AFRC First Quarter FY26 Website Insights and Recommendations

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RESORTS
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Dragon Hill Lodge

Dragon Hill Lodge delivered strong performance in **FY26 Q1**, with solid growth across traffic volume and audience reach. Increases in total users, new users, and sessions reflect continued interest in resort offerings and seasonal promotions. Engagement metrics declined modestly, a trend consistent with higher volumes of campaign-driven and booking-focused traffic early in the fiscal year.

Key Metrics

- **Views:** 313,326 (**+14.3%**)
- **Total Users:** 110,016 (**+29.5%**)
- **New Users:** 106,157 (**+28.1%**)
- **Sessions:** 154,785 (**+25.8%**)
- **Engagement Rate:** 47.89% (**−12.0%**)
- **Average Session Time:** 02:46 (**−8.7%**)

Audience growth significantly outpaced engagement, indicating successful acquisition efforts paired with faster, more goal-oriented visits. This pattern suggests users are arriving with clearer intent, often moving directly toward offers, rooms, or checkout rather than extended browsing.

Figure 1: Traffic trends across DHL pages compared to previous year.
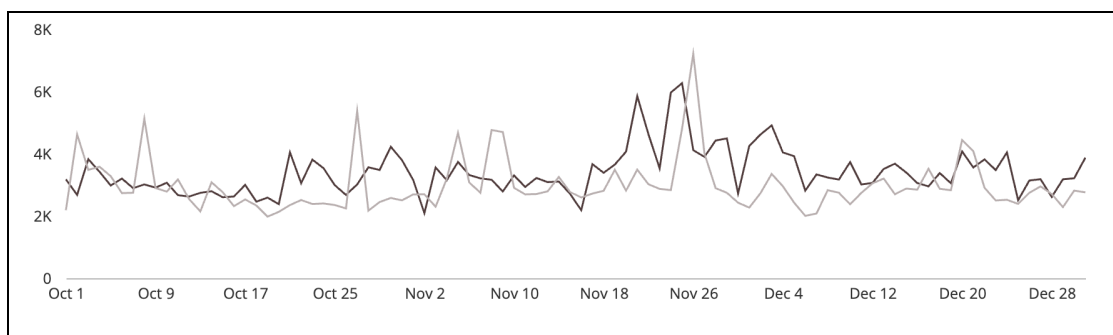
Top Pages

Page-level performance in FY26 Q1 shows that users arriving at Dragon Hill Lodge are highly intentional, with strong engagement concentrated around dining, rooms, trip planning, and logistics content. Many of the top-performing pages exceed 80% engagement, reinforcing that users are not casually browsing, they are actively planning stays and experiences.

High-Engagement Planning & Stay Content

Several core planning pages achieved exceptionally strong engagement rates, confirming high visitor intent during Q1.

- **Your Stay overview**
  - 1,564 users | **85.94% engagement**
  - Serves as a central planning hub, indicating users are actively orienting themselves before booking or arrival.
- **Standard Room**
  - 1,295 users | **85.64% engagement**
  - Strong engagement reflects comparison shopping and room selection behavior.
- **Gate Access**
  - 1,232 users | **69.85% engagement**
  - High new-user volume (508) signals first-time visitors validating eligibility and access requirements critical early in the journey.
- **Getting Here (Incheon Airport)**
  - 792 users | **73.35% engagement**
  - Confirms strong logistical intent and travel readiness among users already planning arrival.

FY26 Q1 insight:

Visitors are moving beyond inspiration into **execution mode**, using the site to answer "Can I stay?", "How do I get there?", and "Where will I sleep?" questions.

Table 1: Top page paths sorted by total users.

Full page URL	Total users	New users	Views ▼	Engagement rate
www.dragonhilllodge.com/	15,165	13,119	26,050	58.41%
www.dragonhilllodge.com/rooms-and-suites	2,352	417	3,010	80.67%
www.dragonhilllodge.com/special-offers/seoul-escapes	1,245	183	2,081	73.02%
www.dragonhilllodge.com/contact-us	1,340	195	1,991	72.42%
www.dragonhilllodge.com/your-stay/getting-here	1,176	223	1,840	81.93%
www.dragonhilllodge.com/dining-and-drinks	1,190	123	1,768	88.67%
www.dragonhilllodge.com/special-offers	1,258	165	1,686	82.71%
www.dragonhilllodge.com/special-offers/6D5N	1,070	142	1,435	72.13%
www.dragonhilllodge.com/experiences/specials-and-events	981	288	1,401	81.84%
www.dragonhilllodge.com/experiences	968	69	1,354	86.51%
www.dragonhilllodge.com/dining-and-drinks/our-menus	640	137	1,323	76.43%
www.dragonhilllodge.com/about-dragon-hill-lodge/eligibility	964	119	1,249	83.2%
www.dragonhilllodge.com/your-stay	866	110	1,214	81.52%
www.dragonhilllodge.com/experiences/specials-and-events/oktoberfest	647	248	1,073	64.23%
www.dragonhilllodge.com/your-stay/gate-access	843	327	1,069	74.25%
www.dragonhilllodge.com/dining-and-drinks/greenstreet	598	119	999	78.73%
www.dragonhilllodge.com/experiences/tours	547	83	986	76.19%
www.dragonhilllodge.com/rooms-and-suites/standard-room	711	81	966	84.47%
www.dragonhilllodge.com/wellness-fitness-spa	647	115	960	68.58%
www.dragonhilllodge.com/your-stay/getting-here/from-incheon-airport	465	116	707	71.87%
www.dragonhilllodge.com/about-dragon-hill-lodge/faqs	488	72	678	78.94%
www.dragonhilllodge.com/special-offers/packages-trips/20-nights-in-the-seoul-of...	428	26	544	83.6%

Dining & Drinks

The **Dining & Drinks** section delivered steady performance in **FY26 Q1**, maintaining strong engagement while modestly expanding its audience. While overall views dipped slightly year-over-year, growth in users, sessions, and menu downloads indicates sustained interest and high intent among visitors planning on-site dining experiences.

Key Metrics (Compared Year-over-Year)

- **Views:** 17,600 (**−1.0%**)
- **Total Users:** 5,933 (**+1.1%**)
- **New Users:** 1,837 (**+6.7%**)
- **Sessions:** 9,195 (**+4.3%**)
- **Engagement Rate:** 73.25% (**−1.3%**)
- **Average Session Time:** 02:42 (**−9.5%**)

Dining content continues to attract **high-intent users**, reflected in a strong engagement rate above 73%. Slight declines in views and session time suggest faster, more goal-oriented visits, as users quickly locate menus and restaurant details rather than browsing broadly.

Table 2: Top page paths sorted by total users.

Page path	Total users ▾	Engagement rate
/dining-and-drinks	4,463	89.56%
/dining-and-drinks/our-menus	2,099	77.69%
/dining-and-drinks/greenstreet	2,061	75.92%
/dining-and-drinks/bentleys	772	83.11%
/dining-and-drinks/SablesRestaurant	737	86.41%
/dining-and-drinks/bakery-and-deli	596	78.09%
/dining-and-drinks/sable-menu	15	41.18%
/dining-and-drinks/Thanksgivingevents	11	63.64%
/dining-and-drinks/sun-daes	7	14.29%

Menu Downloads

Menu downloads were a standout indicator of user intent during FY26 Q1, confirming that dining content is directly supporting stay planning and on-property decision-making.

Table 3: Top Menu Downloads

Menu	Total Downloads
Greenstreet – Lunch & Dinner Menu	1,770
Bentley's Menu	1,212
Greenstreet – Breakfast Menu	1,137
Sable's Menu	867

Recommendation

1. Add direct menu download links to the primary Dining & Drinks landing page and individual restaurant pages (Greenstreet, Bentley's, Sable's).
   - Reduce time-to-information for high-intent users by minimizing clicks and unnecessary pageviews
   - Increase menu visibility for first-time visitors navigating Dining & Drinks content
   - Support faster decision-making for on-property dining options

Figure 1: Menu Download example
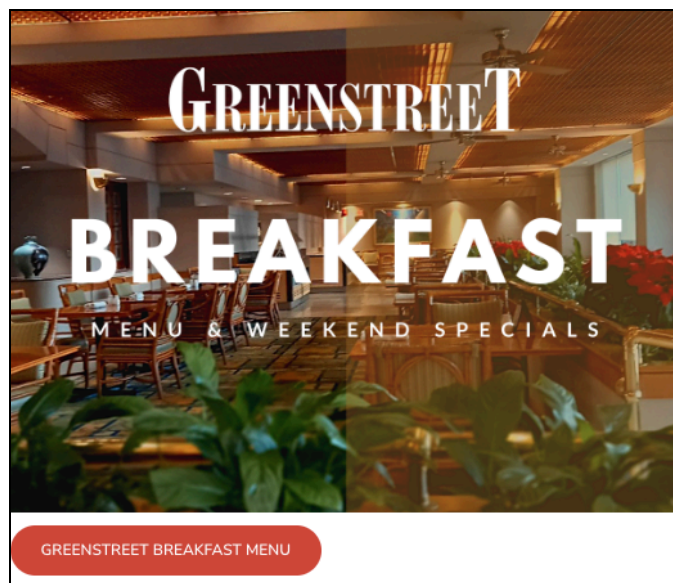
Rooms & Suites

The **Rooms & Suites** section performed strongly in **FY26 Q1**, showing steady growth in visibility, traffic, and engagement. Users demonstrated clear intent around room selection and stay planning, with high engagement rates across both overview and individual room-type pages.

Key Metrics

- **Views:** 16,730 (**+4.6%**)
- **Total Users:** 7,957 (**+1.6%**)
- **New Users:** 1,212
- **Sessions:** 10,046 (**+3.5%**)
- **Engagement Rate:** 77.53% (**+1.5%**)
- **Average Session Time:** 02:09

Rooms & Suites continues to attract **high-intent visitors** who are actively comparing room types and amenities. The increase in engagement rate suggests users are finding relevant information efficiently and moving with purpose through the room-selection journey.

Traffic Acquisition (Where Users Came From)

This section details the key sources of traffic to the DHL, providing insights into user behavior and engagement across various channels.

Organic Search

Organic search traffic originates from users who discovered the site through search engines such as Google, Bing, and DuckDuckGo. Despite a slight decline in traffic, overall organic search remains strong.

- Total Users: 6,143
- Change YoY: +12.0%

Figure 2: Pie Chart Traffic Source Breakdown
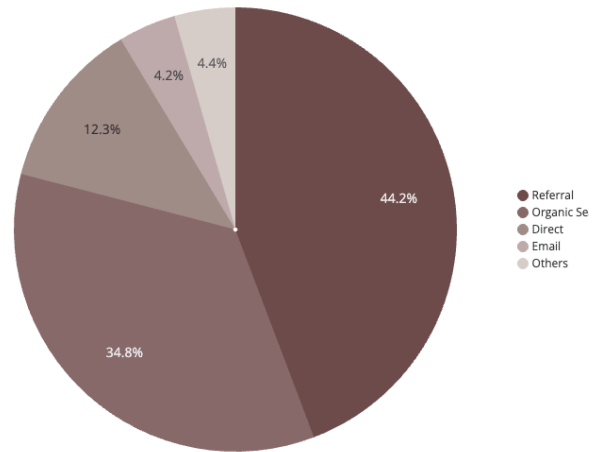
Referral Traffic

Referral traffic comes from users clicking links on external websites. Growth in referral traffic shows strong partnerships and effective external linking strategies, with notable contributions from military-affiliated sites.

- Total Users: 7,805
- Change YoY: +13.0%

Direct Traffic

Direct traffic includes users who typed the website URL directly into their browser or accessed it via a bookmark. A slight increase in this category shows steady direct engagement with the site.

- Total Users: 2,173
- Change YoY: −4.4%

Social Media

Social media channels continued to contribute meaningful traffic in FY26 Q1, led by Facebook with strong growth across established platforms and expanding visibility on Instagram. Overall performance reflects a mix of high-volume reach and smaller but highly engaged niche audiences.

Facebook continued to lead all platforms, generating 15,781 users (+117.1%) and accounting for the majority of social-driven traffic. Increased posting frequency and campaign visibility helped drive significant audience growth, even as engagement rates softened.
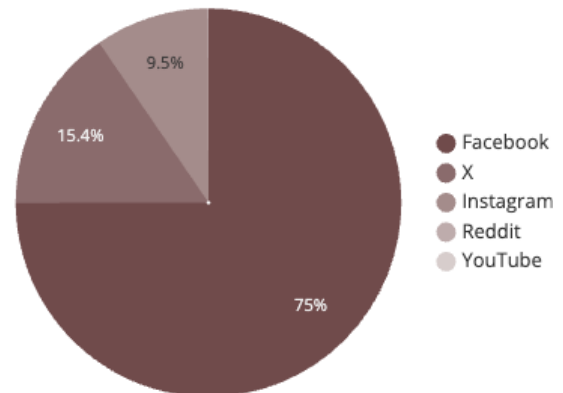
Figure 3: Pie chart Social Traffic Breakdown

X (formerly Twitter) showed steady performance with 3,246 users (+9.9%), remaining a reliable channel for real-time updates, announcements, and information discovery.

Instagram experienced the strongest growth rate year-over-year, reaching 2,010 users (+209.7%), driven by photo-centric content highlighting resort amenities, dining, and on-property experiences.

Reddit, while smaller in volume, contributed 10 users (−23.1%), indicating limited but occasional discovery through community discussions.
YouTube traffic remained minimal with 4 users (0.0%), suggesting that video currently plays a very limited role in social-driven website traffic.

Search

On-site search behavior in FY26 Q1 shows exceptionally high intent, with users primarily searching to confirm logistics, dining options, eligibility, and seasonal events. Most searches resulted in very high engagement, indicating users are finding relevant content once they search suggesting search is functioning as a critical navigation and reassurance tool.

- Total Searches: 1,246

On average, users searched more than once, suggesting that most users didn't stop at a single query and often searched for additional resources.

- Average Search Count per User: 1.58

Top Search Themes & What They Mean

Seasonal & Holiday Dining Dominates

Searches related to **Thanksgiving, Christmas, New Year's Eve, buffets, and holiday meals to go** appear repeatedly and at high volume.

Examples include:

- *thanksgiving, thanksgiving dinner, thanksgiving buffet, turkey, meals to go*
- *christmas, christmas dinner, christmas buffet, new year's eve*

Users are actively planning holiday stays and meals, often using search to find event-specific dining details rather than navigating menus manually.

- Surface **holiday dining content earlier** on Dining & Drinks pages
- Add **seasonal quick links** or banners during peak planning periods

Eligibility & Policy Confirmation

Many searches relate to **who can stay**, cancellation, and eligibility rules:

Examples:

- *eligibility, military only?, retiree, dependent, veteran*

- *cancel, cancellation, cancellation policy, reservation change*

These terms show **near-perfect engagement**, indicating users are validating rules before booking or arrival.

Dining, Menus & Room Services

Beyond holidays, users frequently searched for:

- *breakfast, room service, spa, massage, Greenstreet, Bentley's*
- *menu, kids menu, brunch*

This reinforces that dining is a decision-support driver, not secondary content.

- Reinforces the recommendation to surface menu downloads directly on dining pages
- Consider a "Popular Searches" dining shortcut during peak seasons

Rooms, Packages & Long-Stay Planning

Searches like:

- package, 6 days 5 nights, 20 nights, resident stay
- *room, suites, family suite, amenities*

indicate users comparing **stay length and value**, especially for longer visits.

- Improve discoverability of packages and long-stay options
- Use search data to inform package naming and labels

Search Behavior Quality

- Searches per user are generally low (≈1–1.5), indicating users often find what they need quickly.
- Engagement rates are extremely high, frequently reaching 100%.
- Low-engagement outliers are mostly typos, test strings, or unclear phrasing, not content gaps.

Edelweiss Lodge and Resort

Edelweiss Lodge & Resort experienced mixed performance in FY26 Q1, with modest growth in overall visibility and engagement, offset by declines in user volume. While fewer users visited the site year-over-year, those who did spent more time engaging with content, indicating stronger intent and deeper session quality.

Key Metrics (Compared Year-over-Year)

- **Views:** 783,544 (**+1.0%**)
- **Sessions:** 296,319 (**−8.1%**)
- **Total Users:** 181,149 (**−10.2%**)
- **New Users:** 174,554 (**−10.6%**)
- **Average Session Time:** 04:18 (**+18.9%**)
- **Engagement Rate:** 59.13% (**+3.9%**)

Although Edelweiss saw fewer visitors overall, engagement quality improved significantly. Longer session durations and higher engagement rates suggest users arrived with clearer intent and spent more time planning stays, experiences, and bookings.

Figure 7: Traffic trends across pages.
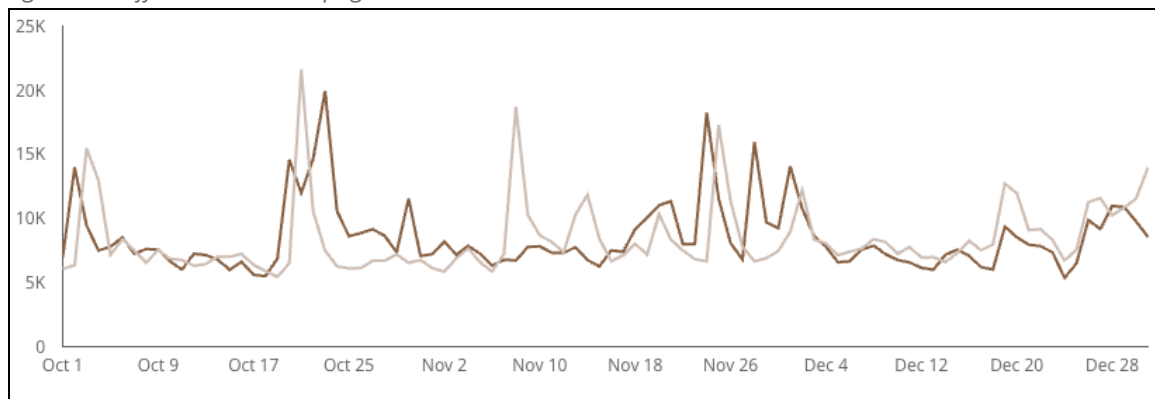
Top Pages

Table 4: Top page paths sorted by total users

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%

Dining

Dining content at Edelweiss Lodge & Resort showed **strong engagement quality** in FY26 Q1, despite year-over-year declines in overall traffic. Users who reached dining pages spent more time engaging with content, signaling **high intent around meal planning and on-property dining options**.

Key Metrics (Compared Year-over-Year)

- **Views:** 25,392 (**+11.8%**)
- **Sessions:** 14,088 (**−10.8%**)
- **Total Users:** 8,472 (**−12.6%**)
- **New Users:** 1,251
- **Average Session Time:** 03:47
- **Engagement Rate:** 73.40% (**+8.4%**)

While fewer users accessed dining content overall, those who did were highly engaged. The increase in views and engagement rate suggests users are exploring dining pages more deeply, even as acquisition softened.

Top Dining Pages

Traffic concentrated around core dining hubs and weekly meal planning content, reinforcing dining as a repeat-visit and decision-support area for guests.

Table: Top Pages by Total Users

Page path	Total users ▾
/dining	3,781
/dining/weekly-dining	2,114
/dining/summit	1,857
/dining/new-zuggys	1,520
/dining-drinks/PullmanCafe	45
/dining-drinks/point-snack-bar	30
/dining-drinks/market-station	14

Lower-volume pages such as Pullman Café, Point Snack Bar, and Market Station indicate niche interest, while holiday-specific pages (Thanksgiving, Christmas offers) reflect **seasonal dining demand**.

Traffic Acquisition: Dining Pages

Dining traffic was driven primarily by search and direct visits, with supplemental traffic from email campaigns and cross-property referrals.

Table: Top Traffic Sources by Total Users:

Session source	Total users ▼
google	2,801
(direct)	1,553
ActiveCampaign	478
be.synxis.com	209
bing	176
halekoa.com	70
shadesofgreen.org	65
yahoo	33
duckduckgo	32
elr.typeform.com	32

Organic search remains the primary discovery channel for dining content, while email continues to drive qualified, return-oriented traffic. Cross-property referrals support dining visibility within the broader AFRC ecosystem.

Rooms

Rooms & Suites content at Edelweiss Lodge & Resort showed strong engagement quality in FY26 Q1, despite year-over-year declines in traffic volume. Fewer users reached room pages overall, but those who did engaged deeply, indicating high-intent comparison and booking behavior.

Key Metrics (Compared Year-over-Year)

- **Views:** 41,025 (**−5.6%**)
- **Sessions:** 22,072 (**−10.6%**)
- **Total Users:** 18,134 (**−13.3%**)
- **New Users:** 2,107
- **Average Session Time:** 02:29
- **Engagement Rate:** 84.76% (**+6.2%**)

Rooms & Suites continues to attract highly motivated users. The elevated engagement rate, one of the strongest across the site, suggests visitors are efficiently evaluating accommodations and moving purposefully through the decision process, even as acquisition softened.

Top Room Pages

User activity centered on the main Rooms & Suites hub and a diverse mix of lodging types, reflecting interest across both traditional hotel rooms and alternative accommodations.

Table: Top Room Pages

Page path	Total users ▼
/rooms-suites	9,269
/accommodations/rooms-suites/vacation-cabins	1,994
/accommodations/rooms-suites/deluxe-loft-suite	1,201
/accommodations/rooms-suites/junior-suite	1,164
/accommodations/rooms-suites/loft-suite	984
/rooms-suites/deluxe-junior-suite	976
/accommodations/rooms-suites/campground	867

# Traffic Acquisition (Where Users Came From)

This section details the key sources of traffic to the website, providing insights into user behavior and engagement across various channels.

Organic Search

Organic search traffic originates from users who discovered the site through search engines such as Google, Bing, and DuckDuckGo. Search continues to be the primary discovery channel, capturing high-intent users actively researching travel, accommodations, and experiences.

- Total Users: 55,780
- Change YoY: −2.9%

Figure 8: Pie Chart Traffic Source Breakdown
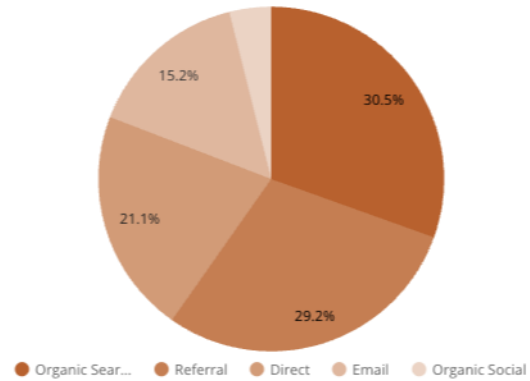
Referral Traffic

Referral traffic comes from users clicking links on external websites. Stable referral performance reflects strong cross-property visibility and effective external linking, with notable contributions from other AFRC lodging sites.

- Total Users: 53,507
- Change YoY: +0.6%

Direct Traffic

Direct traffic includes users who typed the website URL directly into their browser or accessed it via a bookmark. A slight increase in this category shows steady direct engagement with the site.

- Total Users: 38,640
- Change YoY: −0.5%

Email

Email traffic comes from users who click links in newsletters, promotions, or automated messages sent through platforms like ActiveCampaign.

- Total Users: 27,876
- Change YoY: −25.1%

Social Media

Social traffic in FY26 Q1 was driven primarily by **X (formerly Twitter)**, which generated **186,861 total users (+1.7% YoY)**, accounting for the vast majority of social-driven traffic. This channel continues to function as the primary distribution platform for announcements, campaigns, and timely updates.

Facebook contributed **12,049 total users (−41.8% YoY)**, reflecting a notable decline year-over-year. This shift is consistent with broader platform trends and reduced organic reach, despite continued posting activity.
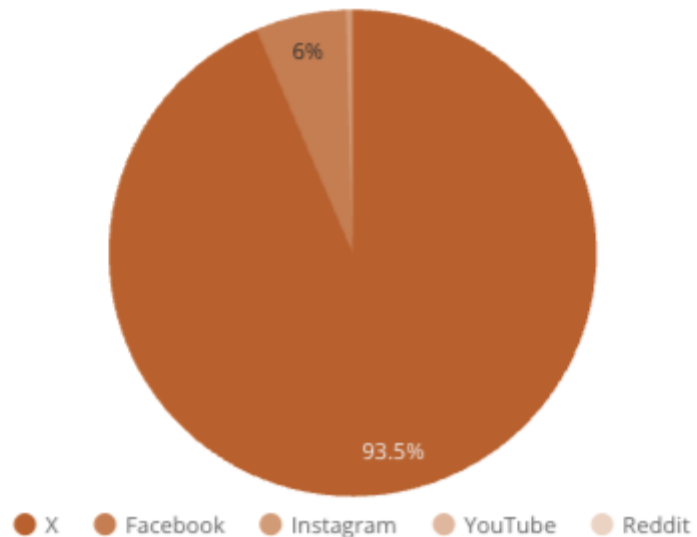
Instagram generated **831 total users (+88.4% YoY)**, showing strong growth from a smaller base. Increased visibility of visual and experience-driven content contributed to expanded reach on the platform.

Smaller platforms played a limited role in overall traffic. **YouTube** accounted for **39 total users (+56.0% YoY)**, while **Reddit** and **LinkedIn** each generated **3 total users**, with Reddit remaining flat year-over-year and LinkedIn declining (**−72.7% YoY**). **Pinterest** traffic was minimal, with **1 total user (−66.7% YoY)**.

Overall, social traffic remains highly concentrated in a single primary channel, with secondary platforms contributing incremental reach rather than volume.

Search

On-site search behavior shows **high-intent planning activity**, with users actively seeking seasonal events, packages, eligibility requirements, and logistics needed to plan extended stays.

- Total Searches: 4,950

On average, users searched more than once, suggesting that most users didn't stop at a single query and often searched for additional resources.

- Average Search Count per User: 1.93

Primary Search Themes

Seasonal & Holiday Demand dominates
Holiday-driven searches lead overall site search volume, confirming Edelweiss as a destination resort tied closely to seasonal travel windows.

- Thanksgiving (122 users, 95.9% engagement)
- Christmas / Christmas Markets (multiple variants, consistently 97–100% engagement)
- New Year / New Year's Eve
- Oktoberfest

This indicates users are arriving with specific dates and experiences already in mind, rather than browsing casually.

European Escapes & Packages

Searches related to European Escapes, Discover Packages, Explorer Packages, and guided tours are both frequent and highly engaged.

- European Escapes / European Escapes 2026 (100% engagement)
- Tours, Alpine Adventures, Discovery Packages
- Long-stay packages (10–20 nights)

These searches reflect advanced planning behavior and confirm that packages are a primary decision driver.

Eligibility & Access remain critical

Eligibility-related searches appear consistently and maintain near-perfect engagement.

- Eligibility / Installation access
- Sponsor / Retiree / Veteran / Survivor
- Who can stay / How many rooms

This reinforces the need for clear, highly visible eligibility guidance, especially early in the user journey.

Winter sports & alpine activities are core motivators

Winter recreation is a major search cluster:

- Ski, Skiing, Snowsports, Ski School, Ski Rentals
- Alpine Coaster, Sledding, Night Sledding
- Zugspitze, Neuschwanstein, Innsbruck

These terms align closely with Edelweiss's brand positioning as an alpine resort and experience hub.

Operational & stay logistics are strongly represented

Users actively search for practical stay details, suggesting they are close to booking or already booked.

- Check-in / Check-out times
- Reservations / Modify / Cancel
- Laundry, Shuttle, Parking
- Dining, Breakfast, Spa, Pool
- Transportation & airport access

High engagement on these terms indicates users are successfully finding what they need once they search.

Hale Koa Hotel

Hale Koa continues to operate at high scale, with strong engagement despite year-over-year declines in overall traffic volume. User behavior reflects intent-driven visitation, particularly around rooms, eligibility, dining, and signature experiences.

Performance Snapshot (YoY)

- Total Users: 363,086 (−14.0% YoY)
- New Users: 348,176 (−13.9% YoY)
- Sessions: 628,510 (−11.3% YoY)
- Views: 1,689,839 (−3.8% YoY)
- Engagement Rate: 57.64% (+3.3% YoY)
- Avg. Session Time: 04:00 (+16.1% YoY)

While acquisition declined year-over-year, **engagement quality improved**, with users spending more time on-site and interacting more deeply with content.

Figure 12: Traffic trends across pages.
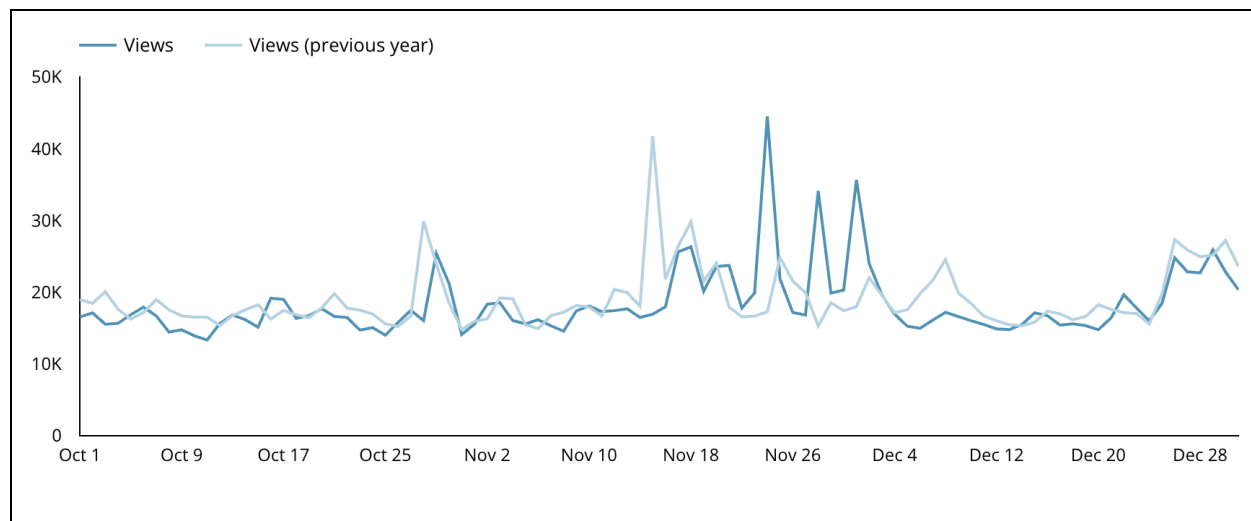
Top Pages

Table 5: Top pages sorted by total users.

Full page URL	Total users ▾	New users	Views	Engagement rate
www.halekoa.com/	111,744	93,231	215,526	60.48%
www.halekoa.com/rooms-suites	28,913	2,961	43,663	89.12%
www.halekoa.com/blackfriday	22,510	14,573	30,419	47.51%
www.halekoa.com/about-hale-koa-hotel/eligibility	18,305	3,799	23,822	82.74%
www.halekoa.com/rooms-suites/room-rates	16,452	6,285	22,261	77.9%
www.halekoa.com/dining-drinks	14,933	2,038	25,426	92.2%
www.halekoa.com/experiences	12,087	983	18,828	93.66%
www.halekoa.com/Deals/Promotions	11,507	482	15,124	89.87%
www.halekoa.com/Deals	11,309	568	14,526	94.51%
www.halekoa.com/experiences/events/hale-koa-luau	11,010	5,121	18,623	63.24%
www.halekoa.com/dining-drinks/bibas-courtyard-grill	7,181	1,577	12,691	91.88%
www.halekoa.com/dining-drinks/bibas-courtyard-grill/bibas-...	6,685	996	11,711	77.42%
www.halekoa.com/your-stay	6,367	240	8,708	93.66%
www.halekoa.com/contact-us	6,292	531	9,740	75.44%

Dining and Drinks

Dining & Drinks content continues to attract **high-intent users**, particularly those seeking menus and on-property dining options. While overall traffic declined year-over-year, engagement remains strong, reinforcing that visitors arriving on these pages are purpose-driven.

Total Users: 41,945

Change YoY: −17.0%

Engagement & Behavior Snapshot (YoY)

- **Views:** 157,996 (**−7.6%**)
- **Sessions:** 70,400 (**−9.6%**)
- **Avg. Session Time:** 02:36
- **Engagement Rate:** 69.42% (**−1.6%**)

Top Dining Pages by Total Users

User traffic is heavily concentrated around specific venues and menu access, particularly QR-driven menu pages.

Table 6: Top page paths sorted by total users.

Page path	Total users ▾
/dining-drinks	14,948
/dining-drinks/bibas-courtyard-grill	7,181
/dining-drinks/bibas-courtyard-grill/bibas-menus-QR-2022	6,685
/dining-drinks/koko-kalia	6,262
/dining-drinks/happys-fast-fresh/happys-menu-qr	4,174
/dining-drinks/aloha-prime-rib	3,983
/dining-drinks/happys-fast-fresh	3,968
/dining-drinks/barefoot-bar	2,985
/dining-drinks/barefoot-bar-menu-qr	2,914
/dining-drinks/java-cafe	1,453

Rooms & Suites

Rooms & Suites content continues to attract **high-intent booking traffic**, even as overall user volume declined year-over-year. Engagement increased meaningfully, indicating users who do arrive are more focused and further along in the decision-making process.

Total Users: 64,056
Change YoY: −15.2%

Engagement & Behavior Snapshot (YoY)

- Views: 153,658 (−9.1%)
- Sessions: 82,496 (−14.4%)
- Avg. Session Time: 03:06
- Engagement Rate: 76.22% (+9.9%)

While fewer users reached Rooms content overall, those who did were **more engaged and spent more time reviewing accommodations**, a strong signal of booking intent rather than casual browsing.

Table 7: Top Rooms Pages by Total Users

| Page path	Total users ▾
/rooms-suites	28,975
/rooms-suites/room-rates	16,462
/rooms-suites/deluxe-ocean-front-room	4,825
/rooms-suites/resort-view-room	3,764
/rooms-suites/ilima-ocean-west	3,224
/rooms-suites/ocean-view-room	3,171
/rooms-suites/partial-ocean-view-room	2,967

Traffic Acquisition (Where Users Came From)

This section details the key sources of traffic to the Army MWR website, providing insights into user behavior and engagement across various channels.

Organic Search

Organic search traffic originates from users who discovered the site through search engines such as Google, Bing, and DuckDuckGo. Despite a slight decline in traffic, overall organic search remains strong.

- Total Users: 137,055
- Change YoY: −11.97%

Figure 13: Pie Chart Traffic Source Breakdown
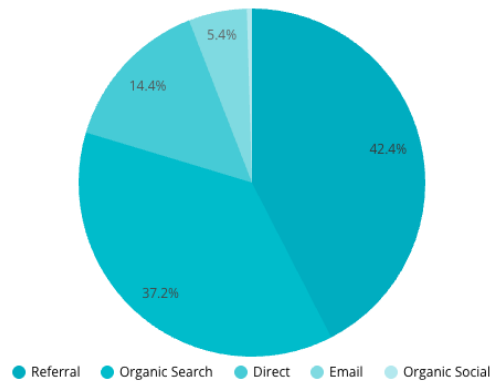
Referral Traffic

Referral traffic comes from users clicking links on external websites. Growth in referral traffic shows strong partnerships and effective external linking strategies, with notable contributions from military-affiliated sites.

- Total Users: 122,430
- Change YoY: −1.17%

Direct Traffic

Direct traffic includes users who typed the website URL directly into their browser or accessed it via a bookmark. A slight increase in this category shows steady direct engagement with the site.

- Total Users: 84,302
- Change YoY: −29.94%

Social Media

Social media channels generated a combined 8,020 views this year, led by Facebook and a rapidly expanding presence on X (formerly Twitter). Overall performance reflects steady engagement across established platforms with notable growth in emerging ones.

Facebook continues to be the primary social traffic source, though overall reach declined this year.

- Total Users: 2,816
- Change YoY: −25.4%

X (formerly Twitter) remains a strong performer, showing steady year-over-year growth and continued reliability for real-time updates and event-driven engagement.

- Total Users: 1,859
- Change YoY: −5.2%

Figure 14: Pie chart Social Traffic Breakdown
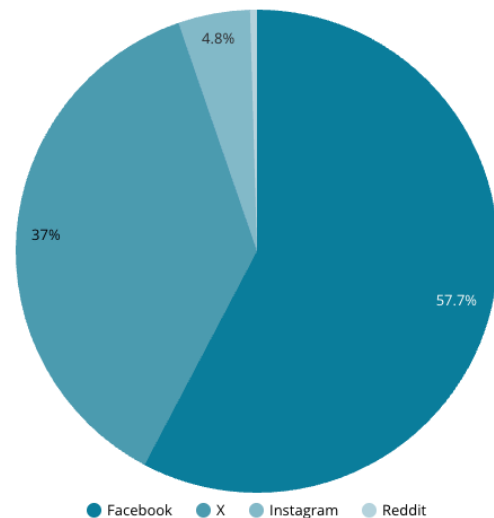
Instagram saw exceptional growth, with traffic increasing sharply as visual content gained strong traction among users.

- Total Users: 252
- Change YoY: −84.7%

Search

User search behavior on the Hale Koa website shows strong, intent-driven activity focused on stay details, seasonal promotions, and core guest needs. Visitors consistently use the search tool to locate specific rooms, amenities, and special offers, indicating that search serves as a critical navigation shortcut rather than casual browsing.

- Total Searches: 7,680

On average, users searched more than once, suggesting that most users didn't stop at a single query and often searched for additional resources.

- Average Search Count per User: 1.78

On-site search data highlights **high-intent, task-oriented behavior**, with users primarily seeking logistics, dining details, eligibility clarification, and reservation management. Engagement rates are consistently strong across most queries, indicating users are finding relevant content once they locate it.

Key Search Themes & Insights

1. Logistics & Arrival Planning Drive Demand

Searches related to *address, directions, shuttle, taxi, airport, parking,* and *transportation* appear frequently and show very high engagement rates. This indicates guests rely heavily on on-site search to solve arrival and mobility questions, often close to travel dates.

2. Dining & Holiday Meals Are a Major Engagement Driver

High-volume searches for *thanksgiving, christmas, buffet, breakfast, brunch, prime rib, meals to go,* and specific restaurant names reflect strong interest in dining experiences especially seasonal and event-based offerings. Engagement rates near or at 100% suggest users are successfully finding what they need once they search.

3. Reservations & Account Management Are Core Use Cases

Repeated queries such as *reservations, find reservation, cancel, cancellation policy, check in/out time, login,* and *manage reservation* point to ongoing friction in self-service workflows. Users often turn to search instead of navigation when managing bookings.

4. Eligibility Remains a Persistent Question

Searches for *eligibility, retiree, veteran, who can stay, military only,* and related terms indicate continued uncertainty around access rules. These searches consistently show high engagement, reinforcing the importance of clear, visible eligibility guidance.

5. Rooms, Rates & Packages Reflect Comparison Behavior

Queries around *room rates, suites, ocean view, packages, long stay, 20-night package,* and *availability* show that users are actively comparing options and pricing. This aligns with Rooms pages being among the most visited site sections.

6. Amenities & On-Property Services Support the Guest Experience

Searches for *pool, spa, massage, gym, laundry, salon, shoppette, ATM, post office,* and *wifi* indicate post-booking planning behavior, where guests use the site as an operational reference while on property.

7. Long-Tail Searches Reveal Real-World Friction Points

Misspellings, duplicate phrasing (*adress, turky, buffe, checkin time*), and hyper-specific queries highlight moments where users struggle to locate information via standard navigation reinforcing the value of robust search and FAQ coverage.

Overall Takeaway

On-site search serves as a **critical safety net for high-intent users**, particularly those planning arrivals, managing reservations, or navigating dining and eligibility requirements. Improving visibility of key information, strengthening cross-links from top pages, and addressing recurring search themes could reduce friction and reliance on search while improving the overall guest experience.

Shades Of Green

Overall site performance shows stable growth in users and sessions, despite a slight decline in total views. Engagement softened modestly, suggesting users are moving through the site more efficiently while still completing key tasks.

Performance Snapshot (YoY)

- **Total Users:** 597,915 (**+3.1% YoY**)
- **New Users:** 570,407 (**+2.8% YoY**)
- **Sessions:** 1,102,608 (**+4.5% YoY**)
- **Views:** 2,726,272 (**−3.0% YoY**)
- **Avg. Session Time:** 03:37 (**−5.8% YoY**)
- **Engagement Rate:** 54.39% (**−2.1% YoY**)

User acquisition and session volume increased, while slightly fewer pages were viewed per visit. This points to **more efficient navigation and clearer user intent**, rather than a loss of interest.

Figure 18: Traffic trends across pages.
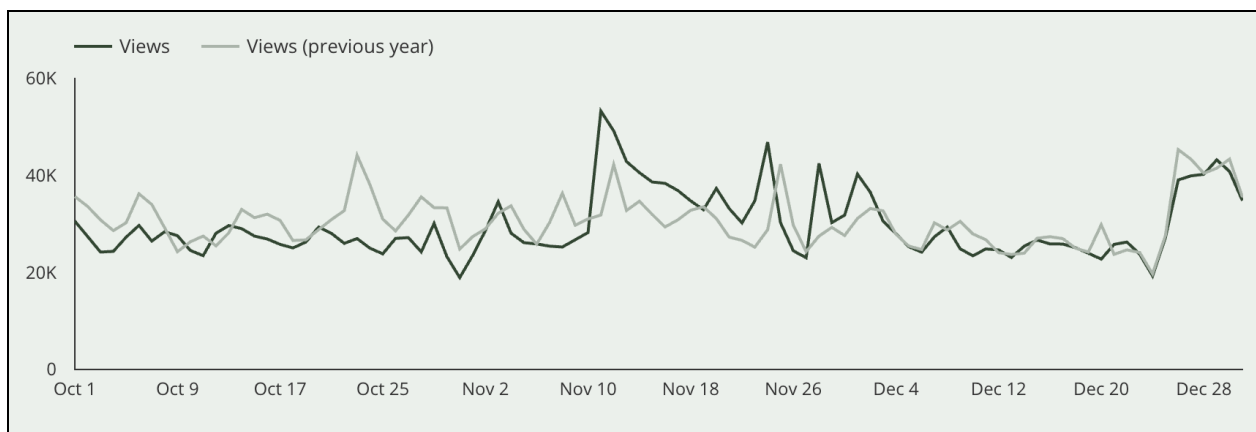
Top Pages

Top-performing pages reflect **strong planning-driven behavior**, with users focusing on pricing, experiences, rooms, and eligibility. Engagement rates across most high-traffic pages are notably strong, indicating users are finding relevant information and progressing through their decision-making journey.

Homepage & Core Entry Points

The homepage remains the primary gateway, serving as the central hub for discovery and navigation.

- **Homepage (/)**
  320,713 users | 597,821 views | **51.42% engagement rate**

While traffic volume is high, engagement is lower than other top pages, which is typical for entry points where users quickly move deeper into the site.

Pricing, Eligibility & Booking Intent

Pages tied directly to **cost, access, and eligibility** continue to attract high-intent users.

- **Ticket Prices:** 106,455 users | **66.17% engagement**
- **Eligibility:** 48,434 users | **80.73% engagement**
- **Attraction Tickets:** 34,926 users | **83.31% engagement**
- **Standard Room:** 18,202 users | **83.78% engagement**

These pages show strong engagement, reinforcing that users are actively validating affordability and access before committing.

Table 8: Top pages sorted by total users.

Full page URL	Total users	Sessions	Views	Engagement rate
www.shadesofgreen.org/	320,713	503,019	597,821	51.42%
www.shadesofgreen.org/ticket-prices	106,455	182,283	209,261	66.17%
www.shadesofgreen.org/experiences/attractions	65,804	89,165	104,735	94.53%
www.shadesofgreen.org/experiences	61,032	82,085	96,751	97.4%
www.shadesofgreen.org/rooms	57,174	73,225	84,895	84.11%
www.shadesofgreen.org/about-shades-green/eligibility	48,434	58,523	67,589	80.73%
www.shadesofgreen.org/experiences/attractions/attraction-tickets	34,926	47,315	54,704	83.31%
www.shadesofgreen.org/special-offers/monthly-specials	24,675	31,548	35,953	87.62%
www.shadesofgreen.org/dining-drinks	19,731	29,908	34,833	88.67%
www.shadesofgreen.org/contact-us	16,301	24,812	26,693	75.29%
www.shadesofgreen.org/rooms/standard-room	18,202	22,614	26,659	83.78%
www.shadesofgreen.org/experiences/attractions/ticket-questions	18,193	22,251	25,275	84.56%
www.shadesofgreen.org/experiences/attractions/waltdisneyworld	18,282	21,372	23,689	76.27%
www.shadesofgreen.org/blackfriday	16,287	20,292	21,951	59.1%
www.shadesofgreen.org/experiences/bus-schedule/current-bus-schedule	10,948	18,871	20,899	73.66%

Experiences

The Experiences section continues to be a high-performing, high-engagement area of the site, showing strong year-over-year growth across users, sessions, and views. This indicates sustained interest in attraction planning, transportation logistics, and ticket-related content.

Performance Snapshot (YoY)

- Total Users: 131,956 (+10.5% YoY)
- Sessions: 197,859 (+13.2% YoY)
- Views: 387,391 (+7.8% YoY)
- Engagement Rate: 81.15% (+2.2% YoY)

Growth in both users and sessions, paired with a rising engagement rate, suggests users are not only discovering Experiences content more frequently but are also engaging with it more deeply.

Table 9: Top Pages by Total Users

Page path	Total users ▼
/experiences/attractions	43,275
/experiences	40,527
/experiences/attractions/attraction-tickets	22,923
/experiences/attractions/ticket-questions	11,922
/experiences/attractions/waltdisneyworld	11,201
/experiences/bus-schedule	7,283
/experiences/bus-schedule/current-bus-schedule	6,665
/experiences/events	4,973
/experiences/attractions/universal-orlando-resort	4,361
/experiences/activities	2,563

Rooms and Suites

The Rooms section remains a high-intent, high-engagement area of the site, even as overall traffic shows modest year-over-year softening. Engagement quality improved significantly, indicating that users arriving on Rooms pages are more deliberate and closer to booking decisions.

Performance Snapshot (YoY)

- Total Users: 65,387 (−5.9% YoY)
- Sessions: 89,631 (−4.4% YoY)
- Views: 160,073 (+0.3% YoY)
- Engagement Rate: 77.96% (+8.3% YoY)

While fewer users entered the Rooms section overall, those who did were more engaged, spending more time and interacting more deeply with room-specific content.

Channels driving engagement

Organic search continues to be the dominant driver of Rooms traffic, supported by direct visits and booking-engine referrals.

- Organic Search Views: 74,854
- Direct Views: 13,362
- Referral Views: 5,751
- Email Views: 2,371

Search traffic reflects users actively researching accommodations, while direct and referral traffic suggests returning guests and users moving between booking and content environments.

Page path	Total users ▼
/rooms	35,552
/rooms/standard-room	11,561
/rooms/family-suite	5,031
/rooms/junior-suite	3,786
/rooms/poolside-room	3,491
/rooms/palm-suite	3,107
/rooms/magnoliasuite	2,739
/rooms/garden-suite	2,299
/rooms/rates-policies	555
/accommodations/rooms-suites	19

Interest is concentrated on **core room types and suites**, with the main Rooms landing page acting as the primary navigation hub.

Standard and family-oriented room types continue to lead demand, reinforcing the importance of clear comparisons, visuals, and rate clarity on these pages.

Traffic Acquisition (Where Users Came From)

This section details the key sources of traffic to the Army MWR website, providing insights into user behavior and engagement across various channels.

Organic Search

Organic search remains the largest traffic driver for Shades of Green, representing users who discovered the site through engines such as Google and Bing. This channel showed slight growth year-over-year, reflecting continued visibility around key planning topics like eligibility, tickets, and room information.

- Total Users: 251,497
- Change YoY: +6.9%
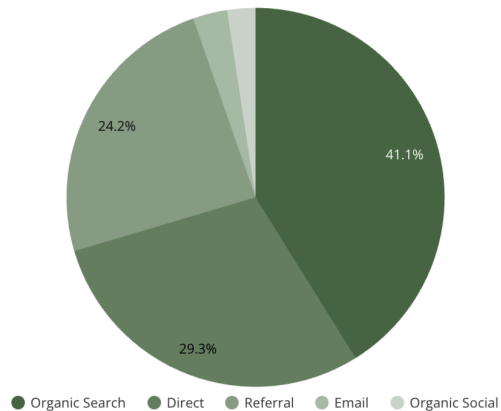
Direct Traffic

Direct traffic includes visitors who typed the URL into their browser or accessed a saved bookmark. This category declined this year, but still represents a significant portion of returning guests who already know the brand and frequently revisit high-intent pages.

- Total Users: 179,293
- Change YoY: +0.2%

Referral Traffic

Referral traffic comes from users clicking links on external websites. Shades of Green continues to benefit from strong partnerships with Disney resources, military community sites, and other travel-related platforms, though overall volume dipped slightly year-over-year.

- Total Users: 148,157
- Change YoY: +2.1%

Email

Email traffic comes from newsletters, promotions, and automated campaigns. Although email volume declined, it remains a reliable channel for reaching past guests and users already familiar with the resort.

- Total Users: 18,015
- Change YoY: −2.4%

Social Media

Social media channels generated a combined 22,250 views this year, led by Facebook and a rapidly expanding presence on X (formerly Twitter). Overall performance reflects steady engagement across established platforms with notable growth in emerging ones.

Figure 20: Pie chart Social Traffic Breakdown

Facebook continues to be the primary social traffic driver, generating 15,066 users year-over-year. While user volume remained flat, engagement remained solid, indicating Facebook is still effective for broad awareness and event-driven visibility.

X (formerly Twitter) showed steady growth with 2,486 users (+7.8% YoY). Increased sessions and strong engagement suggest X performs well for timely updates, announcements, and real-time engagement tied to events and promotions.

Reddit experienced the most significant growth, reaching 510 users (+211.0% YoY). Although average session duration declined, the surge in users and sessions points to increased discovery through community discussions or external mentions, making Reddit a notable emerging channel.

Instagram generated 119 users (+41.7% YoY). While overall volume remains modest, growth indicates improved visibility. However, lower engagement suggests users are
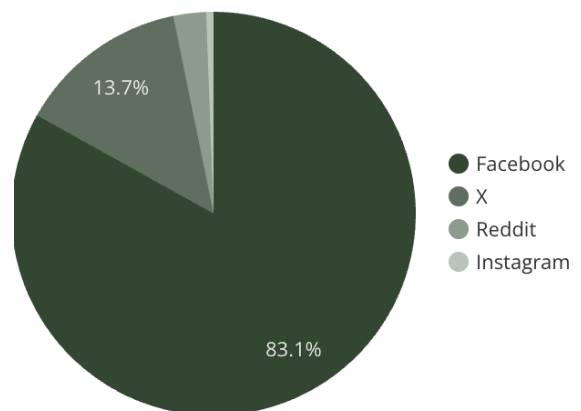
browsing quickly, reinforcing Instagram's role as a top-of-funnel awareness platform rather than a deep engagement driver.

Search

On-site search behavior reflects high-intent, task-driven usage, with users primarily seeking pricing clarity, eligibility confirmation, attraction details, and logistics information. Engagement rates indicate that once users search, they are generally successful in finding relevant content.

- Total Searches: 13,209
- Average Search Count per User: 1.79

Search Trends

1. Pricing & Tickets Drive the Highest Intent

Searches related to *ticket prices, attraction tickets, discounts, military rates,* and *Black Friday* dominate overall volume. This reinforces that users rely on search to validate cost and value before proceeding further in the booking journey.

2. Attractions & Experiences Are Core Discovery Drivers

Frequent searches for *attractions, Disney, Universal, tickets, events,* and *activities* show that Experiences content is a primary reason users engage with the site. High engagement rates suggest this content aligns well with user expectations.

3. Eligibility Questions Remain a Consistent Need

Searches around *eligibility, who can stay, military status, retirees,* and *dependents* continue to surface, indicating ongoing uncertainty. This mirrors strong traffic to Eligibility pages and suggests search acts as a fallback when eligibility details aren't immediately visible.

4. Transportation & Logistics Support Trip Planning

Queries for *bus schedule, transportation, parking, directions,* and *check-in/check-out times* highlight pre-arrival and on-property planning behavior. These searches often occur closer to travel dates, reinforcing the site's role as an operational resource.

5. Rooms & Stay Planning Reflect Comparison Behavior

Searches for *rooms, standard room, suites, rates,* and *policies* indicate users comparing

accommodation options. These align closely with Rooms page performance and booking-adjacent navigation.

6. Long-Tail Queries Reveal Navigation Gaps

Misspellings, duplicate phrasing, and highly specific queries suggest users sometimes struggle to locate information via menus alone. Search is being used to compensate for content depth or discoverability challenges.

Overall Takeaway

On-site search functions as a critical support tool for high-intent users, particularly during pricing validation, eligibility confirmation, and trip logistics planning. Patterns suggest opportunities to reduce search reliance by improving visibility and cross-linking of high-demand content, while also using search data to inform future content prioritization.