



American Forces Travel (AFT) SEM Performance Summary

April, 2026

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SEM Performance Summary

FY26 Year-to-Date | October 1, 2025 - April 24, 2026
Compared Against: FY25 Same Period (October 1, 2024 - April 24, 2025)
Prepared by: PortlandLabs | Data Source: Google Analytics 4

BLUF

Army MWR leads all military services in American Forces Travel performance. From October 1, 2025 through April 24, 2026, AFT drove a 32% increase in commissions year over year, reached 17,758 total users (up 12.9%), and added 6,320 new users, a 78.1% increase compared to the same period in FY25. Over 1.7 million promotional impressions were delivered across Army garrison websites at no additional cost, supporting the organic and paid search growth that sets Army apart. This performance is the direct result of Army's integrated promotion strategy, combining Search Engine Marketing, enterprise web placements, and a trusted military partner referral network. The US Army MWR is the driving force behind AFT's success.

Performance Summary

American Forces Travel achieved across-the-board growth during the FY26 year-to-date reporting period. The Army's integrated promotion strategy is delivering strong, measurable results.

Total users reached 17,758, a 12.9% increase year over year, and new users surged to 6,320, a remarkable **78.1% increase** compared to the same period in FY25. This exceptional new user growth demonstrates that AFT is successfully reaching and converting first-time audiences through search engine marketing, enterprise web placements, and trusted partner referrals. Sessions grew 15.6% to 21,548 and total views rose 12.7% to 23,518 year over year, reflecting a program that continues to build momentum. These results directly underpin the 32% commission increase from FY25 to FY26 and the Army's recognized leadership in AFT performance across all military services.

Table 1: AFT FY26 YTD Performance Overview

Metric	FY26 Year to Date	YoY Change
Total Visitors	17,758	12.90% ↑
New Visitors	6,320	78.10% ↑
Sessions	21,548	15.60% ↑
Total Views	23,518	12.70% ↑
Average Session Time	2:12	10.80% ↑
Engagement Rate	79%	-5.50%
Top Clicks: View Trip Deals	12,610	14.60% ↑
Army Commission Growth (FY25-FY26)	32% ↑	Highest Across All Services

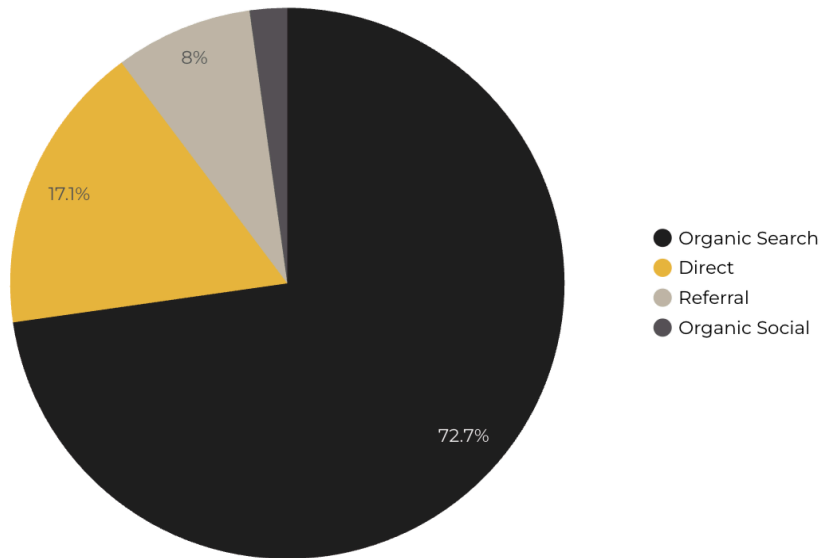
Table 2: AFT FY26 YTD Traffic by Device Category

Device category	Total users ▾	% Δ
mobile	9,519	7.5% ↑
desktop	7,729	18.1% ↑
tablet	371	11.1% ↑
Grand total	17,758	12.9% ↑

Table 3: AFT FY26 YTD Traffic by Acquisition Channel

Channel	Total users ▾	% Δ
Organic Search	12,798	13.0% ↑
Direct	2,853	11.4% ↑
Referral	1,312	-4.5% ↓
Organic Social	387	-23.5% ↓
Grand total	17,758	12.9% ↑

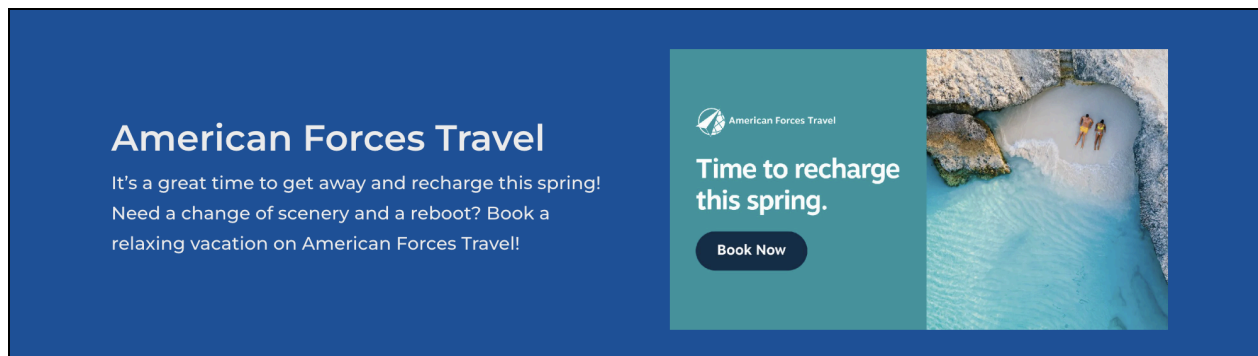
Figure 1: AFT FY26 YTD Traffic by Acquisition Channel



Stripe Impressions

AFT promotional stripe placements across ArmyMWR.com and garrison MWR websites generated **1,727,633 total impressions during the FY26 year-to-date**, providing consistent, high-volume brand exposure to the Army. Stripe impressions represent the number of times AFT promotional content was displayed to site visitors across the installation websites. The stripes function as a continuous touchpoint that keeps AFT visible to soldiers, veterans, and Army families throughout the year. This impression volume is a key driver of the organic search and direct traffic growth observed. Stripes are a distinguishing factor in the Army's outperformance relative to other military services.

Figure 2: AFT Active Stripe Creative Spring Travel Campaign (FY26)



Engagement Metrics and Content Performance

Engagement metrics reflect a high-quality, intent-driven user experience on the AFT platform during the FY26 reporting period. The **engagement rate held strong at 79%**, and average session time increased to 2 minutes and 12 seconds, a 10.8% improvement year over year. Users who arrive at AFT are spending meaningfully more time on the platform compared to the prior year, indicating that the content and deal offerings are resonating with patrons who are actively researching and evaluating travel options. The **14.6% increase in top clicks to View Trip Deals is a direct performance indicator showing that users are moving from awareness to active booking intent.**

Recommendations

The following recommendations are designed to build on Army's leading performance and position AFT for continued growth heading into the remainder of FY26 and beyond.

Sustain and Expand SEM Investment

Continue and document the current SEM investment strategy. The 32% commission increase from FY25 to FY26 validates the paid search approach, and Army's recognition at the Joint Action Board as the top-performing service.

Grow New and Returning Audiences

The 78.1% increase in new users is a standout result. Sustain this momentum by continuing to invest in top-of-funnel search and referral tactics that reach first-time military travel bookers.

Strengthen the Partner Ecosystem

Monitor chatgpt.com as a growing referral source. With 281 users already arriving via AI-assisted discovery, ensuring AFT content is structured to support AI search responses positions the program for continued organic growth through emerging channels.

Maximize Enterprise Web Reach

With 1,727,633 stripe impressions delivered across the enterprise platform at no cost to AFT, the existing web infrastructure is a significant competitive advantage. Ensure stripe placements remain current, seasonally relevant, and linked to active booking promotions to sustain this visibility.