



CTvisit.com Key Metrics

Data as of 9/1/2021

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

Page Views	Aug 20	Sept 20	Oct 20	Nov 20	Dec 20	Jan 21	Feb 21	Mar 21	Apr 21	May 21	June 21	July 21	Aug 21	12 month	YTD % Chg vs Previous Year
Total Visits	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	802,452	6,346,971	59.76%
Total Views by Page Types	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	1,672,295	12,813,604	51.29%
Articles	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	589,810	4,843,629	89.58%
All Listing Pages	392,194	290,097	247,394	151,353	115,947	133,954	133,380	169,511	198,410	249,102	384,196	435,333	359,875	2,868,552	18.44%
Attraction Listings	297,976	213,869	193,662	116,245	86,572	95,883	95,164	127,537	149,316	185,812	292,019	328,693	261,559	2,146,331	13.30%
Lodging Listings	53,216	41,205	25,531	14,873	12,689	18,710	18,805	17,652	19,548	23,303	37,150	47,089	50,759	327,314	25.40%
Restaurant Listing	41,714	35,001	28,189	20,226	16,672	19,345	19,385	24,306	29,528	40,847	54,764	61,087	48,095	397,445	46.31%
Events	47,810	62,653	96,119	75,985	142,757	21,350	20,222	28,406	28,757	40,246	61,655	103,974	110,695	792,819	73.73%
Deals	3,396	2,545	3,830	2,775	3,816	3,244	4,026	2,449	4,026	4,991	9,614	13,427	7,874	62,617	185.20%
Homepage	71,784	48,691	28,364	21,633	25,039	15,268	13,672	21,138	22,818	27,521	61,771	61,392	45,622	392,929	9.80%
This weekend	21,676	32,789	33,099	17,033	13,450	12,990	9,565	11,894	16,918	24,398	26,582	43,115	38,196	280,029	16.38%
Interests, Experiences, Getaways	112,635	74,855	65,563	34,900	16,630	37,505	34,031	41,929	50,422	60,780	105,741	125,883	100,579	748,818	18.36%
All Other Pages	296,480	282,921	272,693	130,874	111,342	106,628	106,059	130,110	169,023	231,622	378,151	485,144	419,644	2,824,211	56.52%
Views of Listing/Deal/Events by Region	444,622	354,944	346,966	229,778	252,862	158,097	157,182	199,999	230,819	295,236	454,816	554,356	478,318	3,713,373	26.46%
Mystic Country	118,855	82,720	70,643	44,070	35,005	30,715	30,710	45,114	57,305	79,174	118,488	148,696	125,557	868,197	28.86%
Greater Hartford/River Valley	96,292	84,689	105,759	75,507	98,517	43,239	39,847	50,763	59,853	68,951	109,580	138,002	115,727	990,434	30.71%
Greater New Haven	83,933	67,564	56,436	51,227	71,060	28,452	29,138	32,419	39,560	49,253	79,299	91,671	77,383	673,462	14.19%
Litchfield Hills	87,459	71,808	71,642	32,439	32,583	32,747	35,595	42,262	39,591	53,965	76,537	93,571	91,543	674,283	21.44%
Fairfield County	58,083	48,163	42,486	26,535	15,697	22,944	21,892	29,441	34,510	43,893	70,912	82,416	68,108	506,997	38.64%
Referrals to Partners	Aug 20	Sept 20	Oct 20	Nov 20	Dec 20	Jan 21	Feb 21	Mar 21	Apr 21	May 21	June 21	July 21	Aug 21	12 month	YTD % Chg vs Previous Year
Total Referrals	333,579	242,154	234,800	153,703	176,527	134,406	135,346	150,937	141,351	200,531	201,480	569,979	272,929	2,614,143	11.96%
Mystic Country	93,736	56,180	46,490	28,435	21,007	25,940	27,069	35,017	36,469	53,341	53,997	155,034	71,780	610,759	12.58%
Greater Hartford/River Valley	72,387	60,296	74,666	48,109	67,257	37,768	36,679	40,602	39,437	47,726	47,348	139,645	64,957	704,490	16.98%
Greater New Haven	63,713	49,157	39,212	40,424	53,841	24,731	23,550	23,546	22,757	32,687	36,065	92,337	42,577	480,884	-2.85%
Litchfield Hills	62,379	45,767	46,256	20,135	20,477	28,091	28,829	31,395	23,040	37,098	34,856	96,896	54,859	467,699	11.21%
Fairfield County	41,364	30,754	28,176	16,600	13,945	17,876	19,219	20,377	19,648	29,679	29,214	86,067	38,756	350,311	24.24%
Average Referrals per Day	10,761	8,072	7,574	5,123	5,694	4,336	4,834	4,869	4,712	6,469	6,716	18,386	8,804		
Website Audience	Aug 20	Sept 20	Oct 20	Nov 20	Dec 20	Jan 21	Feb 21	Mar 21	Apr 21	May 21	June 21	July 21	Aug 21		
Paid Traffic	33%	31%	24%	18%	13%	16%	12%	22%	13%	26%	27%	36%	40%		
Organic Traffic	67%	69%	76%	82%	87%	84%	88%	78%	87%	74%	73%	64%	60%		
In-State Visitors	44%	50%	50%	62%	70%	62%	65%	62%	59%	64%	64%	68%	55%		
Out-of-State Visitors	56%	50%	50%	38%	30%	38%	35%	38%	41%	36%	36%	32%	45%		

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