



CTvisit.com Key Metrics

Data as of 7/1/2022

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

Page Views	June 21	July 21	Aug 21	Sept 21	Oct 21	Nov 21	Dec 21	Jan 22	Feb 22	Mar 22	Apr 22	May 22	June 22	12 month	YTD % Chg vs Previous Year
Total Visits	806,456	1,249,590	802,452	633,346	764,761	437,537	441,092	361,101	428,274	443,568	388,820	405,781	700,233	7,056,555	3.26%
Total Views by Page Types	1,603,537	2,422,089	1,672,295	1,380,640	1,565,067	910,660	870,818	709,754	857,274	881,800	854,803	870,333	1,313,756	14,309,289	6.92%
Articles	575,827	1,153,821	589,810	416,694	561,867	309,838	321,472	265,177	322,408	344,777	251,078	224,765	550,545	5,312,252	2.09%
All Listing Pages	384,196	435,333	359,875	283,085	289,330	186,595	152,630	156,092	184,587	197,190	220,256	424,217	282,781	3,171,971	15.50%
Attraction Listings	292,019	328,693	261,559	207,678	213,127	136,944	108,127	103,931	125,635	144,022	168,822	182,254	220,244	2,201,036	-0.09%
Lodging Listings	37,150	47,089	50,759	38,975	40,523	24,274	20,931	26,307	26,438	24,093	23,271	21,488	29,195	373,343	11.56%
Restaurant Listing	54,764	61,087	48,095	36,199	36,975	25,349	23,563	25,818	32,480	29,064	28,130	38,453	32,774	417,987	-0.77%
Events	61,655	103,974	110,695	129,408	127,500	76,845	122,354	28,346	39,058	46,954	56,838	45,071	50,133	937,176	32.78%
Deals	9,614	13,427	7,874	5,531	5,588	3,390	3,548	2,391	4,561	2,546	3,533	3,388	2,497	58,274	-33.28%
Homepage	61,771	61,392	45,622	52,313	48,726	34,636	37,764	47,757	55,101	34,023	32,029	38,207	44,922	532,492	55.40%
This weekend	26,582	43,115	38,196	49,108	44,570	23,845	17,727	14,131	20,269	20,107	24,407	26,550	30,528	352,553	32.87%
Interests, Experiences, Getaways	105,741	125,883	100,579	79,929	116,143	65,716	47,464	55,797	61,223	58,925	64,942	67,041	77,017	920,659	16.51%
All Other Pages	378,151	485,144	419,644	364,572	371,343	209,795	167,859	140,063	170,067	177,278	201,720	41,094	275,333	3,023,912	-10.35%
Views of Listing/Deal/Events by Region	454,816	554,356	478,318	417,550	428,993	257,768	277,673	186,473	227,851	246,506	280,367	290,104	333,941	3,979,900	4.62%
Mystic Country	118,488	148,696	125,557	92,485	85,743	52,190	50,328	39,170	47,137	58,663	61,944	75,260	83,488	920,661	1.15%
Greater Hartford/River Valley	109,580	138,002	115,727	107,874	126,538	83,072	100,244	50,787	58,852	63,719	70,088	73,424	79,885	1,068,212	6.59%
Greater New Haven	79,299	91,671	77,383	68,858	67,284	45,063	39,848	34,954	42,076	39,107	54,349	48,084	59,283	667,960	7.64%
Litchfield Hills	76,537	93,571	91,543	93,576	93,874	37,505	45,429	34,863	44,425	48,837	50,692	48,521	62,114	744,950	3.12%
Fairfield County	70,912	82,416	68,108	54,757	55,554	39,938	41,824	26,699	35,361	36,180	43,294	44,815	49,171	578,117	5.33%
Referrals to Partners	June 21	July 21	Aug 21	Sept 21	Oct 21	Nov 21	Dec 21	Jan 22	Feb 22	Mar 22	Apr 22	May 22	June 22	12 month	YTD % Chg vs Previous Year
Total Referrals	201,480	569,979	272,929	162,217	160,468	99,885	139,043	130,545	200,078	213,903	193,201	179,896	522,265	2,844,409	49.36%
Mystic Country	53,997	155,034	71,780	36,012	32,254	20,337	24,750	27,676	41,816	52,406	44,436	48,212	133,178	687,891	49.99%
Greater Hartford/River Valley	47,348	139,645	64,957	42,825	50,066	30,465	49,082	35,508	50,820	54,331	47,914	44,614	121,165	731,392	41.99%
Greater New Haven	36,065	92,337	42,577	27,415	22,787	17,180	21,552	24,020	37,415	32,086	36,129	30,582	94,530	478,610	55.97%
Litchfield Hills	34,856	96,896	54,859	36,823	36,426	16,980	22,664	26,501	40,816	45,989	36,708	30,403	107,587	552,652	57.11%
Fairfield County	29,214	86,067	38,756	19,142	18,935	14,883	20,995	16,840	29,211	29,091	28,014	26,085	65,805	393,824	43.40%
Average Referrals per Day	6,716	18,386	8,804	5,407	5,176	3,330	4,485	4,211	7,146	6,900	6,440	5,803	17,409		
Website Audience	June 21	July 21	Aug 21	Sept 21	Oct 21	Nov 21	Dec 21	Jan 22	Feb 22	Mar 22	Apr 22	May 22	June 22		
Paid Traffic	27%	36%	40%	33%	43%	37%	36%	41%	49%	48%	30%	28%	24%		
Organic Traffic	73%	64%	60%	67%	57%	63%	64%	59%	51%	52%	70%	72%	76%		
In-State Visitors	64%	68%	55%	51%	42%	39%	39%	39%	44%	45%	51%	49%	37%		
Out-of-State Visitors	36%	32%	45%	49%	58%	61%	61%	61%	56%	55%	49%	51%	63%		

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