



## CTvisit.com Key Metrics

Data as of 10/1/2021

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

Page Views	Sept 20	Oct 20	Nov 20	Dec 20	Jan 21	Feb 21	Mar 21	Apr 21	May 21	June 21	July 21	Aug 21	Sept 21	12 month	YTD % Chg vs Previous Year
<b>Total Visits</b>	<b>536,154</b>	<b>497,797</b>	<b>308,245</b>	<b>310,951</b>	<b>220,905</b>	<b>230,050</b>	<b>273,975</b>	<b>407,284</b>	<b>703,112</b>	<b>806,456</b>	<b>1,249,590</b>	<b>802,452</b>	<b>633,346</b>	<b>6,444,163</b>	<b>53.33%</b>
<b>Total Views by Page Types</b>	<b>1,191,265</b>	<b>1,148,706</b>	<b>639,668</b>	<b>606,870</b>	<b>483,439</b>	<b>492,375</b>	<b>592,844</b>	<b>753,491</b>	<b>1,207,025</b>	<b>1,603,537</b>	<b>2,422,089</b>	<b>1,672,295</b>	<b>1,380,640</b>	<b>13,002,979</b>	<b>45.51%</b>
Articles	396,714	401,644	205,115	177,889	152,500	171,420	187,407	263,117	568,365	575,827	1,153,821	589,810	416,694	4,863,609	75.18%
All Listing Pages	290,097	247,394	151,353	115,947	133,954	133,380	169,511	198,410	249,102	384,196	435,333	359,875	283,085	2,861,540	15.46%
Attraction Listings	213,869	193,662	116,245	86,572	95,883	95,164	127,537	149,316	185,812	292,019	328,693	261,559	207,678	2,140,140	11.10%
Lodging Listings	41,205	25,531	14,873	12,689	18,710	18,805	17,652	19,548	23,303	37,150	47,089	50,759	38,975	325,084	19.80%
Restaurant Listing	35,001	28,189	20,226	16,672	19,345	19,385	24,306	29,528	40,847	54,764	61,087	48,095	36,199	398,643	40.01%
Events	62,653	96,119	75,985	142,757	21,350	20,222	28,406	28,757	40,246	61,655	103,974	110,695	129,408	859,574	80.55%
Deals	2,545	3,830	2,775	3,816	3,244	4,026	2,449	4,026	4,991	9,614	13,427	7,874	5,531	65,603	176.55%
Homepage	48,691	28,364	21,633	25,039	15,268	13,672	21,138	22,818	27,521	61,771	61,392	45,622	52,313	396,551	9.41%
This weekend	32,789	33,099	17,033	13,450	12,990	9,565	11,894	16,918	24,398	26,582	43,115	38,196	49,108	296,348	22.12%
Interests, Experiences, Getaways	74,855	65,563	34,900	16,630	37,505	34,031	41,929	50,422	60,780	105,741	125,883	100,579	79,929	753,892	16.77%
All Other Pages	282,921	272,693	130,874	111,342	106,628	106,059	130,110	169,023	231,622	378,151	485,144	419,644	364,572	2,905,862	51.56%
<b>Views of Listing/Deal/Events by Region</b>	<b>354,944</b>	<b>346,966</b>	<b>229,778</b>	<b>252,862</b>	<b>158,097</b>	<b>157,182</b>	<b>199,999</b>	<b>230,819</b>	<b>295,236</b>	<b>454,816</b>	<b>554,356</b>	<b>478,318</b>	<b>417,550</b>	<b>3,775,979</b>	<b>25.13%</b>
Mystic Country	82,720	70,643	44,070	35,005	30,715	30,710	45,114	57,305	79,174	118,488	148,696	125,557	92,485	877,962	26.41%
Greater Hartford/River Valley	84,689	105,759	75,507	98,517	43,239	39,847	50,763	59,853	68,951	109,580	138,002	115,727	107,874	1,013,619	30.21%
Greater New Haven	67,564	56,436	51,227	71,060	28,452	29,138	32,419	39,560	49,253	79,299	91,671	77,383	68,858	674,756	12.31%
Litchfield Hills	71,808	71,642	32,439	32,583	32,747	35,595	42,262	39,591	53,965	76,537	93,571	91,543	93,576	696,051	22.84%
Fairfield County	48,163	42,486	26,535	15,697	22,944	21,892	29,441	34,510	43,893	70,912	82,416	68,108	54,757	513,591	34.86%
<b>Referrals to Partners</b>	<b>Sept 20</b>	<b>Oct 20</b>	<b>Nov 20</b>	<b>Dec 20</b>	<b>Jan 21</b>	<b>Feb 21</b>	<b>Mar 21</b>	<b>Apr 21</b>	<b>May 21</b>	<b>June 21</b>	<b>July 21</b>	<b>Aug 21</b>	<b>Sept 21</b>	<b>12 month</b>	<b>YTD % Chg vs Previous Year</b>
<b>Total Referrals</b>	<b>242,154</b>	<b>234,800</b>	<b>153,703</b>	<b>176,527</b>	<b>134,406</b>	<b>135,346</b>	<b>150,937</b>	<b>141,351</b>	<b>200,531</b>	<b>201,480</b>	<b>569,979</b>	<b>272,929</b>	<b>162,217</b>	<b>2,534,206</b>	<b>6.10%</b>
Mystic Country	56,180	46,490	28,433	21,007	25,940	27,069	35,017	36,469	53,341	53,997	155,034	71,780	36,012	590,591	6.70%
Greater Hartford/River Valley	60,296	74,666	48,109	67,257	37,768	36,679	40,602	39,437	47,726	47,348	139,645	64,957	42,825	687,019	10.80%
Greater New Haven	49,157	39,212	40,424	53,841	24,731	23,550	23,546	22,757	32,687	36,065	92,337	42,577	27,415	459,142	-8.56%
Litchfield Hills	45,767	46,256	20,135	20,477	28,091	28,829	31,395	23,040	37,098	34,856	96,896	54,859	36,823	458,755	7.15%
Fairfield County	30,754	28,176	16,600	13,945	17,876	19,219	20,377	19,648	29,679	29,214	86,067	38,756	19,142	338,699	16.32%
<b>Average Referrals per Day</b>	<b>8,072</b>	<b>7,574</b>	<b>5,123</b>	<b>5,694</b>	<b>4,336</b>	<b>4,834</b>	<b>4,869</b>	<b>4,712</b>	<b>6,469</b>	<b>6,716</b>	<b>18,386</b>	<b>8,804</b>	<b>5,407</b>		
<b>Website Audience</b>	<b>Sept 20</b>	<b>Oct 20</b>	<b>Nov 20</b>	<b>Dec 20</b>	<b>Jan 21</b>	<b>Feb 21</b>	<b>Mar 21</b>	<b>Apr 21</b>	<b>May 21</b>	<b>June 21</b>	<b>July 21</b>	<b>Aug 21</b>	<b>Sept 21</b>		
Paid Traffic	31%	24%	18%	13%	16%	12%	22%	13%	26%	27%	36%	40%	33%		
Organic Traffic	69%	76%	82%	87%	84%	88%	78%	87%	74%	73%	64%	60%	67%		
In-State Visitors	50%	50%	62%	70%	62%	65%	62%	59%	64%	64%	68%	55%	51%		
Out-of-State Visitors	50%	50%	38%	30%	38%	35%	38%	41%	36%	36%	32%	45%	49%		

### 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