



## CTvisit.com Key Metrics

Data as of 1/1/2023

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

Page Views	Dec 21	Jan 22	Feb 22	Mar 22	Apr 22	May 22	June 22	July 22	Aug 22	Sept 22	Oct 22	Nov 22	Dec 22	12 month	YTD % Chg vs Previous Year
<b>Total Visits</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>378,771</b>	<b>7,122,403</b>	<b>2.18%</b>
<b>Total Views by Page Types</b>	<b>870,818</b>	<b>709,754</b>	<b>852,274</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>687,967</b>	<b>13,394,732</b>	<b>-4.01%</b>
Articles	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	275,385	5,345,877	1.40%
All Listing Pages	152,630	156,092	184,587	197,190	220,256	424,217	282,781	402,636	426,529	211,556	240,099	138,262	134,746	3,018,951	1.46%
Attraction Listings	108,127	103,931	125,635	144,022	168,822	182,254	220,244	313,359	217,081	156,734	177,246	104,525	92,571	2,006,424	-8.88%
Lodging Listings	20,931	26,307	26,438	24,093	23,271	21,488	29,195	43,552	28,798	20,698	21,767	12,455	15,447	293,509	-17.95%
Restaurant Listing	23,563	25,818	32,480	29,064	28,130	38,453	32,774	45,995	39,767	27,231	36,787	21,268	26,704	384,471	-8.34%
Events	122,354	28,346	39,058	46,954	56,838	45,071	50,133	67,206	70,973	64,370	91,974	44,654	59,715	665,292	-23.65%
Deals	3,548	2,391	4,561	2,546	3,533	3,388	2,497	6,403	6,454	2,316	2,120	1,379	823	38,411	-43.27%
Homepage	37,764	47,757	55,101	34,023	32,029	38,207	44,922	68,152	62,153	45,128	47,731	34,343	29,378	538,924	21.75%
This weekend	17,727	14,131	20,269	20,107	24,407	26,550	30,528	45,987	41,752	39,780	36,962	25,080	16,448	342,001	7.24%
Interests, Experiences, Getaways	47,464	55,797	61,223	58,925	64,942	67,041	77,017	120,642	110,857	62,855	64,261	41,523	37,502	822,585	-5.03%
All Other Pages	167,859	140,063	170,067	177,278	201,720	41,094	275,333	404,587	412,928	248,673	255,958	161,020	133,970	2,622,691	-16.47%
<b>Views of Listing/Deal/Events by Region</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>194,757</b>	<b>3,372,488</b>	<b>-13.76%</b>
Mystic Country	50,328	39,170	47,137	58,663	61,944	75,260	83,488	127,025	100,741	75,103	69,581	36,615	34,293	809,020	-11.76%
Greater Hartford/River Valley	100,244	50,787	58,852	63,719	70,088	73,424	79,885	108,601	78,484	64,608	94,303	51,484	66,536	860,771	-17.53%
Greater New Haven	39,848	34,954	42,076	39,107	54,349	48,084	59,283	77,629	61,843	43,903	53,287	35,737	34,518	584,770	-9.79%
Litchfield Hills	45,429	34,863	44,425	48,837	50,692	48,521	62,114	96,747	61,602	47,030	63,763	30,018	32,549	621,161	-15.63%
Fairfield County	41,824	26,699	35,361	36,180	43,294	44,815	49,171	66,789	50,193	39,156	48,562	29,685	26,861	496,766	-12.26%
<b>Referrals to Partners</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>Dec 22</b>	<b>12 month</b>	<b>YTD % Chg vs Previous Year</b>
<b>Total Referrals</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>231,311</b>	<b>3,636,170</b>	<b>53.52%</b>
Mystic Country	24,750	27,676	41,816	52,406	44,436	48,212	133,178	293,377	150,004	47,333	26,593	13,987	40,017	919,035	60.67%
Greater Hartford/River Valley	49,082	35,508	50,820	54,331	47,914	44,614	121,165	238,643	104,503	41,144	40,022	20,481	81,884	881,029	40.60%
Greater New Haven	21,552	24,020	37,415	32,086	36,129	30,582	94,530	177,340	89,003	27,429	21,985	14,272	40,942	625,733	61.61%
Litchfield Hills	22,664	26,501	40,816	45,989	36,708	30,403	107,587	243,021	89,003	29,102	23,829	11,918	40,017	724,894	61.82%
Fairfield County	20,995	16,840	29,211	29,091	28,014	26,085	65,805	142,310	67,502	22,245	19,221	10,704	28,451	485,479	45.01%
<b>Average Referrals per Day</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>7,462</b>		
<b>Website Audience</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>Dec 22</b>		
Paid Traffic	36%	41%	49%	48%	30%	28%	24%	45%	18%	24%	35%	17%	4%		
Organic Traffic	64%	59%	51%	52%	70%	72%	76%	55%	82%	76%	65%	83%	96%		
In-State Visitors	39%	39%	44%	45%	51%	49%	37%	29%	25%	30%	26%	26%	34%		
Out-of-State Visitors	61%	61%	56%	55%	49%	51%	63%	71%	75%	70%	74%	74%	66%		

### 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