

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

Page Views	Feb 24	Mar 24	Apr 24	May 24	Jun 24	Jul 24	Aug 24	Sep 24	Oct 24	Nov 24	Dec 24	Jan 25	Feb 25	12 month	YTD % Chg vs Previous Year
Total Visits	286,543	277,174	436,522	582,228	784,920	1,004,782	801,443	738,941	706,625	470,690	305,800	246,964	223,108	6,579,197	-22.18%
Total Views by Page Types	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	471,234	414,529	11,096,072	-18.45%
Articles	193,183	160,160	306,860	388,157	533,421	724,453	564,541	512,726	542,924	361,151	204,842	145,060	125,592	4,569,887	-39.43%
All Listing Pages	126,564	133,300	185,201	230,508	298,567	331,345	267,658	231,859	233,549	170,005	115,680	115,943	102,961	2,416,576	-19.47%
Events	69,141	65,009	78,490	87,154	124,128	122,160	130,733	154,428	130,945	89,777	65,100	54,293	53,438	1,155,655	-6.58%
Homepage	19,282	17,466	19,766	72,939	75,171	57,400	30,557	31,738	42,708	27,769	13,713	13,942	12,846	416,015	-29.18%
This weekend	25,758	36,157	40,401	47,629	55,464	56,235	60,906	62,095	57,946	47,203	31,122	31,757	27,876	554,791	26.58%
Pre-Planned Itineraries	12,213	11,466	12,194	12,739	14,363	18,720	28,793	38,782	34,111	18,377	23,117	22,653	11,978	247,293	21.64%
All Other Pages	73,042	89,932	152,281	184,686	234,872	218,289	190,476	151,038	160,144	119,411	67,302	87,586	79,838	1,735,855	20.66%
Views of Listings/Events by Region	122,586	163,707	227,939	275,736	378,203	408,659	351,704	337,780	314,005	225,803	155,715	145,436	134,321	3,119,008	N/A
Mystic Country	13,139	15,791	23,809	27,749	44,943	45,517	33,747	32,956	31,300	24,489	11,487	9,230	10,220	311,238	N/A
Greater New London/Norwich	10,494	12,945	16,397	26,668	40,917	54,972	37,519	24,674	22,479	14,937	8,794	11,122	9,020	280,444	N/A
Scenic Northeast	11,237	9,253	12,637	15,122	19,459	21,697	21,425	19,526	18,325	12,365	9,185	9,944	11,049	179,987	N/A
Greater Hartford/River Valley	33,410	45,362	66,738	72,488	97,992	94,679	85,123	84,215	92,382	58,663	47,792	36,799	36,722	818,955	N/A
Greater New Haven	17,443	26,966	35,296	38,130	54,410	60,915	53,173	51,938	44,015	38,752	26,627	28,731	23,796	482,749	N/A
Litchfield Hills	15,399	24,069	27,299	40,381	52,915	56,184	54,967	47,388	52,933	27,295	23,836	20,488	17,345	445,100	N/A
Fairfield County	19,926	26,984	42,745	48,138	61,908	67,692	59,411	72,899	47,441	46,871	25,210	26,307	24,119	549,725	N/A
Naugatuck Valley	1,538	2,337	3,018	7,060	5,659	7,003	6,339	4,184	5,130	2,431	2,784	2,815	2,050	50,810	N/A
Referrals to Partners	Feb 24	Mar 24	Apr 24	May 24	Jun 24	Jul 24	Aug 24	Sep 24	Oct 24	Nov 24	Dec 24	Jan 25	Feb 25	12 month	YTD % Chg vs Previous Year
Total Referrals	49,178	63,332	89,619	113,582	153,015	170,140	146,352	139,464	131,329	94,939	67,700	56,650	49,711	1,275,833	-7.59%
Mystic Country	3,566	4,833	7,405	7,893	12,084	13,464	9,643	8,565	7,941	5,641	3,595	4,104	2,724	87,892	N/A
Greater New London/Norwich	3,486	4,011	5,221	8,072	12,830	16,686	11,942	7,935	6,964	4,540	2,339	3,335	2,539	86,414	N/A
Scenic Northeast	3,573	2,726	3,711	4,488	5,823	6,683	7,163	6,013	5,795	3,624	2,894	2,933	4,059	55,912	N/A
Greater Hartford/River Valley	11,458	14,025	20,139	22,141	32,547	27,885	26,280	27,500	29,061	18,097	14,606	10,572	10,763	253,616	N/A
Greater New Haven	5,290	7,841	11,314	12,296	17,586	21,134	18,011	17,391	13,725	12,847	7,762	8,877	6,335	155,119	N/A
Litchfield Hills	5,433	8,699	9,086	13,167	16,531	18,073	20,157	17,964	19,656	9,475	8,866	7,750	6,026	155,450	N/A
Fairfield County	5,731	7,760	10,543	13,381	17,336	18,787	17,676	21,449	12,934	14,104	6,578	7,041	6,395	153,984	N/A
Naugatuck Valley	446	688	883	2,623	1,370	1,667	1,831	859	1,999	616	842	705	507	14,590	N/A
Average Referrals per Day	1,696	2,043	2,987	3,664	5,101	5,488	4,721	4,644	4,236	3,164	2,184	1,827	1,775		
Website Audience	Feb 24	Mar 24	Apr 24	May 24	Jun 24	Jul 24	Aug 24	Sep 24	Oct 24	Nov 24	Dec 24	Jan 25	Feb 25		
Paid Traffic	16%	8%	30%	34%	39%	39%	44%	40%	42%	38%	25%	28%	27%		
Organic Traffic	84%	92%	70%	66%	61%	61%	56%	60%	58%	62%	75%	72%	73%		
In-State Visitors	32%	33%	32%	31%	32%	32%	27%	27%	34%	42%	44%	44%	44%		
Out-of-State Visitors	68%	67%	68%	69%	68%	68%	73%	73%	66%	58%	56%	56%	56%		

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