



## CTvisit.com Key Metrics

Data as of 10/1/2020

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

Page Views	Sept 19	Oct 19	Nov 19	Dec 19	Jan 20	Feb 20	Mar 20	April 20	May 20	June 20	July 20	Aug 20	Sept 20	12 month	YTD % Chg vs Previous Year
<b>Total Visits</b>	<b>843,126</b>	<b>732,769</b>	<b>475,227</b>	<b>321,245</b>	<b>274,492</b>	<b>257,613</b>	<b>233,445</b>	<b>202,944</b>	<b>307,418</b>	<b>385,289</b>	<b>620,815</b>	<b>656,039</b>	<b>536,154</b>	<b>5,003,450</b>	<b>-35.73%</b>
<b>Total Views by Page Types</b>	<b>1,852,661</b>	<b>1,586,063</b>	<b>1,008,901</b>	<b>759,988</b>	<b>715,561</b>	<b>793,063</b>	<b>477,214</b>	<b>319,802</b>	<b>510,191</b>	<b>732,194</b>	<b>1,255,627</b>	<b>1,349,162</b>	<b>1,191,265</b>	<b>10,699,031</b>	<b>-42.24%</b>
Articles	686,637	645,874	400,165	244,697	209,918	165,362	158,146	151,019	215,737	231,198	397,223	403,187	396,714	3,619,240	-40.48%
All Listing Pages	280,800	212,489	142,297	121,849	130,913	132,019	100,865	95,823	178,798	287,908	423,927	392,194	290,097	2,509,179	-3.51%
Attraction Listings	215,247	170,666	104,734	93,303	90,115	96,221	76,347	81,158	152,410	227,391	334,007	297,976	213,869	1,938,197	-4.61%
Lodging Listings	38,212	22,472	16,951	11,529	18,834	15,574	7,766	6,920	13,182	25,540	44,793	53,216	41,205	277,982	-1.46%
Restaurant Listing	29,331	19,467	20,599	16,989	21,945	20,213	16,741	7,728	13,179	34,949	46,764	41,714	35,001	295,289	0.59%
Events	177,456	138,645	78,205	121,709	56,386	65,028	25,064	4,009	4,558	7,202	28,989	47,810	62,653	640,258	-70.97%
Deals	5,559	4,377	3,305	4,325	3,690	3,500	1,842	157	374	1,315	3,135	3,396	2,545	31,961	-61.16%
Homepage	48,705	49,066	29,567	17,909	21,055	18,066	26,702	12,652	15,711	21,164	58,033	71,784	48,691	390,400	-36.18%
This weekend	92,314	78,248	50,041	34,707	41,160	49,857	13,977	1,878	6,198	9,814	13,248	21,676	32,789	353,593	-67.29%
Interests, Experiences, Getaways	79,375	56,723	37,661	23,176	94,398	39,089	23,795	17,293	29,792	56,558	96,929	112,635	74,855	662,904	-25.16%
All Other Pages	481,815	400,641	267,660	191,616	158,041	320,142	126,823	36,971	59,023	117,035	234,143	296,480	282,921	2,491,496	-56.38%
<b>Views of Listing/Deal/Events by Region</b>	<b>455,563</b>	<b>354,988</b>	<b>223,465</b>	<b>247,503</b>	<b>190,494</b>	<b>200,030</b>	<b>128,459</b>	<b>99,899</b>	<b>183,635</b>	<b>296,261</b>	<b>456,362</b>	<b>444,622</b>	<b>354,944</b>	<b>3,180,662</b>	<b>-25.74%</b>
Mystic Country	103,789	74,418	47,706	43,628	44,540	46,703	27,976	18,917	38,072	72,452	125,859	118,855	82,720	741,846	-30.33%
Greater Hartford/River Valley	114,517	107,581	61,399	94,713	58,655	59,287	33,221	27,355	43,871	68,192	92,010	96,292	84,689	827,265	-31.91%
Greater New Haven	91,180	46,797	41,435	45,756	28,428	29,985	25,949	19,974	36,939	59,546	89,336	83,933	67,564	575,642	-21.50%
Litchfield Hills	83,380	77,468	39,477	36,482	30,920	38,109	22,960	20,361	37,709	56,291	89,758	87,459	71,808	608,802	-16.09%
Fairfield County	62,697	48,724	33,448	26,924	27,951	25,946	18,353	13,292	27,044	39,780	59,399	58,083	48,163	427,107	-22.65%
<b>Referrals to Partners</b>	<b>Sept 19</b>	<b>Oct 19</b>	<b>Nov 19</b>	<b>Dec 19</b>	<b>Jan 20</b>	<b>Feb 20</b>	<b>Mar 20</b>	<b>April 20</b>	<b>May 20</b>	<b>June 20</b>	<b>July 20</b>	<b>Aug 20</b>	<b>Sept 20</b>	<b>12 month</b>	<b>YTD % Chg vs Previous Year</b>
<b>Total Referrals</b>	<b>152,495</b>	<b>118,927</b>	<b>69,199</b>	<b>70,754</b>	<b>136,765</b>	<b>136,664</b>	<b>116,250</b>	<b>134,524</b>	<b>208,463</b>	<b>201,077</b>	<b>346,561</b>	<b>333,579</b>	<b>242,154</b>	<b>2,114,917</b>	<b>-21.41%</b>
Mystic Country	34,464	25,331	15,777	11,958	31,593	31,979	27,784	25,560	46,696	52,682	97,384	93,736	56,180	516,660	-29.67%
Greater Hartford/River Valley	38,581	38,532	19,237	27,806	41,713	40,999	29,876	38,339	49,614	47,052	68,272	72,387	60,296	534,123	-24.41%
Greater New Haven	32,024	14,271	12,733	14,009	21,062	20,363	22,204	25,963	41,693	39,210	72,778	63,713	49,157	397,156	-15.10%
Litchfield Hills	27,449	24,499	11,764	9,906	22,293	25,693	20,460	26,770	41,692	37,199	64,807	62,379	45,767	393,229	-15.89%
Fairfield County	19,977	16,294	9,688	7,075	20,104	17,630	15,926	17,892	28,768	24,934	43,320	41,364	30,754	273,749	-20.78%
<b>Average Referrals per Day</b>	<b>5,083</b>	<b>3,836</b>	<b>2,307</b>	<b>2,282</b>	<b>4,412</b>	<b>4,713</b>	<b>3,750</b>	<b>4,484</b>	<b>6,725</b>	<b>6,703</b>	<b>11,179</b>	<b>10,761</b>	<b>8,072</b>		
<b>Website Audience</b>	<b>Sept 19</b>	<b>Oct 19</b>	<b>Nov 19</b>	<b>Dec 19</b>	<b>Jan 20</b>	<b>Feb 20</b>	<b>Mar 20</b>	<b>April 20</b>	<b>May 20</b>	<b>June 20</b>	<b>July 20</b>	<b>Aug 20</b>	<b>Sept 20</b>		
Paid Traffic	59%	61%	64%	40%	42%	36%	41%	28%	32%	21%	35%	33%	31%		
Organic Traffic	41%	39%	36%	60%	58%	64%	59%	72%	68%	79%	65%	67%	69%		
In-State Visitors	47%	44%	44%	63%	60%	59%	58%	65%	65%	60%	53%	44%	50%		
Out-of-State Visitors	53%	56%	56%	37%	40%	41%	42%	35%	35%	40%	47%	56%	50%		

### 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