



CTvisit.com Key Metrics

Data as of 12/1/2020

Note: Analytics information is not available at the individual partner level

Page Views	Nov 19	Dec 19	Jan 20	Feb 20	Mar 20	April 20	May 20	June 20	July 20	Aug 20	Sept 20	Oct 20	Nov 20	12 month	YTD % Chg vs Previous Year
Total Visits	475,227	321,245	274,492	257,613	233,445	202,944	307,418	385,289	620,815	656,039	536,154	497,797	308,245	4,601,496	-35.28%
Total Views by Page Types	1,008,901	759,988	715,561	739,063	477,214	319,802	510,191	732,194	1,255,627	1,349,162	1,191,265	1,148,706	636,668	9,835,441	-40.36%
Articles	400,165	244,697	209,918	165,362	158,146	151,019	215,737	231,198	397,223	403,187	396,714	401,644	205,115	3,179,960	-40.80%
All Listing Pages	142,297	121,849	130,913	132,019	100,865	95,823	178,798	287,908	423,927	392,194	290,097	247,394	151,353	2,553,140	-1.22%
Attraction Listings	104,734	93,303	90,115	96,221	76,347	81,158	152,410	227,391	334,007	297,976	213,869	193,662	116,245	1,972,704	-2.15%
Lodging Listings	16,951	11,529	18,834	15,574	7,766	6,920	13,182	25,540	44,793	53,216	41,205	25,531	14,873	278,963	-0.88%
Restaurant Listing	20,599	16,989	21,945	20,213	16,741	7,728	13,179	34,949	46,764	41,714	35,001	28,189	20,226	303,638	3.52%
Events	78,205	121,709	56,386	65,028	25,064	4,009	4,558	7,202	28,989	47,810	62,653	96,119	75,985	595,512	-62.28%
Deals	3,305	4,325	3,690	3,500	1,842	157	374	1,315	3,135	3,396	2,545	3,830	2,775	30,884	-55.03%
Homepage	29,567	17,909	21,055	18,066	26,702	12,652	15,711	21,164	58,033	71,784	48,691	28,364	21,633	361,764	-36.21%
This weekend	50,041	34,707	41,160	49,857	13,977	1,878	6,198	9,814	13,248	21,676	32,789	33,099	17,033	275,436	-66.14%
Interests, Experiences, Getaways	37,661	23,176	94,398	39,089	23,795	17,293	29,792	56,558	96,929	112,635	74,855	65,563	34,900	668,983	-21.54%
All Other Pages	267,660	191,616	158,041	266,142	126,823	36,971	59,023	117,035	234,143	296,480	282,921	272,693	127,874	2,169,762	-55.13%
Views of Listing/Deal/Events by Region	223,465	247,503	190,494	200,030	128,459	99,899	183,635	296,261	456,362	444,622	354,944	346,966	229,778	3,178,953	-21.82%
Mystic Country	47,706	43,628	44,540	46,703	27,976	18,917	38,072	72,452	125,859	118,855	82,720	70,643	44,070	734,435	-27.21%
Greater Hartford/River Valley	61,399	94,713	58,655	59,287	33,221	27,355	43,871	68,192	92,010	96,292	84,689	105,759	75,507	839,551	-25.27%
Greater New Haven	41,435	45,756	28,428	29,985	25,949	19,974	36,939	59,546	89,336	83,933	67,564	56,436	51,227	595,073	-15.60%
Litchfield Hills	39,477	36,482	30,920	38,109	22,960	20,361	37,709	56,291	89,758	87,459	71,808	71,642	32,439	595,938	-15.19%
Fairfield County	33,448	26,924	27,951	25,946	18,353	13,292	27,044	39,780	59,399	58,083	48,163	42,486	26,535	413,956	-21.55%
Referrals to Partners	Nov 19	Dec 19	Jan 20	Feb 20	Mar 20	April 20	May 20	June 20	July 20	Aug 20	Sept 20	Oct 20	Nov 20	12 month	YTD % Chg vs Previous Year
Total Referrals	69,199	70,754	136,765	136,664	116,250	134,524	208,463	201,077	346,561	333,579	242,154	234,800	153,703	2,315,294	-11.97%
Mystic Country	15,777	11,958	31,593	31,979	27,784	25,560	46,696	52,682	97,384	93,736	56,180	46,490	28,435	550,477	-23.10%
Greater Hartford/River Valley	19,237	27,806	41,713	40,999	29,876	38,339	49,614	47,052	68,272	72,387	60,296	74,666	48,109	599,129	-12.27%
Greater New Haven	12,733	14,009	21,062	20,363	22,204	25,963	41,693	39,210	72,778	63,713	49,157	39,212	40,424	449,788	-2.40%
Litchfield Hills	11,764	9,906	22,293	25,693	20,460	26,770	41,692	37,199	64,807	62,379	45,767	46,256	20,135	423,357	-7.90%
Fairfield County	9,688	7,075	20,104	17,630	15,926	17,892	28,768	24,934	43,320	41,364	30,754	28,176	16,600	292,543	-13.45%
Average Referrals per Day	2,307	2,282	4,412	4,713	3,750	4,484	6,725	6,703	11,179	10,761	8,072	7,574	5,123		
Website Audience	Nov 19	Dec 19	Jan 20	Feb 20	Mar 20	April 20	May 20	June 20	July 20	Aug 20	Sept 20	Oct 20	Nov 20		
Paid Traffic	64%	40%	42%	36%	41%	28%	32%	21%	35%	33%	31%	24%	18%		
Organic Traffic	36%	60%	58%	64%	59%	72%	68%	79%	65%	67%	69%	76%	82%		
In-State Visitors	44%	63%	60%	59%	58%	65%	65%	60%	53%	44%	50%	50%	62%		
Out-of-State Visitors	56%	37%	40%	41%	42%	35%	35%	40%	47%	56%	50%	50%	38%		

Glossary

Visits: represent the number of times ctvisit.com was visited, without regard to repeat visitors.

(Page) Views: represent the total number of pages that visitors looked at on ctvisit.com

Referrals: an email, call or link to an attraction, hotel or restaurant's site from ctvisit.com

Paid Traffic: any visits that are acquired via paid medium: social promotion, banner ads, search keywords, etc

Organic Traffic: any visits that come in through non-paid sources, like entering in the URL directly, clicking on a link somewhere else, clicking on an unpaid search listing, etc.

Interests, Experiences, Getaways CTvisit "grid" pages within the DO, IDEAS and Getaways sections