



AFRC Insights and Recommendations

Fourth Quarter FY26



AFRC Overview

Armed Forces Recreation Centers (AFRC) web traffic declined year over year across all four resorts this quarter, while visit quality improved. AFRC drew 900,214 total users and 4,638,698 views from July 1 to September 30, 2026 (Table 1). At every resort, views fell much less than users, and average session time rose, so the visitors who arrived explored more pages and stayed longer than a year ago.

Table 1: AFRC Traffic by Resort, Q4 FY26

Resort	Views	Total Users	New Users	Sessions	Engagement Rate
Dragon Hill Lodge	271,313	72,111	70,133	106,901	55.74%
Edelweiss Lodge and Resort	704,167	139,332	131,770	238,406	59.66%
Hale Koa Hotel	1,785,255	303,657	288,721	547,707	62.06%
Shades of Green	1,877,963	385,114	360,929	704,719	57.68%
AFRC Total	4,638,698	900,214	851,553	1,597,733	

Two planned changes shaped this quarter's data at every resort. First, all four resorts moved to the new booking engine in July. Daily views dipped from about July 17 to July 23 while the switch took place, so lower traffic that week is expected and accounts for part of each resort's year-over-year decline. Second, ecommerce tracking was enabled in late August 2026, so revenue figures cover roughly five weeks (late August through September 30) and have no prior-year comparison. Both changes give AFRC a stronger baseline for measuring bookings and revenue going forward.

Table 2: AFRC Online Revenue by Resort, Late August to September 30, 2026

Resort	Total Revenue	Transactions	Avg. Purchase	Conv. Rate
Dragon Hill Lodge	\$594.84K	960	\$619.62	0.90%
Edelweiss Lodge and Resort	\$961.21K	1,315	\$730.96	0.55%
Hale Koa Hotel	\$3.60M	1,800	\$1,997.42	0.33%
Shades of Green	\$4.14M	4,906	\$843.50	0.70%
AFRC Total	\$9.30M	8,981	\$1,035	

Recommendations

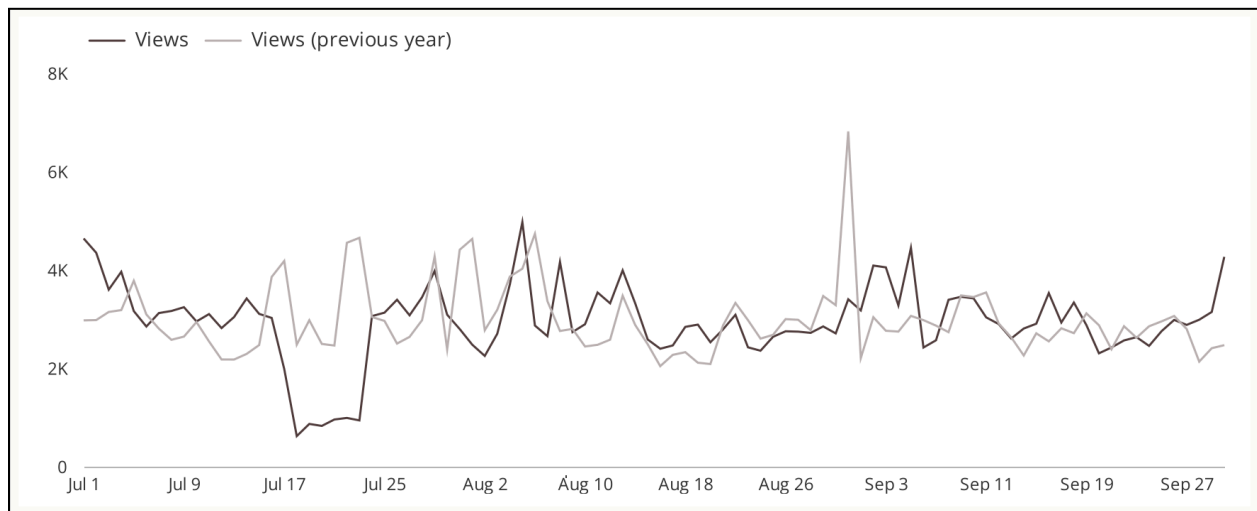
- Make a note of the July 17 to July 23 booking engine switch and the late-August ecommerce tracking start, so future year-over-year comparisons account for them.
- Keep ecommerce tracking in place through Q1 FY27 so revenue can be compared quarter over quarter, and year over year beginning Q4 FY27.

Dragon Hill Lodge

Traffic

Dragon Hill Lodge reached a smaller audience this quarter, but visitors who arrived viewed more of the site. Total users fell to 72,111, a 21.9% decrease (YoY), and new users fell to 70,133, a 21.1% decrease (YoY). Sessions fell to 106,901, a 16.9% decrease (YoY), while views held nearly steady at 271,313, a 1.3% decrease (YoY). Each visitor viewed about 3.8 pages, up from about 3.0 a year ago. Daily views dropped sharply from about July 17 to July 23, during the switch to the new booking engine, as expected (Figure 1).

Figure 1: Dragon Hill Lodge Views Compared YoY, Q4 FY26



The homepage drew the most visitors, followed by the booking pages (Search Rates and Room Rates), the 6D5N and Seoul Escapes special offers, and eligibility (Table 3). The dashboard shortens full URLs in its all-device page table, so Table 3 uses the mobile page table, which shows complete page paths. The all-device table also lists 16,464 users under "(not set)," meaning those visits were recorded without a page.

Table 3: Dragon Hill Lodge Top Pages by Total Users (Mobile), Q4 FY26

Page	Total Users
Homepage (/)	29,635
/search-rates	5,254
/rates-room1	4,647
/special-offers/6D5N	4,247
/rooms-and-suites	4,237
/special-offers/seoul-escapes	3,007
/special-offers	2,722
/about-dragon-hill-lodge/eligibility	2,529
/dining-and-drinks	2,137

Traffic Sources

Direct traffic led all sources, ahead of Google, and Organic Search drove the most views by channel, followed by Direct, Referral, and Email. Email (Constant Contact) and social links from Instagram and Facebook each brought more than 2,800 users, and sister resort websites sent a steady stream of referrals. The site also appears as its own referral source (dragonhilllodge.com), which usually means visitors moving between the main site and the booking engine are being counted as new sessions.

- **Direct:** 24,192 users
- **Google:** 16,843 users
- **dragonhilllodge.com (self-referral):** 4,421 users
- **Constant Contact email (ctct):** 3,593 users
- **Instagram (ig):** 3,407 users
- **Edelweiss Lodge and Resort website:** 3,096 users
- **Facebook (fb):** 2,850 users
- **Hale Koa Hotel website:** 2,724 users
- **Shades of Green website:** 2,348 users
- **armymwr.com:** 1,862 users

Engagement

Engagement strengthened: engagement rate rose to 55.74%, an 11.7% increase (YoY), and average session time rose to 3:46, a 28.7% increase (YoY). A higher engagement rate paired with longer visits shows a more intentional audience that is planning stays rather than bouncing. Mobile accounted for 40,842 users, about 57% of the total, with an engagement rate of 52.90%, a 15.3% increase (YoY).

Revenue

Since ecommerce tracking began in late August, Dragon Hill Lodge recorded \$594,840 in online revenue from 960 transactions, an average purchase of \$619.62 and a conversion rate of 0.90%. Google drove more than half of all revenue, and Bing converted at the highest rate of any major source (Table 4).

Table 4: Dragon Hill Lodge Revenue by Source, Late August to September 30, 2026

Source	Sessions	Transactions	Revenue	Conv. Rate
google	32,980	581	\$317,877	1.76%
(direct)	31,123	206	\$133,947	0.66%
bing	2,643	69	\$48,303	2.61%
Constant Contact email (ctct)	4,919	31	\$26,658	0.63%
halekoa.com	3,269	9	\$20,938	0.28%

Rooms

The Rooms section drew a smaller but more committed audience. Total users fell to 7,172, a 9.1% decrease (YoY), and views fell to 15,661, a 4.5% decrease (YoY), while engagement rate rose to 81.98%, a 9.0% increase (YoY). The Rooms and Suites overview and the Standard Room page drew the most visitors (Table 5). Google (2,480 users) and Direct (1,073 users) led sources, with Constant Contact email and sister resort websites close behind.

Table 5: Dragon Hill Lodge Top Room Pages by Total Users, Q4 FY26

Page	Total Users
/rooms-and-suites	4,498
/rooms-and-suites/standard-room	1,513
/rooms-and-suites/family-suite	558
/rooms-and-suites/deluxesuites	389
/rooms-and-suites/junior-suite	344
/rooms-and-suites/Resident-Stay	188
/rooms-and-suites/pet-rooms	162

Search

Visitors ran 1,247 on-site searches from 660 users, with a 95.09% engagement rate, so searchers almost always found what they needed (Table 6).

The Seoul Escapes offers led planning searches: spellings such as "seoul escapes plus," "seoul escape," and "soul escape plus" totaled 128 searches. Address and directions searches totaled about 100, led by "address" (74). Transportation terms (shuttle, taxi, airport, and bus) totaled 79, and reservation and cancellation terms totaled 75. Eligibility (41), spa and massage (39), and check-in and check-out times (39) rounded out the main needs. "Discovery" drew 70 searches from only 3 users, so it reflects a few repeat searchers rather than broad demand.

Table 6: Dragon Hill Lodge Top Search Terms, Q4 FY26

Search Term	Searches	Users	Engagement Rate
address	74	51	77.94%
discovery	70	3	100%
seoul escapes plus	25	17	100%
massage	18	15	100%
laundry	18	13	81.25%
spa	16	13	100%
cancel	15	11	100%
eligibility	12	11	100%
shuttle	11	8	90%
check out	11	11	100%

Recommendations

- Show the hotel address, in English and Korean, at the top of the Getting Here page and in the site footer, since "address" was the top search term.
- Keep promoting the 6D5N and Seoul Escapes offers, which draw strong traffic from first-time visitors.

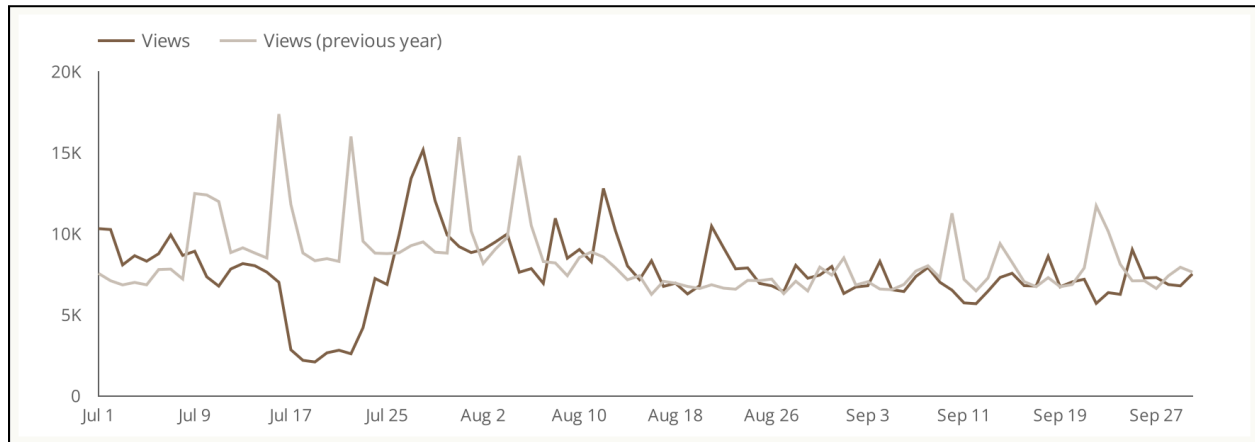
Edelweiss Lodge and Resort

Traffic

Edelweiss Lodge and Resort reached fewer visitors this quarter, but visitors viewed more of the site. Total users fell to 139,332, a 25.9% decrease (YoY), and new users fell to 131,770, a 28.7% decrease (YoY). Sessions fell to 238,406, a 22.1% decrease (YoY), while views fell only 9.2% (YoY) to 704,167. Each visitor viewed about 5.1 pages, up from about 4.1 a year ago.

Daily views dropped sharply from about July 17 to July 23, during the switch to the new booking engine, and then peaked in late July (Figure 2).

Figure 2: Edelweiss Lodge and Resort Views Compared YoY, Q4 FY26



The homepage drew the most visitors, followed by the booking pages (Search Rates and Room Rates), Rooms and Suites, and the European Escapes 2026 offer (Table 7). Eligibility, Discover26, and Resort Services also ranked among the top pages.

Table 7: Edelweiss Lodge and Resort Top Pages by Total Users, Q4 FY26

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

Traffic Sources

Google and Direct traffic brought in nearly equal numbers of users, and Organic Search drove the most views by channel, followed by Direct, Referral, Email, and Organic Social. Constant Contact email was the third-largest source, and Facebook and Instagram together brought 6,887 users.

- **Google:** 49,313 users

- **Direct:** 46,426 users
- **Constant Contact email (ctct):** 10,981 users
- **Bing:** 3,745 users
- **Hale Koa Hotel website:** 3,503 users
- **Shades of Green website:** 3,353 users
- **armymwr.com:** 2,801 users
- **Facebook (facebook.com and fb):** 4,498 users
- **Instagram (ig):** 2,389 users

Engagement

Engagement held steady while visits got longer: engagement rate held at 59.66%, unchanged (YoY), and average session time rose to 4:36, a 16.3% increase (YoY). Long visits with a steady engagement rate point to guests comparing rooms, offers, and experiences in depth. Mobile accounted for 87,773 users, about 63% of the total, with an engagement rate of 55.81%, a 3.8% increase (YoY).

Revenue

Since ecommerce tracking began in late August, Edelweiss Lodge and Resort recorded \$961,210 in online revenue from 1,315 transactions, an average purchase of \$730.96 and a conversion rate of 0.55%. Google drove more than half of all revenue (Table 8). Constant Contact email produced the highest average purchase among major sources at \$1,098.80, and chatgpt.com produced 17 transactions worth \$13,114.

Table 8: Edelweiss Lodge and Resort Revenue by Source, Late August to September 30, 2026

Source	Sessions	Transactions	Revenue	Conv. Rate
google	96,817	655	\$526,075	0.68%
(direct)	68,916	353	\$202,851	0.51%
bing	6,058	62	\$57,820	1.02%
Constant Contact email (ctct)	18,797	44	\$48,347	0.23%
yahoo	1,588	22	\$37,438	1.39%

Rooms

The Rooms section drew a smaller but highly committed audience. Total users fell to 22,132, a 7.5% decrease (YoY), and views fell to 47,068, a 9.6% decrease (YoY), while engagement rate rose to 86.82%, an 11.1% increase (YoY). The Rooms and Suites overview, the campground, and the vacation cabins drew the most visitors (Table 9). Google (7,745 users) and Direct (4,071 users) led sources, and chatgpt.com sent 123 users.

Table 9: Edelweiss Lodge and Resort Top Room Pages by Total Users, Q4 FY26

Page	Total Users
/rooms-suites	10,920
/accommodations/rooms-suites/campground	3,028
/accommodations/rooms-suites/vacation-cabins	1,900
/accommodations/rooms-suites/junior-suite	1,157
/accommodations/rooms-suites/deluxe-loft-suite	1,015
/accommodations/rooms-suites/loft-suite	933
/rooms-suites/deluxe-junior-suite	916
/rooms-suites/dogfriendlyrooms	436

Search

Visitors ran 4,623 on-site searches from 2,366 users, with a 97.75% engagement rate, so searchers almost always found what they needed (Table 10). Holiday and festival planning led: Christmas market terms totaled 257 searches, and Oktoberfest (with the "oktoberfest" spelling) totaled 94. Searches for "2027" (62) show guests already planning next year. "Category" and "categories" (68 combined) are not typical visitor terms and may come from a site element sending searches automatically.

Table 10: Edelweiss Lodge and Resort Top Search Terms, Q4 FY26

Search Term	Searches	Users	Engagement Rate
christmas markets	105	60	98.82%
christmas market	82	59	100%
oktoberfest	73	60	100%
christmas	70	47	91.23%
eligibility	65	59	98.33%
pool	64	54	91.53%
2027	62	37	100%
discovery	60	3	100%
laundry	48	42	100%
nfl	48	43	100%

Recommendations

- Feature Christmas market and Oktoberfest content on the homepage during the fall, since visitors are searching for both.

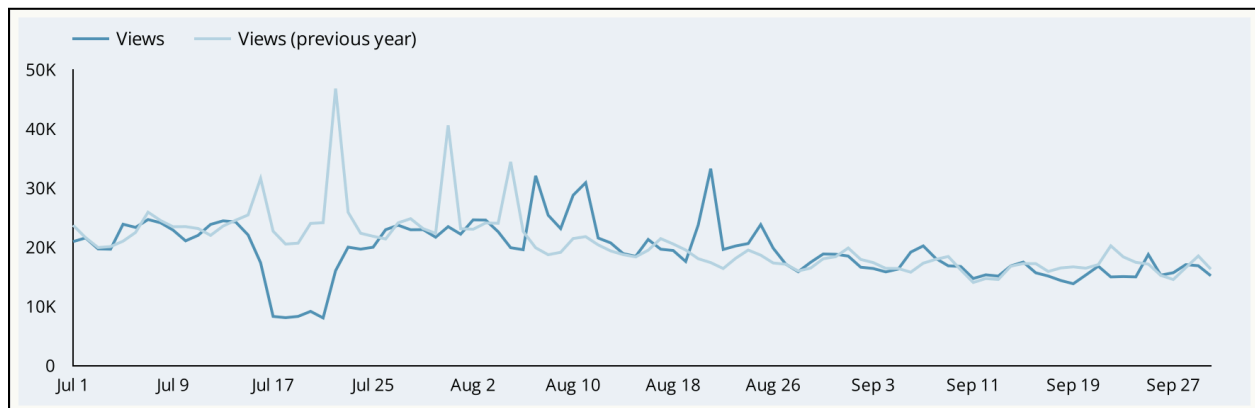
- Publish 2027 offers and dates as early as possible to meet demand already showing in search.
- Keep investing in Constant Contact email, which was the third-largest traffic source and produced high-value bookings.

Hale Koa Hotel

Traffic

Hale Koa Hotel reached fewer visitors this quarter, but views held up far better than users. Total users fell to 303,657, a 28.1% decrease (YoY), and new users fell to 288,721, a 28.6% decrease (YoY). Sessions fell to 547,707, a 26.2% decrease (YoY), while views fell only 5.7% (YoY) to 1,785,255. Each visitor viewed about 5.9 pages, up from about 4.5 a year ago. Daily views dropped sharply from about July 17 to July 23, during the switch to the new booking engine, and spiked in early and late August (Figure 3).

Figure 3: Hale Koa Hotel Views Compared YoY, Q4 FY26



The homepage drew the most visitors, followed by the booking pages (Search Rates and Room Rates), Rooms and Suites, and eligibility (Table 11). The Hotel Services QR page drew 38,119 users, showing heavy use by guests on property.

Table 11: Hale Koa Hotel Top Pages by Total Users, Q4 FY26

Page	Total Users
Homepage (/)	198,919
/search-rates	110,711
/rates-room1	56,857
/rooms-suites	51,770
/about-hale-koa-hotel/eligibility	41,516

Page	Total Users
/your-stay/hotel-services-qr	38,119
/rooms-suites/room-rates	29,109
/dining-drinks	26,396
/experiences	25,890

Traffic Sources

Direct traffic led narrowly over Google, and Organic Search drove the most views by channel, followed by Direct, Referral, and Organic Social. The large Direct share is consistent with guests opening QR codes and saved links during their stay. Search engines beyond Google (Bing, Yahoo, and DuckDuckGo) together brought more than 17,000 users, and chatgpt.com sent 1,942.

- **Direct:** 137,991 users
- **Google:** 130,138 users
- **Bing:** 11,590 users
- **Shades of Green website:** 3,765 users
- **Yahoo:** 3,306 users
- **armymwr.com:** 2,831 users
- **DuckDuckGo:** 2,371 users
- **Facebook (facebook.com):** 2,312 users
- **chatgpt.com:** 1,942 users
- **Edelweiss Lodge and Resort website:** 1,201 users

Engagement

Engagement strengthened: engagement rate rose to 62.06%, a 12.5% increase (YoY), and average session time rose to 4:28, a 21.7% increase (YoY). Both measures rising together show a smaller audience that is more focused on planning and booking. Mobile accounted for 193,992 users, about 64% of the total, with an engagement rate of 58.09%, a 14.1% increase (YoY).

Revenue

Since ecommerce tracking began in late August, Hale Koa Hotel recorded about \$3.60 million in online revenue from 1,800 transactions, an average purchase of \$1,997.42 and a conversion rate of 0.33%. Google drove about 60% of revenue (Table 12). Bing converted at more than twice Google's rate, and Yahoo produced the highest average purchase among major sources at \$3,047.38.

Table 12: Hale Koa Hotel Revenue by Source, Late August to September 30, 2026

Source	Sessions	Transactions	Revenue	Conv. Rate
google	282,727	1,133	\$2,162,147	0.40%
(direct)	195,812	345	\$668,805	0.18%
bing	19,315	170	\$392,833	0.88%
yahoo	7,292	42	\$127,990	0.58%
duckduckgo	5,103	31	\$81,277	0.61%

Rooms

The Rooms section drew fewer visitors, but those who arrived were more engaged. Total users fell to 68,018, a 17.3% decrease (YoY), views fell to 163,367, a 17.7% decrease (YoY), and average session time fell to 2:37, an 11.6% decrease (YoY). Engagement rate rose to 78.96%, an 11.3% increase (YoY). Google (39,977 users) and Direct (18,457 users) led sources. The Rooms dashboard page currently shows the site-wide page table instead of room pages, so a room-level table is not available this quarter.

Search

Visitors ran 9,223 on-site searches from 4,795 users, with a 97.27% engagement rate (Table 13). Reservation management led by a wide margin: terms such as reservation, find reservation, my reservation, cancel reservation, manage reservation, and modify reservation totaled more than 1,200 searches. Login terms (sign in, log in, and login) totaled 309 searches, and parking (219), luau (212), and wedding terms (170) also drew steady interest.

Table 13: Hale Koa Hotel Top Search Terms, Q4 FY26

Search Term	Searches	Users	Engagement Rate
reservation	260	167	96.67%
reservations	256	181	99.47%
parking	219	198	99.51%
luau	212	182	99.48%
find reservation	164	113	99.15%
sign in	121	89	98.94%
laundry	119	92	95.1%
my reservation	118	92	95.92%
wedding	117	95	100%
pool	109	88	98.95%

Recommendations

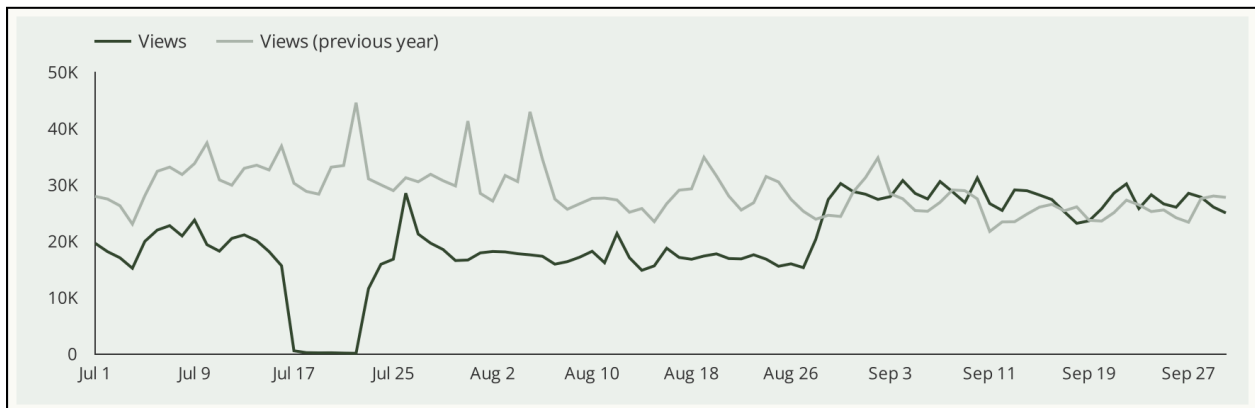
- Add a clearly labeled "Manage My Reservation" link to the site header and homepage to cut the more than 1,200 reservation searches.
- Surface parking information on the homepage and pre-arrival pages.

Shades of Green

Traffic

Shades of Green reached fewer visitors this quarter, though daily views recovered to prior-year levels by the end of the quarter. Total users fell to 385,114, a 37.3% decrease (YoY), and new users fell to 360,929, a 37.1% decrease (YoY). Sessions fell to 704,719, a 33.3% decrease (YoY), and views fell to 1,877,963, a 29.4% decrease (YoY). Daily views nearly stopped from about July 17 to July 23 during the switch to the new booking engine, ran below last year through late August, and then matched or passed last year from about August 27 on, when ecommerce tracking was enabled (Figure 4).

Figure 4: Shades of Green Views Compared YoY, Q4 FY26



The homepage drew the most visitors, followed by Ticket Prices, Rooms, eligibility, and the Experiences and Attractions pages (Table 14). Attraction tickets and monthly specials also ranked among the top pages, showing that theme park planning drives much of the traffic.

Table 14: Shades of Green Top Pages by Total Users, Q4 FY26

Page	Total Users
Homepage (/)	246,294
/ticket-prices	99,504
/rooms	62,285

Page	Total Users
/about-shades-green/eligibility	61,289
/experiences	58,243
/experiences/attractions	55,506
/search-rates	49,009
/experiences/attractions/attraction-tickets	30,913
/special-offers/monthly-specials	30,790
/rates-room1	28,537

Traffic Sources

Google was the leading source by a wide margin, with Direct second, and Organic Search drove the most views by channel, followed by Direct, Referral, and Organic Social. Facebook and chatgpt.com each brought more than 5,000 users, and Hale Koa Hotel's main site and booking site together sent nearly 5,000 more. On mobile, plandisney.disney.go.com sent 1,158 users, a sign that guests arrive while planning Disney trips.

- **Google:** 226,779 users
- **Direct:** 108,685 users
- **Bing:** 14,554 users
- **Facebook (facebook.com):** 5,920 users
- **chatgpt.com:** 5,453 users
- **Yahoo:** 3,796 users
- **armymwr.com:** 3,470 users
- **Hale Koa Hotel website:** 2,737 users
- **DuckDuckGo:** 2,658 users
- **Hale Koa Hotel booking site (bookings.halekoa.com):** 2,227 users

Engagement

Engagement strengthened: engagement rate rose to 57.68%, a 5.3% increase (YoY), and average session time rose to 4:13, a 14.5% increase (YoY). Longer, more engaged visits from a smaller audience suggest guests are spending more time comparing tickets, rooms, and attractions before booking. Mobile accounted for 258,041 users, about 67% of the total, with an engagement rate of 56.53%, an 11.8% increase (YoY).

Revenue

Since ecommerce tracking began in late August, Shades of Green recorded about \$4.14 million in online revenue from 4,906 transactions, an average purchase of \$843.50 and a

conversion rate of 0.70%. Google drove about two-thirds of revenue (Table 15). Email links opened in Gmail (mail.google.com) converted at 10.63%, the highest rate of any source, while chatgpt.com sent 6,588 sessions but converted at 0.18%.

Table 15: Shades of Green Revenue by Source, Late August to September 30, 2026

Source	Sessions	Transactions	Revenue	Conv. Rate
google	447,718	3,306	\$2,733,666	0.74%
(direct)	166,243	1,024	\$883,295	0.62%
bing	24,369	253	\$214,042	1.04%
yahoo	8,058	98	\$91,670	1.22%
mail.google.com	621	66	\$61,994	10.63%

Rooms

The Rooms section grew strongly, the opposite of the site-wide trend. Total users rose to 97,266, a 36.2% increase (YoY), views rose to 302,917, a 76.4% increase (YoY), and engagement rate rose to 83.03%, a 4.9% increase (YoY). Daily room views roughly tripled from about August 27 on, the same point that ecommerce tracking began, so part of the growth likely reflects booking pages now being tracked on the site. The main Rooms page and the Standard Room drew the most visitors (Table 16). Google (53,983 users) led sources, and militaryonesource.mil, a trusted partner site, sent 277 users.

Table 16: Shades of Green Top Room Pages by Total Users, Q4 FY26

Page	Total Users
/rooms	43,592
/rooms/standard-room	13,681
/rooms/family-suite	5,056
/rooms/poolside-room	4,162
/rooms/junior-suite	3,978
/rooms/palm-suite	3,433
/rooms/magnoliasuite	3,157
/rooms/garden-suite	2,730
/rooms/rates-policies	536

Search

Visitors ran 12,961 on-site searches from 7,209 users, with a 96.39% engagement rate (Table 17). Transportation led again: bus schedule, bus, and bus schedules totaled 850 searches. Disney terms (Disney, Disneyland, Epcot, Disney World, Disney tickets, and

Memory Maker) totaled 632, and Universal terms (Universal, Universal Studios, Halloween Horror Nights, and Volcano Bay) totaled 524. Map drew 205 searches. "Category" (153) is not a typical visitor term and may come from a site element sending searches automatically.

Table 17: Shades of Green Top Search Terms, Q4 FY26

Search Term	Searches	Users	Engagement Rate
bus schedule	438	324	98.4%
bus	287	232	99.17%
map	205	172	100%
universal	189	178	100%
disney	156	137	98.56%
category	153	112	96.69%
tickets	146	128	99.23%
halloween horror nights	144	104	98.2%
universal studios	137	125	98.45%
disneyland	136	113	98.25%

Recommendations

- Add the bus schedule to the main navigation and homepage, since it remains the most searched topic.
- Give Universal Orlando and Halloween Horror Nights content more visibility alongside Disney content during the fall season.
- Add a resort map link to the header or footer to answer the 205 map searches.