



DigInVT User Report 2023

Site Visitors: 83k (+12.5% from 2022)

**Jan 1 - Dec. 31, 2023*

Top 5 Trails

1. Maple Creemee Trail
2. Cider Donut Trail
3. Farm Walks
4. Cider Trail
5. Dairy Trail

Top Place Categories

1. Farmstands & U-pick
2. Maple Syrup
3. Eateries
4. Farmers Markets
5. Farm Stays

Landing Pages

1. Maple Creemee Trail
2. Event: Open Farm Week 2023
3. Event: Maple Open House Weekend
4. Blog: PYO apples
5. Vermont Cider Donut Trail

Fresh Feed Monthly Newsletter

Subscribers: 9500

Open Rate: 45.2%

Click Thru Rate: 4.7%

industry average: 22%

industry average: 2.6%



DigInVT is managed by the Vermont Fresh Network. For more information, please email tara@vermontfresh.net

DigInVT.com

Demographics (% all users Jan. - Dec. 2023)

Age*

35-44: 2.6%

55-64: 2.2%

25-34: 2.3%

45-54: 2.2%

65+: 1.8%

18-24: 1.2%

**of the known visitors*

Unknown: 87.7%

Traffic

In-state: 22.3%

Out-of-state: 77.7%

Female visitors: 61.6%

Male visitors: 38.4%

Regions

1. Vermont

2. New York

3. Massachusetts

4. Virginia

5. Connecticut

Cities

1. Boston: 6,600

2. New York: 6,024

3. BTV/SBTV: 3,559

4. *Ashburn, VA: 1,749

5. Essex, VT: 808

*Washington, D.C. metropolitan area



Episodes:

6

Plays:

321

Subscribers:

27

Calendar Events:

1183

Place Listings:

552

Blog Posts:

37



The DigInVT Partnership is made up of the following organizations:

Northeast Organic Farming Association • Vermont Agency of Agriculture, Food and Markets (advisory) • Vermont Brewers Association • Vermont Cheese Council • Vermont Cider Makers Association • Vermont Farmers Market Association • Vermont Fresh Network • Vermont Grape & Wine Council • Vermont Maple Sugar Makers' Association • Vermont Sheep and Goat Association Vermont • Specialty Food Association • Vermont Tree Fruit Growers Association • Vermont Department of Tourism and Marketing (advisory)