



## CTvisit.com Key Metrics

Data as of 5/1/2019

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

Page Views	April 18	May 18	June 18	July 18	Aug 18	Sept 18	Oct 18	Nov 18	Dec 18	Jan 19	Feb 19	Mar 19	April 19	12 month	YTD % Chg vs Previous Year
<b>Total Visits</b>	<b>276,862</b>	<b>420,615</b>	<b>760,123</b>	<b>1,014,421</b>	<b>591,016</b>	<b>487,467</b>	<b>631,003</b>	<b>435,007</b>	<b>264,881</b>	<b>218,738</b>	<b>220,620</b>	<b>235,175</b>	<b>266,221</b>	<b>5,545,287</b>	<b>22.26%</b>
<b>Total Views by Page Types</b>	<b>816,232</b>	<b>1,098,868</b>	<b>1,751,258</b>	<b>2,267,734</b>	<b>1,600,860</b>	<b>1,382,890</b>	<b>1,534,047</b>	<b>1,028,864</b>	<b>727,051</b>	<b>628,947</b>	<b>674,017</b>	<b>720,745</b>	<b>748,797</b>	<b>14,164,078</b>	<b>13.65%</b>
Articles	151,886	262,224	509,223	738,504	366,089	313,347	526,211	349,168	179,923	147,376	124,593	131,942	153,832	3,802,432	39.98%
All Listing Pages	145,552	207,872	299,611	391,840	282,180	182,475	205,527	135,659	95,379	107,195	105,308	119,335	142,147	2,274,528	12.36%
Attraction Listings	110,949	156,065	232,148	311,841	223,767	142,158	154,336	99,433	73,912	77,348	77,083	92,255	112,083	1,752,429	14.85%
Lodging Listings	16,443	27,919	35,340	37,227	30,890	23,129	26,680	19,885	11,715	18,858	14,941	12,194	15,626	274,404	7.01%
Restaurant Listing	18,159	23,883	31,866	42,676	27,268	17,170	23,215	16,332	9,747	10,986	13,283	14,875	14,443	245,744	3.34%
Events	76,938	83,959	110,050	154,098	165,060	190,667	138,450	94,711	119,331	45,898	61,249	62,614	66,727	1,292,814	6.39%
Deals	5,084	5,774	7,655	9,702	7,595	6,474	4,981	4,135	6,560	3,518	6,060	3,134	2,946	68,534	2.82%
Homepage	34,614	36,262	55,699	65,339	52,957	43,462	54,313	37,009	27,678	36,000	37,780	41,558	27,844	515,901	33.24%
This weekend	51,444	52,579	74,323	77,375	85,275	86,842	76,149	51,143	44,871	31,641	42,258	41,786	40,899	705,141	2.63%
Interests, Experiences, Getaways	63,484	82,322	130,443	169,297	119,510	71,958	70,934	46,349	32,229	42,245	48,169	47,394	53,843	914,693	-1.46%
All Other Pages	287,230	367,876	564,254	661,579	522,194	487,665	457,482	310,690	221,080	215,074	248,600	272,982	260,559	4,590,035	7.63%
<b>Views of Listing/Deal/Events by Region</b>	<b>227,164</b>	<b>296,851</b>	<b>417,637</b>	<b>555,518</b>	<b>453,929</b>	<b>378,730</b>	<b>346,657</b>	<b>233,829</b>	<b>220,567</b>	<b>156,384</b>	<b>170,424</b>	<b>184,715</b>	<b>211,419</b>	<b>3,626,660</b>	<b>9.98%</b>
Mystic Country	53,545	78,158	112,968	155,287	128,677	84,225	75,968	45,887	42,758	38,984	43,496	41,674	45,717	893,799	7.93%
Greater Hartford/River Valley	63,977	85,637	103,846	124,439	112,285	104,138	107,087	76,536	89,703	46,925	51,338	58,044	59,477	1,019,455	9.15%
Greater New Haven	42,967	45,386	74,539	94,596	78,640	74,543	46,640	36,756	28,235	26,295	25,665	30,819	40,344	602,458	9.15%
Litchfield Hills	36,915	49,420	72,546	111,125	82,720	69,109	76,736	42,201	35,777	23,334	28,100	29,157	34,551	654,776	10.14%
Fairfield County	29,760	38,250	53,738	70,071	51,607	46,715	40,226	32,449	24,094	20,846	21,825	25,021	31,330	456,172	16.75%
<b>Referrals to Partners</b>	<b>April 18</b>	<b>May 18</b>	<b>June 18</b>	<b>July 18</b>	<b>Aug 18</b>	<b>Sept 18</b>	<b>Oct 18</b>	<b>Nov 18</b>	<b>Dec 18</b>	<b>Jan 19</b>	<b>Feb 19</b>	<b>Mar 19</b>	<b>April 19</b>	<b>12 month</b>	<b>YTD % Chg vs Previous Year</b>
<b>Total Referrals</b>	<b>141,734</b>	<b>209,290</b>	<b>522,634</b>	<b>725,299</b>	<b>313,663</b>	<b>245,319</b>	<b>243,738</b>	<b>191,486</b>	<b>155,070</b>	<b>95,799</b>	<b>98,596</b>	<b>105,537</b>	<b>103,778</b>	<b>3,010,209</b>	<b>-0.24%</b>
Mystic Country	35,292	55,043	144,770	210,346	93,158	53,234	51,185	38,680	29,929	25,387	27,015	25,751	31,910	786,408	7.48%
Greater Hartford/River Valley	40,253	59,857	129,091	152,319	73,711	69,180	79,702	62,233	64,819	28,069	29,184	33,350	37,403	818,918	6.07%
Greater New Haven	24,945	32,649	91,983	125,452	55,518	50,536	28,761	26,425	20,004	15,998	14,395	17,308	24,063	503,092	6.59%
Litchfield Hills	23,244	36,208	94,597	148,692	55,832	42,931	55,816	36,957	24,346	14,562	15,973	15,936	20,009	561,859	3.79%
Fairfield County	18,000	25,533	62,193	88,490	35,444	29,438	28,274	27,191	15,972	11,783	12,029	13,192	17,393	366,932	8.31%
<b>Average Referrals per Day</b>	<b>4,724</b>	<b>6,751</b>	<b>17,421</b>	<b>23,396</b>	<b>10,118</b>	<b>8,177</b>	<b>7,863</b>	<b>6,383</b>	<b>5,002</b>	<b>3,090</b>	<b>3,521</b>	<b>3,404</b>	<b>4,359</b>		
<b>Website Audience</b>	<b>April 18</b>	<b>May 18</b>	<b>June 18</b>	<b>July 18</b>	<b>Aug 18</b>	<b>Sept 18</b>	<b>Oct 18</b>	<b>Nov 18</b>	<b>Dec 18</b>	<b>Jan 19</b>	<b>Feb 19</b>	<b>Mar 19</b>	<b>April 19</b>		
Paid Traffic	37%	48%	51%	43%	41%	32%	62%	62%	24%	35%	36%	26%	29%		
Organic Traffic	63%	52%	49%	57%	59%	68%	38%	38%	76%	65%	64%	74%	71%		
In-State Visitors	48%	40%	40%	44%	47%	53%	41%	47%	57%	50%	52%	53%	51%		
Out-of-State Visitors	52%	60%	60%	56%	53%	47%	59%	53%	43%	50%	48%	47%	49%		

### 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