



April 2021 Marketing Report

Public Relations

The Home & Garden Stroll was featured in multiple segments on the [PHL17 Morning News](#).

The Home & Garden Stroll was also highlighted as a top thing to do by the *Inquirer* (4/29), and [WHYY](#).

[Visit Philadelphia](#) included a section on Chestnut Hill in the article: "Where to Eat Outside in Philly Right Now."



Social Media Followers

Tag @ChestnutHill_PA on Instagram and @ChestnutHillPA on Twitter and use the hashtags #ChestnutHillPA and #KeepItOnTheHill so we can engage with your social media posts.

	April 1	May 1	% Change
Facebook	16,824	16,852	+0.17%
Twitter	3,726	3,731	+0.13%
Instagram	14,027	14,176	+1.06%

Send us your news to share from the Chestnut Hill accounts through this [simple Google form](#).

Top Social Media Posts



154 clicks, 64 engagements



303 likes



253 likes

Website traffic

12,639 users visited ChestnutHillPA.com in April 2021; an increase of 26% compared to 2020. The increase in traffic was largely the result of organic search, with visitors increasingly more interested in events and outdoor dining.

In April, 8,617 users found the website via Organic Search, 915 via Facebook, and 330 in referral from visitphilly.com.

Top Pages in April	Number of Pageviews
Business (total)	7,954
Events (total)	7,425
Home & Garden Stroll	3,865
Homepage	3,232
Outdoor Dining	1,105

[Send us](#) up-to-date information for your business listing on ChestnutHillPa.com/business.

New Explore Chestnut Hill Content:
[“Chestnut Hill: The Perfect Close-to-home Getaway For All”](#)

In order to capitalize on decreasing pandemic restrictions, and capture the hungry market of people ready to travel*, we promoted a new article designed to showcase a variety of activities that encourage overnight stays or full day trips to Chestnut Hill.

The article highlighted 20 businesses and has been viewed 978 times, with visitors staying on the page twice as long as the sitewide average.

*According to [Longwood International](#) research, six in ten Americans say they now feel safe traveling outside their communities, the highest level in a year. The largest segment of travelers, 31%, are choosing destinations to drive to as opposed to fly.

