



THE PRESIDENT  
WOODROW WILSON HOUSE

# Woodrow Wilson House Reach and Ratings 2024

- 10,000+ website views per month
- 8,000+ visitors to the site per year
- 7,500+ direct marketing emails
- 4,000+ Site check-ins
- 3,000+ Facebook followers
- 2,900+ Facebook likes
- 1,888 Instagram followers
- 860 general tours offered per year
- 350 specialty tours offered per year
- 400+ attendees to Speaker Series per year
- An audience unique to sites of the National Trust for Historic Preservation
- Visitors to the only Presidential historic home in Washington DC

## Ratings:

- 96% recommended
- 5/5 (76) Walking Tours on Google
- 4.8/5.0 (84) rating on Google
- 4.6/5 (66) rating on Yelp
- 4.6/5.0 rating (229) Trip Advisor
- #20 Top 20 Things to Do in Washington, DC Trip Advisor
- Rated Top Attractions, Washington, DC, Trip Advisor

Re-accredited with American Alliance of Museums in 2024

## Site of the National Trust for Historic Preservation:

- 194,000 Followers on Facebook
- 55,500 Followers on Instagram

