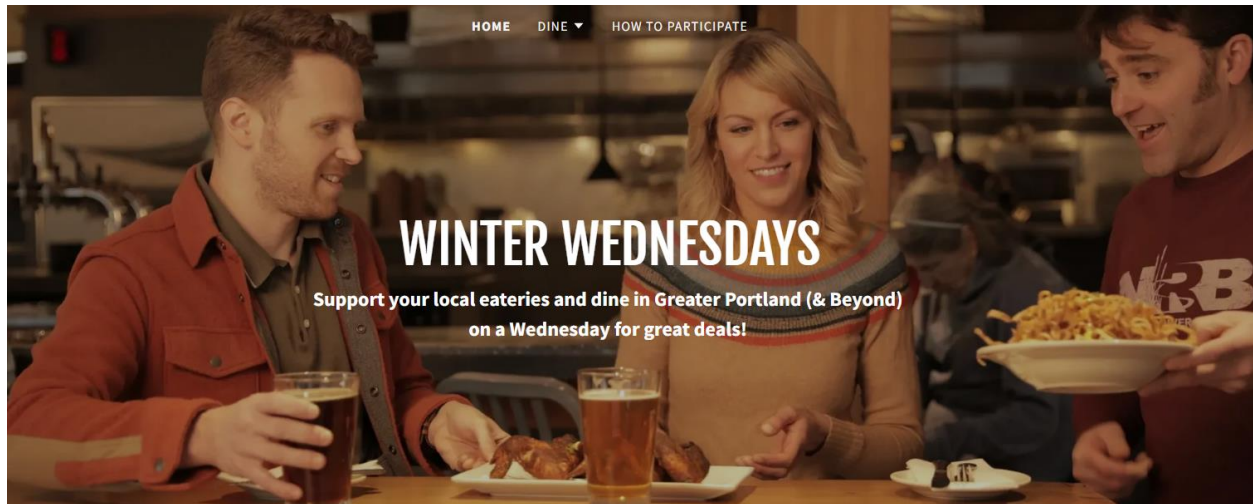


Winter Wednesday Wrap-Up Report

December 2024 to March 2025

Winter Wednesday ran from January 8 to March 26, 2025

Website Analytics | winterwednesday.com



HIGHLIGHTS:

Site visitors: 22,600

2,100+ (in the final 30 days)

Highest engagement: January with roughly 15,800 web visits

LOCAL BUSINESS PARTICIPATION:

42 restaurants

14 Breweries + Bars

3 Coffee + Bakery

Incorporating offerings from 15 Surrounding Towns

Events Calendar | visitportland.com

FEATURED


EVENTS

There's always something to do in Greater Portland, Maine.

From daily tours to cruises, art exhibitions, music, and live performances.

Browse our Events Calendar and save your favorites.

Always cross-check event time/date with organizer's website before booking.



8 jan
THROUGH
26 mar

WINTER WEDNESDAYS

Support your local restaurants and breweries in Greater Portland for deals you can't beat!

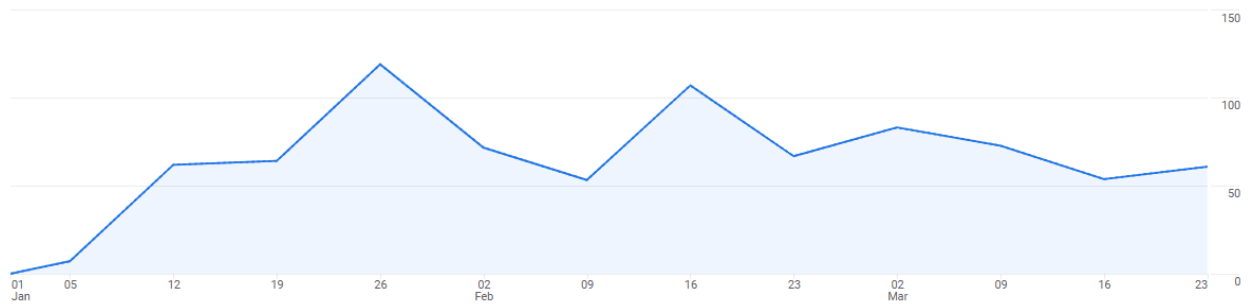
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HIGHLIGHTS:

Promoted on Featured Events slider (homepage, things to do, events calendar)

Event Calendar Views: 820

Active Users: 640



Social Media | Organic + Paid



Top three reels

ORGANIC CONTENT:

Reels: 7

Carousels: 5

Views: 49, 100

Engagements: 1,200

Watchtime: 38 hours

PAID SOCIAL MEDIA ADS:

Impressions: 213, 200

Engagements: 51,000

Link Clicks: 300