

MARKETING PERFORMANCE UPDATE

JUNE
2025



WEBSITE



SESSIONS

45,729

USERS

37,004

PAGEVIEWS

70,445

PARTNER REFERRALS

1,990

TOP 5 SESSIONS BY SOURCE

- Organic Search - 23,177
- Paid Social - 6,494
- Display - 5,569
- Referral - 1,379
- Paid Search - 687

TOP 5 PAGES BY ENGAGEMENT

- /(Homepage) - 15,496
- /events/ - 6,193
- /worldpride-2025/ - 3,673
- /blog/spectacular-views-of-capital-fourth-fireworks-choose-arlington/ - 3,056
- /things-to-do/ - 2,745

THRESHOLD 360 VIDEO CONTENT

- Views on website - 6,405
- Engagement rate - 18.33%
- Google views - 9,765,559
- Most Viewed Location - Gravelly Point

**WorldPride 2025 and Army 250th social media ad campaigns ran this month*

E-NEWSLETTERS



JUNE IN ARLINGTON

Summer is around the corner and Arlington is booming with exciting happenings! Celebrate Pride Month, jam out to live blues music, hit the farmers market, and much more this month in Arlington.

[LEARN MORE](#)



EMBRACE HEALTH AND WELLNESS AT YOUR NEXT ARLINGTON MEETING OR EVENT

In addition to being a hub for growth and innovation, Arlington offers unique opportunities to blend business with wellness! Elevate your event by incorporating health and wellness into your gathering.

[LEARN MORE](#)



WORLDPRIDE 2025 – ARLINGTON'S 'ALL IN' ON INCLUSIVITY

As Washington, D.C., hosts WorldPride 2025 from May 17 to June 8, neighboring Arlington is shining a spotlight on its array of inclusive experiences, events and resources for both travelers and locals across the capital region. Long recognized in the Human Rights Campaign's Municipal Equality Index for its inclusive laws and policies, Arlington has much to showcase as a destination that genuinely celebrates equality and embraces travelers from around the globe.

[LEARN MORE](#)



BEAT THE SUMMER HEAT IN ARLINGTON

When the sun starts turning up the heat, Arlington has the right mix of cool escapes and warm-weather fun to keep your spirits high and your temperatures low!

[LEARN MORE](#)

YOUR GUIDE TO FATHER'S DAY IN ARLINGTON



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JUNE IN ARLINGTON

VACATIONS

7,100 delivered
2,692 unique opens
238 total clicks
38% open rate
Top link clicks:
 June in Arlington
 Father's Day Blog
 General Website
 Summer Events Blog

MEETINGS

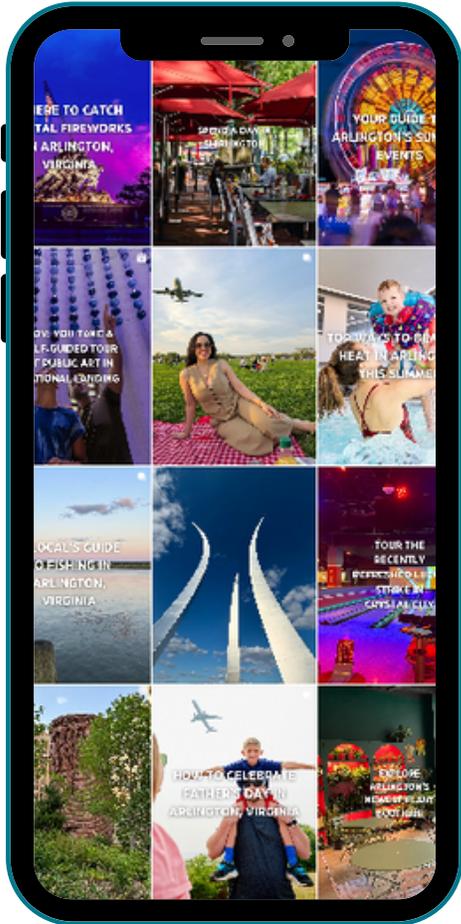
1,183 delivered
562 unique opens
131 total clicks
48% open rate
Top link clicks:
 General Website
 Wellness at Meetings Blog
 Threshold 360 Hotel Tours Link

HOSPITALITY

652 delivered
286 unique opens
80 total clicks
44% open rate
Top link clicks:
 General Website
 Army 250th Link
 WorldPride 2025 Link



SOCIAL CHANNELS



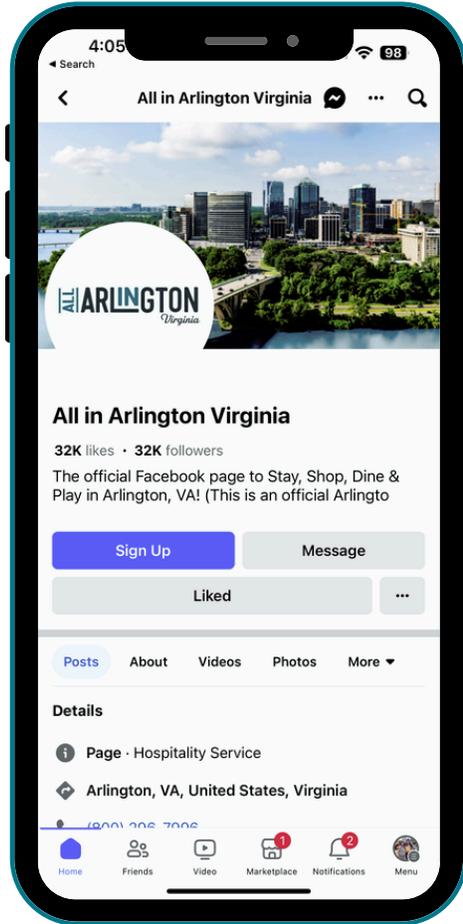
INSTAGRAM*

- **8,817** total followers
- **324** new followers
- **2,459** engagements
- **433,322** impressions
- **32,432** video views
- **0.6%** engagement rate

Top post:

WorldPride 2025 Ad Reel
Shirlington Neighborhood Reel

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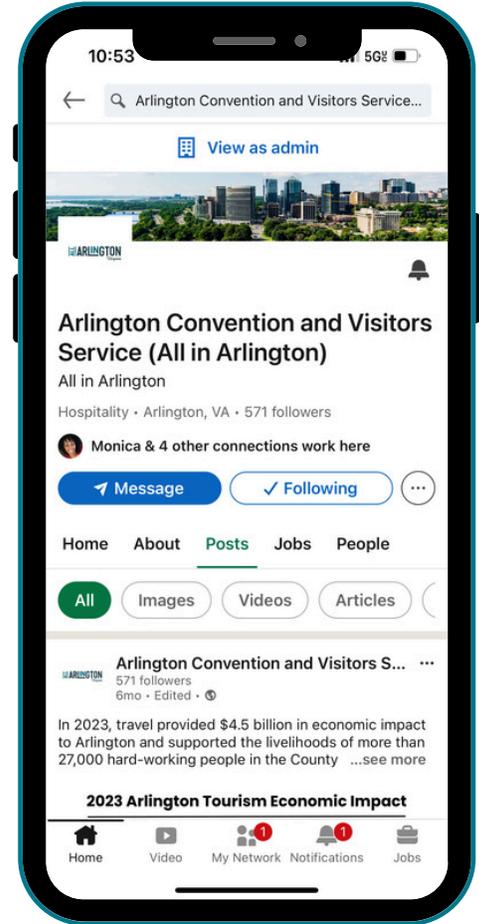


FACEBOOK*

- **31,942** followers
- **5,409** engagements
- **513,834** impressions
- **4,299** link clicks
- **1.1%** engagement rate

Top post:

Army 250th Ad
WorldPride 2025 Ad



LINKEDIN

- **765** followers
- **56** new followers
- **687** engagements
- **389** link/post clicks
- **7,690** impressions
- **9%** engagement rate

Top post:

Siham New Hire Post

