



CTvisit.com Key Metrics

Data as of 4/1/2022

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

Page Views	Mar 21	Apr 21	May 21	June 21	July 21	Aug 21	Sept 21	Oct 21	Nov 21	Dec 21	Jan 22	Feb 22	Mar 22	12 month	YTD % Chg vs Previous Year
Total Visits	273,975	407,284	703,112	806,456	1,249,590	802,452	633,346	764,761	437,537	441,092	361,101	428,274	443,568	7,478,573	70.08%
Total Views by Page Types	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	709,754	857,274	881,800	14,834,450	56.11%
Articles	187,407	263,117	568,365	575,827	1,153,821	589,810	416,694	561,867	309,838	321,472	265,177	322,408	344,777	5,693,173	82.34%
All Listing Pages	169,511	198,410	249,102	384,196	435,333	359,875	283,085	289,330	186,595	152,630	156,092	184,587	197,190	3,076,425	23.13%
Attraction Listings	127,537	149,316	185,812	292,019	328,693	261,559	207,678	213,127	136,944	108,127	103,931	125,635	144,022	2,256,863	17.27%
Lodging Listings	17,652	19,548	23,303	37,150	47,089	50,759	38,975	40,523	24,274	20,931	26,307	26,438	24,093	379,390	39.28%
Restaurant Listing	24,306	29,528	40,847	54,764	61,087	48,095	36,199	36,975	25,349	23,563	25,818	32,480	29,064	443,769	38.59%
Events	28,406	28,757	40,246	61,655	103,974	110,695	129,408	127,500	76,845	122,354	28,346	39,058	46,954	915,792	63.42%
Deals	2,449	4,026	4,991	9,614	13,427	7,874	5,531	5,588	3,390	3,548	2,391	4,561	2,546	67,487	-2.27%
Homepage	21,138	22,818	27,521	61,771	61,392	45,622	52,313	48,726	34,636	37,764	47,757	55,101	34,023	529,444	173.34%
This weekend	11,894	16,918	24,398	26,582	43,115	38,196	49,108	44,570	23,845	17,727	14,131	20,269	20,107	338,966	58.23%
Interests, Experiences, Getaways	41,929	50,422	60,780	105,741	125,883	100,579	79,929	116,143	65,716	47,464	55,797	61,223	58,925	928,602	55.07%
All Other Pages	130,110	169,023	231,622	378,151	485,144	419,644	364,572	371,343	209,795	167,859	140,063	170,067	177,278	3,284,561	42.19%
Views of Listing/Deal/Events by Region	199,999	230,819	295,236	454,816	554,356	478,318	417,550	428,993	257,768	277,673	186,473	227,851	246,506	4,056,359	28.25%
Mystic Country	45,114	57,305	79,174	118,488	148,696	125,557	92,485	85,743	52,190	50,328	39,170	47,137	58,663	954,936	36.07%
Greater Hartford/River Valley	50,763	59,853	68,951	109,580	138,002	115,727	107,874	126,538	83,072	100,244	50,787	58,852	63,719	1,083,199	29.52%
Greater New Haven	32,419	39,560	49,253	79,299	91,671	77,383	68,858	67,284	45,063	39,848	34,954	42,076	39,107	674,356	29.03%
Litchfield Hills	42,262	39,591	53,965	76,537	93,571	91,543	93,576	93,874	37,505	45,429	34,863	44,425	48,837	753,716	15.84%
Fairfield County	29,441	34,510	43,893	70,912	82,416	68,108	54,757	55,554	39,938	41,824	26,699	35,361	36,180	590,152	32.26%
Referrals to Partners	Mar 21	Apr 21	May 21	June 21	July 21	Aug 21	Sept 21	Oct 21	Nov 21	Dec 21	Jan 22	Feb 22	Mar 22	12 month	YTD % Chg vs Previous Year
Total Referrals	150,937	141,351	200,531	201,480	569,979	272,929	162,217	160,468	99,885	139,043	130,545	200,078	213,903	2,492,409	29.44%
Mystic Country	35,017	36,469	53,341	53,997	155,034	71,780	36,012	32,254	20,337	24,750	27,676	41,816	52,406	605,872	38.48%
Greater Hartford/River Valley	40,602	39,437	47,726	47,348	139,645	64,957	42,825	50,066	30,465	49,082	35,508	50,820	54,331	652,210	22.26%
Greater New Haven	23,546	22,757	32,687	36,065	92,337	42,577	27,415	22,787	17,180	21,552	24,020	37,415	32,086	408,878	30.20%
Litchfield Hills	31,395	23,040	37,098	34,856	96,896	54,859	36,823	36,426	16,980	22,664	26,501	40,816	45,989	472,948	28.30%
Fairfield County	20,377	19,648	29,679	29,214	86,067	38,756	19,142	18,935	14,883	20,995	16,840	29,211	29,091	352,461	30.75%
Average Referrals per Day	4,869	4,712	6,469	6,716	18,386	8,804	5,407	5,176	3,330	4,485	4,211	7,146	6,900		
Website Audience	Mar 21	Apr 21	May 21	June 21	July 21	Aug 21	Sept 21	Oct 21	Nov 21	Dec 21	Jan 22	Feb 22	Mar 22		
Paid Traffic	22%	13%	26%	27%	36%	40%	33%	43%	37%	36%	41%	49%	48%		
Organic Traffic	78%	87%	74%	73%	64%	60%	67%	57%	63%	64%	59%	51%	52%		
In-State Visitors	62%	59%	64%	64%	68%	55%	51%	42%	39%	39%	39%	44%	45%		
Out-of-State Visitors	38%	41%	36%	36%	32%	45%	49%	58%	61%	61%	61%	56%	55%		

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