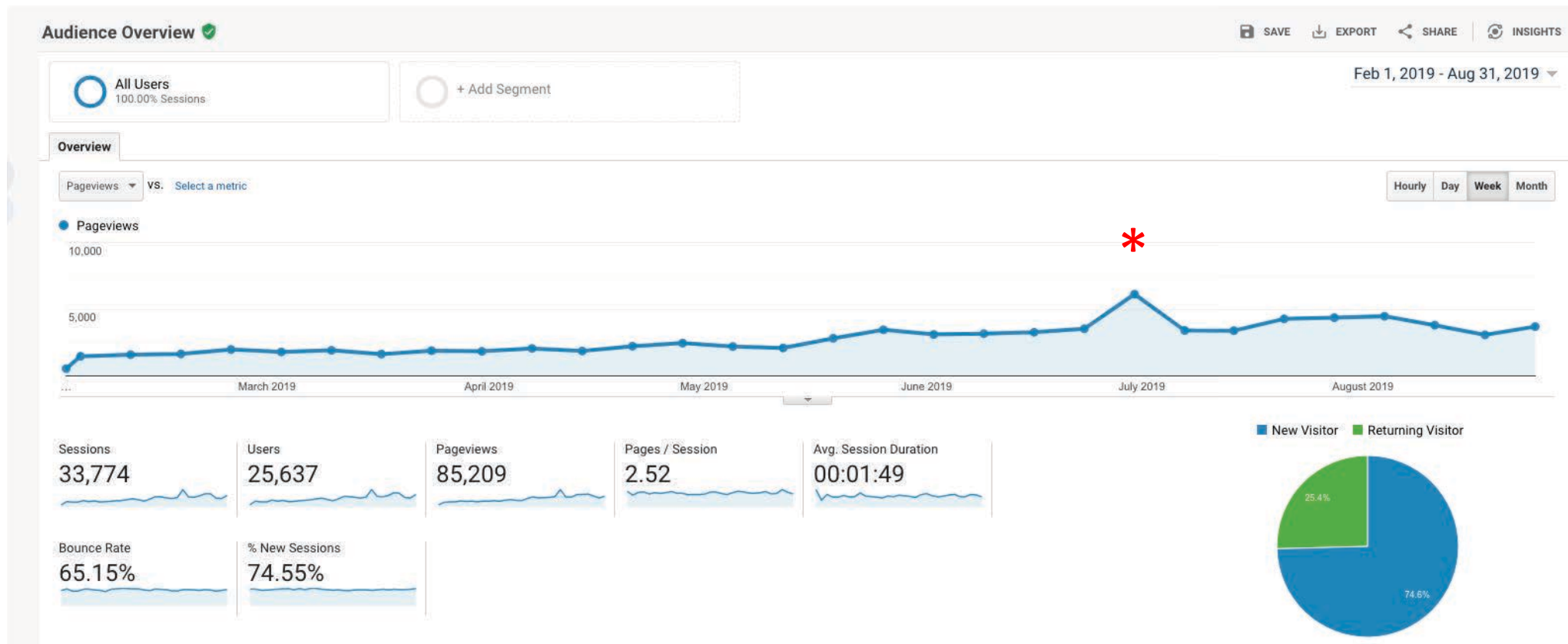
2018

87,706
Pageviews



July 4th Week – Peak Traffic

* 6,000 Pages Viewed
2,000 Visitors





Thank you!

