



CTvisit.com Key Metrics

Data as of 10/1/2018

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

Page Views	Sept 17	Oct 17	Nov 17	Dec 17	Jan 18	Feb 18	Mar 18	April 18	May 18	June 18	July 18	Aug 18	Sept 18	12 month	YTD % Chg vs Previous Year
Total Visits	525,547	681,753	352,561	166,430	125,268	138,800	228,540	276,862	420,615	760,123	1,014,421	591,016	487,467	5,243,856	7.93%
Total Views by Page Types	1,374,093	1,617,415	875,456	510,368	422,097	490,345	710,735	816,232	1,098,868	1,751,258	2,267,734	1,600,860	1,382,890	13,544,258	9.64%
Articles	379,190	555,625	250,461	98,087	62,642	60,311	123,602	151,886	262,224	509,223	738,504	366,089	313,347	3,492,001	-1.64%
All Listing Pages	180,708	212,495	120,207	71,159	77,293	84,198	114,787	145,552	207,872	299,611	391,840	282,180	182,475	2,189,669	16.47%
Attraction Listings	139,769	163,957	86,573	54,602	56,610	62,372	82,454	110,949	156,065	232,148	311,841	223,767	142,158	1,683,496	Not available until 10/18
Lodging Listings	23,744	28,283	19,019	9,061	12,053	12,764	16,322	16,443	27,919	35,340	37,227	30,890	23,129	268,450	Not available until 10/18
Restaurant Listing	17,195	20,178	14,607	7,496	8,629	9,060	16,007	18,159	23,883	31,866	42,676	27,268	17,170	236,999	Not available until 10/18
Events	152,702	136,983	72,272	85,012	36,643	45,429	63,279	76,938	83,959	110,050	154,098	165,060	190,667	1,220,390	33.89%
Deals	6,654	8,788	5,364	6,216	3,111	3,358	3,676	5,084	5,774	7,655	9,702	7,595	6,474	72,797	-25.19%
Homepage	48,446	85,733	44,286	19,564	15,062	22,569	35,219	34,614	36,262	55,699	65,339	52,957	43,462	510,766	-18.60%
This weekend	58,608	50,009	30,963	21,392	28,390	29,616	43,123	51,444	52,579	74,323	77,375	85,275	86,842	631,331	37.17%
Interests, Experiences, Getaways	84,806	106,928	60,936	30,852	35,031	41,507	55,020	63,484	82,322	130,443	169,297	119,510	71,958	967,288	-10.15%
All Other Pages	462,979	460,854	290,967	178,086	163,925	203,357	272,029	287,230	367,876	564,254	661,579	522,194	487,665	4,460,016	16.48%
Views of Listing/Deal/Events by Region	337,602	356,531	196,516	160,107	116,429	132,579	181,163	227,164	296,851	417,637	555,518	453,929	378,730	3,473,154	
Mystic Country	86,621	83,926	44,148	31,794	27,844	33,706	42,294	53,545	78,158	112,968	155,287	128,677	84,225	876,572	Not available until 10/18
Greater Hartford/River Valley	95,786	107,805	60,436	62,181	37,941	40,161	55,610	63,977	85,637	103,846	124,439	112,285	104,138	958,456	Not available until 10/18
Greater New Haven	56,456	51,437	31,946	28,852	19,498	21,579	28,850	42,967	45,386	74,539	94,596	78,640	74,543	592,833	Not available until 10/18
Litchfield Hills	58,479	76,752	34,488	21,309	16,695	21,025	29,911	36,915	49,420	72,546	111,125	82,720	69,109	622,015	Not available until 10/18
Fairfield County	40,260	36,611	25,498	15,971	14,451	16,108	24,498	29,760	38,250	53,738	70,071	51,607	46,715	423,278	Not available until 10/18
Referrals to Partners	Sept 17	Oct 17	Nov 17	Dec 17	Jan 18	Feb 18	Mar 18	April 18	May 18	June 18	July 18	Aug 18	Sept 18	12 month	Change over previous 12 months
Total Referrals	249,673	275,644	150,984	94,130	68,115	77,632	117,209	141,734	209,290	522,634	725,299	313,663	245,319	2,941,653	
Mystic Country	61,919	59,815	34,273	19,014	16,416	20,805	29,888	35,292	55,043	144,770	210,346	93,158	53,234	772,054	Not available until 10/18
Greater Hartford/River Valley	74,402	89,584	45,899	37,558	22,682	23,057	34,694	40,253	59,857	129,091	152,319	73,711	69,180	777,885	Not available until 10/18
Greater New Haven	42,694	37,487	22,950	15,814	11,716	12,732	17,933	24,945	32,649	91,983	125,452	55,518	50,536	499,715	Not available until 10/18
Litchfield Hills	42,195	58,988	27,932	12,896	9,945	12,110	18,753	23,244	36,208	94,597	148,692	55,832	42,931	542,128	Not available until 10/18
Fairfield County	28,463	29,770	19,930	8,848	7,356	8,928	15,941	18,000	25,533	62,193	88,490	35,444	29,438	349,871	Not available until 10/18
Average Referrals per Day	8,322	8,892	5,033	3,036	2,197	2,773	3,781	4,724	6,751	17,421	23,396	10,118	8,177		
Website Audience	Sept 17	Oct 17	Nov 17	Dec 17	Jan 18	Feb 18	Mar 18	April 18	May 18	June 18	July 18	Aug 18	Sept 18		
Paid Traffic	54%	68%	63%	13%	1%	12%	30%	37%	48%	51%	43%	41%	32%		
Organic Traffic	46%	32%	37%	87%	99%	88%	70%	63%	52%	49%	57%	59%	68%		
In-State Visitors	37%	31%	31%	55%	66%	52%	48%	48%	40%	40%	44%	47%	53%		
Out-of-State Visitors	63%	69%	69%	45%	34%	48%	52%	52%	60%	60%	56%	53%	47%		
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