



CTvisit.com Key Metrics

Data as of 7/1/2017

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

| Page Views | June 16 | July 16 | Aug 16 | Sept 16 | Oct 16 | Nov 16 | Dec 16 | Jan 17 | Feb 17 | Mar 17 | April 17 | May 17 | June 17 | 12 month | YTD % Chg vs Previous Year |
|---|------------------|------------------|------------------|----------------|------------------|----------------|----------------|----------------|----------------|----------------|-----------------|----------------|------------------|-------------------|---------------------------------------|
| Total Visits | 563,466 | 764,889 | 460,793 | 421,301 | 638,265 | 334,016 | 194,442 | 194,483 | 203,320 | 164,630 | 208,725 | 375,151 | 684,363 | 4,644,378 | 22.49% |
| Total Views by Page Types | 1,393,244 | 1,698,425 | 1,123,870 | 989,866 | 1,387,235 | 719,327 | 475,216 | 513,308 | 569,481 | 508,301 | 615,257 | 978,445 | 1,589,800 | 11,168,531 | 28.96% |
| Articles | 346,534 | 576,274 | 339,118 | 336,560 | 571,933 | 272,998 | 180,700 | 150,181 | 149,697 | 95,046 | 123,645 | 222,846 | 497,585 | 3,516,583 | Not available until 5/18 |
| All Listing Pages | 253,915 | 303,139 | 208,778 | 131,676 | 192,373 | 110,633 | 62,527 | 88,686 | 89,061 | 81,609 | 99,609 | 156,195 | 249,114 | 1,773,400 | Not available until 5/18 |
| Attraction Listings | N/A | N/A | N/A | N/A | 145,407 | 80,154 | 47,854 | 61,788 | 63,492 | 60,340 | 81,058 | 121,008 | 192,732 | 853,833 | Not available until 10/18 |
| Lodging Listings | N/A | N/A | N/A | N/A | 25,229 | 14,786 | 9,344 | 17,103 | 14,558 | 11,746 | 9,795 | 19,332 | 29,938 | 151,831 | Not available until 10/18 |
| Restaurant Listing | N/A | N/A | N/A | N/A | 20,453 | 15,689 | 5,326 | 10,245 | 10,176 | 9,515 | 8,752 | 15,850 | 27,509 | 123,515 | Not available until 10/18 |
| Events | 76,392 | 91,159 | 98,349 | 108,577 | 98,471 | 51,323 | 69,677 | 26,238 | 33,935 | 32,919 | 49,235 | 58,226 | 93,281 | 811,390 | Not available until 5/18 |
| Deals | 10,453 | 14,375 | 15,121 | 8,956 | 10,210 | 6,092 | 8,027 | 5,704 | 5,968 | 5,532 | 6,939 | 9,616 | 11,002 | 107,542 | Not available until 5/18 |
| Homepage | 82,205 | 84,521 | 59,860 | 55,430 | 65,408 | 49,598 | 27,349 | 23,811 | 27,781 | 29,074 | 31,569 | 53,582 | 88,268 | 596,251 | Not available until 5/18 |
| This weekend | 61,420 | 79,698 | 67,486 | 75,685 | 66,131 | 23,136 | 12,354 | 16,665 | 23,163 | 25,007 | 32,175 | 37,551 | 53,414 | 512,465 | Not available until 5/18 |
| Interests, Experiences, Getaways | 239,245 | 236,510 | 130,213 | 102,240 | 172,231 | 69,160 | 29,318 | 49,519 | 55,046 | 59,527 | 67,199 | 92,614 | 141,930 | 1,205,507 | Not available until 5/18 |
| All Other Pages | 323,080 | 312,749 | 204,945 | 170,742 | 210,478 | 136,387 | 85,264 | 152,504 | 184,830 | 179,587 | 204,886 | 347,815 | 205,027 | 2,395,214 | Not available until 5/18 |
| Views of Listing/Deal/Events by Region | N/A | N/A | N/A | N/A | 297,411 | 141,534 | 130,853 | 119,020 | 127,707 | 118,771 | 154,704 | 223,009 | 352,918 | 1,665,927 | |
| Mystic Country | N/A | N/A | N/A | N/A | 70,719 | 38,673 | 28,761 | 27,984 | 32,815 | 31,802 | 39,114 | 60,157 | 102,184 | 432,209 | Not available until 10/18 |
| Greater Hartford/River Valley | N/A | N/A | N/A | N/A | 78,249 | 46,500 | 54,174 | 35,797 | 39,922 | 34,582 | 40,417 | 65,340 | 90,887 | 485,868 | Not available until 10/18 |
| Greater New Haven | N/A | N/A | N/A | N/A | 54,581 | 26,628 | 15,764 | 18,380 | 18,639 | 19,785 | 29,765 | 34,410 | 58,812 | 276,764 | Not available until 10/18 |
| Litchfield Hills | N/A | N/A | N/A | N/A | 49,022 | 27,333 | 20,194 | 21,534 | 20,780 | 18,551 | 24,166 | 37,422 | 58,018 | 277,020 | Not available until 10/18 |
| Fairfield County | N/A | N/A | N/A | N/A | 44,840 | 2,400 | 11,960 | 15,325 | 15,551 | 14,051 | 21,242 | 25,680 | 43,017 | 194,066 | Not available until 10/18 |
| Referrals to Partners | June 16 | July 16 | Aug 16 | Sept 16 | Oct 16 | Nov 16 | Dec 16 | Jan 17 | Feb 17 | Mar 17 | April 17 | May 17 | June 17 | 12 month | Change over previous 12 months |
| Total Referrals | N/A | N/A | N/A | N/A | 250,975 | 126,476 | 111,216 | 92,574 | 97,438 | 72,144 | 108,674 | 223,246 | 644,480 | 1,727,223 | |
| Mystic Country | N/A | N/A | N/A | N/A | 56,720 | 30,354 | 23,689 | 21,014 | 25,431 | 20,272 | 28,147 | 60,053 | 190,122 | 455,802 | Not available until 10/18 |
| Greater Hartford/River Valley | N/A | N/A | N/A | N/A | 73,787 | 35,919 | 42,485 | 27,402 | 30,888 | 20,922 | 28,255 | 64,072 | 161,764 | 485,494 | Not available until 10/18 |
| Greater New Haven | N/A | N/A | N/A | N/A | 43,168 | 19,604 | 13,457 | 13,979 | 14,518 | 11,254 | 22,061 | 37,729 | 109,562 | 285,332 | Not available until 10/18 |
| Litchfield Hills | N/A | N/A | N/A | N/A | 43,418 | 22,513 | 20,908 | 19,348 | 15,688 | 11,471 | 15,975 | 37,505 | 117,295 | 304,121 | Not available until 10/18 |
| Fairfield County | N/A | N/A | N/A | N/A | 33,882 | 18,086 | 10,677 | 10,831 | 10,913 | 8,225 | 14,236 | 23,887 | 65,737 | 196,474 | Not available until 10/18 |
| Average Referrals per Day | N/A | N/A | N/A | N/A | 8,096 | 4,216 | 3,588 | 2,986 | 3,480 | 2,327 | 3,622 | 7,201 | 21,483 | | |
| Website Audience | June 16 | July 16 | Aug 16 | Sept 16 | Oct 16 | Nov 16 | Dec 16 | Jan 17 | Feb 17 | Mar 17 | April 17 | May 17 | June 17 | | |
| Paid Traffic | 49% | 51% | 43% | 46% | 71% | 65% | 33% | 48% | 50% | 36% | 33% | 51% | 54% | | |
| Organic Traffic | 51% | 49% | 57% | 54% | 29% | 35% | 67% | 52% | 50% | 64% | 67% | 49% | 46% | | |
| In-State Visitors | 51% | 55% | 53% | 52% | 43% | 38% | 53% | 37% | 34% | 41% | 43% | 36% | 35% | | |
| Out-of-State Visitors | 49% | 45% | 47% | 48% | 57% | 62% | 47% | 63% | 66% | 59% | 57% | 64% | 65% | | |

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