

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

Page Views	Aug 24	Sep 24	Oct 24	Nov 24	Dec 24	Jan 25	Feb 25	Mar 25	Apr 25	May 25	Jun 25	Jul 25	Aug 25	12 month	YTD % Chg vs Previous Year
Total Visits	801,443	738,941	706,625	470,690	305,800	246,964	223,108	226,710	569,273	854,937	1,177,136	1,287,509	1,062,224	7,869,917	25.76%
Total Views by Page Types	1,273,664	1,182,666	1,202,327	833,693	520,876	471,239	414,529	457,397	912,789	1,357,387	1,819,582	1,960,477	1,670,139	12,803,101	19.94%
Articles	564,541	512,726	542,924	361,151	204,842	145,060	125,592	96,476	437,307	633,405	949,339	967,361	759,602	5,735,785	31.68%
All Listing Pages	267,658	231,859	233,549	170,005	115,680	115,943	102,961	113,456	179,333	257,549	289,813	355,826	292,570	2,458,544	-0.64%
Events	130,733	154,428	130,945	89,777	65,100	54,293	53,438	65,342	63,611	110,386	117,972	151,706	184,297	1,241,295	10.80%
Homepage	30,557	31,738	42,708	27,769	13,713	13,942	12,846	15,476	25,642	37,553	51,168	44,064	44,094	360,713	-21.32%
This weekend	60,906	62,095	57,946	47,203	31,122	31,757	27,876	38,020	34,759	54,365	52,850	67,136	89,630	594,759	15.26%
Pre-Planned Itineraries	28,793	38,782	34,111	18,377	23,117	22,653	11,978	3,013	7,190	71,933	119,429	88,483	74,461	513,527	214.92%
All Other Pages	190,476	151,038	160,144	119,411	67,302	87,591	79,838	125,614	164,947	192,196	239,011	285,901	225,485	1,898,478	15.82%
Views of Listings/Events by Region	351,704	337,780	314,005	225,803	155,715	145,436	134,321	148,936	215,145	327,223	340,631	446,948	415,434	3,207,377	N/A
Mystic Country	33,747	32,956	31,300	24,489	11,487	9,230	10,220	11,321	27,338	43,434	44,579	55,305	48,509	350,168	N/A
Greater New London/Norwich	37,519	24,674	22,479	14,937	8,794	11,122	9,020	11,088	16,831	25,527	33,738	49,808	41,150	269,168	N/A
Scenic Northeast	21,425	19,526	18,325	12,365	9,185	9,944	11,049	9,441	11,161	18,483	23,012	22,569	25,075	190,135	N/A
Greater Hartford/River Valley	85,123	84,215	92,382	58,663	47,792	36,799	36,722	38,697	60,667	86,818	71,670	110,040	103,329	827,794	N/A
Greater New Haven	53,173	51,938	44,015	38,752	26,627	28,731	23,796	23,912	30,686	43,516	53,591	62,253	66,745	494,562	N/A
Litchfield Hills	54,967	47,388	52,933	27,295	23,836	20,488	17,345	21,247	29,715	45,877	48,539	60,187	55,363	450,213	N/A
Fairfield County	59,411	72,899	47,441	46,871	25,210	26,307	24,119	30,494	36,134	57,645	60,813	80,196	68,278	576,407	N/A
Naugatuck Valley	6,339	4,184	5,130	2,431	2,784	2,815	2,050	2,736	2,613	5,923	4,689	6,590	6,985	48,930	N/A
Referrals to Partners	Aug 24	Sep 24	Oct 24	Nov 24	Dec 24	Jan 25	Feb 25	Mar 25	Apr 25	May 25	Jun 25	Jul 25	Aug 25	12 month	YTD % Chg vs Previous Year
Total Referrals	146,352	139,464	131,329	94,939	67,700	56,650	49,711	53,910	78,831	114,828	148,170	181,247	162,712	1,279,491	-0.60%
Mystic Country	9,643	8,565	7,941	5,641	3,595	4,104	2,724	3,355	7,509	11,743	11,940	15,445	13,727	96,289	N/A
Greater New London/Norwich	11,942	7,935	6,964	4,540	2,339	3,335	2,539	3,440	4,955	7,165	10,504	15,725	12,970	82,411	N/A
Scenic Northeast	7,163	6,013	5,795	3,624	2,894	2,933	4,059	2,690	3,212	4,659	6,568	6,393	7,723	56,563	N/A
Greater Hartford/River Valley	26,280	27,500	29,061	18,097	14,606	10,572	10,763	11,255	15,022	20,987	26,401	29,568	28,136	241,968	N/A
Greater New Haven	18,011	17,391	13,725	12,847	7,762	8,877	6,335	7,052	8,887	11,340	16,457	19,033	18,340	148,046	N/A
Litchfield Hills	20,157	17,964	19,656	9,475	8,866	7,750	6,026	6,850	8,177	11,306	12,501	17,242	15,011	140,824	N/A
Fairfield County	17,676	21,449	12,934	14,104	6,578	7,041	6,395	7,970	8,811	12,822	16,704	23,207	17,511	155,526	N/A
Naugatuck Valley	1,831	859	1,999	616	842	705	507	737	680	1,611	1,266	1,807	2,172	13,801	N/A
Average Referrals per Day	4,721	4,644	4,236	3,164	2,184	1,827	1,775	1,739	2,628	3,704	4,939	5,847	5,249		
Website Audience	Aug 24	Sep 24	Oct 24	Nov 24	Dec 24	Jan 25	Feb 25	Mar 25	Apr 25	May 25	Jun 25	Jul 25	Aug 25		
Paid Traffic	44%	40%	42%	38%	25%	28%	27%	13%	60%	66%	69%	61%	64%		
Organic Traffic	56%	60%	58%	62%	75%	72%	73%	87%	40%	34%	31%	39%	36%		
In-State Visitors	27%	27%	34%	42%	44%	44%	44%	42%	24%	23%	21%	23%	23%		
Out-of-State Visitors	73%	73%	66%	58%	56%	56%	56%	58%	76%	77%	79%	77%	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