



CTvisit.com Key Metrics

Data as of 9/1/2017

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

Page Views	Aug 16	Sept 16	Oct 16	Nov 16	Dec 16	Jan 17	Feb 17	Mar 17	April 17	May 17	June 17	July 17	Aug 17	12 month	YTD % Chg vs Previous Year
Total Visits	460,793	421,301	638,265	334,016	194,442	194,483	203,320	164,630	208,725	375,151	684,363	856,620	533,235	4,808,551	18.39%
Total Views by Page Types	1,123,870	989,866	1,387,235	719,327	475,216	513,308	569,481	508,301	615,257	978,445	1,589,800	1,992,073	1,473,733	11,812,042	26.30%
Articles	339,118	336,560	571,933	272,998	180,700	150,181	149,697	95,046	123,645	222,846	497,585	655,093	357,738	3,614,022	Not available until 5/18
All Listing Pages	208,778	131,676	192,373	110,633	62,527	88,686	89,061	81,609	99,609	156,195	249,114	333,881	254,470	1,849,834	Not available until 5/18
Attraction Listings	N/A	N/A	145,407	80,154	47,854	61,788	63,492	60,340	81,058	121,008	192,732	264,454	203,862	1,322,149	Not available until 10/18
Lodging Listings	N/A	N/A	25,229	14,786	9,344	17,103	14,558	11,746	9,795	19,332	29,938	33,431	29,429	214,691	Not available until 10/18
Restaurant Listing	N/A	N/A	20,453	15,689	5,326	10,245	10,176	9,515	8,752	15,850	27,509	36,587	21,610	181,712	Not available until 10/18
Events	98,349	108,577	98,471	51,323	69,677	26,238	33,935	32,919	49,235	58,226	93,281	117,416	127,758	867,056	Not available until 5/18
Deals	15,121	8,956	10,210	6,092	8,027	5,704	5,968	5,532	6,939	9,616	11,002	11,055	7,616	96,717	Not available until 5/18
Homepage	59,860	55,430	65,408	49,598	27,349	23,811	27,781	29,074	31,569	53,582	88,268	84,966	56,229	593,065	Not available until 5/18
This weekend	67,486	75,685	66,131	23,136	12,354	16,665	23,163	25,007	32,175	37,551	53,414	58,155	53,890	477,326	Not available until 5/18
Interests, Experiences, Getaways	130,213	102,240	172,231	69,160	29,318	49,519	55,046	59,527	67,199	92,614	141,930	175,749	129,007	1,143,540	Not available until 5/18
All Other Pages	204,945	170,742	210,478	136,387	85,264	152,504	184,830	179,587	204,886	347,815	205,027	221,286	232,124	2,330,930	Not available until 5/18
Views of Listing/Deal/Events by Region	N/A	N/A	297,411	141,534	130,853	119,020	127,707	118,771	154,704	223,009	352,918	462,138	389,391	2,517,456	
Mystic Country	N/A	N/A	70,719	38,673	28,761	27,984	32,815	31,802	39,114	60,157	102,184	136,847	119,246	688,302	Not available until 10/18
Greater Hartford/River Valley	N/A	N/A	78,249	46,500	54,174	35,797	39,922	34,582	40,417	65,340	90,887	110,311	103,124	699,303	Not available until 10/18
Greater New Haven	N/A	N/A	54,581	26,628	15,764	18,380	18,639	19,785	29,765	34,410	58,812	77,296	60,699	414,759	Not available until 10/18
Litchfield Hills	N/A	N/A	49,022	27,333	20,194	21,534	20,780	18,551	24,166	37,422	58,018	88,744	70,691	436,455	Not available until 10/18
Fairfield County	N/A	N/A	44,840	2,400	11,960	15,325	15,551	14,051	21,242	25,680	43,017	48,940	35,631	278,637	Not available until 10/18
Referrals to Partners	Aug 16	Sept 16	Oct 16	Nov 16	Dec 16	Jan 17	Feb 17	Mar 17	April 17	May 17	June 17	July 17	Aug 17	12 month	Change over previous 12 months
Total Referrals	N/A	N/A	250,975	126,476	111,216	92,574	97,438	72,144	108,674	223,246	644,480	883,531	333,584	2,944,338	
Mystic Country	N/A	N/A	56,720	30,354	23,689	21,014	25,431	20,272	28,147	60,053	190,122	256,224	104,411	816,437	Not available until 10/18
Greater Hartford/River Valley	N/A	N/A	73,787	35,919	42,485	27,402	30,888	20,922	28,255	64,072	161,764	197,027	87,733	770,254	Not available until 10/18
Greater New Haven	N/A	N/A	43,168	19,604	13,457	13,979	14,518	11,254	22,061	37,729	109,562	153,734	51,706	490,772	Not available until 10/18
Litchfield Hills	N/A	N/A	43,418	22,513	20,908	19,348	15,688	11,471	15,975	37,505	117,295	189,076	61,046	554,243	Not available until 10/18
Fairfield County	N/A	N/A	33,882	18,086	10,677	10,831	10,913	8,225	14,236	23,887	65,737	87,470	28,688	312,632	Not available until 10/18
Average Referrals per Day	N/A	N/a	8,096	4,216	3,588	2,986	3,480	2,327	3,622	7,201	21,483	28,501	10,760		
Website Audience	Aug 16	Sept 16	Oct 16	Nov 16	Dec 16	Jan 17	Feb 17	Mar 17	April 17	May17	June 17	July 17	Aug 17		
Paid Traffic	43%	46%	71%	65%	33%	48%	50%	36%	33%	51%	54%	44%	43%		
Organic Traffic	57%	54%	29%	35%	67%	52%	50%	64%	67%	49%	46%	56%	57%		
In-State Visitors	53%	52%	43%	38%	53%	37%	34%	41%	43%	36%	35%	39%	41%		
Out-of-State Visitors	47%	48%	57%	62%	47%	63%	66%	59%	57%	64%	65%	61%	59%		

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