



## CTvisit.com Key Metrics

Data as of 12/1/2022

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

| Page Views                                    | Nov 21         | Dec 21         | Jan 22         | Feb 22         | Mar 22         | Apr 22         | May 22         | June 22          | July 22          | Aug 22           | Sept 22          | Oct 22           | Nov22          | 12 month          | YTD % Chg vs Previous Year        |
|---|----------------|----------------|----------------|----------------|----------------|----------------|----------------|------------------|------------------|------------------|------------------|------------------|----------------|-------------------|-----------------------------------|
| <b>Total Visits</b>                           | <b>437,537</b> | <b>441,092</b> | <b>361,101</b> | <b>428,274</b> | <b>443,568</b> | <b>388,820</b> | <b>405,781</b> | <b>700,233</b>   | <b>1,296,021</b> | <b>1,013,274</b> | <b>528,638</b>   | <b>836,955</b>   | <b>340,967</b> | <b>7,184,724</b>  | <b>3.28%</b>                      |
| <b>Total Views by Page Types</b>              | <b>910,660</b> | <b>870,818</b> | <b>709,754</b> | <b>857,274</b> | <b>881,800</b> | <b>854,803</b> | <b>870,333</b> | <b>1,313,756</b> | <b>2,256,950</b> | <b>1,789,534</b> | <b>1,044,701</b> | <b>1,462,795</b> | <b>665,065</b> | <b>13,577,583</b> | <b>-2.88%</b>                     |
| Articles                                      | 309,838        | 321,472        | 265,177        | 322,408        | 344,777        | 251,078        | 224,765        | 550,545          | 1,141,337        | 657,888          | 370,023          | 723,690          | 218,804        | 5,391,964         | 2.42%                             |
| All Listing Pages                             | 186,595        | 152,630        | 156,092        | 184,587        | 197,190        | 220,256        | 424,217        | 282,781          | 402,636          | 426,529          | 211,556          | 240,099          | 138,262        | 3,036,835         | 2.18%                             |
| Attraction Listings                           | 136,944        | 108,127        | 103,931        | 125,635        | 144,022        | 168,822        | 182,254        | 220,244          | 313,359          | 217,081          | 156,734          | 177,246          | 104,525        | 2,021,980         | -8.59%                            |
| Lodging Listings                              | 24,274         | 20,931         | 26,307         | 26,438         | 24,093         | 23,271         | 21,488         | 29,195           | 43,552           | 28,798           | 20,698           | 21,767           | 12,455         | 298,993           | -17.44%                           |
| Restaurant Listing                            | 25,349         | 23,563         | 25,818         | 32,480         | 29,064         | 28,130         | 38,453         | 32,774           | 45,995           | 39,767           | 27,231           | 36,787           | 21,268         | 381,330           | -9.63%                            |
| Events  | 76,845         | 122,354        | 28,346         | 39,058         | 46,954         | 56,838         | 45,071         | 50,133           | 67,206           | 70,973           | 64,370           | 91,974           | 44,654         | 727,931           | -19.15%                           |
| Deals   | 3,390          | 3,548          | 2,391          | 4,561          | 2,546          | 3,533          | 3,388          | 2,497            | 6,403            | 6,454            | 2,316            | 2,120            | 1,379          | 41,136            | -41.42%                           |
| Homepage                                      | 34,636         | 37,764         | 47,757         | 55,101         | 34,023         | 32,029         | 38,207         | 44,922           | 68,152           | 62,153           | 45,128           | 47,731           | 34,343         | 547,310           | 25.85%                            |
| This weekend                                  | 23,845         | 17,727         | 14,131         | 20,269         | 20,107         | 24,407         | 26,550         | 30,528           | 45,987           | 41,752           | 39,780           | 36,962           | 25,080         | 343,280           | 8.09%                             |
| Interests, Experiences, Getaways              | 65,716         | 47,464         | 55,797         | 61,223         | 58,925         | 64,942         | 67,041         | 77,017           | 120,642          | 110,857          | 62,855           | 64,261           | 41,523         | 832,547           | -4.10%                            |
| All Other Pages                               | 209,795        | 167,859        | 140,063        | 170,067        | 177,278        | 201,720        | 41,094         | 275,333          | 404,587          | 412,928          | 248,673          | 255,958          | 161,020        | 2,656,580         | -16.26%                           |
| <b>Views of Listing/Deal/Events by Region</b> | <b>257,768</b> | <b>277,673</b> | <b>186,473</b> | <b>227,851</b> | <b>246,506</b> | <b>280,367</b> | <b>290,104</b> | <b>333,941</b>   | <b>476,791</b>   | <b>352,863</b>   | <b>269,800</b>   | <b>329,496</b>   | <b>183,539</b> | <b>3,455,404</b>  | <b>-12.53%</b>                    |
| Mystic Country                                | 52,190         | 50,328         | 39,170         | 47,137         | 58,663         | 61,944         | 75,260         | 83,488           | 127,025          | 100,741          | 75,103           | 69,581           | 36,615         | 825,055           | -10.56%                           |
| Greater Hartford/River Valley                 | 83,072         | 100,244        | 50,787         | 58,852         | 63,719         | 70,088         | 73,424         | 79,885           | 108,601          | 78,484           | 64,608           | 94,303           | 51,484         | 894,479           | -15.82%                           |
| Greater New Haven                             | 45,063         | 39,848         | 34,954         | 42,076         | 39,107         | 54,349         | 48,084         | 59,283           | 77,629           | 61,843           | 43,903           | 53,287           | 35,737         | 590,100           | -9.55%                            |
| Litchfield Hills                              | 37,505         | 45,429         | 34,863         | 44,425         | 48,837         | 50,692         | 48,521         | 62,114           | 96,747           | 61,602           | 47,030           | 63,763           | 30,018         | 634,041           | -14.79%                           |
| Fairfield County                              | 39,938         | 41,824         | 26,699         | 35,361         | 36,180         | 43,294         | 44,815         | 49,171           | 66,789           | 50,193           | 39,156           | 48,562           | 29,685         | 511,729           | -10.39%                           |
| <b>Referrals to Partners</b>                  | <b>Nov 21</b>  | <b>Dec 21</b>  | <b>Jan 22</b>  | <b>Feb 22</b>  | <b>Mar 22</b>  | <b>Apr 22</b>  | <b>May 22</b>  | <b>June 22</b>   | <b>July 22</b>   | <b>Aug 22</b>    | <b>Sept 22</b>   | <b>Oct 22</b>    | <b>Nov 22</b>  | <b>12 month</b>   | <b>YTD % Chg vs Previous Year</b> |
| <b>Total Referrals</b>                        | <b>99,885</b>  | <b>139,043</b> | <b>130,545</b> | <b>200,078</b> | <b>213,903</b> | <b>193,201</b> | <b>179,896</b> | <b>522,265</b>   | <b>1,094,691</b> | <b>500,015</b>   | <b>167,253</b>   | <b>131,650</b>   | <b>71,362</b>  | <b>3,543,902</b>  | <b>52.72%</b>                     |
| Mystic Country                                | 20,337         | 24,750         | 27,676         | 41,816         | 52,406         | 44,436         | 48,212         | 133,178          | 293,377          | 150,004          | 47,333           | 26,593           | 13,987         | 903,768           | 60.62%                            |
| Greater Hartford/River Valley                 | 30,465         | 49,082         | 35,508         | 50,820         | 54,331         | 47,914         | 44,614         | 121,165          | 238,643          | 104,503          | 41,144           | 40,022           | 20,481         | 848,227           | 38.38%                            |
| Greater New Haven                             | 17,180         | 21,552         | 24,020         | 37,415         | 32,086         | 36,129         | 30,582         | 94,530           | 177,340          | 89,003           | 27,429           | 21,985           | 14,272         | 606,343           | 59.94%                            |
| Litchfield Hills                              | 16,980         | 22,664         | 26,501         | 40,816         | 45,989         | 36,708         | 30,403         | 107,587          | 243,021          | 89,003           | 29,102           | 23,829           | 11,918         | 707,541           | 61.04%                            |
| Fairfield County                              | 14,883         | 20,995         | 16,840         | 29,211         | 29,091         | 28,014         | 26,085         | 65,805           | 142,310          | 67,502           | 22,245           | 19,221           | 10,704         | 478,023           | 45.64%                            |
| <b>Average Referrals per Day</b>              | <b>3,330</b>   | <b>4,485</b>   | <b>4,211</b>   | <b>7,146</b>   | <b>6,900</b>   | <b>6,440</b>   | <b>5,803</b>   | <b>17,409</b>    | <b>35,313</b>    | <b>16,130</b>    | <b>5,575</b>     | <b>4,247</b>     | <b>2,379</b>   |                   |                                   |
| <b>Website Audience</b>                       | <b>Nov 21</b>  | <b>Dec 21</b>  | <b>Jan 22</b>  | <b>Feb 22</b>  | <b>Mar 22</b>  | <b>Apr 22</b>  | <b>May 22</b>  | <b>June 22</b>   | <b>July 22</b>   | <b>Aug 22</b>    | <b>Sept 22</b>   | <b>Oct 22</b>    | <b>Nov 22</b>  |                   |                                   |
| Paid Traffic                                  | 37%            | 36%            | 41%            | 49%            | 48%            | 30%            | 28%            | 24%              | 45%              | 18%              | 24%              | 35%              | 17%            |                   |                                   |
| Organic Traffic                               | 63%            | 64%            | 59%            | 51%            | 52%            | 70%            | 72%            | 76%              | 55%              | 82%              | 76%              | 65%              | 83%            |                   |                                   |
| In-State Visitors                             | 39%            | 39%            | 39%            | 44%            | 45%            | 51%            | 49%            | 37%              | 29%              | 25%              | 30%              | 26%              | 26%            |                   |                                   |
| Out-of-State Visitors                         | 61%            | 61%            | 61%            | 56%            | 55%            | 49%            | 51%            | 63%              | 71%              | 75%              | 70%              | 74%              | 74%            |                   |                                   |

### 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