



CTvisit.com Key Metrics

Data as of 9/1/2022

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

Page Views	Aug 21	Sept 21	Oct 21	Nov 21	Dec 21	Jan 22	Feb 22	Mar 22	Apr 22	May 22	June 22	July 22	Aug 22	12 month	YTD % Chg vs Previous Year
Total Visits	802,452	633,346	764,761	437,537	441,092	361,101	428,274	443,568	388,820	405,781	700,233	1,296,021	1,013,274	7,313,808	7.31%
Total Views by Page Types	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	2,256,950	1,789,534	14,261,389	3.33%
Articles	589,810	416,694	561,867	309,838	321,472	265,177	322,408	344,777	251,078	224,765	550,545	1,141,337	657,888	5,367,846	2.61%
All Listing Pages	359,875	283,085	289,330	186,595	152,630	156,092	184,587	197,190	220,256	424,217	282,781	402,636	426,529	3,205,928	11.17%
Attraction Listings	261,559	207,678	213,127	136,944	108,127	103,931	125,635	144,022	168,822	182,254	220,244	313,359	217,081	2,141,224	-3.95%
Lodging Listings	50,759	38,975	40,523	24,274	20,931	26,307	26,438	24,093	23,271	21,488	29,195	43,552	28,798	347,845	-4.24%
Restaurant Listing	48,095	36,199	36,975	25,349	23,563	25,818	32,480	29,064	28,130	38,453	32,774	45,995	39,767	394,567	-8.37%
Events	110,695	129,408	127,500	76,845	122,354	28,346	39,058	46,954	56,838	45,071	50,133	67,206	70,973	860,686	-2.58%
Deals	7,874	5,531	5,588	3,390	3,548	2,391	4,561	2,546	3,533	3,388	2,497	6,403	6,454	49,830	-36.01%
Homepage	45,622	52,313	48,726	34,636	37,764	47,757	55,101	34,023	32,029	38,207	44,922	68,152	62,153	555,783	42.03%
This weekend	38,196	49,108	44,570	23,845	17,727	14,131	20,269	20,107	24,407	26,550	30,528	45,987	41,752	358,981	21.82%
Interests, Experiences, Getaways	100,579	79,929	116,143	65,716	47,464	55,797	61,223	58,925	64,942	67,041	77,017	120,642	110,857	925,696	10.70%
All Other Pages	419,644	364,572	371,343	209,795	167,859	140,063	170,067	177,278	201,720	41,094	275,333	404,587	412,928	2,936,639	-10.03%
Views of Listing/Deal/Events by Region	478,318	417,550	428,993	257,768	277,673	186,473	227,851	246,506	280,367	290,104	333,941	476,791	352,863	3,776,880	-5.30%
Mystic Country	125,557	92,485	85,743	52,190	50,328	39,170	47,137	58,663	61,944	75,260	83,488	127,025	100,741	874,174	-6.66%
Greater Hartford/River Valley	115,727	107,874	126,538	83,072	100,244	50,787	58,852	63,719	70,088	73,424	79,885	108,601	78,484	1,001,568	-6.73%
Greater New Haven	77,383	68,858	67,284	45,063	39,848	34,954	42,076	39,107	54,349	48,084	59,283	77,629	61,843	638,378	-2.31%
Litchfield Hills	91,543	93,576	93,874	37,505	45,429	34,863	44,425	48,837	50,692	48,521	62,114	96,747	61,602	718,185	-3.88%
Fairfield County	68,108	54,757	55,554	39,938	41,824	26,699	35,361	36,180	43,294	44,815	49,171	66,789	50,193	544,575	-5.78%
Referrals to Partners	Aug 21	Sept 21	Oct 21	Nov 21	Dec 21	Jan 22	Feb 22	Mar 22	Apr 22	May 22	June 22	July 22	Aug 22	12 month	YTD % Chg vs Previous Year
Total Referrals	272,929	162,217	160,468	99,885	139,043	130,545	200,078	213,903	193,201	179,896	522,265	1,094,691	500,015	3,596,207	67.94%
Mystic Country	71,780	36,012	32,254	20,337	24,750	27,676	41,816	52,406	44,436	48,212	133,178	293,377	150,004	904,458	72.49%
Greater Hartford/River Valley	64,957	42,825	50,066	30,465	49,082	35,508	50,820	54,331	47,914	44,614	121,165	238,643	104,503	869,936	53.58%
Greater New Haven	42,577	27,415	22,787	17,180	21,552	24,020	37,415	32,086	36,129	30,582	94,530	177,340	89,003	610,039	74.72%
Litchfield Hills	54,859	36,823	36,426	16,980	22,664	26,501	40,816	45,989	36,708	30,403	107,587	243,021	89,003	732,921	85.05%
Fairfield County	38,756	19,142	18,935	14,883	20,995	16,840	29,211	29,091	28,014	26,085	65,805	142,310	67,502	478,813	55.22%
Average Referrals per Day	8,804	5,407	5,176	3,330	4,485	4,211	7,146	6,900	6,440	5,803	17,409	35,313	16,130		
Website Audience	Aug 21	Sept 21	Oct 21	Nov 21	Dec 21	Jan 22	Feb 22	Mar 22	Apr 22	May 22	June 22	July 22	Aug 22		
Paid Traffic	40%	33%	43%	37%	36%	41%	49%	48%	30%	28%	24%	45%	18%		
Organic Traffic	60%	67%	57%	63%	64%	59%	51%	52%	70%	72%	76%	55%	82%		
In-State Visitors	55%	51%	42%	39%	39%	39%	44%	45%	51%	49%	37%	29%	25%		
Out-of-State Visitors	45%	49%	58%	61%	61%	61%	56%	55%	49%	51%	63%	71%	75%		

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