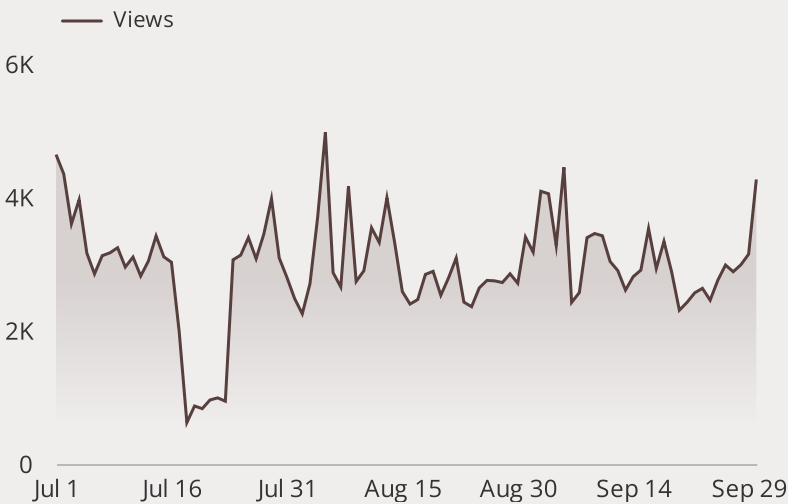


Overview Compared Y-o-Y

Data from Google Analytics

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
271,313	106,901	72,111	70,133	03:46	55.74%
↓ -1.3%	↓ -16.9%	↓ -21.9%	↓ -21.1%	↑ 28.7%	↑ 11.7%

How is site traffic trending?

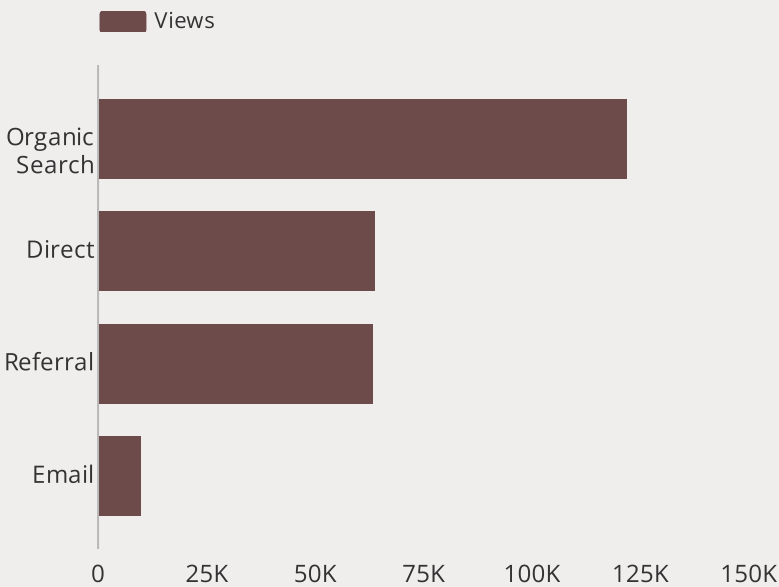


Top Pages

Sorted by Total Users

Full page URL	Total users
www.dragonhilllodge.com/	45,665
(not set)	16,464
bookings.dragonhilllodge.com/...	9,012
www.dragonhilllodge.com/roo...	6,566
www.dragonhilllodge.com/spec...	4,939
www.dragonhilllodge.com/abo...	4,556
www.dragonhilllodge.com/spec...	4,514
www.dragonhilllodge.com/spec...	4,493
www.dragonhilllodge.com/spec...	3,535
www.dragonhilllodge.com/cont...	3,431

Which channels are driving traffic?



What are the top sources?

Sorted by Total Users

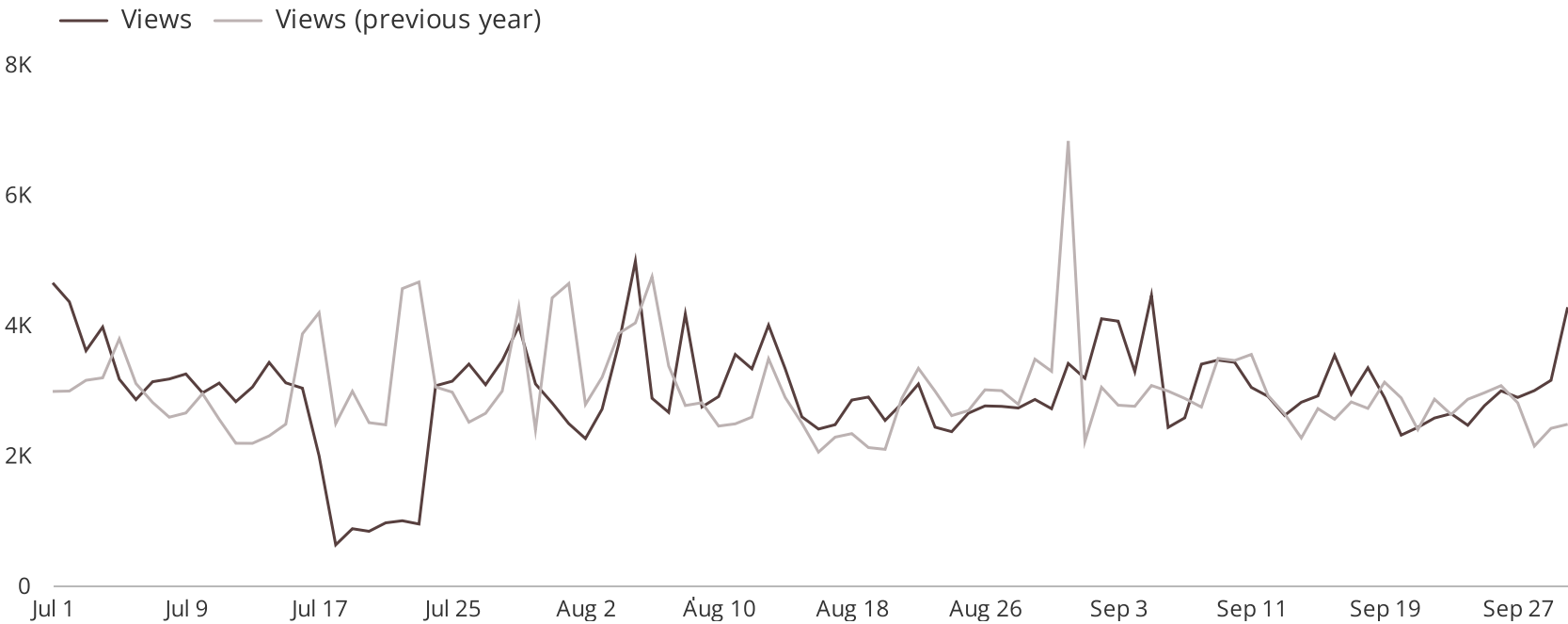
Session source	Total users
(direct)	24,192
google	16,843
dragonhilllodge.com	4,421
ctct	3,593
ig	3,407
edelweisslodgeandresort.com	3,096
fb	2,850
halekoa.com	2,724
shadesofgreen.org	2,348
armymwr.com	1,862

Traffic Overview

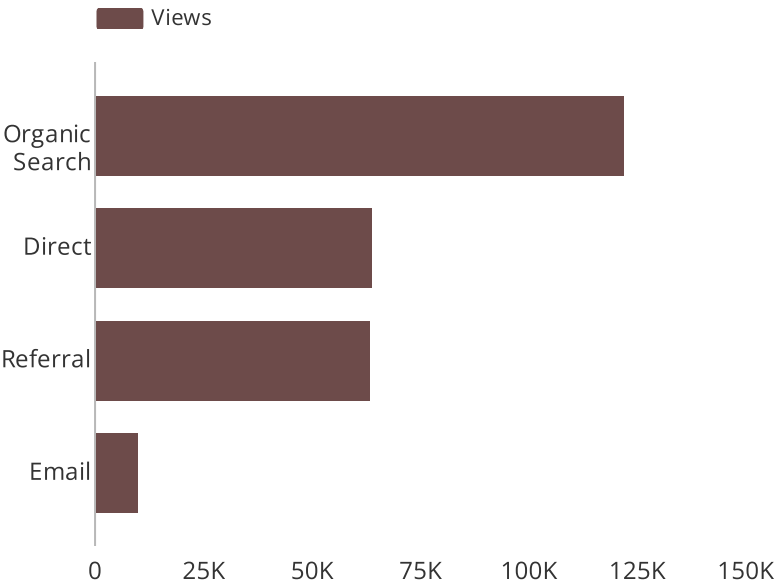
Data from Google Analytics

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
271,313	106,901	72,111	70,133	03:46	55.74%
↓ -1.3%	↓ -16.9%	↓ -21.9%	↓ -21.1%	↑ 28.7%	↑ 11.7%

How is site traffic trending?



Which channels are driving traffic?



What are the top sources?

Sorted by Total Users

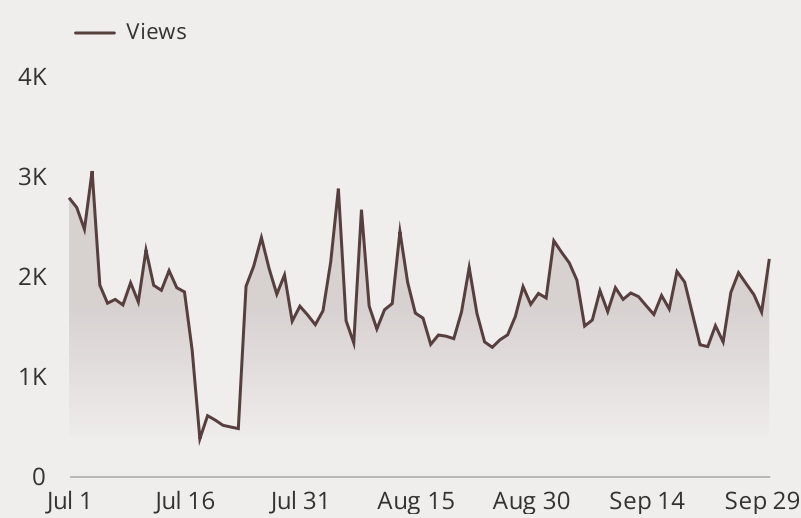
Session source	Total users
(direct)	24,192
google	16,843
dragonhilllodge.com	4,421
ctct	3,593
ig	3,407
edelweisslodgeandresort.com	3,096
fb	2,850
halekoa.com	2,724
shadesofgreen.org	2,348
armymwr.com	1,862

Mobile Overview

Data from Google Analytics

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
159,676	63,663	40,842	39,514	03:08	52.90%
↓ -2.7%	↓ -20.5%	↓ -26.1%	↓ -26.6%	↑ 32.0%	↑ 15.3%

How is site traffic trending?

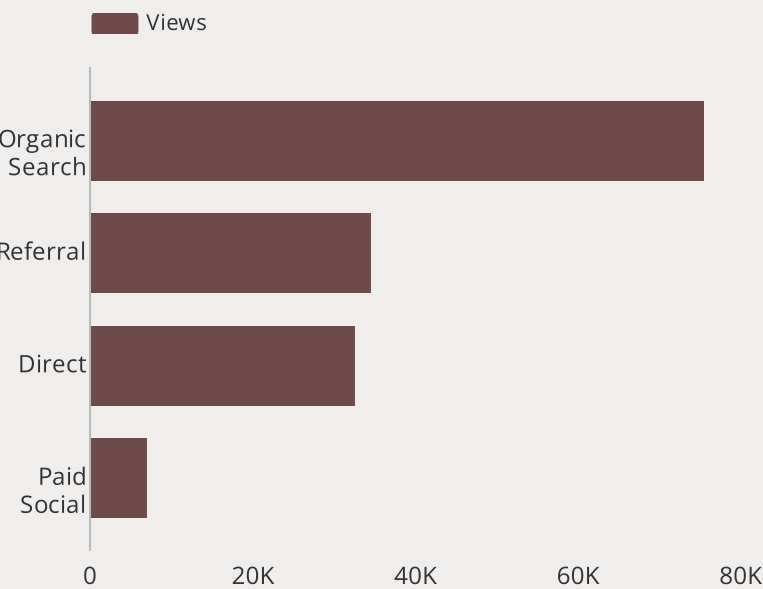


Top Pages

Sorted by Total Users

Page path	Total users
/	29,635
(not set)	9,629
/search-rates	5,254
/rates-room1	4,647
/special-offers/6D5N	4,247
/rooms-and-suites	4,237
/special-offers/seoul-escapes	3,007
/special-offers	2,722
/about-dragon-hill-lodge/eligibility	2,529
/dining-and-drinks	2,137

Which channels are driving traffic?



What are the top sources?

Sorted by Total Users

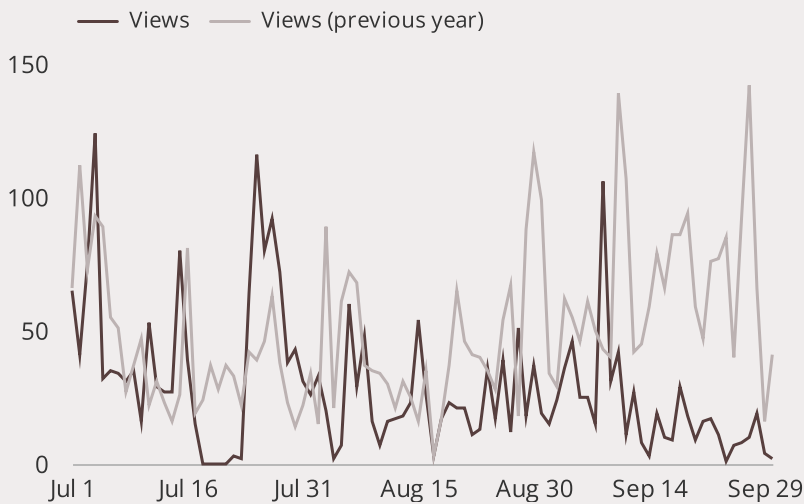
Session source	Total users
google	11,471
(direct)	10,070
ig	3,376
fb	2,796
dragonhilllodge.com	2,571
ctct	2,133
edelweisslodgeandresort.com	1,793
halekoa.com	1,568
shadesofgreen.org	1,332
armymwr.com	901

Social Media

Data from Google Analytics

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
2,642	1,332	1,003	862	02:21	50.30%
↓ -43.5%	↓ -50.9%	↓ -55.9%	↓ -57.7%	↑ 22.5%	↑ 3.8%

How is site traffic trending?

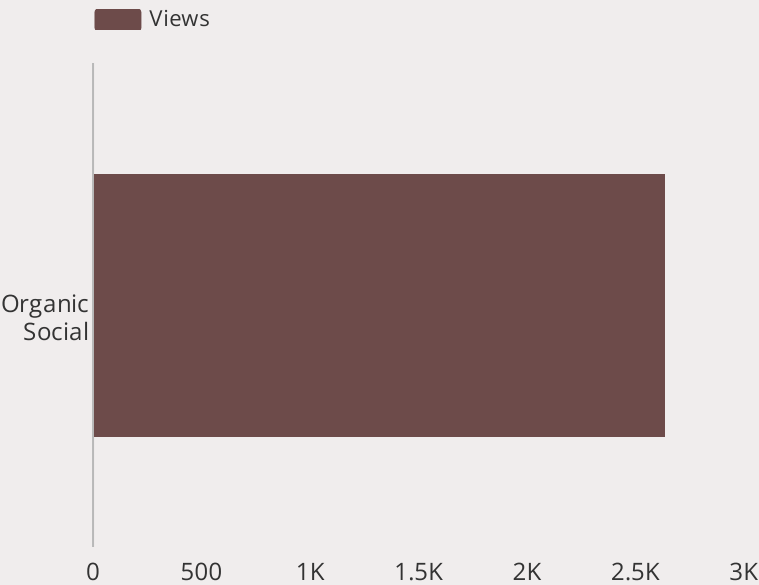


Top Pages

Sorted by Total Users

Page path	Total users
/	358
/dining-and-drinks/our-menus	187
(not set)	143
/special-offers/seoul-escapes-2027	114
/special-offers	96
/special-offers/6D5N	90
/rooms-and-suites	82
/special-offers/seoul-escapes-2027-plus-plus	80
/dining-and-drinks	71
/experiences/specials-and-events	47

Which channels are driving traffic?



What are the top sources?

Sorted by Total Users

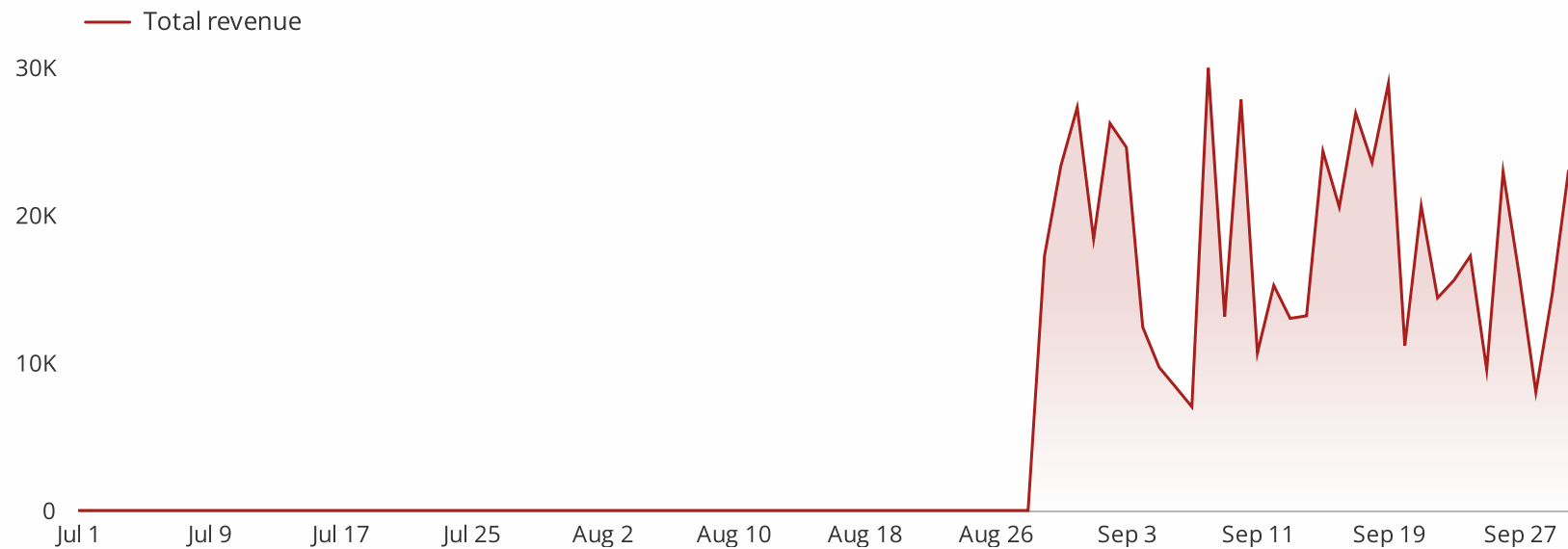
Session source	Total users
facebook.com	306
bit.ly	216
m.facebook.com	163
l.facebook.com	66
lm.facebook.com	60
m.blog.naver.com	57
ig	50
l.instagram.com	37
instagram.com	15
blog.naver.com	13

Ecommerce

Data from Google Analytics

Total revenue	Transactions	Avg. purchase revenue	Conversion rate	Total purchasers	Revenue per session
\$594.84K	960	\$619.62	0.90%	859	\$5.56
📈 N/A	📈 N/A	No data	📈 N/A	📈 N/A	📈 N/A

How is site revenue trending?



Revenue by Source

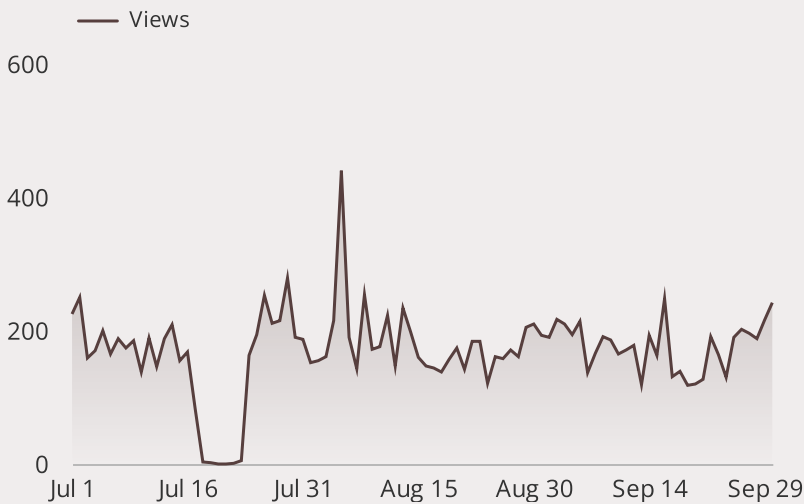
Session source	Sessions	Transactions	Total revenue	Conversion Rate	Average purchase revenue
google	32,980	581	\$317,877.45	1.76%	\$547.12
(direct)	31,123	206	\$133,947.25	0.66%	\$650.23
bing	2,643	69	\$48,302.76	2.61%	\$700.04
ctct	4,919	31	\$26,657.69	0.63%	\$859.93
halekoa.com	3,269	9	\$20,937.68	0.28%	\$2,326.41
edelweisslodgeandre sort.com	3,981	3	\$6,730.92	0.08%	\$2,243.64
thenewsanno.com	546	2	\$4,154.92	0.37%	\$2,077.46
bookings.edelweisslo dgeandresort.com	558	1	\$3,989.92	0.18%	\$3,989.92
mail.google.com	78	7	\$3,523	8.97%	\$503.29
ntp.msn.com	10	1	\$2,980	10%	\$2,980

Overview Compared Y-o-Y

Rooms

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
15,661	8,936	7,172	783	02:10	81.98%
↓ -4.5%	↓ -9.3%	↓ -9.1%	No data	↑ N/A	↑ 9.0%

How is site traffic trending?

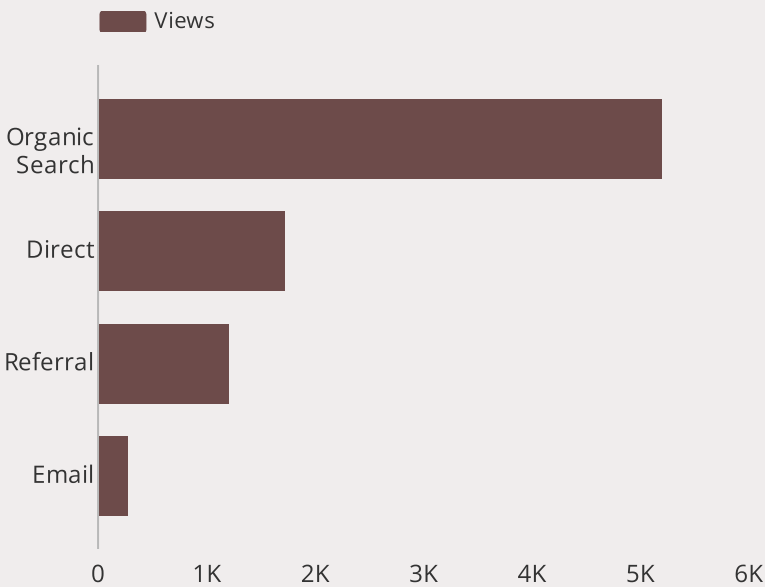


Top Pages

Sorted by Total Users

Page path	Total users
/rooms-and-suites	3,601
/rooms-and-suites/standard-room	1,221
/rooms-and-suites/family-suite	433
/rooms-and-suites/deluxesuites	313
/rooms-and-suites/junior-suite	274
/rooms-and-suites/Resident-Stay	152
/rooms-and-suites/pet-rooms	128
/rooms-and-suites/amenities	18
/accommodations/rooms-and-suites	1
/accommodations/rooms-and-suites/standard...	1

Which channels are driving traffic?



What are the top sources?

Sorted by Total Users

Session source	Total users
google	2,063
(direct)	846
bing	167
ctct	143
armymwr.com	115
edelweisslodgeandresort.com	103
halekoa.com	98
shadesofgreen.org	95
thenewsanno.com	41
yahoo	39

Internal Search

Data from Google Analytics

What do people search for on your website?

Search Terms	Search count	Search count per user	Total users	Engagement rate
address	74	1.45	51	77.94%
discovery	70	23.33	3	100%
seoul escapes plus	25	1.47	17	100%
massage	18	1.2	15	100%
laundry	18	1.38	13	81.25%
spa	16	1.23	13	100%
cancel	15	1.36	11	100%
eligibility	12	1.09	11	100%
shuttle	11	1.38	8	90%
check out	11	1	11	100%
pool	10	1.11	9	100%
check in	10	1.25	8	100%
taxi	10	1.11	9	100%
room service	9	1	9	100%
pet	9	1.13	8	100%
wedding	9	1.13	8	100%
seoul escapes	9	1	9	100%
transportation	8	2	4	66.67%
breakfast	8	1	8	100%
check out time	7	1.17	6	100%
thanksgiving	7	1.17	6	100%
airport	6	1.2	5	100%
car rental	6	1.5	4	100%
contact	6	6	1	100%
bus	6	1.5	4	100%
package	6	6	1	100%
manage reservation	6	1.5	4	100%
seoul escape	5	1	5	100%
escapes	5	5	1	100%
Grand total	1,247	1.89	660	95.09%

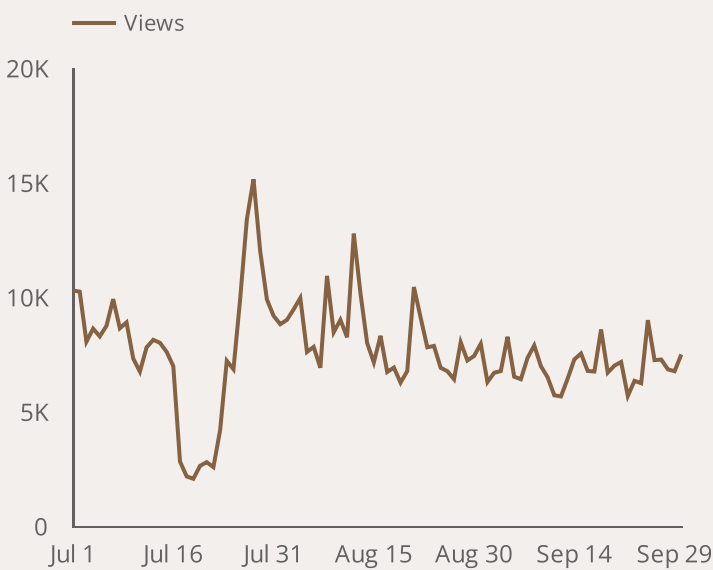


Overview Compared Y-o-Y

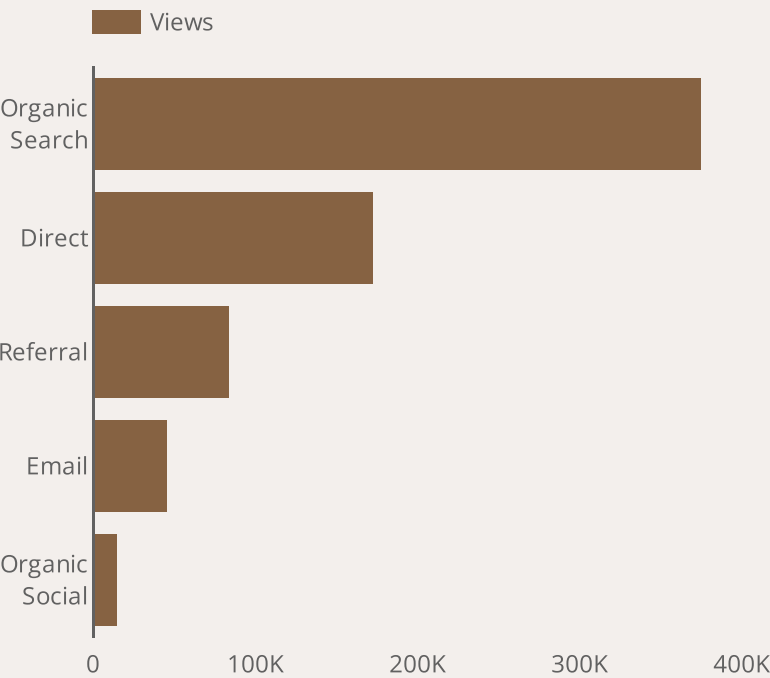
Google Analytics 4

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
704,167	238,406	139,332	131,770	04:36	59.66%
↓ -9.2%	↓ -22.1%	↓ -25.9%	↓ -28.7%	↑ 16.3%	↓ 0.0%

How is site traffic trending?



Which channels are driving traffic?



Top Pages

Sorted by Total Users

Page path	Total users
/	80,076
/search-rates	33,352
/rates-room1	28,713
/rooms-suites	16,722
/european-escapes2026	16,092
/elr-experiences	11,855
/specials-offers	10,296
/your-stay/eligibilitytable	9,487
/discover26	8,683
/about-elr/resort-services	7,908

What are the top sources?

Sorted by Total Users

Session source	Total users
google	49,313
(direct)	46,426
ctct	10,981
bing	3,745
halekoa.com	3,503
shadesofgreen.org	3,353
armymwr.com	2,801
facebook.com	2,444
ig	2,389
fb	2,054



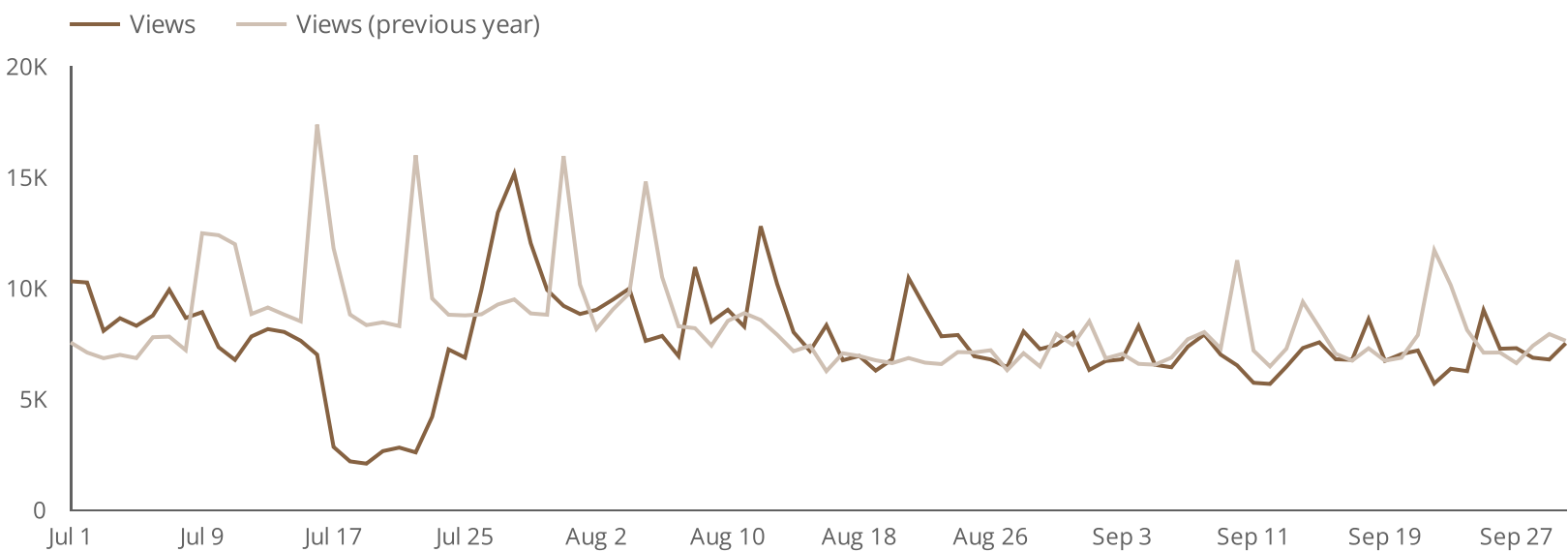
Jul 1, 2026 - Sep 30, 2026

Traffic Trends

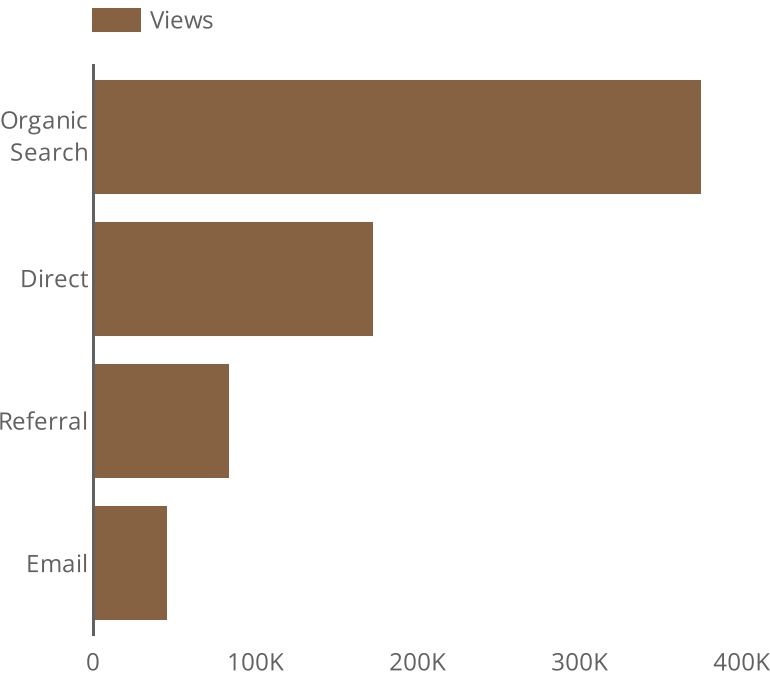
Google Analytics 4

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
704,167	238,406	139,332	131,770	04:36	59.66%
↓ -9.2%	↓ -22.1%	↓ -25.9%	↓ -28.7%	↑ 16.3%	↓ 0.0%

How is site traffic trending?



Which channels are driving traffic?



What are the top sources?

Sorted by Total Users

Session source	Total users
google	49,313
(direct)	46,426
ctct	10,981
bing	3,745
halekoa.com	3,503
shadesofgreen.org	3,353
armymwr.com	2,801
facebook.com	2,444
ig	2,389
fb	2,054

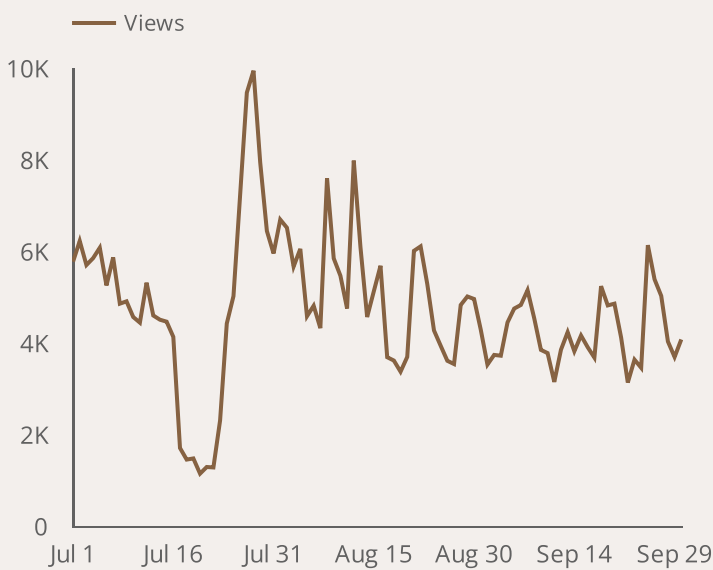


Mobile Traffic

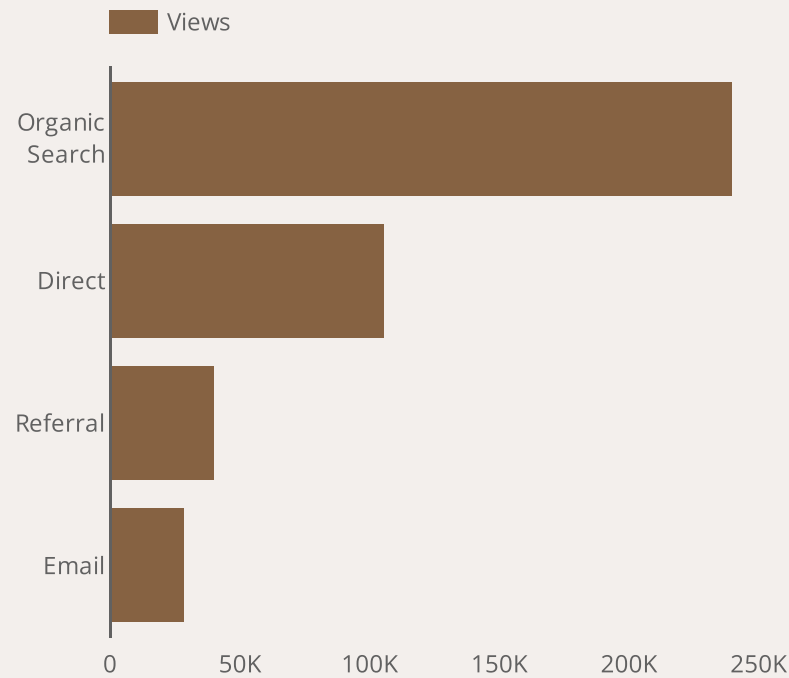
Google Analytics 4

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
436,105	153,453	87,773	83,672	03:45	55.81%
↓ -9.5%	↓ -21.7%	↓ -25.7%	↓ -27.7%	↑ 18.8%	↑ 3.8%

How is site traffic trending?



Which channels are driving traffic?



Top Pages

Sorted by Total Users

Page path	Total users
/	48,827
/search-rates	20,379
/rates-room1	16,895
/rooms-suites	11,534
/european-escapes2026	9,876
/elr-experiences	7,343
/specials-offers	6,763
/discover26	5,515
/your-stay/eligibilitytable	5,252
/about-elr/resort-services	5,249

What are the top sources?

Sorted by Total Users

Session source	Total users
google	32,814
(direct)	30,280
ctct	7,030
ig	2,314
facebook.com	2,115
halekoa.com	1,990
fb	1,911
shadesofgreen.org	1,907
armymwr.com	1,411
edelweisslodgeandresort.com	1,169

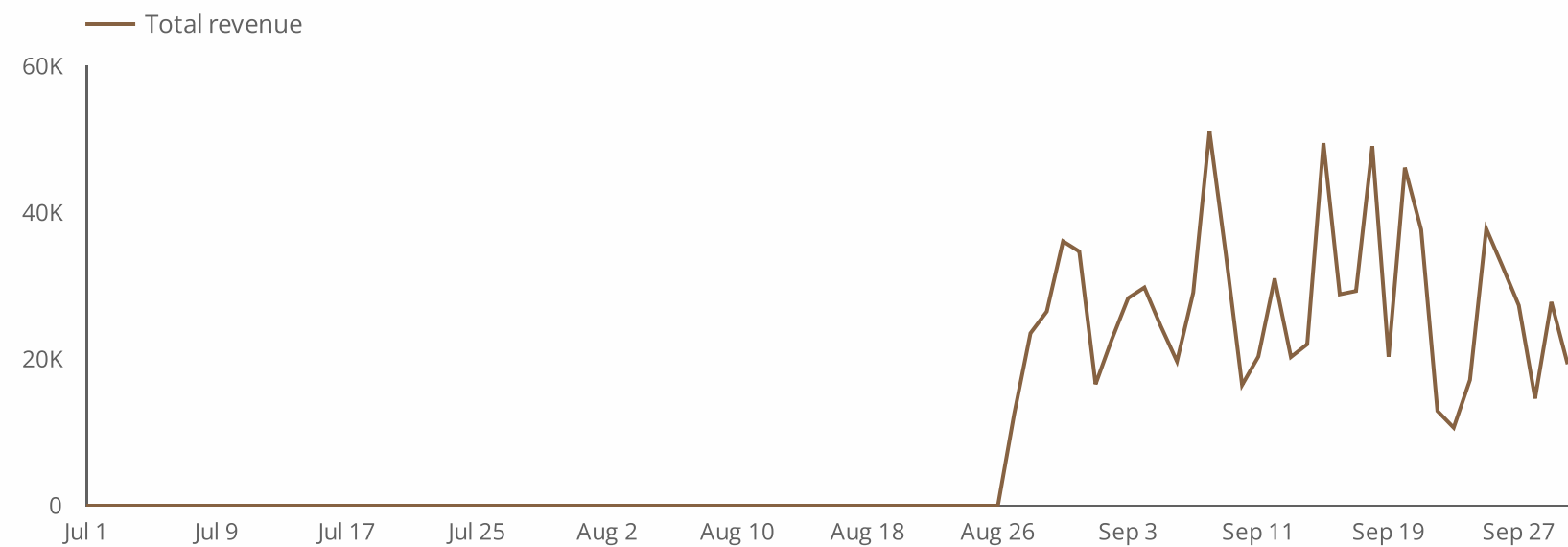


Ecommerce

Google Analytics 4

Total revenue	Transactions	Avg. purchase revenue	Conversion rate	Total purchasers	Revenue per session
\$961.21K	1,315	\$730.96	0.55%	1K	\$4.03
⬆ N/A	⬆ N/A	No data	⬆ N/A	⬆ N/A	⬆ N/A

How is site revenue trending?



Revenue by Source

Session source	Sessions	Transactions	Total revenue	Conversion Rate	Average purchase revenue
google	96,817	655	\$526,074.89	0.68%	\$803.17
(direct)	68,916	353	\$202,850.6	0.51%	\$574.65
bing	6,058	62	\$57,820.11	1.02%	\$932.58
ctct	18,797	44	\$48,347.02	0.23%	\$1,098.8
yahoo	1,588	22	\$37,438	1.39%	\$1,701.73
duckduckgo	1,557	18	\$18,844	1.16%	\$1,046.89
chatgpt.com	2,133	17	\$13,114	0.8%	\$771.41
shadesofgreen.org	4,402	6	\$9,605	0.14%	\$1,600.83
(not set)	792	3	\$7,490	0.38%	\$2,496.67
mail.google.com	199	9	\$6,756	4.52%	\$750.67
safe.menlosecurity.com	1,551	87	\$5,246.43	5.61%	\$60.3

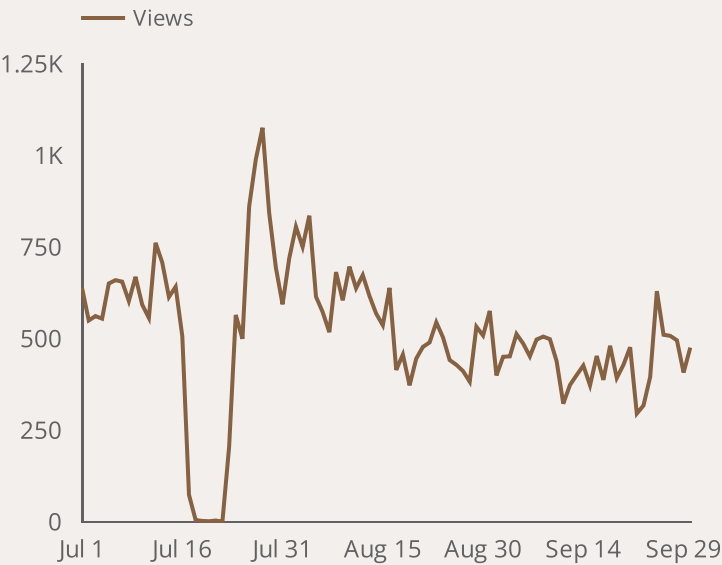


Overview Compared Y-o-Y

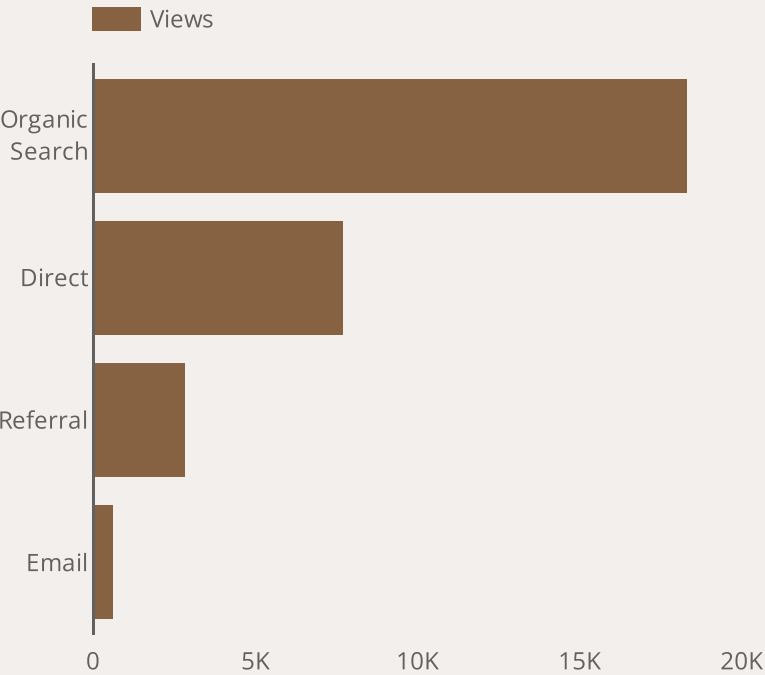
Rooms

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
47,068	26,606	22,132	4,127	01:49	86.82%
↓ -9.6%	↓ -11.5%	↓ -7.5%	No data	📈 N/A	📈 11.1%

How is site traffic trending?



Which channels are driving traffic?



Top Pages

Sorted by Total Users

Page path	Total users
/rooms-suites	10,920
/accommodations/rooms-suites/campground	3,028
/accommodations/rooms-suites/vacation-cabins	1,900
/accommodations/rooms-suites/junior-suite	1,157
/accommodations/rooms-suites/deluxe-loft-suite	1,015
/accommodations/rooms-suites/loft-suite	933
/rooms-suites/deluxe-junior-suite	916
/rooms-suites/dogfriendlyrooms	436
/accommodations/rooms-suites/dog-friendly-room/dog-room-rules-and-regulations	135

What are the top sources?

Sorted by Total Users

Session source	Total users
google	7,745
(direct)	4,071
bing	440
halekoa.com	351
shadesofgreen.org	286
ctct	265
armymwr.com	182
chatgpt.com	123
yahoo	109
duckduckgo	105



Top Pages

Google Analytics 4

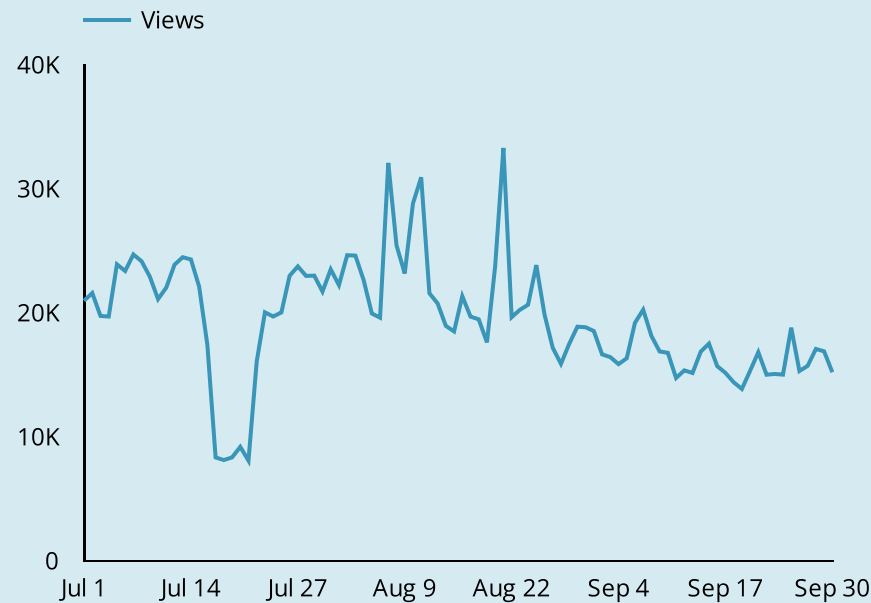
Search Terms	Search count	Search count per user	Total users	Engagement rate
christmas markets	105	1.75	60	98.82%
christmas market	82	1.39	59	100%
oktoberfest	73	1.22	60	100%
christmas	70	1.49	47	91.23%
eligibility	65	1.1	59	98.33%
pool	64	1.19	54	91.53%
2027	62	1.68	37	100%
discovery	60	20	3	100%
laundry	48	1.14	42	100%
nfl	48	1.12	43	100%
category	43	1.23	35	94.59%
reservation	35	1.09	32	93.75%
thanksgiving	35	1.09	32	100%
newsletter	33	1.32	25	96.3%
cancel	30	1.58	19	95%
golf	28	2	14	93.33%
breakfast	26	1.13	23	100%
ski	25	1.19	21	95.45%
find reservation	25	1.19	21	95.45%
categories	25	1.19	21	100%
paragliding	24	2.18	11	92.31%
shuttle	24	1.09	22	100%
camping	23	1	23	95.65%
cancel reservation	22	1	22	95.45%
air conditioning	21	1.17	18	100%
octoberfest	21	1.24	17	100%
jobs	21	1.17	18	100%
hiking	21	1.4	15	100%
military	20	1.43	14	77.78%
tours	20	1.05	19	100%
Grand total	4,623	1.95	2,366	97.75%

Overview Compared Y-o-Y

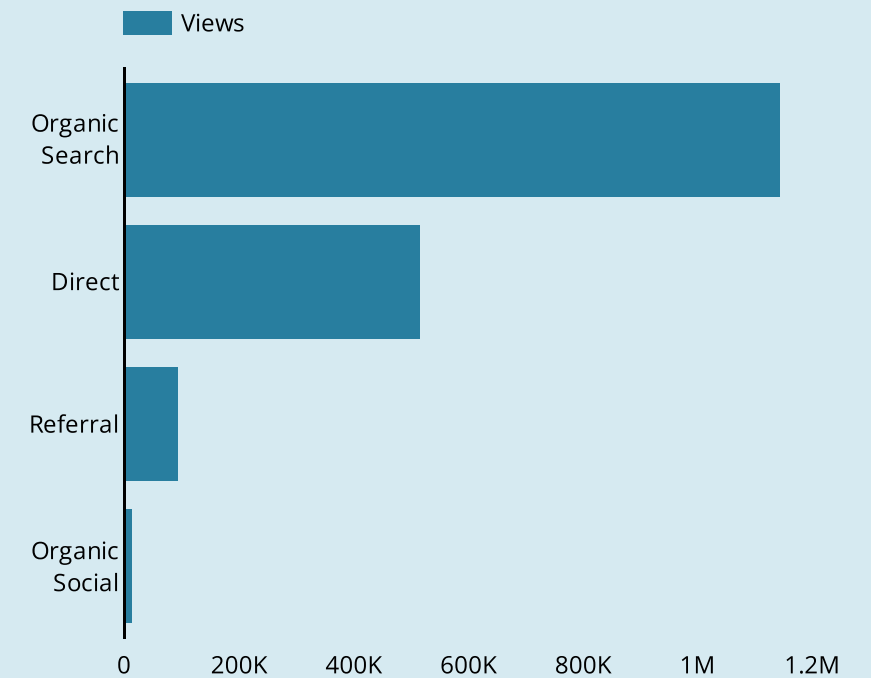
Google Analytics 4

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
1,785,255	547,707	303,657	288,721	04:28	62.06%
↓ -5.7%	↓ -26.2%	↓ -28.1%	↓ -28.6%	↑ 21.7%	↑ 12.5%

How is site traffic trending?



Which channels are driving traffic?



Top Pages

Sorted by Total Users

Page path	Total users
/	198,919
/search-rates	110,711
/rates-room1	56,857
/rooms-suites	51,770
/about-hale-koa-hotel/eligibility	41,516
/your-stay/hotel-services-qr	38,119
/rooms-suites/room-rates	29,109
/dining-drinks	26,396
/experiences	25,890
Grand total	303,657

What are the top sources?

Sorted by Total Users

Session source	Total users
(direct)	137,991
google	130,138
bing	11,590
shadesofgreen.org	3,765
yahoo	3,306
armymwr.com	2,831
duckduckgo	2,371
facebook.com	2,312
chatgpt.com	1,942
Grand total	303,657

Traffic Trends

Google Analytics 4

Views

1,785,255

↓ -5.7%

Sessions

547,707

↓ -26.2%

Total users

303,657

↓ -28.1%

New users

288,721

↓ -28.6%

Avg. Session Time

04:28

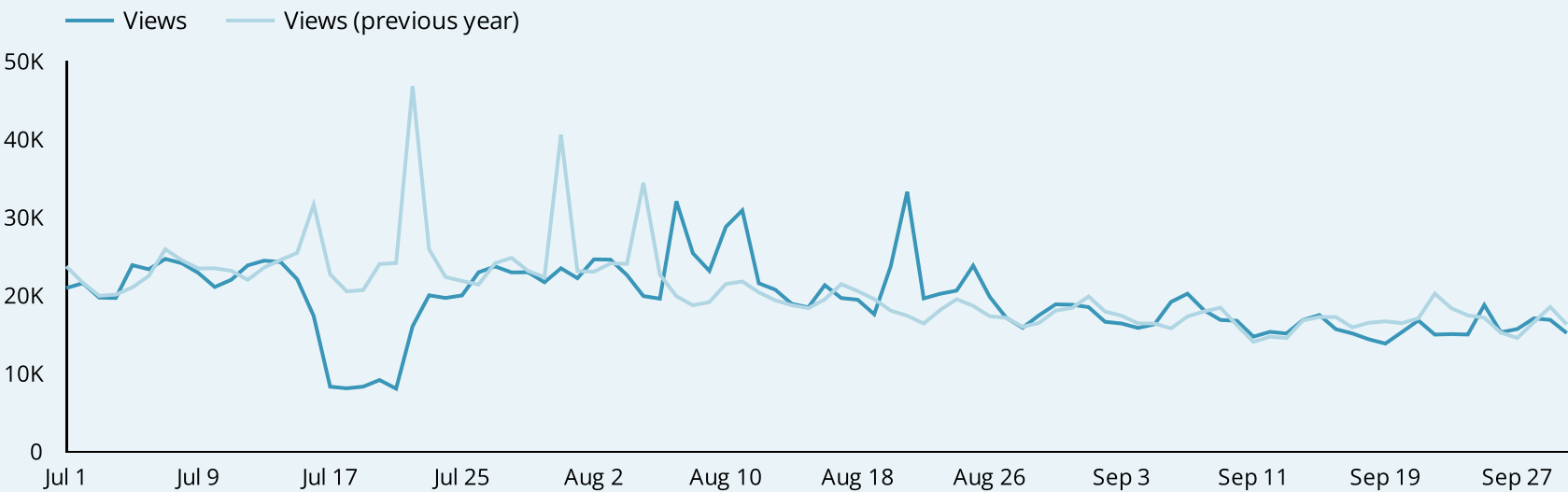
↑ 21.7%

Engagement rate

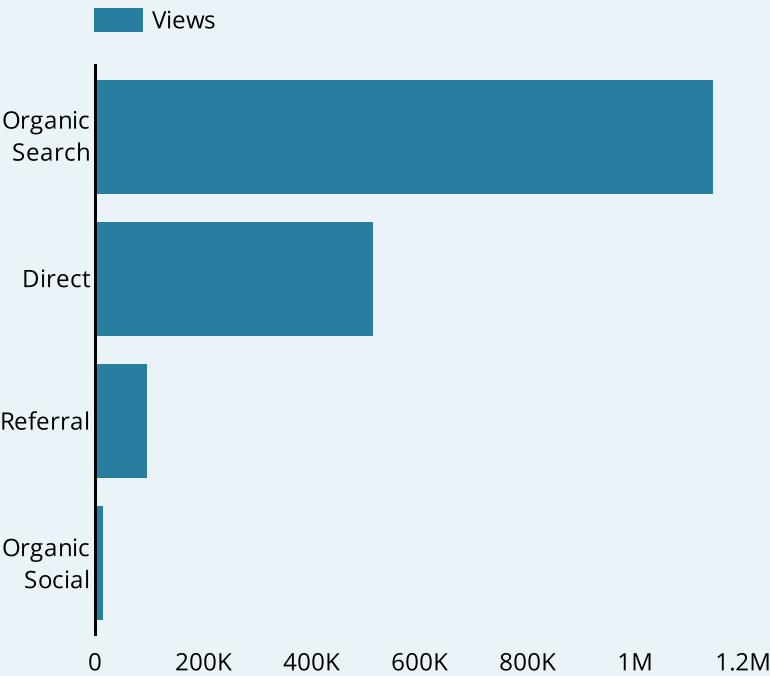
62.06%

↑ 12.5%

How is site traffic trending?



Which channels are driving traffic?



What are the top sources?

Sorted by Total Users

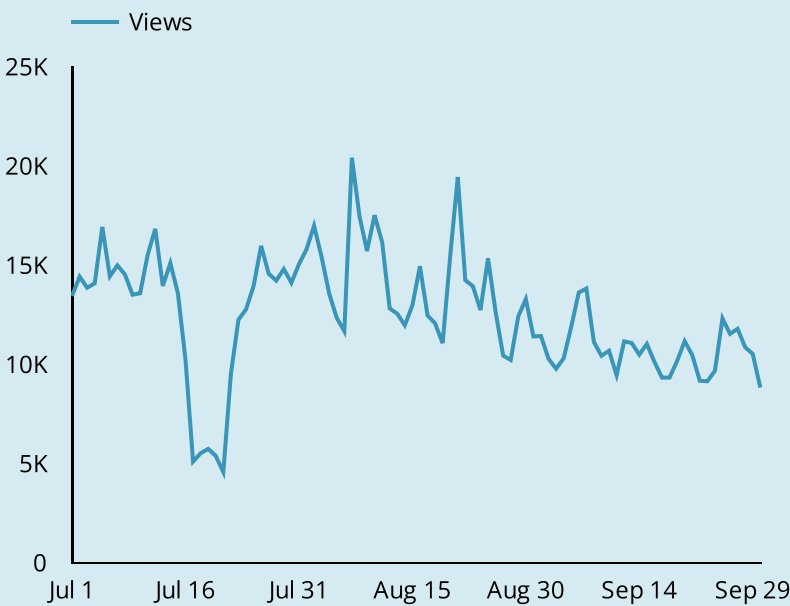
Session source	Total users ▾
(direct)	137,991
google	130,138
bing	11,590
shadesofgreen.org	3,765
yahoo	3,306
armymwr.com	2,831
duckduckgo	2,371
facebook.com	2,312
chatgpt.com	1,942
edelweisslodgeandresort.com	1,201

Mobile Overview

Google Analytics 4

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
1,150,161	378,959	193,992	186,479	03:42	58.09%
↓ -4.3%	↓ -21.2%	↓ -25.9%	↓ -25.4%	↑ 20.2%	↑ 14.1%

How is site traffic trending?

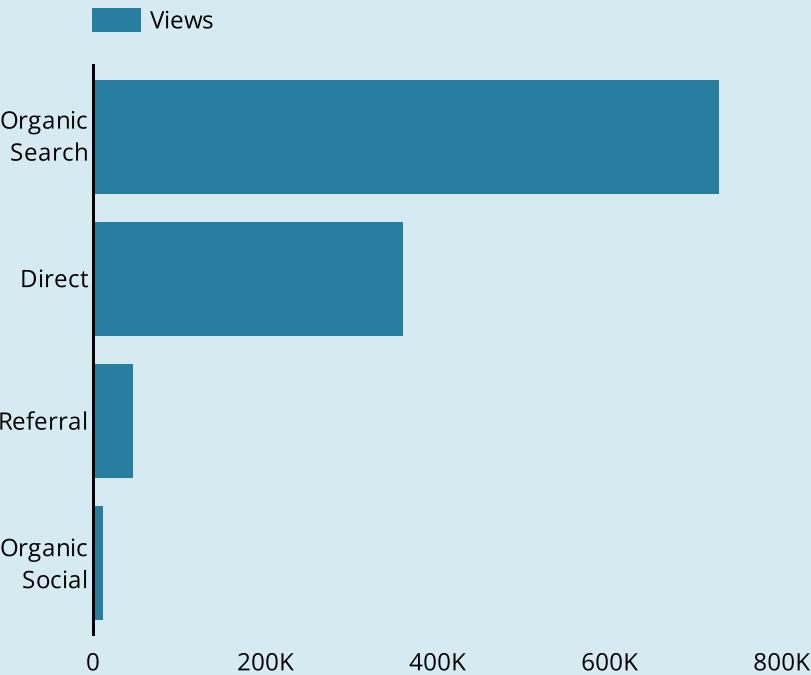


Top Pages

Sorted by Total Users

Page path	Total users
/	116,965
/search-rates	67,207
/rates-room1	34,465
/rooms-suites	34,270
/your-stay/hotel-services-qr	32,342
/about-hale-koa-hotel/eligibility	26,679
/rooms-suites/room-rates	20,740
/dining-drinks	17,945
/Deals	17,256
/experiences	15,857

Which channels are driving traffic?



What are the top sources?

Sorted by Total Users

Session source	Total users
(direct)	92,096
google	89,975
shadesofgreen.org	2,138
facebook.com	1,943
chatgpt.com	1,609
duckduckgo	1,470
yahoo	1,446
armymwr.com	1,444
bing	930
(not set)	794

Ecommerce

Google Analytics 4

Total revenue

\$3.60M

↑ N/A

Transactions

1,800

↑ N/A

Avg. purchase revenue

\$1,997.42

No data

Conversion rate

0.33%

↑ N/A

Total purchasers

2K

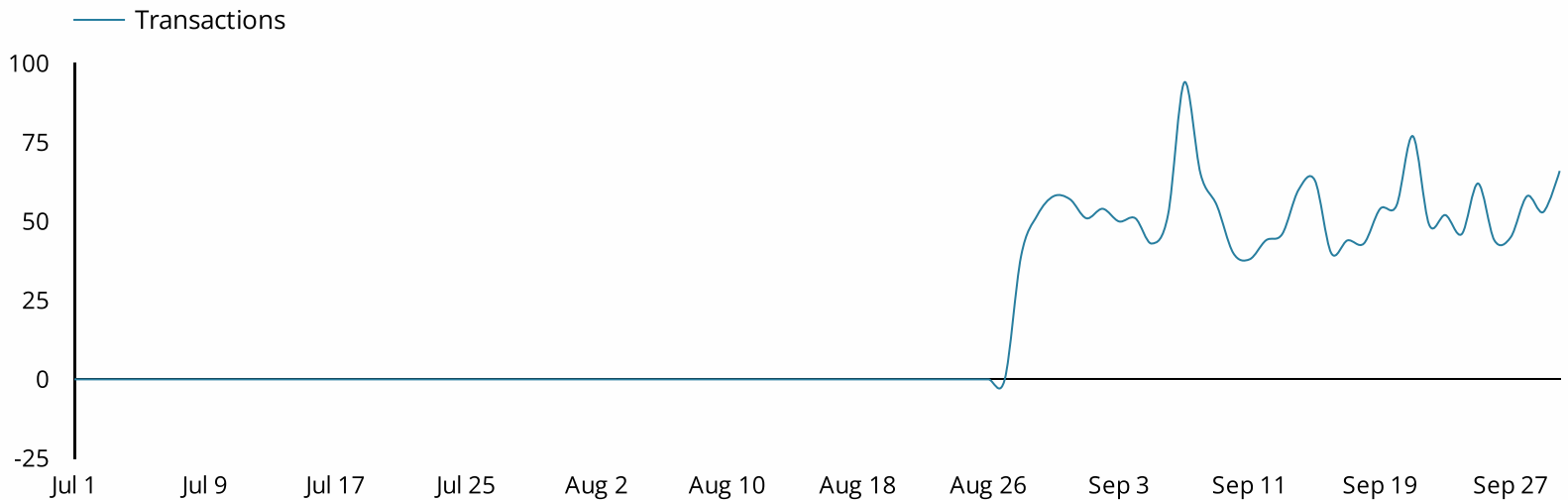
↑ N/A

Revenue per session

\$6.56

↑ N/A

How is site revenue trending?



Revenue by Source

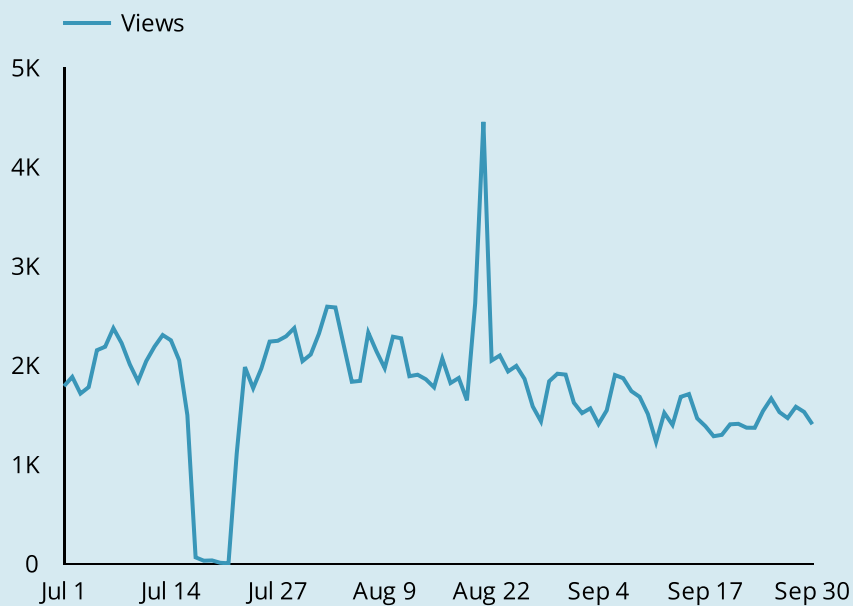
Session source	Sessions	Transactions	Total revenue ▾	Conversion Rate	Average purchase revenue
google	282,727	1,133	\$2,162,147	0.4%	\$1,908.34
(direct)	195,812	345	\$668,805	0.18%	\$1,938.57
bing	19,315	170	\$392,833	0.88%	\$2,310.78
yahoo	7,292	42	\$127,990	0.58%	\$3,047.38
duckduckgo	5,103	31	\$81,277	0.61%	\$2,621.84
armymwr.com	3,911	11	\$25,320	0.28%	\$2,301.82
chatgpt.com	2,474	10	\$17,981	0.4%	\$1,798.1
shadesofgreen.org	5,734	8	\$16,623	0.14%	\$2,077.88
mail.google.com	310	9	\$12,829	2.9%	\$1,425.44
safe.menlosecurity.com	1,230	6	\$11,696	0.49%	\$1,949.33

Overview Compared Y-o-Y

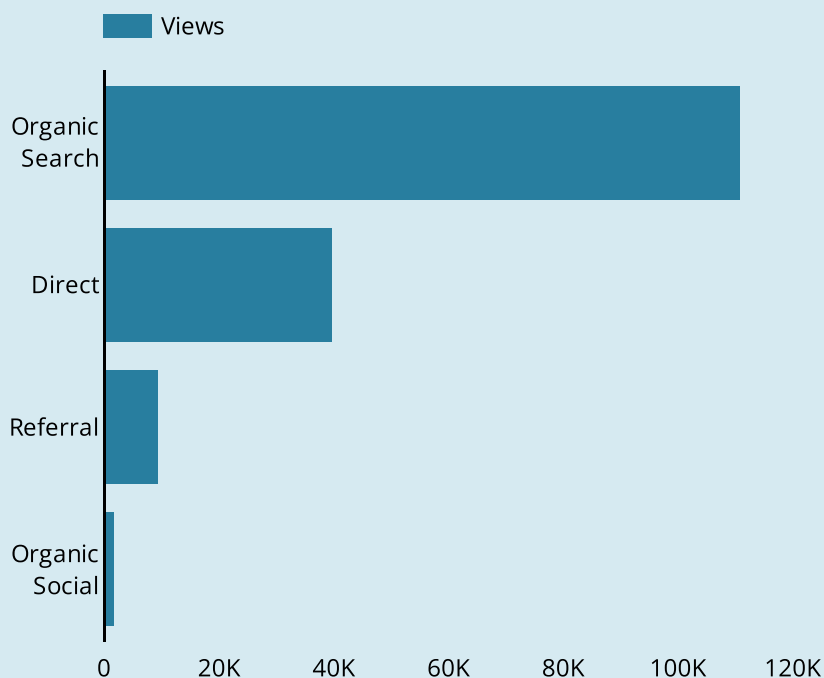
Rooms

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
163,367	92,786	68,018	17,788	02:37	78.96%
↓ -17.7%	↓ -13.8%	↓ -17.3%	↓ -19.0%	↓ -11.6%	↑ 11.3%

How is site traffic trending?



Which channels are driving traffic?



Top Pages

Sorted by Total Users

Page path	Total users
/	198,919
/search-rates	110,711
/rates-room1	56,857
/rooms-suites	51,770
/about-hale-koa-hotel/eligibility	41,516
/your-stay/hotel-services-qr	38,119
/rooms-suites/room-rates	29,109
/dining-drinks	26,396
/experiences	25,890

What are the top sources?

Sorted by Total Users

Session source	Total users
google	39,977
(direct)	18,457
bing	3,397
yahoo	1,077
shadesofgreen.org	1,051
armymwr.com	769
duckduckgo	712
chatgpt.com	415
ig	399
edelweisslodgeandresort.com	278

Search

Google Analytics 4

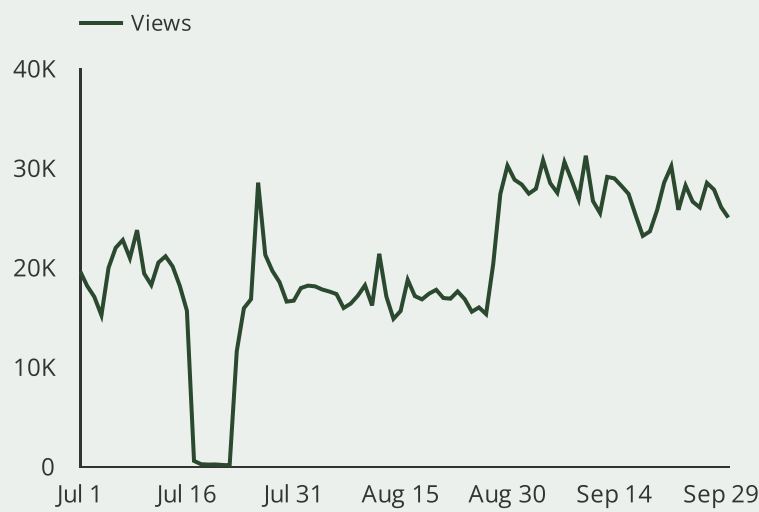
Search Terms	Search count	Search count per user	Total users	Engagement rate
reservation	260	1.56	167	96.67%
reservations	256	1.41	181	99.47%
parking	219	1.11	198	99.51%
luau	212	1.16	182	99.48%
find reservation	164	1.45	113	99.15%
sign in	121	1.36	89	98.94%
laundry	119	1.29	92	95.1%
my reservation	118	1.28	92	95.92%
wedding	117	1.23	95	100%
pool	109	1.24	88	98.95%
log in	109	1.63	67	100%
map	107	1.18	91	95.88%
discovery	91	22.75	4	100%
cancel reservation	89	1.29	69	98.68%
manage reservation	84	1.25	67	100%
login	79	1.44	55	100%
cabana	77	1.24	62	97.01%
find reservations	76	1.49	51	100%
exchange	71	1.08	66	100%
modify reservation	67	1.24	54	100%
cancel	60	1.33	45	100%
check in	55	1.22	45	95.74%
military	55	1.12	49	96.15%
weddings	53	1.2	44	97.83%
wifi	52	1.41	37	100%
waitlist	51	1.11	46	100%
oktoberfest	48	1.45	33	94.74%
cancellation	47	1.09	43	100%
breakfast	46	1.18	39	97.56%
Grand total	9,223	1.92	4,795	97.27%

Overview Compared Y-o-Y

Data from Google Analytics

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
1,877,963	704,719	385,114	360,929	04:13	57.68%
↓ -29.4%	↓ -33.3%	↓ -37.3%	↓ -37.1%	↑ 14.5%	↑ 5.3%

How are site sessions trending?

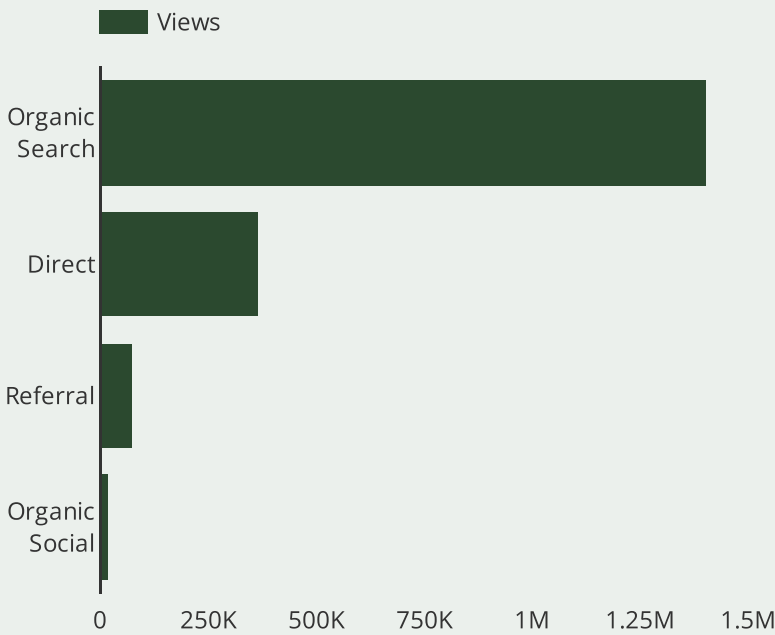


Top Pages

Sorted by Total Users

Page path	Total users ▾
/	246,294
/ticket-prices	99,504
/rooms	62,285
/about-shades-green/eligibility	61,289
/experiences	58,243
/experiences/attractions	55,506
/search-rates	49,009
/experiences/attractions/attraction-tickets	30,913
/special-offers/monthly-specials	30,790
/rates-room1	28,537

Which channels are driving engagement?



What are the top sources?

Sorted by Total Users

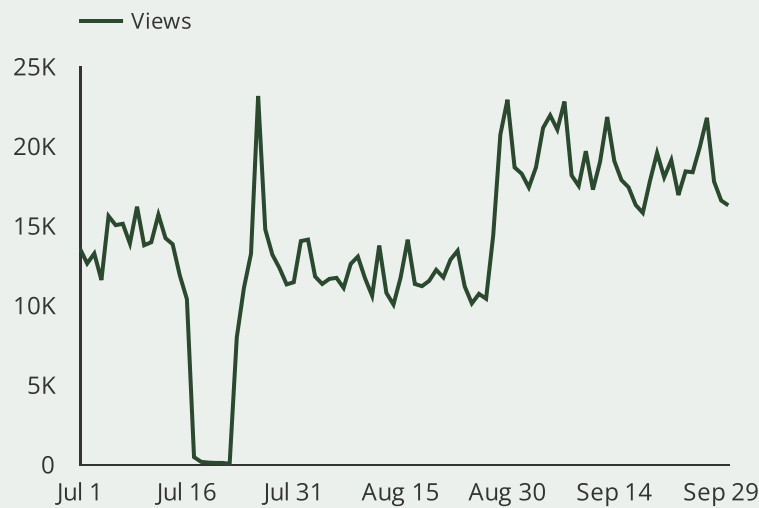
Session source	Total users ▾
google	226,779
(direct)	108,685
bing	14,554
facebook.com	5,920
chatgpt.com	5,453
yahoo	3,796
armymwr.com	3,470
halekoa.com	2,737
duckduckgo	2,658
bookings.halekoa.com	2,227

Mobile

Data from Google Analytics

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
1,302,319	489,793	258,041	242,262	03:43	56.53%
↓ -27.7%	↓ -34.1%	↓ -36.1%	↓ -36.5%	↑ 20.9%	↑ 11.8%

How are site sessions trending?

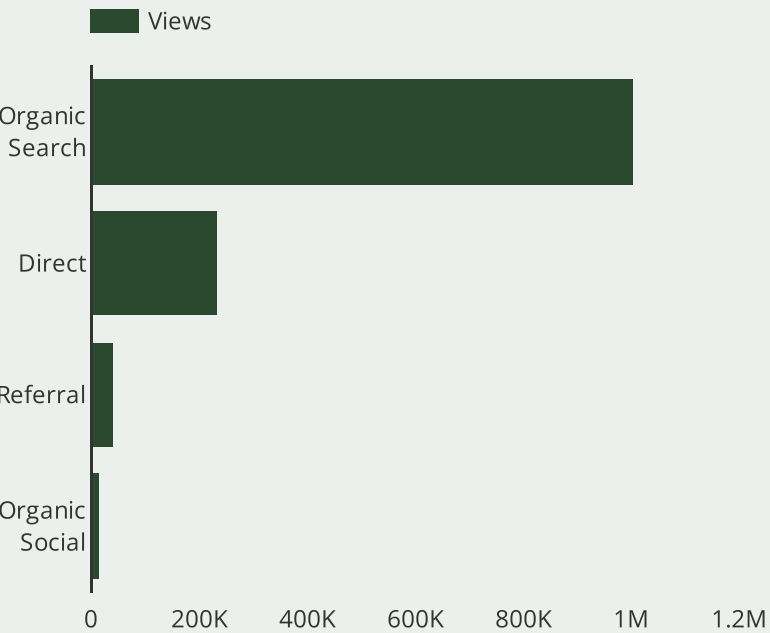


Top Pages

Sorted by Total Users

Page path	Total users ▼
/	152,860
/ticket-prices	68,805
/rooms	46,143
/about-shades-green/eligibility	44,165
/experiences	39,175
/experiences/attractions	35,141
/search-rates	30,742
/special-offers/monthly-specials	21,782
/experiences/attractions/attraction-tickets	19,666
/rates-room1	18,148

Which channels are driving engagement?



What are the top sources?

Sorted by Total Users

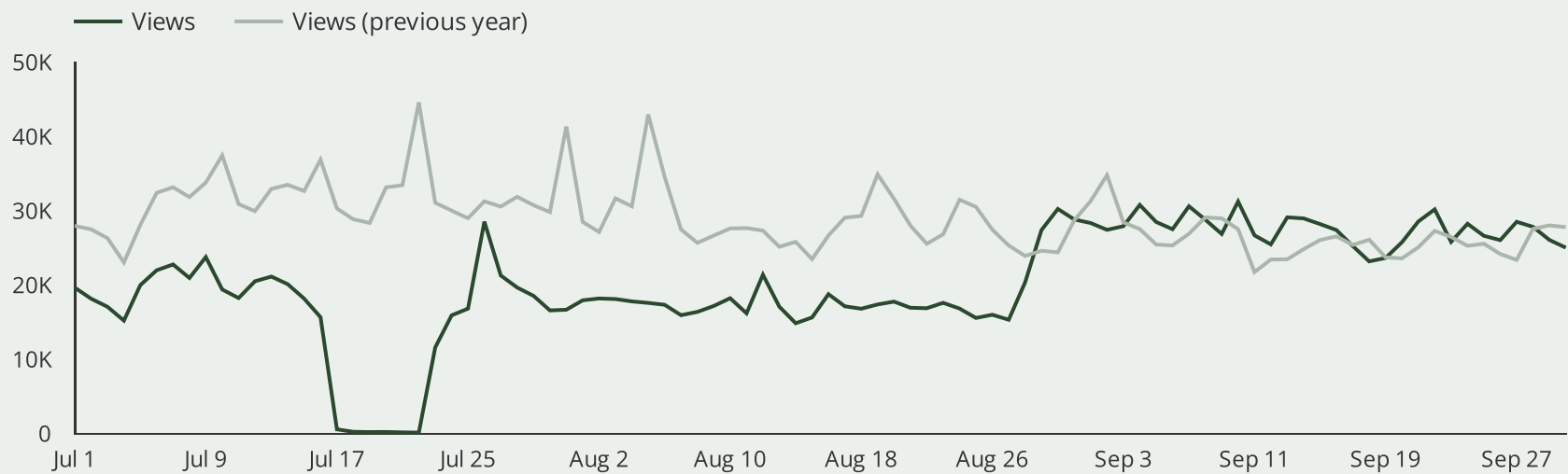
Session source	Total users ▼
google	168,657
(direct)	64,435
facebook.com	5,496
chatgpt.com	4,512
armymwr.com	1,895
duckduckgo	1,817
yahoo	1,584
lm.facebook.com	1,566
halekoa.com	1,538
plandisney.disney.go.com	1,158
bookings.halekoa.com	1,112

Overview Compared Y-o-Y

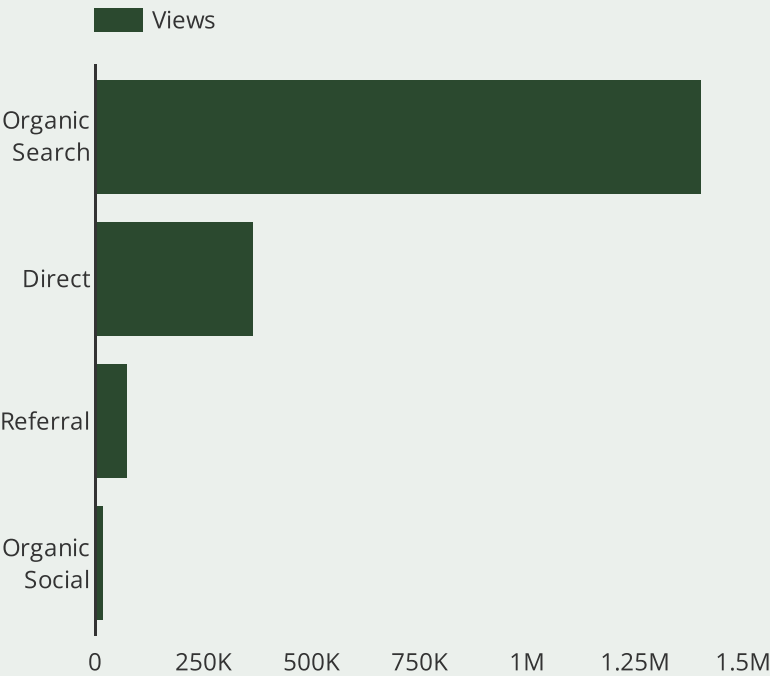
Data from Google Analytics

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
1,877,963	704,719	385,114	360,929	04:13	57.68%
↓ -29.4%	↓ -33.3%	↓ -37.3%	↓ -37.1%	↑ 14.5%	↑ 5.3%

How are site traffic trending?



Which channels are driving traffic?



What are the top sources?

Sorted by Total Users

Session source	Total users ▾
google	226,779
(direct)	108,685
bing	14,554
facebook.com	5,920
chatgpt.com	5,453
yahoo	3,796
armymwr.com	3,470
halekoa.com	2,737
duckduckgo	2,658
bookings.halekoa.com	2,227

Ecommerce

Data from Google Analytics

Total revenue	Transactions	Avg. purchase revenue	Conversion rate	Total purchasers	Revenue per session
\$4.14M	4,906	\$843.50	0.70%	4K	\$5.87
📈 N/A	📈 N/A	No data	📈 N/A	📈 N/A	📈 N/A

How is site revenue trending?



Revenue by Source

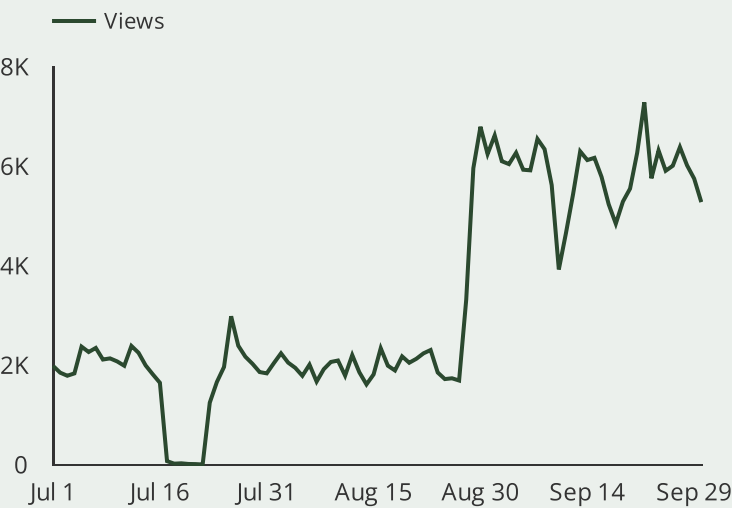
Session source	Sessions	Transactions	Total revenue	Conversion Rate	Average purchase revenue
google	447,718	3,306	\$2,733,666	0.74%	\$826.88
(direct)	166,243	1,024	\$883,294.7	0.62%	\$862.59
bing	24,369	253	\$214,042	1.04%	\$846.02
yahoo	8,058	98	\$91,670	1.22%	\$935.41
mail.google.com	621	66	\$61,994	10.63%	\$939.3
duckduckgo	5,464	48	\$45,350	0.88%	\$944.79
safe.menlosecurity.com	1,215	16	\$16,825	1.32%	\$1,051.56
chatgpt.com	6,588	12	\$12,033	0.18%	\$1,002.75
shadesofgreenresort.zendesk.com	1,806	14	\$11,506	0.78%	\$821.86
ecosia.org	304	5	\$9,138	1.64%	\$1,827.6

Overview Compared Y-o-Y

Rooms

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
302,917	158,231	97,266	9,199	03:05	83.03%
📈 76.4%	📈 64.0%	📈 36.2%	No data	📈 N/A	📈 4.9%

How are site sessions trending?

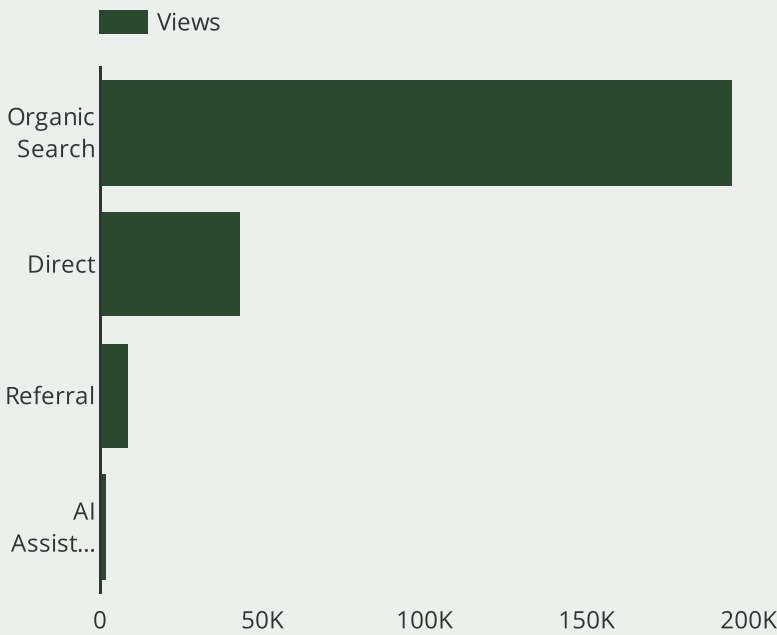


Top Pages

Sorted by Total Users

Page path	Total users ▼
/rooms	43,592
/rooms/standard-room	13,681
/rooms/family-suite	5,056
/rooms/poolside-room	4,162
/rooms/junior-suite	3,978
/rooms/palm-suite	3,433
/rooms/magnoliasuite	3,157
/rooms/garden-suite	2,730
/rooms/rates-policies	536
/calendar/hotel/62990/arrival/2026-10-09/nights/3/rooms/1/adults/2/children/empty/flexisearch/0/promocode/none/extras/none	188

Which channels are driving engagement?



What are the top sources?

Sorted by Total Users

Session source	Total users ▼
google	53,983
(direct)	13,492
bing	3,667
yahoo	997
armymwr.com	707
chatgpt.com	697
duckduckgo	626
halekoa.com	430
militaryonesource.mil	277
bookings.halekoa.com	226



Search

Data from Google Analytics

Search term	Total Searches ▾	Total users	Sessions	Engagement rate
bus schedule	438	324	374	98.4%
bus	287	232	242	99.17%
map	205	172	178	100%
universal	189	178	179	100%
disney	156	137	139	98.56%
category	153	112	121	96.69%
tickets	146	128	130	99.23%
halloween horror nights	144	104	111	98.2%
universal studios	137	125	129	98.45%
disneyland	136	113	114	98.25%
laundry	127	103	110	96.36%
bus schedules	125	87	98	95.92%
epcot	115	100	103	96.12%
exchange	91	81	86	97.67%
reservation	88	72	75	98.67%
parking	86	78	78	100%
breakfast	81	66	70	95.71%
disney world	81	72	76	93.42%
golf	80	72	72	100%
oktoberfest	78	65	69	98.55%
reservations	77	58	63	96.83%
disney tickets	72	64	69	94.2%
memory maker	72	47	51	98.04%
transportation	72	59	65	95.38%
discovery	70	5	8	100%
pool	65	60	61	96.72%
halloween	59	55	55	100%
discovery cove	57	45	45	100%
sign in	55	40	43	100%
volcano bay	54	45	48	95.83%
military	54	45	47	95.74%
octoberfest	53	40	46	97.83%
Grand total	12,961	7,209	8,465	96.39%