



## CTvisit.com Key Metrics

Data as of 6/1/2017

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

Page Views	May 16	June 16	July 16	Aug 16	Sept 16	Oct 16	Nov 16	Dec 16	Jan 17	Feb 17	Mar 17	April 17	May 17	12 month	YTD % Chg vs Previous Year
<b>Total Visits</b>	<b>324,945</b>	<b>563,466</b>	<b>764,889</b>	<b>460,793</b>	<b>421,301</b>	<b>638,265</b>	<b>334,016</b>	<b>194,442</b>	<b>194,483</b>	<b>203,320</b>	<b>164,630</b>	<b>208,725</b>	<b>375,151</b>	<b>4,848,426</b>	<b>23.12%</b>
<b>Total Views by Page Types</b>	<b>852,499</b>	<b>1,393,244</b>	<b>1,698,425</b>	<b>1,123,870</b>	<b>989,866</b>	<b>1,387,235</b>	<b>719,327</b>	<b>475,216</b>	<b>513,308</b>	<b>569,481</b>	<b>508,301</b>	<b>615,257</b>	<b>978,445</b>	<b>11,824,474</b>	<b>37.93%</b>
Articles	177,497	346,534	576,274	339,118	336,560	571,933	272,998	180,700	150,181	149,697	95,046	123,645	222,846	3,543,029	Not available until 5/18
All Listing Pages	149,800	253,915	303,139	208,778	131,676	192,373	110,633	62,527	88,686	89,061	81,609	99,609	156,195	1,928,001	Not available until 5/18
Attraction Listings	N/A	N/A	N/A	N/A	N/A	145,407	80,154	47,854	61,788	63,492	60,340	81,058	121,008	661,101	Not available until 10/18
Lodging Listings	N/A	N/A	N/A	N/A	N/A	25,229	14,786	9,344	17,103	14,558	11,746	9,795	19,332	121,893	Not available until 10/18
Restaurant Listing	N/A	N/A	N/A	N/A	N/A	20,453	15,689	5,326	10,245	10,176	9,515	8,752	15,850	96,006	Not available until 10/18
Events	58,914	76,392	91,159	98,349	108,577	98,471	51,323	69,677	26,238	33,935	32,919	49,235	58,226	853,415	Not available until 5/18
Deals	6,763	10,453	14,375	15,121	8,956	10,210	6,092	8,027	5,704	5,968	5,532	6,939	9,616	113,756	Not available until 5/18
Homepage	52,612	82,205	84,521	59,860	55,430	65,408	49,598	27,349	23,811	27,781	29,074	31,569	53,582	642,800	Not available until 5/18
This weekend	53,998	61,420	79,698	67,486	75,685	66,131	23,136	12,354	16,665	23,163	25,007	32,175	37,551	574,469	Not available until 5/18
Interests, Experiences, Getaways	153,503	239,245	236,510	130,213	102,240	172,231	69,160	29,318	49,519	55,046	59,527	67,199	92,614	1,456,325	Not available until 5/18
All Other Pages	199,412	323,080	312,749	204,945	170,742	210,478	136,387	85,264	152,504	184,830	179,587	204,886	347,815	2,712,679	Not available until 5/18
<b>Views of Listing/Deal/Events by Region</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>297,411</b>	<b>141,534</b>	<b>130,853</b>	<b>119,020</b>	<b>127,707</b>	<b>118,771</b>	<b>154,704</b>	<b>223,009</b>	<b>1,313,009</b>	
Mystic Country	N/A	N/A	N/A	N/A	N/A	70,719	38,673	28,761	27,984	32,815	31,802	39,114	60,157	330,025	Not available until 10/18
Greater Hartford/River Valley	N/A	N/A	N/A	N/A	N/A	78,249	46,500	54,174	35,797	39,922	34,582	40,417	65,340	394,981	Not available until 10/18
Greater New Haven	N/A	N/A	N/A	N/A	N/A	54,581	26,628	15,764	18,380	18,639	19,785	29,765	34,410	217,952	Not available until 10/18
Litchfield Hills	N/A	N/A	N/A	N/A	N/A	49,022	27,333	20,194	21,534	20,780	18,551	24,166	37,422	219,002	Not available until 10/18
Fairfield County	N/A	N/A	N/A	N/A	N/A	44,840	2,400	11,960	15,325	15,551	14,051	21,242	25,680	151,049	Not available until 10/18
<b>Referrals to Partners</b>	<b>May 16</b>	<b>June 16</b>	<b>July 16</b>	<b>Aug 16</b>	<b>Sept 16</b>	<b>Oct 16</b>	<b>Nov 16</b>	<b>Dec 16</b>	<b>Jan 17</b>	<b>Feb 17</b>	<b>Mar 17</b>	<b>April 17</b>	<b>May 17</b>	<b>12 month</b>	<b>Change over previous 12 months</b>
<b>Total Referrals</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>250,975</b>	<b>126,476</b>	<b>111,216</b>	<b>92,574</b>	<b>97,438</b>	<b>72,144</b>	<b>108,674</b>	<b>223,246</b>	<b>1,082,743</b>	
Mystic Country	N/A	N/A	N/A	N/A	N/A	56,720	30,354	23,689	21,014	25,431	20,272	28,147	60,053	265,680	Not available until 10/18
Greater Hartford/River Valley	N/A	N/A	N/A	N/A	N/A	73,787	35,919	42,485	27,402	30,888	20,922	28,255	64,072	323,730	Not available until 10/18
Greater New Haven	N/A	N/A	N/A	N/A	N/A	43,168	19,604	13,457	13,979	14,518	11,254	22,061	37,729	175,770	Not available until 10/18
Litchfield Hills	N/A	N/A	N/A	N/A	N/A	43,418	22,513	20,908	19,348	15,688	11,471	15,975	37,505	186,826	Not available until 10/18
Fairfield County	N/A	N/A	N/A	N/A	N/A	33,882	18,086	10,677	10,831	10,913	8,225	14,236	23,887	130,737	Not available until 10/18
<b>Average Referrals per Day</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>8,096</b>	<b>4,216</b>	<b>3,588</b>	<b>2,986</b>	<b>3,480</b>	<b>2,327</b>	<b>3,622</b>	<b>7,201</b>		
<b>Website Audience</b>	<b>May 16</b>	<b>June 16</b>	<b>July 16</b>	<b>Aug 16</b>	<b>Sept 16</b>	<b>Oct 16</b>	<b>Nov 16</b>	<b>Dec 16</b>	<b>Jan 17</b>	<b>Feb 17</b>	<b>Mar 17</b>	<b>April 17</b>	<b>May 17</b>		
Paid Traffic	50%	49%	51%	43%	46%	71%	65%	33%	48%	50%	36%	33%	51%		
Organic Traffic	50%	51%	49%	57%	54%	29%	35%	67%	52%	50%	64%	67%	49%		
In-State Visitors	48%	51%	55%	53%	52%	43%	38%	53%	37%	34%	41%	43%	36%		
Out-of-State Visitors	52%	49%	45%	47%	48%	57%	62%	47%	63%	66%	59%	57%	64%		

### Glossary

**Visits:** represent the number of times ctvisit.com was visited, without regard to repeat visits.

**(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