



CTvisit.com Key Metrics

Data as of 3/1/2023

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

Page Views	Feb 22	Mar 22	Apr 22	May 22	June 22	July 22	Aug 22	Sept 22	Oct 22	Nov 22	Dec 22	Jan 23	Feb 23	12 month	YTD % Chg vs Previous Year
Total Visits	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	290,797	6,971,413	-19.13%
Total Views by Page Types	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	590,619	13,084,089	-19.82%
Articles	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	190,622	5,191,218	-26.32%
All Listing Pages	184,587	197,190	220,256	424,217	282,781	402,636	426,529	211,556	240,099	138,262	134,746	146,663	132,860	2,957,795	-17.95%
Attraction Listings	125,635	144,022	168,822	182,254	220,244	313,359	217,081	156,734	177,246	104,525	92,571	95,903	90,775	1,963,536	-18.68%
Lodging Listings	26,438	24,093	23,271	21,488	29,195	43,552	28,798	20,698	21,767	12,455	15,447	25,359	15,634	281,757	-22.28%
Restaurant Listing	32,480	29,064	28,130	38,453	32,774	45,995	39,767	27,231	36,787	21,268	26,704	25,393	26,451	378,017	-11.07%
Events	39,058	46,954	56,838	45,071	50,133	67,206	70,973	64,370	91,974	44,654	59,715	26,936	27,432	652,256	-19.34%
Deals	4,561	2,546	3,533	3,388	2,497	6,403	6,454	2,316	2,120	1,379	823	313	421	32,193	-89.44%
Homepage	55,101	34,023	32,029	38,207	44,922	68,152	62,153	45,128	47,731	34,343	29,378	31,526	32,848	500,440	-37.41%
This weekend	20,269	20,107	24,407	26,550	30,528	45,987	41,752	39,780	36,962	25,080	16,448	23,073	19,813	350,487	24.67%
Interests, Experiences, Getaways	61,223	58,925	64,942	67,041	77,017	120,642	110,857	62,855	64,261	41,523	37,502	48,753	41,146	795,464	-23.18%
All Other Pages	170,067	177,278	201,720	41,094	275,333	404,587	412,928	248,673	255,958	161,020	133,970	146,198	145,477	2,604,236	-5.95%
Views of Listing/Deal/Events by Region	227,851	246,506	280,367	290,104	333,941	476,791	352,863	269,800	329,496	183,539	194,757	172,993	160,023	3,291,180	-19.62%
Mystic Country	47,137	58,663	61,944	75,260	83,488	127,025	100,741	75,103	69,581	36,615	34,293	34,179	34,486	791,378	-20.44%
Greater Hartford/River Valley	58,852	63,719	70,088	73,424	79,885	108,601	78,484	64,608	94,303	51,484	66,536	47,855	44,531	843,518	-15.74%
Greater New Haven	42,076	39,107	54,349	48,084	59,283	77,629	61,843	43,903	53,287	35,737	34,518	32,861	27,449	568,050	-21.71%
Litchfield Hills	44,425	48,837	50,692	48,521	62,114	96,747	61,602	47,030	63,763	30,018	32,549	33,076	28,368	603,317	-22.51%
Fairfield County	35,361	36,180	43,294	44,815	49,171	66,789	50,193	39,156	48,562	29,685	26,861	25,022	25,189	484,917	-19.09%
Referrals to Partners	Feb 22	Mar 22	Apr 22	May 22	June 22	July 22	Aug 22	Sept 22	Oct 22	Nov 22	Dec 22	Jan 23	Feb 23	12 month	YTD % Chg vs Previous Year
Total Referrals	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	178,828	3,700,641	19.50%
Mystic Country	41,816	52,406	44,436	48,212	133,178	293,377	150,004	47,333	26,593	13,987	40,017	41,956	38,090	929,589	15.19%
Greater Hartford/River Valley	50,820	54,331	47,914	44,614	121,165	238,643	104,503	41,144	40,022	20,481	81,884	59,041	50,429	904,171	26.81%
Greater New Haven	37,415	32,086	36,129	30,582	94,530	177,340	89,003	27,429	21,985	14,272	40,942	40,009	29,150	633,457	12.57%
Litchfield Hills	40,816	45,989	36,708	30,403	107,587	243,021	89,003	29,102	23,829	11,918	40,017	48,443	35,408	741,428	24.56%
Fairfield County	29,211	29,091	28,014	26,085	65,805	142,310	67,502	22,245	19,221	10,704	28,451	26,817	25,751	491,996	14.15%
Average Referrals per Day	7,146	6,900	6,440	5,803	17,409	35,313	16,130	5,575	4,247	2,379	7,462	6,976	6,387		
Website Audience	Feb 22	Mar 22	Apr 22	May 22	June 22	July 22	Aug 22	Sept 22	Oct 22	Nov 22	Dec 22	Jan 23	Feb 23		
Paid Traffic	49%	48%	30%	28%	24%	45%	18%	24%	35%	17%	4%	15%	16%		
Organic Traffic	51%	52%	70%	72%	76%	55%	82%	76%	65%	83%	96%	85%	84%		
In-State Visitors	44%	45%	51%	49%	37%	29%	25%	30%	26%	26%	34%	29%	29%		
Out-of-State Visitors	56%	55%	49%	51%	63%	71%	75%	70%	74%	74%	66%	71%	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