



CTvisit.com Key Metrics

Data as of 2/1/2023

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

Page Views	Jan 22	Feb 22	Mar 22	Apr 22	May 22	June 22	July 22	Aug 22	Sept 22	Oct 22	Nov 22	Dec 22	Jan 23	12 month	YTD % Chg vs Previous Year
Total Visits	361,101	428,274	443,568	388,820	405,781	700,233	1,296,021	1,013,274	528,638	836,955	340,967	378,771	347,588	7,108,890	-3.74%
Total Views by Page Types	709,754	857,274	881,800	854,803	870,333	1,313,756	2,256,950	1,789,534	1,044,701	1,462,795	665,065	687,967	665,766	13,350,744	-6.20%
Articles	265,177	322,408	344,777	251,078	224,765	550,545	1,141,337	657,888	370,023	723,690	218,804	275,385	242,304	5,323,004	-8.63%
All Listing Pages	156,092	184,587	197,190	220,256	424,217	282,781	402,636	426,529	211,556	240,099	138,262	134,746	146,663	3,009,522	-6.04%
Attraction Listings	103,931	125,635	144,022	168,822	182,254	220,244	313,359	217,081	156,734	177,246	104,525	92,571	95,903	1,998,396	-7.72%
Lodging Listings	26,307	26,438	24,093	23,271	21,488	29,195	43,552	28,798	20,698	21,767	12,455	15,447	25,359	292,561	-3.60%
Restaurant Listing	25,818	32,480	29,064	28,130	38,453	32,774	45,995	39,767	27,231	36,787	21,268	26,704	25,393	384,046	-1.65%
Events	28,346	39,058	46,954	56,838	45,071	50,133	67,206	70,973	64,370	91,974	44,654	59,715	26,936	663,882	-4.97%
Deals	2,391	4,561	2,546	3,533	3,388	2,497	6,403	6,454	2,316	2,120	1,379	823	313	36,333	-86.91%
Homepage	47,757	55,101	34,023	32,029	38,207	44,922	68,152	62,153	45,128	47,731	34,343	29,378	31,526	522,693	-33.99%
This weekend	14,131	20,269	20,107	24,407	26,550	30,528	45,987	41,752	39,780	36,962	25,080	16,448	23,073	350,943	63.28%
Interests, Experiences, Getaways	55,797	61,223	58,925	64,942	67,041	77,017	120,642	110,857	62,855	64,261	41,523	37,502	48,753	815,541	-12.62%
All Other Pages	140,063	170,067	177,278	201,720	41,094	275,333	404,587	412,928	248,673	255,958	161,020	133,970	146,198	2,628,826	4.38%
Views of Listing/Deal/Events by Region	186,473	227,851	246,506	280,367	290,104	333,941	476,791	352,863	269,800	329,496	183,539	194,757	172,993	3,359,008	-7.23%
Mystic Country	39,170	47,137	58,663	61,944	75,260	83,488	127,025	100,741	75,103	69,581	36,615	34,293	34,179	804,029	-12.74%
Greater Hartford/River Valley	50,787	58,852	63,719	70,088	73,424	79,885	108,601	78,484	64,608	94,303	51,484	66,536	47,855	857,839	-5.77%
Greater New Haven	34,954	42,076	39,107	54,349	48,084	59,283	77,629	61,843	43,903	53,287	35,737	34,518	32,861	582,677	-5.99%
Litchfield Hills	34,863	44,425	48,837	50,692	48,521	62,114	96,747	61,602	47,030	63,763	30,018	32,549	33,076	619,374	-5.13%
Fairfield County	26,699	35,361	36,180	43,294	44,815	49,171	66,789	50,193	39,156	48,562	29,685	26,861	25,022	495,089	-6.28%
Referrals to Partners	130,545	200,078	213,903	193,201	179,896	522,265	1,094,691	500,015	167,253	131,650	71,362	231,311	216,266	3,721,891	65.66%
Mystic Country	27,676	41,816	52,406	44,436	48,212	133,178	293,377	150,004	47,333	26,593	13,987	40,017	41,956	933,315	51.60%
Greater Hartford/River Valley	35,508	50,820	54,331	47,914	44,614	121,165	238,643	104,503	41,144	40,022	20,481	81,884	59,041	904,562	66.28%
Greater New Haven	24,020	37,415	32,086	36,129	30,582	94,530	177,340	89,003	27,429	21,985	14,272	40,942	40,009	641,722	66.57%
Litchfield Hills	26,501	40,816	45,989	36,708	30,403	107,587	243,021	89,003	29,102	23,829	11,918	40,017	48,443	746,836	82.80%
Fairfield County	16,840	29,211	29,091	28,014	26,085	65,805	142,310	67,502	22,245	19,221	10,704	28,451	26,817	495,456	59.25%
Average Referrals per Day	4,211	7,146	6,900	6,440	5,803	17,409	35,313	16,130	5,575	4,247	2,379	7,462	6,976		
Website Audience	Jan 22	Feb 22	Mar 22	Apr 22	May 22	June 22	July 22	Aug 22	Sept 22	Oct 22	Nov 22	Dec 22	Jan 23		
Paid Traffic	41%	49%	48%	30%	28%	24%	45%	18%	24%	35%	17%	4%	15%		
Organic Traffic	59%	51%	52%	70%	72%	76%	55%	82%	76%	65%	83%	96%	85%		
In-State Visitors	39%	44%	45%	51%	49%	37%	29%	25%	30%	26%	26%	34%	29%		
Out-of-State Visitors	61%	56%	55%	49%	51%	63%	71%	75%	70%	74%	74%	66%	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 an unpaid search listing, etc.

Interests, Experiences, Getaways CTvisit "grid" pages within the DO, IDEAS and Getaways sections