CTVISIT
CONNECTICUT TOURISM OFFICE

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

Page Views	Oct 25	Nov 25	Dec 25	Jan 26	Feb 26	Mar 26	Apr 26	May 26	Jun 26	Jul 26	Aug 26	Sep 26	Oct 26	12 month	YTD % Chg vs Previous Year
Total Visits	**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**	**1,063,391**	**852,511**	**8,934,058**	**11.61%**
Total Views by Page Types	**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**	**1,455,143**	**1,183,841**	**12,699,625**	**-2.18%**
Articles	601,059	468,158	181,755	126,966	110,289	115,091	282,409	633,481	905,527	1,075,825	795,112	789,203	531,818	**6,015,634**	**3.44%**
All Listing Pages	211,126	176,067	87,042	130,232	90,650	115,575	162,443	324,086	350,238	340,639	335,547	261,418	241,711	**2,615,648**	**11.36%**
Events	104,473	127,150	82,792	57,545	64,239	79,547	93,567	127,958	146,612	157,063	172,546	125,085	157,179	**1,391,283**	**6.72%**
Homepage	31,913	26,149	18,069	15,882	15,656	20,424	21,870	27,302	29,554	31,641	37,850	41,912	33,111	**319,420**	**-9.95%**
This weekend	85,512	53,126	23,642	23,049	20,186	24,931	28,910	50,285	50,655	56,561	64,518	54,452	65,479	**515,794**	**-23.02%**
Pre-Planed Itineraries	7,166	5,786	1,452	2,063	1,760	1,711	1,744	2,664	2,958	2,836	3,023	3,240	3,220	**32,457**	**-93.93%**
All Other Pages	254,256	140,105	60,794	66,697	60,662	69,836	104,443	250,578	225,643	249,667	249,808	179,833	151,323	**1,809,389**	**-10.66%**
Views of Listings/Events by Region	**352,616**	**253,426**	**135,439**	**157,630**	**124,357**	**150,959**	**219,894**	**403,601**	**446,598**	**443,332**	**460,037**	**327,098**	**321,166**	**3,443,537**	**6.91%**
Mystic Country	38,768	32,594	12,139	13,176	11,210	12,970	27,842	51,772	55,119	59,605	51,106	33,791	34,612	**395,936**	**7.29%**
Greater New London/Norwich	20,040	18,461	8,064	12,542	8,143	11,132	15,614	32,543	43,840	45,883	40,757	23,226	23,374	**283,579**	**6.10%**
Scenic Northeast	22,714	12,520	5,619	10,061	15,196	10,260	22,625	24,810	28,167	24,470	27,969	29,871	29,883	**241,451**	**29.30%**
Greater Hartford/River Valley	107,465	62,652	44,457	46,523	34,612	41,769	59,039	108,185	116,429	116,487	120,405	86,033	92,125	**928,716**	**11.03%**
Greater New Haven	52,323	48,983	27,398	28,606	19,433	27,007	32,349	65,571	71,617	68,662	72,855	57,842	47,996	**568,319**	**10.26%**
Litchfield Hills	58,962	27,953	14,814	18,568	13,679	18,277	26,563	46,344	51,627	52,827	72,532	41,581	43,592	**428,357**	**-4.64%**
Fairfield County	47,133	47,731	20,930	25,149	19,869	26,732	31,644	60,190	72,315	67,200	66,724	49,668	44,516	**532,668**	**-3.25%**
Naugatuck Valley	5,211	2,532	2,018	3,005	2,215	2,812	4,218	14,186	7,484	8,198	7,689	5,086	5,068	**64,511**	**34.12%**

Referrals to Partners	Oct 25	Nov 25	Dec 25	Jan 26	Feb 26	Mar 26	Apr 26	May 26	Jun 26	Jul 26	Aug 26	Sep 26	Oct 26	12 month	YTD % Chg vs Previous Year
Total Referrals	**126,505**	**92,257**	**59,740**	**42,068**	**40,577**	**44,760**	**66,632**	**102,176**	**137,682**	**139,691**	**118,940**	**86,452**	**101,324**	**1,032,299**	**-19.67%**
Mystic Country	10,003	9,950	3,131	2,743	2,974	3,121	8,084	12,812	13,458	16,483	12,036	6,175	7,795	**98,762**	**-6.27%**
Greater New London/Norwich	5,551	5,421	1,998	2,578	2,076	2,748	4,322	7,595	12,104	12,282	9,864	4,872	5,892	**71,752**	**-12.87%**
Scenic Northeast	5,988	3,330	1,537	1,718	3,573	2,118	5,038	3,730	5,154	4,897	5,208	6,552	8,039	**50,894**	**-8.11%**
Greater Hartford/River Valley	30,901	16,854	12,967	10,106	9,380	9,284	13,559	18,315	24,216	26,035	23,142	16,031	22,427	**202,316**	**-17.86%**
Greater New Haven	13,237	12,794	6,489	5,030	4,552	5,564	6,964	10,017	13,487	14,728	12,903	9,092	9,781	**111,401**	**-27.96%**
Litchfield Hills	17,512	7,251	4,025	4,035	3,704	4,594	6,513	8,854	11,198	12,592	14,708	8,663	10,301	**96,438**	**-26.03%**
Fairfield County	11,496	12,898	5,077	4,816	5,113	5,705	6,553	9,699	14,063	14,378	12,630	8,234	8,966	**108,132**	**-27.74%**
Naugatuck Valley	1,028	585	483	613	472	611	843	2,602	1,287	1,423	1,455	741	860	**11,975**	**-8.66%**
Average Referrals per Day	**4,081**	**3,075**	**1,927**	**1,357**	**1,449**	**1,444**	**2,221**	**3,296**	**4,589**	**4,506**	**3,837**	**2,882**	**3,269**		

Website Audience	Oct 25	Nov 25	Dec 25	Jan 26	Feb 26	Mar 26	Apr 26	May 26	Jun 26	Jul 26	Aug 26	Sep 26	Oct 26
Paid Traffic	58%	63%	27%	23%	24%	18%	46%	52%	54%	56%	56%	58%	57%
Organic Traffic	42%	37%	73%	77%	76%	82%	54%	48%	46%	44%	44%	42%	43%
In-State Visitors	28%	24%	40%	34%	37%	32%	26%	24%	26%	28%	26%	30%	29%
Out-of-State Visitors	72%	76%	60%	66%	63%	68%	74%	76%	74%	72%	74%	70%	71%

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 itineriaries
Note: Jan. 2024 switch to updated CTvisit.com caused a one month disruption in full regional tracking