



## CTvisit.com Key Metrics

Data as of 7/1/2023

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

| Page Views                                    | June 22          | July 22          | Aug 22           | Sept 22          | Oct 22           | Nov 22         | Dec 22         | Jan 23         | Feb 23         | Mar 23         | Apr 23         | May 23           | Jun 23           | 12 month          | YTD % Chg vs Previous Year        |
|---|------------------|------------------|------------------|------------------|------------------|----------------|----------------|----------------|----------------|----------------|----------------|------------------|------------------|-------------------|-----------------------------------|
| <b>Total Visits</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>884,178</b>   | <b>1,573,860</b> | <b>8,064,510</b>  | <b>34.54%</b>                     |
| <b>Total Views by Page Types</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>1,441,596</b> | <b>2,390,741</b> | <b>14,199,108</b> | <b>14.66%</b>                     |
| Articles                                      | 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          | 1,342,977        | 6,076,007         | 37.28%                            |
| All Listing Pages                             | 282,781          | 402,636          | 426,529          | 211,556          | 240,099          | 138,262        | 134,746        | 146,663        | 132,860        | 121,841        | 176,997        | 236,030          | 293,135          | 2,661,354         | -24.41%                           |
| Attraction Listings                           | 220,244          | 313,359          | 217,081          | 156,734          | 177,246          | 104,525        | 92,571         | 95,903         | 90,775         | 90,423         | 137,103        | 174,712          | 231,223          | 1,881,655         | -13.20%                           |
| Lodging Listings                              | 29,195           | 43,552           | 28,798           | 20,698           | 21,767           | 12,455         | 15,447         | 25,359         | 15,634         | 11,183         | 15,473         | 23,002           | 25,446           | 258,814           | -23.01%                           |
| Restaurant Listing                            | 32,774           | 45,995           | 39,767           | 27,231           | 36,787           | 21,268         | 26,704         | 25,393         | 26,451         | 20,235         | 24,421         | 39,053           | 37,286           | 370,591           | -7.43%                            |
| Events  | 50,133           | 67,206           | 70,973           | 64,370           | 91,974           | 44,654         | 59,715         | 26,936         | 27,432         | 33,377         | 38,954         | 43,712           | 64,089           | 633,392           | -11.97%                           |
| Deals   | 2,497            | 6,403            | 6,454            | 2,316            | 2,120            | 1,379          | 823            | 313            | 421            | 538            | 699            | 1,040            | 1,086            | 23,592            | -78.34%                           |
| Homepage                                      | 44,922           | 68,152           | 62,153           | 45,128           | 47,731           | 34,343         | 29,378         | 31,526         | 32,848         | 30,729         | 35,441         | 142,017          | 190,864          | 750,310           | 83.87%                            |
| This weekend                                  | 30,528           | 45,987           | 41,752           | 39,780           | 36,962           | 25,080         | 16,448         | 23,073         | 19,813         | 20,652         | 24,079         | 35,738           | 40,226           | 369,590           | 20.29%                            |
| Interests, Experiences, Getaways              | 77,017           | 120,642          | 110,857          | 62,855           | 64,261           | 41,523         | 37,502         | 48,753         | 41,146         | 37,703         | 49,012         | 69,912           | 95,488           | 779,654           | -11.15%                           |
| All Other Pages                               | 275,333          | 404,587          | 412,928          | 248,673          | 255,958          | 161,020        | 133,970        | 146,198        | 145,477        | 151,147        | 197,330        | 285,045          | 362,876          | 2,905,209         | 28.10%                            |
| <b>Views of Listing/Deal/Events by Region</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>291,073</b>   | <b>359,572</b>   | <b>3,161,797</b>  | <b>-13.46%</b>                    |
| Mystic Country                                | 83,488           | 127,025          | 100,741          | 75,103           | 69,581           | 36,615         | 34,293         | 34,179         | 34,486         | 34,690         | 51,793         | 70,453           | 91,232           | 760,191           | -13.35%                           |
| Greater Hartford/River Valley                 | 79,885           | 108,601          | 78,484           | 64,608           | 94,303           | 51,484         | 66,536         | 47,855         | 44,531         | 42,461         | 56,307         | 68,296           | 81,806           | 805,272           | -13.99%                           |
| Greater New Haven                             | 59,283           | 77,629           | 61,843           | 43,903           | 53,287           | 35,737         | 34,518         | 32,861         | 27,449         | 26,784         | 38,504         | 57,104           | 58,503           | 548,122           | -13.18%                           |
| Litchfield Hills                              | 62,114           | 96,747           | 61,602           | 47,030           | 63,763           | 30,018         | 32,549         | 33,076         | 28,368         | 25,412         | 32,822         | 46,030           | 69,316           | 566,733           | -18.80%                           |
| Fairfield County                              | 49,171           | 66,789           | 50,193           | 39,156           | 48,562           | 29,685         | 26,861         | 25,022         | 25,189         | 25,471         | 36,646         | 49,190           | 58,715           | 481,479           | -6.49%                            |
| <b>Referrals to Partners</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>May 23</b>    | <b>Jun 23</b>    | <b>12 month</b>   | <b>YTD % Chg vs Previous Year</b> |
| <b>Total Referrals</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>147,178</b>   | <b>923,498</b>   | <b>3,973,355</b>  | <b>23.42%</b>                     |
| Mystic Country                                | 133,178          | 293,377          | 150,004          | 47,333           | 26,593           | 13,987         | 40,017         | 41,956         | 38,090         | 27,206         | 47,675         | 34,072           | 222,563          | 982,873           | 28.36%                            |
| Greater Hartford/River Valley                 | 121,165          | 238,643          | 104,503          | 41,144           | 40,022           | 20,481         | 81,884         | 59,041         | 50,429         | 32,766         | 51,149         | 35,470           | 194,858          | 950,390           | 19.57%                            |
| Greater New Haven                             | 94,530           | 177,340          | 89,003           | 27,429           | 21,985           | 14,272         | 40,942         | 40,009         | 29,150         | 19,636         | 33,585         | 23,695           | 144,066          | 661,112           | 13.89%                            |
| Litchfield Hills                              | 107,587          | 243,021          | 89,003           | 29,102           | 23,829           | 11,918         | 40,017         | 48,443         | 35,408         | 20,819         | 31,268         | 30,098           | 226,257          | 829,183           | 36.21%                            |
| Fairfield County                              | 65,805           | 142,310          | 67,502           | 22,245           | 19,221           | 10,704         | 28,451         | 26,817         | 25,751         | 17,861         | 29,338         | 23,843           | 135,754          | 549,797           | 32.98%                            |
| <b>Average Referrals per Day</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>4,748</b>     | <b>30,783</b>    |                   |                                   |
| <b>Website Audience</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>May 23</b>    | <b>Jun 23</b>    |                   |                                   |
| Paid Traffic                                  | 24%              | 45%              | 18%              | 24%              | 35%              | 17%            | 4%             | 15%            | 16%            | 1%             | 17%            | 41%              | 49%              |                   |                                   |
| Organic Traffic                               | 76%              | 55%              | 82%              | 76%              | 65%              | 83%            | 96%            | 85%            | 84%            | 99%            | 83%            | 59%              | 51%              |                   |                                   |
| In-State Visitors                             | 37%              | 29%              | 25%              | 30%              | 26%              | 26%            | 34%            | 29%            | 29%            | 28%            | 26%            | 20%              | 20%              |                   |                                   |
| Out-of-State Visitors                         | 63%              | 71%              | 75%              | 70%              | 74%              | 74%            | 66%            | 71%            | 71%            | 72%            | 74%            | 80%              | 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