



CTvisit.com Key Metrics

Data as of 7/1/2021

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

| Page Views | June 20 | July 20 | Aug 20 | Sept 20 | Oct 20 | Nov 20 | Dec 20 | Jan 21 | Feb 21 | Mar 21 | Apr 21 | May 21 | June 21 | 12 month | YTD % Chg vs Previous Year |
|---|----------------|------------------|------------------|------------------|------------------|----------------|----------------|----------------|----------------|----------------|----------------|------------------|------------------|-------------------|-----------------------------------|
| Total Visits | 385,289 | 620,815 | 656,039 | 536,154 | 497,797 | 308,245 | 310,951 | 220,905 | 230,050 | 273,975 | 407,284 | 703,112 | 806,456 | 5,571,783 | 59.03% |
| Total Views by Page Types | 732,194 | 1,255,627 | 1,349,162 | 1,191,265 | 1,148,706 | 639,668 | 606,870 | 483,439 | 492,375 | 592,844 | 753,491 | 1,207,025 | 1,603,537 | 11,324,009 | 46.90% |
| Articles | 231,198 | 397,223 | 403,187 | 396,714 | 401,644 | 205,115 | 177,889 | 152,500 | 171,420 | 187,407 | 263,117 | 568,365 | 575,827 | 3,900,408 | 69.58% |
| All Listing Pages | 287,908 | 423,927 | 392,194 | 290,097 | 247,394 | 151,353 | 115,947 | 133,954 | 133,380 | 169,511 | 198,410 | 249,102 | 384,196 | 2,889,465 | 36.94% |
| Attraction Listings | 227,391 | 334,007 | 297,976 | 213,869 | 193,662 | 116,245 | 86,572 | 95,883 | 95,164 | 127,537 | 149,316 | 185,812 | 292,019 | 2,188,062 | 30.69% |
| Lodging Listings | 25,540 | 44,793 | 53,216 | 41,205 | 25,531 | 14,873 | 12,689 | 18,710 | 18,805 | 17,652 | 19,548 | 23,303 | 37,150 | 327,475 | 53.92% |
| Restaurant Listing | 34,949 | 46,764 | 41,714 | 35,001 | 28,189 | 20,226 | 16,672 | 19,345 | 19,385 | 24,306 | 29,528 | 40,847 | 54,764 | 376,741 | 63.98% |
| Events | 7,202 | 28,989 | 47,810 | 62,653 | 96,119 | 75,985 | 142,757 | 21,350 | 20,222 | 28,406 | 28,757 | 40,246 | 61,655 | 654,949 | 23.66% |
| Deals | 1,315 | 3,135 | 3,396 | 2,545 | 3,830 | 2,775 | 3,816 | 3,244 | 4,026 | 2,449 | 4,026 | 4,991 | 9,614 | 47,847 | 160.62% |
| Homepage | 21,164 | 58,033 | 71,784 | 48,691 | 28,364 | 21,633 | 25,039 | 15,268 | 13,672 | 21,138 | 22,818 | 27,521 | 61,771 | 415,732 | 40.61% |
| This weekend | 9,814 | 13,248 | 21,676 | 32,789 | 33,099 | 17,033 | 13,450 | 12,990 | 9,565 | 11,894 | 16,918 | 24,398 | 26,582 | 233,642 | -16.71% |
| Interests, Experiences, Getaways | 56,558 | 96,929 | 112,635 | 74,855 | 65,563 | 34,900 | 16,630 | 37,505 | 34,031 | 41,929 | 50,422 | 60,780 | 105,741 | 731,920 | 26.63% |
| All Other Pages | 117,035 | 234,143 | 296,480 | 282,921 | 272,693 | 130,874 | 111,342 | 106,628 | 106,059 | 130,110 | 169,023 | 231,622 | 378,151 | 2,450,046 | 46.80% |
| Views of Listing/Deal/Events by Region | 296,261 | 456,362 | 444,622 | 354,944 | 346,966 | 229,778 | 252,862 | 158,097 | 157,182 | 199,999 | 230,819 | 295,236 | 454,816 | 3,581,683 | 36.16% |
| Mystic Country | 72,452 | 125,859 | 118,855 | 82,720 | 70,643 | 44,070 | 35,005 | 30,715 | 30,710 | 45,114 | 57,305 | 79,174 | 118,488 | 838,658 | 45.38% |
| Greater Hartford/River Valley | 68,192 | 92,010 | 96,292 | 84,689 | 105,759 | 75,507 | 98,517 | 43,239 | 39,847 | 50,763 | 59,853 | 68,951 | 109,580 | 925,007 | 28.10% |
| Greater New Haven | 59,546 | 89,336 | 83,933 | 67,564 | 56,436 | 51,227 | 71,060 | 28,452 | 29,138 | 32,419 | 39,560 | 49,253 | 79,299 | 677,677 | 28.53% |
| Litchfield Hills | 56,291 | 89,758 | 87,459 | 71,808 | 71,642 | 32,439 | 32,583 | 32,747 | 35,595 | 42,262 | 39,591 | 53,965 | 76,537 | 666,386 | 36.03% |
| Fairfield County | 39,780 | 59,399 | 58,083 | 48,163 | 42,486 | 26,535 | 15,697 | 22,944 | 21,892 | 29,441 | 34,510 | 43,893 | 70,912 | 473,955 | 46.75% |
| Referrals to Partners | June 20 | July 20 | Aug 20 | Sept 20 | Oct 20 | Nov 20 | Dec 20 | Jan 21 | Feb 21 | Mar 21 | Apr 21 | May 21 | June 21 | 12 month | YTD % Chg vs Previous Year |
| Total Referrals | 201,077 | 346,561 | 333,579 | 242,154 | 234,800 | 153,703 | 176,527 | 134,406 | 135,346 | 150,937 | 141,351 | 200,531 | 201,480 | 2,451,375 | 3.25% |
| Mystic Country | 52,682 | 97,384 | 93,736 | 56,180 | 46,490 | 28,435 | 21,007 | 25,940 | 27,069 | 35,017 | 36,469 | 53,341 | 53,997 | 575,065 | 7.18% |
| Greater Hartford/River Valley | 47,052 | 68,272 | 72,387 | 60,296 | 74,666 | 48,109 | 67,257 | 37,768 | 36,679 | 40,602 | 39,437 | 47,726 | 47,348 | 640,547 | 0.79% |
| Greater New Haven | 39,210 | 72,778 | 63,713 | 49,157 | 39,212 | 40,424 | 53,841 | 24,731 | 23,550 | 23,546 | 22,757 | 32,687 | 36,065 | 482,461 | -4.20% |
| Litchfield Hills | 37,199 | 64,807 | 62,379 | 45,767 | 46,256 | 20,135 | 20,477 | 28,091 | 28,829 | 31,395 | 23,040 | 37,098 | 34,856 | 443,130 | 5.29% |
| Fairfield County | 24,934 | 43,320 | 41,364 | 30,754 | 28,176 | 16,600 | 13,945 | 17,876 | 19,219 | 20,377 | 19,648 | 29,679 | 29,214 | 310,172 | 8.59% |
| Average Referrals per Day | 6,703 | 11,179 | 10,761 | 8,072 | 7,574 | 5,123 | 5,694 | 4,336 | 4,834 | 4,869 | 4,712 | 6,469 | 6,716 | | |
| Website Audience | June 20 | July 20 | Aug 20 | Sept 20 | Oct 20 | Nov 20 | Dec 20 | Jan 21 | Feb 21 | Mar 21 | Apr 21 | May 21 | June 21 | | |
| Paid Traffic | 21% | 35% | 33% | 31% | 24% | 18% | 13% | 16% | 12% | 22% | 13% | 26% | 27% | | |
| Organic Traffic | 79% | 65% | 67% | 69% | 76% | 82% | 87% | 84% | 88% | 78% | 87% | 74% | 73% | | |
| In-State Visitors | 60% | 53% | 44% | 50% | 50% | 62% | 70% | 62% | 65% | 62% | 59% | 64% | 64% | | |
| Out-of-State Visitors | 40% | 47% | 56% | 50% | 50% | 38% | 30% | 38% | 35% | 38% | 41% | 36% | 36% | | |

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