



DigInVT User Report 2023

***Site Visitors: 63k** (+28% from 2022)
**Jan 1 - Oct. 4, 2023*

Returning Site Visitors 8.4k (+22% from 2022)

Demographics *(% all users Jan. - Oct. 2023)*

Age*

- 35-44: 3%
- 55-64: 2.3%
- 25-34: 2.2%
- 45-54: 2.1%
- 65+: 2%
- 18-24: 1.2%

*of the known visitors, Unknown: 87.5%

Traffic

- In-state 24%
- Out-of-state 76%
- Female visitors: 61%
- Male visitors: 39%

Regions

1. Vermont
2. New York
3. Massachusetts
4. Virginia
5. Connecticut

Cities

1. Boston: 7.4%
2. New York: 7.2%
3. BTV/SBTV: 4.2%
4. Ashburn, VA: 2.25% (Washington, D.C. metropolitan area)
5. Essex: 1%



DigInVT is managed by the Vermont Fresh Network, for more information, please email tara@vermontfresh.net or call 802-434-2000.

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Top 5 Trails*

1. Maple Creemee Trail
2. Farm Walks
3. Cider Donut Trail
4. Cider Trail
5. Lake Champlain Tasting Trail

*Jan - Oct 2023

Top Place Categories*

1. Vermont pick your own locations
2. Farmstands & U-pick
3. Maple Syrup
4. Eateries
5. Farmers Markets
6. Breweries & Cideries

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

44%

*Ind. Average. 22%

Click Thru

4.7%

*Ind. Average. 2.6%

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)

