



## CTvisit.com Key Metrics

Data as of 2/1/2018

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

Page Views	Jan 17	Feb 17	Mar 17	April 17	May 17	June 17	July 17	Aug 17	Sept 17	Oct 17	Nov 17	Dec 17	Jan 18	12 month	YTD % Chg vs Previous Year
<b>Total Visits</b>	<b>194,483</b>	<b>203,320</b>	<b>164,630</b>	<b>208,725</b>	<b>375,151</b>	<b>684,363</b>	<b>856,620</b>	<b>533,235</b>	<b>525,547</b>	<b>681,753</b>	<b>352,561</b>	<b>166,430</b>	<b>104,084</b>	<b>4,856,419</b>	<b>-35.59%</b>
<b>Total Views by Page Types</b>	<b>513,308</b>	<b>569,481</b>	<b>508,301</b>	<b>615,257</b>	<b>978,445</b>	<b>1,589,800</b>	<b>1,992,073</b>	<b>1,473,733</b>	<b>1,374,093</b>	<b>1,617,415</b>	<b>875,456</b>	<b>510,368</b>	<b>422,097</b>	<b>12,526,519</b>	<b>-17.77%</b>
Articles	150,181	149,697	95,046	123,645	222,846	497,585	655,093	357,738	379,190	555,625	250,461	98,087	62,642	3,447,655	Not available until 5/18
All Listing Pages	88,686	89,061	81,609	99,609	156,195	249,114	333,881	254,470	180,708	212,495	120,207	71,159	77,293	1,925,801	Not available until 5/18
Attraction Listings	61,788	63,492	60,340	81,058	121,008	192,732	264,454	203,862	139,769	163,957	86,573	54,602	56,610	1,488,457	Not available until 10/18
Lodging Listings	17,103	14,558	11,746	9,795	19,332	29,938	33,431	29,429	23,744	28,283	19,019	9,061	12,053	240,389	Not available until 10/18
Restaurant Listing	10,245	10,176	9,515	8,752	15,850	27,509	36,587	21,610	17,195	20,178	14,607	7,496	8,629	198,104	Not available until 10/18
Events	26,238	33,935	32,919	49,235	58,226	93,281	117,416	127,758	152,702	136,983	72,272	85,012	36,643	996,382	Not available until 5/18
Deals	5,704	5,968	5,532	6,939	9,616	11,002	11,055	7,616	6,654	8,788	5,364	6,216	3,111	87,861	Not available until 5/18
Homepage	23,811	27,781	29,074	31,569	53,582	88,268	84,966	56,229	48,446	85,733	44,286	19,564	15,062	584,560	Not available until 5/18
This weekend	16,665	23,163	25,007	32,175	37,551	53,414	58,155	53,890	58,608	50,009	30,963	21,392	28,390	472,717	Not available until 5/18
Interests, Experiences, Getaways	49,519	55,046	59,527	67,199	92,614	141,930	175,749	129,007	84,806	106,928	60,936	30,852	35,031	1,039,625	Not available until 5/18
All Other Pages	152,504	184,830	179,587	204,886	347,815	455,206	555,758	487,025	462,979	460,854	290,967	178,086	163,925	3,971,918	Not available until 5/18
<b>Views of Listing/Deal/Events by Region</b>	<b>119,020</b>	<b>127,707</b>	<b>118,771</b>	<b>154,704</b>	<b>223,009</b>	<b>352,918</b>	<b>462,138</b>	<b>389,391</b>	<b>337,602</b>	<b>356,531</b>	<b>196,516</b>	<b>160,107</b>	<b>116,429</b>	<b>2,995,823</b>	
Mystic Country	27,984	32,815	31,802	39,114	60,157	102,184	136,847	119,246	86,621	83,926	44,148	31,794	27,844	796,498	Not available until 10/18
Greater Hartford/River Valley	35,797	39,922	34,582	40,417	65,340	90,887	110,311	103,124	95,786	107,805	60,436	62,181	37,941	848,732	Not available until 10/18
Greater New Haven	18,380	18,639	19,785	29,765	34,410	58,812	77,296	60,699	56,456	51,437	31,946	28,852	19,498	487,595	Not available until 10/18
Litchfield Hills	21,534	20,780	18,551	24,166	37,422	58,018	88,744	70,691	58,479	76,752	34,488	21,309	16,695	526,095	Not available until 10/18
Fairfield County	15,325	15,551	14,051	21,242	25,680	43,017	48,940	35,631	40,260	36,611	25,498	15,971	14,451	336,903	Not available until 10/18
<b>Referrals to Partners</b>	<b>Jan 17</b>	<b>Feb 17</b>	<b>Mar 17</b>	<b>April 17</b>	<b>May 17</b>	<b>June 17</b>	<b>July 17</b>	<b>Aug 17</b>	<b>Sept 17</b>	<b>Oct 17</b>	<b>Nov 17</b>	<b>Dec 17</b>	<b>Jan 18</b>	<b>12 month</b>	<b>Change over previous 12 months</b>
<b>Total Referrals</b>	<b>92,574</b>	<b>97,438</b>	<b>72,144</b>	<b>108,674</b>	<b>223,246</b>	<b>644,480</b>	<b>883,531</b>	<b>333,584</b>	<b>249,673</b>	<b>275,644</b>	<b>150,984</b>	<b>94,130</b>	<b>68,115</b>	<b>3,201,643</b>	
Mystic Country	21,014	25,431	20,272	28,147	60,053	190,122	256,224	104,411	61,919	59,815	34,273	19,014	16,416	876,097	Not available until 10/18
Greater Hartford/River Valley	27,402	30,888	20,922	28,255	64,072	161,764	197,027	87,733	74,402	89,584	45,899	37,558	22,682	860,786	Not available until 10/18
Greater New Haven	13,979	14,518	11,254	22,061	37,729	109,562	153,734	51,706	42,694	37,487	22,950	15,814	11,716	531,225	Not available until 10/18
Litchfield Hills	19,348	15,688	11,471	15,975	37,505	117,295	189,076	61,046	42,195	58,988	27,932	12,896	9,945	600,012	Not available until 10/18
Fairfield County	10,831	10,913	8,225	14,236	23,887	65,737	87,470	28,688	28,463	29,770	19,930	8,848	7,356	333,523	Not available until 10/18
<b>Average Referrals per Day</b>	<b>2,986</b>	<b>3,480</b>	<b>2,327</b>	<b>3,622</b>	<b>7,201</b>	<b>21,483</b>	<b>28,501</b>	<b>10,760</b>	<b>8,322</b>	<b>8,892</b>	<b>5,033</b>	<b>3,036</b>	<b>2,197</b>		
<b>Website Audience</b>	<b>Jan 17</b>	<b>Feb 17</b>	<b>Mar 17</b>	<b>April 17</b>	<b>May 17</b>	<b>June 17</b>	<b>July 17</b>	<b>Aug 17</b>	<b>Sept 17</b>	<b>Oct 17</b>	<b>Nov 17</b>	<b>Dec 17</b>	<b>Jan 18</b>		
Paid Traffic	48%	50%	36%	33%	51%	54%	44%	43%	54%	68%	63%	13%	1%		
Organic Traffic	52%	50%	64%	67%	49%	46%	56%	57%	46%	32%	37%	87%	99%		
In-State Visitors	37%	34%	41%	43%	36%	35%	39%	41%	37%	31%	31%	55%	66%		
Out-of-State Visitors	63%	66%	59%	57%	64%	65%	61%	59%	63%	69%	69%	45%	34%		

### 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