Visit Occoquan Virginia

Marketing, Social Media & Tourism FY26 QUARTER 3 REPORT

Report produced by Sarah Hitchcock Burzio
Visit Occoquan Executive Director | sarah@visitoccoquanva.com

About

Quarter 3

January 1, 2026 to March 31, 2026

Financial Commitment

$6,250

Goals

To provide the Town of Occoquan with marketing, tourism promotion, education, and economic development services, plus engage the business community as a partner with the Town of Occoquan.

Hours

Board of Directors
(7 volunteers):
Roughly 35 hours

Executive Director
(1 part-time staff):
Roughly 350 hours

At a Glance

7.99%
growth
in email subscribers

9,814
total
Instagram Followers

45.85%
open rates
in email marketing

107.7K
views
on our top Instagram post

459
increase
new Instagram followers

35-44
age range
highest follower demographic

Board & Staff

STAFF: Sarah Hitchcock Burzio, *Executive Director*

BOARD:
Jordan Sanders, *President*
Petra Carden, *Vice President*
Ben Rasmussen, *Secretary/Tresurer*
Jess Bastone, *Member/Town Seat*
Gretchen Chapman, *Member*
Gillian Gonzalez, *Member*
Walt Seiberling, *Member*

Email Marketing

Subscriber growth over time:

DATE	LIST TOTAL	GROWTH
Apil 1, 2026	16,306	7.99%
Dec. 31, 2025	15,100*	0.57%
Sep. 30, 2025	15,013	10%
June 1, 2025	13,647	47%
June 1, 2024	9,285	35%
June 1, 2023	6,880	31%
June 1, 2022	5,265	

Breakdown

Residents	6
Businesses	11
Comms Emails:*	**17**
General/Multiple Events	2
Marketing Emails:	**2**
TOTAL EMAILS	**19**

**Comms emails are logistical in nature and include things like the monthly Town newsletter, snow removal, business updates, business survey requests, and other informative details for Town businesses and residents.*

Statistics

Emails sent	19
Recipients	31,432
Opens	14,241
Open Rate	45.85%
Click Rate	1.84%
Unsubscription Rate	0.21%

Marketing email with the highest open rate was

Analysis

Because of limited events and marketing for the Januay, February, and March months, most of the communication this time period was related to snow removal and resident/business information.

There are ways we could include more gift guides or other business-focus marketing during this time, but it's not something that is currently budgeted and it does take a decent amount of time to do.

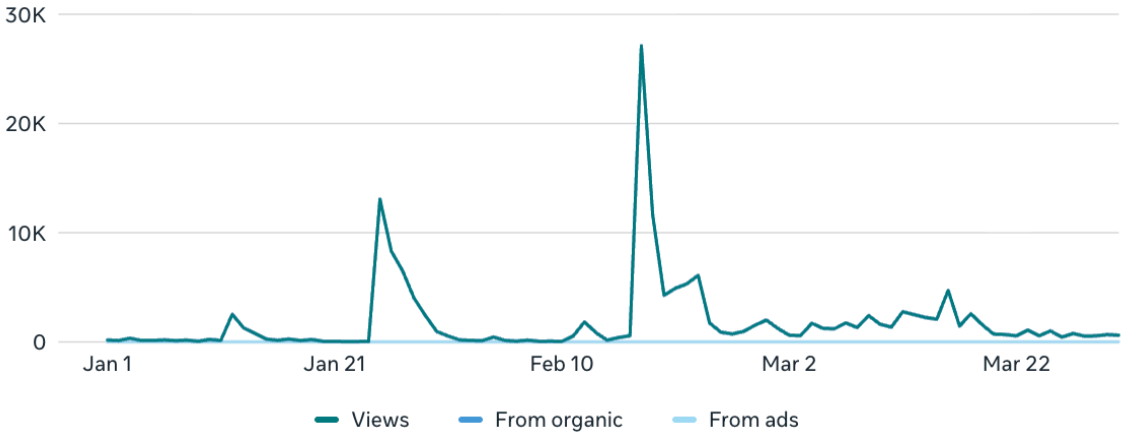
Social Media

Instagram

Views 159.3K ↓ 51.5%

Reach 9.2K ↓ 74%

Content interactions 7.1K ↓ 18.7%



Views breakdown

Jan 1 – Mar 31

Total
159,342 ↓ 51.5%

From organic
159,331 ↓ 48.1%

From ads
11 ↓ 99.9%

Published content

Based on up to 200 pieces of content

-61.3% vs. Oct 3, 2025 - Dec 31, 2025

Top Posts

today I'm in historic Occoquan. When I wa...
Mon Feb 16, 3:43pm
107.7K 4K
167 1.5K

Quack quack! 🐤 Tickets are now...
Wed Mar 18, 6:34pm
8.3K 130
1 43

The Town of Occoquan would like to remind...
Mon Jan 26, 9:37am
8.8K 75
0 12

Congratulations to @aspirecounselingva...
Mon Jan 12, 3:04pm
16.7K 149
3 6

Please be advised, Snow Emergency...
Sun Feb 22, 9:44am
16.8K 61
0 21

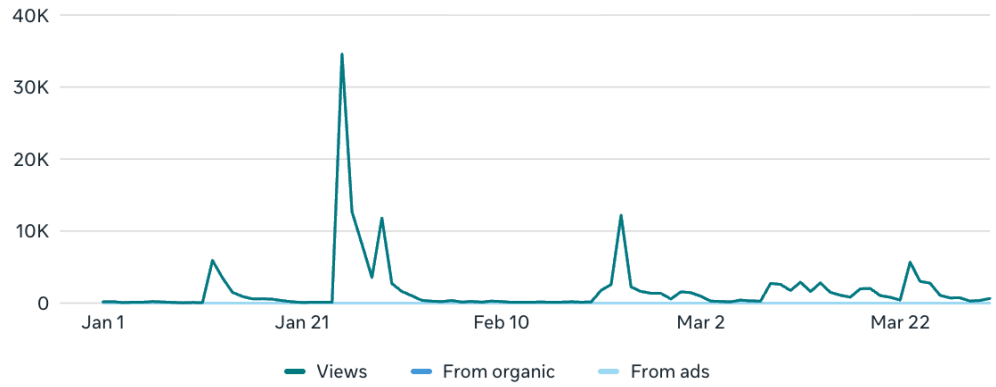
Ad spend: $550

Ad spend: $500

Social Media

Facebook

Views	3-second views	1-minute views	Content interactions	Watch time
164.3K ↓ 79.4%	1.6K ↓ 93.7%	5 ↓ 97.4%	1.7K ↓ 76.9%	5h 11m ↓ 95.4%



Views breakdown
Jan 1 – Mar 31

Total
164,332 ↓ 79.4%

From organic
164,332 ↓ 77.6%

From ads
0 ↓ 100%

Viewers
55,141 ↓ 78.8%

Published content
Based on up to 200 pieces of content
-65.0% vs. Oct 3, 2025 - Dec 31, 2025

Photos	16
Others	4
Reels	1
Stories	0

Views
-79.4% vs. Oct 3, 2025 - Dec 31, 2025

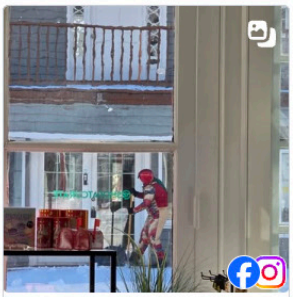
Photo	133,416
Multi photo	19,281
Reels	5,074
Text	3,515
Others	2,680
Multi media	234
Links	132

Content interactions
-76.9% vs. Oct 3, 2025 - Dec 31, 2025

Photo	1,038
Stories	229
Reels	149
Multi photo	135
Text	95
Others	9
Multi media	1

Top Posts

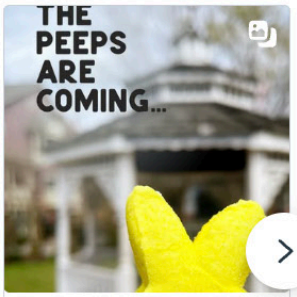
Head to @visitoccoquan stori...
Sun Jan 25, 9:52am
43.6K 131 34 7



🚒Breaking news!🚒 Superhero spotted in...
Thu Jan 29, 2:05pm
18.0K 162 6 9

Please be advised, Snow Emergency...
Sun Feb 22, 9:44am
16.8K 61 0 21

Congratulations to @aspirecounselingva...
Mon Jan 12, 3:04pm
16.7K 149 3 6



The PEEPS are coming... Get ready f...
Mon Mar 23, 5:12pm
10K 80 0 25

Social Media

Monthly Breakdown

	Instagram					Facebook				
	# of posts*	Follows	Views	Reach	Inter-actions	# of posts*	Follows	Views	Reach	Inter-actions
June 2024	20	unavailable	unavailable	8.3K	unavailable	11	83	unavailable	47.7K	1,167
July 2024	8	unavailable	unavailable	3.9K	unavailable	10	60	unavailable	59.1K	463
August 2024	14	unavailable	unavailable	5.3K	unavailable	18	40	unavailable	18.6K	329
September 2024	31	unavailable	unavailable	24.6K	unavailable	20	113	unavailable	31.1K	1,342
October 2024	21	unavailable	unavailable	12.4K	unavailable	20	43	57.4K	17.6K	777
November 2024	23	unavailable	19.2K	8.6K	778	24	72	77.7K	25.1K	1,207
December 2024	20	unavailable	27.1K	5.5K	991	18	38	26.4K	7.7K	410
Janaury 2025	10	73	36.9K	9.6K	1.7K	16	218	184.8K	105.9K	4,244
February 2025	8	72	20.7K	4.9K	748	8	42	35.9K	18K	453
March 2025	6	154	15K	3.3K	528	19	32	17.2K	7.3K	377
April 2025	21	173	33.8K	5.9K	1,241	20	51	33.7K	10.9K	714
May 2025	23	962	93.8K	34.6K	3,986	19	186	193.5K	69.1K	2,041
June 2025	25	585	115.43K	20.1K	3,433	27	170	193.1K	60K	2,283
July 2025	19	161	76.2K	6.6K	1,494	28	82	93.9K	35.5K	1,483
August 2025	17	153	65.3K	5.7K	1,273	17	64	48.7K	17.9K	763
September 2025	27	1,946	362.1K	77K	7,726	24	547	510K	161.8K	3,231
October 2025	19	143	105.5K	8.7K	2,570	18	319	356K	unavailable	2,503
November 2025	25	706	134.6K	25.6K	4,245	22	270	269.9K	unavailable	3,186
December 2025	18	156	96.4K	10.5K	2,049	22	112	189.2K	unavailable	1,679
January 2026	6	94	43.3K	4.3K	513	7	65	91.1K	unavailable	643
February 2026	8	216	72.9K	4.3K	4,837	6	46	29.8K	unavailable	290
March 2026	10	149	43.1K	4.9K	1,771	8	91	43.5K	unavailable	723

Posts include main feed video, photo, and text posts. They do not include stories, of which we post 40-60 monthly, depending on the number of events and information to share. Green highlighted months are when we ran paid advertisements. Ads bring in more followers and engagement, which has lasting results beyond the limited ad spend period.

Websites

OccoquanFestivals.com

Jan 1 - March 31, 2026

2,877 Site Sessions

2,656 Unique Visitors

New vs returning visitors

- New **85%** • 2,258
- Returning **15%** • 398

Sessions by device

- Mobile **56%** • 2,158
- Desktop **43%** • 1,665
- Tablet **1%** • 55

traffic source

Google	↓ 10%	2,025
Direct	↓ 19%	896
Facebook	↑ 201%	355
Email Marketing		
Bing	↑ 95%	125
visitoccoquanva.com	↑ 218%	121

VisitOccoquanVA.com

Jan 1 - March 31, 2026

10,662 Site Sessions

8,088 Unique Visitors

New vs returning visitors

- New **92%** • 7,401
- Returning **8%** • 687

Sessions by device

- Mobile **70%** • 7,480
- Desktop **29%** • 3,041
- Tablet **1%** • 145

Sessions by traffic source

Google	↑ 28%	12,126
Direct	↑ 63%	8,572
Facebook	↑ 194%	3,257
Email Marketing	↑ 5%	661
occoquanfestivals.com	↓ 42%	655

Beyond the Contract

Noteworthy for FY26 Q3

Virginia Mobilizing Main Street

In consultation with Town, Visit has stepped down from the Mobilizing Main Street (MSS) program and will not become a Virginia Main Street in Fall 2026. Overall we did not have enough staff/volunteer bandwidth to continue with the program at this time, but hope to engage again in the future.

With our MMS status, Occoquan was able to apply for grants such as the public art grant for the pump house (a Virginia Main Street Community Vitality Grant). We hope in the future we will be able to have additional staffing and funds so that we can apply for grants such as this one again.

Visit will continue to foster a relationship with the VMS team, in case this is something we can continue again down the road.

Board of Directors

In March 2026, Occoquan resident Gillian Gonzalez was added to the Visit Occoquan board of directors. She has already been incredibly helpful with her knowledge of grants and fundraising. She is a welcomed edition to the team!

Some board member terms will come to an end in December 2026. We are already speaking with business owners, and community partners about replacements for those members.

Event Participation

No events in this timeframe.

Planning has begun for the next Celebrate Occoquan fundraising, taking place in October 2026.