



CTvisit.com Key Metrics

Data as of 8/1/2021

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

Page Views	July 20	Aug 20	Sept 20	Oct 20	Nov 20	Dec 20	Jan 21	Feb 21	Mar 21	Apr 21	May 21	June 21	July 21	12 month	YTD % Chg vs Previous Year
Total Visits	620,815	656,039	536,154	497,797	308,245	310,951	220,905	230,050	273,975	407,284	703,112	806,456	1,249,590	6,200,558	70.52%
Total Views by Page Types	1,255,627	1,349,162	1,191,265	1,148,706	639,668	606,870	483,439	492,375	592,844	753,491	1,207,025	1,603,537	2,422,089	12,490,471	59.06%
Articles	397,223	403,187	396,714	401,644	205,115	177,889	152,500	171,420	187,407	263,117	568,365	575,827	1,153,821	4,657,006	101.00%
All Listing Pages	423,927	392,194	290,097	247,394	151,353	115,947	133,954	133,380	169,511	198,410	249,102	384,196	435,333	2,900,871	26.19%
Attraction Listings	334,007	297,976	213,869	193,662	116,245	86,572	95,883	95,164	127,537	149,316	185,812	292,019	328,693	2,182,748	20.50%
Lodging Listings	44,793	53,216	41,205	25,531	14,873	12,689	18,710	18,805	17,652	19,548	23,303	37,150	47,089	329,771	37.44%
Restaurant Listing	46,764	41,714	35,001	28,189	20,226	16,672	19,345	19,385	24,306	29,528	40,847	54,764	61,087	391,064	54.32%
Events	28,989	47,810	62,653	96,119	75,985	142,757	21,350	20,222	28,406	28,757	40,246	61,655	103,974	729,934	59.28%
Deals	3,135	3,396	2,545	3,830	2,775	3,816	3,244	4,026	2,449	4,026	4,991	9,614	13,427	58,139	198.13%
Homepage	58,033	71,784	48,691	28,364	21,633	25,039	15,268	13,672	21,138	22,818	27,521	61,771	61,392	419,091	28.95%
This weekend	13,248	21,676	32,789	33,099	17,033	13,450	12,990	9,565	11,894	16,918	24,398	26,582	43,115	263,509	6.85%
Interests, Experiences, Getaways	96,929	112,635	74,855	65,563	34,900	16,630	37,505	34,031	41,929	50,422	60,780	105,741	125,883	760,874	27.51%
All Other Pages	234,143	296,480	282,921	272,693	130,874	111,342	106,628	106,059	130,110	169,023	231,622	378,151	485,144	2,701,047	60.97%
Views of Listing/Deal/Events by Region	456,362	444,622	354,944	346,966	229,778	252,862	158,097	157,182	199,999	230,819	295,236	454,816	554,356	3,679,677	31.85%
Mystic Country	125,859	118,855	82,720	70,643	44,070	35,005	30,715	30,710	45,114	57,305	79,174	118,488	148,696	861,495	36.23%
Greater Hartford/River Valley	92,010	96,292	84,689	105,759	75,507	98,517	43,239	39,847	50,763	59,853	68,951	109,580	138,002	970,999	33.36%
Greater New Haven	89,336	83,933	67,564	56,436	51,227	71,060	28,452	29,138	32,419	39,560	49,253	79,299	91,671	680,012	20.55%
Litchfield Hills	89,758	87,459	71,808	71,642	32,439	32,583	32,747	35,595	42,262	39,591	53,965	76,537	93,571	670,199	26.40%
Fairfield County	59,399	58,083	48,163	42,486	26,535	15,697	22,944	21,892	29,441	34,510	43,893	70,912	82,416	496,972	44.50%
Referrals to Partners	July 20	Aug 20	Sept 20	Oct 20	Nov 20	Dec 20	Jan 21	Feb 21	Mar 21	Apr 21	May 21	June 21	July 21	12 month	YTD % Chg vs Previous Year
Total Referrals	346,561	333,579	242,154	234,800	153,703	176,527	134,406	135,346	150,937	141,351	200,531	201,480	569,979	2,674,793	19.82%
Mystic Country	97,384	93,736	56,180	46,490	28,435	21,007	25,940	27,069	35,017	36,469	53,341	53,997	155,034	632,715	23.33%
Greater Hartford/River Valley	68,272	72,387	60,296	74,666	48,109	67,257	37,768	36,679	40,602	39,437	47,726	47,348	139,645	711,920	23.22%
Greater New Haven	72,778	63,713	49,157	39,212	40,424	53,841	24,731	23,550	23,546	22,757	32,687	36,065	92,337	502,020	5.10%
Litchfield Hills	64,807	62,379	45,767	46,256	20,135	20,477	28,091	28,829	31,395	23,040	37,098	34,856	96,896	475,219	17.28%
Fairfield County	43,320	41,364	30,754	28,176	16,600	13,945	17,876	19,219	20,377	19,648	29,679	29,214	86,067	352,919	31.74%
Average Referrals per Day	11,179	10,761	8,072	7,574	5,123	5,694	4,336	4,834	4,869	4,712	6,469	6,716	18,386		
Website Audience	July 20	Aug 20	Sept 20	Oct 20	Nov 20	Dec 20	Jan 21	Feb 21	Mar 21	Apr 21	May 21	June 21	July 21		
Paid Traffic	35%	33%	31%	24%	18%	13%	16%	12%	22%	13%	26%	27%	36%		
Organic Traffic	65%	67%	69%	76%	82%	87%	84%	88%	78%	87%	74%	73%	64%		
In-State Visitors	53%	44%	50%	50%	62%	70%	62%	65%	62%	59%	64%	64%	68%		
Out-of-State Visitors	47%	56%	50%	50%	38%	30%	38%	35%	38%	41%	36%	36%	32%		

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