Website & Social Media Metrics

November 21, 2023

ExploreWashingtonCT.com
WHERE YOU LEAD...

HOW I SPENT 29 HOURS IN THE REAL STARS HOLLOW FROM GILMORE GIRLS

Meet me at Luke's Diner.

by CAITLIN PALUMBO
OCT. 18, 2023
Press Mentions

Weekend Itinerary

Saturday, Sept. 16

10 a.m.: I arrived in Washington Depot after a two-hour drive from New York City. Driving through the picture-perfect downtown area and nearby neighborhoods, I was immediately struck by the charm of the small town. It felt like the type of place where everyone knows everyone and the coffee shop barista remembers your daily order.

10:30 a.m.: Strolling around the town square, I channeled my inner Lorelai and sought out some caffeine. I stumbled into Marty’s Café, which is thought to have inspired Luke’s, the busy diner in Stars Hollow that the show’s main characters frequent. Marty’s is a bustling neighborhood café with an extremely friendly staff, lots of windows, and a coffee bar with a robust selection of drink choices. Along with a grilled vegetable panini ($11), I ordered one of the seasonal specials, a toffee pecan latte ($5.25+), and it was “chef’s kiss”.

I loved how the bookstore really leans into the television show connection — there’s even a Gilmore Girls corner where it sells books and mementos related to the show. My personal fave souvenir: a little light-up Stars Hollow sign ($13).
Social Mention

Author’s Instagram Post

mydarlingpassport
and
aestheticofautumn
emilywelchstyle • gilmore girls lala

mydarlingpassport I took a fall trip to the *real life* Stars Hollow from Gilmore Girls 🍁🍂🍁

There are a lot of charming New England towns that give off a Gilmore Girls vibe in fall, but the show was actually inspired by Washington Depot, CT and the surrounding towns in the Litchfield Hills region.

Mini Guide to “Stars Hollow”

Eat at @martyyscafe_ct (aka Luke's!). They have seasonal fall lattes and they're truly amazing

Shop at @hickorystickbookshop (they even have a Gilmore Girls section!)

Find your perfect Rory Gilmore sweater at @shon.fivelanes

8,964 likes

Published 10/9/23
**Hidden Valley Preserve in Washington**

Bathe in foliage on one of Connecticut's most beautiful bridges, and experience all the joys of Washington, CT.

**Map your autumn adventure**

- **Hidden Valley Preserve**
  138 Bee Brook Road, Washington Depot
  [EXPLORER]

- **Lake Waramaug State Park**
  30 Lake Waramaug Road, New Preston
  [EXPLORER]

- **Mount Tom State Park**
  Mount Tom Road, Washington Depot
  [EXPLORER]

- **Averill Orchards**
  280 Calhoun St., Washington Depot
  [EXPLORER]

- **Spring Hill Vineyards**
  292 Bee Brook Road, New Preston
  [EXPLORER]

Published 10/26/23
MORE FOLIAGE

Lake Waramaug State Park
30 Lake Waramaug Road, New Preston  SEE ON MAP

The Hopkins Inn
22 Hopkins Road, Warren  SEE ON MAP

Lake Waramaug in Litchfield, CT during the fall season. Eneko Figueres/Getty Images

Hopkins Inn in Warren, CT. Lelia Rye
This town might have inspired your favorite TV show!

A Charming And Historic Small Town In Connecticut, Washington Is Seemingly Frozen In Time
Is This the Real Life Stars Hollow?

Visit Hickory Stick Book Shop in Washington, about a 14-minute drive from the New Milford Town Green, and you'll be fully able to imagine bumping into Rory as you browse shelves filled with intriguing titles including many by local authors. On your way back to New Milford, loop through Marbledale and visit Stars Hollow Yarns. If you're an avid knitter or crocheter or even a beginner, you'll find this “haven for handcrafters” offers the kind of inclusive, loving community many Gilmore Girls fans associate with Stars Hollow. The shop has a unique story: one that is focused on philanthropy, sustainability, and social consciousness.
Which towns in Connecticut are most like Stars Hollow?

Washington Depot, CT
22. Hopkins Vineyard

- **Why We Love It:** wine bar; specializes in dry, semi-sweet, sweet and sparkling wines; seasonal live music
- **Distance from NYC:** 2 hours and 10 minutes by car
- **Reservation needed:** No

For over 225 years, the Hopkins family has turned this vineyard into a Connecticut staple. Explore all the wine selections (in the state's first established wine bar) and admire the 19th century aesthetic. When you're finished learning about ingredients and the best food pairings, make time to view Lake Waramaug in the background.

25 Hopkins Rd., New Preston, CT
Multiple features on CT Visit
Prominent features for Litchfield County

- Mayflower Inn & Spa
- Town at Washington
- Institute for American Indian Studies
- New England Carousel Museum
- Instagrammable Connecticut: The “Real” Stars Hollow
- Lee’s Riding Stable
Do Look Down: Viewing Foliage from the Heights

Thrill-seekers can see the brilliant fall leaves from a different perspective this season — enjoying the view from above. Zip-lining, hot air balloononing and adrenaline-pumping skydiving are some of Connecticut's more adventurous leaf-peeping offerings. Get the birds-eye view of some of the state's most breathtaking vistas where the full spectrum of vibrant hues is most visible and trust us, the effort is worth the ultimate reward. Just be sure to check with each location before venturing out, as hours may have changed.

Hidden Valley Preserve, Washington

Just as Henry David Thoreau did his best thinking in the woods, this pretty suspension bridge named after Thoreau gives you a place to collect your thoughts as you contemplate the natural beauty of Washington’s Hidden Valley Preserve.

Connecticut's Best Swimming Holes!

Sure, beaches are a favorite, but when looking to avoid the heavy crowds, visiting one of Connecticut's swimming holes allows for just as much fun — whether it's a refreshing dip after a picnic lunch, a relaxing afternoon tanning by the rock bed or for adrenaline junkies, jumping off high boulders or tubing on the rapids. Before making a splash, be sure to check the Connecticut Department of Energy and Environmental Protection (DEEP) website for new safety guidelines. Here is a list of some of the best swimming holes the state has to offer.
Outdoor Summer Festivals in Connecticut for 2023
LAST UPDATED: JUNE 2023

Major live music acts. Food trucks. Arts & vendors. Craft beer. Whichever festival vibe you love most, Connecticut’s got it. Here are some top outdoor festivals to check out this summer.

Find even more on our events page.

If Walls Could Talk – Connecticut’s Historic Inns
LAST UPDATED: AUGUST 2023

By Andrew Clark

The inns of Connecticut can offer far more than a good night’s rest. If you look across the state, you’ll find establishments with renowned golf courses, on-site dining and live music. Many of these destinations also have rich histories, allowing guests the opportunity to explore Connecticut’s past.
Washington Featured in Almost All Tourism Categories
Explore the Local Farms of Washington: 2023 Edition

September marks the beginning of apple-picking and cider donut season in Connecticut! Join us in exploring the local farms in and around Washington where you can enjoy pick-your-own experiences and find fresh produce and goods.

A Perfect Family Day Trip to Washington, CT

There are many amazing ways to enjoy your time in Washington for all ages and interests! Take a look at all there is to look forward to this fall during your family day trip to Washington.
explorewashingtonct
Washington, Connecticut

explorewashingtonct It’s been a festive and fun fall Gilmore Girls season here in Washington and we’re thrilled to share a recent piece featuring our town in @elitedaily!

Take a look at the Stars Hollow-inspired weekend itinerary for all the top spots to visit during your trip to Washington:

- Begin your adventure in Washington Depot
- Grab a coffee and a bite at Marty’s Cafe or The Pantry
- Browse the latest books at Hickory Stick Bookshop
- Visit Five Janes for an amazing selection of clothing, accessories and fun gifts
- Stop by Stuart’s Floral for a colorful bouquet or potted plant
- Stroll through the Washington Food Market and Washington Supply Co for a small town shopping experience
- Enjoy a traditional apple-sucking experience at Averill

View insights  Boost post

📍 Liked by klynchandsons and 458 others

OCTOBER 26

Add a comment...
Social Media Engagement

**Instagram**

- 4,434 followers
- 432 increase in 7 months
- 15,226 shared
- People sharing their photos
  - #explorewashingtonct

**Facebook**

- 1,639 followers

**Mailchimp**

- 2,644 subscribers
- Open Rates:
  - 32% Industry Average
  - 56% - past 6 months
## Overall Traffic
### July-October 2023

<table>
<thead>
<tr>
<th>Users</th>
<th>New users</th>
<th>Average engagement time</th>
<th>Total revenue</th>
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<td>57K</td>
<td>57K</td>
<td>53s</td>
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</table>

- **Pageviews**: 140,030
- **Unique Visitors**: 56,894
Highest Traffic To Date
October 2023

39,695 Pageviews in October
38,644 Previous highest
How Visitors Arrive on Website

81% Organic Search
Top Pages Visited
July – October 2023

Views by Page path and screen class over time

Views by Page path and screen class

TOP 5 PAGES
Gilmore Girls Getaway
Homepage
Events
Things to do
Gilmore Girls Guide
# Top Pages Visited
## July-October

<table>
<thead>
<tr>
<th>Page path and screen class</th>
<th>Views</th>
<th>Users</th>
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<tbody>
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<td>/</td>
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<td>/things-to-do/</td>
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<td>/places-to-stay/hopkins-inn/</td>
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<td>668</td>
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### Top Pages Visited
**Gilmore Girls Getaway**

<table>
<thead>
<tr>
<th>Page Path and Screen Class</th>
<th>Views</th>
<th>Users</th>
<th>Views per User</th>
<th>Average Engagement Time</th>
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<tbody>
<tr>
<td>/plan-your-visit/explore-interest/gilmore-girls-getaway/</td>
<td>30,906</td>
<td>22,323</td>
<td>1.38</td>
<td>37s</td>
</tr>
</tbody>
</table>

**94% Monthly increase**

30,906 Pageviews of Gilmore Girls Getaway (4-months)
27,952 (7-months previous report)
## Top Search Terms

<table>
<thead>
<tr>
<th>Top queries</th>
<th>Clicks</th>
<th>Impressions</th>
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<tbody>
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<td>can you visit stars hollow</td>
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<tr>
<td>washington ct gilmore girls</td>
<td>321</td>
<td>489</td>
</tr>
</tbody>
</table>
Harvest Festival
October 2023

Event Pageviews: 2,766
Harvest Festival
October 2023

2,500+ Attendees

Ad Results
Cost of ad: $50
Dates: Sept 29 - Oct 8th
Impressions: 26,517
Reach: 25,028
Clicks to event page: 77 clicks

Reel Results (Organic)
Video watches: 4,758
Completed:
- Spring & summer articles, e-news, social media, promotions
- Public relations assistance
- Spring & summer photo contest

Next steps:
- Holiday shopping
- Winter experiences
- Events promotions
- Spring marketing
- PR assistance