



CTvisit.com Key Metrics

Data as of 3/1/2021

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

Page Views	Feb 20	Mar 20	April 20	May 20	June 20	July 20	Aug 20	Sept 20	Oct 20	Nov 20	Dec 20	Jan 21	Feb 21	12 month	YTD % Chg vs Previous Year
Total Visits	257,613	233,445	202,944	307,418	385,289	620,815	656,039	536,154	497,797	308,245	310,951	220,905	230,090	4,510,092	-15.24%
Total Views by Page Types	739,063	477,214	319,802	510,191	732,194	1,255,627	1,349,162	1,191,265	1,148,706	639,668	606,870	483,439	492,375	9,206,513	-32.92%
Articles	165,362	158,146	151,019	215,737	231,198	397,223	403,187	396,714	401,644	205,115	177,889	152,500	171,420	3,061,792	-13.69%
All Listing Pages	132,019	100,865	95,823	178,798	287,908	423,927	392,194	290,097	247,394	151,353	115,947	133,954	133,380	2,551,640	1.67%
Attraction Listings	96,221	76,347	81,158	152,410	227,391	334,007	297,976	213,869	193,662	116,245	86,572	95,883	95,164	1,970,684	2.53%
Lodging Listings	15,574	7,766	6,920	13,182	25,540	44,793	53,216	41,205	25,531	14,873	12,689	18,710	18,805	283,230	9.03%
Restaurant Listing	20,213	16,741	7,728	13,179	34,949	46,764	41,714	35,001	28,189	20,226	16,672	19,345	19,385	299,893	-8.13%
Events	65,028	25,064	4,009	4,558	7,202	28,989	47,810	62,653	96,119	75,985	142,757	21,350	20,222	536,718	-65.76%
Deals	3,500	1,842	157	374	1,315	3,135	3,396	2,545	3,830	2,775	3,816	3,244	4,026	30,455	1.11%
Homepage	18,066	26,702	12,652	15,711	21,164	58,033	71,784	48,691	28,364	21,633	25,039	15,268	13,672	358,713	-26.02%
This weekend	49,857	13,977	1,878	6,198	9,814	13,248	21,676	32,789	33,099	17,033	13,450	12,990	9,565	185,717	-75.22%
Interests, Experiences, Getaways	39,089	23,795	17,293	29,792	56,558	96,929	112,635	74,855	65,563	34,900	16,630	37,505	34,031	600,486	-46.41%
All Other Pages	266,142	126,823	36,971	59,023	117,035	234,143	296,480	282,921	272,693	130,874	111,342	106,628	106,059	1,880,992	-49.86%
Views of Listing/Deal/Events by Region	200,030	128,459	99,899	183,635	296,261	456,362	444,622	354,944	346,966	229,778	252,862	158,097	157,182	3,109,067	-19.27%
Mystic Country	46,703	27,976	18,917	38,072	72,452	125,859	118,855	82,720	70,643	44,070	35,005	30,715	30,710	695,994	-32.69%
Greater Hartford/River Valley	59,287	33,221	27,355	43,871	68,192	92,010	96,292	84,689	105,759	75,507	98,517	43,239	39,847	808,499	-29.55%
Greater New Haven	29,985	25,949	19,974	36,939	59,546	89,336	83,933	67,564	56,436	51,227	71,060	28,452	29,138	619,554	-1.41%
Litchfield Hills	38,109	22,960	20,361	37,709	56,291	89,758	87,459	71,808	71,642	32,439	32,583	32,747	35,595	591,352	-1.00%
Fairfield County	25,946	18,353	13,292	27,044	39,780	59,399	58,083	48,163	42,486	26,535	15,697	22,944	21,892	393,668	-16.81%
Referrals to Partners	Feb 20	Mar 20	April 20	May 20	June 20	July 20	Aug 20	Sept 20	Oct 20	Nov 20	Dec 20	Jan 21	Feb 21	12 month	YTD % Chg vs Previous Year
Total Referrals	136,664	116,250	134,524	208,463	201,077	346,561	333,579	242,154	234,800	153,703	176,527	134,406	135,346	2,417,390	-1.34%
Mystic Country	31,979	27,784	25,560	46,696	52,682	97,384	93,736	56,180	46,490	28,435	21,007	25,940	27,069	548,963	-16.62%
Greater Hartford/River Valley	40,999	29,876	38,339	49,614	47,052	68,272	72,387	60,296	74,666	48,109	67,257	37,768	36,679	630,315	-9.99%
Greater New Haven	20,363	22,204	25,963	41,693	39,210	72,778	63,713	49,157	39,212	40,424	53,841	24,731	23,550	496,476	16.55%
Litchfield Hills	25,693	20,460	26,770	41,692	37,199	64,807	62,379	45,767	46,256	20,135	20,477	28,091	28,829	442,862	18.62%
Fairfield County	17,630	15,926	17,892	28,768	24,934	43,320	41,364	30,754	28,176	16,600	13,945	17,876	19,219	298,774	-1.69%
Average Referrals per Day	4,713	3,750	4,484	6,725	6,703	11,179	10,761	8,072	7,574	5,123	5,694	4,336	4,834		
Website Audience	Feb 20	Mar 20	April 20	May 20	June 20	July 20	Aug 20	Sept 20	Oct 20	Nov 20	Dec 20	Jan 21	Feb 21		
Paid Traffic	36%	41%	28%	32%	21%	35%	33%	31%	24%	18%	13%	16%	12%		
Organic Traffic	64%	59%	72%	68%	79%	65%	67%	69%	76%	82%	87%	84%	88%		
In-State Visitors	59%	58%	65%	65%	60%	53%	44%	50%	50%	62%	70%	62%	65%		
Out-of-State Visitors	41%	42%	35%	35%	40%	47%	56%	50%	50%	38%	30%	38%	35%		

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