

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

Page Views	May 24	Jun 24	Jul 24	Aug 24	Sep 24	Oct 24	Nov 24	Dec 24	Jan 25	Feb 25	Mar 25	Apr 25	May 25	12 month	YTD % Chg vs Previous Year
Total Visits	582,228	784,920	1,004,782	801,443	738,941	706,625	470,690	305,800	246,964	223,108	226,710	569,273	854,937	6,934,193	11.63%
Total Views by Page Types	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	457,397	912,789	1,375,387	11,509,150	5.69%
Articles	388,157	533,421	724,453	564,541	512,726	542,924	361,151	204,842	145,060	125,592	96,476	437,307	633,405	4,881,898	10.43%
All Listing Pages	230,508	298,567	331,345	267,658	231,859	233,549	170,005	115,680	115,943	102,961	113,456	179,333	257,549	2,417,905	-6.29%
Events	87,154	124,128	122,160	130,733	154,428	130,945	89,777	65,100	54,293	53,438	65,342	63,611	110,386	1,164,341	0.32%
Homepage	72,939	75,171	57,400	30,557	31,738	42,708	27,769	13,713	13,942	12,846	15,476	25,642	37,553	384,515	-28.74%
This weekend	47,629	55,464	56,235	60,906	62,095	57,946	47,203	31,122	31,757	27,876	38,020	34,759	54,365	557,748	9.04%
Pre-Planned Itineraries	12,739	14,363	18,720	28,793	38,782	34,111	18,377	23,117	22,653	11,978	3,013	7,190	71,933	293,030	80.00%
All Other Pages	184,686	234,872	218,289	190,476	151,038	160,144	119,411	67,302	87,586	79,838	125,614	164,947	210,196	1,809,713	14.94%
Views of Listings/Events by Region	275,736	378,203	408,659	351,704	337,780	314,005	225,803	155,715	145,436	134,321	148,936	215,145	327,223	3,142,930	N/A
Mystic Country	27,749	44,943	45,517	33,747	32,956	31,300	24,489	11,487	9,230	10,220	11,321	27,338	43,434	325,982	N/A
Greater New London/Norwich	26,668	40,917	54,972	37,519	24,674	22,479	14,937	8,794	11,122	9,020	11,088	16,831	25,527	277,880	N/A
Scenic Northeast	15,122	19,459	21,697	21,425	19,526	18,325	12,365	9,185	9,944	11,049	9,441	11,161	18,483	182,060	N/A
Greater Hartford/River Valley	72,488	97,992	94,679	85,123	84,215	92,382	58,663	47,792	36,799	36,722	38,697	60,667	86,818	820,549	N/A
Greater New Haven	38,130	54,410	60,915	53,173	51,938	44,015	38,752	26,627	28,731	23,796	23,912	30,686	43,516	480,471	N/A
Litchfield Hills	40,381	52,915	56,184	54,967	47,388	52,933	27,295	23,836	20,488	17,345	21,247	29,715	45,877	450,190	N/A
Fairfield County	48,138	61,908	67,692	59,411	72,899	47,441	46,871	25,210	26,307	24,119	30,494	36,134	57,645	556,131	N/A
Naugatuck Valley	7,060	5,659	7,003	6,339	4,184	5,130	2,431	2,784	2,815	2,050	2,736	2,613	5,923	49,667	N/A
Referrals to Partners	May 24	Jun 24	Jul 24	Aug 24	Sep 24	Oct 24	Nov 24	Dec 24	Jan 25	Feb 25	Mar 25	Apr 25	May 25	12 month	YTD % Chg vs Previous Year
Total Referrals	113,582	153,015	170,140	146,352	139,464	131,329	94,939	67,700	56,650	49,711	53,910	78,831	114,828	1,256,869	-7.26%
Mystic Country	7,893	12,084	13,464	9,643	8,565	7,941	5,641	3,595	4,104	2,724	3,355	7,509	11,743	90,368	N/A
Greater New London/Norwich	8,072	12,830	16,686	11,942	7,935	6,964	4,540	2,339	3,335	2,539	3,440	4,955	7,165	84,670	N/A
Scenic Northeast	4,488	5,823	6,683	7,163	6,013	5,795	3,624	2,894	2,933	4,059	2,690	3,212	4,659	55,548	N/A
Greater Hartford/River Valley	22,141	32,547	27,885	26,280	27,500	29,061	18,097	14,606	10,572	10,763	11,255	15,022	20,987	244,575	N/A
Greater New Haven	12,296	17,586	21,134	18,011	17,391	13,725	12,847	7,762	8,877	6,335	7,052	8,887	11,340	150,947	N/A
Litchfield Hills	13,167	16,531	18,073	20,157	17,964	19,656	9,475	8,866	7,750	6,026	6,850	8,177	11,306	150,831	N/A
Fairfield County	13,381	17,336	18,787	17,676	21,449	12,934	14,104	6,578	7,041	6,395	7,970	8,811	12,822	151,903	N/A
Naugatuck Valley	2,623	1,370	1,667	1,831	859	1,999	616	842	705	507	737	680	1,611	13,424	N/A
Average Referrals per Day	3,664	5,101	5,488	4,721	4,644	4,236	3,164	2,184	1,827	1,775	1,739	2,628	3,704		
Website Audience	May 24	Jun 24	Jul 24	Aug 24	Sep 24	Oct 24	Nov 24	Dec 24	Jan 25	Feb 25	Mar 25	Apr 25	May 25		
Paid Traffic	34%	39%	39%	44%	40%	42%	38%	25%	28%	27%	13%	60%	66%		
Organic Traffic	66%	61%	61%	56%	60%	58%	62%	75%	72%	73%	87%	40%	34%		
In-State Visitors	31%	32%	32%	27%	27%	34%	42%	44%	44%	44%	42%	24%	23%		
Out-of-State Visitors	69%	68%	68%	73%	73%	66%	58%	56%	56%	56%	58%	76%	77%		

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