



## CTvisit.com Key Metrics

Data as of 8/1/2022

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

Page Views	July 21	Aug 21	Sept 21	Oct 21	Nov 21	Dec 21	Jan 22	Feb 22	Mar 22	Apr 22	May 22	June 22	July 22	12 month	YTD % Chg vs Previous Year
<b>Total Visits</b>	<b>1,249,590</b>	<b>802,452</b>	<b>633,346</b>	<b>764,761</b>	<b>437,537</b>	<b>441,092</b>	<b>361,101</b>	<b>428,274</b>	<b>443,568</b>	<b>388,820</b>	<b>405,781</b>	<b>700,233</b>	<b>1,296,021</b>	<b>7,102,986</b>	<b>3.40%</b>
<b>Total Views by Page Types</b>	<b>2,422,089</b>	<b>1,672,295</b>	<b>1,380,640</b>	<b>1,565,067</b>	<b>910,660</b>	<b>870,818</b>	<b>709,754</b>	<b>857,274</b>	<b>881,800</b>	<b>854,803</b>	<b>870,333</b>	<b>1,313,756</b>	<b>2,256,950</b>	<b>14,144,150</b>	<b>2.51%</b>
Articles	1,153,821	589,810	416,694	561,867	309,838	321,472	265,177	322,408	344,777	251,078	224,765	550,545	1,141,337	5,299,768	0.90%
All Listing Pages	435,333	359,875	283,085	289,330	186,595	152,630	156,092	184,587	197,190	220,256	424,217	282,781	402,636	3,139,274	9.62%
Attraction Listings	328,693	261,559	207,678	213,127	136,944	108,127	103,931	125,635	144,022	168,822	182,254	220,244	313,359	2,185,702	-1.27%
Lodging Listings	47,089	50,759	38,975	40,523	24,274	20,931	26,307	26,438	24,093	23,271	21,488	29,195	43,552	369,806	6.63%
Restaurant Listing	61,087	48,095	36,199	36,975	25,349	23,563	25,818	32,480	29,064	28,130	38,453	32,774	45,995	402,895	-6.64%
Events	103,974	110,695	129,408	127,500	76,845	122,354	28,346	39,058	46,954	56,838	45,071	50,133	67,206	900,408	9.52%
Deals	13,427	7,874	5,531	5,588	3,390	3,548	2,391	4,561	2,546	3,533	3,388	2,497	6,403	51,250	-39.39%
Homepage	61,392	45,622	52,313	48,726	34,636	37,764	47,757	55,101	34,023	32,029	38,207	44,922	68,152	539,252	43.21%
This weekend	43,115	38,196	49,108	44,570	23,845	17,727	14,131	20,269	20,107	24,407	26,550	30,528	45,987	355,425	25.10%
Interests, Experiences, Getaways	125,883	100,579	79,929	116,143	65,716	47,464	55,797	61,223	58,925	64,942	67,041	77,017	120,642	915,418	10.80%
All Other Pages	485,144	419,644	364,572	371,343	209,795	167,859	140,063	170,067	177,278	201,720	41,094	275,333	404,587	2,943,355	-12.24%
<b>Views of Listing/Deal/Events by Region</b>	<b>554,356</b>	<b>478,318</b>	<b>417,550</b>	<b>428,993</b>	<b>257,768</b>	<b>277,673</b>	<b>186,473</b>	<b>227,851</b>	<b>246,506</b>	<b>280,367</b>	<b>290,104</b>	<b>333,941</b>	<b>476,791</b>	<b>3,902,335</b>	<b>-0.41%</b>
Mystic Country	148,696	125,557	92,485	85,743	52,190	50,328	39,170	47,137	58,663	61,944	75,260	83,488	127,025	898,990	-3.43%
Greater Hartford/River Valley	138,002	115,727	107,874	126,538	83,072	100,244	50,787	58,852	63,719	70,088	73,424	79,885	108,601	1,038,811	-0.96%
Greater New Haven	91,671	77,383	68,858	67,284	45,063	39,848	34,954	42,076	39,107	54,349	48,084	59,283	77,629	653,918	1.63%
Litchfield Hills	93,571	91,543	93,576	93,874	37,505	45,429	34,863	44,425	48,837	50,692	48,521	62,114	96,747	748,126	3.19%
Fairfield County	82,416	68,108	54,757	55,554	39,938	41,824	26,699	35,361	36,180	43,294	44,815	49,171	66,789	562,490	-1.21%
<b>Referrals to Partners</b>	<b>July 21</b>	<b>Aug 21</b>	<b>Sept 21</b>	<b>Oct 21</b>	<b>Nov 21</b>	<b>Dec 21</b>	<b>Jan 22</b>	<b>Feb 22</b>	<b>Mar 22</b>	<b>Apr 22</b>	<b>May 22</b>	<b>June 22</b>	<b>July 22</b>	<b>12 month</b>	<b>YTD % Chg vs Previous Year</b>
<b>Total Referrals</b>	<b>569,979</b>	<b>272,929</b>	<b>162,217</b>	<b>160,468</b>	<b>99,885</b>	<b>139,043</b>	<b>130,545</b>	<b>200,078</b>	<b>213,903</b>	<b>193,201</b>	<b>179,896</b>	<b>522,265</b>	<b>1,094,691</b>	<b>3,369,121</b>	<b>65.22%</b>
Mystic Country	155,034	71,780	36,012	32,254	20,337	24,750	27,676	41,816	52,406	44,436	48,212	133,178	293,377	826,234	65.72%
Greater Hartford/River Valley	139,645	64,957	42,825	50,066	30,465	49,082	35,508	50,820	54,331	47,914	44,614	121,165	238,643	830,390	52.36%
Greater New Haven	92,337	42,577	27,415	22,787	17,180	21,552	24,020	37,415	32,086	36,129	30,582	94,530	177,340	563,613	69.01%
Litchfield Hills	96,896	54,859	36,823	36,426	16,980	22,664	26,501	40,816	45,989	36,708	30,403	107,587	243,021	698,777	89.51%
Fairfield County	86,067	38,756	19,142	18,935	14,883	20,995	16,840	29,211	29,091	28,014	26,085	65,805	142,310	450,067	51.91%
<b>Average Referrals per Day</b>	<b>18,386</b>	<b>8,804</b>	<b>5,407</b>	<b>5,176</b>	<b>3,330</b>	<b>4,485</b>	<b>4,211</b>	<b>7,146</b>	<b>6,900</b>	<b>6,440</b>	<b>5,803</b>	<b>17,409</b>	<b>35,313</b>		
<b>Website Audience</b>	<b>July 21</b>	<b>Aug 21</b>	<b>Sept 21</b>	<b>Oct 21</b>	<b>Nov 21</b>	<b>Dec 21</b>	<b>Jan 22</b>	<b>Feb 22</b>	<b>Mar 22</b>	<b>Apr 22</b>	<b>May 22</b>	<b>June 22</b>	<b>July 22</b>		
Paid Traffic	36%	40%	33%	43%	37%	36%	41%	49%	48%	30%	28%	24%	45%		
Organic Traffic	64%	60%	67%	57%	63%	64%	59%	51%	52%	70%	72%	76%	55%		
In-State Visitors	68%	55%	51%	42%	39%	39%	39%	44%	45%	51%	49%	37%	29%		
Out-of-State Visitors	32%	45%	49%	58%	61%	61%	61%	56%	55%	49%	51%	63%	71%		

### 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