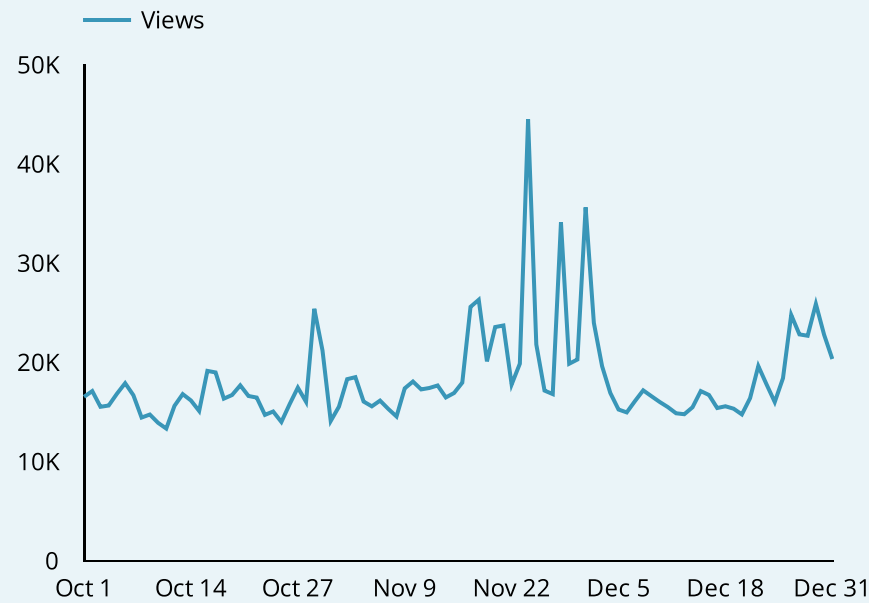


Overview Compared Y-o-Y

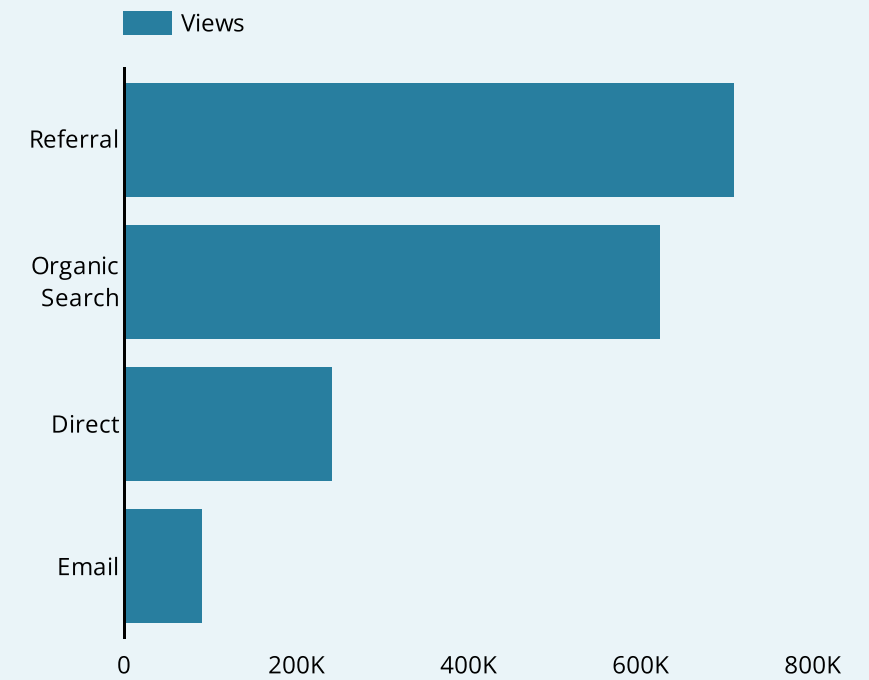
Google Analytics 4

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
1,689,839	628,510	363,086	348,176	04:00	57.64%
↓ -3.8%	↓ -11.3%	↓ -14.0%	↓ -13.9%	↑ 16.1%	↑ 3.3%

How is site traffic trending?



Which channels are driving traffic?



Top Pages

Sorted by Total Users

Page path	Total users
/	273,408
/rooms-suites	47,623
/about-hale-koa-hotel/eligibility	30,806
/checkout	29,494
/rooms-suites/room-rates	27,997
/dining-drinks	24,451
/blackfriday	22,573
/Deals/Promotions	20,025
/experiences	19,731
/experiences/events/hale-koa-luau	19,157

What are the top sources?

Sorted by Total Users

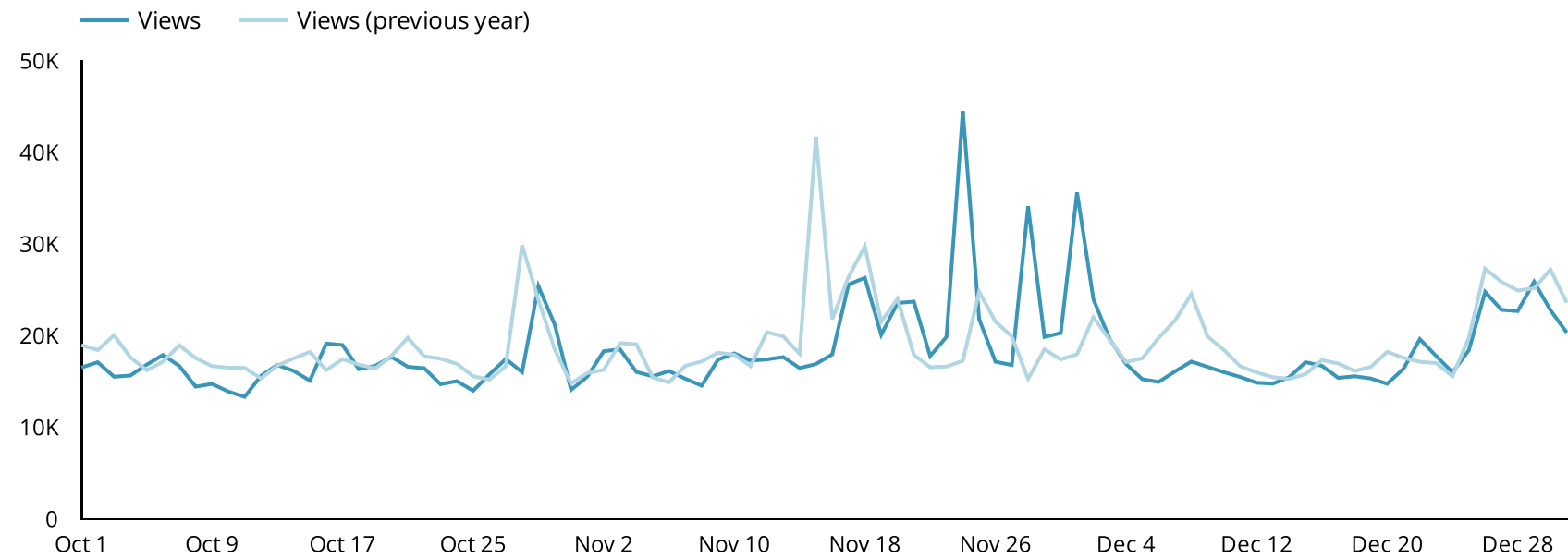
Session source	Total users
google	121,865
halekoa.com	100,499
(direct)	84,302
ActiveCampaign	35,124
be.synxis.com	9,830
bing	9,491
(not set)	4,840
shadesofgreen.org	4,122
yahoo	3,158
armymwr.com	2,444

Traffic Trends

Google Analytics 4

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
1,689,839	628,510	363,086	348,176	04:00	57.64%
↓ -3.8%	↓ -11.3%	↓ -14.0%	↓ -13.9%	↑ 16.1%	↑ 3.3%

How is site traffic trending?



Top Pages

Google Analytics 4

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
1,689,839	628,510	363,086	348,176	04:00	57.64%
↓ -3.8%	↓ -11.3%	↓ -14.0%	↓ -13.9%	↑ 16.1%	↑ 3.3%

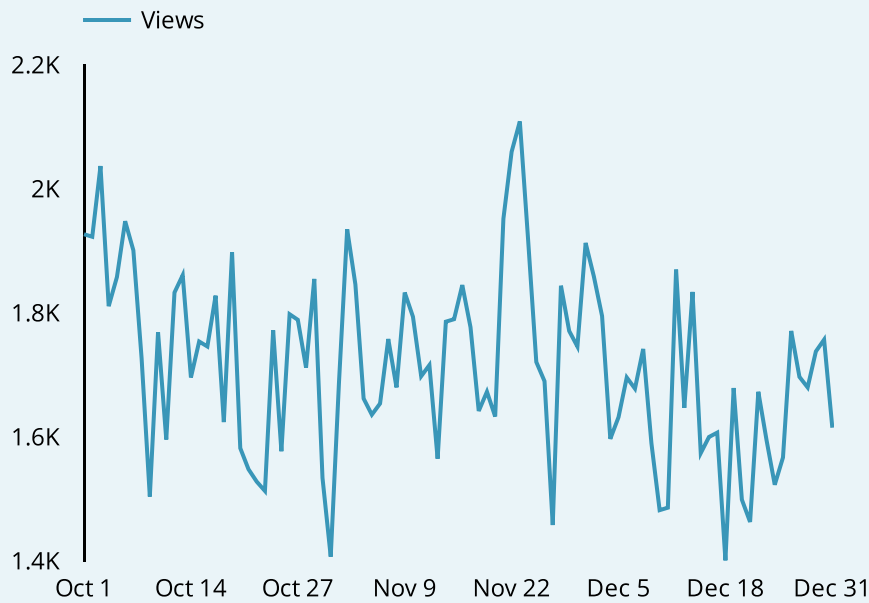
Full page URL	Total users ▼	New users	Views	Engagement rate
www.halekoa.com/	110,256	91,924	212,477	60.17%
www.halekoa.com/rooms-suites	28,417	2,899	42,947	88.98%
www.halekoa.com/blackfriday	22,510	14,573	30,419	47.51%
www.halekoa.com/about-hale-koa-hotel/eligibility	17,989	3,742	23,453	82.77%
www.halekoa.com/rooms-suites/room-rates	16,230	6,184	21,917	78.15%
www.halekoa.com/dining-drinks	14,710	2,004	25,017	92.27%
www.halekoa.com/experiences	11,884	970	18,490	93.64%
www.halekoa.com/Deals/Promotions	11,389	477	14,902	90.14%
www.halekoa.com/Deals	11,138	557	14,291	94.6%
www.halekoa.com/experiences/events/hale-koa-luau	10,860	5,039	18,325	63.33%
www.halekoa.com/dining-drinks/bibas-courtyard-grill	7,068	1,541	12,451	91.98%
www.halekoa.com/dining-drinks/bibas-courtyard-grill/bibas-...	6,560	973	11,484	77.7%
www.halekoa.com/your-stay	6,278	236	8,570	93.5%
www.halekoa.com/contact-us	6,215	524	9,605	75.41%
www.halekoa.com/dining-drinks/koko-kalia	6,113	957	9,926	80.55%
www.halekoa.com/your-stay/hotel-services-gr	5,879	1,310	8,072	80.76%
www.halekoa.com/Deals/roompromotionoct	5,770	3,651	7,662	43.19%
www.halekoa.com/about-hale-koa-hotel/parking	5,508	2,734	8,643	69.25%
www.halekoa.com/rooms-suites/deluxe-ocean-front-room	4,749	264	7,179	86.89%
www.halekoa.com/about-hale-koa-hotel/faq	4,709	750	6,711	77.8%
www.halekoa.com/experiences/activities	4,428	320	6,040	90.59%
www.halekoa.com/your-stay/photo-gallery	4,419	377	5,896	83.62%
www.halekoa.com/dining-drinks/aloha-prime-rib	3,905	364	5,540	83.61%
www.halekoa.com/dining-drinks/happys-fast-fresh	3,898	548	6,912	91.24%
www.halekoa.com/wellness	3,831	157	5,421	94.88%

Overview Compared Y-o-Y

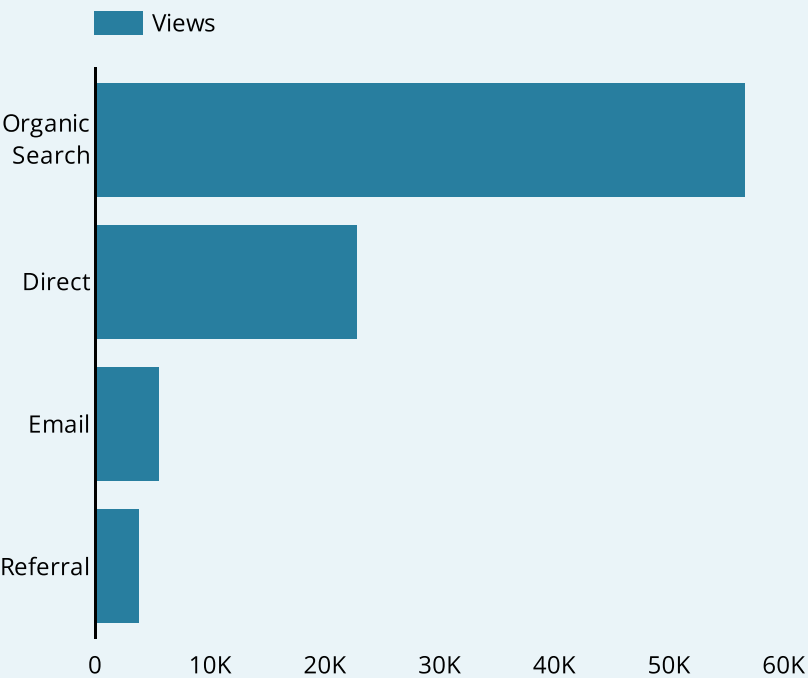
Dining

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
157,996	70,400	41,945	11,160	02:36	69.42%
↓ -7.6%	↓ -9.6%	↓ -17.0%	No data	↑ N/A	↓ -1.6%

How is site traffic trending?



Which channels are driving traffic?



Top Pages

Sorted by Total Users

Page path	Total users
/dining-drinks	14,719
/dining-drinks/bibas-courtyard-grill	7,068
/dining-drinks/bibas-courtyard-grill/bibas-menu-QR-2022	6,560
/dining-drinks/koko-kalia	6,140
/dining-drinks/happys-fast-fresh/happys-menu-qr	4,108
/dining-drinks/aloha-prime-rib	3,918
/dining-drinks/happys-fast-fresh	3,898
/dining-drinks/barefoot-bar	2,927
/dining-drinks/barefoot-bar-menu-qr	2,862
/dining-drinks/java-cafe	1,424

What are the top sources?

Sorted by Total Users

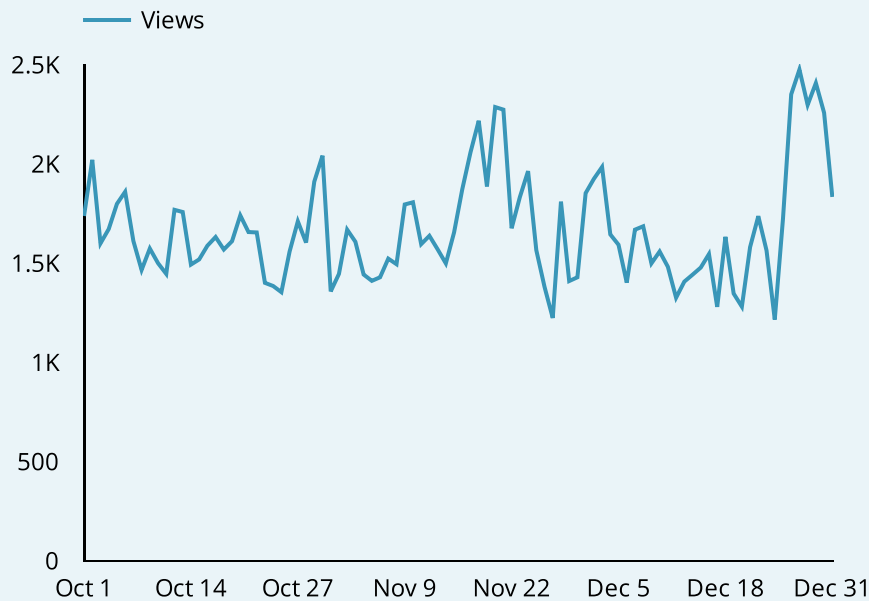
Session source	Total users
google	12,293
(direct)	9,155
ActiveCampaign	1,395
bing	781
be.synxis.com	451
yahoo	356
m.facebook.com	306
duckduckgo	205
m.yelp.com	205
secure.ticketsage.net	120

Overview Compared Y-o-Y

Rooms

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
153,658	82,496	64,056	9,963	03:07	76.22%
↓ -9.1%	↓ -14.4%	↓ -15.2%	No data	↑ N/A	↑ 9.9%

How is site traffic trending?

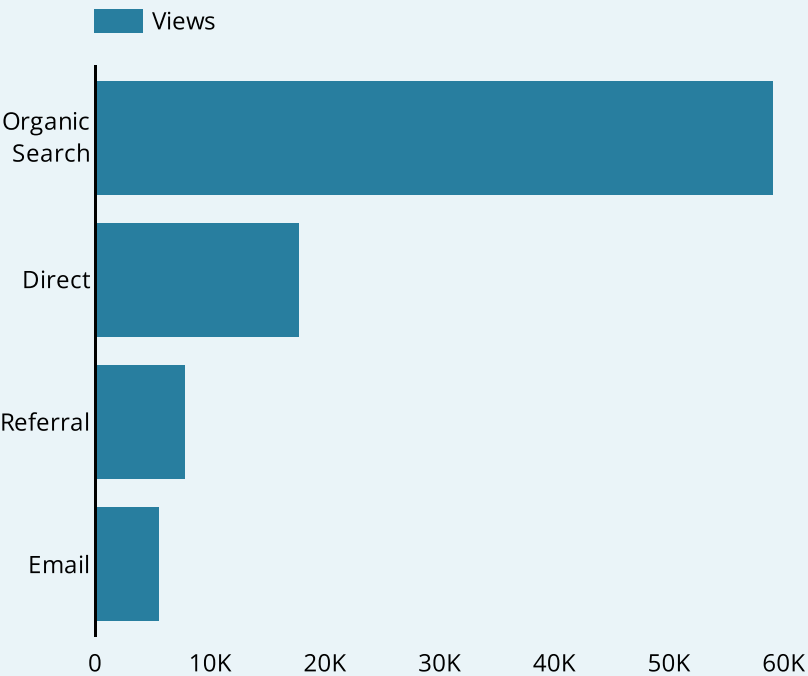


Top Pages

Sorted by Total Users

Page path	Total users
/rooms-suites	28,482
/rooms-suites/room-rates	16,242
/rooms-suites/deluxe-ocean-front-room	4,751
/rooms-suites/resort-view-room	3,719
/rooms-suites/ilima-ocean-west	3,169
/rooms-suites/ocean-view-room	3,118
/rooms-suites/partial-ocean-view-room	2,912
/accommodations/rooms-suites	26
/rooms-suites/resort-view	8
/accommodations/rooms-suites/deluxe-ocean-front-room	3

Which channels are driving traffic?



What are the top sources?

Sorted by Total Users

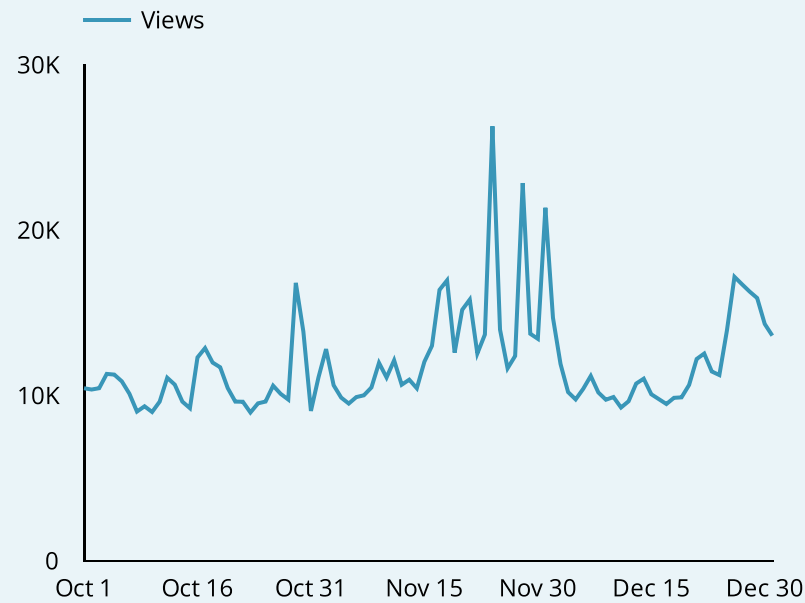
Session source	Total users
google	22,189
(direct)	8,405
ActiveCampaign	2,345
be.synxis.com	1,666
bing	1,361
shadesofgreen.org	559
yahoo	557
duckduckgo	355
armymwr.com	312
hawaiiimilitaryguide.com	182

Mobile Overview

Google Analytics 4

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
1,099,383	424,236	233,636	224,722	03:11	52.94%
↑ 1.1%	↓ -3.3%	↓ -8.0%	↓ -9.4%	↑ 9.4%	↑ 0.4%

How is site traffic trending?

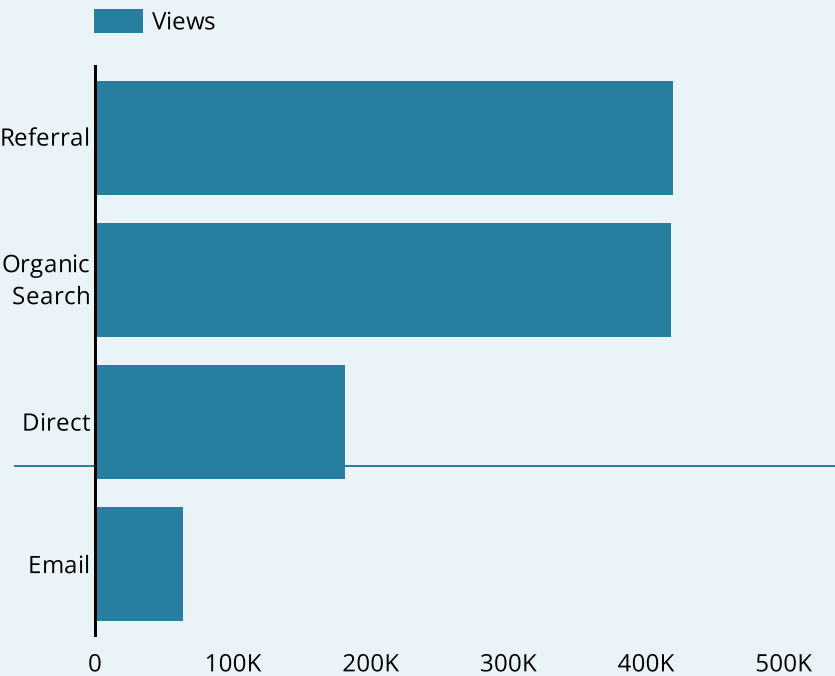


Top Pages

Sorted by Total Users

Page path	Total users
/	169,773
/rooms-suites	34,153
/rooms-suites/room-rates	20,028
/about-hale-koa-hotel/eligibility	19,692
/dining-drinks	16,980
/checkout	16,561
/blackfriday	15,327
/Deals	14,360
/Deals/Promotions	13,601
/experiences/events/hale-koa-luau	12,691

Which channels are driving traffic?



What are the top sources?

Sorted by Total Users

Session source	Total users
google	82,502
(direct)	61,859
halekoa.com	58,636
ActiveCampaign	23,752
be.synxis.com	7,105
(not set)	2,947
shadesofgreen.org	2,446
m.facebook.com	1,646
duckduckgo	1,444
yahoo	1,424

Countries

Google Analytics 4

Views

1,689,839

↓ -3.8%

Sessions

628,510

↓ -11.3%

Total users

363,086

↓ -14.0%

New users

348,176

↓ -13.9%

Avg. Session Time

04:00

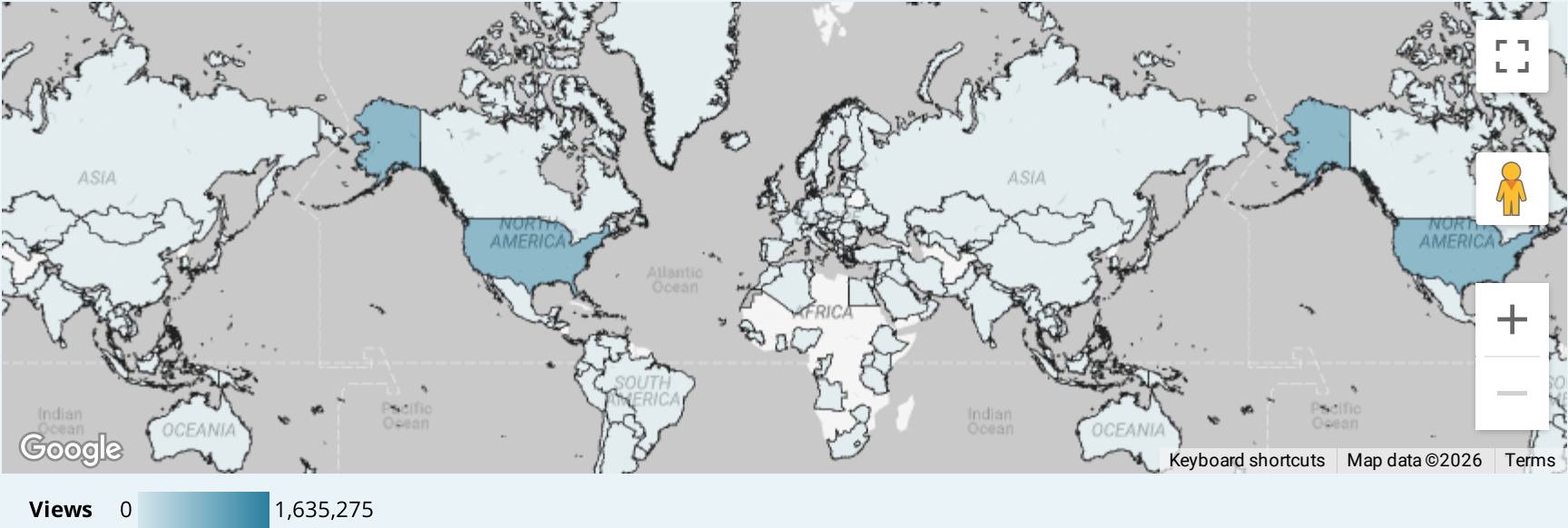
↑ 16.1%

Engagement rate

57.64%

↑ 3.3%

Country	Total users ▾	% Δ	New users	% Δ	Views	% Δ	Engagement ...	% Δ
United States	344,939	-14.4...	329,955	-14.8...	1,635,275	-3.7% ↓	57.67%	3.6% ↑
Japan	3,397	-3.4% ↓	3,030	-5.5% ↓	11,712	-1.8% ↓	56.73%	-3.0% ↓
China	2,932	1,232....	2,880	1,233....	2,943	552.5...	4.74%	-81.6...
Canada	2,577	-26.1...	2,438	-27.3...	7,192	-24.2...	59.66%	-1.9% ↓
Germany	1,982	9.6% ↑	1,823	7.7% ↑	5,340	-5.6% ↓	48.68%	-14.1...
South Korea	1,409	4.4% ↑	1,326	5.8% ↑	4,743	5.2% ↑	56.64%	-2.9% ↓
Singapore	1,294	804.9...	144	9.1% ↑	314	-26.3...	10.32%	-81.2...
Australia	1,260	-31.0...	1,184	-31.6...	3,885	-33.4...	62.23%	-1.4% ↓
United Kingdom	640	0.2% ↑	606	2.4% ↑	1,905	11.5%...	52.37%	-7.0% ↓
Guam	468	-18.6...	422	-17.7...	2,113	-9.2% ↓	54.17%	-7.7% ↓
Mexico	350	-6.2% ↓	284	-15.2...	1,285	-5.0% ↓	58.72%	-0.2% ↓
India	295	28.3%...	279	24.0%...	877	10.7%...	58.86%	-17.1...
New Zealand	282	-19.4...	261	-21.9...	853	-21.0...	64.12%	-3.7% ↓
Philippines	259	-4.8% ↓	226	-8.1% ↓	825	-12.7...	57.07%	5.2% ↑
France	218	10.7%...	201	16.2%...	564	-14.5...	49.61%	-10.7...
Indonesia	211	12.8%...	119	-18.5...	475	-44.8...	55.79%	-9.6% ↓
Netherlands	203	10.3%...	191	14.4%...	466	-0.9% ↓	58.13%	9.9% ↑



States

Google Analytics 4

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
1,689,839	628,510	363,086	348,176	04:00	57.64%
↓ -3.8%	↓ -11.3%	↓ -14.0%	↓ -13.9%	↑ 16.1%	↑ 3.3%

Region	Total users ▾	New users	Views	Engagement rate
Hawaii	65,048	55,204	326,371	56.78%
California	59,210	49,895	243,200	58.12%
Texas	25,070	19,414	94,488	59.5%
Washington	25,063	18,887	92,902	61.63%
Virginia	16,834	13,114	54,866	57.27%
Florida	16,754	12,965	59,123	61.3%
New York	14,766	11,008	44,112	59.37%
Georgia	11,929	8,100	38,915	62.24%
Illinois	11,562	9,202	37,475	60.85%
Arizona	10,380	8,040	41,254	61.56%
Colorado	10,352	8,043	38,523	59.26%
North Carolina	10,230	6,918	32,331	59.49%
Oregon	10,115	6,551	31,817	60.95%
Ohio	10,024	6,831	29,726	56.52%
Michigan	8,936	5,515	26,447	58.86%
Nevada	8,186	5,396	28,428	60.5%
Indiana	7,071	4,276	20,186	59.47%



Search

Google Analytics 4

Search Terms	Search count	Search count per user	Total users	Engagement rate
parking	255	1.14	224	96.61%
luau	190	1.17	163	98.86%
wedding	135	1.26	107	99.1%
laundry	127	1.46	87	89.11%
509318396	123	123	1	100%
map	93	1.22	76	97.5%
thanksgiving	93	1.31	71	98.73%
pool	87	1.1	79	98.77%
reservations	84	1.27	67	92.75%
reservation	70	1.27	55	96.49%
waitlist	69	1.17	59	85%
exchange	67	1.12	60	100%
christmas	62	1.07	58	100%
check out	61	1.07	57	100%
military	61	1.17	52	90.91%
wifi	58	1.35	43	100%
wait list	57	1.14	50	76.92%
sign in	50	1.22	41	97.62%
spa	49	1.04	47	100%
eligibility	48	1.23	39	97.5%
cancel reservation	47	1.42	33	100%
check in time	45	1.1	41	97.62%
breakfast	45	1.1	41	97.62%
my reservation	45	1.41	32	97.14%
check in	44	1.19	37	97.3%
cabana	44	1.26	35	97.44%
christmas buffet	44	1.22	36	94.44%
barefoot bar	41	1.14	36	97.37%
weddings	38	1.36	28	100%
Grand total	7,680	1.78	4,311	96.5%