



THINGS TO DO

PLAN YOUR VISIT

LIVING HERE



washington ct

CONNECT

EVENTS



WHAT'S NEW

# Explore Washington CT

Explore our Culture

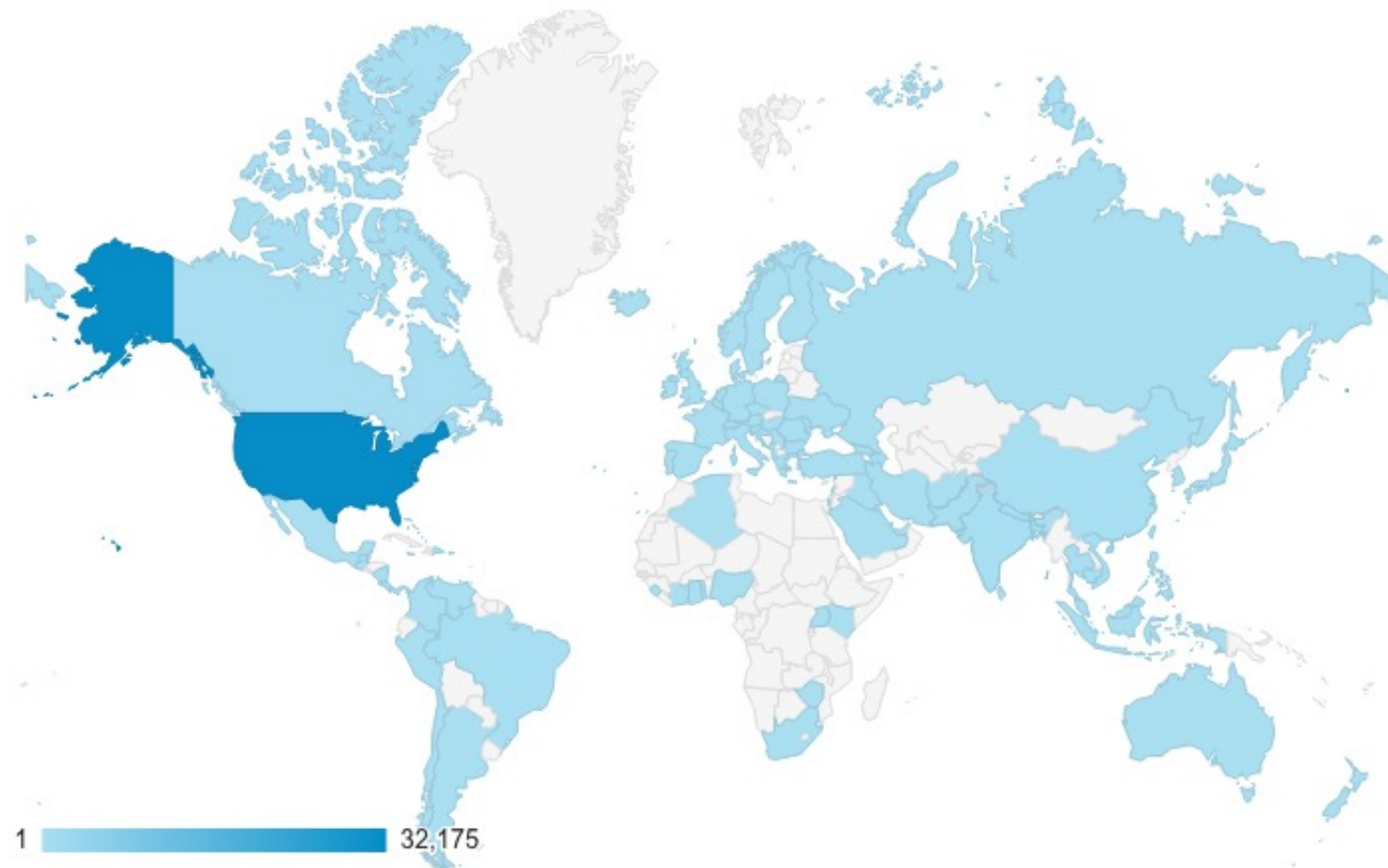


## 2018 Website & Social Media Metrics

February 26, 2019

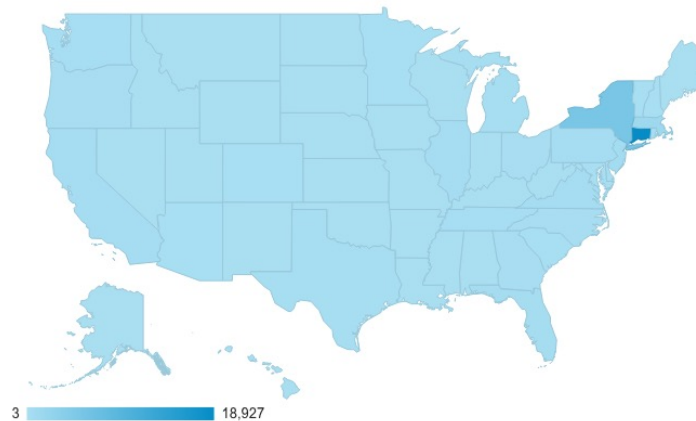
[ExploreWashingtonCT.com](http://ExploreWashingtonCT.com)

# Global Reach of the website



Visits from 106 countries (of 197)

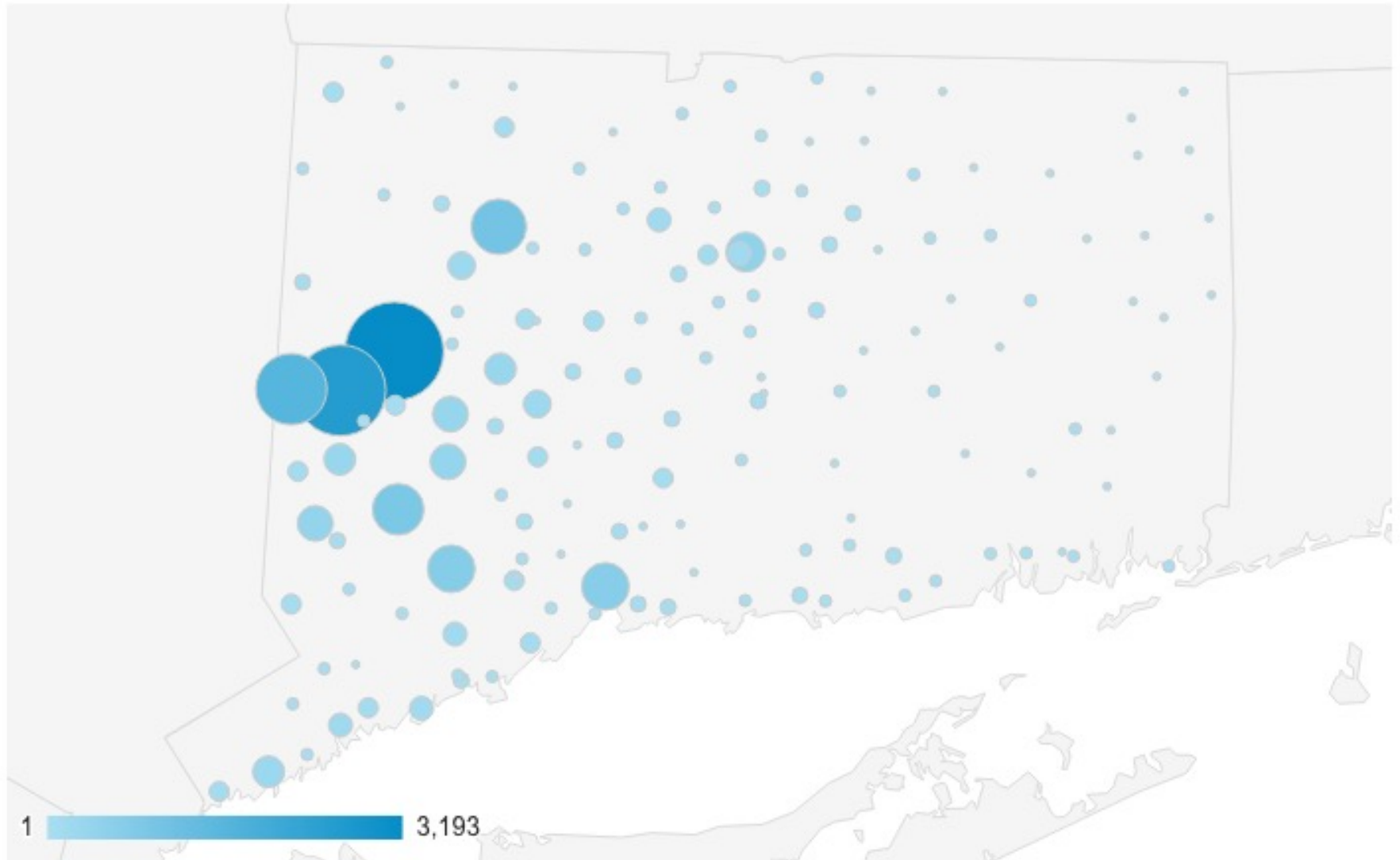
# Where do US visitors live?



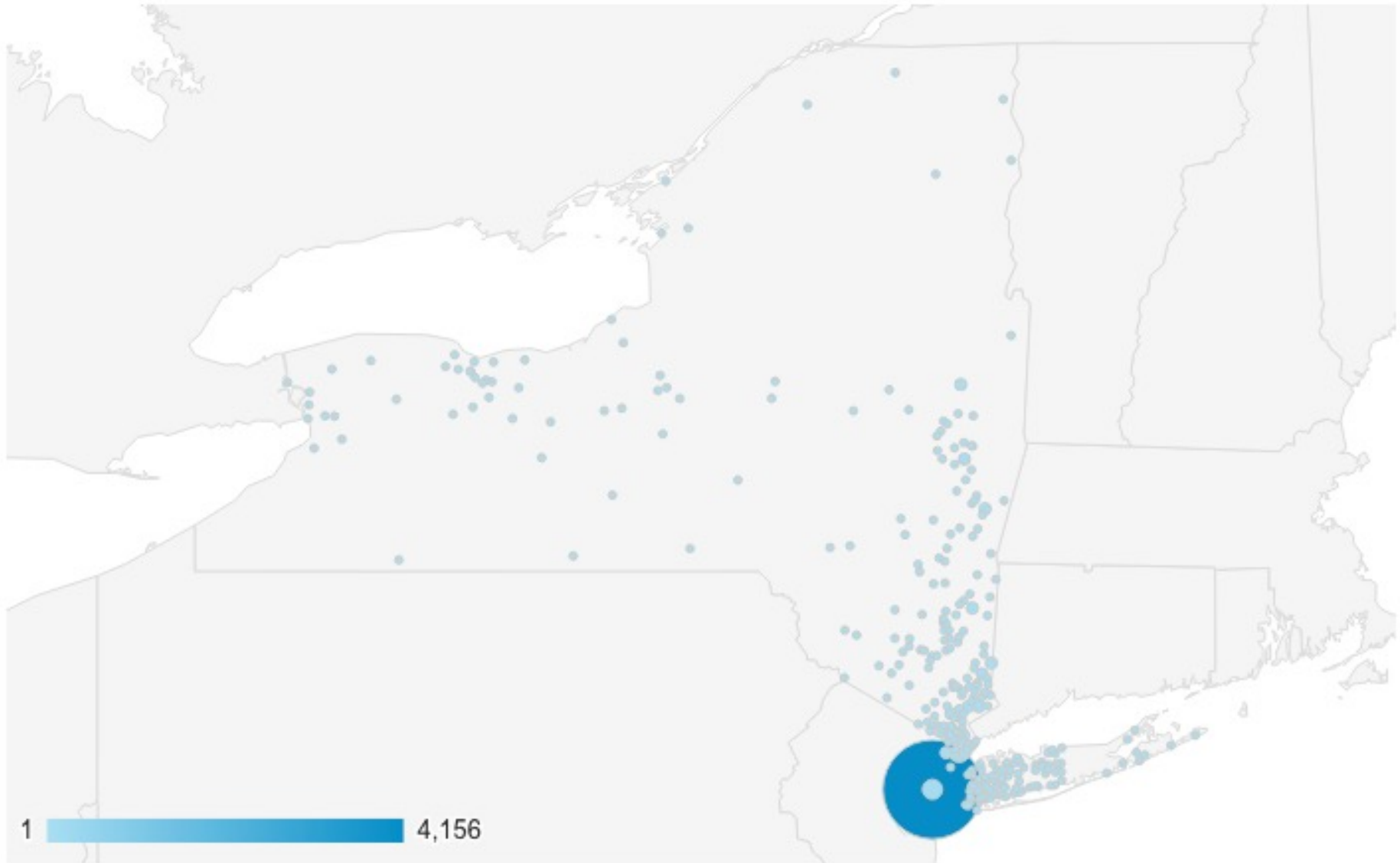
Region ?	Acquisition	
	Sessions ? ↓	% New Sessions ?
	32,175 % of Total: 94.36% (34,097)	70.87% Avg for View: 71.88% (-1.41%)
1. <u>Connecticut</u>	18,927 (58.83%)	65.21%
2. <u>New York</u>	5,559 (17.28%)	73.93%
3. <u>Massachusetts</u>	1,347 (4.19%)	77.88%
4. <u>New Jersey</u>	634 (1.97%)	76.34%
5. <u>California</u>	472 (1.47%)	83.26%
6. Virginia	465 (1.45%)	92.90%
7. Illinois	463 (1.44%)	90.50%
8. (not set)	441 (1.37%)	99.09%
9. Pennsylvania	435 (1.35%)	74.02%
10. Florida	393 (1.22%)	75.57%

11. Rhode Island	323 (1.00%)	78.33%
12. Michigan	243 (0.76%)	73.66%
13. Texas	235 (0.73%)	86.38%
14. Tennessee	215 (0.67%)	88.37%
15. Washington	206 (0.64%)	90.29%
16. District of Columbia	162 (0.50%)	71.60%
17. Georgia	148 (0.46%)	76.35%
18. Oregon	136 (0.42%)	98.53%
19. North Carolina	135 (0.42%)	94.07%
20. Ohio	132 (0.41%)	77.27%

# Where in Connecticut?
















## Where in New York?















**78% of NY visits are from New York City**



# Top Pages Visited

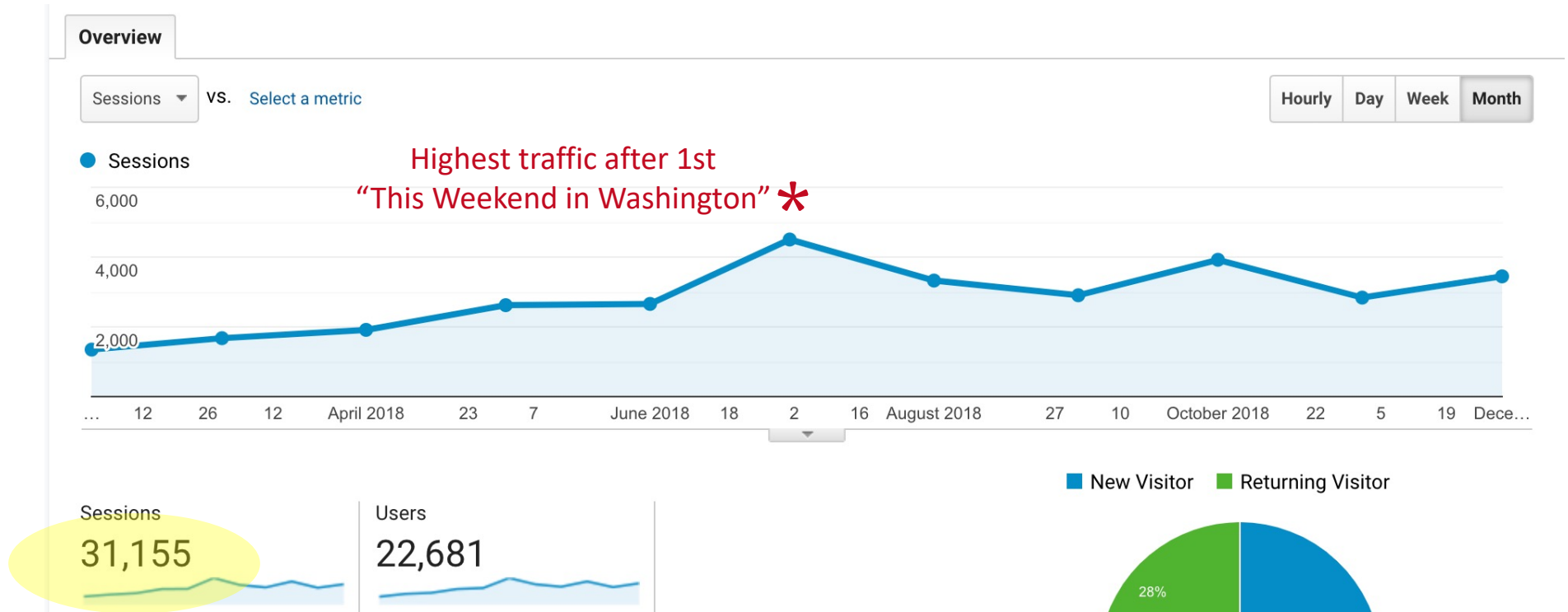
1.	<a href="#">/ Home Page</a>		<b>10,132</b> (11.09%)
2.	<a href="#">/happening-in-washington/washington-events/</a>		<b>6,187</b> (6.77%)
3.	<a href="#">/things-to-do/</a>		<b>4,813</b> (5.27%)
4.	<a href="#">/things-to-do/featured-events/</a>		<b>2,790</b> (3.05%)
5.	<a href="#">/experience/eat-drink/</a>		<b>2,538</b> (2.78%)
6.	<a href="#">/experience/shopping/</a>		<b>2,266</b> (2.48%)
7.	<a href="#">/plan-your-visit/</a>		<b>1,982</b> (2.17%)
8.	<a href="#">/plan-your-visit/our-five-villages/</a>		<b>1,785</b> (1.95%)
9.	<a href="#">/experience/nature-outdoors/</a>		<b>1,781</b> (1.95%)
10.	<a href="#">/happening-in-washington/</a>		<b>1,768</b> (1.94%)
11.	<a href="#">/experience/arts-culture/</a>		<b>1,649</b> (1.81%)
12.	<a href="#">/plan-your-visit/places-to-stay/</a>		<b>1,398</b> (1.53%)
13.	<a href="#">/waa-sculpture-walk-2018/</a>		<b>1,355</b> (1.48%)

14.	<a href="#">/plan-your-visit/getting-here/</a>		<b>1,293</b> (1.42%)
15.	<a href="#">/living-in-washington/</a>		<b>1,257</b> (1.38%)
16.	<a href="#">/living-in-washington/washington-life/</a>		<b>1,125</b> (1.23%)
17.	<a href="#">/happening-in-washington/washington-blog/</a>		<b>1,007</b> (1.10%)
18.	<a href="#">/plan-your-visit/explore-interest/gilmore-girls-getaway/</a>		<b>969</b> (1.06%)
19.	<a href="#">/experience/family-fun/</a>		<b>890</b> (0.97%)
20.	<a href="#">/our-events/featured-events/</a>		<b>844</b> (0.92%)
21.	<a href="#">/our-events/community-calendar/</a>		<b>789</b> (0.86%)
22.	<a href="#">/plan-your-visit/explore-like-local/</a>		<b>590</b> (0.65%)
23.	<a href="#">/living-in-washington/my-washington/</a>		<b>553</b> (0.61%)
24.	<a href="#">/plan-your-visit/explore-by-seasons/</a>		<b>542</b> (0.59%)
25.	<a href="#">/featured_events/holiday-in-the-depot/</a>		<b>487</b> (0.53%)

## What visitors are looking at:

Events, Things to Do, Restaurants, Shopping, Plan your Visit, Places to Stay, Getting Here, Living Here, Explore by Seasons, Family Fun, Blog, Individual Events

# 2018 Traffic Overview



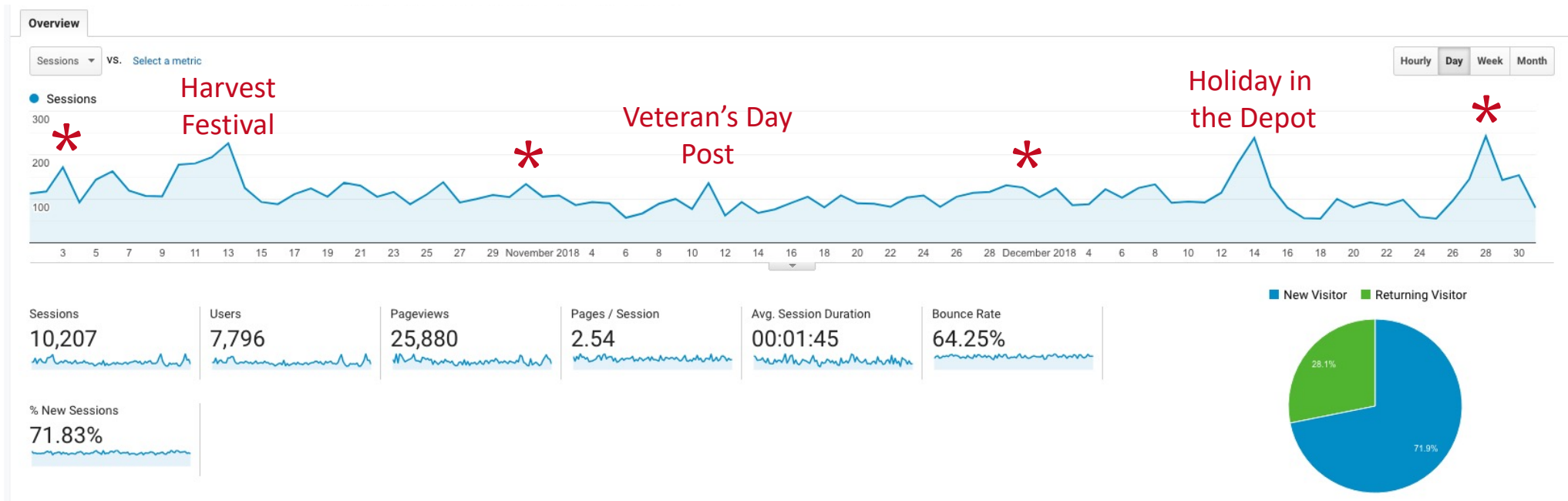
## Key Milestone

Highest monthly traffic and sustainable increases after  
introduction of "This Weekend in Washington"  
in July 2018

# A Closer Look

## Daily spikes from e-news & Events Promotion

\* = "This Month in Washington" e-news



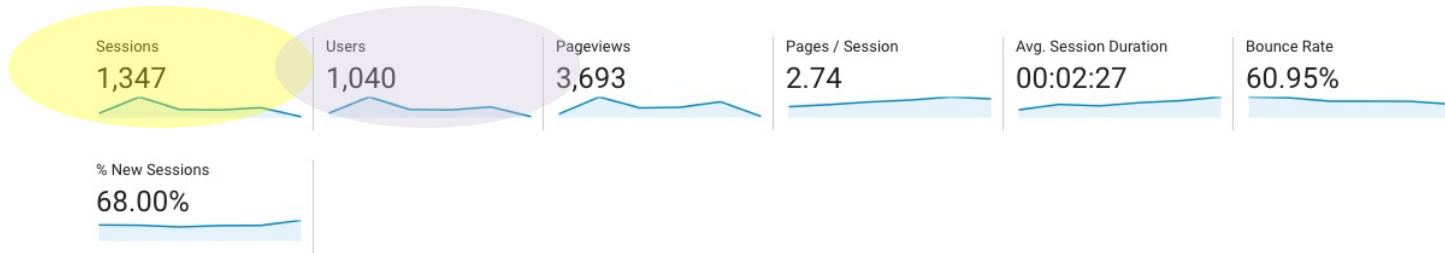
### New content drives traffic

Traffic spikes after each blog post, event promotion, social media post, and e-news



# December Year to Year Comparison

## Dec 2017



## Dec 2018



### Growth Dec 2017 to Dec 2018

Sessions  
Increase:  
**156%**

Users  
Increase:  
**169%**

## New vs. Returning Visitors



New Visitors:  
**68%**



New Visitors:  
**73%**

# July 2018 Peak Traffic

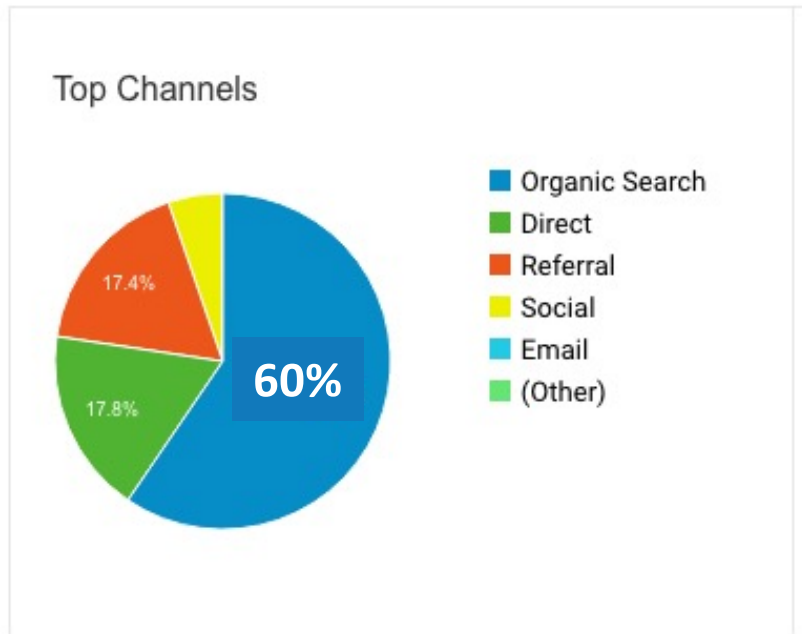
July 2018



## Summer peaks

Substantial increase in visits due to twice monthly e-news and increased summer events and related promotion.

# How visitors are coming to the website



Acquisition			
	Sessions ↓	% New Sessions ↓	New Users ↓
	31,155	71.98%	22,424
1 Organic Search	18,550		
2 Direct	5,554		
3 Referral	5,411		
4 Social	1,625		

## Organic Searches bring most visitors

60% of visitors are finding the website through web searches. New content and Search Engine Optimization (SEO) bring most traffic.

# Example of Top Ranking on Google

five senses festival pilobolus

All Videos Images News Maps More Settings Tools


About 4,650 results (0.50 seconds)

**Pilobolus Open Studio | Explore Washington CT**  
<https://explorewashingtonct.com/events/pilobolus-open-studio/> ▼  
Pilobolus is opening their studio in Washington CT on February 4th to share a drink, some of their plans, a wish for the New Year, and a couple of dances. This event is a kick off to their **Five Senses Festival** which is a month long celebration for reviving of the overstimulated and expanding of under-appreciated sensory ...

**5 Senses Thailand - Festival - Home | Facebook**  
<https://www.facebook.com/5SensesFest/>  
5 Senses Thailand - Festival. 3.6K likes. February 2018 will see the launch of 5 Senses Eco Festival, a boutique party in Thailand's tropical paradise of...  
Missing: pilobolus

**5 Senses Thailand - Eco Festival Tickets, Sat, 03/02/2018 at 12:00 pm ...**  
<https://www.eventbrite.com.au> > Festival > Music ▼  
Feb 3, 2018 - Eventbrite - 5 Senses presents 5 Senses Thailand - Eco Festival - Saturday, 3 February 2018 | Saturday, 17 February 2018 at Ko Pha Ngan, จ.สุราษฎร์ธานี. Find event and ticket information.  
Missing: pilobolus

**Images for five senses festival pilobolus**



→ More images for five senses festival pilobolus Report images

# Above Yelp Ranking

## Shopping @ Washington | Explore Washington CT

<https://explorewashingtonct.com/experience/shopping/> ▼

World-class **shopping** beckons. Experience our one of a kind **shops** that curate exceptional finds from around the world.

## THE BEST 10 Shopping near Washington Depot, Washington, CT ...

<https://www.yelp.com> › Washington, CT › Washington Depot › Shopping ▼

The Best 10 Shopping near Washington Depot, Washington, CT. Sponsored Results. Stars Hollow Yarns. 1 review. Embroidery & Crochet, Knitting Supplies. All Results. J Seitz & Co. 4 reviews. \$\$Women's Clothing, **Furniture** Stores, Accessories. Plain Goods. 2 reviews. The Rustic Country Barn. 3 reviews. The Housatonic ...

## THE BEST 10 Shopping near WASHINGTON DT, CT 06793 - Last ...

<https://www.yelp.com> › WASHINGTON DT, CT › Shopping ▼

The Best 10 Shopping near WASHINGTON DT, CT 06793. Sponsored Results. Stars Hollow Yarns. 1 review. Knitting Supplies, Embroidery & Crochet. All Results. The Housatonic Trading Co. 6 reviews. \$\$\$\$Antiques, Home Decor, **Furniture** Stores. The Rustic Country Barn. 3 reviews. J Seitz & Co. 4 reviews. Bethlehem Indoor Flea ...

# Social Media Following



Instagram

**1,046 followers**

People tagging their photos #explorewashingtonct: **2,738**



**626 followers**



MailChimp

**1,410 email subscribers**

“This Weekend in Washington”

Average open rate = **55%**

(Industry average = 13%)



# This Month in Washington

## Feedback:

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



### November in Washington

Autumn is just flying by! As we enter November, it is time to enjoy those last colorful leaves and get ready to **give thanks** at the end of the month. This initiative from the Town of Washington will keep you in the loop about all the wonderful happenings around town. So, mark your calendars — and enjoy!

### First Friday in the Depot-Day of the Dead Celebration

Friday, November 2nd; 5 pm - 8 pm

Local shops and galleries will be holding open houses and the Arthur Murray Dance Studio will be hosting a dance party with The Lucky 5 gypsy jazz band at Valley Spirit Wellness Center. Stop by for some great music and fun with friends!



### ASAP! Celebration of Young Photographers

Sunday, November 4th; 2 pm - 4 pm

@ Bryan Memorial Town Hall

Join ASAP! for a unique exhibit of images by talented young photographers. A panel will jury photographs submitted by students in grades 6-12, each expressing an interpretation of this year's theme, *Possibilities are Boundless*.



### Steep Rock Trail Series

Sunday, November 4th & 18th

6:30 am - 11 am

@ Hidden Valley Preserve & Steep Rock Preserve



# Instagram

\* Recent post by travel blogger with 97,000 followers!



**explorewashingtonct**  
Washington, Connecticut

**explorewashingtonct** We couldn't have said it better! Many thanks to [@glimpseguides](#) for the shoutout. Ready for a spectacular winter weekend escape? ❄️ — "Ever wanted to visit a quintessential New England town? Washington, CT is a perfect choice, with beautiful old homes (like this one), charming churches and historic buildings. Located just a few hours north of New York City, visitors love it for the peace and quiet, but also for the culture, as it has many museums, antique stores and art events. Families can hike or bicycle through the hills, pick fruit at local farms, and even visit wineries. I am currently headed there where I'm checking into the [@gracehotelsMayflower](#) Inn.."

**explorewashingtonct** .



Liked by [washingtonambulance](#) and 134 others

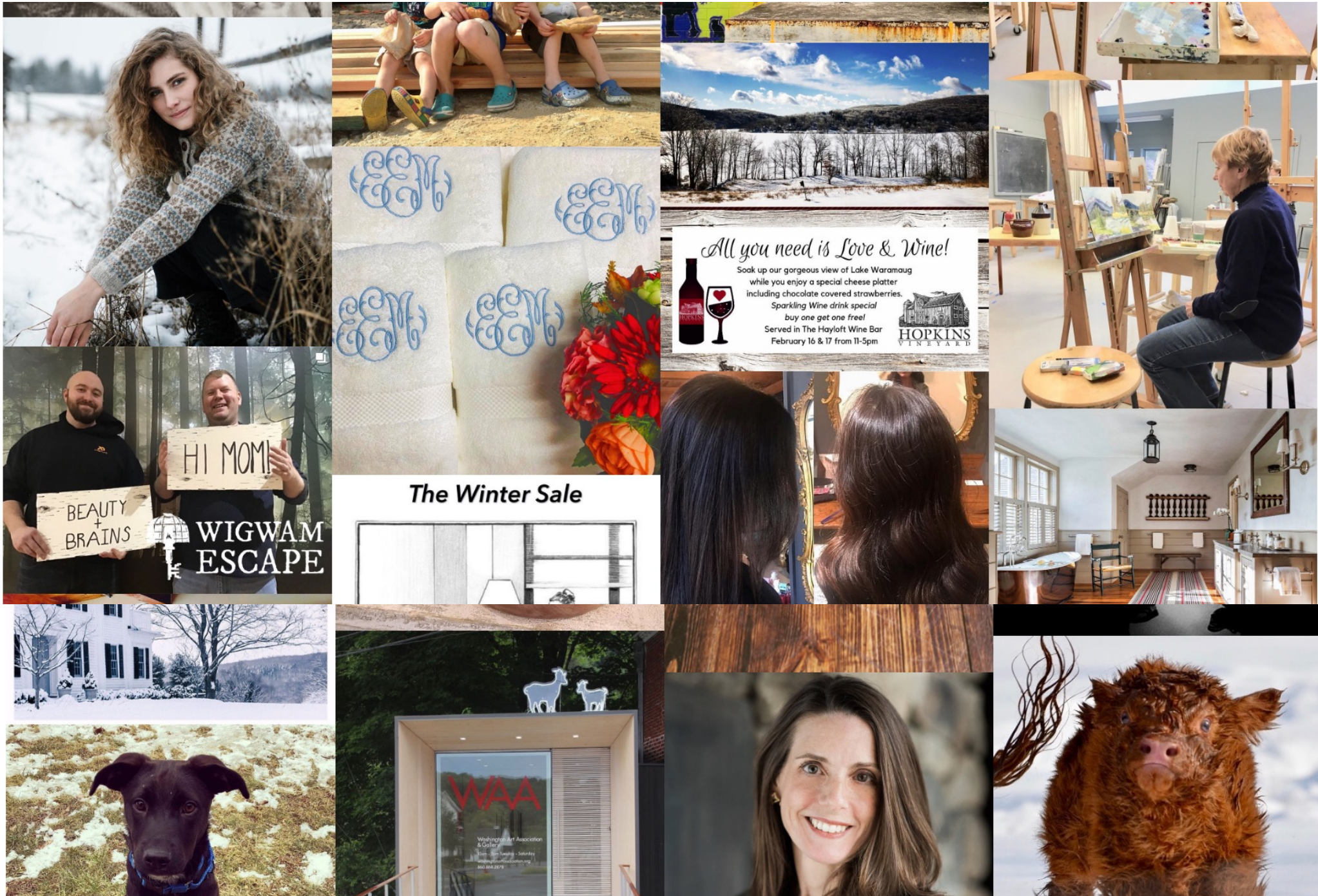
2 DAYS AGO

Add a comment...





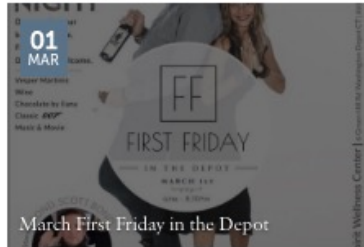
# Community Instagram: #ExploreWashingtonCT



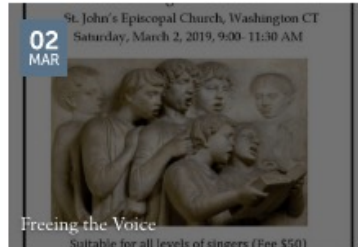


# Events Calendar

MARCH 2019



March First Friday in the Depot



Freeing the Voice  
Suitable for all levels of singers (Fee \$50)



Members Show-Last Chance



"Reverse Glass Paintings" by Ron Crowcroft- Opening Reception



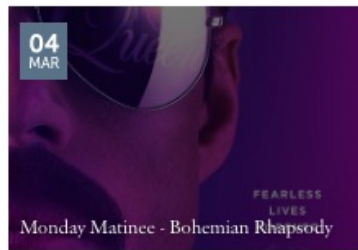
Jamie Accashian in the Loft Gallery- Opening Reception



Sunday FunDay Crafts



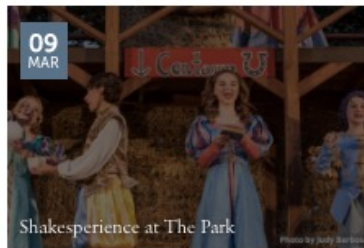
Family Skate at The Gunnery



Monday Matinee - Bohemian Rhapsody



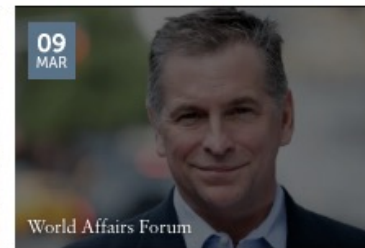
Native American Women in Southern N.E. Tribal Societies



Shakesperience at The Park



Annual Maple Sugar Festival



World Affairs Forum



The Garden of Earthly Delights-Opening Reception



Steven Miller Color Pop-Opening Reception



Lynda O'Connor New Paintings-Opening Reception

**\* 594 Events**  
currently on  
calendar

# Social Media Reach

## What content gets shared?

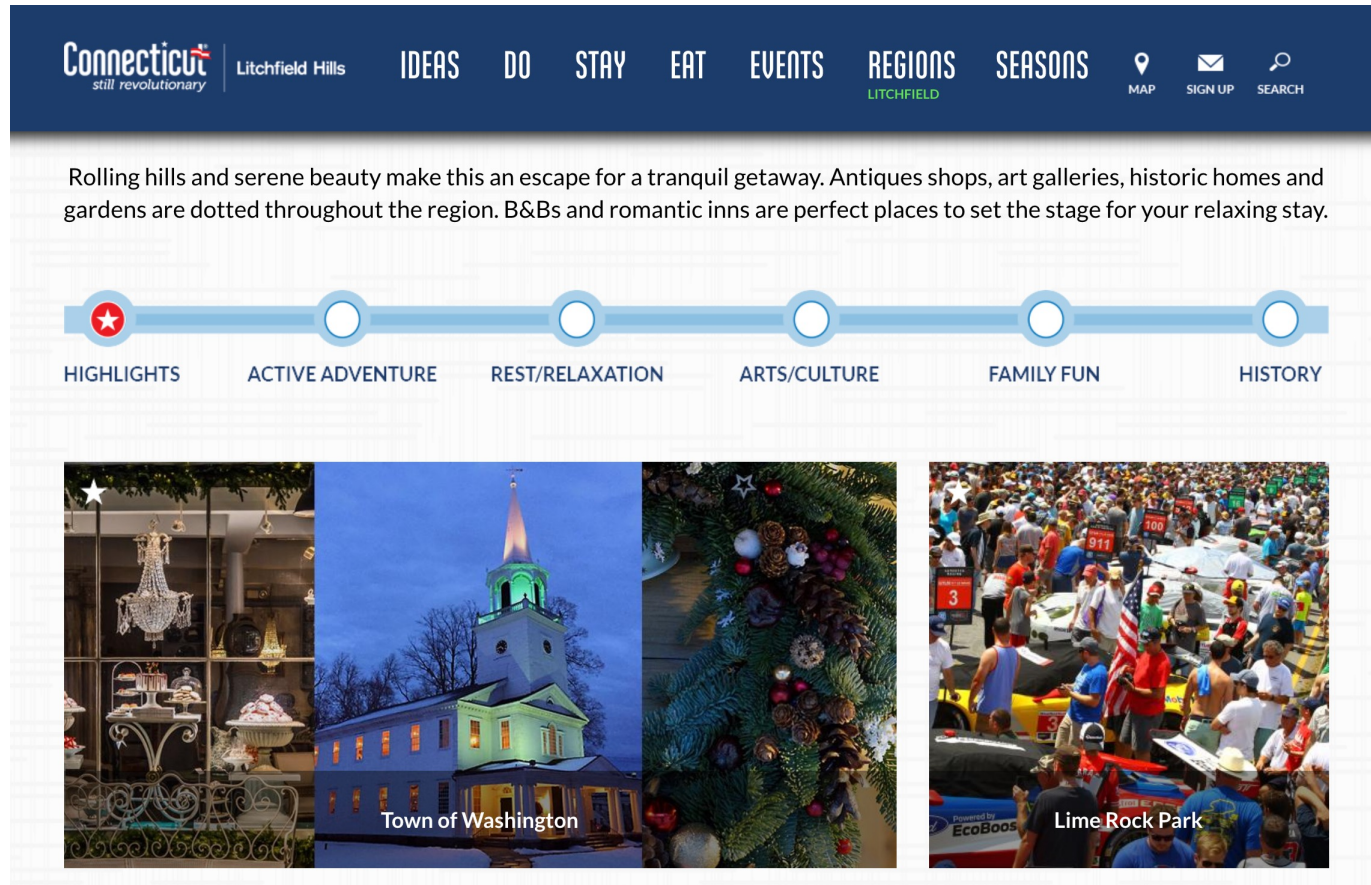


### Post

### Reach

10 Great Things to do in Washington this Fall	3,572
Summer Camps in Washington	1,398
About Washington Art Association	1,018
Weekend Events Roundup	1,095
Washington Gives MLK Day Event	1,013
Gunnery Community Party Photos	1,005
July First Friday Event	998
Hollister House Interview	883
Scarecrow Photos (Harvest Festival)	751
About Judy Black Memorial Park & Gardens	743
Weekend Pre-Thanksgiving Events Roundup	690
Pilobolus 5 Senses Festival	671
Leaf Peepers Guide	660
Harvest Festival Event	656
July Weekend Roundup	634
Peter Becker, Gunnery Interview	567
Washington Environmental Commission / Earth Day	550
Washington Green Cemetery Tour Event	542

# Public Relations Opportunities



## CT Visit

Top Placement for Washington for  
Litchfield Hills region

## Article Submissions

Best Small Towns in America (Smithsonian)  
Best Towns to Visit (Travel Channel)  
Romantic Valentines Day in Washington (CT Visit)  
Winter Getaways (CT Visit - several articles)  
Fall Foliage (CT Visit)





Thank you!

