



ARMY MWR

Business and Recreation

Views
2,859,846

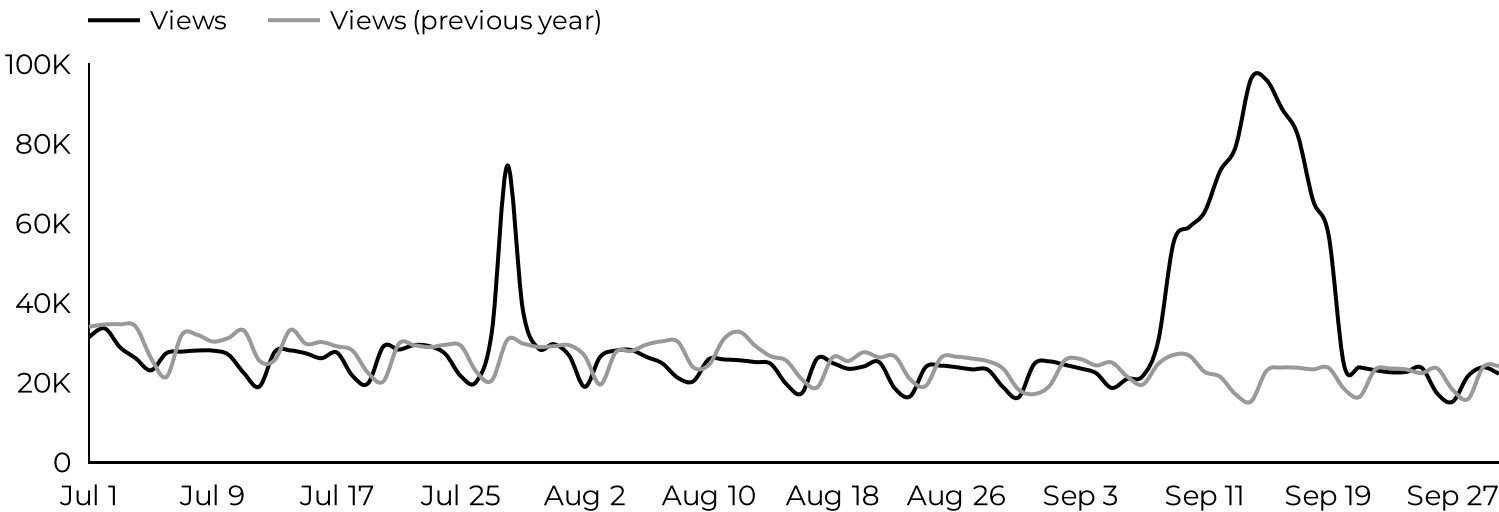
Visits (pageviews) to
your page

Engagement rate
62%

Average time people
are engaged on your
website

Total users
1,660,675

The total number of users
who visited your website



What programs are
users visiting?

Recreational
Lodging

149,871

Leisure
Travel

169,106

Fitness
Centers

291,814

Libraries

50,790

American
Forces Travel

7,209

Visits from social media.

Social Media	Total users ▾
Facebook	64,470
X	3,841
Instagram	1,295
LinkedIn	80
Reddit	69
YouTube	36



Jul 1, 2026 - Sep 30, 2026

Social Media

Views

93,334

↑ 17.8%

Sessions

74,101

↑ 29.0%

Total users

64,534

↑ 36.9%

New users

53,537

↑ 57.1%

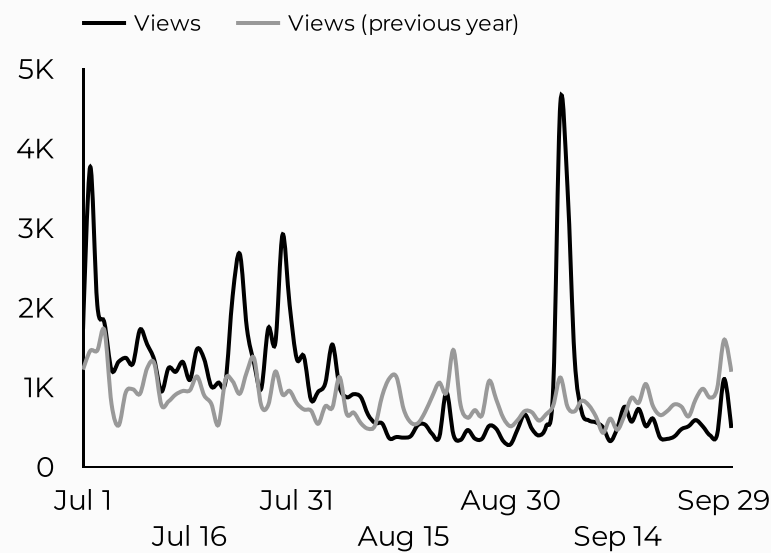
Engagement rate

51%

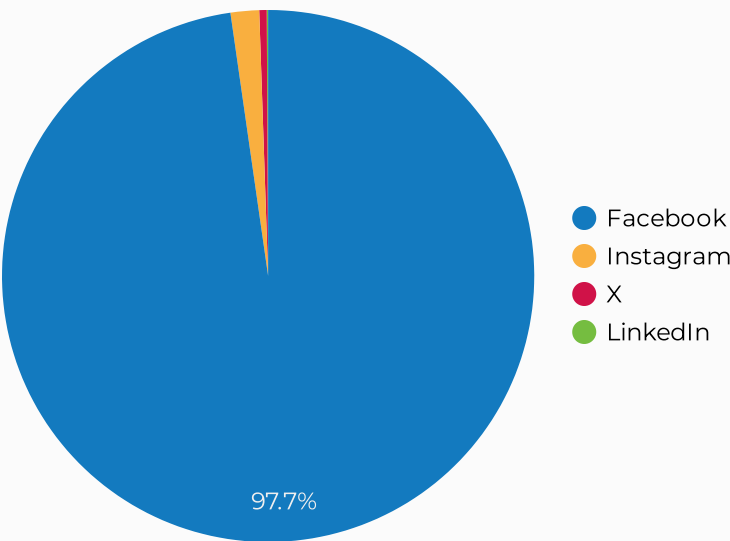
↓ -2.4%

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	12,803	1,260.6%...
/	4,632	98.4% ↑
/calendar/event/mwr-abandoned-vehicles-auction/7373881/87570	3,104	-
/happenings/250th-independence-day-celebration	2,208	-
/programs/auto-skills-center	1,435	330.9% ↑
/allarmysports	1,225	40.5% ↑

Sessions by Platform

Social Media	Sessions	% Δ
Facebook	211,840	16.1% ↑
X	10,193	64.8% ↑
Instagram	4,551	-24.1% ↓
LinkedIn	385	105.9% ↑
Reddit	110	-16.7% ↓
YouTube	95	-38.7% ↓

Actions from Social Visitors

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

Action	Event count	% Δ
links	126,245	97.1% ↑
downloads	10,912	-23.1% ↓
phone	1,142	-18.0% ↓
mail	604	-19.0% ↓
Grand total	138,904	72.7% ↑



Program Roll-Up

Jul 1, 2026 - Sep 30, 2026



PROGRAM	Total Users	New Users	Sessions	Engagement Rate
American Forces Travel	7,209	2,938	8,693	75.23%
Arts & Crafts	30,095	12,047	37,264	69.61%
Auto Skills	69,806	49,503	99,430	56.47%
BOSS	25,522	12,692	30,630	63.5%
Food and Beverage	525,598	392,853	706,550	64.25%
Healthy Army Communities	3,168	2,846	3,835	56.89%
Leisure Travel	169,106	86,755	237,052	70.01%
Libraries	50,790	26,756	63,996	62.68%
Warrior Zone	9,669	6,686	11,526	62.78%
Army Ten Miler (ATM)	77,100	73,404	132,136	44.61%
World Class Athlete Program	11,641	11,445	14,988	52.24%



Sports and Fitness Program Roll-Up

Jul 1, 2026 - Sep 30, 2026 ▼

PROGRAM	Total Users	New Users	Sessions	Engagement Rate
All Army Sports	9,290	6,235	10,889	67.39%
Aquatics	79,732	42,238	110,629	63.66%
Bowling	62,252	38,497	81,516	65.9%
Fitness Centers	291,814	181,185	425,166	60.38%
Golf	126,395	102,072	185,995	64.05%
Intramural Sports	7,710	2,466	9,371	74.3%
Strong BANDS	2,564	815	2,713	58.83%
Warrior Zone	9,669	6,686	11,526	62.78%
World Class Athlete Program	11,641	11,445	14,988	52.24%



Outdoor Rec Program Roll-Up

Jul 1, 2026 - Sep 30, 2026 ▼

PROGRAM	Total Users	New Users	Sessions	Engagement Rate
Adventure Programs	1,732	797	2,033	68.86%
Equipment Rental	20,149	8,113	28,459	71.55%
Recreational Lodging	149,871	98,668	216,102	69.55%



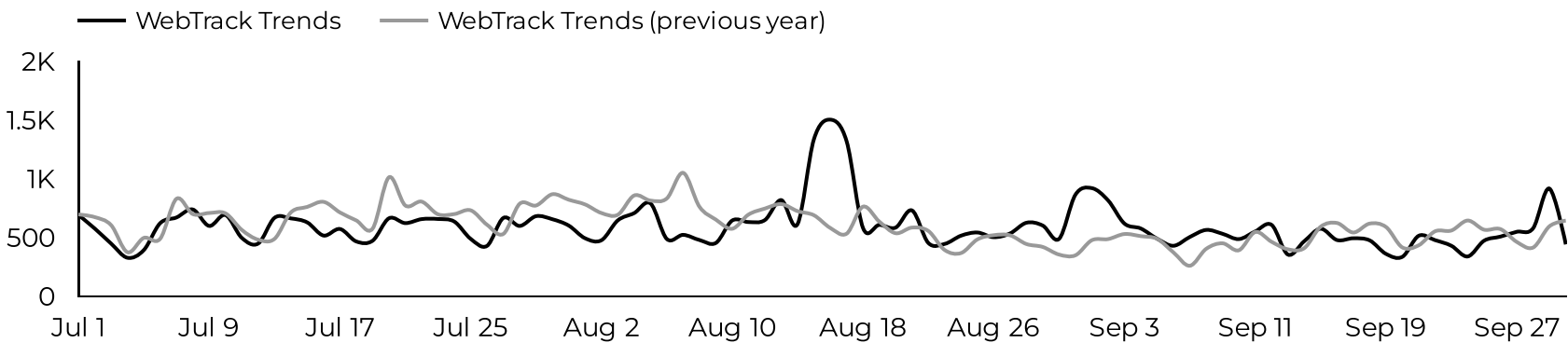
ARMY MWR

BRD WebTrac KPI Dashboard

Total WebTrac clicks on pages.

54,697

↓ -1.8%



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

Installation	Clicks on WebTrac Links. ▾	% Δ
westpoint.armymwr.com	19,184	50.6% ↑
carson.armymwr.com	6,751	3.6% ↑
mccoy.armymwr.com	4,818	-5.7% ↓
belvoir.armymwr.com	3,842	-11.1% ↓
campbell.armymwr.com	3,654	-7.6% ↓
picatinny.armymwr.com	2,453	19.5% ↑
stuttgart.armymwr.com	1,514	-33.0% ↓
www.armymwr.com	1,082	504.5% ↑
grafenwoehr.armymwr.com	1,051	12.8% ↑
leavenworth.armymwr.com	1,001	-5.4% ↓
bragg.armymwr.com	891	-83.3% ↓
jackson.armymwr.com	653	-35.0% ↓
jblm.armymwr.com	607	-24.5% ↓
knox.armymwr.com	594	-20.3% ↓
rockisland.armymwr.com	561	-38.7% ↓
stewarhunter.armymwr.com	484	-7.1% ↓
bliss.armymwr.com	482	19.0% ↑
humphreys.armymwr.com	400	-29.5% ↓
riley.armymwr.com	347	84.6% ↑
wainwright.armymwr.com	313	15.5% ↑



Views

9,218

↓ -30.4%

Sessions

8,693

↓ -25.6%

Total users

7,209

↓ -27.0%

New users

2,938

↓ -21.0%

Avg. Session Time

02:21

↑ 25.0%

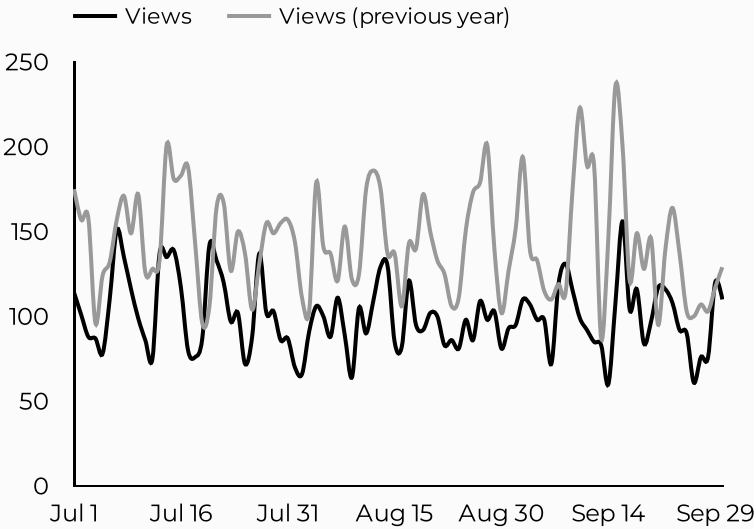
Engagement rate

75%

↓ -3.7%

Compared Y-o-Y

How is site traffic trending?

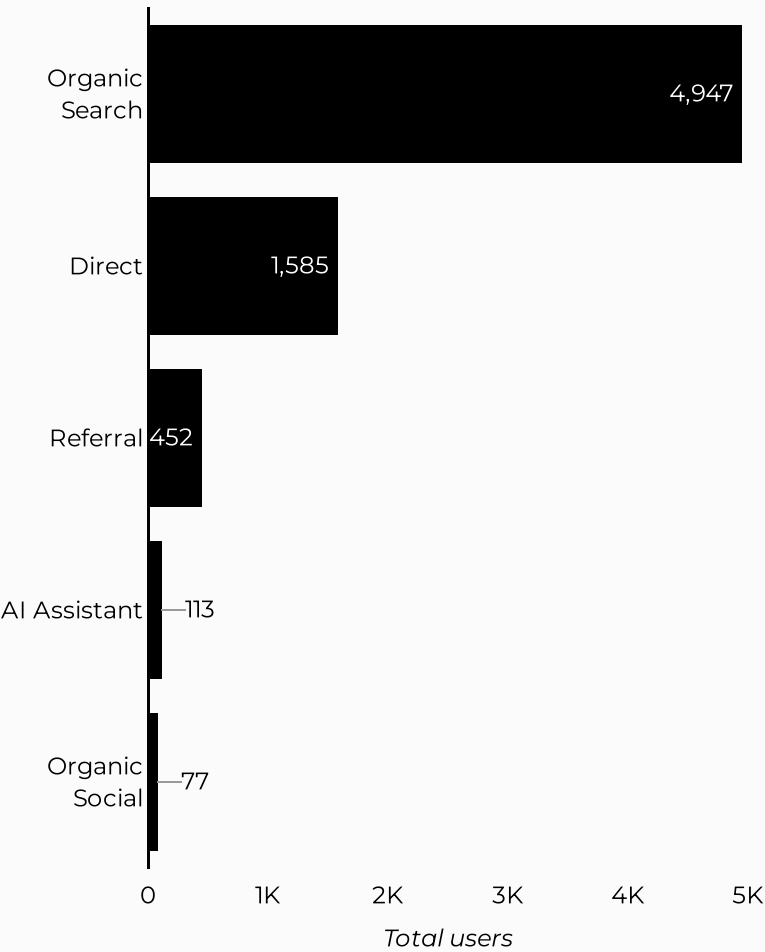


Top US Army Installations

Sorted by Total Users

Installation	Views
www.armymwr.com	6,492
meade.armymwr.com	181
campbell.armymwr.com	167
bliss.armymwr.com	154
jblm.armymwr.com	153
hood.armymwr.com	141
bragg.armymwr.com	134
belvoir.armymwr.com	132
hawaii.armymwr.com	112
stuttgart.armymwr.com	91

Which channels are driving traffic?



What are the top sources?

First user default chann...	Sessions ▾	Δ
Organic Search	5,835	-2,669 ↓
Direct	2,015	-4 ↓
Referral	508	-323 ↓
AI Assistant	112	-
Organic Social	89	-55 ↓
Email	82	57 ↑
Unassigned	22	-32 ↓



Views

55,350

↑ 38.1%

Sessions

37,264

↑ 13.9%

Total users

30,095

↑ 20.5%

New users

12,047

↑ 11.4%

Avg. Session Time

02:15

↑ 0.7%

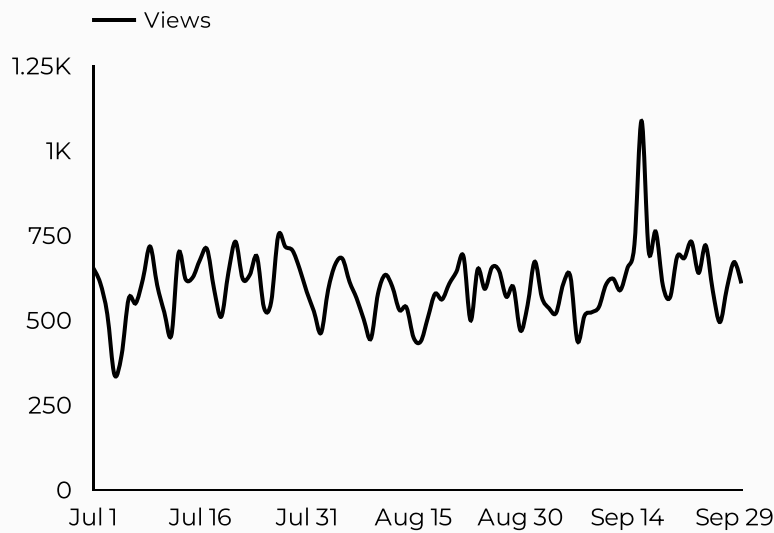
Engagement rate

70%

↑ 4.1%

Compared Y-o-Y

How is site traffic trending?

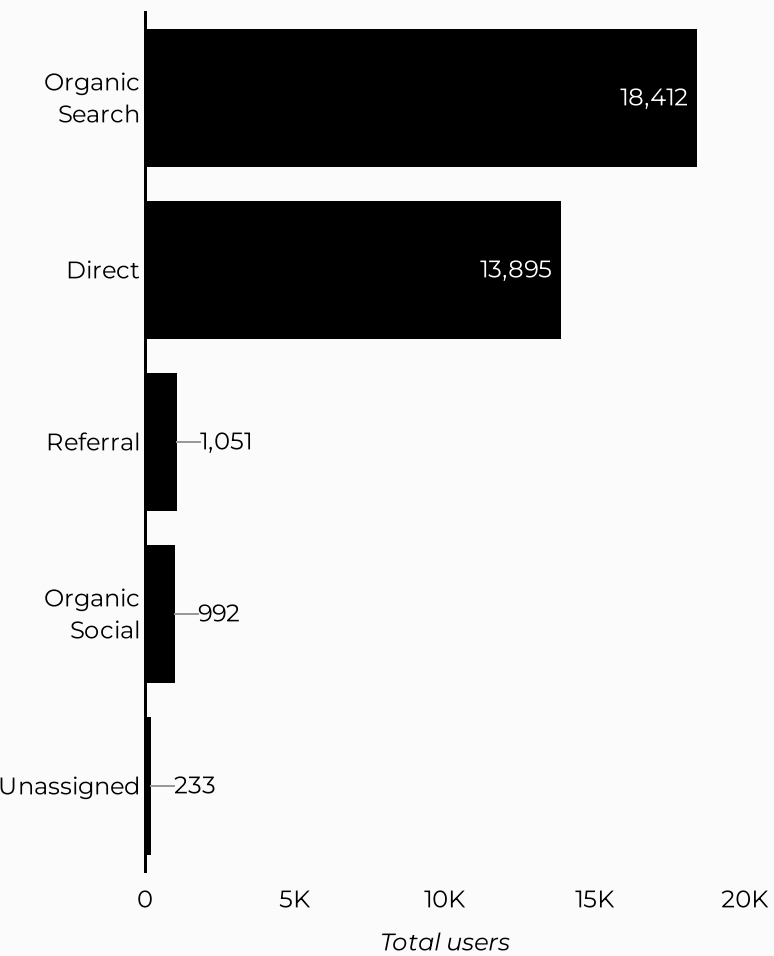


Top Pages

Sorted by Total Users

Page	Total users	% Δ
Arts and Crafts	23,366	27.5% ↑
Facility Use & Rentals	12,162	63.6% ↑
Paint & Go Ceramics	1,779	92.5% ↑
Catalog & Gift Shop	1,688	435.9% ↑
Contact	980	-
Framing, Engraving & Screen Printing	553	-33.3% ↓

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	16,327
(direct)	13,895
bing	1,689
facebook.com	568
home.army.mil	330
chatgpt.com	205
duckduckgo	187
referral	174
m.facebook.com	164
yahoo	143



Views

152,323

↑ 37.7%

Sessions

99,430

↑ 15.0%

Total users

69,806

↑ 17.4%

New users

49,503

↑ 23.7%

Avg. Session Time

02:42

↑ 2.2%

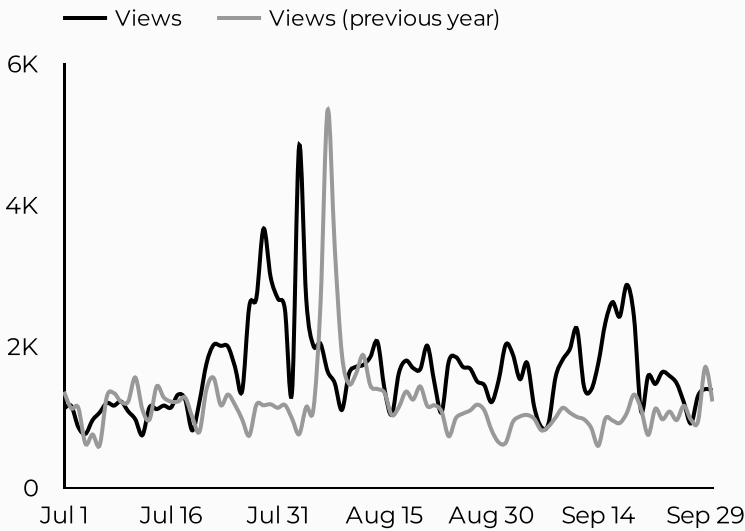
Engagement rate

56%

↓ -0.6%

Compared Y-o-Y

How is site traffic trending?

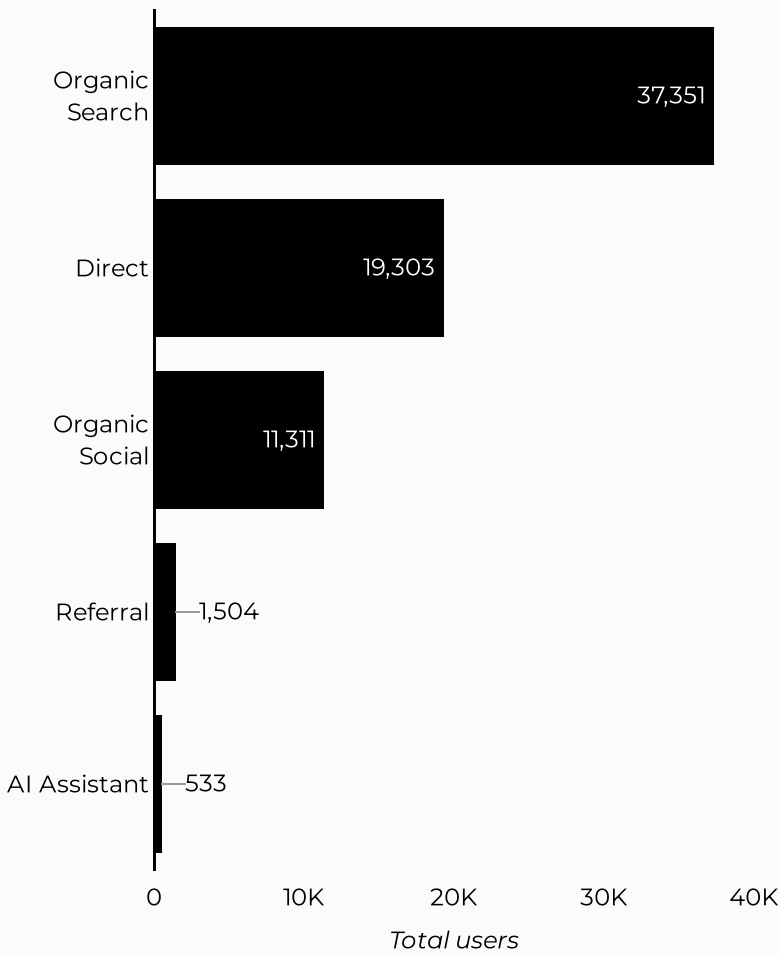


Top Pages

Sorted by Total Users

Page	Total users	% Δ
Automotive Skills	74,620	6.4% ↑
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	33,954
(direct)	19,303
facebook.com	7,257
bing	2,859
lm.facebook.com	2,228
m.facebook.com	978
l.facebook.com	657
home.army.mil	556
chatgpt.com	508
duckduckgo	365



Views

41,374

↓ -7.3%

Sessions

30,630

↓ -8.5%

Total users

25,522

↓ -4.7%

New users

12,692

↓ -3.6%

Avg. Session Time

01:59

↓ -8.1%

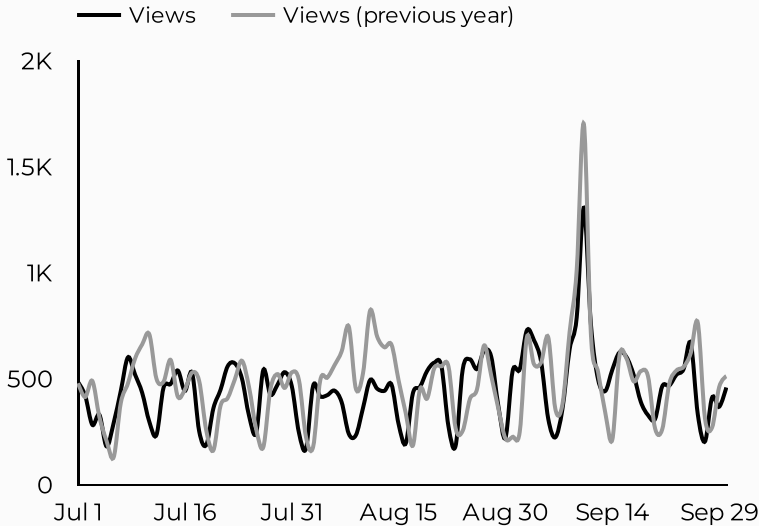
Engagement rate

64%

↓ -2.7%

Compared Y-o-Y

How is site traffic trending?

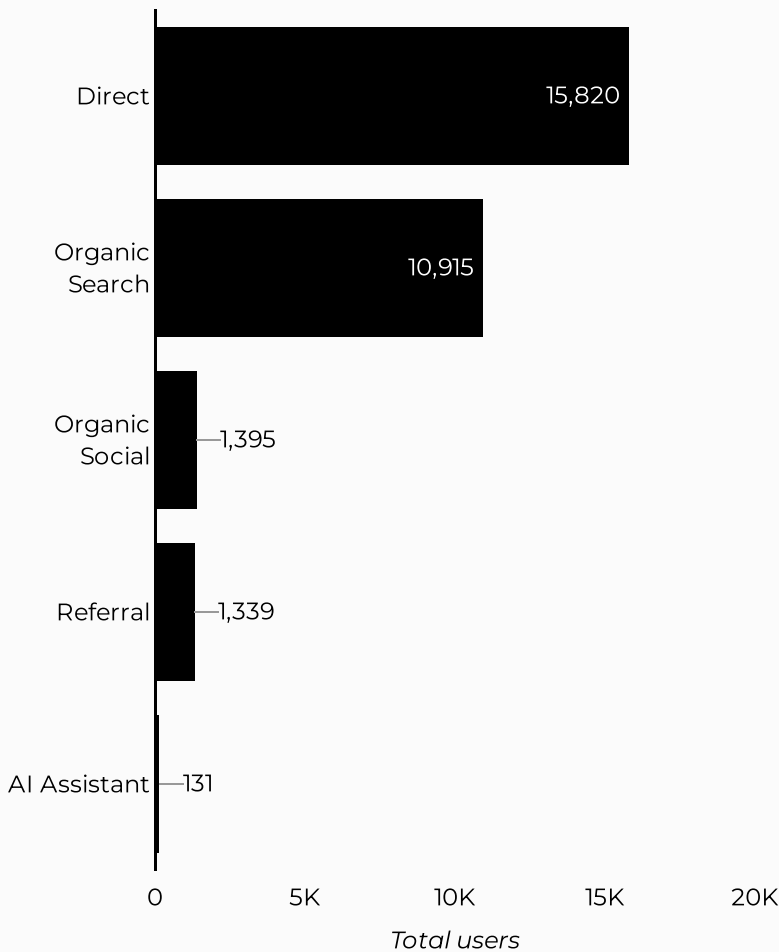


Top Pages

Sorted by Total Users

Page	Total users	% Δ
Better Opportunities for Single Service Members (BOSS)	18,727	-25.8% ↓
BOSS Events and Activities	12,791	57.0% ↑
Contact Information and Resources	1,157	484.3% ↑
The Four Pillars of BOSS	359	154.6% ↑

Which channels are driving traffic?



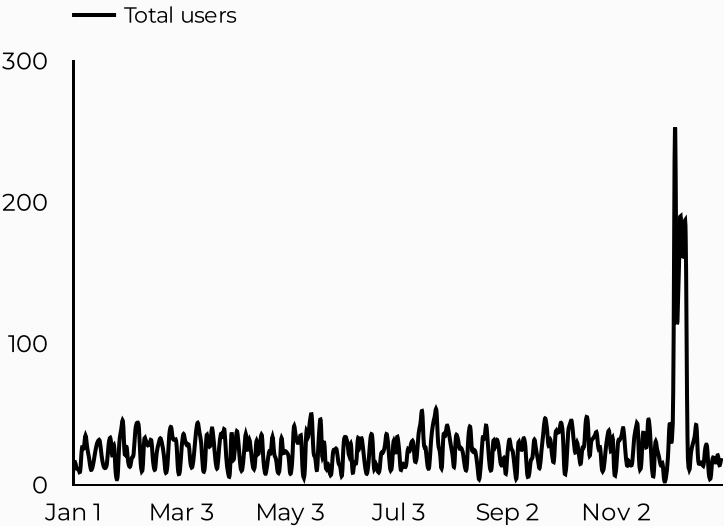
What are the top sources?

Session source	Total users
(direct)	15,820
google	8,585
bing	2,192
facebook.com	691
home.army.mil	652
m.facebook.com	246
lm.facebook.com	234
chatgpt.com	129
l.facebook.com	117
safe.menlosecurity.com	96



Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
13,609	10,958	9,439	6,644	01:57	62%

How is site traffic trending?



Top Link Clicks

Link URL	Total ▾
https://www.armyresilience.army.mil/	684
https://www.usaa.com/	246

Which channels are driving traffic?

Session medium	Total users ▾
organic	5,459
(none)	2,087
referral	1,883
(not set)	68
email	3
Referral	1
afrcrestorts.com	1
armyentertainment.net	1
cpc	1
print	1

Session source	Total users ▾
google	4,000
(direct)	2,087
bing	1,345
home.army.mil	990
militaryonesource.mil	193
m.facebook.com	107
army.mil	89
safe.menlosecurity.com	68
(not set)	65
yahoo	63



Views

911,580

↑ 4.6%

Sessions

706,550

↑ 10.1%

Total users

525,598

↑ 17.6%

New users

392,853

↑ 28.4%

Avg. Session Time

02:46

↓ -1.6%

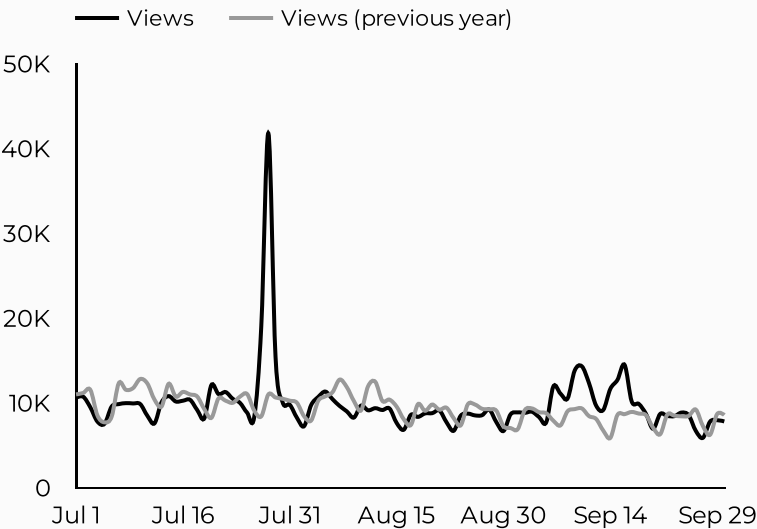
Engagement rate

64%

↓ -0.9%

Compared Y-o-Y

How is site traffic trending?

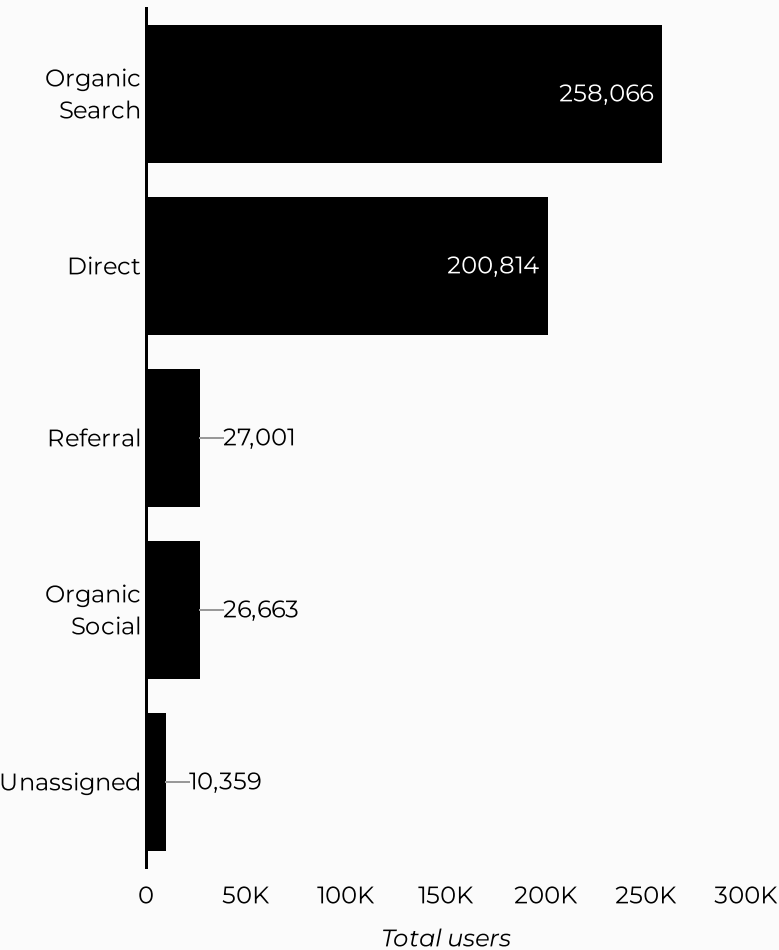


Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
www.armymwr.com	77,455	18.2% ↑
carlisle.armymwr.com	59,258	81.2% ↑
benning.armymwr.com	47,708	83.8% ↑
belvoir.armymwr.com	21,553	1.7% ↑
bragg.armymwr.com	18,637	-3.2% ↓
wiesbaden.armymwr.com	13,588	103.0% ↑
campbell.armymwr.com	13,350	34.2% ↑
zama.armymwr.com	12,215	13.8% ↑
leonardwood.armymwr.com	11,856	14.2% ↑
stewarthunter.armymwr.c...	11,601	8.6% ↑

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	228,770
(direct)	200,814
bing	23,695
facebook.com	15,285
promo	9,259
referral	9,072
home.army.mil	4,820
lm.facebook.com	4,396
m.facebook.com	4,200
192.168.0.5:8880	3,928



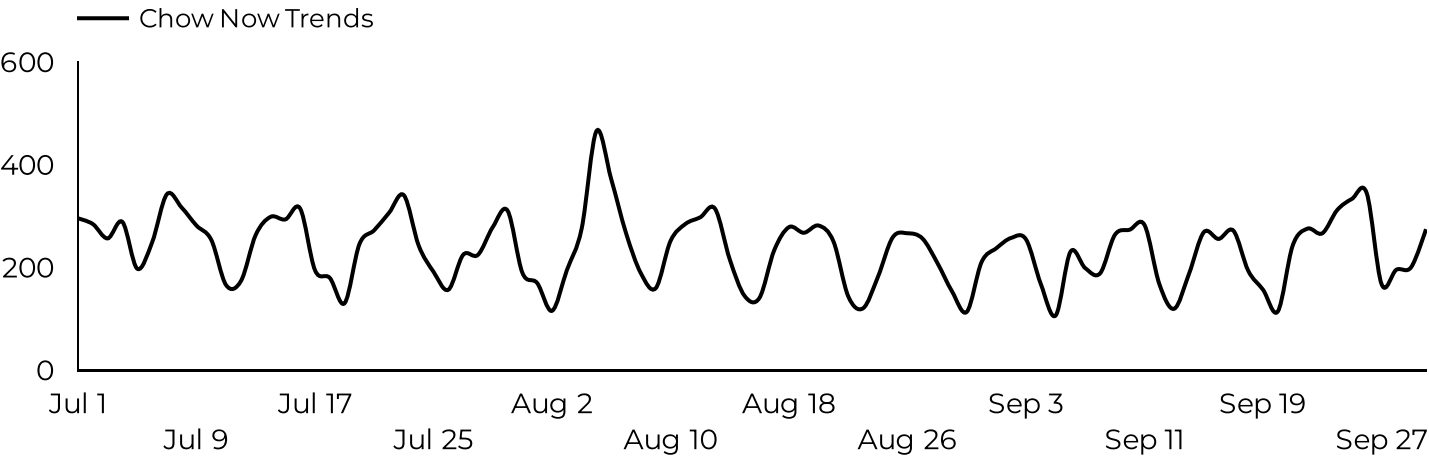
	Full page URL	Views ▾
1.	belvoir.armymwr.com/programs/golf-club	7,100
2.	casey.armymwr.com/programs/bamas-grille	4,492
3.	jackson.armymwr.com/programs/fort-jackson-golf-club	4,428
4.	detroit.armymwr.com/happenings/aafes-food-trucks	4,069
5.	picatinny.armymwr.com/programs/picatinny-golf-club	3,787
6.	campbell.armymwr.com/programs/cole-park-golf-course	2,698
7.	gordon.armymwr.com/programs/eisenhower-lakes	2,416
8.	zama.armymwr.com/programs/golf-club	2,384
9.	belvoir.armymwr.com/programs/oktoberfest/food-beer-wine-and-merchandise	2,326
10.	casey.armymwr.com/happenings/food-delivery-service	2,198
11.	wainwright.armymwr.com/programs/chena-bend-clubhouse-and-golf-course	2,108
12.	yuma.armymwr.com/programs/kfrroadrunner-cafe	1,935
13.	bliss.armymwr.com/programs/rod-and-gun-club	1,845
14.	benning.armymwr.com/programs/dining-clubs-pubs	1,647
15.	detroit.armymwr.com/programs/sangb-golf-club-and-pro-shop	1,596
16.	rucker.armymwr.com/programs/silver-wings-golf-club	1,596
17.	westpoint.armymwr.com/programs/west-point-club	1,570
18.	casey.armymwr.com/programs/iron-trangle-club	1,499
19.	bragg.armymwr.com/programs/rod-and-gun-club	1,455
20.	yuma.armymwr.com/programs/roc-garden-cafe	1,455
21.	rucker.armymwr.com/programs/Big-Mikes	1,384
22.	rucker.armymwr.com/programs/divots-restaurant-grille	1,326
23.	lee.armymwr.com/programs/cardinal-golf-club	1,294
24.	sill.armymwr.com/programs/fort-sill-golf-club	1,275
25.	humphreys.armymwr.com/happenings/trunk-o-treat	1,250
26.	picatinny.armymwr.com/programs/the-club-at-picatinny	1,224
27.	kaiserslautern.armymwr.com/programs/armstrongs-club	1,173
28.	stuttgart.armymwr.com/programs/stuttgart-theatre-center	1,070
29.	humphreys.armymwr.com/programs/pan-asia-cuisine	1,012
30.	zama.armymwr.com/programs/camp-zama-community-club	987
31.	redstone.armymwr.com/programs/java-cafe	871
32.	huachuca.armymwr.com/programs/grill-77	865
33.	humphreys.armymwr.com/categories/food-and-social	807
34.	bliss.armymwr.com/programs/fort-bliss-rod-and-gun	801



Chow Now Link Clicks

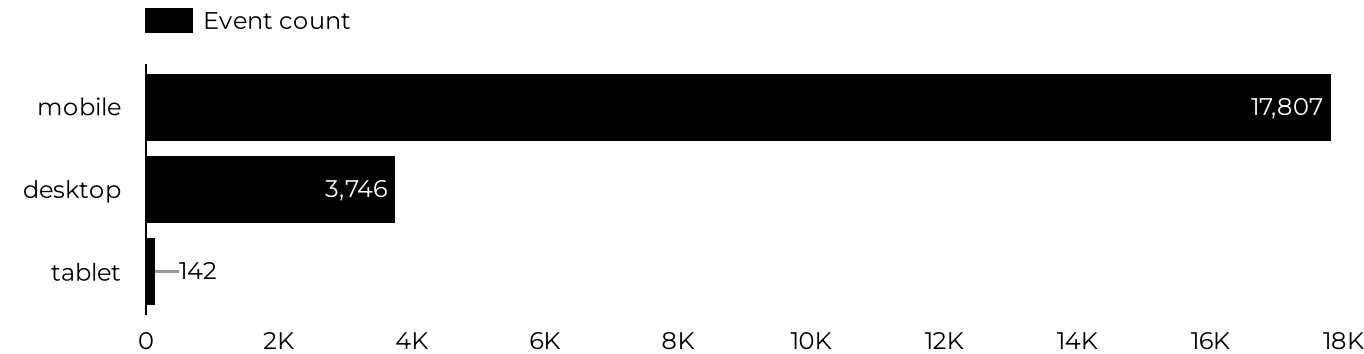
21,695

↑ 36.0%



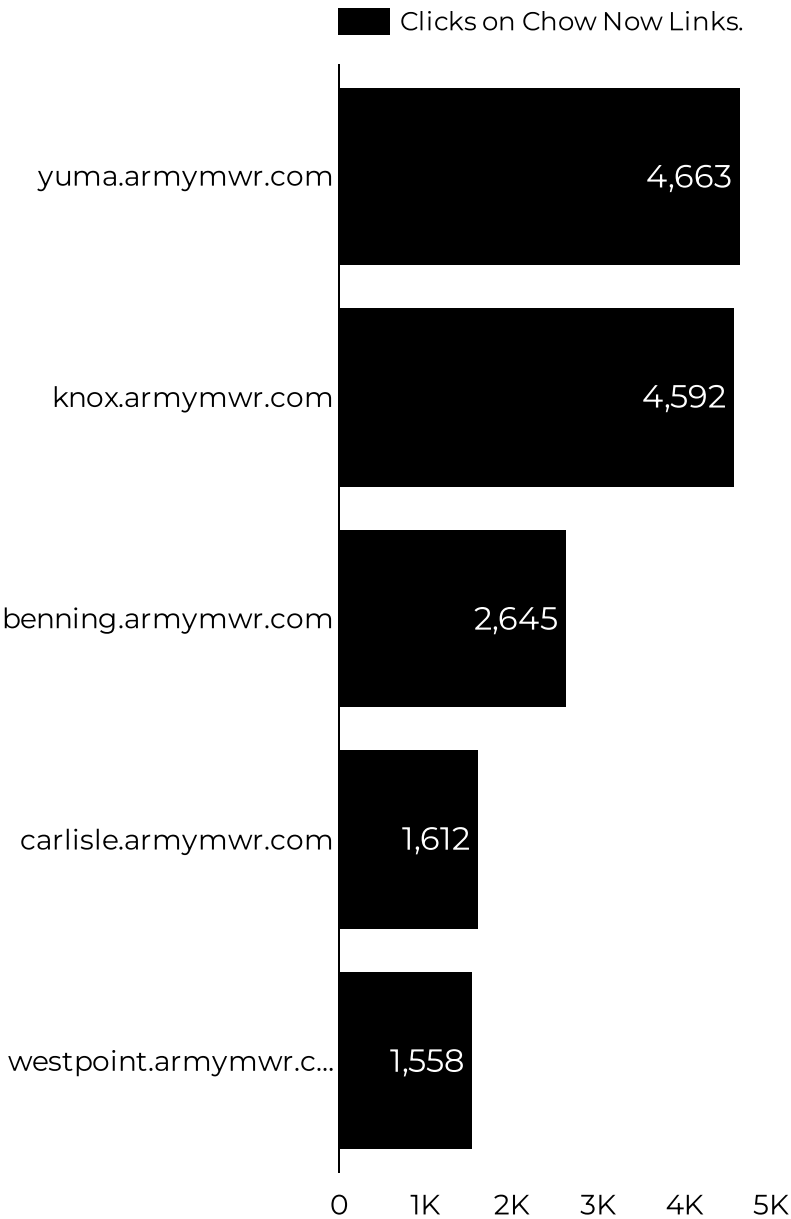
Which devices are driving engagement?

Do people order on mobile or desktop?



Top installations

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





Views

4,279

↑ 27.0%

Sessions

3,835

↑ 28.7%

Total users

3,168

↑ 40.8%

New users

2,846

↑ 51.6%

Avg. Session Time

03:08

↓ -21.8%

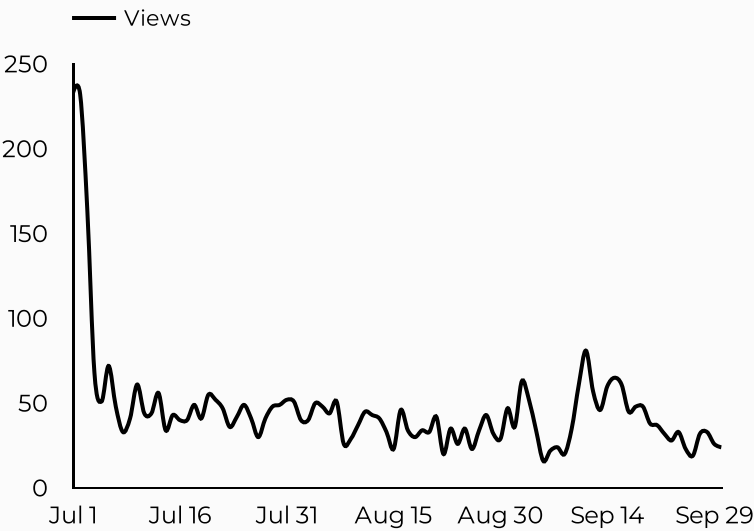
Engagement rate

57%

↓ -5.5%

Compared Y-o-Y

How is site traffic trending?

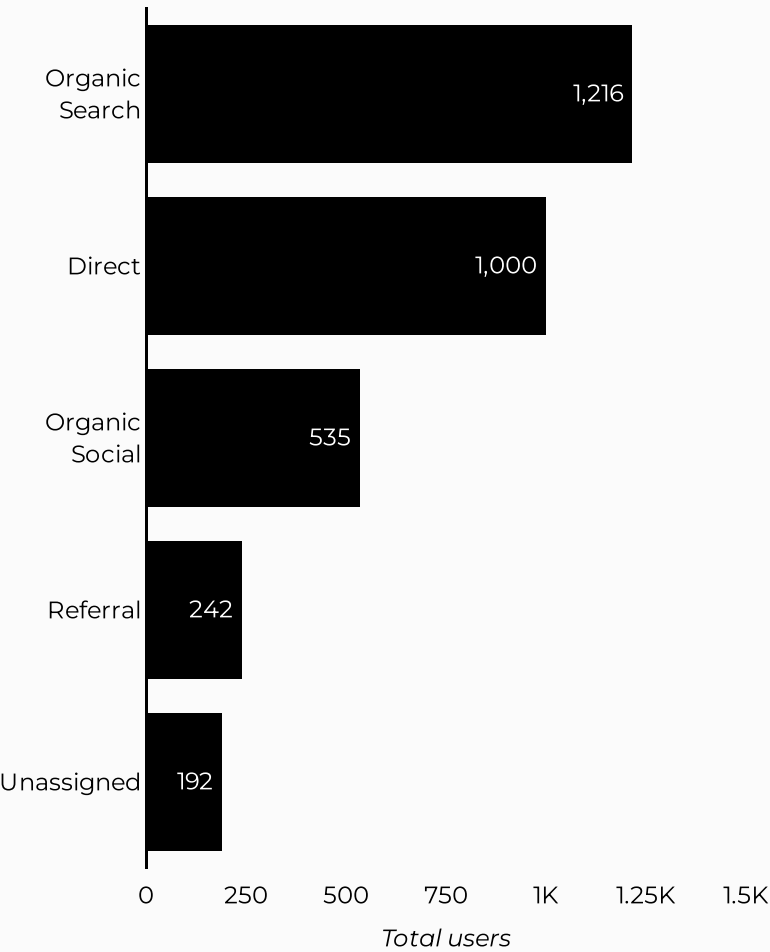


Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
hunterliggett.armymwr.co...	2,726	34.8% ↑
www.armymwr.com	274	182.5% ↑
aberdeen.armymwr.com	37	208.3% ↑
sill.armymwr.com	26	-50.9% ↓
drum.armymwr.com	15	-
gordon.armymwr.com	15	-
garmisch.armymwr.com	13	62.5% ↑
jackson.armymwr.com	12	-
stewarthunter.armymwr.c...	9	800.0%...
grafenwoehr.armymwr.com	6	-

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	1,135
(direct)	1,000
m.facebook.com	198
facebook.com	191
referral	188
home.army.mil	148
lm.facebook.com	82
bing	70
l.facebook.com	63
en.wikipedia.org	27



Views

516,464

↑ 107.5%

Sessions

237,052

↑ 27.2%

Total users

169,106

↑ 28.9%

New users

86,755

↑ 4.7%

Avg. Session Time

03:32

↑ 13.9%

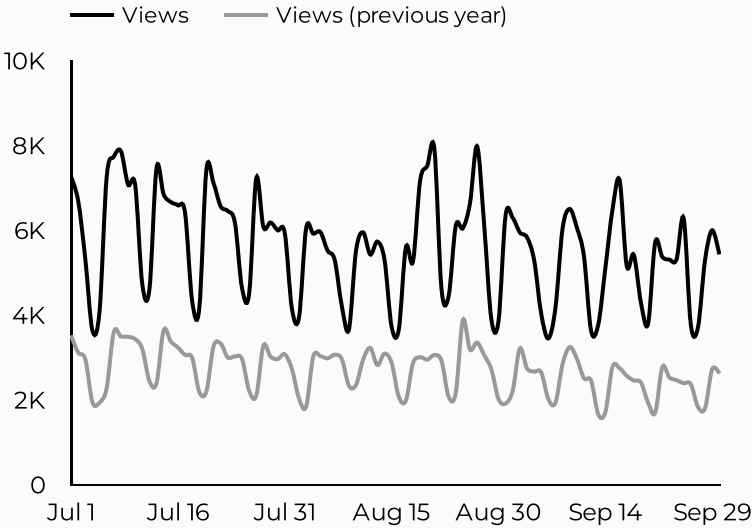
Engagement rate

70%

↓ -2.9%

Compared Y-o-Y

How is site traffic trending?

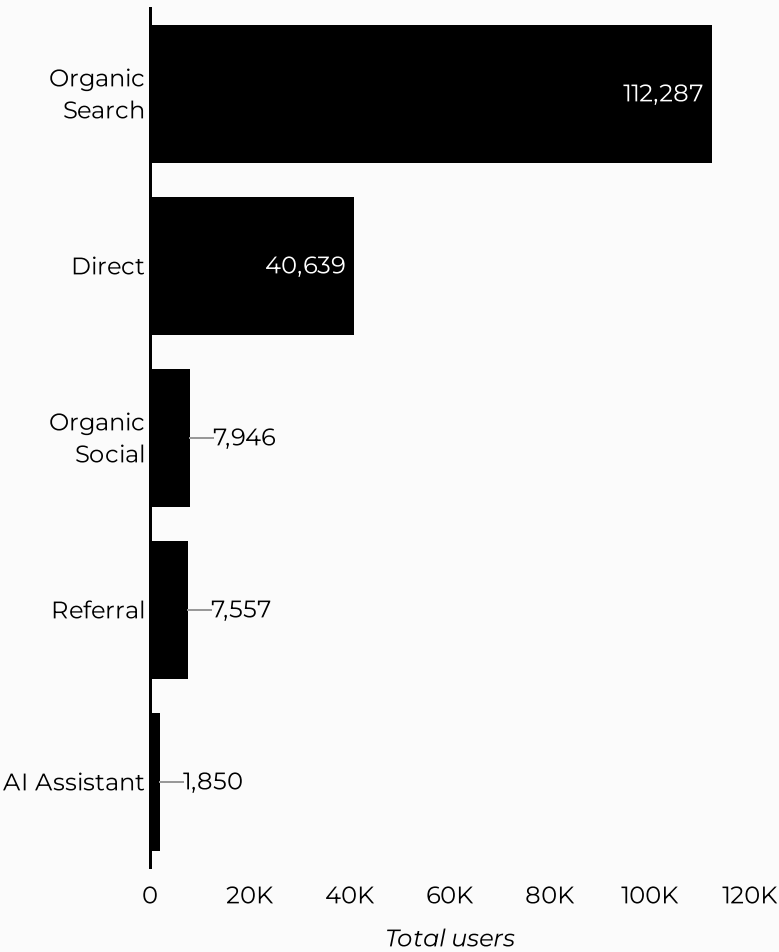


Top Pages

Sorted by Total Users

Page	Total users ▾	% Δ
Leisure Travel Services (LTS)	138,704	22.7% ↑
Discounted Attractions and Event Tickets	108,272	865.6% ↑
Tickets and Pricing	13,509	-39.6% ↓
Vacation and Travel Planning Services	11,651	3,809.7% ↑
Contact	9,858	-
American Forces Travel	8,077	-28.4% ↓
Special Offers	5,346	656.2% ↑
Bus Trips and Group Travel	5,159	1,939.1% ↑
Explore Other Travel Options	1,236	13,633.3% ↑

Which channels are driving traffic?



What are the top sources?

Session source	Total users ▾
google	98,722
(direct)	40,639
bing	11,004
facebook.com	5,324
chatgpt.com	1,876
home.army.mil	1,825
militaryonesource.mil	1,716
yahoo	1,216
duckduckgo	1,075
lm.facebook.com	1,052



Views

12,427

↑ 6.5%

Sessions

8,688

↓ -4.6%

Total users

7,136

↑ 16.2%

New users

2,008

↑ 16.8%

Avg. Session Time

01:59

↓ -33.7%

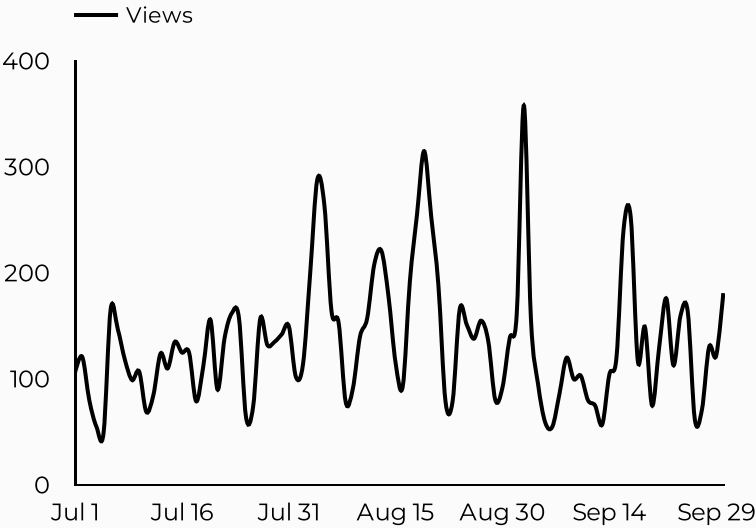
Engagement rate

76%

↑ 1.8%

Compared Y-o-Y

How is site traffic trending?

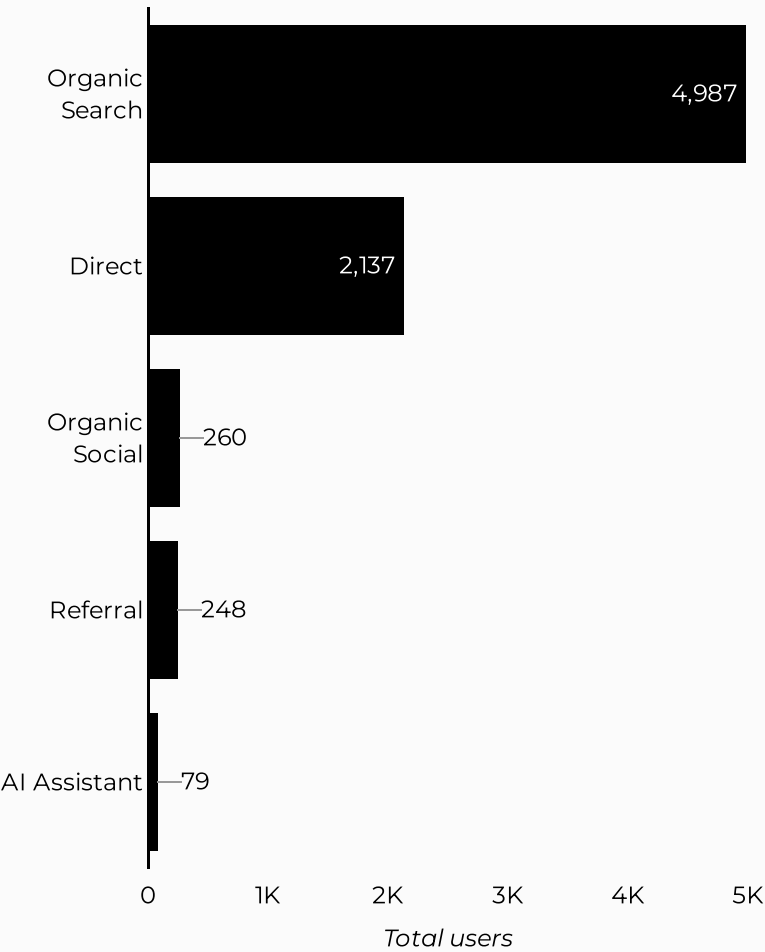


Top Pages

Sorted by Total Users

Page	Total users ▾	% Δ
Instructional Programs	5,526	-20.9% ↓
Classes & Activities	1,779	-
Enrollment	415	-
Contact	338	-
Volunteer or Teach	232	-
Resources	209	-
Access & Payments	207	-

Which channels are driving traffic?



What are the top sources?

Session source	Total users ▾
google	4,513
(direct)	2,137
bing	376
facebook.com	153
home.army.mil	102
chatgpt.com	78
yahoo	54
duckduckgo	39
installations.militaryonesource.mil	38
lm.facebook.com	35



Views

88,343

↓ -7.1%

Sessions

63,996

↓ -10.2%

Total users

50,790

↑ 3.2%

New users

26,756

↑ 4.1%

Avg. Session Time

02:33

↑ 6.9%

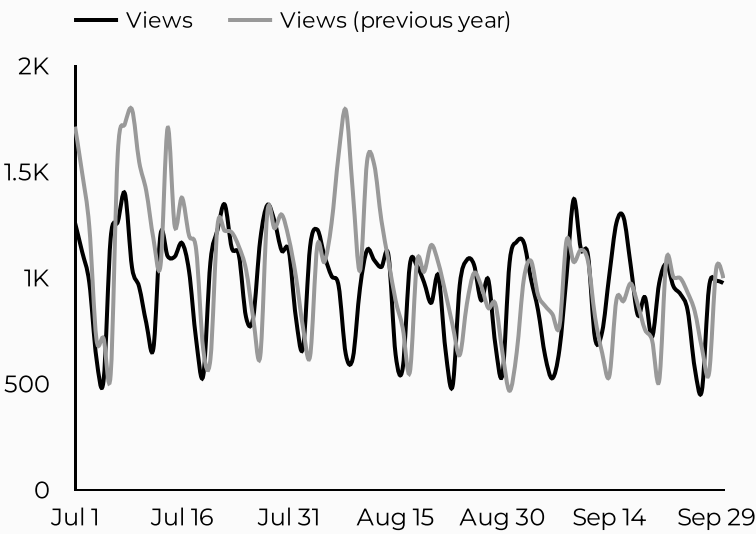
Engagement rate

63%

↑ 0.7%

Compared Y-o-Y

How is site traffic trending?

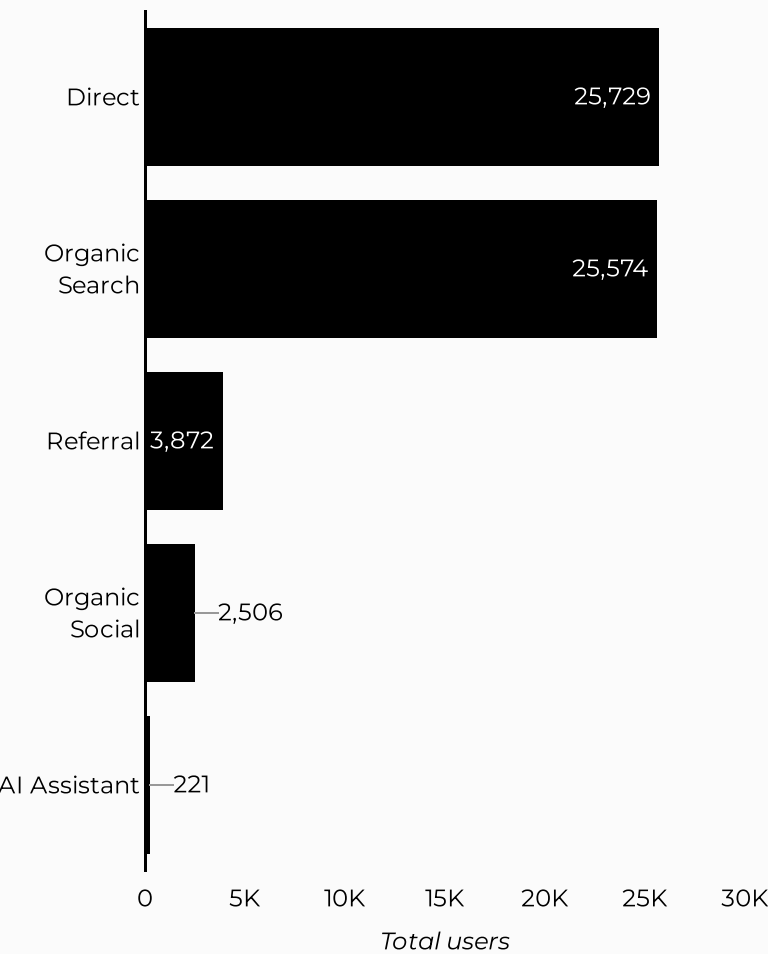


Top Pages

Sorted by Total Users

Page	Total users	% Δ
Libraries	46,366	-13.0% ↓
Events and Programs	7,994	21.1% ↑
Library Services and Resources	5,534	2,723.5% ↑
Borrowing, Renewals, and Policies	4,964	173.5% ↑
Contact	1,551	-

Which channels are driving traffic?



What are the top sources?

Session source	Total users
(direct)	25,729
google	22,806
bing	2,374
army.dodmwrlibraries.org	1,230
facebook.com	1,229
dodmwrlibraries.org	867
m.facebook.com	597
home.army.mil	497
lm.facebook.com	403
duckduckgo	277



Views

2,367

↓ -63.3%

Sessions

2,033

↓ -81.4%

Total users

1,732

↓ -80.0%

New users

797

↓ -85.5%

Avg. Session Time

04:31

↑ 63.2%

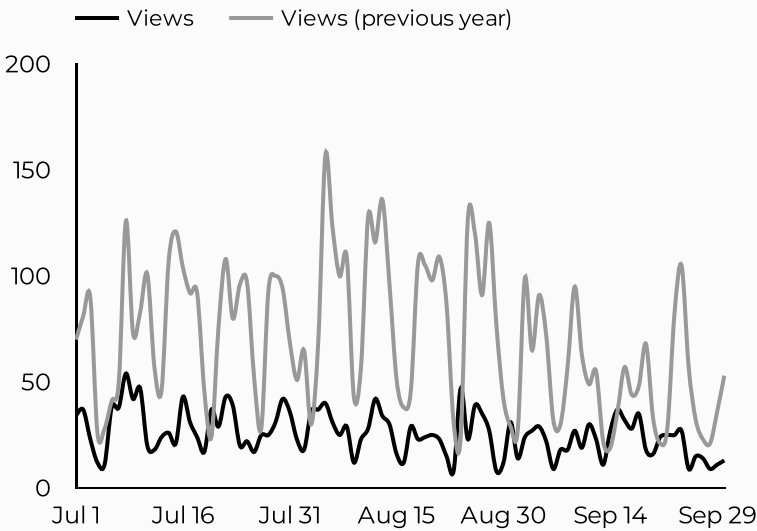
Engagement rate

69%

↑ 34.1%

Compared Y-o-Y

How is site traffic trending?

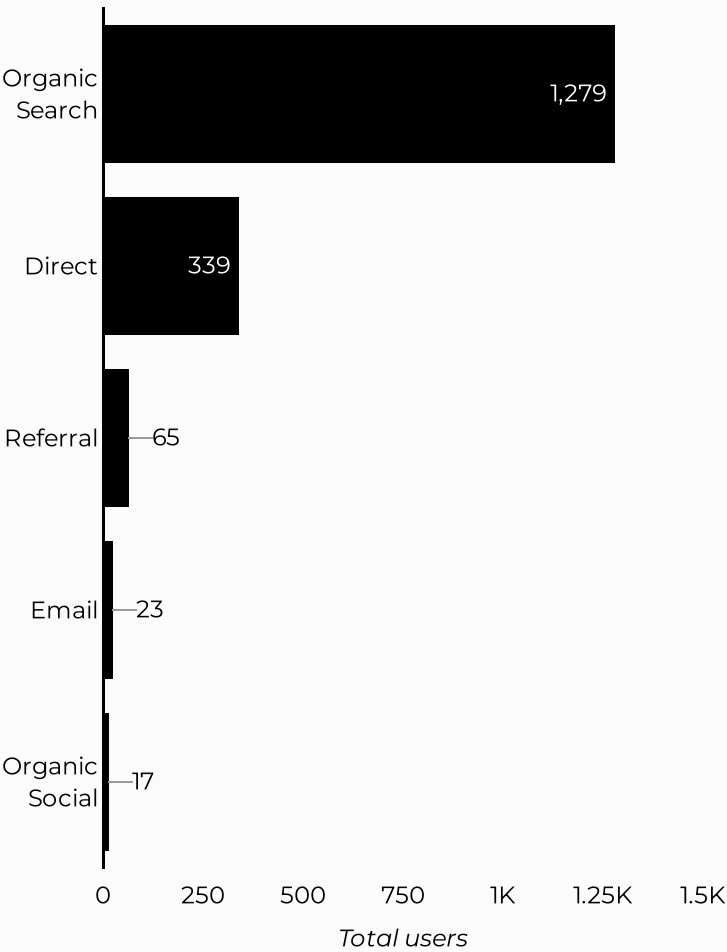


Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
www.armymwr.com	807	-55.1% ↓
hood.armymwr.com	481	-9.1% ↓
bragg.armymwr.com	216	-57.8% ↓
gordon.armymwr.com	91	-57.1% ↓
benning.armymwr.com	61	-70.1% ↓
polk.armymwr.com	60	-24.1% ↓
campbell.armymwr.com	47	-64.1% ↓
riley.armymwr.com	43	-46.3% ↓
wiesbaden.armymwr.com	20	53.8% ↑
leonardwood.armymwr.com	6	-64.7% ↓

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	978
(direct)	339
bing	278
home.army.mil	26
promo	23
duckduckgo	12
yahoo	10
chatgpt.com	9
(not set)	8
statics.dod.teams.microsoft.us	8



Views

33,890

↓ -6.7%

Sessions

28,459

↓ -4.3%

Total users

20,149

↓ -0.5%

New users

8,113

↓ -2.1%

Avg. Session Time

03:12

↓ -1.5%

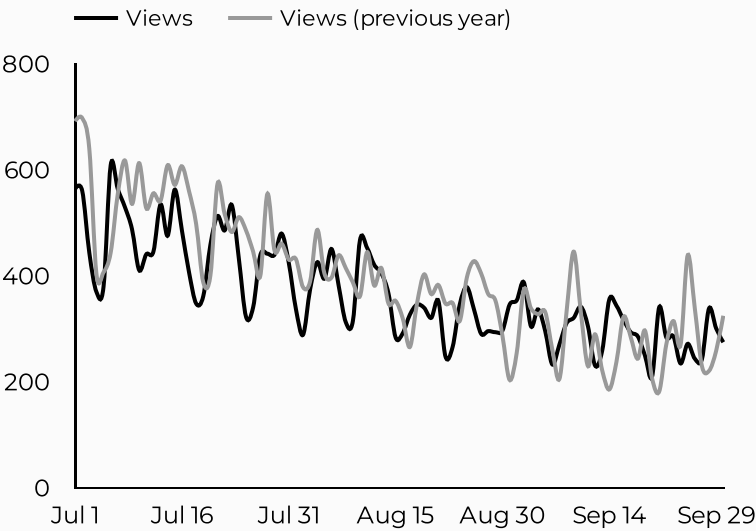
Engagement rate

72%

↓ -0.9%

Compared Y-o-Y

How is site traffic trending?

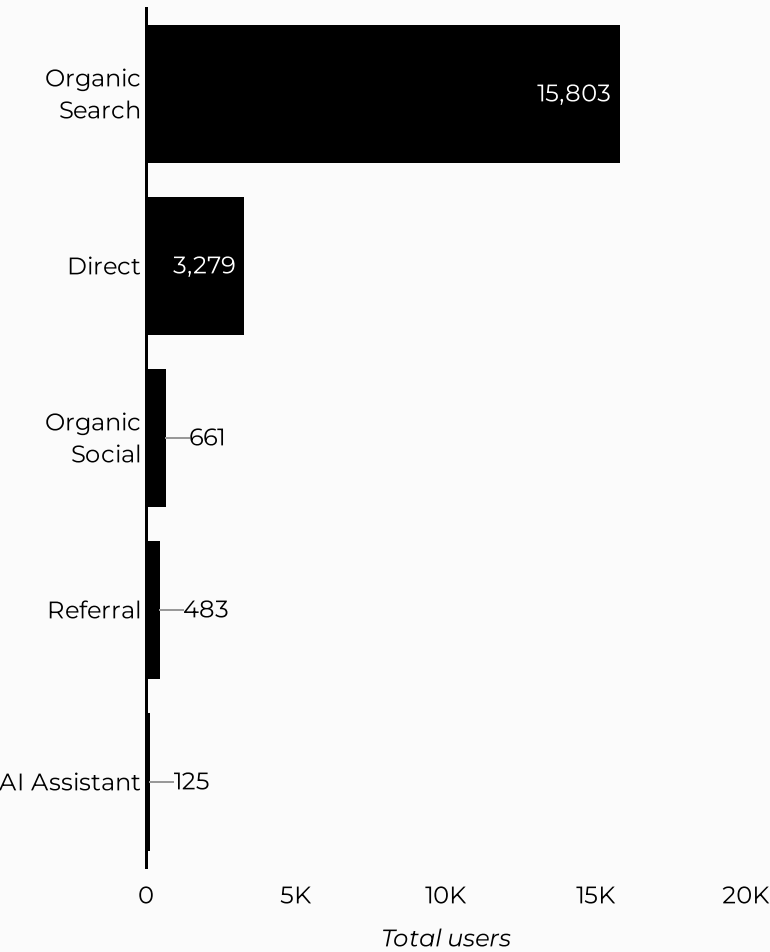


Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
jblm.armymwr.com	4,374	-18.3% ↓
bragg.armymwr.com	3,547	-9.2% ↓
knox.armymwr.com	1,672	-9.0% ↓
hood.armymwr.com	1,625	-6.6% ↓
redstone.armymwr.com	1,539	-18.5% ↓
riley.armymwr.com	1,480	17.6% ↑
hawaii.armymwr.com	1,253	-
gordon.armymwr.com	1,060	-4.3% ↓
sill.armymwr.com	910	-16.0% ↓
mccoy.armymwr.com	708	-4.8% ↓

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	14,333
(direct)	3,279
bing	1,249
facebook.com	311
m.facebook.com	160
home.army.mil	147
lm.facebook.com	121
chatgpt.com	117
duckduckgo	103
yahoo	100



Views

276,964

↓ -12.9%

Sessions

216,102

↓ -13.5%

Total users

149,871

↓ -10.3%

New users

98,668

↓ -8.3%

Avg. Session Time

03:28

↑ 0.1%

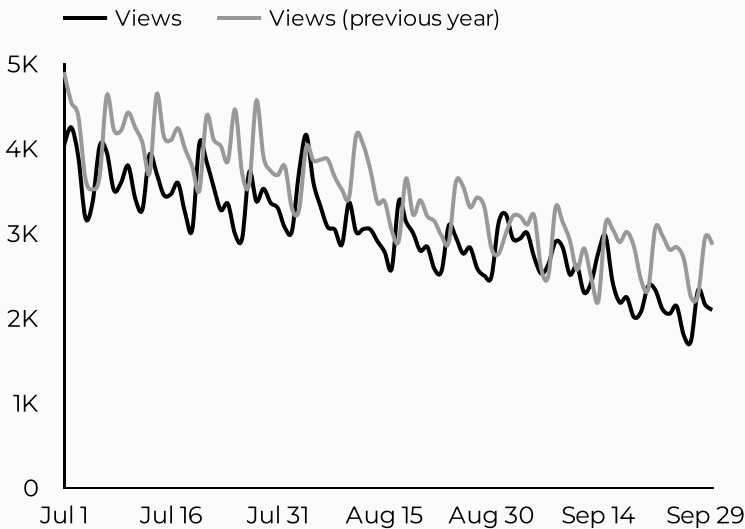
Engagement rate

70%

↑ 0.6%

Compared Y-o-Y

How is site traffic trending?

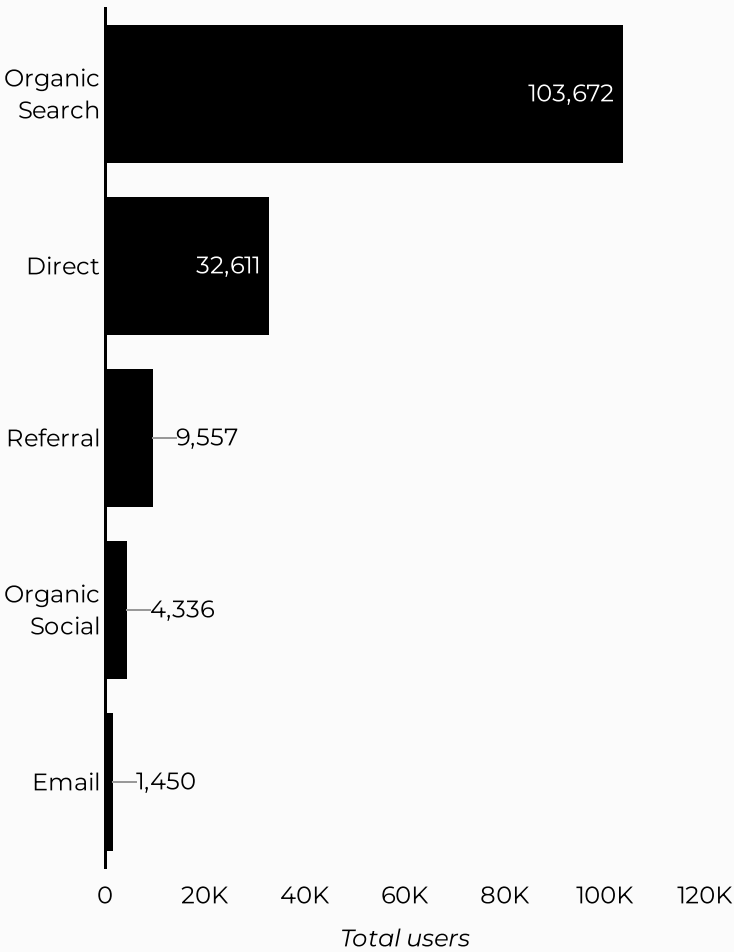


Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
benning.armymwr.com	11,018	5.0% ↑
belvoir.armymwr.com	9,870	-11.5% ↓
mccoy.armymwr.com	9,634	-7.3% ↓
bragg.armymwr.com	8,790	-11.1% ↓
gordon.armymwr.com	7,637	9.1% ↑
hood.armymwr.com	7,544	-10.9% ↓
jackson.armymwr.com	7,133	-42.8% ↓
jblm.armymwr.com	7,097	-0.9% ↓
leonardwood.armymwr.com	6,590	-7.4% ↓
westpoint.armymwr.com	6,114	-15.8% ↓

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	94,100
(direct)	32,611
bing	8,001
facebook.com	2,217
home.army.mil	1,709
promo	1,428
chatgpt.com	1,200
campgrounds.rvlife.com	1,026
m.facebook.com	870
duckduckgo	869



Views

176,451

↑ 21.8%

Sessions

110,629

↓ -8.5%

Total users

79,732

↑ 0.8%

New users

42,238

↑ 4.7%

Avg. Session Time

02:25

↓ -9.2%

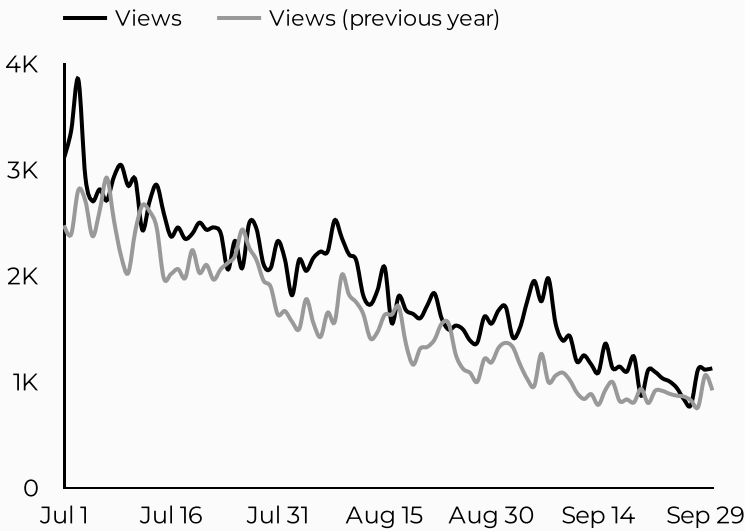
Engagement rate

64%

↑ 3.1%

Compared Y-o-Y

How is site traffic trending?

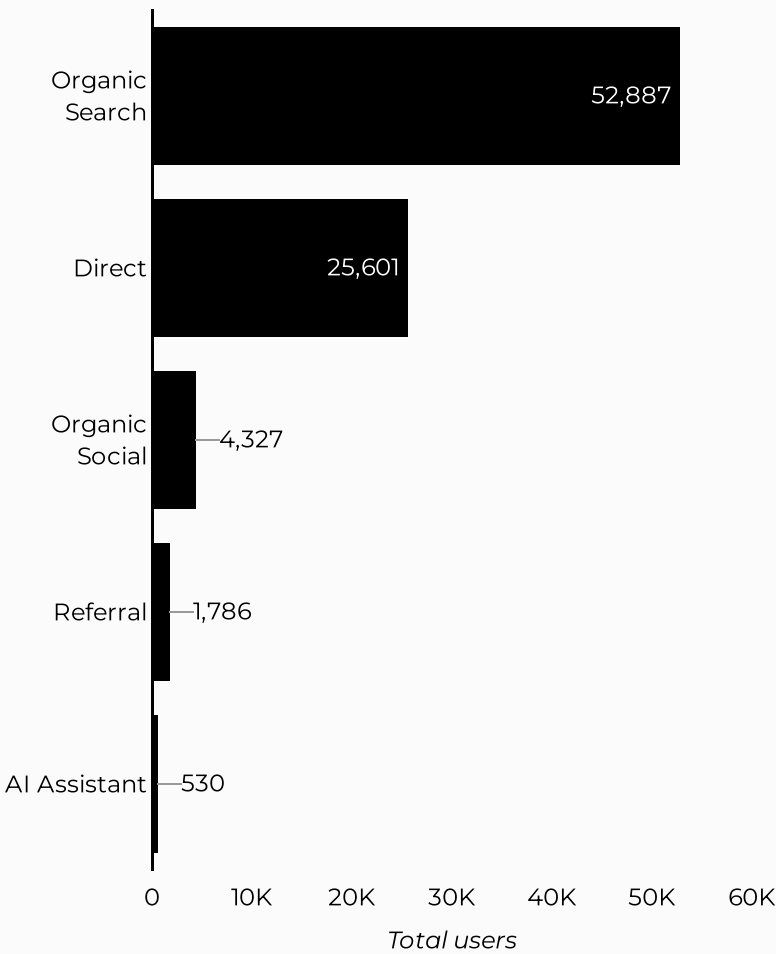


Top Pages

Sorted by Total Users

Page	Total users	% Δ
Aquatics	53,361	36.0% ↑
Pools	26,191	-24.4% ↓
Aquatics Centers	19,063	251.9% ↑
Aquatics Classes and Programs	16,190	48.7% ↑
Contact Information	2,877	-
Rules and Safety	1,291	-

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	48,535
(direct)	25,601
bing	3,255
facebook.com	2,135
m.facebook.com	1,112
home.army.mil	735
lm.facebook.com	624
duckduckgo	531
chatgpt.com	511
l.facebook.com	354



Views

23,616

↑ 16.0%

Sessions

10,889

↑ 8.2%

Total users

9,290

↑ 17.1%

New users

6,235

↑ 15.3%

Avg. Session Time

02:43

↑ 16.1%

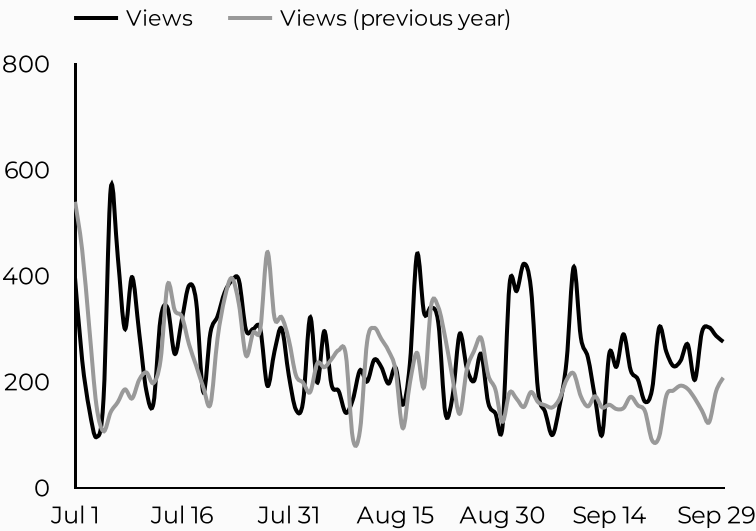
Engagement rate

67%

↑ 8.3%

Compared Y-o-Y

How is site traffic trending?

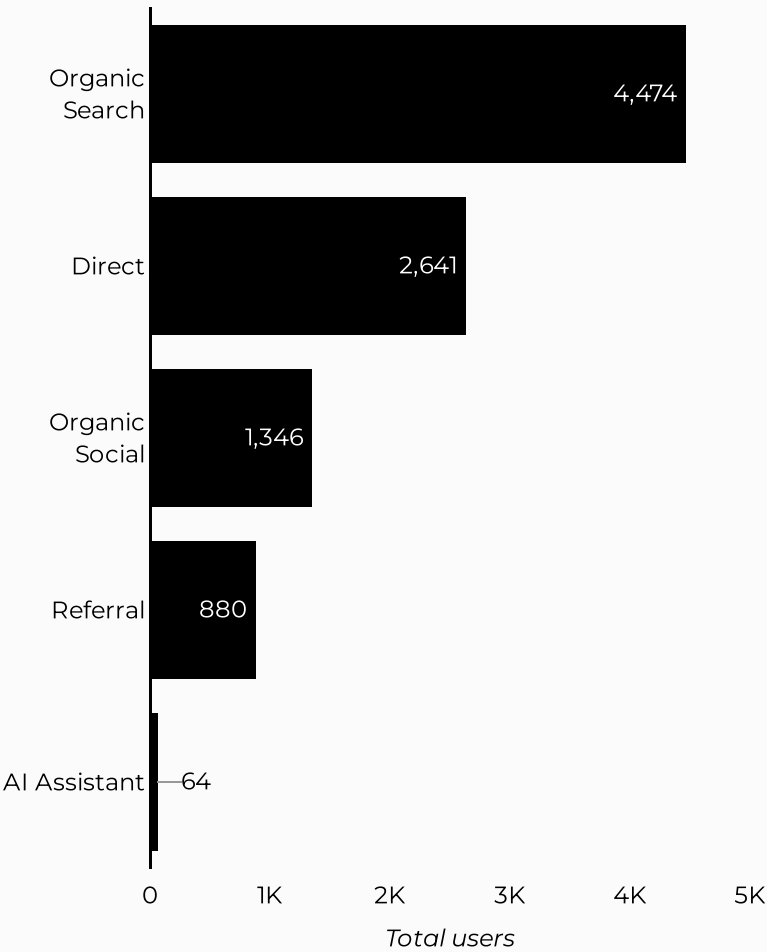


How many athletes started an application?

Link clicks to start an application.

Click Text	Total
All Soldiers must apply through the application website:	693
Apply now!	661
All Army Application website	299
www.armedforcessports.com	227
MY INSTALLATION	96
Contact Us	63
RECREATION	28
Grand total	2,260

Which channels are driving traffic?



What are the top sources?

Session source	Total us...	% Δ
google	3,282	1.7% ↑
(direct)	2,641	55.8% ↑
bing	1,131	51.8% ↑
facebook.com	509	637.7% ↑
armywcap.com	460	-36.6% ↓
ig	454	-
m.facebook.com	144	-54.0% ↓
l.instagram.com	112	-72.5% ↓
lm.facebook.com	75	108.3% ↑
home.army.mil	69	27.8% ↑



Views

123,472

↑ 44.0%

Sessions

81,516

↑ 10.9%

Total users

62,252

↑ 19.9%

New users

38,497

↑ 18.3%

Avg. Session Time

02:06

↓ -10.1%

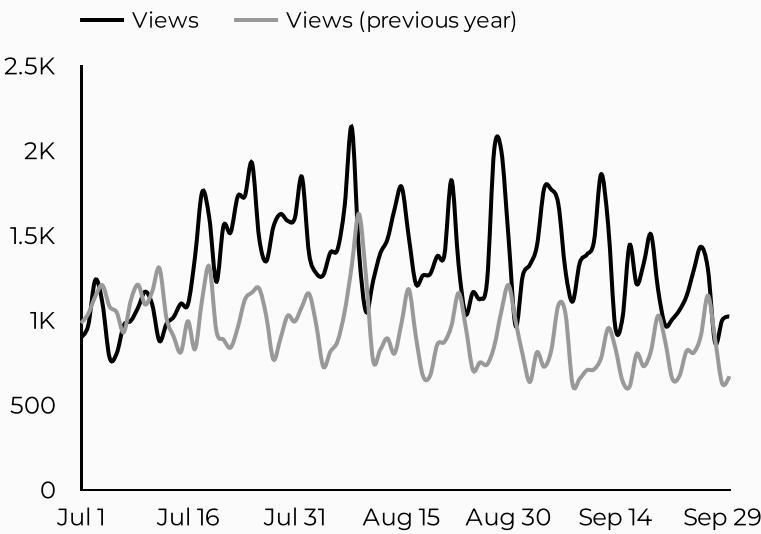
Engagement rate

66%

↑ 14.9%

Compared Y-o-Y

How is site traffic trending?

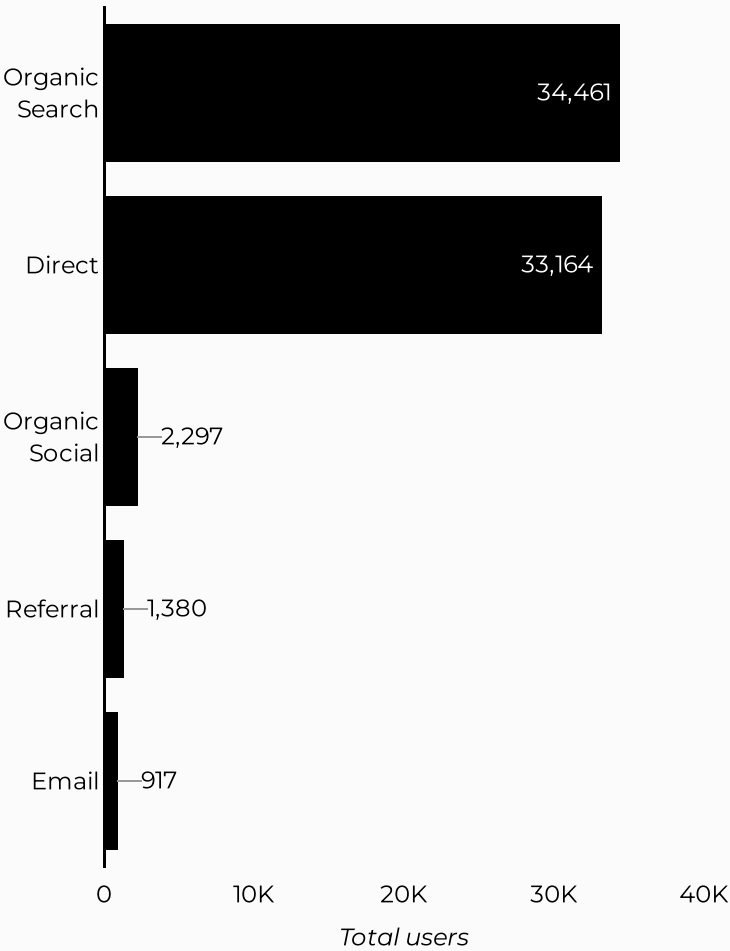


Top Pages

Sorted by Total Users

Page	Total users ▾	% Δ
Bowling Center	65,113	13.0% ↑
Prices, Deals, & Specials	9,593	-
Food, Snacks, & Lounges	4,639	-
Contact	2,748	-
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 ▾
(direct)	33,164
google	31,644
bing	2,229
facebook.com	1,136
promo	892
m.facebook.com	528
home.army.mil	499
lm.facebook.com	351
duckduckgo	278
chatgpt.com	229



Views

690,573

↑ 19.0%

Sessions

425,166

↑ 4.5%

Total users

291,814

↑ 13.7%

New users

181,185

↑ 19.7%

Avg. Session Time

02:55

↓ -17.8%

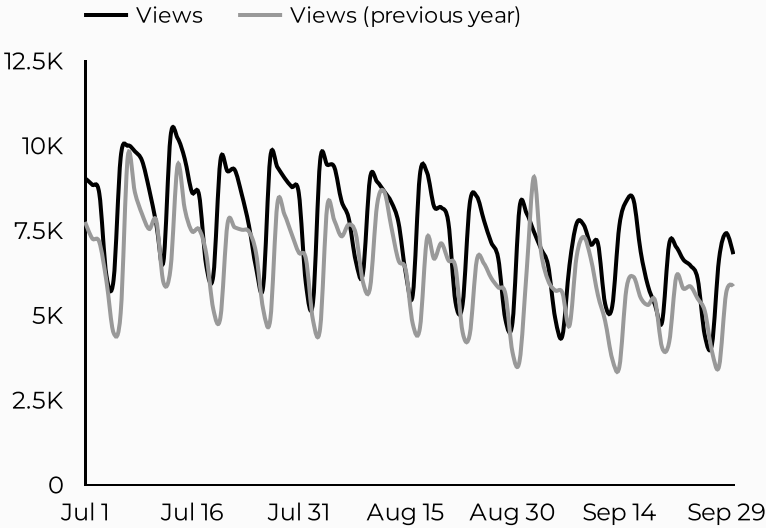
Engagement rate

60%

↓ -1.7%

Compared Y-o-Y

How is site traffic trending?

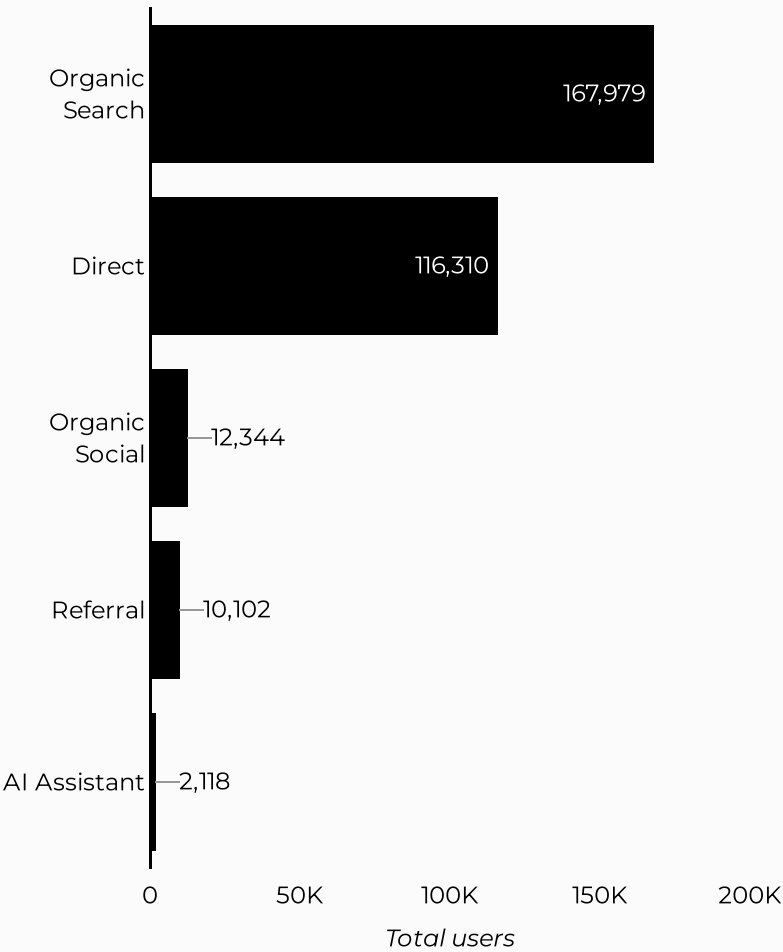


Top Pages

Sorted by Total Users

Page	Total users	% Δ
Fitness Centers	416,730	14.5% ↑
Fitness Classes and Personal Training	22,075	226.6% ↑
24/7 Access and Registrations	12,463	236.2% ↑
Facilities and Equipment	10,082	2,433.2% ↑
Contact	3,976	-
Special Events and Competitions	1,644	1,136.1% ↑
Youth Age Policies	1,296	1,209.1% ↑

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	150,316
(direct)	116,310
bing	15,622
facebook.com	6,492
home.army.mil	3,175
m.facebook.com	2,920
chatgpt.com	2,054
lm.facebook.com	1,518
duckduckgo	1,382
promo	1,246



Views

270,182

↓ -8.4%

Sessions

185,995

↓ -10.5%

Total users

126,395

↓ -6.0%

New users

102,072

↓ -5.4%

Avg. Session Time

02:44

↑ 1.6%

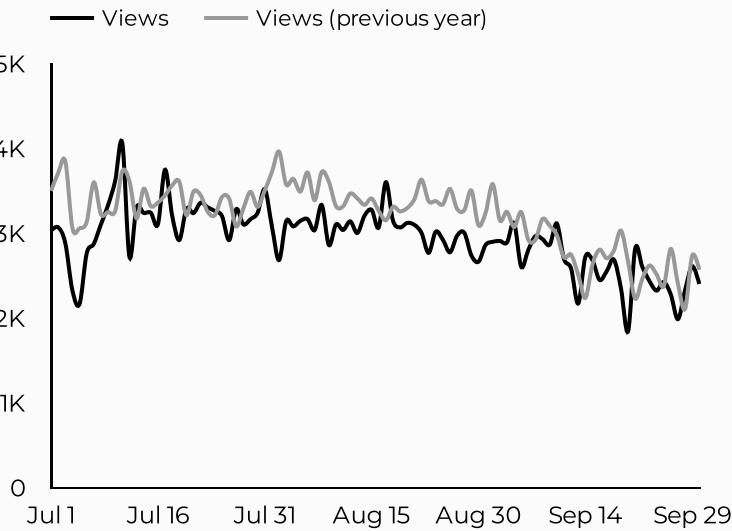
Engagement rate

64%

↑ 2.9%

Compared Y-o-Y

How is site traffic trending?

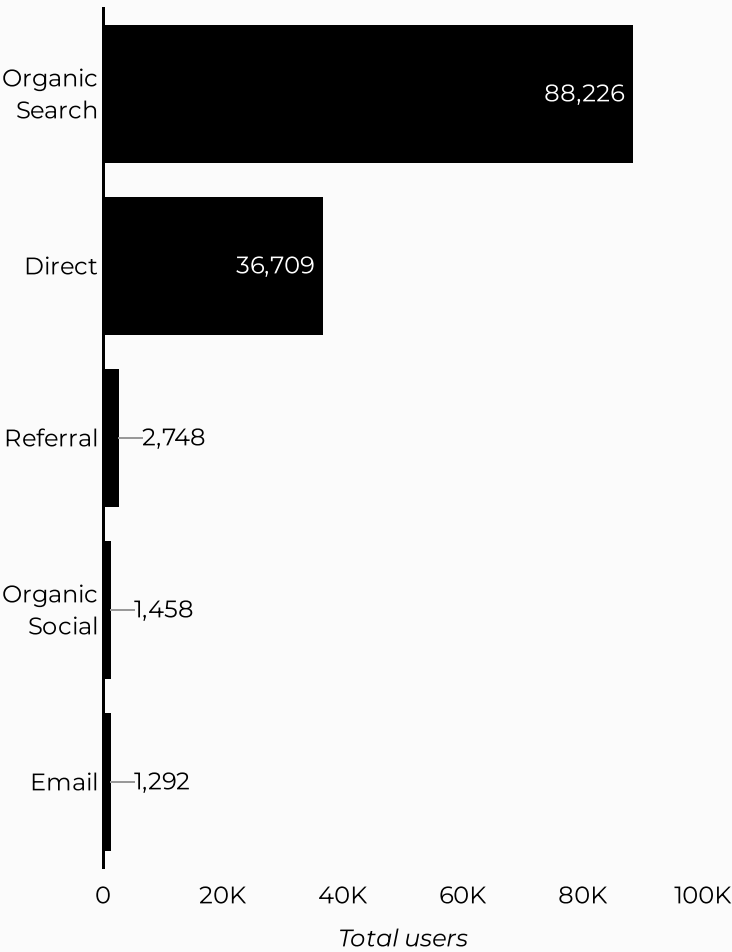


Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
westpoint.armymwr.com	15,410	-4.7% ↓
jblm.armymwr.com	11,229	1.2% ↑
hawaii.armymwr.com	8,033	-9.3% ↓
carson.armymwr.com	7,887	-5.9% ↓
belvoir.armymwr.com	6,270	-12.5% ↓
bragg.armymwr.com	5,243	-23.7% ↓
stewarhunter.armymwr.c...	5,032	31.6% ↑
carlisle.armymwr.com	4,784	-16.5% ↓
redstone.armymwr.com	4,706	-16.2% ↓
jackson.armymwr.com	4,581	-16.7% ↓

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	79,910
(direct)	36,709
bing	6,212
promo	1,277
yahoo	868
duckduckgo	776
chatgpt.com	669
facebook.com	561
home.army.mil	489
m.facebook.com	358



Views

14,874

↑ 111.3%

Sessions

9,371

↑ 47.9%

Total users

7,710

↑ 48.4%

New users

2,466

↑ 82.1%

Avg. Session Time

02:08

↑ 9.3%

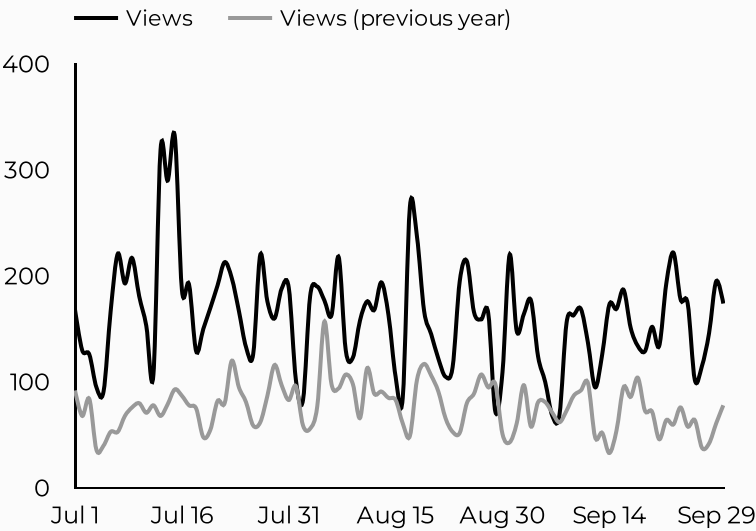
Engagement rate

74%

↓ -5.3%

Compared Y-o-Y

How is site traffic trending?

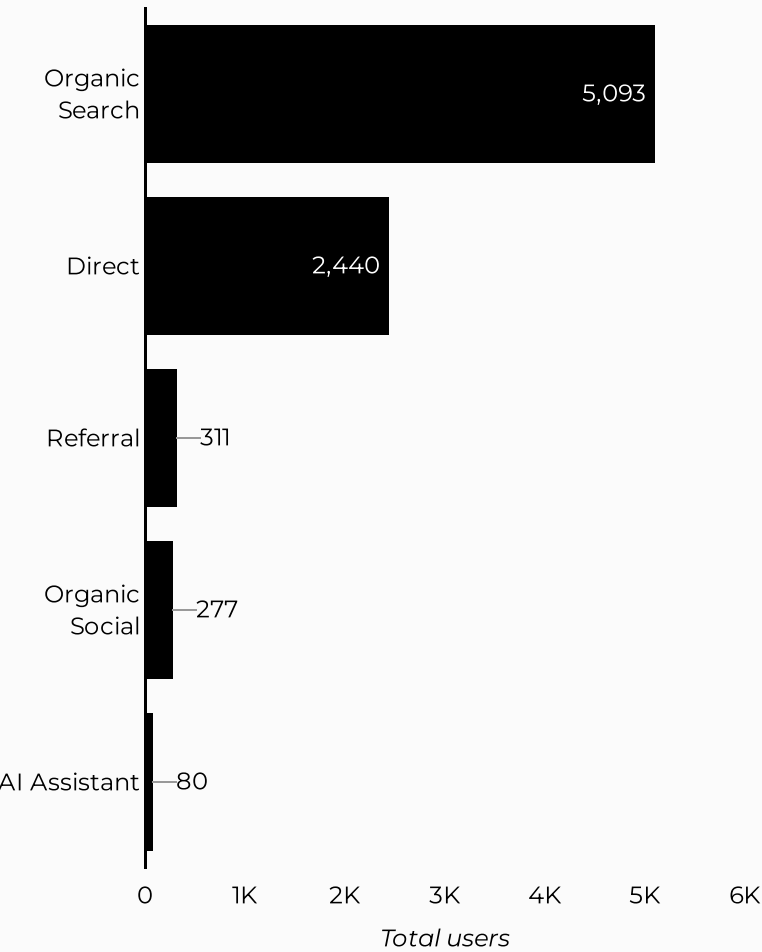


Top Pages

Sorted by Total Users

Page	Total users	% Δ
Intramural Sports	7,128	32.4% ↑
Registration	1,734	-
Sports Offered	1,113	-
Competitions & Events	628	-
Contact	433	-

Which channels are driving traffic?



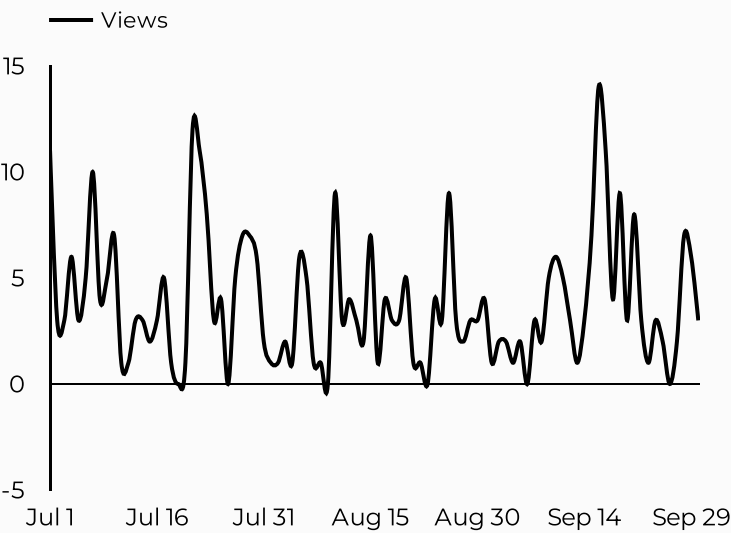
What are the top sources?

Session source	Total users	% Δ
google	4,316	36.5% ↑
(direct)	2,440	116.9% ↑
bing	720	79.6% ↑
home.army.mil	146	17.7% ↑
facebook.com	121	764.3% ↑
chatgpt.com	75	212.5% ↑
m.facebook.com	74	-33.9% ↓
lm.facebook.com	40	60.0% ↑
yahoo	29	45.0% ↑
duckduckgo	26	30.0% ↑



Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
356	331	273	169	42	58%
↓ -4.6%	↓ -46.6%	↓ -53.1%	↑ 12.7%	↓ -41.5%	↓ -28.6%
Compared Y-o-Y					

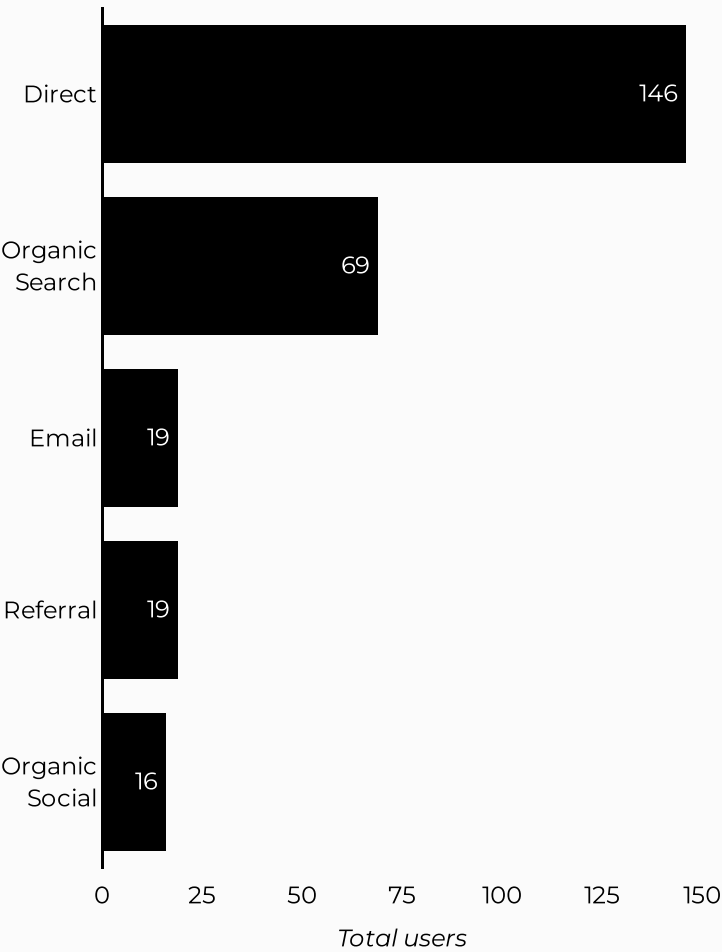
How is site traffic trending?



Top Clicked Resources

Clicks	Total Clicks
Image Clicks	2,051
RECREATION	11
ARMY SERVICES	9
SEARCH	9
CHILDCARE & SCHOOLS	8
EMPLOYMENT	8
HEALTHCARE	8
HOUSING	8
Nutrition	7
Activity	7
Available on our Exchange Facebook page > BE FIT video playlist.	8
Grand total	2,207

Which channels are driving traffic?



What are the top sources?

Session source	Total users
(direct)	146
google	54
promo	19
bing	14
facebook.com	14
hprc-online.org	7
armywcap.com	5
(not set)	3
army.dodmwrlibraries.org	2
m.facebook.com	2



Views

13,282

↑ 6.6%

Sessions

11,526

↓ -26.3%

Total users

9,669

↓ -23.9%

New users

6,686

↓ -11.6%

Avg. Session Time

01:40

↓ -30.9%

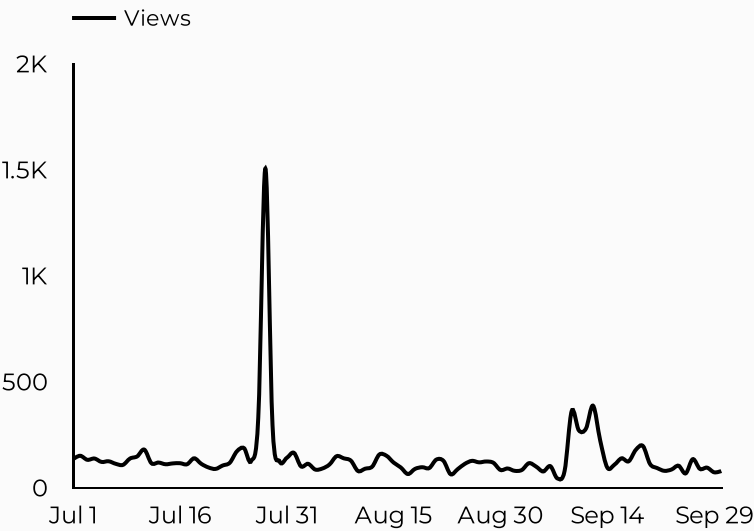
Engagement rate

63%

↑ 10.3%

Compared Y-o-Y

How is site traffic trending?

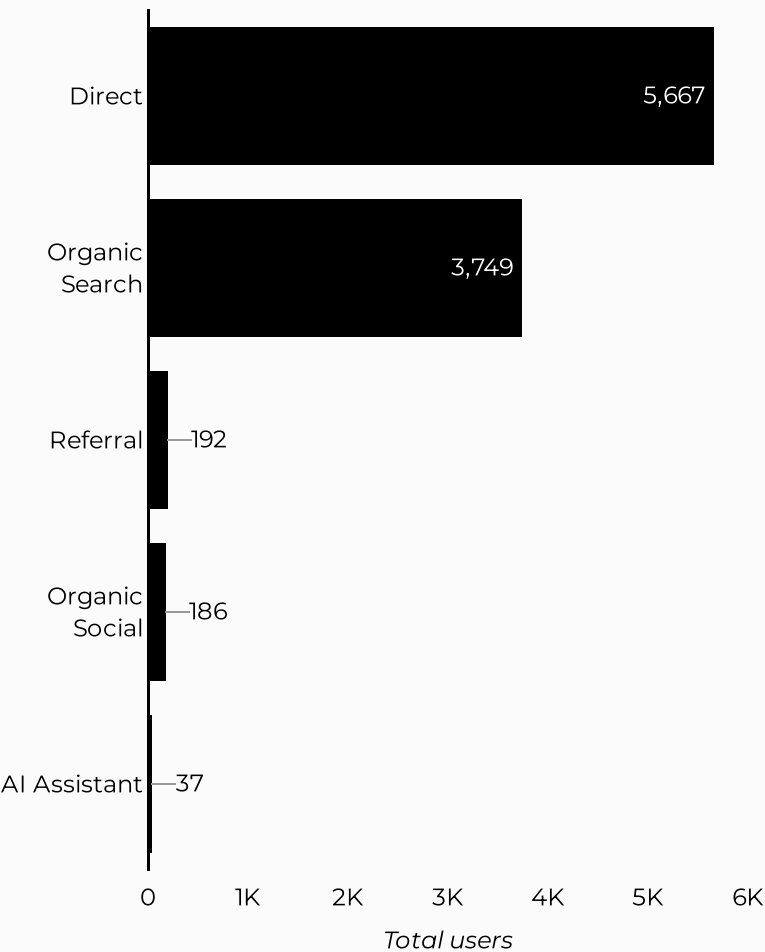


Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
campbell.armymwr.com	3,570	126.2% ↑
jblm.armymwr.com	1,716	-16.0% ↓
riley.armymwr.com	942	13.4% ↑
wainwright.armymwr.com	850	31.6% ↑
italy.armymwr.com	774	33.0% ↑
humphreys.armymwr.com	725	-19.2% ↓
bliss.armymwr.com	551	11.8% ↑
irwin.armymwr.com	362	110.5% ↑
gordon.armymwr.com	91	-57.1% ↓
grafenwoehr.armymwr.com	71	-65.7% ↓

Which channels are driving traffic?



What are the top sources?

Session source	Total ...
(direct)	5,667
google	3,396
bing	319
facebook.com	90
home.army.mil	87
chatgpt.com	37
lm.facebook.com	33
l.facebook.com	27
pief.or.kr	25
duckduckgo	20



Views

240,848

-18.0%

Sessions

132,136

-19.8%

Total users

77,100

-16.3%

Compared Y-o-Y

New users

73,404

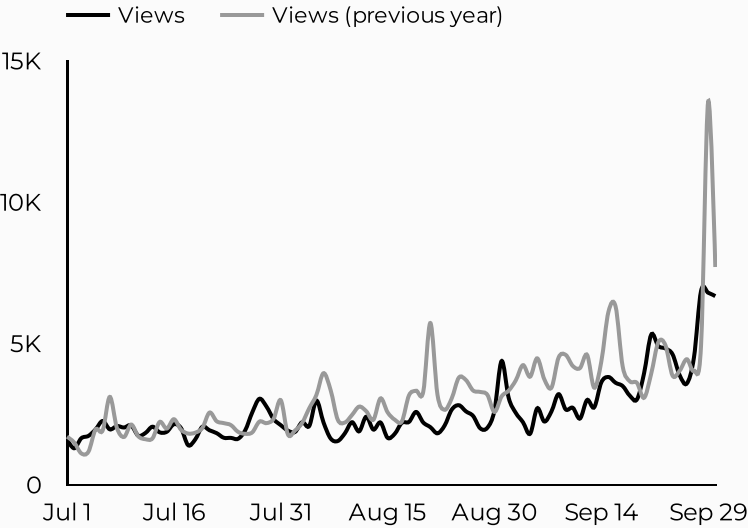
-17.2%

Engagement rate

45%

0.8%

How is site traffic trending?

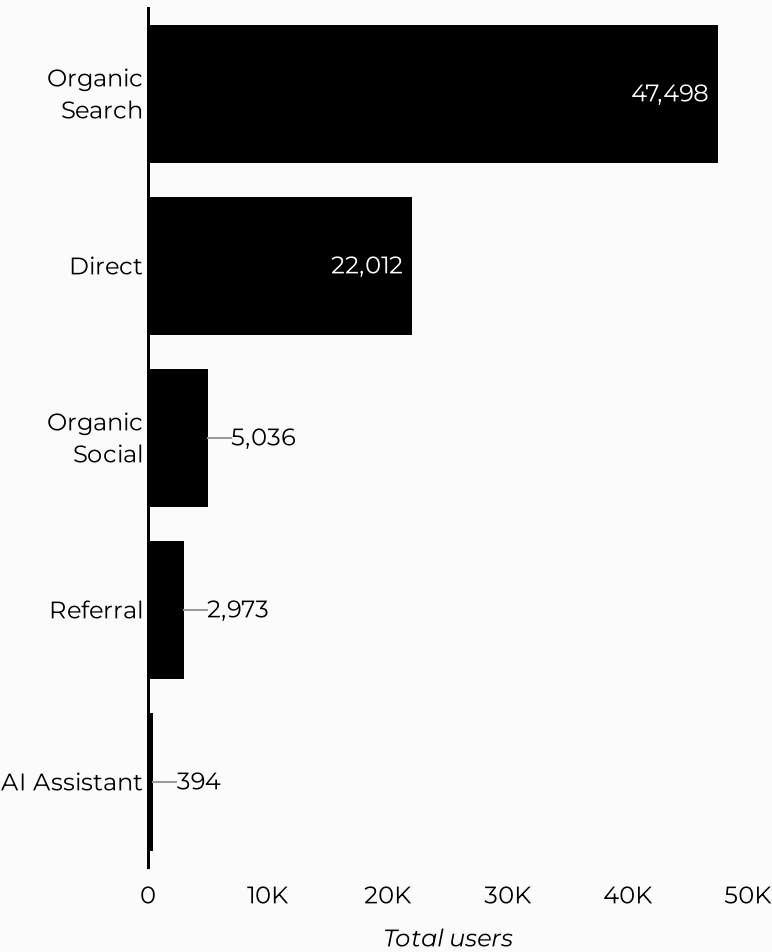


Top Pages

Sorted by Total Users

Page title	Total users
Army Ten-Miler	49,379
Individual Registration :: Army Ten-Miler	15,603
The Course :: Army Ten-Miler	8,642
In-Person Race :: Army Ten-Miler	8,186
2026 ATM Registration :: Army Ten-Miler	7,538
Race Day Schedule :: Army Ten-Miler	7,313
Packet Pickup :: Army Ten-Miler	6,017
Arrive & Depart :: Army Ten-Miler	5,238
ATM Race FAQ's :: Army Ten-Miler	5,237
Official Gear :: Armv Ten-Miler	3,258

Which channels are driving traffic?



What are the top sources?

Session medium	Total users
organic	47,487
(none)	22,012
referral	7,725
ai-assistant	394
(not set)	202
ads	146
display	121
email	81
social	70
cpc	6



ARMY MWR World Class Athlete Program (WCAP)

Views

34,848

↓ -13.5%

Sessions

14,988

↓ -17.2%

Total users

11,641

↓ -21.7%

Compared Y-o-Y

New users

11,445

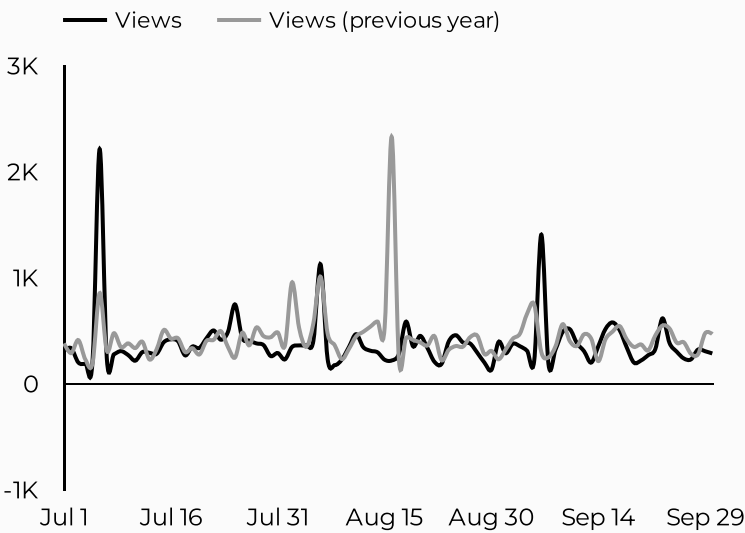
↓ -21.8%

Engagement rate

52%

↓ -2.6%

How is site traffic trending?

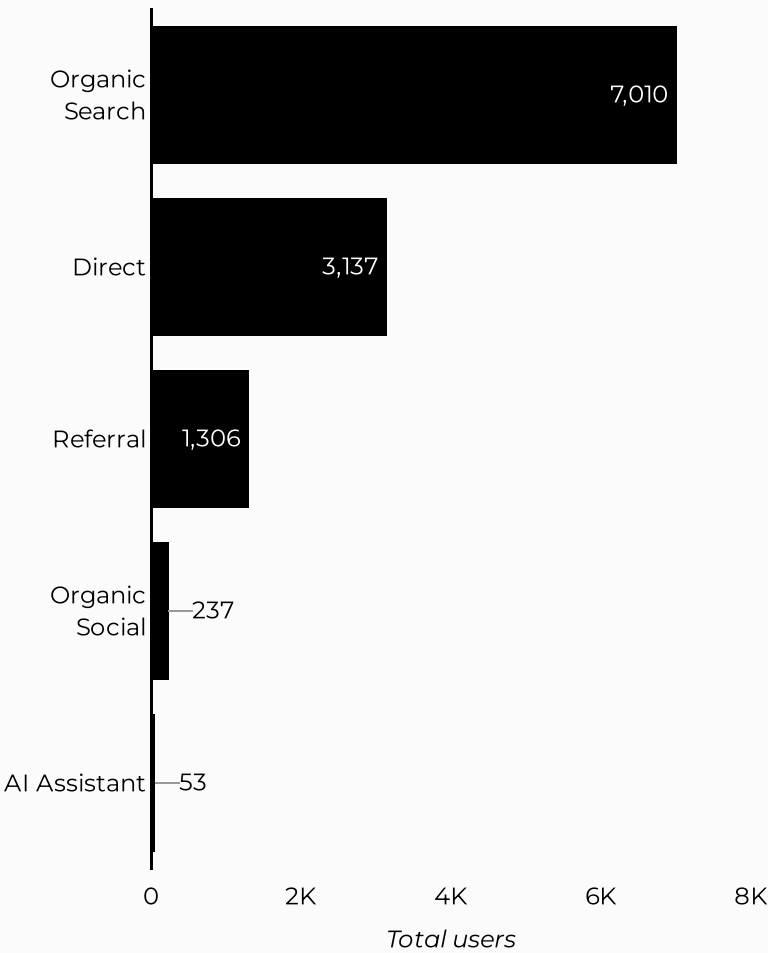


Top WCAP Pages

Sorted by Total Users

Page title	Total users ▾	% Δ
Home :: WCAP	3,783	-13.2% ↓
Entry Standards & Apply :: WCAP	2,109	-11.1% ↓
Boxing :: WCAP	1,505	-26.7% ↓
Track & Field :: WCAP	1,360	-14.4% ↓
Wrestling :: WCAP	1,240	-5.1% ↓
About :: WCAP	1,165	-21.9% ↓
Baseball :: WCAP	693	160.5% ↑
Army Winter Olympic Hopefuls	482	-
Apply Now :: WCAP	468	-12.4% ↓
Results :: WCAP	435	-10.9% ↓

Which channels are driving traffic?



What are the top sources?

Session source	Total users ▾
google	6,297
(direct)	3,137
goarmy.com	809
bing	567
safe.menlosecurity.com	102
m.facebook.com	63
ig	60
duckduckgo	59
yahoo	54
armymwr.com	53



	Search	Total Searches ▾	Total users	Search count per user	Engagement rate
1.	disney	264	225	1.17	97.47%
2.	golf	257	207	1.25	97.29%
3.	tickets	250	221	1.13	97.79%
4.	pool	243	200	1.22	93.18%
5.	auction	176	156	1.13	98.16%
6.	rentals	160	149	1.07	98.67%
7.	rental	154	138	1.12	95.89%
8.	mwr	150	118	1.27	96.72%
9.	camping	129	111	1.16	100%
10.	dollywood	117	94	1.24	98.96%
11.	disney world	108	88	1.23	96.88%
12.	soccer	106	91	1.16	95.92%
13.	bowling	104	92	1.13	98.96%
14.	sports	102	89	1.15	96.77%
15.	disneyland	101	85	1.19	95.51%
16.	bingo	99	69	1.43	100%
17.	universal	95	88	1.08	98.88%
18.	fishing	95	81	1.17	97.67%
19.	youth sports	92	79	1.16	100%
20.	nfl	85	78	1.09	100%
21.	gym	85	76	1.12	93.83%
22.	boss	84	71	1.18	96%
23.	library	81	75	1.08	100%
24.	rv	81	71	1.14	95.95%
25.	skies	80	75	1.07	100%
26.	5k	79	68	1.16	98.57%
27.	paintball	72	67	1.07	98.53%
28.	cys	69	59	1.17	98.36%
29.	storage	69	62	1.11	96.88%
30.	travel	69	61	1.13	100%
	Grand total	22,703	17,000	1.34	97%



Views

96,055

37.5%

Sessions

30,370

40.9%

Total users

20,266

42.3%

New users

19,293

45.0%

Avg. Session Time

04:29

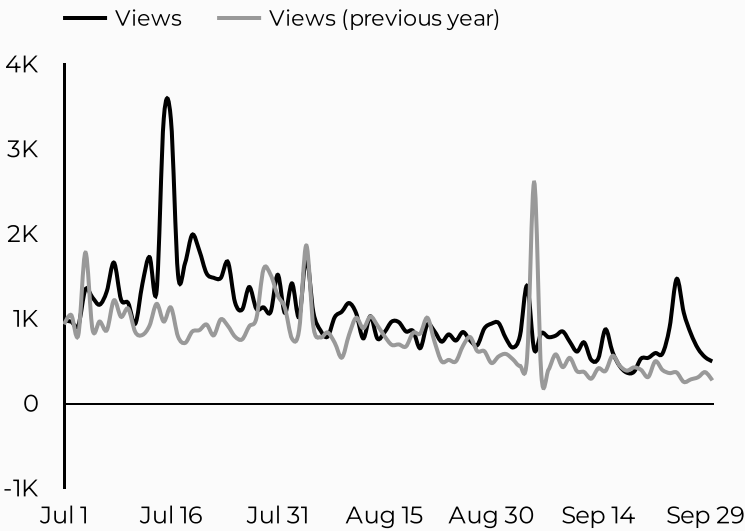
2.6%

Engagement rate

63%

2.6%

How is site traffic trending?

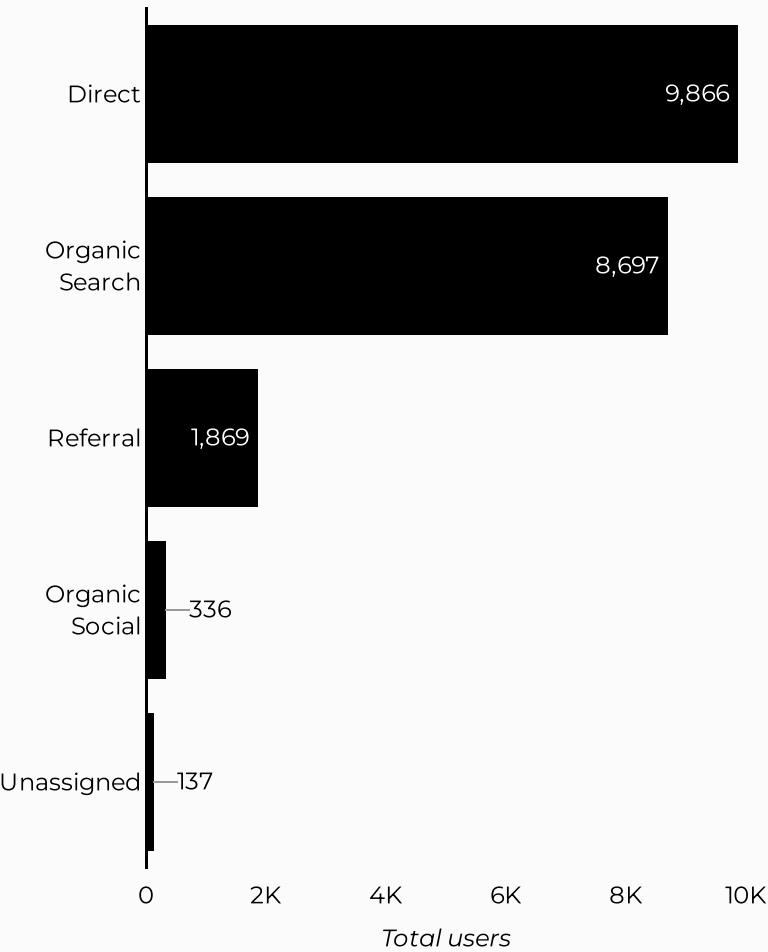


Top Pages

Sorted by Total Users

Page title	Total users
Home :: Seward Military Resort	16,222
Rooms, Townhouses, Cabins, and RV Sites :: Seward Military Resort	7,567
Booking Rates :: Seward Military Resort	7,308
Eligibility :: Seward Military Resort	3,463
Tickets & Tours :: Seward Military Resort	2,987
Contact Us :: Seward Military Resort	1,947
Amenities :: Seward Military Resort	1,670
Harbor House Suite :: Seward Military Resort	1,450
Fishing Destination :: Seward Military Resort	1,416

Which channels are driving traffic?



What are the top sources?

Session source	Total users
(direct)	9,866
google	7,632
res.windsurfercrs.com	704
bing	703
militaryonesource.mil	696
yahoo	200
duckduckgo	151
facebook.com	143
armymwr.com	135
(not set)	134