

Visit Occoquan *Virginia*

Marketing, Social Media & Tourism FY26 QUARTER 2 REPORT

Report produced by Sarah Hitchcock Burzio

Visit Occoquan Executive Director | sarah@visitoccoquanva.com



About

Quarter 1

October 1, 2025 to Dec 31, 2025

Financial Commitment

\$5,000

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
(5 volunteers):
Roughly 40 hours

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

At a Glance

0.57%

growth

in email
subscribers

56.2%

decrease

in Instagram
reach

53.57%

open rates

in email
marketing

163.9K

views

on our top
Facebook post

31%

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/Treasurer*
Jess Bastone, *Member/Town Seat*
Gretchen Chapman, *Member*
Walt Seiberling, *Member*
Matt Whitmoyer, *Member*



Email Marketing

Subscriber growth over time:

DATE	LIST TOTAL	GROWTH
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	4
Businesses	7
Comms Emails:**	11
Oct/Holiday Events	3
General/Multiple Events	3
Marketing Emails:	6

TOTAL EMAILS	17
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*Fall Craft Show, Halloween & Holiday Event subscribers have not yet been imported.

**Comms emails are logistical in nature and include things like the monthly Town newsletter, snow removal, business

Statistics

Open Rates	53.57%
Comms Emails	72.69%
Marketing	52.21%
Click Rates	1.76%
Unsubscription Rate	0.29%

Marketing emails with the highest open rates were Nov. Upcoming Events & VMS Survey.

OCT 1 - DEC 31, 2025

Sent	17
Recipients	73,372
Opens	38,911
Clicks	1,278
Unsubscribes	211
Replies	0
Soft + Hard Bounces	739

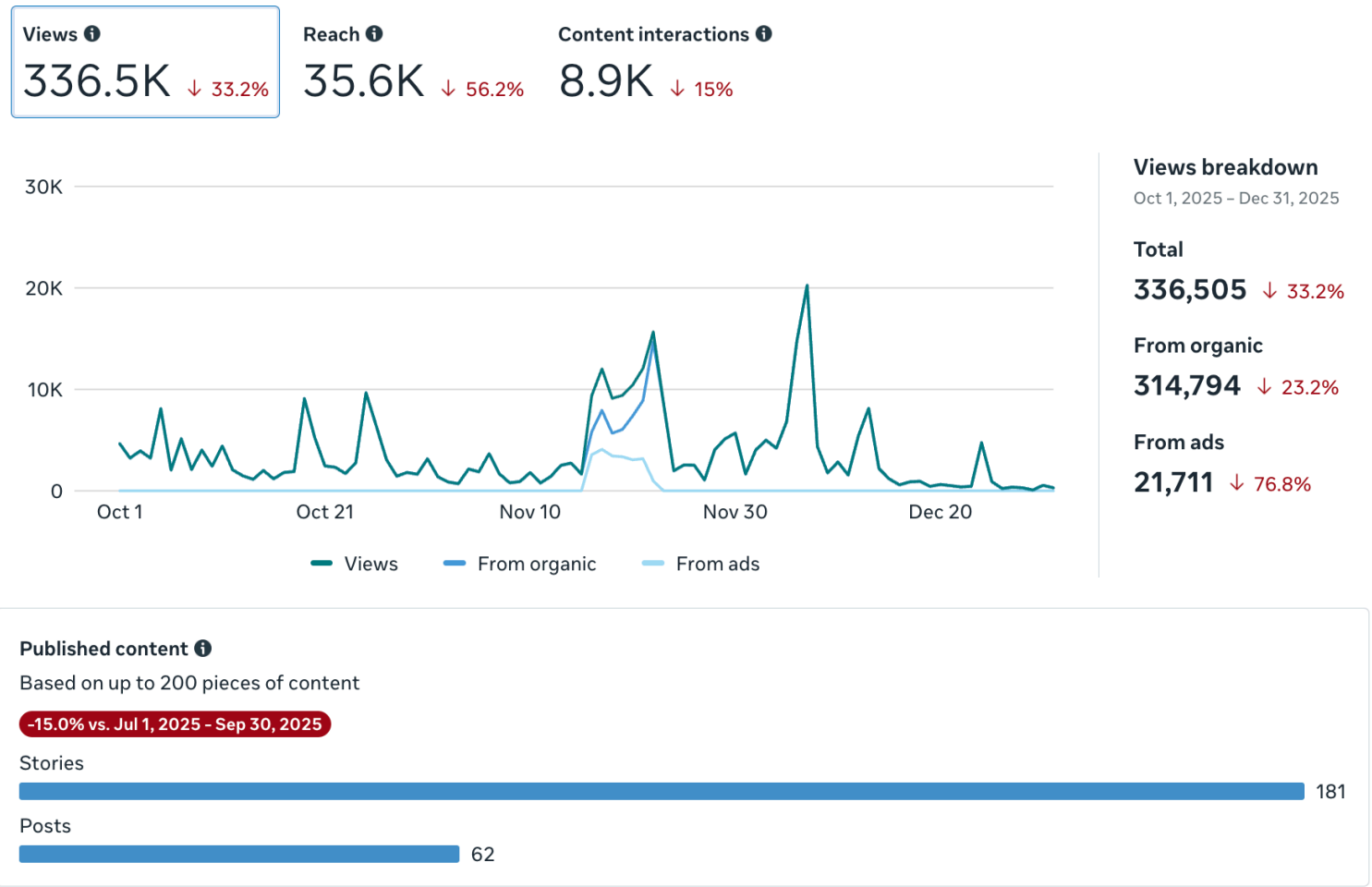
Analysis

While email marketing continues to be our most targeted way to stay in touch with our audience and promote events, I do believe people feel bogged down with emails in the Thanksgiving to Christmas timeframe. Every retailer is sending sales email and ever nonprift is sending EOY dontation requests.

I lookat all emails from the past and see which have done the best for us and start to push more of that nature. In general for Q2, the Upcoming Events emails (sent monthly) were highly opened and clicked through.

Social Media

Instagram



Top Posts

Looking for your local Hallmark holiday...
Sun Nov 16, 12:50pm
61.9K 1.3K
14 343
Ad spend: \$550

Congratulations to @thai_giang_waan...
Sun Oct 19, 11:21am
95.1K 725
33 92
Ad spend: \$500

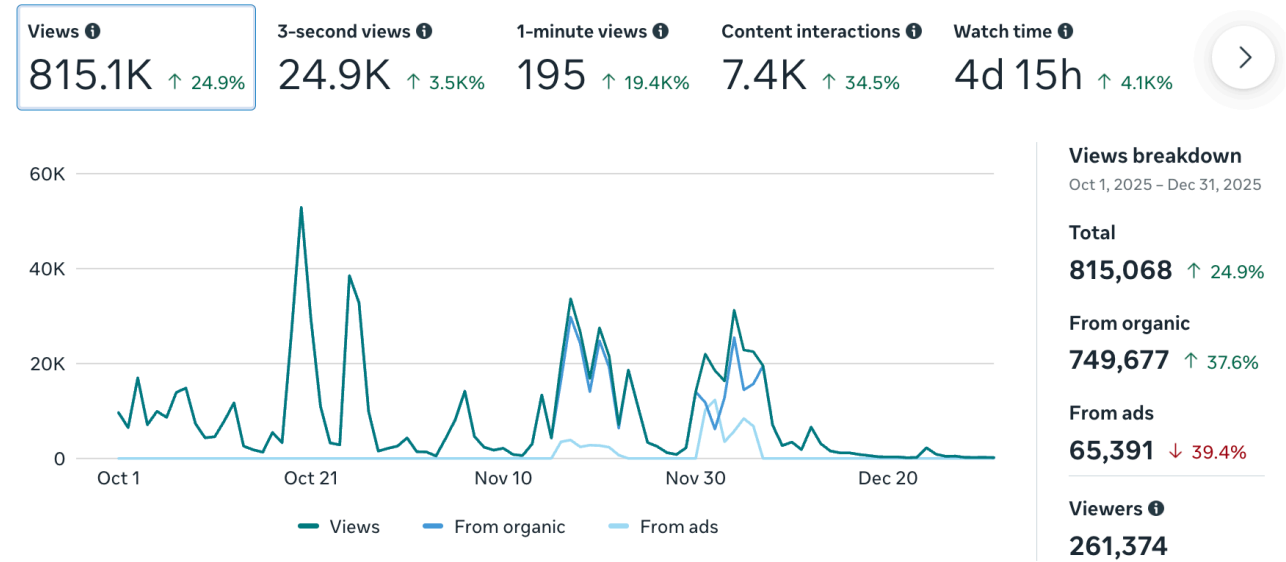
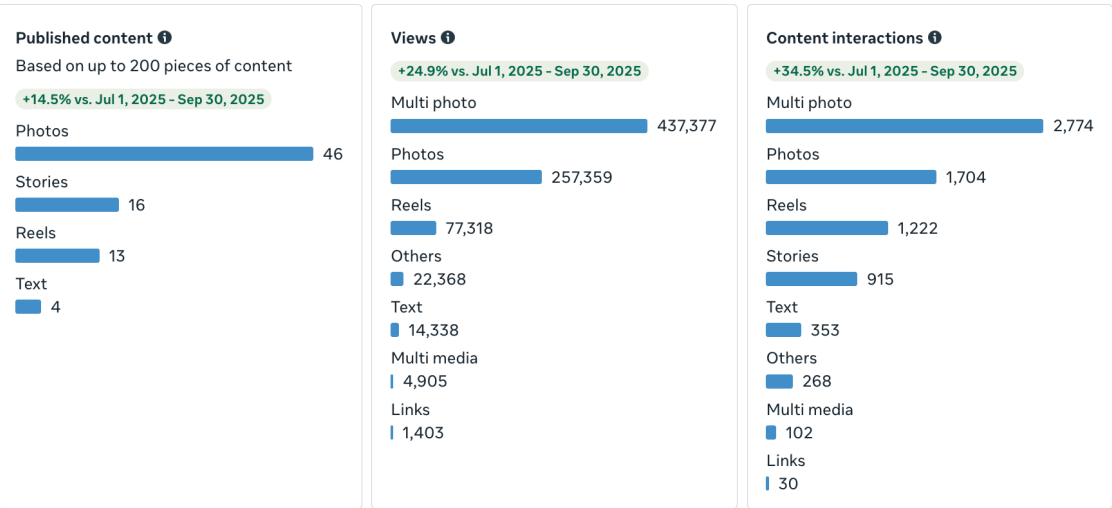
Join us Saturday, October 25 for our...
Sun Oct 5, 6:53am
28.6K 320
6 75

Congratulations to @evidimassage on...
Tue Oct 7, 1:24pm
15.4K 257
51 7

It's almost time for the Occoquan Holiday...
Sun Nov 30, 11:43am
82.9K 371
19 171

Social Media

Facebook



Top Posts

Congratulations to @thai_ghang_waan_...

Sun Oct 19, 11:22am

95.1K 725 33 92

It's almost time for the Occoquan Holiday...

Sun Nov 30, 11:43am

82.9K 371 19 171

This morning's annual Costume Parade &...

Sat Oct 25, 9:06am

72.0K 339 9 17

It was a beautiful weekend in Occoqua...

Mon Oct 20, 7:55am

45.2K 192 2 12

NOTICE: Parking restrictions & road...

Wed Dec 3, 6:00pm

37.9K 91 7 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

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

Oct. 1 - Dec. 31, 2025

4,300

Site Sessions

3,372

Unique Visitors

New vs returning visitors



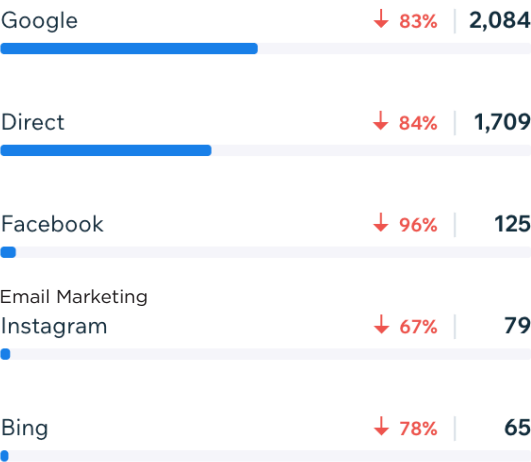
- New
82% • 2,773
- Returning
18% • 599

Sessions by device



- Mobile
65% • 2,781
- Desktop
34% • 1,478
- Tablet
1% • 41

Sessions by traffic source



VisitOccoquanVA.com

Oct. 1 - Dec. 31, 2025

27,340

Site Sessions

19,213

Unique Visitors

New vs returning visitors



- New
94% • 17,990
- Returning
6% • 1,223

Sessions by device



- Mobile
79% • 21,470
- Desktop
20% • 5,521
- Tablet
1% • 352

Sessions by traffic source



Beyond the Contract

Noteworthy for FY26 Q2

Virginia Mobilizing Main Street

In October, Visit Occoquan launched a VMS supplied survey for the community to participate in. This survey provided data for an in-person event and report in December.

Reps from Main Street America and Virginia Main Street visited Occoquan on Thursday, December 4th at Town Hall, participating in focus groups and a presentation to the board.

Make Your Mark Awards

Some members of the board attended the PWC Make Your Mark event on Thursday, Nov. 13 at the Marine Corps Museum. Sarah Burzio and Visit Occoquan were nominated for awards at this event. Sarah is the Occoquan District representative for the PWC Economic Development Calibrate Committee, which was formed to help business development throughout the county.

Event Participation

Visit Occoquan supplied concessions & bar support for the Murder Mystery and Hocus Pocus nights in the park in October.

We ran the Shop, Dine & Win contest for businesses, running Nov. 22 - Dec. 7. Over \$2,000 in gift cards were donated and 22 winners each received four \$25 gift cards to use at businesses around town, through March 31, 2026.

