

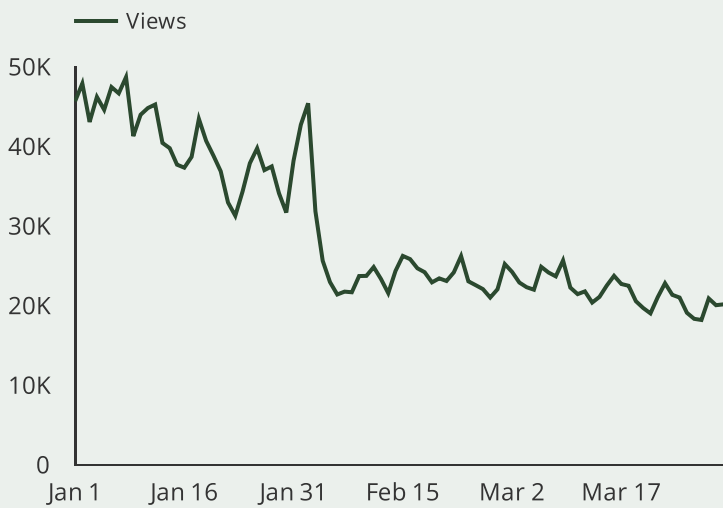


Overview Compared Y-o-Y

Data from Google Analytics

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
2,638,563	1,112,861	592,536	557,462	03:44	51.44%
↓ -20.8%	↓ -10.0%	↓ -9.3%	↓ -10.1%	↓ -8.2%	↓ -4.9%

How are site sessions trending?

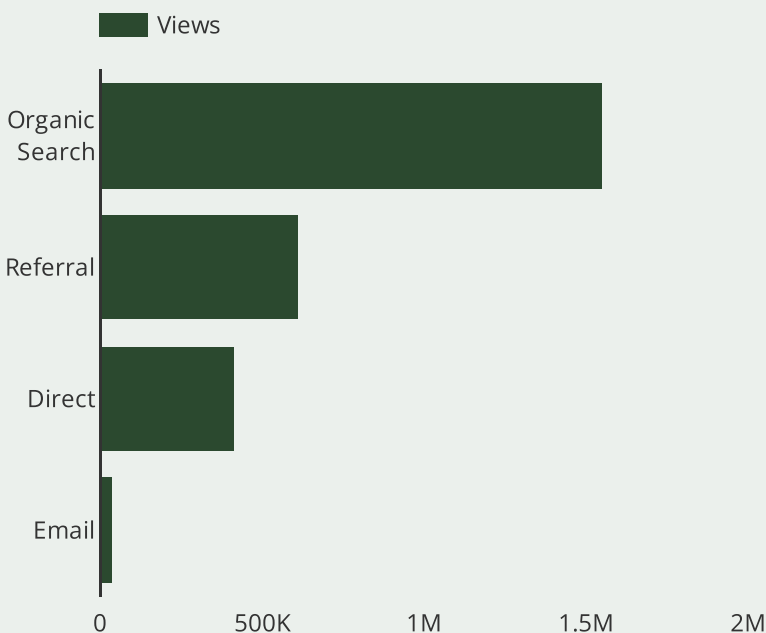


Top Pages

Sorted by Total Users

Page path	Total users
/	440,425
/ticket-prices	119,179
/rooms	79,443
/experiences/attractions	73,951
/experiences	73,876
/about-shades-green/eligibility	72,115
/experiences/attractions/attraction-tickets	42,380
/special-offers/monthly-specials	34,724
/rooms/standard-room	26,919
/dining-drinks	25,634

Which channels are driving engagement?



What are the top sources?

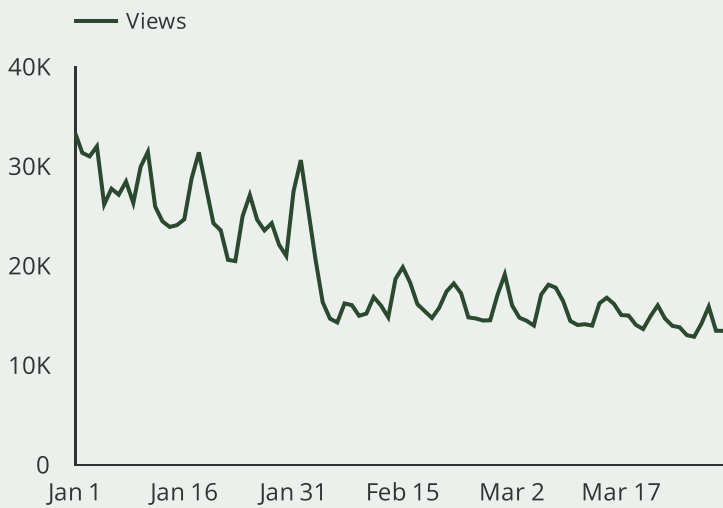
Sorted by Total Users

Session source	Total users
google	283,079
(direct)	187,760
shadesofgreen.org	67,685
bing	17,616
ActiveCampaign	8,632
m.facebook.com	7,445
be.synxis.com	6,453
yahoo	5,178
armymwr.com	3,699
halekoa.com	3,178

Mobile Data from Google Analytics

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
1,769,759	761,055	394,986	370,225	03:11	49.88%
↓ -16.7%	↓ -10.2%	↓ -9.9%	↓ -11.8%	↓ -3.1%	↓ -1.3%

### How are site sessions trending?

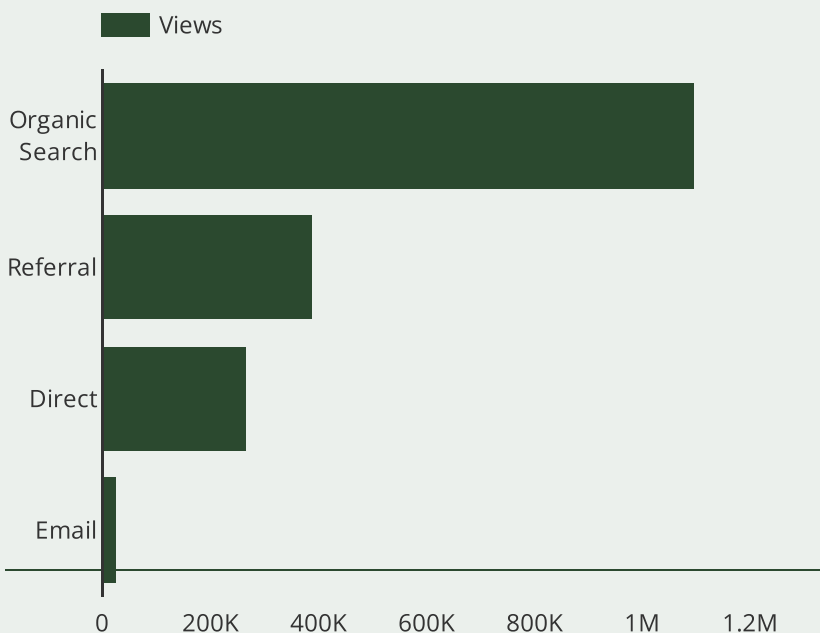


### Top Pages

Sorted by Total Users

Page path	Total users
/	283,242
/ticket-prices	79,105
/rooms	56,892
/about-shades-green/eligibility	50,078
/experiences	48,550
/experiences/attractions	44,984
/experiences/attractions/attraction-tickets	26,255
/special-offers/monthly-specials	23,993
/rooms/standard-room	19,529
/dining-drinks	18,064

### Which channels are driving engagement?



### What are the top sources?

Sorted by Total Users

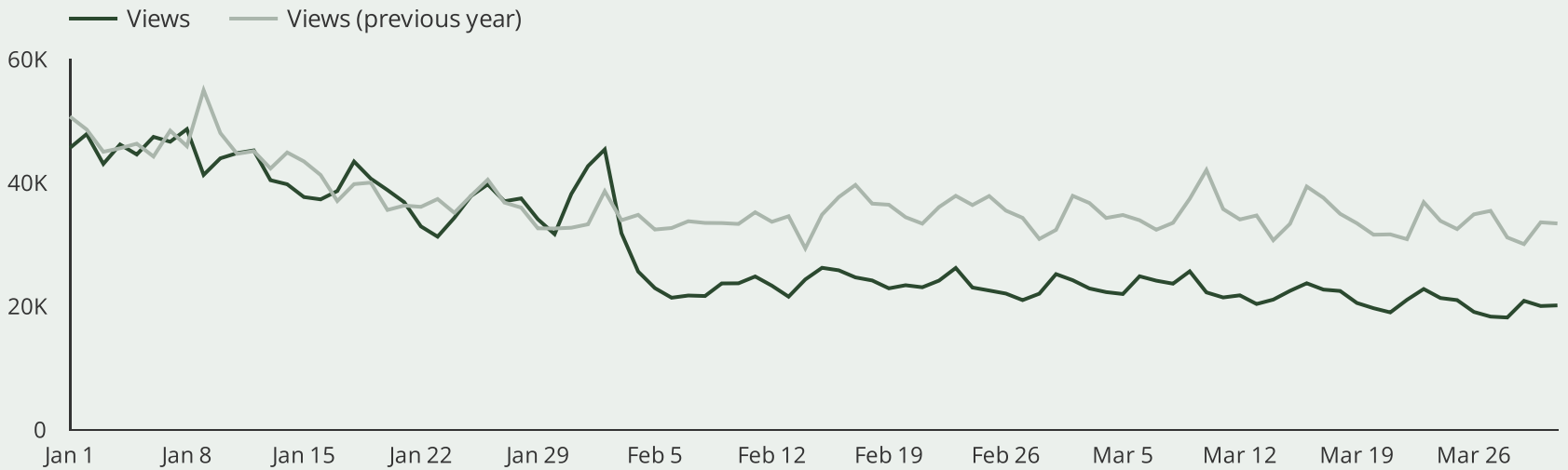
Session source	Total users
google	203,780
(direct)	121,676
shadesofgreen.org	41,961
m.facebook.com	7,144
ActiveCampaign	6,008
be.synxis.com	4,764
yahoo	2,201
plandisney.disney.go.com	2,185
armymwr.com	1,933
halekoa.com	1,826



Overview Compared Y-o-Y Data from Google Analytics

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
2,638,563	1,112,861	592,536	557,462	03:44	51.44%
↓ -20.8%	↓ -10.0%	↓ -9.3%	↓ -10.1%	↓ -8.2%	↓ -4.9%

How are site traffic trending?





Top Pages

Data from Google Analytics

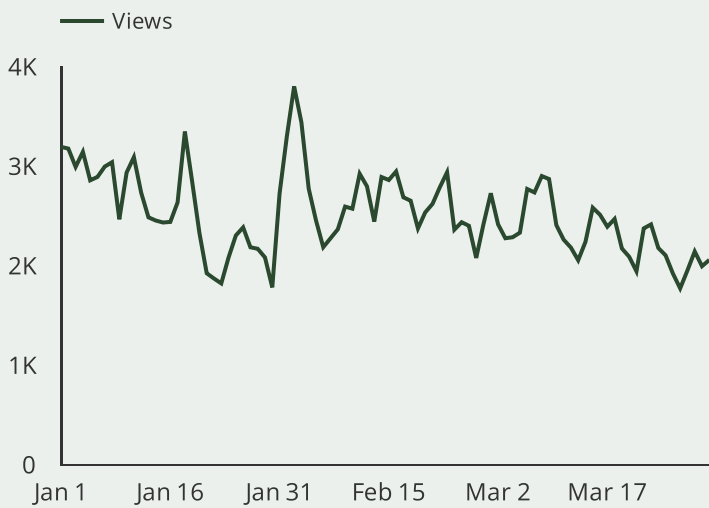
Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
2,638,563	1,112,861	592,536	557,462	03:44	51.44%
↓ -20.8%	↓ -10.0%	↓ -9.3%	↓ -10.1%	↓ -8.2%	↓ -4.9%

Full page URL	Total users	Sessions	Views	Engagement rate
<a href="http://www.shadesofgreen.org/">www.shadesofgreen.org/</a>	371,009	598,479	694,968	51.93%
<a href="http://www.shadesofgreen.org/ticket-prices">www.shadesofgreen.org/ticket-prices</a>	117,492	192,245	219,871	67.05%
<a href="http://www.shadesofgreen.org/rooms">www.shadesofgreen.org/rooms</a>	79,377	101,146	121,558	86.76%
<a href="http://www.shadesofgreen.org/experiences">www.shadesofgreen.org/experiences</a>	73,829	95,983	113,865	96.92%
<a href="http://www.shadesofgreen.org/experiences/attractions">www.shadesofgreen.org/experiences/attractions</a>	73,470	96,941	112,316	93.18%
<a href="http://www.shadesofgreen.org/about-shades-green/eligibility">www.shadesofgreen.org/about-shades-green/eligibility</a>	70,175	85,968	103,515	82.93%
<a href="http://www.shadesofgreen.org/experiences/attractions/attraction-tickets">www.shadesofgreen.org/experiences/attractions/attraction-tickets</a>	42,013	57,117	63,750	82.29%
<a href="http://www.shadesofgreen.org/special-offers/monthly-specials">www.shadesofgreen.org/special-offers/monthly-specials</a>	33,071	42,800	48,769	87.83%
<a href="http://www.shadesofgreen.org/dining-drinks">www.shadesofgreen.org/dining-drinks</a>	25,565	36,732	43,883	87.51%
<a href="http://www.shadesofgreen.org/rooms/standard-room">www.shadesofgreen.org/rooms/standard-room</a>	26,913	34,675	39,767	83.64%
<a href="http://www.shadesofgreen.org/contact-us">www.shadesofgreen.org/contact-us</a>	20,025	30,751	33,870	79.37%
<a href="http://www.shadesofgreen.org/experiences/attractions/waltdisneyworld">www.shadesofgreen.org/experiences/attractions/waltdisneyworld</a>	23,276	26,215	30,524	78.47%
<a href="http://www.shadesofgreen.org/experiences/attractions/ticket-questions">www.shadesofgreen.org/experiences/attractions/ticket-questions</a>	21,616	27,705	30,426	82.22%
<a href="http://www.shadesofgreen.org/your-stay">www.shadesofgreen.org/your-stay</a>	16,845	21,643	26,983	94.66%
<a href="http://www.shadesofgreen.org/about-shades-green/faq">www.shadesofgreen.org/about-shades-green/faq</a>	18,465	23,691	25,985	85.45%
<a href="http://www.shadesofgreen.org/experiences/bus-schedule/current-bus-schedule">www.shadesofgreen.org/experiences/bus-schedule/current-bus-schedule</a>	13,448	21,584	25,006	76.59%
<a href="http://www.shadesofgreen.org/experiences/bus-schedule">www.shadesofgreen.org/experiences/bus-schedule</a>	15,231	19,577	22,709	90.48%
<a href="http://www.shadesofgreen.org/dining-drinks/evergreens">www.shadesofgreen.org/dining-drinks/evergreens</a>	9,306	13,613	18,097	86.01%
<a href="http://www.shadesofgreen.org/dining-drinks/manginos">www.shadesofgreen.org/dining-drinks/manginos</a>	9,453	12,815	16,765	87.98%
<a href="http://www.shadesofgreen.org/photogallery">www.shadesofgreen.org/photogallery</a>	11,922	15,288	16,529	82.04%
<a href="http://www.shadesofgreen.org/your-stay/manage-reservations">www.shadesofgreen.org/your-stay/manage-reservations</a>	7,402	10,229	15,624	86.63%
<a href="http://www.shadesofgreen.org/dining-drinks/garden-gallery">www.shadesofgreen.org/dining-drinks/garden-gallery</a>	9,645	12,710	15,406	84.13%
<a href="http://www.shadesofgreen.org/rooms/family-suite">www.shadesofgreen.org/rooms/family-suite</a>	10,581	12,312	15,117	89.41%
<a href="http://www.shadesofgreen.org/experiences/attractions/universal-orlando-...">www.shadesofgreen.org/experiences/attractions/universal-orlando-...</a>	11,335	13,460	14,344	76.78%

Overview Compared Y-o-Y Rooms

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
226,564	124,407	89,886	9,101	03:03	80.22%
↑ 1.4%	↑ 3.8%	↓ -2.5%	No data	↑ N/A	↑ 6.8%

### How are site sessions trending?

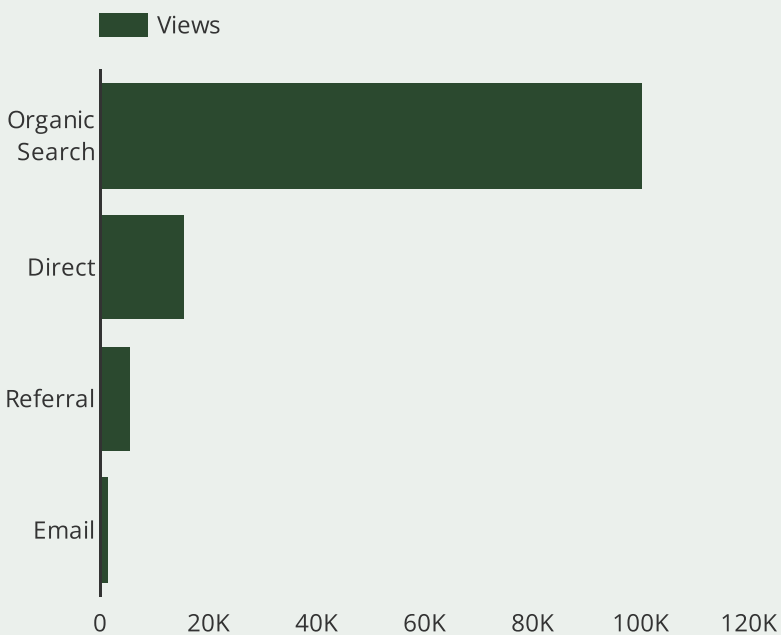


### Top Pages

Sorted by Total Users

Page path	Total users
/rooms	45,620
/rooms/standard-room	15,251
/rooms/family-suite	5,516
/rooms/poolside-room	4,726
/rooms/junior-suite	4,234
/rooms/palm-suite	3,560
/rooms/magnoliasuite	3,130
/rooms/garden-suite	2,863
/rooms/rates-policies	619
/accommodations/rooms-suites	15

### Which channels are driving engagement?



### What are the top sources?

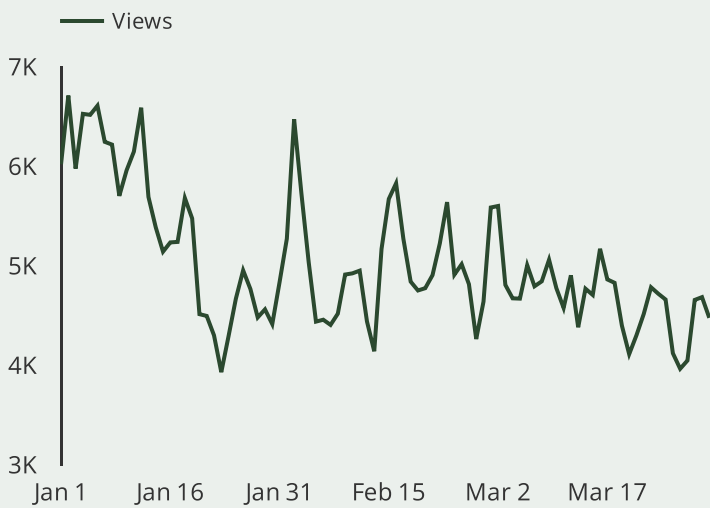
Sorted by Total Users

Session source	Total users
google	37,263
(direct)	7,492
bing	2,225
yahoo	729
ActiveCampaign	713
armymwr.com	539
duckduckgo	348
be.synxis.com	340
halekoa.com	331
m.facebook.com	251

Overview Compared Y-o-Y Experiences

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
452,368	232,471	156,780	35,115	02:31	80.68%
↓ -0.4%	↑ 8.0%	↑ 8.3%	No data	↑ N/A	↑ 2.2%

How are site sessions trending?

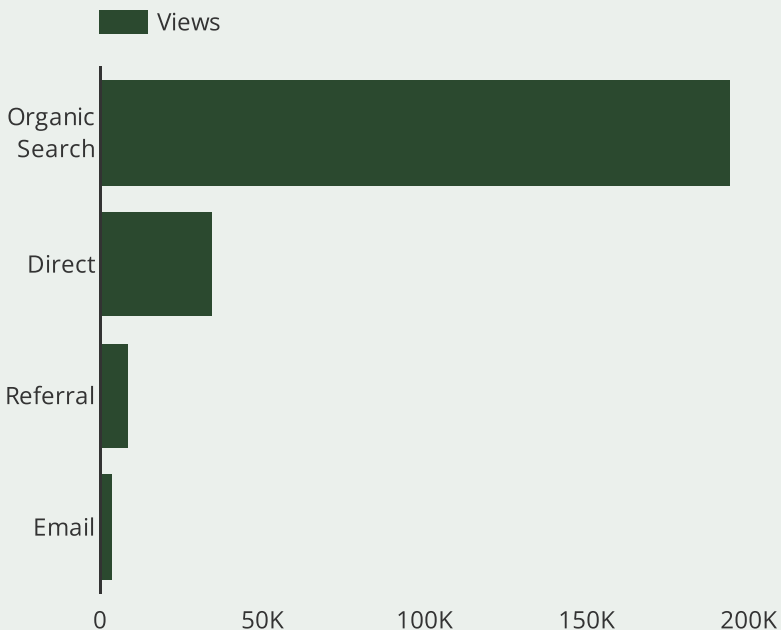


Top Pages

Sorted by Total Users

Page path	Total users
/experiences	42,199
/experiences/attractions	40,489
/experiences/attractions/attraction-tickets	23,347
/experiences/attractions/waltdisneyworld	13,092
/experiences/attractions/ticket-questions	11,686
/experiences/bus-schedule	8,625
/experiences/bus-schedule/current-bus-schedule	7,519
/experiences/attractions/universal-orlando-resort	6,632
/experiences/events	4,310
/experiences/activities	3,552

Which channels are driving engagement?



What are the top sources?

Sorted by Total Users

Session source	Total users
google	63,443
(direct)	13,235
bing	4,064
ActiveCampaign	1,360
yahoo	1,149
m.facebook.com	1,052
plandisney.disney.go.com	713
chatgpt.com	641
armymwr.com	608
duckduckgo	535

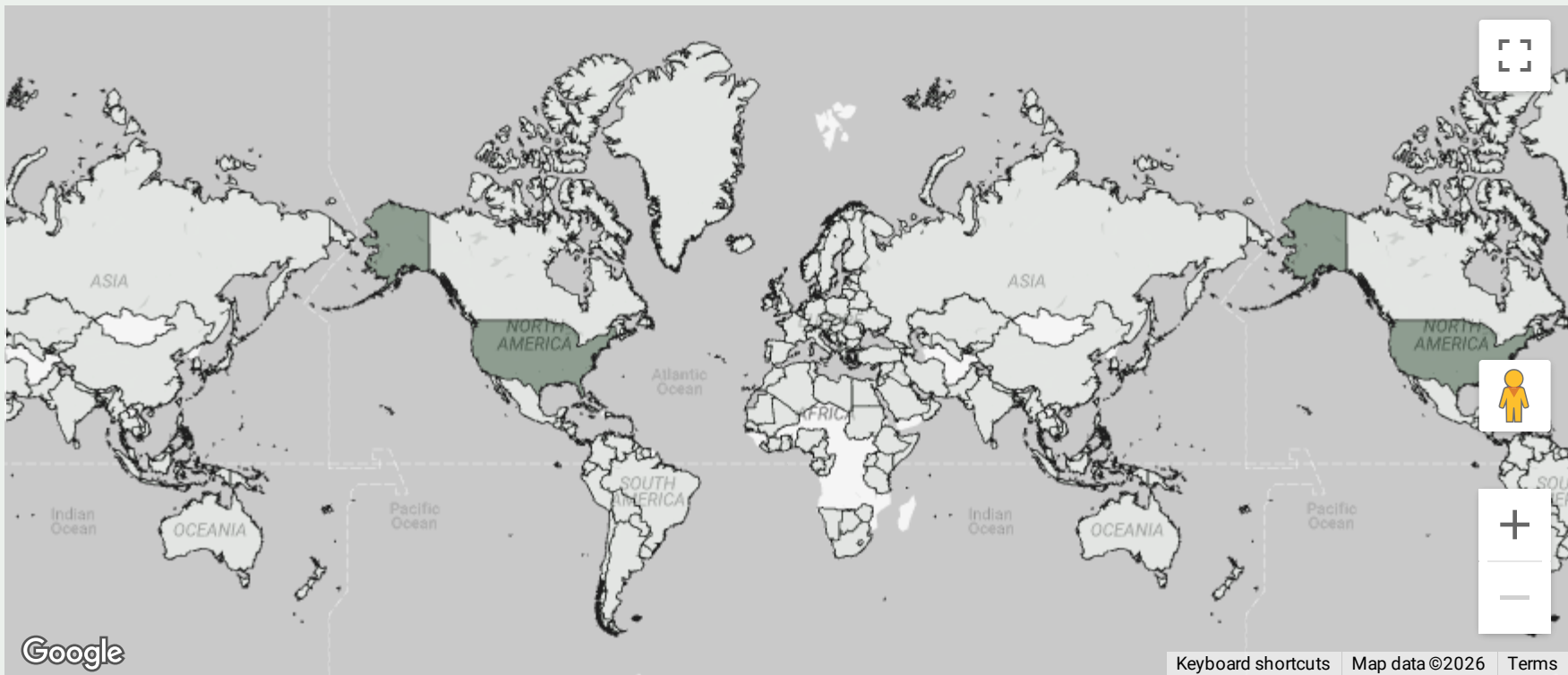


Countries

Data from Google Analytics

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
2,638,563	1,112,861	592,536	557,462	03:44	51.44%
↓ -20.8%	↓ -10.0%	↓ -9.3%	↓ -10.1%	↓ -8.2%	↓ -4.9%

Country	Views ▾	% Δ	Total users	% Δ	Sessions	% Δ	Engagement r...	% Δ
United States	2,599,187	-20.6%...	579,183	-9.3% ↓	1,092,004	-9.9% ↓	51.37%	-5.1% ↓
Puerto Rico	6,753	-17.9%...	1,687	-6.0% ↓	2,665	-10.4%...	58.24%	1.3% ↑
Germany	5,219	-42.5%...	1,619	-25.0%...	2,176	-32.6%...	59.65%	2.1% ↑
United Kingdom	4,514	-16.6%...	1,466	-19.0%...	1,969	-19.5%...	56.32%	1.1% ↑
Canada	3,103	-47.8%...	1,176	-45.7%...	1,528	-47.5%...	55.17%	8.7% ↑
Japan	2,525	-19.6%...	710	-17.2%...	1,022	-15.6%...	57.44%	-2.7% ↓
China	1,150	179.1...	1,146	287.2...	1,148	286.5...	4.27%	-63.8%...
Mexico	1,071	9.3% ↑	367	14.7% ↑	474	9.2% ↑	50%	-5.2% ↓
South Korea	1,003	-37.6%...	347	-19.9%...	482	-25.4%...	54.36%	-9.0% ↓
Indonesia	907	-14.4%...	466	19.5% ↑	484	13.3% ↑	59.09%	-4.1% ↓
Italy	795	-45.7%...	243	-29.6%...	367	-24.2%...	56.13%	-1.9% ↓
Brazil	744	-30.3%...	344	-20.0%...	413	-15.2%...	50.12%	-20.0%...
Netherlands	606	24.2% ↑	271	46.5% ↑	308	43.9% ↑	50%	3.9% ↑



Views 1 2,599,187

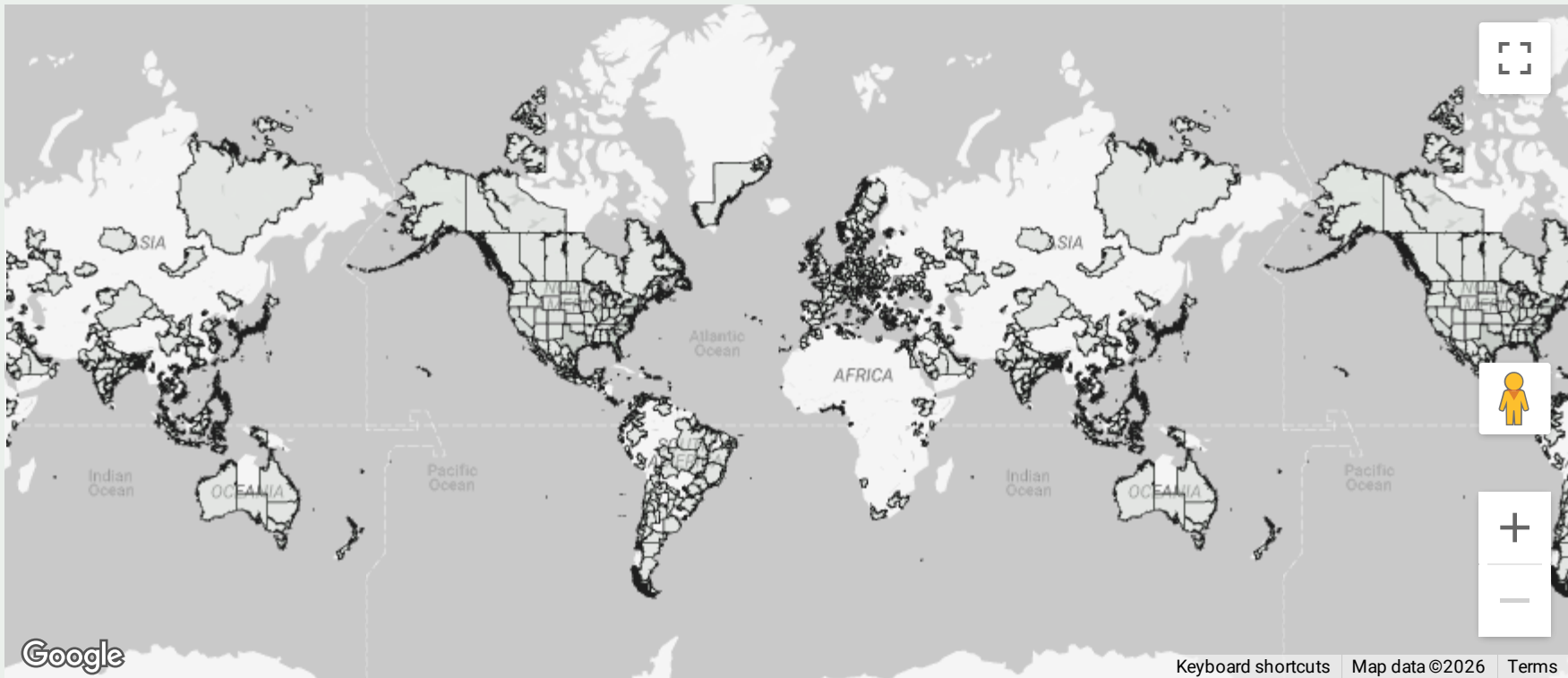


Countries

Data from Google Analytics

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
2,638,563	1,112,861	592,536	557,462	03:44	51.44%
↓ -20.8%	↓ -10.0%	↓ -9.3%	↓ -10.1%	↓ -8.2%	↓ -4.9%

Region	Views ▾	% Δ	Total users	% Δ	Sessions	% Δ	Engagement r...	% Δ
Florida	457,211	-25.1%...	181,856	2.1% ↑	247,457	-16.2%...	40.23%	-7.3% ↓
Texas	155,350	-33.0%...	40,871	-15.6%...	63,506	-24.5%...	60.09%	1.4% ↑
Georgia	147,007	-33.9%...	43,429	-17.5%...	65,362	-21.7%...	60.53%	-2.1% ↓
Virginia	140,806	-48.6%...	40,560	-33.2%...	59,720	-43.1%...	61.76%	9.8% ↑
New York	132,336	-30.1%...	40,032	-13.9%...	56,381	-20.7%...	61.32%	6.8% ↑
North Carolina	120,665	2.1% ↑	35,926	21.2% ↑	53,067	18.0% ↑	58.76%	-4.5% ↓
Ohio	100,956	6.6% ↑	31,967	23.8% ↑	45,114	20.0% ↑	61.53%	-1.6% ↓
Pennsylvania	85,995	-11.3%...	24,692	6.5% ↑	35,372	-1.6% ↓	62.07%	2.7% ↑
Michigan	85,415	16.5% ↑	29,319	28.9% ↑	39,995	31.5% ↑	60.89%	-2.2% ↓
California	77,926	-16.0%...	22,897	-5.7% ↓	33,261	-11.1%...	56.7%	-3.1% ↓
Illinois	74,482	-57.2%...	20,934	-43.6%...	29,503	-51.0%...	61.42%	3.7% ↑
Indiana	73,329	17.3% ↑	25,069	34.9% ↑	34,264	33.3% ↑	59.76%	-4.8% ↓
South Carolina	65,712	7.3% ↑	20,647	28.5% ↑	28,448	22.5% ↑	61.81%	-0.2% ↓



Views 0 457,211



Search Data from Google Analytics

Search ter...	Total Searches ▾	Total users	Sessions	Engagement rate	Event co...
bus schedule	554	401	475	96.84%	1.38
bus	354	285	307	98.05%	1.24
map	266	217	231	98.7%	1.23
disneyland	211	177	181	97.79%	1.19
tickets	211	168	174	98.85%	1.26
log in	200	145	152	98.68%	1.38
disney	194	148	155	96.77%	1.31
reservation	193	146	152	96.71%	1.32
sign in	180	134	148	90.54%	1.34
parking	172	154	159	97.48%	1.12
exchange	163	133	152	92.11%	1.23
reservations	157	134	137	99.27%	1.17
login	152	126	128	100%	1.21
universal	146	137	139	100%	1.07
golf	143	118	127	98.43%	1.21
laundry	141	119	127	97.64%	1.18
bus schedules	128	81	99	97.98%	1.58
category	121	105	106	100%	1.15
find reservat...	121	94	96	98.96%	1.29
shuttle	109	95	105	94.29%	1.15
find reservat...	108	79	83	97.59%	1.37
transportation	97	81	89	100%	1.2
pool	94	80	83	97.59%	1.18
epcot	88	69	75	96%	1.28
cancel reser...	83	55	55	100%	1.51
breakfast	78	73	75	100%	1.07
memory ma...	77	66	69	100%	1.17
disney tickets	76	60	61	98.36%	1.27
waitlist	75	51	52	100%	1.47
disney world	73	70	70	100%	1.04
manage res...	69	46	53	96.23%	1.5
military	69	61	62	96.77%	1.13
<b>Grand total</b>	<b>16,559</b>	<b>8,912</b>	<b>10,412</b>	<b>97.03%</b>	<b>1.86</b>