



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

Page Views	Feb 25	Mar 25	Apr 25	May 25	Jun 25	Jul 25	Aug 25	Sep 25	Oct 25	Nov 25	Dec 25	Jan 26	Feb 26	12 month	YTD % Chg vs Previous Year
Total Visits	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	251,475	218,189	8,101,435	-0.09%
Total Views by Page Types	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	422,434	363,442	12,850,538	-11.28%
Articles	125,592	96,476	437,307	633,405	949,339	967,361	759,602	472,090	601,059	468,158	181,755	126,966	110,289	5,803,807	-12.34%
All Listing Pages	102,961	113,456	179,333	257,549	289,813	355,826	292,570	193,946	211,126	176,067	87,042	130,232	90,650	2,377,610	0.90%
Events	53,438	65,342	63,611	110,386	117,972	151,706	184,297	201,407	104,473	127,150	82,792	57,545	64,239	1,330,920	13.04%
Homepage	12,846	15,476	25,642	37,553	51,168	44,064	44,094	28,928	31,913	26,149	18,069	15,882	15,656	354,594	17.73%
This weekend	27,876	38,020	34,759	54,365	52,850	67,136	89,630	88,384	85,512	53,126	23,642	23,049	20,186	630,659	-27.50%
Pre-Planned Itineraries	11,978	3,013	7,190	71,933	119,429	88,483	74,461	8,972	7,166	5,786	1,452	2,063	1,760	391,708	-88.96%
All Other Pages	79,838	125,614	164,947	192,196	239,011	285,901	225,485	145,572	254,256	140,105	60,794	66,697	60,662	1,961,240	-23.93%
Views of Listings/Events by Region	134,321	148,936	215,145	327,223	340,631	446,948	415,434	330,482	352,616	253,426	135,439	157,630	124,357	3,248,267	0.80%
Mystic Country	10,220	11,321	27,338	43,434	44,579	55,305	48,509	38,646	38,768	32,594	12,139	13,176	11,210	377,019	25.38%
Greater New London/Norwich	9,020	11,088	16,831	25,527	33,738	49,808	41,150	23,961	20,040	18,461	8,064	12,542	8,143	269,353	2.70%
Scenic Northeast	11,049	9,441	11,161	18,483	23,012	22,569	25,075	19,256	22,714	12,520	5,619	10,061	15,196	195,107	20.31%
Greater Hartford/River Valley	36,722	38,697	60,667	86,818	71,670	110,040	103,329	87,798	107,465	62,652	44,457	46,523	34,612	854,728	10.36%
Greater New Haven	23,796	23,912	30,686	43,516	53,591	62,253	66,745	60,620	52,323	48,983	27,398	28,606	19,433	518,066	-8.54%
Litchfield Hills	17,345	21,247	29,715	45,877	48,539	60,187	55,363	46,626	58,962	27,953	14,814	18,568	13,679	441,530	-14.76%
Fairfield County	24,119	30,494	36,134	57,645	60,813	80,196	68,278	48,481	47,133	47,731	20,930	25,149	19,869	542,853	-10.72%
Naugatuck Valley	2,050	2,736	2,613	5,923	4,689	6,590	6,985	5,094	5,211	2,532	2,018	3,005	2,215	49,611	7.30%
Referrals to Partners	Feb 25	Mar 25	Apr 25	May 25	Jun 25	Jul 25	Aug 25	Sep 25	Oct 25	Nov 25	Dec 25	Jan 26	Feb 26	12 month	YTD % Chg vs Previous Year
Total Referrals	49,711	53,910	78,831	114,828	148,170	181,247	162,712	123,353	126,505	92,257	59,740	42,068	40,577	1,224,198	-22.30%
Mystic Country	2,724	3,355	7,509	11,743	11,940	15,445	13,727	10,862	10,003	9,950	3,131	2,743	2,974	103,382	-16.27%
Greater New London/Norwich	2,539	3,440	4,955	7,165	10,504	15,725	12,970	7,655	5,551	5,421	1,998	2,578	2,076	80,038	-20.77%
Scenic Northeast	4,059	2,690	3,212	4,659	6,568	6,393	7,723	5,864	5,988	3,330	1,537	1,718	3,573	53,255	-24.33%
Greater Hartford/River Valley	10,763	11,255	15,022	20,987	26,401	29,568	28,136	26,394	30,901	16,854	12,967	10,106	9,380	237,971	-8.67%
Greater New Haven	6,335	7,052	8,887	11,340	16,457	19,033	18,340	18,318	13,237	12,794	6,489	5,030	4,552	141,529	-37.01%
Litchfield Hills	6,026	6,850	8,177	11,306	12,501	17,242	15,011	12,763	17,512	7,251	4,025	4,035	3,704	120,377	-43.82%
Fairfield County	6,395	7,970	8,811	12,822	16,704	23,207	17,511	12,809	11,496	12,898	5,077	4,816	5,113	139,234	-26.10%
Naugatuck Valley	507	737	680	1,611	1,266	1,807	2,172	1,428	1,028	585	483	613	472	12,882	-10.48%
Average Referrals per Day	1,775	1,739	2,628	3,704	4,939	5,847	5,249	4,112	4,081	3,075	1,927	1,357	1,449		
Website Audience	Feb 25	Mar 25	Apr 25	May 25	Jun 25	Jul 25	Aug 25	Sep 25	Oct 25	Nov 25	Dec 25	Jan 26	Feb 26		
Paid Traffic	27%	13%	60%	66%	69%	61%	64%	54%	58%	63%	27%	23%	24%		
Organic Traffic	73%	87%	40%	34%	31%	39%	36%	46%	42%	37%	73%	77%	76%		
In-State Visitors	44%	42%	24%	23%	21%	23%	23%	29%	28%	24%	40%	34%	37%		
Out-of-State Visitors	56%	58%	76%	77%	79%	77%	77%	71%	72%	76%	60%	66%	63%		

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