



## CTvisit.com Key Metrics

Data as of 5/1/2023

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

Page Views	Apr 22	May 22	June 22	July 22	Aug 22	Sept 22	Oct 22	Nov 22	Dec 22	Jan 23	Feb 23	Mar 23	Apr 23	12 month	YTD % Chg vs Previous Year
<b>Total Visits</b>	<b>388,820</b>	<b>405,781</b>	<b>700,233</b>	<b>1,296,021</b>	<b>1,013,274</b>	<b>528,638</b>	<b>836,955</b>	<b>340,967</b>	<b>378,771</b>	<b>347,588</b>	<b>290,797</b>	<b>215,038</b>	<b>358,423</b>	<b>6,712,486</b>	<b>-25.28%</b>
<b>Total Views by Page Types</b>	<b>854,803</b>	<b>870,333</b>	<b>1,313,756</b>	<b>2,256,950</b>	<b>1,789,534</b>	<b>1,044,701</b>	<b>1,462,795</b>	<b>665,065</b>	<b>687,967</b>	<b>665,766</b>	<b>590,619</b>	<b>484,354</b>	<b>719,020</b>	<b>12,550,860</b>	<b>-25.54%</b>
Articles	251,078	224,765	550,545	1,141,337	657,888	370,023	723,690	218,804	275,385	242,304	190,622	88,367	196,508	4,880,238	-39.35%
All Listing Pages	220,256	424,217	282,781	402,636	426,529	211,556	240,099	138,262	134,746	146,663	132,860	121,841	176,997	2,839,187	-23.71%
Attraction Listings	168,822	182,254	220,244	313,359	217,081	156,734	177,246	104,525	92,571	95,903	90,775	90,423	137,103	1,878,218	-23.64%
Lodging Listings	23,271	21,488	29,195	43,552	28,798	20,698	21,767	12,455	15,447	25,359	15,634	11,183	15,473	261,049	-32.42%
Restaurant Listing	28,130	38,453	32,774	45,995	39,767	27,231	36,787	21,268	26,704	25,393	26,451	20,235	24,421	365,479	-16.44%
Events	56,838	45,071	50,133	67,206	70,973	64,370	91,974	44,654	59,715	26,936	27,432	33,377	38,954	620,795	-25.99%
Deals	3,533	3,388	2,497	6,403	6,454	2,316	2,120	1,379	823	313	421	538	699	27,351	-84.87%
Homepage	32,029	38,207	44,922	68,152	62,153	45,128	47,731	34,343	29,378	31,526	32,848	30,729	35,441	500,558	-22.71%
This weekend	24,407	26,550	30,528	45,987	41,752	39,780	36,962	25,080	16,448	23,073	19,813	20,652	24,079	350,704	11.03%
Interests, Experiences, Getaways	64,942	67,041	77,017	120,642	110,857	62,855	64,261	41,523	37,502	48,753	41,146	37,703	49,012	758,312	-26.68%
All Other Pages	201,720	41,094	275,333	404,587	412,928	248,673	255,958	161,020	133,970	146,198	145,477	151,147	197,330	2,573,715	-7.11%
<b>Views of Listing/Deal/Events by Region</b>	<b>280,367</b>	<b>290,104</b>	<b>333,941</b>	<b>476,791</b>	<b>352,863</b>	<b>269,800</b>	<b>329,496</b>	<b>183,539</b>	<b>194,757</b>	<b>172,993</b>	<b>160,023</b>	<b>154,818</b>	<b>216,072</b>	<b>3,135,197</b>	<b>-25.21%</b>
Mystic Country	61,944	75,260	83,488	127,025	100,741	75,103	69,581	36,615	34,293	34,179	34,486	34,690	51,793	757,254	-25.02%
Greater Hartford/River Valley	70,088	73,424	79,885	108,601	78,484	64,608	94,303	51,484	66,536	47,855	44,531	42,461	56,307	808,479	-21.48%
Greater New Haven	54,349	48,084	59,283	77,629	61,843	43,903	53,287	35,737	34,518	32,861	27,449	26,784	38,504	539,882	-26.33%
Litchfield Hills	50,692	48,521	62,114	96,747	61,602	47,030	63,763	30,018	32,549	33,076	28,368	25,412	32,822	562,022	-33.07%
Fairfield County	43,294	44,815	49,171	66,789	50,193	39,156	48,562	29,685	26,861	25,022	25,189	25,471	36,646	467,560	-20.64%
<b>Referrals to Partners</b>	<b>Apr 22</b>	<b>May 22</b>	<b>June 22</b>	<b>July 22</b>	<b>Aug 22</b>	<b>Sept 22</b>	<b>Oct 22</b>	<b>Nov 22</b>	<b>Dec 22</b>	<b>Jan 23</b>	<b>Feb 23</b>	<b>Mar 23</b>	<b>Apr 23</b>	<b>12 month</b>	<b>YTD % Chg vs Previous Year</b>
<b>Total Referrals</b>	<b>193,201</b>	<b>179,896</b>	<b>522,265</b>	<b>1,094,691</b>	<b>500,015</b>	<b>167,253</b>	<b>131,650</b>	<b>71,362</b>	<b>231,311</b>	<b>216,266</b>	<b>178,828</b>	<b>118,288</b>	<b>193,015</b>	<b>3,604,840</b>	<b>-4.25%</b>
Mystic Country	44,436	48,212	133,178	293,377	150,004	47,333	26,593	13,987	40,017	41,956	38,090	27,206	47,675	907,628	-6.86%
Greater Hartford/River Valley	47,914	44,614	121,165	238,643	104,503	41,144	40,022	20,481	81,884	59,041	50,429	32,766	51,149	885,841	2.55%
Greater New Haven	36,129	30,582	94,530	177,340	89,003	27,429	21,985	14,272	40,942	40,009	29,150	19,636	33,585	618,463	-5.61%
Litchfield Hills	36,708	30,403	107,587	243,021	89,003	29,102	23,829	11,918	40,017	48,443	35,408	20,819	31,268	710,818	-9.38%
Fairfield County	28,014	26,085	65,805	142,310	67,502	22,245	19,221	10,704	28,451	26,817	25,751	17,861	29,338	482,090	-3.29%
<b>Average Referrals per Day</b>	<b>6,440</b>	<b>5,803</b>	<b>17,409</b>	<b>35,313</b>	<b>16,130</b>	<b>5,575</b>	<b>4,247</b>	<b>2,379</b>	<b>7,462</b>	<b>6,976</b>	<b>6,387</b>	<b>3,816</b>	<b>6,434</b>		
<b>Website Audience</b>	<b>Apr 22</b>	<b>May 22</b>	<b>June 22</b>	<b>July 22</b>	<b>Aug 22</b>	<b>Sept 22</b>	<b>Oct 22</b>	<b>Nov 22</b>	<b>Dec 22</b>	<b>Jan 23</b>	<b>Feb 23</b>	<b>Mar 23</b>	<b>Apr 23</b>		
Paid Traffic	30%	28%	24%	45%	18%	24%	35%	17%	4%	15%	16%	1%	17%		
Organic Traffic	70%	72%	76%	55%	82%	76%	65%	83%	96%	85%	84%	99%	83%		
In-State Visitors	51%	49%	37%	29%	25%	30%	26%	26%	34%	29%	29%	28%	26%		
Out-of-State Visitors	49%	51%	63%	71%	75%	70%	74%	74%	66%	71%	71%	72%	74%		

### 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