



ARMY MWR

Business and Recreation

Views
2,023,542

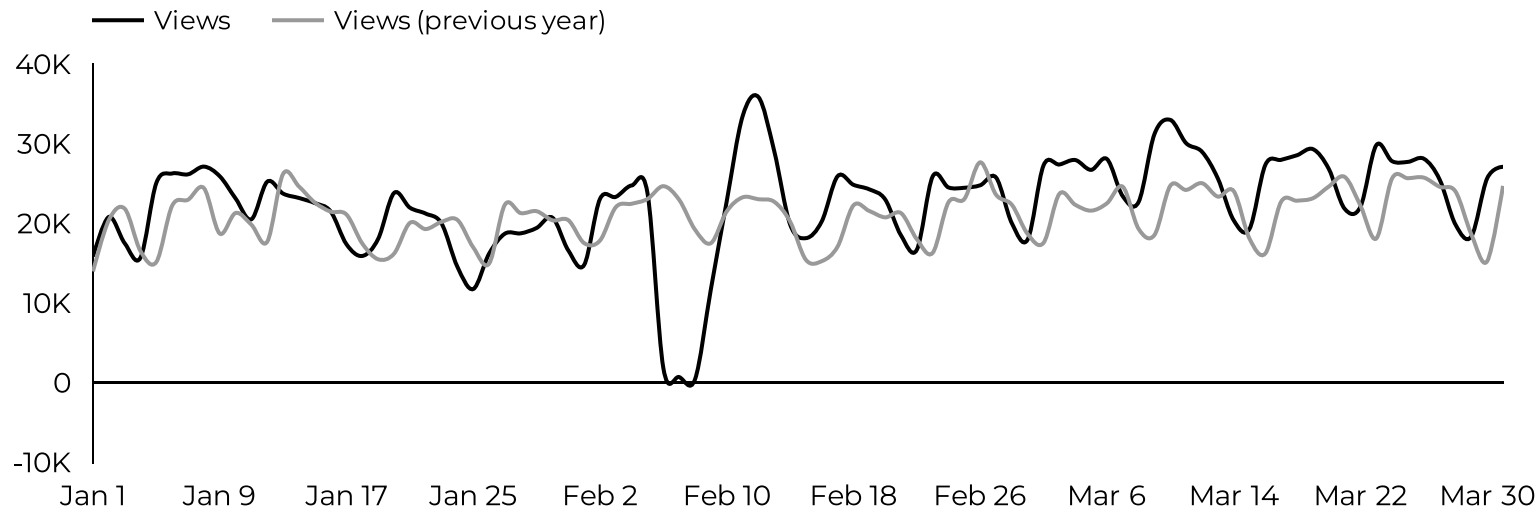
Visits (pageviews) to your page

Engagement rate
58%

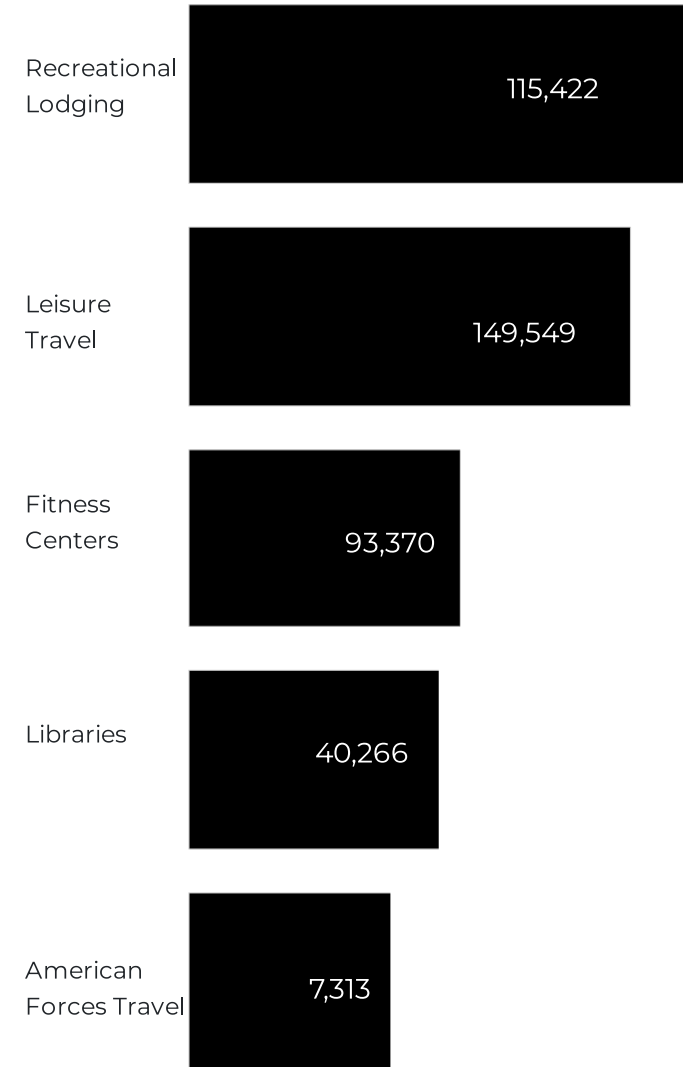
Average time people are engaged on your website

Total users
970,774

The total number of users who visited your website



What programs are users visiting?



Visits from social media.

Social Media	Total users
Facebook	81,841
X	2,192
Instagram	1,725
YouTube	67
Reddit	33
LinkedIn	31
Pinterest	1



Program Roll-Up

Jan 1, 2026 - Mar 31, 2026



PROGRAM	Total Users	New Users	Sessions	Engagement Rate
American Forces Travel	7,313	2,370	8,618	81.5%
Arts & Crafts	19,442	10,750	24,960	58.26%
Auto Skills	58,151	40,252	82,971	55.04%
BOSS	17,937	9,062	21,922	62.08%
Food and Beverage	433,126	313,123	590,960	61.65%
Healthy Army Communities	2,501	2,070	3,267	62.14%
Leisure Travel	149,549	89,689	210,600	73.07%
Libraries	40,266	22,980	55,081	61.21%
Warrior Zone	6,869	4,234	8,605	59.45%
Army Ten Miler (ATM)	36,839	35,196	52,779	37.85%
World Class Athlete Program	30,686	30,580	36,880	54.73%



Sports and Fitness Program Roll-Up

Jan 1, 2026 - Mar 31, 2026



PROGRAM	Total Users	New Users	Sessions	Engagement Rate
All Army Sports	12,902	8,368	15,508	69.41%
Aquatics	50,147	25,377	70,492	61.35%
Bowling	58,791	41,424	78,404	51.58%
Fitness Centers	93,370	58,742	128,346	62.1%
Golf	81,650	64,609	115,136	64.9%
Intramural Sports	5,074	1,702	6,388	70.49%
Strong BANDS	2,140	793	2,338	60.01%
Warrior Zone	6,869	4,234	8,605	59.45%
World Class Athlete Program	30,686	30,580	36,880	54.73%



Outdoor Rec Program Roll-Up

Jan 1, 2026 - Mar 31, 2026

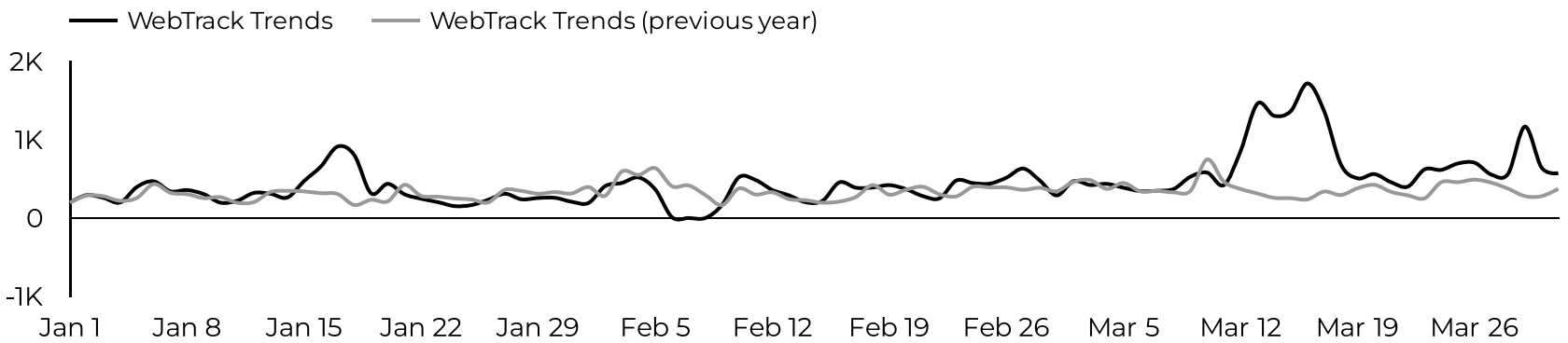


PROGRAM	Total Users	New Users	Sessions	Engagement Rate
Adventure Programs	1,998	947	2,403	66.08%
Equipment Rental	12,834	5,611	17,673	70.85%
Recreational Lodging	115,422	72,913	164,394	71.02%



Total WebTrac clicks on pages.

41,529



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

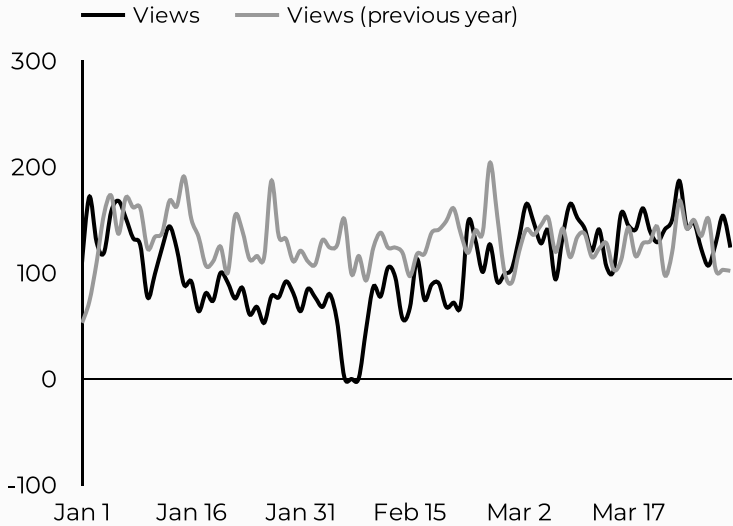
Installation	Clicks on WebTrac Links. ▾	% Δ
campbell.armymwr.com	6,372	120.3% ↑
carson.armymwr.com	4,663	176.7% ↑
belvoir.armymwr.com	3,128	38.8% ↑
westpoint.armymwr.com	2,650	77.4% ↑
mccoy.armymwr.com	2,440	1.2% ↑
stuttgart.armymwr.com	2,315	-15.9% ↓
bragg.armymwr.com	1,948	149.4% ↑
jackson.armymwr.com	1,842	56.2% ↑
jblm.armymwr.com	1,707	6.4% ↑
grafenwoehr.armymwr.com	1,277	-2.8% ↓
benning.armymwr.com	1,181	1,289.4% ↑
kaiserslautern.armymwr.com	1,064	-25.8% ↓
leonardwood.armymwr.com	1,038	153.2% ↑
meade.armymwr.com	934	51.9% ↑
stewarhunter.armymwr.com	832	-36.7% ↓
bliss.armymwr.com	769	84.4% ↑
hood.armymwr.com	747	-
knox.armymwr.com	730	6.3% ↑
gordon.armymwr.com	512	-
wiesbaden.armymwr.com	512	36.9% ↑



Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
9,595	8,618	7,313	2,370	02:32	82%
↓ -18.1%	↓ -17.9%	↓ -17.5%	↑ 38.0%	↑ 30.7%	↓ -2.8%

Compared Y-o-Y

How is site traffic trending?

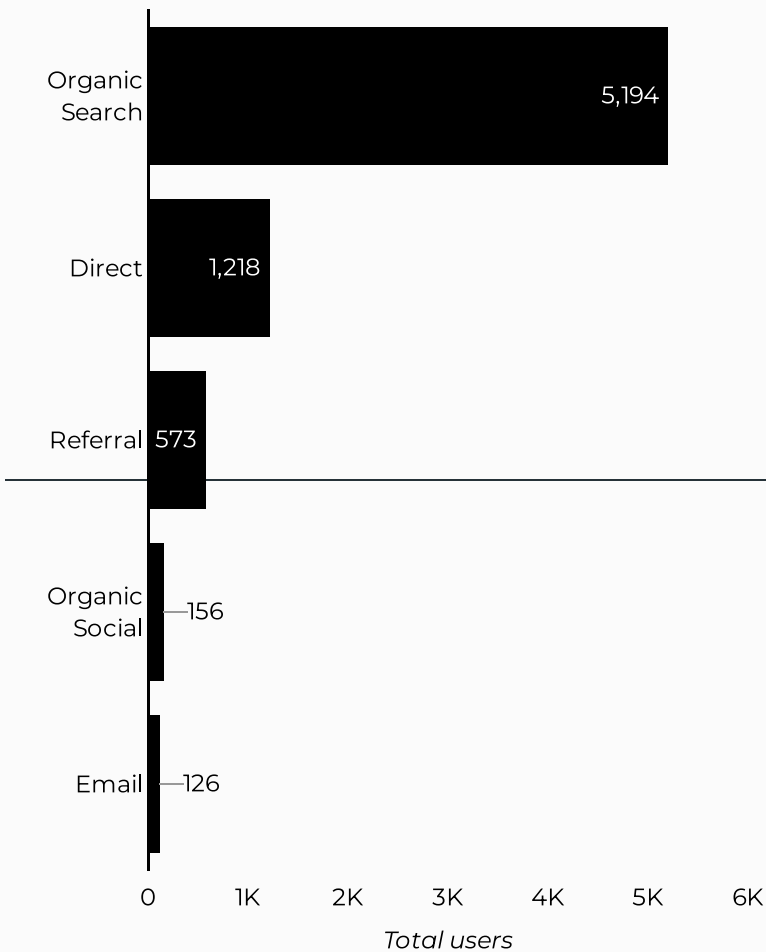


Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
www.armymwr.com	6,655	-24.2% ↓
campbell.armymwr.com	55	-
jblm.armymwr.com	48	-
jackson.armymwr.com	46	-
benning.armymwr.com	45	-
hawaii.armymwr.com	41	-
meade.armymwr.com	40	166.7% ↑
belvoir.armymwr.com	37	-

Which channels are driving traffic?



What are the top sources?

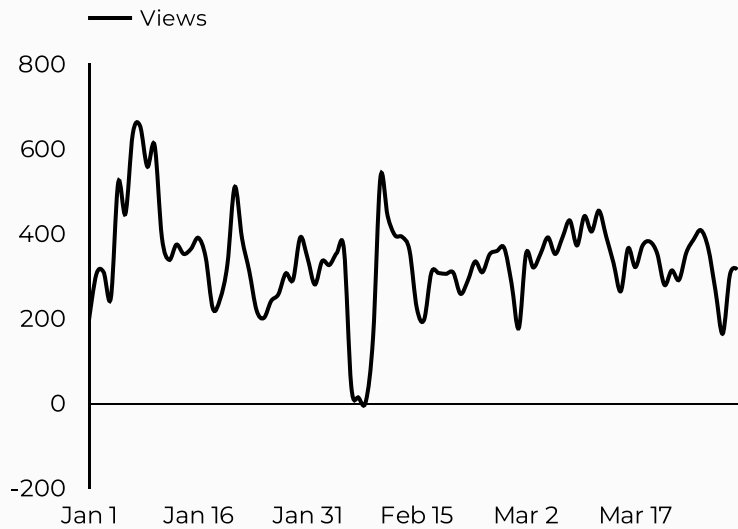
Session source	Total users
google	4,234
(direct)	1,218
bing	734
militaryonesource.mil	158
home.army.mil	142
yahoo	139
promo	126
chatgpt.com	111
duckduckgo	88
m.facebook.com	85

Arts & Crafts

Views 30,147 ↑ 3.4%	Sessions 24,960 ↑ 9.0%	Total users 19,442 ↑ 13.1%	New users 10,750 ↑ 8.8%	Avg. Session Time 02:11 ↓ -9.2%	Engagement rate 58% ↓ -10.3%
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Compared Y-o-Y

How is site traffic trending?

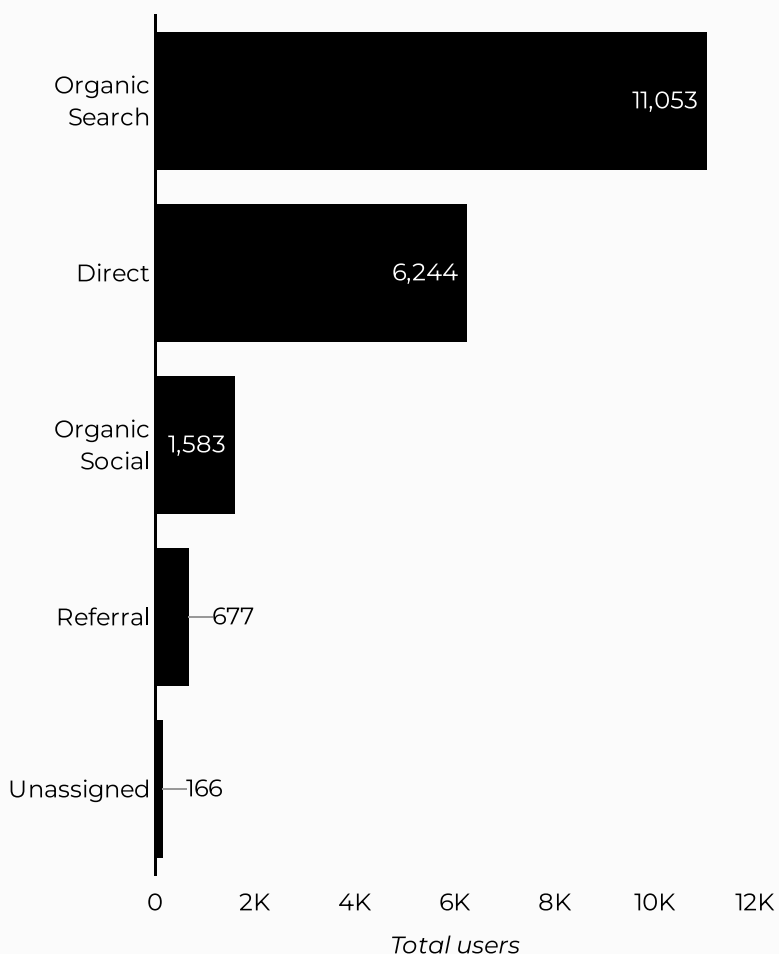


Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
hood.armymwr.com	2,249	10.0% ↑
hawaii.armymwr.com	2,029	65.1% ↑
humphreys.armymwr.com	1,439	25.8% ↑
stuttgart.armymwr.com	1,392	-11.3% ↓
bliss.armymwr.com	1,048	50.4% ↑
meade.armymwr.com	953	14.7% ↑
jblm.armymwr.com	900	3.9% ↑
www.armymwr.com	847	2.0% ↑
leavenworth.armymwr.com	769	71.7% ↑
rucker.armymwr.com	630	21.6% ↑

Which channels are driving traffic?



What are the top sources?

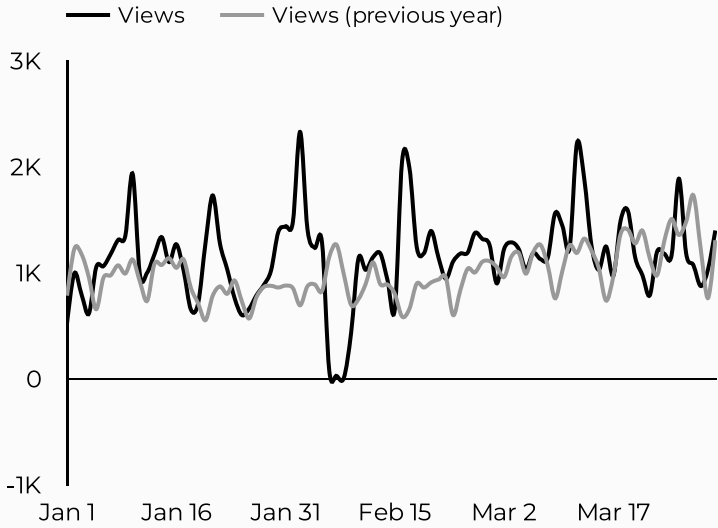
Session source	Total users
google	10,039
(direct)	6,244
m.facebook.com	1,035
bing	827
home.army.mil	281
lm.facebook.com	277
l.facebook.com	149
promo	110
duckduckgo	92
facebook.com	87



Views 103,805 ↑ 15.4%	Sessions 82,971 ↑ 15.3%	Total users 58,151 ↑ 17.4%	New users 40,252 ↑ 23.1%	Avg. Session Time 02:40 ↑ 0.4%	Engagement rate 55% ↓ -7.3%
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Compared Y-o-Y

How is site traffic trending?

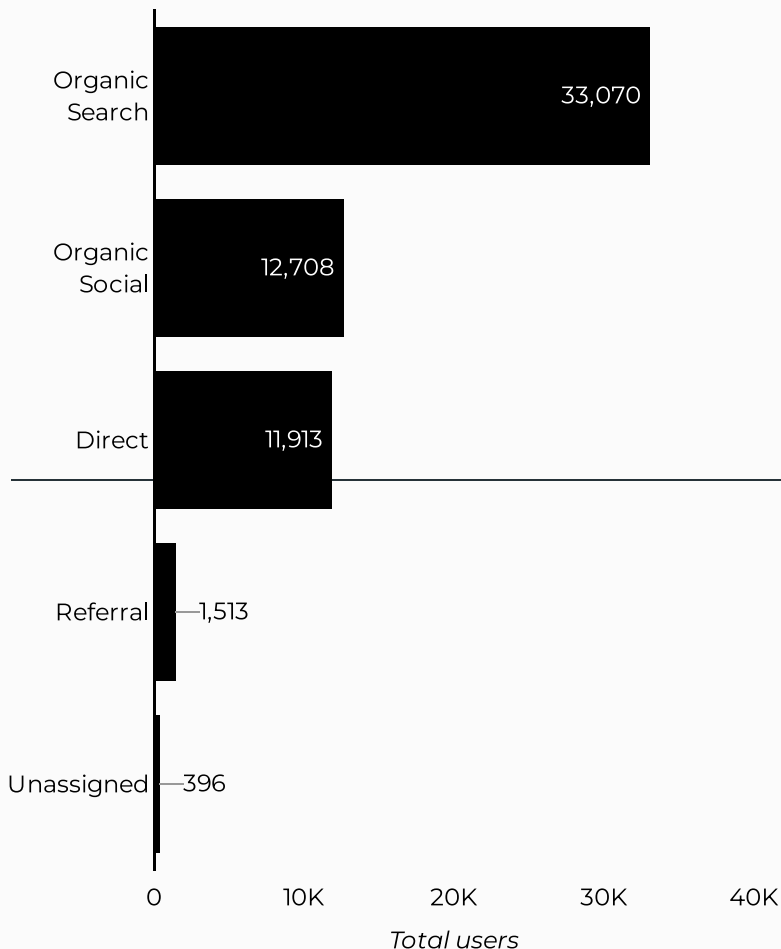


Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
hood.armymwr.com	7,723	70.1% ↑
bragg.armymwr.com	7,510	30.8% ↑
jblm.armymwr.com	5,600	178.9% ↑
carson.armymwr.com	2,586	64.5% ↑
kaiserslautern.armymwr.co...	2,523	-2.5% ↓
benning.armymwr.com	2,502	4.0% ↑
stewarhunter.armymwr.c...	2,315	51.9% ↑
campbell.armymwr.com	2,153	-33.4% ↓
hawaii.armymwr.com	1,827	-11.4% ↓
meade.armymwr.com	1,807	22.9% ↑

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	30,429
(direct)	11,913
m.facebook.com	8,765
lm.facebook.com	2,888
bing	2,153
l.facebook.com	769
home.army.mil	630
facebook.com	265
duckduckgo	251
(not set)	230



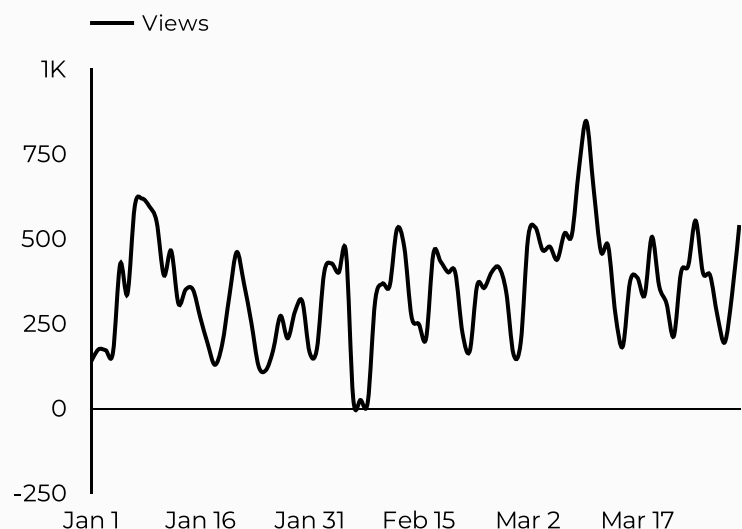
ARMY MWR

BOSS

Views 31,491 ↑ 9.3%	Sessions 21,922 ↑ 6.7%	Total users 17,937 ↑ 9.4%	New users 9,062 ↑ 6.0%	Avg. Session Time 01:58 ↓ -10.3%	Engagement rate 62% ↓ -7.9%
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Compared Y-o-Y

How is site traffic trending?

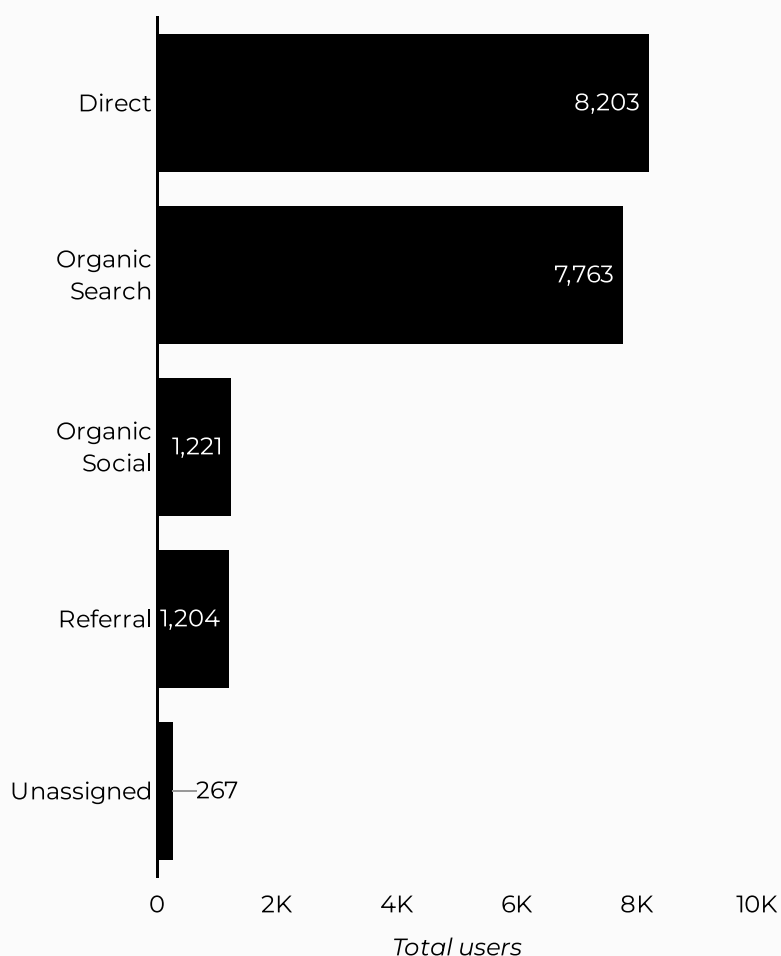


Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
www.armymwr.com	2,073	11.2% ↑
humphreys.armymwr.com	1,683	20.6% ↑
hood.armymwr.com	1,674	0.4% ↑
bliss.armymwr.com	907	-10.4% ↓
stewarhunter.armymwr.c...	838	88.3% ↑
bragg.armymwr.com	588	85.5% ↑
carson.armymwr.com	578	-15.1% ↓
campbell.armymwr.com	577	3.6% ↑
jblm.armymwr.com	538	-14.9% ↓
hawaii.armymwr.com	533	32.9% ↑

Which channels are driving traffic?



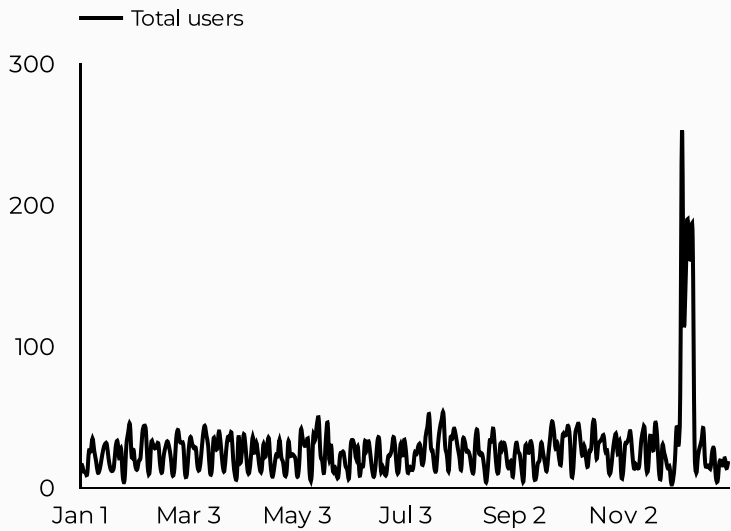
What are the top sources?

Session source	Total users
(direct)	8,203
google	6,209
bing	1,468
m.facebook.com	619
home.army.mil	608
facebook.com	271
(not set)	233
l.facebook.com	124
lm.facebook.com	99
safe.menlosecurity.com	91



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

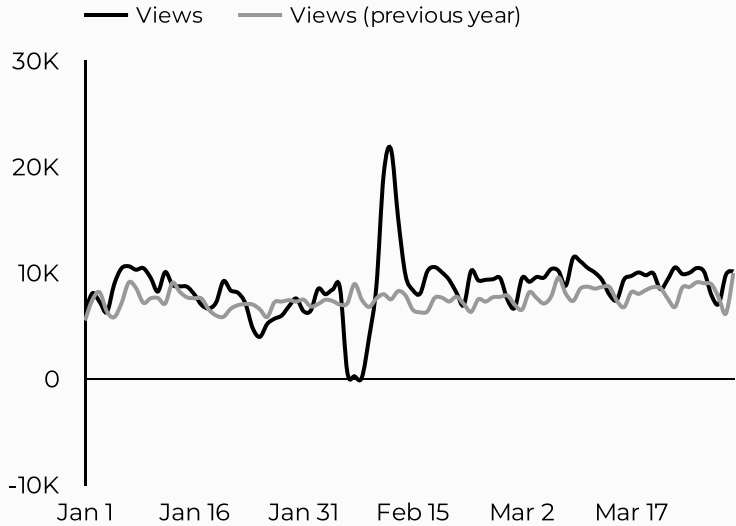
Session source	Total users
google	4,000
(direct)	2,087
bing	1,345
home.army.mil	990
militaryonesource.mil	193
m.facebook.com	107
army.mil	89
safe.menlosecurity.com	68
(not set)	65
yahoo	63



Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
782,136	590,960	433,126	313,123	02:46	62%
↑ 14.9%	↑ 17.3%	↑ 20.3%	↑ 23.6%	↓ -1.8%	↓ -7.8%

Compared Y-o-Y

How is site traffic trending?

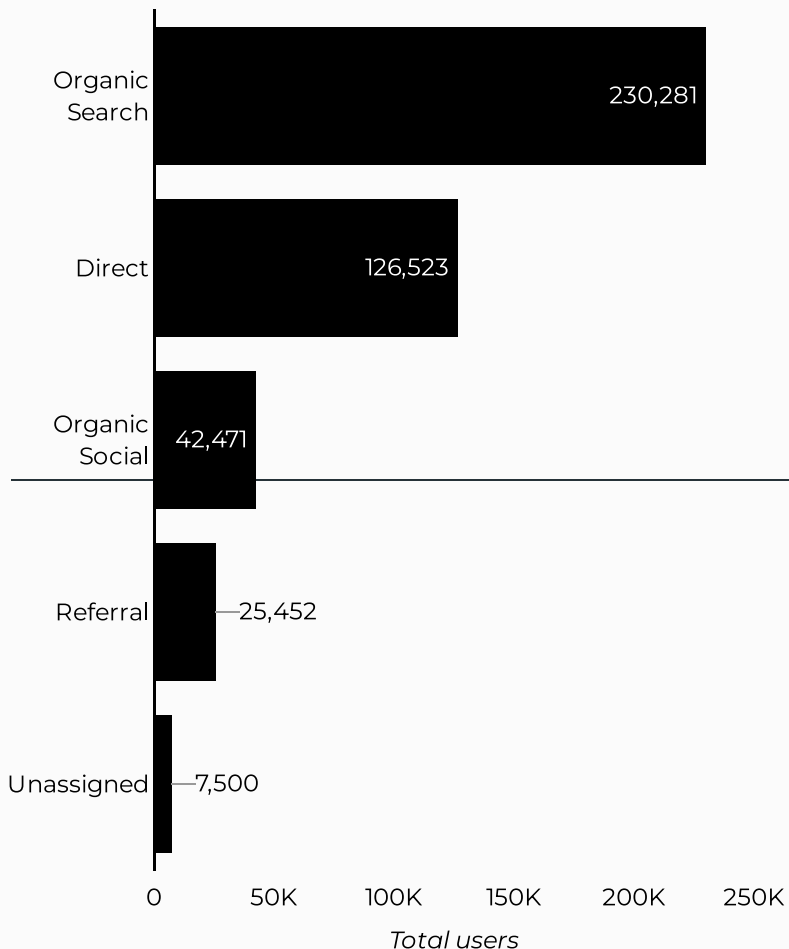


Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
www.armymwr.com	63,795	12.1% ↑
benning.armymwr.com	54,536	117.3% ↑
carlisle.armymwr.com	30,667	37.2% ↑
bragg.armymwr.com	16,576	11.1% ↑
belvoir.armymwr.com	14,349	-12.9% ↓
wiesbaden.armymwr.com	13,134	116.2% ↑
stewarhunter.armymwr.c...	11,040	14.2% ↑
zama.armymwr.com	10,936	-4.1% ↓
gordon.armymwr.com	9,671	6.3% ↑
hawaii.armymwr.com	9,546	3.6% ↑

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	203,796
(direct)	126,523
m.facebook.com	30,656
bing	21,873
lm.facebook.com	6,058
home.army.mil	5,441
promo	5,054
referral	3,498
l.facebook.com	3,356
(not set)	2,726



	Full page URL	Views ▾
1.	belvoir.armymwr.com/programs/golf-club	4,937
2.	jackson.armymwr.com/programs/fort-jackson-golf-club	4,709
3.	bliss.armymwr.com/programs/rod-and-gun-club	3,851
4.	gordon.armymwr.com/programs/eisenhower-lakes	3,060
5.	casey.armymwr.com/programs/bamas-grille	2,921
6.	casey.armymwr.com/happenings/food-delivery-service	2,674
7.	detroit.armymwr.com/happenings/aafes-food-trucks	2,610
8.	campbell.armymwr.com/programs/cole-park-golf-course	2,299
9.	buchanan.armymwr.com/golf-club-promo	2,249
10.	zama.armymwr.com/programs/golf-club	2,067
11.	benning.armymwr.com/programs/dining-clubs-pubs	1,816
12.	rucker.armymwr.com/programs/silver-wings-golf-club	1,816
13.	casey.armymwr.com/programs/iron-triangle-club	1,531
14.	stuttgart.armymwr.com/programs/stuttgart-theatre-center	1,527
15.	rucker.armymwr.com/programs/Big-Mikes	1,462
16.	westpoint.armymwr.com/programs/west-point-club	1,394
17.	detroit.armymwr.com/programs/sangb-golf-club-and-pro-shop	1,255
18.	lee.armymwr.com/programs/cardinal-golf-club	1,162
19.	whitesands.armymwr.com/programs/frontier-club	1,155
20.	bragg.armymwr.com/programs/rod-and-gun-club	1,065
21.	picatinny.armymwr.com/programs/the-club-at-picatinny	1,048
22.	sill.armymwr.com/programs/fort-sill-golf-club	1,048
23.	daegu.armymwr.com/programs/hilltop-club	976
24.	huachuca.armymwr.com/programs/grill-77	972
25.	rucker.armymwr.com/programs/divots-restaurant-grille	972
26.	campbell.armymwr.com/programs/hooper-bowling-cente/hooper-grille	947
27.	picatinny.armymwr.com/programs/picatinny-golf-club	933
28.	westpoint.armymwr.com/programs/west-point-bowling-center	919
29.	buchanan.armymwr.com/programs/golf-club	869
30.	leavenworth.armymwr.com/programs/strike-zone-bowling-center	754
31.	kaiserslautern.armymwr.com/programs/armstrongs-club	711
32.	humphreys.armymwr.com/programs/pan-asia-cuisine	694
33.	belvoir.armymwr.com/programs/niblicks-clubhouse-grill	690
34.	zama.armymwr.com/programs/camp-zama-community-club	679



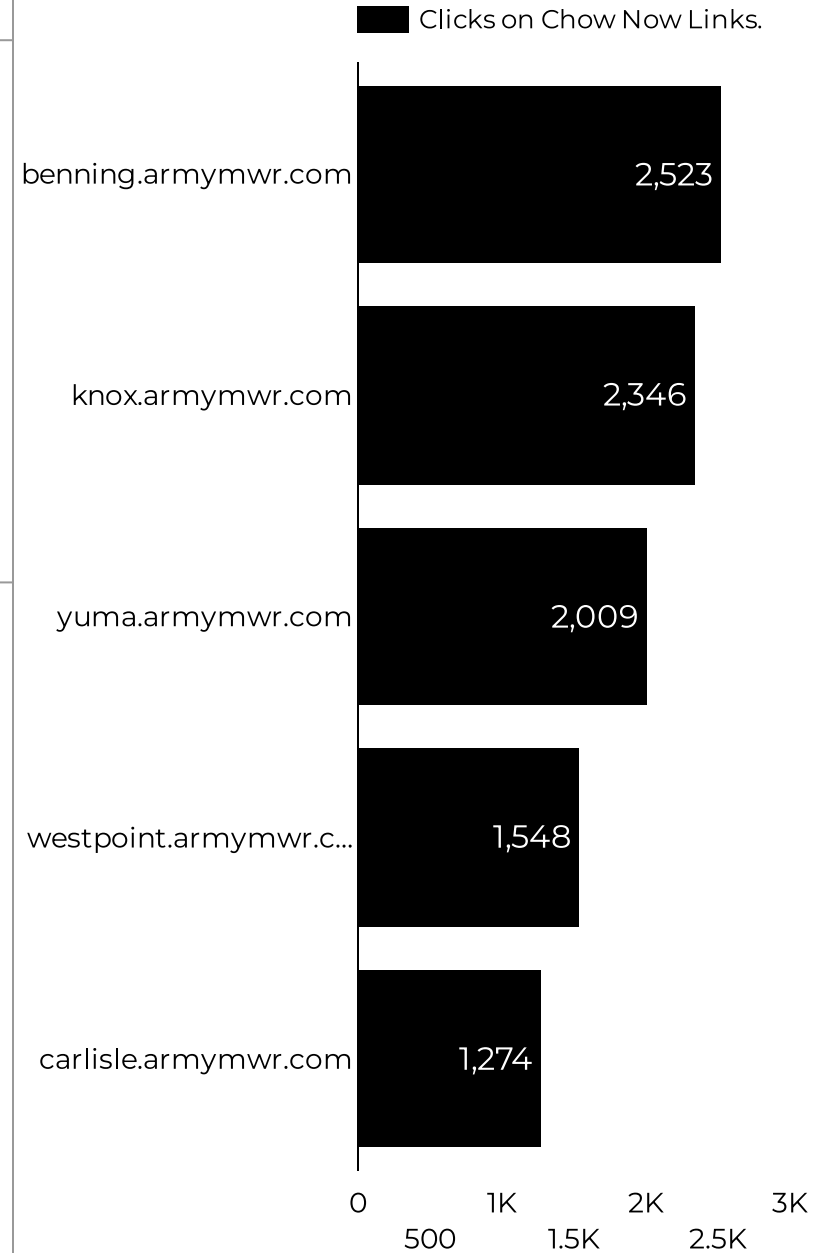
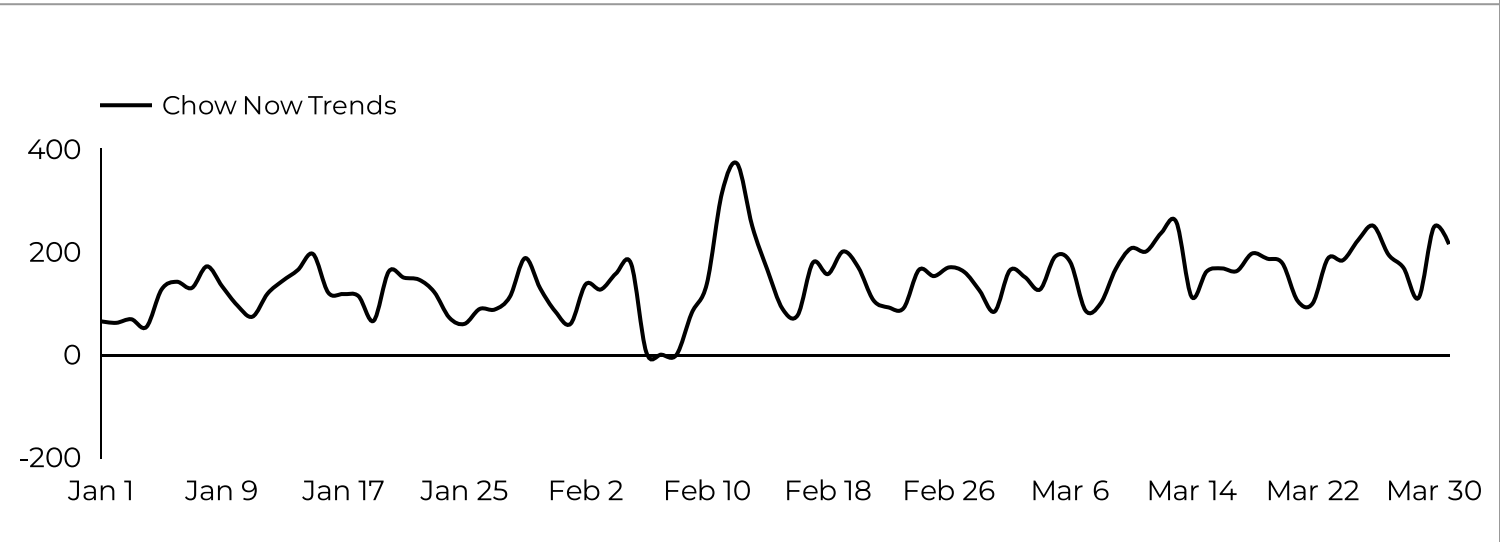
Chow Now Link Clicks

12,800

↑ 34.9%

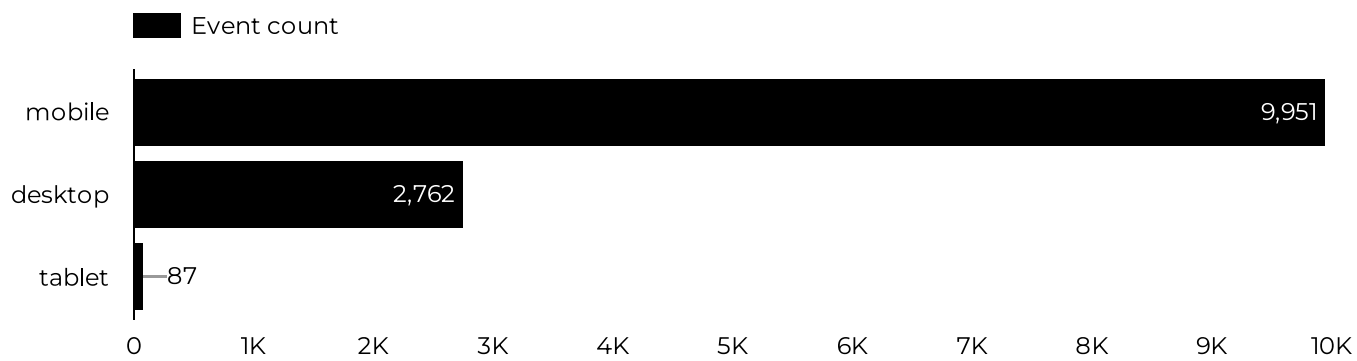
Top installations

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



Which devices are driving engagement?

Do people order on mobile or desktop?





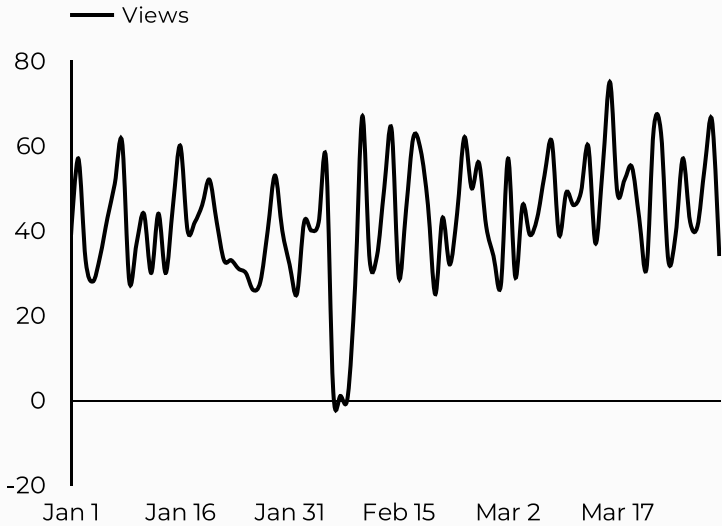
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Healthy Army Communities (HAC)

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
3,835	3,267	2,501	2,070	02:55	62%
↓ -21.9%	↓ -19.6%	↓ -14.5%	↓ -14.5%	↓ -0.4%	↓ -1.6%

Compared Y-o-Y

How is site traffic trending?

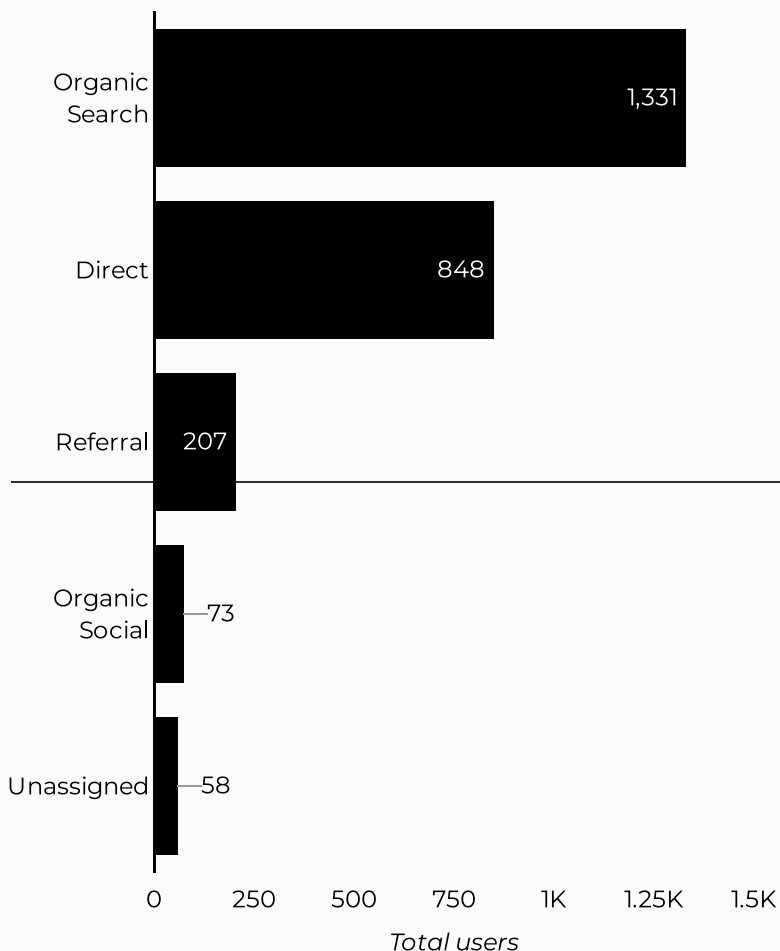


Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
hunterliggett.armymwr.co...	2,044	-18.4% ↓
www.armymwr.com	164	2.5% ↑
gordon.armymwr.com	160	-
sill.armymwr.com	40	66.7% ↑
aberdeen.armymwr.com	35	-25.5% ↓
jackson.armymwr.com	25	733.3% ↑
garmisch.armymwr.com	8	-20.0% ↓
academy.armymwr.com	6	50.0% ↑
tobyhanna.armymwr.com	4	-
pacific.armymwr.com	3	-

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	1,228
(direct)	848
home.army.mil	133
bing	91
referral	45
m.facebook.com	41
en.wikipedia.org	19
facebook.com	18
militaryonesource.mil	15
mymilitarynetwork.org	11



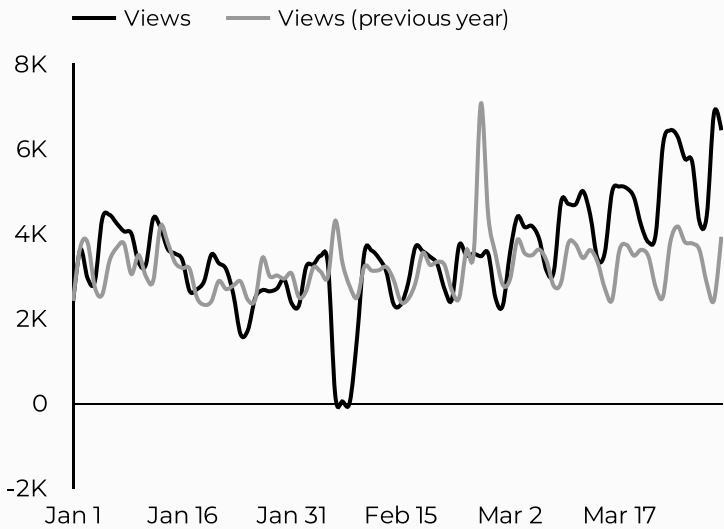
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Leisure Travel

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
319,734	210,600	149,549	89,689	03:17	73%
↑ 10.4%	↓ -4.3%	↓ -3.2%	↓ -3.0%	↑ 14.2%	↓ -2.0%

Compared Y-o-Y

How is site traffic trending?

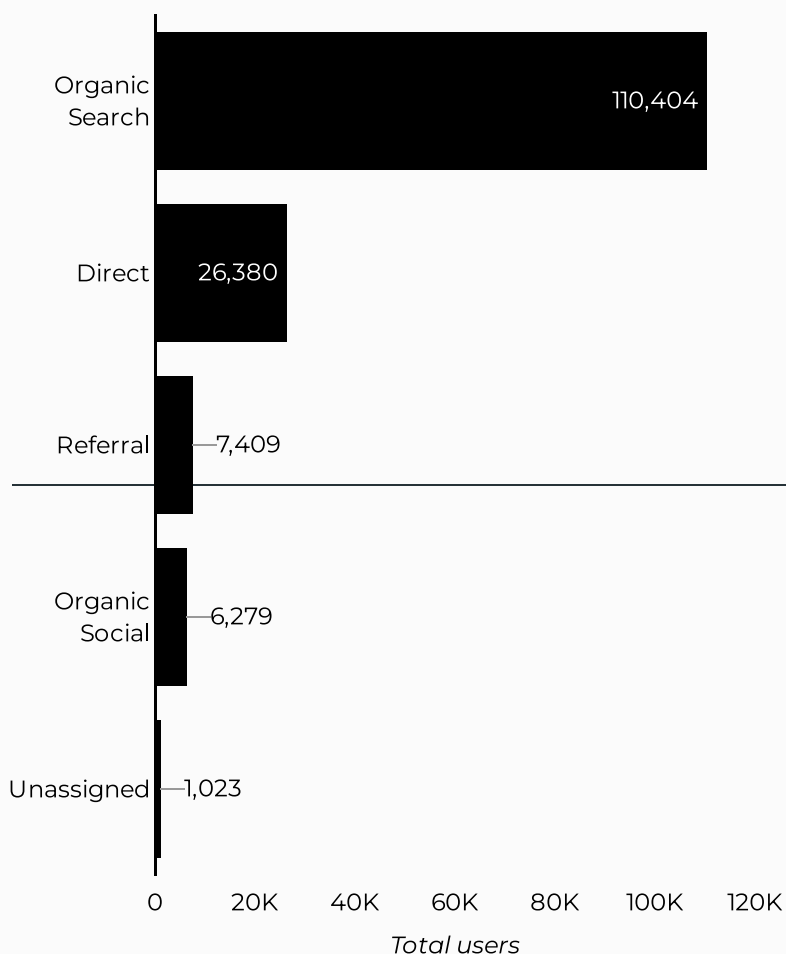


Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
www.armymwr.com	10,558	-30.1% ↓
carlisle.armymwr.com	10,056	51.9% ↑
belvoir.armymwr.com	8,566	-4.8% ↓
jblm.armymwr.com	8,222	13.8% ↑
bragg.armymwr.com	7,564	-2.0% ↓
redstone.armymwr.com	7,251	-6.3% ↓
benning.armymwr.com	6,375	-9.8% ↓
hawaii.armymwr.com	6,205	-19.1% ↓
hood.armymwr.com	5,709	-10.4% ↓
stewarhunter.armymwr.c...	5,381	-5.9% ↓

Which channels are driving traffic?



What are the top sources?

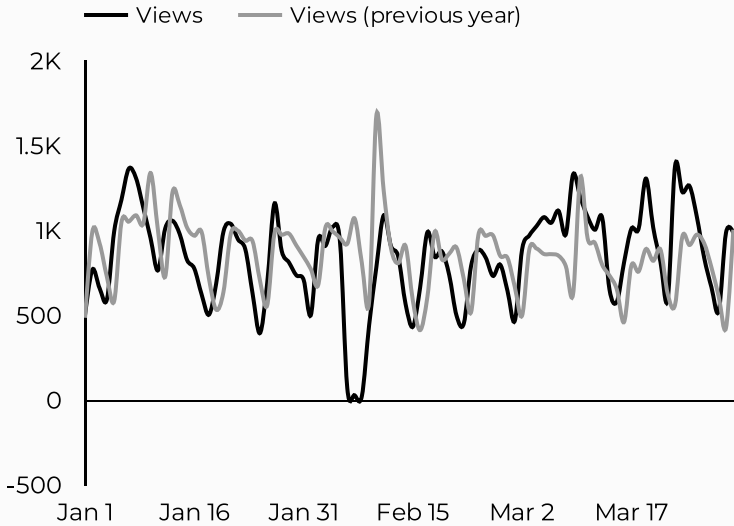
Session source	Total users
google	97,523
(direct)	26,380
bing	10,043
m.facebook.com	4,502
militaryonesource.mil	1,973
home.army.mil	1,772
yahoo	1,351
duckduckgo	958
lm.facebook.com	723
l.facebook.com	681



Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
75,871	55,081	40,266	22,980	02:28	61%
↓ -1.7%	↓ -3.0%	↑ 4.4%	↓ -6.0%	↓ -1.7%	↓ -0.7%

Compared Y-o-Y

How is site traffic trending?

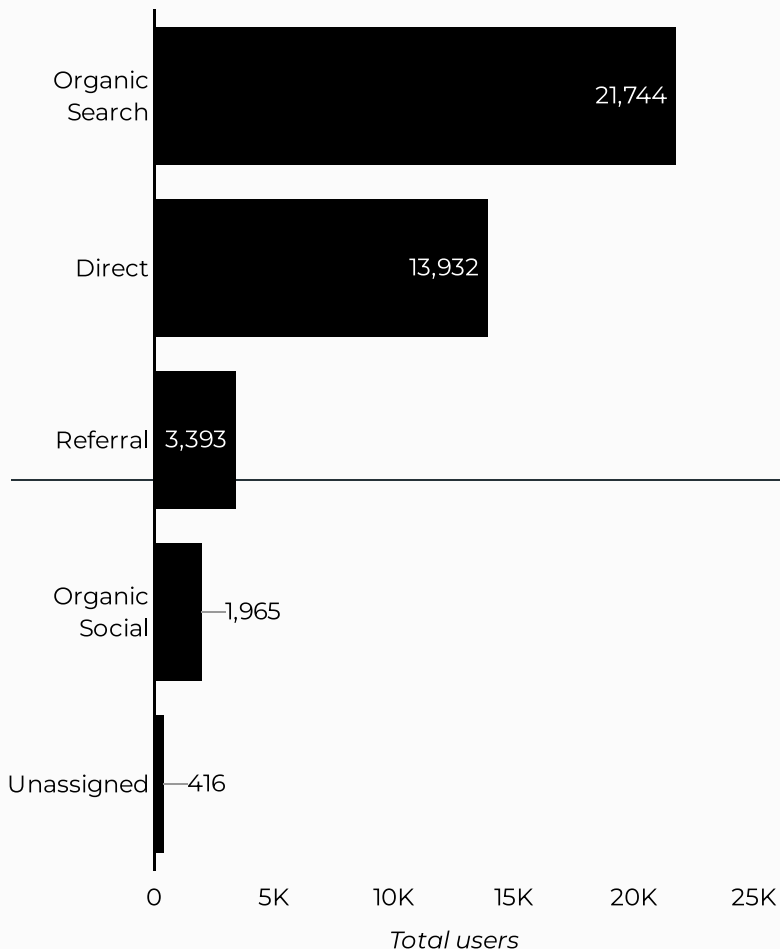


Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
www.armymwr.com	4,514	21.0% ↑
hawaii.armymwr.com	3,158	107.2% ↑
jblm.armymwr.com	3,020	-9.7% ↓
bragg.armymwr.com	2,897	-0.8% ↓
campbell.armymwr.com	1,694	3.9% ↑
belvoir.armymwr.com	1,216	-12.2% ↓
redstone.armymwr.com	1,207	-9.8% ↓
humphreys.armymwr.com	1,164	-12.3% ↓
benning.armymwr.com	1,130	-0.5% ↓
carson.armymwr.com	1,091	-8.2% ↓

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	19,630
(direct)	13,932
bing	1,749
m.facebook.com	1,386
home.army.mil	962
army.dodmwrlibraries.org	931
dodmwrlibraries.org	536
(not set)	258
lm.facebook.com	206
duckduckgo	205



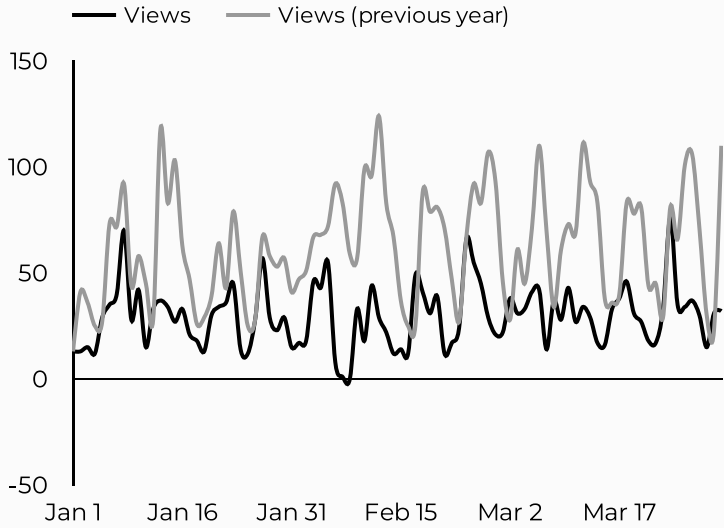
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Adventure Programs

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
2,666	2,403	1,998	947	02:00	66%
↓ -52.7%	↓ -74.4%	↓ -73.3%	↓ -79.8%	↓ -27.8%	↑ 26.0%

Compared Y-o-Y

How is site traffic trending?

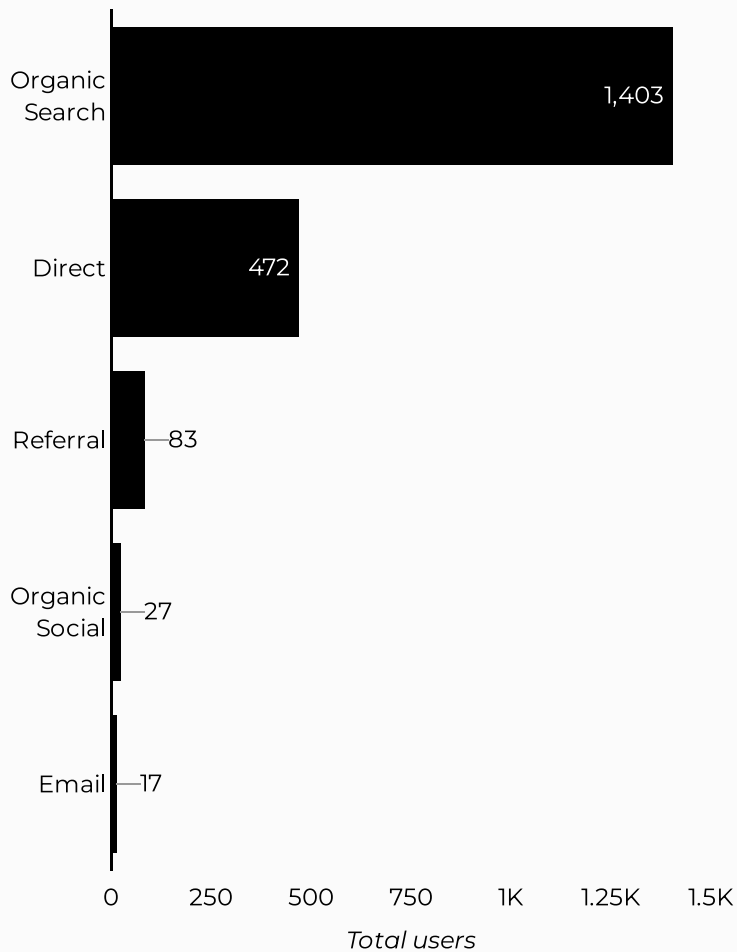


Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
www.armymwr.com	787	-42.4% ↓
hood.armymwr.com	379	-21.7% ↓
bragg.armymwr.com	307	-42.0% ↓
gordon.armymwr.com	117	-25.9% ↓
benning.armymwr.com	116	-19.4% ↓
casey.armymwr.com	72	-21.7% ↓
polk.armymwr.com	63	40.0% ↑
riley.armymwr.com	55	-25.7% ↓
campbell.armymwr.com	32	-63.2% ↓
stewarhunter.armymwr.c...	24	-83.9% ↓

Which channels are driving traffic?



What are the top sources?

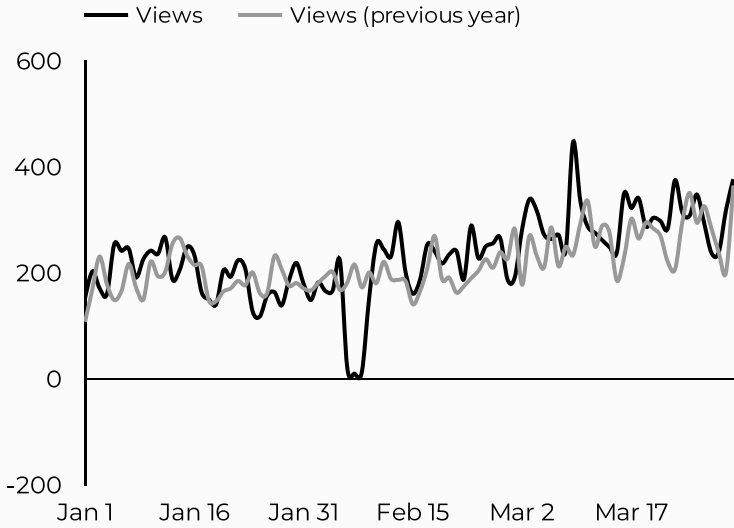
Session source	Total users
google	1,072
(direct)	472
bing	309
home.army.mil	28
promo	17
m.facebook.com	14
yahoo	14
(not set)	11
safe.menlosecurity.com	11
duckduckgo	9



Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
20,838	17,673	12,834	5,611	02:56	71%
↑ 6.9%	↑ 4.7%	↑ 11.7%	↑ 26.5%	↑ 6.2%	↓ -3.9%

Compared Y-o-Y

How is site traffic trending?

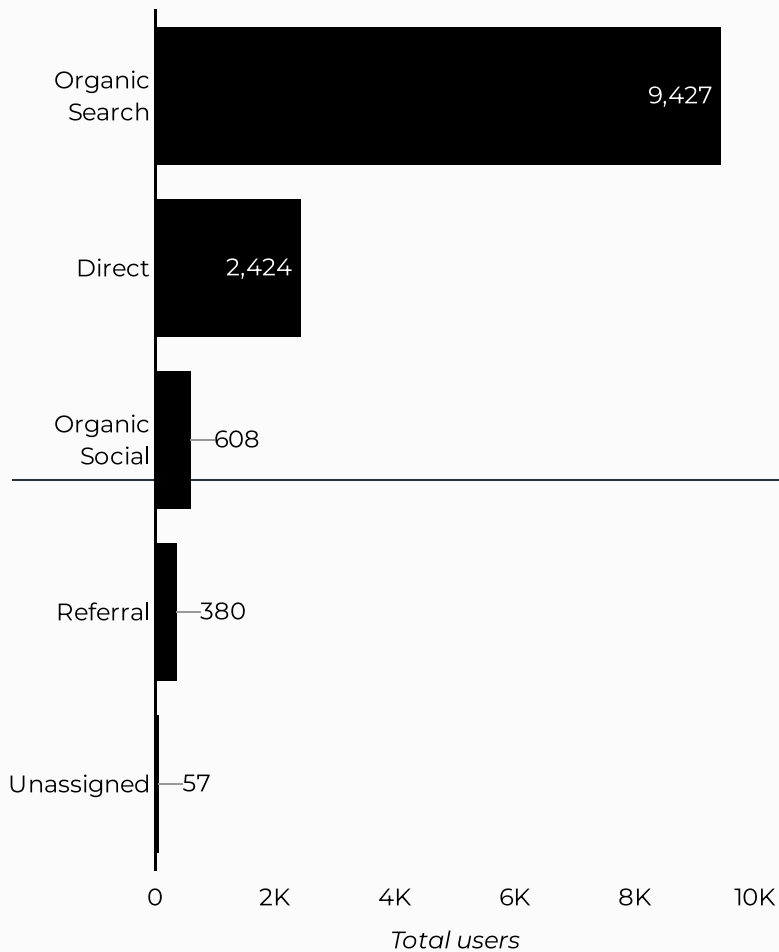


Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
jblm.armymwr.com	3,279	1.4% ↑
bragg.armymwr.com	2,622	11.5% ↑
hood.armymwr.com	1,229	-
knox.armymwr.com	968	0.4% ↑
redstone.armymwr.com	927	-7.2% ↓
gordon.armymwr.com	866	-1.7% ↓
riley.armymwr.com	842	12.7% ↑
sill.armymwr.com	634	-1.2% ↓
mccoy.armymwr.com	396	-7.0% ↓
detrick.armymwr.com	175	-20.5% ↓

Which channels are driving traffic?



What are the top sources?

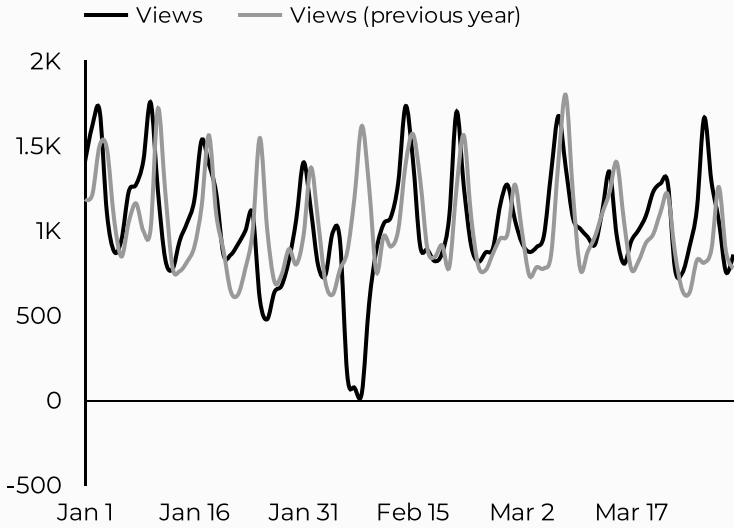
Session source	Total users
google	8,576
(direct)	2,424
bing	793
m.facebook.com	402
lm.facebook.com	95
home.army.mil	92
l.facebook.com	70
duckduckgo	63
yahoo	50
bluegrass.army.mil	44



Views 93,539 ↑ 1.9%	Sessions 78,404 ↑ 6.7%	Total users 58,791 ↑ 9.9%	New users 41,424 ↑ 9.1%	Avg. Session Time 02:07 ↓ -15.1%	Engagement rate 52% ↓ -16.1%
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Compared Y-o-Y

How is site traffic trending?

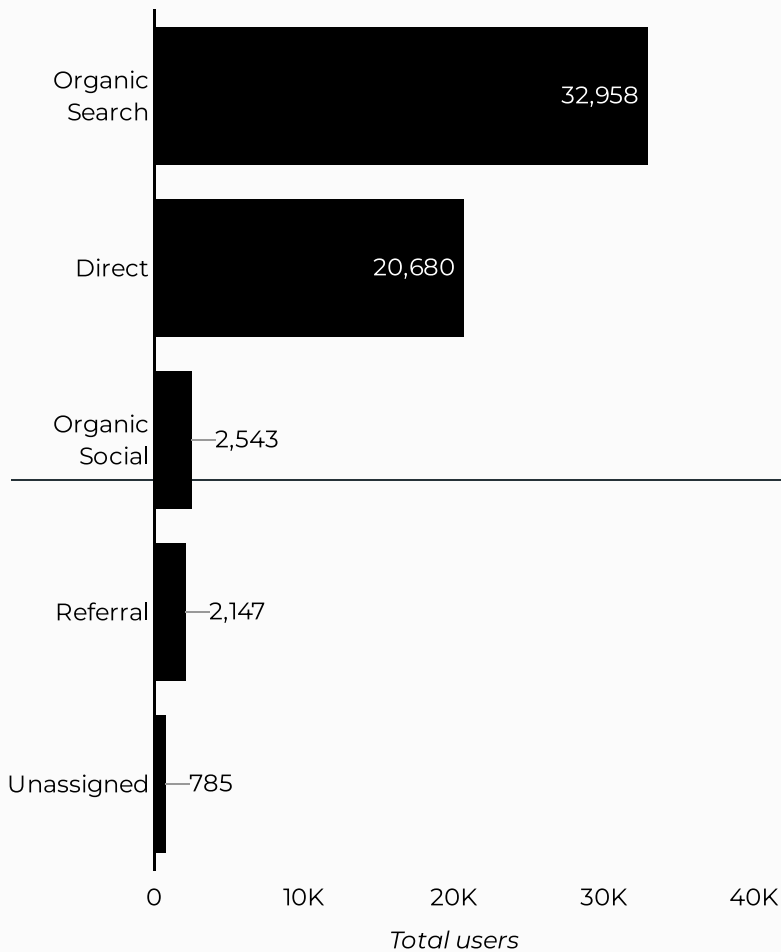


Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
hawaii.armymwr.com	4,115	7.4% ↑
campbell.armymwr.com	3,531	16.4% ↑
stewarhunter.armymwr.c...	3,308	18.2% ↑
bragg.armymwr.com	2,790	18.6% ↑
www.armymwr.com	2,376	76.9% ↑
bliss.armymwr.com	2,268	-1.5% ↓
jbmhh.armymwr.com	2,264	-11.6% ↓
redstone.armymwr.com	2,049	-16.5% ↓
lee.armymwr.com	1,884	2.8% ↑
benning.armymwr.com	1,803	5.9% ↑

Which channels are driving traffic?



What are the top sources?

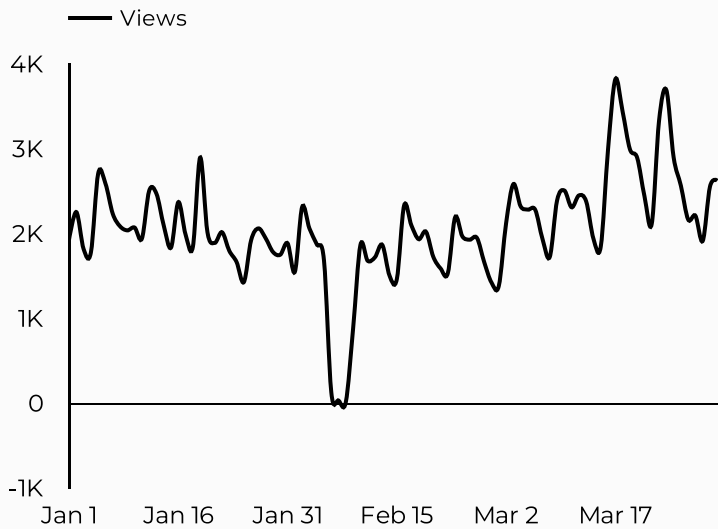
Session source	Total users
google	30,481
(direct)	20,680
bing	2,017
m.facebook.com	1,796
home.army.mil	1,415
(not set)	665
promo	313
lm.facebook.com	278
duckduckgo	217
facebook.com	206



Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
185,719	128,346	93,370	58,742	02:33	62%
↑ 2.0%	↓ -8.1%	↓ -2.7%	↓ -7.5%	↓ -5.8%	↓ -4.1%

Compared Y-o-Y

How is site traffic trending?

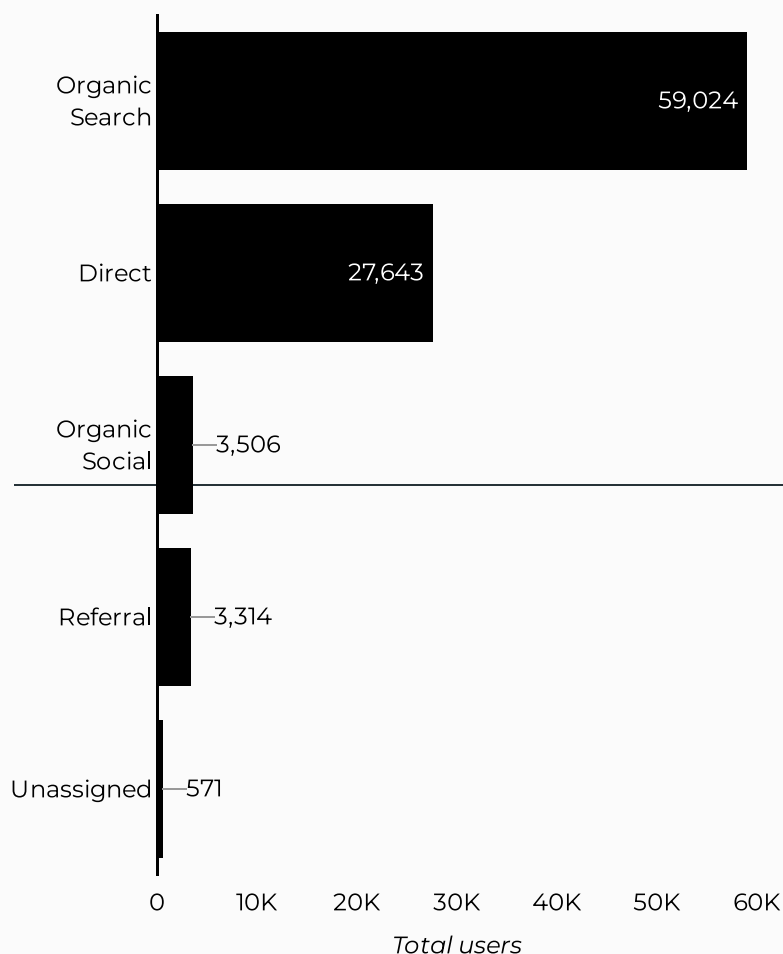


Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
bragg.armymwr.com	6,624	-1.6% ↓
hawaii.armymwr.com	5,951	22.4% ↑
jblm.armymwr.com	5,647	11.6% ↑
hood.armymwr.com	5,445	-8.4% ↓
bliss.armymwr.com	4,189	0.7% ↑
humphreys.armymwr.com	4,189	-28.1% ↓
campbell.armymwr.com	4,159	0.8% ↑
meade.armymwr.com	4,099	-12.1% ↓
benning.armymwr.com	3,628	-13.5% ↓
grafenwoehr.armymwr.com	3,286	14.4% ↑

Which channels are driving traffic?



What are the top sources?

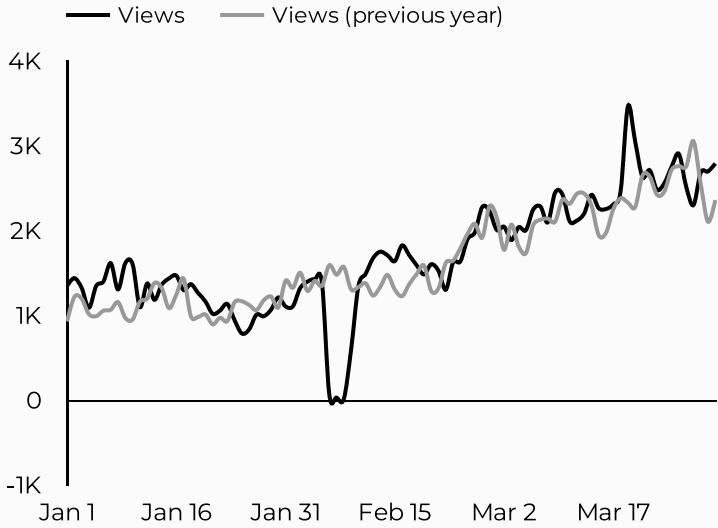
Session source	Total users
google	54,342
(direct)	27,643
bing	4,001
m.facebook.com	2,399
home.army.mil	1,354
lm.facebook.com	403
duckduckgo	386
l.facebook.com	357
promo	357
(not set)	298



Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
153,086	115,136	81,650	64,609	02:43	65%
↑ 3.1%	↑ 3.8%	↑ 5.4%	↑ 2.5%	↑ 1.9%	↓ -2.8%

Compared Y-o-Y

How is site traffic trending?

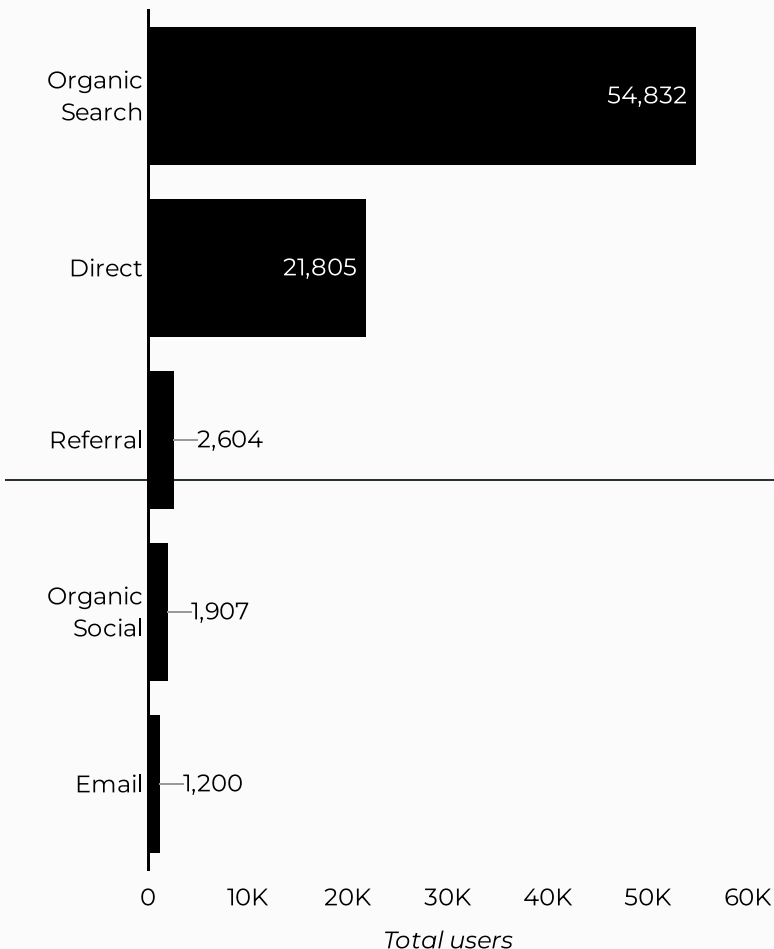


Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
hawaii.armymwr.com	7,852	-12.2% ↓
jblm.armymwr.com	5,492	11.3% ↑
carson.armymwr.com	4,358	20.4% ↑
jackson.armymwr.com	4,199	-0.5% ↓
stewarhunter.armymwr.c...	3,951	9.0% ↑
belvoir.armymwr.com	3,930	3.0% ↑
bragg.armymwr.com	3,751	-12.4% ↓
redstone.armymwr.com	3,667	16.0% ↑
westpoint.armymwr.com	3,596	2.8% ↑
buchanan.armymwr.com	3,120	144.5% ↑

Which channels are driving traffic?



What are the top sources?

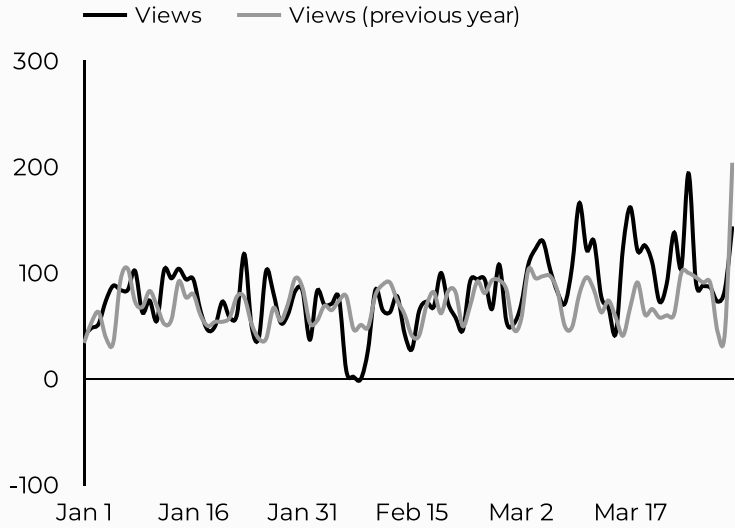
Session source	Total users
google	49,505
(direct)	21,805
bing	3,923
promo	1,169
m.facebook.com	1,160
yahoo	708
duckduckgo	413
home.army.mil	364
(not set)	356
chatgpt.com	237



Views 7,263 ↑ 14.1%	Sessions 6,388 ↑ 19.6%	Total users 5,074 ↑ 17.2%	New users 1,702 ↑ 25.9%	Avg. Session Time 01:56 ↓ -4.9%	Engagement rate 70% ↓ -10.6%
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Compared Y-o-Y

How is site traffic trending?

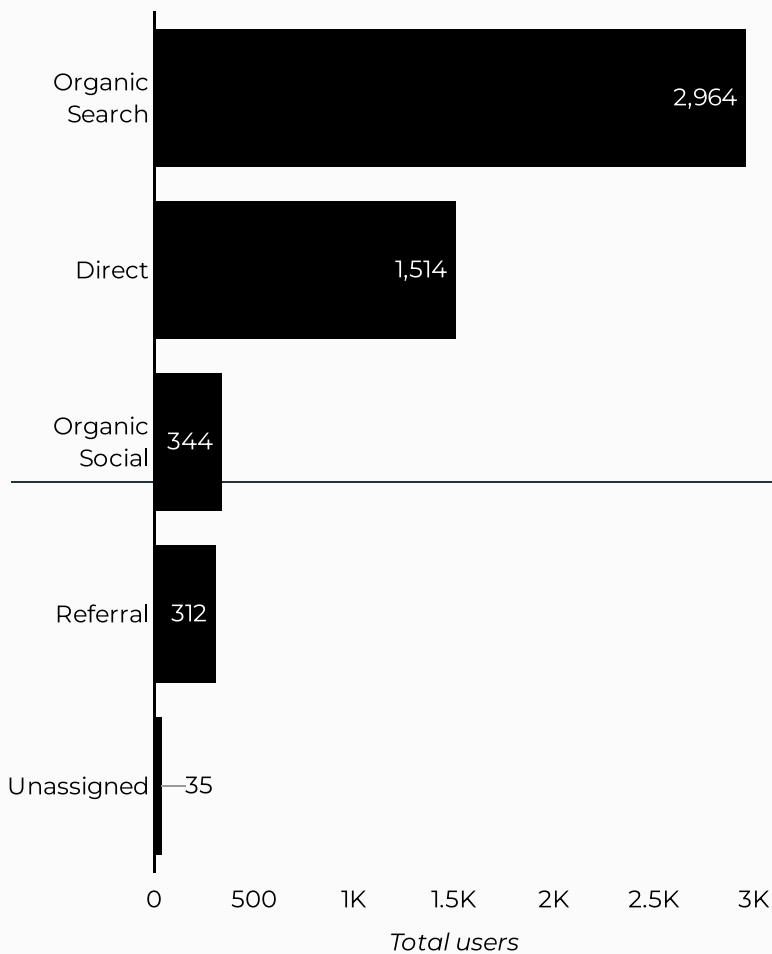


Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
jblm.armymwr.com	765	14.7% ↑
bragg.armymwr.com	725	9.7% ↑
hawaii.armymwr.com	594	41.8% ↑
campbell.armymwr.com	397	62.7% ↑
www.armymwr.com	391	-12.9% ↓
carson.armymwr.com	350	-5.4% ↓
hood.armymwr.com	227	-22.5% ↓
leavenworth.armymwr.com	213	227.7% ↑
wiesbaden.armymwr.com	193	7.2% ↑
polk.armymwr.com	185	101.1% ↑

Which channels are driving traffic?



What are the top sources?

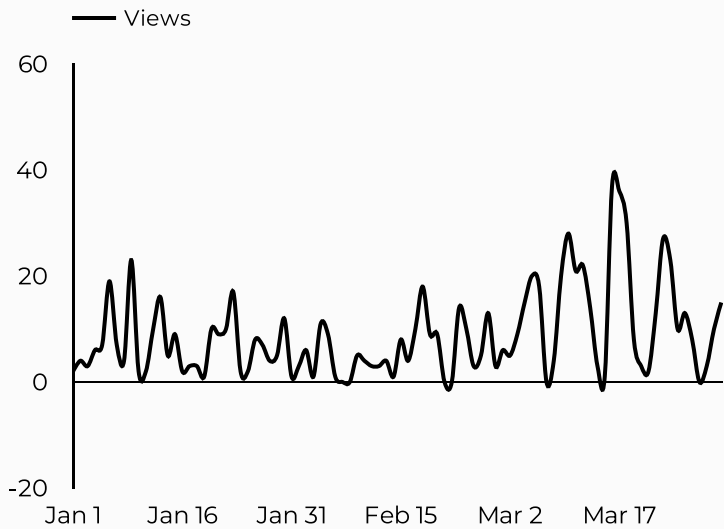
Session source	Total users	% Δ
google	2,582	-7.2% ↓
(direct)	1,514	97.9% ↑
bing	348	22.5% ↑
m.facebook.com	251	136.8% ↑
home.army.mil	145	5.1% ↑
armywcap.com	62	40.9% ↑
lm.facebook.com	30	130.8% ↑
facebook.com	26	136.4% ↑
l.facebook.com	26	-31.6% ↓
(not set)	25	92.3% ↑



Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
796	602	498	293	02:24	66%
↑ 12.7%	↓ -34.5%	↓ -38.8%	↑ 16.7%	↑ 19.1%	↓ -17.8%

Compared Y-o-Y

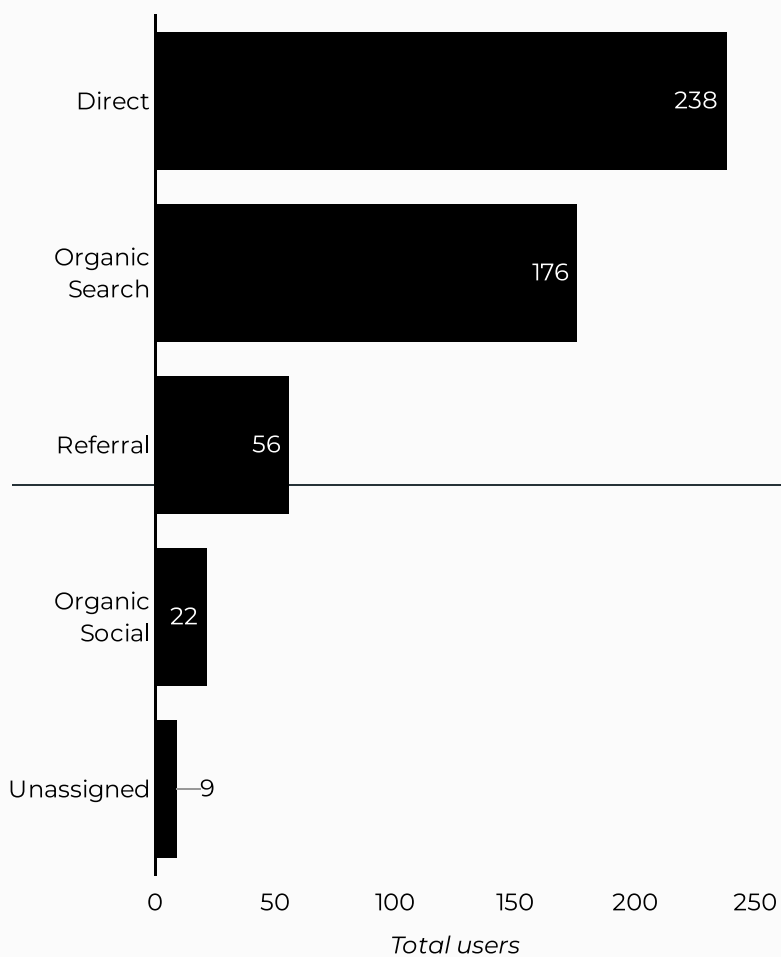
How is site traffic trending?



Top Clicked Resources

Clicks	Total Clicks
Image Clicks	4,485
Activity	44
Balance	53
Nutrition	35
Strength	33
Continue	30
SEARCH	33
Tuesday Trivia	26
STRONG B.A.N.D.S.	20
Determination	23
Camp Zama	14
Grand total	5,434

Which channels are driving traffic?



What are the top sources?

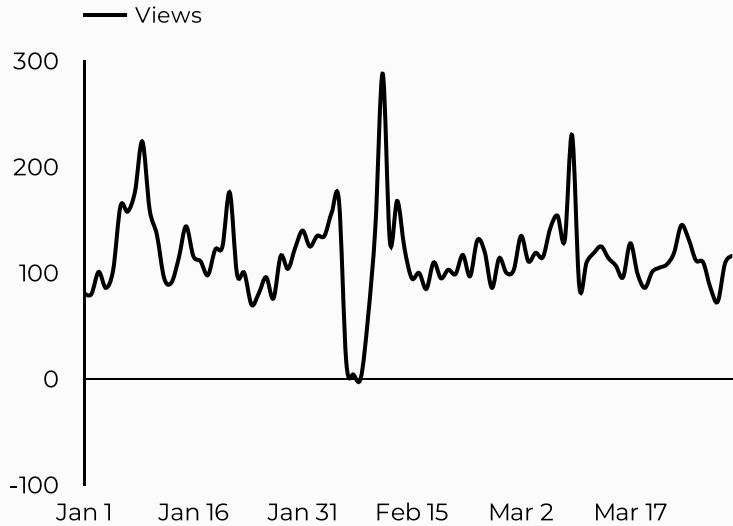
Session source	Total users
(direct)	238
google	127
bing	45
home.army.mil	20
m.facebook.com	13
armywcap.com	8
promo	8
statics.dod.teams.microsoft.us	8
(not set)	7
hprc-online.org	7



Views 10,398 ↓ -17.7%	Sessions 8,605 ↓ -42.7%	Total users 6,869 ↓ -42.2%	New users 4,234 ↓ -43.1%	Avg. Session Time 01:51 ↓ -25.9%	Engagement rate 59% ↑ 1.5%
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Compared Y-o-Y

How is site traffic trending?

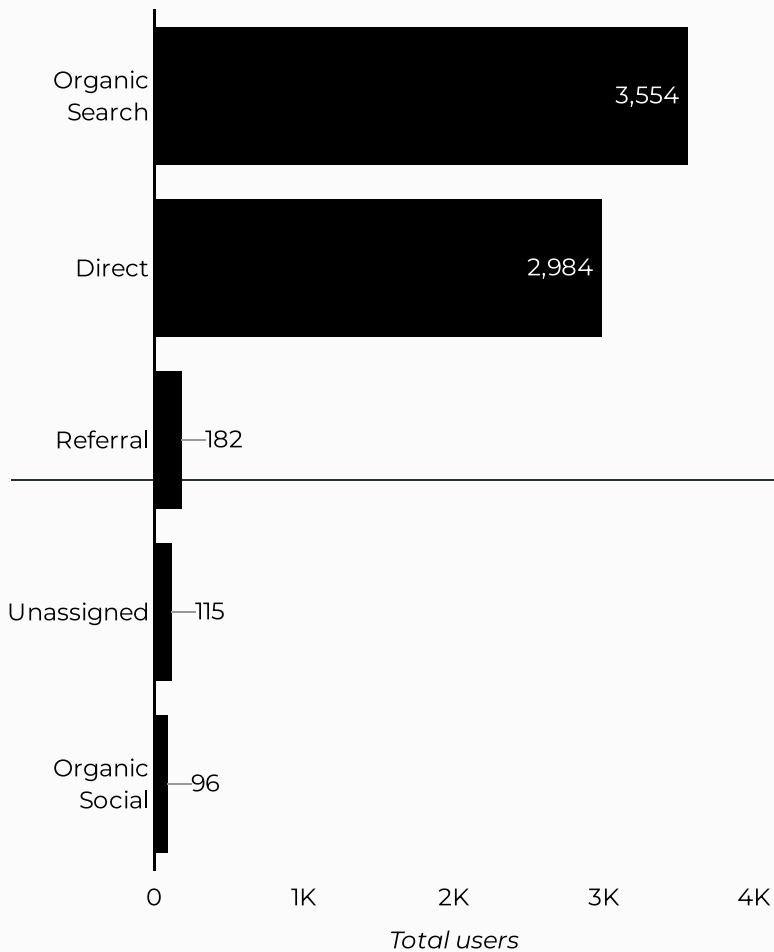


Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
jblm.armymwr.com	1,617	-17.2% ↓
campbell.armymwr.com	1,298	-23.6% ↓
wainwright.armymwr.com	885	0.1% ↑
humphreys.armymwr.com	802	17.8% ↑
riley.armymwr.com	732	-6.2% ↓
bliss.armymwr.com	555	7.6% ↑
italy.armymwr.com	481	4.1% ↑
irwin.armymwr.com	133	-54.3% ↓
gordon.armymwr.com	117	-25.9% ↓
grafenwoehr.armymwr.com	57	-72.5% ↓

Which channels are driving traffic?



What are the top sources?

Session source	Total ...
google	3,255
(direct)	2,984
bing	264
(not set)	99
home.army.mil	90
m.facebook.com	45
l.facebook.com	21
chatgpt.com	18
safe.menlosecurity.com	17
yahoo	17



Views
84,203
↑ 1.5%

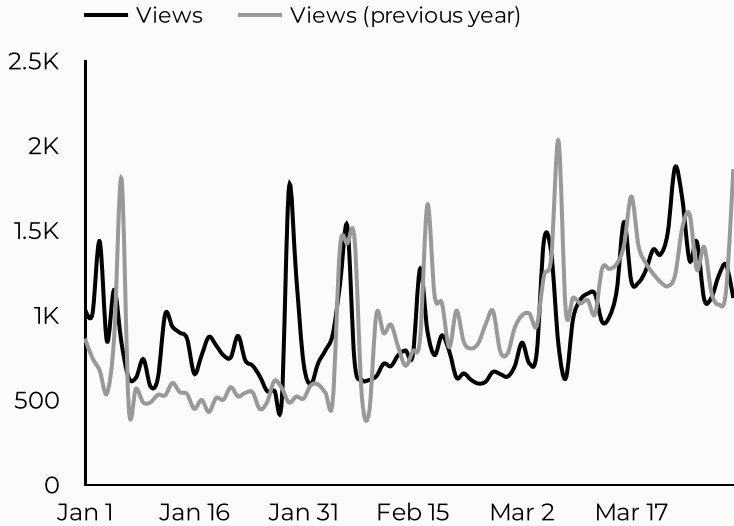
Sessions
52,779
↑ 8.9%

Total users
36,839
↑ 8.5%
Compared Y-o-y

New users
35,196
↑ 8.3%

Engagement rate
38%
↓ -12.7%

How is site traffic trending?

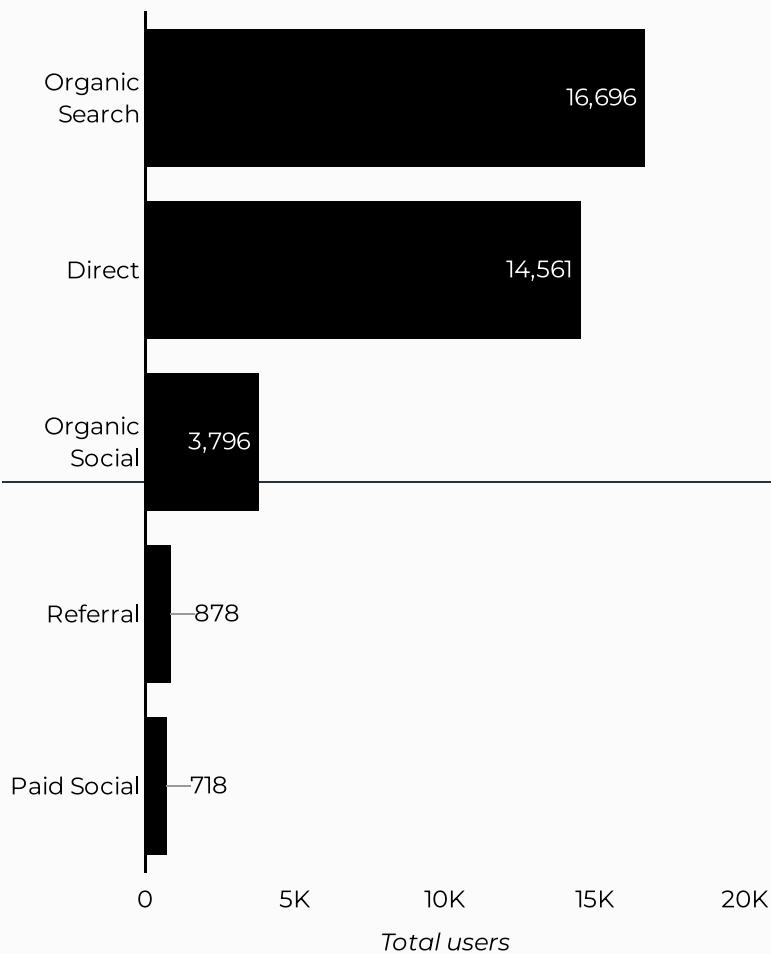


Top Pages

Sorted by Total Users

Page title	Total users
Army Ten-Miler	19,608
Individual Registration :: Army Ten-Miler	8,294
2026 ATM Registration :: Army Ten-Miler	2,695
Results :: Army Ten-Miler	2,495
In-Person Race :: Army Ten-Miler	2,475
The Course :: Army Ten-Miler	2,030
Race Day Schedule :: Army Ten-Miler	1,417
ATM Race FAQ's :: Army Ten-Miler	1,256
Official Gear :: Army Ten-Miler	1,187
Run 250 Miles 4 America - A Virtual	1,151

Which channels are driving traffic?



What are the top sources?

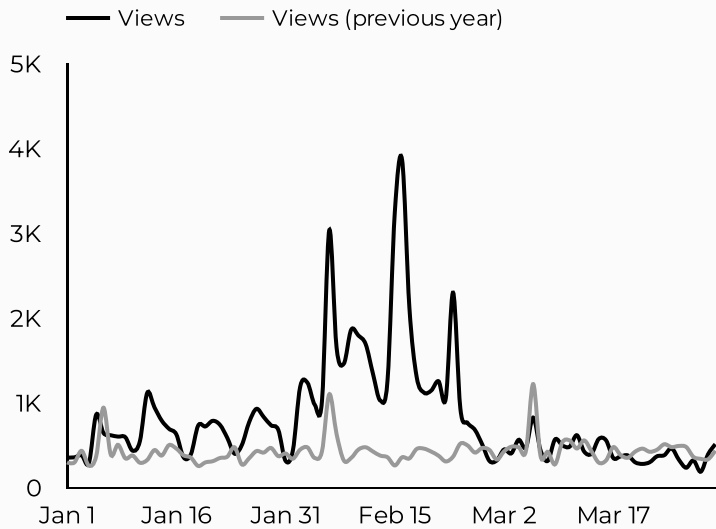
Session source	Total users
google	15,209
(direct)	14,561
m.facebook.com	2,866
bing	1,146
fb	390
ig	353
(not set)	254
l.facebook.com	228
an	221
instagram.com	213



ARMY MWR World Class Athlete Program (WCAP)

Views 73,432 ↑ 89.6%	Sessions 36,880 ↑ 85.5%	Total users 30,686 ↑ 97.6% Compared Y-o-y	New users 30,580 ↑ 98.6%	Engagement rate 55% ↑ 1.3%
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How is site traffic trending?

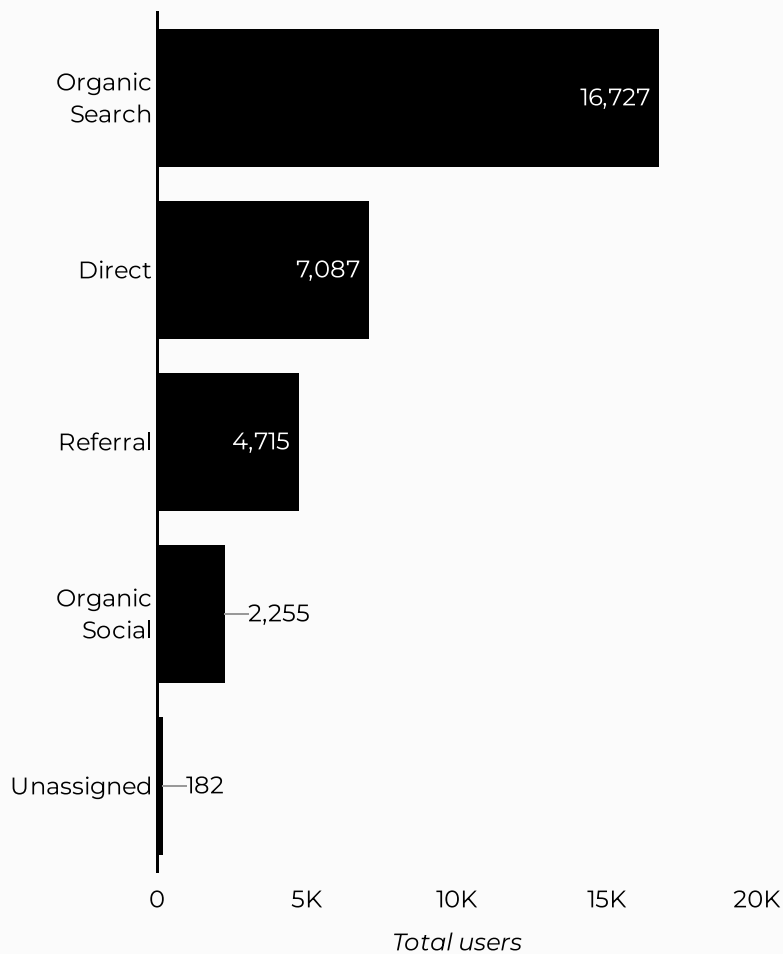


Top WCAP Pages

Sorted by Total Users

Page title	Total users	% Δ
Home :: WCAP	8,305	114.2% ↑
Army Winter Olympic Hopefuls	7,102	-
Entry Standards & Apply :: WCAP	3,274	37.9% ↑
About :: WCAP	2,620	75.4% ↑
Boxing :: WCAP	2,292	-0.8% ↓
PV2 Spencer Howe :: WCAP	2,025	-
Wrestling :: WCAP	1,959	-3.1% ↓
SGT Frank Del Duca :: WCAP	1,693	2,157.3% ↑
Track & Field :: WCAP	1,674	11.3% ↑

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	15,624
(direct)	7,087
goarmy.com	1,372
m.facebook.com	1,365
home.army.mil	1,136
army.mil	900
bing	809
armymwr.com	302
lm.facebook.com	293
safe.menlosecurity.com	242

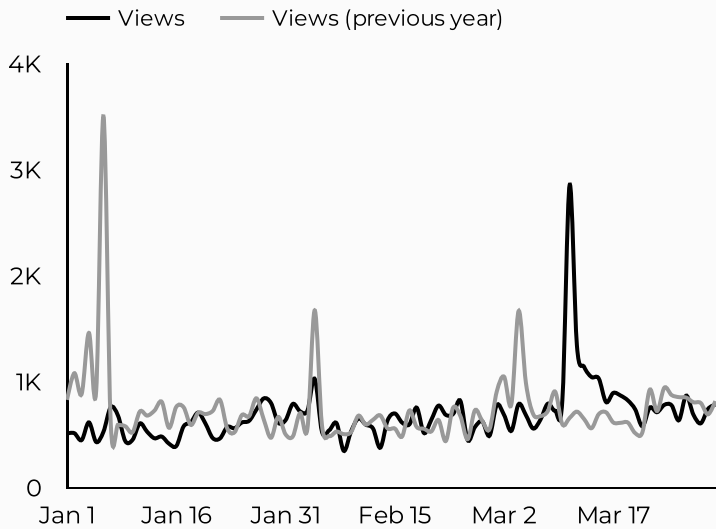


	Search	Total Searches ▾	Total users	Search count per user	Engagement rate
1.	discovery	479	64	7.48	100%
2.	disney	460	395	1.17	98.77%
3.	tickets	329	291	1.13	99.67%
4.	golf	232	205	1.13	98.64%
5.	auction	169	139	1.22	96.79%
6.	mwr	161	128	1.26	96.97%
7.	boss	159	120	1.33	99.26%
8.	rental	138	127	1.09	98.48%
9.	bowling	127	108	1.18	95.65%
10.	disney tickets	122	103	1.18	100%
11.	universal	121	109	1.11	100%
12.	camping	118	98	1.2	98.02%
13.	disneyland	116	99	1.17	98.04%
14.	bingo	114	96	1.19	100%
15.	rentals	107	99	1.08	99%
16.	travel	97	80	1.21	98.82%
17.	universal studios	96	77	1.25	95.18%
18.	disney world	95	88	1.08	98.89%
19.	pool	94	82	1.15	96.59%
20.	sports	88	81	1.09	100%
21.	calendar	81	72	1.13	100%
22.	color run	79	63	1.25	98.55%
23.	fishing	77	72	1.07	97.26%
24.	youth sports	77	68	1.13	100%
25.	rv	76	68	1.12	95.83%
26.	gym	70	60	1.17	98.36%
27.	soccer	69	63	1.1	100%
28.	volunteer	65	60	1.08	100%
29.	dfac	64	55	1.16	100%
30.	vollevball	61	51	1.2	94.55%
	Grand total	20,854	15,373	1.36	97.34%



Views 62,044 ↓ -7.4%	Sessions 19,304 ↑ 7.9%	Total users 13,552 ↑ 13.9%	New users 12,995 ↑ 15.4%	Avg. Session Time 04:34 ↑ 6.4%	Engagement rate 60% ↓ -4.8%
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How is site traffic trending?

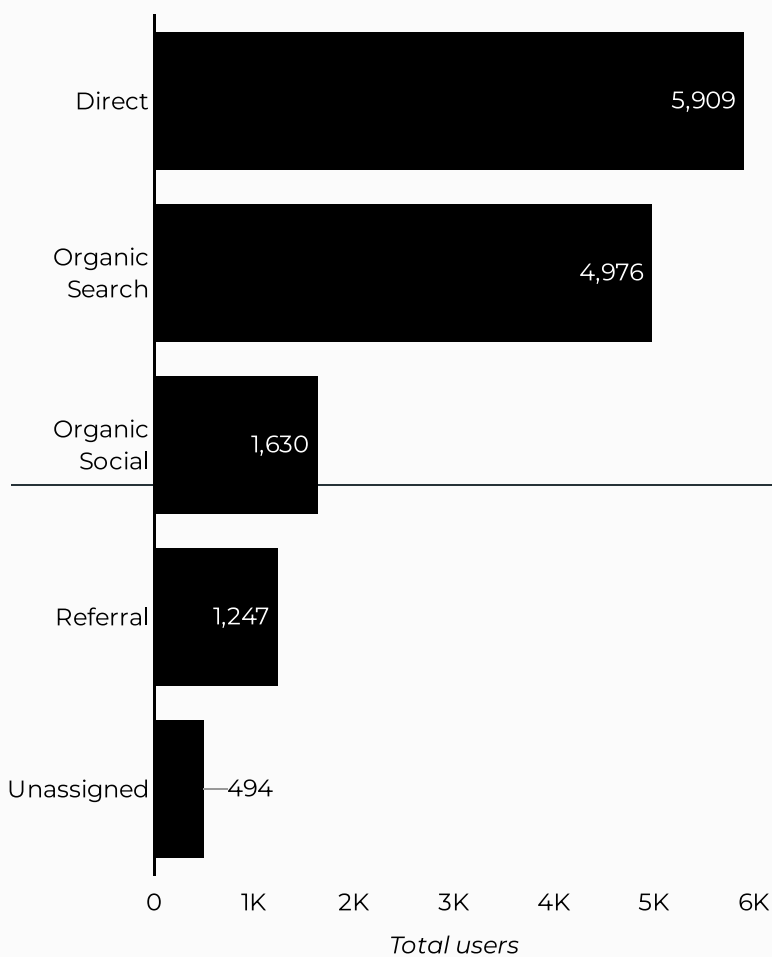


Top Pages

Sorted by Total Users

Page title	Total users
Home :: Seward Military Resort	10,473
Rooms, Townhouses, Cabins, and RV Sites :: Seward Military Resort	4,569
Booking Rates :: Seward Military Resort	4,376
Tickets & Tours :: Seward Military Resort	2,301
Eligibility :: Seward Military Resort	2,035
Contact Us :: Seward Military Resort	1,135
Amenities :: Seward Military Resort	972
Fishing Destination :: Seward Military Resort	962
Page Not Found :: Seward Military Resort	945

Which channels are driving traffic?



What are the top sources?

Session source	Total users
(direct)	5,909
google	4,297
m.facebook.com	1,165
militaryonesource.mil	555
bing	481
(not set)	468
res.windsurfercrs.com	424
lm.facebook.com	268
yahoo	119
l.facebook.com	104