



CTvisit.com Key Metrics

Data as of 1/1/2022

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

Page Views	Dec 20	Jan 21	Feb 21	Mar 21	Apr 21	May 21	June 21	July 21	Aug 21	Sept 21	Oct 21	Nov 21	Dec 21	12 month	YTD % Chg vs Previous Year
Total Visits	310,951	220,905	230,050	273,975	407,284	703,112	806,456	1,249,590	802,452	633,346	764,761	437,537	441,092	6,970,560	51.82%
Total Views by Page Types	606,870	483,439	492,375	592,844	753,491	1,207,025	1,603,537	2,422,089	1,672,295	1,380,640	1,565,067	910,660	870,818	13,954,280	44.08%
Articles	177,889	152,500	171,420	187,407	263,117	568,365	575,827	1,153,821	589,810	416,694	561,867	309,838	321,472	5,272,138	69.35%
All Listing Pages	115,947	133,954	133,380	169,511	198,410	249,102	384,196	435,333	359,875	283,085	289,330	186,595	152,630	2,975,401	16.81%
Attraction Listings	86,572	95,883	95,164	127,537	149,316	185,812	292,019	328,693	261,559	207,678	213,127	136,944	108,127	2,201,859	12.00%
Lodging Listings	12,689	18,710	18,805	17,652	19,548	23,303	37,150	47,089	50,759	38,975	40,523	24,274	20,931	357,719	27.70%
Restaurant Listing	16,672	19,345	19,385	24,306	29,528	40,847	54,764	61,087	48,095	36,199	36,975	25,349	23,563	419,443	38.28%
Events	142,757	21,350	20,222	28,406	28,757	40,246	61,655	103,974	110,695	129,408	127,500	76,845	122,354	871,412	41.33%
Deals	3,816	3,244	4,026	2,449	4,026	4,991	9,614	13,427	7,874	5,531	5,588	3,390	3,548	67,708	122.91%
Homepage	25,039	15,268	13,672	21,138	22,818	27,521	61,771	61,392	45,622	52,313	48,726	34,636	37,764	442,641	19.99%
This weekend	13,450	12,990	9,565	11,894	16,918	24,398	26,582	43,115	38,196	49,108	44,570	23,845	17,727	318,908	25.47%
Interests, Experiences, Getaways	16,630	37,505	34,031	41,929	50,422	60,780	105,741	125,883	100,579	79,929	116,143	65,716	47,464	866,122	30.75%
All Other Pages	111,342	106,628	106,059	130,110	169,023	231,622	378,151	485,144	419,644	364,572	371,343	209,795	167,859	3,139,950	50.05%
Views of Listing/Deal/Events by Region	252,862	158,097	157,182	199,999	230,819	295,236	454,816	554,356	478,318	417,550	428,993	257,768	277,673	3,910,807	22.81%
Mystic Country	35,005	30,715	30,710	45,114	57,305	79,174	118,488	148,696	125,557	92,485	85,743	52,190	50,328	916,505	26.27%
Greater Hartford/River Valley	98,517	43,239	39,847	50,763	59,853	68,951	109,580	138,002	115,727	107,874	126,538	83,072	100,244	1,043,690	23.75%
Greater New Haven	71,060	28,452	29,138	32,419	39,560	49,253	79,299	91,671	77,383	68,858	67,284	45,063	39,848	648,228	4.49%
Litchfield Hills	32,583	32,747	35,595	42,262	39,591	53,965	76,537	93,571	91,543	93,576	93,874	37,505	45,429	736,195	24.35%
Fairfield County	15,697	22,944	21,892	29,441	34,510	43,893	70,912	82,416	68,108	54,757	55,554	39,938	41,824	566,189	40.59%
Referrals to Partners	Dec 20	Jan 21	Feb 21	Mar 21	Apr 21	May 21	June 21	July 21	Aug 21	Sept 21	Oct 21	Nov 21	Dec 21	12 month	YTD % Chg vs Previous Year
Total Referrals	176,527	134,406	135,346	150,937	141,351	200,531	201,480	569,979	272,929	162,217	160,468	99,885	139,043	2,368,572	-2.17%
Mystic Country	21,007	25,940	27,069	35,017	36,469	53,341	53,997	155,034	71,780	36,012	32,254	20,337	24,750	572,000	2.23%
Greater Hartford/River Valley	67,257	37,768	36,679	40,602	39,437	47,726	47,348	139,645	64,957	42,825	50,066	30,465	49,082	626,600	-1.88%
Greater New Haven	53,841	24,731	23,550	23,546	22,757	32,687	36,065	92,337	42,577	27,415	22,787	17,180	21,552	387,184	-20.92%
Litchfield Hills	20,477	28,091	28,829	31,395	23,040	37,098	34,856	96,896	54,859	36,823	36,426	16,980	22,664	447,957	3.23%
Fairfield County	13,945	17,876	19,219	20,377	19,648	29,679	29,214	86,067	38,756	19,142	18,935	14,883	20,995	334,791	11.82%
Average Referrals per Day	5,694	4,336	4,834	4,869	4,712	6,469	6,716	18,386	8,804	5,407	5,176	3,330	4,485		
Website Audience	Dec 20	Jan 21	Feb 21	Mar 21	Apr 21	May 21	June 21	July 21	Aug 21	Sept 21	Oct 21	Nov 21	Dec 21		
Paid Traffic	13%	16%	12%	22%	13%	26%	27%	36%	40%	33%	43%	37%	36%		
Organic Traffic	87%	84%	88%	78%	87%	74%	73%	64%	60%	67%	57%	63%	64%		
In-State Visitors	70%	62%	65%	62%	59%	64%	64%	68%	55%	51%	42%	39%	39%		
Out-of-State Visitors	30%	38%	35%	38%	41%	36%	36%	32%	45%	49%	58%	61%	61%		

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