Visit Occoquan Virginia

Marketing, Social Media & Tourism FY26 QUARTER 1 REPORT

Report produced by Sarah Hitchcock Burzio
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About

Quarter 1

July 1, 2025 to Sep 30, 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 250 hours

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

At a Glance

10%
growth
in email subscribers

69.3%
increase
in Instagram reach

51.9%
open rates
in email marketing

163.9K
views
on our top Facebook post

31%
increase
in 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*
Walt Seiberling, *Member*
Matt Whitmoyer, *Member*

Email Marketing

Subscriber growth over time:

DATE	LIST TOTAL	GROWTH
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	5
Businesses	8
Comms* Emails:	**13**
Fall Craft Show	3
General/Multiple Events	5
Marketing Emails:	**8**

TOTAL EMAILS	**21**

Note: 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

Open Rates	51.09%
Comms Emails	74.84%
Marketing	49.17%
Click Rates	2.55%
Unsubspriction Rate	0.24%

Marketing emails with the highest open rates were Fall Craft Show related.

JULY 1 - SEP. 30, 2025

Sent	21
Recipients	95,210
Opens	48,061
Clicks	2,400
Unsubscribes	229
Replies	0
Soft + Hard Bounces	972

Analysis

I believe email marketing continues to be our most targeted way to stay in touch with our audience and promote events. Internally, we pay roughly $720/year ($60/month) for our email platform and it takes on average 1 hour of writing, graphic creation, photo pulling, testing, etc to create a marketing email. We have stronger open and click rates, because these people have opted in to hearing more about Occoquan events.

When looking at paying for marketing emails for Fall Craft Show 2025, we found:

PUBLICATION	SENT	OPENED	OPEN RATE	CLICK RATE	COST	EMAIL TYPE
Visit Occoquan #1	11,202	5,518	49.26%	3.17%	n/a	Single topic
Visit Occoquan #1	11,220	5,608	49.98%	4.97%	n/a	Single topic
Visit Occoquan #3	11,340	4,294	38.34%	2.11%	n/a	Single topic
Virginia Living	70,200	31,587	45%	0.31%	$2,200	Single topic
InsideNOVA	40,834	13,255	37.3%	0.3%	n/a	Event mention
Northern VA Magazine #1	39,727	5,646	14.2%	0.32%	$660	Photo + paragraph
Northern VA Magazine #2	39,580	5,048	12.7%	0.22%	$660	Photo + paragraph

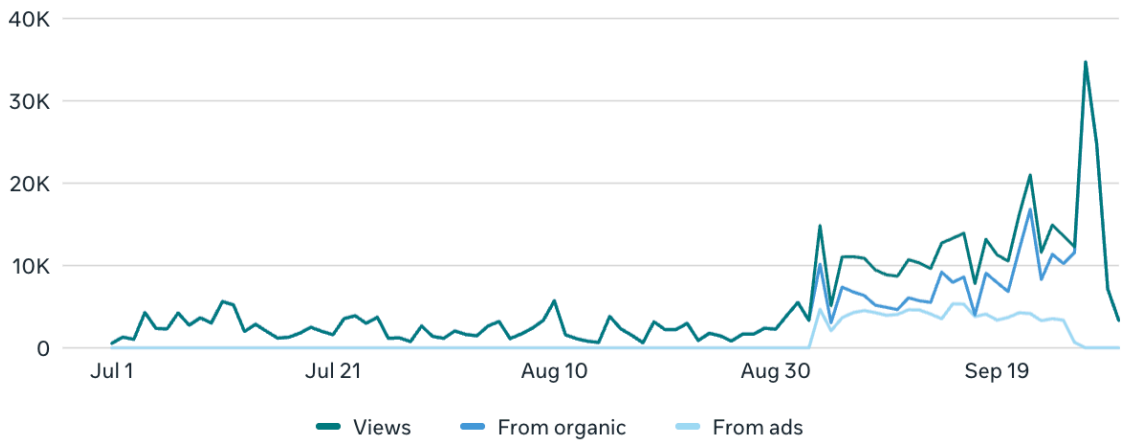
Social Media

Instagram

Views 503.6K ↑ 118.3%

Reach 81.2K ↑ 69.3%

Content interactions 10.5K ↑ 15.1%



Views breakdown
Jul 1 – Sep 30

Total
503,610 ↑ 118.3%

From organic
410,155 ↑ 123.8%

From ads
93,455 ↑ 96.9%

Published content
Based on up to 200 pieces of content
+38.6% vs. Mar 31, 2025 - Jun 30, 2025

Top Posts

Autumn is the perfect time to explor histor...
Wed Sep 3, 5:50am
67K 2.2K
24 501

Get ready for the Fall Arts & Crafts Show o...
Sun Sep 14, 8:39am
41.5K 516
34 210

Wow! 😍 You really came out for us,...
Sat Sep 27, 3:51pm
12.7K 361
5 35

Save the date for our annual Fall Arts &...
Tue Aug 19, 8:40am
10.4K 248
9 151

September is here and that means it's Fall...
Sun Aug 31, 7:21pm
9.8K 211
16 55

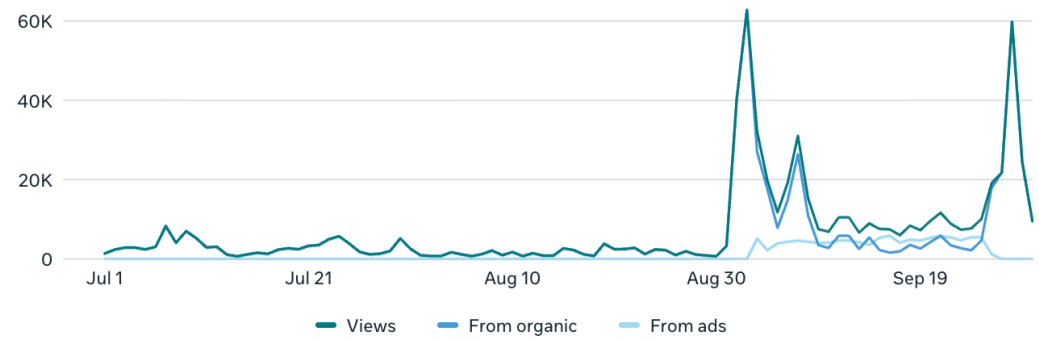
Ad spend: $550

Ad spend: $500

Social Media

Facebook

Views	Reach	3-second views	1-minute views	Content interactions	Watch time
652.5K ↑ 55%	193.2K ↑ 64.5%	690 ↓ 58%	1 ↓ 50%	5.5K ↑ 8.5%	2h 39m



Views breakdown
Jul 1 – Sep 30

Total
652,543 ↑ 55%

From organic
544,656 ↑ 48.7%

From ads
107,887 ↑ 97%

Published content
Based on up to 200 pieces of content
-4.2% vs. Mar 31, 2025 - Jun 30, 2025

Photos	58
Text	10
Links	1
Stories	0

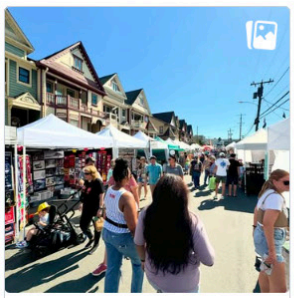
Views
+55.0% vs. Mar 31, 2025 - Jun 30, 2025

Photos	340,118
Multi photo	162,195
Others	103,164
Text	25,861
Reels	15,333
Links	4,629
Multi media	1,243

Content interactions
+8.5% vs. Mar 31, 2025 - Jun 30, 2025

Photos	2,836
Multi photo	1,611
Text	413
Stories	348
Others	162
Links	77
Multi media	22
Reels	8

Top Posts



September is here and that means it's Fall...
Sun Aug 31, 7:21pm
163.9K 713
79 93

Wow! 😍 You really came out for us,...
Sat Sep 27, 3:51pm
66.4K 379
14 18

Tomorrow's the big day! 🏵️ 55th Annual...
Fri Sep 26, 4:11am
29.5K 156
27 37

We ❤️ River Mill Park.
Sat Sep 6, 11:32am
27.4K 188
14 0

We had such an amazing time this...
Mon Sep 29, 7:04am
22.2K 133
5 4

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

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.

Analysis

Spikes in May/June and September are expected, due to festivals and paid advertisements. The number of posts fluctuate based on number of events to promote at that time.

Websites

OccoquanFestivals.com

July 1, 2025 - Sep 30, 2025

30,269 Site Sessions

19,302 Unique Visitors

New vs returning visitors

- New **92%** • 17,693
- Returning **8%** • 1,609

Sessions by device

- Mobile **81%** • 24,401
- Desktop **18%** • 5,473
- Tablet **1%** • 401

Sessions by traffic source

Google	↓ 3%	12,193
Direct	↓ 11%	10,715
Facebook	↑ 32%	2,986
Email Marketing	↓ 4%	1,413
visitoccoquanva.com	↑ 15%	1,018

VisitOccoquanVA.com

July 1, 2025 - Sep 30, 2025

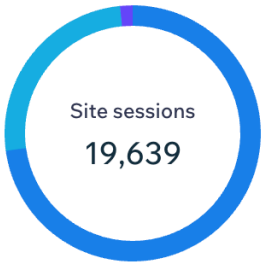
19,631 Site Sessions

14,844 Unique Visitors

New vs returning visitors

- New **94%** • 13,938
- Returning **6%** • 906

Sessions by device



- Mobile **73%** • 14,301
- Desktop **26%** • 5,028
- Tablet **2%** • 310

Sessions by traffic source

Google	↑ 4%	9,476
Direct	↑ 34%	5,262
occoquanfestivals.com	↑ 90%	1,132
Facebook	↑ 21%	1,109
Email Marketing	↑ 138%	631

Beyond the Contract

Noteworthy for FY26 Q1

Fox 5 ZIP Trip

Executive Director Sarah Burzio and Board President Jordan Sanders participated in news interviews for the Occoquan Fox 5 ZIP Trip in July.

Virginia Mobilizing Main Street

Executive Director Sarah Burzio and Board President Jordan Sanders attended a Main Street REV UP in Culpeper, VA on Sept. 16, learning about how to leverage government relations and board members to further the Visit Occoquan mission.

Celebrate Occoquan

Visit Occoquan held it's first annual Celebrate Occoquan benefit, raising nearly $6,300.

Sponsorships

Visit has built a relationship with a local partner who is dedicating $8,000 a year in donations.

Bars & Concessions

Visit Occoquan provided bar/concessions services for three Trivia Nights in the park and one ultimately cancelled Army Band Concert.

Board of Directors

Visit added two new board members in Quarter 1 as well as voted to approve by-law changes including board term limits.

Business Support

Visit has become an approved AmEx Small Business Neighborhood Champion, providing us with digital and physical resources to support in-town retailers in the holiday season.