



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

Page Views	Apr 25	May 25	Jun 25	Jul 25	Aug 25	Sep 25	Oct 25	Nov 25	Dec 25	Jan 26	Feb 26	Mar 26	Apr 26	12 month	YTD % Chg vs Previous Year
Total Visits	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	261,710	462,796	8,029,958	-5.66%
Total Views by Page Types	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	427,115	695,386	12,602,853	-15.41%
Articles	437,307	633,405	949,339	967,361	759,602	472,090	601,059	468,158	181,755	126,966	110,289	115,091	282,409	5,667,524	-21.09%
All Listing Pages	179,333	257,549	289,813	355,826	292,570	193,946	211,126	176,067	87,042	130,232	90,650	115,575	162,443	2,362,839	-2.50%
Events	63,611	110,386	117,972	151,706	184,297	201,407	104,473	127,150	82,792	57,545	64,239	79,547	93,567	1,375,081	24.60%
Homepage	25,642	37,553	51,168	44,064	44,094	28,928	31,913	26,149	18,069	15,882	15,656	20,424	21,870	355,770	8.73%
This weekend	34,759	54,365	52,850	67,136	89,630	88,384	85,512	53,126	23,642	23,049	20,186	24,931	28,910	611,721	-26.69%
Pre-Planned Itineraries	7,190	71,933	119,429	88,483	74,461	8,972	7,166	5,786	1,452	2,063	1,760	1,711	1,744	384,960	-83.77%
All Other Pages	164,947	192,196	239,011	285,901	225,485	145,572	254,256	140,105	60,794	66,697	60,662	69,836	104,443	1,844,958	-34.14%
Views of Listings/Events by Region	215,145	327,223	340,631	446,948	415,434	330,482	352,616	253,426	135,439	157,630	124,357	150,959	219,894	3,255,039	1.40%
Mystic Country	27,338	43,434	44,579	55,305	48,509	38,646	38,768	32,594	12,139	13,176	11,210	12,970	27,842	379,172	12.20%
Greater New London/Norwich	16,831	25,527	33,738	49,808	41,150	23,961	20,040	18,461	8,064	12,542	8,143	11,132	15,614	268,180	-1.31%
Scenic Northeast	11,161	18,483	23,012	22,569	25,075	19,256	22,714	12,520	5,619	10,061	15,196	10,260	22,625	207,390	39.78%
Greater Hartford/River Valley	60,667	86,818	71,670	110,040	103,329	87,798	107,465	62,652	44,457	46,523	34,612	41,769	59,039	856,172	5.24%
Greater New Haven	30,686	43,516	53,591	62,253	66,745	60,620	52,323	48,983	27,398	28,606	19,433	27,007	32,349	522,824	0.25%
Litchfield Hills	29,715	45,877	48,539	60,187	55,363	46,626	58,962	27,953	14,814	18,568	13,679	18,277	26,563	435,408	-13.19%
Fairfield County	36,134	57,645	60,813	80,196	68,278	48,481	47,133	47,731	20,930	25,149	19,869	26,732	31,644	534,601	-11.67%
Naugatuck Valley	2,613	5,923	4,689	6,590	6,985	5,094	5,211	2,532	2,018	3,005	2,215	2,812	4,218	51,292	19.93%
Referrals to Partners	Apr 25	May 25	Jun 25	Jul 25	Aug 25	Sep 25	Oct 25	Nov 25	Dec 25	Jan 26	Feb 26	Mar 26	Apr 26	12 month	YTD % Chg vs Previous Year
Total Referrals	78,831	114,828	148,170	181,247	162,712	123,353	126,505	92,257	59,740	42,068	40,577	44,760	66,632	1,202,849	-18.85%
Mystic Country	7,509	11,743	11,940	15,445	13,727	10,862	10,003	9,950	3,131	2,743	2,974	3,121	8,084	103,723	-4.35%
Greater New London/Norwich	4,955	7,165	10,504	15,725	12,970	7,655	5,551	5,421	1,998	2,578	2,076	2,748	4,322	78,713	-17.84%
Scenic Northeast	3,212	4,659	6,568	6,393	7,723	5,864	5,988	3,330	1,537	1,718	3,573	2,118	5,038	54,509	-3.47%
Greater Hartford/River Valley	15,022	20,987	26,401	29,568	28,136	26,394	30,901	16,854	12,967	10,106	9,380	9,284	13,559	234,537	-11.10%
Greater New Haven	8,887	11,340	16,457	19,033	18,340	18,318	13,237	12,794	6,489	5,030	4,552	5,564	6,964	138,118	-29.02%
Litchfield Hills	8,177	11,306	12,501	17,242	15,011	12,763	17,512	7,251	4,025	4,035	3,704	4,594	6,513	116,457	-34.57%
Fairfield County	8,811	12,822	16,704	23,207	17,511	12,809	11,496	12,898	5,077	4,816	5,113	5,705	6,553	134,711	-26.57%
Naugatuck Valley	680	1,611	1,266	1,807	2,172	1,428	1,028	585	483	613	472	611	843	12,919	-3.42%
Average Referrals per Day	2,628	3,704	4,939	5,847	5,249	4,112	4,081	3,075	1,927	1,357	1,449	1,444	2,221		
Website Audience	Apr 25	May 25	Jun 25	Jul 25	Aug 25	Sep 25	Oct 25	Nov 25	Dec 25	Jan 26	Feb 26	Mar 26	Apr 26		
Paid Traffic	60%	66%	69%	61%	64%	54%	58%	63%	27%	23%	24%	18%	46%		
Organic Traffic	40%	34%	31%	39%	36%	46%	42%	37%	73%	77%	76%	82%	54%		
In-State Visitors	24%	23%	21%	23%	23%	29%	28%	24%	40%	34%	37%	32%	26%		
Out-of-State Visitors	76%	77%	79%	77%	77%	71%	72%	76%	60%	66%	63%	68%	74%		

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