

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

Page Views	Nov 24	Dec 24	Jan 25	Feb 25	Mar 25	Apr 25	May 25	Jun 25	Jul 25	Aug 25	Sep 25	Oct 25	Nov 25	12 month	YTD % Chg vs Previous Year
Total Visits	470,690	305,800	246,964	223,108	226,710	569,273	854,937	1,177,136	1,287,509	1,062,224	707,706	811,278	656,229	8,128,874	22.10%
Total Views by Page Types	833,693	520,876	471,239	414,529	457,397	912,789	1,357,387	1,819,582	1,960,477	1,670,139	1,139,299	1,295,505	996,541	13,015,760	15.96%
Articles	361,151	204,842	145,060	125,592	96,476	437,307	633,405	949,339	967,361	759,602	472,090	601,059	468,158	5,860,291	24.54%
All Listing Pages	170,005	115,680	115,943	102,961	113,456	179,333	257,549	289,813	355,826	292,570	193,946	211,126	176,067	2,404,270	-2.77%
Events	89,777	65,100	54,293	53,438	65,342	63,611	110,386	117,972	151,706	184,297	201,407	104,473	127,150	1,299,175	12.38%
Homepage	27,769	13,713	13,942	12,846	15,476	25,642	37,553	51,168	44,064	44,094	28,928	31,913	26,149	345,488	-19.73%
This weekend	47,203	31,122	31,757	27,876	38,020	34,759	54,365	52,850	67,136	89,630	88,384	85,512	53,126	654,537	21.96%
Pre-Planned Itineraries	18,377	23,117	22,653	11,978	3,013	7,190	71,933	119,429	88,483	74,461	8,972	7,166	5,786	444,181	93.14%
All Other Pages	119,411	67,302	87,591	79,838	125,614	164,947	192,196	239,011	285,901	225,485	145,572	254,256	140,105	2,007,818	18.34%
Views of Listings/Events by Region	225,803	155,715	145,436	134,321	148,936	215,145	327,223	340,631	446,948	415,434	330,482	352,616	253,426	3,266,313	N/A
Mystic Country	24,489	11,487	9,230	10,220	11,321	27,338	43,434	44,579	55,305	48,509	38,646	38,768	32,594	371,431	N/A
Greater New London/Norwich	14,937	8,794	11,122	9,020	11,088	16,831	25,527	33,738	49,808	41,150	23,961	20,040	18,461	269,540	N/A
Scenic Northeast	12,365	9,185	9,944	11,049	9,441	11,161	18,483	23,012	22,569	25,075	19,256	22,714	12,520	194,409	N/A
Greater Hartford/River Valley	58,663	47,792	36,799	36,722	38,697	60,667	86,818	71,670	110,040	103,329	87,798	107,465	62,652	850,449	N/A
Greater New Haven	38,752	26,627	28,731	23,796	23,912	30,686	43,516	53,591	62,253	66,745	60,620	52,323	48,983	521,783	N/A
Litchfield Hills	27,295	23,836	20,488	17,345	21,247	29,715	45,877	48,539	60,187	55,363	46,626	58,962	27,953	456,138	N/A
Fairfield County	46,871	25,210	26,307	24,119	30,494	36,134	57,645	60,813	80,196	68,278	48,481	47,133	47,731	552,541	N/A
Naugatuck Valley	2,431	2,784	2,815	2,050	2,736	2,613	5,923	4,689	6,590	6,985	5,094	5,211	2,532	50,022	N/A
Referrals to Partners	Nov 24	Dec 24	Jan 25	Feb 25	Mar 25	Apr 25	May 25	Jun 25	Jul 25	Aug 25	Sep 25	Oct 25	Nov 25	12 month	YTD % Chg vs Previous Year
Total Referrals	94,939	67,700	56,650	49,711	53,910	78,831	114,828	148,170	181,247	162,712	123,353	126,505	92,257	1,255,874	-2.36%
Mystic Country	5,641	3,595	4,104	2,724	3,355	7,509	11,743	11,940	15,445	13,727	10,862	10,003	9,950	104,957	N/A
Greater New London/Norwich	4,540	2,339	3,335	2,539	3,440	4,955	7,165	10,504	15,725	12,970	7,655	5,551	5,421	81,599	N/A
Scenic Northeast	3,624	2,894	2,933	4,059	2,690	3,212	4,659	6,568	6,393	7,723	5,864	5,988	3,330	56,313	N/A
Greater Hartford/River Valley	18,097	14,606	10,572	10,763	11,255	15,022	20,987	26,401	29,568	28,136	26,394	30,901	16,854	241,459	N/A
Greater New Haven	12,847	7,762	8,877	6,335	7,052	8,887	11,340	16,457	19,033	18,340	18,318	13,237	12,794	148,432	N/A
Litchfield Hills	9,475	8,866	7,750	6,026	6,850	8,177	11,306	12,501	17,242	15,011	12,763	17,512	7,251	131,255	N/A
Fairfield County	14,104	6,578	7,041	6,395	7,970	8,811	12,822	16,704	23,207	17,511	12,809	11,496	12,898	144,242	N/A
Naugatuck Valley	616	842	705	507	737	680	1,611	1,266	1,807	2,172	1,428	1,028	585	13,368	N/A
Average Referrals per Day	3,164	2,184	1,827	1,775	1,739	2,628	3,704	4,939	5,847	5,249	4,112	4,081	3,075		
Website Audience	Nov 24	Dec 24	Jan 25	Feb 25	Mar 25	Apr 25	May 25	Jun 25	Jul 25	Aug 25	Sep 25	Oct 25	Nov 25		
Paid Traffic	38%	25%	28%	27%	13%	60%	66%	69%	61%	64%	54%	58%	63%		
Organic Traffic	62%	75%	72%	73%	87%	40%	34%	31%	39%	36%	46%	42%	37%		
In-State Visitors	42%	44%	44%	44%	42%	24%	23%	21%	23%	23%	29%	28%	24%		
Out-of-State Visitors	58%	56%	56%	56%	58%	76%	77%	79%	77%	77%	71%	72%	76%		

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