



AFRC Second Quarter FY26 Website Insights and Recommendations



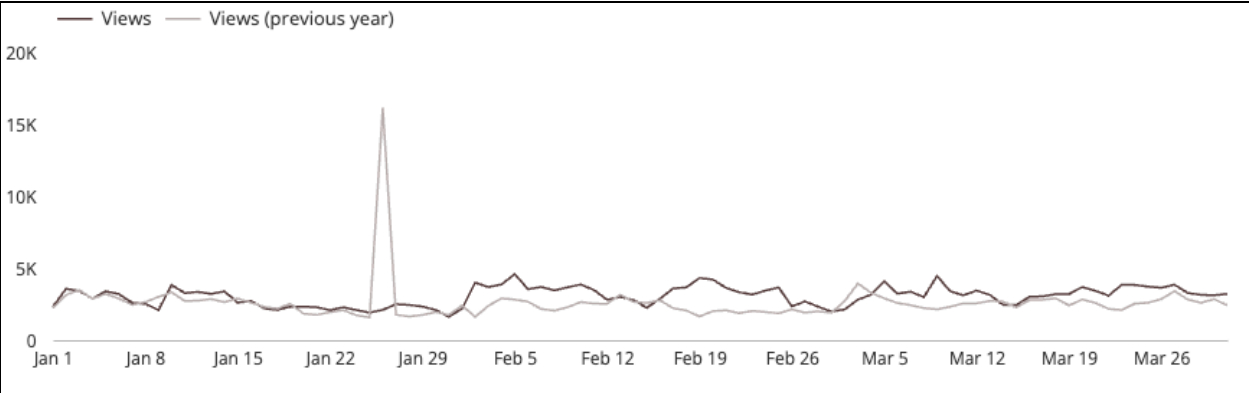
Dragon Hill Lodge

Dragon Hill Lodge delivered strong growth across all traffic metrics during Q2 FY26. Total users grew 39.8% year over year to 102,470, and new users rose 40.4% to 99,737, indicating the property is successfully reaching a significantly expanded first-time audience. Sessions increased 36.2% to 142,146, and views grew 17.5% to 276,041 year over year. The stronger growth in users and sessions relative to views suggests visitors are arriving with clearer intent and moving more directly toward offers, rooms, or checkout rather than browsing broadly across multiple pages.

- **Total Users:** 102,470 (+39.8% YoY)
- **New Users:** 99,737 (+40.4% YoY)
- **Sessions:** 142,146 (+36.2% YoY)
- **Views:** 276,041 (+17.5% YoY)
- **Engagement Rate:** 46.84% (-9.8% YoY)
- **Avg. Session Time:** 02:43 (-10.6% YoY)

Audience growth significantly outpaced engagement this quarter, indicating successful acquisition efforts paired with faster, more goal-oriented visits. The engagement rate decline is consistent with the influx of new users arriving from paid social and referral channels, as first-time visitors arriving via campaign-driven traffic naturally engage at lower rates than returning audiences.

Figure 1: Traffic trends across DHL pages compared to previous year.



Top Pages

Page-level performance in Q2 FY26 shows that users arriving at Dragon Hill Lodge are highly intentional, with strong engagement concentrated around dining, rooms, trip planning, and logistics content. Many of the top-performing pages exceed 80% engagement, reinforcing that users are not casually browsing but are actively planning stays and experiences.

High-Engagement Planning and Stay Content

Several core planning pages achieved exceptionally strong engagement rates, confirming high visitor intent during Q2 FY26.

- **Rooms and Suites overview**
 - 3,657 users | 87.37% engagement
 - Strong engagement reflects comparison shopping and room selection behavior.
- **Dining and Drinks**
 - 1,798 users | 93.62% engagement
 - The highest engagement rate among top pages, indicating users arriving for dining information are highly focused and task-oriented.
- **Special Offers**
 - 2,687 users | 89.80% engagement
 - Strong engagement confirms users are actively evaluating promotions and packages rather than passively browsing.
- **Experiences**
 - 1,476 users | 91.69% engagement
 - High engagement signals users are researching on-property activities as part of active trip planning.
- **Getting Here (Incheon Airport)**
 - 930 users | 70.73% engagement
 - Confirms strong logistical intent and travel readiness among users already planning arrival.
- **Gate Access**
 - 1,047 users | 68.77% engagement

- High new-user volume (407) signals first-time visitors validating eligibility and access requirements early in the journey.

Q2 FY26 Insight

Visitors are moving beyond inspiration into execution mode, using the site to answer "Can I stay?", "How do I get there?", and "Where will I sleep?" questions. The concentration of high engagement across rooms, dining, logistics, and eligibility pages confirms Dragon Hill Lodge is effectively serving an audience that arrives ready to plan and book.

Table 1: Top page paths sorted by total users.

Full page URL	Total users
www.dragonhilllodge.com/	27,624
www.dragonhilllodge.com/rooms-and-suites	3,657
www.dragonhilllodge.com/special-offers	2,687
www.dragonhilllodge.com/contact-us	2,185
www.dragonhilllodge.com/special-offers/seoul-escapes	1,990
www.dragonhilllodge.com/your-stay/getting-here	2,026
www.dragonhilllodge.com/special-offers/6D5N	1,853
www.dragonhilllodge.com/dining-and-drinks	1,798
www.dragonhilllodge.com/about-dragon-hill-lodge/eligibility	1,737
www.dragonhilllodge.com/your-stay	1,528
www.dragonhilllodge.com/experiences	1,476
www.dragonhilllodge.com/experiences/tours	1,052
www.dragonhilllodge.com/rooms-and-suites/standard-room	1,210

Dining & Drinks

The Dining and Drinks section delivered steady performance during Q2 FY26, maintaining strong engagement while modestly expanding its audience. While overall views declined slightly year over year, growth in users, sessions, and menu downloads indicates sustained interest and high intent among visitors planning on-site dining experiences.

Key Metrics (Compared Year-over-Year)

- **Views:** 11,762 (-3.6%)
- **Total Users:** 4,006 (+2.7%)
- **New Users:** 1,134 (+2.3%)
- **Sessions:** 5,878 (-3.9%)
- **Engagement Rate:** 74.75% (+5.5%)
- **Avg. Session Time:** 02:42 (-14.6%)

Dining content continues to attract high-intent users, reflected in a strong engagement rate of 74.75%, a 5.5% improvement year over year. The decline in average session time suggests faster, more goal-oriented visits, as users quickly locate menus and restaurant details rather than browsing broadly. Menu downloads reinforce this pattern, with the Greenstreet Breakfast Menu leading at 829 downloads, followed by Bentley's Menu at 777 downloads and the Greenstreet Lunch and Dinner Menu at 719 downloads. The Sable's Menu recorded 478 downloads, indicating meaningful interest in the property's newest dining offering.

Table 2: Top page paths sorted by total users.

Page path	Total users ▼	Engagement rate
/dining-and-drinks	3,054	92.17%
/dining-and-drinks/our-menus	1,426	80.45%
/dining-and-drinks/greenstreet	1,397	79.46%
/dining-and-drinks/bentleys	566	83.22%
/dining-and-drinks/bakery-and-deli	473	80.21%
/dining-and-drinks/SablesRestaurant	460	88.89%
/dining-and-drinks/sable-menu	4	100%
/dining-and-drinks/sunday-brunch	4	75%
/dining-and-drinks/mothersdaybuffet	4	0%

Table 3: Top Menu Downloads

Menu	Total Downloads
Greenstreet – Breakfast Menu	829
Bentley’s Menu	777
Greenstreet – Lunch & Dinner Menu	719
Other Dining Files	560
Sable’s Menu	478

Rooms & Suites

The Rooms section delivered steady growth during Q2 FY26, with users, sessions, and views all recording modest year over year increases alongside a meaningful improvement in engagement rate. The performance reflects a focused audience actively researching and comparing room options as part of the booking process.

Key Metrics (Compared Year-over-Year)

- **Views:** 15,275 (+8.8%)
- **Total Users:** 7,302 (+5.7%)
- **New Users:** 1,001 (no prior year data)
- **Sessions:** 9,028 (+3.7%)
- **Engagement Rate:** 80.01% (+5.2%)
- **Avg. Session Time:** 02:20 (no prior year data)

The 80.01% engagement rate is the strongest recorded across all Dragon Hill Lodge sections this quarter and reflects a highly intentional audience working through room selection and comparison. The Rooms and Suites overview page led traffic at 3,937 users, followed by the Standard Room page at 1,212 users and the Family Suite at 541 users. The ActiveCampaign email source contributed 288 users, indicating that targeted email campaigns are successfully driving room-focused traffic from an audience already familiar with the property. Sister property referrals from halekoa.com (119 users) and edelweisslodgeandresort.com (87 users) reflect continued cross-property awareness within the Army MWR lodging portfolio, with users researching multiple properties before committing to a booking.

Traffic Acquisition (Where Users Came From)

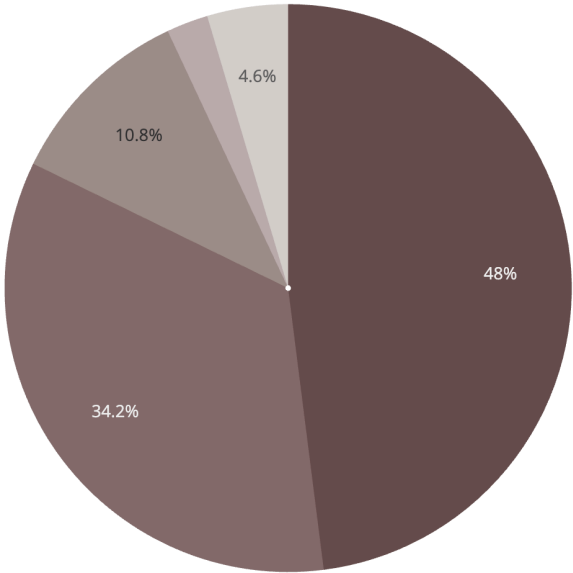
This section details the key sources of traffic to the DHL, providing insights into user behavior and engagement across various channels.

Referral Traffic

Referral traffic was the leading driver of overall traffic growth this quarter, reflecting strong partnerships and effective external linking strategies. Notable contributions came from sister Army MWR lodging properties and the booking engine platform, confirming that users are actively cross-referencing multiple properties before making booking decisions.

- Total Users: 102,470
- Change YoY: +39.8%

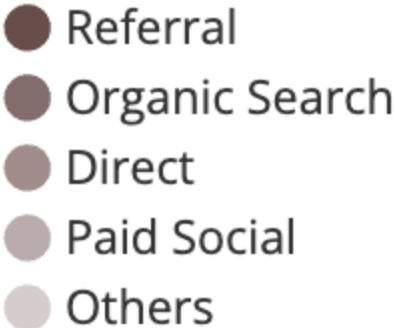
Figure 2: Pie Chart Traffic Source Breakdown



Organic Search

Organic search traffic originates from users who discovered the site through search engines such as Google, Bing, and DuckDuckGo. Google remained the top individual session source at 17,260 users, with Bing contributing additional search-driven traffic. Overall organic search remains a strong and stable discovery channel for Dragon Hill Lodge.

- Google Users: 17,260
- Bing Users: included in referral mix



Paid Social

Paid social traffic reflects active campaign activity across Facebook and Instagram platforms. Facebook (fb) drove 14,502 users and Instagram (ig) contributed 6,713 users, making paid social the second most productive acquisition channel this quarter. The source contributed an additional 6,045 users, reflecting broader paid social campaign reach across the region.

- Facebook Users: 14,502
- Instagram Users: 6,713

Direct Traffic

Direct traffic includes users who typed the website URL directly into their browser or accessed it via a bookmark, reflecting steady engagement from returning and familiar audiences.

- Total Users: 24,034
- Largest single session source this quarter

Sister Property Referrals

Cross-property referral traffic from halekoa.com (3,113 users), shadesofgreen.org (2,771 users), and edelweisslodgeandresort.com (2,583 users) combined for 8,467 users, indicating meaningful awareness of Dragon Hill Lodge among guests researching Army MWR lodging options.

Search

Site search recorded 15,495 total searches from 9,087 users during Q2 FY26, with an average of 1.71 searches per user and an overall engagement rate of 65.5%. The search data reveals a guest audience with highly practical, logistics-driven intent, focused on planning and managing their stay rather than discovering new offerings.

Address was the top search term at 664 searches from 540 users, indicating a significant segment of guests are looking for location and directions information on arrival. The

relatively lower engagement rate of 58.09% suggests users are not always finding the specific information they need, pointing to an opportunity to surface address and directions content more prominently on the homepage and booking confirmation pages.

Discovery recorded 356 searches with only a 7.99% engagement rate, the lowest across all high-volume terms and a strong signal that users searching broadly for program or property information are not finding relevant content. This mirrors the discovery search pattern identified across the broader MWR portfolio and warrants a review of the site's search results experience.

Thanksgiving (290 searches, 74.42% engagement) and **Christmas** (73 searches, 70.15% engagement) reflect strong seasonal demand for holiday programming and dining content, confirming that promotional campaigns around key holidays are generating meaningful search activity.

Spa (266 searches), **massage** (132 searches), and **pool** (185 searches) collectively reflect sustained demand for wellness and recreation amenities, with strong engagement rates indicating users are finding relevant content when they search for these offerings.

Cancellation-related terms including cancel (154 searches), cancellation (87 searches), and cancel reservation (87 searches) combined for 328 searches, indicating a meaningful segment of users are navigating the site specifically to manage or modify bookings. Ensuring the cancellation and reservation management process is clearly surfaced and easy to complete would reduce friction for this high-intent audience.

Retiree recorded 123 searches with 1.5 searches per user, the highest search count per user among high-volume terms, indicating retirees are searching multiple times before finding eligibility and access information. Dedicated retiree eligibility content surfaced earlier in the site navigation would directly address this repeat search behavior.

DMZ recorded 120 searches with a 45.1% engagement rate, the second lowest among high-volume terms, suggesting users searching for DMZ tour information are not finding sufficient content to engage with. Expanding tour and excursion content on the site would address this demonstrated demand.

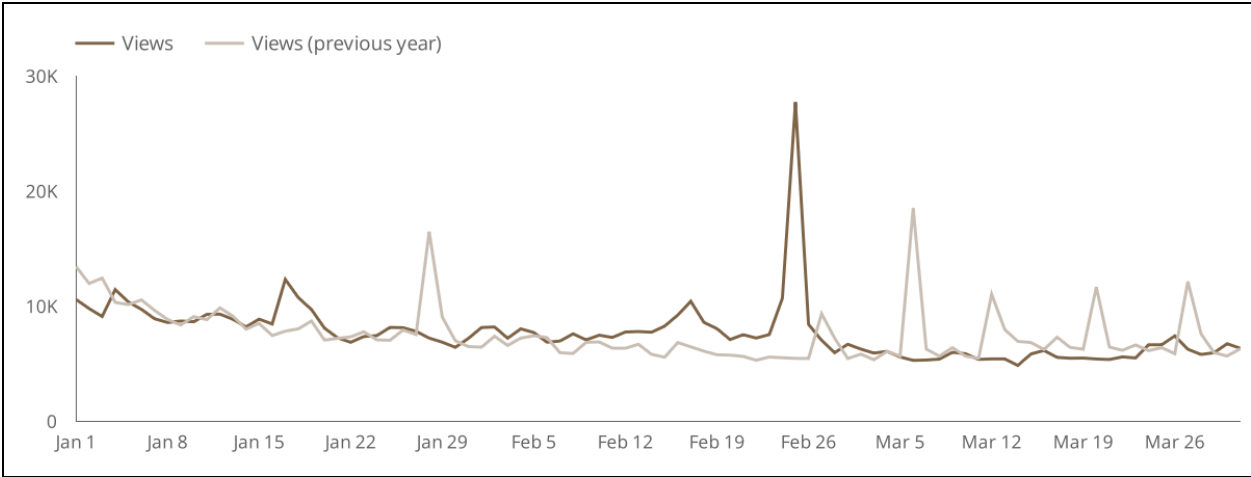
Edelweiss Lodge and Resort

Edelweiss Lodge and Resort recorded mixed performance during Q2 FY26. Views grew modestly 1.6% year over year to 694,964, and the engagement rate improved 7.8% to 63.21%, alongside a 13.2% increase in average session time to 4 minutes and 32 seconds. However, total users declined 12.5% to 144,915, new users fell 13.3% to 138,263, and sessions decreased 7.6% to 245,606 year over year. The divergence between declining traffic and improving engagement metrics suggests the property is reaching a smaller but more intentional audience that is spending significantly more time exploring content and planning stays than in the prior year.

Key Metrics (Compared Year-over-Year)

- **Views:** 694,964 (+1.6%)
- **Total Users:** 144,915 (-12.5%)
- **New Users:** 138,263 (-13.3%)
- **Sessions:** 245,606 (-7.6%)
- **Engagement Rate:** 63.21% (+7.8%)
- **Avg. Session Time:** 04:32 (+13.2%)

Figure 7: Traffic trends across pages.



Top Pages

Table 4: Top page paths sorted by total users

Page path	Total users ▾
/	110,667
/rooms-suites	14,653
/checkout	11,421
/elr-experiences	10,621
/specials-offers	8,241
/european-escapes2026	7,933
/about-elr/resort-services	6,798
/discover26	6,765
/contact-us	6,394
/dining	5,605
/accommodations/standard-room	5,091
/elr-experiences/guided-tours	4,834
/vacationguide	4,392
/about-elr/photogallery	4,354
/confirm	4,218
/your-stay/eligibilitytable	4,182

Dining

The Dining section delivered mixed performance during Q2 FY26. Views grew 20.3% to 25,076, indicating strong content interest, while total users declined 17.8% to 8,337 and sessions held nearly flat at 14,778, a 0.2% decrease. The engagement rate held steady at 70.30%, a marginal 0.1% decline year over year, reflecting a consistent and task-oriented dining audience.

Key Metrics (Compared Year-over-Year)

- **Views:** 25,076 (+20.3%)
- **Total Users:** 8,337 (-17.8%)
- **New Users:** 1,063 (no prior year data)
- **Sessions:** 14,778 (-0.2%)
- **Engagement Rate:** 70.30% (-0.1%)
- **Avg. Session Time:** 02:57 (no prior year data)

The main Dining page led traffic at 3,063 users, followed by the Weekly Dining page at 1,891 users and New Zuggy's at 1,401 users. The Summit restaurant page attracted 1,380 users, reflecting strong interest in the property's signature dining experience. The 20.3% growth in views alongside declining users suggests a returning audience is exploring dining content more deeply per visit than in the prior year. Google led session sources at 2,233 users, followed by direct at 1,454 users, with the ActiveCampaign email platform contributing 128 users, indicating that email campaigns are successfully driving a segment of dining-focused traffic from a familiar audience.

Top Dining Pages

Traffic concentrated around core dining hubs and weekly meal planning content, reinforcing dining as a repeat-visit and decision-support area for guests.

Table: Top Pages by Total Users

Page path	Total users ▾
/dining	3,063
/dining/weekly-dining	1,891
/dining/new-zuggys	1,401
/dining/summit	1,380
/dining-drinks/PullmanCafe	27
/dining/zbc-superbowl	24
/dining-drinks/point-snack-bar	22

Rooms

The Rooms section recorded modest declines in traffic this quarter alongside a meaningful improvement in engagement quality. Total users fell 16.1% to 17,756, and views declined 2.4% to 41,402. However, the engagement rate rose 10.5% to 85.55%, reflecting a smaller but highly committed audience actively working through room selection and comparison.

Key Metrics (Compared Year-over-Year)

- **Views:** 41,402 (-2.4%)
- **Total Users:** 17,756 (-16.1%)
- **New Users:** 2,194 (no prior year data)
- **Sessions:** 22,578 (-5.5%)
- **Engagement Rate:** 85.55% (+10.5%)
- **Avg. Session Time:** 02:44 (no prior year data)

The Rooms and Suites overview page led traffic at 7,391 users, followed by vacation cabins at 1,628 users and the campground page at 1,270 users. The junior suite (913 users), deluxe loft suite (864 users), and deluxe junior suite (850 users) reflect an audience actively comparing room tiers and configurations as part of the booking process. The dog-friendly rooms page attracted 402 users, indicating a niche but present audience segment worth developing dedicated content for. Google led session sources at 5,092 users, followed by direct at 2,052 users and be.synxis.com at 483 users, the latter confirming active booking engine navigation from users working through the reservation process. Sister property referrals from halekoa.com, shadesofgreen.org, and dragonhilllodge.com combined for 548 users, reinforcing cross-property awareness.

Top Room Pages

User activity centered on the main Rooms & Suites hub and a diverse mix of lodging types, reflecting interest across both traditional hotel rooms and alternative accommodations.

Table: Top Room Pages

Page path	Total users ▾
/rooms-suites	7,391
/accommodations/rooms-suites/vacation-cabins	1,628
/accommodations/rooms-suites/campground	1,270
/accommodations/rooms-suites/junior-suite	913
/accommodations/rooms-suites/deluxe-loft-suite	864
/rooms-suites/deluxe-junior-suite	850
/accommodations/rooms-suites/loft-suite	758
/rooms-suites/dogfriendlyrooms	402

Traffic Acquisition (Where Users Came From)

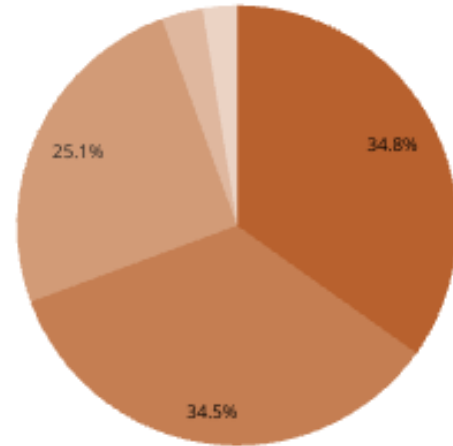
This section details the key sources of traffic to the website, providing insights into user behavior and engagement across various channels.

Organic Search

Organic search traffic originates from users who discovered the site through search engines such as Google, Bing, and DuckDuckGo. Google remained the top individual session source and organic search remains the strongest acquisition channel for the property this quarter.

- Total Users: 52,473 (+2.0% YoY)

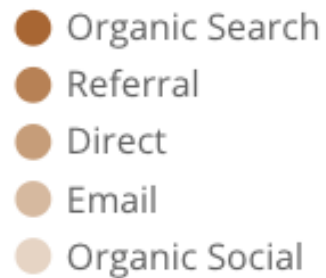
Figure 8: Pie Chart Traffic Source Breakdown



Referral Traffic

Referral traffic reflects users arriving from external websites, with the strongest contributions coming from the property's own web ecosystem and Army MWR sister properties. The be.synxis.com booking engine referral is a strong signal of active reservation intent.

- Total Users: 51,968 (+2.5% YoY)



Direct Traffic

Direct traffic includes users who typed the website URL directly into their browser or accessed it via a bookmark. A slight increase in this category shows steady direct engagement with the site.

- Total Users: 37,776 (+7.1% YoY)

Email

Email traffic comes from users who click links in newsletters, promotions, or automated messages sent through platforms like ActiveCampaign.

- Total Users: 4,573 (-76.7% YoY)

Search

Site search recorded 3,730 total searches from 2,027 users during Q2 FY26, with an average of 1.84 searches per user and an overall engagement rate of 97.49%, indicating that users who search on the Edelweiss site are almost always finding relevant content and completing intended actions.

Hausberg led all search terms at 64 searches with 2.46 searches per user, the highest repeat search rate in the dataset. Users are searching multiple times for information about the Hausberg ski area, suggesting a dedicated Hausberg page or expanded snow sports content would reduce repeat searches and improve discoverability.

Seasonal and event terms dominated the dataset, with Christmas (48 searches), Oktoberfest (35 searches), Christmas market (31 searches), and Easter (30 searches) collectively reflecting strong demand for holiday and seasonal programming content. All four terms recorded 100% engagement rates, confirming users are successfully finding relevant content when they search for seasonal events.

Cancellation-related terms including cancel (35 searches), cancellation (22 searches), cancel reservation (21 searches), and cancellation policy (20 searches) combined for 98 searches, indicating a meaningful segment of users are navigating the site to manage or modify bookings. Ensuring the cancellation process is clearly surfaced and easy to complete would reduce friction for this audience.

Eligibility recorded 46 searches with a 100% engagement rate, confirming users are successfully finding access and eligibility information. The high engagement rate suggests the current eligibility content is well-structured and meeting user needs effectively.

Find reservation recorded 23 searches with 1.64 searches per user and a 100% engagement rate, indicating users are actively managing existing bookings and finding the

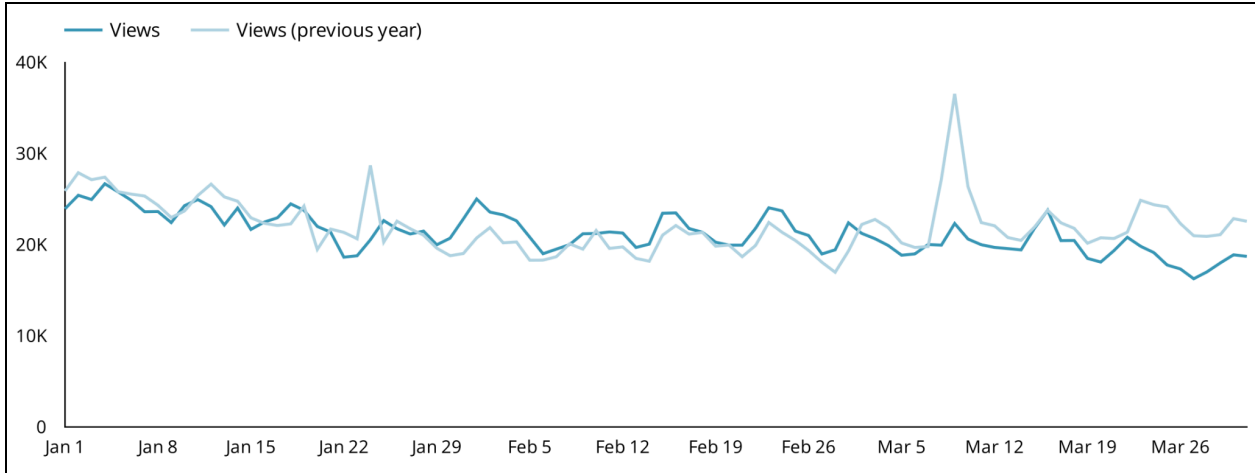
Hale Koa Hotel

Hale Koa Hotel recorded modest declines across most traffic metrics during Q2 FY26. Total users fell 5.6% year over year to 422,065, and new users declined 5.8% to 401,244. Sessions decreased 6.4% to 719,256, and views fell 3.4% to 1,917,309 year over year. The positive counterpoint is a meaningful improvement in both engagement quality and session depth, with the engagement rate rising 2.2% to 57.97% and average session time growing 8.3% to 4 minutes and 1 second. This pattern suggests the property is reaching a smaller but more intentional audience that is spending significantly more time planning and researching stays than in the prior year.

Key Metrics (Compared Year-over-Year)

- **Views:** 1,917,309 (-3.4%)
- **Total Users:** 422,065 (-5.6%)
- **New Users:** 401,244 (-5.8%)
- **Sessions:** 719,256 (-6.4%)
- **Engagement Rate:** 57.97% (+2.2%)
- **Avg. Session Time:** 04:01 (+8.3%)

Figure 12: Traffic trends across pages.



Top Pages

Table 5: Top pages sorted by total users.

Full page URL	Total users ▾
www.halekoa.com/	119,313
www.halekoa.com/rooms-suites	31,473
www.halekoa.com/about-hale-koa-hotel/eligibility	22,426
www.halekoa.com/rooms-suites/room-rates	19,264
www.halekoa.com/dining-drinks	16,451
www.halekoa.com/experiences/events/hale-koa-luau	14,341
www.halekoa.com/experiences	14,272
www.halekoa.com/Deals	12,957
www.halekoa.com/dining-drinks/bibas-courtyard-grill	7,760
www.halekoa.com/your-stay	7,473
www.halekoa.com/contact-us	7,073
www.halekoa.com/dining-drinks/bibas-courtyard-grill/bibas-...	6,910

Dining and Drinks

The Dining section recorded modest declines in traffic during Q2 FY26 alongside a meaningful improvement in engagement quality. Total users fell 10.5% to 47,781, and views declined 7.6% to 177,341. The engagement rate rose 4.6% to 73.36%, reflecting a focused audience actively researching dining options and menus.

Key Metrics (Compared Year-over-Year)

- **Views:** 177,341 (-7.6%)
- **Total Users:** 47,781 (-10.5%)
- **New Users:** 11,650 (no prior year data)
- **Sessions:** 74,824 (-8.5%)
- **Engagement Rate:** 73.36% (+4.6%)
- **Avg. Session Time:** 02:48 (no prior year data)

The main Dining and Drinks page led traffic at 16,477 users, followed by Biba's Courtyard Grill at 7,761 users and Koko Kalia at 6,360 users. The Biba's menu QR page (6,910 users) reflects strong in-property mobile usage from guests accessing menus during their stay, a meaningful signal for on-property digital engagement. The m.yelp.com referral (236 users) and hawaiimilitaryguide.com (153 users) indicate users arriving from external dining discovery platforms.

Table 6: Top page paths sorted by total users.

Page path	Total users ▾
/dining-drinks	16,477
/dining-drinks/bibas-courtyard-grill	7,761
/dining-drinks/bibas-courtyard-grill/bibas-menus-QR-2022	6,910
/dining-drinks/koko-kalia	6,360
/dining-drinks/aloha-prime-rib	4,852
/dining-drinks/happys-fast-fresh/happys-menu-qr	4,582
/dining-drinks/happys-fast-fresh	4,535
/dining-drinks/barefoot-bar-menu-qr	3,690
/dining-drinks/barefoot-bar	3,465
/dining-drinks/java-cafe	1,699

Rooms & Suites

The Rooms section recorded declines in traffic alongside a meaningful improvement in engagement quality during Q2 FY26. Total users fell 12.8% to 76,812, and views declined 9.5% to 193,460. However, the engagement rate rose 9.9% to 77.46%, reflecting a smaller but highly committed audience actively working through room selection and comparison.

Key Metrics (Compared Year-over-Year)

- **Views:** 193,460 (-9.5%)
- **Total Users:** 76,812 (-12.8%)
- **New Users:** 11,039 (no prior year data)
- **Sessions:** 104,620 (-12.8%)
- **Engagement Rate:** 77.46% (+9.9%)
- **Avg. Session Time:** 02:53 (no prior year data)

The Rooms and Suites overview page led traffic at 31,615 users, followed by Room Rates at 19,271 users and the Deluxe Ocean Front Room at 5,513 users. The Resort View Room (4,283 users), Ilima Ocean West (3,652 users), and Ocean View Room (3,625 users) reflect an audience actively comparing room categories and views as part of the booking process. Google led session sources at 26,878 users, followed by direct at 9,021 users and be.synxis.com at 1,747 users.

Table 7: Top Rooms Pages by Total Users

Page path	Total users ▾
/rooms-suites	31,615
/rooms-suites/room-rates	19,271
/rooms-suites/deluxe-ocean-front-room	5,513
/rooms-suites/resort-view-room	4,283
/rooms-suites/ilima-ocean-west	3,652
/rooms-suites/ocean-view-room	3,625
/rooms-suites/partial-ocean-view-room	3,002

Search

Site search recorded 8,318 total searches from 4,540 users during Q2 FY26, with an average of 1.83 searches per user. The near-perfect overall engagement rate indicates users who search are consistently finding relevant content and completing intended actions.

Parking led all search terms at 227 searches with a 98.58% engagement rate, reflecting strong demand for arrival and parking information. While users are finding the content, the volume suggests parking information could be surfaced more prominently on the homepage and pre-arrival pages to reduce the need to search.

Luau recorded 226 searches with a 98.12% engagement rate, confirming the Hale Koa Luau is the top experiential interest among guests. The strong engagement rate indicates the luau content is well-structured and meeting user expectations.

Waitlist and wait list combined for 168 searches across both spelling variants, indicating a significant segment of users are attempting to join waitlists for rooms, dining, or experiences. Ensuring the waitlist process is clearly surfaced and easy to find would reduce repeat searches across this cluster.

Wedding and weddings combined for 192 searches with 100% engagement rates across both terms, reflecting strong and satisfied demand for wedding planning content. The high volume warrants a dedicated weddings landing page if one does not already exist.

Cancellation-related terms including cancel reservation (87 searches, 1.74 searches per user), reservation (84 searches), and reservations (80 searches) combined for over 250 searches. The 1.74 searches per user on cancel reservation indicates users are searching multiple times before finding the cancellation process, suggesting this pathway should be more prominently surfaced in site navigation.

Sign in, log in, and login combined for 187 searches, indicating users are having consistent difficulty locating the account login entry point. A more prominently placed login link in the site header would directly address this repeat search behavior.

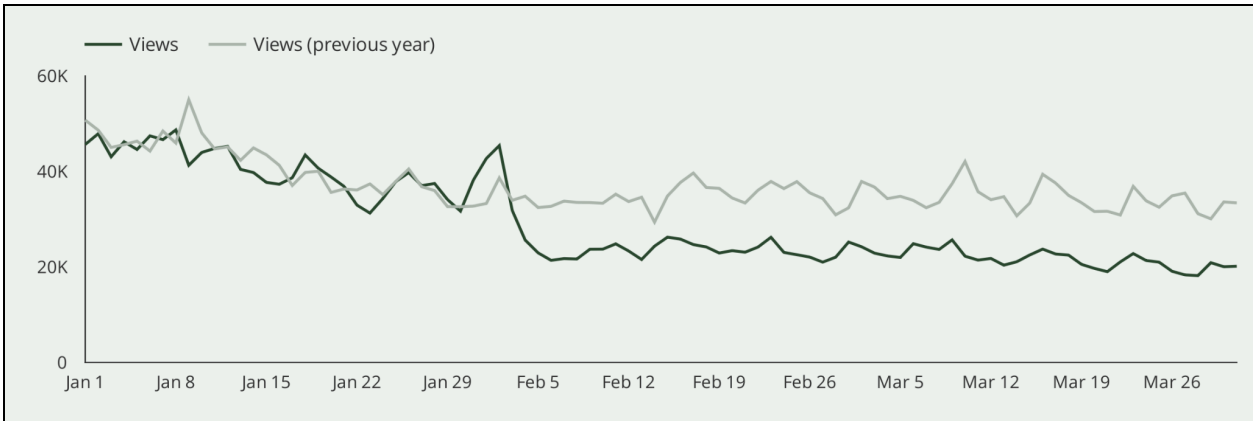
Shades Of Green

Shades of Green recorded broad-based declines across all traffic metrics during Q2 FY26. Total users fell 9.3% year over year to 592,536, and new users declined 10.1% to 557,462. Sessions decreased 10.0% to 1,112,861, and views fell 20.8% to 2,638,563 year over year. The steeper decline in views relative to users and sessions suggests users are navigating fewer pages per visit than in the prior year. The engagement rate declined 4.9% to 51.44%, and average session time fell 8.2% to 3 minutes and 44 seconds, indicating both content depth and visit quality softened this quarter.

Key Metrics (Compared Year-over-Year)

- **Views:** 2,638,563 (-20.8%)
- **Total Users:** 592,536 (-9.3%)
- **New Users:** 557,462 (-10.1%)
- **Sessions:** 1,112,861 (-10.0%)
- **Engagement Rate:** 51.44% (-4.9%)
- **Avg. Session Time:** 03:44 (-8.2%)

Figure 18: Traffic trends across pages.



Top Pages

Page-level performance confirms a highly intentional audience focused on ticket purchasing, room selection, eligibility verification, and experience planning. The majority of top pages exceed 80% engagement, reflecting users who arrive ready to plan and book rather than browse casually.

- **Ticket Prices:** 117,492 users | 67.05% engagement
- **Rooms:** 79,377 users | 86.76% engagement
- **Experiences:** 73,829 users | 96.92% engagement
- **Attractions:** 73,470 users | 93.18% engagement
- **Eligibility:** 70,175 users | 82.93% engagement
- **Attraction Tickets:** 42,013 users | 82.29% engagement
- **Monthly Specials:** 33,071 users | 87.83% engagement
- **Dining and Drinks:** 25,565 users | 87.51% engagement
- **Walt Disney World page:** 23,276 users | 78.47% engagement
- **Universal Orlando Resort:** 11,335 users | 76.78% engagement

The ticket prices page attracting 117,492 users as the second highest-traffic page confirms that ticket purchasing is the primary driver of visits to Shades of Green. The eligibility page recording 82.93% engagement with 70,175 users indicates a significant and satisfied audience verifying access requirements before booking.

Table 8: Top pages sorted by total users.

Full page URL	Total users
www.shadesofgreen.org/	371,009
www.shadesofgreen.org/ticket-prices	117,492
www.shadesofgreen.org/rooms	79,377
www.shadesofgreen.org/experiences	73,829
www.shadesofgreen.org/experiences/attractions	73,470
www.shadesofgreen.org/about-shades-green/eligibility	70,175
www.shadesofgreen.org/experiences/attractions/attraction-tickets	42,013
www.shadesofgreen.org/special-offers/monthly-specials	33,071
www.shadesofgreen.org/dining-drinks	25,565
www.shadesofgreen.org/rooms/standard-room	26,913
www.shadesofgreen.org/contact-us	20,025
www.shadesofgreen.org/experiences/attractions/waltdisneyworld	23,276
www.shadesofgreen.org/experiences/attractions/ticket-questions	21,616
www.shadesofgreen.org/your-stay	16,845
www.shadesofgreen.org/about-shades-green/faq	18,465
www.shadesofgreen.org/experiences/bus-schedule/current-bus-schedule	13,448

Experiences

The Experiences section delivered positive growth during Q2 FY26. Total users grew 8.3% year over year to 156,780, and sessions increased 8.0% to 232,471. Views held nearly flat at

452,368, a 0.4% decline year over year. The engagement rate rose 2.2% to 80.68%, reflecting a highly engaged audience actively researching attractions and experiences.

Key Metrics (Compared Year-over-Year)

- **Views:** 452,368 (-0.4%)
- **Total Users:** 156,780 (+8.3%)
- **New Users:** 35,115 (no prior year data)
- **Sessions:** 232,471 (+8.0%)
- **Engagement Rate:** 80.68% (+2.2%)
- **Avg. Session Time:** 02:31 (no prior year data)

The Experiences overview page led traffic at 42,199 users, followed by Attractions at 40,489 users and Attraction Tickets at 23,347 users. The Walt Disney World page (13,092 users), Ticket Questions page (11,686 users), and Universal Orlando Resort page (6,632 users) reflect a guest audience actively planning theme park visits as part of their stay. The bus schedule pages combined for 16,144 users, confirming that transportation planning is a key component of the guest experience journey. The chatgpt.com referral source contributed 641 users to the Experiences section, indicating users are arriving from AI-assisted planning tools to research attraction and ticket options, a trend worth monitoring as AI-assisted travel planning continues to grow.

Table 9: Top Pages by Total Users

Page path	Total users ▾
/experiences	42,199
/experiences/attractions	40,489
/experiences/attractions/attraction-tickets	23,347
/experiences/attractions/waltdisneyworld	13,092
/experiences/attractions/ticket-questions	11,686
/experiences/bus-schedule	8,625

Rooms and Suites

The Rooms section delivered mixed performance during Q2 FY26. Total users declined modestly 2.5% to 89,886, while views grew 1.4% to 226,564 and sessions increased 3.8% to 124,407. The engagement rate rose 6.8% to 80.22%, reflecting a committed audience actively working through room selection and comparison.

Key Metrics (Compared Year-over-Year)

- **Views:** 226,564 (+1.4%)
- **Total Users:** 89,886 (-2.5%)
- **New Users:** 9,101 (no prior year data)
- **Sessions:** 124,407 (+3.8%)
- **Engagement Rate:** 80.22% (+6.8%)
- **Avg. Session Time:** 03:03 (no prior year data)

The main Rooms page led traffic at 45,620 users, followed by Standard Room at 15,251 users and Family Suite at 5,516 users. The Poolside Room (4,726 users), Junior Suite (4,234 users), and Palm Suite (3,560 users) reflect an audience actively comparing room categories and amenities as part of the booking process. The Magnolia Suite (3,130 users) and Garden Suite (2,863 users) round out the top room pages, indicating guests are exploring the full range of accommodation options before committing to a booking. Google led session sources at 37,263 users, followed by direct at 7,492 users and Bing at 2,225 users. Sister property referrals from armymwr.com (539 users) and halekoa.com (331 users) reflect meaningful cross-property awareness among Army MWR lodging guests researching multiple properties.

Table 10: Top Page paths by Total Users

Page path	Total users ▾
/rooms	45,620
/rooms/standard-room	15,251
/rooms/family-suite	5,516
/rooms/poolside-room	4,726
/rooms/junior-suite	4,234
/rooms/palm-suite	3,560
/rooms/magnoliasuite	3,130
/rooms/garden-suite	2,863

Traffic Acquisition (Where Users Came From)

This section details the key sources of traffic to the Army MWR website, providing insights into user behavior and engagement across various channels.

Organic Search

Organic search remains the largest traffic driver for Shades of Green, representing users who discovered the site through engines such as Google and Bing. This channel showed slight growth year-over-year, reflecting continued visibility around key planning topics like eligibility, tickets, and room information.

- Total Users: 307,551 (+5.7% YoY)

Direct Traffic

Direct traffic includes visitors who typed the URL into their browser or accessed a saved bookmark. This category declined this year, but still represents a significant portion of returning guests who already know the brand and frequently revisit high-intent pages.

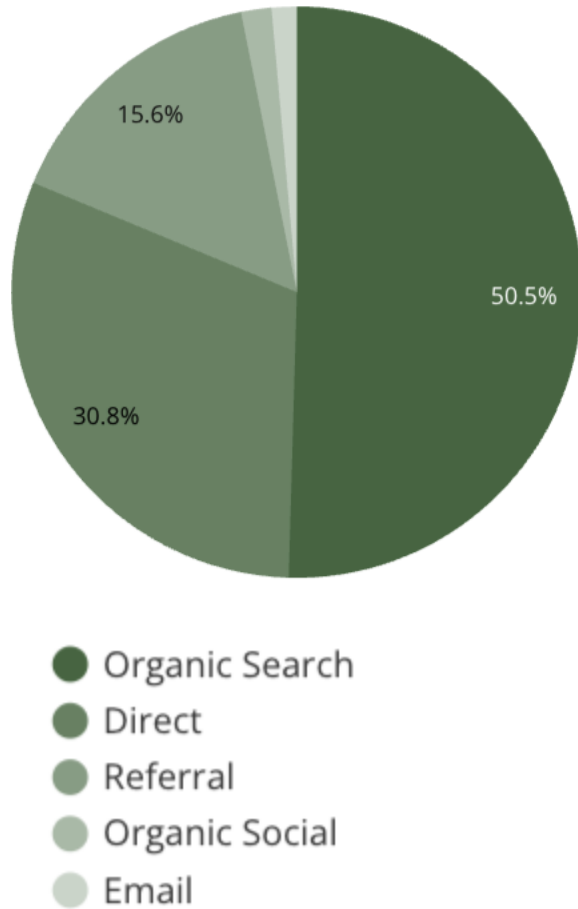
- Total Users: 187,760 (+2.0% YoY)

Referral Traffic

Referral traffic comes from users clicking links on external websites. Shades of Green continues to benefit from strong partnerships with Disney resources, military community sites, and other travel-related platforms, though overall volume dipped slightly year-over-year.

- Total Users: 95,103 (-46.5% YoY)

Figure 19: Pie Chart Traffic Source Breakdown



Email

Email traffic comes from newsletters, promotions, and automated campaigns. Although email volume declined, it remains a reliable channel for reaching past guests and users already familiar with the resort.

- Total Users: 8,664 (+53.7% YoY)

Search

Site search recorded 16,559 total searches from 8,912 users during Q2 FY26, with an overall engagement rate of 97.03%, indicating users who search are consistently finding relevant content and completing intended actions.

Bus schedule and bus combined for 908 searches, making transportation the single highest-demand search cluster on the site. The near-perfect engagement rates confirm users are finding bus schedule content successfully, though the high volume suggests this information could be surfaced more prominently in the main navigation to reduce the need to search.

Disney-related terms including disneyland, disney, disney tickets, disney world, and Epcot combined for over 640 searches, reflecting the dominant role of Walt Disney World planning in the Shades of Green guest experience. The near-perfect engagement rates across all Disney terms confirm users are finding relevant ticket and attraction content effectively.

Login and sign-in terms including log in, sign in, and login combined for 532 searches, indicating users are consistently having difficulty locating the account login entry point. A more prominently placed login link in the site header would directly address this repeat search behavior.

Reservation management terms including reservation, reservations, find reservation, manage reservations, and cancel reservation combined for over 570 searches, reflecting a significant audience actively managing existing bookings. Ensuring reservation management tools are clearly surfaced in the site navigation would reduce friction for this high-intent audience.

Parking and transportation terms including parking, shuttle, and transportation combined for 378 searches, reflecting strong demand for arrival and logistics information. Surfacing parking, shuttle, and transportation content more prominently on pre-arrival pages would reduce the need to search for this information.

Golf recorded 143 searches with a 98.43% engagement rate, confirming strong demand for golf content among Shades of Green guests and suggesting an opportunity to expand golf-related programming and booking information on the site.