



CTvisit.com Key Metrics

Data as of 6/1/2023

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

| Page Views | May 22 | June 22 | July 22 | Aug 22 | Sept 22 | Oct 22 | Nov 22 | Dec 22 | Jan 23 | Feb 23 | Mar 23 | Apr 23 | May 23 | 12 month | YTD % Chg vs Previous Year |
|---|----------------|------------------|------------------|------------------|------------------|------------------|----------------|----------------|----------------|----------------|----------------|----------------|------------------|-------------------|-----------------------------------|
| Total Visits | 405,781 | 700,233 | 1,296,021 | 1,013,274 | 528,638 | 836,955 | 340,967 | 378,771 | 347,588 | 290,797 | 215,038 | 358,423 | 884,178 | 7,190,883 | 3.38% |
| Total Views by Page Types | 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 | 484,354 | 719,020 | 1,441,596 | 13,122,123 | -6.53% |
| Articles | 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 | 628,102 | 5,283,575 | -4.42% |
| All Listing Pages | 424,217 | 282,781 | 402,636 | 426,529 | 211,556 | 240,099 | 138,262 | 134,746 | 146,663 | 132,860 | 121,841 | 176,997 | 236,030 | 2,651,000 | -31.12% |
| Attraction Listings | 182,254 | 220,244 | 313,359 | 217,081 | 156,734 | 177,246 | 104,525 | 92,571 | 95,903 | 90,775 | 90,423 | 137,103 | 174,712 | 1,870,676 | -18.73% |
| Lodging Listings | 21,488 | 29,195 | 43,552 | 28,798 | 20,698 | 21,767 | 12,455 | 15,447 | 25,359 | 15,634 | 11,183 | 15,473 | 23,002 | 262,563 | -25.45% |
| Restaurant Listing | 38,453 | 32,774 | 45,995 | 39,767 | 27,231 | 36,787 | 21,268 | 26,704 | 25,393 | 26,451 | 20,235 | 24,421 | 39,053 | 366,079 | -11.95% |
| Events | 45,071 | 50,133 | 67,206 | 70,973 | 64,370 | 91,974 | 44,654 | 59,715 | 26,936 | 27,432 | 33,377 | 38,954 | 43,712 | 619,436 | -21.20% |
| Deals | 3,388 | 2,497 | 6,403 | 6,454 | 2,316 | 2,120 | 1,379 | 823 | 313 | 421 | 538 | 699 | 1,040 | 25,003 | -81.66% |
| Homepage | 38,207 | 44,922 | 68,152 | 62,153 | 45,128 | 47,731 | 34,343 | 29,378 | 31,526 | 32,848 | 30,729 | 35,441 | 142,017 | 604,368 | 31.60% |
| This weekend | 26,550 | 30,528 | 45,987 | 41,752 | 39,780 | 36,962 | 25,080 | 16,448 | 23,073 | 19,813 | 20,652 | 24,079 | 35,738 | 359,892 | 16.96% |
| Interests, Experiences, Getaways | 67,041 | 77,017 | 120,642 | 110,857 | 62,855 | 64,261 | 41,523 | 37,502 | 48,753 | 41,146 | 37,703 | 49,012 | 69,912 | 761,183 | -19.94% |
| All Other Pages | 41,094 | 275,333 | 404,587 | 412,928 | 248,673 | 255,958 | 161,020 | 133,970 | 146,198 | 145,477 | 151,147 | 197,330 | 285,045 | 2,817,666 | 26.70% |
| Views of Listing/Deal/Events by Region | 290,104 | 333,941 | 476,791 | 352,863 | 269,800 | 329,496 | 183,539 | 194,757 | 172,993 | 160,023 | 154,818 | 216,072 | 291,073 | 3,136,166 | -19.19% |
| Mystic Country | 75,260 | 83,488 | 127,025 | 100,741 | 75,103 | 69,581 | 36,615 | 34,293 | 34,179 | 34,486 | 34,690 | 51,793 | 70,453 | 752,447 | -20.05% |
| Greater Hartford/River Valley | 73,424 | 79,885 | 108,601 | 78,484 | 64,608 | 94,303 | 51,484 | 66,536 | 47,855 | 44,531 | 42,461 | 56,307 | 68,296 | 803,351 | -18.12% |
| Greater New Haven | 48,084 | 59,283 | 77,629 | 61,843 | 43,903 | 53,287 | 35,737 | 34,518 | 32,861 | 27,449 | 26,784 | 38,504 | 57,104 | 548,902 | -16.41% |
| Litchfield Hills | 48,521 | 62,114 | 96,747 | 61,602 | 47,030 | 63,763 | 30,018 | 32,549 | 33,076 | 28,368 | 25,412 | 32,822 | 46,030 | 559,531 | -27.11% |
| Fairfield County | 44,815 | 49,171 | 66,789 | 50,193 | 39,156 | 48,562 | 29,685 | 26,861 | 25,022 | 25,189 | 25,471 | 36,646 | 49,190 | 471,935 | -18.32% |
| Referrals to Partners | May 22 | June 22 | July 22 | Aug 22 | Sept 22 | Oct 22 | Nov 22 | Dec 22 | Jan 23 | Feb 23 | Mar 23 | Apr 23 | May 23 | 12 month | YTD % Chg vs Previous Year |
| Total Referrals | 179,896 | 522,265 | 1,094,691 | 500,015 | 167,253 | 131,650 | 71,362 | 231,311 | 216,266 | 178,828 | 118,288 | 193,015 | 147,178 | 3,572,122 | -6.98% |
| Mystic Country | 48,212 | 133,178 | 293,377 | 150,004 | 47,333 | 26,593 | 13,987 | 40,017 | 41,956 | 38,090 | 27,206 | 47,675 | 34,072 | 893,488 | -11.91% |
| Greater Hartford/River Valley | 44,614 | 121,165 | 238,643 | 104,503 | 41,144 | 40,022 | 20,481 | 81,884 | 59,041 | 50,429 | 32,766 | 51,149 | 35,470 | 876,697 | -1.86% |
| Greater New Haven | 30,582 | 94,530 | 177,340 | 89,003 | 27,429 | 21,985 | 14,272 | 40,942 | 40,009 | 29,150 | 19,636 | 33,585 | 23,695 | 611,576 | -8.84% |
| Litchfield Hills | 30,403 | 107,587 | 243,021 | 89,003 | 29,102 | 23,829 | 11,918 | 40,017 | 48,443 | 35,408 | 20,819 | 31,268 | 30,098 | 710,513 | -7.97% |
| Fairfield County | 26,085 | 65,805 | 142,310 | 67,502 | 22,245 | 19,221 | 10,704 | 28,451 | 26,817 | 25,751 | 17,861 | 29,338 | 23,843 | 479,848 | -4.36% |
| Average Referrals per Day | 5,803 | 17,409 | 35,313 | 16,130 | 5,575 | 4,247 | 2,379 | 7,462 | 6,976 | 6,387 | 3,816 | 6,434 | 4,748 | | |
| Website Audience | May 22 | June 22 | July 22 | Aug 22 | Sept 22 | Oct 22 | Nov 22 | Dec 22 | Jan 23 | Feb 23 | Mar 23 | Apr 23 | May 23 | | |
| Paid Traffic | 28% | 24% | 45% | 18% | 24% | 35% | 17% | 4% | 15% | 16% | 1% | 17% | 41% | | |
| Organic Traffic | 72% | 76% | 55% | 82% | 76% | 65% | 83% | 96% | 85% | 84% | 99% | 83% | 59% | | |
| In-State Visitors | 49% | 37% | 29% | 25% | 30% | 26% | 26% | 34% | 29% | 29% | 28% | 26% | 20% | | |
| Out-of-State Visitors | 51% | 63% | 71% | 75% | 70% | 74% | 74% | 66% | 71% | 71% | 72% | 74% | 80% | | |

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