



CTvisit.com Key Metrics

Data as of 5/1/2022

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

Page Views	Apr 21	May 21	June 21	July 21	Aug 21	Sept 21	Oct 21	Nov 21	Dec 21	Jan 22	Feb 22	Mar 22	Apr 22	12 month	YTD % Chg vs Previous Year
Total Visits	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	388,820	7,460,109	43.24%
Total Views by Page Types	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	854,803	14,935,762	42.27%
Articles	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	251,078	5,681,134	52.81%
All Listing Pages	198,410	249,102	384,196	435,333	359,875	283,085	289,330	186,595	152,630	156,092	184,587	197,190	220,256	3,098,271	19.34%
Attraction Listings	149,316	185,812	292,019	328,693	261,559	207,678	213,127	136,944	108,127	103,931	125,635	144,022	168,822	2,276,369	15.92%
Lodging Listings	19,548	23,303	37,150	47,089	50,759	38,975	40,523	24,274	20,931	26,307	26,438	24,093	23,271	383,113	33.99%
Restaurant Listing	29,528	40,847	54,764	61,087	48,095	36,199	36,975	25,349	23,563	25,818	32,480	29,064	28,130	442,371	24.77%
Events	28,757	40,246	61,655	103,974	110,695	129,408	127,500	76,845	122,354	28,346	39,058	46,954	56,838	943,873	73.39%
Deals	4,026	4,991	9,614	13,427	7,874	5,531	5,588	3,390	3,548	2,391	4,561	2,546	3,533	66,994	-5.19%
Homepage	22,818	27,521	61,771	61,392	45,622	52,313	48,726	34,636	37,764	47,757	55,101	34,023	32,029	538,655	131.71%
This weekend	16,918	24,398	26,582	43,115	38,196	49,108	44,570	23,845	17,727	14,131	20,269	20,107	24,407	346,455	53.63%
Interests, Experiences, Getaways	50,422	60,780	105,741	125,883	100,579	79,929	116,143	65,716	47,464	55,797	61,223	58,925	64,942	943,122	46.98%
All Other Pages	169,023	231,622	378,151	485,144	419,644	364,572	371,343	209,795	167,859	140,063	170,067	177,278	201,720	3,317,258	34.64%
Views of Listing/Deal/Events by Region	230,819	295,236	454,816	554,356	478,318	417,550	428,993	257,768	277,673	186,473	227,851	246,506	280,367	4,105,907	26.15%
Mystic Country	57,305	79,174	118,488	148,696	125,557	92,485	85,743	52,190	50,328	39,170	47,137	58,663	61,944	959,575	26.29%
Greater Hartford/River Valley	59,853	68,951	109,580	138,002	115,727	107,874	126,538	83,072	100,244	50,787	58,852	63,719	70,088	1,093,434	25.68%
Greater New Haven	39,560	49,253	79,299	91,671	77,383	68,858	67,284	45,063	39,848	34,954	42,076	39,107	54,349	689,145	31.59%
Litchfield Hills	39,591	53,965	76,537	93,571	91,543	93,576	93,874	37,505	45,429	34,863	44,425	48,837	50,692	764,817	19.06%
Fairfield County	34,510	43,893	70,912	82,416	68,108	54,757	55,554	39,938	41,824	26,699	35,361	36,180	43,294	598,936	30.10%
Referrals to Partners	Apr 21	May 21	June 21	July 21	Aug 21	Sept 21	Oct 21	Nov 21	Dec 21	Jan 22	Feb 22	Mar 22	Apr 22	12 month	YTD % Chg vs Previous Year
Total Referrals	141,351	200,531	201,480	569,979	272,929	162,217	160,468	99,885	139,043	130,545	200,078	213,903	193,201	2,544,259	31.26%
Mystic Country	36,469	53,341	53,997	155,034	71,780	36,012	32,254	20,337	24,750	27,676	41,816	52,406	44,436	613,839	33.61%
Greater Hartford/River Valley	39,437	47,726	47,348	139,645	64,957	42,825	50,066	30,465	49,082	35,508	50,820	54,331	47,914	660,687	22.06%
Greater New Haven	22,757	32,687	36,065	92,337	42,577	27,415	22,787	17,180	21,552	24,020	37,415	32,086	36,129	422,250	37.07%
Litchfield Hills	23,040	37,098	34,856	96,896	54,859	36,823	36,426	16,980	22,664	26,501	40,816	45,989	36,708	486,616	34.72%
Fairfield County	19,648	29,679	29,214	86,067	38,756	19,142	18,935	14,883	20,995	16,840	29,211	29,091	28,014	360,827	33.76%
Average Referrals per Day	4,712	6,469	6,716	18,386	8,804	5,407	5,176	3,330	4,485	4,211	7,146	6,900	6,440		
Website Audience	Apr 21	May 21	June 21	July 21	Aug 21	Sept 21	Oct 21	Nov 21	Dec 21	Jan 22	Feb 22	Mar 22	Apr 22		
Paid Traffic	13%	26%	27%	36%	40%	33%	43%	37%	36%	41%	49%	48%	30%		
Organic Traffic	87%	74%	73%	64%	60%	67%	57%	63%	64%	59%	51%	52%	70%		
In-State Visitors	59%	64%	64%	68%	55%	51%	42%	39%	39%	39%	44%	45%	51%		
Out-of-State Visitors	41%	36%	36%	32%	45%	49%	58%	61%	61%	61%	56%	55%	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