



CTvisit.com Key Metrics

Data as of 4/1/2018

Note: Analytics information is not available at the individual partner level

Page Views	Mar 17	April 17	May 17	June 17	July 17	Aug 17	Sept 17	Oct 17	Nov 17	Dec 17	Jan 18	Feb 18	Mar 18	12 month	YTD % Chg vs Previous Year
Total Visits	164,630	208,725	375,151	684,363	856,620	533,235	525,547	681,753	352,561	166,430	104,084	138,800	228,540	4,855,809	-12.41%
Total Views by Page Types	508,301	615,257	978,445	1,589,800	1,992,073	1,473,733	1,374,093	1,617,415	875,456	510,368	422,097	490,345	710,735	12,649,817	2.02%
Articles	95,046	123,645	222,846	497,585	655,093	357,738	379,190	555,625	250,461	98,087	62,642	60,311	123,602	3,386,825	Not available until 5/18
All Listing Pages	81,609	99,609	156,195	249,114	333,881	254,470	180,708	212,495	120,207	71,159	77,293	84,198	114,787	1,954,116	Not available until 5/18
Attraction Listings	60,340	81,058	121,008	192,732	264,454	203,862	139,769	163,957	86,573	54,602	56,610	62,372	82,454	1,509,451	Not available until 10/18
Lodging Listings	11,746	9,795	19,332	29,938	33,431	29,429	23,744	28,283	19,019	9,061	12,053	12,764	16,322	243,171	Not available until 10/18
Restaurant Listing	9,515	8,752	15,850	27,509	36,587	21,610	17,195	20,178	14,607	7,496	8,629	9,060	16,007	203,480	Not available until 10/18
Events	32,919	49,235	58,226	93,281	117,416	127,758	152,702	136,983	72,272	85,012	36,643	45,429	63,279	1,038,236	Not available until 5/18
Deals	5,532	6,939	9,616	11,002	11,055	7,616	6,654	8,788	5,364	6,216	3,111	3,358	3,676	83,395	Not available until 5/18
Homepage	29,074	31,569	53,582	88,268	84,966	56,229	48,446	85,733	44,286	19,564	15,062	22,569	35,219	585,493	Not available until 5/18
This weekend	25,007	32,175	37,551	53,414	58,155	53,890	58,608	50,009	30,963	21,392	28,390	29,616	43,123	497,286	Not available until 5/18
Interests, Experiences, Getaways	59,527	67,199	92,614	141,930	175,749	129,007	84,806	106,928	60,936	30,852	35,031	41,507	55,020	1,021,579	Not available until 5/18
All Other Pages	179,587	204,886	347,815	455,206	555,758	487,025	462,979	460,854	290,967	178,086	163,925	203,357	272,029	4,082,887	Not available until 5/18
Views of Listing/Deal/Events by Region	118,771	154,704	223,009	352,918	462,138	389,391	337,602	356,531	196,516	160,107	116,429	132,579	181,163	3,063,087	
Mystic Country	31,802	39,114	60,157	102,184	136,847	119,246	86,621	83,926	44,148	31,794	27,844	33,706	42,294	807,881	Not available until 10/18
Greater Hartford/River Valley	34,582	40,417	65,340	90,887	110,311	103,124	95,786	107,805	60,436	62,181	37,941	40,161	55,610	869,999	Not available until 10/18
Greater New Haven	19,785	29,765	34,410	58,812	77,296	60,699	56,456	51,437	31,946	28,852	19,498	21,579	28,850	499,600	Not available until 10/18
Litchfield Hills	18,551	24,166	37,422	58,018	88,744	70,691	58,479	76,752	34,488	21,309	16,695	21,025	29,911	537,700	Not available until 10/18
Fairfield County	14,051	21,242	25,680	43,017	48,940	35,631	40,260	36,611	25,498	15,971	14,451	16,108	24,498	347,907	Not available until 10/18
Referrals to Partners	Mar 17	April 17	May 17	June 17	July 17	Aug 17	Sept 17	Oct 17	Nov 17	Dec 17	Jan 18	Feb 18	Mar 18	12 month	Change over previous 12 months
Total Referrals	72,144	108,674	223,246	644,480	883,531	333,584	249,673	275,644	150,984	94,130	68,115	77,632	117,209	3,226,902	
Mystic Country	20,272	28,147	60,053	190,122	256,224	104,411	61,919	59,815	34,273	19,014	16,416	20,805	29,888	881,087	Not available until 10/18
Greater Hartford/River Valley	20,922	28,255	64,072	161,764	197,027	87,733	74,402	89,584	45,899	37,558	22,682	23,057	34,694	866,727	Not available until 10/18
Greater New Haven	11,254	22,061	37,729	109,562	153,734	51,706	42,694	37,487	22,950	15,814	11,716	12,732	17,933	536,118	Not available until 10/18
Litchfield Hills	11,471	15,975	37,505	117,295	189,076	61,046	42,195	58,988	27,932	12,896	9,945	12,110	18,753	603,716	Not available until 10/18
Fairfield County	8,225	14,236	23,887	65,737	87,470	28,688	28,463	29,770	19,930	8,848	7,356	8,928	15,941	339,254	Not available until 10/18
Average Referrals per Day	2,327	3,622	7,201	21,483	28,501	10,760	8,322	8,892	5,033	3,036	2,197	2,773	3,781		
Website Audience	Mar 17	April 17	May 17	June 17	July 17	Aug 17	Sept 17	Oct 17	Nov 17	Dec 17	Jan 18	Feb 18	Mar 18		
Paid Traffic	36%	33%	51%	54%	44%	43%	54%	68%	63%	13%	1%	12%	30%		
Organic Traffic	64%	67%	49%	46%	56%	57%	46%	32%	37%	87%	99%	88%	70%		
In-State Visitors	41%	43%	36%	35%	39%	41%	37%	31%	31%	55%	66%	52%	48%		
Out-of-State Visitors	59%	57%	64%	65%	61%	59%	63%	69%	69%	45%	34%	48%	52%		
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: an email, call or link to an attraction, hotel or restaurant's site 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.

Interests, Experiences, Getaways: CTvisit "grid" pages within the DO, IDEAS and Getaways sections