



Website & Social Media Metrics

May 16, 2023

ExploreWashingtonCT.com

Press Mentions

Hollister House Garden featured on News 12 CT “Road Trip Close to Home”

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NEWS

WEATHER

TEAM 12 INVESTIGATES

Need some garden inspiration? Check out Hollister House Garden in Washington, CT

May 11, 2023, 5:53am • Updated 4d ago

By: **Lori Golias** and **Jay Lederman**

news12
CONNECTICUT

56,000 followers



Situated in the rolling hills of Litchfield there is a classic garden in an English manner at Hollister House Garden.

Published 5/11/23

<https://connecticut.news12.com/need-some-garden-inspiration-check-out-hollister-house-garden-in-washington-ct>

THINGS TO DO

7 cute villages and hamlets in CT to explore this spring



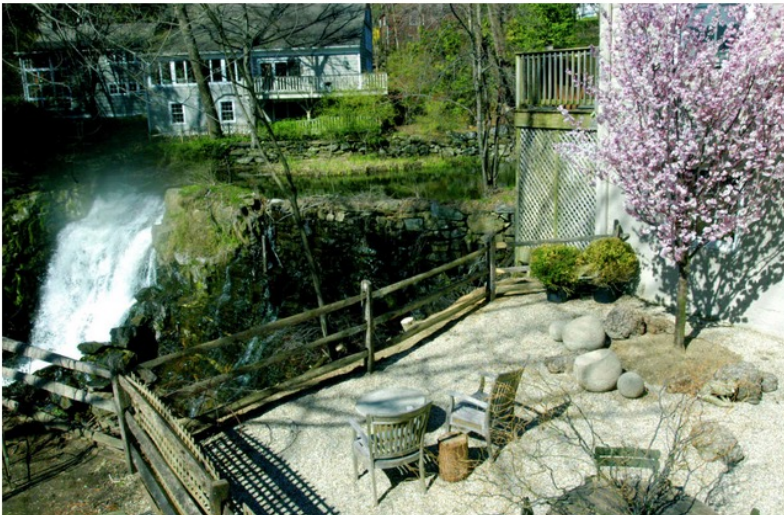
Joseph Tucci

April 16, 2023



New Preston

Washington



SPECTRUM/A cherry tree blooms in early spring on the patio at Pergola Home in Nature in New Preston, overlooking New Preston Falls. April 2012
Norm Cummings

New Preston is a small village that is home to a big waterfall.

Visitors can look out at the New Preston Falls on the Aspetuck River, [which flows from Lake Waramaug](#), from picnic tables in the area. The falls were originally created in the 1700s to power mills, according to the [Lake Waramaug Association](#). [Lake Waramaug State Park](#) also gives visitors an area to swim, camp and hike.



An aerial view of Lake Waramaug in New Preston on Oct. 15, 2020.
Patrick Sikes

Behind the falls, there are small shops including the [Pergola home goods store](#) and the [J. Seitz and Co. furniture store](#). The village also has a variety of places to buy antiques including [Hays Worthington](#) and [Dawn Hill Antiques](#).

For those looking to get a bite to eat in the quaint village, [The Owl Food and Wine Bar](#) has an outdoor area that serves guests wine alongside bar food like garlic pizza.

Published 4/16/23

<https://www.ctinsider.com/things-to-do/article/villages-ct-mystic-niantic-sandy-hook-rowayton-17891461.php>

THINGS TO DO

7 cute villages and hamlets in CT to explore this spring


 **Joseph Tucci**
April 16, 2023





548 Likes


4,071 – Impressions




 **explorewashingtonct**
New Preston, Connecticut





 **hairby.katierose** Love my hometown 🥰
2w 1 like Reply


 **marie.a.obrien** Come visit. ❤️
2w 1 like Reply


 **byrdeandtheb** ❤️❤️
2w 1 like Reply

 **iasoniobson** @privethouse @peraolahome !!!! ❤️

[View insights](#) [Boost post](#)

 Liked by **washingtonsupplyco** and 547 others
APRIL 25


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<


Post Insights


×

Messaging-related insights, such as shares and replies, may be lower than expected due to privacy rules in some regions.
[Learn More](#)

 548

 11

 46

 38

Interactions

ⓘ

50

Actions taken from this post

Profile Visits

50

Discovery

ⓘ

3,601

Accounts reached
24% weren't following explorewashingtonct

Impressions

4,071

From Home

3,842

From Profile

96

From Explore

16

From Other

117

Follows

3

[Home](#) » [Northeast](#) » [Connecticut](#) » Washington CT and the Litchfield Hills



Washington CT and the Litchfield Hills

WHY GO: The town of Washington CT lies in an area of Connecticut known as the Litchfield Hills. The region has been called “The Secret Corner,” as opposed to the Northeast section of CT, dubbed the “Quiet Corner”.

This hilly, lake-studded area of Connecticut is home to the glitterati who prefer to leave their glitter in Hollywood or New York, eschewing the Hamptons scene for a much more subdued summer break.

What To Do in Washington CT and Surroundings



19 Best Weekend Getaways From NYC

New Yorkers don't need to travel far to travel well.

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6.3 million followers

18. Washington, Connecticut: 2.5-hour drive



PHOTO: PRISMA BY DUKAS/GETTY IMAGES

Find rural bliss less than three hours outside the city with a visit to Washington, Connecticut. It's a place where verdant landscapes are abundant, but so too are the cultural attractions. Dive deep into the region with a visit to the [Institute for American Indian Studies](#), which traces the lives of Indigenous peoples back 10,000 years. Seek out a breath of fresh air at the [Hollister House Garden](#), a massive green space open in the spring and summer to showcase the local blooms, and get a taste of something locally brewed at [Hopkins Vineyard](#), a heritage farm that produces award-winning wines.

Then, dig into more local favorites at [The 202 Tavern](#), a spot serving classic American food made by local purveyors, and [G.W. Tavern](#), a restaurant serving comfort food delights like French onion soup and chicken wings.

The area may not have a lot of accommodations, but it makes up for the quantity with pure quality thanks to the [Mayflower Inn & Spa](#), Auberge Resorts Collection. The elegant inn will leave you totally renewed thanks to its inviting and cozy guest rooms and its in-depth wellness programming, including traditional spa services and expert-led health coaching.

Published 10/20/22

<https://www.travelandleisure.com/weekend-getaways/new-york-city/best-weekend-trips-from-nyc>

[Home](#) > [Destinations](#)

A 3-Day New England Itinerary For Gilmore Girls Fans

Stars Hollow isn't as far as you think. Journey through New England's towns on this ultimate Gilmore Girls road trip itinerary!

BY SHARON KONG-PERRING PUBLISHED NOV 1, 2022



In the Afternoon

After frolicking Yale's campus, hop in the car and head northwest toward two small Connecticut towns with major Gilmore Girls vibes. First stop: Washington, Connecticut!

Washington (also called Washington Depot) is said to be one of the primary inspirations for Stars Hollow, and the Mayflower Inn is *the* inn that the Independence Inn is based.

59,400 followers

Published 11/01/22

<https://www.thetravel.com/gilmore-girls-road-trip-new-england/>

CT Visit Feature

Mt. Tom featured by influencer with **375,000** followers



theloverspassport and ctvisit

noel.smt • Experience (Slowed)



we saw! I think we stopped at least a dozen times to get out and take pictures 📸

📍 Mount Tom Tower - this was our favorite spot we visited! We were standing on the top of a castle with full 360 degree views! This is a MUST do!

📍 Talcott Mountain State Park - this was one of the most unique spots we went! There was an old castle/summer home located at the top and the whole hike was filled with peak foliage! 🍁

Check out our stories and our Connecticut highlight to see more bts of our road trip! 🚗



Liked by inridgefield and 6,954 others

OCTOBER 20, 2022



Add a comment...

Post



Published 41 stories



Home

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Explore ▾

^{NEW}
Day
Trips

Stories

Jobs
Hub



by Explore Washington in Lifestyle
a month ago ·

Experience Spring in Washington

Celebrate all that spring has to offer with these favorite Washington experiences this spring!



CTVISIT

Multiple features on CT Visit

CTVISIT
CONNECTICUT TOURISM OFFICE

DO

STAY

EAT

EVENTS

MEETINGS

REGIONS

SEASONS

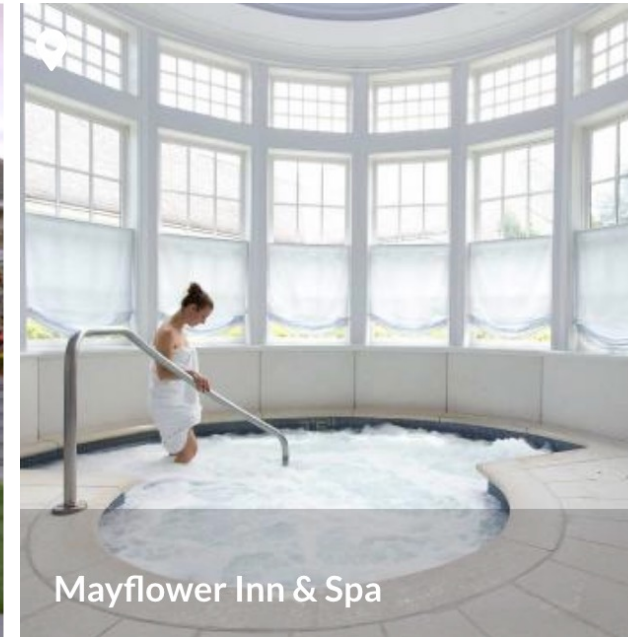
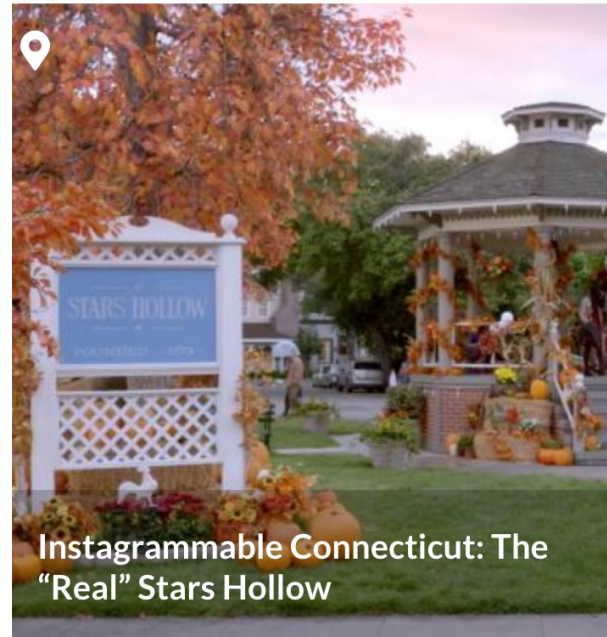
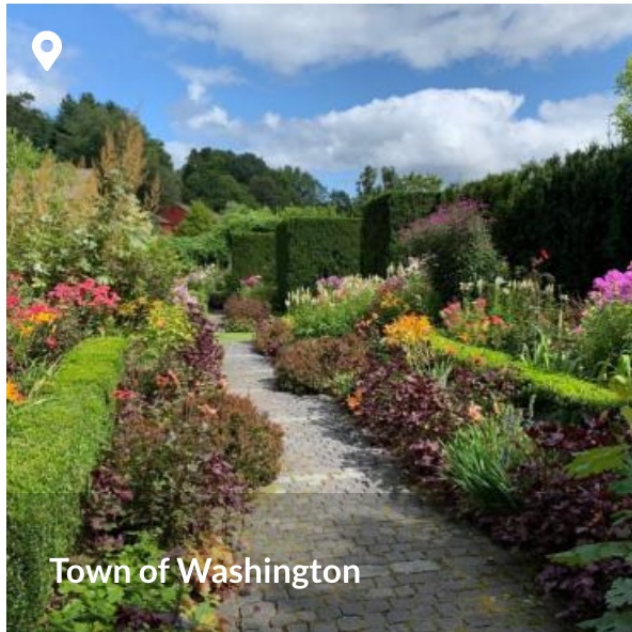


Town of Washington

FIND US ON THE MAP 

VISIT OUR WEBSITE

Landing Page for Litchfield Hills – Washington featured each season



Mother's Day Feature

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

STORIES > DINING WITH A VIEW



Dining with a View LAST UPDATED: APRIL 2023

It is always a pleasure to drive through the Connecticut countryside on a glorious afternoon in any season, but you can really up the ante with a leisurely lunch or dinner with a view. Here are some restaurants where you can seek and find the season's best light.

[< PREVIOUS](#)

2/12

[NEXT >](#)

Hopkins Inn, New Preston

This venerable Litchfield County restaurant sits high above the northern shore of Lake Waramaug, with views from both the dining room and outdoor terrace. Serves breakfast, lunch and dinner.

[LEARN MORE](#)

Gardens, Festivals & Family Fun Features



DO STAY EAT EVENTS MEETINGS REGIONS SEASONS



STORIES > [PICTURE-PERFECT CONNECTICUT GARDENS FOR BUDDING PHOTOGRAPHERS](#)



Picture-Perfect Connecticut Gardens for Budding Photographers

LAST UPDATED: FEBRUARY

2023

Whether you're a photo pro, an Instagrammer with a great eye or just love snapping pics, you'll find Connecticut one big photo op. Here are just a few of the breathtaking garden spots, fields of flowers, nurseries, and historic homes that offer amazing backdrops for your photos. But don't just capture these picturesque spots for yourself. Share them and tag them #ctvisit! Visit [Instagrammable Connecticut](#) to see photos and get tips on taking and sharing photos, too!



← PREVIOUS

7/16

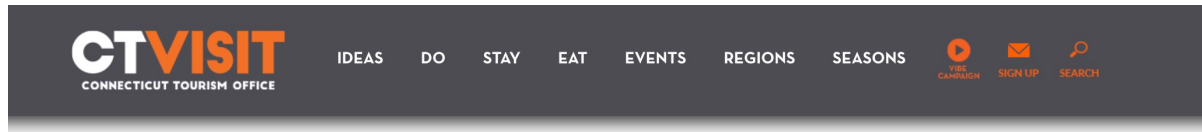
NEXT →

Hollister House Garden, Washington

These classic, English-style gardens in the Litchfield Hills of northwestern Connecticut are rich with color and texture, including multi-layered flowers, plants, ponds, walled gardens and statuary. *Photo spot: Try an early visit the first Saturday of each month for a morning stroll or capture the sun and shadows among the brick walkways and charming architectural touches.*

[LEARN MORE](#)

Can't Miss Events for 2023



STORIES > [CONNECTICUT'S CAN'T-MISS EVENTS FOR 2023](#)



Connecticut's Can't-Miss Events for 2023 LAST UPDATED: DECEMBER 2022

Putting together your 2023 priorities? Keep FOMO far away by penciling in these must-dos in Connecticut. They're worth scheduling your months around.



SHAG Festival

June 22-25, Spring Hill Vineyard

Four fun days of live music, art, and community building — all set at an awesome vineyard.

Holiday Shopping Feature

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

Holiday Shopping that Supports Connecticut Businesses

LAST UPDATED: SEPTEMBER 2022

When it's time to go holiday shopping, it's always important to #SupportCTBusinesses. Find one-of-a-kind gifts that help keep local shops in business, and keep Connecticut special and unique.

Give outdoor shopping centers a try, enjoy the charm of walkable shopping towns, find Connecticut-made gifts galore online, and more. Here is a guide to the many ways to support Connecticut businesses this holiday season.

As always, be sure to check each location before venturing out as hours and guidelines may change.



Washington

Enjoy New England charm in the quaint villages of [Washington Depot and New Preston](#), and discover one-of-a-kind finds at shops like [Plain Goods](#), [Dawn Hill Antiques](#), [Privet House](#), [Pergola](#) and more.



Community Table James Beard Award Featured



1,594 Likes



Connecticut has not had a James Beard award finalist in the most outstanding restaurant or chef categories in 17 years.

This year we have 3



ctvisit and ct_decd
Connecticut



ctvisit Congrats to Coracora in West Hartford, Christian Hunter of the Community Table in New Preston, and Renee Touponce of The Port of Call and the Oyster Club in Mystic!

3w



chelseabsb93 2 NCAA champs and 3 James Beard Nominees!! CT is killing it in 2023! 🔥

3w 7 likes Reply



Liked by michelletgorra and 1,593 others

APRIL 18

Events Calendar

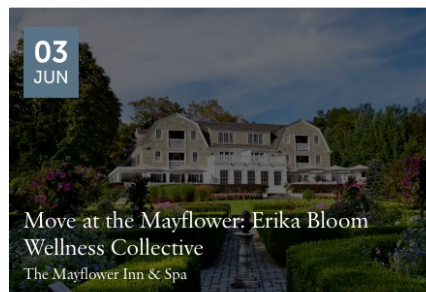
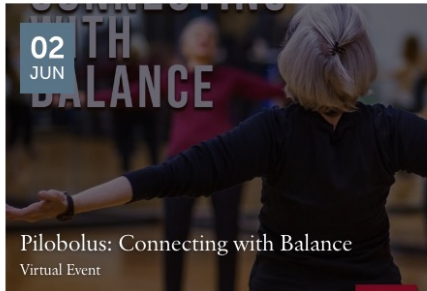


Events > Featured Events

4,138 Events Published

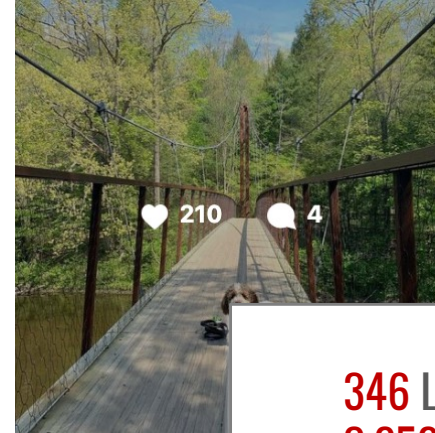
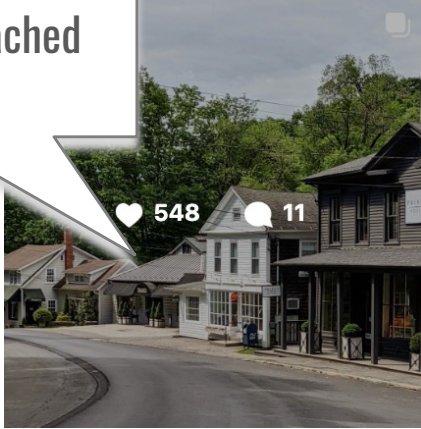
Featured Events

JUNE 2023

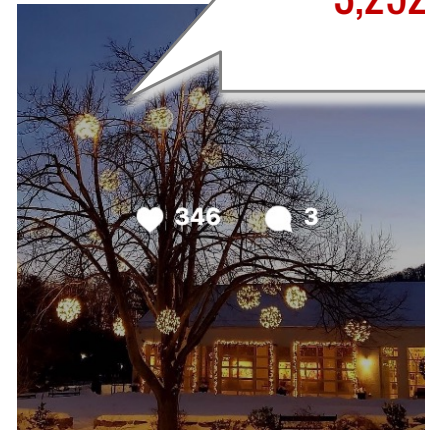
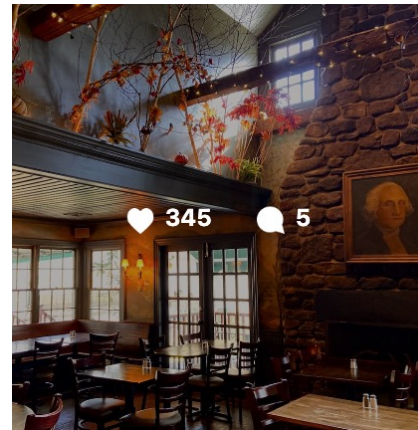
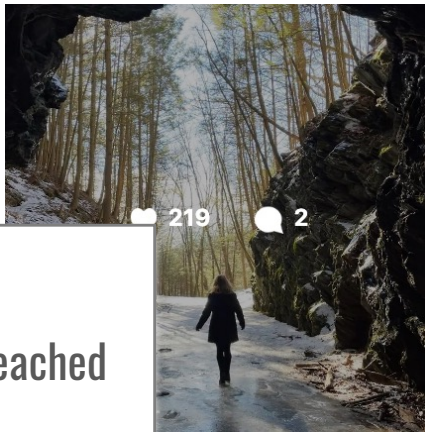


Social Media

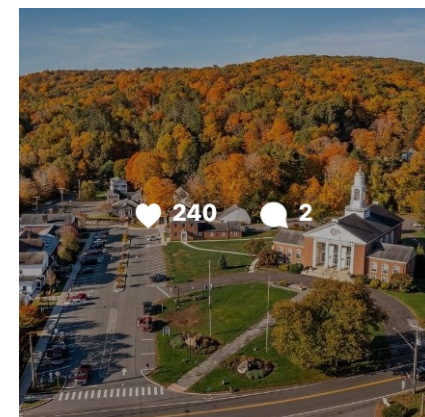
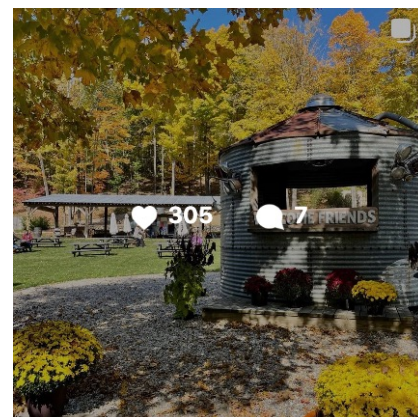
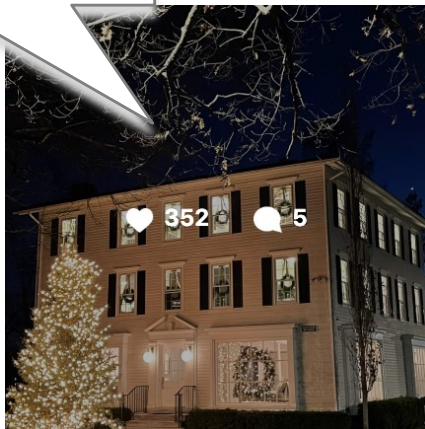
548 Likes
4,071 – people reached



346 Likes
3,252 – people reached



352 Likes
3,296 – people reached



Social Media Engagement



Instagram

4,002 followers!

328 increase in 7 months

14,858 shared

People sharing their photos
#explorewashingtonct



1,541 followers



mailchimp

2,572 subscribers

Open Rates:

32% Industry Average

58% - past 6 months

(8% increase from
previous year)

Inquiries from the Public

Harvest Festival Inquiry

“ Good afternoon! Last year while staying at an AirBnB in Kent we visited the October fall event in your charming city and loved it! We especially loved the scarecrow contest, fire truck rides and pumpkin carving :)
We'd like to plan our October 2023 visit so we can return to the festival - is there a date that it has been planned for?
With our best regards, Holly (Orlando Florida) & Amber and family (Baton Rouge, LA)

Lobster Inquiry

Hi, I was wondering what day your lobster fest is this May 2023.
Last year was so great!! Thanks so much.


Tree Lights in the Depot

Hi , Good afternoon!
My family attended a wonderful strings performance through the Washington Friends of Music on New Years Day at the Gunn School. We loved driving through your downtown and seeing all the beautiful hanging ball lights. We were wondering if you would know or could direct us to the person who would know where these were purchased? I know it's kind of a funny question but we were driving home and saw some similar lights (in Woodbury). However, they were very dim and didn't have the striking effect of those in your beautiful town. We thought how beautiful it would be to buy some of these for our home in Farmington. Any help or direction you can give would be so appreciated! Happy New Year and thank you! - Meagan”

Holiday in the Depot

Promotion Reach

2,792 Accounts reached



explorewashingtonct
Washington, Connecticut

explorewashingtonct Join us for Washington's beloved Holiday in the Depot this Friday, December 9th. Festivities begin at 5:45pm, Santa arrives at 6:00pm! 🎄🧑🏻🎅❤️

Get in the holiday spirit as Santa arrives to Town Hall by horse and wagon, enjoy holiday caroling by local school choirs, visit Judy Black Park to treat yourself to hot chocolate, cider, donuts, and s'mores at the firepits, and get going on your holiday shopping at our fabulous shops and boutiques.

We look forward to celebrating this wonderful season together at Holiday in the Depot! ✨

Photo credit: Michael Gorra

22w

oneteamct 🔥🔥
21w Reply

philippe_doh_nyc 🍕🍕❤️
22w 1 like Reply

explorewashingtonct #explorewashingtonct #washingtonct #ct #visitct #washingtontogether #ctvisit #washingtondepot #explorect #thingstodoinconnecticut #connecticut #explorenewengland #litchfieldcounty #litchfieldhills #connecticut #visitconnecticut #connecticutgram

View insights

Boost post

Liked by shop.fivejanes and 196 others

DECEMBER 8, 2022

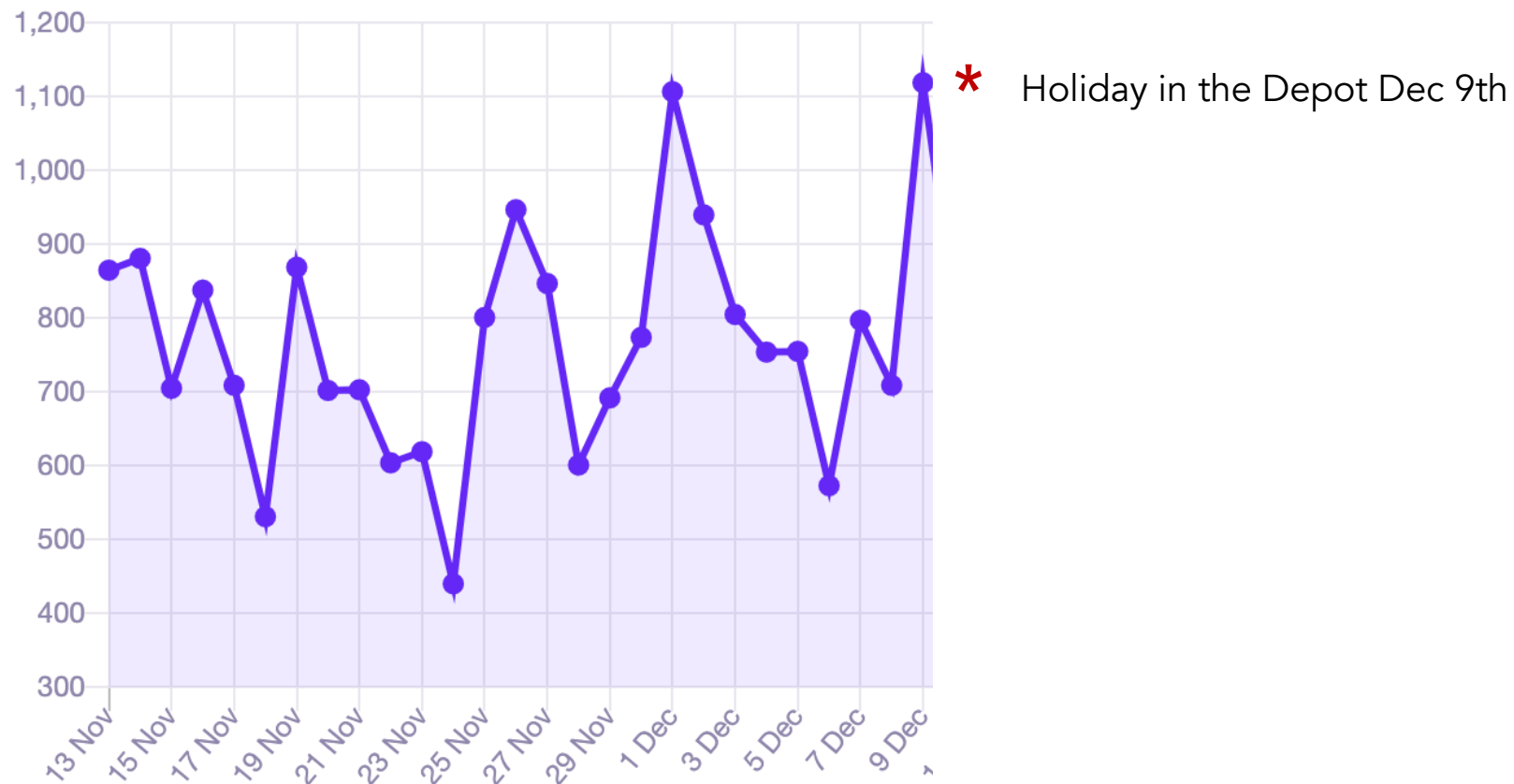
Holiday in the Depot

Traffic to website leading up to event

Sessions

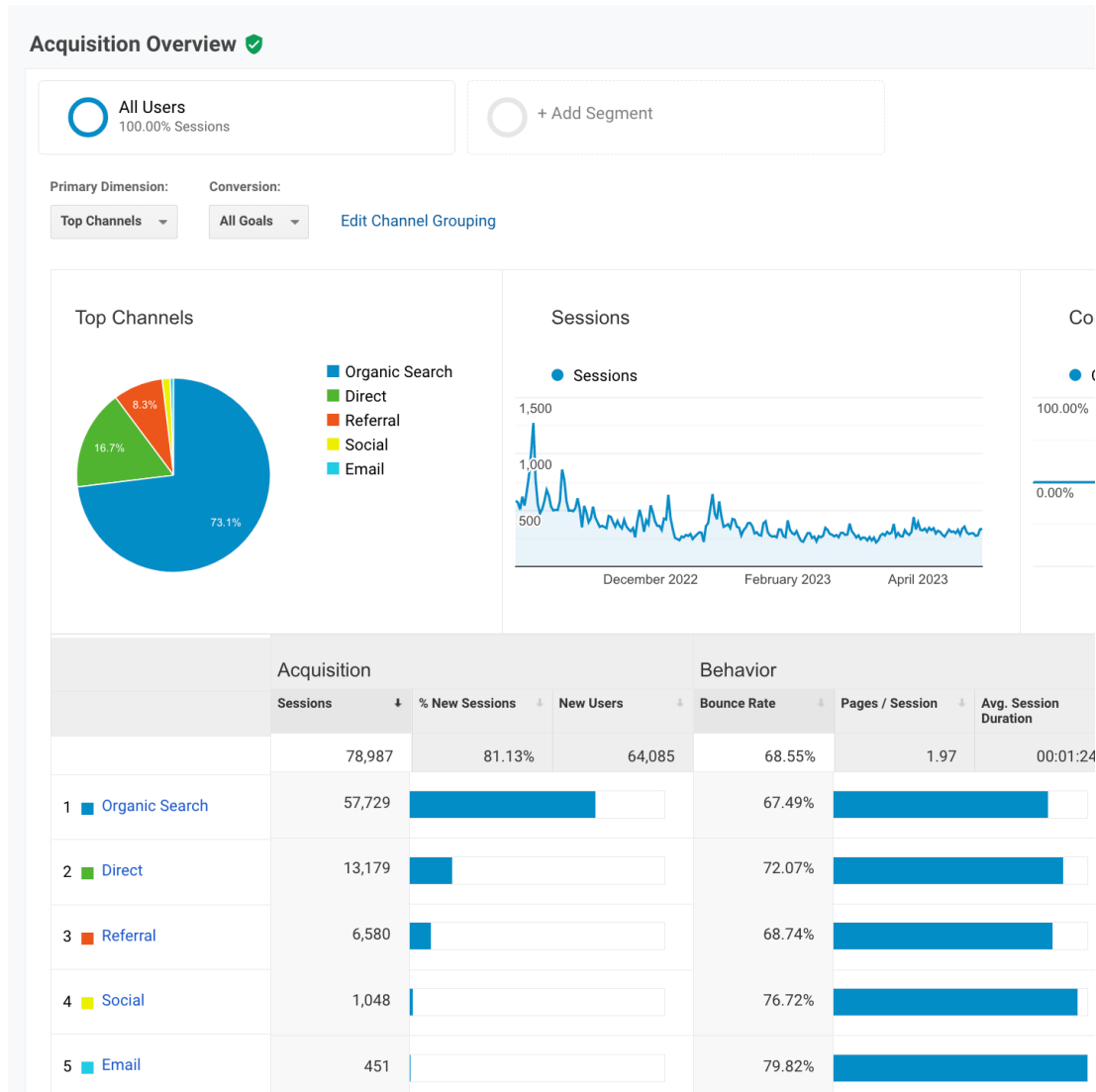
Pageviews

7,559 Pageviews
Dec 1st – 9th



Traffic sources

73% Organic
(Google searches)



2022-23 Top Referral Websites

Washingtonct.org

Frederickgunn.org

Ctvisit.com

Hollisterhousegarden.org

[Link.tree](https://www.link.tree) (Instagram)

[Brit.co](https://www.brit.co) (influencer)

Litchfieldmagazine.com

Hickorystickbookshop.com

Discoverlitchfieldhills.com

Poshpadsct.com

Steeprocksassoc.org

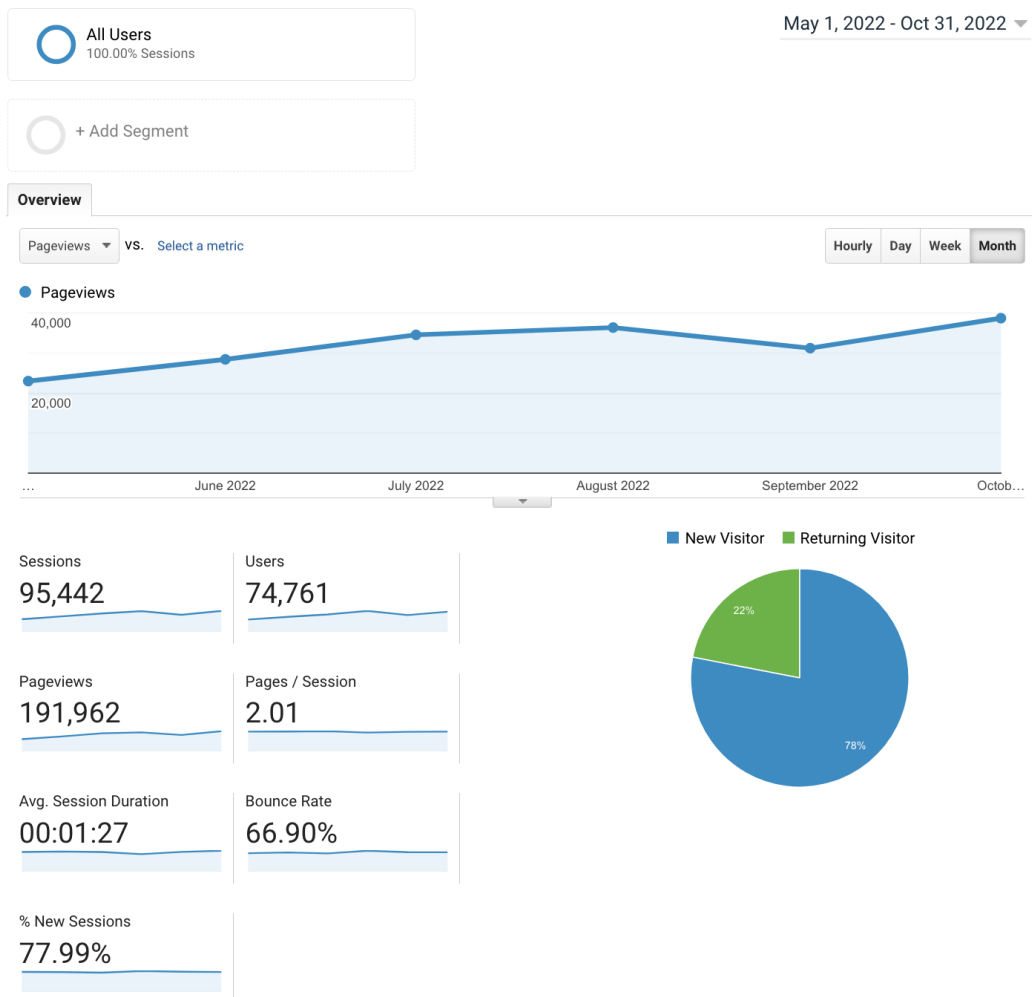
Raveislifestyle.com

October 2022 Highest Traffic Ever

* **38,644** Highest ever monthly pageviews

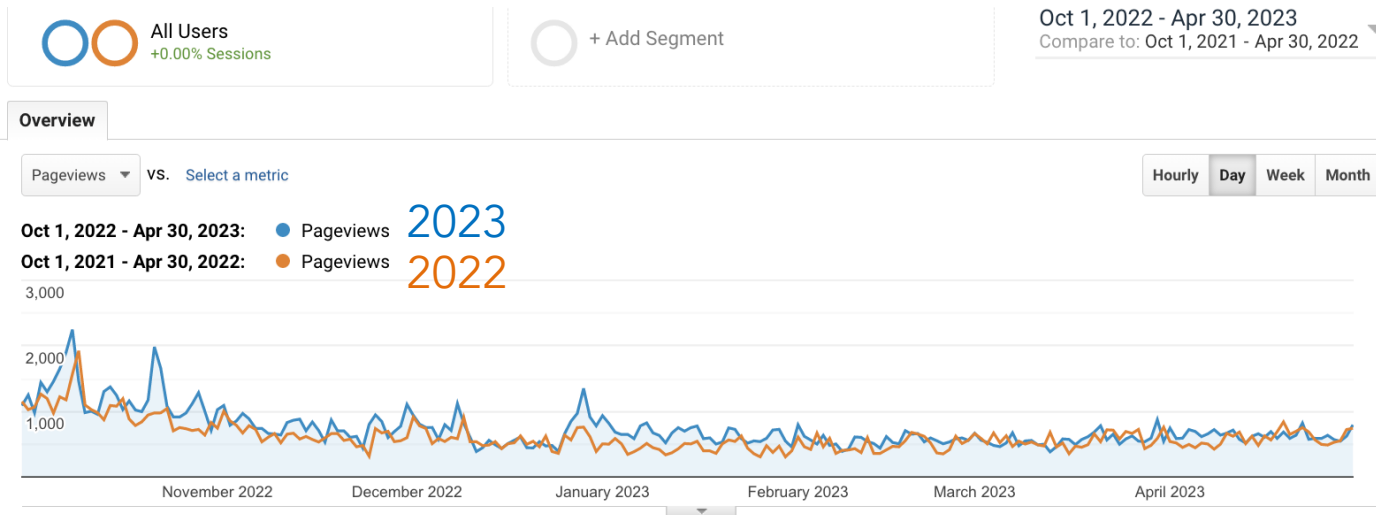
Previous highest monthly pageviews was Aug 2022 (36,317)

Up 23% from Oct 2021 pageviews (31,442)

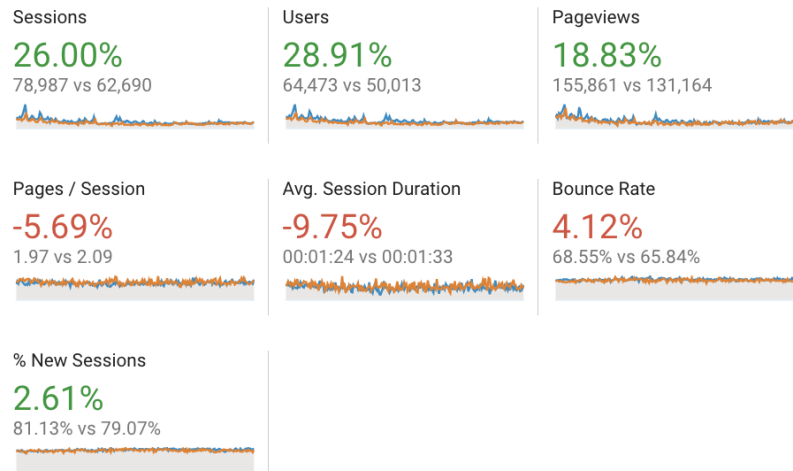


* October 2022

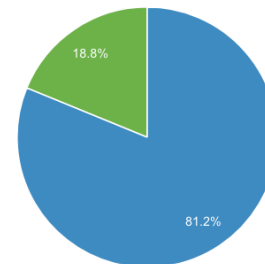
2023 to 2022 YTD Comparison



29% Year to year increase in visitors

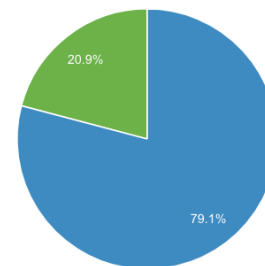


New Visitor Returning Visitor
Oct 1, 2022 - Apr 30, 2023



81.2% New Visitors

Oct 1, 2021 - Apr 30, 2022



Top Pages Visited

Oct 2022-Apr 2023

27,952 Pageviews of Gilmore Girls Getaway
100% increase YTY

Page ?	Pageviews ? ↓
	155,861 % of Total: 100.00% (155,861)
1. /plan-your-visit/explore-interest/gilmore-girls-getaway/	27,952 (17.93%)
2. / Home	16,251 (10.43%)
3. /our-events/featured-events/	5,692 (3.65%)
4. /things-to-do/	5,376 (3.45%)
5. /a-gilmore-girls-guide-to-the-real-stars-hollow/	4,963 (3.18%)
6. /experience/eat-drink/	4,146 (2.66%)
7. /experience/shopping/	3,936 (2.53%)
8. /places-to-stay/mayflower-inn-spa/	3,575 (2.29%)
9. /plan-your-visit/places-to-stay/	2,774 (1.78%)
10. /our-events/community-calendar/	2,728 (1.75%)
11. /9-things-you-may-not-know-about-lake-waramaug/	2,532 (1.62%)
12. /plan-your-visit/	2,182 (1.40%)
13. /plan-your-visit/our-five-villages/	1,983 (1.27%)

14. /a-day-in-the-life-in-stars-hollow-a-gilmore-girls-guide/	1,834 (1.18%)
15. /plan-your-visit/getting-here/	1,801 (1.16%)
16. /things_to_do/the-po-cafe/	1,788 (1.15%)
17. /experience/nature-outdoors/	1,705 (1.09%)
18. /events/washington-harvest-festival-2022/	1,532 (0.98%)
19. /experience/arts-culture/	1,392 (0.89%)
20. /events/holiday-in-the-depot-2022/	1,090 (0.70%)
21. /things_to_do/martys-cafe/	1,077 (0.69%)
22. /living-in-washington/washington-life/	1,061 (0.68%)
23. /events/family-skate-at-the-gunnery/	999 (0.64%)
24. /whats-new/washington-blog/	980 (0.63%)
25. /experience/family-fun/	968 (0.62%)

14,033 Same period previous
year for GGG

Gilmore Girls Giveaway Contest





explorewashingtonct

Washington, Connecticut

...

To celebrate this gorgeous autumn season and the many Gilmore Girls fans visiting town, we're excited to announce our Gilmore Girls Giveaway! 🍂☕️🌟

Autumn is a delightful season here in Washington, resplendent with colorful foliage, cozy sweater weather, and lots of coffee to enjoy... and for Gilmore Girl fans, it's also a

View insights

Boost post



 Liked by shop.fivejanes and 202 others

OCTOBER 19, 2022

5,512 People reached

203 Likes

171 Comments/Shares



W

Explore
Washington CT

Completed:

- Fall & winter articles, e-news, social media, promotions
- Summer Arts & Culture Postcard
- Welcome Center Production & Installation
- Marketing seminar for businesses (EDC & WBA)
- Fall & Winter photo contest

Next steps:

- Spring & Summer marketing
- Summer events promotions
- Spring & Summer photo contest

Photo credit: @hollisterhousegarden