



CTvisit.com Key Metrics

Data as of 2/1/2020

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

Page Views	Jan 19	Feb 19	Mar 19	April 19	May 18	June 19	July 19	Aug 19	Sept 19	Oct 19	Nov 19	Dec 19	Jan 20	12 month	YTD % Chg vs Previous Year
Total Visits	218,738	220,620	235,175	266,221	465,696	812,480	1,232,259	1,111,160	843,126	732,769	475,227	321,245	274,492	6,990,470	25.49%
Total Views by Page Types	628,947	674,017	720,745	748,797	1,151,177	1,773,428	2,571,248	2,500,331	1,852,661	1,586,063	1,008,901	759,988	715,561	16,062,917	13.77%
Articles	147,376	124,593	131,942	153,832	293,220	608,001	941,630	824,842	686,637	645,874	400,165	244,697	209,918	5,265,351	42.44%
All Listing Pages	107,195	105,308	119,335	142,147	202,271	291,947	458,236	399,286	280,800	212,489	142,297	121,849	130,913	2,606,878	22.13%
Attraction Listings	77,348	77,083	92,255	112,083	159,933	239,575	363,042	308,721	215,247	170,666	104,734	93,303	90,115	2,026,757	16.51%
Lodging Listings	18,858	14,941	12,194	15,626	20,675	27,024	40,446	42,421	38,212	22,472	16,951	11,529	18,834	281,325	-0.13%
Restaurant Listing	10,986	13,283	14,875	14,443	21,655	26,249	56,680	49,332	29,331	19,467	20,599	16,989	21,945	304,848	99.75%
Events	45,898	61,249	62,614	66,727	94,455	130,944	165,435	234,359	177,456	138,645	78,205	121,709	56,386	1,388,184	22.85%
Deals	3,518	6,060	3,134	2,946	5,615	6,652	9,715	8,172	5,559	4,377	3,305	4,325	3,690	63,550	4.89%
Homepage	36,000	37,780	41,558	27,844	44,328	72,695	77,261	74,249	48,705	49,066	29,567	17,909	21,055	542,017	-41.51%
This weekend	31,641	42,258	41,786	40,899	66,399	75,307	82,817	109,219	92,314	78,248	50,041	34,707	41,160	755,155	30.08%
Interests, Experiences, Getaways	42,245	48,169	47,394	53,843	66,143	96,047	159,678	135,828	79,375	56,723	37,661	23,176	94,398	898,435	123.45%
All Other Pages	215,074	248,600	272,982	260,559	378,746	491,835	676,476	714,376	481,815	400,641	267,660	191,616	158,041	4,543,347	-26.52%
Views of Listing/Deal/Events by Region	156,384	170,424	184,715	211,419	301,941	411,983	635,684	642,940	455,563	354,988	223,465	247,503	190,494	4,031,119	21.81%
Mystic Country	38,984	43,496	41,674	45,717	70,728	108,844	189,945	183,682	103,789	74,418	47,706	43,628	44,540	998,167	14.25%
Greater Hartford/River Valley	46,925	51,338	58,044	59,477	81,331	109,661	144,699	161,742	114,517	107,581	61,399	94,713	58,655	1,103,157	25.00%
Greater New Haven	26,295	25,665	30,819	40,344	51,369	78,459	110,439	108,039	91,180	46,797	41,435	45,756	28,428	698,730	8.11%
Litchfield Hills	23,334	28,100	29,157	34,551	49,716	69,943	109,221	115,297	83,380	77,468	39,477	36,482	30,920	703,712	32.51%
Fairfield County	20,846	21,825	25,021	31,330	48,797	45,076	81,380	74,180	62,697	48,724	33,448	26,924	27,951	527,353	34.08%
Referrals to Partners	Jan 19	Feb 19	Mar 19	April 19	May 18	June 19	July 19	Aug 19	Sept 19	Oct 19	Nov 19	Dec 19	Jan 20	12 month	YTD % Chg vs Previous Year
Total Referrals	95,799	98,596	105,537	103,778	216,160	642,904	730,465	215,826	152,495	118,927	69,199	70,754	136,765	2,661,406	42.75%
Mystic Country	25,387	27,015	25,751	31,910	55,121	174,227	222,061	63,237	34,464	25,331	15,777	11,958	31,593	718,445	24.45%
Greater Hartford/River Valley	28,069	29,184	33,350	37,403	56,850	155,583	158,511	55,899	38,581	38,532	19,237	27,806	41,713	692,649	48.61%
Greater New Haven	15,998	14,395	17,308	24,063	35,450	117,009	127,832	35,395	32,024	14,271	12,733	14,009	21,062	465,551	31.65%
Litchfield Hills	14,562	15,973	15,936	20,009	34,586	111,865	135,136	37,122	27,449	24,499	11,764	9,906	22,293	466,538	53.09%
Fairfield County	11,783	12,029	13,192	17,393	34,153	84,220	86,925	24,173	19,977	16,294	9,688	7,075	20,104	345,223	70.62%
Average Referrals per Day	3,090	3,521	3,404	4,359	6,973	21,430	23,563	6,962	5,083	3,836	2,307	2,282	4,412		
Website Audience	Jan 19	Feb 19	Mar 19	April 19	May 18	June 19	July 19	Aug 19	Sept 19	Oct 19	Nov 19	Dec 19	Jan 20		
Paid Traffic	35%	36%	26%	29%	41%	46%	50%	63%	59%	61%	64%	40%	42%		
Organic Traffic	65%	64%	74%	71%	59%	54%	50%	37%	41%	39%	36%	60%	58%		
In-State Visitors	50%	52%	53%	51%	48%	48%	48%	45%	47%	44%	44%	63%	60%		
Out-of-State Visitors	50%	48%	47%	49%	52%	52%	52%	55%	53%	56%	56%	37%	40%		

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