

CTvisit.com Key Metrics

Data as of 1/1/2022

Note: Analytics in		

Total Visits 310,551 220,955 230,050 273,975 407,284 703,112 806,456 1,249,590 802,452 633,346 764,761 437,537 441,092 6,970,560 517 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 13,954,280 444 741,045 115,947 133,954 133,380 165,511 195,410 249,102 384,196 435,333 135,875 283,085 1283,330 186,595 152,630 2,975,401 164 741,045 115,947 133,954 133,380 165,511 195,410 249,102 384,196 435,333 135,875 283,085 1283,330 186,595 152,630 2,975,401 164 115,045 115,04															dividual partner level	
Total Views by Page Types	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
Articles 17,889 152,500 71,420 187,407 263,117 568,365 575,827 1,153,821 589,810 416,664 561,867 309,838 321,472 5,272,138 66 481,6167 481,616	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%
All Leting Pages 115,947 133,946 133,340 149,511 198,410 249,102 384,196 485,333 39,9875 283,085 289,330 186,595 125,630 2,975,401 126,00	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%
Attraction Listings 86,572 95,888 95,164 127,572 149,316 128,812 202,010 328,693 261,559 207,678 231,127 36,944 108,127 2,201,859 12 106,991 13,945 13,945 13,945 13,945 24,306 24,948 44,776 46,165 103,974 110,695 13,619 36,975 23,945 23,953 141,943 38 38,945 38,947 34,945	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%
Lodging Ustrings 12,689 18,710 18,805 17,652 19,345 23,303 37,50 47,089 50,759 38,875 40,023 24,274 20,931 39,7719 27, Restaurant Listing 16,672 19,345 19,385 24,306 29,528 40,847 54,764 61,687 48,095 36,199 36,975 25,349 23,563 419,443 38,600 20,275 22,440 40,026 24,499 40,026 4,991 9,614 13,427 7,874 5,533 5,588 3,390 3,548 67,708 122,400 40,026 4,991 40,026 4,991 40,026 4,991 40,026 4,991 40,026 4,991 40,026 4,991 40,026 4,991 40,026 4,991 4,902 4	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%
Restaurant Listing 16,672 19,345 19,345 24,306 29,528 40,847 54,764 61,087 48,095 36,199 36,975 23,349 23,363 419,443 388 24,415 24	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%
Events 142,757 21,350 20,222 28,406 28,757 40,246 61,655 103,974 110,695 129,408 127,500 76,845 122,356 871,412 410,668 3,316 3,344 4,026 2,449 4,026 4,991 9,614 13,427 78,74 5,531 5,588 3,300 3,548 67708 122 171	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%
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 Homepage 25,039 15,268 13,672 21,138 22,818 27,521 61,771 61,392 4,622 52,313 48,726 34,636 37,764 442,641 15 This weekend 13,450 12,990 9,565 11,894 16,918 24,398 26,525 43,115 38,196 49,108 44,570 23,845 17,727 318,300 25 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 33 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 50 100,741 100,740 100,74	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%
Homepage	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%
This weekend 13,450 12,990 9,555 11,894 16,918 24,398 26,582 43,115 38,196 49,108 44,570 23,845 17,727 318,908 25,101 11,1342 106,628 106,059 130,110 169,023 231,622 378,151 485,144 419,644 364,572 371,343 209,795 167,859 3,139,950 550 100,000 11,000 100	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%
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 30,010 105,628 106,659 130,110 169,023 231,622 378,151 485,144 419,644 364,572 371,343 209,795 167,859 3,139,990 50,010 105,023 231,622 378,151 485,144 419,644 364,572 371,343 209,795 167,859 3,139,990 50,010 105,023 231,622 378,151 485,144 419,644 364,572 371,343 209,795 167,859 3,139,990 50,010 105,023 231,622 378,151 485,144 419,644 364,572 371,343 209,795 167,859 3,139,990 50,010 105,023 23,024 105,023 105,	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%
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 Views of Listing/Deal/Events by Region 252,862 158,097 157,182 199,999 230,819 295,286 454,816 554,356 478,318 417,550 428,993 257,768 277,673 3,910,807 22 Mystlc 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 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 22 Greater New Haven 71,060 28,452 29,138 32,419 39,560 49,253 50,60 49,253 79,999 141,77,383 68,858 67,284 45,063 39,848 648,228 44,508 39,848 44,248 44,044	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%
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 3,910,875 225	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%
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 50,328 916,505 266 Greater Hartford/River Valley 98,517 43,239 39,847 50,763 59,883 68,951 109,580 138,002 115,727 107,874 126,538 83,072 100,244 1,043,690 22 1,043,690 22 1,043,690	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%
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 50,328 916,505 266 Greater Hartford/River Valley 98,517 43,239 39,847 50,763 69,853 68,951 109,580 138,002 115,727 107,874 126,538 83,072 100,244 1,043,690 22 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 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 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 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 Ye Total Referrals Total Referrals Total Referrals 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 Mystic Country 21,007 25,940 27,069 35,017 36,469 53,341 53,995 155,034 71,780 36,012 32,254 20,337 24,750 572,000 2 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 Ethichfield Hills 20,477 28,091 28,829 31,395 23,340 37,368 34,856 98,396 54,859 36,823 36,426 16,980 22,664 447,957 3 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 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% 63% 65% 55% 51% 42% 39% 39% 19%																
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 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 42,11 41,11 4	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%
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 44, 11, 11, 11, 11, 11, 11, 11, 11, 11,	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%
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, 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, CREferrals 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 Ye Mystic Country 21,007 25,940 27,069 35,017 36,669 39,331 53,997 155,034 71,780 36,012 32,254 20,337 24,750 572,000 39,437 47,726 47,348 139,645 64,957 42,825 50,066 30,465 49,082 666,600 1-1 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 49,082 666,600 1-1 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 12,4731 23,550 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 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 4,485 488 88% 78% 87% 78% 87% 74% 73% 64% 66% 65% 55% 51% 42% 39% 39% 39%	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%
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 Ye Mystic Country 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 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 22 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 Litchfield Hills 20,477 24,731 23,550 23,546 22,757 33,088 23,4856 96,896 54,859 36,823 36,226 16,980 22,664 447,957 38,184 -200 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 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 22 De	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%
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 Ye 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 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 Greater Hartford/River Valley 67,257 33,768 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 Litchfield Hills 20,477 28,091 28,829 31,395 23,040 37,098 34,856 96,896 54,859 36,823 36,626 19,142 18,935 14,883 20,995 334,791 11 Average Referrals per Day 5,694 4,336 4,834 4,869 4,712 6,469 6,716 18,386 8,804 5,407 5,776 5,776 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 12 month YTD % Chg vs Previous Ye 13,045 2,368,572 -2- 24,045 2,375 2,415 2,2787 17,180 36,012 32,254 20,337 24,750 572,000 22 67eater 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 34,555 387,184 -20 21,785 21,785 22,787 27,415 22,787 17,180 21,752 22,787 17,180 21,752 22,787 17,180 21,752 22,787 17,180 21,752 22,787 27,415 22,787 17,180 21,752 22,787 17,180 21,752 22,787 17,180 21,752 22,787 27,415 22,787 17,180 21,752 22,787 27,415 22,787 17,180 21,752 22,787 27,415 22,787 17,180 21,752 22,787 27,415 22,787 17,180 21,752 22,787 27,415 22,787 17,180 21,752 22,787 27,415 22,787 17,180 21,752 22,787 27,415 22,787 17,180 21,752 22,787 27,415 22,787 17,180 22,787	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%
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 -2 -2 -2 -2 -2 -2 -2 -2 -2 -2 -2 -2	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%
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 22 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 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 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 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 <t< th=""><th>Referrals to Partners</th><th>Dec 20</th><th>Jan 21</th><th>Feb 21</th><th>Mar 21</th><th>Apr 21</th><th>May 21</th><th>June 21</th><th>July 21</th><th>Aug 21</th><th>Sept 21</th><th>Oct 21</th><th>Nov 21</th><th>Dec 21</th><th>12 month</th><th>YTD % Chg vs Previous Year</th></t<>	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
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 22 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 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 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 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 <t< td=""><td>Total Referrals</td><td>176.527</td><td>134,406</td><td>135.346</td><td>150.937</td><td>141.351</td><td>200.531</td><td>201.480</td><td>569.979</td><td>272.929</td><td>162.217</td><td>160.468</td><td>99.885</td><td>139.043</td><td>2,368,572</td><td>-2.17%</td></t<>	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%
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 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 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 33 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 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% 87% 74% 73% 64% 66% 65% 55% 51% 42% 39% 39%	Mystic Country		25,940	27,069									20,337			2.23%
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 33	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			-1.88%
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 33	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%
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 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% 66% 68% 55% 51% 42% 39% 39%	Litchfield Hills	20,477	28,091				37,098	34,856	96,896	54,859	36,823	36,426	16,980	22,664	447,957	3.23%
Website Audience Dec 20 Jan 21 Feb 21 Mar 21 Apr 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%	Fairfield County		17,876			19,648	29,679							20,995	334,791	11.82%
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%	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		
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%																
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%	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		
In-State Visitors 70% 62% 65% 62% 59% 64% 64% 68% 55% 51% 42% 39% 39%	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%		
		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