



CTvisit.com Key Metrics

Data as of 2/1/2019

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

Page Views	Jan 18	Feb 18	Mar 18	April 18	May 18	June 18	July 18	Aug 18	Sept 18	Oct 18	Nov 18	Dec 18	Jan 19	12 month	YTD % Chg vs Previous Year
Total Visits	125,268	138,800	228,540	276,862	420,615	760,123	1,014,421	591,016	487,467	631,003	435,007	264,881	218,738	5,467,473	74.62%
Total Views by Page Types	422,097	490,345	710,735	816,232	1,098,868	1,751,258	2,267,734	1,600,860	1,382,890	1,534,047	1,028,864	727,051	628,947	14,037,831	49.01%
Articles	62,642	60,311	123,602	151,886	262,224	509,223	738,504	366,089	313,347	526,211	349,168	179,923	147,376	3,727,864	135.27%
All Listing Pages	77,293	84,198	114,787	145,552	207,872	299,611	391,840	282,180	182,475	205,527	135,659	95,379	107,195	2,252,275	38.69%
Attraction Listings	56,610	62,372	82,454	110,949	156,065	232,148	311,841	223,767	142,158	154,336	99,433	73,912	77,348	1,726,783	36.63%
Lodging Listings	12,053	12,764	16,322	16,443	27,919	35,340	37,227	30,890	23,129	26,680	19,885	11,715	18,858	277,172	56.46%
Restaurant Listing	8,629	9,060	16,007	18,159	23,883	31,866	42,676	27,268	17,170	23,215	16,332	9,747	10,986	246,369	27.31%
Events	36,643	45,429	63,279	76,938	83,959	110,050	154,098	165,060	190,667	138,450	94,711	119,331	45,898	1,287,870	25.26%
Deals	3,111	3,358	3,676	5,084	5,774	7,655	9,702	7,595	6,474	4,981	4,135	6,560	3,518	68,512	13.08%
Homepage	15,062	22,569	35,219	34,614	36,262	55,699	65,339	52,957	43,462	54,313	37,009	27,678	36,000	501,121	139.01%
This weekend	28,390	29,616	43,123	51,444	52,579	74,323	77,375	85,275	86,842	76,149	51,143	44,871	31,641	704,381	11.45%
Interests, Experiences, Getaways	35,031	41,507	55,020	63,484	82,322	130,443	169,297	119,510	71,958	70,934	46,349	32,229	42,245	925,298	20.59%
All Other Pages	163,925	203,357	272,029	287,230	367,876	564,254	661,579	522,194	487,665	457,482	310,690	221,080	215,074	4,570,510	31.20%
Views of Listing/Deal/Events by Region	116,429	132,579	181,163	227,164	296,851	417,637	555,518	453,929	378,730	346,657	233,829	220,567	156,384	3,601,008	34.83%
Mystic Country	27,844	33,706	42,294	53,545	78,158	112,968	155,287	128,677	84,225	75,968	45,887	42,758	38,984	892,457	40.01%
Greater Hartford/River Valley	37,941	40,161	55,610	63,977	85,637	103,846	124,439	112,285	104,138	107,087	76,536	89,703	46,925	1,010,344	26.68%
Greater New Haven	19,498	21,579	28,850	42,967	45,386	74,539	94,596	78,640	74,543	46,640	36,756	28,235	26,295	599,026	34.86%
Litchfield Hills	16,695	21,025	29,911	36,915	49,420	72,546	111,125	82,720	69,109	76,736	42,201	35,777	23,334	650,819	39.77%
Fairfield County	14,451	16,108	24,498	29,760	38,250	53,738	70,071	51,607	46,715	40,226	32,449	24,094	20,846	448,362	44.25%
Referrals to Partners	Jan 18	Feb 18	Mar 18	April 18	May 18	June 18	July 18	Aug 18	Sept 18	Oct 18	Nov 18	Dec 18	Jan 19	12 month	YTD % Chg vs Previous Year
Total Referrals	68,115	77,632	117,209	141,734	209,290	522,634	725,299	313,663	245,319	243,738	191,486	155,070	95,799	3,038,873	40.64%
Mystic Country	16,416	20,805	29,888	35,292	55,043	144,770	210,346	93,158	53,234	51,185	38,680	29,929	25,387	787,717	54.65%
Greater Hartford/River Valley	22,682	23,057	34,694	40,253	59,857	129,091	152,319	73,711	69,180	79,702	62,233	64,819	28,069	816,985	23.75%
Greater New Haven	11,716	12,732	17,933	24,945	32,649	91,983	125,452	55,518	50,536	28,761	26,425	20,004	15,998	502,936	36.55%
Litchfield Hills	9,945	12,110	18,753	23,244	36,208	94,597	148,692	55,832	42,931	55,816	36,957	24,346	14,562	564,048	46.43%
Fairfield County	7,356	8,928	15,941	18,000	25,533	62,193	88,490	35,444	29,438	28,274	27,191	15,972	11,783	367,187	60.18%
Average Referrals per Day	2,197	2,773	3,781	4,724	6,751	17,421	23,396	10,118	8,177	7,863	6,383	5,002	3,090		
Website Audience	Jan 18	Feb 18	Mar 18	April 18	May 18	June 18	July 18	Aug 18	Sept 18	Oct 18	Nov 18	Dec 18	Jan 19		
Paid Traffic	1%	12%	30%	37%	48%	51%	43%	41%	32%	62%	62%	24%	35%		
Organic Traffic	99%	88%	70%	63%	52%	49%	57%	59%	68%	38%	38%	76%	65%		
In-State Visitors	66%	52%	48%	48%	40%	40%	44%	47%	53%	41%	47%	57%	50%		
Out-of-State Visitors	34%	48%	52%	52%	60%	60%	56%	53%	47%	59%	53%	43%	50%		

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