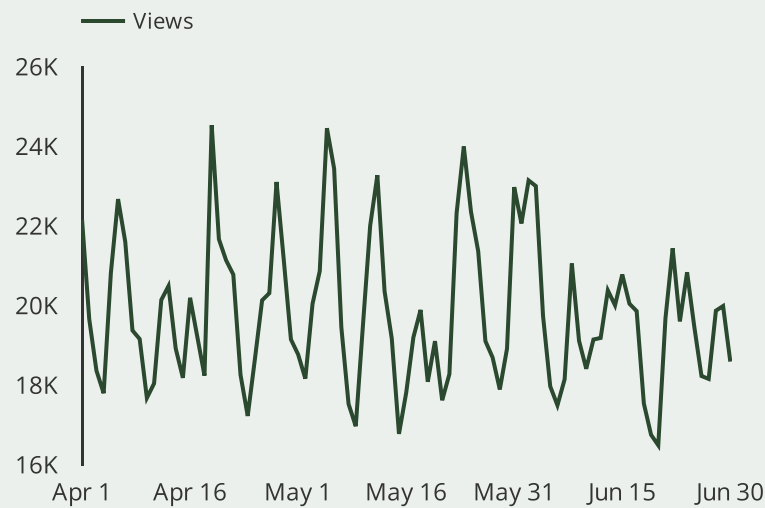


Overview Compared Y-o-Y

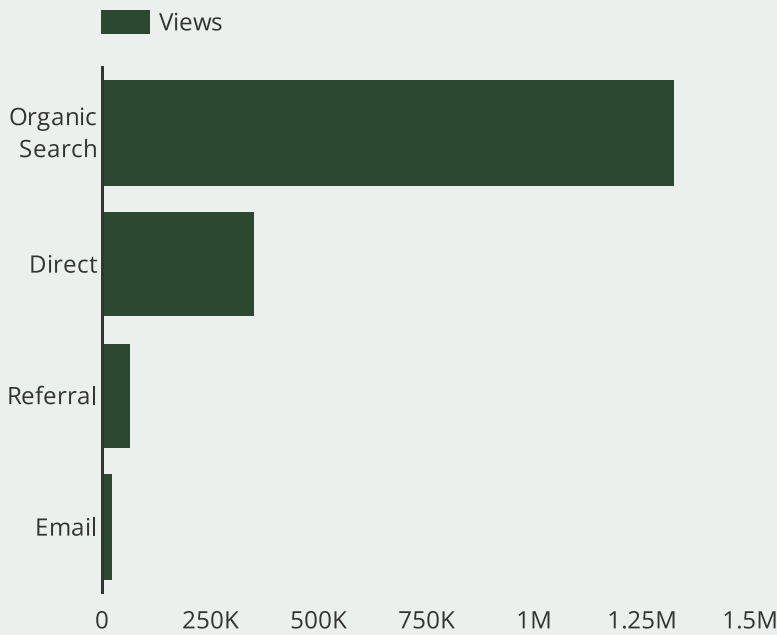
Data from Google Analytics

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
1,803,967	837,293	464,732	446,254	03:27	50.85%
⬇️ -33.0%	⬇️ -20.5%	⬇️ -21.9%	⬇️ -21.2%	⬇️ -7.5%	⬇️ -8.3%

How are site sessions trending?



Which channels are driving engagement?



Top Pages

Sorted by Total Users

Page path	Total users ▼
/	325,451
/ticket-prices	106,245
/about-shades-green/eligibility	73,087
/rooms	70,982
/experiences	66,453
/experiences/attractions	63,122
/experiences/attractions/attraction-tickets	35,934
/special-offers/monthly-specials	31,116
/rooms/standard-room	23,428
/experiences/attractions/ticket-questions	22,280

What are the top sources?

Sorted by Total Users

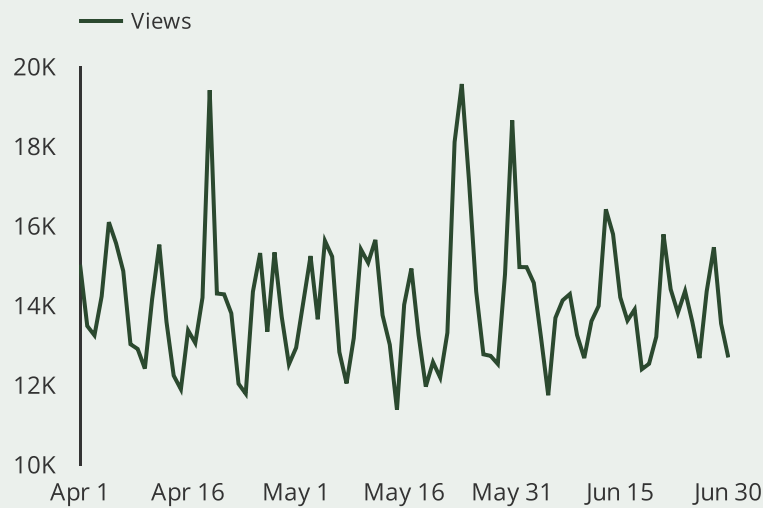
Session source	Total users ▼
google	253,809
(direct)	158,549
bing	16,078
facebook.com	6,742
ActiveCampaign	6,202
yahoo	4,406
chatgpt.com	3,869
armymwr.com	3,670
halekoa.com	2,901
fb	2,720

Mobile

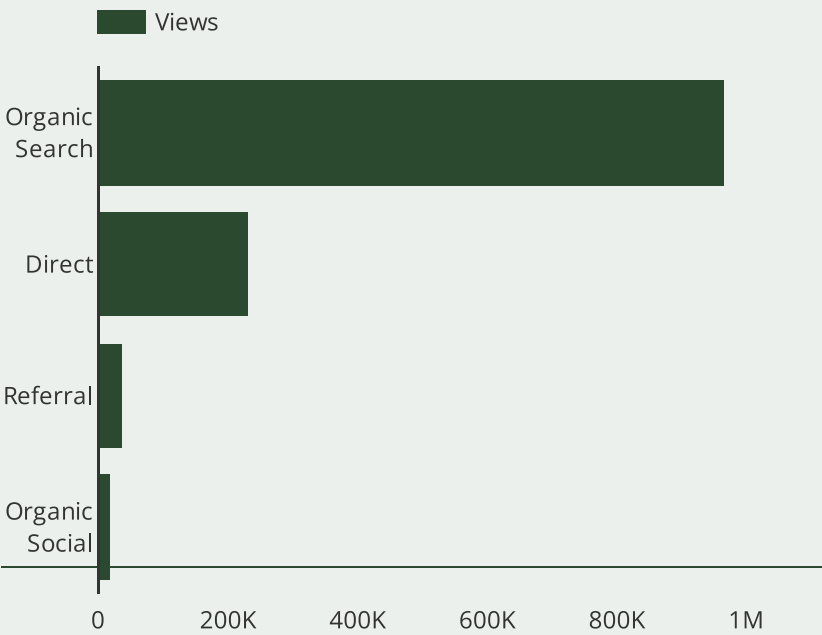
Data from Google Analytics

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
1,279,642	587,780	319,916	308,028	02:58	47.86%
↓ -29.1%	↓ -18.1%	↓ -18.5%	↓ -18.2%	↓ -6.5%	↓ -7.6%

How are site sessions trending?



Which channels are driving engagement?



Top Pages

Sorted by Total Users

Page path	Total users ▼
/	212,018
/ticket-prices	73,531
/about-shades-green/eligibility	53,112
/rooms	52,057
/experiences	45,098
/experiences/attractions	39,647
/experiences/attractions/attraction-tickets	23,298
/special-offers/monthly-specials	21,495
/rooms/standard-room	16,864
/dining-drinks	16,328

What are the top sources?

Sorted by Total Users

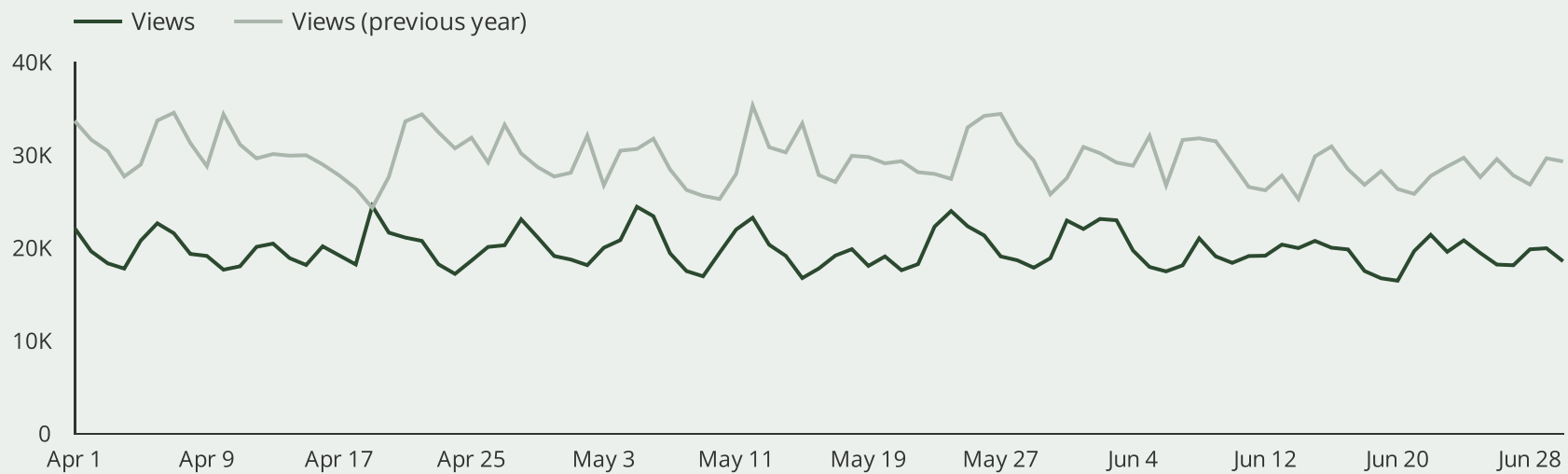
Session source	Total users ▼
google	189,800
(direct)	102,874
facebook.com	6,393
ActiveCampaign	4,325
chatgpt.com	3,282
fb	2,693
yahoo	1,935
armymwr.com	1,929
duckduckgo	1,727
m.facebook.com	1,719

Overview Compared Y-o-Y

Data from Google Analytics

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
1,803,967	837,293	464,732	446,254	03:27	50.85%
↓ -33.0%	↓ -20.5%	↓ -21.9%	↓ -21.2%	↓ -7.5%	↓ -8.3%

How are site traffic trending?



Top Pages

Data from Google Analytics

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
1,803,967	837,293	464,732	446,254	03:27	50.85%
⬇ -33.0%	⬇ -20.5%	⬇ -21.9%	⬇ -21.2%	⬇ -7.5%	⬇ -8.3%

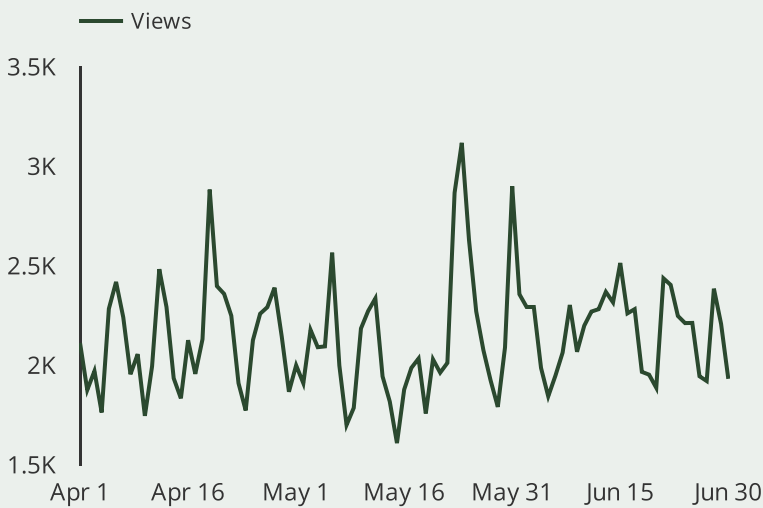
Full page URL	Total users	Sessions	Views	Engagement rate
www.shadesofgreen.org/	317,117	494,953	544,459	53.54%
www.shadesofgreen.org/ticket-prices	105,092	166,346	190,014	67.41%
www.shadesofgreen.org/rooms	70,899	92,330	106,153	85.06%
www.shadesofgreen.org/about-shades-green/eligibility	69,990	85,000	102,349	81.56%
www.shadesofgreen.org/experiences	66,125	86,787	99,230	95.7%
www.shadesofgreen.org/experiences/attractions	63,020	82,502	93,034	94.64%
www.shadesofgreen.org/experiences/attractions/attraction-tickets	35,734	45,564	51,905	82.31%
www.shadesofgreen.org/special-offers/monthly-specials	30,904	38,506	45,763	87.98%
www.shadesofgreen.org/dining-drinks	22,159	32,431	38,579	87.51%
www.shadesofgreen.org/rooms/standard-room	23,377	29,134	33,139	83.99%
www.shadesofgreen.org/experiences/attractions/ticket-questions	22,089	26,431	29,578	80.33%
www.shadesofgreen.org/contact-us	16,347	25,225	27,198	74.07%
www.shadesofgreen.org/experiences/bus-schedule/current-bus-schedule	12,607	22,386	24,996	71.22%
www.shadesofgreen.org/about-shades-green/faq	15,534	19,523	21,724	85.76%
www.shadesofgreen.org/your-stay	13,812	16,957	20,198	94.55%
www.shadesofgreen.org/experiences/bus-schedule	13,114	17,208	19,184	87.7%
www.shadesofgreen.org/experiences/attractions/waltdisneyworld	14,767	17,011	19,048	78.58%
www.shadesofgreen.org/dining-drinks/manginos	8,954	12,376	18,573	85.34%
www.shadesofgreen.org/dining-drinks/evergreens	8,444	12,229	18,051	86.29%
www.shadesofgreen.org/photogallery	11,507	14,426	15,488	83.27%
www.shadesofgreen.org/dining-drinks/garden-gallery	8,457	11,838	13,829	82.98%
www.shadesofgreen.org/rooms/family-suite	9,183	10,610	12,894	88.58%
www.shadesofgreen.org/experiences/attractions/universal-orlando-resort	9,905	11,406	12,411	77.05%

Overview Compared Y-o-Y

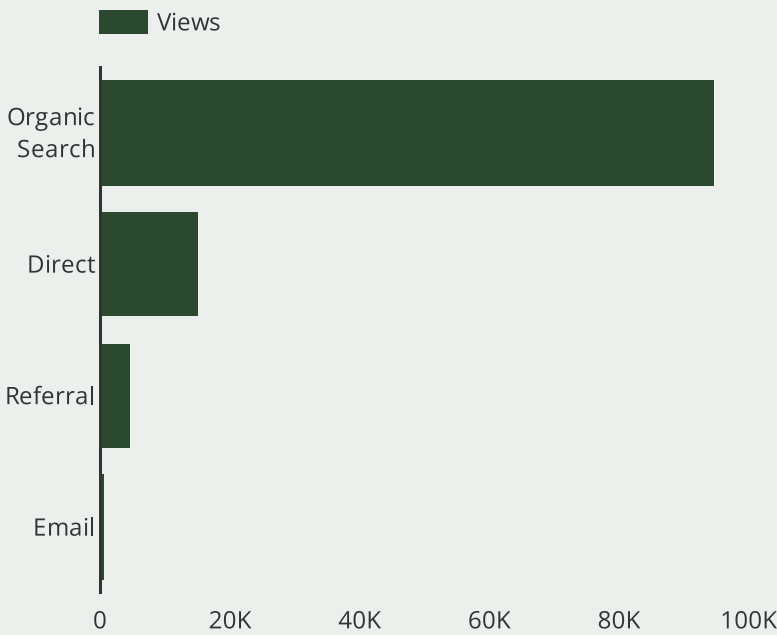
Rooms

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
195,100	113,579	80,492	8,769	02:54	78.52%
⬆ 11.0%	⬆ 18.8%	⬆ 14.3%	No data	⬆ N/A	⬆ 0.3%

How are site sessions trending?



Which channels are driving engagement?



Top Pages

Sorted by Total Users

Page path	Total users ▼
/rooms	44,367
/rooms/standard-room	13,932
/rooms/family-suite	5,440
/rooms/poolside-room	4,751
/rooms/junior-suite	4,139
/rooms/palm-suite	3,495
/rooms/magnoliasuite	3,275
/rooms/garden-suite	2,743
/rooms/rates-policies	585
/accommodations/rooms-suites	17

What are the top sources?

Sorted by Total Users

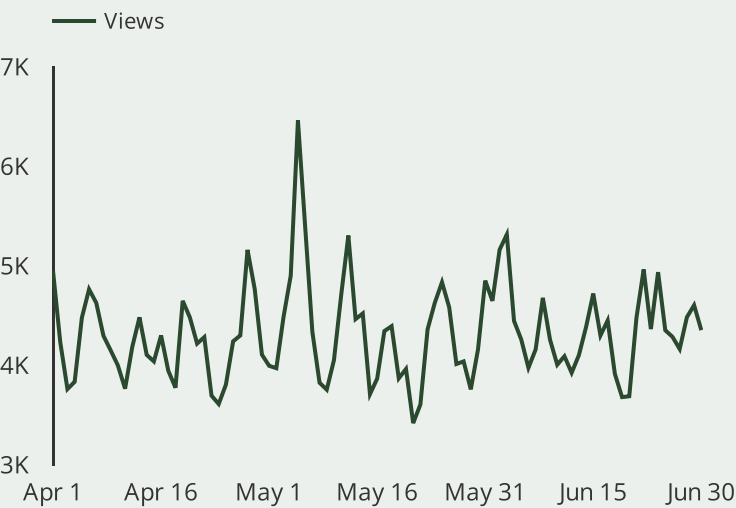
Session source	Total users ▼
google	36,529
(direct)	7,551
bing	2,139
yahoo	618
armymwr.com	523
duckduckgo	356
halekoa.com	352
ActiveCampaign	283
chatgpt.com	266
militaryonesource.mil	211

Overview Compared Y-o-Y

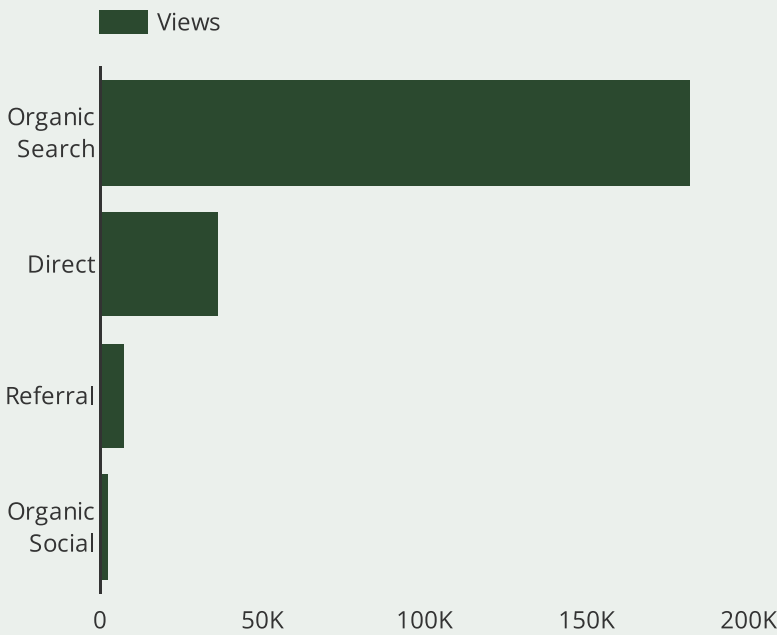
Experiences

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
392,898	208,360	141,015	34,301	02:25	78.56%
⬆️ 0.6%	⬆️ 7.5%	⬆️ 8.3%	No data	⬆️ N/A	⬇️ -5.1%

How are site sessions trending?



Which channels are driving engagement?



Top Pages

Sorted by Total Users

Page path	Total users ▼
/experiences	40,777
/experiences/attractions	38,546
/experiences/attractions/attraction-tickets	20,888
/experiences/attractions/ticket-questions	13,240
/experiences/attractions/waltdisneyworld	8,179
/experiences/bus-schedule	8,030
/experiences/bus-schedule/current-bus-schedule	7,941
/experiences/attractions/universal-orlando-resort	6,706
/experiences/events/Events-at-Shades-of-Green	4,681
/experiences/activities	3,637

What are the top sources?

Sorted by Total Users

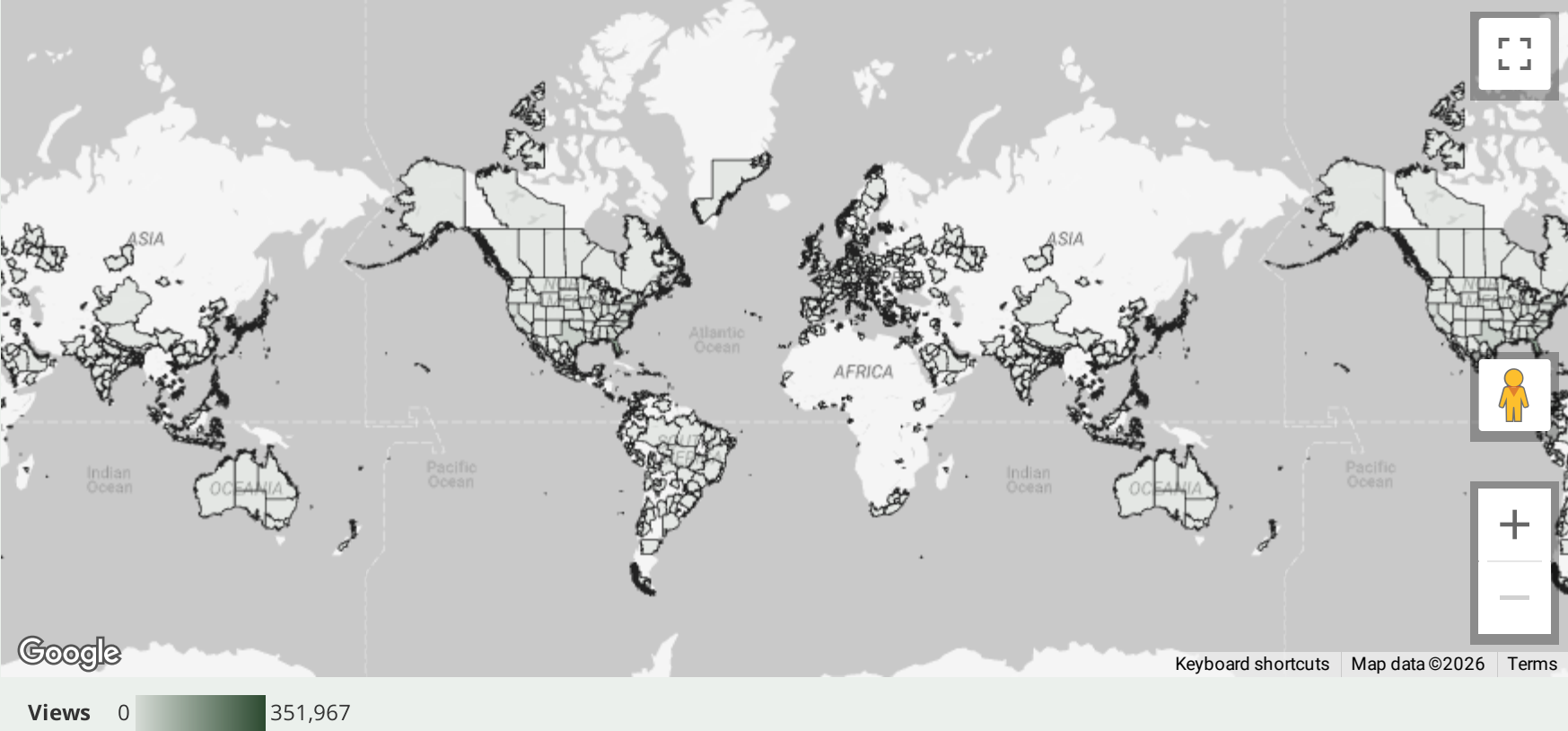
Session source	Total users ▼
google	60,831
(direct)	14,617
bing	4,011
chatgpt.com	1,289
yahoo	1,088
facebook.com	798
ActiveCampaign	691
armymwr.com	640
duckduckgo	551
plandisney.disney.go.com	473

Countries

Data from Google Analytics

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
1,803,967	837,293	464,732	446,254	03:27	50.85%
⬇️ -33.0%	⬇️ -20.5%	⬇️ -21.9%	⬇️ -21.2%	⬇️ -7.5%	⬇️ -8.3%

Region	Views ▾	% Δ	Total users	% Δ	Sessions	% Δ	Engagement r...	% Δ
Florida	351,967	-26.5%...	145,836	-21.5%...	196,624	-21.9%...	40.53%	0.5% ⬆️
Texas	114,613	-36.2%...	34,310	-19.6%...	50,137	-24.8%...	58.59%	-6.4% ⬇️
Georgia	98,636	-38.2%...	33,698	-25.7%...	46,127	-28.9%...	57.68%	-7.3% ⬇️
Virginia	90,424	-38.1%...	30,692	-24.0%...	42,804	-24.4%...	58.72%	-9.1% ⬇️
New York	86,949	-35.6%...	30,774	-23.0%...	41,664	-22.9%...	56.84%	-9.8% ⬇️
North Carolina	79,657	-33.6%...	27,110	-20.7%...	38,471	-21.1%...	57.03%	-7.5% ⬇️
Ohio	64,661	-33.2%...	23,538	-21.1%...	30,427	-23.7%...	58.64%	-7.3% ⬇️
California	59,792	-25.1%...	20,489	-5.9% ⬇️	28,163	-12.3%...	55.41%	-8.0% ⬇️
Pennsylvania	55,451	-29.3%...	18,447	-17.9%...	25,340	-17.8%...	60.83%	-3.3% ⬇️
Michigan	53,317	-34.2%...	21,574	-22.6%...	27,104	-26.5%...	59.47%	-4.8% ⬇️
Illinois	48,490	-48.8%...	15,580	-35.2%...	21,760	-35.6%...	57.63%	-10.4%...
Indiana	48,451	-32.0%...	18,866	-19.5%...	24,032	-20.8%...	59.16%	-9.2% ⬇️
South Carolina	42,991	-34.1%...	15,272	-22.3%...	20,704	-21.3%...	58.75%	-7.1% ⬇️





Apr 1, 2026 - Jun 30, 2026



Search

Data from Google Analytics

Search ter...	Total Searches ▾	Total users	Sessions	Engagement rate	Event co...
bus schedule	562	392	477	96.86%	1.43
bus	327	266	283	97.53%	1.23
map	216	186	192	98.44%	1.17
laundry	187	144	168	96.43%	1.3
universal	158	147	152	98.03%	1.07
disney	148	133	136	97.06%	1.11
pool	143	123	127	98.43%	1.16
tickets	143	125	128	99.22%	1.14
disneyland	139	118	122	98.36%	1.18
halloween	133	101	116	97.41%	1.32
bus schedules	125	83	91	97.8%	1.51
category	122	107	109	97.25%	1.14
exchange	120	108	116	99.14%	1.11
golf	119	109	113	96.46%	1.09
epcot	106	94	99	97.98%	1.13
parking	104	97	99	98.99%	1.07
menu	101	88	92	96.74%	1.15
login	100	73	82	97.56%	1.37
log in	93	66	71	100%	1.41
breakfast	87	74	79	97.47%	1.18
universal stu...	85	76	78	97.44%	1.12
transportation	83	70	75	98.67%	1.19
reservations	82	70	74	98.65%	1.17
disney tickets	82	66	67	98.51%	1.24
reservation	80	65	67	98.51%	1.23
discovery cove	78	60	64	98.44%	1.3
military	74	64	71	94.37%	1.16
disney world	74	70	72	100%	1.06
shuttle	73	61	67	88.06%	1.2
sign in	70	55	55	98.18%	1.27
memory ma...	67	53	55	98.18%	1.26
volcano bay	64	55	55	100%	1.16
Grand total	14,542	8,050	9,761	95.69%	1.81