

(Updated Jan. 2025) Note: Analytics information is not available at the individual partner level

Page Views	Dec 23	Jan 24	Feb 24	Mar 24	Apr 24	May 24	Jun 24	Jul 24	Aug 24	Sep 24	Oct 24	Nov 24	Dec 24	12 month	YTD % Chg vs Previous Year
Total Visits	366,942	317,495	286,543	277,174	436,522	582,228	784,920	1,004,782	801,443	738,941	706,625	470,690	305,800	6,713,163	-28.93%
Total Views by Page Types	723,690	566,973	519,183	513,490	795,193	1,023,812	1,335,986	1,528,602	1,273,664	1,182,666	1,202,327	833,693	520,876	11,296,465	-27.85%
Articles	285,065	253,648	193,183	160,160	306,860	388,157	533,421	724,453	564,541	512,726	542,924	361,151	204,842	4,746,066	N/A
All Listing Pages	137,367	145,275	126,564	133,300	185,201	230,508	298,567	331,345	267,658	231,859	233,549	170,005	115,680	2,469,511	N/A
Events	165,548	46,181	69,141	65,009	78,490	87,154	124,128	122,160	130,733	154,428	130,945	89,777	45,566	1,143,712	N/A
Homepage	32,321	18,546	19,282	17,466	19,766	72,939	75,171	57,400	30,557	31,738	42,708	27,769	13,713	427,055	N/A
This weekend	22,152	21,354	25,758	36,157	40,401	47,629	55,464	56,235	60,906	62,095	57,946	47,203	31,122	542,270	N/A
Pre-Planned Itineraries	17,674	16,257	12,213	11,466	12,194	12,739	14,363	18,720	28,793	38,782	34,111	18,377	23,117	241,132	N/A
All Other Pages	63,563	65,712	73,042	89,932	152,281	184,686	234,872	218,289	190,476	151,038	160,144	119,411	86,836	1,726,719	N/A
Views of Listings/Events by Region	186,158	13,684	122,586	163,707	227,939	275,736	378,203	408,659	351,704	337,780	314,005	225,803	155,715	2,975,521	N/A
Mystic Country	17,115	1,028	13,139	15,791	23,809	27,749	44,943	45,517	33,747	32,956	31,300	24,489	11,487	305,955	N/A
Greater New London/Norwich	13,623	1,291	10,494	12,945	16,397	26,668	40,917	54,972	37,519	24,674	22,479	14,937	8,794	272,087	N/A
Scenic Northeast	9,560	605	11,237	9,253	12,637	15,122	19,459	21,697	21,425	19,526	18,325	12,365	9,185	170,836	N/A
Greater Hartford/River Valley	58,061	3,915	33,410	45,362	66,738	72,488	97,992	94,679	85,123	84,215	92,382	58,663	47,792	782,759	N/A
Greater New Haven	29,633	2,101	17,443	26,966	35,296	38,130	54,410	60,915	53,173	51,938	44,015	38,752	26,627	449,766	N/A
Litchfield Hills	25,091	2,185	15,399	24,069	27,299	40,381	52,915	56,184	54,967	47,388	52,933	27,295	23,836	424,851	N/A
Fairfield County	30,097	2,389	19,926	26,984	42,745	48,138	61,908	67,692	59,411	72,899	47,441	46,871	25,210	521,614	N/A
Naugatuck Valley	2,978	170	1,538	2,337	3,018	7,060	5,659	7,003	6,339	4,184	5,130	2,431	2,784	47,653	N/A
Referrals to Partners	Dec 23	Jan 24	Feb 24	Mar 24	Apr 24	May 24	Jun 24	Jul 24	Aug 24	Sep 24	Oct 24	Nov 24	Dec 24	12 month	YTD % Chg vs Previous Year
Total Referrals	117,288	65,914	49,178	63,332	89,619	113,582	153,015	170,140	146,352	139,464	131,329	94,939	67,700	1,284,564	
Mystic Country	5,204	342	3,566	4,833	7,405	7,893	12,084	13,464	9,643	8,565	7,941	5,641	3,595	84,972	N/A
Greater New London/Norwich	4,300	386	3,486	4,011	5,221	8,072	12,830	16,686	11,942	7,935	6,964	4,540	2,339	84,412	N/A
Scenic Northeast	2,296	151	3,573	2,726	3,711	4,488	5,823	6,683	7,163	6,013	5,795	3,624	2,894	52,644	N/A
Greater Hartford/River Valley	17,877	1,232	11,458	14,025	20,139	22,141	32,547	27,885	26,280	27,500	29,061	18,097	14,606	244,971	N/A
Greater New Haven	8,550	639	5,290	7,841	11,314	12,296	17,586	21,134	18,011	17,391	13,725	12,847	7,762	145,836	N/A
Litchfield Hills	8,017	815	5,433	8,699	9,086	13,167	16,531	18,073	20,157	17,964	19,656	9,475	8,866	147,922	N/A
Fairfield County	9,059	648	5,731	7,760	10,543	13,381	17,336	18,787	17,676	21,449	12,934	14,104	6,578	146,927	N/A
Naugatuck Valley	908	39	446	688	883	2,623	1,370	1,667	1,831	859	1,999	616	842	13,863	N/A
Average Referrals per Day	3,783	2,126	1,696	2,043	2,987	3,664	5,101	5,488	4,721	4,644	4,236	3,164	2,184		
Website Audience	Dec 23	Jan 24	Feb 24	Mar 24	Apr 24	May 24	Jun 24	Jul 24	Aug 24	Sep 24	Oct 24	Nov 24	Dec 24		
Paid Traffic	17%	21%	16%	8%	30%	34%	39%	39%	44%	40%	42%	38%	25%		
Organic Traffic	83%	79%	84%	92%	70%	66%	61%	61%	56%	60%	58%	62%	75%		
In-State Visitors	32%	31%	32%	33%	32%	31%	32%	32%	27%	27%	34%	42%	44%		
Out-of-State Visitors	68%	69%	68%	67%	68%	69%	68%	68%	73%	73%	66%	58%	55%		

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: outbound links to an attraction, hotel or restaurant sites 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.

Pre-Planned Itineraries CTvisit pages under the PLAN section that highlight getaway itineraries

Note: Jan. 2024 switch to updated CTvisit.com caused a one month disruption in full regional tracking