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NEWS RELEASE

City website reaches record 1.7 million annual page views

Durango, CO: The city of Durango’s website has reached 1.7 million page views a year amid recent growth in all its Internet and social media platforms.

The 1.7 million views for durangogov.org reflect 483,969 users who visited multiple pages during the trailing 12 months. It’s the highest number of page views recorded by Google Analytics for durangogov.org. On average durangogov.org has about 6,000 page views each day as people find information on the services and programs offered by the city. The top areas of interest to the public when searching durangogov.org are the Parks and Recreation department, the library and the airport.

“It’s amazing for a 20,000-population city that that our website is such a heavily used resource,” said Tom Sluis, the city’s director of media and community engagement. “However, this interest matches the growth in all of our online platforms in the recent months, with the Media and Community Engagement staff focusing on where we can get the biggest bang for the buck in our communications with residents.”

Facebook visits year to date have increased 45% compared to the same time frame in 2021, with nearly 10,000 people following [the city’s site](#). [Instagram visits](#) have increased 29% compared to 2012 with nearly 3,000 following the city’s account. The city’s [Twitter account](#) shows similar gains with its more than 6,000 followers, and the city’s [new Tiktok account](#) is also rising in numbers.

Sluis said he was “pleased as punch” with the efforts of public information specialists Nick Johnson, Denise Telck and Joshua Wolfe and would give them a 300% raise if he could. Johnson writes news releases and oversees the city’s social media accounts. Telck manages the website, and Wolfe focuses on short-format video projects.

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