

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

Page Views	Aug 25	Sep 25	Oct 25	Nov 25	Dec 25	Jan 26	Feb 26	Mar 26	Apr 26	May 26	Jun 26	Jul 26	Aug 26	12 month	YTD % Chg vs Previous Year
Total Visits	1,062,224	707,706	811,278	656,229	278,769	251,475	218,189	261,910	462,796	1,032,719	1,179,971	1,473,442	1,202,656	8,537,140	7.71%
Total Views by Page Types	1,670,139	1,139,299	1,295,505	996,541	455,546	422,434	363,442	427,115	695,386	1,416,354	1,711,187	1,914,232	1,658,404	12,495,445	-5.02%
Articles	759,602	472,090	601,059	468,158	181,755	126,966	110,289	115,091	282,409	633,481	905,527	1,075,825	795,112	5,767,762	-1.69%
All Listing Pages	292,570	193,946	211,126	176,067	87,042	130,232	90,650	115,575	162,443	324,086	350,238	340,639	335,547	2,517,591	8.31%
Events	184,297	201,407	104,473	127,150	82,792	57,545	64,239	79,547	93,567	127,958	146,612	157,063	172,546	1,414,899	12.24%
Homepage	44,094	28,928	31,913	26,149	18,069	15,882	15,656	20,424	21,870	27,302	29,554	31,641	37,850	305,238	-18.22%
This weekend	89,630	88,384	85,512	53,126	23,642	23,049	20,186	24,931	28,910	50,285	50,655	56,561	64,518	569,759	-19.50%
Pre-Planned Itineraries	74,461	8,972	7,166	5,786	1,452	2,063	1,760	1,711	1,744	2,664	2,958	2,836	3,023	42,135	-9530.00%
All Other Pages	225,485	145,572	254,256	140,105	60,794	66,697	60,662	69,836	104,443	250,578	225,643	249,667	249,808	1,878,061	-8.80%
Views of Listings/Events by Region	415,434	330,482	352,616	253,426	135,439	157,630	124,357	150,959	219,894	403,601	446,598	443,332	460,037	3,478,371	10.69%
Mystic Country	48,509	38,646	38,768	32,594	12,139	13,176	11,210	12,970	27,842	51,772	55,119	59,605	51,106	404,947	13.15%
Greater New London/Norwich	41,150	23,961	20,040	18,461	8,064	12,542	8,143	11,132	15,614	32,543	43,840	45,883	40,757	280,980	6.14%
Scenic Northeast	25,075	19,256	22,714	12,520	5,619	10,061	15,196	10,260	22,625	24,810	28,167	24,470	27,969	223,667	25.11%
Greater Hartford/River Valley	103,329	87,798	107,465	62,652	44,457	46,523	34,612	41,769	59,039	108,185	116,429	116,487	120,405	945,821	18.12%
Greater New Haven	66,745	60,620	52,323	48,983	27,398	28,606	19,433	27,007	32,349	65,571	71,617	68,662	72,855	575,424	15.87%
Litchfield Hills	55,363	46,626	58,962	27,953	14,814	18,568	13,679	18,277	26,563	46,344	51,627	52,827	72,532	448,772	0.55%
Fairfield County	68,278	48,481	47,133	47,731	20,930	25,149	19,869	26,732	31,644	60,190	72,315	67,200	66,724	534,098	-3.69%
Naugatuck Valley	6,985	5,094	5,211	2,532	2,018	3,005	2,215	2,812	4,218	14,186	7,484	8,198	7,689	64,662	44.78%
Referrals to Partners	Aug 25	Sep 25	Oct 25	Nov 25	Dec 25	Jan 26	Feb 26	Mar 26	Apr 26	May 26	Jun 26	Jul 26	Aug 26	12 month	YTD % Chg vs Previous Year
Total Referrals	162,712	123,353	126,505	92,257	59,740	42,068	40,577	44,760	66,632	102,176	137,682	139,691	118,940	1,094,381	-18.15%
Mystic Country	13,727	10,862	10,003	9,950	3,131	2,743	2,974	3,121	8,084	12,812	13,458	16,483	12,036	105,657	1.65%
Greater New London/Norwich	12,970	7,655	5,551	5,421	1,998	2,578	2,076	2,748	4,322	7,595	12,104	12,282	9,864	74,194	-11.65%
Scenic Northeast	7,723	5,864	5,988	3,330	1,537	1,718	3,573	2,118	5,038	3,730	5,154	4,897	5,208	48,155	-17.79%
Greater Hartford/River Valley	28,136	26,394	30,901	16,854	12,967	10,106	9,380	9,284	13,559	18,315	24,216	26,035	23,142	221,153	-12.22%
Greater New Haven	18,340	18,318	13,237	12,794	6,489	5,030	4,552	5,564	6,964	10,017	13,487	14,728	12,903	124,083	-23.96%
Litchfield Hills	15,011	12,763	17,512	7,251	4,025	4,035	3,704	4,594	6,513	8,854	11,198	12,592	14,708	107,749	-21.99%
Fairfield County	17,511	12,809	11,496	12,898	5,077	4,816	5,113	5,705	6,553	9,699	14,063	14,378	12,630	115,237	-27.38%
Naugatuck Valley	2,172	1,428	1,028	585	483	613	472	611	843	2,602	1,287	1,423	1,455	12,830	-1.89%
Average Referrals per Day	5,249	4,112	4,081	3,075	1,927	1,357	1,449	1,444	2,221	3,296	4,589	4,506	3,837		
Website Audience	Aug 25	Sep 25	Oct 25	Nov 25	Dec 25	Jan 26	Feb 26	Mar 26	Apr 26	May 26	Jun 26	Jul 26	Aug 26		
Paid Traffic	64%	54%	58%	63%	27%	23%	24%	18%	46%	52%	54%	56%	56%		
Organic Traffic	36%	46%	42%	37%	73%	77%	76%	82%	54%	48%	46%	44%	44%		
In-State Visitors	23%	29%	28%	24%	40%	34%	37%	32%	26%	24%	26%	28%	26%		
Out-of-State Visitors	77%	71%	72%	76%	60%	66%	63%	68%	74%	76%	74%	72%	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