



CTvisit.com Key Metrics

Data as of 1/1/2020

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

Page Views	Dec 18	Jan 19	Feb 19	Mar 19	April 19	May 18	June 19	July 19	Aug 19	Sept 19	Oct 19	Nov 19	Dec 19	12 month	YTD % Chg vs Previous Year
Total Visits	264,881	218,738	220,620	235,175	266,221	465,696	812,480	1,232,259	1,111,160	843,126	732,769	475,227	321,245	6,934,716	29.04%
Total Views by Page Types	727,051	628,947	674,017	720,745	748,797	1,151,177	1,773,428	2,571,248	2,500,331	1,852,661	1,586,063	1,008,901	759,988	15,976,303	15.51%
Articles	179,923	147,376	124,593	131,942	153,832	293,220	608,001	941,630	824,842	686,637	645,874	400,165	244,697	5,202,809	42.81%
All Listing Pages	95,379	107,195	105,308	119,335	142,147	202,271	291,947	458,236	399,286	280,800	212,489	142,297	121,849	2,583,160	16.23%
Attraction Listings	73,912	77,348	77,083	92,255	112,083	159,933	239,575	363,042	308,721	215,247	170,666	104,734	93,303	2,013,990	18.05%
Lodging Listings	11,715	18,858	14,941	12,194	15,626	20,675	27,024	40,446	42,421	38,212	22,472	16,951	11,529	281,349	4.06%
Restaurant Listing	9,747	10,986	13,283	14,875	14,443	21,655	26,249	56,680	49,332	29,331	19,467	20,599	16,989	293,889	20.44%
Events	119,331	45,898	61,249	62,614	66,727	94,455	130,944	165,435	234,359	177,456	138,645	78,205	121,709	1,377,696	7.75%
Deals	6,560	3,518	6,060	3,134	2,946	5,615	6,652	9,715	8,172	5,559	4,377	3,305	4,325	63,378	-6.94%
Homepage	27,678	36,000	37,780	41,558	44,328	44,328	72,695	77,261	74,249	48,705	49,066	29,567	17,909	556,962	15.99%
This weekend	44,871	31,641	42,258	41,786	40,899	66,399	75,307	82,817	109,219	92,314	78,248	50,041	34,707	745,636	6.35%
Interests, Experiences, Getaways	32,229	42,245	48,169	47,394	53,843	66,143	96,047	159,678	135,828	79,375	56,723	37,661	23,176	846,282	-7.82%
All Other Pages	221,080	215,074	248,600	272,982	260,559	378,746	491,835	676,476	714,376	481,815	400,641	267,660	191,616	4,600,380	1.79%
Views of Listing/Deal/Events by Region	220,567	156,384	170,424	184,715	211,419	301,941	411,983	635,684	642,940	455,563	354,988	223,465	247,503	3,997,009	12.24%
Mystic Country	42,758	38,984	43,496	41,674	45,717	70,728	108,844	189,945	183,682	103,789	74,418	47,706	43,628	992,611	12.63%
Greater Hartford/River Valley	89,703	46,925	51,338	58,044	59,477	81,331	109,661	144,699	161,742	114,517	107,581	61,399	94,713	1,091,427	8.99%
Greater New Haven	28,235	26,295	25,665	30,819	40,344	51,369	78,459	110,439	108,039	91,180	46,797	41,435	45,756	696,597	17.62%
Litchfield Hills	35,777	23,334	28,100	29,157	34,551	49,716	69,943	109,221	115,297	83,380	77,468	39,477	36,482	696,126	8.06%
Fairfield County	24,094	20,846	21,825	25,021	31,330	48,797	45,076	81,380	74,180	62,697	48,724	33,448	26,924	520,248	17.71%
Referrals to Partners	Dec 18	Jan 19	Feb 19	Mar 19	April 19	May 18	June 19	July 19	Aug 19	Sept 19	Oct 19	Nov 19	Dec 19	12 month	YTD % Chg vs Previous Year
Total Referrals	155,070	95,799	98,596	105,537	103,778	216,160	642,904	730,465	215,826	152,495	118,927	69,199	70,754	2,620,440	-12.98%
Mystic Country	29,929	25,387	27,015	25,751	31,910	55,121	174,227	222,061	63,237	34,464	25,331	15,777	11,958	712,239	-8.54%
Greater Hartford/River Valley	64,819	28,069	29,184	33,350	37,403	56,850	155,583	158,511	55,899	38,581	38,532	19,237	27,806	679,005	-16.34%
Greater New Haven	20,004	15,998	14,395	17,308	24,063	35,450	117,009	127,832	35,395	32,024	14,271	12,733	14,009	460,487	-7.65%
Litchfield Hills	24,346	14,562	15,973	15,936	20,009	34,586	111,865	135,136	37,122	27,449	24,499	11,764	9,906	458,807	-17.99%
Fairfield County	15,972	11,783	12,029	13,192	17,393	34,153	84,220	86,925	24,173	19,977	16,294	9,688	7,075	336,902	-7.13%
Average Referrals per Day	5,002	3,090	3,521	3,404	4,359	6,973	21,430	23,563	6,962	5,083	3,836	2,307	2,282		
Website Audience	Dec 18	Jan 19	Feb 19	Mar 19	April 19	May 18	June 19	July 19	Aug 19	Sept 19	Oct 19	Nov 19	Dec 19		
Paid Traffic	24%	35%	36%	26%	29%	41%	46%	50%	63%	59%	61%	64%	40%		
Organic Traffic	76%	65%	64%	74%	71%	59%	54%	50%	37%	41%	39%	36%	60%		
In-State Visitors	57%	50%	52%	53%	51%	48%	48%	48%	45%	47%	44%	44%	63%		
Out-of-State Visitors	43%	50%	48%	47%	49%	52%	52%	52%	55%	53%	56%	56%	37%		

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