AFRC FY25 Annual Website Insights and Recommendations

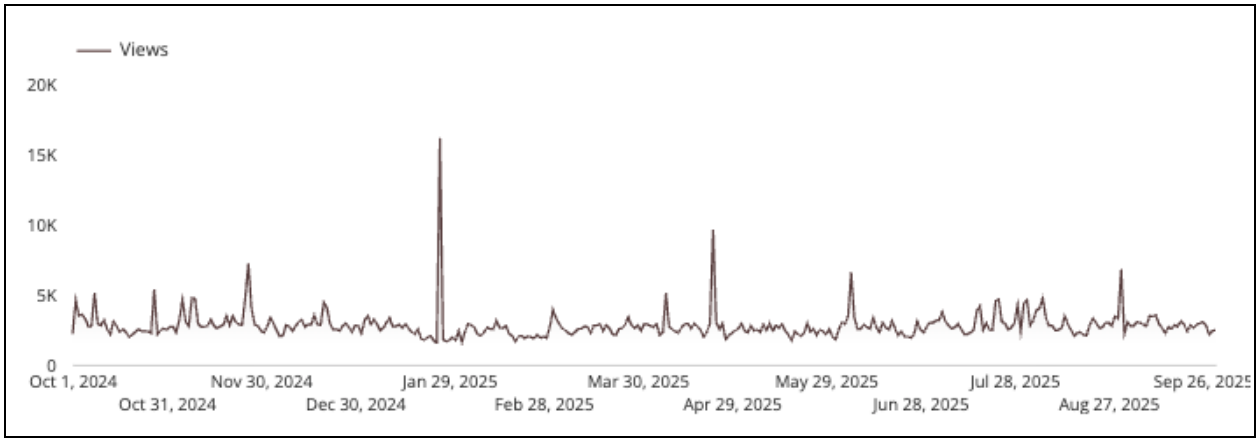
AFRC
RESORTS
Hawaii / Germany / Florida / Korea

Dragon Hill Lodge

Dragon Hill Lodge saw steady year-over-year growth in FY25, with increases across all major audience metrics. Total users rose to 322,535 (+16.1%), while new users reached 318,243 (+14.5%), signaling a healthy mix of returning and first-time visitors. Views climbed to 1,028,939 (+6.6%) across 466,256 sessions (+16.2%), reflecting sustained visibility and interest in resort offerings throughout the year.

- Views: 1,028,939 (+6.6%)
- Total Users: 322,535 (+16.1%)
- New Users: 318,243 (+14.5%)
- Sessions: 466,256 (+16.2%)

Figure 1: Traffic trends across DHL pages.



Top Pages

Table 1: Top page paths sorted by total users.

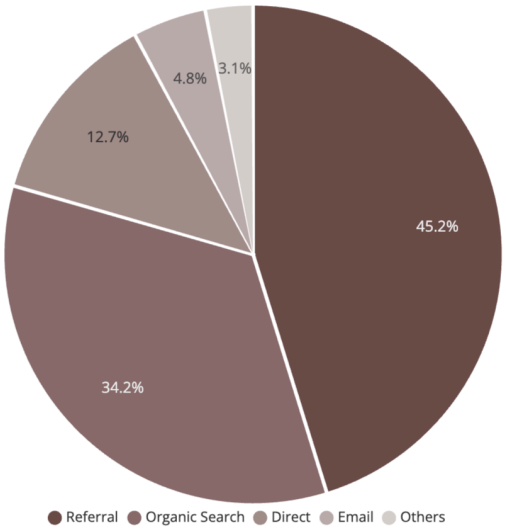
Full page URL	Total users	New users	Views ▼	Engagement rate
www.dragonhilllodge.com/	15,165	13,119	26,050	58.41%
www.dragonhilllodge.com/rooms-and-suites	2,352	417	3,010	80.67%
www.dragonhilllodge.com/special-offers/seoul-escapes	1,245	183	2,081	73.02%
www.dragonhilllodge.com/contact-us	1,340	195	1,991	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%

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

Figure 2: Pie Chart Traffic Source Breakdown



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: 19,623
- Change YoY: +84.8

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: 25,940
- Change YoY: +97.4%

Direct Traffic

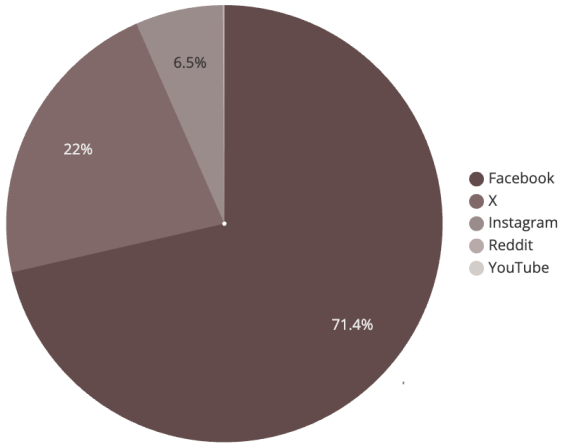
Direct traffic includes users who typed the website URL directly into their browser or accessed it via a bookmark. A slight increase in this category shows steady direct engagement with the site.

- Total Users: 7,283
- Change YoY: +36.4%

Social Media

Social media channels generated a combined 948,326 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 3: Pie chart Social Traffic Breakdown



Facebook continued to lead all platforms, generating **37,210 users** and accounting for the majority of social-driven traffic (+171.9%). Consistent event promotion and community-driven posts helped sustain visibility despite ongoing algorithm changes.

X (formerly Twitter) showed steady performance with **11,445 users** (+5.6%), remaining a reliable channel for real-time updates and announcements.

Instagram saw strong growth, rising **191% year-over-year** with **3,376 users**, driven by photo-centric posts highlighting resort amenities, dining, and leisure experiences.

Reddit, while smaller in volume, increased sharply (+1,200%), suggesting improved content discovery or mentions within community discussions.

YouTube declined slightly (−3.3%), and LinkedIn dropped by 50%, signaling a reduced focus on professional or workforce-related outreach.

User Demographics and Geographic Breakdown

Countries

The United States remains the largest source of traffic, likely due to military installations and personnel across the country.

- Total Users: 210,873 (+16.5%)

South Korea experienced a decline in traffic, which could indicate reduced engagement or changes in user behavior.

- Total Users: 59,678 (-15%)

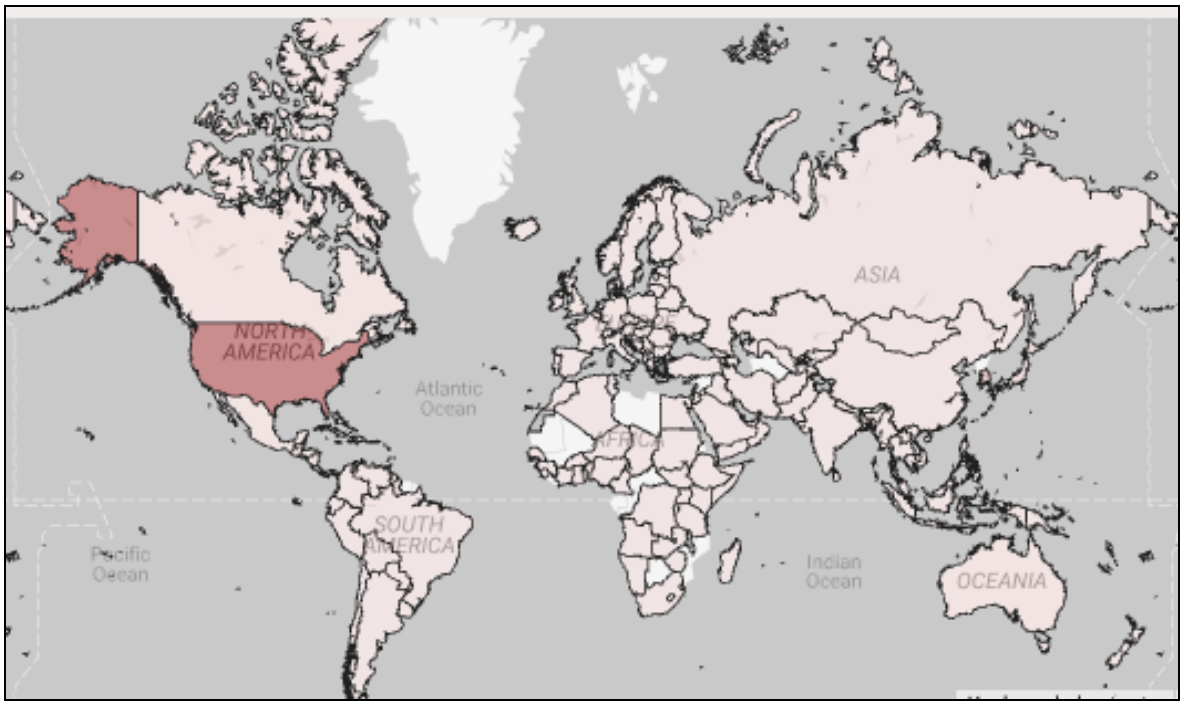
Japan continues to be a significant traffic source, reflecting the presence of U.S. military personnel stationed there.

- Total Users: 23,466 (+73.2%)

Heatmap

Colors indicate user engagement: Red color shows high engagement, pink indicates lower engagement.

Figure 4: Top Countries by User Traffic (from the map)



Top U.S. States by User Traffic

California remained the leading U.S. market, maintaining strong engagement. Steady interest in travel and resort experiences helped sustain performance.

- Total Users: 28,763 (+2.3%)

Texas held its position as a key growth market with continued increases in overall traffic. Rising interest from returning and new visitors contributed to the steady upswing.

- Total Users: 22,071 (+6.7%)

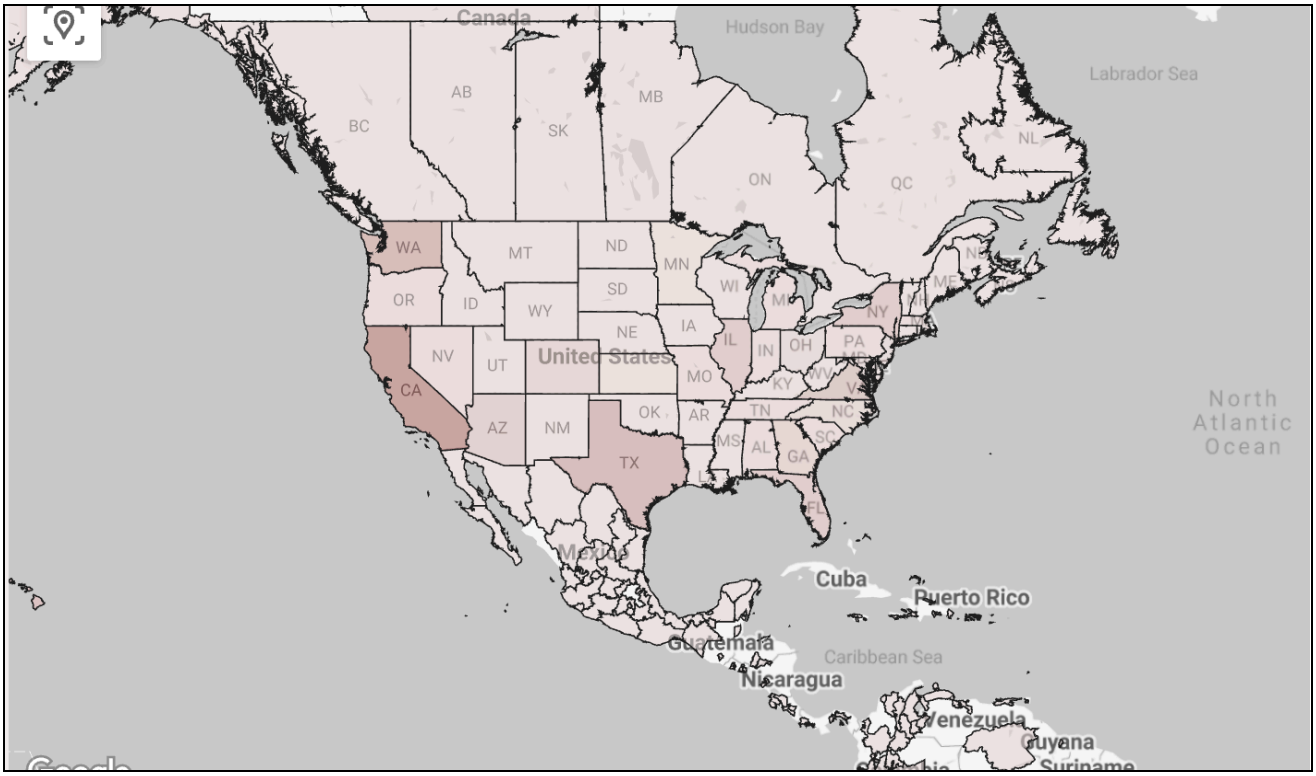
Washington secured third place, though overall activity softened year-over-year. Core audiences continued to return, keeping the state within the top tier of U.S. markets.

- Total Users: 16,226 (−16.2%)

Heatmap

Colors indicate user engagement: Dark color shows high engagement, light indicates lower engagement states.

Figure 5: Top States by User Traffic (from the map)



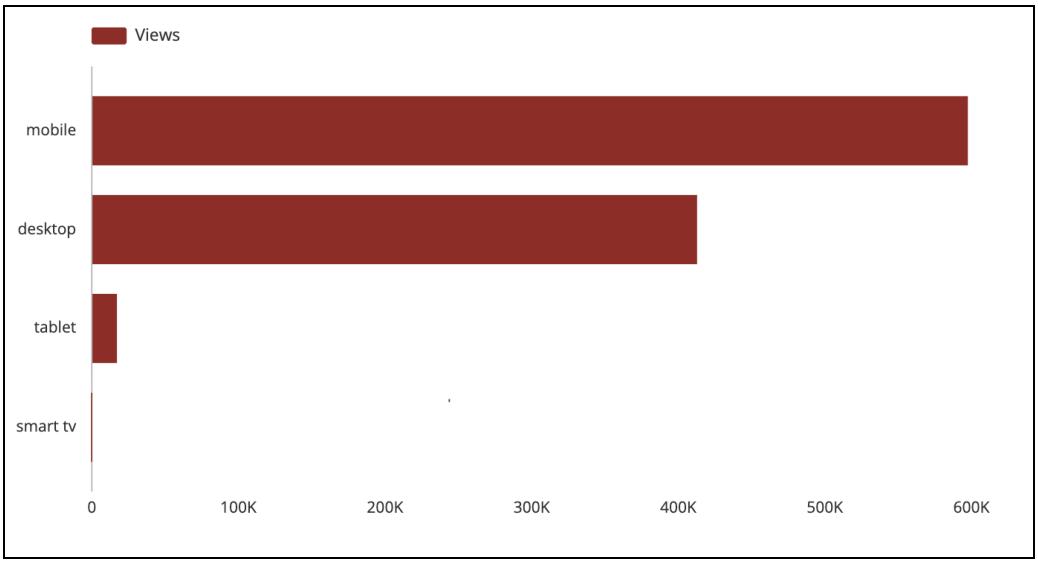
Device Breakdown

Mobile continues to be the dominant device category, accounting for the majority of site traffic. Growth in all device types indicates improved accessibility and engagement across platforms.

- **Mobile**
  - Total Users: 197,838
  - Change YoY: +19.1%
- **Desktop**
  - Total Users: 119,119
  - Change YoY: +10.6%
- **Tablet**
  - Total Users: 5,539
  - Change YoY: +12.1%

Mobile's strong increase reflects the continued importance of responsive design and quick load times, while desktop's steady rise suggests ongoing use from work or travel planning environments. Tablet usage remains modest but is trending upward, indicating balanced engagement across multiple device types.

Figure 6: Bar Graph of Device Categories by Percentage



Heatmaps and Engagement

The heatmap images below illustrate user interaction on the home page. They provide insight into where users are engaging the most (clicks, scrolls, and movements) and areas that might need improvement to increase engagement.

Top Engagement Areas

- **Hero Section:** The main banner and “Vacation Destination” call-to-action received the highest concentration of clicks, confirming strong interest in general resort discovery and vacation planning content.
- **Seoul Escapes Feature:** High interaction occurred on the first image card beneath the hero banner, showing strong curiosity about travel itineraries and local attractions.
- **Special Events & Accommodations:** Clicks were evenly distributed between event features and accommodation previews, reflecting user intent to learn about stay options and on-site activities.

Moderate Engagement Areas

- **Culinary & Wellness Sections:** Users interacted moderately with culinary and wellness visuals but less with accompanying text links, suggesting visual appeal without clear next steps.
- **Photo Gallery:** The image grid attracted scattered click activity, mainly concentrated on the top row.

Recommendations:

Click behavior is strongest at the top of the page and diminishes steadily toward the lower sections, following a typical scroll-drop pattern. The homepage effectively captures initial interest but could improve mid-page engagement and call-to-action visibility to drive conversions from browsing to booking.

Add a clear booking or “Explore Packages” button above the fold to convert early attention into action.

Vacation Destination

Cherished memories you will never forget

Sig. Above Fold Bldgs.

Veterans with a VHIC Card Now Eligible!
Veterans covered under the Disabled Veterans Equal Access Act (DVEA) of 2018 are now permitted to vacation at the revered Dragon Hill Lodge.

Click Here

Seoul Escapes

Book unforgettable memories in the "heart of Seoul" and immerse yourself in the city's top attractions, Korea's rich cultural experiences, and classic American hospitality with our exclusive Seoul Escapes package.

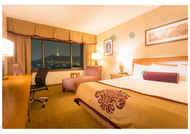
Experience the Ultimate 11-Night Package Getaway offering tours to top Korean attractions, daily complimentary breakfasts, welcome and farewell receptions, and comfortable accommodations.

LEARN MORE

Special Events

There's always something happening at the Dragon. Whether it's one of our special holiday events, family-friendly fun, or an elegant soirée, you can count on a memorable experience that won't break the bank.

FIND OUT MORE



Accommodations

Our American-style resort rooms in downtown Seoul are modern, spacious, and inviting. You'll enjoy our comfortable American-style guestrooms, which come with more space to spread out after exploring Seoul's sights. Neutral tones, plush bedding, and modern elements create a clean, cozy atmosphere in the center of this vibrant city.

A Good Night's Sleep

Getting Here

Dragon Hill Lodge is located in Seoul's bustling central district of Yongsan, conveniently accessible by various means of military and civilian public transportation, including taxi, bus, and subway.

The hotel is located just inside USAG Yongsan Gate #1. Please note that you'll need to have gate access to enter USAG Yongsan.

HOW TO GET HERE

Culinary Delights

Dining with us is always a special experience. Our award-winning restaurants celebrate American favorites with flair, freshness, and exceptional service. Start your day with a beautiful breakfast at Greenstreet or freshly made donuts and coffee at the Deli. Tuck into a juicy steak dinner at Sables, followed by a round of your favorite drinks at Bentley's Pub. Dragon Hill Lodge has something for everyone to eat and enjoy!

CUISINE TO GO

The Big City Awaits

Whether you're serving in Korea or here with family members who serve, make the most of your time by exploring every inch of Seoul. This Asian megacity is bursting with urban style and rich traditional culture. Explore 600-year-old royal palaces, glitzy Gangnam, amusement parks, and of course, a never-ending nightlife. Best of all, Dragon Hill Lodge is located downtown, right in the middle of the action.

Explore Seoul

Wellness Club

Your stay at Dragon Hill Lodge offers a great way to unwind and treat yourself well. Fully equipped with cardio machines, free weights, indoor pool, hot tubs, and saunas, it's no wonder why even the locals go out of their way to secure memberships at The POINT Health Club.

REMAIN AWAY STRESS

Groups and Conferences

Whether you're planning a group gathering for business or looking for a special venue to host your wedding ceremony and reception, the Dragon Hill Lodge will assist you in organizing an event that fits your style and budget. Our special event venues in Seoul offer flexible function spaces for gatherings of 20 to 400 attendees. Dragon Hill Lodge is a full-service setting for unit parties, hails and farewells, conferences, weddings, and more.

START PLANNING

History of Hospitality

Dragon Hill Lodge of KFRC Resorts has proudly served the Total Defense Force's military members and families since 1990. Situated in the center of Seoul, the Dragon offers a tranquil getaway among the excitement of a cutting-edge metropolis as well as a convenient home base for further adventures throughout Northeast Asia.

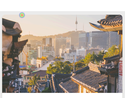
LEARN MORE

Email Newsletter

Subscribe today and get the latest news and special offers in your inbox. Who knows, you might end up saving yourself some money or getting inspired to take a vacation. Either of which is a win-win.

Subscribe Now!

Special Offers



20 NIGHTS IN SEOUL

Sometimes, a week or even two weeks is not enough time to enjoy your vacation in Seoul. If you're up for a very extended stay, we've got just the answer at an unbeatable price of $1899.

LEARN MORE

6 DAYS 5 NIGHTS

Stay in a standard room for 6 Days and 5 Nights at an incredible price! You'll have plenty of time to explore the many fascinating neighborhoods of Seoul, its cultural attractions, and never-ending nightlife.

LEARN MORE

SEOUL ESCAPES

Experience the Ultimate 11-Night Package Getaway offering tours to top Korean attractions, daily complimentary breakfasts, welcome and farewell receptions, and comfortable accommodations.

LEARN MORE

Photo Gallery

Discover why Seoul is a peak destination for service members and their families. Consider us your all-season pass to all the Seoul city action. Whether it's museums, hiking, shopping, exhibits, cafés, or fabulous food—Dragon Hill Lodge has it all. Come back from vacation feeling like a new person. If photos are worth a thousand words, this page is worth a lot! See More Photos >

New Sanno Hotel

Planning a trip to Asia? Consider extending your stay from Seoul to Tokyo at The New Sanno Hotel, a prime location in the heart of Tokyo. Enjoy world-class amenities, including elegant and diverse dining options, a fitness center and pool, and comfortable accommodations designed for eligible guests. Experience the vibrant culture of Japan while enjoying the convenience and hospitality of a military-friendly hotel, book your stay today!

MORE INFO

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Search

User search activity on the Dragon Hill site reveals a strong focus on practical amenities and seasonal experiences. The high frequency of specific facility and service-related searches indicates that visitors are actively seeking on-site information rather than general browsing.

- Total Searches: 13,400

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: 1.71

Categorized Search

Search behavior across the Dragon Hill website highlights strong user intent around amenities, seasonal activities, and essential guest information. High-frequency terms such as “address,” “spa,” and “laundry” indicate that users primarily rely on search to locate on-site services, while terms like “discovery” and “thanksgiving” reflect exploratory or seasonal interest.

Top Search Themes:

1. **Guest Information & Navigation**
    - High-volume terms: *address, map, contact, directions*
    - Searches for “address” (520 total) show that many visitors use search to find location or access details, suggesting that this information could be made more prominent on the homepage or header.
2. **Resort Amenities & Services**
    - Common terms: *spa, laundry, pool, wellness club*
    - Terms like “spa” (227 searches) and “laundry” (221) reveal consistent interest in on-site services and relaxation options, supported by strong engagement rates above 55%.
3. **Seasonal & Event Queries**
    - High-interest terms: *thanksgiving, christmas, new year’s*
    - “Thanksgiving” (245 searches, 70% engagement rate) demonstrates strong seasonal intent and successful event discovery. This pattern underscores the

need to feature upcoming holiday promotions prominently on the homepage.

4. **Exploration & Experience**
    - Notable terms: *discovery, excursions, packages*
    - “Discovery” (314 searches) suggests curiosity about overall resort experiences, but the low engagement rate (6.3%) implies that users may not be finding expected results.

Recommendations:

- Promote key location information (“address,” “contact”) via sticky navigation or a footer CTA to reduce redundant searches.
- Expand **seasonal campaigns** on high-demand terms like “Thanksgiving” and “Christmas” to capture intent earlier in the user journey.

Edelweiss Lodge and Resort

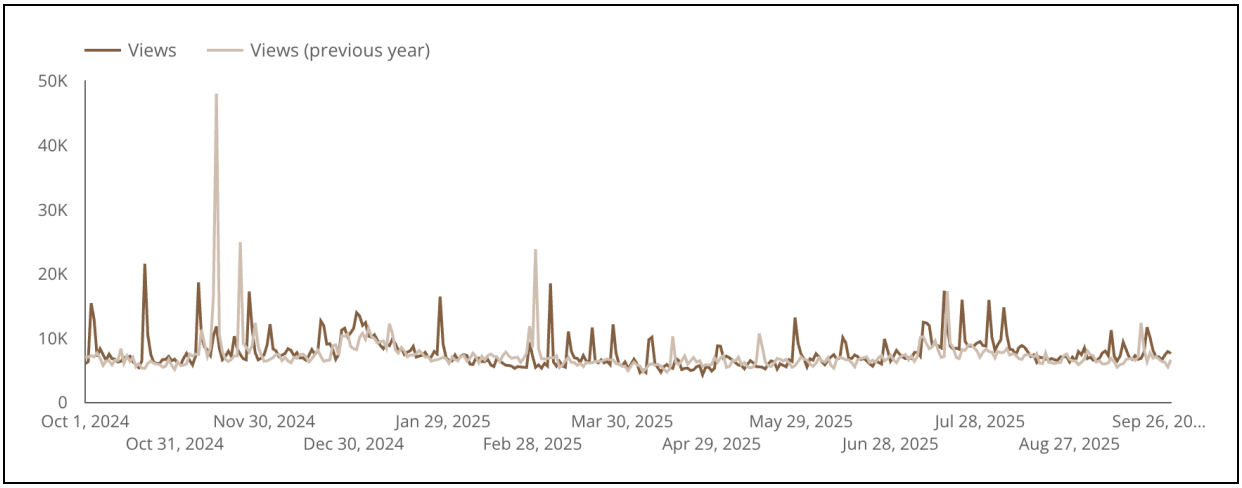
Edelweiss Lodge and Resort experienced solid year-over-year growth in FY25, with increases across all major engagement and visibility metrics. **Views reached 2,828,636 (+5.3%)**, reflecting sustained interest in vacation planning and on-site experiences. **Sessions rose to 1,158,595 (+15.3%)**, driven by strong first-time exploration and repeat visits. Audience reach expanded meaningfully, with **Total Users climbing to 684,999 (+13.5%)** and **New Users reaching 686,564 (+14.2%)**, indicating improved discoverability across search, referral partnerships, and email campaigns.

An engagement rate of **57.08% (−7.6%)** shows that users continue to navigate and interact with the content at consistently strong levels, even as audience size grows. The site maintained a healthy **average session time of 3 minutes and 47 seconds (−5.7%)**, a typical pattern when higher volumes of fresh traffic arrive.

Overall, FY25 reflects rising visibility, effective acquisition strategies, and stable engagement performance across the resort's digital ecosystem.

- **Views:** 2,828,636 (+5.3%)
- **Sessions:** 1,158,595 (+15.3%)
- **Total Users:** 684,999 (+13.5%)
- **New Users:** 686,564 (+14.2%)

Figure 7: Traffic trends across pages.



Top Pages

Table 2: Top page paths sorted by total users.

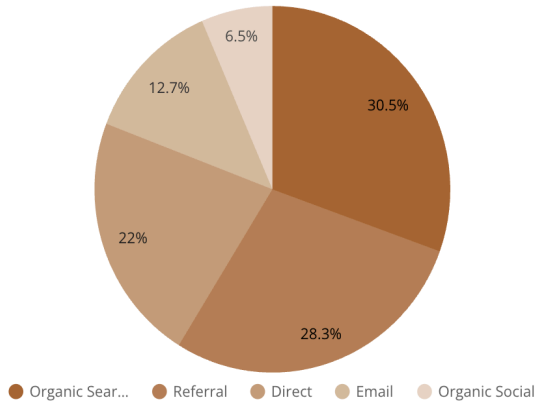
Page path	Total users ▼	New users	Views	Engagement rate
/	431,099	407,567	1,303,518	73.08%
/rooms-suites	67,995	11,002	92,308	83.98%
/checkout	42,731	12	87,850	97.2%
/elr-experiences	42,436	5,480	69,935	84.12%
/discover-package	40,782	17,639	62,200	66.42%
/specials-offers	38,966	4,461	58,618	81.3%
/about-elr/resort-services	26,956	4,326	37,559	76.82%
/contact-us	25,012	2,973	37,392	72.43%
/dining	24,806	3,662	39,921	81.51%
/vacationguide	22,168	3,585	34,721	74.6%
/skialps	21,254	16,121	24,658	37.78%
/accommodations/standard-room	21,030	1,674	28,072	85.96%
/elr-experiences/guided-tours	20,396	2,415	34,657	83.9%
/your-stay/eligibility	19,505	8,560	23,784	74.54%
/about-elr/photogallery	18,426	2,443	25,300	75.55%
/ee2025	17,820	8,583	28,728	59.34%
/your-stay/eligibilitytable	17,576	2,083	21,365	80.89%
/elr-wellness	17,066	1,331	22,742	85.48%
/afn-20yeargiveaway	16,789	13,369	21,256	38.84%
/fall-season-saver	16,081	15,361	18,117	11.8%
/accommodations/rooms-suites/vacation-cabins	14,726	1,310	21,427	73.74%
/wineweekend	14,059	9,529	16,107	41.76%
/AFRC-blackfriday	14,003	10,986	16,667	54.65%
/confirm	12,973	2	16,090	92.14%
/accommodations/rooms-suites/campground	12,063	10,469	20,915	79.36%
/explorer	11,827	6,339	16,019	63.38%
/about-elr/employment	11,397	7,096	16,777	51.98%

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

Figure 8: Pie Chart Traffic Source Breakdown



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: 212,228
- Change YoY: +4.1

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: 197050,
- Change YoY: +3.2%

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: 153,174
- Change YoY: +36.4%

Email

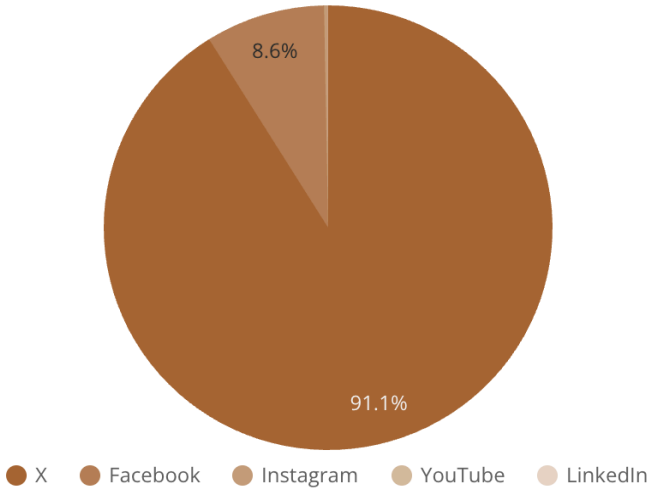
Email traffic comes from users who click links in newsletters, promotions, or automated messages sent through platforms like ActiveCampaign.

- Total Users: 88351
- Change YoY: +97.7%

Social Media

X (formerly Twitter) remains the largest social contributor by a wide margin, driving **673,941 total users (+2.9%)** and **928,158 sessions (+6.8%)**. Engagement stayed exceptionally strong at **83.05% (−0.6%)**, supported by frequent updates, event announcements, and consistent community interaction.

Figure 9: Social channels Sorted by Total users



Facebook showed the most dramatic growth year-over-year, generating **63,698 users (+128.8%)** and **68,749 sessions (+128.1%)**. Despite the massive influx of activity, engagement dropped to **22.31% (−41.4%)**, a common pattern when viral reach or boosted visibility attracts large volumes of casual scrollers.

Instagram continued its upward trend with **2,033 users (+93.3%)** and **2,150 sessions (+97.1%)**, fueled by high-performing visual posts featuring resort scenery, dining, and seasonal experiences. Engagement remained solid at **47.58% (−13.5%)**, suggesting reliable intent from users who click through.

YouTube traffic held steady with **100 users (+6.4%)**, though engagement is at **68.81%** , reflecting moderate but consistent interest in video-based content.

User Demographics and Geographic Breakdown

The United States remains the largest source of traffic, driven by military families, U.S. travelers, and returning guests planning European vacations.

- Total Users: 474,293 (+22.5%)

Germany represents the second-largest audience, with traffic remaining relatively stable despite a slight year-over-year decline.

- Total Users: 151,506 (−3.3%)

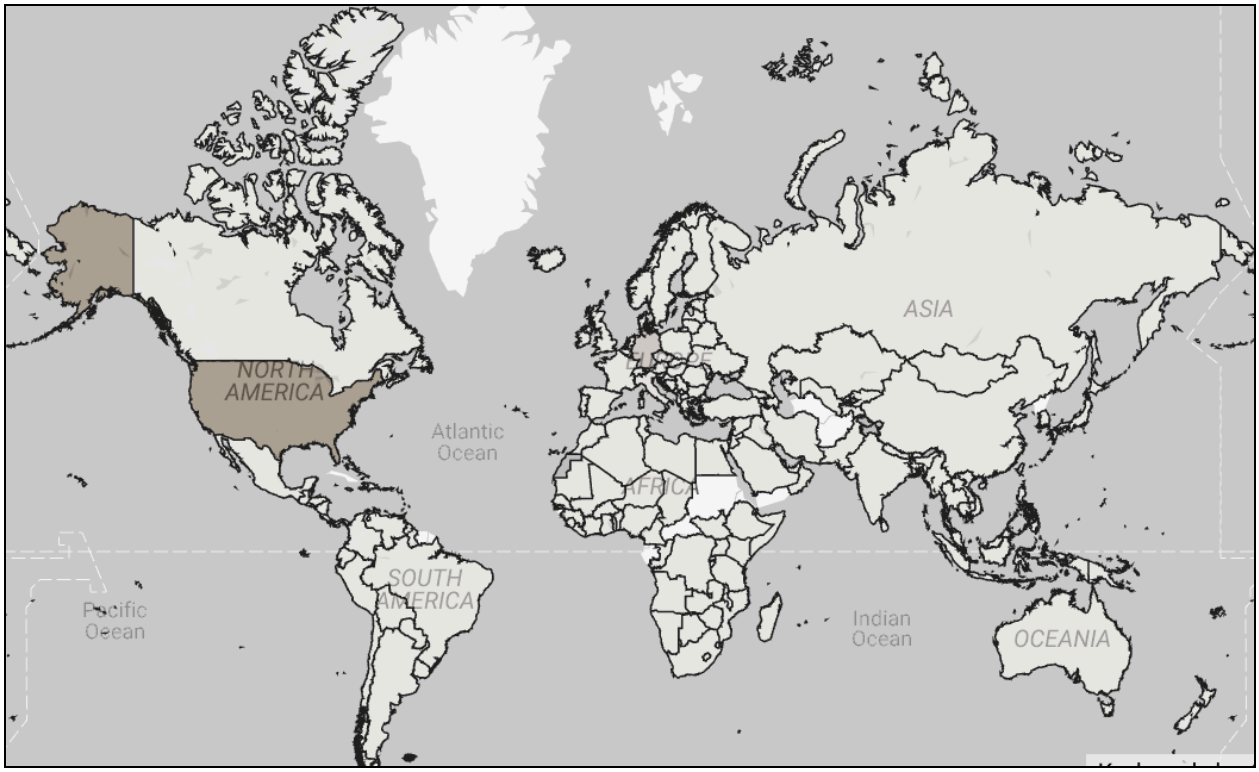
Italy contributed a growing segment of visitors, supported by increased interest in nearby travel and regional tourism.

- Total Users: 19,278 (+12.3%)

Heatmap

Colors indicate user engagement: Dark color shows high engagement, light indicates lower engagement.

Figure 10: Top Countries by User Traffic (from the map)



Top U.S. States by User Traffic

Texas generated the highest traffic volume among U.S. states, reflecting strong interest from military communities and frequent travelers across the region.

- Total Users: 50,312 (+35.4%)

Virginia followed closely, supported by significant Department of Defense populations and steady demand for travel and lodging information.

- Total Users: 48,860 (+26.4%)

Florida contributed a substantial share of traffic, driven by seasonal travel planning and consistent engagement from returning visitors.

- Total Users: 43,033 (+19.5%)

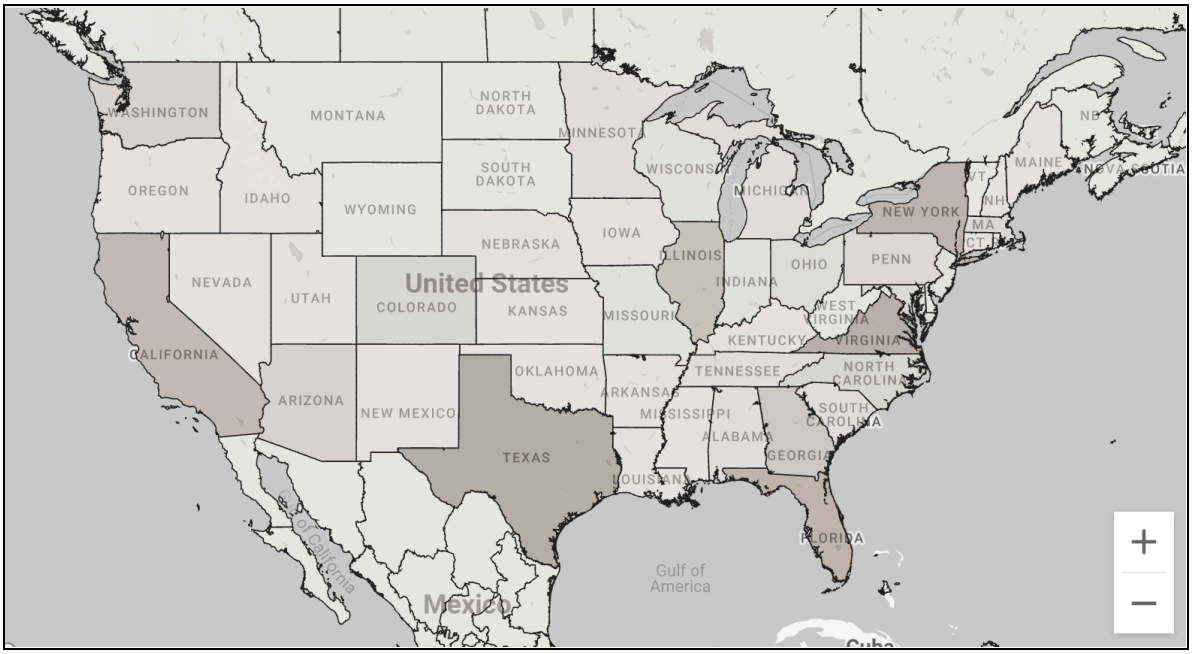
California remained one of the largest U.S. markets, showing strong year-over-year growth from both military and leisure travelers.

- Total Users: 41,105 (+30.7%)

Heatmap

Colors indicate user engagement: Dark color shows high engagement, light indicates lower engagement states.

Figure 10: Top States by User Traffic (from the map)



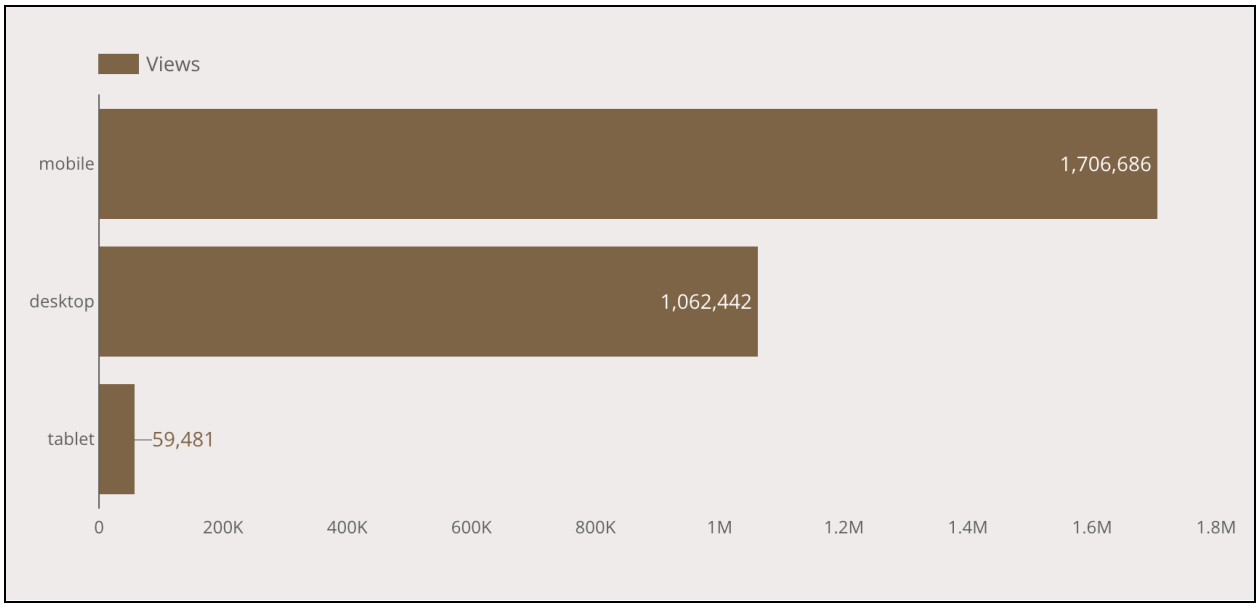
Device Breakdown

Mobile continues to be the dominant device category, accounting for the majority of site traffic. Growth in all device types indicates improved accessibility and engagement across platforms.

- **Mobile**
  - Total Users: 427,064
  - Change YoY: +15.1
- **Desktop**
  - Total Users: 235,510
  - Change YoY: +11.4%
- **Tablet**
  - Total Users: 15,350
  - Change YoY: +17.1%

Mobile's strong increase reflects the continued importance of responsive design and quick load times, while desktop's steady rise suggests ongoing use from work or travel planning environments. Tablet usage remains modest but is trending upward, indicating balanced engagement across multiple device types.

Figure 11: Bar Graph of Device Categories by Percentage



Heatmaps and Engagement

The heatmap images below illustrate how users interact with the Edelweiss Lodge and Resort home page. These visuals highlight where visitors are clicking, scrolling, and pausing, helping identify the strongest engagement zones and areas that may benefit from optimization.

Top Engagement Areas

Hero Section:

The primary hero image and headline (“A Peak Experience”) received the highest volume of clicks and hover activity. Users consistently interact with the main call-to-action button, indicating strong intent to explore packages or begin planning their stay.

Discover Packages Section:

The first two content cards directly beneath the hero, *Discover Packages* and *European Escapes* draw significant engagement. The visuals and prominent “Learn More” buttons encourage early exploration of trip options, itineraries, and curated experiences.

Seasonal & Featured Experiences:

Sections highlighting *European Escape 2026*, *Wine & Dine Weekend*, and *Ski Europe* show concentrated click activity. These modules attract users with compelling photography and value-driven messaging, reflecting strong interest in seasonal promotions and special events.

Special Offers & Dining Features:

The *Special Offers* row and the *Dining & Summit* previews receive evenly distributed engagement, signaling that visitors actively seek both lodging deals and on-property dining information.

Moderate Engagement Areas

Lower Mid-Page Experience Blocks:

While users continue scrolling through experience-based modules (such as *Christmas*

Markets, *Guided Tours*, and *2025 Holidays*), engagement gradually tapers. These sections receive moderate clicks but less sustained attention than the top-of-page features.

Photo Gallery:
The image grid near the bottom of the page receives light but focused interaction, with most activity centered on the top row of images. Users appear selectively curious about visual highlights but less inclined to explore deeper gallery content.

Recommendations

User interaction is strongest at the top of the page and gradually decreases as visitors scroll, following a classic engagement curve. The homepage effectively captures early interest with strong visuals and clear CTAs but could benefit from improved mid-page conversion opportunities.

- **Introduce a mid-page Booking CTA** after the first 3–4 experience sections to recapture users as scroll depth increases.
  Strengthen linking within the experience modules by adding clearer sub-CTAs such as “View Dates,” “See Pricing,” or “Learn More About This Trip.”

These improvements can help turn strong initial curiosity into deeper exploration and higher booking intent across the page.

A Peak Experience

Vacation memories you will cherish for a lifetime

Avg. Above Fold 837px

2026 European Escapes – Booking starts on Thursday 23 October at 1500 hours! More details

Discover Packages

We're excited to launch our 2026 Discover Packages with 11 scheduled departure dates, each offering just 15 rooms. Choose between 7 or 11 night alpine view stays, complete with round-trip Munich airport transportation and daily breakfast. Customize your getaway by adding guided tours and activities that match your travel style. It's an easy, affordable way to lock in an unforgettable vacation and give yourself something great to look forward to next year!

DISCOVER MORE

Explorer 20 Nights

Discover the joy of slow travel with our 20-night Explorer Package, a rare chance to truly settle into life in the Bavarian Alps. Enjoy the perfect blend of guided sightseeing and peaceful, unplanned days to relax, wander, or simply take in the mountain views. With airport transfers, resort amenities, and an orientation tour included, all you have to do is arrive and enjoy. Stay longer, stress less, and experience Bavaria the way it's meant to be savored.

MORE DETAILS >

European Escapes 2026

Experience the best of Italy, Austria, and the Tirol region with our European Escapes package, exclusively for military retirees and their spouses. The trip includes airport transfers, guided transportation, a ten-night stay at Edelweiss Lodge and Resort, and special events throughout the journey. On **Thursday, October 22nd at 1500 CET**, a reservation request form will be available on our website to help manage demand and prevent overbooking. Submitting the form does not confirm a reservation, and packages may sell out quickly once booking links are issued.

MORE DETAILS

Experiences

The Germans have this amazing word: Wanderlust. It means a very strong, irresistible urge to travel. Chances are you know what this feels like. Treat your Wanderlust to one of our many guided day tours. The whole region is crawling with castles, gorges, monasteries and more.

- Guided tours to the area's best sightseeing locations
- Over 70km of prepared ski and snowboard runs
- Four mountain golf courses within 20 minutes drive
- Once-in-a-lifetime adventures like paragliding

EXPERIENCES

Wine and Dine Weekend

37 adults are already signed up! Just a few more rooms are available.

Celebrate Veterans Day with a flavorful fall getaway during our exclusive Wine & Dine Weekend, November 7–10. Enjoy a guided wine tasting tour at Italy's historic Novacella Abbey—one of the world's oldest wineries—plus a five-course wine-paired dinner back at Edelweiss Lodge and Resort. New this year: a Welcome Reception to connect with fellow military wine lovers from across Europe. Limited spots available—book now and savor the season!

MORE DETAILS

Ski Europe

Carve through world-class slopes in Germany and Austria with our fully planned, all-inclusive, hassle-free Ski the Alps Package. Enjoy eight nights at Edelweiss Lodge and Resort, daily breakfast, lift passes, equipment rental, and optional coaching from expert instructors—all at a fraction of the cost of a U.S. ski vacation. Take a midweek break with a brewery tour and unwind in our Alpine Wellness area featuring a hot tub, sauna, steam room, and pool. Skip the crowds, long lift lines, and inflated prices, and experience real value in the heart of the Alps.

LEARN MORE

4 Day Christmas Markets

Originally Sold Out. Now, New Package Dates Just Added!

Escape to a true winter wonderland with our 4-night **Christmas Market Package**, based at Edelweiss Lodge and Resort in Garmisch, Germany. Explore festive markets in **Innsbruck, Austria** and **Brixen, Italy**, with guided tours, sparkling lights, and timeless holiday charm. Highlights include a visit to **Swarovski Crystal World** and a tour of **Novacella Abbey**—one of the world's oldest wineries. Daily breakfast and cozy alpine accommodations are included. Limited space available—book early to make your holiday season unforgettable!

MORE DETAILS

Summit / Flavors Elevated

A bold new dining experience is here—**Summit: Flavors Elevated** is now open at Edelweiss Lodge and Resort. This multi-million transformation blends the warmth of a cozy coffee shop with the variety of an elevated buffet, including chef-crafted dishes, a live-action cooking station, and expanded seating. Thoughtfully designed for comfort, convenience, and connection, Summit is now the heart of your culinary experience. Join us and discover a fresh, flavorful new chapter in your Edelweiss vacation.

MORE DETAILS

European Escapes

We are currently sold out of our 2025 European Escapes.

Reserve your unforgettable European getaway today. Our exclusive packages include guided tours, daily breakfast, and seamless transportation—everything you need for a stress free journey. Reservations are available on a first-come, first-served basis, and availability is limited, so secure your spot before it's gone!

RESERVE NOW

2025 Holidays

Experience the magic of the holidays in the Bavarian Alps at Edelweiss Lodge and Resort. Spend your days skiing or snowboarding, exploring festive Christmas markets, and relaxing in our brand-new hot tub. Enjoy cozy evenings by the fire with glühwein and delicious dining at Zugg's Base Camp or our new Summit restaurant. Online reservations are now available for stays between 20 December – 4 January, with a five-night minimum. Only a few rooms still available.

MORE DETAILS

Seasonal Vacation Guide

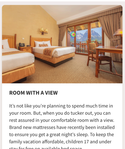
Vacations have a way of opening your eyes — and your heart — to what matters most. Time away gives you space to recharge, reconnect, and experience the world with fresh perspective. Our new Summer Vacation Guide is packed with ideas to help you make the most of your stay. From unforgettable tours and special events to relaxing massages and outdoor adventures, you'll find inspiration for every kind of traveler. Let us help you plan moments that matter — whether it's exploring somewhere new, savoring local flavors, or simply slowing down with the people you love. Download our Summer Vacation Guide and start planning your next great escape.

FREE VACATION GUIDE

GROUP MEETINGS

We have the space to spread out so you can conduct a productive and safe meeting. With the inspiring Alps as your backdrop, and our attentive staff ensuring it all goes to plan, just imagine what you can accomplish. Flexible and functional, our Conference Center and event venues are designed to accommodate a range of groups, settings, and occasions. Whether you're planning a small gathering of 20, or something bigger in scope, you'll work with a conference coordinator who will secure all the details.

LEARN MORE

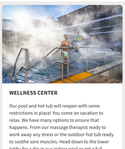


ROOM WITH A VIEW

It's not like you're planning to spend much time in your room. But, when you do tucker out, you can rest assured in your comfortable room with a view. Brand new mattresses have recently been installed to ensure you get a great night's sleep. To keep the family vacation affordable, children 17 and under stay for free on available bed space.

- Junior and Deluxe Suites
- Comfy Cabins
- Dog-Friendly Rooms
- Alpine-View Rooms

LEARN MORE



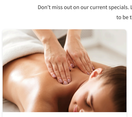
WELLNESS CENTER

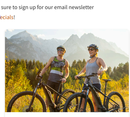
Our pool and hot tub will reopen with some restrictions in place! You come on vacation to relax. We have many options to ensure that happens. From our massage therapist ready to work away any stress or the outdoor hot tub ready to soothe sore muscles. Head down to the lower lobby for a dip in our indoor pool or get a full workout with free weights, treadmills or other Life Fitness circuit training.

LEARN MORE

Special Offers

Don't miss out on our current specials. Learn more about our all our special offers we have. Make sure to sign up for our email newsletter to be the first to know when a new special comes out. See all specials!





MASSAGE THERAPY

Take a break with our signature massages that will take you beyond relaxation. Help reduce mental and physical fatigue, improves circulation and soothes muscle soreness. Our licensed therapists can do a variety of scrubs or wraps to make your skin looking and feeling beautiful.

MORE INFO

GUIDED TOURS

Experience Bavaria by taking one of our guided tours with expert guides. Take in the beauty of this area as you tour a gorge or visit a monastery. Feel the thrill of alpine coaster and the magic of a fairytale-like castle. Plan your vacation now to create lifelong memories.

RESERVE TODAY

BIKE RENTALS

Explore the picturesque scenery of Bavaria by bike. With a wide range of trips from beginner-friendly to experienced, renting a bike is the perfect way to soak in the sights. Our Point Wellness Club offers bike rentals with various time options and family-friendly bike attachments.

LEARN MORE

Airport Shuttle Service

Arriving or departing from Munich airport? Let our team organize a transfer for you and your group and take the hassle out of traveling. With door-to-door service, you can't beat the convenience. A stress-free way to start or end your trip. We are able to confirm airport transfers approximately 7-8 weeks in advance. Transfers are available exclusively upon request and are therefore limited. It is not possible to book a shuttle online for same-day or next-day service.

Munich (MUC) airport to or from Edelweiss Resort is $275 one way for up to 4 passengers. $35 extra per passenger (5 - 7 persons).

MORE DETAILS

Beautiful Bavaria

Discover why Garmisch-Partenkirchen is a peak destination; far away from everyday. Consider us your all-season pass to all the Alpine action. From skiing and snowboarding to historic castles; Edelweiss has it all. Come back from vacation feeling like a new person. If photos are worth a thousands words, this page is worth alot. See more photos!

Edelweiss Lodge and Resort
St. Martinstrasse 120
82467 Garmisch, Germany
From USA: (011-49) 8821-9440
From Europe: (49) 8821-9440

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Partner With Us

U.S. ARMY

Search

User search activity on the ELR site reveals a strong focus on practical amenities and seasonal experiences. The high frequency of specific facility and service-related searches indicates that visitors are actively seeking on-site information rather than general browsing.

- Total Searches: 16,21

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: 2.07

Top Search Themes

1. **Seasonal Experiences & Holiday Travel**
    - "Christmas Market" (240 searches, 98.01% engagement rate) is the top search, confirming exceptional interest in winter holiday travel and local cultural experiences.
    - "Christmas" (209 searches, 92.17% engagement rate) underscores widespread interest in holiday programming.
    - This demand supports featuring seasonal promotions earlier and more prominently on the homepage.
2. **Resort Packages & Signature Trips**
    - *"European Escapes" (233 searches, 96.31% engagement)* shows guests are actively exploring bundled vacation options.
    - These high-intent searches indicate that package pages should maintain strong visibility within navigation and homepage modules.
3. **Guest Requirements & On-Site Policies**
    - "Eligibility" (215 searches, 94.12% engagement) demonstrates that many visitors rely on search to confirm who can book and stay at the resort.
    - This suggests eligibility guidelines should be surfaced higher, perhaps via sticky header links or a simplified overview on key landing pages.
4. **Resort Amenities & Guest Services**
    - *"Laundry" (212 searches, 98.44% engagement)* reflects high demand for practical guest service information.

- These queries show users want quick access to logistical details about their stay.

Recommendations

1. **Improve access to high-demand content**
   - Surface “Eligibility” and basic stay requirements directly in the header or pre-header.
   - Add a seasonal promotions band for Christmas Market, winter escapes, and holiday programming.
2. **Create a unified seasonal hub**
   - Consolidate holiday offerings (Christmas Market, winter packages, festive events) into one “Holiday Travel” landing page to reduce fragmented searches.
3. **Strengthen package visibility**
   - Move featured packages (European Escapes, weekend experiences, seasonal itineraries) higher on the homepage to match search intent.

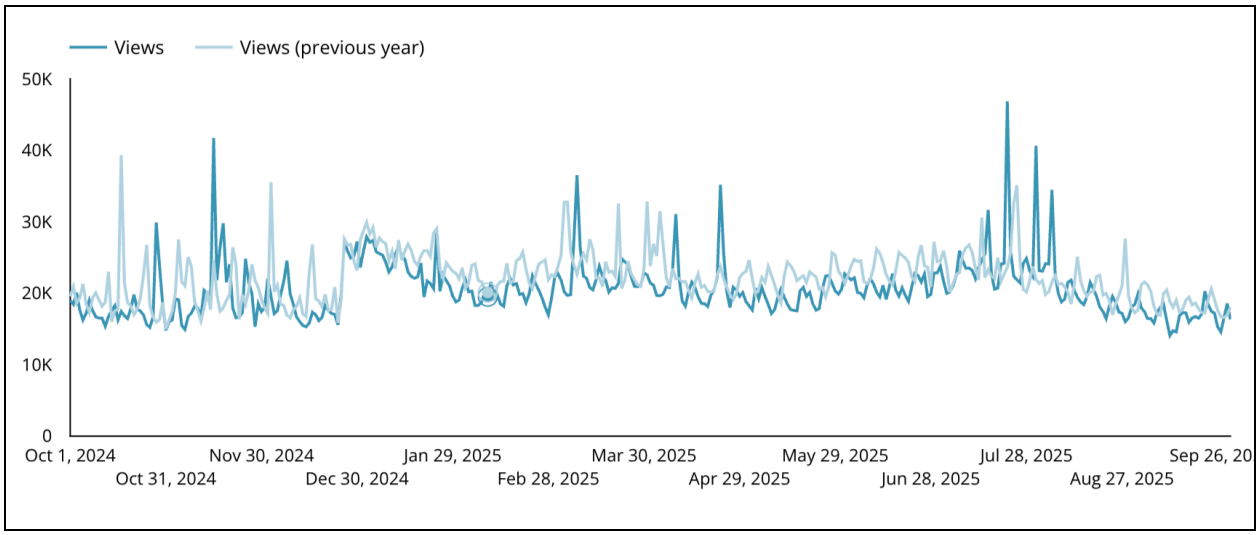
Hale Koa Hotel

Hale Koa experienced slight declines across major traffic and engagement metrics. Views reached 7.5 million (−7.2%), while Sessions decreased to 2,979,892 (−5.2%), indicating a small dip in total site activity compared to the previous year. Audience volume followed a similar pattern, with Total Users at 1,660,253 (−9.7%) and New Users at 1,634,248 (−9.9%), suggesting reduced first-time discovery and lighter visibility across acquisition channels.

The site maintained a healthy average session time of 3 minutes and 35 seconds (−2.4%), and the engagement rate held at 56.37% (−1.8%), showing that visitors who did arrive continued to click, browse, and interact at strong baseline levels. These metrics indicate that while fewer users reached the site overall, those who did were still deeply engaged with travel planning content.

- Views: 7,503,567 (−7.2%)
- Sessions: 2,979,892 (−5.2%)
- Total Users: 1,660,253 (−9.7%)
- New Users: 1,634,248 (−9.9%)

Figure 12: Traffic trends across pages.



Top Pages

Table 3: Top page paths sorted by total users.

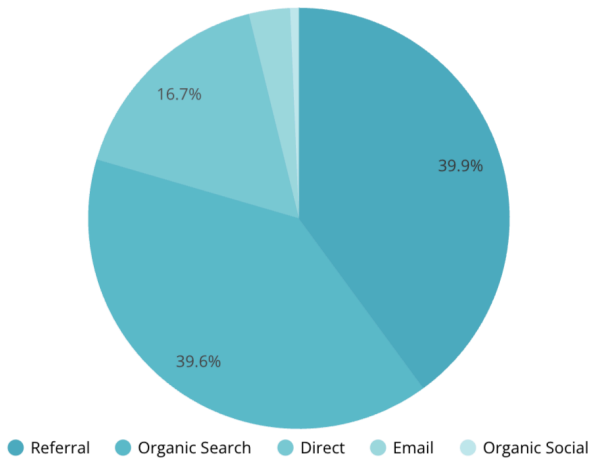
Full page URL	Total users ▼	New users	Views	Engagement rate
www.halekoa.com/	39,057	28,681	65,848	58.52%
www.halekoa.com/rooms-suites	11,337	1,282	15,923	79.51%
www.halekoa.com/about-hale-koa-hotel/eligibility	6,967	1,519	8,571	75.78%
www.halekoa.com/rooms-suites/room-rates	6,412	2,438	8,144	70.15%
www.halekoa.com/dining-drinks	5,459	585	8,880	89.67%
www.halekoa.com/Deals/Promotions	4,714	153	5,855	79.56%
www.halekoa.com/experiences	4,505	366	7,001	89.7%
www.halekoa.com/experiences/events/hale-koa-luau	4,454	1,840	7,411	62.97%
www.halekoa.com/Deals	4,185	207	4,911	83.28%
www.halekoa.com/dining-drinks/bibas-courtyard-grill	2,609	469	4,343	91.55%
www.halekoa.com/dining-drinks/bibas-courtyard-grill/bibas-...	2,520	381	4,098	76.9%
www.halekoa.com/dining-drinks/koko-kalia	2,318	316	3,674	82.26%
www.halekoa.com/contact-us	2,233	191	3,144	70.39%
www.halekoa.com/your-stay	2,172	55	2,815	85.33%
www.halekoa.com/your-stay/hotel-services-qr	2,060	488	2,723	73.62%
www.halekoa.com/about-hale-koa-hotel/parking	2,057	984	3,083	65.6%
www.halekoa.com/rooms-suites/deluxe-ocean-front-room	1,889	89	2,771	77.22%
www.halekoa.com/experiences/activities	1,778	127	2,322	87.01%
www.halekoa.com/dining-drinks/aloha-prime-rib	1,625	172	2,104	82.41%
www.halekoa.com/your-stay/photo-gallery	1,575	128	2,024	79.91%
www.halekoa.com/about-hale-koa-hotel/faq	1,540	197	2,047	73.52%

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

Figure 13: Pie Chart Traffic Source Breakdown



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: 646,910
- Change YoY: -6.5%

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: 495,796
- Change YoY: -4.8%

Direct Traffic

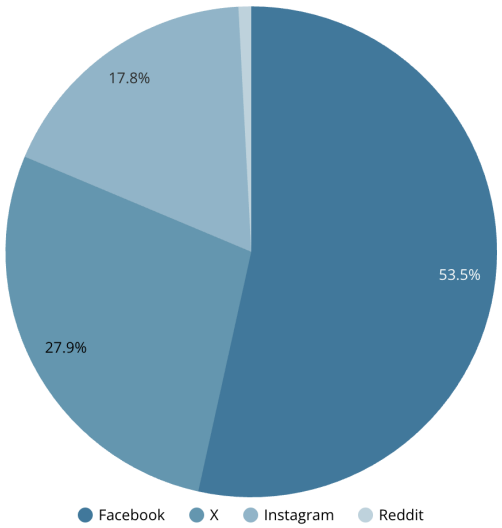
Direct traffic includes users who typed the website URL directly into their browser or accessed it via a bookmark. A slight increase in this category shows steady direct engagement with the site.

- Total Users: 464,218
- Change YoY: -36.4%

Social Media

Social media channels generated a combined 27,387 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 14: Pie chart Social Traffic Breakdown



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

- **Total Users:** 14,233
- **Change YoY:** −37.8%

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:** 7,513
- **Change YoY:** +10.0%

Instagram saw exceptional growth, with traffic increasing sharply as visual content gained strong traction among users.

- **Total Users:** 5,295
- **Change YoY:** +380.5%

Reddit experienced the most dramatic percentage increase, driven by community mentions and improved visibility in travel or military-related discussions.

- **Total Users:** 240
- **Change YoY:** +1,614.3%

User Demographics and Geographic Breakdown

Countries

The United States remains the dominant traffic source, representing the core audience of military families, veterans, and travelers planning Hawaii visits.

- **Total Users:** 1,594,681
- **Change YoY:** −9.5%

Japan continues to be the strongest international market, supported by Pacific-based service members and regional travelers.

- **Total Users:** 15,223
- **Change YoY:** +6.3%

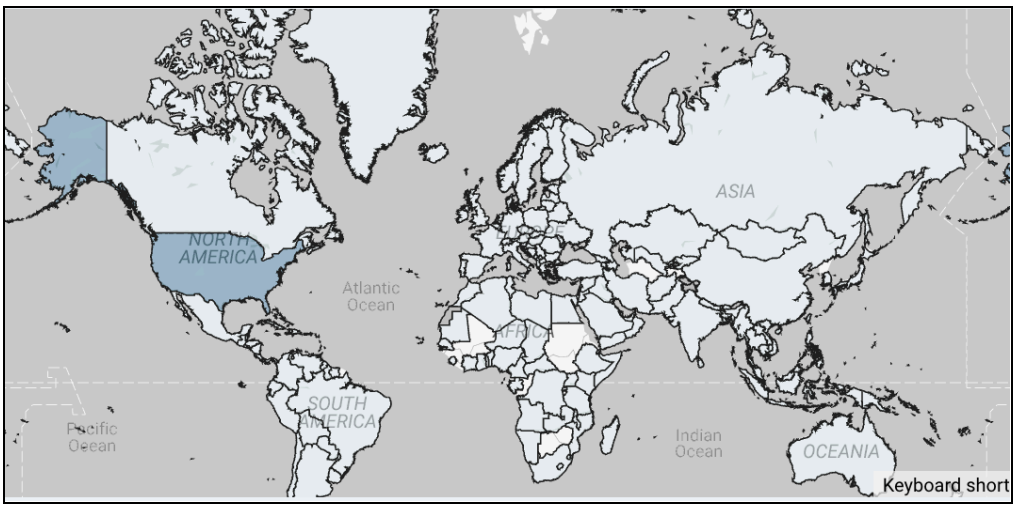
Canada contributed steady traffic volumes, though overall activity declined year-over-year across views and new visitors.

- **Total Users:** 11,281
- **Change YoY:** −23.1%

Heatmap

Colors indicate user engagement: dark blue color shows high engagement, light blue indicates lower engagement.

Figure 15: Top Countries by User Traffic (from the map)



Top U.S. States by User Traffic

Hawaii continues to drive the highest volume of user traffic, reflecting strong local engagement and on-island travel planning.

- **Total Users:** 357,730
- **Change YoY:** −17.5%

California remains a major source of traffic, supported by a large military population and strong interest in Hawaii travel.

- **Total Users:** 256,531
- **Change YoY:** −9.3%

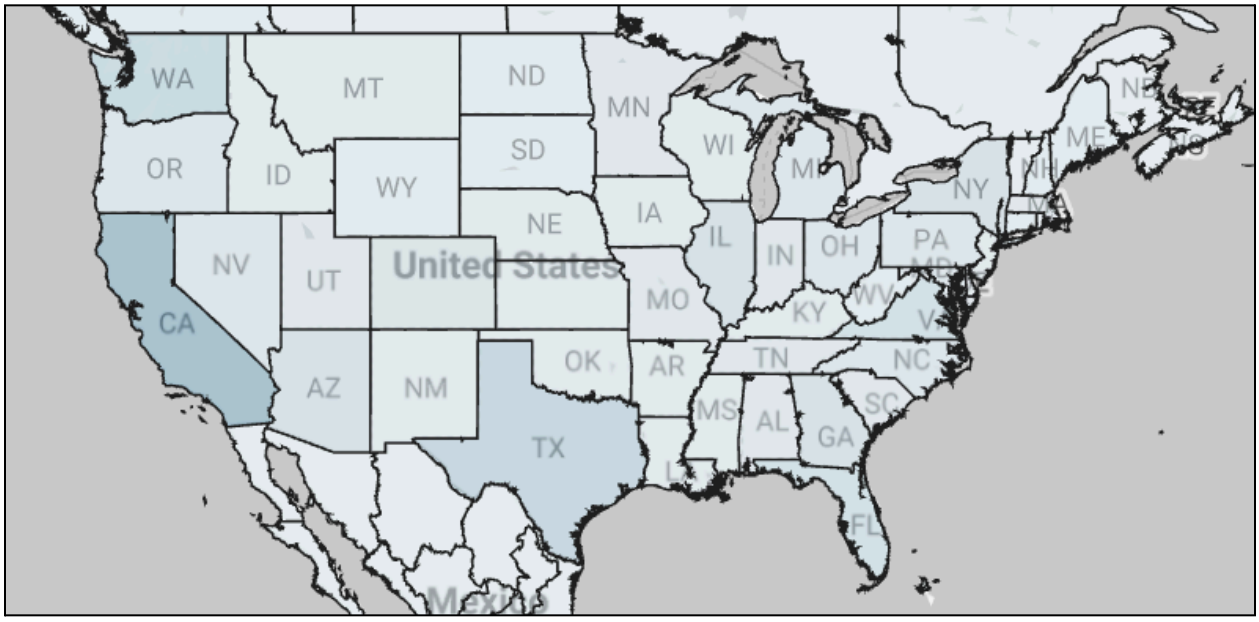
Washington contributed significant activity, though overall traffic declined year over year.

- **Total Users:** 116,118
- **Change YoY:** −17.2%

Heatmap

Colors indicate user engagement: dark blue color shows high engagement, light blue indicates lower engagement.

Figure 16: Top States by User Traffic (from the map)



Device Breakdown

Mobile continues to be the dominant device category, driving the majority of user traffic despite a year-over-year decline.

- **Total Users:** 1,000,567
- **Change YoY:** −11.2%

Desktop remains the second-largest traffic source, showing a moderate decrease while still supporting strong planning behaviors.

- **Total Users:** 627,015
- **Change YoY:** −7.1%

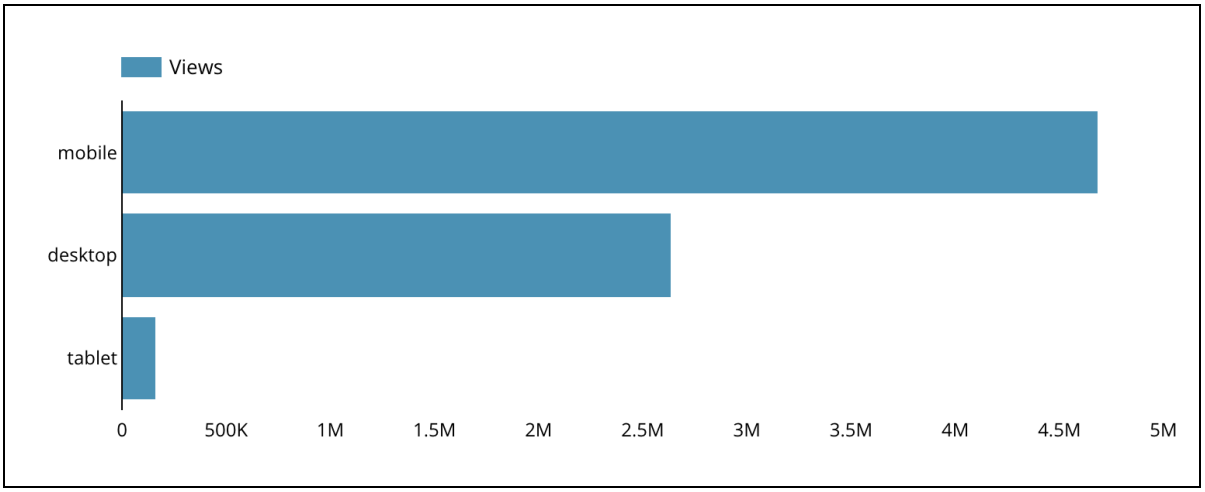
Tablet usage declined significantly this year, contributing a smaller share of total visitors.

- **Total Users:** 31,190
- **Change YoY:** −20.1%

Other device types make up a small portion of overall traffic and showed minimal year-over-year change.

- **Total Users:** 14,000
- **Change YoY:** −1.3%

Figure 17: Bar Graph of Device Categories by Percentage



Heatmaps and Engagement

The heatmap images below highlight how users interact with the Hale Koa homepage, showing where visitors click, scroll, and focus their attention. These insights reveal strong engagement at the top of the page, with interest tapering gradually as users move into deeper content sections.

Top Engagement Areas

Hero Section: The hero banner featuring “E Komo Mai – Welcome” receives the highest concentration of clicks and hover activity. Users frequently interact with the main call-to-action elements, confirming strong early interest in learning more about the resort and beginning the planning process.

Thanksgiving & 50th Anniversary Promotions: The prominent seasonal and celebratory modules *Thanksgiving 2025* and *50th Anniversary Room Special* show concentrated click activity. Their strong visual design and clear CTAs attract visitors who are looking for timely promotions and event-driven offers.

Accommodations & Dining Sections: These mid-page feature blocks draw heavy engagement, especially the Accommodations preview and the Dining teaser. Users frequently click through to room details and restaurant options, showing active intent to explore what staying at Hale Koa includes.

Shows & Experiences: The “Shows & Experiences” section sees strong interactions, particularly on the luau imagery and the “Learn More” buttons. This confirms user interest in on-site entertainment and cultural programming.

Moderate Engagement Areas

Wellness Section: The Wellness module receives moderate engagement, with users viewing the pool imagery but clicking less often than higher-placed features. The interest is there, but the CTA placement and copy may be contributing to lower action rates.

Kalia Road Repair Project: This informational banner receives light interaction, indicating that users notice the content but engage with it only when necessary (e.g., trip planning logistics).

Tile Cards at Lower Scroll Depth: Cards highlighting *Renovation*, *History*, and *Employment Opportunities* receive moderate to low activity. These pages are more informational and naturally attract fewer clicks from vacation planners.

Photo Gallery: The image grid near the bottom of the page captures scattered clicks, primarily on the first few images. Engagement drops significantly as users enter the lower scroll zone.

Video Embed: The large video section displays minimal interaction, suggesting low user intent to watch long-form content during initial browsing.

Recommendations:

User interaction is strongest in the top half of the page, then gradually decreases as visitors scroll a classic engagement pattern. The homepage effectively highlights key promotions and stay-related content but could benefit from added conversion cues and mid-page reinforcement.

- **Enhance promo modules with secondary CTAs** like “View Dates,” “See All Offers,” or “Plan Your Holiday Stay.”

These adjustments will help strengthen engagement beyond the hero section and improve conversion potential across the homepage.

E Komo Mai - Welcome-

Memories to Cherish

Avg. Above Fold Height

Your Adventure Awaits
An oceanfront retreat for military members and families

Learn More

Celebrating Our 50th

Check out our special events and activities to honor our anniversary.

LEARN MORE

Thanksgiving 2025

Exceptional Dining to Celebrate this Island Tradition

LEARN MORE

50th Anniversary Room Special

Celebrate with Us and enjoy your vacation with this special.

LEARN MORE

Accommodations

Each of our tower rooms provides you with enviable access to Waikiki Beach. Whether your views are water-filled, tropical or somewhere in between, our Oahu accommodations are breezy, comfortable and affordable.

Elevator Access Only

LEARN MORE

Dining

Dining at Hale Koa Hotel includes a thoughtful selection of culinary options to please every palate and budget. From snacks to full-service, all of the restaurants and eateries at Hale Koa Hotel showcase the distinctive tastes of the Hawaiian Islands with handcrafted quality, variety and creativity.

LEARN MORE

Shows & Experiences

Hawaiian culture is special. From sights to shows, Hale Koa Hotel can help you make the most of your visit with authentic Island experiences.

LEARN MORE

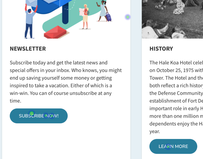
Wellness

This is what island rest and relaxation are all about. Take a deep breath and treat yourself a well-earned indulgence or two. Thoughtfully redesigned to evoke the spirit of the Hawaiian Islands, the new outdoor Main Pool complex compliments the incredible views of Waikiki Beach and the Pacific Ocean.

LEARN MORE

Kalia Road Repair Project

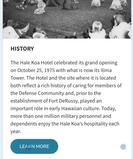
Phase 3 is in progress and expected to last through November.



NEWSLETTER

Subscribe today and get the latest news and special offers in your inbox. Who knows, you might end up saving yourself some money or getting inspired to take a vacation. Either of which is a win-win. You can of course unsubscribe at any time.

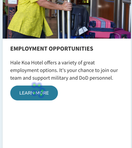
SUBSCRIBE NOW



HISTORY

The Hale Koa Hotel celebrated its grand opening on October 25, 1975 with what is now its Ilima Tower. The Hotel and the site where it is located both reflect a rich history of caring for members of the Defense Community and, prior to the establishment of Fort DeRussy, played an important role in early Hawaiian culture. Today, more than one million military personnel and dependents enjoy the Hale Koa's hospitality each year.

LEARN MORE



EMPLOYMENT OPPORTUNITIES

Hale Koa Hotel offers a variety of great employment options. It's your chance to join our team and support military and DoD personnel.

LEARN MORE

All information subject to change.

Hale Koa Hotel
2055 Kalia Road
Honolulu, Hawaii 96815
1-800-367-8047
1-808-955-0008

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U.S. ARMY

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: 34,096

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: 1.77

Categorized Search

Search trends across the Hale Koa site highlight several dominant themes: guest eligibility, accommodations, dining experiences, seasonal promotions, and logistical planning.

1. **Guest Eligibility & Required Information**
    - Common terms: eligibility, authorized patrons, ID card, dependents
    - Interest in *"eligibility"* and related terms reflects one of the most important information needs for Hale Koa's audience.
    - Many visitors use search specifically to confirm whether they qualify to book a stay, showing a clear need for better visibility of eligibility details across the website.
2. **Accommodations & Room Types**
    - **High-volume terms:** rooms, suites, room rates, ocean view, availability
    - Users frequently search for specific room configurations, rate details, and availability.
    - High activity in accommodation-related queries indicates strong booking intent.
3. **Dining & Culinary Options**
    - **Popular terms:** dining, restaurants, Barefoot Bar, breakfast
    - Searches show consistent interest in food & beverage options, underscoring the importance of dining to the overall guest experience.
    - Many visitors use search to navigate directly to menus, hours, and venue details.

4. **Seasonal Promotions & Events**
    - **Notable terms:** Thanksgiving, Christmas, New Year's, holiday events
    - Seasonal searches spike around the holidays, with users looking for dining specials, room promotions, and event schedules.
    - These queries reveal that holiday programming is a major draw and should be prominently displayed during peak seasons.
5. **Shows & Experiences**
    - **Common terms:** luau, shows, entertainment, cultural events
    - High-intent queries around cultural programming especially the luau indicate that users are actively seeking experiential activities during their stay.
6. **Planning & Logistics**
    - **Key terms:** parking, shuttle, directions, check-in, amenities
    - Visitors frequently use search to confirm operational details and logistical requirements.
    - This suggests that key travel-planning information could be surfaced earlier in navigation or consolidated on a "Plan Your Stay" page.

Recommendations

1. **Strengthen Eligibility Visibility**
    - Place "Eligibility" in the sticky header or a top-level "Before You Book" menu item.
    - Add an at-a-glance eligibility summary on the homepage.
2. **Improve Accommodation Navigation**
    - Provide clearer pathways from promo cards to room details.
3. **Feature Seasonal Content Prominently**
    - Surface Thanksgiving, Christmas, and New Year's events earlier during peak months.
    - Create permanent seasonal landing pages for recurring holiday experiences.

Shades Of Green

Shades of Green experienced a modest year-over-year decline across most major traffic metrics, though overall user engagement remained strong and consistent. Views reached 11,490,376 (–2.3%), with Sessions decreasing slightly to 4,359,586 (–2.0%), indicating a small dip in total browsing volume. Audience size followed a similar pattern: Total Users fell to 2,340,044 (–2.8%), and New Users dropped to 2,315,214 (–2.6%), suggesting reduced first-time discovery and lighter visibility across acquisition channels.

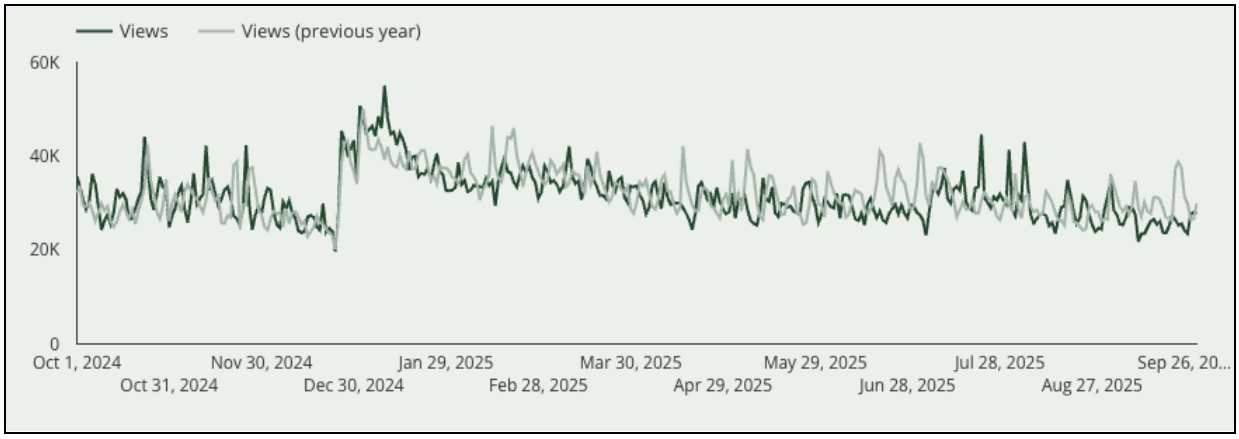
Despite these declines, the site continues to show healthy on-site interaction. The average session time rose to 03:53 (+1.4%), and the engagement rate held strong at 55.03% (–1.9%), reflecting meaningful interaction among visitors who do arrive.

These patterns indicate that while fewer users reached the site overall, those who did were highly motivated especially around planning, ticketing, and stay logistics.

Key Metrics

- **Views:** 11,490,376 (–2.3%)
- **Sessions:** 4,359,586 (–2.0%)
- **Total Users:** 2,340,044 (–2.8%)
- **New Users:** 2,315,214 (–2.6%)
- **Avg. Session Time:** 03:53 (+1.4%)
- **Engagement Rate:** 55.03% (–1.9%)

Figure 18: Traffic trends across pages.



Top Pages

Table 4: Top page paths sorted by total users.

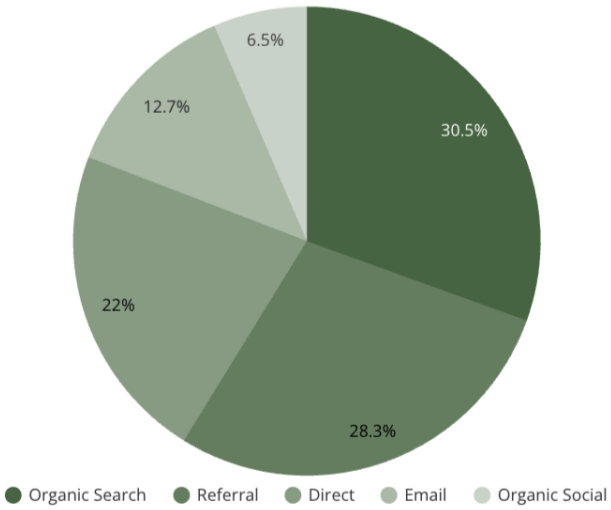
Full page URL	Total users	Sessions	Views	Engagement rate
www.shadesofgreen.org/	1,333,469	2,011,977	2,521,977	53.42%
www.shadesofgreen.org/ticket-prices	419,189	732,901	834,701	65.06%
www.shadesofgreen.org/experiences/attractions	256,418	354,387	412,631	93.04%
www.shadesofgreen.org/experiences	257,948	355,549	412,606	93.43%
www.shadesofgreen.org/rooms	252,831	320,157	369,552	81.99%
www.shadesofgreen.org/about-shades-green/eligibility	229,327	277,051	316,741	79.17%
www.shadesofgreen.org/experiences/attractions/attraction-tickets	132,890	180,724	216,044	83.94%
www.shadesofgreen.org/special-offers/monthly-specials	123,203	154,914	180,405	83.45%
www.shadesofgreen.org/dining-drinks	80,575	125,951	144,780	87.69%
www.shadesofgreen.org/rooms/standard-room	84,270	104,362	122,108	82.76%
www.shadesofgreen.org/contact-us	73,162	113,330	121,060	74.5%
www.shadesofgreen.org/experiences/attractions/waltdisneyworld	71,942	82,188	92,544	76.73%
www.shadesofgreen.org/experiences/attractions/ticket-questions	65,024	82,200	92,456	83.97%
www.shadesofgreen.org/experiences/bus-schedule/current-bus-schedule	48,014	80,119	92,065	79.75%
www.shadesofgreen.org/experiences/bus-schedule	56,450	79,604	88,845	87.09%
www.shadesofgreen.org/your-stay	51,266	62,955	73,888	90.49%
www.shadesofgreen.org/dining-drinks/evergreens	35,291	52,603	69,737	86.2%
www.shadesofgreen.org/dining-drinks/manginos	37,253	50,971	67,875	86.66%

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

Figure 19: Pie Chart Traffic Source Breakdown



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: 1,012,512
- Change YoY: +1.4%

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: 707,815
- Change YoY: −10.3%

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: 596,264
- Change YoY: −2.6%

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

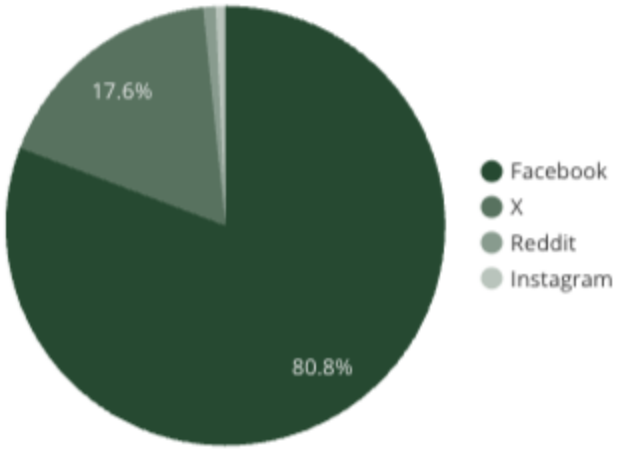
already familiar with the resort.

- Total Users: 44,804
- Change YoY: −9.5%

Social Media

Social media channels generated a combined 55,677 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 continued to lead all platforms, generating **37,210 users** and accounting for the majority of social-driven traffic (+171.9%). Consistent event promotion and community-driven posts helped sustain visibility despite ongoing algorithm changes.

X (formerly Twitter) showed steady performance with **11,445 users** (+5.6%), remaining a reliable channel for real-time updates and announcements.

Instagram saw strong growth, rising **191% year-over-year** with **3,376 users**, driven by photo-centric posts highlighting resort amenities, dining, and leisure experiences.

Reddit, while smaller in volume, increased sharply (+1,200%), suggesting improved content discovery or mentions within community discussions.

User Demographics and Geographic Breakdown

Countries

The United States continues to be the dominant traffic source by a wide margin, reflecting the core audience of U.S. military families, veterans, and domestic travelers planning stays. While overall volume dipped slightly, engagement remained stable.

- Total Users: 2,289,818 (–2.1%)

Puerto Rico saw modest growth, with increases across views, users, and engagement suggesting stronger discovery and more consistent browsing behavior.

- Total Users: 7,470 (+5.0%)

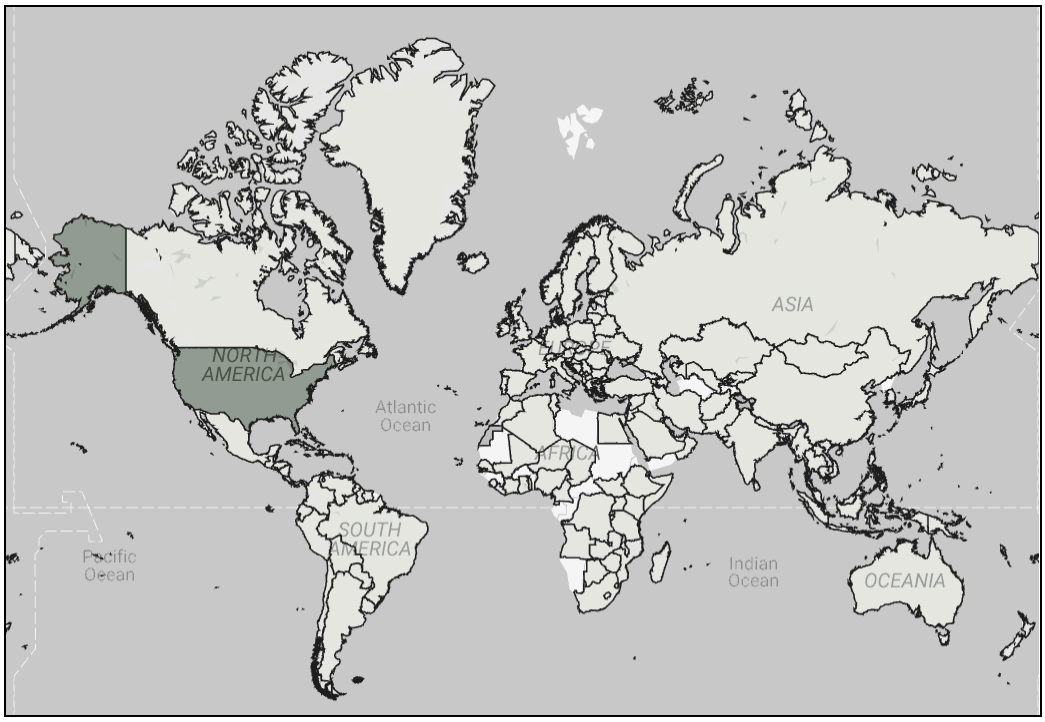
Germany delivered steady international interest despite a year-over-year decline, indicating that European-based service members and travelers remain a reliable audience segment.

- Total Users: 8,282 (–14.8%)

Heatmap

Colors indicate user engagement: green color shows high engagement, light green indicates lower engagement.

Figure 21: Top Countries by User Traffic (from the map)



Top U.S. States by User Traffic

Florida continues to generate the highest volume of traffic, reflecting strong local engagement and consistent interest from military families and visitors planning on-island travel. While views dipped, overall user volume still grew slightly.

- Total Users: 714,330 (+1.4%)

Texas remained one of the leading contributors, supported by large military populations and steady demand for travel information. Engagement also rose year-over-year.

- Total Users: 171,836 (–4.2%)

Georgia delivered sustained activity despite declines across views and sessions, with users continuing to explore recreation and travel planning content.

- Total Users: 182,771 (–13.2%)

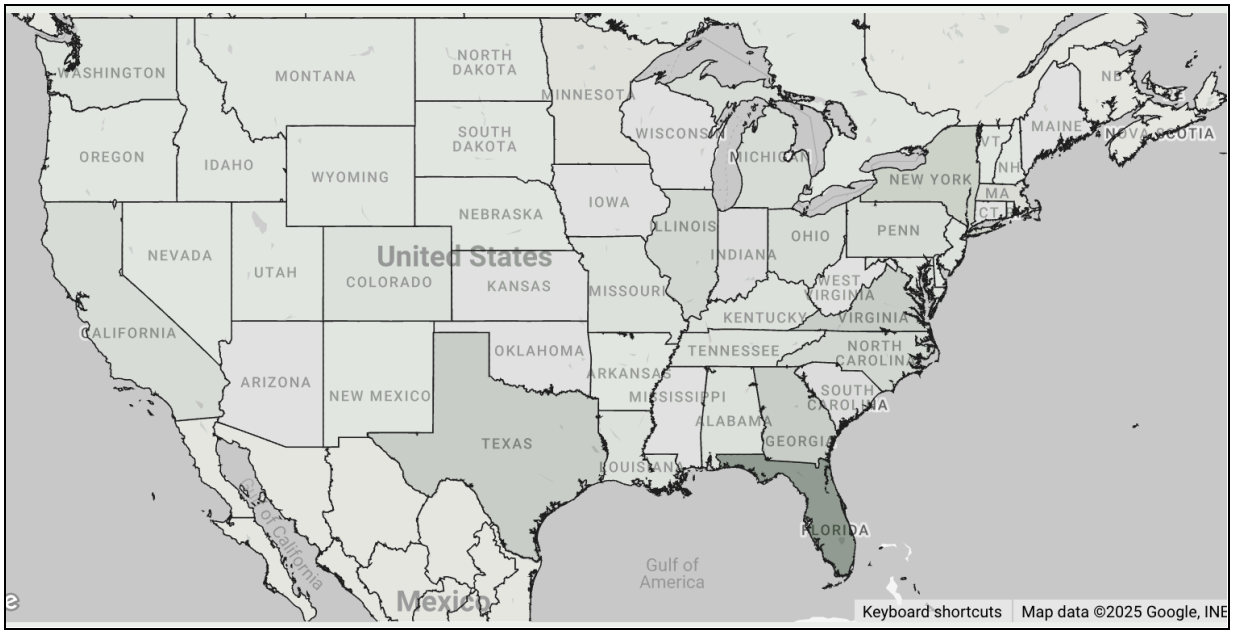
Virginia held stable traffic levels, driven by DoD communities and frequent travelers, though overall activity declined modestly.

- Total Users: 181,020 (–4.8%)

Heatmap

Colors indicate user engagement: Dark color shows high engagement, light indicates lower engagement states.

Figure 22: Top States by User Traffic (from the map)

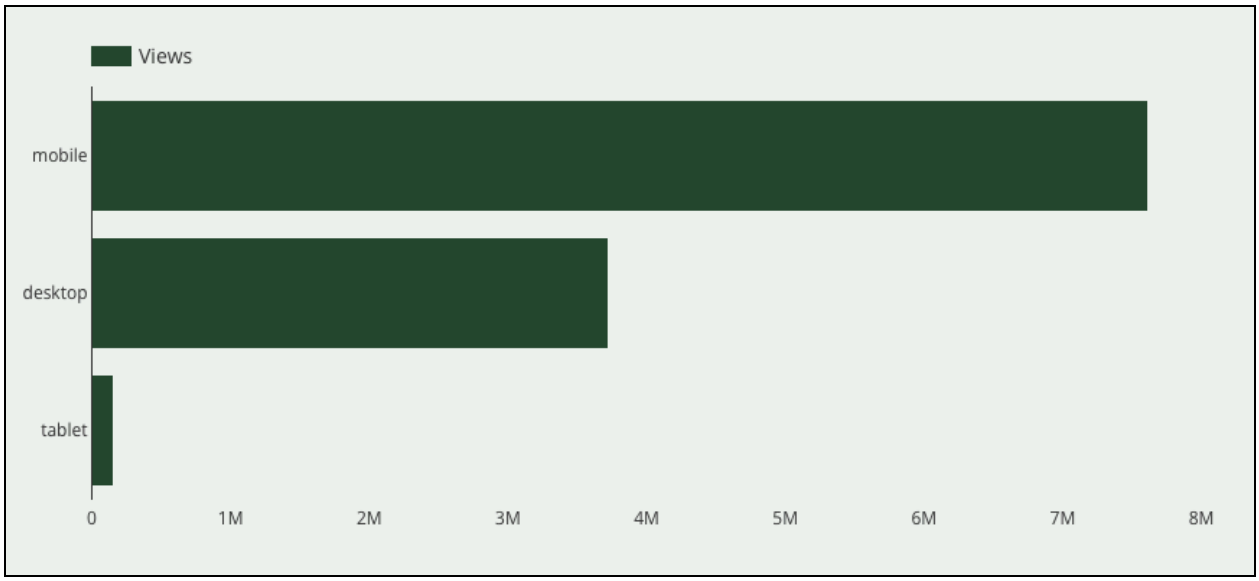


Device Breakdown

Mobile continues to be the dominant device category, accounting for the majority of site traffic. Growth in all device types indicates improved accessibility and engagement across platforms.

- **Mobile**
  - Total Users: 1,585,686
  - Change YoY: −4.7%
- **Desktop**
  - Total Users: 737,608
  - Change YoY: +2.9%
- **Tablet**
  - Total Users: 32,458
  - Change YoY: −16.1%

Figure 23: Bar Graph of Device Categories by Percentage



Heatmaps and Engagement

The heatmap analysis of the Shades of Green homepage shows strong engagement patterns concentrated at the top of the page, with interaction gradually tapering as users scroll through deeper content. Overall behavior mirrors the typical engagement curve

observed across other AFRC resort sites: high-intent users focus first on trip-planning essentials and visually rich content before moving into supporting information such as dining, wellness, and history.

Top Engagement Areas

Hero Section: The hero banner at the top of the page receives the highest concentration of clicks and cursor activity. Visitors consistently engage with the prominent imagery and introductory messaging, confirming that users arrive ready to explore resort offerings or begin planning their stay.

Event Calendar & Seasonal Highlights: The “2025 October Event Calendar” module attracts notable attention, especially from guests seeking up-to-date activities, event schedules, and park-related happenings. Seasonal content continues to be a strong driver of early engagement.

Experiences & Park Tickets: The Experiences & Park Tickets sectionfeaturing attraction graphics and ticket informationshows dense click activity. This confirms high user intent around ticket pricing, park planning, and bundled offerings related to Disney and Universal Studios.

Accommodations: The Accommodations module displays strong engagement on both the room imagery and the associated “Learn More” button. Users frequently click through to view room types, amenities, and booking details.

Dining: Dining content receives steady interest from visitors seeking menus, hours, and dining options during their stay. The hero-style food photography helps draw clicks to the Dining page.

Moderate Engagement Areas

Wellness: The Wellness section receives moderate engagement. Users hover and scroll through the content but click less frequently than in higher-level trip-planning sections. This suggests interest but lower immediate intent.

History Section: The History module sees light to moderate engagement. Visitors scroll through this content but interact at a lower rate, indicating that informational and historical context is secondary to planning-focused needs.

Photo Gallery: The gallery grid shows scattered engagement, concentrated mostly in the top row. Users click selectively on images that capture their attention but do not extensively engage with the gallery as a whole.

Special Offers: Special Offers receive modest engagement compared to the higher-performing ticketing and accommodation sections. Users tend to click on seasonal or visually compelling offers but scroll past others.

Ticket Request Form: The Ticket Request Form module toward the bottom of the page receives limited direct interaction, likely due to scroll depth and the prominence of earlier ticketing pathways higher on the page.

Recommendations

Shades of Green's homepage successfully captures early user attention with strong visuals and clear pathways to high-intent content. To improve mid-page engagement and support deeper exploration:

- Highlight key seasonal content earlier, especially during peak travel periods or special ticket promotions.
- Strengthen internal linking in moderate-engagement areas (Wellness, History, Special Offers) with clearer action prompts such as "See All Offers" or "Explore Wellness Services."

Vacation Memories

Help Allow Text Edge

REMINDER: The walkway from our hotel to the Polynesian Village Resort is no longer accessible due to the World Drive Expansion Project. Learn More>

2025 October Event Calendar

Groups and Weddings

Shades of Green makes hosting special occasions easy, affordable and surprisingly stress-free for eligible guests and sponsors. With more than 15,000 square feet of flexible space, including the 7,500 square-foot Magnolia Ballroom, garden patio and versatile pre-function and breakout rooms, Shades of Green can accommodate virtually any meeting and occasion you can imagine.

Learn More

Experiences & Park Tickets

A pilgrimage to the House of Mouse is a once-in-a-lifetime trip to treasure with your family. Military tickets, promotions, and discounts can be confusing. We can help you experience all the Walt Disney World® Resort magic for less.

REMINDER: The Ticket Office operating hours are 8 AM to 6 PM Daily.

LEARN MORE

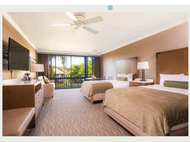
Accommodations

You'll appreciate the value and all the extra space to spread out at Shades of Green after a long day of excitement in a theme park, nearby beach, or wherever your Florida vacation adventures take you. If you're eligible to stay with us, you've earned access to these amazing accommodations.

Exclusive Military Perks

Disney Only? Salute Veteran Program

LEARN MORE



Dining

Shades of Green dining is convenient and full of options to suit your taste, budget and busy schedule. Whether you're after a quick bite on your way to the parks, a sit-down spread with dozens of dishes or homemade ice cream to enjoy after a busy day, you'll find something to treat your appetite right at Shades of Green.

LEARN MORE

Wellness

Make sure to schedule an off day from the parks to relax by the pools. Shades of Green has two active pools to enjoy all the water play you can handle. The Magnolia Pool is zero-entry and the nearby hot tub is a great spot for grownups to relax. The iconic Mill Pond Pool has a three-level water slide and separate cushioned splash park, which is perfect for family fun.

Learn More

In-House Specialty Orders

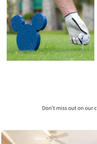
Are you looking to surprise your loved one with a thoughtful and elegant gift, such as a beautifully curated gift basket, a luxurious cake, or an assortment of delightful sweets for a special occasion? Let us add a touch of magic by delivering it directly to your room, creating an unforgettable moment of joy and surprise.

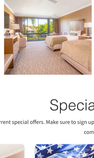
SPECIAL FAVORITES

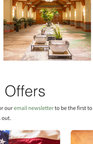
History

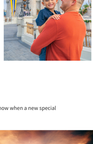
Shades of Green originally opened as a Disney-owned resort known as the Golf Resort in December 1973 with 151 rooms. The Golf Resort was located in the middle of the Palm and Magnolia golf courses. The resort was built of wood and volcanic rock in the style of a country club. The core building of the resort was opened in 1971 as a two-story clubhouse for the golf courses and did not actually have guest rooms.

Learn More



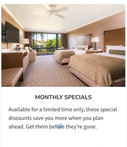






Special Offers

Don't miss out on our current special offers. Make sure to sign up for our email newsletter to be the first to know when a new special comes out.



MONTHLY SPECIALS

Available for a limited time only, these special discounts save you more when you plan ahead. Get them before they're gone.

LEARN MORE >

SALUTE TO OUR VETERANS

All military veterans who have received an honorable discharge have an opportunity to vacation at Shades of Green during January and September. Reservations are subject to availability.

LEARN MORE >

DISABLED VETERANS EQUAL ACCESS ACT 2018

In January 2020 we received new Department of Defense/Army Regulations which expand authorized use at AFRC Resorts.

LEARN MORE >

Ticket Request Form

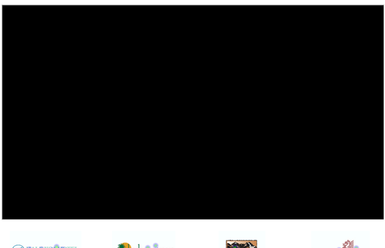
This is the stuff that priceless family memories are made of and Shades of Green makes it possible for less. Please our orderform via email to request tickets or ask questions about any of the tickets using our web form. We are not able to initiate ticket orders over the phone.

SUBMIT REQUEST

Join Our Email Newsletter

Subscribe today and get the latest news and special offers in your inbox. Who knows, you might end up saving yourself some money or getting inspired to take a vacation. Either of which is a win-win. You can of course unsubscribe at any time.

JOIN TODAY!



ROOMS

Rooms/Suites

Photo Gallery

DEALS

Packages

EXPERIENCES

Attraction Tickets

Activites

Bus Schedule

Events

GROUPS

Spaces

Catering

Weddings

Meetings

WELLNESS

Pools

Massage

Fitness

YOUR STAY

Eligibility

Installation Access

Getting Here

Parking

Manage Reservation

Waitlist Request

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1950 West Magnolia Palm Drive
Lake Buena Vista, FL 32830

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Site Policies FOIA Accessibility / Section 508

Date updated: 21 Oct 2025

Search

User search behavior on the Shades of Green website shows strong, intent-driven activity centered on transportation, ticketing, room logistics, and park planning. The volume and consistency of these queries indicate that search is a critical navigation shortcut for guests planning detailed aspects of their stay. Visitors frequently rely on the search tool to locate specific operational information quickly, reflecting a high-intent audience already committed to building itineraries or confirming stay requirements.

- Total Searches: 57,793
- Average Search Count per User: 1.83

Categorized Search

Search trends for Shades of Green fall into several dominant themes: transportation and bus schedules, ticketing and theme-park access, guest services, eligibility, and basic stay logistics. High search engagement rates across nearly all terms (most above 94%) indicate that users are finding relevant results and using search as a direct pathway to action-oriented pages.

1. **Transportation & Bus Schedules:** Transportation emerged as the most high-demand category, reflecting Shades of Green's unique role in Orlando's theme-park ecosystem.
    - "bus schedule" 2,241 searches (97.49% engagement)
    - "bus" 1,404 searches (97.49%)
    - "bus schedules" 477 searches (95.65%)
    - "shuttle" 375 searches (94.59%)
    - "transportation" 436 searches (94.3%)

These queries reveal that visitors heavily depend on Shades of Green for reliable, up-to-date transportation details for Disney and Universal parks. The extremely high engagement rates confirm strong relevance and user satisfaction with the results.

2. **Theme-Park Tickets & Planning:** Ticketing remains one of the strongest intent categories, with users seeking direct access to Disney and Universal-related content.
    - **"tickets" 862 searches (96.53%)**

- **“disneyland” 667 (97.13%)**
- **“universal” 641 (97.5%)**
- **“magic your way” 424 (95.71%)**
- **“disney tickets” 287 (99.19%)**
- **“memory maker” 372 (98.6%)**
- **“epcot” 335 (95.65%)**
- **“disney world” 234 (97.22%)**
- **“universal studios” 286 (96.2%)**

The exceptionally high engagement across these terms signals clear booking intent and heavy reliance on Shades of Green to support full vacation planning.

3. **Guest Services & Amenities:** Many users search directly for practical, on-property services.
    - **“laundry” 840 (94.95%)**
    - **“pool” 369 (96.94%)**
    - **“spa” 336 (98.04%)**
    - **“breakfast” 429 (92.63%)**
    - **“room service” 224 (98.01%)**

These searches confirm active interest in amenities that support comfort and convenience during a stay.

4. **Navigation & Wayfinding:** Visitors often use search to find basic details:
    - **“map” 747 (96.1%)**
    - **“parking” 672 (94.75%)**
    - **“check in” 359 (95.77%)**
    - **“check in time” 328 (96.5%)**
    - **“check out” 269 (94.33%)**
    - **“sign in” / “login” 267 & 246 (~96%)**

These patterns demonstrate that essential trip-planning information should remain easy to find and prominently linked within navigation.

5. **Eligibility & Required Patron Information:** As with all AFRC properties, eligibility remains a top priority for first-time and returning guests.
    - **“military” 253 (96.46%)**

- **“reservation” 258 (95.39%)**
- **“reservations” 312 (94.21%)**
- **“ID card”–related themes (multiple variants grouped)**

Eligibility and authorization-based queries reflect users confirming whether they qualify to book and which IDs or credentials are required.

Recommendations

- **Surface transportation links (bus schedule, shuttle, parking) earlier on the homepage**, as they account for the highest search volume and are essential to user planning.
- **Feature ticketing pathways more prominently** above the fold during peak travel months, leveraging extremely high engagement on Disney and Universal-related terms.
- **Elevate “Check In / Check Out / Parking / Map” items into the sticky header or a universal footer utility bar** to reduce wayfinding queries.