



AFRC Third Quarter FY26 Website Insights and Recommendations



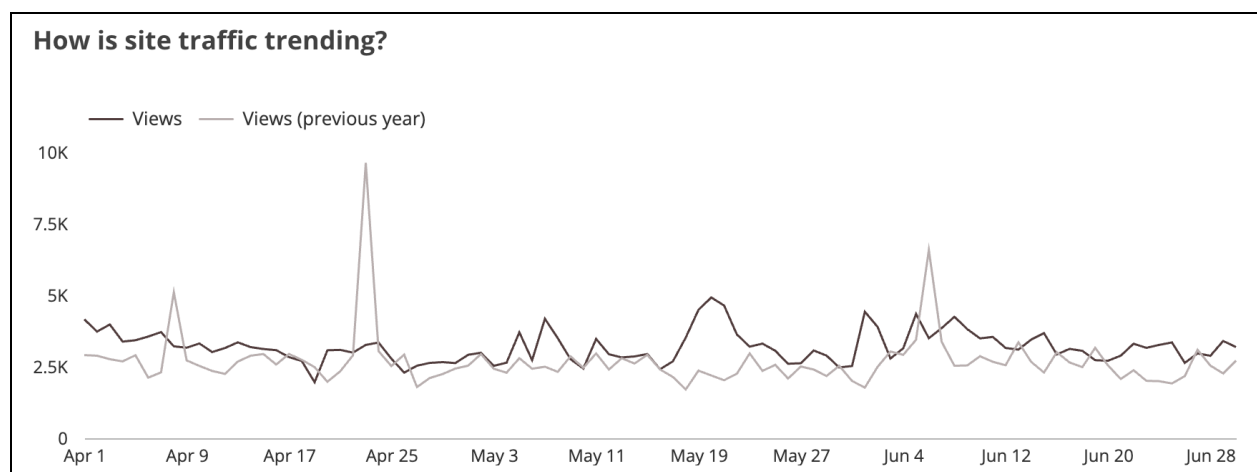
Dragon Hill Lodge

Dragon Hill Lodge delivered strong growth across all traffic metrics during Q3 FY26. Total users grew 28.4% year over year to 99,634, and new users rose 28.1% to 96,578, indicating the property continued to reach a significantly expanded first-time audience. Sessions increased 21.6% to 140,335, and views grew 18.8% to 290,999 year over year. Average session time also rose 5.0% to 3 minutes flat, even as the engagement rate declined 7.2% to 47.94%.

- **Total Users:** 99,634 (+28.4% YoY)
- **New Users:** 96,578 (+28.1% YoY)
- **Sessions:** 140,335 (+21.6% YoY)
- **Views:** 290,999 (+18.8% YoY)
- **Engagement Rate:** 47.94% (-7.2% YoY)
- **Avg. Session Time:** 03:00 (+5.0% YoY)

Audience growth once again significantly outpaced engagement rate this quarter, consistent with the pattern seen last quarter. The continued decline in engagement rate alongside a rise in average session time suggests that while a large volume of new users are arriving through paid social and referral channels (who typically register lower engagement rates on first visit), those users who do engage are spending more time exploring the site than in the prior year.

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



Top Pages

Page-level performance in Q3 FY26 shows continued strong engagement concentrated around rooms, dining, special offers, and logistics content, with several top-performing pages again exceeding 80% engagement.

High-Engagement Planning and Stay Content

- **Rooms and Suites overview**
 - 4,259 users | 86.07% engagement
 - Engagement strengthened over Q2, reflecting continued comparison shopping and room selection behavior.
- **Special Offers**
 - 2,702 users | 92.47% engagement
 - Confirms users continue to actively evaluate promotions and packages rather than passively browsing.
- **Dining and Drinks**
 - 2,023 users | 92.69% engagement
 - Remains one of the highest engagement rates among top pages, indicating focused, task-oriented dining visits.
- **Experiences**
 - 1,576 users | 91.55% engagement
 - High engagement continues to signal active trip planning around on-property activities.
- **Getting Here (Incheon Airport)**
 - 821 users | 73.64% engagement
 - Confirms sustained logistical intent among users already planning arrival.
- **Gate Access**
 - 936 users | 77.04% engagement
 - High new-user volume (260) signals first-time visitors validating access requirements early in the journey

Insights and Recommendations

Visitors continue to move from inspiration into execution mode, using the site to answer the same practical questions as last quarter: eligibility, logistics, and room selection. The concentration of high engagement across rooms, dining, special offers, and access pages confirms Dragon Hill Lodge is sustaining an audience that arrives ready to plan and book.

Table 1: Top page paths sorted by total users.

Full page URL	Total users	New users	Views ▼	Engagement rate
www.dragonhilllodge.com/	28,734	26,297	42,678	58.71%
www.dragonhilllodge.com/rooms-and-suites	4,259	654	5,834	86.07%
www.dragonhilllodge.com/special-offers/seoul-escapes	3,079	806	4,953	77.68%
www.dragonhilllodge.com/special-offers	2,702	379	3,951	92.47%
www.dragonhilllodge.com/special-offers/6D5N	2,492	712	3,453	78.25%
www.dragonhilllodge.com/contact-us	2,169	270	3,397	81.17%
www.dragonhilllodge.com/your-stay/getting-here	2,017	398	3,334	83.79%
www.dragonhilllodge.com/dining-and-drinks	2,023	189	3,229	92.69%
www.dragonhilllodge.com/about-dragon-hill-lodge/eligibility	2,313	476	3,199	83.65%
www.dragonhilllodge.com/special-offers/seoul-escapes-2027	1,584	609	2,610	70.7%
www.dragonhilllodge.com/your-stay	1,556	156	2,338	87.54%
www.dragonhilllodge.com/dining-and-drinks/our-menus	1,095	208	2,329	79.26%
www.dragonhilllodge.com/experiences	1,576	93	2,146	91.55%
www.dragonhilllodge.com/rooms-and-suites/standard-room	1,377	152	1,969	84.98%
www.dragonhilllodge.com/dining-and-drinks/greenstreet	1,022	172	1,868	81.06%
www.dragonhilllodge.com/experiences/tours	996	157	1,720	82.53%
www.dragonhilllodge.com/wellness-fitness-spa	1,076	164	1,574	81.1%
www.dragonhilllodge.com/your-stay/getting-here/from-incheon-airport	821	169	1,381	73.64%

Dining & Drinks

The Dining and Drinks section delivered steady growth during Q3 FY26. Views grew 10.3% to 16,033, total users rose 2.3% to 4,643, and sessions increased 8.4% to 7,753. The engagement rate improved 3.4% to 75.44%, though new users declined 10.0% to 1,293.

Key Metrics (Compared Year-over-Year)

- **Views:** 16,033 (+10.3%)
- **Total Users:** 4,643 (+2.3%)
- **New Users:** 1,293 (-10.0%)
- **Sessions:** 7,753 (+8.4%)
- **Engagement Rate:** 75.44% (+3.4%)
- **Avg. Session Time:** 02:59 (+2.2%)

The 75.44% engagement rate continues an upward trend from Q2, reflecting sustained interest among high-intent dining visitors. Menu downloads reinforce this pattern, with the Greenstreet Lunch and Dinner Menu leading at 1,948 downloads, followed by Bentley's Menu at 1,215 downloads and the Greenstreet Breakfast Menu at 1,095 downloads. The Sable's Menu recorded 770 downloads.

Table 2: Top page paths sorted by total users.

Page path	Total users ▼	Engagement rate
/dining-and-drinks	3,471	93.18%
/dining-and-drinks/our-menus	1,931	79.3%
/dining-and-drinks/greenstreet	1,766	81.26%
/dining-and-drinks/bentleys	764	79.98%
/dining-and-drinks/SablesRestaurant	663	86.53%
/dining-and-drinks/bakery-and-deli	477	80.15%
/dining-and-drinks/sable-menu	16	64.71%

Menu	Total Downloads
Greenstreet – Lunch & Dinner Menu	1,948
Bentley's Menu	1,215
Greenstreet – Breakfast Menu	1,095
Sable's Menu	770

Table 3: Top Menu Downloads

Rooms & Suites

The Rooms section delivered mixed results in Q3 FY26. Views grew 10.9% to 17,291 and sessions rose 2.2% to 10,151, while total users declined 4.1% to 7,980. The engagement rate improved 4.8% to 78.81%, reflecting a smaller but more committed audience working through room selection.

Key Metrics (Compared Year-over-Year)

- **Views:** 17,291 (+10.9%)
- **Total Users:** 7,980 (-4.1%)
- **New Users:** 1,122 (no prior year data)
- **Sessions:** 10,151 (+2.2%)
- **Engagement Rate:** 78.81% (+4.8%)
- **Avg. Session Time:** 02:27 (no prior year data)

The Rooms and Suites overview page led traffic at 4,538 users, followed by the Standard Room page at 1,378 users and the Family Suite at 588 users. The Deluxe Suites and Junior Suite pages tied at 330 users each. Google led session sources at 2,338 users, followed by direct at 963 users. The ActiveCampaign email source contributed 341 users, and sister property referrals from halekoa.com (151 users), armymwr.com (120 users), shadesofgreen.org (98 users), and edelweisslodgeandresort.com (81 users) continued to reflect cross-property awareness within the Army MWR lodging portfolio.

Search

Site search activity during Q3 FY26 was highly long-tailed, with 1,246 total searches spread across 520 distinct terms. The top terms below account for the large majority of search volume, with a long tail of one-off and highly specific queries (property address variations, individual reservation numbers, and niche amenity questions) making up the remainder.

Address led all search terms at 116 searches with a 76.15% engagement rate, continuing to reflect strong demand for location and directions information. **Discovery** recorded 52 searches at an unusually high 17.33 searches per user from only 3 total users, with a 100% engagement rate. This is a different pattern than the low-engagement "discovery" search issue flagged elsewhere in the MWR portfolio, suggesting this repeat search behavior reflects a single user's workflow rather than an unmet content gap for this property this quarter.

Laundry recorded 40 searches with an 88.57% engagement rate, and **Spa** recorded 27 searches at 90.91% engagement, both indicating users are generally finding relevant amenity content when they search for it.

Cancellation and reservation management terms including **cancel** (17 searches), **reservation** (11 searches), **cancel reservation** (5 searches), and **cancellation** (5 searches) combined for a modest volume this quarter, all with 100% engagement rates, suggesting the cancellation pathway is being found successfully once searched.

Eligibility recorded 17 searches with a 92.86% engagement rate, and **Military** recorded 11 searches with 100% engagement, both confirming users are successfully finding access-related content.

Seoul Escapes and its variants (seoul escapes, seoul escape, seoul27, seoul escape plus, and related spelling variations) combined for over 30 searches, reflecting continued interest in the property's signature promotional package.

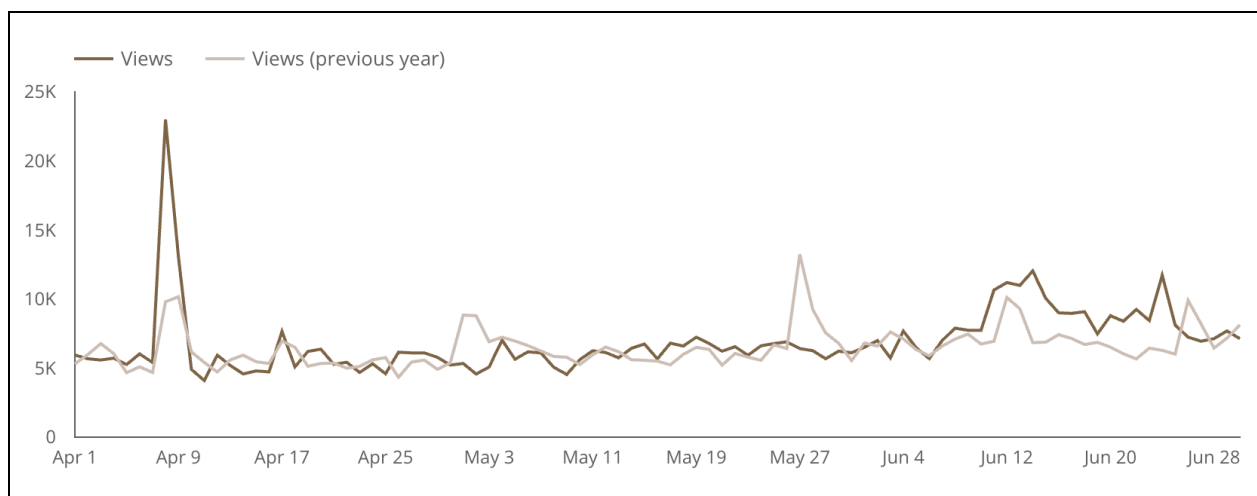
Edelweiss Lodge and Resort

Edelweiss Lodge and Resort recorded mixed performance during Q3 FY26. Views grew 6.1% year over year to 628,906, and the engagement rate improved 3.2% to 60.53%, alongside an 18.0% increase in average session time to 4 minutes and 25 seconds. However, total users declined 8.8% to 138,808, new users fell 9.1% to 133,846, and sessions decreased 12.7% to 220,040 year over year. The divergence between declining traffic and improving engagement metrics suggests the property is reaching a smaller but more intentional audience that is spending significantly more time exploring content and planning stays than in the prior year.

Key Metrics (Compared Year-over-Year)

- **Views:** 628,906 (+6.1%)
- **Total Users:** 138,808 (-8.8%)
- **New Users:** 133,846 (-9.1%)
- **Sessions:** 220,040 (-12.7%)
- **Engagement Rate:** 60.53% (+3.2%)
- **Avg. Session Time:** 04:25 (+18.0%)

Figure 2: Traffic trends across pages.



Top Pages

Page-level traffic remained concentrated on the homepage, followed by seasonal and promotional content, room browsing, and experience planning pages. The homepage led all pages at 98,312 users, followed by the European Escapes 2026 promotional page at 13,921 users and the Rooms and Suites overview at 13,911 users. The ELR Experiences page (9,611 users), Discover26 (8,188 users), and Special Offers (8,083 users) round out the top pages, reflecting a guest audience actively exploring both booking-related and promotional content. The Checkout page recorded 7,549 users with a 97.42% engagement rate, one of the highest engagement rates on the site and a strong signal of active booking completion.

Table 4: Top page paths sorted by total users

Page path	Total users ▾
/	98,312
/european-escapes2026	13,921
/rooms-suites	13,911
/elr-experiences	9,611
/discover26	8,188
/specials-offers	8,083
/checkout	7,549
/search-rates	6,816
/about-elr/resort-services	6,313
/contact-us	5,649
/dining	5,525
/rates-room1	5,107
/accommodations/standard-room	5,008
/elr-experiences/guided-tours	4,773
/your-stay/eligibilitytable	4,743
/accommodations/rooms-suites/campground	4,487
/your-stay/eligibility	4,291
/summersale	4,207
/about-elr/photogallery	4,205
/vacationguide	4,201

Dining

The Dining section recorded a decline in users alongside growth in views during Q3 FY26. Views grew 15.1% to 25,284, while total users declined 16.1% to 8,022 and sessions decreased 1.3% to 14,214. The engagement rate fell 8.4% to 68.31% year over year.

Key Metrics (Compared Year-over-Year)

- **Views:** 25,284 (+15.1%)
- **Total Users:** 8,022 (-16.1%)
- **New Users:** 1,397 (no prior year data)
- **Sessions:** 14,214 (-1.3%)
- **Engagement Rate:** 68.31% (-8.4%)
- **Avg. Session Time:** 02:57 (no prior year data)

The main Dining page led traffic at 3,599 users, followed by Weekly Dining at 2,215 users and the Summit restaurant page at 1,555 users. New Zuggy's attracted 1,542 users, rounding out the property's core dining destinations. Google led session sources at 2,532 users, followed by direct traffic at 1,687 users, with Bing contributing 185 users.

Table 4: Top Pages by Total Users

Page path	Total users ▼
/dining	3,599
/dining/weekly-dining	2,215
/dining/summit	1,555
/dining/new-zuggys	1,542
/dining-drinks/PullmanCafe	26
/dining-drinks/point-snack-bar	17

Rooms

The Rooms section delivered strong growth in views this quarter alongside a decline in users and a notable improvement in engagement quality. Views grew 42.6% to 59,375, the largest increase of any core section this quarter, while total users declined 5.4% to 18,919. The engagement rate rose 8.1% to 84.75%, reflecting a highly committed audience working through room selection and comparison.

Key Metrics (Compared Year-over-Year)

- **Views:** 59,375 (+42.6%)
- **Total Users:** 18,919 (-5.4%)
- **New Users:** 4,198 (no prior year data)
- **Sessions:** 24,084 (-1.0%)
- **Engagement Rate:** 84.75% (+8.1%)
- **Avg. Session Time:** 02:27 (no prior year data)

The Rooms and Suites overview page led traffic at 9,231 users, followed by the campground page at 3,128 users and vacation cabins at 1,922 users. The junior suite (1,093 users), deluxe loft suite (996 users), and deluxe junior suite (878 users) reflect an audience actively comparing room tiers and configurations. The dog-friendly rooms page attracted 479 users, with an additional 93 users viewing the dog-friendly room rules and regulations page, indicating a niche but present audience segment. Google led session sources at 6,790 users, followed by direct traffic at 3,166 users.

Table 5: Top Room Pages

Page path	Total users ▾
/rooms-suites	9,231
/accommodations/rooms-suites/campground	3,128
/accommodations/rooms-suites/vacation-cabins	1,922
/accommodations/rooms-suites/junior-suite	1,093
/accommodations/rooms-suites/deluxe-loft-suite	996
/rooms-suites/deluxe-junior-suite	878
/accommodations/rooms-suites/loft-suite	827
/rooms-suites/dogfriendlyrooms	479

Search

Site search recorded 3,870 total searches from 1,997 users during Q3 FY26, with an average of 1.94 searches per user and an overall engagement rate of 96.24%, indicating that users who search on the Edelweiss site are almost always finding relevant content and completing intended actions.

Christmas-related terms dominated the dataset, with **christmas market** (139 searches, 97.37% engagement), **christmas markets** (113 searches, 91.18% engagement), and **christmas** (61 searches, 98.18% engagement) combining for 313 searches. The strong engagement rates confirm users are successfully finding seasonal content, and the volume suggests continued strong demand for holiday programming well ahead of the season itself.

Eligibility recorded 56 searches with a 98% engagement rate, confirming users are successfully finding access and eligibility information on the current page structure.

Cancellation and reservation management terms including **cancel reservation** (36 searches, 1.5 searches per user), **reservations** (36 searches), **reservation** (27 searches), **find reservation** (24 searches), and **cancel** (17 searches) combined for 140 searches. The repeat search rate on cancel reservation suggests this pathway could be more prominently surfaced in site navigation to reduce friction for this high-intent audience.

Discovery recorded 33 searches with 11 searches per user, the highest repeat search rate in the dataset by a wide margin from only 3 total users, an unusual pattern that suggests a small number of users searching repeatedly. Unlike the low-engagement discovery pattern flagged elsewhere in the broader MWR portfolio, this cluster recorded a 100% engagement rate, suggesting these repeat searches may reflect a single user's workflow rather than an unmet content gap.

Sign in recorded 32 searches with a 100% engagement rate at 2 searches per user, indicating users are searching more than once on average before locating the login entry point, though ultimately finding it.

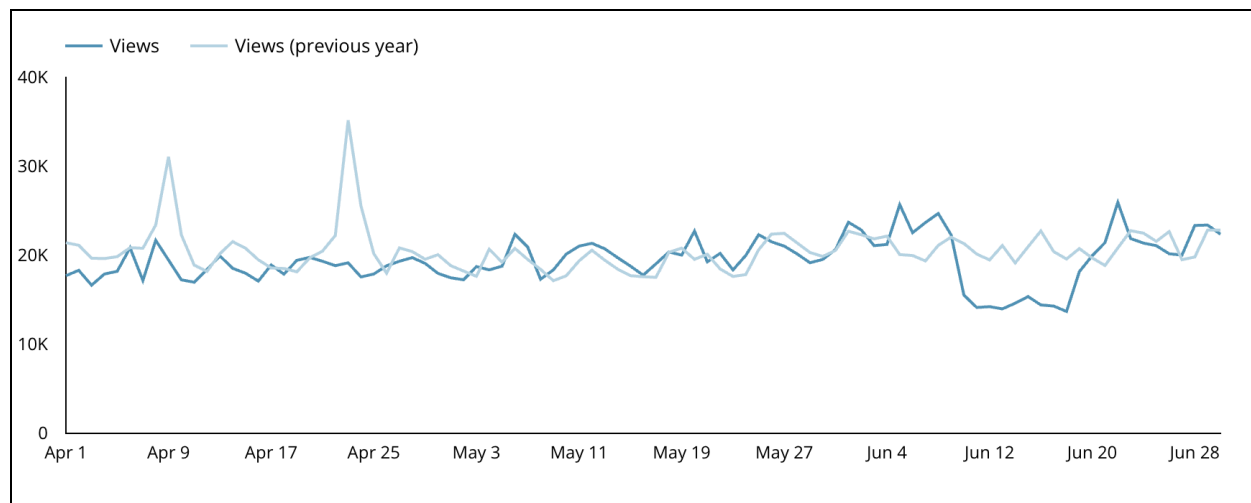
Hale Koa Hotel

Hale Koa Hotel recorded broad-based declines across all traffic metrics during Q3 FY26. Total users fell 9.2% year over year to 382,900, and new users declined 8.6% to 365,327. Sessions decreased 8.2% to 679,886, and views fell 5.4% to 1,769,592 year over year. The positive counterpoint continues to be a meaningful improvement in both engagement quality and session depth, with the engagement rate rising 1.8% to 54.89% and average session time growing 4.9% to 3 minutes and 49 seconds. This pattern reinforces last quarter's signal that the property is reaching a smaller but more intentional audience that is spending more time planning and researching stays than in the prior year.

Key Metrics (Compared Year-over-Year)

- **Views:** 1,769,592 (-5.4%)
- **Total Users:** 382,900 (-9.2%)
- **New Users:** 365,327 (-8.6%)
- **Sessions:** 679,886 (-8.2%)
- **Engagement Rate:** 54.89% (+1.8%)
- **Avg. Session Time:** 03:49 (+4.9%)

Figure 3: Traffic trends across pages.



Top Pages

Table 6: Top pages sorted by total users.

Full page URL	Total users ▾
www.halekoa.com/	136,526
www.halekoa.com/rooms-suites	34,221
www.halekoa.com/about-hale-koa-hotel/eligibility	27,334
www.halekoa.com/rooms-suites/room-rates	21,724
www.halekoa.com/your-stay/hotel-services-gr	17,767
www.halekoa.com/dining-drinks	17,732
bookings.halekoa.com/search-rates	17,263
www.halekoa.com/experiences	15,904
www.halekoa.com/Deals	14,464
www.halekoa.com/experiences/events/hale-koa-luau	14,439
www.halekoa.com/your-stay	8,565
www.halekoa.com/dining-drinks/bibas-courtyard-grill	8,194
www.halekoa.com/dining-drinks/bibas-courtyard-grill/bibas-...	7,390
www.halekoa.com/contact-us	7,355
www.halekoa.com/about-hale-koa-hotel/parking	7,288
www.halekoa.com/dining-drinks/koko-kalia	6,884
www.halekoa.com/rooms-suites/deluxe-ocean-front-room	6,215

Dining and Drinks

The Dining section recorded modest declines in traffic during Q3 FY26 alongside a meaningful improvement in engagement quality. Total users fell 4.6% to 49,611, and views declined 4.6% to 181,873. The engagement rate rose 5.8% to 71.72%, reflecting a smaller but more focused audience actively researching dining options and menus.

Key Metrics (Compared Year-over-Year)

- **Views:** 181,873 (-4.6%)
- **Total Users:** 49,611 (-4.6%)
- **New Users:** 13,376 (no prior year data)
- **Sessions:** 79,681 (-3.6%)
- **Engagement Rate:** 71.72% (+5.8%)
- **Avg. Session Time:** 02:39 (no prior year data)

The main Dining and Drinks page led traffic at 17,761 users, followed by Biba's Courtyard Grill at 8,196 users and Koko Kalia at 6,886 users. The Biba's menu QR page (7,390 users) continues to reflect strong in-property mobile usage from guests accessing menus during their stay. The m.yelp.com referral (252 users) indicates continued arrivals from external dining discovery platforms.

Table 7: Top page paths sorted by total users.

Page path	Total users ▼
/dining-drinks	17,761
/dining-drinks/bibas-courtyard-grill	8,196
/dining-drinks/bibas-courtyard-grill/bibas-menus-QR-2022	7,390
/dining-drinks/koko-kalia	6,886
/dining-drinks/aloha-prime-rib	5,125
/dining-drinks/happys-fast-fresh/happys-menu-qr	5,005
/dining-drinks/happys-fast-fresh	4,987
/dining-drinks/barefoot-bar-menu-qr	4,584
/dining-drinks/barefoot-bar	3,796
/dining-drinks/java-cafe	1,843

Rooms & Suites

The Rooms section recorded steeper declines in traffic this quarter alongside a stronger improvement in engagement quality. Total users fell 13.4% to 74,049, and views declined 12.4% to 180,738. However, the engagement rate rose 9.1% to 76.03%, the largest engagement gain of any section this quarter, reflecting a smaller but highly committed audience actively working through room selection and comparison.

Key Metrics (Compared Year-over-Year)

- **Views:** 180,738 (-12.4%)
- **Total Users:** 74,049 (-13.4%)
- **New Users:** 12,682 (no prior year data)
- **Sessions:** 101,009 (-12.0%)
- **Engagement Rate:** 76.03% (+9.1%)
- **Avg. Session Time:** 02:59 (no prior year data)

The Rooms and Suites overview page led traffic at 34,337 users, followed by Room Rates at 21,800 users and the Deluxe Ocean Front Room at 6,218 users. The Resort View Room (4,371 users), Ilima Ocean West (3,798 users), and Ocean View Room (3,944 users) reflect an audience actively comparing room categories and views as part of the booking process. Google led session sources at 29,983 users, followed by direct at 9,755 users and Bing at 2,032 users.

Table 8: Top Rooms Pages by Total Users

Page path	Total users ▾
/rooms-suites	34,337
/rooms-suites/room-rates	21,800
/rooms-suites/deluxe-ocean-front-room	6,218
/rooms-suites/resort-view-room	4,371
/rooms-suites/ocean-view-room	3,944
/rooms-suites/ilima-ocean-west	3,798
/rooms-suites/partial-ocean-view-room	3,271

Search

Site search recorded 8,832 total searches from 4,854 users during Q3 FY26, with an average of 1.82 searches per user. The overall engagement rate of 96.41% indicates users who search are consistently finding relevant content and completing intended actions.

Parking led all search terms at 278 searches with a 96.76% engagement rate, reflecting continued strong demand for arrival and parking information. The consistent high volume across quarters suggests parking information could be surfaced more prominently on the homepage and pre-arrival pages to reduce the need to search.

Luau recorded 232 searches with a 97.16% engagement rate, confirming the Hale Koa Luau remains the top experiential interest among guests.

Wedding and **weddings** combined for 215 searches with strong engagement rates across both terms, reflecting continued strong demand for wedding planning content.

Waitlist and **wait list** combined for 135 searches across both spelling variants, indicating a continued significant segment of users attempting to join waitlists for rooms, dining, or experiences.

Cancellation and reservation-related terms including **cancel reservation** (62 searches, 1.82 searches per user), **reservation** (137 searches), **reservations** (133 searches), **find reservation** (124 searches), and **find reservations** (71 searches) combined for well over 500 searches. The repeat search rate on cancel reservation continues to indicate users are searching multiple times before finding the cancellation process.

Sign in, **log in**, and **login** combined for 209 searches, indicating users continue to have difficulty locating the account login entry point.

Discovery recorded 37 searches with 12.33 searches per user from only 3 users, an unusually high repeat search rate consistent with the same low-user, high-repeat discovery pattern flagged in prior quarters. Unlike the low-engagement version of this pattern seen on other properties, this cluster recorded a 100% engagement rate, suggesting these repeat searches may reflect a single user's workflow rather than an unmet content gap.

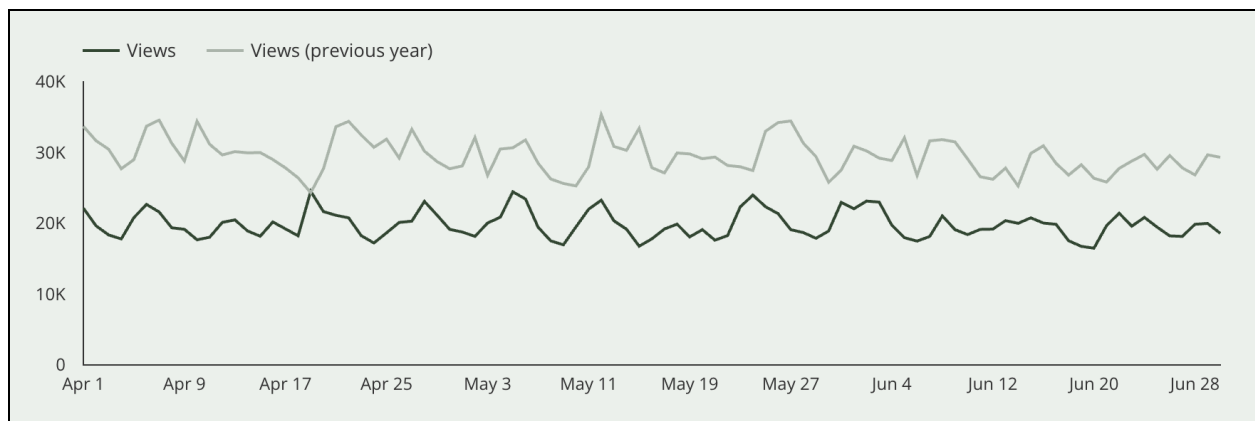
Shades Of Green

Shades of Green recorded steeper declines across all traffic metrics during Q3 FY26 than in the prior quarter. Total users fell 21.9% year over year to 464,732, and new users declined 21.2% to 446,254. Sessions decreased 20.5% to 837,293, and views fell 33.0% to 1,803,967 year over year. The steeper decline in views relative to users and sessions continues the pattern seen last quarter, suggesting users are navigating even fewer pages per visit than before. The engagement rate declined 8.3% to 50.85%, and average session time fell 7.5% to 3 minutes and 27 seconds, indicating both content depth and visit quality softened further this quarter.

Key Metrics (Compared Year-over-Year)

- **Views:** 1,803,967 (-33.0%)
- **Total Users:** 464,732 (-21.9%)
- **New Users:** 446,254 (-21.2%)
- **Sessions:** 837,293 (-20.5%)
- **Engagement Rate:** 50.85% (-8.3%)
- **Avg. Session Time:** 03:27 (-7.5%)

Figure 4: Traffic trends across pages.



Top Pages

Table 9: Top pages sorted by total users.

Full page URL	Total users
www.shadesofgreen.org/	317,117
www.shadesofgreen.org/ticket-prices	105,092
www.shadesofgreen.org/rooms	70,899
www.shadesofgreen.org/about-shades-green/eligibility	69,990
www.shadesofgreen.org/experiences	66,125
www.shadesofgreen.org/experiences/attractions	63,020
www.shadesofgreen.org/experiences/attractions/attraction-tickets	35,734
www.shadesofgreen.org/special-offers/monthly-specials	30,904
www.shadesofgreen.org/dining-drinks	22,159
www.shadesofgreen.org/rooms/standard-room	23,377
www.shadesofgreen.org/experiences/attractions/ticket-questions	22,089
www.shadesofgreen.org/contact-us	16,347

Experiences

The Experiences section delivered modest growth during Q3 FY26. Total users grew 8.3% year over year to 141,015, and sessions increased 7.5% to 208,360. Views held nearly flat at 392,898, a 0.6% increase year over year. The engagement rate declined 5.1% to 78.56%, a softer reading than the improvement recorded last quarter, though still reflecting an engaged audience researching attractions and experiences.

Key Metrics (Compared Year-over-Year)

- **Views:** 392,898 (+0.6%)

- **Total Users:** 141,015 (+8.3%)
- **New Users:** 34,301 (no prior year data)
- **Sessions:** 208,360 (+7.5%)
- **Engagement Rate:** 78.56% (-5.1%)
- **Avg. Session Time:** 02:25 (no prior year data)

The Experiences overview page led traffic at 40,777 users, followed by Attractions at 38,546 users and Attraction Tickets at 20,888 users. The Ticket Questions page (13,240 users), Walt Disney World page (8,179 users), and bus schedule pages (combined 15,971 users) reflect a guest audience continuing to plan theme park visits and transportation logistics as part of their stay. The chatgpt.com referral source contributed 1,289 users to the Experiences section, continuing the trend of users arriving from AI-assisted planning tools observed last quarter.

Table 10: Top Pages by Total Users

Page path	Total users ▼
/experiences	40,777
/experiences/attractions	38,546
/experiences/attractions/attraction-tickets	20,888
/experiences/attractions/ticket-questions	13,240
/experiences/attractions/waltdisneyworld	8,179
/experiences/bus-schedule	8,030
/experiences/bus-schedule/current-bus-schedule	7,941
/experiences/attractions/universal-orlando-resort	6,706
/experiences/events/Events-at-Shades-of-Green	4,681

Rooms and Suites

The Rooms section delivered strong growth across all traffic metrics during Q3 FY26, a marked improvement from the mixed results recorded last quarter. Total users grew 14.3% to 80,492, views increased 11.0% to 195,100, and sessions rose 18.8% to 113,579. The engagement rate held essentially steady, up 0.3% to 78.52%, reflecting a consistently committed audience working through room selection and comparison.

Key Metrics (Compared Year-over-Year)

- **Views:** 195,100 (+11.0%)
- **Total Users:** 80,492 (+14.3%)
- **New Users:** 8,769 (no prior year data)
- **Sessions:** 113,579 (+18.8%)
- **Engagement Rate:** 78.52% (+0.3%)
- **Avg. Session Time:** 02:54 (no prior year data)

The main Rooms page led traffic at 44,367 users, followed by Standard Room at 13,932 users and Family Suite at 5,440 users. The Poolside Room (4,751 users), Junior Suite (4,139 users), and Palm Suite (3,495 users) reflect an audience actively comparing room categories and amenities as part of the booking process. The Magnolia Suite (3,275 users) and Garden Suite (2,743 users) round out the top room pages. Google led session sources at 36,529 users, followed by direct at 7,551 users and Bing at 2,139 users. Sister property referrals from armymwr.com (523 users) and halekoa.com (352 users) reflect continued cross-property awareness among Army MWR lodging guests.

Table 11: Top Page paths by Total Users

Page path	Total users ▼
/rooms	44,367
/rooms/standard-room	13,932
/rooms/family-suite	5,440
/rooms/poolside-room	4,751
/rooms/junior-suite	4,139
/rooms/palm-suite	3,495
/rooms/magnoliasuite	3,275
/rooms/garden-suite	2,743

Search

Site search recorded 14,542 total searches from 8,050 users during Q3 FY26, with an average of 1.81 searches per user and an overall engagement rate of 95.69%, indicating users who search are consistently finding relevant content and completing intended actions.

Bus schedule and **bus** combined for 889 searches (with **bus schedules** adding a further 125), making transportation the single highest-demand search cluster on the site again this quarter. The near-perfect engagement rates confirm users are finding bus schedule content successfully, though the sustained high volume suggests this information could be surfaced more prominently in the main navigation to reduce the need to search.

Disney-related terms including **disney**, **disneyland**, **disney tickets**, **disney world**, and **epcot** combined for 549 searches, reflecting the continued dominant role of Walt Disney World planning in the Shades of Green guest experience. Universal-related terms including **universal** and **universal studios** combined for 243 searches, indicating meaningful and growing interest in Universal Orlando planning alongside Disney content.

Login, **log in**, and **sign in** combined for 263 searches, indicating users continue to have difficulty locating the account login entry point. A more prominently placed login link in the site header would directly address this repeat search behavior.

Reservation-related terms including **reservations** and **reservation** combined for 162 searches, reflecting a continued audience managing existing bookings.

Parking and transportation terms including **parking**, **transportation**, and **shuttle** combined for 260 searches, reflecting continued strong demand for arrival and logistics information.

Golf recorded 119 searches with a 96.46% engagement rate, confirming sustained demand for golf content among Shades of Green guests.