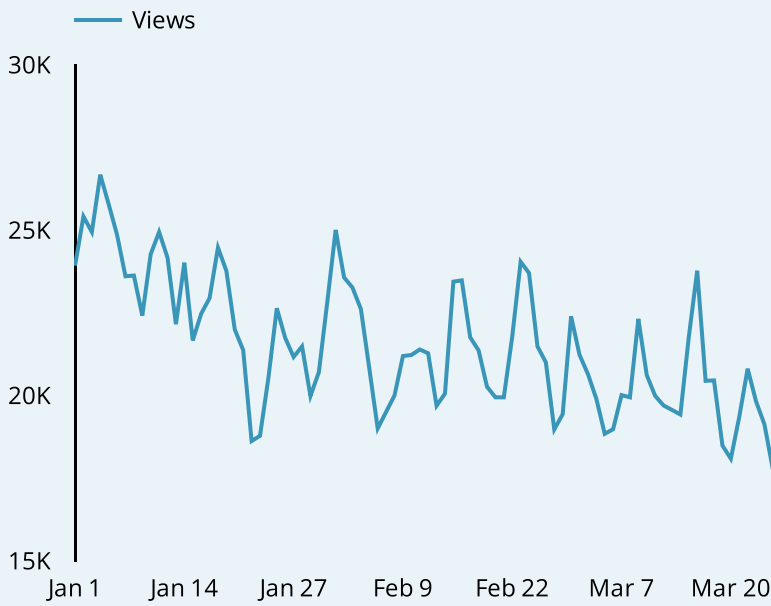


Overview Compared Y-o-Y

Google Analytics 4

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
1,917,309	719,256	422,065	401,244	04:01	57.97%
↓ -3.4%	↓ -6.4%	↓ -5.6%	↓ -5.8%	↑ 8.3%	↑ 2.2%

How is site traffic trending?

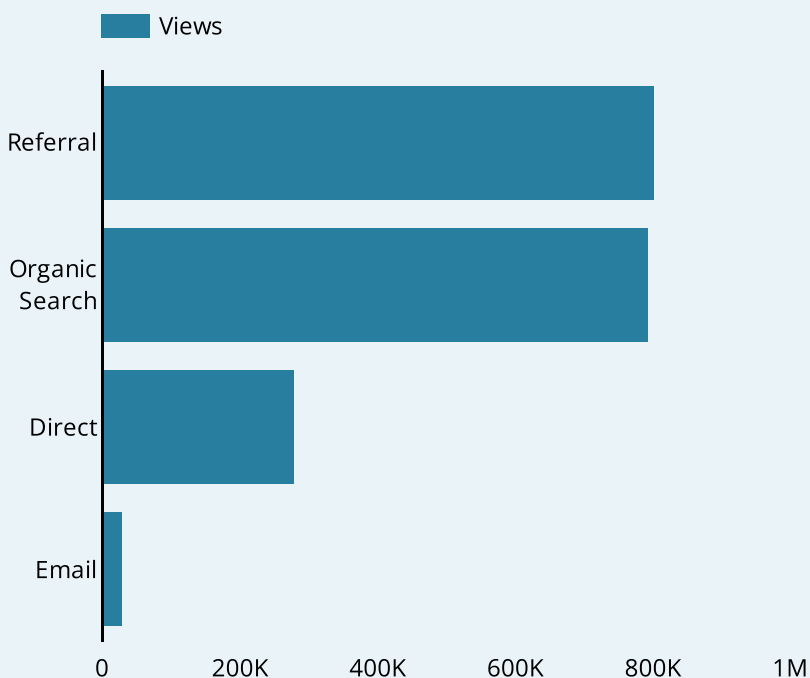


Top Pages

Sorted by Total Users

Page path	Total users
/	342,820
/rooms-suites	57,388
/about-hale-koa-hotel/eligibility	41,341
/rooms-suites/room-rates	35,327
/checkout	33,072
/dining-drinks	28,722
/experiences/events/hale-koa-luau	25,241
/experiences	24,900
/Deals	23,542
/dining-drinks/bibas-courtyard-grill	13,745

Which channels are driving traffic?



What are the top sources?

Sorted by Total Users

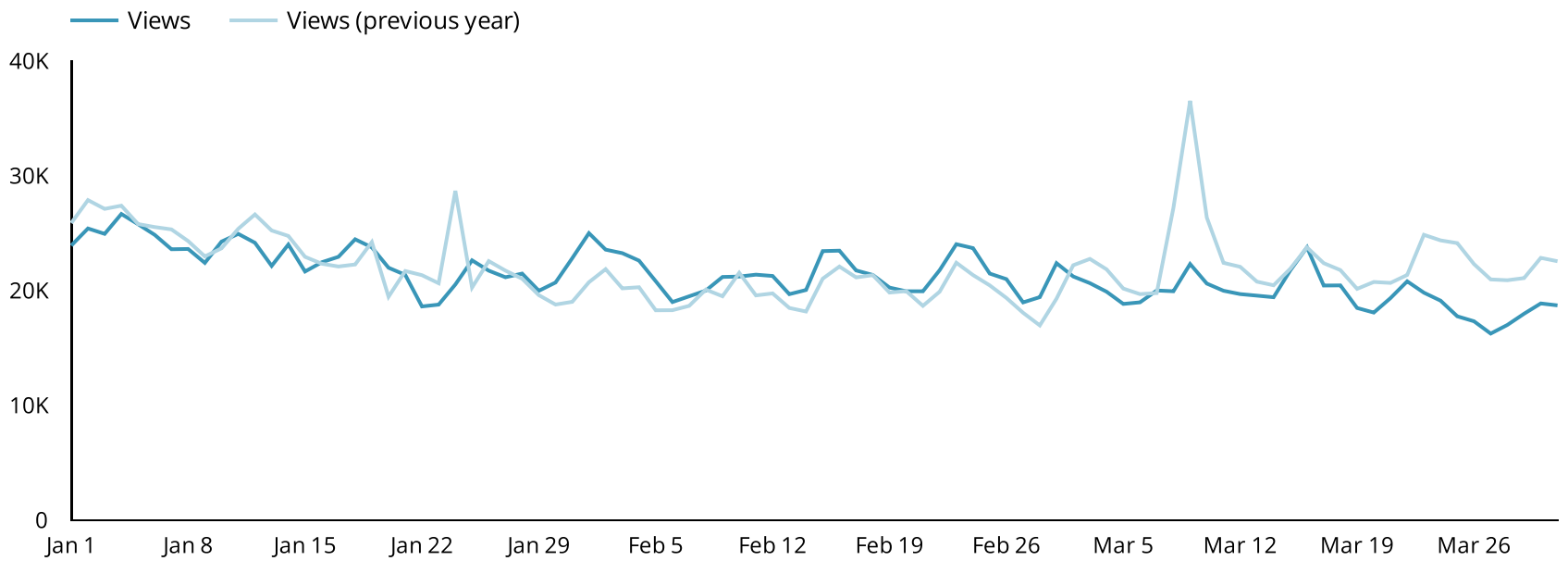
Session source	Total users
google	156,426
halekoa.com	120,304
(direct)	103,829
bing	12,968
be.synxis.com	11,559
ActiveCampaign	8,165
shadesofgreen.org	4,585
yahoo	4,052
armymwr.com	3,347
duckduckgo	2,676

Traffic Trends

Google Analytics 4

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
1,917,309	719,256	422,065	401,244	04:01	57.97%
↓ -3.4%	↓ -6.4%	↓ -5.6%	↓ -5.8%	↑ 8.3%	↑ 2.2%

How is site traffic trending?



Top Pages

Google Analytics 4

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
1,917,309	719,256	422,065	401,244	04:01	57.97%
↓ -3.4%	↓ -6.4%	↓ -5.6%	↓ -5.8%	↑ 8.3%	↑ 2.2%

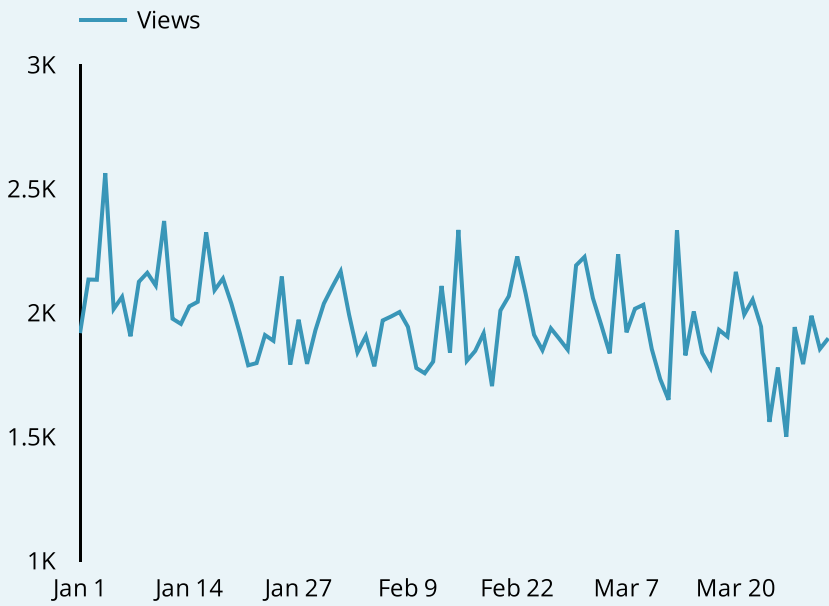
Full page URL	Total users	New users	Views	Engagement rate
www.halekoa.com/	119,313	100,343	230,476	58.86%
www.halekoa.com/rooms-suites	31,473	3,071	47,287	88.27%
www.halekoa.com/about-hale-koa-hotel/eligibility	22,426	4,640	28,929	83.96%
www.halekoa.com/rooms-suites/room-rates	19,264	6,838	25,444	76.2%
www.halekoa.com/dining-drinks	16,451	1,700	27,406	93.13%
www.halekoa.com/experiences/events/hale-koa-luau	14,341	6,654	26,421	62.89%
www.halekoa.com/experiences	14,272	818	23,531	94.65%
www.halekoa.com/Deals	12,957	354	16,150	94.41%
www.halekoa.com/dining-drinks/bibas-courtyard-grill	7,760	1,688	13,459	91.31%
www.halekoa.com/your-stay	7,473	312	10,050	93.59%
www.halekoa.com/contact-us	7,073	489	11,178	77.12%
www.halekoa.com/dining-drinks/bibas-courtyard-grill/bibas-...	6,910	814	11,485	81.76%
www.halekoa.com/your-stay/hotel-services-qr	6,510	1,482	8,941	77.46%
www.halekoa.com/dining-drinks/koko-kalia	6,359	906	10,356	83.77%
www.halekoa.com/about-hale-koa-hotel/parking	6,303	2,836	9,468	71.71%
www.halekoa.com/experiences/activities	5,537	375	7,587	91.84%
www.halekoa.com/rooms-suites/deluxe-ocean-front-room	5,508	258	8,433	87.35%
www.halekoa.com/about-hale-koa-hotel/faq	5,422	967	7,541	78.81%
www.halekoa.com/your-stay/photo-gallery	5,304	359	6,944	86.15%
www.halekoa.com/dining-drinks/aloha-prime-rib	4,798	451	6,943	85.45%
www.halekoa.com/wellness	4,780	142	6,718	95.28%
www.halekoa.com/dining-drinks/happys-fast-fresh/happys-m...	4,580	366	7,270	85%
www.halekoa.com/dining-drinks/happys-fast-fresh	4,535	684	7,619	91.48%
www.halekoa.com/wellness/pool	4,384	841	6,506	78.22%
www.halekoa.com/rooms-suites/resort-view-room	4,283	275	5,882	87.89%

Overview Compared Y-o-Y

Dining

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
177,341	74,824	47,781	11,650	02:48	73.36%
↓ -7.6%	↓ -8.5%	↓ -10.5%	No data	↑ N/A	↑ 4.6%

How is site traffic trending?

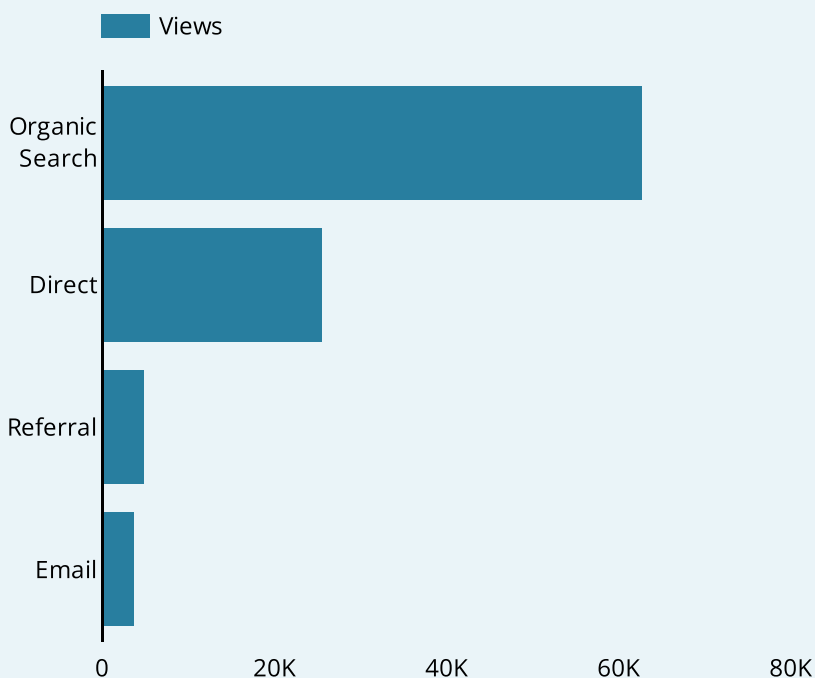


Top Pages

Sorted by Total Users

Page path	Total users
/dining-drinks	16,477
/dining-drinks/bibas-courtyard-grill	7,761
/dining-drinks/bibas-courtyard-grill/bibas-menu-QR-2022	6,910
/dining-drinks/koko-kalia	6,360
/dining-drinks/aloha-prime-rib	4,852
/dining-drinks/happys-fast-fresh/happys-menu-qr	4,582
/dining-drinks/happys-fast-fresh	4,535
/dining-drinks/barefoot-bar-menu-qr	3,690
/dining-drinks/barefoot-bar	3,465
/dining-drinks/java-cafe	1,699

Which channels are driving traffic?



What are the top sources?

Sorted by Total Users

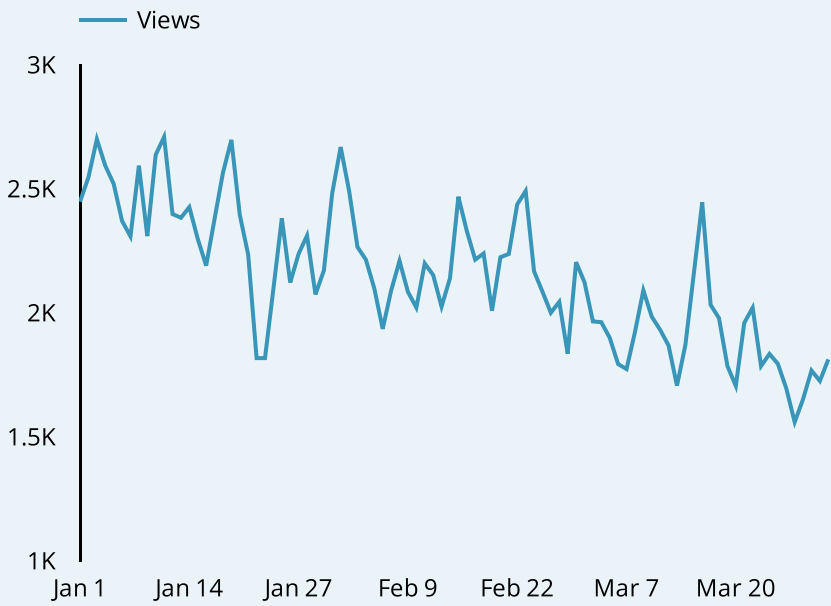
Session source	Total users
google	13,985
(direct)	10,169
bing	977
ActiveCampaign	959
be.synxis.com	589
yahoo	375
duckduckgo	262
m.yelp.com	236
shadesofgreen.org	164
hawaiimilitaryguide.com	153

Overview Compared Y-o-Y

Rooms

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
193,460	104,620	76,812	11,039	02:53	77.46%
↓ -9.5%	↓ -12.8%	↓ -12.8%	No data	↑ N/A	↑ 9.9%

How is site traffic trending?

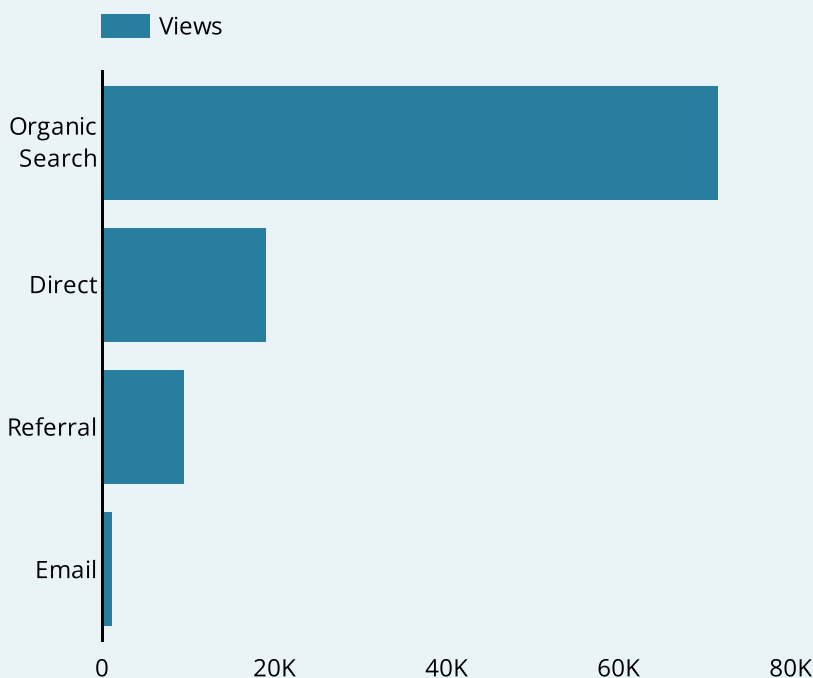


Top Pages

Sorted by Total Users

Page path	Total users
/rooms-suites	31,615
/rooms-suites/room-rates	19,271
/rooms-suites/deluxe-ocean-front-room	5,513
/rooms-suites/resort-view-room	4,283
/rooms-suites/ilima-ocean-west	3,652
/rooms-suites/ocean-view-room	3,625
/rooms-suites/partial-ocean-view-room	3,002
/accommodations/rooms-suites	27
/rooms-suites/resort-view	10
/accommodations/rooms-suites/deluxe-ocean-front-room	3

Which channels are driving traffic?



What are the top sources?

Sorted by Total Users

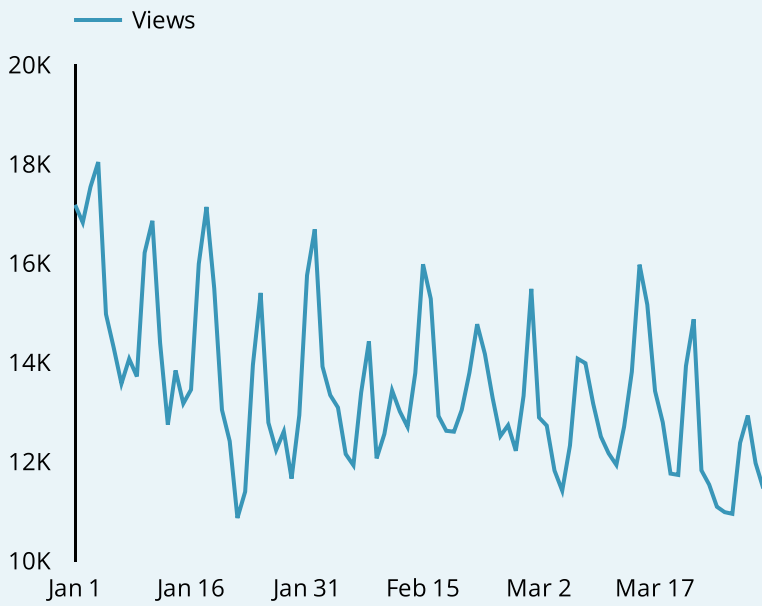
Session source	Total users
google	26,878
(direct)	9,021
be.synxis.com	1,747
bing	1,620
yahoo	688
shadesofgreen.org	675
armymwr.com	515
ActiveCampaign	514
duckduckgo	373
hawaiimilitaryguide.com	239

Mobile Overview

Google Analytics 4

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
1,216,342	472,605	263,136	249,465	03:11	53.91%
↑ 0.2%	↓ -3.0%	↓ -0.9%	↓ -2.3%	↑ 6.4%	↑ 3.1%

How is site traffic trending?

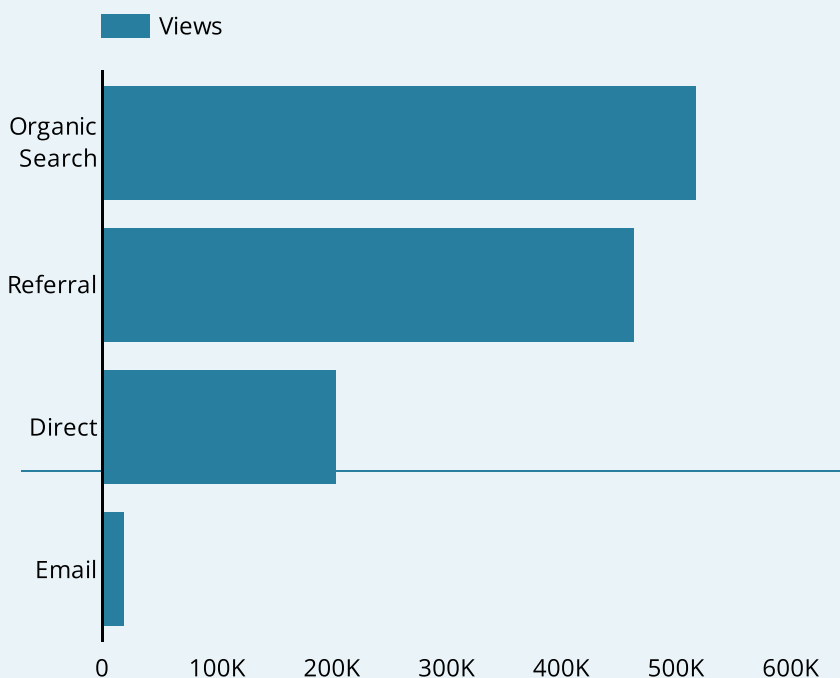


Top Pages

Sorted by Total Users

Page path	Total users
/	205,181
/rooms-suites	40,942
/about-hale-koa-hotel/eligibility	26,216
/rooms-suites/room-rates	25,485
/dining-drinks	19,559
/Deals	18,113
/checkout	18,007
/experiences/events/hale-koa-luau	16,230
/experiences	15,273
/your-stay/hotel-services-qr	9,945

Which channels are driving traffic?



What are the top sources?

Sorted by Total Users

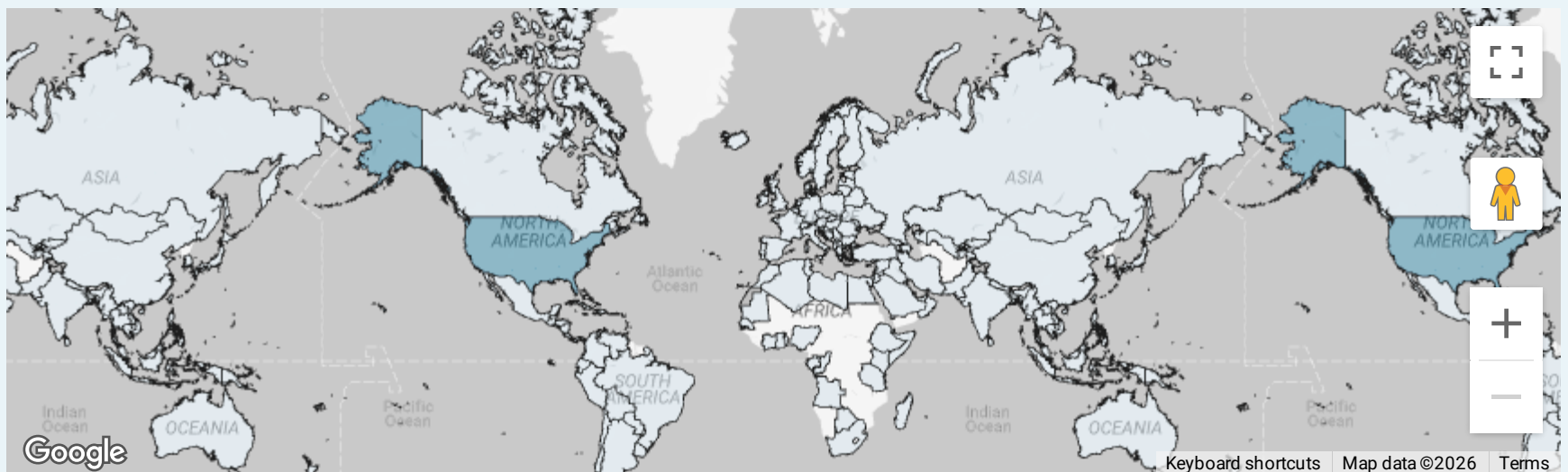
Session source	Total users
google	104,095
(direct)	71,849
halekoa.com	69,176
be.synxis.com	8,216
ActiveCampaign	4,634
shadesofgreen.org	2,648
m.facebook.com	2,334
duckduckgo	1,750
yahoo	1,724
armymwr.com	1,702

Countries

Google Analytics 4

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
1,917,309	719,256	422,065	401,244	04:01	57.97%
↓ -3.4%	↓ -6.4%	↓ -5.6%	↓ -5.8%	↑ 8.3%	↑ 2.2%

Country	Total users	% Δ	New users	% Δ	Views	% Δ	Engagement ...	% Δ
United States	404,318	-5.7% ↓	382,269	-6.2% ↓	1,859,341	-3.0% ↓	58.38%	3.7% ↑
Japan	3,986	1.7% ↑	3,608	0.4% ↑	11,898	-7.8% ↓	57.23%	6.9% ↑
Canada	3,287	-10.7...	3,136	-11.0...	9,047	-6.2% ↓	60.88%	3.1% ↑
Germany	1,693	-8.6% ↓	1,567	-9.8% ↓	5,588	-4.4% ↓	59.52%	3.3% ↑
Australia	1,382	-28.5...	1,294	-29.4...	3,777	-36.2...	64.44%	0.9% ↑
South Korea	1,359	3.0% ↑	1,262	3.5% ↑	4,661	5.4% ↑	56.05%	-2.2% ↓
China	1,238	632.5...	1,228	631.0...	1,274	142.2...	2.97%	-89.2...
United Kingdom	847	2.7% ↑	816	7.5% ↑	2,096	-19.7...	45.92%	-11.7...
Guam	531	0.2% ↑	482	2.3% ↑	2,308	8.8% ↑	66.42%	8.7% ↑
India	505	107.0...	480	99.2%...	1,649	29.2%...	64.73%	-11.8...
Mexico	495	4.9% ↑	423	2.2% ↑	1,524	-6.7% ↓	59.65%	2.7% ↑
New Zealand	320	-24.9...	295	-26.1...	839	-33.9...	63.16%	-1.2% ↓
Netherlands	279	70.1%...	250	71.2%...	876	69.8%...	55.76%	10.0%...
Indonesia	259	40.0%...	145	35.5%...	637	23.7%...	59.14%	-7.0% ↓
Italy	255	10.4%...	240	10.1%...	747	-22.5...	62.21%	7.9% ↑
Philippines	243	-17.1...	212	-21.5...	895	-22.7...	59.48%	7.6% ↑
Singapore	220	126.8...	200	127.3...	458	69.0%...	37.5%	-37.7...

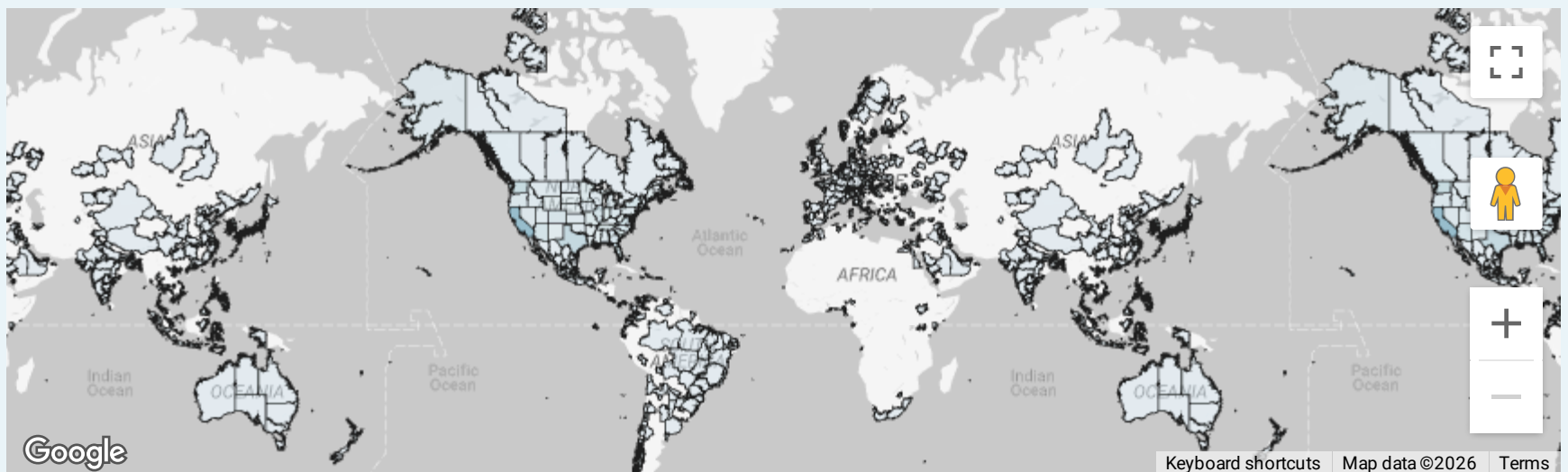


States

Google Analytics 4

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
1,917,309	719,256	422,065	401,244	04:01	57.97%
↓ -3.4%	↓ -6.4%	↓ -5.6%	↓ -5.8%	↑ 8.3%	↑ 2.2%

Region	Total users	New users	Views	Engagement rate
Hawaii	73,306	63,250	309,581	53.32%
California	68,062	56,570	267,690	59.06%
Texas	29,582	22,843	110,111	61.5%
Washington	26,492	19,929	103,224	62%
Virginia	20,796	16,193	69,435	59.59%
Florida	20,611	15,424	73,952	61.43%
New York	16,477	12,155	52,158	61.87%
Illinois	15,059	11,705	51,120	64.4%
Georgia	14,285	9,606	44,258	60.15%
Arizona	13,305	10,127	49,555	59.87%
Colorado	12,837	9,792	46,776	61.76%
North Carolina	11,914	8,082	39,680	62.15%
Ohio	11,345	7,636	37,444	61.04%
Oregon	10,907	6,808	34,150	62.08%
Michigan	10,288	6,146	30,913	59.91%
Nevada	9,124	5,985	31,337	61.1%
Indiana	8,775	5,015	25,126	60.69%



Views 0 309,581

Search

Google Analytics 4

Search Terms	Search count	Search count per user	Total users	Engagement rate
parking	227	1.11	204	98.58%
luau	226	1.23	184	98.12%
wedding	151	1.3	116	100%
map	120	1.18	102	98.15%
laundry	107	1.2	89	94.79%
sign in	100	1.35	74	98.73%
waitlist	99	1.22	81	100%
cancel reservation	87	1.74	50	100%
reservation	84	1.12	75	100%
reservations	80	1.23	65	100%
military	70	1.13	62	98.44%
pool	70	1.17	60	96.77%
find reservation	70	1.52	46	97.92%
wait list	69	1.21	57	98.28%
check in	68	1.24	55	100%
check in time	59	1.28	46	97.96%
cabana	56	1.3	43	100%
breakfast	52	1.13	46	100%
exchange	52	1.13	46	100%
check out	52	1.27	41	93.33%
log in	50	1.43	35	100%
wifi	43	1.16	37	90%
weddings	41	1.28	32	100%
easter	40	1.21	33	100%
eligibility	40	1.29	31	93.94%
check out time	39	1.26	31	97.06%
my reservation	37	1.23	30	100%
login	37	1.28	29	100%
barefoot bar	36	1.16	31	100%
Grand total	8,318	1.83	4,540	96.24%