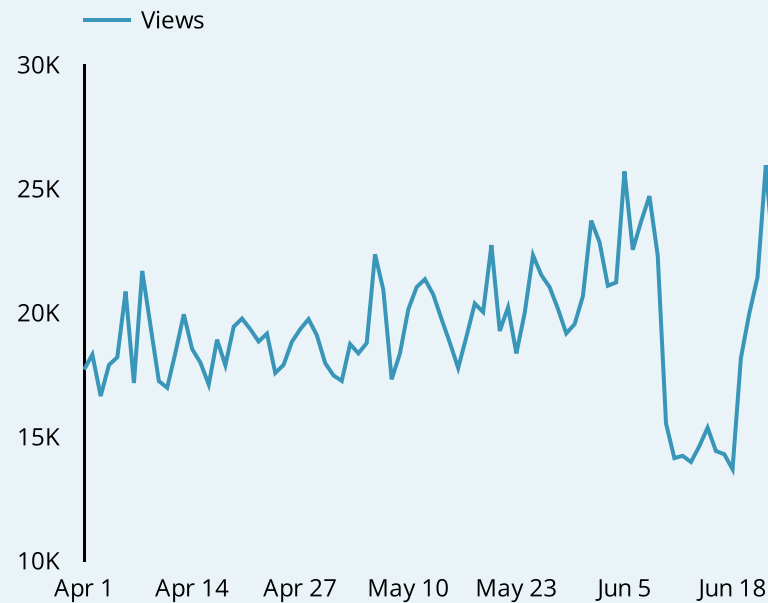


Overview Compared Y-o-Y

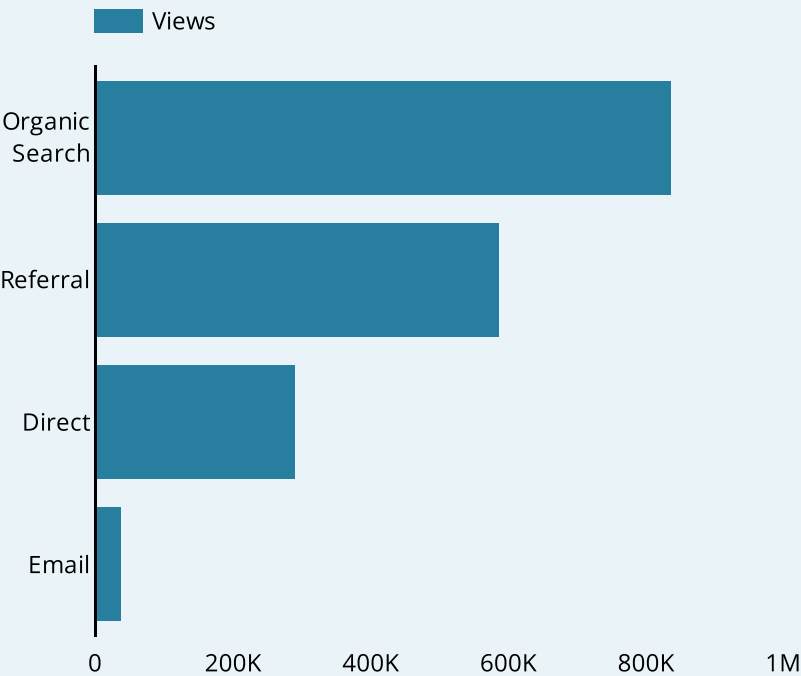
Google Analytics 4

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
1,769,592	679,886	382,900	365,327	03:49	54.89%
↓ -5.4%	↓ -8.2%	↓ -9.2%	↓ -8.6%	↑ 4.9%	↑ 1.8%

How is site traffic trending?



Which channels are driving traffic?



Top Pages

Sorted by Total Users

Page path	Total users
/	299,711
/rooms-suites	54,304
/about-hale-koa-hotel/eligibility	41,904
/rooms-suites/room-rates	34,429
/dining-drinks	29,156
/checkout	25,016
/experiences	25,013
/experiences/events/hale-koa-luau	23,058
/Deals	22,494
/your-stay/hotel-services-qr	22,069

What are the top sources?

Sorted by Total Users

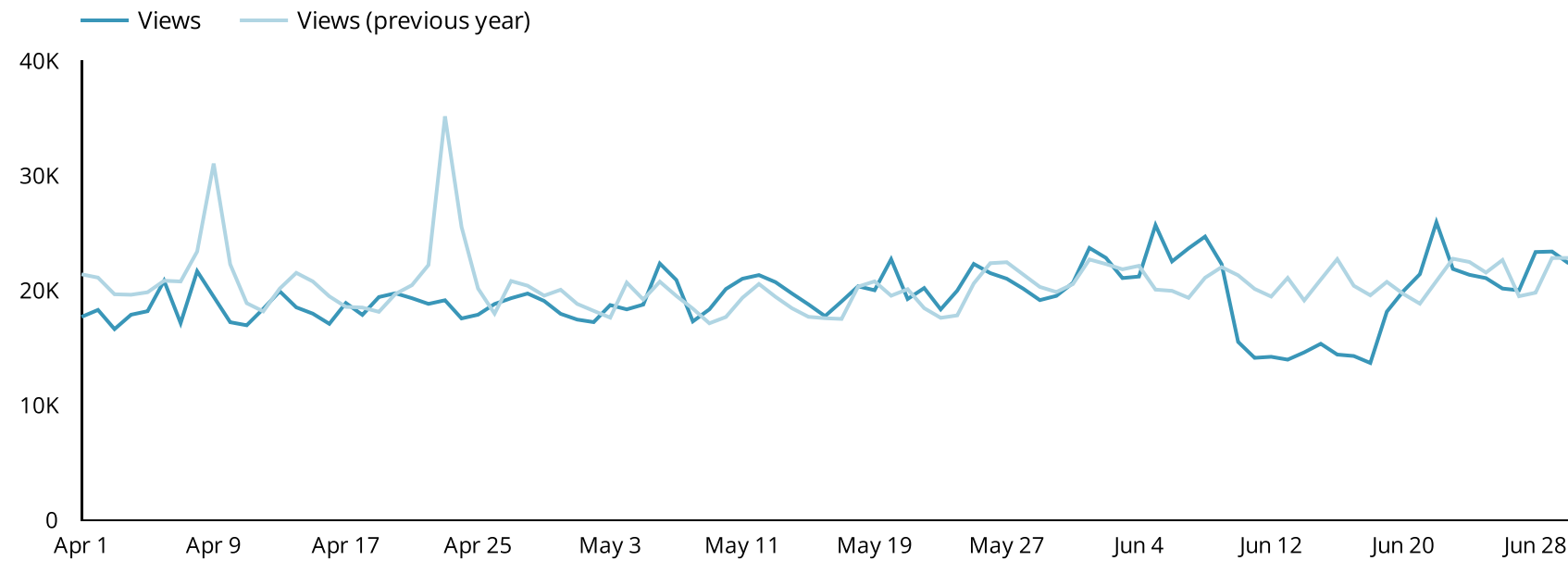
Session source	Total users
google	150,415
(direct)	107,825
halekoa.com	84,342
bing	12,158
ActiveCampaign	11,405
be.synxis.com	7,458
shadesofgreen.org	4,080
yahoo	3,622
armymwr.com	2,852
duckduckgo	2,503

Traffic Trends

Google Analytics 4

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
1,769,592	679,886	382,900	365,327	03:49	54.89%
↓ -5.4%	↓ -8.2%	↓ -9.2%	↓ -8.6%	↑ 4.9%	↑ 1.8%

How is site traffic trending?



Top Pages

Google Analytics 4

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
1,769,592	679,886	382,900	365,327	03:49	54.89%
↓ -5.4%	↓ -8.2%	↓ -9.2%	↓ -8.6%	↑ 4.9%	↑ 1.8%

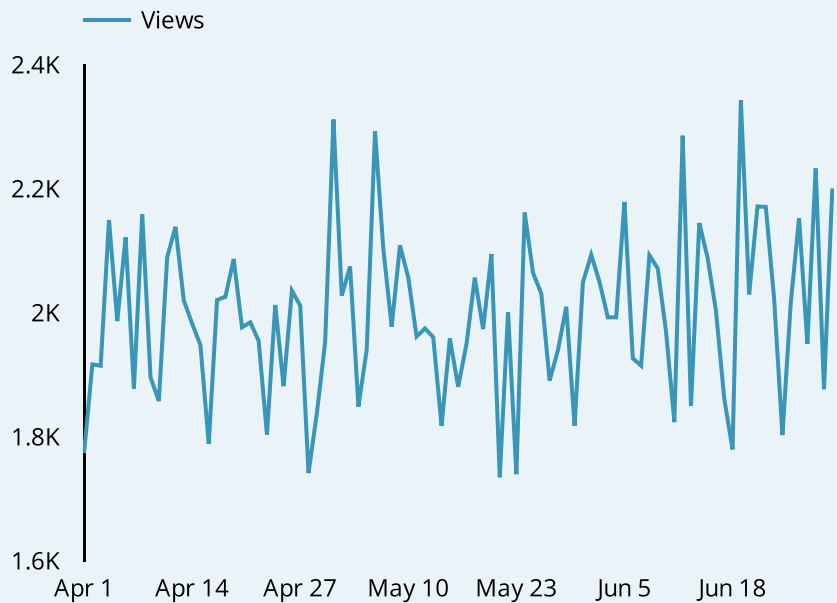
Full page URL	Total users ▾	New users	Views	Engagement rate
www.halekoa.com/	136,526	118,595	246,065	59.25%
www.halekoa.com/rooms-suites	34,221	3,093	51,304	88.35%
www.halekoa.com/about-hale-koa-hotel/eligibility	27,334	6,434	35,997	82.31%
www.halekoa.com/rooms-suites/room-rates	21,724	8,524	29,058	75.58%
www.halekoa.com/your-stay/hotel-services-gr	17,767	1,794	24,120	84.34%
www.halekoa.com/dining-drinks	17,732	2,039	29,702	91.26%
bookings.halekoa.com/search-rates	17,263	377	31,251	95.94%
www.halekoa.com/experiences	15,904	1,019	25,804	94.74%
www.halekoa.com/Deals	14,464	344	17,811	93.04%
www.halekoa.com/experiences/events/hale-koa-luau	14,439	6,478	25,847	62.48%
www.halekoa.com/your-stay	8,565	359	12,375	94.12%
www.halekoa.com/dining-drinks/bibas-courtyard-grill	8,194	1,774	14,057	92.81%
www.halekoa.com/dining-drinks/bibas-courtyard-grill/bibas-...	7,390	1,000	12,615	81.84%
www.halekoa.com/contact-us	7,355	555	11,370	77.2%
www.halekoa.com/about-hale-koa-hotel/parking	7,288	3,575	11,307	68.36%
www.halekoa.com/dining-drinks/koko-kalia	6,884	915	11,157	80.58%
www.halekoa.com/rooms-suites/deluxe-ocean-front-room	6,215	277	9,422	88.42%
www.halekoa.com/experiences/activities	6,170	362	8,561	92.47%
www.halekoa.com/your-stay/photo-gallery	5,945	519	8,093	84.45%
www.halekoa.com/about-hale-koa-hotel/faq	5,405	760	7,633	80.53%
www.halekoa.com/dining-drinks/aloha-prime-rib	5,107	455	7,622	84.53%
www.halekoa.com/wellness	5,041	164	7,068	95.09%
www.halekoa.com/dining-drinks/happys-fast-fresh/happys-m...	5,005	424	8,408	84.68%
www.halekoa.com/dining-drinks/happys-fast-fresh	4,983	925	8,556	90.74%
www.halekoa.com/wellness/pool	4,900	868	7,643	76.62%

Overview Compared Y-o-Y

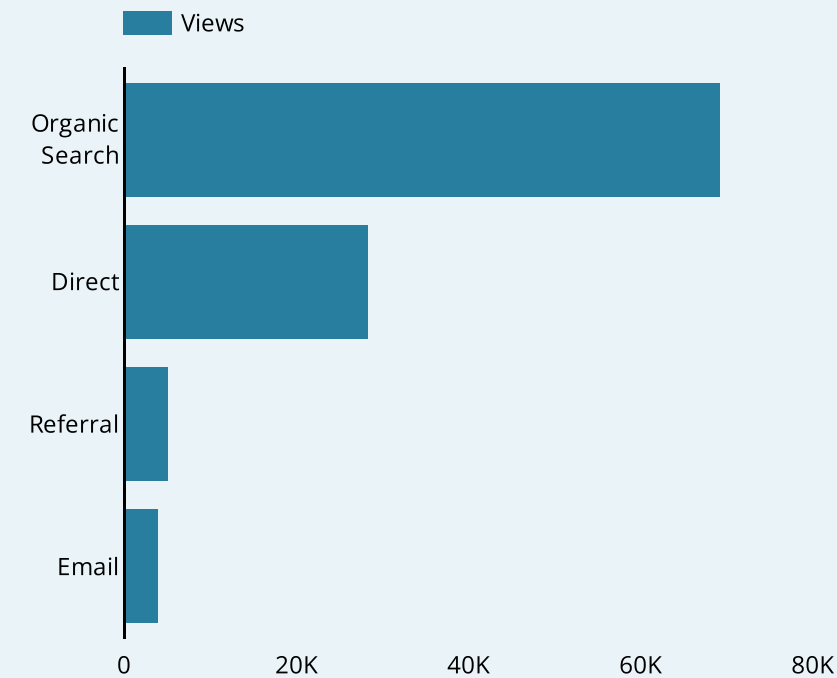
Dining

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
181,873	79,681	49,611	13,376	02:39	71.72%
↓ -4.6%	↓ -3.6%	↓ -4.6%	No data	↑ N/A	↑ 5.8%

How is site traffic trending?



Which channels are driving traffic?



Top Pages

Sorted by Total Users

Page path	Total users
/dining-drinks	17,761
/dining-drinks/bibas-courtyard-grill	8,196
/dining-drinks/bibas-courtyard-grill/bibas-menu-QR-2022	7,390
/dining-drinks/koko-kalia	6,886
/dining-drinks/aloha-prime-rib	5,125
/dining-drinks/happys-fast-fresh/happys-menu-qr	5,005
/dining-drinks/happys-fast-fresh	4,987
/dining-drinks/barefoot-bar-menu-qr	4,584
/dining-drinks/barefoot-bar	3,796
/dining-drinks/java-cafe	1,843

What are the top sources?

Sorted by Total Users

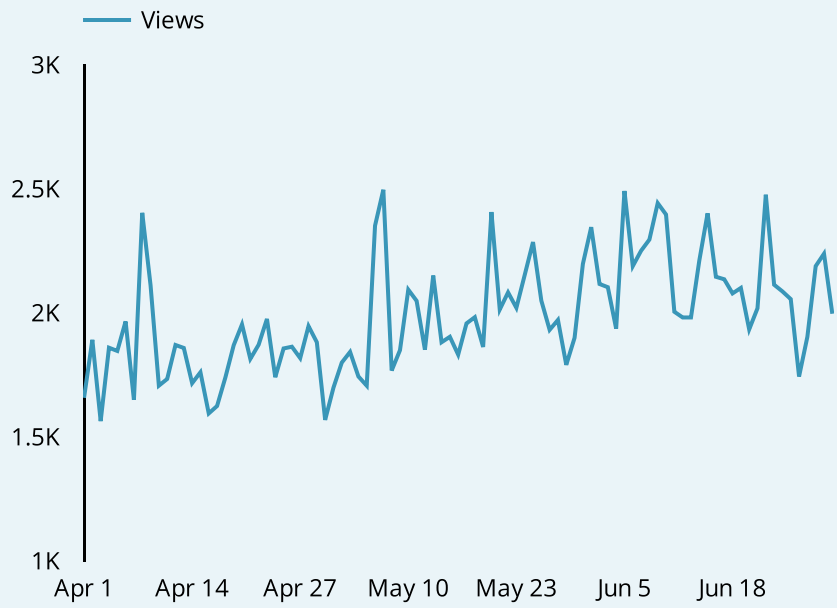
Session source	Total users
google	15,499
(direct)	11,269
ActiveCampaign	1,116
bing	1,054
be.synxis.com	418
yahoo	409
m.yelp.com	252
duckduckgo	236
shadesofgreen.org	217
halekoa.ticketsage.net	129

Overview Compared Y-o-Y

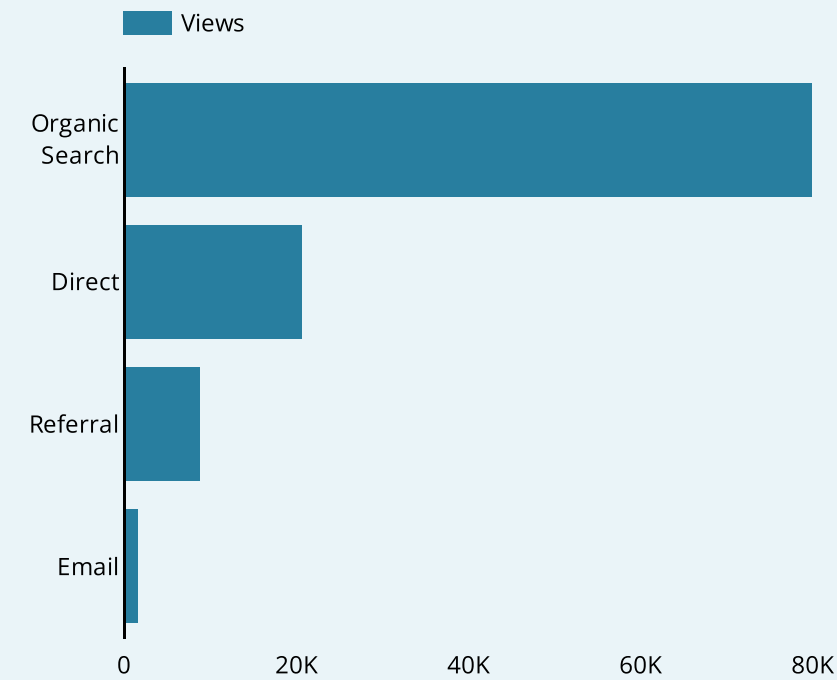
Rooms

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
180,738	101,009	74,049	12,682	02:59	76.03%
↓ -12.4%	↓ -12.0%	↓ -13.4%	No data	↑ N/A	↑ 9.1%

How is site traffic trending?



Which channels are driving traffic?



Top Pages

Sorted by Total Users

Page path	Total users
/rooms-suites	34,337
/rooms-suites/room-rates	21,800
/rooms-suites/deluxe-ocean-front-room	6,218
/rooms-suites/resort-view-room	4,371
/rooms-suites/ocean-view-room	3,944
/rooms-suites/ilima-ocean-west	3,798
/rooms-suites/partial-ocean-view-room	3,271
/accommodations/rooms-suites	18
/rooms-suites/standard-room	12
/accommodations/rooms-suites/deluxe-ocean-front-room	2

What are the top sources?

Sorted by Total Users

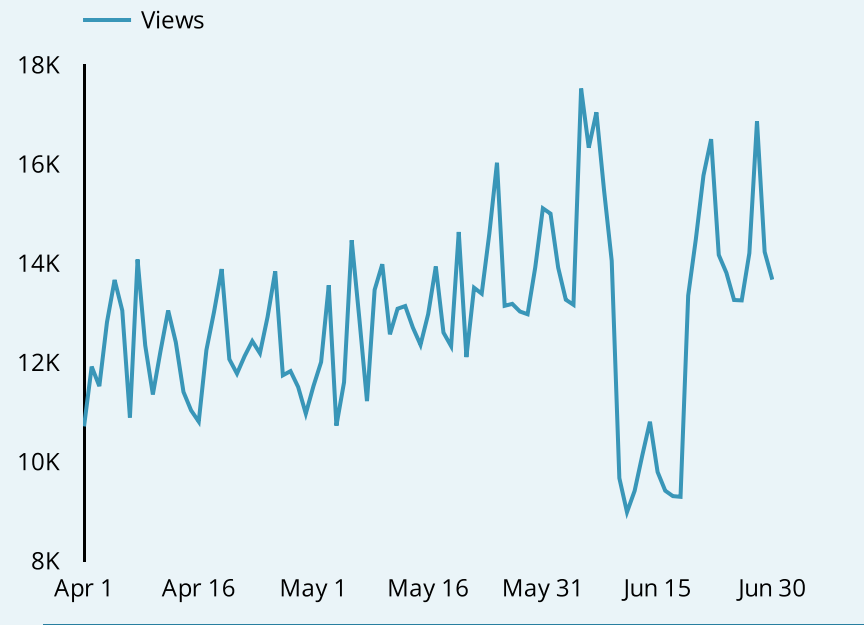
Session source	Total users
google	29,983
(direct)	9,755
bing	2,032
be.synxis.com	1,220
yahoo	758
shadesofgreen.org	719
ActiveCampaign	682
armymwr.com	528
duckduckgo	408
chatgpt.com	198

Mobile Overview

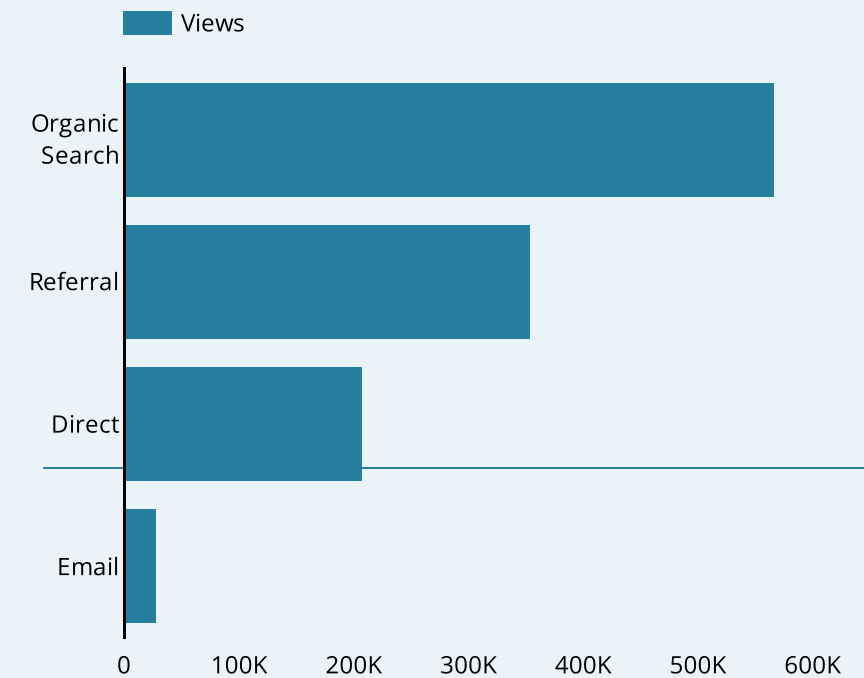
Google Analytics 4

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
1,168,885	458,562	241,991	232,582	03:07	52.55%
↓ -1.2%	↓ -3.4%	↓ -5.7%	↓ -4.6%	↑ 2.5%	↑ 1.1%

How is site traffic trending?



Which channels are driving traffic?



Top Pages

Sorted by Total Users

Page path	Total users
/	178,666
/rooms-suites	38,660
/about-hale-koa-hotel/eligibility	27,990
/rooms-suites/room-rates	25,012
/dining-drinks	20,167
/your-stay/hotel-services-qr	18,923
/Deals	17,497
/experiences	15,876
/experiences/events/hale-koa-luau	15,463
/checkout	14,328

What are the top sources?

Sorted by Total Users

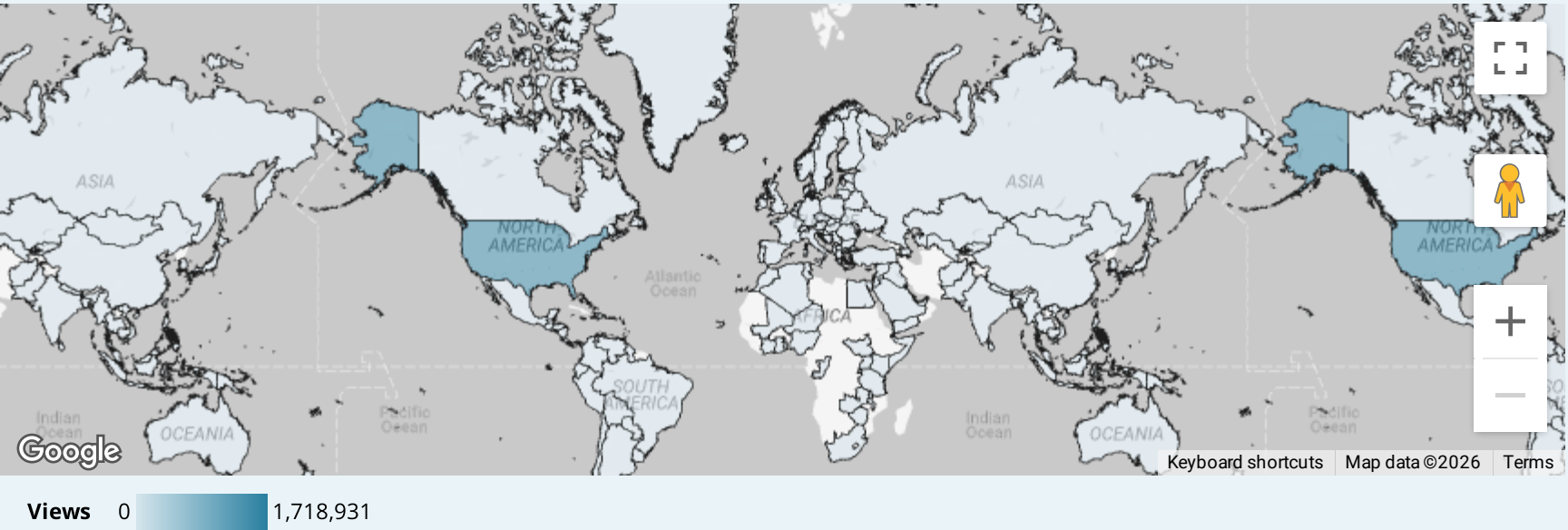
Session source	Total users
google	104,678
(direct)	70,778
halekoa.com	50,218
ActiveCampaign	7,720
be.synxis.com	5,326
shadesofgreen.org	2,431
duckduckgo	1,669
armymwr.com	1,541
yahoo	1,519
chatgpt.com	1,249

Countries

Google Analytics 4

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
1,769,592	679,886	382,900	365,327	03:49	54.89%
↓ -5.4%	↓ -8.2%	↓ -9.2%	↓ -8.6%	↑ 4.9%	↑ 1.8%

Country	Total users ▾	% Δ	New users	% Δ	Views	% Δ	Engagement ...	% Δ
United States	369,628	-8.8% ↓	350,737	-8.6% ↓	1,718,931	-5.3% ↓	54.9%	1.3% ↑
Japan	3,844	-5.4% ↓	3,450	-5.9% ↓	13,035	-5.8% ↓	58.9%	5.3% ↑
Canada	1,872	-3.5% ↓	1,737	-4.8% ↓	5,302	7.2% ↑	61.03%	5.4% ↑
Germany	1,414	-23.7...	1,283	-25.1...	4,525	-20.1...	57.83%	1.2% ↑
Australia	1,099	-25.6...	1,016	-27.3...	3,441	-14.8...	60.99%	-1.3% ↓
South Korea	1,033	-28.9...	934	-30.6...	3,805	-20.6...	55.54%	-1.6% ↓
United Kingdom	815	18.6%...	757	19.0%...	1,966	-3.6% ↓	46.65%	-17.9...
Guam	488	-7.8% ↓	420	-13.8...	1,941	2.8% ↑	61.85%	13.2%...
Mexico	379	-5.3% ↓	331	-4.3% ↓	1,208	-2.0% ↓	54.81%	-0.7% ↓
Philippines	318	-16.8...	271	-23.2...	1,055	-25.5...	57.75%	9.1% ↑
India	311	11.1%...	300	7.9% ↑	1,111	27.6%...	63.47%	-15.8...
Italy	303	7.1% ↑	270	7.1% ↑	914	6.8% ↑	58.55%	-2.5% ↓
New Zealand	253	-32.4...	231	-35.1...	781	-35.9...	70.07%	9.7% ↑
Indonesia	246	12.8%...	138	15.0%...	480	-12.4...	47.08%	-21.0...
Netherlands	237	34.7%...	212	45.2%...	925	129.5...	54.52%	13.1%...
China	228	79.5%...	225	81.5%...	271	2.7% ↑	13.48%	-39.8...
France	217	2.8% ↑	177	-1.1% ↓	437	-18.2...	48.65%	2.4% ↑

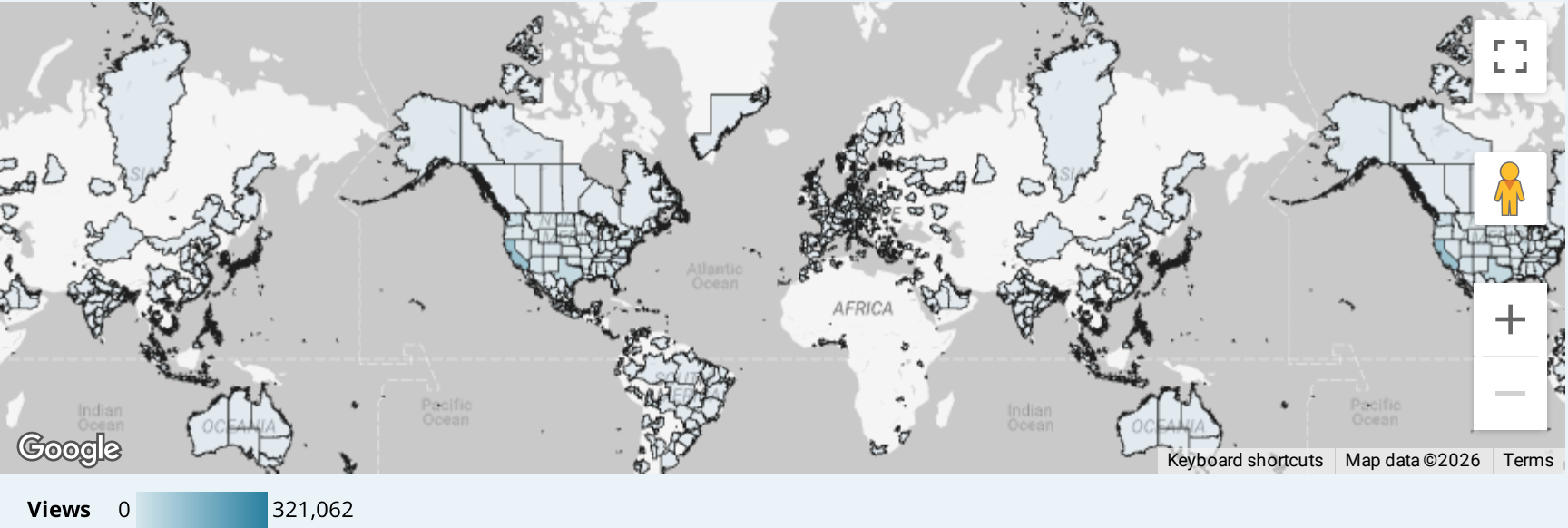


States

Google Analytics 4

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
1,769,592	679,886	382,900	365,327	03:49	54.89%
↓ -5.4%	↓ -8.2%	↓ -9.2%	↓ -8.6%	↑ 4.9%	↑ 1.8%

Region	Total users ▾	New users	Views	Engagement rate
Hawaii	85,169	73,268	321,062	49.13%
California	63,574	52,870	263,048	58.98%
Texas	28,090	21,913	114,134	62.03%
Washington	23,152	16,750	85,634	59.85%
Florida	17,664	13,201	64,688	60.63%
Virginia	17,609	13,551	61,317	60.88%
New York	14,777	10,699	46,858	60.2%
Georgia	12,654	8,441	41,990	60.62%
Illinois	12,428	9,645	41,624	60.55%
Arizona	11,745	8,669	48,625	62.85%
North Carolina	10,804	7,334	37,340	61.38%
Colorado	10,612	7,699	37,856	59.65%
Oregon	9,888	5,983	30,822	61.67%
Ohio	9,766	6,231	32,225	60.53%
Michigan	8,933	5,226	27,969	61.51%
Nevada	8,561	5,572	28,958	59.79%
Indiana	7,513	4,314	22,571	60.09%



Search

Google Analytics 4

Search Terms	Search count	Search count per user	Total users	Engagement rate
parking	278	1.18	236	96.76%
luau	232	1.21	191	97.16%
wedding	149	1.37	109	97.39%
laundry	144	1.22	118	92.42%
reservation	137	1.2	114	96.64%
reservations	133	1.43	93	99.01%
map	127	1.15	110	98.29%
find reservation	124	1.28	97	97%
exchange	101	1.13	89	98.95%
cabana	95	1.38	69	96.59%
sign in	95	1.4	68	98.57%
military	92	1.15	80	98.77%
pool	86	1.15	75	100%
waitlist	86	1.18	73	100%
check out	76	1.25	61	98.39%
find reservations	71	1.27	56	100%
log in	69	1.77	39	92.86%
weddings	66	1.29	51	98.11%
check out time	63	1.31	48	96.08%
cancel reservation	62	1.82	34	100%
check in	61	1.27	48	98.04%
eligibility	58	1.38	42	100%
check in time	55	1.2	46	95.92%
wait list	49	1.26	39	95.24%
breakfast	47	1.12	42	97.73%
login	45	1.15	39	100%
spa	40	1.25	32	100%
gym	37	1.23	30	100%
discovery	37	12.33	3	100%
Grand total	8,832	1.82	4,854	96.41%