



Website & Social Media Metrics

April 19, 2022

ExploreWashingtonCT.com

Press Mentions

VOGUE

TRAVEL

Why Litchfield County, Connecticut Is the Perfect Weekend Getaway

BY CHRISTINA PÉREZ AND JESSIE HEYMAN

July 7, 2021



Mayflower Inn & Spa. Courtesy of Mayflower Inn & Spa

Where to Stay

No trip to Litchfield is complete without a stay at the bucolic [Mayflower Inn & Spa](#). This pastoral hideaway has long been drawing the stylish

Where to Shop

Historic New Preston has quickly become a serious shopping destination thanks in part to recently opened [Plain Goods](#). Tucked away from the blink-and-you'll-miss-it main drag in a tiny whitewashed cottage, the shop is an ode to life's simpler pleasures: home furnishings, clothing, accessories, and beauty products in a pared-down palette of natural textures and neutral hues. If that sounds boring, it's anything but—from handmade cross-body pouches in burnished caramel leather to sleek stoneware containers to vintage French linens in washed-out plaids to essential-oil infused moisturizers in tinted glass bottles by Honest, the tightly curated assortment is the stuff of minimalist dreams.

Where to Eat

In an area filled with rolling hills, apple orchards, and sprawling farms, it's probably not surprising that many restaurants focus on farm-to-table fare. What is surprising, perhaps, is the range of atmospheres in which to get your fix. At the White Horse [Country Pub and Restaurant](#) in Marbledale, the decor leans toward antique British (cream walls, dark wood furniture, equine art), while the menu offers American classics with a modern spin, most of which are made using ingredients grown in the pub's fields at the Back Forty farm. On warmer days, snag a seat on the Pub's patio, the ideal place to linger over a burger and Bloody Mary while watching the river below.



DESTINATIONS / LIFESTYLE

A travel guide for fans of the Gilmore Girls: 12 spectacular small towns that resemble Stars Hollow in the fall

August 8, 2021 - by Lissa Poirot

Washington, Connecticut

Population: 3,578

When it comes to walking in the same footsteps of Lorelai and Rory, begin in Washington, Connecticut, the town that inspired Stars Hollow. It's not the only pretty town surrounded by trees and tucked away from city life in Connecticut but this Litchfield County town is filled with homes dating back to the Colonial era. Rolling hills, river valleys, a beautiful lake and a charming Main Street can be found just 80 miles north of New York.

YANKEE

Washington Featured in Fall Issue





Published 20 stories



Spring Roadtrip Guide to Washington, CT



by Explore Washington in Lifestyle · 17 days ago ·

Springtime in Washington brings beautiful blooms, scenic vistas, cultural events, art exhibits, world-class outdoor dining – and countless ways to relax and unwind. Your spring adventure in Washington awaits! ➡

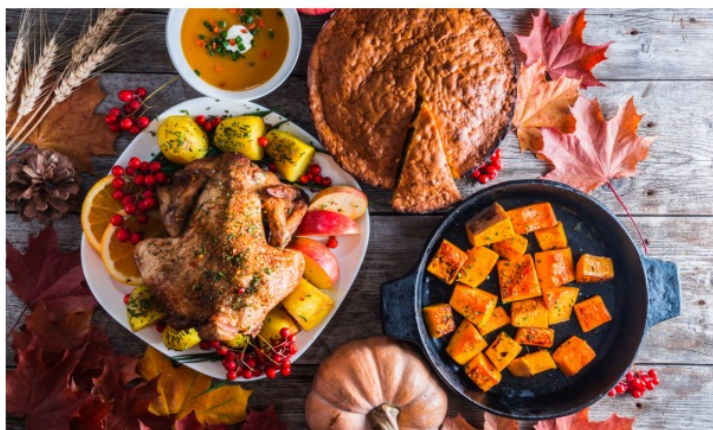


Winter in Washington Bucket List: 2022 Edition



by Explore Washington in Lifestyle · 3 months ago ·

We invite you to explore our favorite and iconic spots around town and the one-of-a-kind experiences that Washington has to offer this winter! ➡



The Best Pies & Provisions for Thanksgiving



by Explore Washington in Community · 5 months ago ·

This is a very special time to celebrate being together and giving thanks, and if you need a break from the kitchen, you'll appreciate these glorious offerings from our local purveyors. Happy Thanksgiving! ➡



10 Ways to Soak in the Last of Summer in Washington



by Explore Washington in Lifestyle · 7 months 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!





Multiple features on CT Visit



Litchfield Hills

IDEAS

DO

STAY

EAT

EVENTS

REGIONS

LITCHFIELD

SEASONS

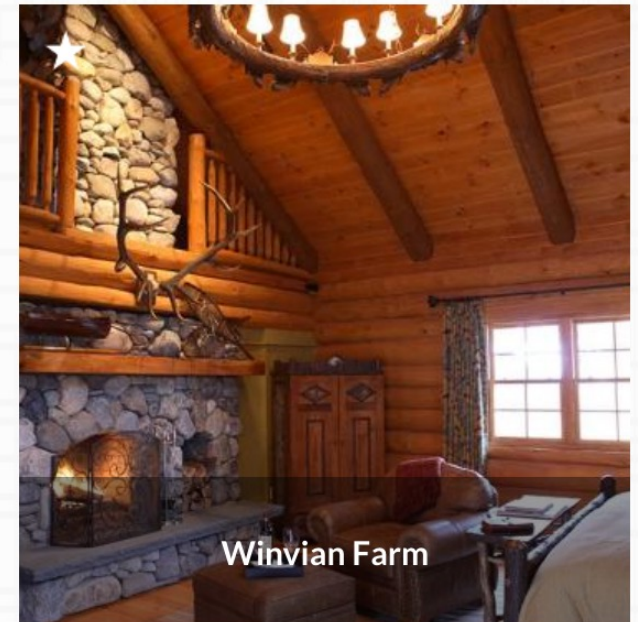


HOLLISTER HOUSE GARDEN, WASHINGTON





Landing Page for Litchfield Hills – Washington featured each season





Washington featured in “Full Color CT” 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



Washington featured as 1st of Top 10

[IDEAS](#)[DO](#)[STAY](#)[EAT](#)[EVENTS](#)[REGIONS](#)[SEASONS](#)[MAP](#)[SIGN UP](#)[SEARCH](#)[STORIES](#) > [10 KNOCKOUT VIEWS FOR FALL](#)

10 Knockout Views for Fall

LAST UPDATED: AUGUST 2021

Actually, it's hard NOT to find a good foliage view in Connecticut when autumn rolls around. But there are some standouts that you might want to seek out.

[< PREVIOUS](#)

1/10

[NEXT >](#)

Hidden Valley Preserve, Washington

A 727-acre tract characterized by densely wooded hillsides cascading into the meandering river below. This section also includes a rocky high point and small meadows, accessible by hiking trails that make for a great leaf peeping spot.

[LEARN MORE](#)



Features

Spring Festivals, Flowers & Family Fun April 2022

Top Ten Spring Things to Do in Litchfield Hills March 2022

Connecticut's Spring Blossom Finder March 2022

Essential Gardens to Visit in Connecticut March 2022

Best Restaurants in Connecticut March 2022

Romance for Valentine's Day February 2022

Connecticut's Top 10 Hiking Trails February 2022

Romance Winter Retreats in Connecticut February 2022

Cozy Hotels, Inns and B & Bs in the Litchfield Hills January 2022



Featured after Winter Bucket List story – 1,335 likes



ctvisit • Following
Hidden Valley Preserve



ctvisit Looking for a new hiking spot? 🤔 Try the Hidden Valley Preserve featuring nearly 17 miles of trails and the Thoreau Suspension Bridge, which spans across the Shepaug River and offers captivating views. ❄️🌲👉 #CTvisit #StateInCT 📍: @engineer.with.a.hobby

7h



connecticuttrails One of our faves in every season!



7h 3 likes Reply



paris_piink if you look for the hidden spots there you might find the quartz cave... 🙌



7h 2 likes Reply



montessorichildrenshousewlfld We love hiking at the preserve 🌲 Beautiful in every season!



Liked by meeghantruelove and 879 others

7 HOURS AGO

Press Pitch

Smithsonian MAGAZINE

The 20 Best Small Towns to Visit in 2022

Pitched again March 2022

Washington, Connecticut

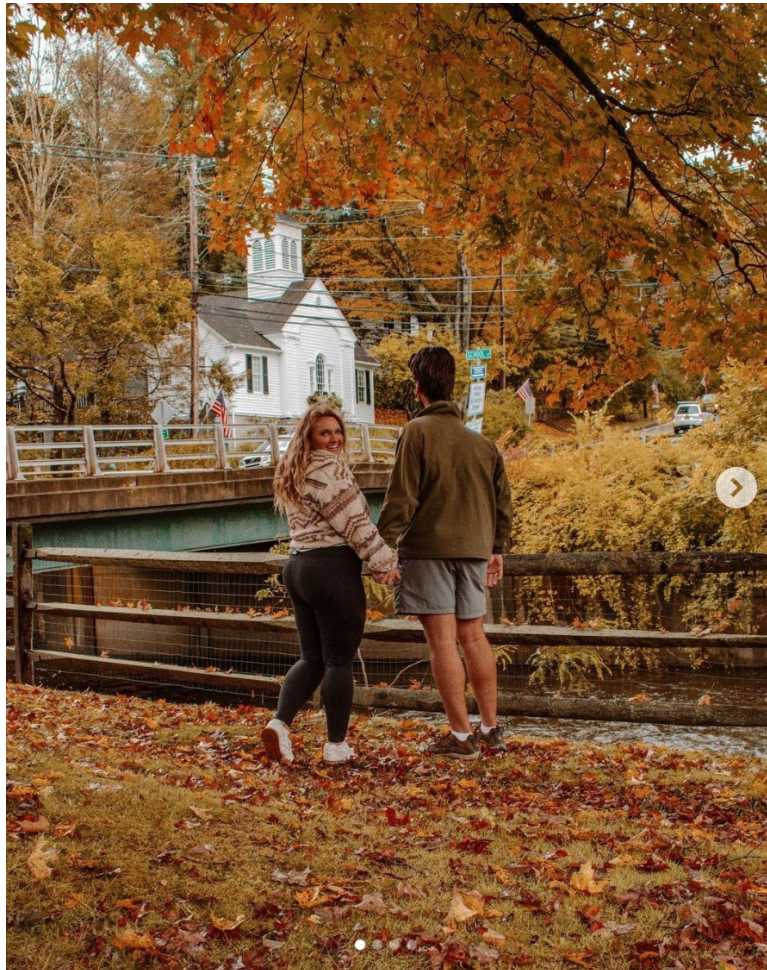
Washington, CT
Smithsonian Story Draft
|

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.

Social Media

Featured by influencer with **175,000** followers –
6,862 likes



heleneinbetween • Follow

Washington, Connecticut



heleneinbetween Michael's well researched tripod lives up to the hype 🙌🏻😍😂 Washington, Connecticut is said to feel like Gilmore Girl's Stars Hollow and I have to agree- just a picture perfect town.

I flew straight from our New England trip to Colorado for a girl's trip!!! The leaf peeping does not stop, from maples now to aspens in Breckenridge! [#heleneinconnecticut](#) [#heleneinnewengland](#) [#helenelovesfall](#)

27w



cierrasincerely Such a cute couple ❤️❤️



26w Reply



fillvourees Yesssss I live in CT now after movina from



Liked by **juliehaesche** and **6,862** others

OCTOBER 8, 2021

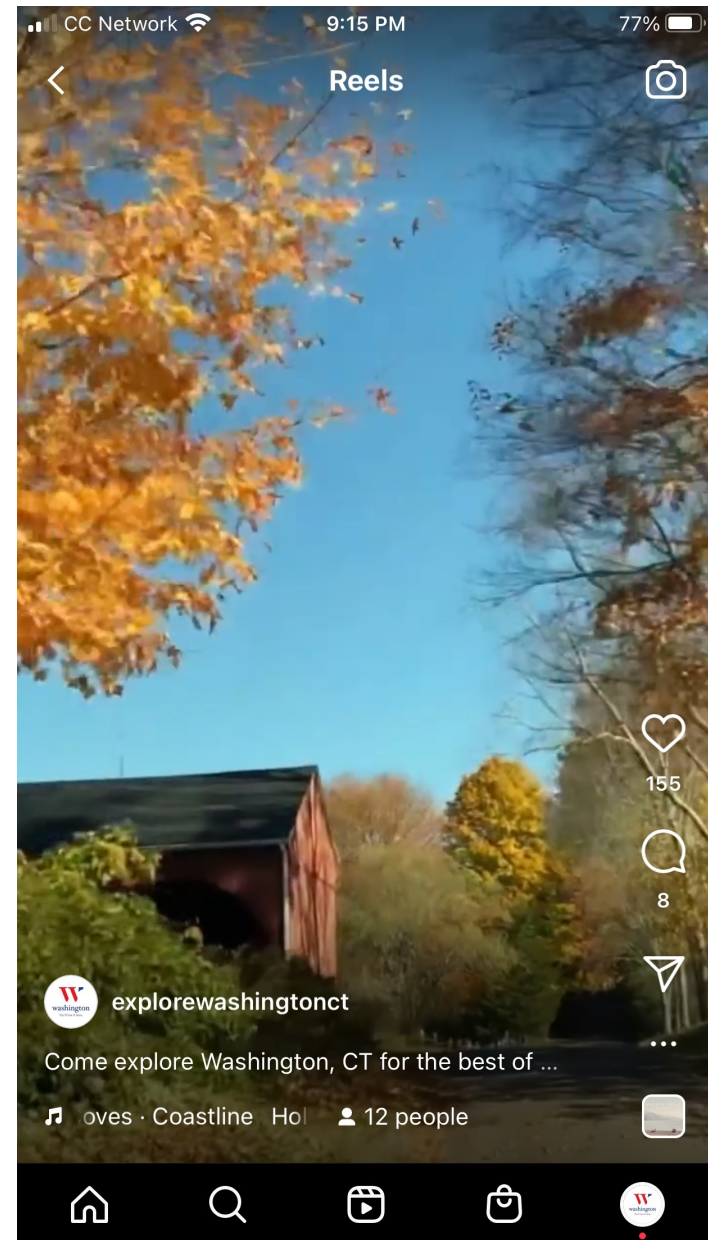
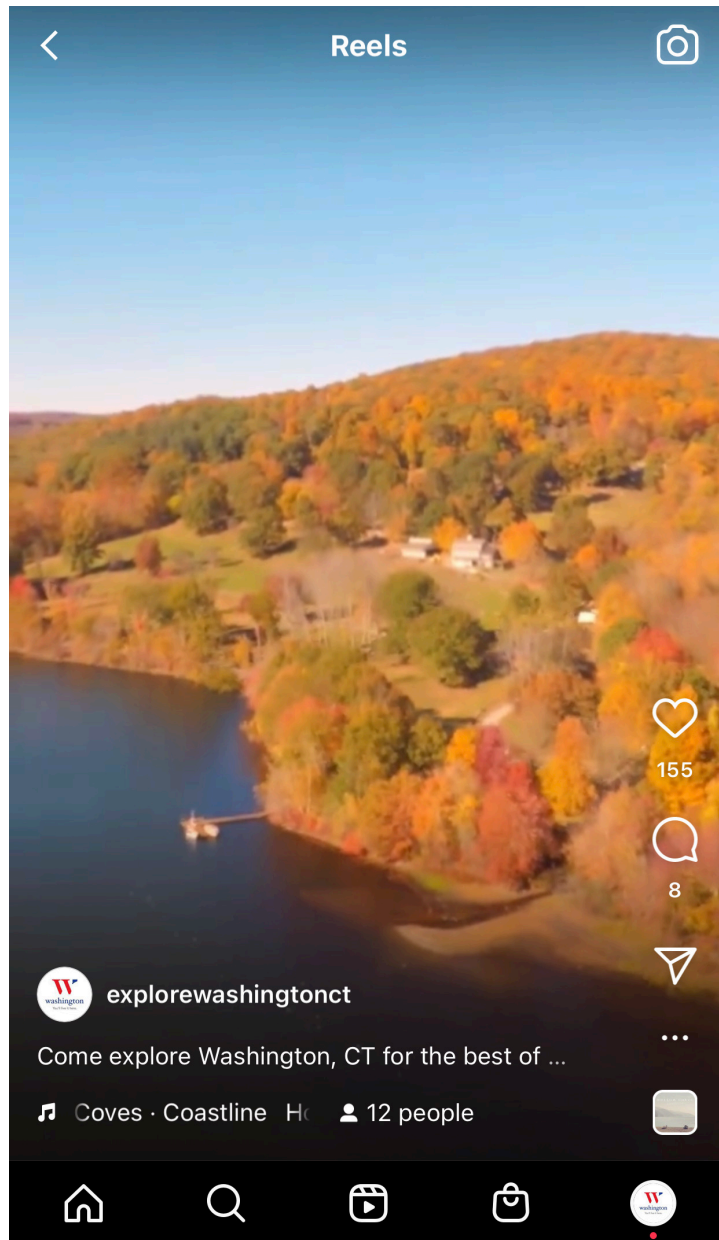


Add a comment...

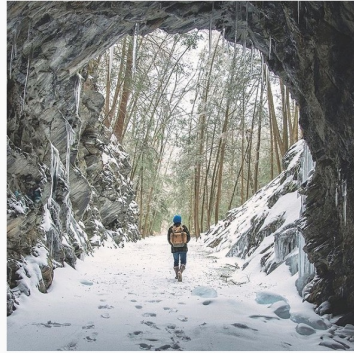
Post

Social Media

Our fall video: **6,254** people watched



Social Media



559 Likes - highest ever
4,505 – people reached



544 Likes
4,267 – people reached



Positive Comments

“

So fortunate — and clearly blessed! — to live in this town!

I am so thankful for this wonderful town and all that call it home!

We love this little town! 🥰

What a beautiful photo! A truly amazing town!

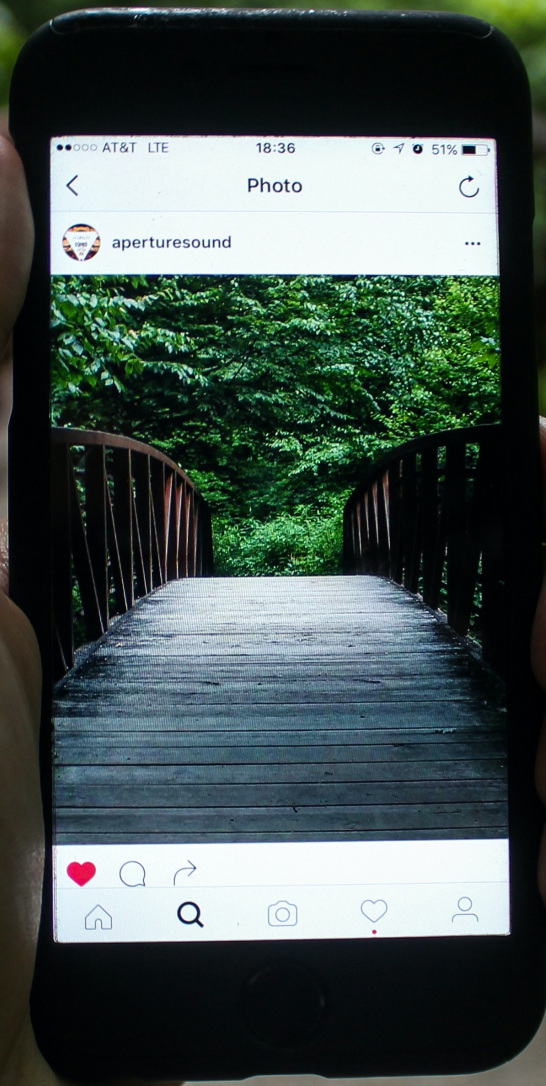
So very grateful.

Love all the Christmas lights and enjoying dinners
at the wonderful local restaurants.

Can't wait to visit! 🙌

”

Social Media Engagement



3,305 followers

755 increase in 1 year

14,003 shared

People sharing their photos

#explorewashingtonct

3,403 shares in 1 year



1,401 followers



mailchimp

2,314 subscribers

Open Rates:

32% Industry Average

46% - past year

56% - past 3 months

2021 Traffic Peaks

* “This Month in Washington” e-news

* 1,930 pages viewed in one day on
July 22nd (highest ever)

Previous high was 1,427 views (in June 2020)



All Users
100.00% Pageviews



+ Add Segment

Jan 1, 2021 - Dec 31, 2021 ▼

Overview

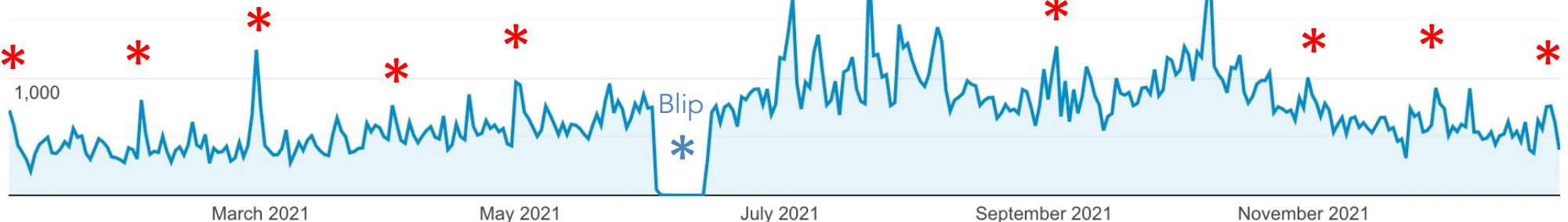
Pageviews ▼ VS. [Select a metric](#)

Hourly Day Week Month

● Pageviews

2,000

1,000



July 2021 Highest Traffic Ever

* **33,524** Highest monthly pageviews since website launch

Up 62% from July 2020

25,400 Previous high was in Oct 2020

Jan 1, 2021 - Dec 31, 2021 ▼



All Users
100.00% Sessions



+ Add Segment

Overview

Pageviews ▼

VS. [Select a metric](#)

Hourly

Day

Week

Month

● Pageviews

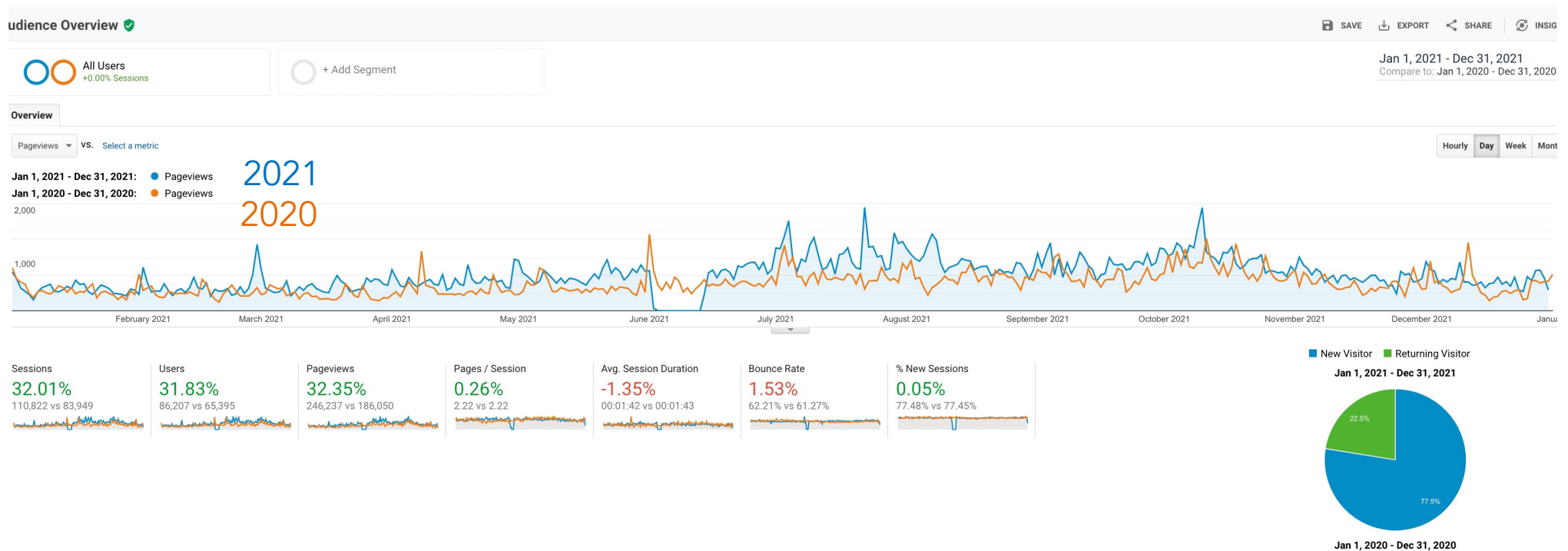


2021 to 2020 Comparison

32% Year to year traffic increase

246,237 Page Views

77.5% New Visitors





Next steps:

- Spring & Summer promotions
- Summer Arts & Culture Postcard
- Guide to Washington
- Welcome Center

