

BRD Insights and Recommendations

FY26 Annual Report

BRD Traffic

Business and Recreation (BRD) reached a much larger audience in FY26. BRD pages drew 9,315,181 views, a 10.4% increase over FY25, and 4,650,074 total users, a 30.3% increase. Engagement rate was 61%. Food and Beverage drew the most users, followed by Fitness Centers, Recreational Lodging, and Leisure Travel (Table 1, Table 2).

Traffic Overview

- **Total Users:** 4,650,074 (30.3% increase compared with FY25)
- **Views:** 9,315,181 (10.4% increase compared with FY25)
- **Engagement Rate:** 61%

Year-over-year changes for views and users are calculated against the FY25 annual report (8,438,262 views and 3,568,375 users), since the FY26 dashboard overview does not include a comparison.

Daily views tracked close to last year for most of the year, with three short spikes in June, late July, and September (Figure 1).

Figure 1: BRD Views Compared YoY, FY26

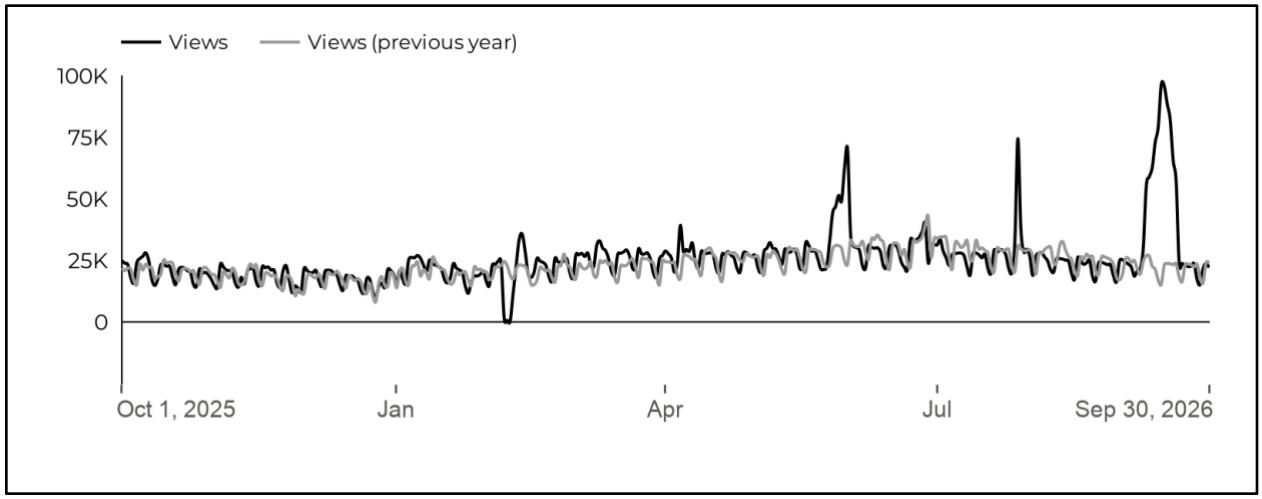


Table 1: BRD Program Roll-Up, FY26

Program	Total Users	Users (YoY)	New Users	Sessions	Eng. Rate
Food and Beverage	1,823,266	14.5% increase	1,378,298	2,554,613	62%
Leisure Travel	514,358	12.2% increase	307,625	748,450	70%
Auto Skills	247,807	6.5% increase	179,444	361,848	57%
Libraries	182,388	6.9% increase	100,256	247,704	61%
Arts and Crafts	102,015	25.6% increase	47,552	134,017	66%
BOSS	92,024	7.9% increase	49,014	114,576	61%
American Forces Travel	32,636	6.3% increase	11,276	39,034	78%
Instructional Programs	21,202	2.4% decrease	6,659	29,010	75%
Healthy Army Communities	10,030	2.2% decrease	8,888	13,026	58%

Table 2: Sports, Fitness, and Outdoor Recreation Roll-Up, FY26

Program	Total Users	Users (YoY)	New Users	Sessions	Eng. Rate
Fitness Centers	1,061,556	11.6% increase	688,319	1,579,871	60%
Recreational Lodging	532,148	8.9% decrease	354,175	777,676	71%
Golf	424,257	1.4% increase	347,958	642,000	63%
Aquatics	253,099	0.1% increase	140,022	382,118	63%
Bowling	227,325	12.9% increase	152,042	299,694	56%
Equipment Rental	66,997	0.6% increase	28,633	95,146	72%
All Army Sports	44,425	33.2% increase	30,342	52,393	67%
Warrior Zone	32,158	31.2% decrease	20,267	39,995	59%
Intramural Sports	23,778	32.0% increase	7,990	29,830	73%
Strong B.A.N.D.S.	14,677	29.3% increase	6,794	15,966	59%
Adventure Programs	8,686	72.6% decrease	4,087	10,095	66%

WebTrac

Patrons clicked a WebTrac link 183,403 times in FY26 to register, reserve, or pay for a BRD program, a 10.5% increase over FY25 (165,936 clicks). West Point led all installations with 43,097 clicks, a 34.2% increase (YoY). Fort Carson, Fort Campbell, and Picatinny Arsenal also grew by more than 20% (Table 3).

Table 3: Top Installations by BRD WebTrac Clicks, FY26

Installation	WebTrac Clicks	Change (YoY)
West Point	43,097	34.2% increase
Fort Carson	21,513	34.6% increase
Fort Campbell	16,656	23.9% increase
Fort McCoy	14,112	2.3% increase
Fort Belvoir	13,329	3.9% decrease
Picatinny Arsenal	8,010	42.0% increase
USAG Stuttgart	7,502	20.4% decrease
Fort Bragg	6,928	4.2% decrease
USAG Grafenwoehr	4,364	4.7% decrease
Fort Jackson	4,076	2.6% decrease

Chow Now

Patrons clicked a Chow Now link 65,406 times in FY26 to order food, a 36.2% increase over FY25 (48,022 clicks). Mobile drove 80% of Chow Now clicks (52,416). Fort Knox and Yuma Proving Ground generated the most order clicks (Table 4).

Table 4: Top Installations by Chow Now Clicks, FY26

Installation	Chow Now Clicks
Fort Knox	13,854
Yuma Proving Ground	12,897
Fort Benning	9,738
West Point	5,915
Carlisle Barracks	5,558

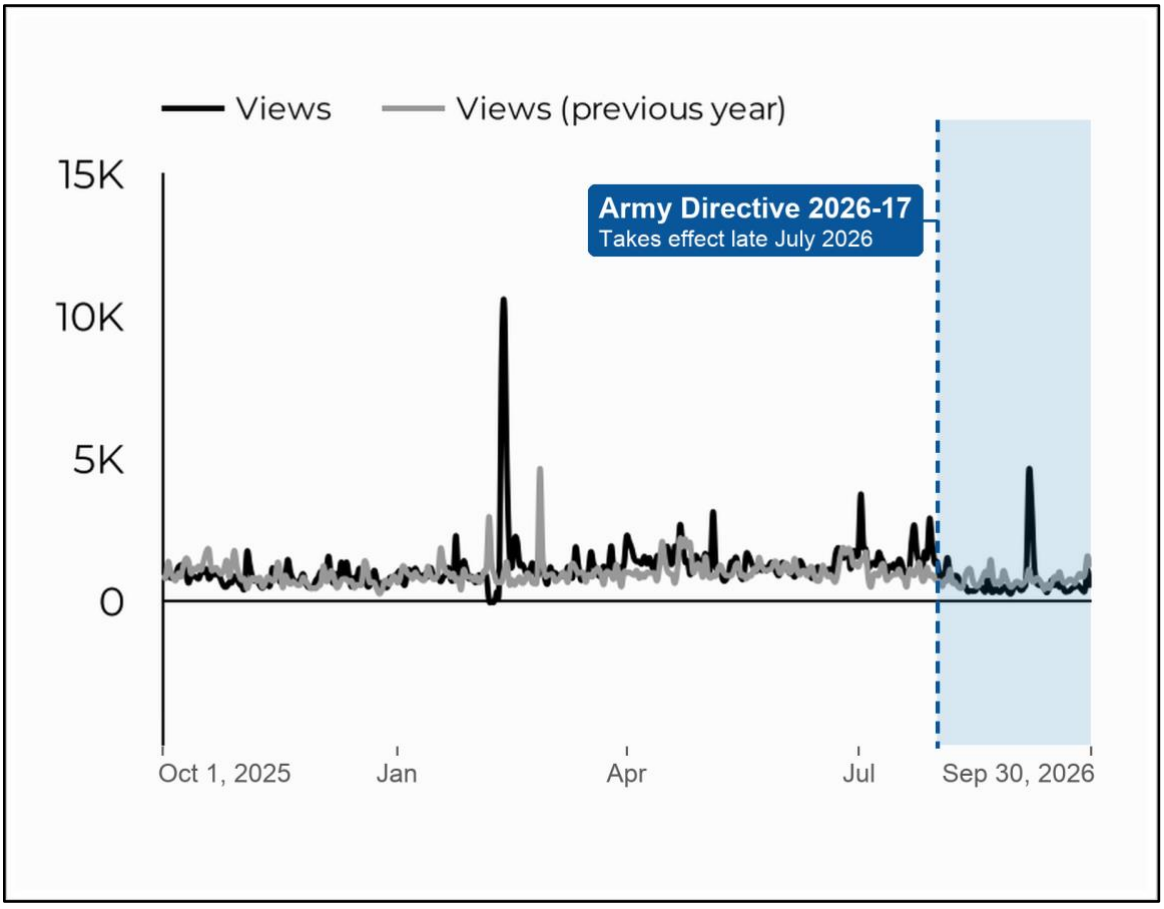
Recommendations

- Add the green Order with Chow Now button to every Food and Beverage page where an installation uses Chow Now, so patrons can order in one click.

Social Media

Social media sent more visitors to BRD pages in FY26. Social-driven users rose 28.2% (YoY) to 261,359, and sessions rose 22.6% (YoY) to 318,520. Facebook drove the most social traffic. The Destin page was the top social landing page with 39,730 sessions, followed by the home page and Auto Skills. Social views dropped below last year after Army Directive 2026-17 (Optimizing the Army's Digital Media Presence) took effect in late July and consolidated Army social accounts (Figure 2).

Figure 2: BRD Social-Driven Views Compared YoY, FY26



ODR Campaigns

Outdoor Recreation (ODR) ran two campaigns on armymwr.com in FY26. Each has its own dashboard page, with dates that match the campaign rather than the fiscal year.

Hiking & Biking Challenge

The 2026 Army ODR Hiking & Biking Challenge ran from May 1 to September 30, 2026. Its pages drew 12,667 users, 15,044 views, and 14,143 sessions, with a 75% engagement rate. Organic Search brought 6,037 users and Direct brought 5,672. Facebook sent 1,024 users.

Campaign page: armymwr.com/ODRonthemove | **Dashboard:** View the dashboard

The challenge stripe was shown 357,509 times across 78 installation sites, led by Fort Benning (46,587), Aberdeen Proving Ground (16,642), and Fort Leonard Wood (14,118). Visitors clicked through to the challenge page 1,344 times (Table 5).

Table 5: Hiking & Biking Challenge Top Clicks, May 1 to Sep 30, 2026

Click Destination	Total
Challenge page (armymwr.com/ODRonthemove)	1,344
Get Outdoors with ODR (armymwr.com/GOwithODR)	103
USAG Hohenfels ODR page	3
Total	1,450

Get Outdoors with ODR

The Get Outdoors with ODR sweepstakes runs from June 1 to October 31, 2026. These results cover June 1 to October 16, 2026. Its page drew 5,578 users, 6,574 views, and 6,303 sessions, with an 81% engagement rate. Organic Search brought 3,086 users, Direct brought 1,401, and Facebook sent 562. Because the sweepstakes is still running, these are partial results. A final deep dive on the full campaign will follow after it closes.

Campaign page: armymwr.com/GOwithODR | **Dashboard:** View the dashboard

The campaign stripe was shown 294,030 times across 78 installation sites, led by Fort Belvoir (33,184), Joint Base Lewis-McChord (30,327), and Fort Gordon (13,516). Visitors clicked through to the sweepstakes entry form 570 times (Table 6). The Hiking & Biking Challenge page also sent 103 clicks to Get Outdoors with ODR.

Table 6: Get Outdoors with ODR Top Clicks, Jun 1 to Oct 16, 2026

Click Destination	Total
Sweepstakes entry form (forms.osi.apps.mil)	570
Military Star Card sponsor page (myecp.com)	7
Total	577

Recommendations

- Point the 36 installation links on the Hiking & Biking Challenge page that go to old /archive/outdoor-recreation addresses to each installation's current ODR page. Fix the USAG Japan (Camp Zama) link, which points to Hawaii, and correct the spelling of Carlisle Barracks. Replace the JBLM link, which is an email SafeLinks address, with the JBLM ODR page. Figure 3 shows each link to update, outlined in red.

Figure 3: Hiking & Biking Challenge Page Links to Update (outlined in red)



Installations

Installations are ranked by combined year-over-year growth across users, new users, and views. Each installation is ranked on all three measures, and the final order uses the average of those ranks. Alias domains are combined with their main sites. Only installations with at least 1,000 BRD users are included, and training and headquarters sites are excluded.

Fort Bragg, Fort Hood, Fort Rucker, Fort Lee, Fort A.P. Hill, and USAG Hawaii are not ranked. The installation export did not include their former domain names, so their growth could not be combined correctly.

Fort Stewart-Hunter AAF, Fort Campbell, and Camp Zama grew the most, each more than doubling its BRD users (Table 7).

Table 7: Top 10 Improved Installations for BRD, FY26

Installation	Users	Users (YoY)	New Users (YoY)	Views (YoY)
Fort Stewart-Hunter AAF	471,615	+151.7%	+157.5%	+61.9%
Fort Campbell	485,604	+129.8%	+136.3%	+49.5%
Camp Zama	347,616	+122.2%	+120.1%	+49.9%
Yuma Proving Ground	9,908	+83.6%	+104.1%	+59.5%
USAG Stuttgart	327,910	+132.3%	+147.5%	+33.0%
Camp Casey	95,492	+126.8%	+152.1%	+29.1%
Fort Buchanan	32,519	+80.3%	+96.2%	+53.4%
USAG Poland	1,558	+61.1%	+64.4%	+34.3%
Detroit Arsenal	28,208	+60.1%	+60.6%	+40.2%
Camp Parks	17,621	+83.2%	+86.9%	+10.9%

Using the same ranking, these installations had the lowest BRD growth in FY26 (Table 8). Every installation on this list declined on all three measures. Fort Belvoir declined even though it ranked fifth in WebTrac clicks.

Table 8: 10 Installations With the Lowest BRD Growth, FY26

Installation	Users	Users (YoY)	New Users (YoY)	Views (YoY)
Rock Island Arsenal	15,576	-25.7%	-38.7%	-30.4%
Tobyhanna Army Depot	2,704	-18.0%	-27.7%	-34.8%
Fort Hamilton	16,166	-22.7%	-26.8%	-32.7%
USAG Hohenfels	8,509	-18.5%	-27.4%	-30.7%
Watervliet Arsenal	1,011	-6.6%	-27.8%	-31.0%
USAG Italy	19,950	-14.1%	-23.2%	-14.1%
Tooele Army Depot	3,009	-6.6%	-26.7%	-26.7%
Joint Base Myer-Henderson Hall	25,477	-10.1%	-13.3%	-16.6%
Fort Belvoir	114,840	-9.5%	-13.9%	-11.9%
Anniston Army Depot	1,291	-3.5%	-15.8%	-24.1%

Content

Web managers created 1,213 new BRD pages, program pages, and happenings in FY26 (Table 9). Happenings made up seven out of ten of those pages. Another 1,451 BRD pages were created automatically when the Unit A, B, and C content updates launched. Page counts come from the EPW Page Report. BRD pages are identified by the BRD category tag or a BRD program address.

Table 9: New BRD Pages Created by Web Managers, FY26

Page Type	Total
Happening	866
Program Content	314
Program	30
Program Contact	2
General	1

Eight web managers created the most new BRD pages (Table 10). Installations are identified from the page titles and addresses each author created.

Table 10: Top BRD Content Creators, FY26

Author	Installation	Pages
ashley_n_jones238_naf	Fort Rucker	220
kent_s_ava_naf	Fort Jackson	85
reana_l_jones_naf	USAG Rheinland-Pfalz	58
christopherrwojciechowskinaf	Fort Benning	54
sarah_m_webb15_naf_1	West Point	37
joeladavis2naf	Fort Huachuca	36
whitneylgambinonaf	Redstone Arsenal	36
cheraeahill2naf	Fort Lee	27

Army Answers

Army Answers received 1,216 questions in FY26, and about 630 were about BRD programs. BRD questions grew each quarter, from 96 in Q1 to 236 in Q4 (Table 11). Most were about leisure tickets, RV and camping eligibility, gym access, and golf and bowling access (Table 12).

Table 11: BRD Questions in Army Answers by Quarter, FY26

Quarter	All Questions	BRD Questions
Q1 (Oct to Dec 2025)	210	96
Q2 (Jan to Mar 2026)	253	120
Q3 (Apr to Jun 2026)	364	178
Q4 (Jul to Sep 2026)	389	236
FY26 Total	1,216	About 630

Table 12: Sample BRD Questions From Army Answers, FY26

Question
Does MWR offer packages for Walt Disney World?
How much are the RV sites, and are they full hookup?
Is family allowed on base to go bowling?
Can civilians get on post to golf?
Can DA civilians buy airline tickets at MWR?
Is there a yearly pass available for the aquatic center?
Can I access the gym if I lost my military ID?
How do I get a library card?

Army Answers also received about 50 questions from families visiting for basic training and AIT graduations and Family Day. They asked about graduation dates, visitor passes, where to stay on post, and where to eat. Questions came most often about Fort Benning and Fort Jackson.

Destin Army Recreation Area drew 12 questions, most from veterans and retirees asking whether they can stay there. Destin was also the top BRD landing page from social media (39,730 sessions).

Recommendations

- Add a short eligibility section (who can use the facility, and whether guests and DoD civilians are allowed) to the Fitness Centers, Golf, Bowling, and Recreational Lodging pages. Eligibility was the most common question type for these programs.
- Fix the Eligible Patrons link at the top of the www.armymwr.com mobile header. It points to https://www.armymwr.compatrons (missing a slash), so every click fails. It should go to https://www.armymwr.com/patrons, the page that answers these eligibility questions.
- Write a happening for graduation and Family Day visitors at training installations, such as Fort Benning, Fort Jackson, and Fort Leonard Wood. Cover what to do, places to eat on post, and where to stay.
- Add a short Who Can Stay section to the Destin Army Recreation Area pages that covers veterans, retirees, and DoD civilians.

Search Analysis

Visitors ran 67,322 on-site searches across the top 5,000 BRD search terms in FY26. Outdoor recreation, rentals, and lodging led all themes, followed closely by leisure travel and tickets (Table 13). Disney was the single most searched term, and nearly every top term had an engagement rate above 95% (Table 14). The term "discovery" (1,046 searches from 142 users) looks like automated traffic and is excluded from the search tables.

Table 13: BRD Search Themes, FY26

Theme	Searches	Top Terms
Outdoor Rec, Rentals & Lodging	9,064	rental, rentals, camping, fishing
Leisure Travel & Tickets	8,283	disney, tickets, universal, disneyland
Sports, Fitness & Aquatics	5,773	pool, sports, gym, soccer
Golf & Bowling	2,511	golf, bowling, tee times
Events & Auctions	2,019	auction, bingo, events
Food & Dining	1,343	food, food truck, dining
Auto Skills	1,036	auto skills, car wash
Libraries & Arts	989	library, arts and crafts

Table 14: Top BRD Search Terms, FY26

Search Term	Searches	Users	Eng. Rate
disney	1,389	1,207	98.18%
tickets	1,117	992	98.92%
golf	999	856	97.92%
pool	750	635	95.49%
auction	707	616	97.57%
rental	648	570	97.80%
rentals	564	523	98.32%
camping	492	427	98.86%
bowling	482	414	97.94%
boss	454	357	97.22%

Recommendations

- Have installations set up Sticky Search (pinned search terms) so "disney," "tickets," "golf," "pool," "rental," and "camping" go straight to the right program pages. Setup steps are in the Pinned Search Terms (Sticky Search) guide in the Enterprise Web User's Manual.

Content Updates

Ten BRD programs were rewritten in three content updates during FY26. Unit A launched in March 2026 with Libraries, Fitness Centers, BOSS, and Leisure Travel. Unit B launched June 11, 2026, with Aquatics, Arts and Crafts, Instructional Programs, and Intramural Sports. Unit C launched July 13, 2026, with Auto Skills and Bowling. Nine of the ten updated programs grew their users in FY26. Each figure below marks the launch date and shades the period after it.

Libraries

Traffic

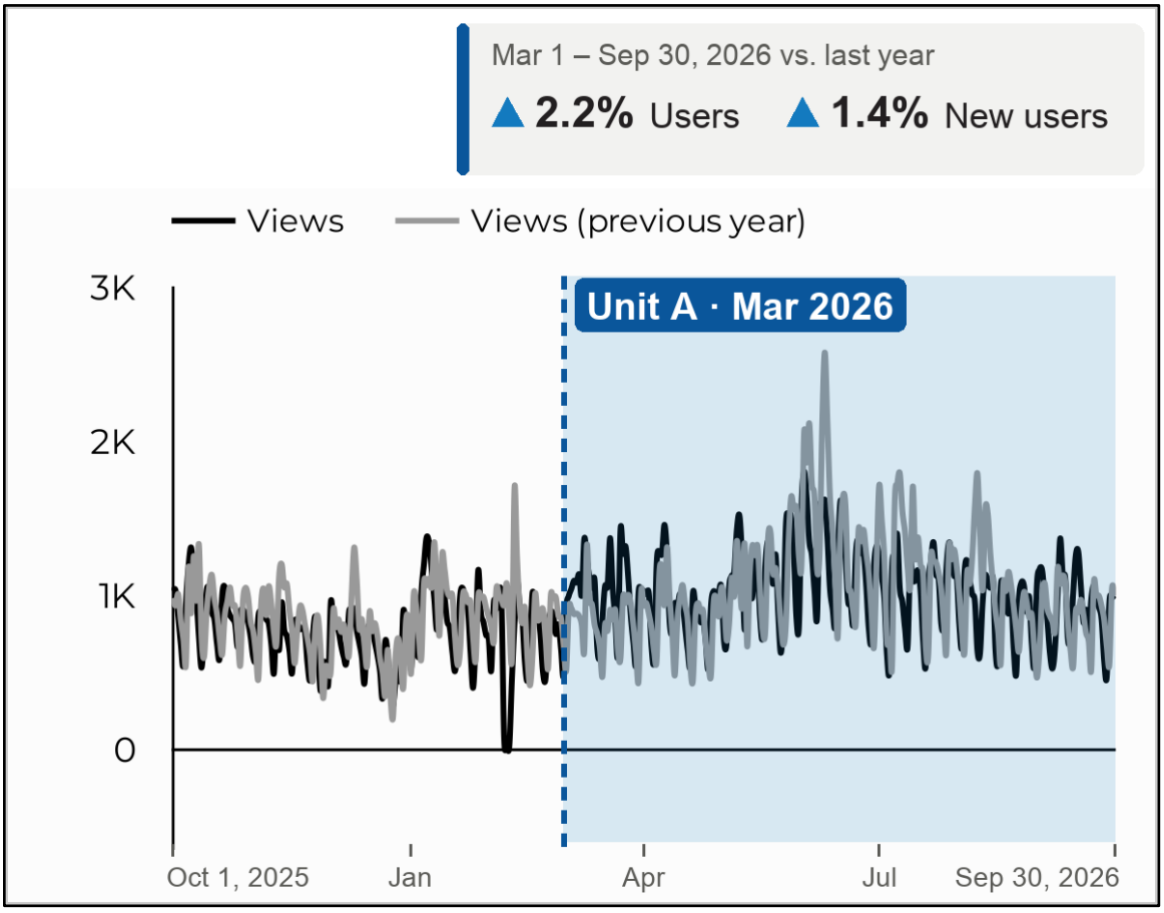
Libraries grew its audience in FY26. Total users rose 6.9% (YoY) to 182,388, while new users fell 1.3% (YoY) to 100,256. Views fell 4.7% (YoY) to 334,001. After the Unit A update, users rose 2.2% and new users rose 1.4% (YoY) from March 1 to September 30, 2026, and

average session time rose 5.8% to 2:27 (Figure 4). The new Library Services and Resources page grew from near zero to 11,725 users, and Borrowing, Renewals, and Policies more than doubled (Table 15).

Table 15: Libraries Top Pages by Total Users, FY26

Page	Total Users	Change (YoY)
Libraries	181,774	3.9% decrease
Events and Programs	27,327	16.3% increase
Library Services and Resources	11,725	Near zero last year
Borrowing, Renewals, and Policies	11,478	127.7% increase
Contact	3,329	No prior-year data

Figure 4: Libraries Views Compared YoY, FY26 (Unit A launch marked)



Traffic Sources

Organic Search led with 92,452 users, followed by Direct with 72,334. Referral brought 13,675 users, including the DoD MWR Libraries site, and Organic Social brought 11,461.

- **Organic Search:** 92,452 users
- **Direct:** 72,334 users

- **Referral:** 13,675 users
- **Organic Social:** 11,461 users

Engagement

Engagement rate held at 61%, a 0.9% decrease (YoY), and average session time rose 2.5% (YoY) to 2:26.

Fitness Centers

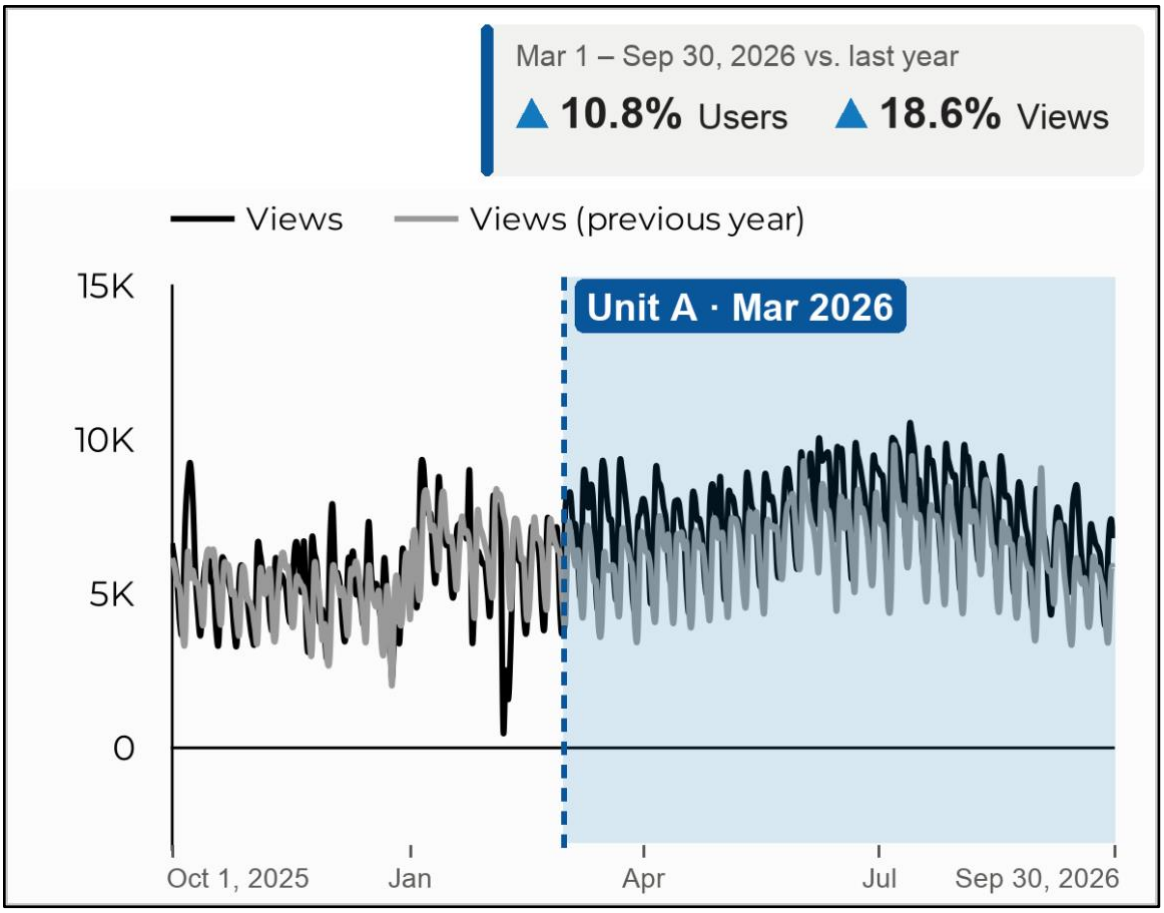
Traffic

Fitness Centers is the second largest BRD program, and it grew in FY26. Total users rose 11.6% (YoY) to 1,061,556, and new users rose 10.3% (YoY) to 688,319. Views rose 11.7% (YoY) to 2,450,946. After the Unit A update, users rose 10.8% and views rose 18.6% (YoY) from March 1 to September 30, 2026 (Figure 5). The new topic pages grew sharply, led by Fitness Classes and Personal Training and 24/7 Access and Registrations (Table 16).

Table 16: Fitness Centers Top Pages by Total Users, FY26

Page	Total Users	Change (YoY)
Fitness Centers	1,500,090	13.1% increase
Fitness Classes and Personal Training	57,836	127.5% increase
24/7 Access and Registrations	32,227	149.4% increase
Facilities and Equipment	23,034	Near zero last year
Contact	9,011	Near zero last year
Special Events and Competitions	3,652	Near zero last year
Youth Age Policies	3,223	Near zero last year

Figure 5: Fitness Centers Views Compared YoY, FY26 (Unit A launch marked)



Traffic Sources

Organic Search led with 581,879 users, followed by Direct with 406,740. Organic Social brought 61,462 users and Referral brought 42,928.

- **Organic Search:** 581,879 users
- **Direct:** 406,740 users
- **Organic Social:** 61,462 users
- **Referral:** 42,928 users

Engagement

Engagement rate was 60%, a 3.7% decrease (YoY), and average session time held at 3:03. The Youth Age Policies page drew 3,223 users, which matches the gym access questions patrons asked in Army Answers.

Better Opportunities for Single Soldiers (BOSS)

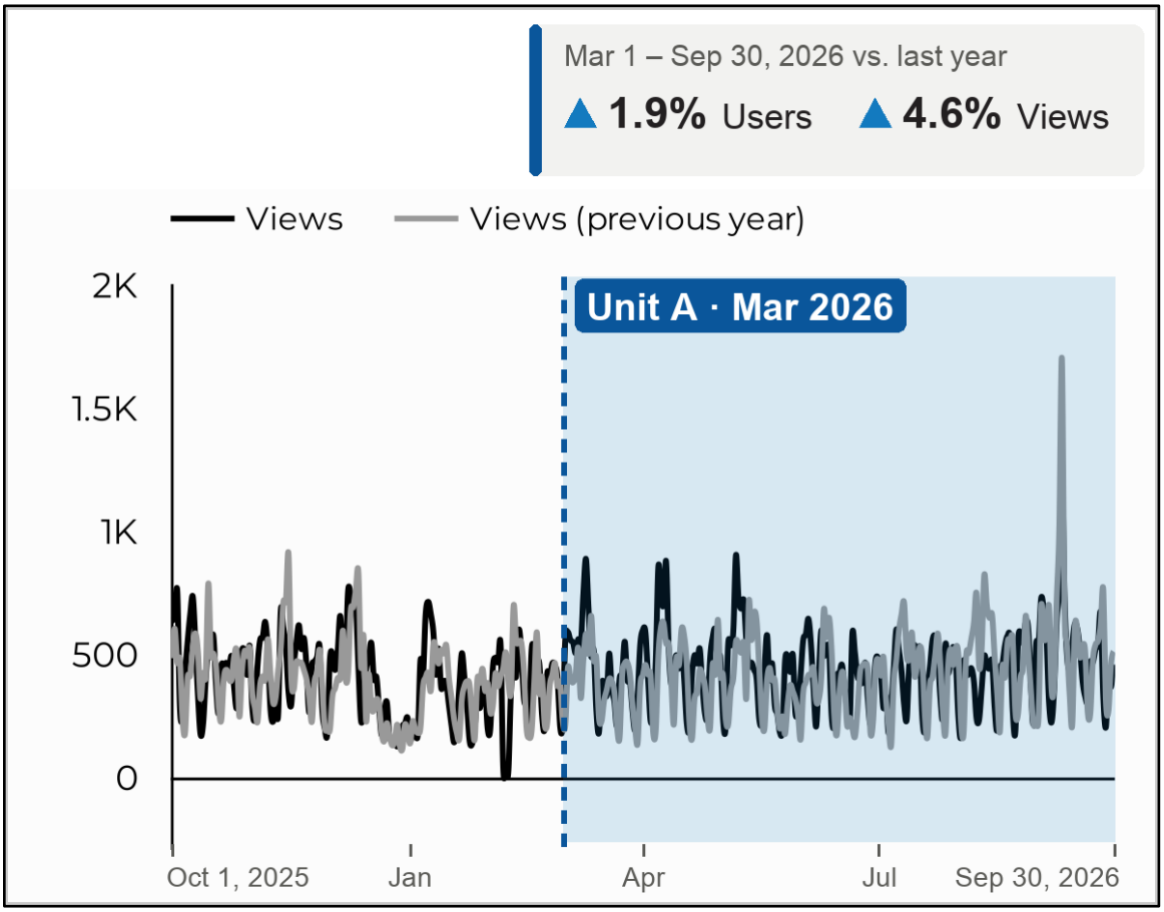
Traffic

BOSS grew its audience in FY26. Total users rose 7.9% (YoY) to 92,024, and new users rose 7.4% (YoY) to 49,014. Views rose 3.7% (YoY) to 156,130. After the Unit A update, users rose 1.9% and views rose 4.6% (YoY) from March 1 to September 30, 2026 (Figure 6). The BOSS Events and Activities page grew 66.9% to 40,349 users (Table 17).

Table 17: Better Opportunities for Single Soldiers (BOSS) Top Pages by Total Users, FY26

Page	Total Users	Change (YoY)
Better Opportunities for Single Service Members (BOSS)	77,070	6.5% decrease
BOSS Events and Activities	40,349	66.9% increase
Contact Information and Resources	2,747	No prior-year data
The Four Pillars of BOSS	916	523.1% increase

Figure 6: Better Opportunities for Single Soldiers (BOSS) Views Compared YoY, FY26 (Unit A launch marked)



Traffic Sources

Direct led with 46,966 users, followed by Organic Search with 38,655. Organic Social brought 7,036 users and Referral brought 6,135, mostly from home.army.mil.

- **Direct:** 46,966 users
- **Organic Search:** 38,655 users
- **Organic Social:** 7,036 users
- **Referral:** 6,135 users

Engagement

Engagement rate was 61%, a 7.2% decrease (YoY), and average session time was 2:01, a 2.7% decrease (YoY). Old BOSS category links in the installation megamenus still pass through a redirect before reaching the new pages.

> **Recommendations**
>
> - Update the installation megamenus so BOSS and other old category links point directly to the current pages instead of a redirected legacy address.

Leisure Travel

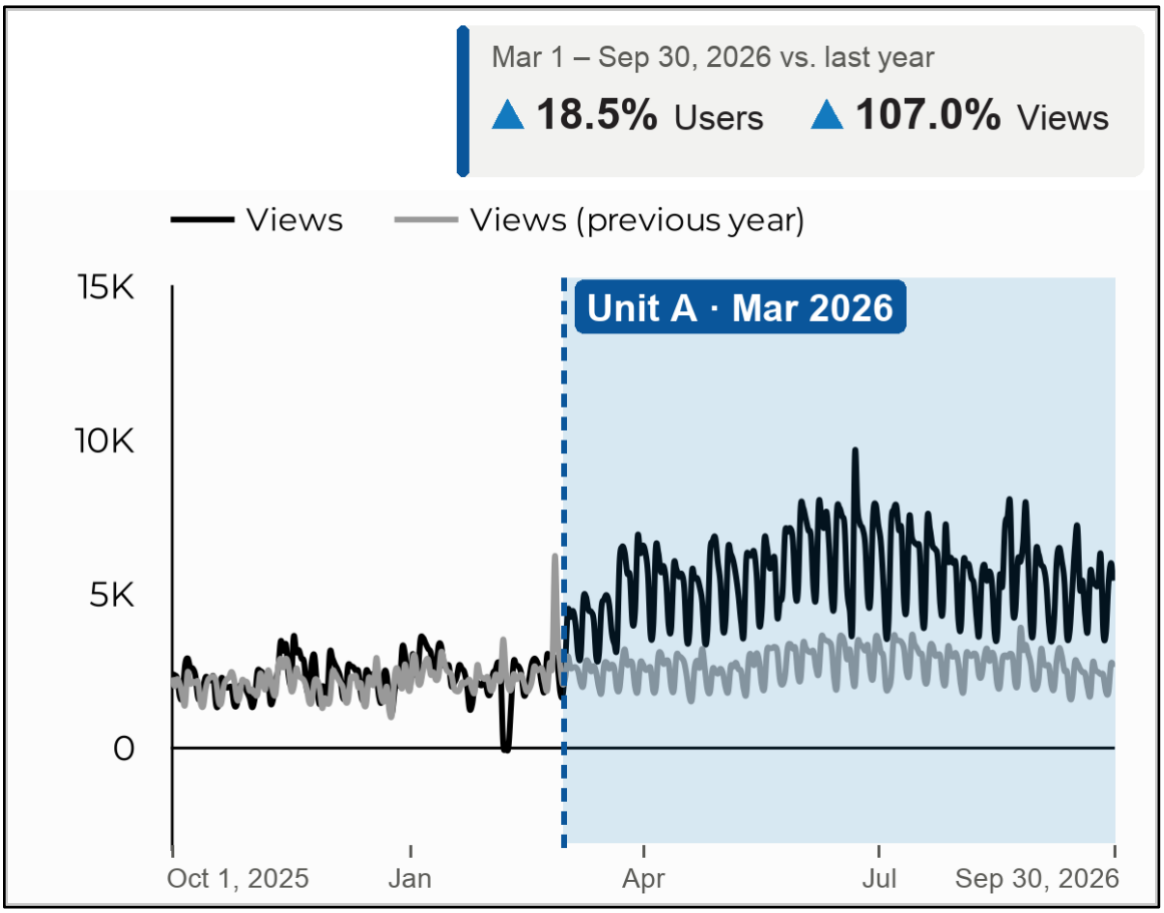
Traffic

Leisure Travel grew strongly in FY26, especially in views. Total users rose 12.2% (YoY) to 514,358, and views rose 69.3% (YoY) to 1,531,386. After the Unit A update, users rose 18.5% and views rose 107.0% (YoY) from March 1 to September 30, 2026 (Figure 7). Views more than doubled to 1,187,330 after the update. The new Discounted Attractions and Event Tickets page drew 263,403 users (Table 18).

Table 18: Leisure Travel Top Pages by Total Users, FY26

Page	Total Users	Change (YoY)
Leisure Travel Services (LTS)	433,910	5.8% increase
Discounted Attractions and Event Tickets	263,403	677.6% increase
Tickets and Pricing	69,063	13.4% decrease
American Forces Travel	38,141	9.5% increase
Vacation and Travel Planning Services	27,107	Near zero last year
Contact	22,522	No prior-year data
Special Offers	13,039	762.9% increase
Bus Trips and Group Travel	11,324	Near zero last year

Figure 7: Leisure Travel Views Compared YoY, FY26 (Unit A launch marked)



Traffic Sources

Organic Search led by a wide margin with 366,907 users, followed by Direct with 102,663. Referral brought 23,727 users, including Military OneSource, and ChatGPT sent 3,714 users.

- **Organic Search:** 366,907 users
- **Direct:** 102,663 users

- **Referral:** 23,727 users
- **Organic Social:** 23,328 users

Engagement

Engagement rate was 70%, a 3.8% decrease (YoY), and average session time rose 11.4% (YoY) to 3:30. Visitors used the new pages to compare tickets and offers, which drove the large increase in views.

Aquatics

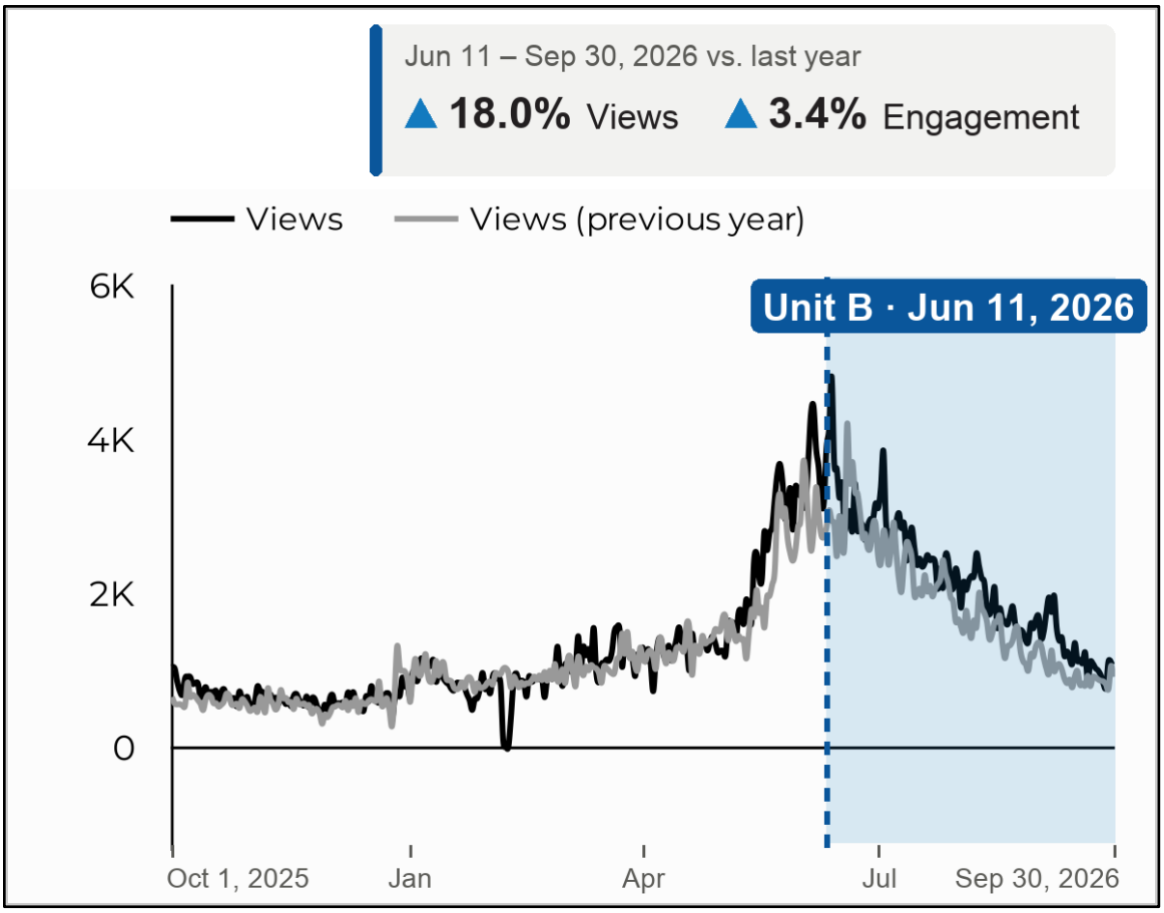
Traffic

Aquatics drew more views in FY26, and its traffic is now on an upward trend. Views rose 12.1% (YoY) to 536,433, and total users held at 253,099. After the June 11 Unit B update, views rose 18.0% (YoY) to 241,797 from June 11 to September 30, 2026, and engagement rate rose 3.4% to 62% (Figure 8). The trend continued into October, with views up 14.4% and new users up 2.7% (YoY) from October 1 to 15. The Aquatics Centers page grew 94.1% for the year (Table 19).

Table 19: Aquatics Top Pages by Total Users, FY26

Page	Total Users	Change (YoY)
Aquatics	148,609	14.0% increase
Pools	90,844	8.8% decrease
Aquatics Classes and Programs	57,912	50.1% increase
Aquatics Centers	43,616	94.1% increase
Contact Information	5,135	Near zero last year
Rules and Safety	2,079	No prior-year data

Figure 8: Aquatics Views Compared YoY, FY26 (Unit B launch marked)



Traffic Sources

Organic Search led with 161,464 users, followed by Direct with 71,299. Organic Social brought 22,129 users, mostly from Facebook.

- **Organic Search:** 161,464 users
- **Direct:** 71,299 users
- **Organic Social:** 22,129 users
- **Referral:** 6,979 users

Engagement

Engagement rate held at 63%, a 0.2% increase (YoY), and average session time was 2:21, an 8.1% decrease (YoY). Aquatics Classes and Programs grew 50.1% as families looked for swim lessons.

Arts and Crafts

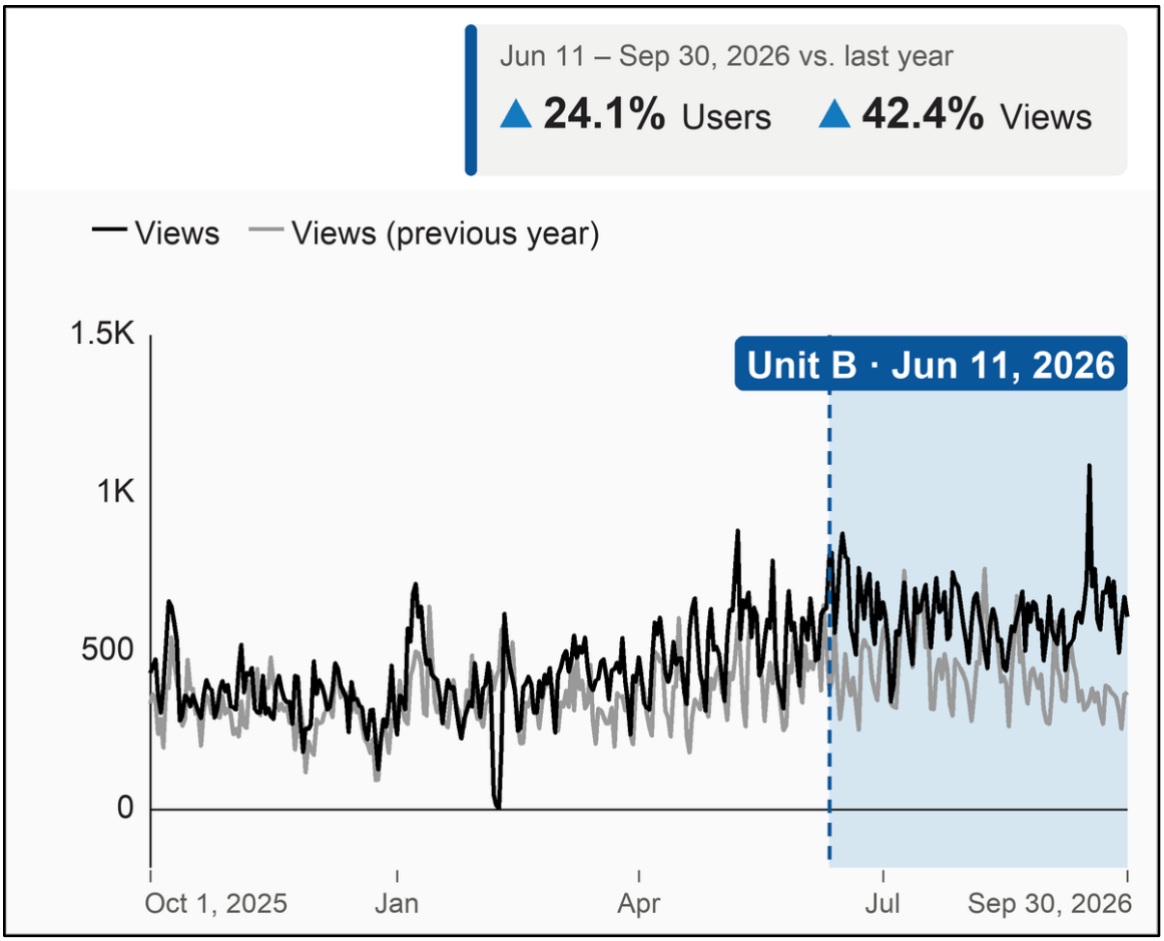
Traffic

Arts and Crafts grew strongly in FY26. Total users rose 25.6% (YoY) to 102,015, and new users rose 19.5% (YoY) to 47,552. Views rose 27.9% (YoY) to 175,066. After the Unit B update, users rose 24.1% and views rose 42.4% (YoY) from June 11 to September 30, 2026 (Figure 9). Paint and Go Ceramics grew 231.9% and the Catalog and Gift Shop grew 177.4% (Table 20).

Table 20: Arts and Crafts Top Pages by Total Users, FY26

Page	Total Users	Change (YoY)
Arts and Crafts	79,539	22.9% increase
Facility Use and Rentals	33,408	49.9% increase
Paint and Go Ceramics	5,861	231.9% increase
Framing, Engraving and Screen Printing	3,289	0.8% increase
Catalog and Gift Shop	2,915	177.4% increase
Contact	1,434	Near zero last year

Figure 9: Arts and Crafts Views Compared YoY, FY26 (Unit B launch marked)



Traffic Sources

Organic Search led with 59,867 users, followed by Direct with 39,202. Organic Social brought 4,438 users and Referral brought 3,806.

- **Organic Search:** 59,867 users
- **Direct:** 39,202 users
- **Organic Social:** 4,438 users
- **Referral:** 3,806 users

Engagement

Engagement rate held at 66%, a 0.4% increase (YoY), and average session time rose 3.5% (YoY) to 2:23.

Recommendations

- Create a holiday happening for the Catalog and Gift Shop each November and December, since the page grew 177.4% this year.

Instructional Programs

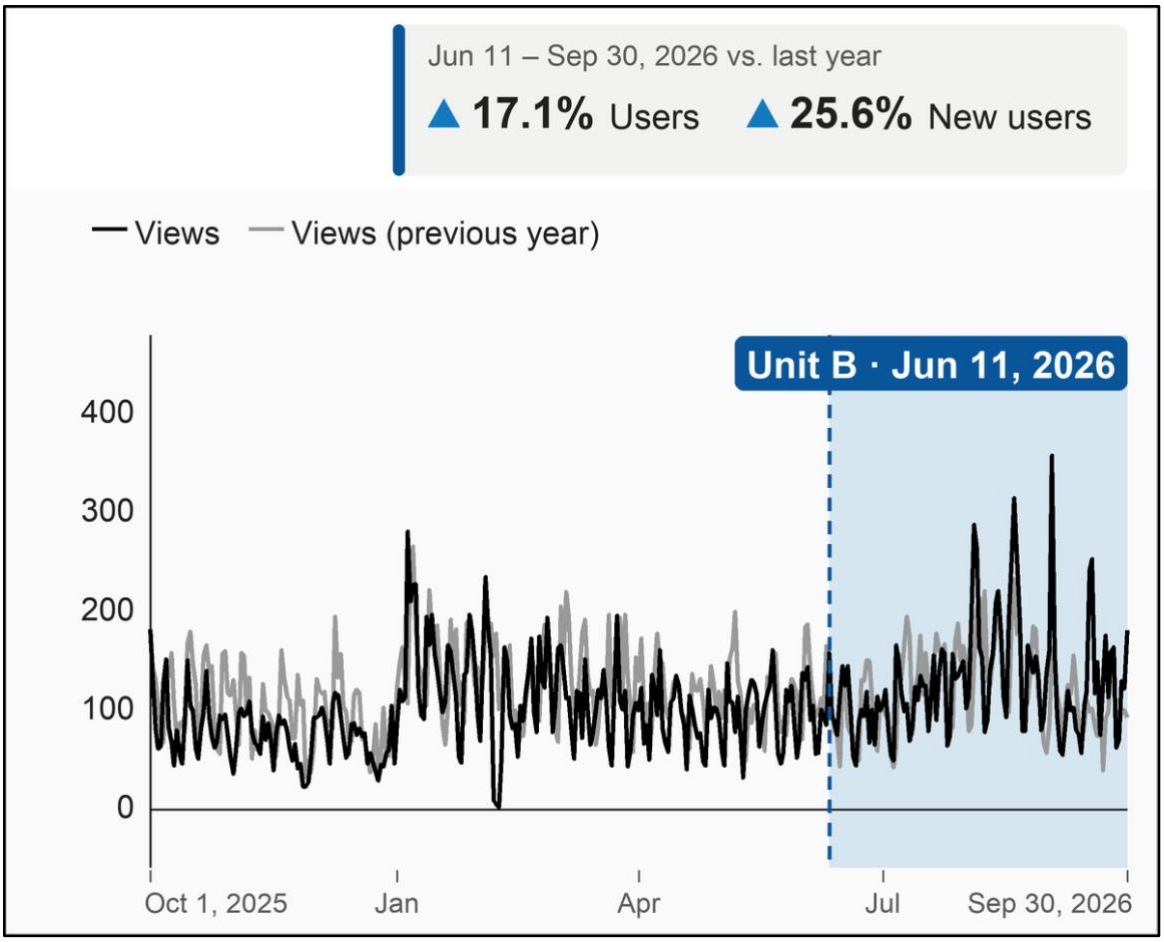
Traffic

Instructional Programs grew after its Unit B update, and its traffic is now on an upward trend. For the full year, the program drew 21,202 total users and 39,107 views, and engagement rate rose 2.9% (YoY) to 75%. After the June 11 update, total users rose 17.1% (YoY) to 8,402 from June 11 to September 30, 2026, new users rose 25.6% to 2,511, and views rose 5.9% to 14,420 (Figure 10). The trend continued into October, with users up 45.7% and views up 57.0% (YoY) from October 1 to 15. The update brought new visitors as summer classes opened, and Classes and Activities became the top subpage (Table 21).

Table 21: Instructional Programs Top Pages by Total Users, FY26

Page	Total Users	Change (YoY)
Instructional Programs	21,040	18.6% decrease
Classes and Activities	2,465	No prior-year data
Enrollment	551	No prior-year data
Contact	448	No prior-year data
Volunteer or Teach	295	No prior-year data
Access and Payments	277	No prior-year data
Resources	269	No prior-year data

Figure 10: Instructional Programs Views Compared YoY, FY26 (Unit B launch marked)



Traffic Sources

Organic Search led with 14,936 users, followed by Direct with 5,029. Organic Social brought 1,190 users and AI Assistants sent 93.

- **Organic Search:** 14,936 users
- **Direct:** 5,029 users
- **Organic Social:** 1,190 users
- **Referral:** 653 users

Engagement

Engagement rate rose 2.9% (YoY) to 75%, among the highest in BRD. Average session time was 2:30, a 3.9% decrease (YoY). Only 551 users reached the Enrollment page.

Intramural Sports

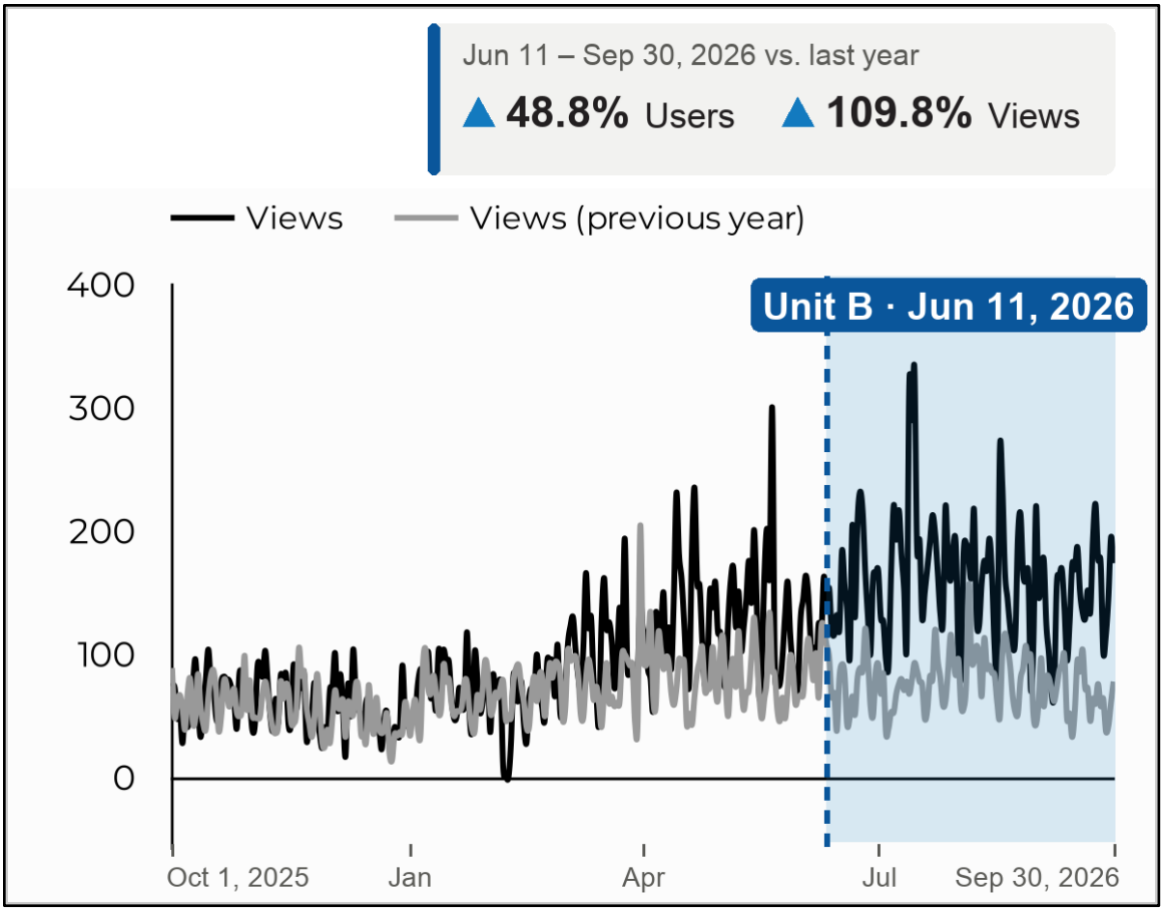
Traffic

Intramural Sports grew strongly in FY26. Total users rose 32.0% (YoY) to 23,778, and new users rose 46.1% (YoY) to 7,990. Views rose 53.9% (YoY) to 39,953. After the Unit B update, users rose 48.8% and views rose 109.8% (YoY) from June 11 to September 30, 2026 (Figure 11). The new Registration page drew 2,411 users (Table 22).

Table 22: Intramural Sports Top Pages by Total Users, FY26

Page	Total Users	Change (YoY)
Intramural Sports	23,687	26.3% increase
Registration	2,411	No prior-year data
Sports Offered	1,587	No prior-year data
Competitions and Events	837	No prior-year data
Contact	533	No prior-year data

Figure 11: Intramural Sports Views Compared YoY, FY26 (Unit B launch marked)



Traffic Sources

Organic Search led with 14,764 users, followed by Direct with 7,067. Direct traffic more than doubled (112.6% increase YoY).

- **Organic Search:** 14,764 users
- **Direct:** 7,067 users
- **Organic Social:** 1,346 users
- **Referral:** 1,183 users

Engagement

Engagement rate was 73%, a 5.5% decrease (YoY), and average session time rose 5.0% (YoY) to 2:11.

Auto Skills

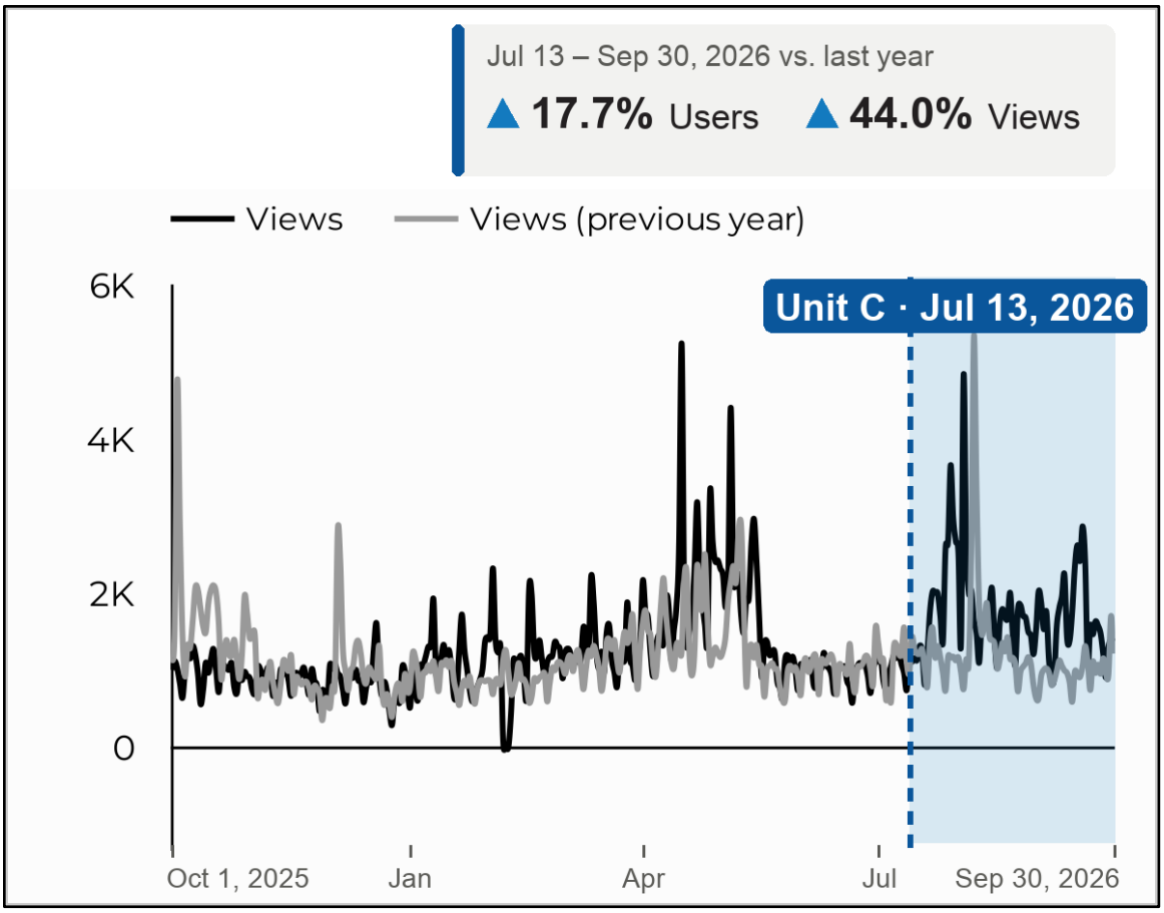
Traffic

Auto Skills grew in FY26. Total users rose 6.5% (YoY) to 247,807, and new users rose 9.4% (YoY) to 179,444. Views rose 12.5% (YoY) to 480,556. After the Unit C update, users rose 17.7% and views rose 44.0% (YoY) from July 13 to September 30, 2026 (Figure 12). The new Do-It-Yourself Auto Shop page drew 7,002 users (Table 23).

Table 23: Auto Skills Top Pages by Total Users, FY26

Page	Total Users	Change (YoY)
Automotive Skills	287,899	6.3% increase
Contact	8,791	No prior-year data
Do-It-Yourself Auto Shop	7,002	No prior-year data
Services, Pricing and Shop Rules	3,580	No prior-year data
Full-Service and Assisted Repairs	2,255	No prior-year data
Vehicle Storage and Sales	2,139	No prior-year data
Vehicle Inspections and Special Services	1,520	No prior-year data
Classes and Safety Training	1,482	No prior-year data

Figure 12: Auto Skills Views Compared YoY, FY26 (Unit C launch marked)



Traffic Sources

Organic Search led with 134,800 users, followed by Direct with 56,503. Organic Social was strong at 44,114 users, and Paid Social brought 5,729.

- **Organic Search:** 134,800 users
- **Direct:** 56,503 users
- **Organic Social:** 44,114 users
- **Referral:** 8,632 users
- **Paid Social:** 5,729 users

Engagement

Engagement rate was 57%, a 2.0% decrease (YoY), and average session time rose 4.0% (YoY) to 2:37.

Recommendations

- Create custom content featuring auto sales and abandoned car sales on the Automotive Skills pages, and link it to the related happenings and calendar events.

Bowling

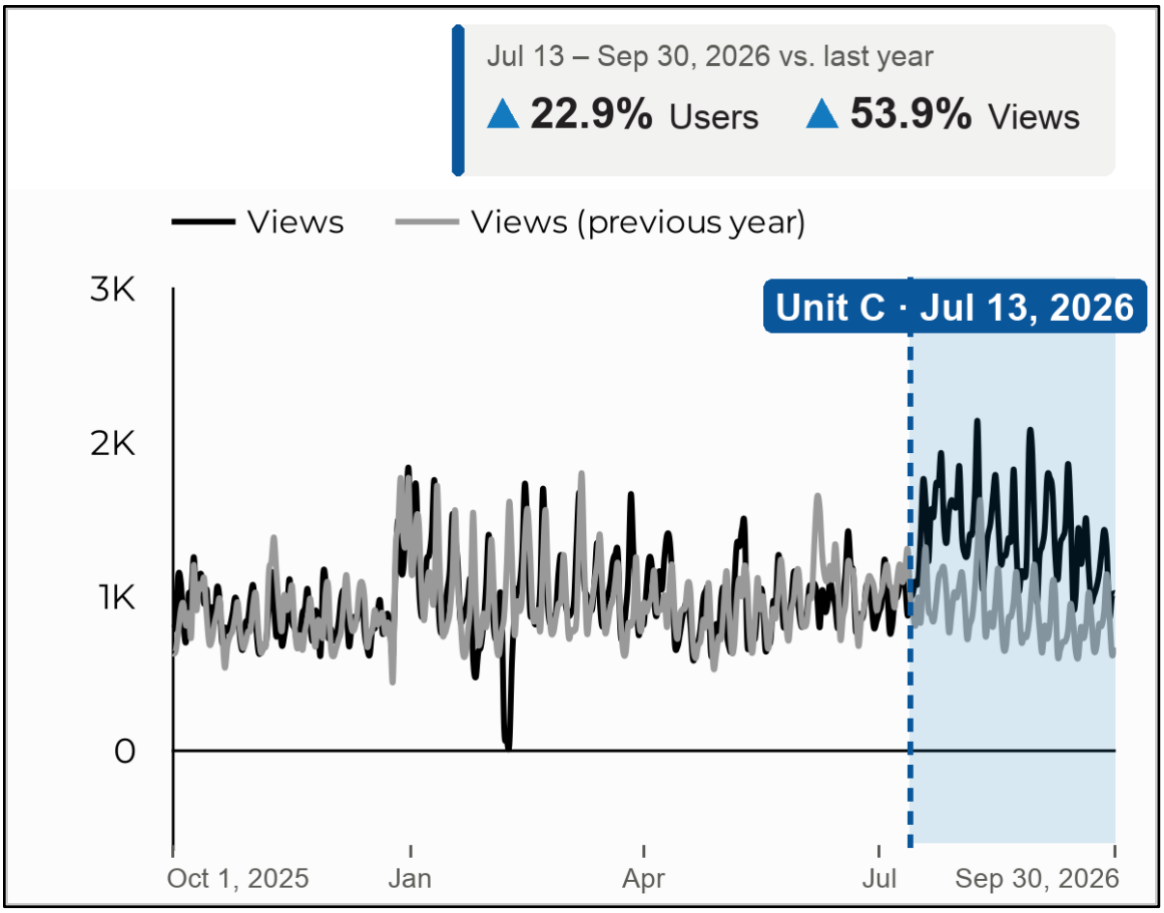
Traffic

Bowling grew strongly in FY26. Total users rose 12.9% (YoY) to 227,325, and new users rose 10.2% (YoY) to 152,042. Views rose 11.5% (YoY) to 387,124. After the Unit C update, users rose 22.9% and views rose 53.9% (YoY) from July 13 to September 30, 2026 (Figure 13). The new Prices, Deals, and Specials page drew 9,593 users (Table 24).

Table 24: Bowling Top Pages by Total Users, FY26

Page	Total Users	Change (YoY)
Bowling Center	246,527	10.3% increase
Prices, Deals, and Specials	9,593	No prior-year data
Food, Snacks, and Lounges	4,639	No prior-year data
Contact	2,750	No prior-year data
Leagues, Lessons, and Youth Bowling	2,392	No prior-year data
Options and Game Types	2,261	No prior-year data
Parties, Events, and Group Reservations	1,990	No prior-year data

Figure 13: Bowling Views Compared YoY, FY26 (Unit C launch marked)



Traffic Sources

Organic Search led with 126,036 users, followed closely by Direct with 93,961. Organic Social brought 9,672 users.

- **Organic Search:** 126,036 users
- **Direct:** 93,961 users
- **Organic Social:** 9,672 users
- **Referral:** 5,684 users

Engagement

Engagement rate was 56% for the year, a 4.4% decrease (YoY). After the Unit C update, engagement rate rose 15.0% (YoY) to 66%.

Army Ten Miler

Traffic Overview

- **Total Users:** 311,356 (10.7% increase compared with FY25)

- **Views:** 1,233,665 (27.8% increase compared with FY25)
- **Sessions:** 661,270 (28.3% increase compared with FY25)
- **Engagement Rate:** 49% (2.4% increase compared with FY25)

The home page drew the most users (193,815), followed by Individual Registration (52,947) and Live Race Info (37,444). Google sent the most users (173,437), followed by direct visits (89,293). Facebook and Instagram together sent more than 26,000 users.

World Class Athlete Program

Traffic Overview

- **Total Users:** 70,836 (16.8% increase compared with FY25)
- **Views:** 178,338 (5.6% increase compared with FY25)
- **Sessions:** 87,746 (18.4% increase compared with FY25)
- **Engagement Rate:** 51% (7.5% decrease compared with FY25)

The home page drew the most users (20,415), followed by Apply (9,305) and Winter Olympians (8,231). Wrestling and Boxing were the top sport pages, and Boxing and Track and Field were the top application standards pages.