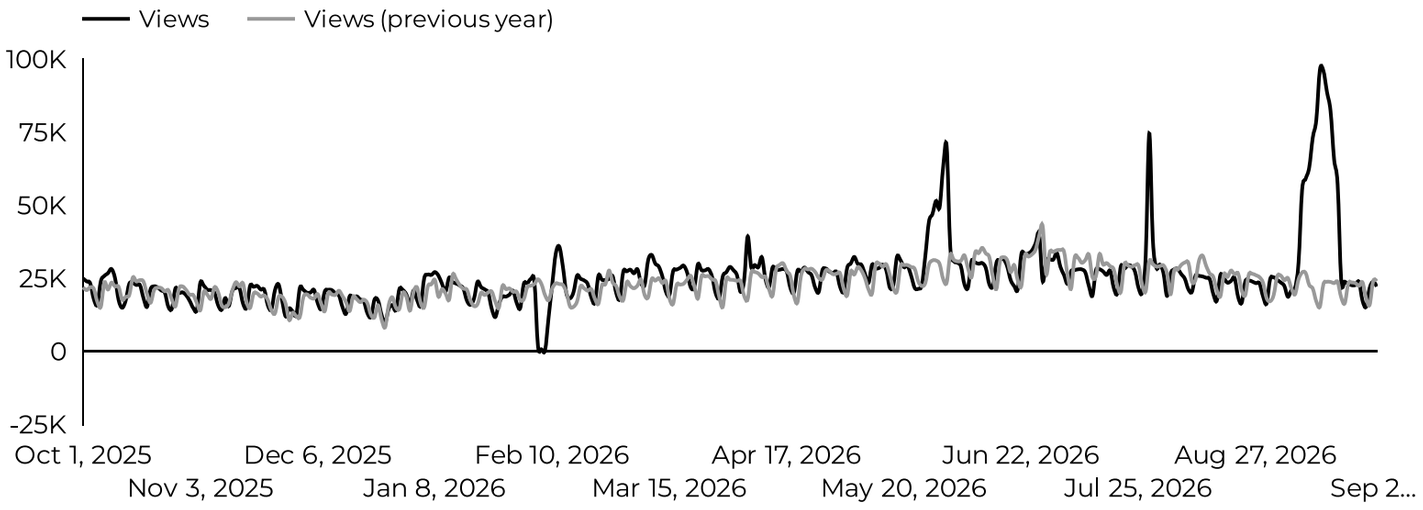
ARMY MWR

Business and Recreation

Views
9,315,181
Visits (pageviews) to your page

Engagement rate
61%
Average time people are engaged on your website

Total users
4,650,074
The total number of users who visited your website



Visits from social media.

Social Media	Total users ▾
Facebook	279,863
X	10,928
Instagram	6,991
Reddit	178
LinkedIn	156
YouTube	150
Pinterest	1

What programs are users visiting?



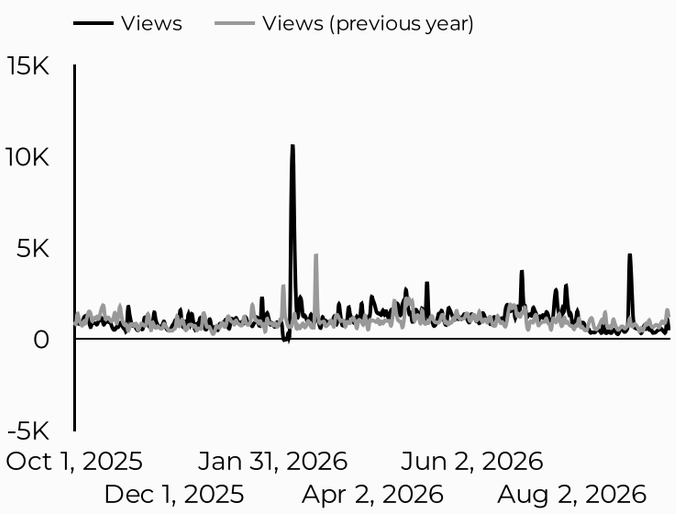
Oct 1, 2025 - Sep 30, 2026

Social Media

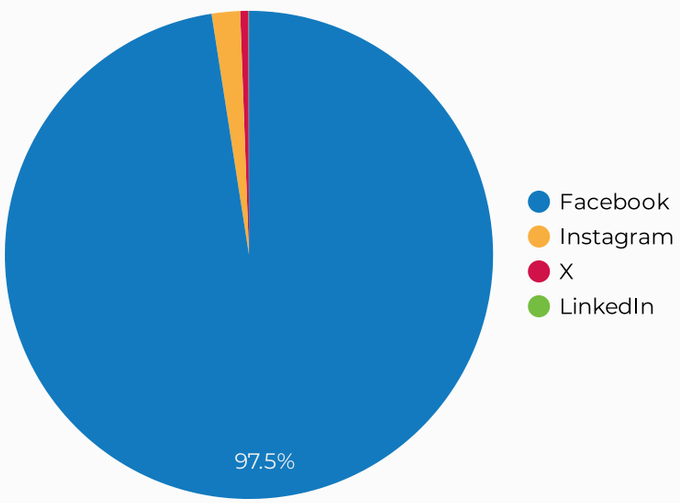
Views	Sessions	Total users	New users	Engagement rate
410,361	318,520	261,359	218,063	52%
▲ 15.1%	▲ 22.6%	▲ 28.2%	▲ 36.5%	▼ -5.9%

Social Traffic Trend (YoY)

Daily views driven by social media, this period versus one year ago.



Share of Social Traffic by Platform



Top Landing Pages from Social

Page path	Sessions ▼	% Δ
/destin	39,730	888.3% ▲
/	13,967	33.0% ▲
/programs/auto-skills-center	8,744	350.5% ▲
/allarmysports	7,368	119.2% ▲
/programs/outdoor-recreation	5,011	7.1% ▲
/employment	4,823	243.8% ▲
/happenings/spring-carnival	4,237	-

Sessions by Platform

Social Media	Sessions ▼	% Δ
Facebook	1,033,811	25.8% ▲
X	29,215	63.6% ▲
Instagram	27,972	62.4% ▲
LinkedIn	1,488	75.7% ▲
YouTube	560	-18.7% ▼
Reddit	374	-22.1% ▼

Actions from Social Visitors

Link clicks, downloads, and contact actions taken by social-referred users.

Action	Event count	% Δ
links	516,116	92.6% ▲
downloads	53,805	-6.7% ▼
phone	6,699	18.8% ▲
mail	3,137	2.1% ▲
Grand total	**579,799**	**73.1% ▲**

Program Roll-Up

Oct 1, 2025 - Sep 30, 2026

PROGRAM	Total Users	New Users	Sessions	Engagement Rate
American Forces Travel	32,636	11,276	39,034	78.32%
Arts & Crafts	102,015	47,552	134,017	65.78%
Auto Skills	247,807	179,444	361,848	57.42%
BOSS	92,024	49,014	114,576	61.36%
Food and Beverage	1,823,266	1,378,298	2,554,613	61.71%
Healthy Army Communities	10,030	8,888	13,026	58.28%
Leisure Travel	514,358	307,625	748,450	69.88%
Libraries	182,388	100,256	247,704	61.47%
Warrior Zone	32,158	20,267	39,995	58.65%
Army Ten Miler (ATM)	311,356	295,493	661,270	49.09%
World Class Athlete Program	70,836	70,573	87,746	50.53%

Sports and Fitness Program Roll-Up

Oct 1, 2025 - Sep 30, 2026

PROGRAM	Total Users	New Users	Sessions	Engagement Rate
All Army Sports	44,425	30,342	52,393	66.85%
Aquatics	253,099	140,022	382,118	62.93%
Bowling	227,325	152,042	299,694	56.4%
Fitness Centers	1,061,556	688,319	1,579,871	59.75%
Golf	424,257	347,958	642,000	62.93%
Intramural Sports	23,778	7,990	29,830	73.26%
Strong BANDS	14,677	6,794	15,966	58.59%
Warrior Zone	32,158	20,267	39,995	58.65%
World Class Athlete Program	70,836	70,573	87,746	50.53%

Outdoor Rec Program Roll-Up

Oct 1, 2025 - Sep 30, 2026

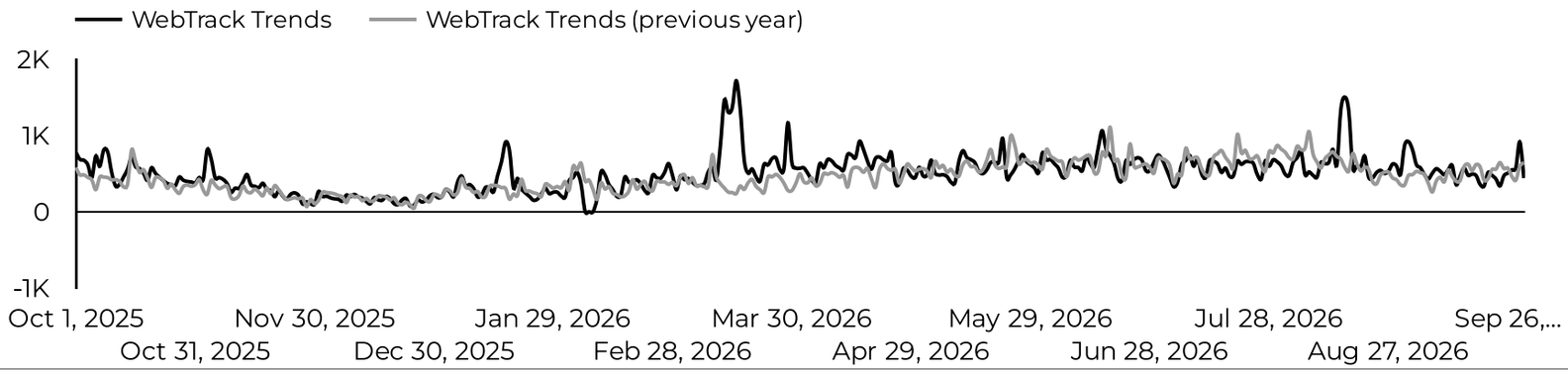
PROGRAM	Total Users	New Users	Sessions	Engagement Rate
Adventure Programs	8,686	4,087	10,095	65.62%
Equipment Rental	66,997	28,633	95,146	72.38%
Recreational Lodging	532,148	354,175	777,676	70.89%

ARMY MWR BRD WebTrac KPI Dashboard

Total WebTrac clicks on pages.

183,403

↑ 10.5%



Top installations with the highest number of WebTrac link clicks on pages.

Installation	Clicks on WebTrac Links. ▾	% Δ
westpoint.armymwr.com	43,097	34.2% ↑
carson.armymwr.com	21,513	34.6% ↑
campbell.armymwr.com	16,656	23.9% ↑
mccoy.armymwr.com	14,112	2.3% ↑
belvoir.armymwr.com	13,329	-3.9% ↓
picatinny.armymwr.com	8,010	42.0% ↑
stuttgart.armymwr.com	7,502	-20.4% ↓
bragg.armymwr.com	6,928	-4.2% ↓
grafenwoehr.armymwr.com	4,364	-4.7% ↓
jackson.armymwr.com	4,076	-2.6% ↓
jblm.armymwr.com	3,906	-17.2% ↓
kaiserslautern.armymwr.com	3,236	-27.5% ↓
leavenworth.armymwr.com	3,088	13.0% ↑
knox.armymwr.com	2,751	-13.1% ↓
benning.armymwr.com	2,414	85.7% ↑
stewarthunter.armymwr.com	2,324	-31.0% ↓
bliss.armymwr.com	2,035	42.3% ↑
meade.armymwr.com	1,960	-2.4% ↓
hood.armymwr.com	1,826	93.4% ↑
humphreys.armymwr.com	1,795	1.6% ↑

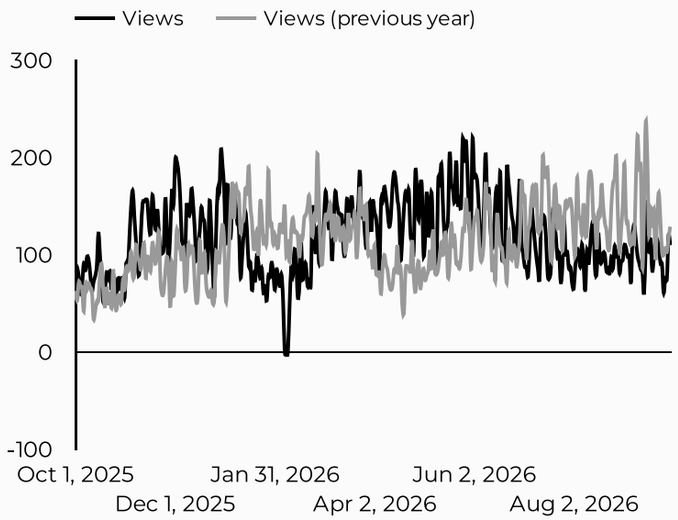
ARMY MWR

American Forces Travel

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
42,952	39,034	32,636	11,276	02:18	78%
▲ 4.0%	▲ 6.1%	▲ 6.3%	▲ 33.3%	▲ 14.9%	▼ -5.1%

Compared Y-o-Y

How is site traffic trending?

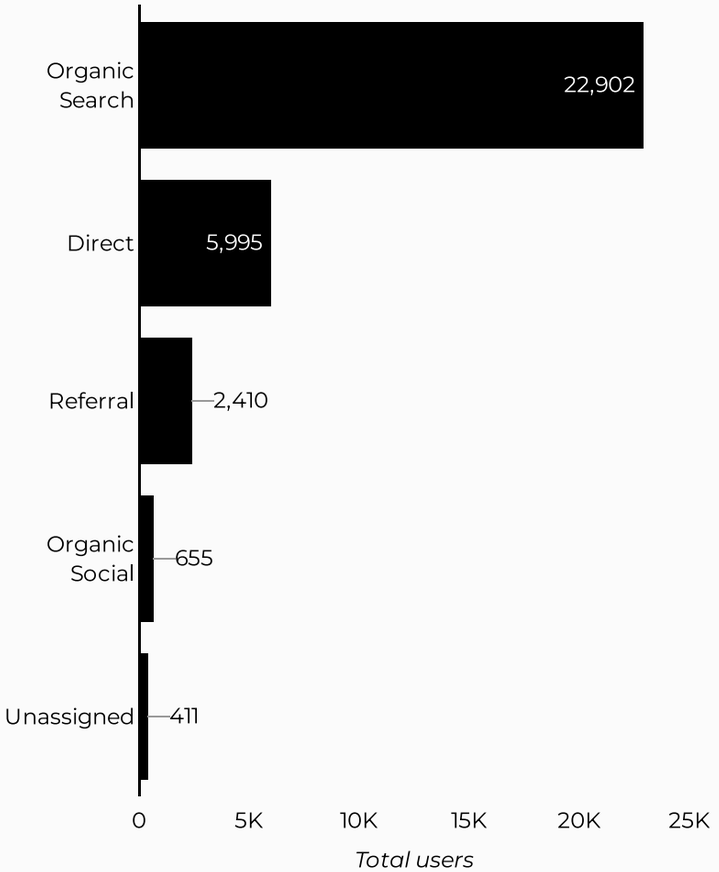


Top US Army Installations

Sorted by Total Users

Installation	Views
www.armymwr.com	36,341
meade.armymwr.com	429
jblm.armymwr.com	415
campbell.armymwr.com	389
belvoir.armymwr.com	352
hood.armymwr.com	341
bragg.armymwr.com	335
bliss.armymwr.com	304
hawaii.armymwr.com	256
jackson.armymwr.com	251

Which channels are driving traffic?



What are the top sources?

First user default channel ...	Sessi...	% Δ
Organic Search	27,113	4.5% ▲
Direct	8,013	18.1% ▲
Referral	2,718	-6.0% ▼
Organic Social	704	-7.6% ▼
Email	335	1,188.5% ▲
Unassigned	306	287.3% ▲
AI Assistant	144	-
Paid Search	15	1,400.0% ▲
Paid Social	6	100.0% ▲
Cross-network	1	-

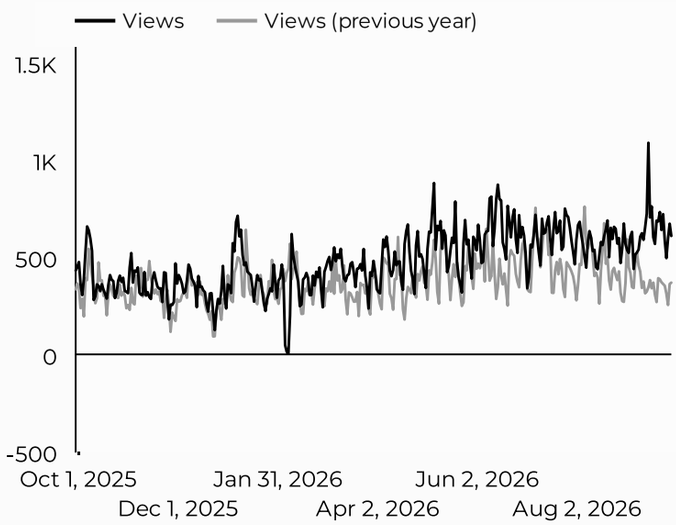
ARMY MWR

Arts & Crafts

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
175,066	134,017	102,015	47,552	02:23	66%
▲ 27.9%	▲ 22.0%	▲ 25.6%	▲ 19.5%	▲ 3.5%	▲ 0.4%

Compared Y-o-Y

How is site traffic trending?

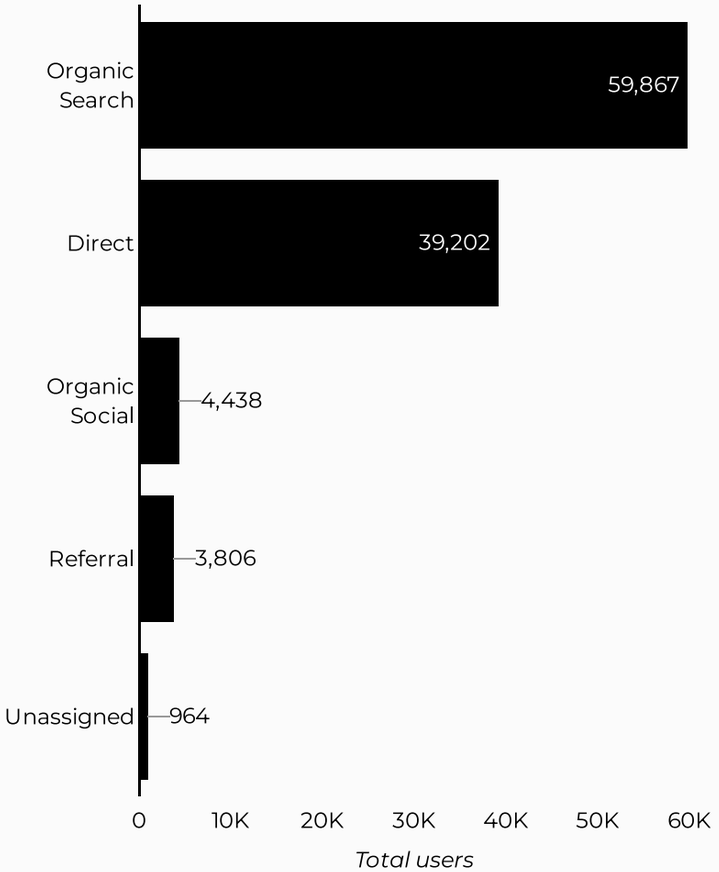


Top Pages

Sorted by Total Users

Page	Total users	% Δ
Arts and Crafts	79,539	22.9% ▲
Facility Use & Rentals	33,408	49.9% ▲
Paint & Go Ceramics	5,861	231.9% ▲
Framing, Engraving & Screen Printing	3,289	0.8% ▲
Catalog & Gift Shop	2,915	177.4% ▲
Contact	1,434	-

Which channels are driving traffic?



What are the top sources?

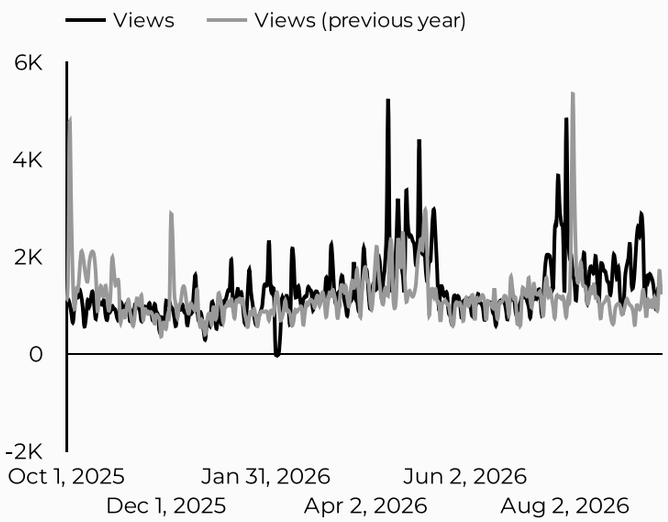
Session source	Total users
google	54,419
(direct)	39,202
bing	4,817
m.facebook.com	2,032
facebook.com	1,219
home.army.mil	1,184
lm.facebook.com	623
duckduckgo	489
l.facebook.com	472
(not set)	460

ARMY MWR Auto Skills

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
480,556	361,848	247,807	179,444	02:37	57%
▲ 12.5%	▲ 3.3%	▲ 6.5%	▲ 9.4%	▲ 4.0%	▼ -2.0%

Compared Y-o-Y

How is site traffic trending?

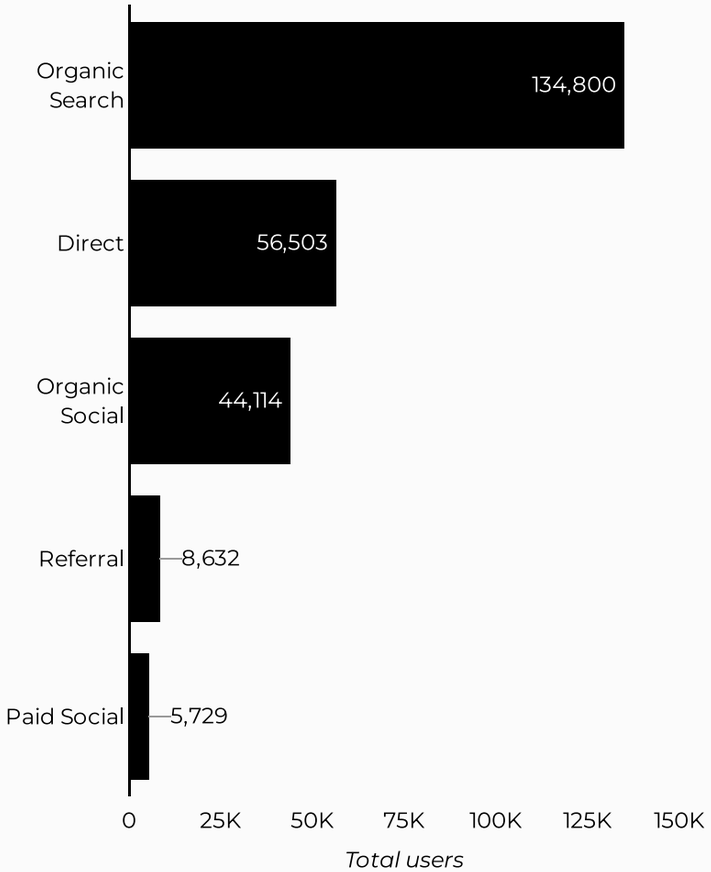


Top Pages

Sorted by Total Users

Page	Total users ▼	% Δ
Automotive Skills	287,899	6.3% ▲
Contact	8,791	-
Do-It-Yourself Auto Shop	7,002	-
Services, Pricing & Shop Rules	3,580	-
Full-Service & Assisted Repairs	2,255	-
Vehicle Storage & Sales	2,139	-
Vehicle Inspections & Special Services	1,520	-
Classes & Safety Training	1,482	-

Which channels are driving traffic?



What are the top sources?

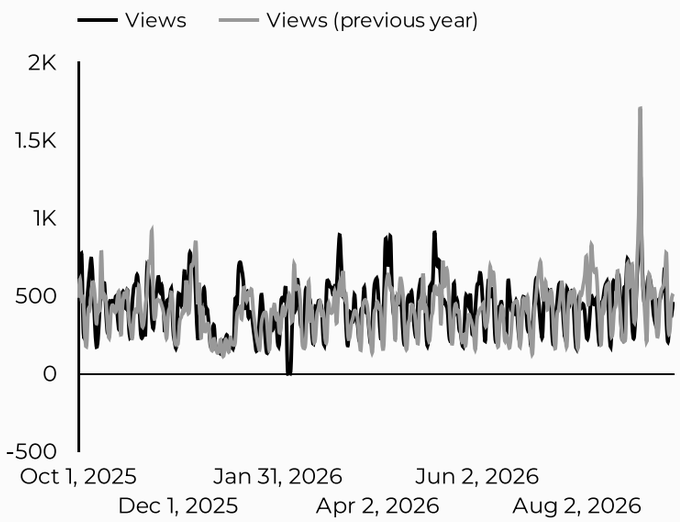
Session source	Total users ▼
google	123,064
(direct)	56,503
facebook.com	17,512
m.facebook.com	15,207
bing	9,489
lm.facebook.com	9,068
fb	4,944
l.facebook.com	2,879
wwnytv.com	2,605
home.army.mil	2,281

ARMY MWR BOSS

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
156,130	114,576	92,024	49,014	02:01	61%
▲ 3.7%	▲ 2.8%	▲ 7.9%	▲ 7.4%	▼ -2.7%	▼ -7.2%

Compared Y-o-Y

How is site traffic trending?

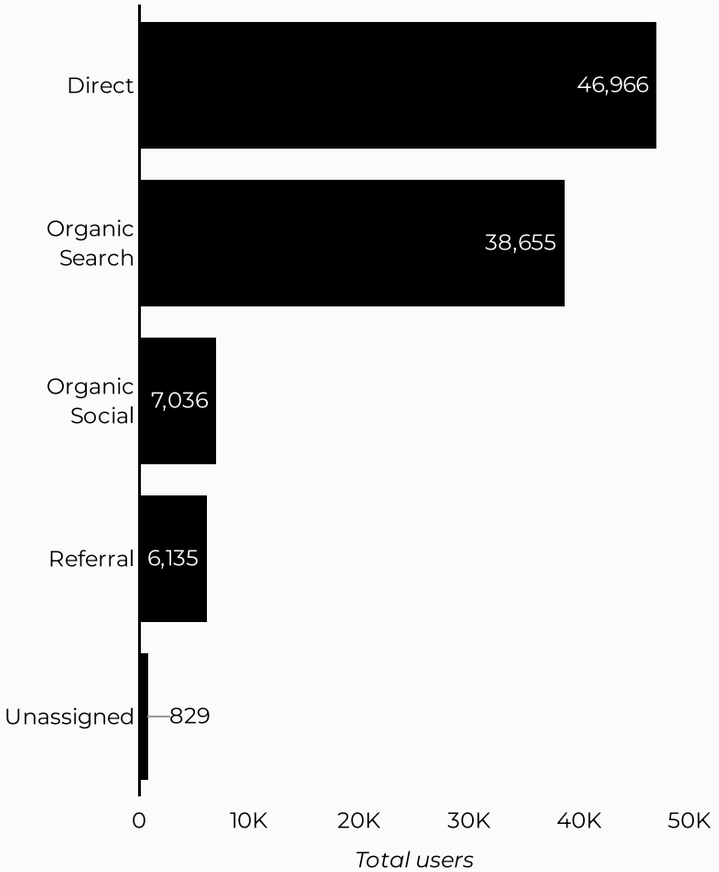


Top Pages

Sorted by Total Users

Page	Total users	% Δ
Better Opportunities for Single Service Members (BOSS)	77,070	-6.5% ▼
BOSS Events and Activities	40,349	66.9% ▲
Contact Information and Resources	2,747	994.4% ▲
The Four Pillars of BOSS	916	523.1% ▲

Which channels are driving traffic?



What are the top sources?

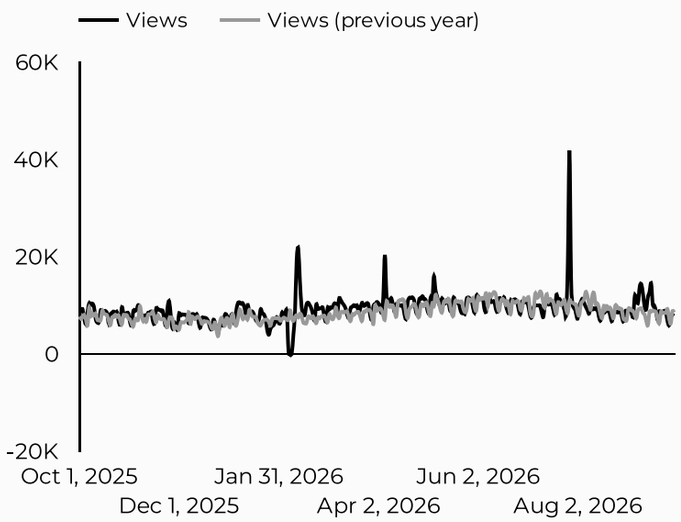
Session source	Total users
(direct)	46,966
google	31,026
bing	7,073
home.army.mil	3,460
m.facebook.com	3,100
facebook.com	1,818
lm.facebook.com	826
(not set)	719
l.facebook.com	614
safe.menlosecurity.com	522

ARMY MWR Food and Beverage

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
3,368,049	2,553,560	1,822,135	1,378,298	02:46	62%
▲ 7.8%	▲ 7.6%	▲ 14.5%	▲ 21.5%	▲ 1.7%	▼ -6.2%

Compared Y-o-Y

How is site traffic trending?

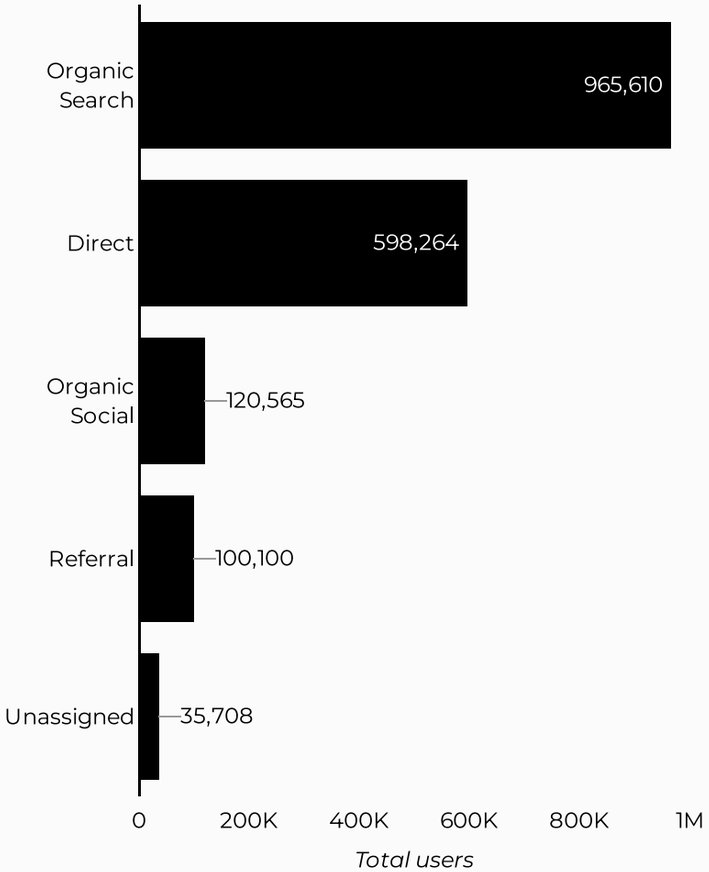


Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
www.armymwr.com	288,384	23.0% ▲
carlisle.armymwr.com	159,157	50.0% ▲
benning.armymwr.com	157,341	57.9% ▲
belvoir.armymwr.com	71,892	-0.7% ▼
bragg.armymwr.com	69,688	4.6% ▲
wiesbaden.armymwr.com	51,794	115.5% ▲
zama.armymwr.com	46,201	7.8% ▲
hood.armymwr.com	44,257	-14.8% ▼
stewarthunter.armymwr.c...	43,182	4.5% ▲
campbell.armymwr.com	42,141	35.7% ▲

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	857,299
(direct)	598,264
bing	88,964
m.facebook.com	60,721
facebook.com	31,927
referral	23,711
promo	20,417
home.army.mil	19,287
fb	17,778
lm.facebook.com	16,363

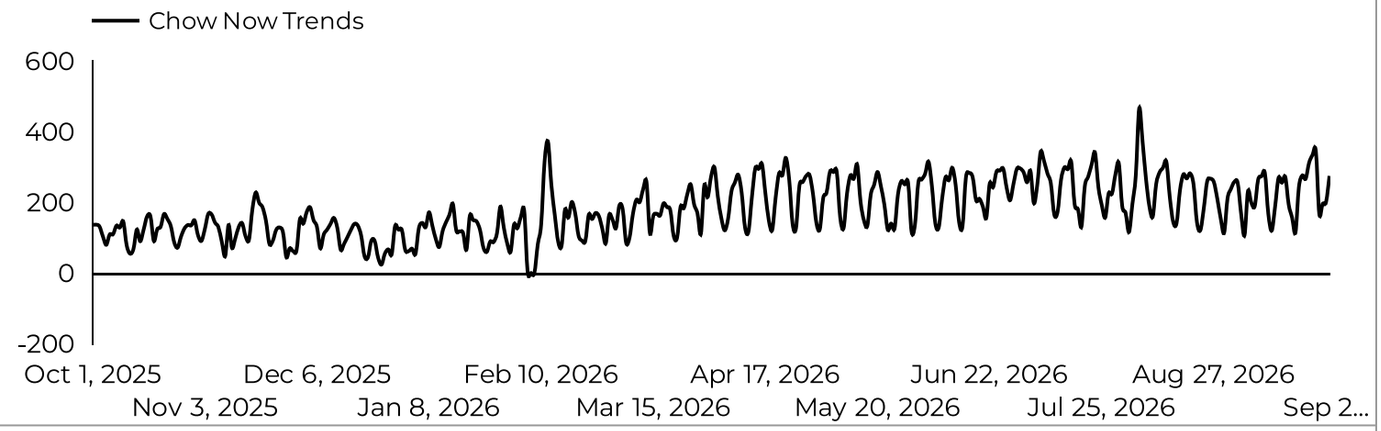
ARMY MWR

Chow Now

Chow Now Link Clicks

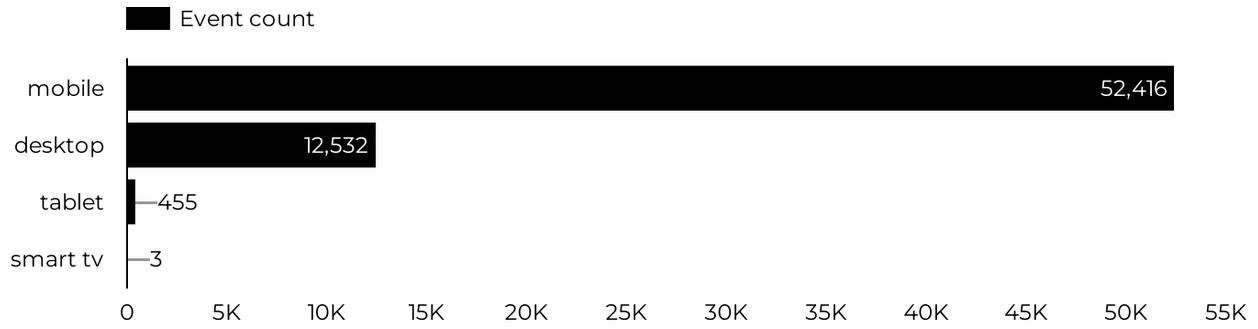
65,406

36.2%



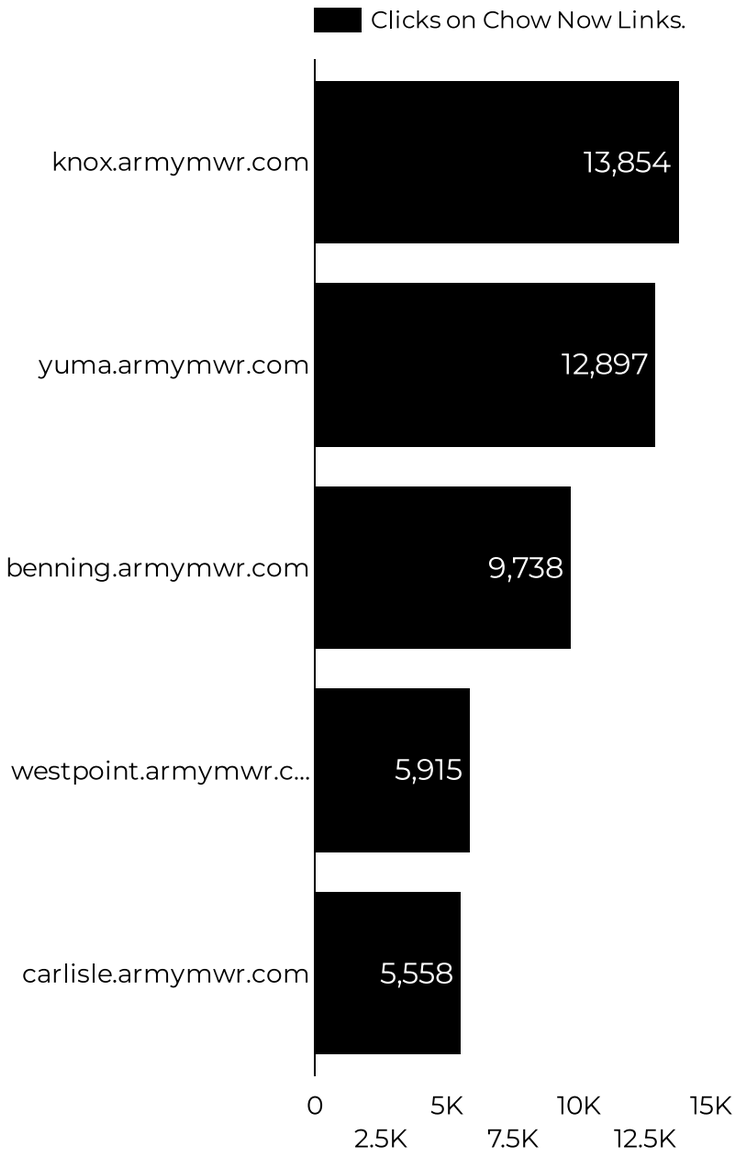
Which devices are driving engagement?

Do people order on mobile or desktop?



Top installations

Top installations with the highest number of Chow Now link clicks on pages.

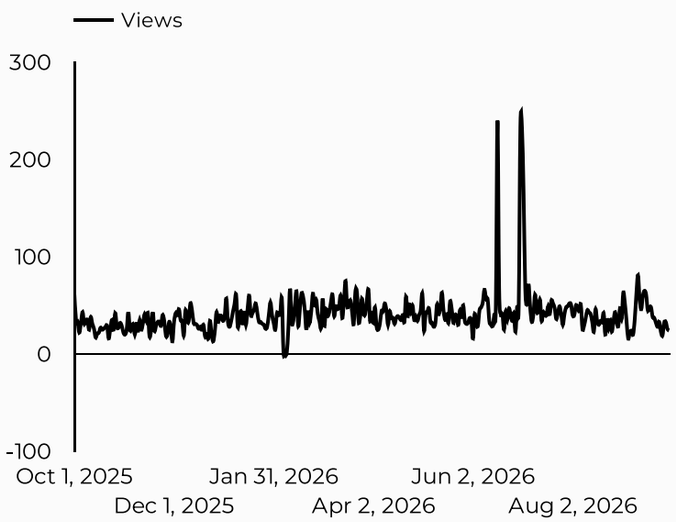


ARMY MWR Healthy Army Communities (HAC)

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
14,775	13,005	10,021	8,888	03:00	58%
-12.7%	-9.4%	-2.2%	1.8%	-5.8%	-6.9%

Compared Y-o-Y

How is site traffic trending?

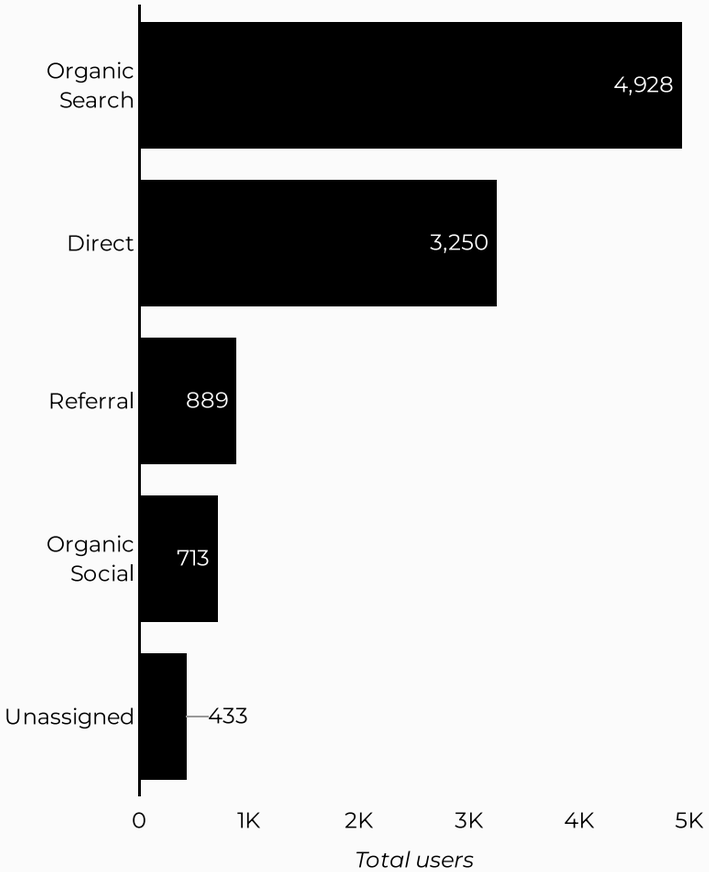


Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
hunterliggett.armymwr.co...	8,413	-5.4%
www.armymwr.com	782	65.0%
gordon.armymwr.com	269	-
sill.armymwr.com	148	19.4%
aberdeen.armymwr.com	110	20.9%
garmisch.armymwr.com	50	35.1%
jackson.armymwr.com	39	1,200.0...
tobyhanna.armymwr.com	31	3,000.0...
westpoint.armymwr.com	29	-
drum.armymwr.com	19	850.0%

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	4,551
(direct)	3,250
home.army.mil	570
referral	390
bing	314
m.facebook.com	289
facebook.com	244
lm.facebook.com	99
en.wikipedia.org	87
l.facebook.com	78

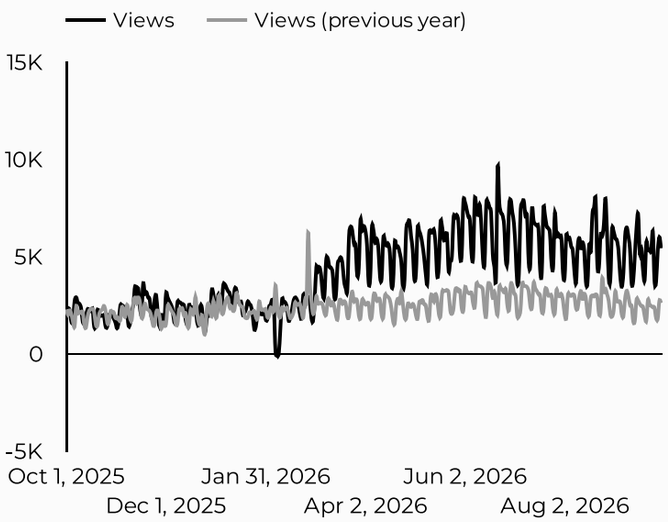
ARMY MWR

Leisure Travel

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
1,531,386	748,450	514,358	307,625	03:30	70%
▲ 69.3%	▲ 11.5%	▲ 12.2%	▲ 2.8%	▲ 11.4%	▼ -3.8%

Compared Y-o-Y

How is site traffic trending?

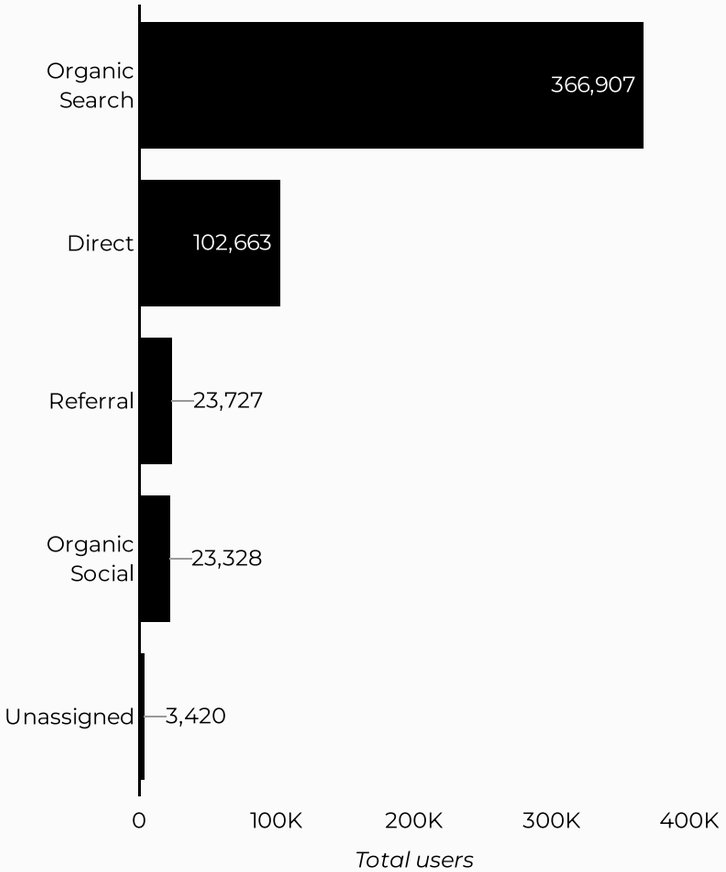


Top Pages

Sorted by Total Users

Page	Total users ▼	% Δ
Leisure Travel Services (LTS)	433,910	5.8% ▲
Discounted Attractions and Event Tickets	263,403	677.6% ▲
Tickets and Pricing	69,063	-13.4% ▼
American Forces Travel	38,141	9.5% ▲
Vacation and Travel Planning Services	27,107	8,965.9% ▲
Contact	22,522	-
Special Offers	13,039	762.9% ▲
Bus Trips and Group Travel	11,324	4,358.3% ▲
Explore Other Travel Options	3,088	34,211.1% ▲

Which channels are driving traffic?



What are the top sources?

Session source	Total users ▼
google	327,458
(direct)	102,663
bing	33,001
m.facebook.com	9,525
facebook.com	8,132
militaryonesource.mil	6,996
home.army.mil	5,652
yahoo	4,782
chatgpt.com	3,714
duckduckgo	3,415

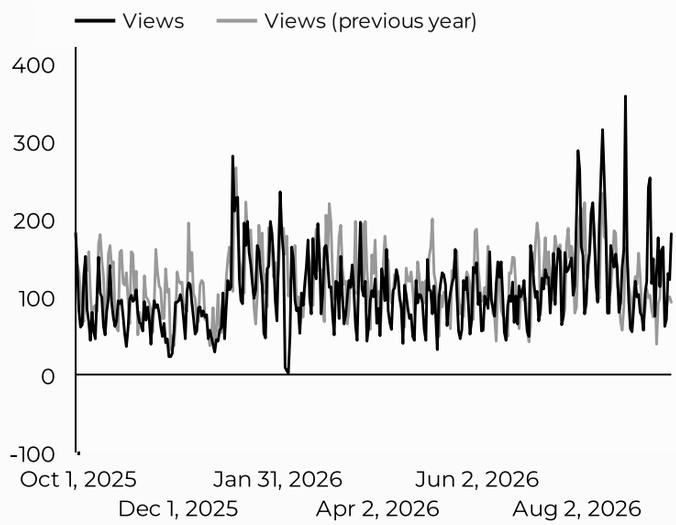
ARMY MWR

Instructional Programs

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
39,107	29,010	21,202	6,659	02:30	75%
-10.5%	-13.7%	-2.4%	-16.9%	-3.9%	2.9%

Compared Y-o-Y

How is site traffic trending?

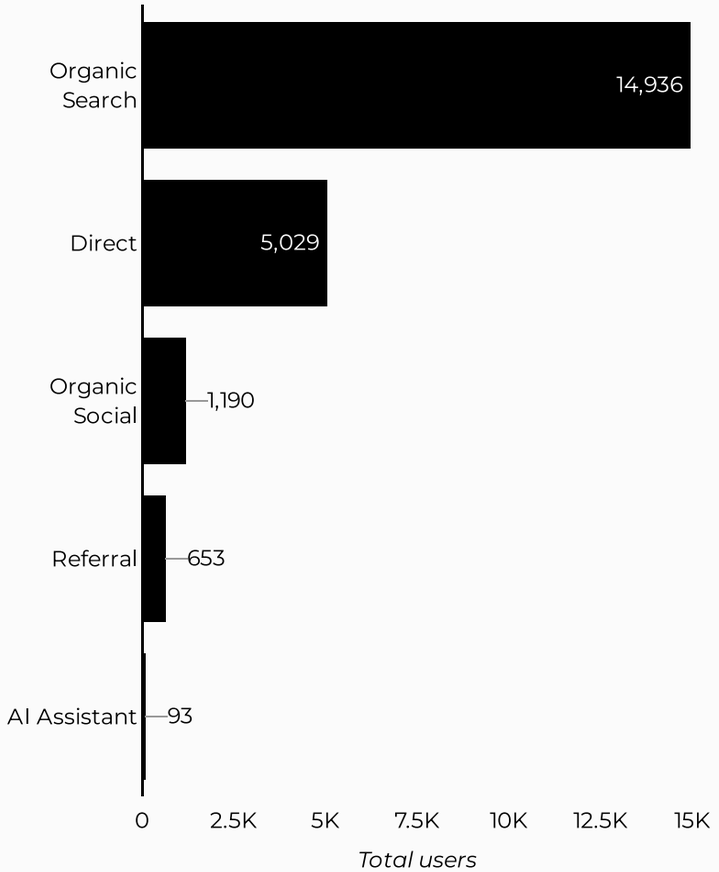


Top Pages

Sorted by Total Users

Page	Total users	% Δ
Instructional Programs	21,040	-18.6%
Classes & Activities	2,465	-
Enrollment	551	-
Contact	448	-
Volunteer or Teach	295	-
Access & Payments	277	-
Resources	269	-

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	13,823
(direct)	5,029
bing	951
m.facebook.com	614
facebook.com	293
home.army.mil	266
l.facebook.com	144
lm.facebook.com	131
chatgpt.com	127
yahoo	123

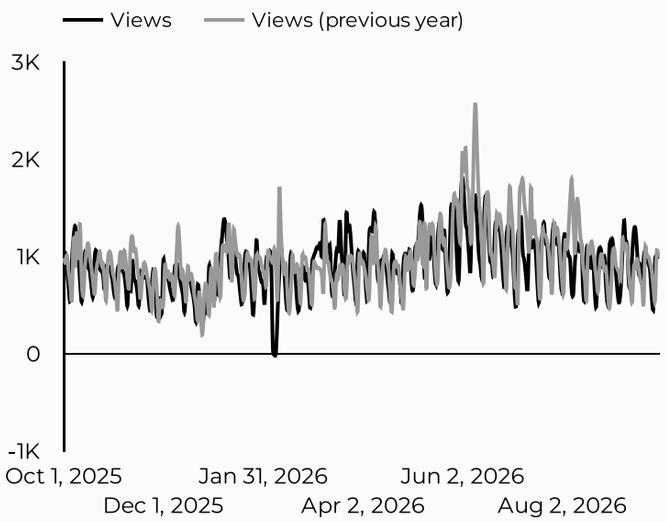
ARMY MWR

Libraries

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
334,001	247,704	182,388	100,256	02:26	61%
-4.7%	-6.5%	6.9%	-1.3%	2.5%	-0.9%

Compared Y-o-Y

How is site traffic trending?

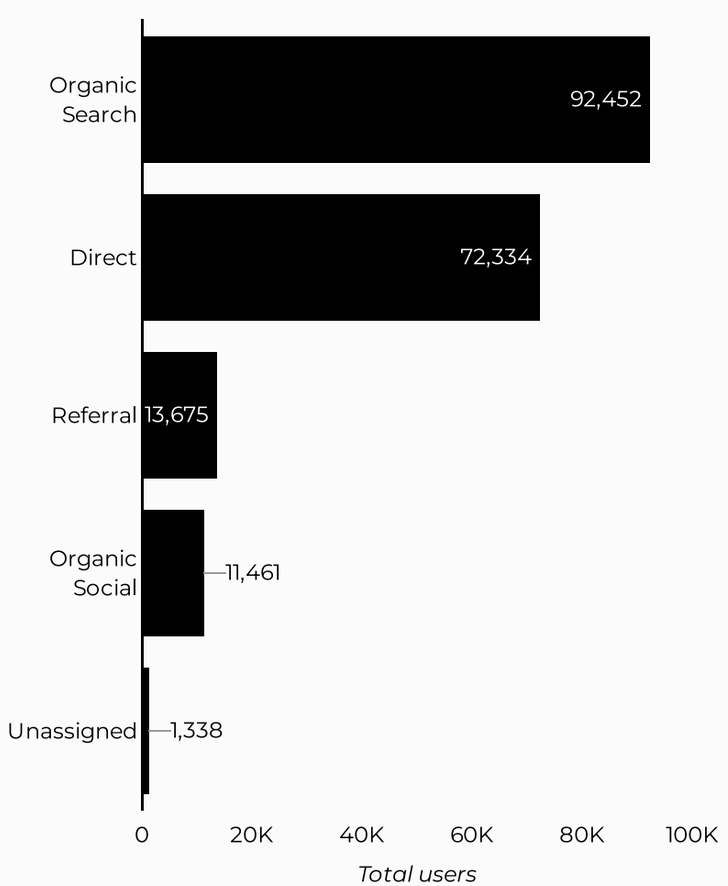


Top Pages

Sorted by Total Users

Page	Total users	% Δ
Libraries	181,774	-3.9%
Events and Programs	27,327	16.3%
Library Services and Resources	11,725	5,851.8%
Borrowing, Renewals, and Policies	11,478	127.7%
Contact	3,329	-

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	82,830
(direct)	72,334
bing	7,975
m.facebook.com	4,499
facebook.com	4,370
army.dodmwrlibraries.org	4,203
dodmwrlibraries.org	2,725
home.army.mil	2,450
lm.facebook.com	1,502
l.facebook.com	1,005

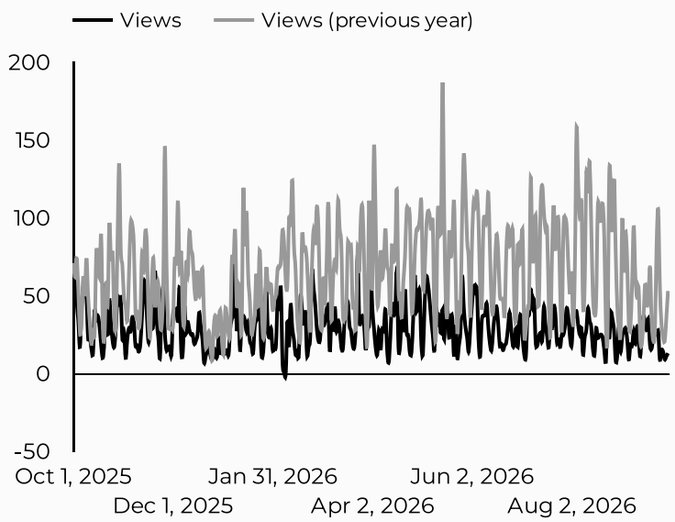
ARMY MWR

Adventure Programs

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
10,604	10,095	8,686	4,087	03:39	66%
-56.2%	-74.8%	-72.6%	-79.6%	27.1%	21.8%

Compared Y-o-Y

How is site traffic trending?

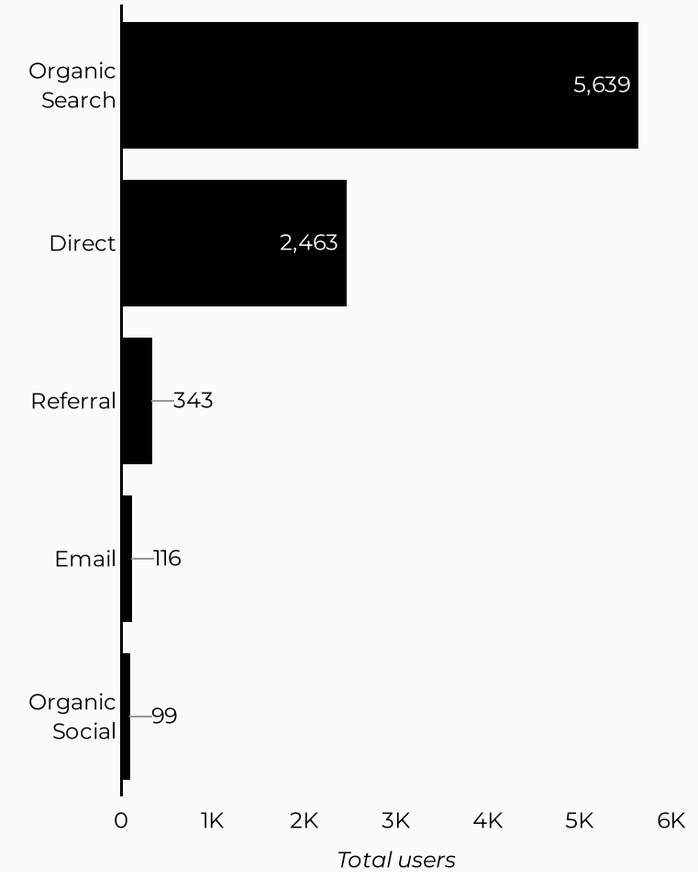


Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
www.armymwr.com	3,257	-45.8%
hood.armymwr.com	1,696	-10.5%
bragg.armymwr.com	1,046	-55.8%
gordon.armymwr.com	462	-31.9%
benning.armymwr.com	405	-38.5%
polk.armymwr.com	258	2.4%
riley.armymwr.com	193	-36.1%
jblm.armymwr.com	190	-88.8%
campbell.armymwr.com	175	-56.1%
casey.armymwr.com	174	-60.6%

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	4,327
(direct)	2,463
bing	1,202
promo	115
home.army.mil	108
yahoo	55
duckduckgo	54
(not set)	46
m.facebook.com	38
statics.dod.teams.microsoft.us	36

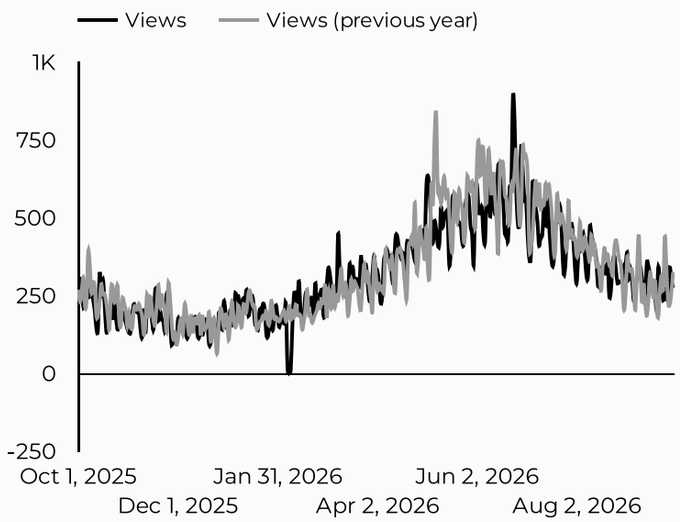
ARMY MWR

Equipment Rental

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
114,861	95,146	66,984	28,633	03:15	72%
-4.0%	-5.1%	0.6%	0.9%	3.4%	0.2%

Compared Y-o-Y

How is site traffic trending?

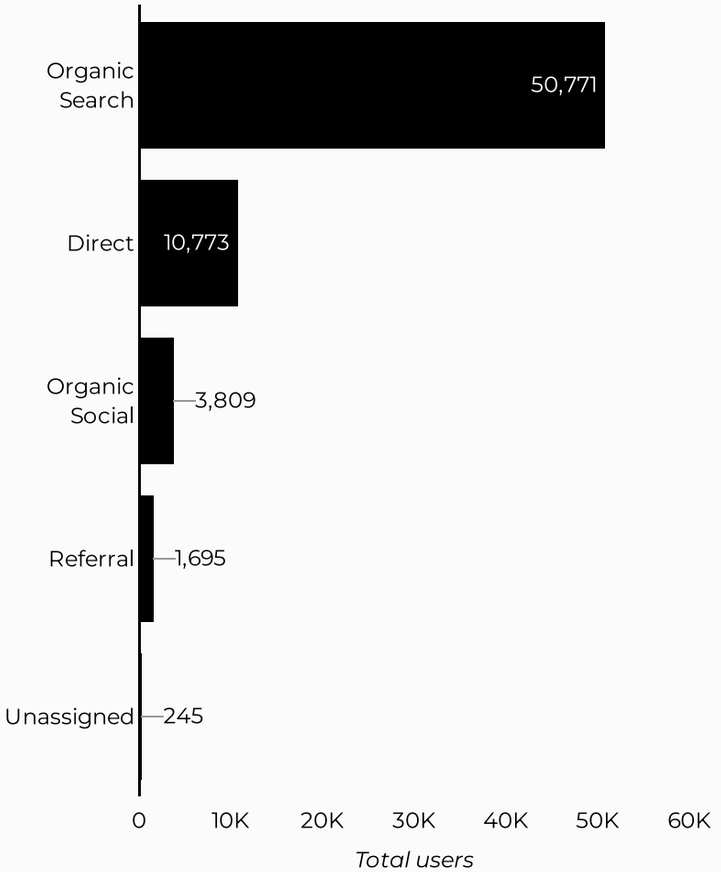


Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
jblm.armymwr.com	15,108	-7.9%
bragg.armymwr.com	14,255	4.7%
hood.armymwr.com	5,903	12.7%
knox.armymwr.com	5,308	-6.8%
redstone.armymwr.com	5,158	-12.5%
riley.armymwr.com	4,740	7.8%
gordon.armymwr.com	3,866	-2.1%
sill.armymwr.com	3,154	-9.3%
mccoy.armymwr.com	2,083	-11.9%
hawaii.armymwr.com	1,577	-

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	46,101
(direct)	10,773
bing	4,013
facebook.com	1,508
m.facebook.com	1,333
lm.facebook.com	648
home.army.mil	443
duckduckgo	340
l.facebook.com	300
yahoo	279

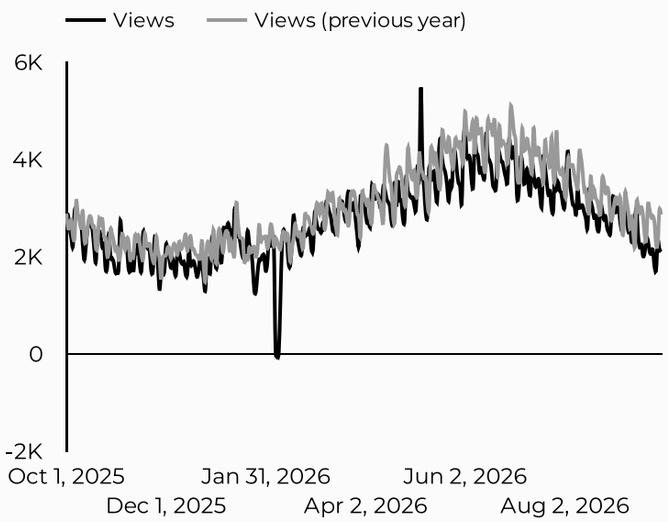
ARMY MWR

Recreational Lodging

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
1,004,127	777,676	532,148	354,175	03:23	71%
-9.8%	-12.8%	-8.9%	-11.0%	6.9%	1.6%

Compared Y-o-Y

How is site traffic trending?

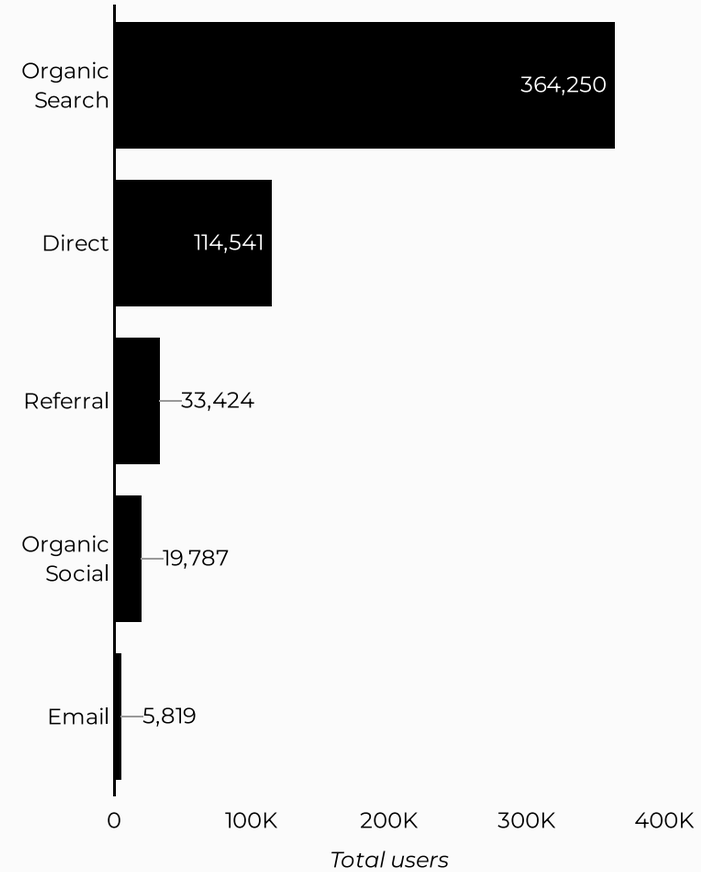


Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
benning.armymwr.com	38,990	2.4%
hood.armymwr.com	36,129	-19.4%
belvoir.armymwr.com	33,881	-10.2%
jackson.armymwr.com	31,419	-29.7%
bragg.armymwr.com	30,125	-13.5%
mccoy.armymwr.com	27,199	-6.7%
gordon.armymwr.com	26,137	-1.4%
jblm.armymwr.com	21,389	-11.4%
leonardwood.armymwr.com	20,894	-1.8%
meade.armymwr.com	18,041	-12.4%

Which channels are driving traffic?



What are the top sources?

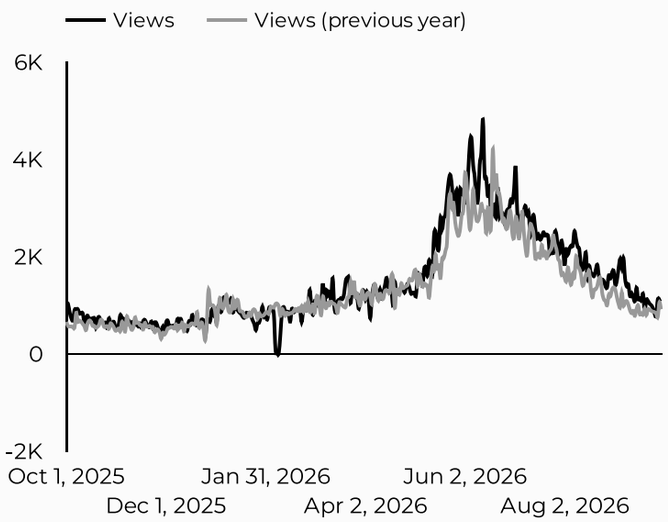
Session source	Total users
google	329,412
(direct)	114,541
bing	29,059
m.facebook.com	8,400
home.army.mil	6,123
promo	5,771
facebook.com	5,646
campgrounds.rvlife.com	3,826
duckduckgo	3,155
yahoo	3,012

ARMY MWR Aquatics

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
536,433	382,118	253,099	140,022	02:21	63%
▲ 12.1%	▼ -2.1%	▲ 0.1%	▲ 0.1%	▼ -8.1%	▲ 0.2%

Compared Y-o-Y

How is site traffic trending?

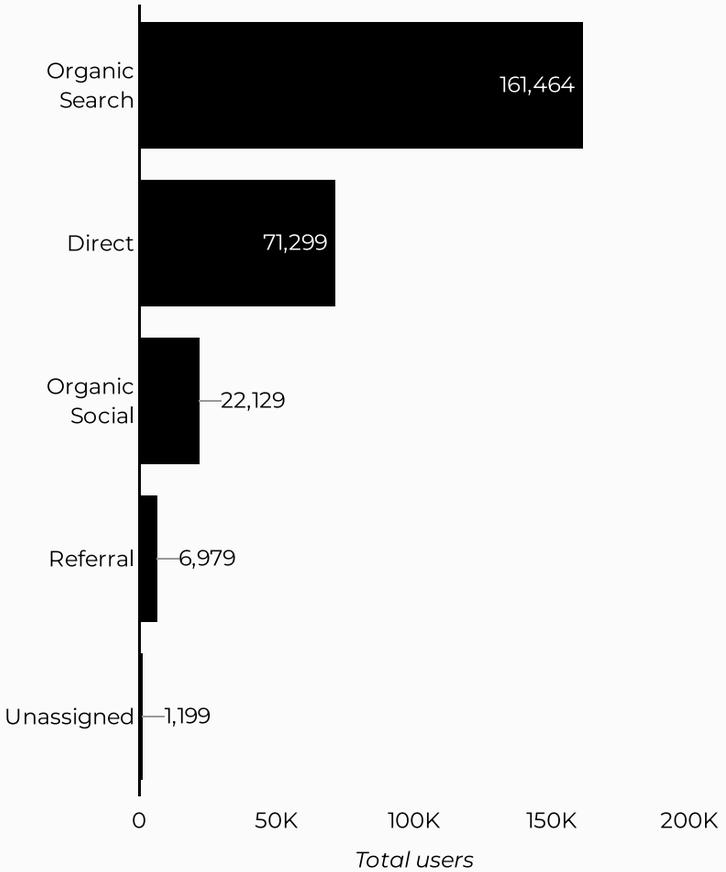


Top Pages

Sorted by Total Users

Page	Total users	% Δ
Aquatics	148,609	14.0% ▲
Pools	90,844	-8.8% ▼
Aquatics Classes and Programs	57,912	50.1% ▲
Aquatics Centers	43,616	94.1% ▲
Contact Information	5,135	513,400.0% ▲
Rules and Safety	2,079	-

Which channels are driving traffic?



What are the top sources?

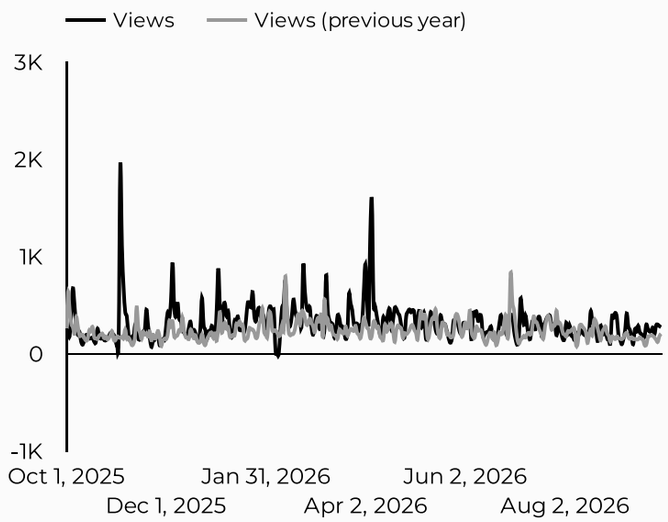
Session source	Total users
google	149,442
(direct)	71,299
bing	9,580
facebook.com	9,566
m.facebook.com	8,020
lm.facebook.com	3,087
home.army.mil	2,847
l.facebook.com	1,520
duckduckgo	1,313
chatgpt.com	1,041

ARMY MWR All Army Sports

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
114,386	52,393	44,425	30,342	02:29	67%
▲ 30.5%	▲ 25.3%	▲ 33.2%	▲ 37.1%	▲ 9.3%	▲ 1.8%

Compared Y-o-Y

How is site traffic trending?

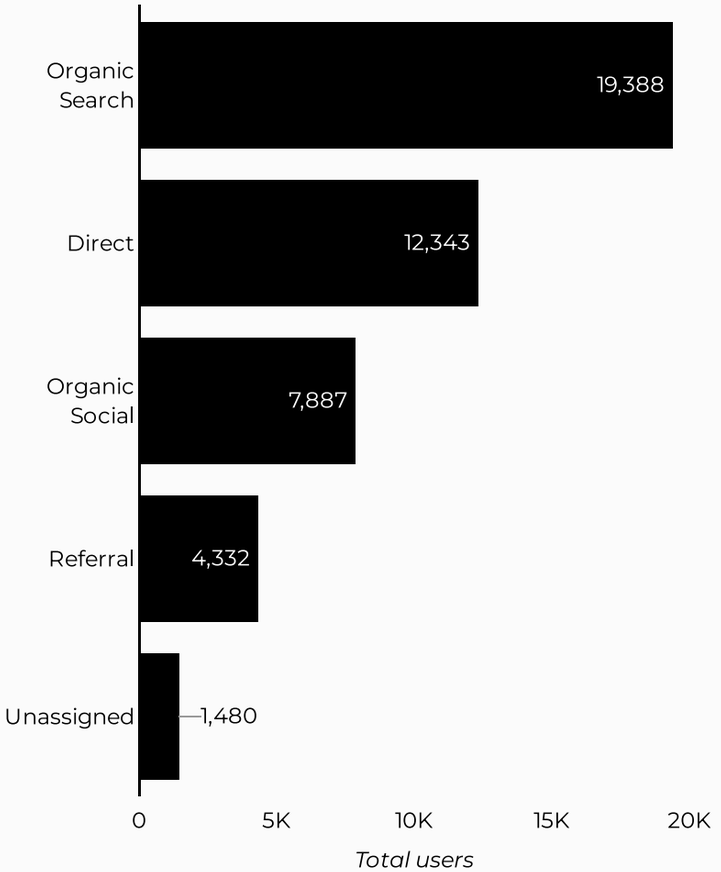


How many athletes started an application?

Link clicks to start an application.

Click Text	Total
All Soldiers must apply through the application website:	2,240
Apply now!	2,113
All Army Application website	859
www.armedforcessports.com	825
MY INSTALLATION	354
Contact Us	157
Instagram	108
Grand total	**7,406**

Which channels are driving traffic?



What are the top sources?

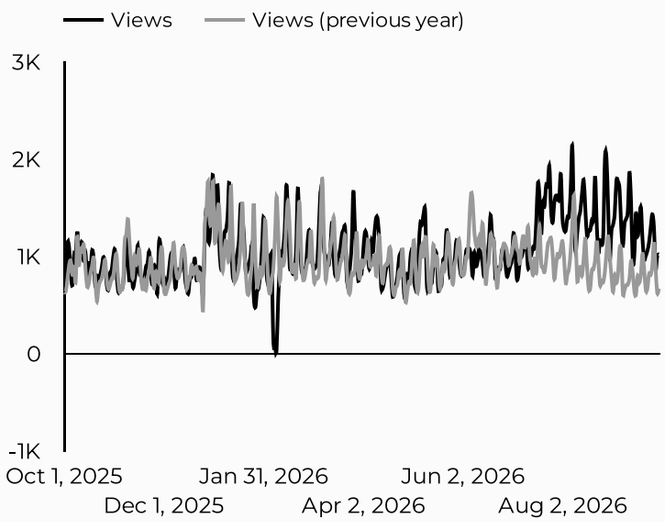
Session source	Total us...	% Δ
google	13,843	-1.8%
(direct)	12,343	64.7%
bing	5,307	86.6%
m.facebook.com	3,385	104.4%
armywcap.com	2,434	-9.3%
ig	2,088	-
(not set)	1,278	-16.9%
facebook.com	1,111	416.7%
l.instagram.com	533	-57.6%
lm.facebook.com	501	106.2%

ARMY MWR Bowling

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
387,124	299,694	227,325	152,042	02:11	56%
▲ 11.5%	▲ 4.2%	▲ 12.9%	▲ 10.2%	▼ -8.3%	▼ -4.4%

Compared Y-o-Y

How is site traffic trending?

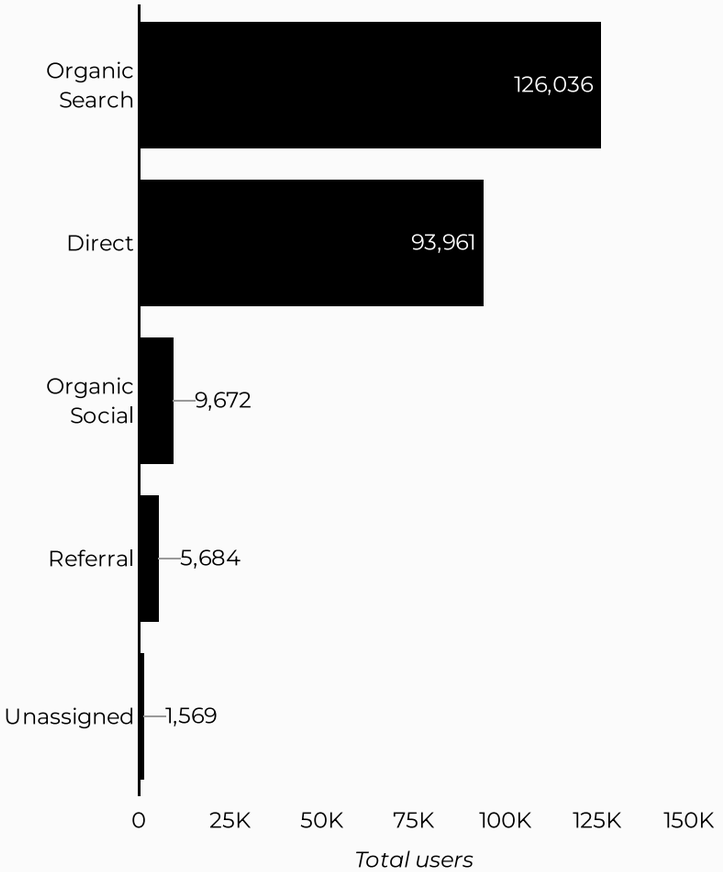


Top Pages

Sorted by Total Users

Page	Total users ▼	% Δ
Bowling Center	246,527	10.3% ▲
Prices, Deals, & Specials	9,593	-
Food, Snacks, & Lounges	4,639	-
Contact	2,750	-
Leagues, Lessons, & Youth Bowling	2,392	-
Options & Game Types	2,261	-
Parties, Events, & Group Reservations	1,990	-
Policies & Rules	745	-
Accessibility & Inclusive Bowling	401	-

Which channels are driving traffic?



What are the top sources?

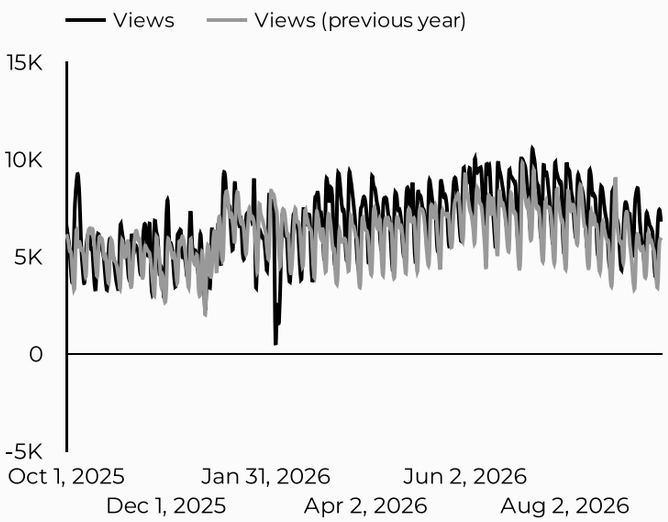
Session source	Total users ▼
google	117,374
(direct)	93,961
bing	7,760
m.facebook.com	4,970
home.army.mil	2,747
facebook.com	2,429
(not set)	1,286
lm.facebook.com	1,251
promo	1,239
duckduckgo	878

ARMY MWR Fitness Centers

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
2,450,946	1,579,871	1,061,556	688,319	03:03	60%
▲ 11.7%	▲ 2.7%	▲ 11.6%	▲ 10.3%	▼ -0.5%	▼ -3.7%

Compared Y-o-Y

How is site traffic trending?

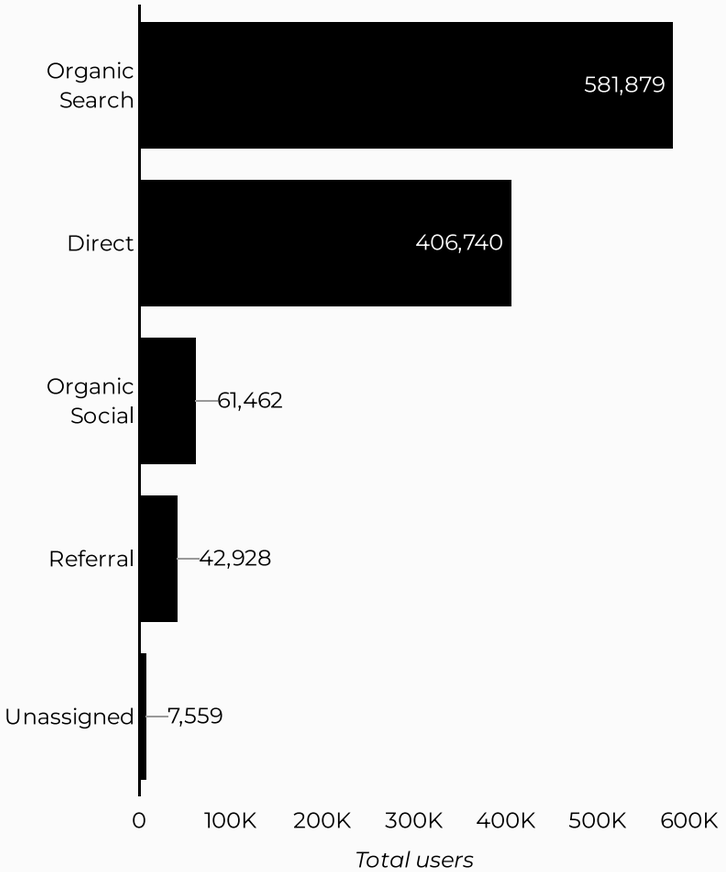


Top Pages

Sorted by Total Users

Page	Total users	% Δ
Fitness Centers	1,500,090	13.1% ▲
Fitness Classes and Personal Training	57,836	127.5% ▲
24/7 Access and Registrations	32,227	149.4% ▲
Facilities and Equipment	23,034	3,422.0% ▲
Contact	9,011	901,000.0%...
Special Events and Competitions	3,652	2,508.6% ▲
Youth Age Policies	3,223	3,123.0% ▲

Which channels are driving traffic?



What are the top sources?

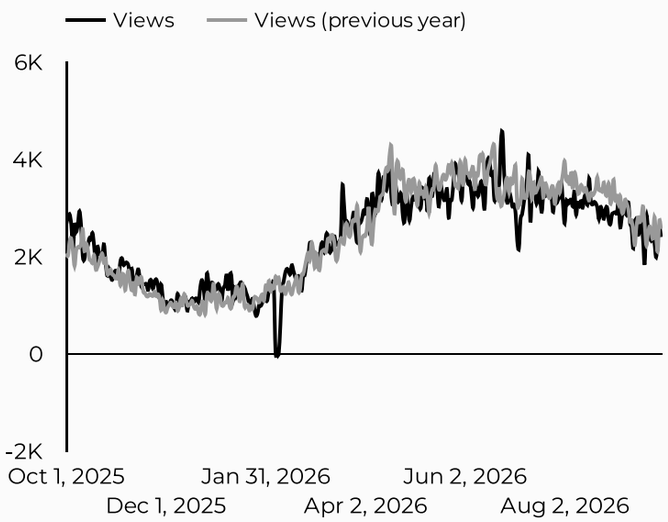
Session source	Total users
google	522,911
(direct)	406,740
bing	52,247
m.facebook.com	29,074
facebook.com	18,714
home.army.mil	15,769
lm.facebook.com	7,167
(not set)	5,295
l.facebook.com	4,798
chatgpt.com	4,472

ARMY MWR Golf

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
879,369	642,000	424,257	347,958	02:40	63%
-1.7%	-3.1%	1.4%	0.2%	0.2%	-2.2%

Compared Y-o-Y

How is site traffic trending?

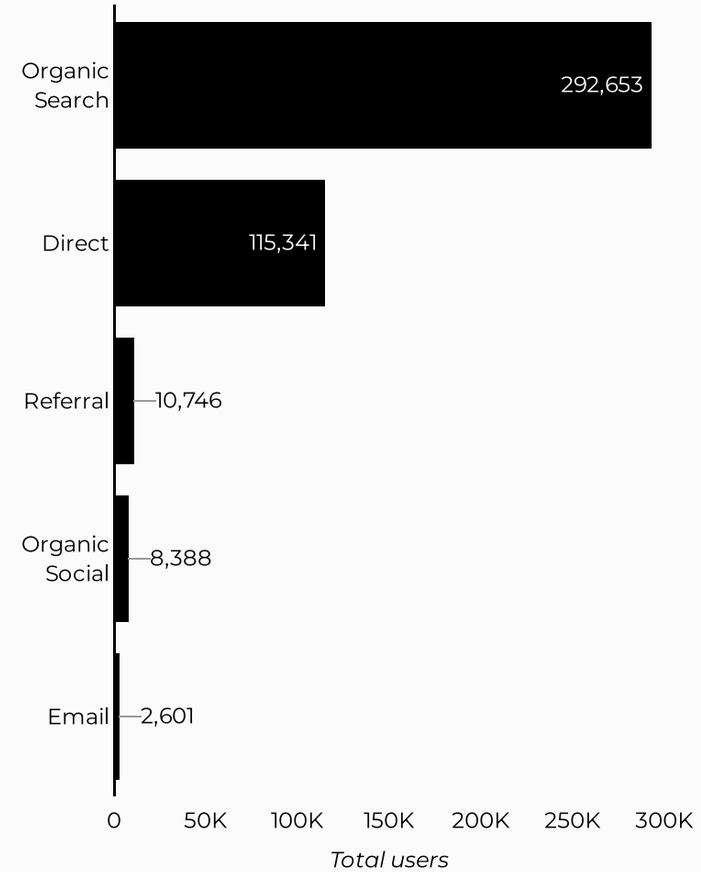


Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
westpoint.armymwr.com	42,285	5.4%
jblm.armymwr.com	30,521	-1.1%
hawaii.armymwr.com	30,295	-8.8%
carson.armymwr.com	23,467	-2.0%
belvoir.armymwr.com	21,723	-2.0%
bragg.armymwr.com	19,985	-9.1%
stewarthunter.armymwr.c...	18,602	24.2%
jackson.armymwr.com	17,940	-6.7%
redstone.armymwr.com	16,804	-3.2%
carlisle.armymwr.com	13,989	-7.5%

Which channels are driving traffic?



What are the top sources?

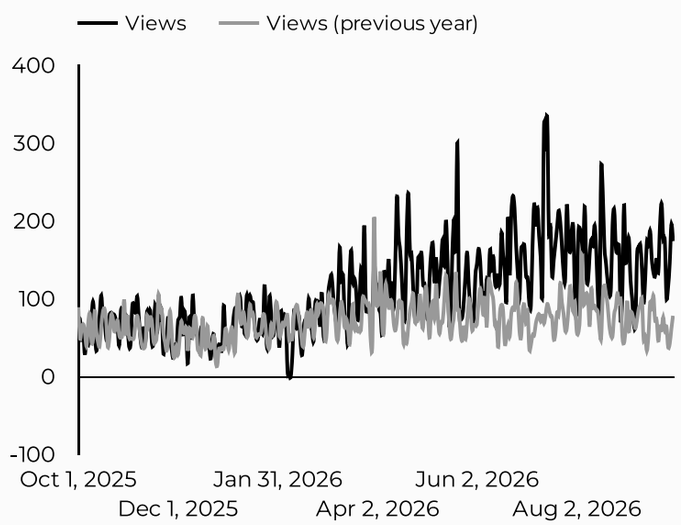
Session source	Total users
google	266,696
(direct)	115,341
bing	20,068
m.facebook.com	4,002
yahoo	3,355
promo	2,499
duckduckgo	2,409
facebook.com	1,962
home.army.mil	1,611
chatgpt.com	1,608

ARMY MWR Intramural Sports

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
39,953	29,830	23,778	7,990	02:11	73%
▲ 53.9%	▲ 31.3%	▲ 32.0%	▲ 46.1%	▲ 5.0%	▼ -5.5%

Compared Y-o-Y

How is site traffic trending?

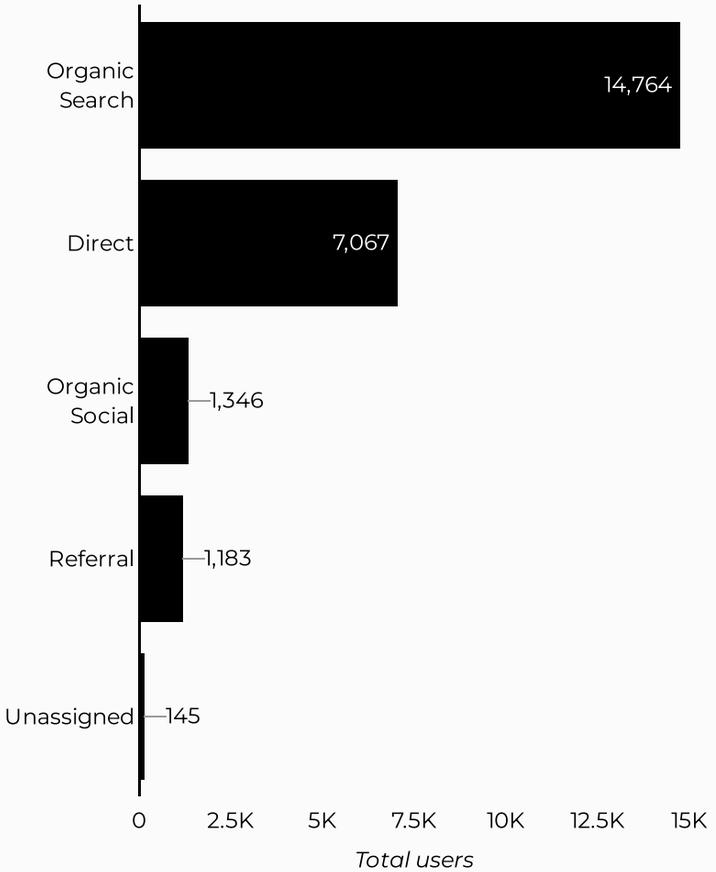


Top Pages

Sorted by Total Users

Page	Total users	% Δ
Intramural Sports	23,687	26.3% ▲
Registration	2,411	-
Sports Offered	1,587	-
Competitions & Events	837	-
Contact	533	-

Which channels are driving traffic?



What are the top sources?

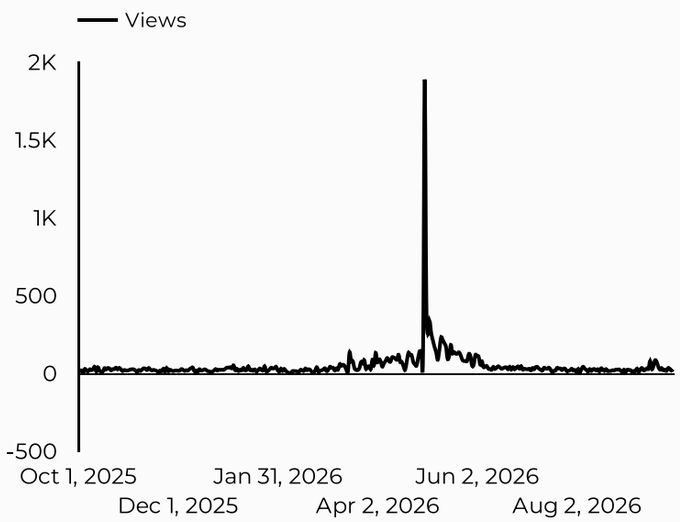
Session source	Total users	% Δ
google	12,704	9.2% ▲
(direct)	7,067	112.6% ▲
bing	1,931	62.0% ▲
m.facebook.com	675	84.4% ▲
home.army.mil	523	6.5% ▲
facebook.com	378	641.2% ▲
armywcap.com	165	-9.3% ▼
lm.facebook.com	128	132.7% ▲
chatgpt.com	125	197.6% ▲
l.facebook.com	115	-0.9% ▼

ARMY MWR Strong B.A.N.D.S

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
17,951	15,966	14,677	6,794	01:21	59%
-0.4%	25.7%	29.3%	67.0%	9.3%	-18.7%

Compared Y-o-Y

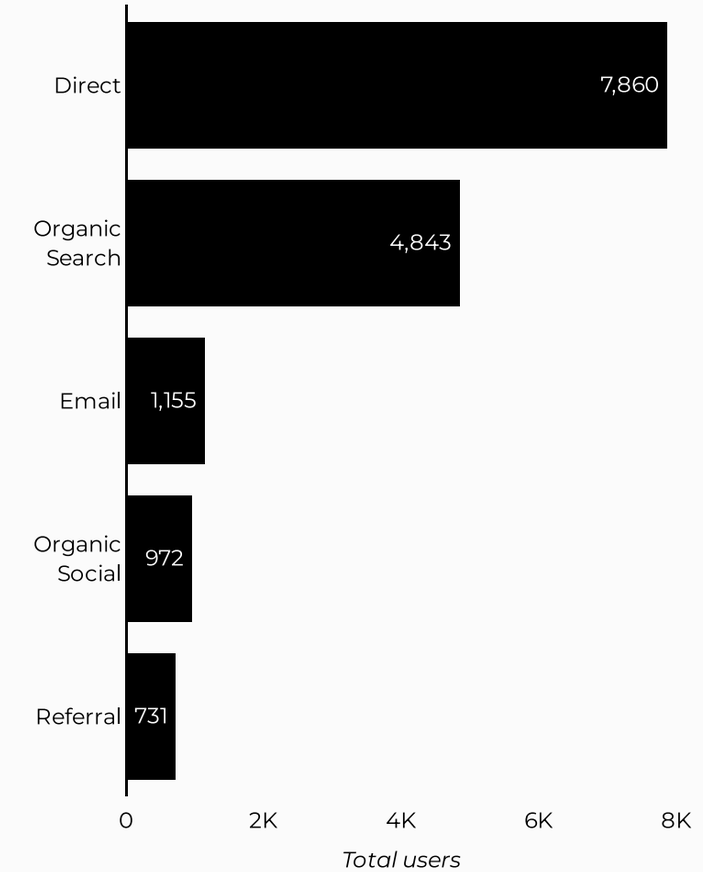
How is site traffic trending?



Top Clicked Resources

Clicks	Total Clicks
Image Clicks	32,030
SEARCH	366
Activity	207
Balance	208
Nutrition	177
Strength	133
STRONG B.A.N.D.S.	85
Determination	73
Tuesday Trivia	75
Human Performance Resources by CHAMP (HPRC)	60
Continue	67
Grand total	**35,458**

Which channels are driving traffic?



What are the top sources?

Session source	Total users ▼
(direct)	7,860
google	4,086
promo	1,154
bing	654
m.facebook.com	383
facebook.com	330
home.army.mil	288
(not set)	136
lm.facebook.com	112
l.facebook.com	87

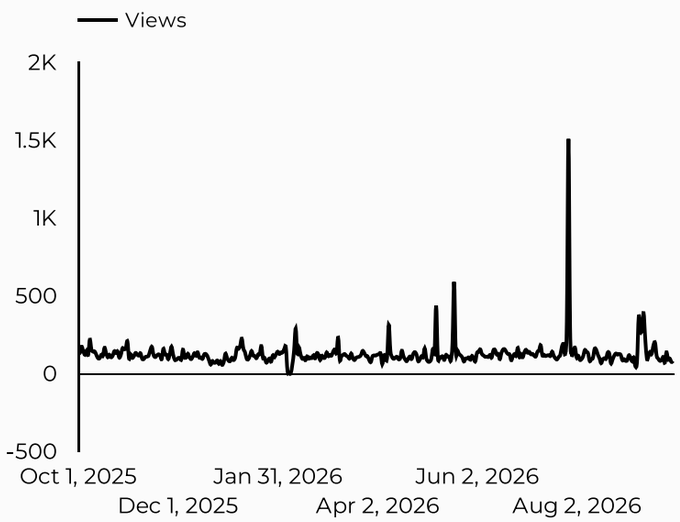
ARMY MWR

Warrior Zone

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
45,829	39,995	32,158	20,267	01:49	59%
-4.3%	-31.3%	-31.2%	-30.7%	-28.3%	2.6%

Compared Y-o-Y

How is site traffic trending?

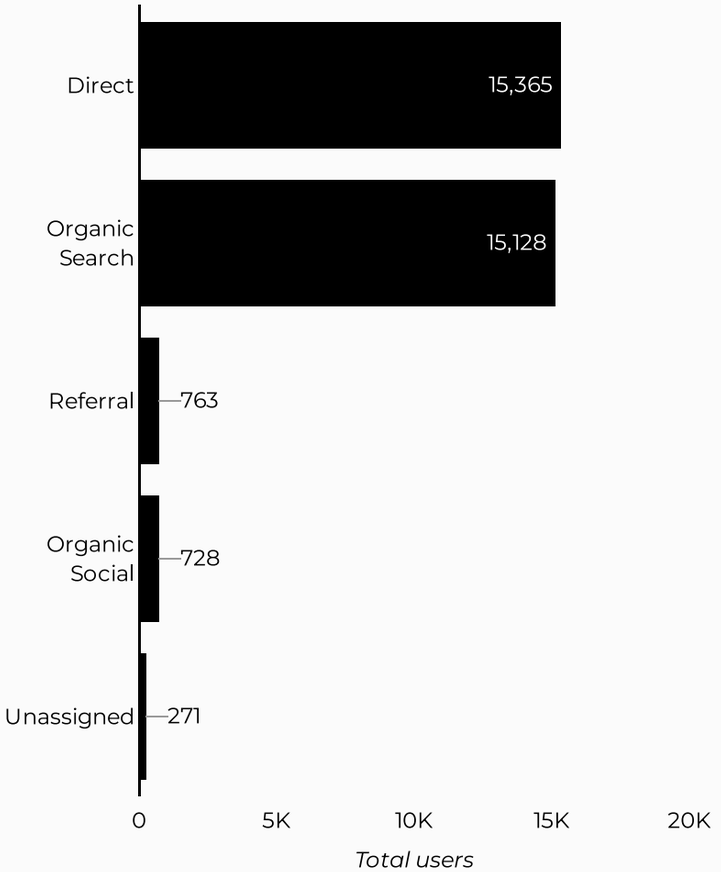


Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
campbell.armymwr.com	8,279	36.4%
jblm.armymwr.com	6,590	-13.4%
humphreys.armymwr.com	3,268	29.3%
riley.armymwr.com	3,098	-4.5%
wainwright.armymwr.com	2,921	0.7%
bliss.armymwr.com	2,262	15.0%
italy.armymwr.com	2,187	16.6%
irwin.armymwr.com	903	17.9%
gordon.armymwr.com	462	-31.9%
grafenwoehr.armymwr.com	235	-69.6%

Which channels are driving traffic?



What are the top sources?

Session source	Total ...
(direct)	15,365
google	13,716
bing	1,173
home.army.mil	354
facebook.com	326
(not set)	219
m.facebook.com	145
lm.facebook.com	107
duckduckgo	94
l.facebook.com	90

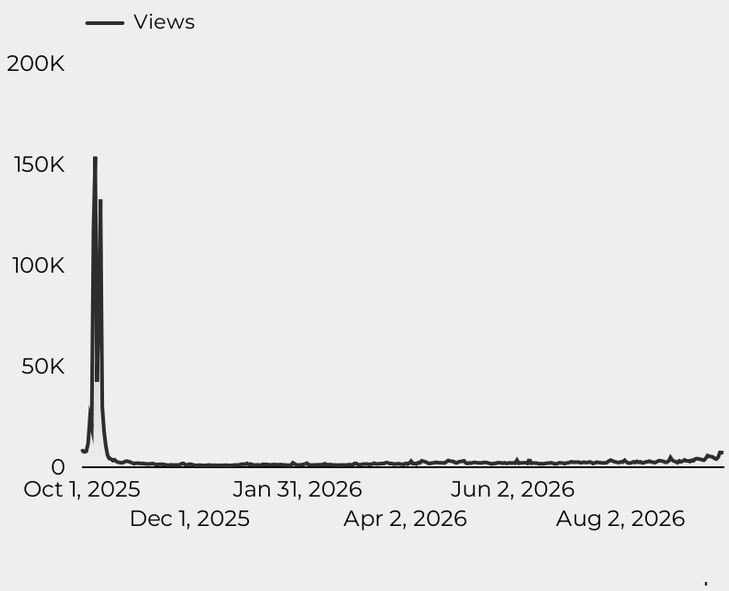
Oct 1, 2025 - Sep 30, 2026

Overview Compared Y-o-Y

Data from Google Analytics

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
1,233,665	661,270	311,356	295,493	03:34	49.09%
▲ 27.8%	▲ 28.3%	▲ 10.7%	▲ 7.8%	▲ 21.7%	▲ 2.4%

How is site traffic trending?

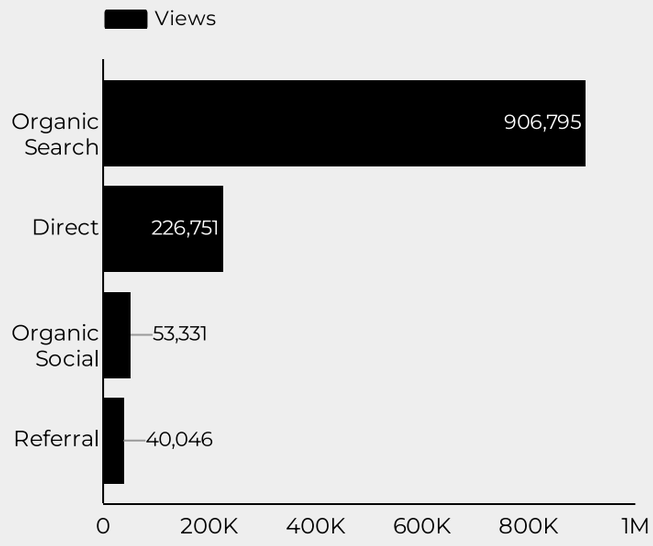


Top Pages

Sorted by Total Users

Full page URL	Total users
www.armytenmiler.com/	193,815
www.armytenmiler.com/registration/individual-registration/	52,947
www.armytenmiler.com/live-race-info/	37,444
www.armytenmiler.com/live-race-info/course/	35,885
www.armytenmiler.com/live-race-info/race-day-schedule/	30,708
www.armytenmiler.com/results/person-race-track-runner/	25,462
www.armytenmiler.com/live-race-info/arrive-depart/	22,949
www.armytenmiler.com/registration/confirm-registration/	20,494

Which channels are driving traffic?



What are the top sources?

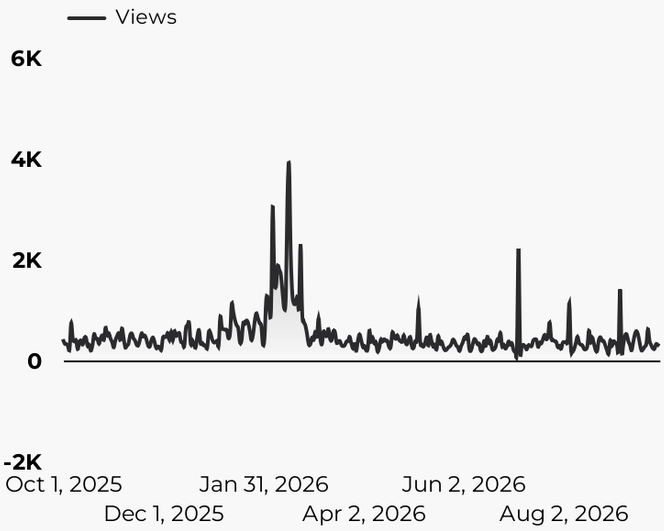
Sorted by Total Users

Session source	Total users
google	173,437
(direct)	89,293
bing	13,144
m.facebook.com	11,786
facebook.com	5,991
instagram.com	3,415
l.instagram.com	2,484
l.facebook.com	2,335
results2.xacte.com	2,312
duckduckgo	2,097

Overview

Views	Total users	New users	Sessions	Avg. Time On Page	Engagement rate
178,338	70,836	70,573	87,746	02:23	50.53%
↑ 5.6%	↑ 16.8%	↑ 16.7%	↑ 18.4%	↑ 2.6%	↓ -7.5%

How is site traffic trending?

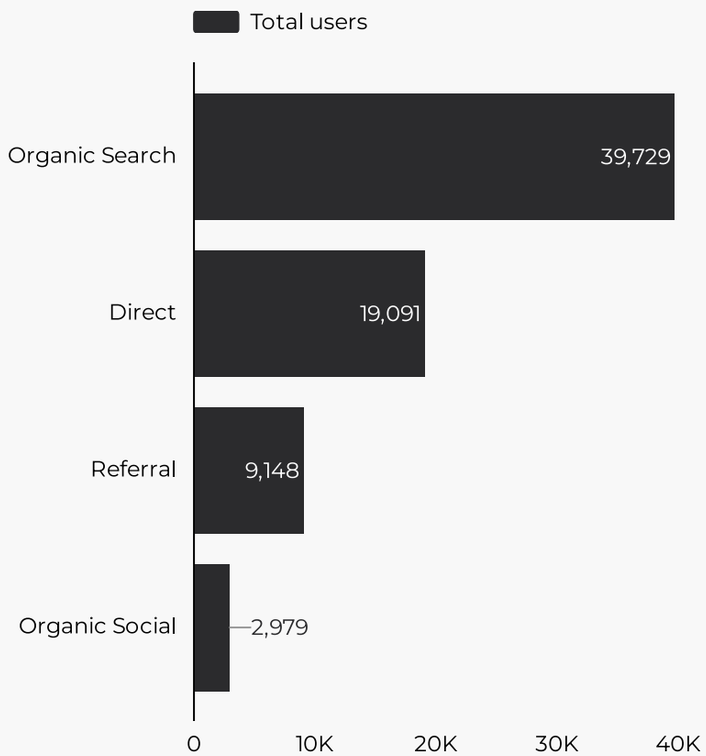


Top WCAP pages

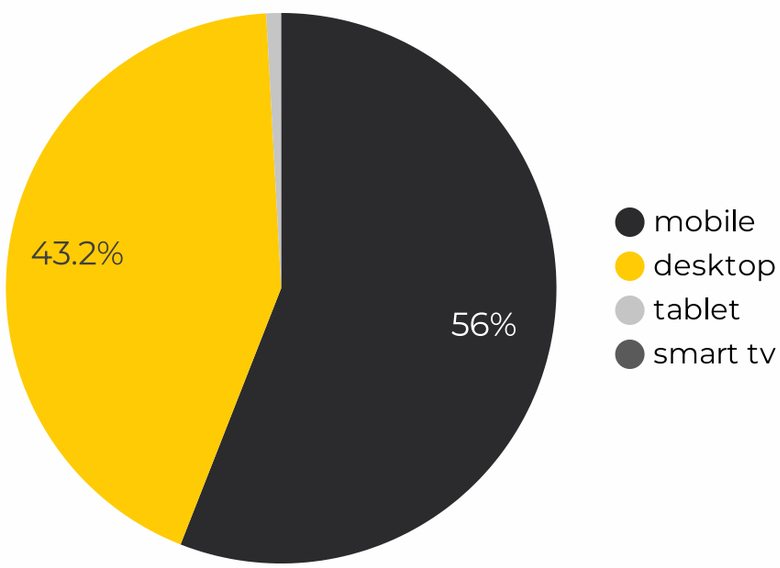
Sorted by Total Users

Page path	Total users
/	20,415
/apply	9,305
/winterolympians	8,231
/about	6,058
/soldier-athletes/olympic-sports/wrestling	4,355
/soldier-athletes/olympic-sports/boxing	3,855
/apply/general-standards/boxing	3,772
/apply/general-standards/Track-Field	3,617
/soldier-athletes/olympic-sports/track	2,702
/soldier-athletes/olympic-sports/bobsled/pv2-spencer-howe	2,434
Grand total	**70,836**

What are the top sources?



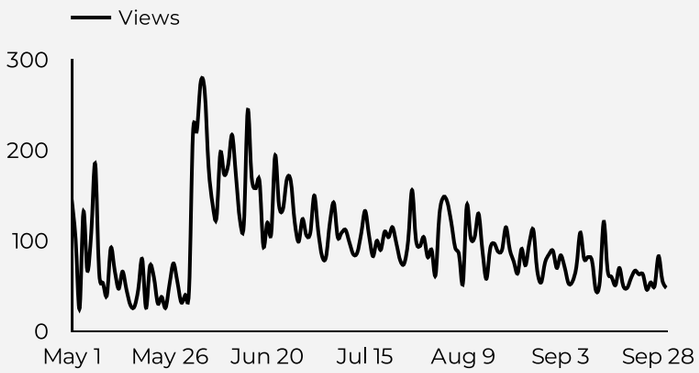
Which channels are driving traffic?



ARMY MWR Hiking & Biking Challenge

Views	Sessions	Total users	New users	Engagement rate
15,044	14,143	12,667	2,876	75%

Visitor trends.



How does the site acquire traffic?

Top five channels sorted by users.

Channel	Total users
Organic Search	6,037
Direct	5,672
Organic Social	1,040
Referral	841
Email	86

Campaign Tracking

First user campaign ID	Total users
(not set)	107

Social

Top social sources sorted by users.

Social	Total users
All Other Sources	12,616
Facebook	1,024
Instagram	44
TikTok	35
Pinterest	1
Snapchat	1

Where do people click for more information?

Top outbound link clicks.

Click URL	Total
https://www.armymwr.com/ODRonthemove	1,343
https://www.armymwr.com/GOwithODR	103
https://hohenfels.armymwr.com/programs/ODR	3
https://www.armymwr.com/ODROnTheMove	1
Grand total	**1,450**

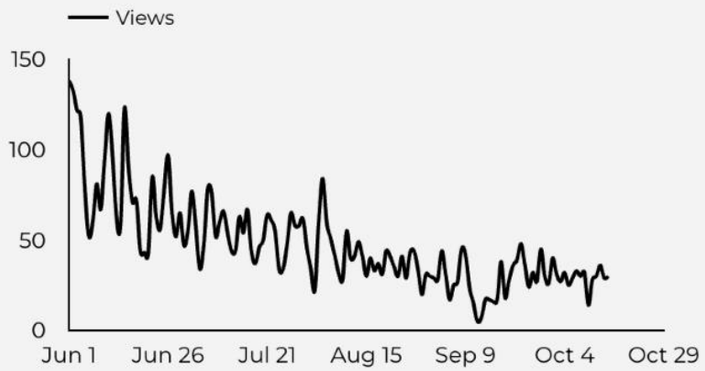
Stripes

Installation	Total
benning.armymwr.com	46,587
aberdeen.armymwr.com	16,642
leonardwood.armymwr.com	14,118
meade.armymwr.com	12,705
bragg.armymwr.com	12,311
gordon.armymwr.com	11,648
jackson.armymwr.com	11,491
hood.armymwr.com	11,245
belvoir.armymwr.com	10,669
picatinny.armymwr.com	10,176
kaiserslautern.armymwr.com	10,127
jblm.armymwr.com	9,981
huachuca.armymwr.com	9,612
campbell.armymwr.com	8,984
sill.armymwr.com	8,609
stewarthunter.armymwr.com	8,428
drum.armymwr.com	8,302
baumholder.armymwr.com	8,204
mcalester.armymwr.com	7,869
mccoy.armymwr.com	7,196
Grand total	**357,509**

ARMY MWR Get Outdoors with ODR

Views	Sessions	Total users	New users	Engagement rate
6,574	6,303	5,578	830	81%

Visitor trends.



How does the site acquire traffic?

Top five channels sorted by users.

Channel	Total users
Organic Search	3,086
Direct	1,401
Organic Social	563
Referral	449
Email	61

Social

Top social sources sorted by users.

Social	Total users
All Other Sources	4,993
Facebook	562
Instagram	20
TikTok	11

Where do people click for more information?

Top outbound link clicks.

Click URL	Total
https://forms.osi.apps.mil/r/dTMphJQJJH	570
https://www.myecp.com/CustomerAds/Page/Exchange	7
Grand total	**577**

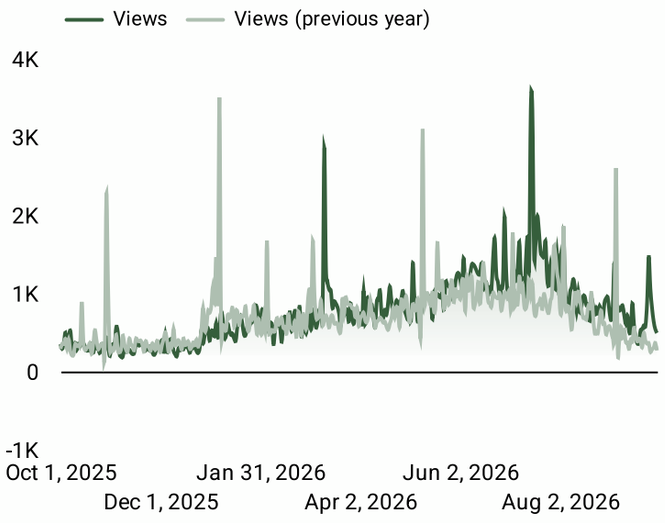
Stripes

Installation	Total
belvoir.armymwr.com	33,184
jblm.armymwr.com	30,327
gordon.armymwr.com	13,516
redstone.armymwr.com	12,497
humphreys.armymwr.com	12,448
campbell.armymwr.com	9,972
rucker.armymwr.com	9,174
leonardwood.armymwr.com	8,445
lee.armymwr.com	8,056
benning.armymwr.com	7,857
stewarthunter.armymwr.com	7,739
carson.armymwr.com	6,657
stuttgart.armymwr.com	6,292
bliss.armymwr.com	5,953
mcalester.armymwr.com	5,621
hawaii.armymwr.com	5,387
bragg.armymwr.com	5,279
huachuca.armymwr.com	4,978
polk.armymwr.com	4,975
aberdeen.armymwr.com	4,716
Grand total	**294,030**

Seward Military Resort

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
279,004	88.0K	57,598	56,222	04:51	60%
▲ 9.2%	▲ 19.4%	▲ 18.5%	▲ 18.3%	▲ 14.8%	▼ -2.8%

How is site traffic trending?

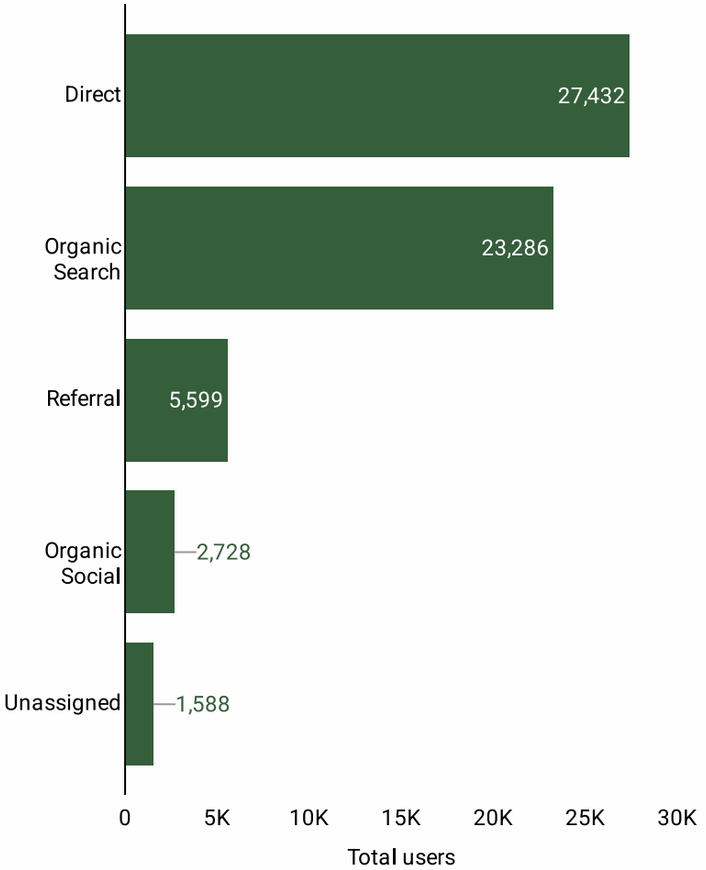


Top Pages

Sorted by Total Users

Page title	Total users
Home :: Seward Military Resort	45,072
Rooms, Townhouses, Cabins, and RV Sites :: Seward Military Resort	20,778
Booking Rates :: Seward Military Resort	20,067
Tickets & Tours :: Seward Military Resort	9,028
Eligibility :: Seward Military Resort	8,919
Contact Us :: Seward Military Resort	5,327
Amenities :: Seward Military Resort	4,546
Fishing Destination :: Seward Military Resort	4,200
Your Stay :: Seward Military Resort	3,301
How to get to Seward Military Resort	3,181

Which channels are driving traffic?



What are the top sources?

Session source	Total users
(direct)	27,432
google	20,239
militaryonesource.mil	2,249
bing	2,063
res.windsurfercrs.com	1,966
m.facebook.com	1,566
(not set)	1,524
yahoo	545
facebook.com	494
duckduckgo	417