

(Updated: January 2026) Note: Analytics information is not available at the individual partner level

Page Views	Dec 24	Jan 25	Feb 25	Mar 25	Apr 25	May 25	Jun 25	Jul 25	Aug 25	Sep 25	Oct 25	Nov 25	Dec 25	12 month	YTD % Chg vs Previous Year
Total Visits	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	278,769	8,101,843	20.69%
Total Views by Page Types	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	455,546	12,950,430	14.64%
Articles	204,842	145,060	125,592	96,476	437,307	633,405	949,339	967,361	759,602	472,090	601,059	468,158	181,755	5,837,204	22.99%
All Listing Pages	115,680	115,943	102,961	113,456	179,333	257,549	289,813	355,826	292,570	193,946	211,126	176,067	87,042	2,375,632	-3.80%
Events	65,100	54,293	53,438	65,342	63,611	110,386	117,972	151,706	184,297	201,407	104,473	127,150	82,792	1,316,867	13.21%
Homepage	13,713	13,942	12,846	15,476	25,642	37,553	51,168	44,064	44,094	28,928	31,913	26,149	18,069	349,844	-18.08%
This weekend	31,122	31,757	27,876	38,020	34,759	54,365	52,850	67,136	89,630	88,384	85,512	53,126	23,642	647,057	19.32%
Pre-Planned Itineraries	23,117	22,653	11,978	3,013	7,190	71,933	119,429	88,483	74,461	8,972	7,166	5,786	1,452	422,516	75.22%
All Other Pages	67,302	87,591	79,838	125,614	164,947	192,196	239,011	285,901	225,485	145,572	254,256	140,105	60,794	2,001,310	17.23%
Views of Listings/Events by Region	155,715	145,436	134,321	148,936	215,145	327,223	340,631	446,948	415,434	330,482	352,616	253,426	135,439	3,246,037	N/A
Mystic Country	11,487	9,230	10,220	11,321	27,338	43,434	44,579	55,305	48,509	38,646	38,768	32,594	12,139	372,083	N/A
Greater New London/Norwich	8,794	11,122	9,020	11,088	16,831	25,527	33,738	49,808	41,150	23,961	20,040	18,461	8,064	268,810	N/A
Scenic Northeast	9,185	9,944	11,049	9,441	11,161	18,483	23,012	22,569	25,075	19,256	22,714	12,520	5,619	190,843	N/A
Greater Hartford/River Valley	47,792	36,799	36,722	38,697	60,667	86,818	71,670	110,040	103,329	87,798	107,465	62,652	44,457	847,114	N/A
Greater New Haven	26,627	28,731	23,796	23,912	30,686	43,516	53,591	62,253	66,745	60,620	52,323	48,983	27,398	522,554	N/A
Litchfield Hills	23,836	20,488	17,345	21,247	29,715	45,877	48,539	60,187	55,363	46,626	58,962	27,953	14,814	447,116	N/A
Fairfield County	25,210	26,307	24,119	30,494	36,134	57,645	60,813	80,196	68,278	48,481	47,133	47,731	20,930	548,261	N/A
Naugatuck Valley	2,784	2,815	2,050	2,736	2,613	5,923	4,689	6,590	6,985	5,094	5,211	2,532	2,018	49,256	N/A
Referrals to Partners	Dec 24	Jan 25	Feb 25	Mar 25	Apr 25	May 25	Jun 25	Jul 25	Aug 25	Sep 25	Oct 25	Nov 25	Dec 25	12 month	YTD % Chg vs Previous Year
Total Referrals	67,700	56,650	49,711	53,910	78,831	114,828	148,170	181,247	162,712	123,353	126,505	92,257	59,740	1,247,914	-2.85%
Mystic Country	3,595	4,104	2,724	3,355	7,509	11,743	11,940	15,445	13,727	10,862	10,003	9,950	3,131	104,493	N/A
Greater New London/Norwich	2,339	3,335	2,539	3,440	4,955	7,165	10,504	15,725	12,970	7,655	5,551	5,421	1,998	81,258	N/A
Scenic Northeast	2,894	2,933	4,059	2,690	3,212	4,659	6,568	6,393	7,723	5,864	5,988	3,330	1,537	54,956	N/A
Greater Hartford/River Valley	14,606	10,572	10,763	11,255	15,022	20,987	26,401	29,568	28,136	26,394	30,901	16,854	12,967	239,820	N/A
Greater New Haven	7,762	8,877	6,335	7,052	8,887	11,340	16,457	19,033	18,340	18,318	13,237	12,794	6,489	147,159	N/A
Litchfield Hills	8,866	7,750	6,026	6,850	8,177	11,306	12,501	17,242	15,011	12,763	17,512	7,251	4,025	126,414	N/A
Fairfield County	6,578	7,041	6,395	7,970	8,811	12,822	16,704	23,207	17,511	12,809	11,496	12,898	5,077	142,741	N/A
Naugatuck Valley	842	705	507	737	680	1,611	1,266	1,807	2,172	1,428	1,028	585	483	13,009	N/A
Average Referrals per Day	2,184	1,827	1,775	1,739	2,628	3,704	4,939	5,847	5,249	4,112	4,081	3,075	1,927		
Website Audience	Dec 24	Jan 25	Feb 25	Mar 25	Apr 25	May 25	Jun 25	Jul 25	Aug 25	Sep 25	Oct 25	Nov 25	Dec 25		
Paid Traffic	25%	28%	27%	13%	60%	66%	69%	61%	64%	54%	58%	63%	27%		
Organic Traffic	75%	72%	73%	87%	40%	34%	31%	39%	36%	46%	42%	37%	73%		
In-State Visitors	44%	44%	44%	42%	24%	23%	21%	23%	23%	29%	28%	24%	40%		
Out-of-State Visitors	56%	56%	56%	58%	76%	77%	79%	77%	77%	71%	72%	76%	60%		

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