



ARMY MWR

Business and Recreation

Views
2,690,567

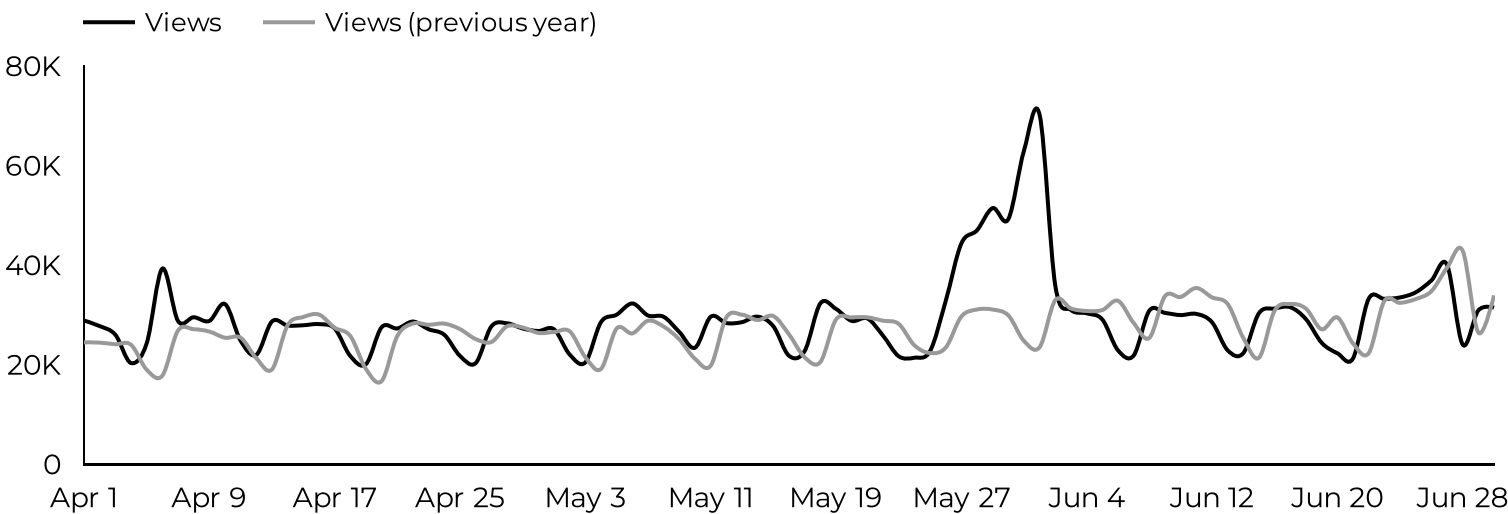
Visits (pageviews) to
your page

Engagement rate
61%

Average time people
are engaged on your
website

Total users
1,328,482

The total number of users
who visited your website



What programs are
users visiting?

Recreational
Lodging

175,221

Leisure
Travel

137,880

Fitness
Centers

121,287

Libraries

45,493

American
Forces Travel

10,284

Visits from social media.

Social Media	Total users
Facebook	84,067
X	4,333
Instagram	2,776
YouTube	42
LinkedIn	38
Reddit	26



Program Roll-Up

Apr 1, 2026 - Jun 30, 2026



PROGRAM	Total Users	New Users	Sessions	Engagement Rate
American Forces Travel	10,284	2,717	12,157	80.3%
Arts & Crafts	28,201	12,657	36,770	69.78%
Auto Skills	80,871	59,299	109,546	60.95%
BOSS	22,869	11,780	27,364	63.65%
Food and Beverage	512,230	371,343	705,159	61.18%
Healthy Army Communities	2,673	2,325	3,456	57.7%
Leisure Travel	137,880	75,028	196,509	71.97%
Libraries	45,493	23,637	61,580	65.26%
Warrior Zone	7,491	4,444	9,385	56.39%
Army Ten Miler (ATM)	59,709	57,353	95,317	39.62%
World Class Athlete Program	12,616	12,341	15,381	50.85%



Sports and Fitness Program Roll-Up

Apr 1, 2026 - Jun 30, 2026 ▼

PROGRAM	Total Users	New Users	Sessions	Engagement Rate
All Army Sports	12,650	8,294	14,908	68%
Aquatics	98,255	56,425	145,559	62.89%
Bowling	54,163	34,577	72,488	54.47%
Fitness Centers	121,287	75,918	165,013	61.24%
Golf	145,732	119,451	217,186	63.21%
Intramural Sports	6,956	2,412	8,726	72.36%
Strong BANDS	7,610	4,224	8,564	60.25%
Warrior Zone	7,491	4,444	9,385	56.39%
World Class Athlete Program	12,616	12,341	15,381	50.85%



Outdoor Rec Program Roll-Up

Apr 1, 2026 - Jun 30, 2026 ▼

PROGRAM	Total Users	New Users	Sessions	Engagement Rate
Adventure Programs	2,089	851	2,477	71.3%
Equipment Rental	25,296	10,609	36,555	72.69%
Recreational Lodging	175,221	113,464	249,027	70.74%



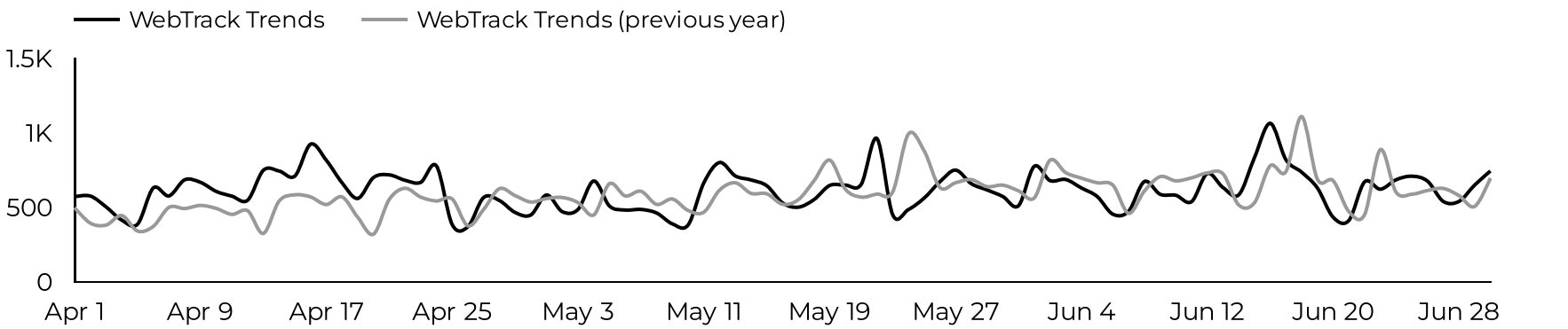
ARMY MWR

BRD WebTrac KPI Dashboard

Total WebTrac clicks on pages.

55,899

4.1%



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

Installation	Clicks on WebTrac Links. ▾	% Δ
westpoint.armymwr.com	14,941	6.8% ↑
carson.armymwr.com	7,490	24.2% ↑
mccoy.armymwr.com	5,830	11.3% ↑
campbell.armymwr.com	4,098	0.8% ↑
belvoir.armymwr.com	4,053	-20.0% ↓
picatinny.armymwr.com	3,328	71.7% ↑
stuttgart.armymwr.com	1,680	-30.3% ↓
kaiserslautern.armymwr.com	1,194	3.9% ↑
grafenwoehr.armymwr.com	1,064	-2.7% ↓
leavenworth.armymwr.com	1,055	14.5% ↑
jblm.armymwr.com	951	-17.4% ↓
bragg.armymwr.com	918	-18.8% ↓
wainwright.armymwr.com	698	71.9% ↑
jackson.armymwr.com	696	-34.0% ↓
knox.armymwr.com	686	-29.7% ↓
bliss.armymwr.com	559	58.8% ↑
benning.armymwr.com	532	31.0% ↑
hawaii.armymwr.com	514	51,300.0% ↑
humphreys.armymwr.com	474	42.8% ↑
rockisland.armymwr.com	468	-67.8% ↓



Views

13,582

↑ 50.1%

Sessions

12,157

↑ 53.9%

Total users

10,284

↑ 51.5%

New users

2,717

↑ 70.3%

Avg. Session Time

02:21

↑ 4.8%

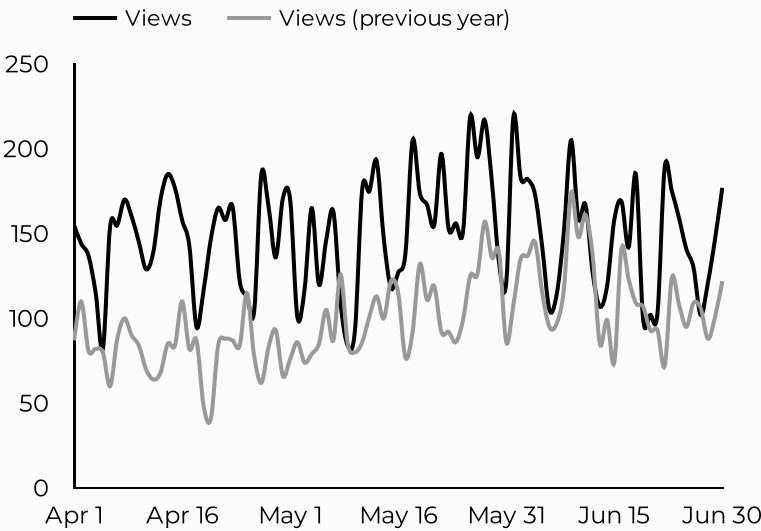
Engagement rate

80%

↓ -2.2%

Compared Y-o-Y

How is site traffic trending?

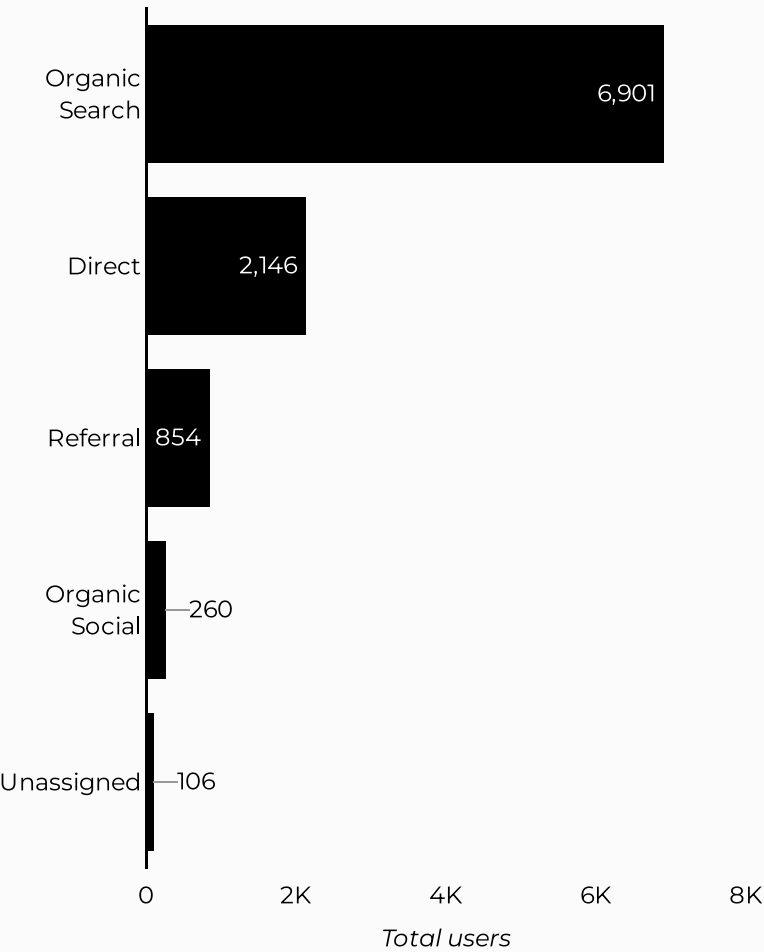


Top US Army Installations

Sorted by Total Users

Page path	Views
/travel/american-forces-travel	10,859
/programs/leisure-travel-services-lt...	2,531
/happenings/american-forces-travel	87
/programs/leisure-travel-services-lt...	37
/happenings/american-forces-trave...	18
/programs/leisure-travel-services-lt...	16
/!trash/american-forces-travel-82	7
/happenings/american-forces-trave...	7
/happenings/armed-forces-travel	4
/programs/leisure-travel-services-lt...	4

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	5,863
(direct)	2,146
bing	894
home.army.mil	279
militaryonesource.mil	194
yahoo	124
facebook.com	107
chatgpt.com	106
promo	70
duckduckgo	67



Views

50,896

↑ 36.7%

Sessions

36,770

↑ 24.7%

Total users

28,201

↑ 25.0%

New users

12,657

↑ 27.5%

Avg. Session Time

02:40

↑ 4.8%

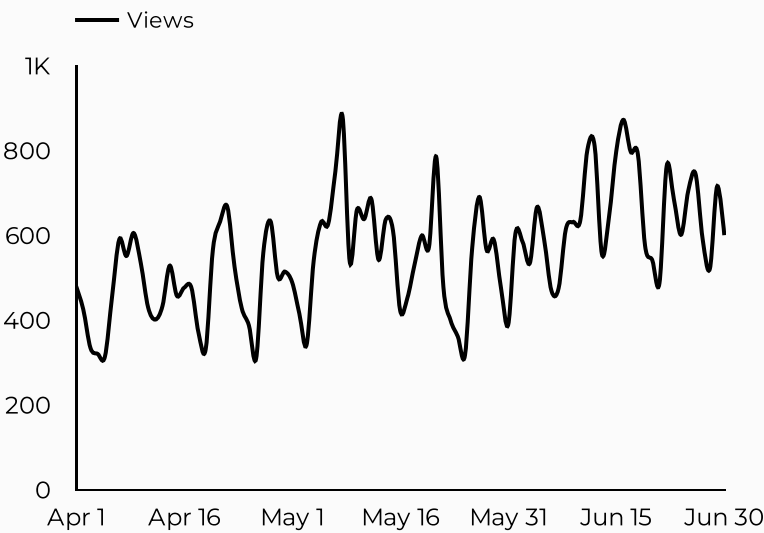
Engagement rate

70%

↑ 2.1%

Compared Y-o-Y

How is site traffic trending?

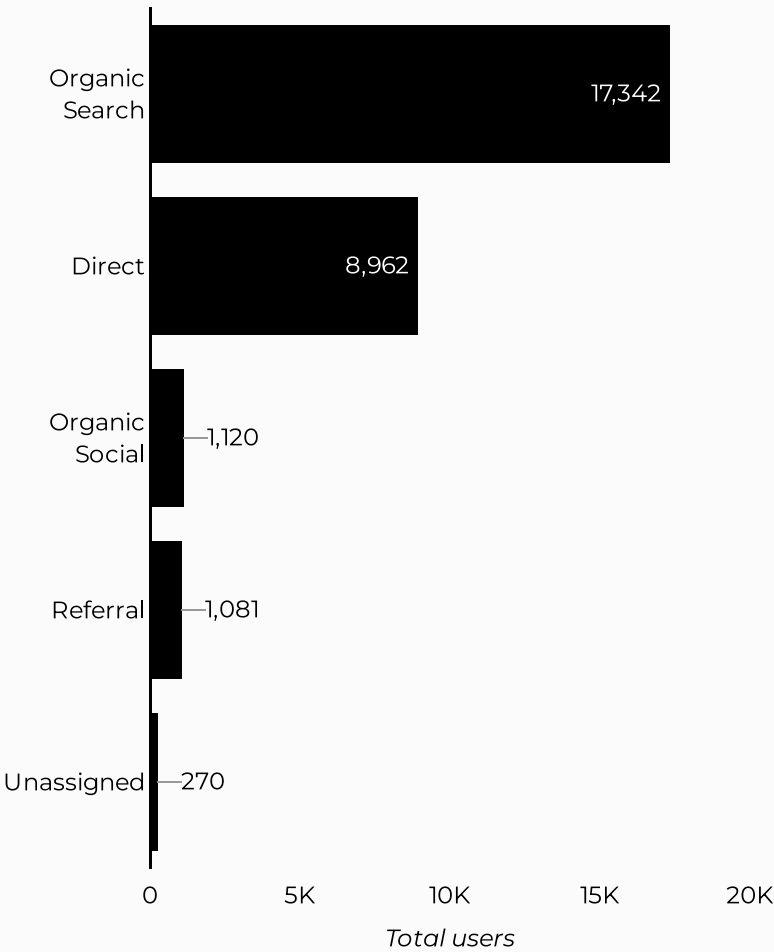


Top Pages

Sorted by Total Users

Page	Total users	% Δ
Arts and Crafts	21,103	23.8% ↑
Facility Use & Rentals	9,661	32.4% ↑
Paint & Go Ceramics	2,033	460.1% ↑
Framing, Engraving & Screen Printing	1,652	36.5% ↑
Catalog & Gift Shop	818	240.8% ↑
Contact	457	45,600.0% ↑

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	15,725
(direct)	8,962
bing	1,364
facebook.com	496
home.army.mil	299
m.facebook.com	288
lm.facebook.com	153
l.facebook.com	146
duckduckgo	137
referral	118



Views

141,482

↑ 19.5%

Sessions

109,546

↑ 14.2%

Total users

80,871

↑ 22.7%

New users

59,299

↑ 31.5%

Avg. Session Time

02:20

↓ -10.1%

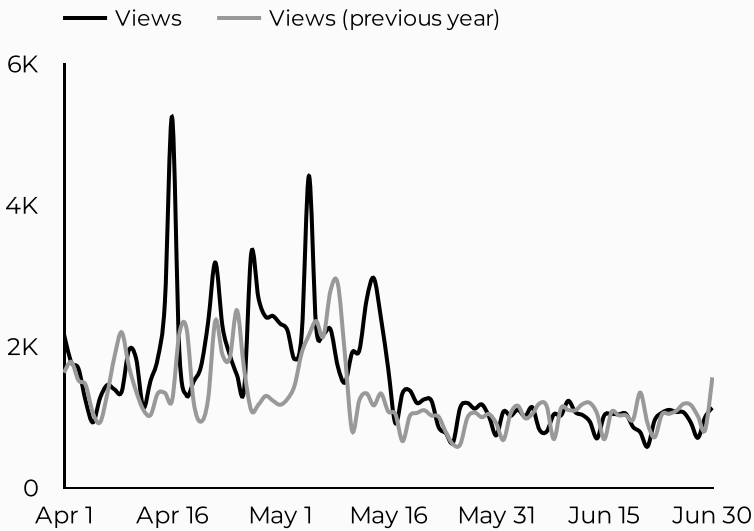
Engagement rate

61%

↓ -3.1%

Compared Y-o-Y

How is site traffic trending?

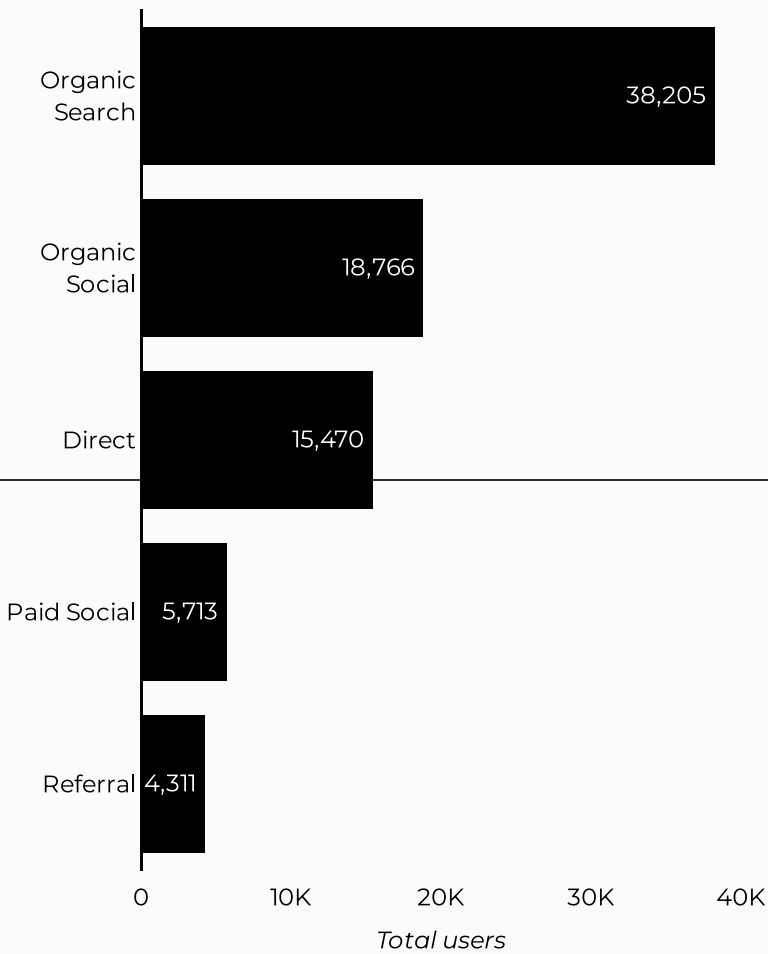


Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
drum.armymwr.com	19,953	18.2% ↑
bragg.armymwr.com	6,765	40.4% ↑
jblm.armymwr.com	6,304	174.1% ↑
stewarhunter.armymwr.c...	5,293	273.0% ↑
campbell.armymwr.com	4,412	120.0% ↑
kaiserslautern.armymwr.co...	3,783	1.1% ↑
benning.armymwr.com	2,436	38.0% ↑
grafenwoehr.armymwr.com	2,343	19.7% ↑
stuttgart.armymwr.com	2,247	18.8% ↑
www.armymwr.com	2,112	29.0% ↑

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	34,946
(direct)	15,470
facebook.com	9,967
fb	4,932
m.facebook.com	4,025
lm.facebook.com	3,832
bing	2,744
wwnytv.com	2,602
l.facebook.com	1,216
ig	832



Views

40,641

↑ 14.6%

Sessions

27,364

↑ 0.2%

Total users

22,869

↑ 11.3%

New users

11,780

↑ 14.5%

Avg. Session Time

01:41

↓ -17.6%

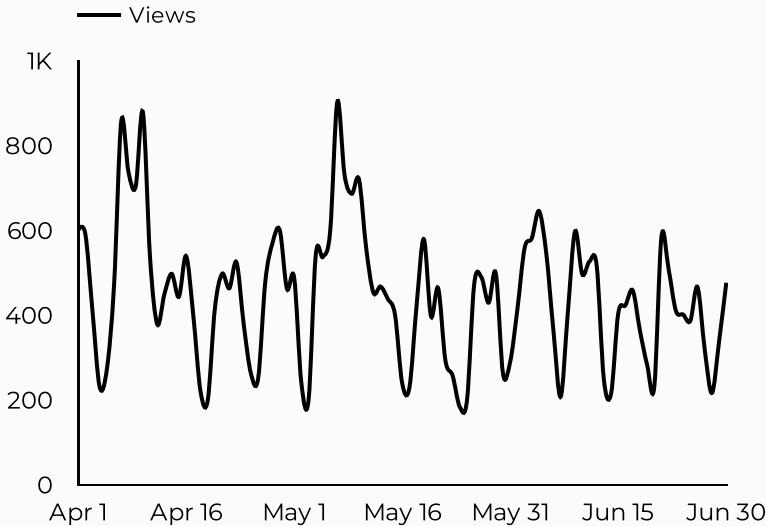
Engagement rate

64%

↓ -4.4%

Compared Y-o-Y

How is site traffic trending?

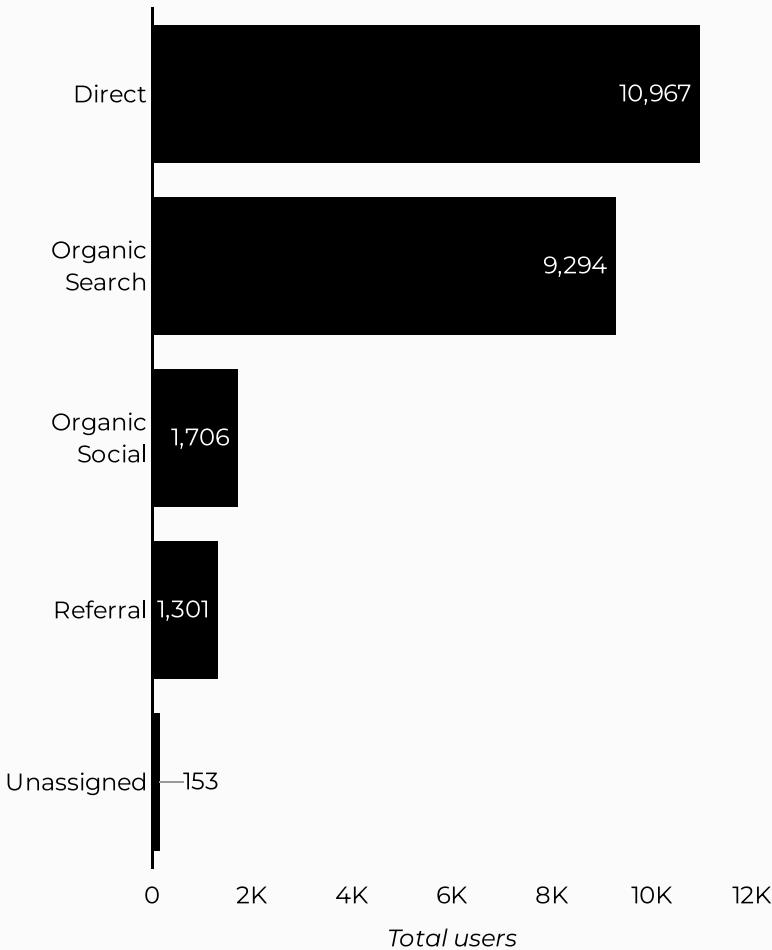


Top Pages

Sorted by Total Users

Page	Total users	% Δ
Better Opportunities for Single Service Members (BOSS)	17,597	-10.8% ↓
BOSS Events and Activities	11,847	97.3% ↑
Contact Information and Resources	951	6,692.9... ↓
The Four Pillars of BOSS	293	4,085.7... ↓

Which channels are driving traffic?



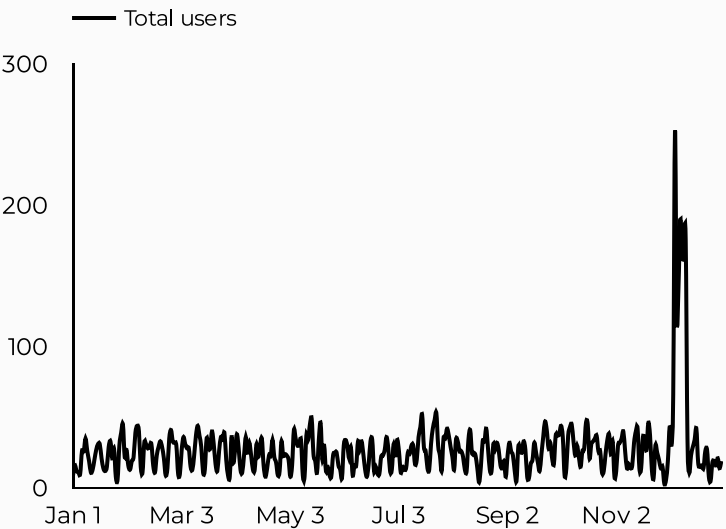
What are the top sources?

Session source	Total users
(direct)	10,967
google	7,429
bing	1,781
home.army.mil	614
facebook.com	612
m.facebook.com	565
ig	177
lm.facebook.com	164
l.facebook.com	161
safe.menlosecurity.com	153



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

961,825

↑ 4.6%

Sessions

705,159

↑ 2.6%

Total users

512,230

↑ 8.7%

New users

371,343

↑ 16.9%

Avg. Session Time

02:48

↓ -4.3%

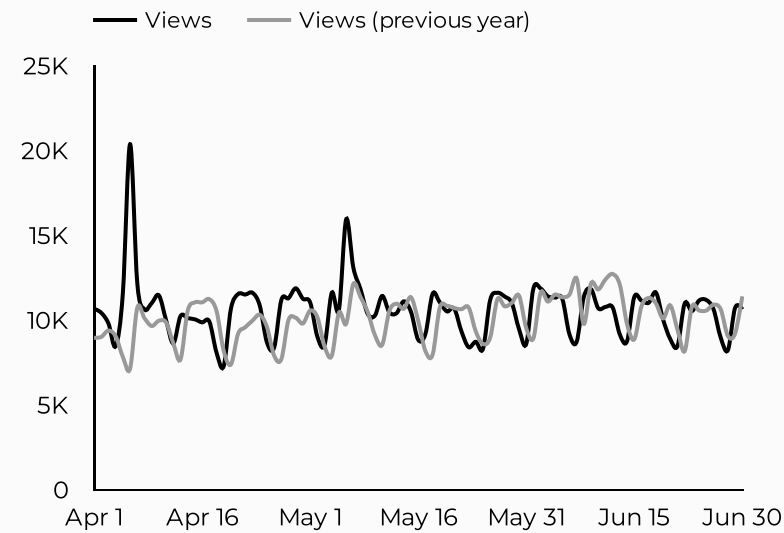
Engagement rate

61%

↓ -6.4%

Compared Y-o-Y

How is site traffic trending?

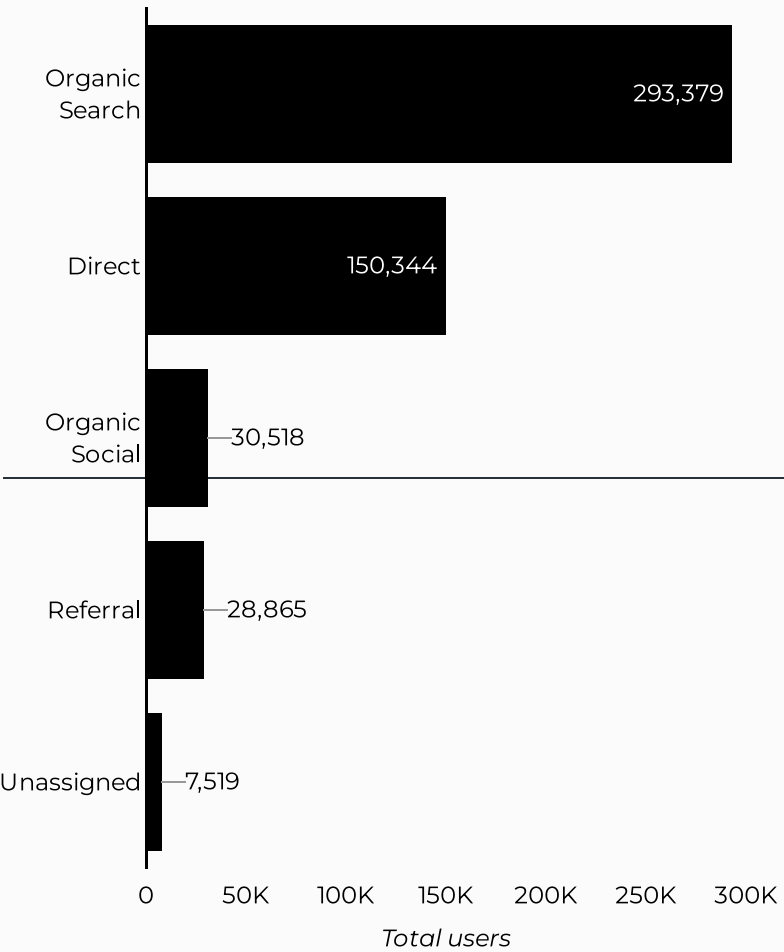


Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
www.armymwr.com	88,671	55.3% ↑
benning.armymwr.com	38,077	15.0% ↑
carlisle.armymwr.com	32,927	11.3% ↑
bragg.armymwr.com	23,661	2.8% ↑
belvoir.armymwr.com	22,929	1.1% ↑
wiesbaden.armymwr.com	13,982	112.5% ↑
stewarthunter.armymwr.c...	13,137	4.0% ↑
sill.armymwr.com	13,090	7.9% ↑
meade.armymwr.com	12,658	6.4% ↑
hood.armymwr.com	11,834	-18.2% ↓

Which channels are driving traffic?



What are the top sources?

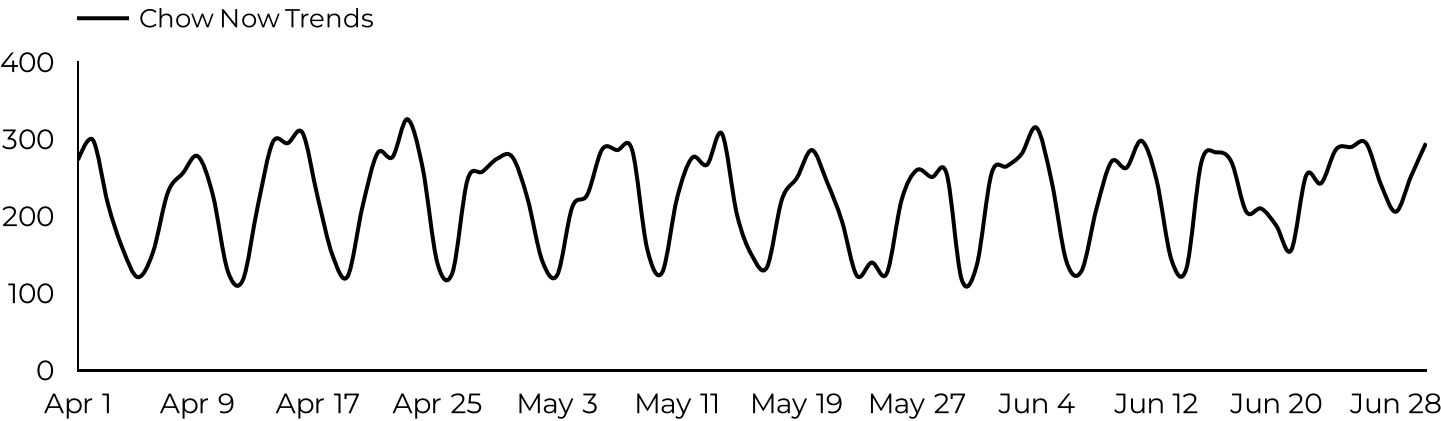
Session source	Total users
google	261,651
(direct)	150,344
bing	25,900
facebook.com	13,596
m.facebook.com	10,085
promo	5,211
home.army.mil	5,159
fb	4,551
referral	4,365
lm.facebook.com	3,628



Chow Now Link Clicks

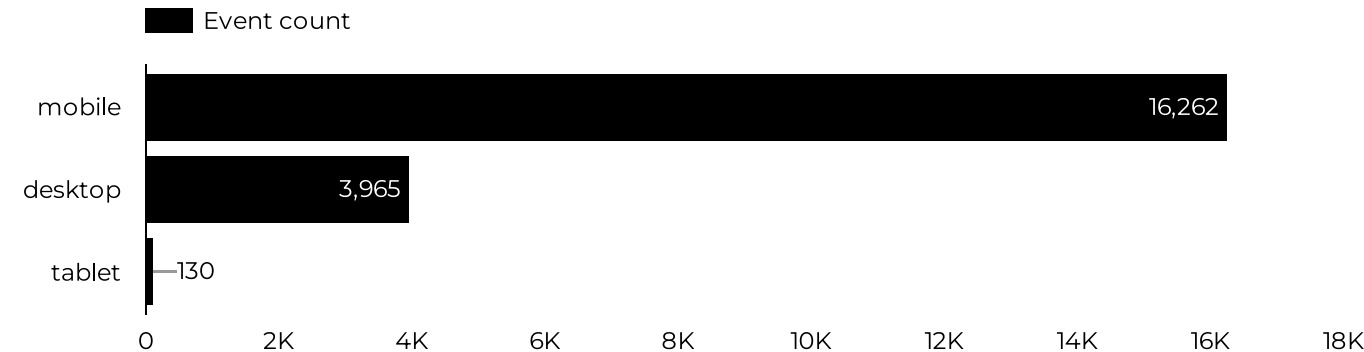
20,357

↑ 37.1%



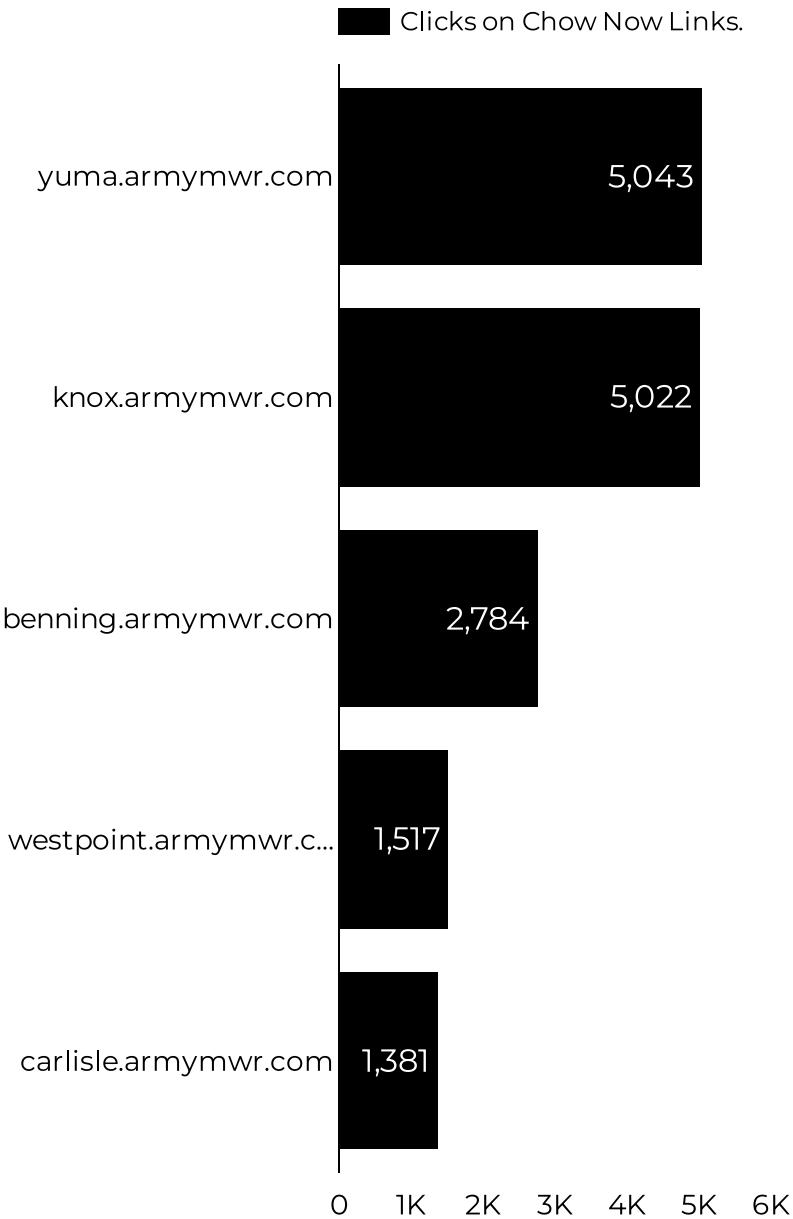
Which devices are driving engagement?

Do people order on mobile or desktop?



Top installations

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





Views

3,871

↓ -25.6%

Sessions

3,456

↓ -22.5%

Total users

2,673

↓ -14.7%

New users

2,325

↓ -11.8%

Avg. Session Time

02:53

↓ -6.8%

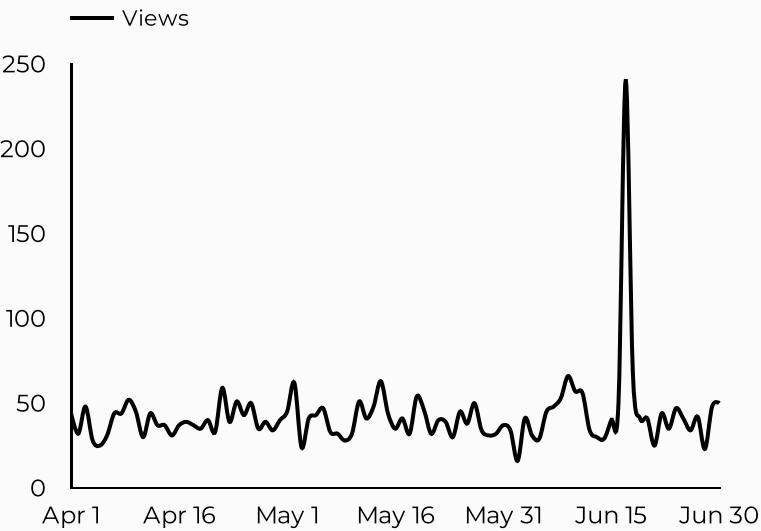
Engagement rate

58%

↓ -3.4%

Compared Y-o-Y

How is site traffic trending?

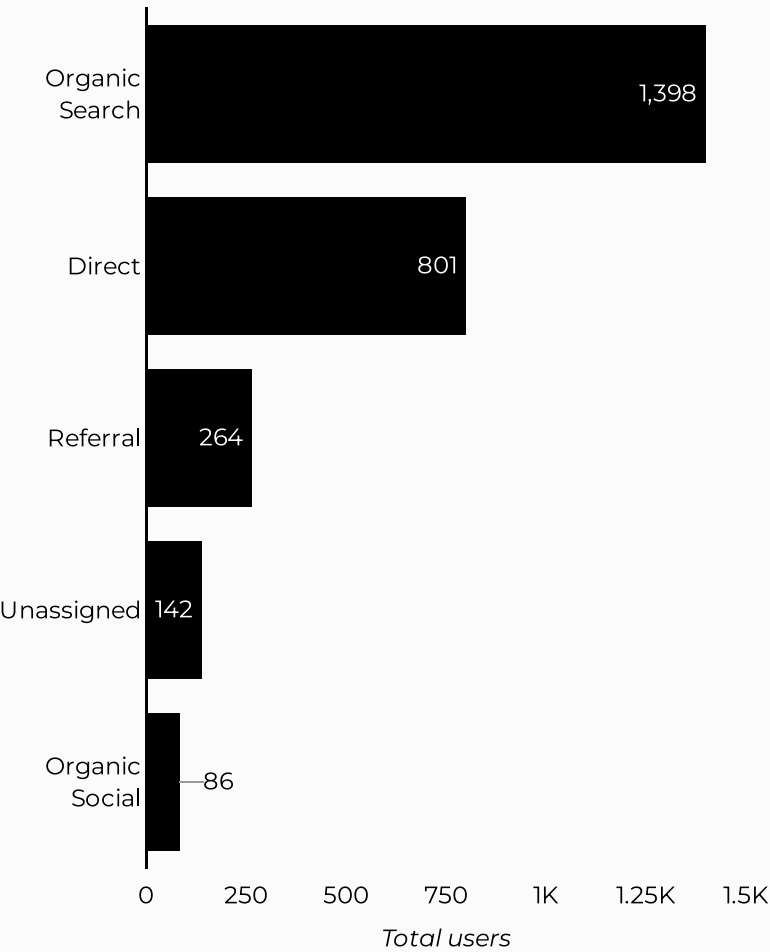


Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
hunterliggett.armymwr.co...	2,230	-20.7% ↓
www.armymwr.com	238	112.5% ↑
gordon.armymwr.com	94	-
sill.armymwr.com	34	30.8% ↑
garmisch.armymwr.com	18	500.0% ↑
aberdeen.armymwr.com	10	-60.0% ↓
belvoir.armymwr.com	9	50.0% ↑
campbell.armymwr.com	7	-94.9% ↓
polk.armymwr.com	7	-
rucker.armymwr.com	7	-

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	1,301
(direct)	801
home.army.mil	178
referral	137
bing	89
m.facebook.com	42
facebook.com	32
en.wikipedia.org	21
militaryonesource.mil	15
mymilitarynetwork.org	9



Views

533,040

↑ 115.0%

Sessions

196,509

↑ 8.3%

Total users

137,880

↑ 8.0%

New users

75,028

↓ -6.4%

Avg. Session Time

03:31

↑ 3.8%

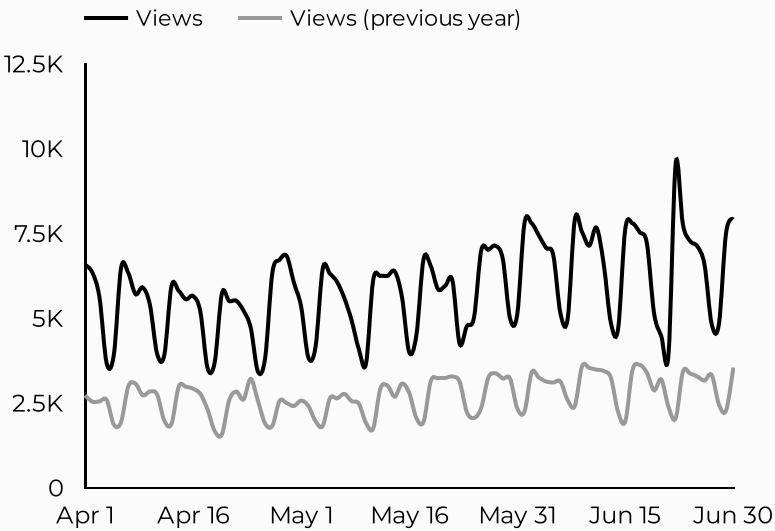
Engagement rate

72%

↓ -3.7%

Compared Y-o-Y

How is site traffic trending?

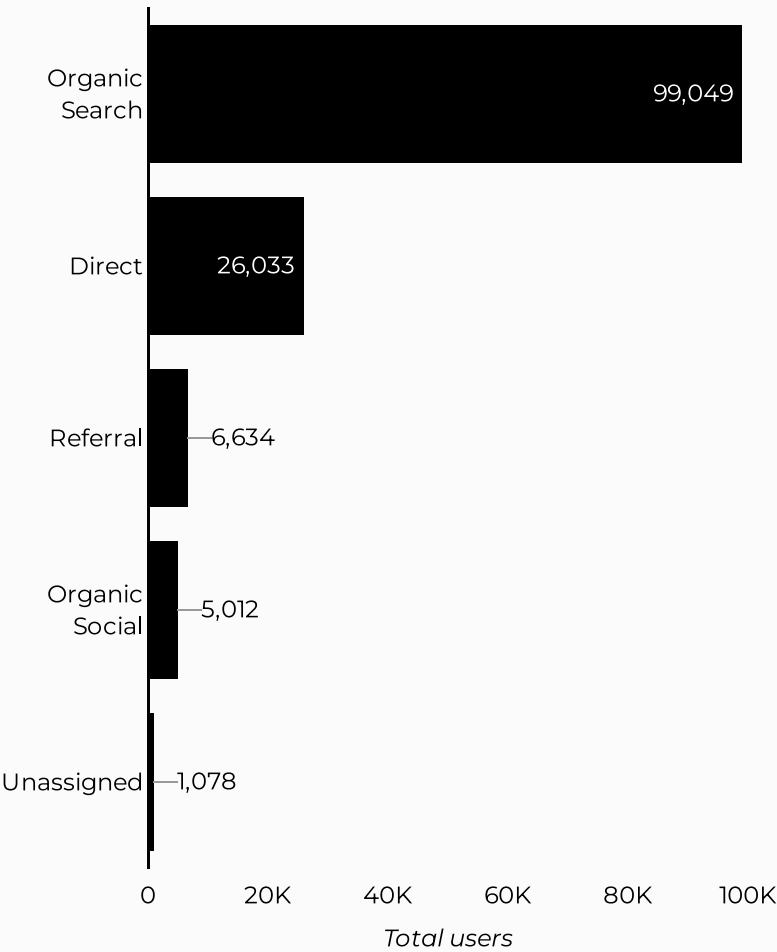


Top Pages

Sorted by Total Users

Page	Total users ▾	% Δ
Discounted Attractions and Event Tickets	116,200	1,064.7% ↑
Leisure Travel Services (LTS)	107,754	-5.4% ↓
Tickets and Pricing	20,469	-15.0% ↓
Vacation and Travel Planning Services	13,331	666,450.0% ↑
American Forces Travel	11,807	52.1% ↑
Contact	11,004	-
Special Offers	6,168	2,071.8% ↑
Bus Trips and Group Travel	5,411	270,450.0% ↑
Explore Other Travel Options	1,505	-

Which channels are driving traffic?



What are the top sources?

Session source	Total users ▾
google	86,838
(direct)	26,033
bing	9,445
facebook.com	2,443
militaryonesource.mil	1,828
home.army.mil	1,718
yahoo	1,344
m.facebook.com	1,327
duckduckgo	882
chatgpt.com	794



Views

8,744

↓ -13.6%

Sessions

6,782

↓ -12.6%

Total users

5,193

↓ -3.6%

New users

1,670

↑ 6.5%

Avg. Session Time

02:21

↓ -1.5%

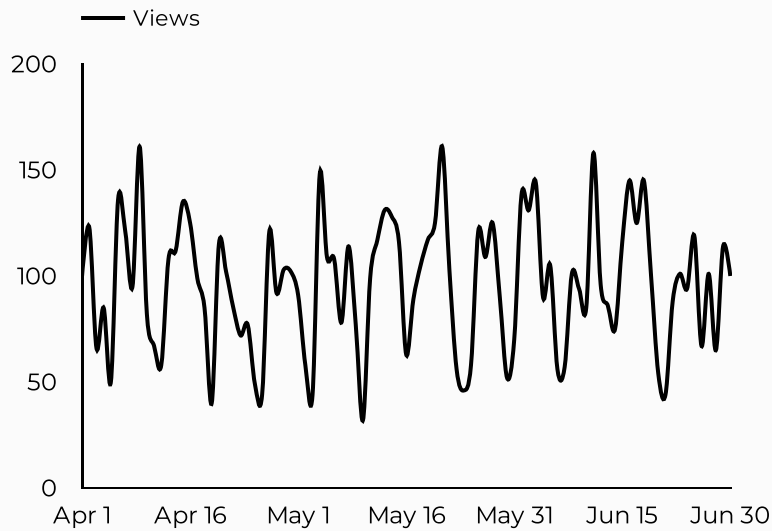
Engagement rate

74%

↓ -2.7%

Compared Y-o-Y

How is site traffic trending?

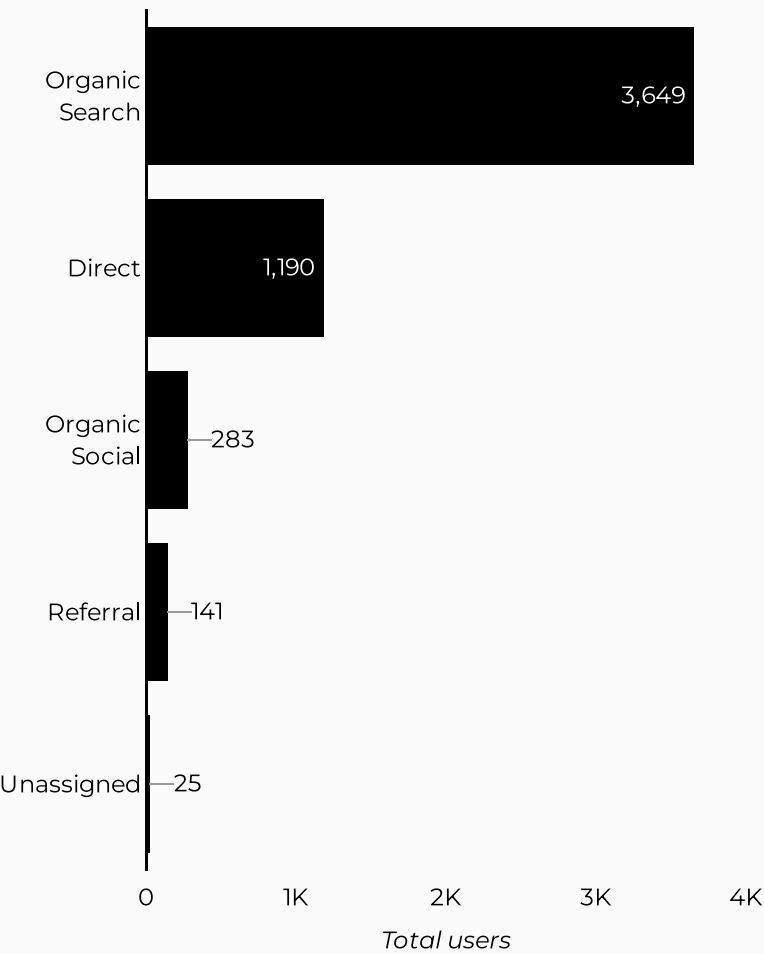


Top Pages

Sorted by Total Users

Page	Total users ▾	% Δ
Instructional Programs	4,975	-21.1% ↓
Classes & Activities	706	-
Enrollment	138	-
Contact	117	-
Access & Payments	70	-
Volunteer or Teach	63	-
Resources	61	-

Which channels are driving traffic?



What are the top sources?

Session source	Total users ▾
google	3,357
(direct)	1,190
bing	237
m.facebook.com	109
facebook.com	106
home.army.mil	60
lm.facebook.com	40
l.facebook.com	28
duckduckgo	26
yahoo	26



Views

88,687

↓ -1.3%

Sessions

61,580

↓ -10.0%

Total users

45,493

↓ -2.4%

New users

23,637

↓ -5.6%

Avg. Session Time

02:27

↑ 3.0%

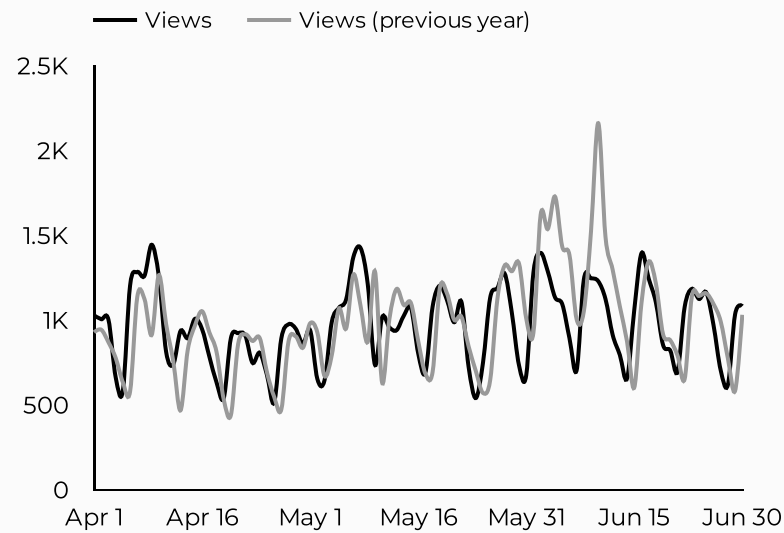
Engagement rate

65%

↑ 0.8%

Compared Y-o-Y

How is site traffic trending?

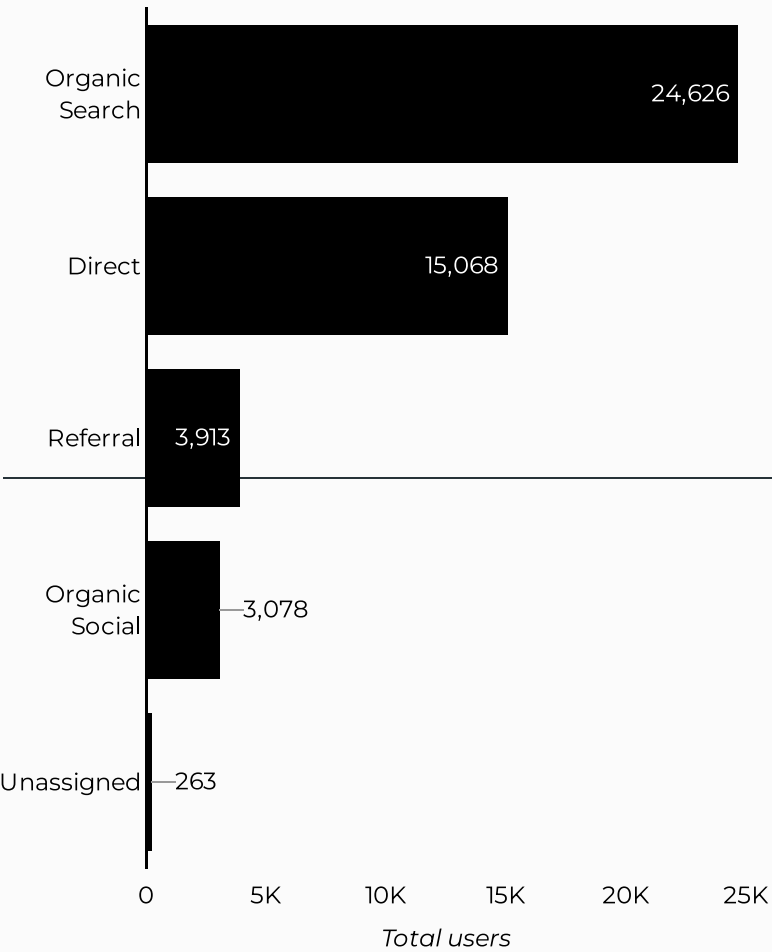


Top Pages

Sorted by Total Users

Page	Total users	% Δ
Libraries	44,080	-12.6% ↓
Events and Programs	8,201	23.5% ↑
Library Services and Resources	4,937	246,750.0% ↑
Borrowing, Renewals, and Policies	4,203	171.2% ↑
Contact	1,442	-

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	22,031
(direct)	15,068
bing	2,117
facebook.com	1,495
army.dodmwrlibraries.org	1,289
dodmwrlibraries.org	860
m.facebook.com	849
home.army.mil	589
lm.facebook.com	418
l.facebook.com	297



Views

2,886

↓ -59.2%

Sessions

2,477

↓ -80.1%

Total users

2,089

↓ -78.8%

New users

851

↓ -86.1%

Avg. Session Time

04:21

↑ 36.0%

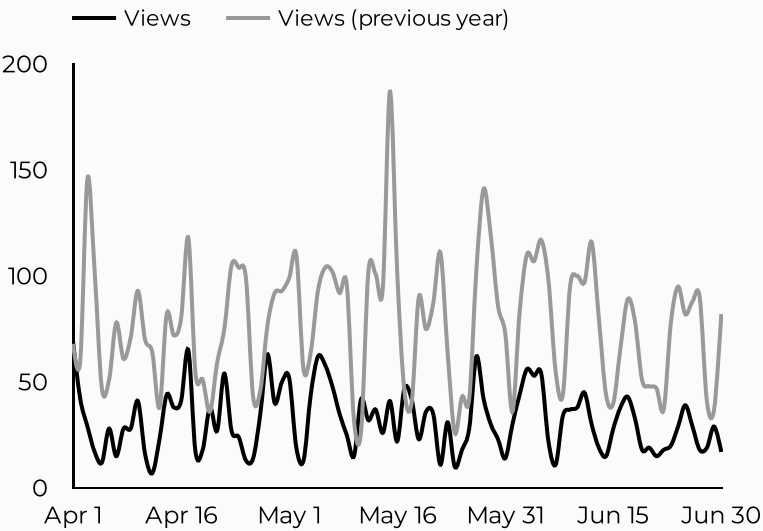
Engagement rate

71%

↑ 34.7%

Compared Y-o-Y

How is site traffic trending?

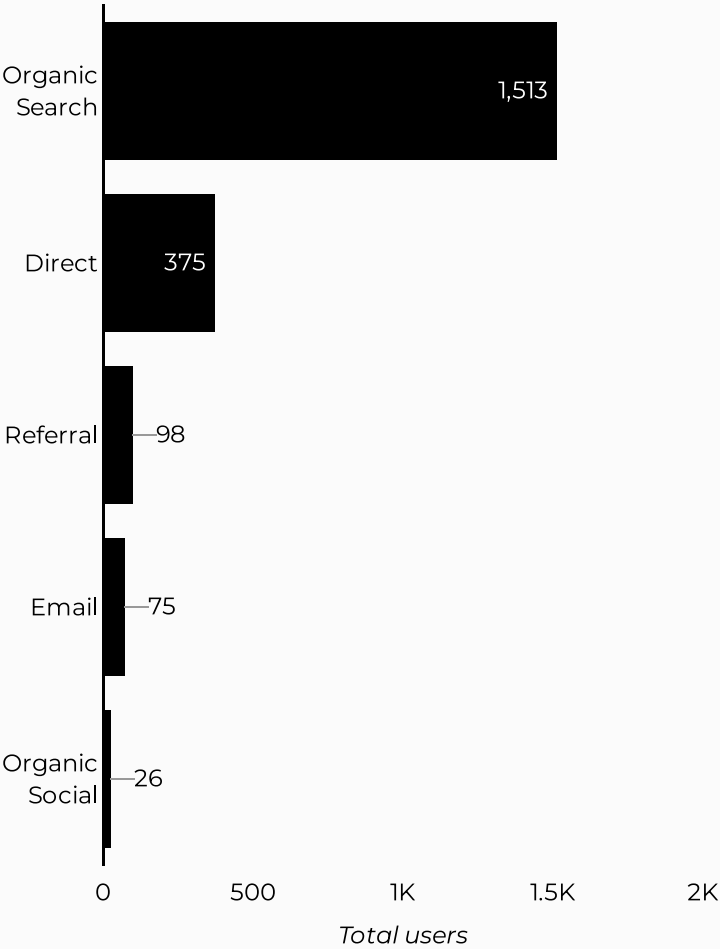


Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
www.armymwr.com	879	-47.0%
hood.armymwr.com	509	-5.7%
bragg.armymwr.com	374	-54.7%
gordon.armymwr.com	128	-36.0%
benning.armymwr.com	102	-47.7%
polk.armymwr.com	70	-5.4%
riley.armymwr.com	62	-28.7%
campbell.armymwr.com	46	-50.0%
leonardwood.armymwr.com	7	-46.2%
wiesbaden.armymwr.com	7	-53.3%

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	1,161
(direct)	375
bing	318
promo	75
home.army.mil	34
duckduckgo	19
yahoo	14
safe.menlosecurity.com	10
facebook.com	8
statics.dod.teams.microsoft.us	8



Views

43,457

↓ -4.8%

Sessions

36,555

↓ -0.5%

Total users

25,296

↓ -0.5%

New users

10,609

↓ -5.0%

Avg. Session Time

03:05

↓ -11.2%

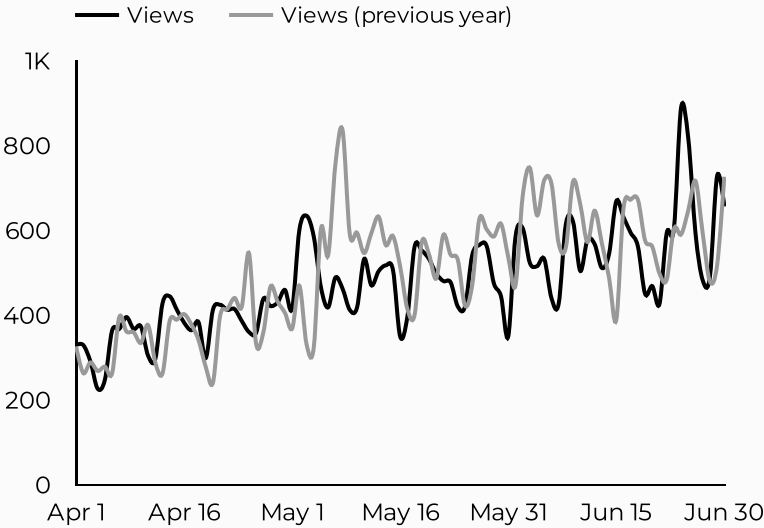
Engagement rate

73%

↑ 1.7%

Compared Y-o-Y

How is site traffic trending?

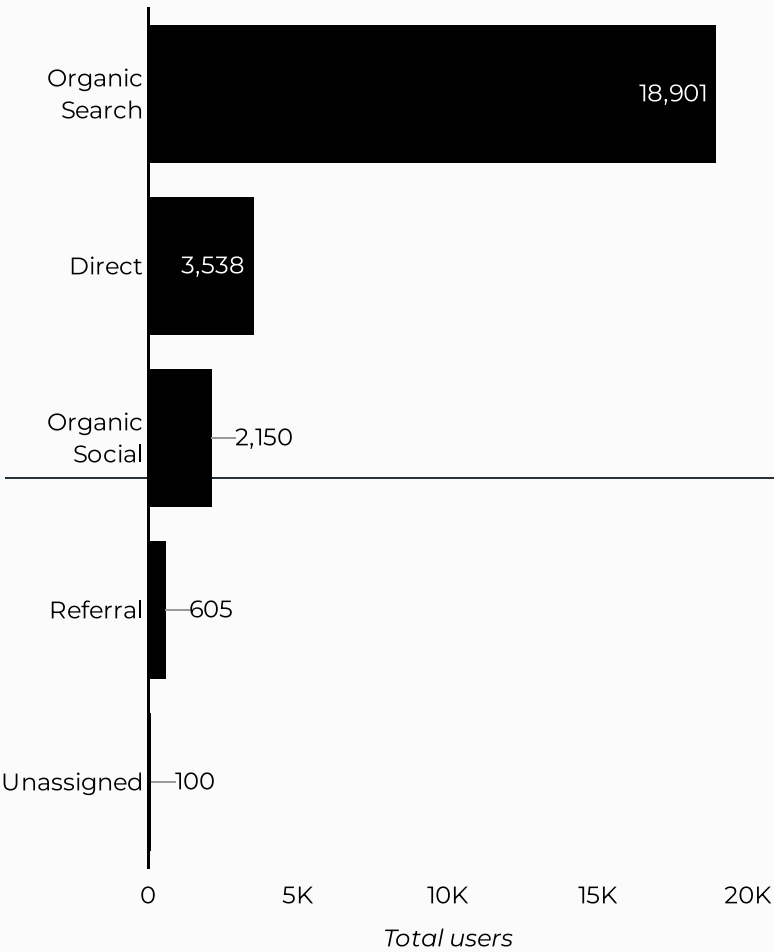


Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
bragg.armymwr.com	6,234	11.2% ↑
jblm.armymwr.com	5,399	-5.1% ↓
knox.armymwr.com	2,118	-6.6% ↓
hood.armymwr.com	2,112	-16.3% ↓
redstone.armymwr.com	2,005	-8.9% ↓
riley.armymwr.com	1,936	-1.7% ↓
gordon.armymwr.com	1,278	-4.9% ↓
sill.armymwr.com	1,070	-12.7% ↓
mccoy.armymwr.com	808	-19.6% ↓
jbmhh.armymwr.com	377	-

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	17,217
(direct)	3,538
bing	1,378
facebook.com	1,139
m.facebook.com	490
lm.facebook.com	381
home.army.mil	137
l.facebook.com	133
duckduckgo	123
yahoo	102



Views

324,350

↓ -8.8%

Sessions

249,027

↓ -11.0%

Total users

175,221

↓ -7.7%

New users

113,464

↓ -7.5%

Avg. Session Time

03:23

↑ 1.1%

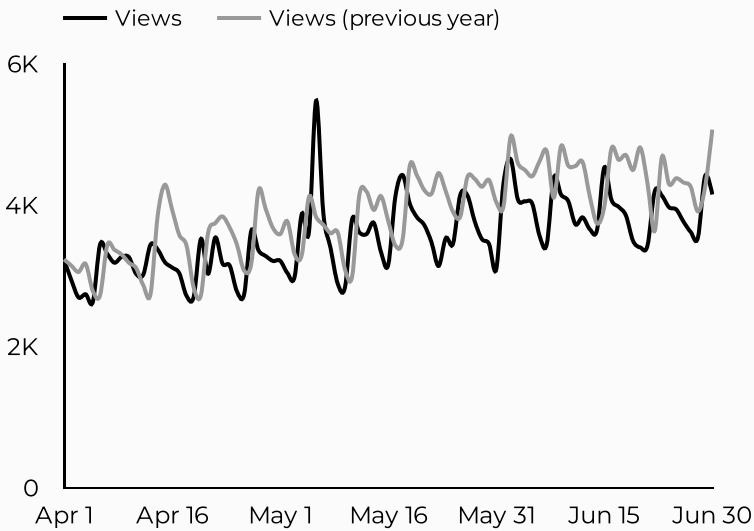
Engagement rate

71%

↑ 0.5%

Compared Y-o-Y

How is site traffic trending?

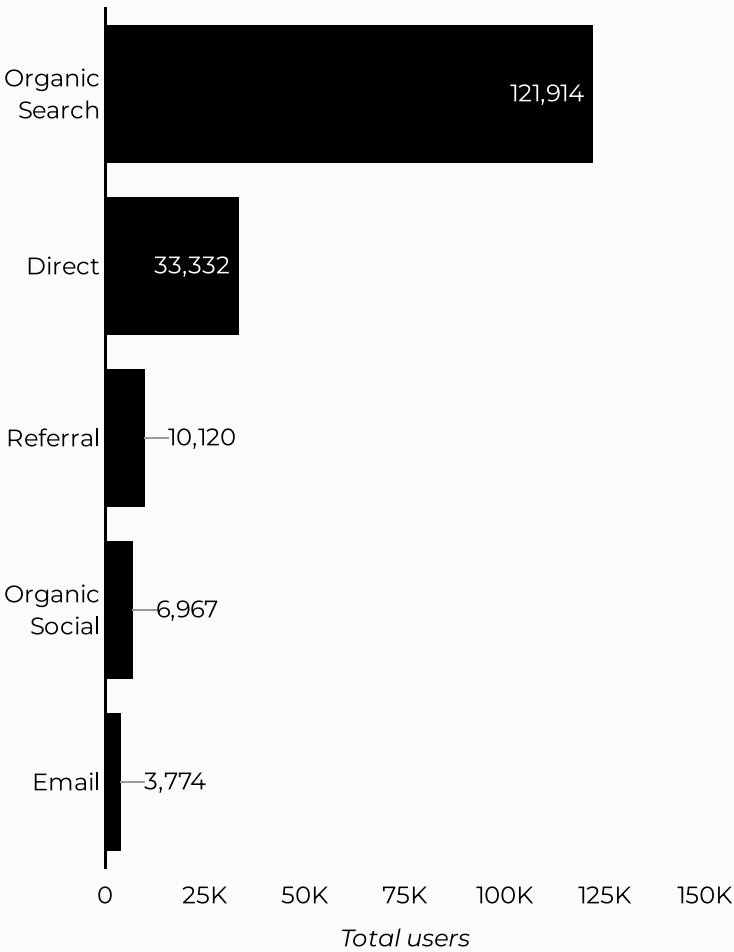


Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
benning.armymwr.com	11,964	6.3% ↑
bragg.armymwr.com	11,511	-4.7% ↓
belvoir.armymwr.com	11,207	-3.7% ↓
hood.armymwr.com	10,704	-16.3% ↓
mccoy.armymwr.com	9,602	-13.6% ↓
gordon.armymwr.com	9,089	-4.9% ↓
jackson.armymwr.com	8,519	-43.5% ↓
leonardwood.armymwr.com	8,074	0.5% ↑
jblm.armymwr.com	7,151	-25.3% ↓
www.armymwr.com	6,590	180.1% ↑

Which channels are driving traffic?



What are the top sources?

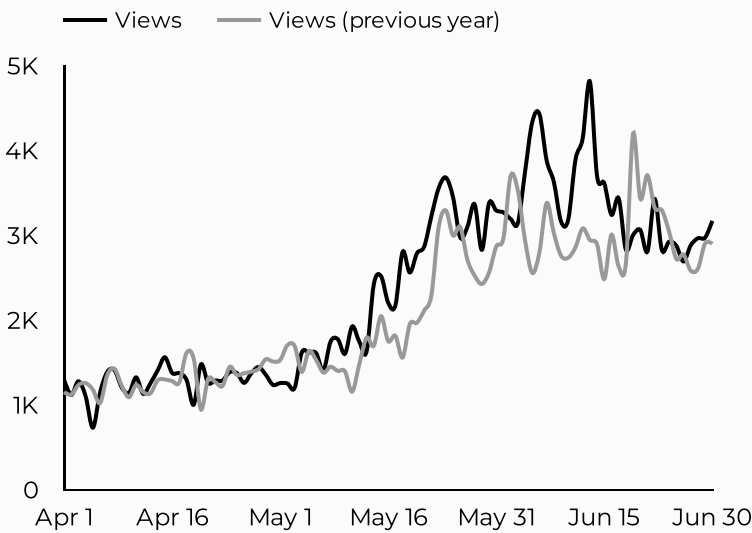
Session source	Total users
google	110,982
(direct)	33,332
bing	9,375
promo	3,761
facebook.com	2,917
m.facebook.com	2,000
home.army.mil	1,776
campgrounds.rvlife.com	1,111
lm.facebook.com	1,053
yahoo	959



Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
213,430	145,559	98,255	56,425	02:22	63%
↑ 11.3%	↓ -6.8%	↓ -5.3%	↓ -3.5%	↓ -12.1%	↑ 0.7%

Compared Y-o-Y

How is site traffic trending?

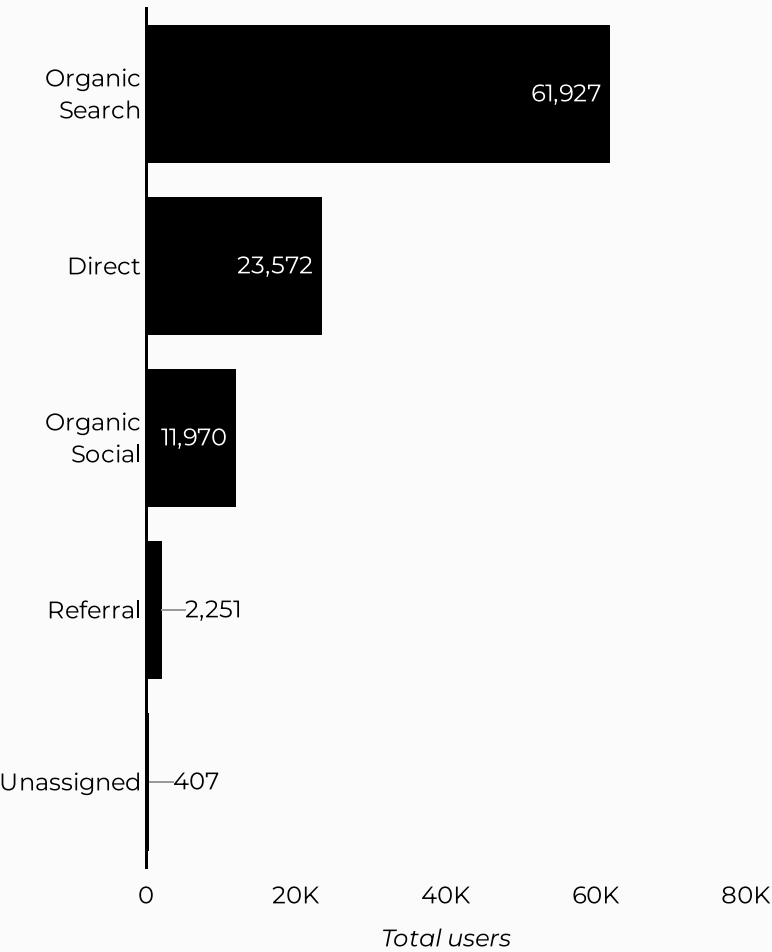


Top Pages

Sorted by Total Users

Page	Total users	% Δ
Aquatics	53,271	2.5% ↑
Pools	42,446	-5.0% ↓
Aquatics Classes and Programs	22,565	52.0% ↑
Aquatics Centers	16,479	121.6% ↑
Contact Information	2,311	231,000.0% ↑
Rules and Safety	793	-

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	58,091
(direct)	23,572
facebook.com	7,139
bing	3,049
m.facebook.com	2,359
lm.facebook.com	1,757
home.army.mil	868
l.facebook.com	687
duckduckgo	435
yahoo	333



Views

31,793

↑ 34.9%

Sessions

14,908

↑ 29.4%

Total users

12,650

↑ 39.1%

New users

8,294

↑ 40.1%

Avg. Session Time

02:23

↑ 6.4%

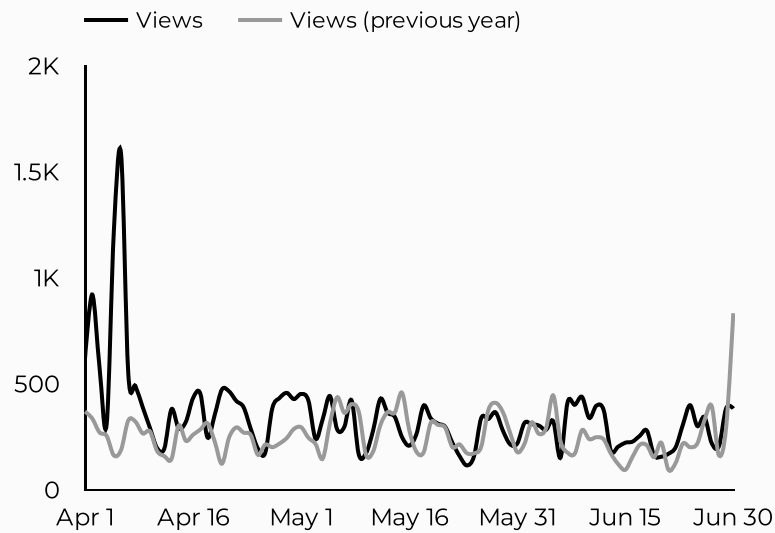
Engagement rate

68%

↑ 7.0%

Compared Y-o-Y

How is site traffic trending?

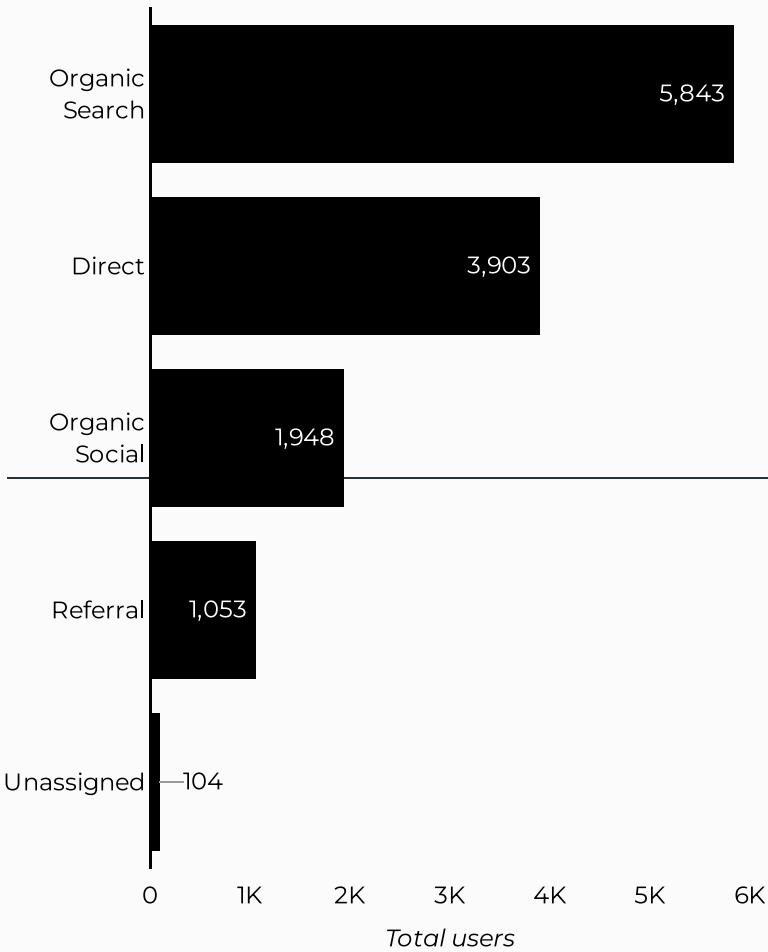


How many athletes started an application?

Link clicks to start an application.

Click Text	Total
All Soldiers must apply through the application website:	844
Apply now!	772
All Army Application website	337
www.armedforcessports.com	247
MY INSTALLATION	145
Contact Us	56
Instagram	41
Grand total	2,691

Which channels are driving traffic?



What are the top sources?

Session source	Total us...	% Δ
google	3,969	5.0% ↑
(direct)	3,903	107.1% ↑
bing	1,782	100.0% ↑
m.facebook.com	661	34.9% ↑
facebook.com	521	666.2% ↑
armywcap.com	502	-26.5% ↓
ig	498	-
apptrac.mwr.army.mil	181	36.1% ↑
lm.facebook.com	122	84.8% ↑
home.army.mil	86	7.5% ↑



Views

86,986

↓ -0.5%

Sessions

72,488

↑ 2.0%

Total users

54,163

↑ 5.3%

New users

34,577

↑ 5.0%

Avg. Session Time

02:02

↓ -15.3%

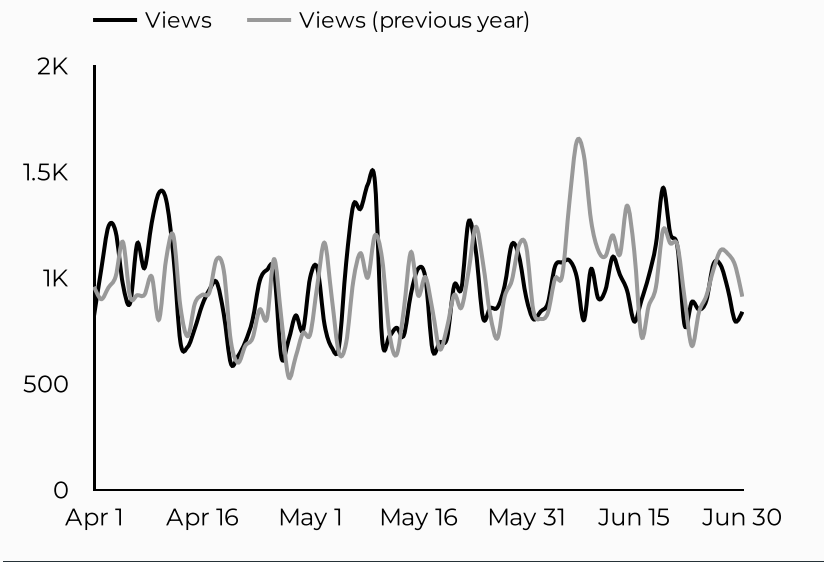
Engagement rate

54%

↓ -7.3%

Compared Y-o-Y

How is site traffic trending?

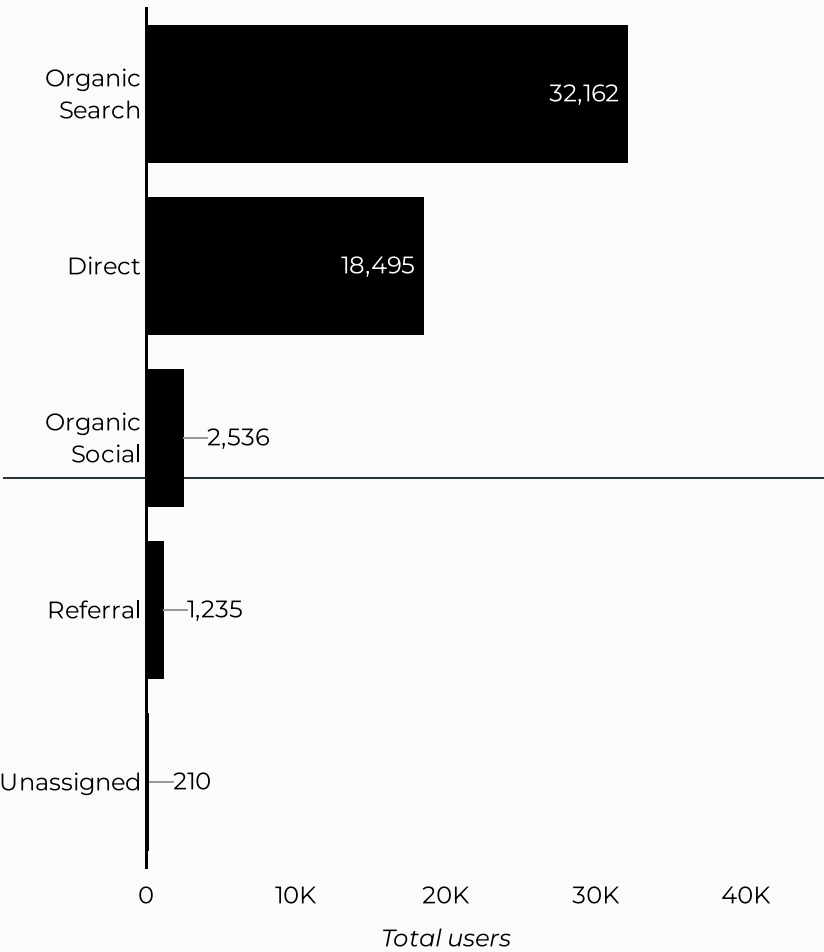


Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
stewarthunter.armymwr.c...	4,048	30.4% ↑
hawaii.armymwr.com	3,649	-12.1% ↓
campbell.armymwr.com	3,405	6.4% ↑
bragg.armymwr.com	3,190	30.7% ↑
bliss.armymwr.com	2,524	26.1% ↑
benning.armymwr.com	1,977	19.2% ↑
redstone.armymwr.com	1,870	-29.0% ↓
belvoir.armymwr.com	1,811	19.9% ↑
lee.armymwr.com	1,782	-9.9% ↓
leonardwood.armymwr.com	1,756	5.9% ↑

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	29,875
(direct)	18,495
bing	1,950
m.facebook.com	1,038
facebook.com	875
home.army.mil	461
lm.facebook.com	355
yahoo	221
l.facebook.com	210
duckduckgo	198



Views

249,107

↑ 5.6%

Sessions

165,013

↓ -6.3%

Total users

121,287

↓ -2.2%

New users

75,918

↓ -0.2%

Avg. Session Time

02:21

↓ -11.9%

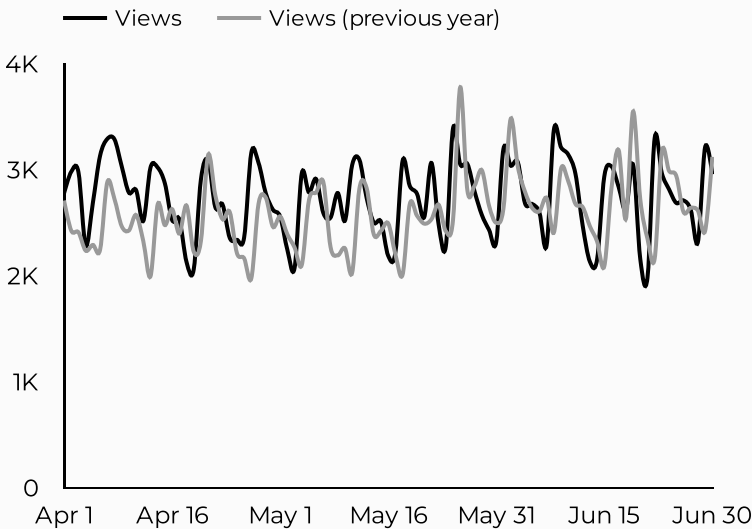
Engagement rate

61%

↓ -4.8%

Compared Y-o-Y

How is site traffic trending?

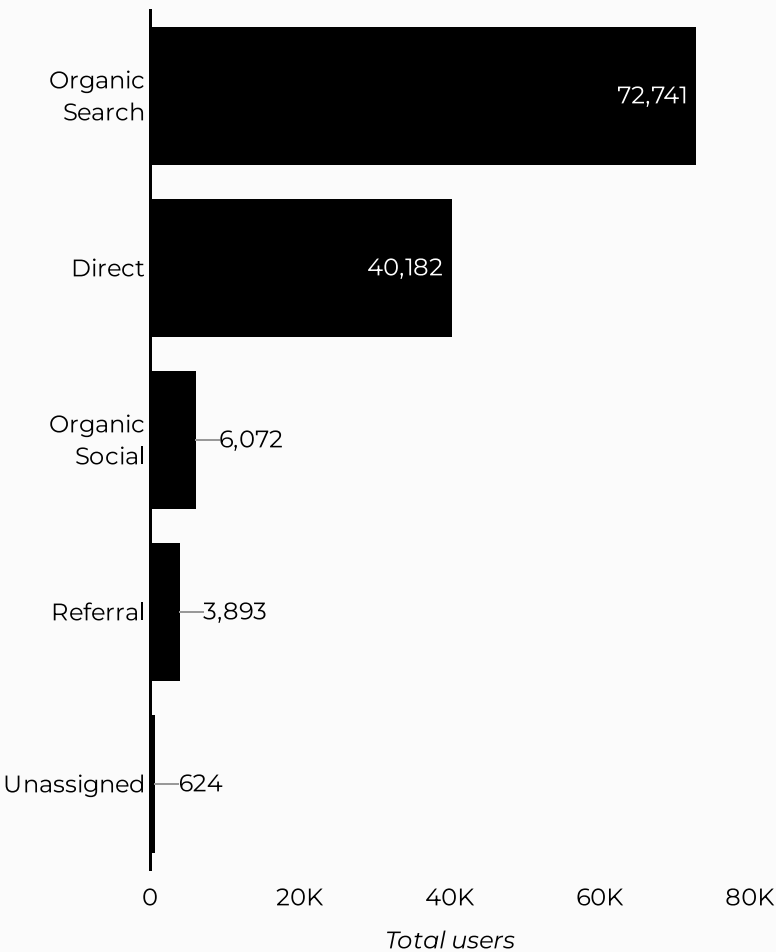


Top Pages

Sorted by Total Users

Page	Total users	% Δ
Fitness Centers	123,358	-16.7% ↓
Fitness Classes and Personal Training	21,276	230.8% ↑
24/7 Access and Registrations	11,697	270.7% ↑
Facilities and Equipment	9,064	11,985.3% ↑
Contact	3,831	383,000.0... ↑
Special Events and Competitions	1,422	17,675.0% ↑
Youth Age Policies	1,358	67,800.0% ↑

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	65,814
(direct)	40,182
bing	5,913
facebook.com	2,823
m.facebook.com	1,798
home.army.mil	1,436
lm.facebook.com	814
duckduckgo	589
l.facebook.com	529
chatgpt.com	407



Views

304,877

↓ -3.8%

Sessions

217,186

↓ -6.0%

Total users

145,732

↓ -1.1%

New users

119,451

↓ -0.4%

Avg. Session Time

02:36

↓ -8.2%

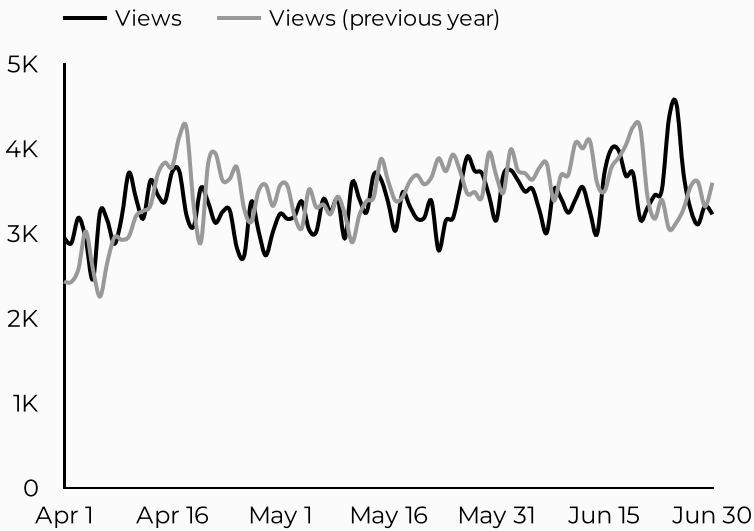
Engagement rate

63%

↑ 0.6%

Compared Y-o-Y

How is site traffic trending?

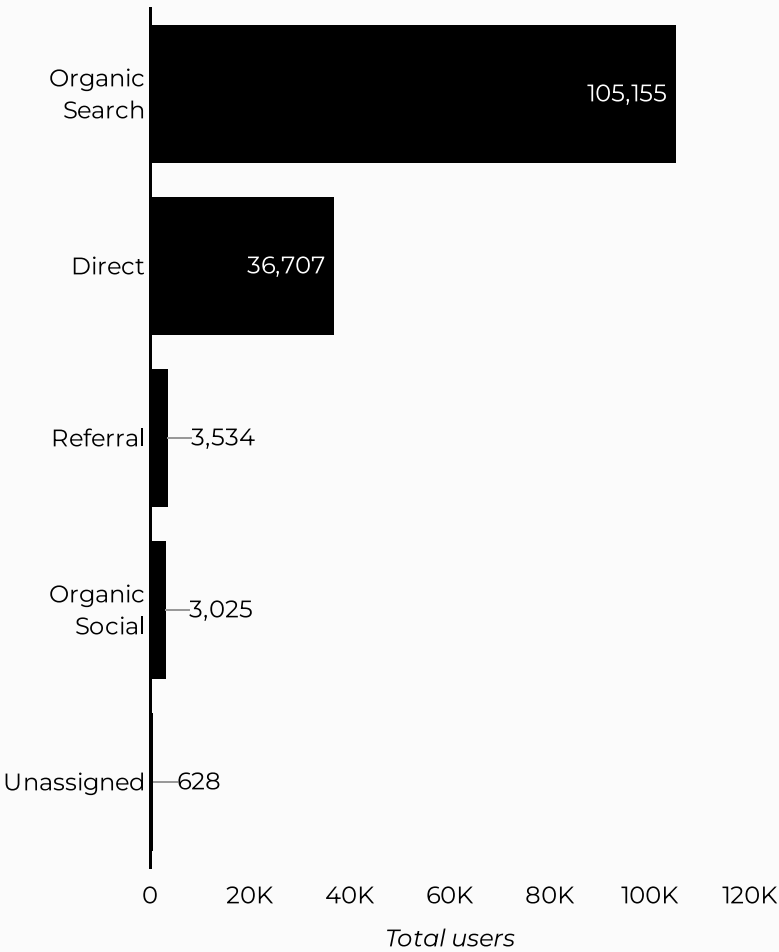


Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
westpoint.armymwr.com	18,051	14.8% ↑
jblm.armymwr.com	10,631	-7.8% ↓
carson.armymwr.com	8,539	-9.7% ↓
belvoir.armymwr.com	8,045	-3.2% ↓
hawaii.armymwr.com	7,637	-15.7% ↓
bragg.armymwr.com	6,777	-13.4% ↓
stewarhunter.armymwr.c...	6,450	38.4% ↑
jackson.armymwr.com	5,873	-13.2% ↓
redstone.armymwr.com	5,774	-10.1% ↓
carlisle.armymwr.com	5,350	-2.4% ↓

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	96,284
(direct)	36,707
bing	7,159
yahoo	1,171
m.facebook.com	1,085
facebook.com	1,075
duckduckgo	816
chatgpt.com	526
home.army.mil	484
safe.menlosecurity.com	321



Views

12,244

65.1%

Sessions

8,726

35.4%

Total users

6,956

34.8%

New users

2,412

56.8%

Avg. Session Time

02:43

14.4%

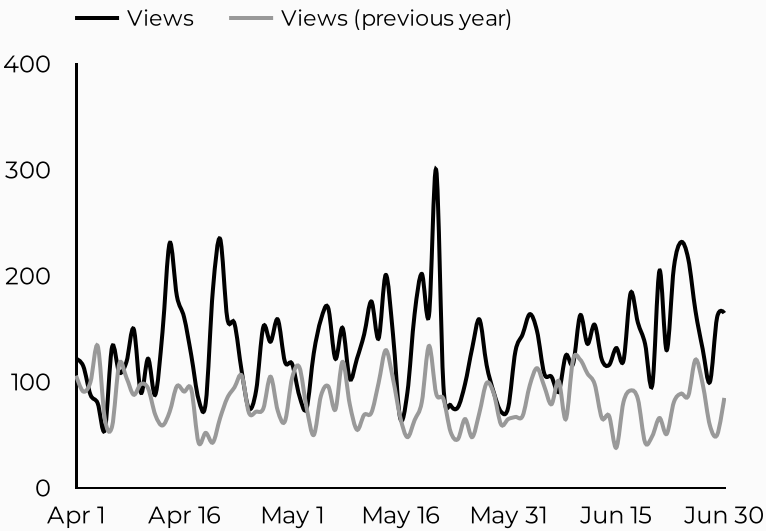
Engagement rate

72%

-6.8%

Compared Y-o-Y

How is site traffic trending?

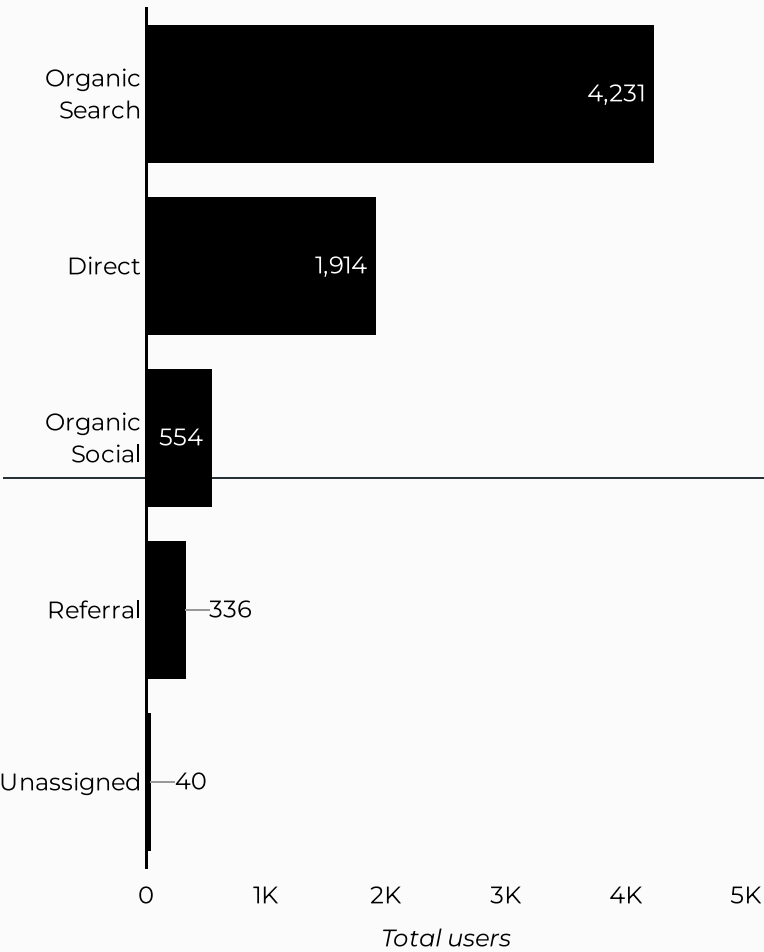


Top Pages

Sorted by Total Users

Page	Total users	% Δ
Intramural Sports	7,138	33.8% ↑
Registration	692	-
Sports Offered	482	-
Competitions & Events	214	-
Contact	103	-

Which channels are driving traffic?



What are the top sources?

Session source	Total users	% Δ
google	3,655	5.0% ↑
(direct)	1,914	119.5% ↑
bing	529	57.0% ↑
m.facebook.com	221	169.5% ↑
facebook.com	216	1,170.6% ↑
home.army.mil	131	4.8% ↑
lm.facebook.com	52	372.7% ↑
l.facebook.com	48	23.1% ↑
armywcap.com	42	-6.7% ↓
mwremployeeport...	37	3,600.0% ↑



Views

4,496

↑ 83.4%

Sessions

3,214

↑ 13.0%

Total users

2,740

↑ 8.3%

New users

2,436

↑ 73.8%

Avg. Session Time

03:05

↑ 44.3%

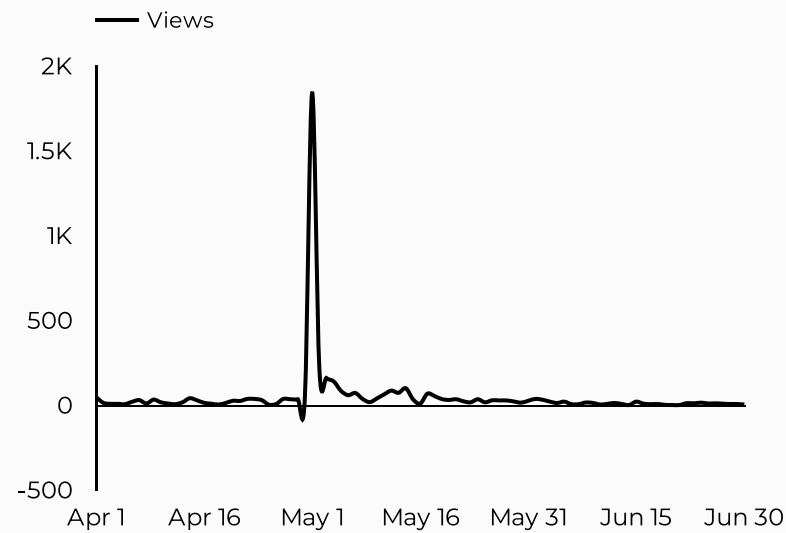
Engagement rate

66%

↑ 1.2%

Compared Y-o-Y

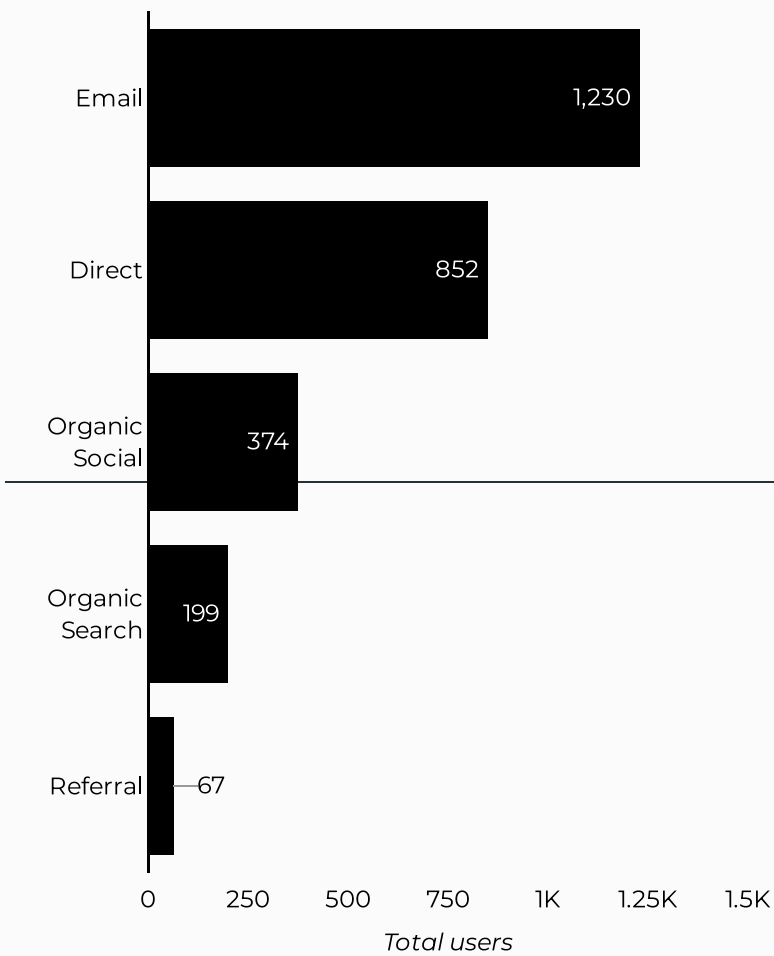
How is site traffic trending?



Top Clicked Resources

Clicks	Total Clicks
Image Clicks	24,311
SEARCH	308
Balance	118
Activity	103
Nutrition	73
Strength	65
Human Performance Resources by CHAMP (HPRC)	44
Determination	33
STRONG B.A.N.D.S.	38
Exchange's BE FIT hub page.	35
@FamilyMWR	27
Grand total	26,091

Which channels are driving traffic?



What are the top sources?

Session source	Total users
promo	1,230
(direct)	852
m.facebook.com	165
google	152
facebook.com	125
(not set)	48
bing	44
lm.facebook.com	32
l.facebook.com	22
l.instagram.com	16



Views

11,337

↓ -8.2%

Sessions

9,385

↓ -44.2%

Total users

7,491

↓ -43.2%

New users

4,444

↓ -47.1%

Avg. Session Time

01:40

↓ -37.2%

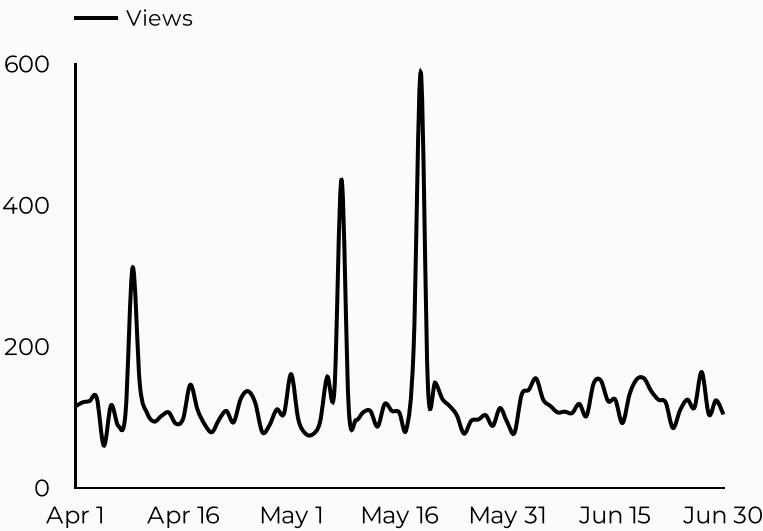
Engagement rate

56%

↑ 4.6%

Compared Y-o-Y

How is site traffic trending?

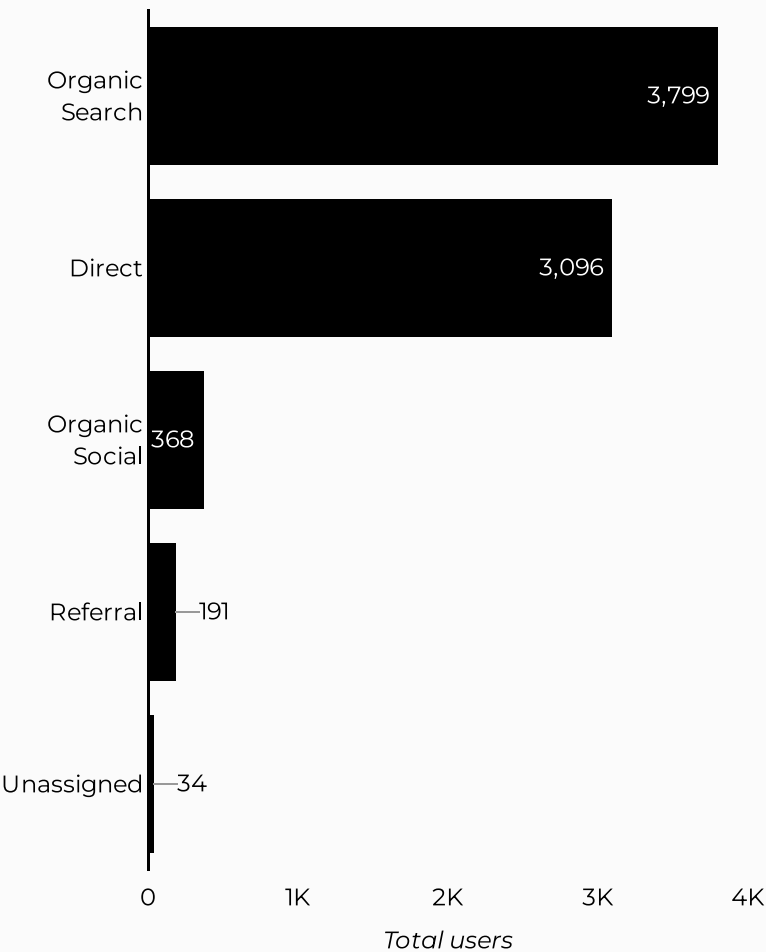


Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
campbell.armymwr.com	2,081	13.5% ↑
jblm.armymwr.com	1,617	-20.8% ↓
riley.armymwr.com	819	-15.1% ↓
humphreys.armymwr.com	715	38.8% ↑
wainwright.armymwr.com	632	-3.4% ↓
bliss.armymwr.com	587	35.9% ↑
italy.armymwr.com	499	16.3% ↑
irwin.armymwr.com	256	43.0% ↑
gordon.armymwr.com	128	-36.0% ↓
zama.armymwr.com	59	145.8% ↑

Which channels are driving traffic?



What are the top sources?

Session source	Total ...
google	3,484
(direct)	3,096
bing	255
facebook.com	228
home.army.mil	95
lm.facebook.com	55
m.facebook.com	42
duckduckgo	36
l.facebook.com	29
safe.menlosecurity.com	26



Views

158,649

↑ 3.7%

Sessions

95,317

↑ 5.1%

Total users

59,709

↑ 2.3%
Compared Y-o-Y

New users

57,353

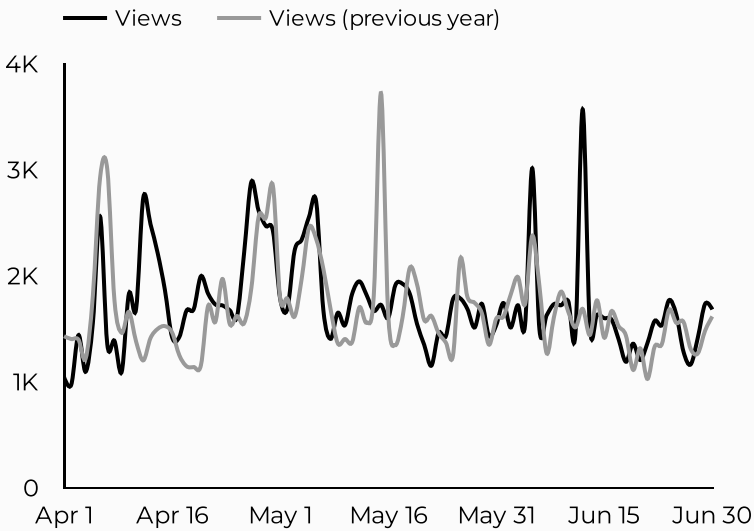
↑ 2.6%

Engagement rate

40%

↓ -3.8%

How is site traffic trending?

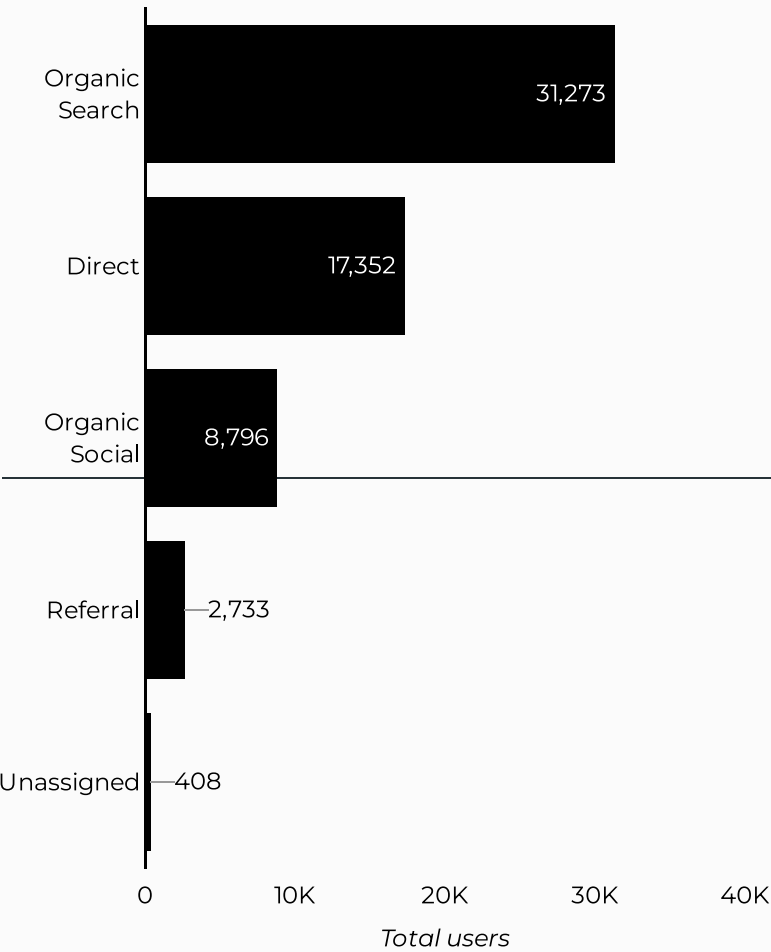


Top Pages

Sorted by Total Users

Page title	Total users
Army Ten-Miler	34,398
Individual Registration :: Army Ten-Miler	16,679
2026 ATM Registration :: Army Ten-Miler	5,654
The Course :: Army Ten-Miler	4,725
In-Person Race :: Army Ten-Miler	4,643
Race Day Schedule :: Army Ten-Miler	3,146
Run 250 Miles For America Challenge :: Army Ten-Miler	3,004
Results :: Army Ten-Miler	2,964
ATM Race FAQ's :: Army Ten-Miler	2,613

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	28,566
(direct)	17,352
facebook.com	3,395
bing	2,254
instagram.com	2,171
m.facebook.com	1,978
runguides.com	1,035
l.facebook.com	407
l.instagram.com	394
(not set)	350



ARMY MWR

World Class Athlete Program (WCAP)

Views

32,101

↓ -18.6%

Sessions

15,381

↓ -18.5%

Total users

12,616

↓ -15.3%

Compared Y-o-Y

New users

12,341

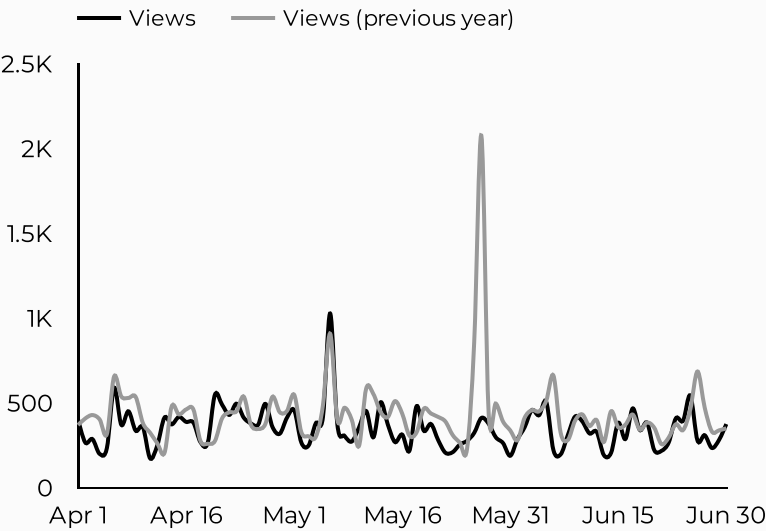
↓ -16.2%

Engagement rate

51%

↓ -4.7%

How is site traffic trending?

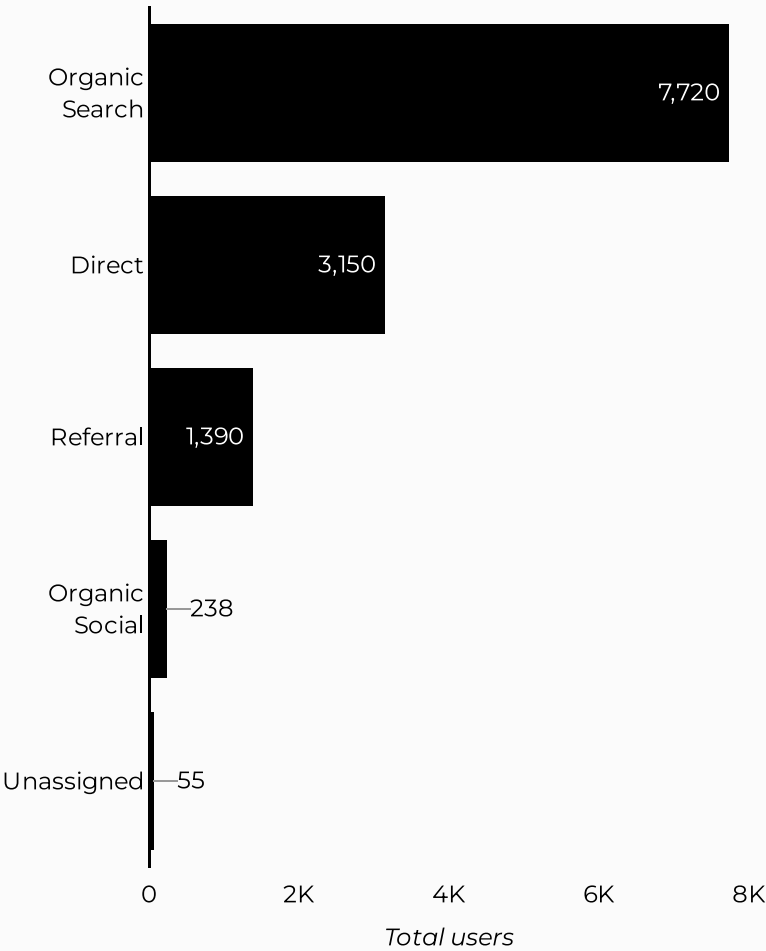


Top WCAP Pages

Sorted by Total Users

Page title	Total users ▾	% Δ
Home :: WCAP	3,986	-0.4% ↓
Entry Standards & Apply :: WCAP	2,030	-17.4% ↓
Track & Field :: WCAP	1,434	-10.1% ↓
Wrestling :: WCAP	1,343	-17.3% ↓
Boxing :: WCAP	1,303	-36.0% ↓
About :: WCAP	1,054	-25.7% ↓
Baseball :: WCAP	694	101.2% ↑
Army Winter Olympic Hopefuls	508	-
High Performance Team :: WCAP	416	-13.9% ↓

Which channels are driving traffic?



What are the top sources?

Session source	Total users ▾
google	7,039
(direct)	3,150
goarmy.com	914
bing	598
safe.menlosecurity.com	92
armymwr.com	66
yahoo	66
facebook.com	60
ig	56
m.facebook.com	52



	Search	Total Searches ▾	Total users	Search count per user	Engagement rate
1.	disney	409	360	1.14	98.14%
2.	pool	353	301	1.17	95.94%
3.	tickets	345	304	1.13	99.35%
4.	golf	319	275	1.16	96.93%
5.	discovery	259	43	6.02	100%
6.	auction	220	202	1.09	98.56%
7.	rental	212	188	1.13	98.45%
8.	rentals	197	182	1.08	97.89%
9.	mwr	161	110	1.46	96.58%
10.	camping	155	139	1.12	98.6%
11.	fishing	148	133	1.11	97.1%
12.	universal	133	122	1.09	97.62%
13.	rv	132	115	1.15	97.46%
14.	boat rental	131	107	1.22	96.43%
15.	boss	116	92	1.27	93%
16.	disney world	115	99	1.17	97.03%
17.	swim lessons	114	100	1.14	98.02%
18.	summer camp	111	88	1.26	96.84%
19.	bowling	111	96	1.16	98.98%
20.	universal studios	107	99	1.08	99.02%
21.	dollywood	107	93	1.15	97.92%
22.	rv rental	102	89	1.15	93.75%
23.	boat	98	87	1.13	98.89%
24.	library	95	82	1.16	98.85%
25.	disney tickets	93	84	1.11	98.84%
26.	travel	91	73	1.25	98.7%
27.	gym	89	85	1.05	95.4%
28.	bingo	89	69	1.29	100%
29.	disneyland	88	79	1.11	98.77%
30.	lodaina	83	69	1.2	98.57%
	Grand total	26,334	19,991	1.32	97.24%



Views

91,020

↑ 10.7%

Sessions

28,064

↑ 5.7%

Total users

17,292

↑ 5.0%

New users

16,351

↑ 3.8%

Avg. Session Time

05:36

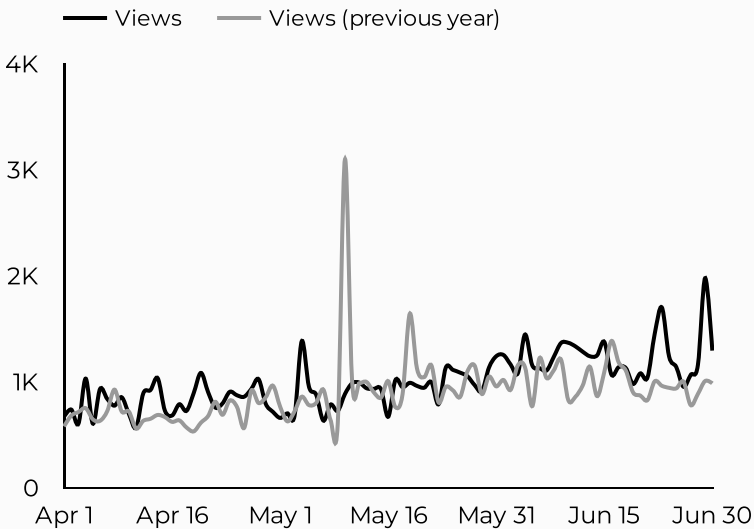
↑ 47.0%

Engagement rate

63%

↑ 3.2%

How is site traffic trending?

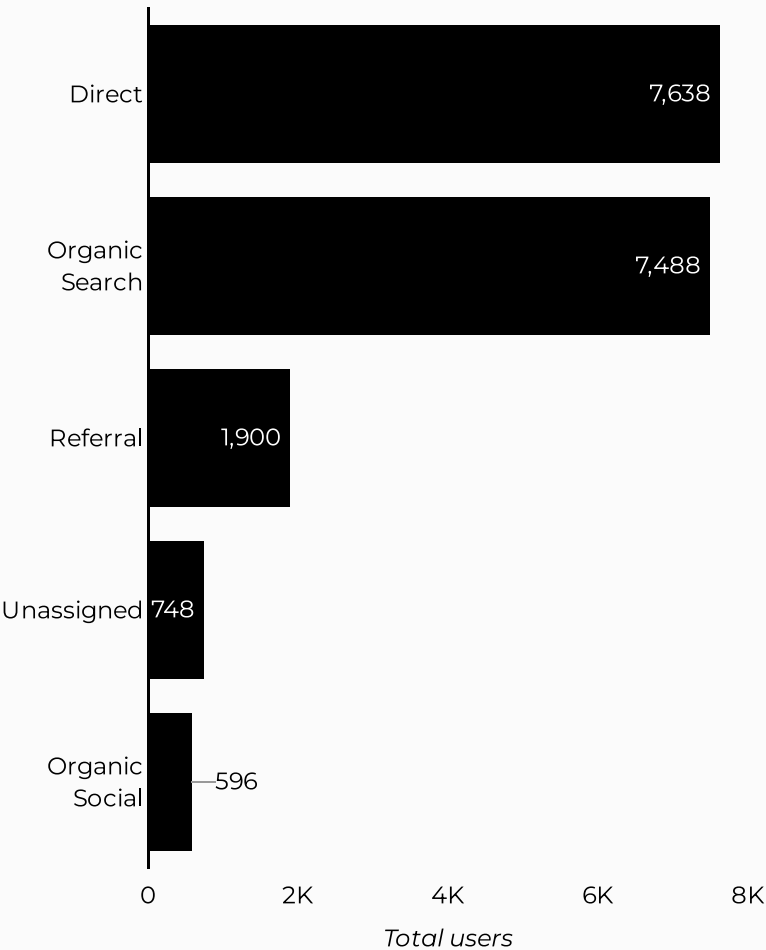


Top Pages

Sorted by Total Users

Page title	Total users
Home :: Seward Military Resort	13,869
Rooms, Townhouses, Cabins, and RV Sites :: Seward Military Resort	6,626
Booking Rates :: Seward Military Resort	6,376
Tickets & Tours :: Seward Military Resort	2,865
Eligibility :: Seward Military Resort	2,574
Contact Us :: Seward Military Resort	1,829
Amenities :: Seward Military Resort	1,434
Fishing Destination :: Seward Military Resort	1,388
Your Stay :: Seward Military Resort	1,108

Which channels are driving traffic?



What are the top sources?

Session source	Total users
(direct)	7,638
google	6,474
res.windsurfercrs.com	743
(not set)	723
bing	704
militaryonesource.mil	632
facebook.com	248
m.facebook.com	215
yahoo	185
duckduckgo	141