



## CTvisit.com Key Metrics

Data as of 1/1/2019

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

Page Views	Dec 17	Jan 18	Feb 18	Mar 18	April 18	May 18	June 18	July 18	Aug 18	Sept 18	Oct 18	Nov 18	Dec 18	12 month	YTD % Chg vs Previous Year
<b>Total Visits</b>	<b>166,430</b>	<b>125,268</b>	<b>138,800</b>	<b>228,540</b>	<b>276,862</b>	<b>420,615</b>	<b>760,123</b>	<b>1,014,421</b>	<b>591,016</b>	<b>487,467</b>	<b>631,003</b>	<b>435,007</b>	<b>264,881</b>	<b>5,374,003</b>	<b>8.64%</b>
<b>Total Views by Page Types</b>	<b>510,368</b>	<b>422,097</b>	<b>490,345</b>	<b>710,735</b>	<b>816,232</b>	<b>1,098,868</b>	<b>1,751,258</b>	<b>2,267,734</b>	<b>1,600,860</b>	<b>1,382,890</b>	<b>1,534,047</b>	<b>1,028,864</b>	<b>727,051</b>	<b>13,830,981</b>	<b>9.62%</b>
Articles	98,087	62,642	60,311	123,602	151,886	262,224	509,223	738,504	366,089	313,347	526,211	349,168	179,923	3,643,130	3.05%
All Listing Pages	71,159	77,293	84,198	114,787	145,552	207,872	299,611	391,840	282,180	182,475	205,527	135,659	95,379	2,222,373	14.72%
Attraction Listings	54,602	56,610	62,372	82,454	110,949	156,065	232,148	311,841	223,767	142,158	154,336	99,433	73,912	1,706,045	14.22%
Lodging Listings	9,061	12,053	12,764	16,322	16,443	27,919	35,340	37,227	30,890	23,129	26,680	19,885	11,715	270,367	10.16%
Restaurant Listing	7,496	8,629	9,060	16,007	18,159	23,883	31,866	42,676	27,268	17,170	23,215	16,332	9,747	244,012	22.18%
Events	85,012	36,643	45,429	63,279	76,938	83,959	110,050	154,098	165,060	190,667	138,450	94,711	119,331	1,278,615	29.68%
Deals	6,216	3,111	3,358	3,676	5,084	5,774	7,655	9,702	7,595	6,474	4,981	4,135	6,560	68,105	-24.71%
Homepage	19,564	15,062	22,569	35,219	34,614	36,262	55,699	65,339	52,957	43,462	54,313	37,009	27,678	480,183	-19.07%
This weekend	21,392	28,390	29,616	43,123	51,444	52,579	74,323	77,375	85,275	86,842	76,149	51,143	44,871	701,130	43.68%
Interests, Experiences, Getaways	30,852	35,031	41,507	55,020	63,484	82,322	130,443	169,297	119,510	71,958	70,934	46,349	32,229	918,084	-12.90%
All Other Pages	178,086	163,925	203,357	272,029	287,230	367,876	564,254	661,579	522,194	487,665	457,482	310,690	221,080	4,519,361	14.11%
<b>Views of Listing/Deal/Events by Region</b>	<b>160,107</b>	<b>116,429</b>	<b>132,579</b>	<b>181,163</b>	<b>227,164</b>	<b>296,851</b>	<b>417,637</b>	<b>555,518</b>	<b>453,929</b>	<b>378,730</b>	<b>346,657</b>	<b>233,829</b>	<b>220,567</b>	<b>3,561,053</b>	<b>\$19</b>
Mystic Country	31,794	27,844	33,706	42,294	53,545	78,158	112,968	155,287	128,677	84,225	75,968	45,887	42,758	881,317	10.63%
Greater Hartford/River Valley	62,181	37,941	40,161	55,610	63,977	85,637	103,846	124,439	112,285	104,138	107,087	76,536	89,703	1,001,360	18.28%
Greater New Haven	28,852	19,498	21,579	28,850	42,967	45,386	74,539	94,596	78,640	74,543	46,640	36,756	28,235	592,229	21.74%
Litchfield Hills	21,309	16,695	21,025	29,911	36,915	49,420	72,546	111,125	82,720	69,109	76,736	42,201	35,777	644,180	21.33%
Fairfield County	15,971	14,451	16,108	24,498	29,760	38,250	53,738	70,071	51,607	46,715	40,226	32,449	24,094	441,967	30.85%
<b>Referrals to Partners</b>	<b>Dec 17</b>	<b>Jan 18</b>	<b>Feb 18</b>	<b>Mar 18</b>	<b>April 18</b>	<b>May 18</b>	<b>June 18</b>	<b>July 18</b>	<b>Aug 18</b>	<b>Sept 18</b>	<b>Oct 18</b>	<b>Nov 18</b>	<b>Dec 18</b>	<b>12 month</b>	<b>YTD % Chg vs Previous Year</b>
<b>Total Referrals</b>	<b>94,130</b>	<b>68,115</b>	<b>77,632</b>	<b>117,209</b>	<b>141,734</b>	<b>209,290</b>	<b>522,634</b>	<b>725,299</b>	<b>313,663</b>	<b>245,319</b>	<b>243,738</b>	<b>191,486</b>	<b>155,070</b>	<b>3,011,189</b>	<b>-6.66%</b>
Mystic Country	19,014	16,416	20,805	29,888	35,292	55,043	144,770	210,346	93,158	53,234	51,185	38,680	29,929	778,746	-11.58%
Greater Hartford/River Valley	37,558	22,682	23,057	34,694	40,253	59,857	129,091	152,319	73,711	69,180	79,702	62,233	64,819	811,598	-6.23%
Greater New Haven	15,814	11,716	12,732	17,933	24,945	32,649	91,983	125,452	55,518	50,536	28,761	26,425	20,004	498,654	-6.53%
Litchfield Hills	12,896	9,945	12,110	18,753	23,244	36,208	94,597	148,692	55,832	42,931	55,816	36,957	24,346	559,431	-8.20%
Fairfield County	8,848	7,356	8,928	15,941	18,000	25,533	62,193	88,490	35,444	29,438	28,274	27,191	15,972	362,760	7.64%
<b>Average Referrals per Day</b>	<b>3,036</b>	<b>2,197</b>	<b>2,773</b>	<b>3,781</b>	<b>4,724</b>	<b>6,751</b>	<b>17,421</b>	<b>23,396</b>	<b>10,118</b>	<b>8,177</b>	<b>7,863</b>	<b>6,383</b>	<b>5,002</b>		
<b>Website Audience</b>	<b>Dec 17</b>	<b>Jan 18</b>	<b>Feb 18</b>	<b>Mar 18</b>	<b>April 18</b>	<b>May 18</b>	<b>June 18</b>	<b>July 18</b>	<b>Aug 18</b>	<b>Sept 18</b>	<b>Oct 18</b>	<b>Nov 18</b>	<b>Dec 18</b>		
Paid Traffic	13%	1%	12%	30%	37%	48%	51%	43%	41%	32%	62%	62%	24%		
Organic Traffic	87%	99%	88%	70%	63%	52%	49%	57%	59%	68%	38%	38%	76%		
In-State Visitors	55%	66%	52%	48%	48%	40%	40%	44%	47%	53%	41%	47%	57%		
Out-of-State Visitors	45%	34%	48%	52%	52%	60%	60%	56%	53%	47%	59%	53%	43%		

### 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