



Website & Social Media Metrics

November 21, 2023

ExploreWashingtonCT.com



Press Mentions

Real Stars Hollow Feature

Instagram Followers:

3.6 million



Published 10/18/23

<https://www.elitedaily.com/lifestyle/gilmore-girls-stars-hollow-washington-depot-connecticut-weekend-itinerary>

Elite DAILY

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 cafe 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*.



COURTESY OF JULIA NABLE

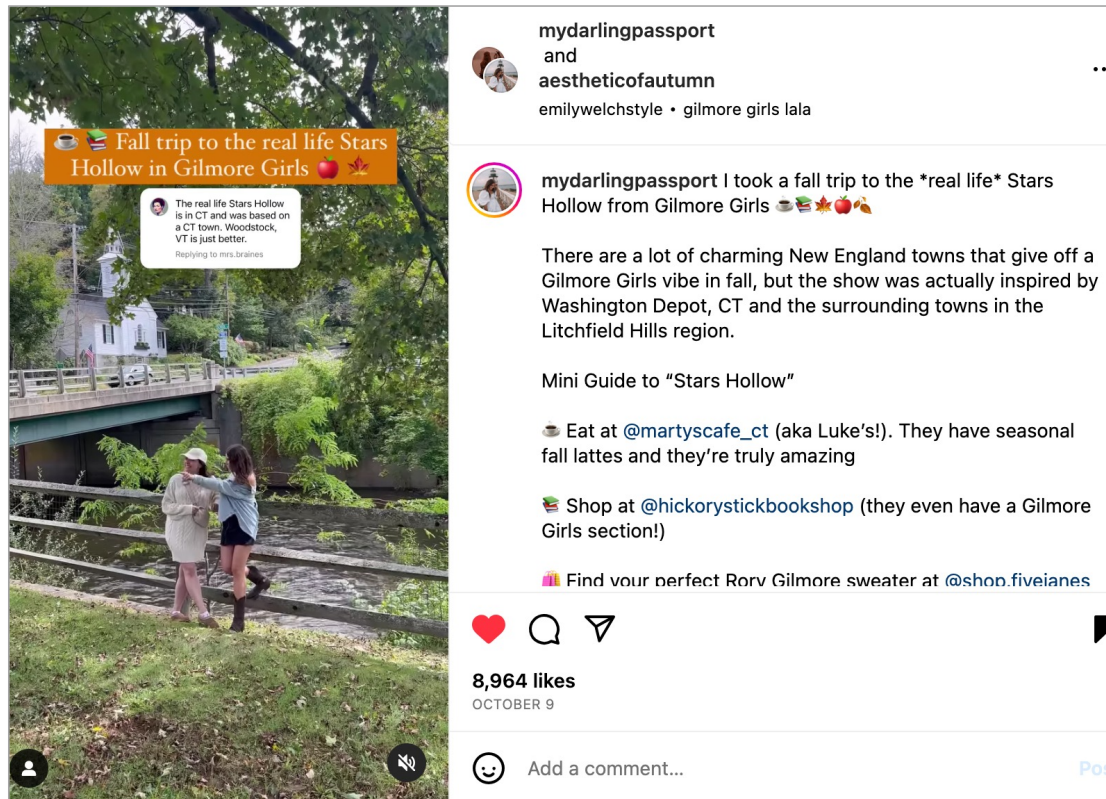
I loved how the bookstore really leans into the television show connection — there's even a *Gilmore Girls* corner where it sells books and mementos related to the show. My personal fave souvenir: a little light-up Stars Hollow sign (\$13).

Social Mention


Author's Instagram Post

Instagram followers: **64K**

Likes: **8,964**



Published 10/9/23



HAVE AN AUTUMN ADVENTURE


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

SHOW ALL

Top recommendation Alternate option

<p>FOLIAGE</p> <p>Hidden Valley Preserve</p> <p>198 Bee Brook Road, Washington Depot</p> <p>READ MORE</p>	
<p>FOLIAGE</p> <p>Lake Waramaug State Park</p> <p>30 Lake Waramaug Road, New Preston</p> <p>READ MORE</p>	
<p>FOLIAGE</p> <p>Mount Tom State Park</p> <p>Mount Tom Road, Washington Depot</p> <p>READ MORE</p>	
<p>FOLIAGE</p> <p>Averill Orchards</p> <p>250 Calhoun St., Washington Depot</p> <p>READ MORE</p>	
<p>FOLIAGE</p> <p>Spring Hill Vineyards</p> <p>292 Bee Brook Road, New Preston</p> <p>READ MORE</p>	

© OpenMapTiles © OpenStreetMap contributors

MORE FOLIAGE

Lake Waramaug State Park

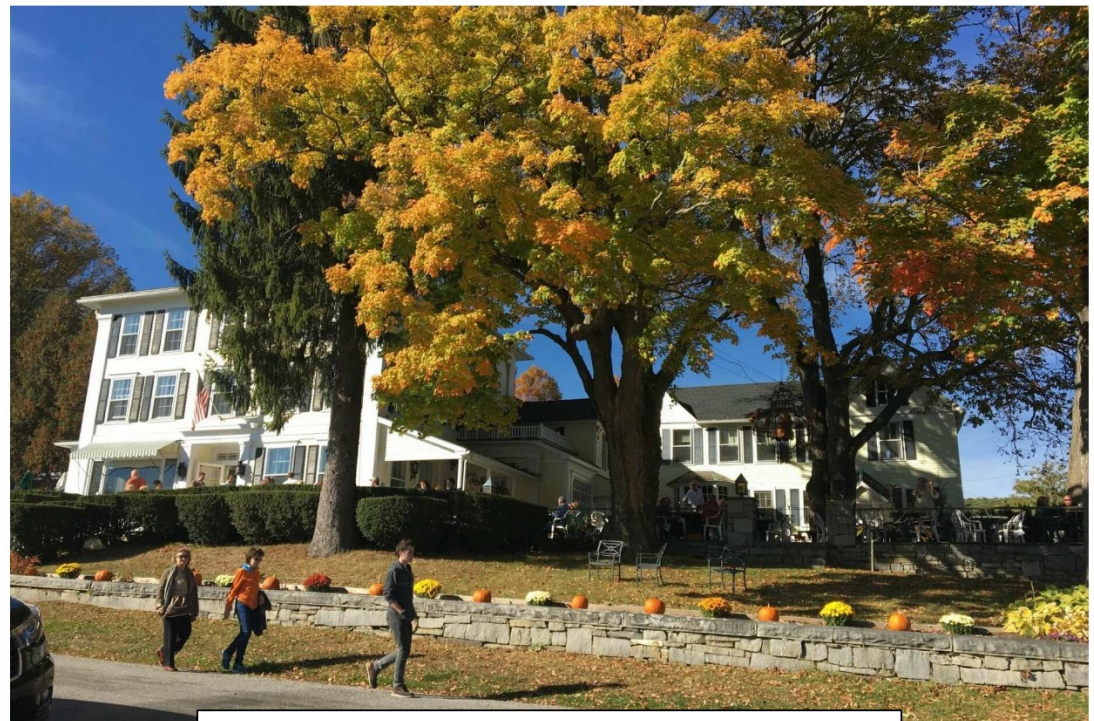
30 Lake Waramaug Road, New Preston [SEE ON MAP](#)



Lake Waramaug in Lichtfield, CT during the fall season. Enzo Figueres/Getty Images

The Hopkins Inn

22 Hopkins Road, Warren [SEE ON MAP](#)



Hopkins Inn in Warren, CT Lidia Ryan

📍 ONLY IN YOUR STATE

Instagram followers:

46K



Published 5/30/23

YANKEE

NEW ENGLAND.COM
from the editors at Yankee

Instagram followers:

140K

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.

Published 4/20/23

https://newengland.com/weekends_with_yankee/weekends-with-yankee-episode-703-made-with-love-in-new-england/real-stars-hollow-new-milford-connecticut/





Which towns in Connecticut are most like Stars Hollow?

Washington Depot, CT

Gazebo!



Published 10/12/23

<https://bridgesandballoons.com/where-to-find-the-real-stars-hollow-from-the-gilmore-girls>

Instagram followers:
2.2 million

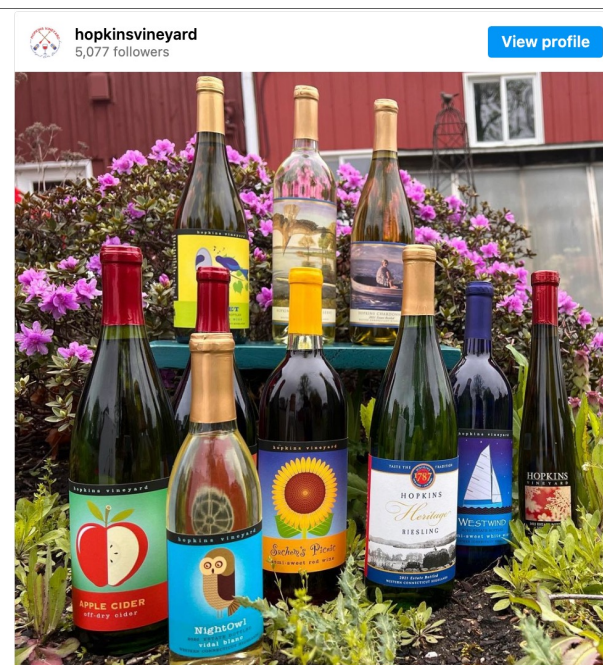
22. Hopkin's Vineyard

- **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 Hopkin's 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

EXPLORE IT



Published 5/05/23
<https://www.purewow.com/travel/new-york-vineyards>

CTVISIT

Multiple features on CT Visit



CTVISIT

Prominent features for Litchfield County

CTVISIT
LITCHFIELD HILLS

DO

STAY

EAT

EVENTS

MEETINGS

REGIONS

SEASONS

LITCHFIELD



VIBE
CAMPAIGN



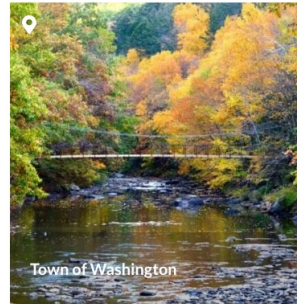
SIGN UP



SEARCH



Mayflower Inn & Spa



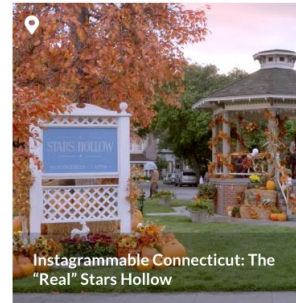
Town of Washington



Institute for American Indian Studies



New England Carousel Museum



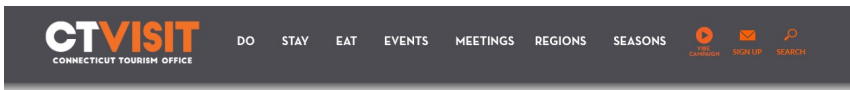
Instagrammable Connecticut: The
"Real" Stars Hollow



Lee's Riding Stable

CTVISIT

Multiple articles

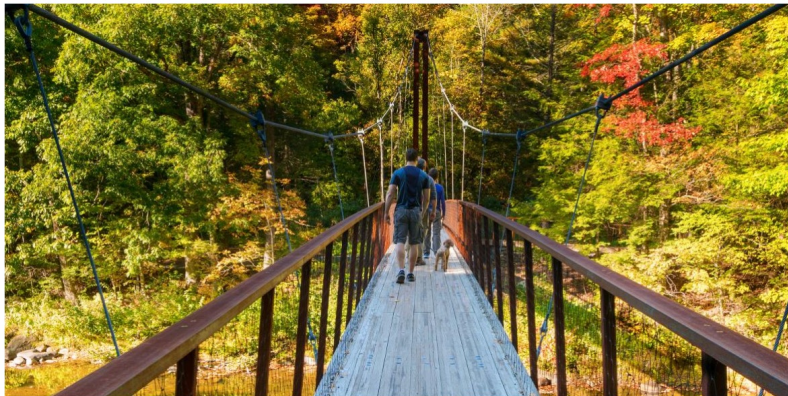


STORIES > [DO LOOK DOWN: VIEWING FOLIAGE FROM THE HEIGHTS](#)



Do Look Down: Viewing Foliage from the Heights LAST UPDATED: AUGUST 2023

Thrill-seekers can see the brilliant fall leaves from a different perspective this season – enjoying the view from above. Zip-lining, hot air ballooning 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.



◀ PREVIOUS

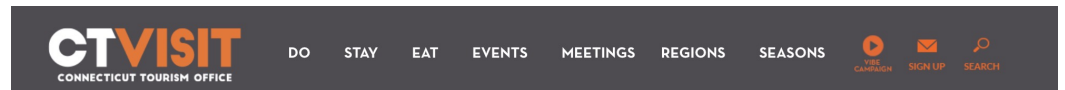
1/9

NEXT ▶

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.

[LEARN MORE](#)



STORIES > [CONNECTICUT'S BEST SWIMMING HOLES!](#)



Connecticut's Best Swimming Holes! LAST UPDATED: FEBRUARY 2023

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.

STORIES > [OUTDOOR SUMMER FESTIVALS IN CONNECTICUT FOR 2023](#)



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](#).



← PREVIOUS

3/19

NEXT →

SHAG Festival

Celebrate four days of live music, art, and community at SHAG Festival. The event is set in the unique and beautifully designed Spring Hill Vineyard and will include food and curated libations.

When: June 22 - 25

LEARN MORE



If Walls Could Talk – Connecticut's Historic Inns

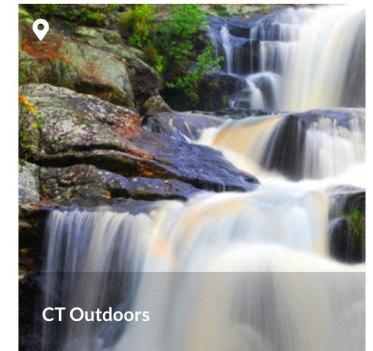
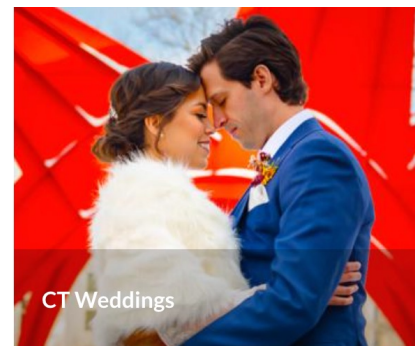
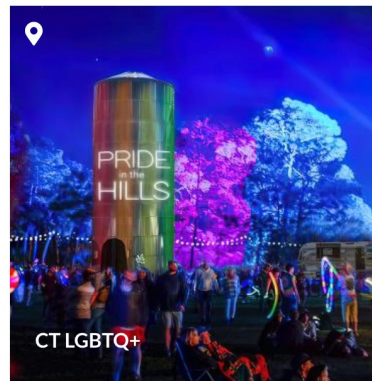
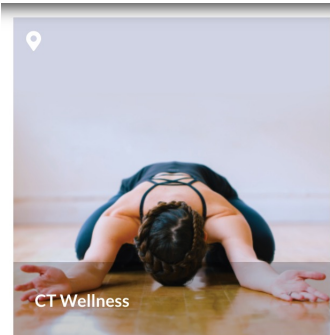
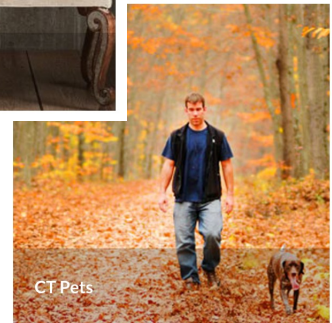
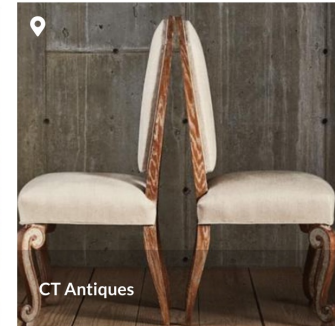
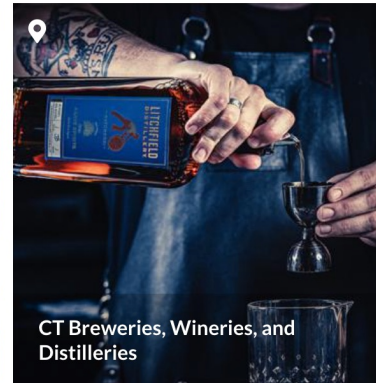
LAST UPDATED: AUGUST 2023

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





Published **51** stories



Explore the Local Farms of Washington: 2023 Edition



by Explore Washington in Lifestyle · 2 months ago ·

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



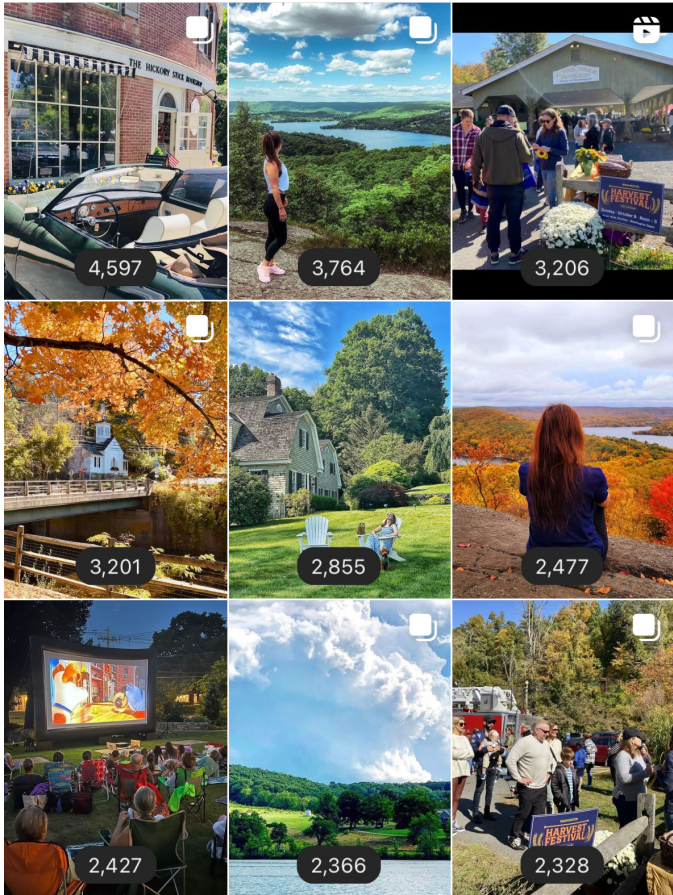
by Explore Washington in Lifestyle · 2 months ago ·

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. ➡

Social Media - Top Posts

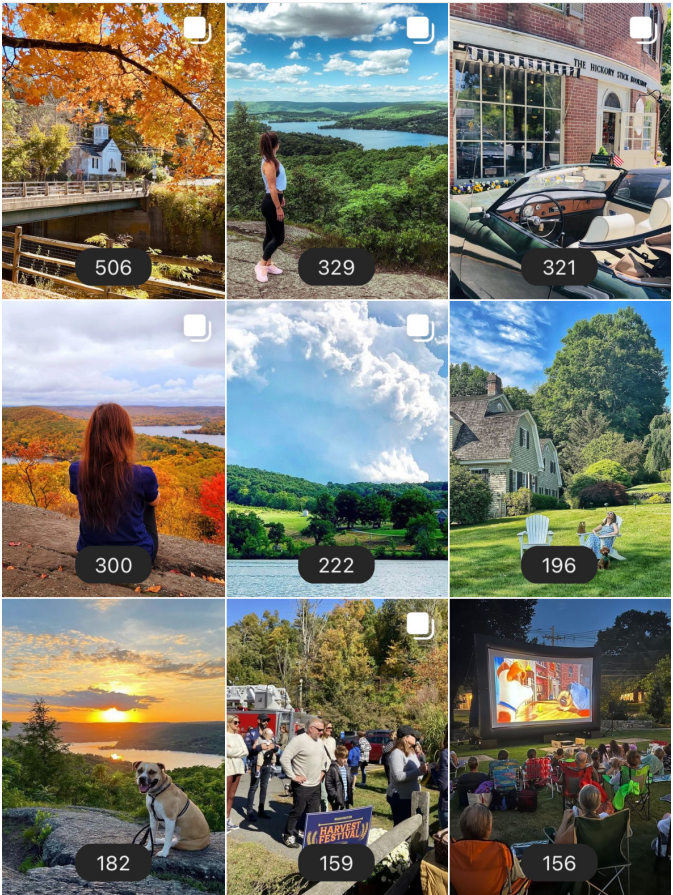
Accounts reached

4,597
Reached



Accounts engaged

506
Likes




Social Media Top Engagement

3,201 Reach

506 Likes


67 Shares






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-picking experience at Averill


[View insights](#)

[Boost post](#)



 Liked by klynchandsons and 458 others

OCTOBER 26

 Add a comment...

[Post](#)

Overview ⓘ

Accounts reached	3,201
Accounts engaged	506
Profile activity	98

Reach ⓘ

3,201

Accounts reached

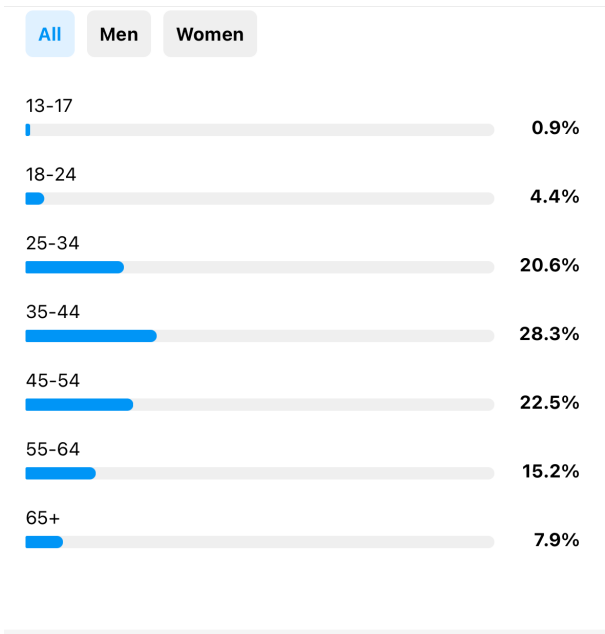
2,147

Followers

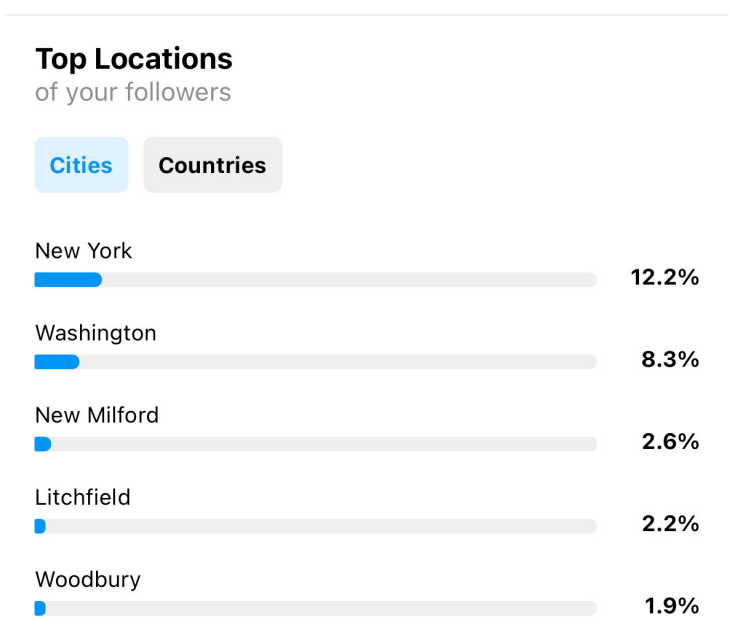
1,054

Non-Followers

Social Media Demographics



Gender
of your followers





Social Media Engagement



4,434 followers

432 increase in 7 months

15,226 shared

People sharing their photos
#explorewashingtonct



1,639 followers



mailchimp

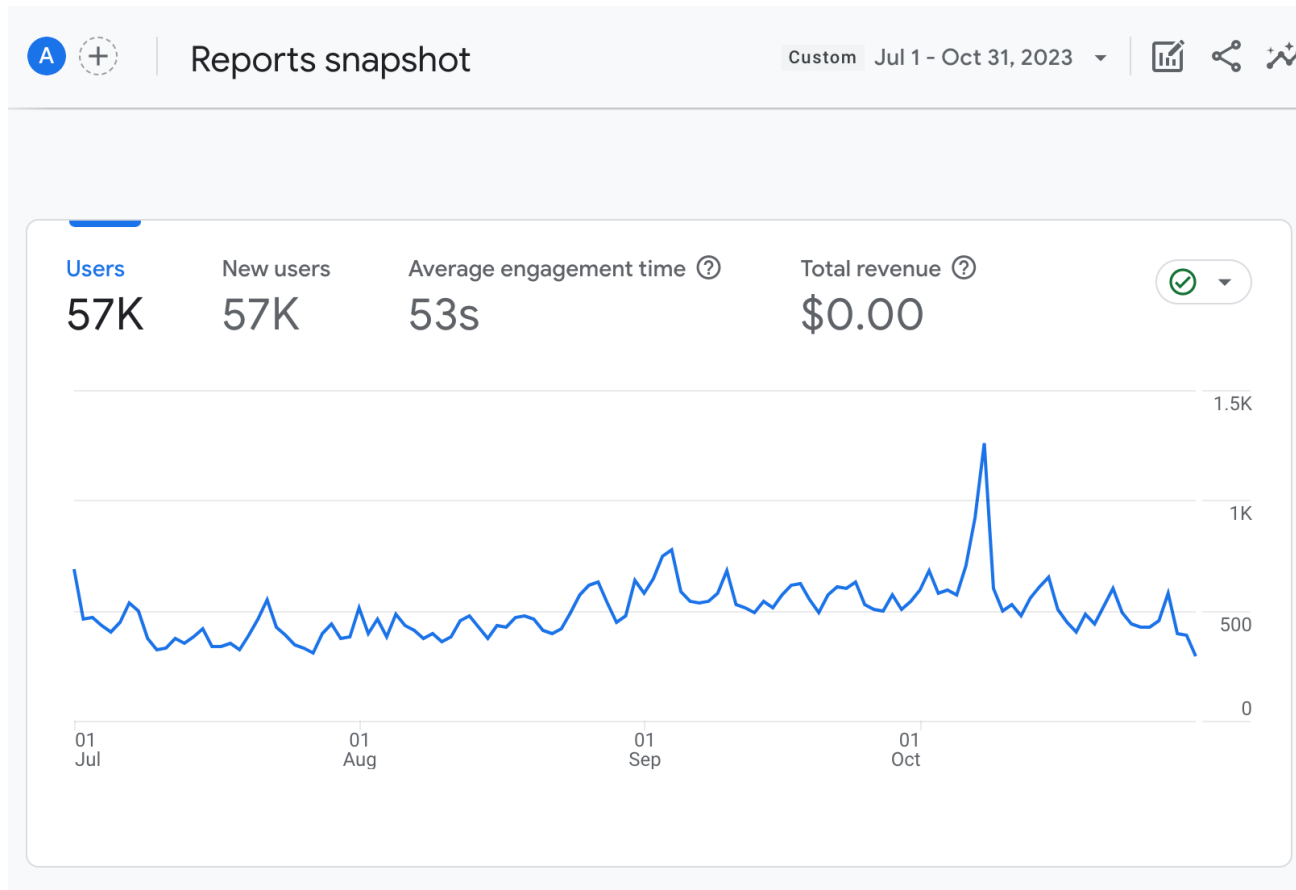
2,644 subscribers

Open Rates:

32% Industry Average

56% - past 6 months

Overall Traffic July-October 2023



140,030 Pageviews

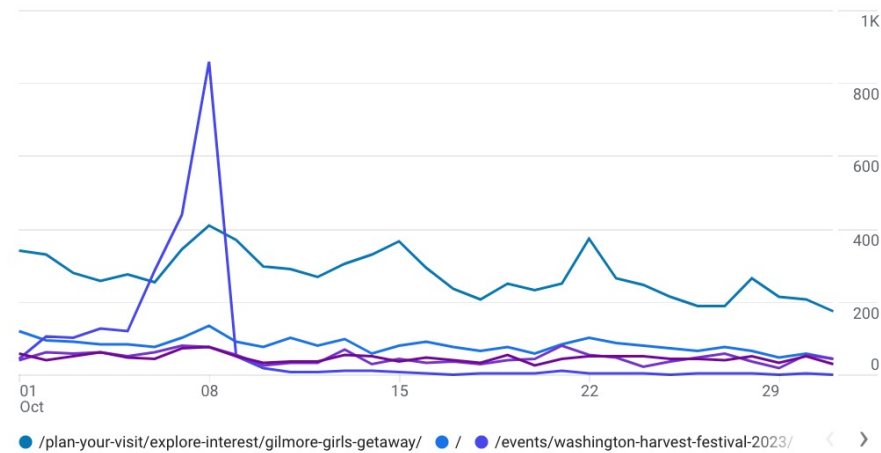
56,894 Unique Visitors

Highest Traffic To Date October 2023

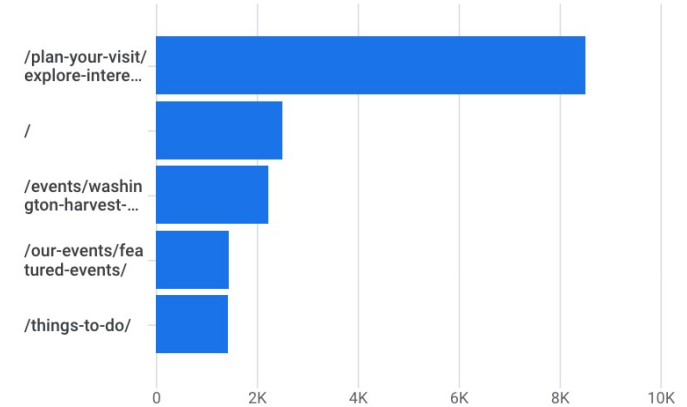
39,695 Pageviews in October

38,644 Previous highest

Views by Page path and screen class over time

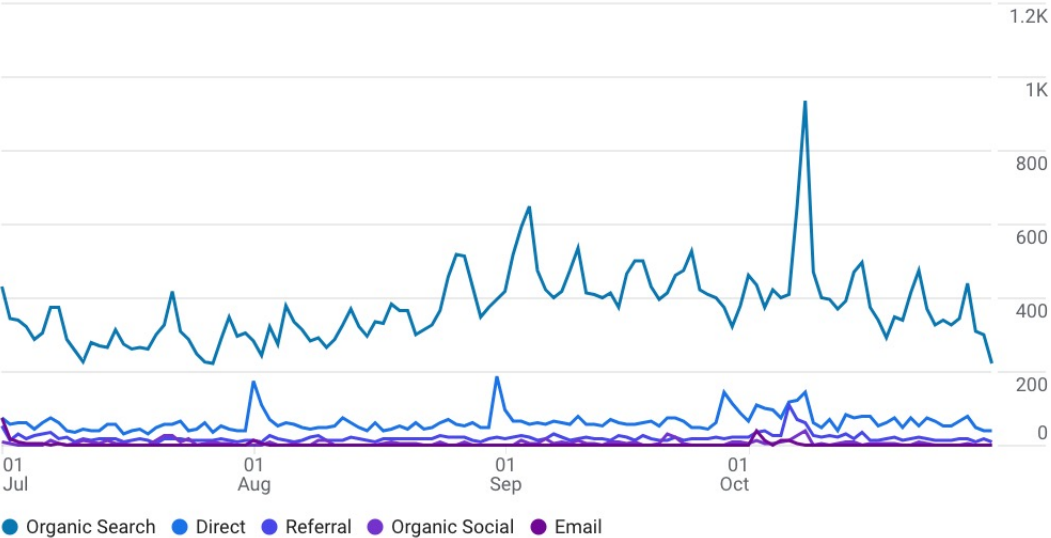


Views by Page path and screen class

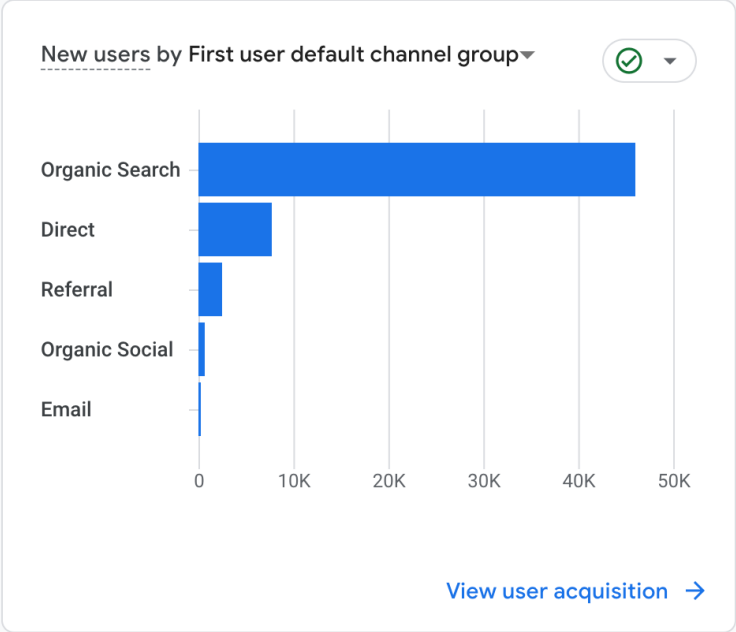


How Visitors Arrive on Website

81% Organic Search

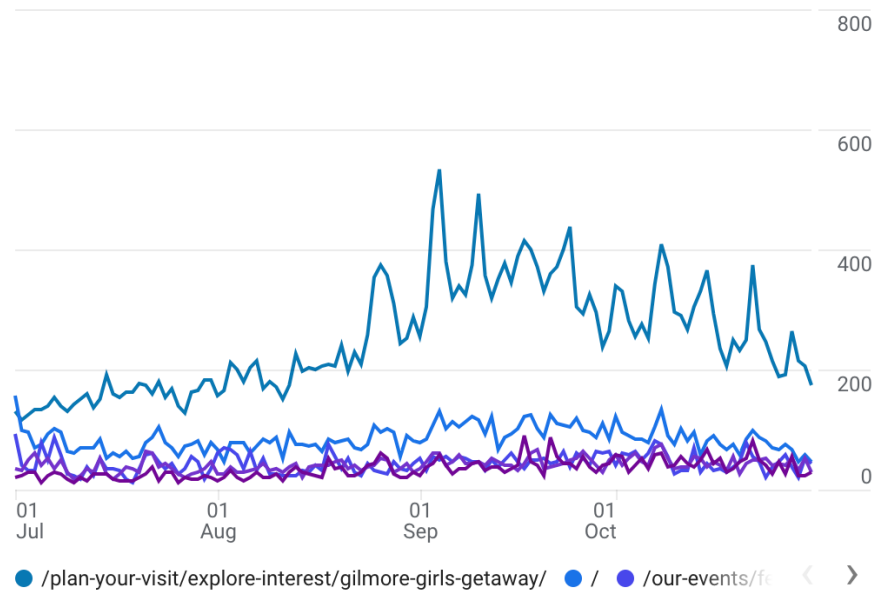


WHERE DO YOUR NEW USERS COME FROM?

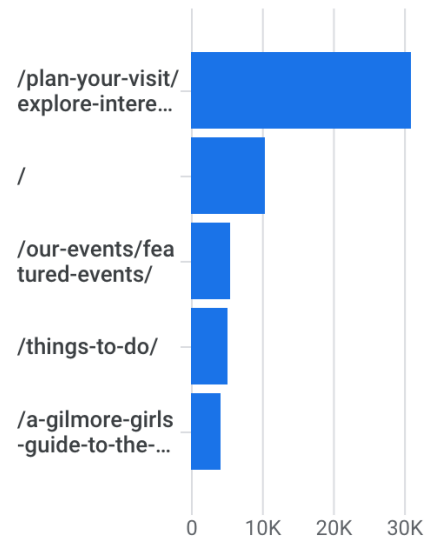


Top Pages Visited July – October 2023

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

Page path and screen class ▾ +		↓ Views -----	Users -----
		143,030 100% of total	56,894 100% of total
1	/plan-your-visit/explore-interest/gilmore-girls-getaway/	30,906	22,323
2	/	10,419	7,251
3	/our-events/featured-events/	5,456	2,330
4	/things-to-do/	5,102	3,348
5	/a-gilmore-girls-guide-to-the-real-stars-hollow/	4,195	2,845
6	/experience/eat-drink/	3,603	1,785
7	/places-to-stay/mayflower-inn-spa/	3,578	2,808
8	/experience/shopping/	2,827	1,552
9	/events/washington-harvest-festival-2023/	2,764	1,887
10	/plan-your-visit/places-to-stay/	2,588	1,516

11	/our-events/community-calendar/	2,518	1,443
12	/9-things-you-may-not-know-about-lake-waramaug/	2,256	1,847
13	/plan-your-visit/	1,914	1,338
14	/plan-your-visit/our-five-villages/	1,779	1,396
15	/a-day-in-the-life-in-stars-hollow-a-gilmore-girls-guide/	1,700	1,384
16	/experience/nature-outdoors/	1,688	964
17	/plan-your-visit/getting-here/	1,572	1,198
18	/things_to_do/the-po-cafe/	1,491	1,185
19	/things_to_do/washington-farmers-market/	1,325	968
20	/experience/arts-culture/	1,108	785
21	/things_to_do/martys-cafe/	1,080	845
22	/experience/family-fun/	1,003	642
23	/places-to-stay/windemere-bed-breakfast/	892	690
24	/things_to_do/washington-green-historic-district/	848	683
25	/places-to-stay/hopkins-inn/	838	668

Top Pages Visited

Gilmore Girls Getaway

94% Monthly increase

30,906 Pageviews of Gilmore Girls Getaway (4-months)

27,952 (7-months previous report)

Home

Page path and screen class ▾ +

↓ Views

Users

Views
per
user

Average
engagement
time

143,030

100% of total

56,894

100% of total

2.51

Avg 0%

53s

Avg 0%

1

/plan-your-visit/explore-
interest/gilmore-girls-getaway/

30,906

22,323

1.38

37s

Top Search Terms

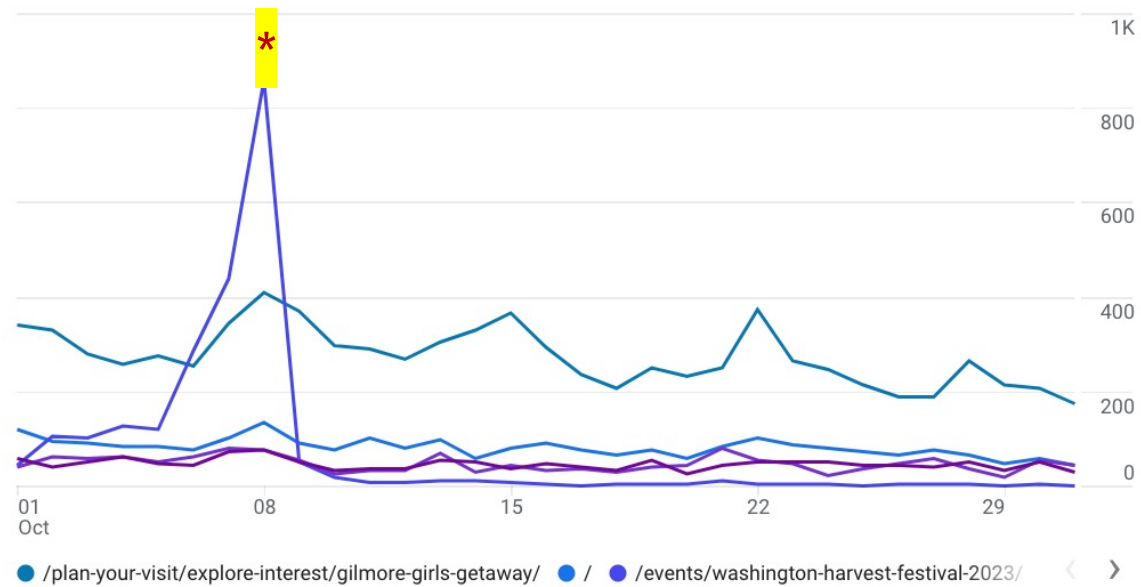
Top queries	↓ Clicks	Impressions
washington ct	1,103	19,838
gilmore girls town	923	22,458
stars hollow	889	139,268
stars hollow connecticut	748	36,950
washington connecticut	644	17,020
gilmore girls	558	1,249,560
stars hollow ct	471	16,616
can you visit stars hollow	412	2,252
is stars hollow a real place	382	13,605
washington ct gilmore girls	321	489

Harvest Festival October 2023

2,766 Event Pageviews

Home

Views by Page path and screen class over time





Reel insights



Join us at Washington Harvest Festival this Sunda...

Abby Posner · Paint Me Happy
October 6 · Duration 0:18



4758



111



6



36



8



This is one of your best reels in the last 30 days. It reached 3,206 accounts.
Create more reels like this.



Overview ⓘ

Accounts reached	3,206
Reel interactions	161

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



W

Explore
Washington CT

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