



## CTvisit.com Key Metrics

Data as of 1/1/2021

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

Page Views	Dec 19	Jan 20	Feb 20	Mar 20	April 20	May 20	June 20	July 20	Aug 20	Sept 20	Oct 20	Nov 20	Dec 20	12 month	YTD % Chg vs Previous Year
<b>Total Visits</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>497,797</b>	<b>308,245</b>	<b>310,951</b>	<b>4,591,202</b>	<b>-33.79%</b>
<b>Total Views by Page Types</b>	<b>759,988</b>	<b>715,561</b>	<b>739,063</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>1,148,706</b>	<b>639,668</b>	<b>606,870</b>	<b>9,685,323</b>	<b>-39.38%</b>
Articles	244,697	209,918	165,362	158,146	151,019	215,737	231,198	397,223	403,187	396,714	401,644	205,115	177,889	3,113,152	-40.16%
All Listing Pages	121,849	130,913	132,019	100,865	95,823	178,798	287,908	423,927	392,194	290,097	247,394	151,353	115,947	2,547,238	-1.39%
Attraction Listings	93,303	90,115	96,221	76,347	81,158	152,410	227,391	334,007	297,976	213,869	193,662	116,245	86,572	1,965,973	-2.38%
Lodging Listings	11,529	18,834	15,574	7,766	6,920	13,182	25,540	44,793	53,216	41,205	25,531	14,873	12,689	280,123	-0.44%
Restaurant Listing	16,989	21,945	20,213	16,741	7,728	13,179	34,949	46,764	41,714	35,001	28,189	20,226	16,672	303,321	3.21%
Events	121,709	56,386	65,028	25,064	4,009	4,558	7,202	28,989	47,810	62,653	96,119	75,985	142,757	616,560	-55.25%
Deals	4,325	3,690	3,500	1,842	157	374	1,315	3,135	3,396	2,545	3,830	2,775	3,816	30,375	-52.07%
Homepage	17,909	21,055	18,066	26,702	12,652	15,711	21,164	58,033	71,784	48,691	28,364	21,633	25,039	368,894	-33.77%
This weekend	34,707	41,160	49,857	13,977	1,878	6,198	9,814	13,248	21,676	32,789	33,099	17,033	13,450	254,179	-65.91%
Interests, Experiences, Getaways	23,176	94,398	39,089	23,795	17,293	29,792	56,558	96,929	112,635	74,855	65,563	34,900	16,630	662,437	-21.72%
All Other Pages	191,616	158,041	266,142	126,823	36,971	59,023	117,035	234,143	296,480	282,921	272,693	130,874	111,342	2,092,488	-54.51%
<b>Views of Listing/Deal/Events by Region</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>346,966</b>	<b>229,778</b>	<b>252,862</b>	<b>3,184,312</b>	<b>-20.33%</b>
Mystic Country	43,628	44,540	46,703	27,976	18,917	38,072	72,452	125,859	118,855	82,720	70,643	44,070	35,005	725,812	-26.88%
Greater Hartford/River Valley	94,713	58,655	59,287	33,221	27,355	43,871	68,192	92,010	96,292	84,689	105,759	75,507	98,517	843,355	-22.73%
Greater New Haven	45,756	28,428	29,985	25,949	19,974	36,939	59,546	89,336	83,933	67,564	56,436	51,227	71,060	620,377	-10.94%
Litchfield Hills	36,482	30,920	38,109	22,960	20,361	37,709	56,291	89,758	87,459	71,808	71,642	32,439	32,583	592,039	-14.95%
Fairfield County	26,924	27,951	25,946	18,353	13,292	27,044	39,780	59,399	58,083	48,163	42,486	26,535	15,697	402,729	-22.59%
<b>Referrals to Partners</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>Oct 20</b>	<b>Nov 20</b>	<b>Dec 20</b>	<b>12 month</b>	<b>YTD % Chg vs Previous Year</b>
<b>Total Referrals</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>234,800</b>	<b>153,703</b>	<b>176,527</b>	<b>2,421,067</b>	<b>-7.61%</b>
Mystic Country	11,958	31,593	31,979	27,784	25,560	46,696	52,682	97,384	93,736	56,180	46,490	28,435	21,007	559,526	-21.44%
Greater Hartford/River Valley	27,806	41,713	40,999	29,876	38,339	49,614	47,052	68,272	72,387	60,296	74,666	48,109	67,257	638,580	-5.95%
Greater New Haven	14,009	21,062	20,363	22,204	25,963	41,693	39,210	72,778	63,713	49,157	39,212	40,424	53,841	489,620	6.33%
Litchfield Hills	9,906	22,293	25,693	20,460	26,770	41,692	37,199	64,807	62,379	45,767	46,256	20,135	20,477	433,928	-5.42%
Fairfield County	7,075	20,104	17,630	15,926	17,892	28,768	24,934	43,320	41,364	30,754	28,176	16,600	13,945	299,413	-11.39%
<b>Average Referrals per Day</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>7,574</b>	<b>5,123</b>	<b>5,694</b>		
<b>Website Audience</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>Oct 20</b>	<b>Nov 20</b>	<b>Dec 20</b>		
Paid Traffic	40%	42%	36%	41%	28%	32%	21%	35%	33%	31%	24%	18%	13%		
Organic Traffic	60%	58%	64%	59%	72%	68%	79%	65%	67%	69%	76%	82%	87%		
In-State Visitors	63%	60%	59%	58%	65%	65%	60%	53%	44%	50%	50%	62%	70%		
Out-of-State Visitors	37%	40%	41%	42%	35%	35%	40%	47%	56%	50%	50%	38%	30%		

### 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