

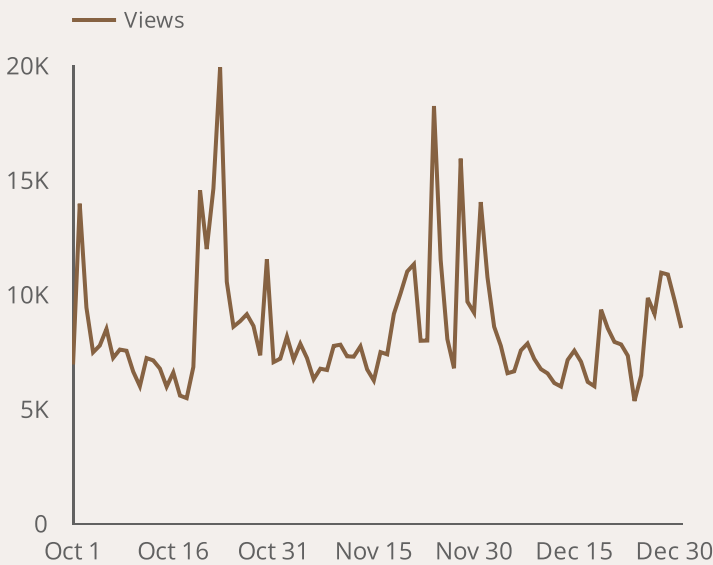


Overview Compared Y-o-Y

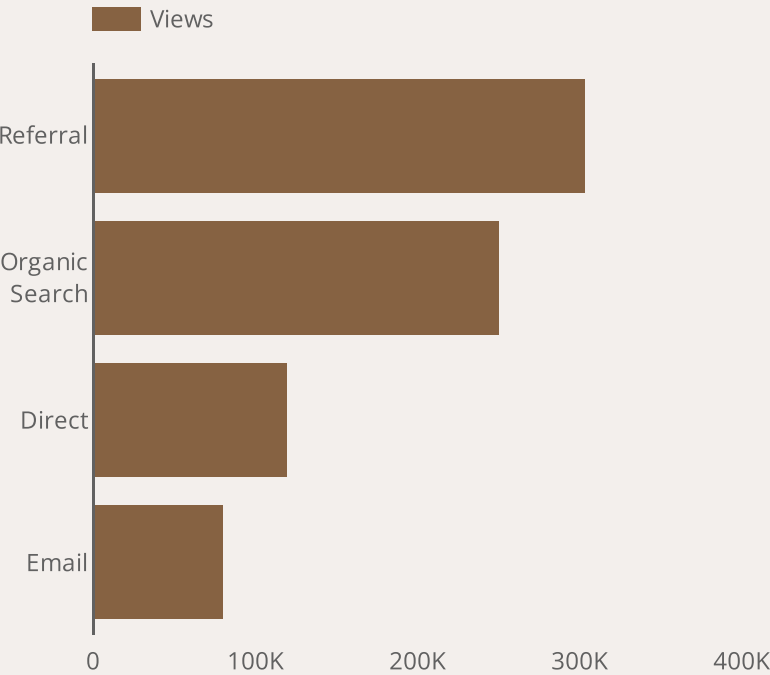
Google Analytics 4

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
783,544	296,319	181,149	174,554	04:18	59.13%
⬆ 1.0%	⬇ -8.1%	⬇ -10.2%	⬇ -10.6%	⬆ 18.9%	⬆ 3.9%

How is site traffic trending?



Which channels are driving traffic?



Top Pages

Sorted by Total Users

Page path	Total users
/	119,782
/discover26	15,884
/rooms-suites	15,320
/checkout	12,372
/elr-experiences	11,847
/ee2026	11,201
/specials-offers	11,181
/blackfriday	8,905
/4daychristmastour	8,814
/about-elr/resort-services	6,916

What are the top sources?

Sorted by Total Users

Session source	Total users
google	50,023
(direct)	38,640
edelweisslodgeandresort.com	34,209
ActiveCampaign	27,887
be.synxis.com	6,490
fb	6,248
m.facebook.com	4,556
bing	3,770
shadesofgreen.org	3,668
halekoa.com	3,388



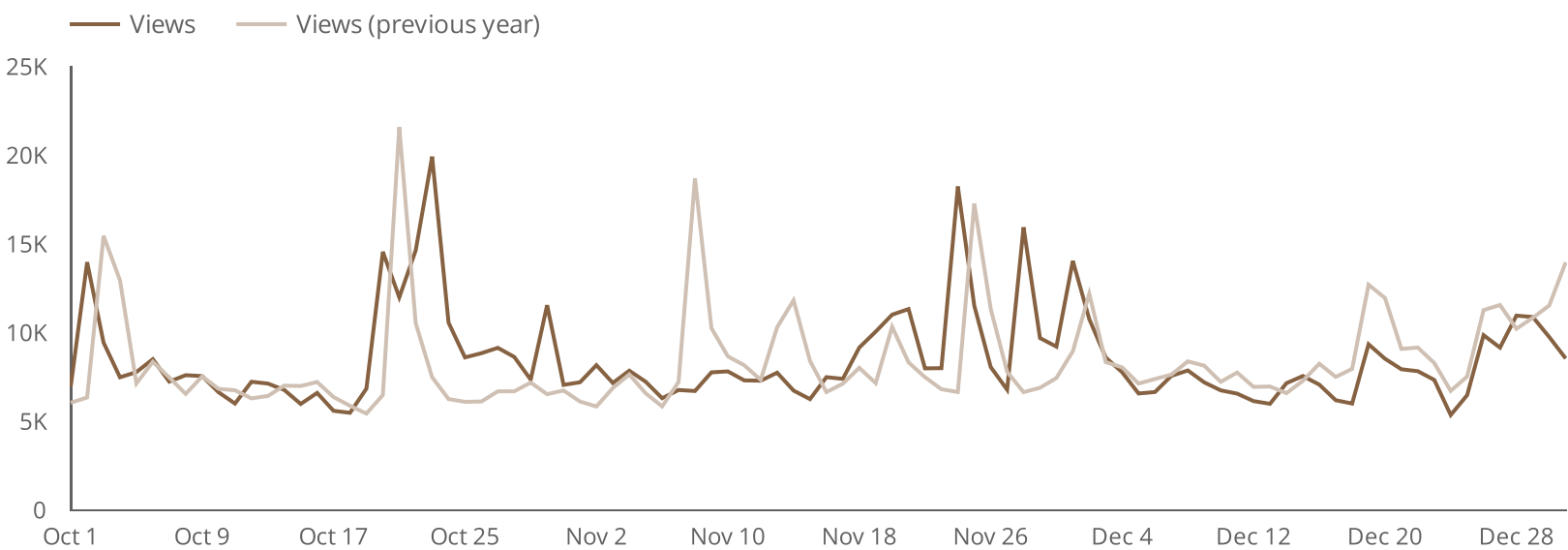
Oct 1, 2025 - Dec 31, 2025

Traffic Trends

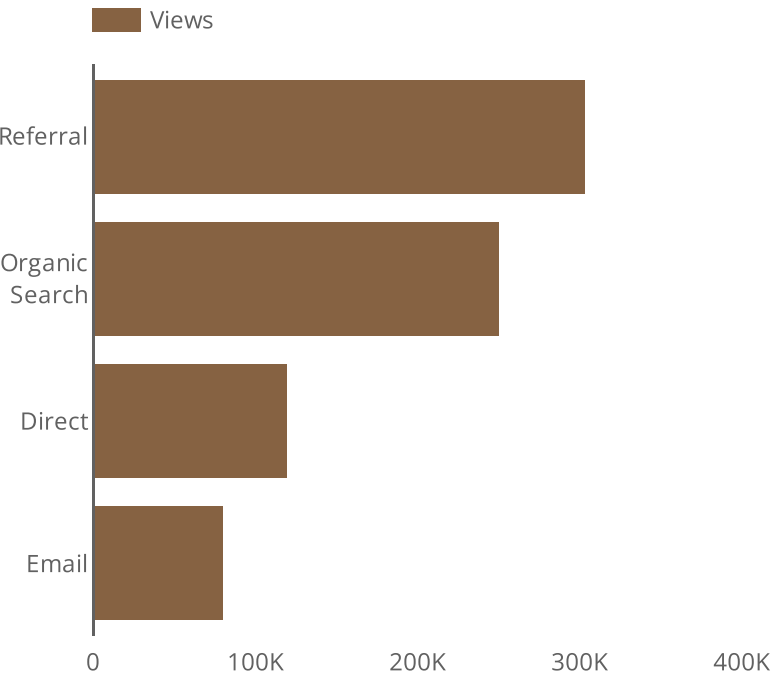
Google Analytics 4

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
783,544	296,319	181,149	174,554	04:18	59.13%
⬆️ 1.0%	⬇️ -8.1%	⬇️ -10.2%	⬇️ -10.6%	⬆️ 18.9%	⬆️ 3.9%

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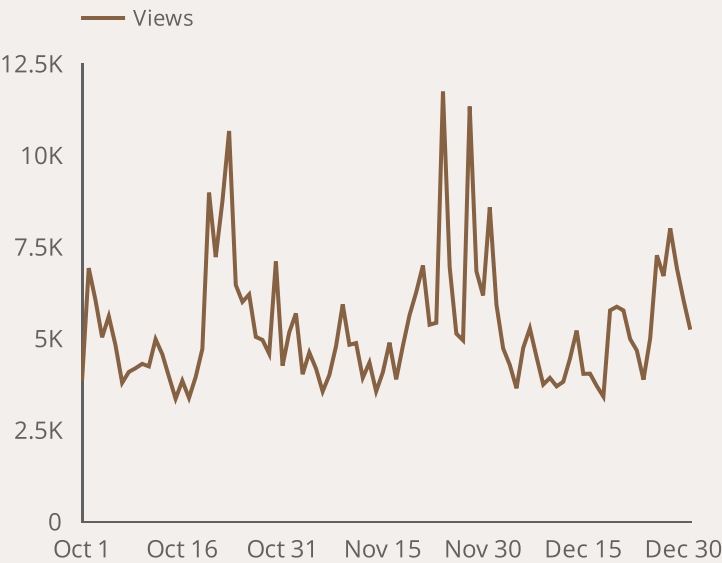


Mobile Traffic

Google Analytics 4

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
488,406	192,569	112,632	108,830	03:17	55.17%
⬆️ 1.9%	⬇️ -7.5%	⬇️ -14.5%	⬇️ -15.2%	⬆️ 14.3%	⬆️ 7.0%

How is site traffic trending?

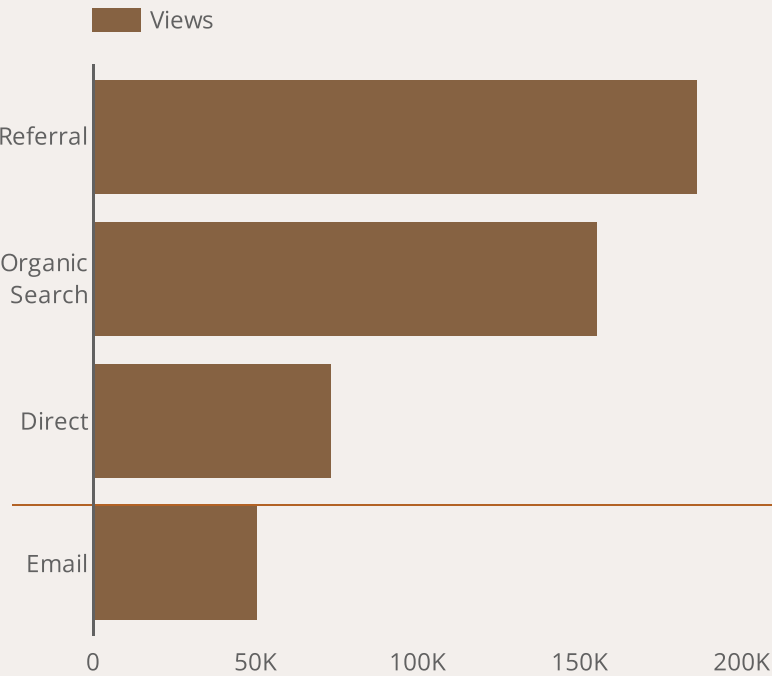


Top Pages

Sorted by Total Users

Page path	Total users ▾
/	72,449
/rooms-suites	10,866
/discover26	9,779
/ee2026	7,488
/specials-offers	7,128
/elr-experiences	7,071
/checkout	6,792
/blackfriday	6,210
/4daychristmastour	5,896
/about-elr/resort-services	4,669

Which channels are driving traffic?



What are the top sources?

Sorted by Total Users

Session source	Total users ▾
google	32,022
(direct)	23,742
edelweisslodgeandresort.com	20,239
ActiveCampaign	17,975
fb	5,988
be.synxis.com	4,290
m.facebook.com	4,120
shadesofgreen.org	2,108
halekoa.com	1,913
(not set)	1,076



Top Pages

Google Analytics 4

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
783,544	296,319	181,149	174,554	04:18	59.13%
⬆ 1.0%	⬇ -8.1%	⬇ -10.2%	⬇ -10.6%	⬆ 18.9%	⬆ 3.9%

Page path	Total users ▾	New users	Views	Engagement rate
/	119,782	109,185	363,446	73.88%
/discover26	15,884	6,067	26,626	66.33%
/rooms-suites	15,320	1,779	21,830	90.61%
/checkout	12,372	2	24,303	97.66%
/elr-experiences	11,847	1,275	19,436	88.88%
/ee2026	11,201	7,369	19,860	51.88%
/specials-offers	11,181	1,849	16,702	87.96%
/blackfriday	8,905	5,703	11,914	50.32%
/4daychristmastour	8,814	2,417	11,915	71.73%
/about-elr/resort-services	6,916	1,143	10,147	79.11%
/european-escapes2026	6,878	2,912	11,274	70.79%
/contact-us	6,605	656	10,297	76.82%
/dining	6,097	737	9,965	91.19%
/skialps	5,749	2,914	6,966	53.75%
/your-stay/eligibility	5,357	2,585	6,607	76.44%
/accommodations/standard-room	5,279	556	7,137	88.15%
/explorer26	5,278	1,597	7,765	74.05%
/elr-experiences/guided-tours	5,222	564	8,662	86.38%
/vacationguide	4,832	748	7,657	75.2%
/about-elr/photogallery	4,569	590	6,353	78.58%
/your-stay/eligibilitytable	4,239	600	5,103	81.02%
/confirm	3,521	1	4,276	92.77%
/elr-wellness	3,402	252	4,400	88.9%
/elr-snowsports	3,385	796	4,887	80.54%
/accommodations/rooms-suites/vacation-cabins	3,334	329	5,005	82.08%
/dining/weekly-dining	3,192	615	6,515	69.79%
/holidays	3,191	1,075	4,889	67.04%
/about-elr/faq	3,151	418	4,135	80.14%
/about-elr/employment	2,942	1,677	4,461	51.98%
/furlough-offer	2,847	836	3,621	71.08%

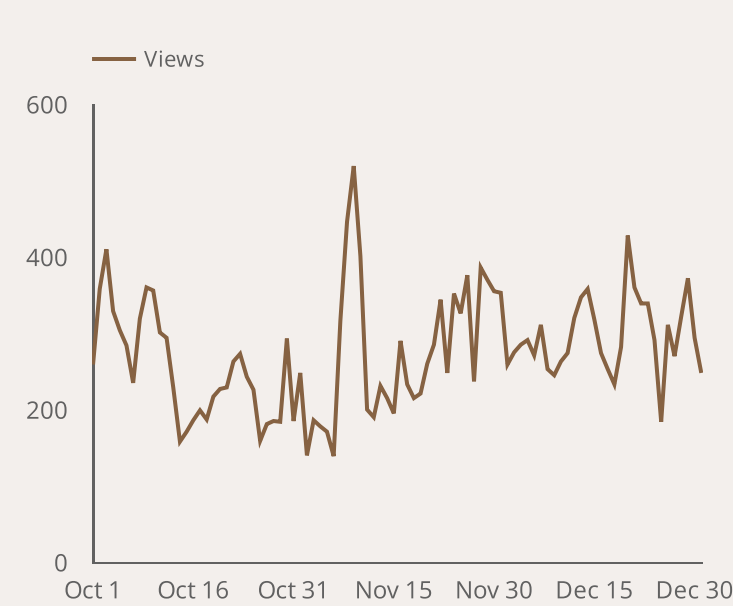


Overview Compared Y-o-Y

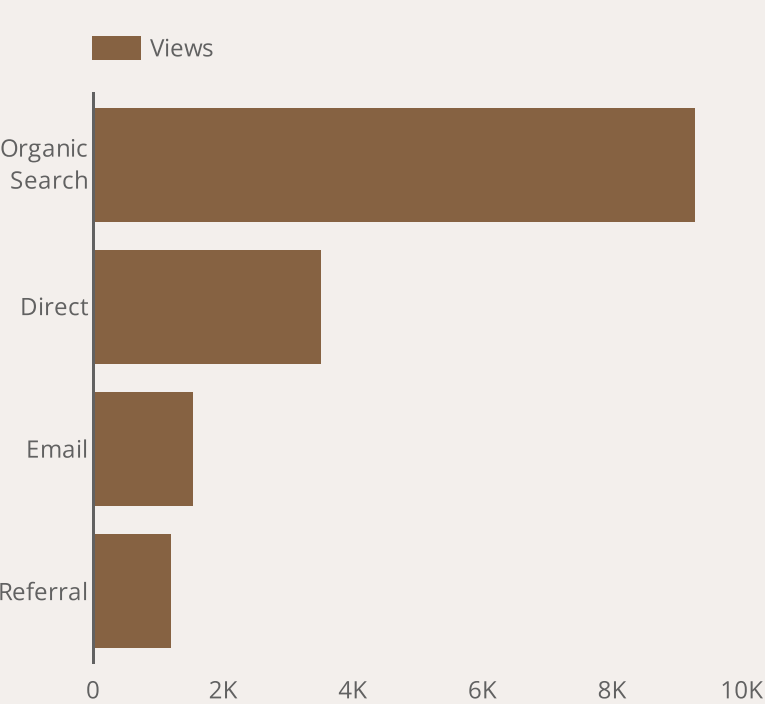
Dining

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
25,392	14,088	8,472	1,216	03:46	73.40%
⬆ 11.8%	⬇ -10.8%	⬇ -12.6%	No data	⬆ N/A	⬆ 8.4%

How is site traffic trending?



Which channels are driving traffic?



Top Pages

Sorted by Total Users

Page path	Total users
/dining	3,711
/dining/weekly-dining	2,054
/dining/summit	1,815
/dining/new-zuggys	1,478
/dining-drinks/PullmanCafe	44
/dining-drinks/point-snack-bar	30
/dining-drinks/market-station	14
/dining-drinks	6
/dining/christmas-offers	6
/dining/thanksgiving-dinner-https://www.ede...	5

What are the top sources?

Sorted by Total Users

Session source	Total users
google	2,742
(direct)	1,512
ActiveCampaign	474
be.synxis.com	203
bing	176
halekoa.com	68
shadesofgreen.org	65
yahoo	33
duckduckgo	32
elr.typeform.com	32

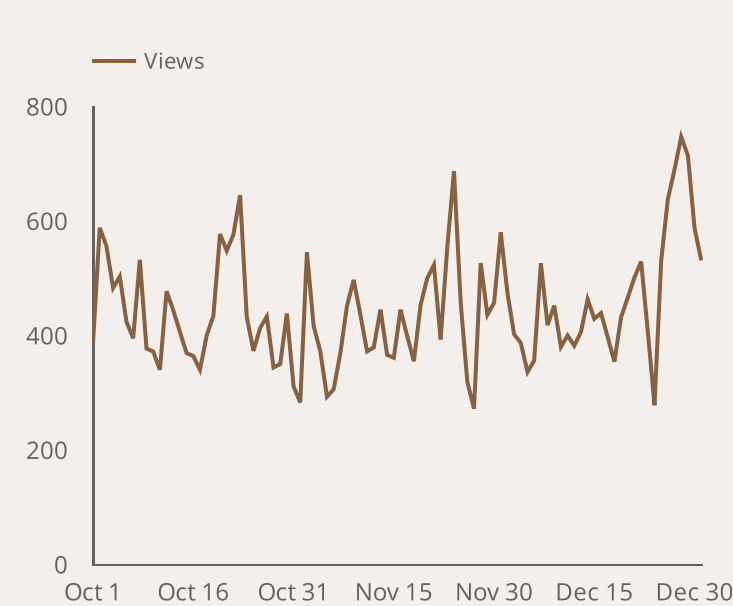


Overview Compared Y-o-Y

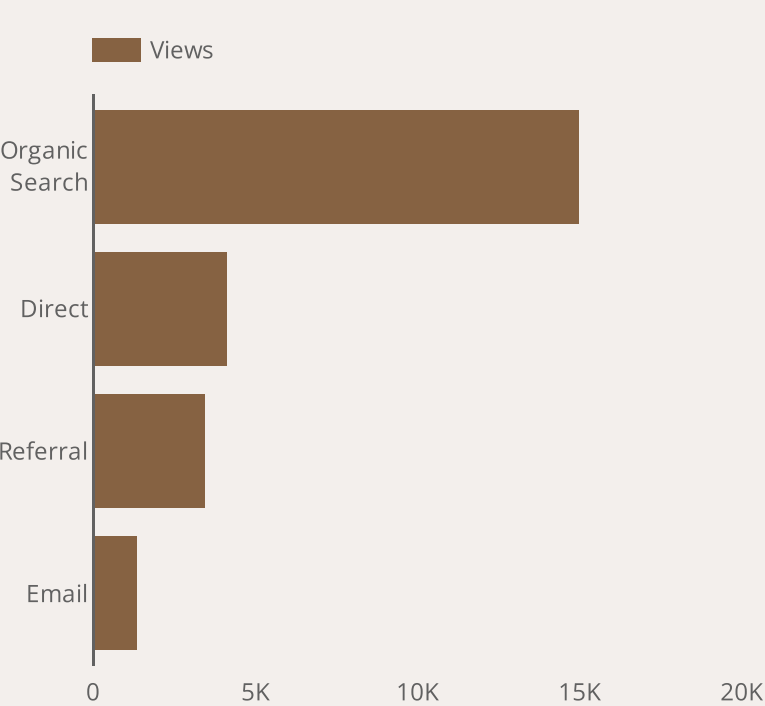
Rooms

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
41,025	22,072	18,134	2,072	02:28	84.76%
⬇️ -5.6%	⬇️ -10.6%	⬇️ -13.3%	No data	⬆️ N/A	⬆️ 6.2%

How is site traffic trending?



Which channels are driving traffic?



Top Pages

Sorted by Total Users

Page path	Total users ▾
/rooms-suites	9,117
/accommodations/rooms-suites/vacation-cabins	1,963
/accommodations/rooms-suites/deluxe-loft-suite	1,176
/accommodations/rooms-suites/junior-suite	1,150
/accommodations/rooms-suites/loft-suite	965
/rooms-suites/deluxe-junior-suite	955
/accommodations/rooms-suites/campground	857
/rooms-suites/dogfriendlyrooms	504
/accommodations/rooms-suites/dog-friendly-room/dog-room-rules-and-regulations	95

What are the top sources?

Sorted by Total Users

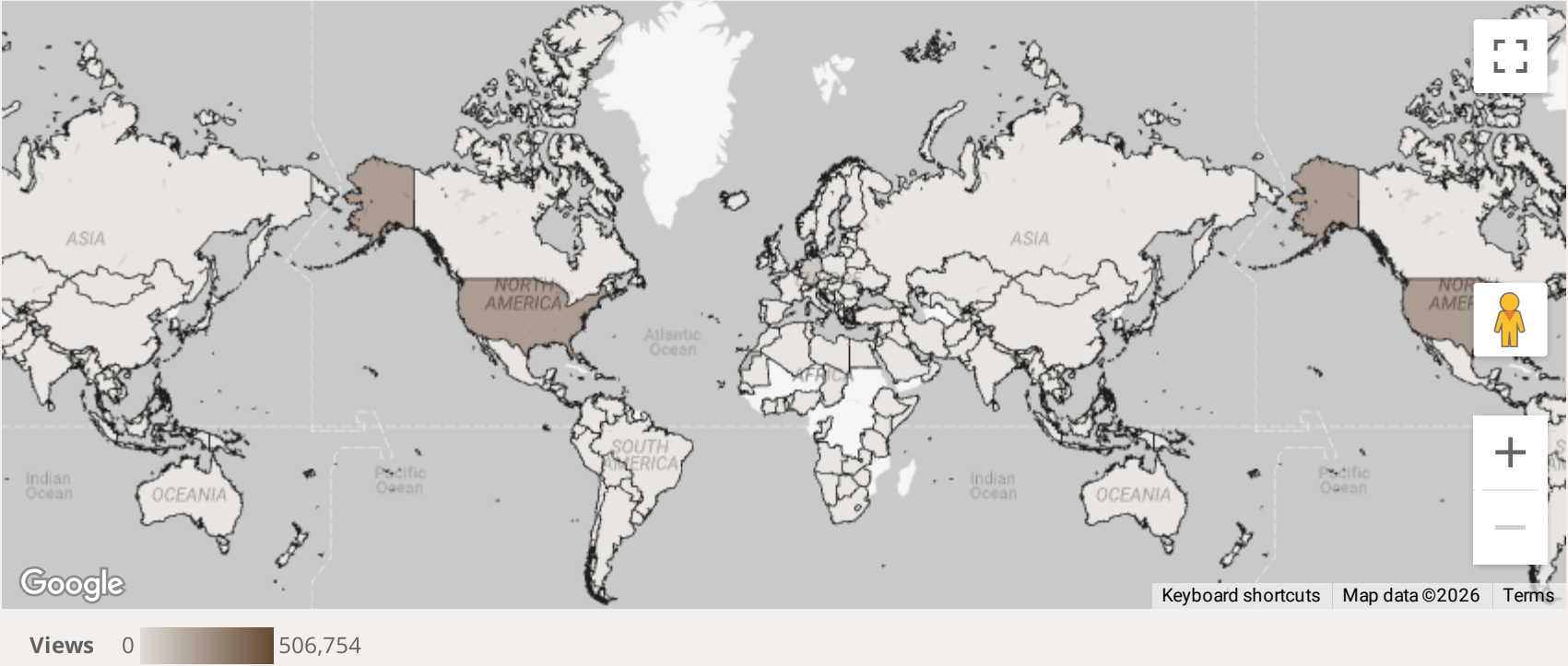
Session source	Total users ▾
google	5,994
(direct)	2,186
ActiveCampaign	640
be.synxis.com	572
bing	303
shadesofgreen.org	282
halekoa.com	272
armymwr.com	134
dragonhilllodge.com	99
duckduckgo	89

Top Countries

Google Analytics 4

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
783,544	296,319	181,149	174,554	04:18	59.13%
1.0% up	-8.1% down	-10.2% down	-10.6% down	18.9% up	3.9% up

Country	Total users ▼	% Δ	New users	% Δ	Views	% Δ	Engageme...	% Δ
United States	122,898	-14.2% down	117,019	-14.8% down	506,754	1.4% up	57.84%	4.7% up
Germany	40,148	-5.5% down	37,087	-6.4% down	205,548	0.2% up	65.58%	6.4% up
Italy	4,676	23.9% up	4,372	24.8% up	18,429	8.0% up	48.66%	-17.1% down
United Kingdom	3,146	-6.0% down	2,839	-9.0% down	12,981	-1.8% down	60.76%	1.3% up
China	2,573	2,447% up	2,516	2,520% up	2,546	2,057% up	6.86%	-87.4% down
Belgium	1,176	-17.2% down	1,095	-18.6% down	5,142	-20.0% down	59.97%	-5.9% down
Netherlands	1,169	7.6% up	1,109	7.8% up	3,929	4.4% up	66.19%	0.5% up
Singapore	886	440.2% up	143	-11.2% down	284	-54.0% down	16.49%	-73.2% down
Canada	678	4.6% up	622	1.0% up	1,694	18.5% up	57.49%	-3.3% down
Spain	616	-16.4% down	545	-19.0% down	3,401	2.3% up	58.4%	-5.3% down
France	571	2.1% up	451	-4.9% down	2,034	-7.3% down	60.41%	-7.3% down
Austria	531	1.9% up	443	-1.1% down	1,781	14.4% up	61.58%	1.8% up
Japan	433	-13.6% down	407	-17.1% down	1,309	-33.2% down	61.86%	4.1% up
South Korea	370	0.8% up	352	1.7% up	1,033	-0.5% down	55.98%	1.2% up

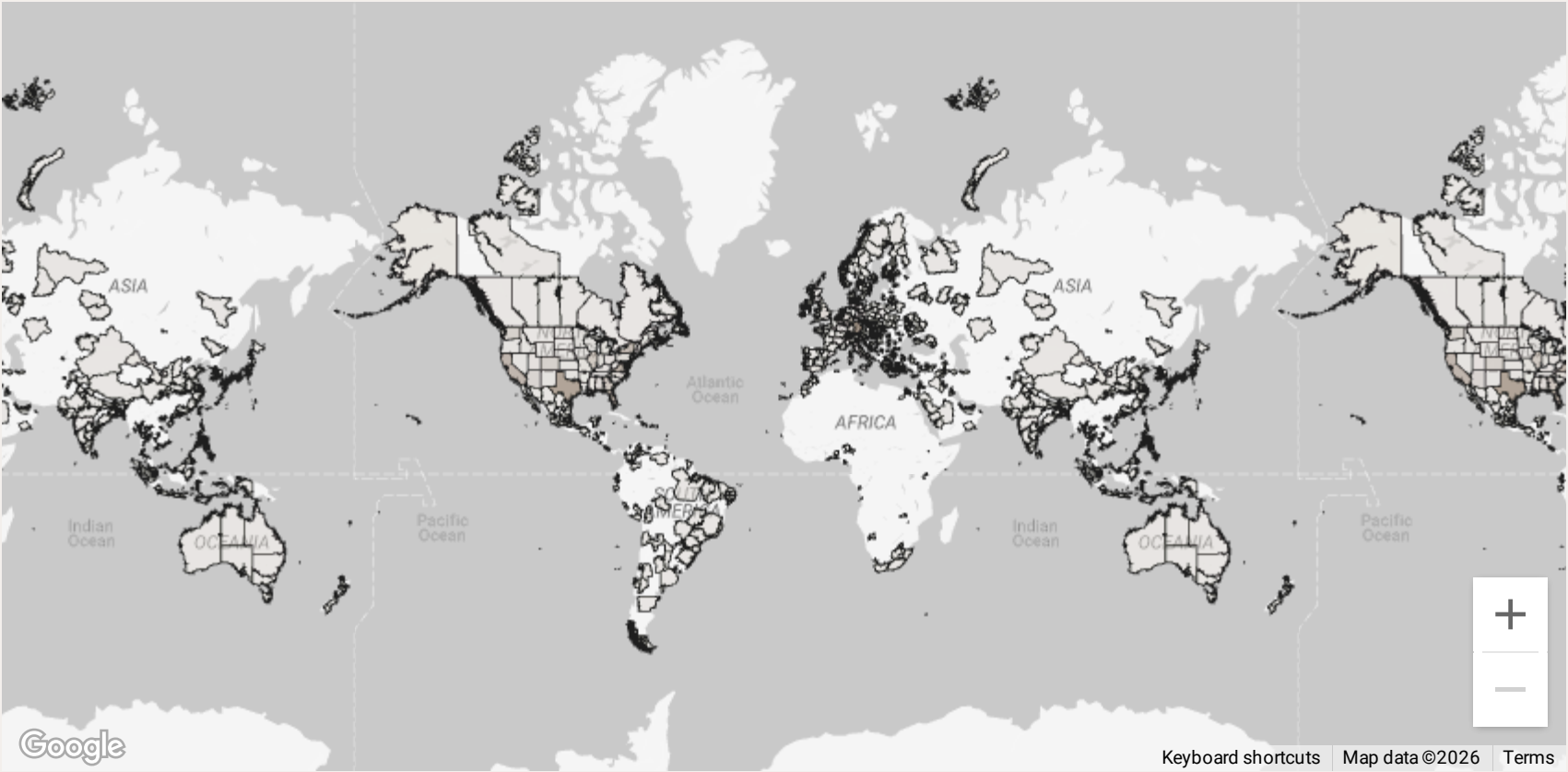


Top States

Google Analytics 4

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
783,544	296,319	181,149	174,554	04:18	59.13%
⬆️ 1.0%	⬇️ -8.1%	⬇️ -10.2%	⬇️ -10.6%	⬆️ 18.9%	⬆️ 3.9%

Region	Total users ▾	New users	Views	Engagement rate
(not set)	16,372	11,983	57,612	57.63%
Texas	13,436	11,510	52,234	59.94%
Florida	11,857	10,305	46,888	59.97%
Virginia	11,608	9,671	42,016	57.97%
Bavaria	11,341	9,066	55,942	64.78%
California	10,775	9,604	37,422	57.51%
Hessen	9,566	8,041	39,536	69.62%
New York	8,957	7,319	36,236	62.82%
Georgia	7,085	5,611	24,589	57.66%
Illinois	6,262	5,121	22,905	61.03%
Colorado	5,177	4,592	17,207	55.85%
North Rhine-Westphalia	4,561	2,805	14,628	65.72%
Rhineland-Palatinate	4,359	3,462	21,045	68.6%
Washington	4,300	3,799	15,866	59.59%





Top Pages

Google Analytics 4

Search Terms	Search count	Search count per user	Total users	Engagement rate
thanksgiving	152	1.25	122	95.89%
european escapes	91	1.34	68	100%
christmas	89	1.41	63	97.14%
christmas market	75	1.25	60	100%
eligibility	62	1.15	54	100%
christmas dinner	61	1.24	49	100%
christmas markets	47	1.27	37	100%
ski	44	1.07	41	100%
tours	39	1.7	23	92.31%
oktoberfest	35	1.09	32	96.97%
hausberg	34	1.42	24	100%
retiree	33	1.22	27	100%
snowsports	32	1.19	27	100%
laundry	32	1.03	31	96.77%
discover	31	1.72	18	94.44%
shuttle	30	1.25	24	100%
newsletter	29	1.32	22	100%
holiday	28	1.87	15	94.74%
alpine adventures	28	2.55	11	86.67%
sponsor	27	2.08	13	86.67%
kids night out	25	1.25	20	91.3%
pool	24	1.04	23	100%
explorer	24	1.6	15	100%
installation access	23	1.21	19	100%
pets	22	1.05	21	95.24%
dining	22	1.1	20	100%
skiing	22	1.1	20	100%
european escape	22	1.22	18	88.89%
check in	21	1	21	95.24%
Grand total	4,950	1.93	2,564	96.58%