



CTvisit.com Key Metrics

Data as of 8/1/2019

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

Page Views	Aug 18	Sept 18	Oct 18	Nov 18	Dec 18	Jan 19	Feb 19	Mar 19	April 19	May 18	June 19	July 19	Aug 19	12 month	YTD % Chg vs Previous Year
Total Visits	591,016	487,467	631,003	435,007	264,881	218,738	220,620	235,175	266,221	465,696	812,480	1,232,259	1,111,160	6,380,707	28.31%
Total Views by Page Types	1,600,860	1,382,890	1,534,047	1,028,864	727,051	628,947	674,017	720,745	748,797	1,151,177	1,773,428	2,571,248	2,500,331	15,441,542	17.59%
Articles	366,089	313,347	526,211	349,168	179,923	147,376	124,593	131,942	153,832	293,220	608,001	941,630	824,842	4,594,085	41.81%
All Listing Pages	282,180	182,475	205,527	135,659	95,379	107,195	105,308	119,335	142,147	202,271	291,947	458,236	399,286	2,444,765	13.87%
Attraction Listings	223,767	142,158	154,336	99,433	73,912	77,348	77,083	92,255	112,083	159,933	239,575	363,042	308,721	1,899,879	15.68%
Lodging Listings	30,890	23,129	26,680	19,885	11,715	18,858	14,941	12,194	15,626	20,675	27,024	40,446	42,421	273,594	1.71%
Restaurant Listing	27,268	17,170	23,215	16,332	9,747	10,986	13,283	14,875	14,443	21,655	26,249	56,680	49,332	273,967	16.87%
Events	165,060	190,667	138,450	94,711	119,331	45,898	61,249	62,614	66,727	94,455	130,944	165,435	234,359	1,404,840	17.16%
Deals	7,595	6,474	4,981	4,135	6,560	3,518	6,060	3,134	2,946	5,615	6,652	9,715	8,172	67,962	-0.31%
Homepage	52,957	43,462	54,313	37,009	27,678	36,000	37,780	41,558	27,844	44,328	72,695	77,261	74,249	574,177	29.58%
This weekend	85,275	86,842	76,149	51,143	44,871	31,641	42,258	41,786	40,899	66,399	75,307	82,817	109,219	749,331	10.90%
Interests, Experiences, Getaways	119,510	71,958	70,934	46,349	32,229	42,245	48,169	47,394	53,843	66,143	96,047	159,678	135,828	870,817	-6.79%
All Other Pages	522,194	487,665	457,482	310,690	221,080	215,074	248,600	272,982	260,559	378,746	491,835	676,476	714,376	4,735,565	7.11%
Views of Listing/Deal/Events by Region	453,929	378,730	346,657	233,829	220,567	156,384	170,424	184,715	211,419	301,941	411,983	635,684	642,940	3,895,273	14.04%
Mystic Country	128,677	84,225	75,968	45,887	42,758	38,984	43,496	41,674	45,717	70,728	108,844	189,945	183,682	971,908	14.32%
Greater Hartford/River Valley	112,285	104,138	107,087	76,536	89,703	46,925	51,338	58,044	59,477	81,331	109,661	144,699	161,742	1,090,681	14.32%
Greater New Haven	78,640	74,543	46,640	36,756	28,235	26,295	25,665	30,819	40,344	51,369	78,459	110,439	108,039	657,603	16.10%
Litchfield Hills	82,720	69,109	76,736	42,201	35,777	23,334	28,100	29,157	34,551	49,716	69,943	109,221	115,297	683,142	9.27%
Fairfield County	51,607	46,715	40,226	32,449	24,094	20,846	21,825	25,021	31,330	48,797	45,076	81,380	74,180	491,939	16.74%
Referrals to Partners	Aug 18	Sept 18	Oct 18	Nov 18	Dec 18	Jan 19	Feb 19	Mar 19	April 19	May 18	June 19	July 19	Aug 19	12 month	YTD % Chg vs Previous Year
Total Referrals	313,663	245,319	243,738	191,486	155,070	95,799	98,596	105,537	103,778	216,160	642,904	730,465	215,826	3,044,678	1.54%
Mystic Country	93,158	53,234	51,185	38,680	29,929	25,387	27,015	25,751	31,910	55,121	174,227	222,061	63,237	797,737	3.14%
Greater Hartford/River Valley	73,711	69,180	79,702	62,233	64,819	28,069	29,184	33,350	37,403	56,850	155,583	158,511	55,899	830,783	3.58%
Greater New Haven	55,518	50,536	28,761	26,425	20,004	15,998	14,395	17,308	24,063	35,450	117,009	127,832	35,395	513,176	3.89%
Litchfield Hills	55,832	42,931	55,816	36,957	24,346	14,562	15,973	15,936	20,009	34,586	111,865	135,136	37,122	545,239	-3.55%
Fairfield County	35,444	29,438	28,274	27,191	15,972	11,783	12,029	13,192	17,393	34,153	84,220	86,925	24,173	384,743	8.39%
Average Referrals per Day	10,118	8,177	7,863	6,383	5,002	3,090	3,521	3,404	4,359	6,973	21,430	23,563	6,962		
Website Audience	Aug 18	Sept 18	Oct 18	Nov 18	Dec 18	Jan 19	Feb 19	Mar 19	April 19	May 18	June 19	July 19	Aug 19		
Paid Traffic	41%	32%	62%	62%	24%	35%	36%	26%	29%	41%	46%	50%	63%		
Organic Traffic	59%	68%	38%	38%	76%	65%	64%	74%	71%	59%	54%	50%	37%		
In-State Visitors	47%	53%	41%	47%	57%	50%	52%	53%	51%	48%	48%	48%	45%		
Out-of-State Visitors	53%	47%	59%	53%	43%	50%	48%	47%	49%	52%	52%	52%	55%		

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