



# ARMY MWR

## Business and Recreation

Views  
**2,251,590**

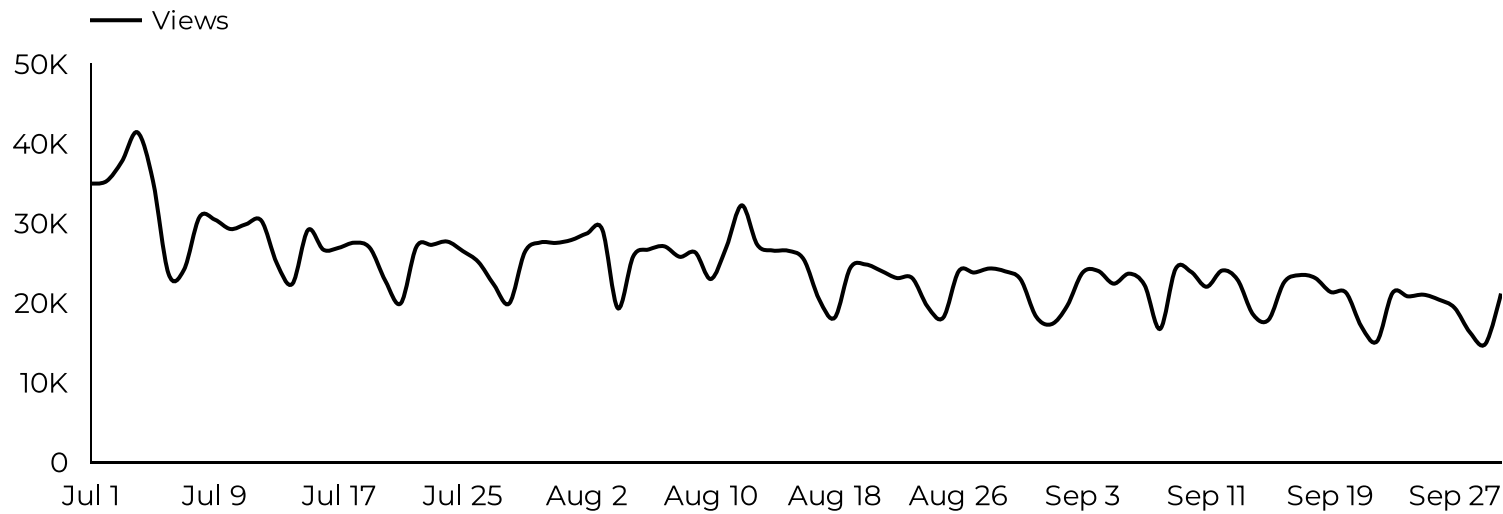
Visits (pageviews) to your page

Engagement rate  
**62%**

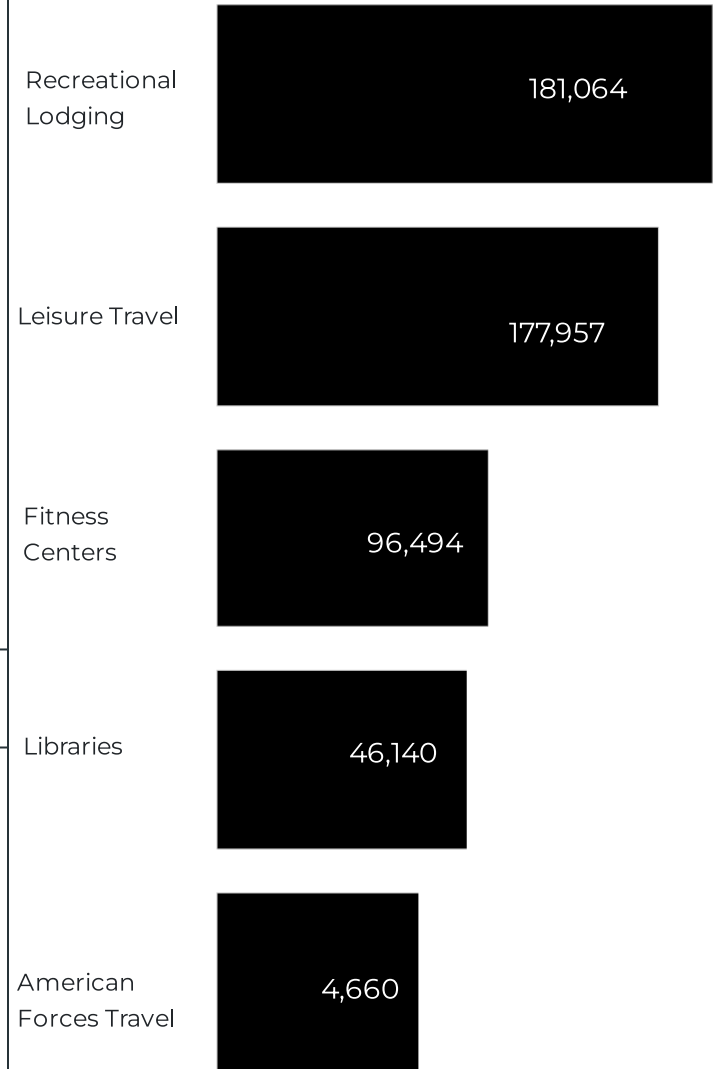
Average time people are engaged on your website

Total users  
**1,047,019**

The total number of users who visited your website



### What programs are users visiting?



### Visits from social media.

Social Media	Total users
Facebook	5,936
YouTube	196
Other	167
Instagram	130
Reddit	21
Twitter	15



# Program Roll-Up

Jul 1, 2024 - Sep 30, 2024



PROGRAM	Total Users	New Users	Sessions	Engagement Rate
American Forces Travel	4,660	1,535	5,708	77.8%
Arts & Crafts	18,397	9,883	23,759	63.75%
Auto Skills	50,717	35,505	69,631	59.33%
BOSS	19,376	9,134	24,031	67.58%
Food and Beverage	431,128	306,209	587,162	67.03%
Healthy Army Communities	2,592	2,105	3,349	60.44%
Leisure Travel	177,957	108,058	248,377	74.33%
Libraries	46,140	28,304	67,145	64.85%
Warrior Zone	10,922	6,381	13,695	63.49%
Army Ten Miler (ATM)	85,310	83,109	134,118	48.05%
World Class Athlete Program	41,116	40,670	47,696	59.45%



# Sports and Fitness Program Roll-Up

Jul 1, 2024 - Sep 30, 2024



PROGRAM	Total Users	New Users	Sessions	Engagement Rate
All Army Sports	9,701	6,178	12,171	68.77%
Aquatics	83,094	48,684	117,822	63.26%
Bowling	52,971	35,842	72,528	61.3%
Fitness Centers	96,494	63,776	136,248	60.8%
Golf	128,027	104,374	184,340	63.94%
Intramural Sports	5,132	1,679	6,288	75.81%
Strong BANDS	2,643	858	3,124	74.81%
Warrior Zone	10,922	6,381	13,695	63.49%
World Class Athlete Program	41,116	40,670	47,696	59.45%



# Outdoor Rec Program Roll-Up

Jul 1, 2024 - Sep 30, 2024

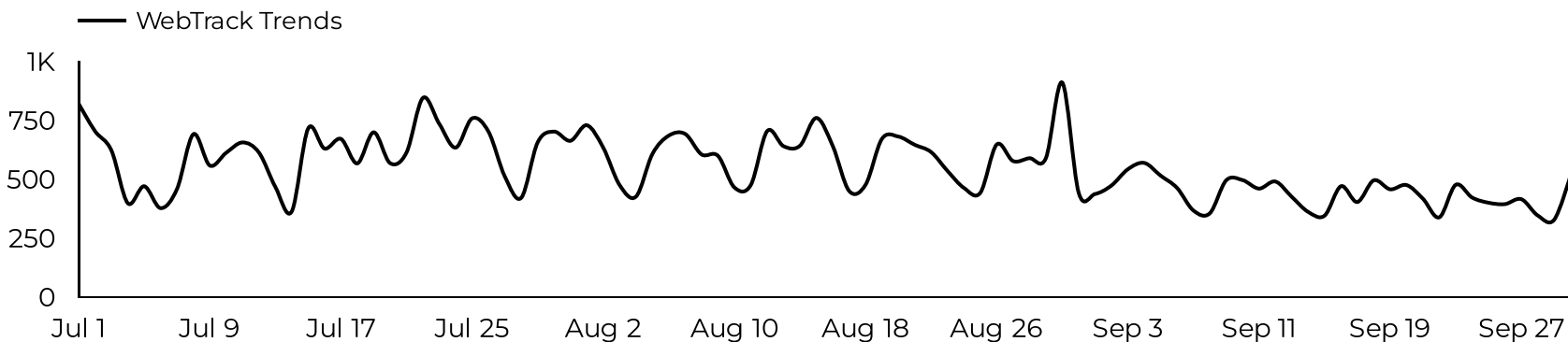


PROGRAM	Total Users	New Users	Sessions	Engagement Rate
Adventure Programs	7,691	4,327	9,534	58.11%
Equipment Rental	22,369	9,756	31,733	72.45%
Recreational Lodging	181,064	123,048	251,669	71.69%



Total WebTrac clicks on pages.

# 50,648



Top installations with the highest number of WebTrac link clicks on pages.

Installation	Clicks on WebTrac Links. ▾
westpoint.armymwr.com	9,643
carson.armymwr.com	5,935
mccoy.armymwr.com	5,360
campbell.armymwr.com	4,655
belvoir.armymwr.com	4,353
stuttgart.armymwr.com	2,341
picatinny.armymwr.com	1,725
jblm.armymwr.com	1,639
liberty.armymwr.com	1,631
leavenworth.armymwr.com	1,382
kaiserslautern.armymwr.com	1,283
grafenwoehr.armymwr.com	1,162
jackson.armymwr.com	1,117
knox.armymwr.com	1,048
cavazos.armymwr.com	850
bliss.armymwr.com	680
moore.armymwr.com	672
humphreys.armymwr.com	670
stewarhunter.armymwr.com	648
meade.armymwr.com	605



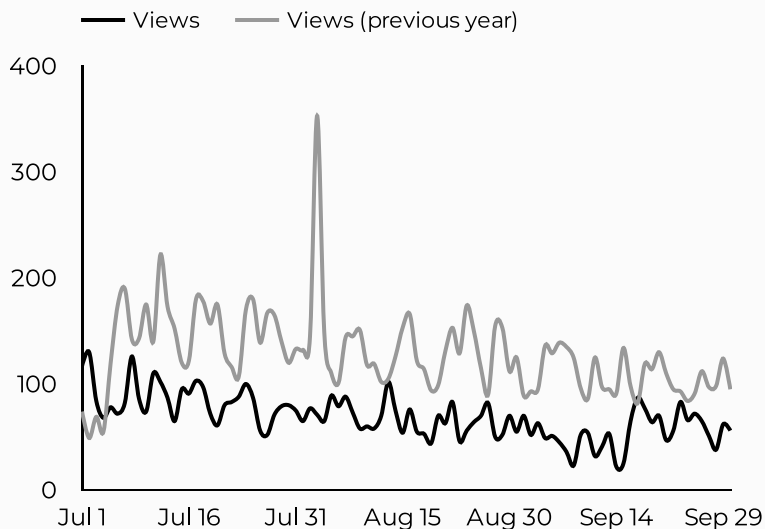
# ARMY MWR

## American Forces Travel

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
6,351	5,708	4,660	1,535	02:05	78%
↓ -46.3%	↓ -45.0%	↓ -44.3%	↓ -29.3%	↓ -0.1%	↑ 190.1%

Compared Y-o-Y

### How is site traffic trending?

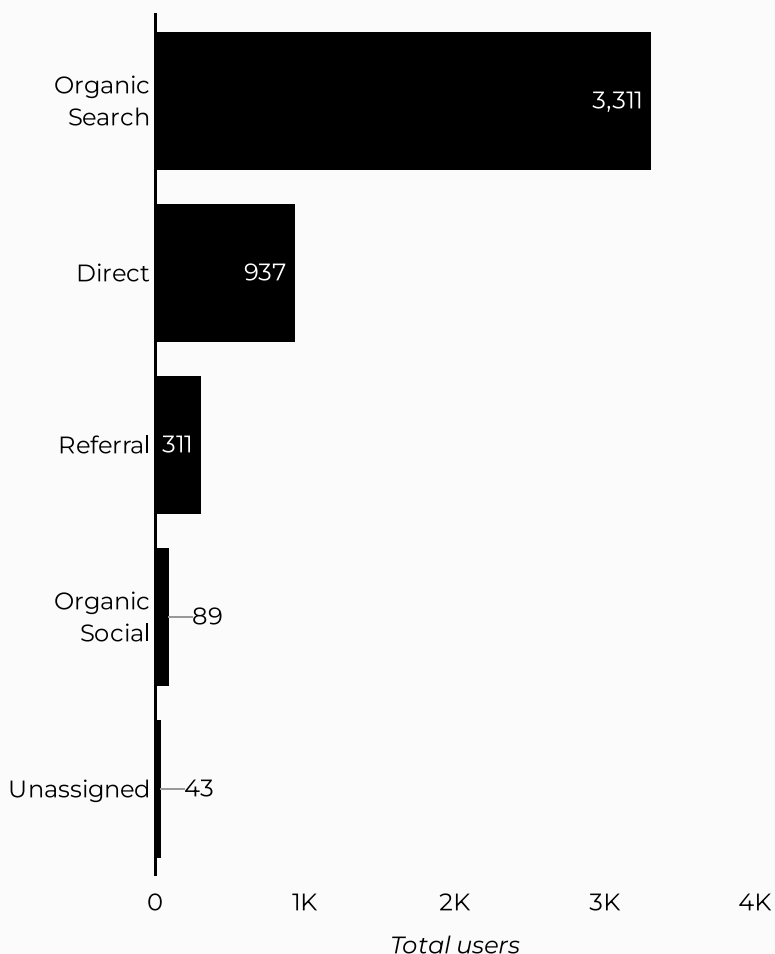


### Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	4,576
jbmhh.armymwr.com	24
westpoint.armymwr.com	23
meade.armymwr.com	13
drum.armymwr.com	12
detroit.armymwr.com	11
belvoir.armymwr.com	3
mccooy.armymwr.com	2
aberdeen.armymwr.com	1
campbell.armymwr.com	1

### Which channels are driving traffic?



### What are the top sources?

Session source	Total users
google	3,021
(direct)	937
bing	192
militaryonesource.mil	149
yahoo	64
home.army.mil	43
m.facebook.com	42
(not set)	38
duckduckgo	31
l.facebook.com	20



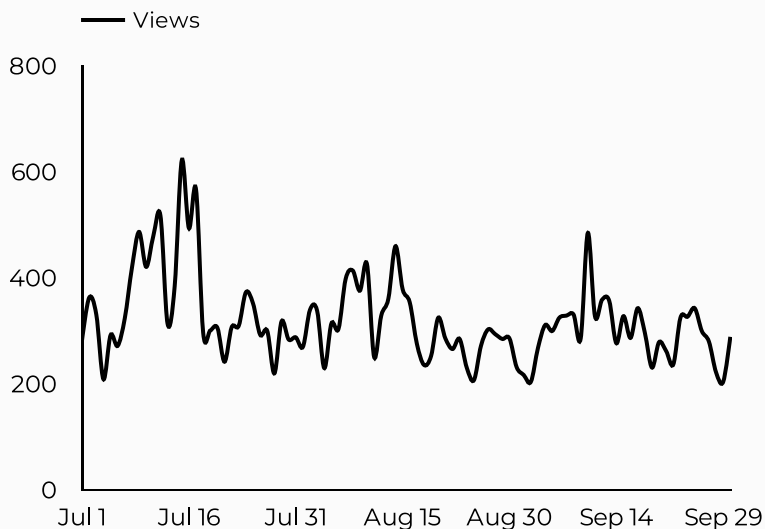
# ARMY MWR

Arts & Crafts

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
29,482	23,759	18,397	9,883	02:04	64%
↑ 9.1%	↑ 7.7%	↑ 10.1%	↑ 5.4%	↓ -9.8%	↑ 38.1%

Compared Y-o-Y

## How is site traffic trending?

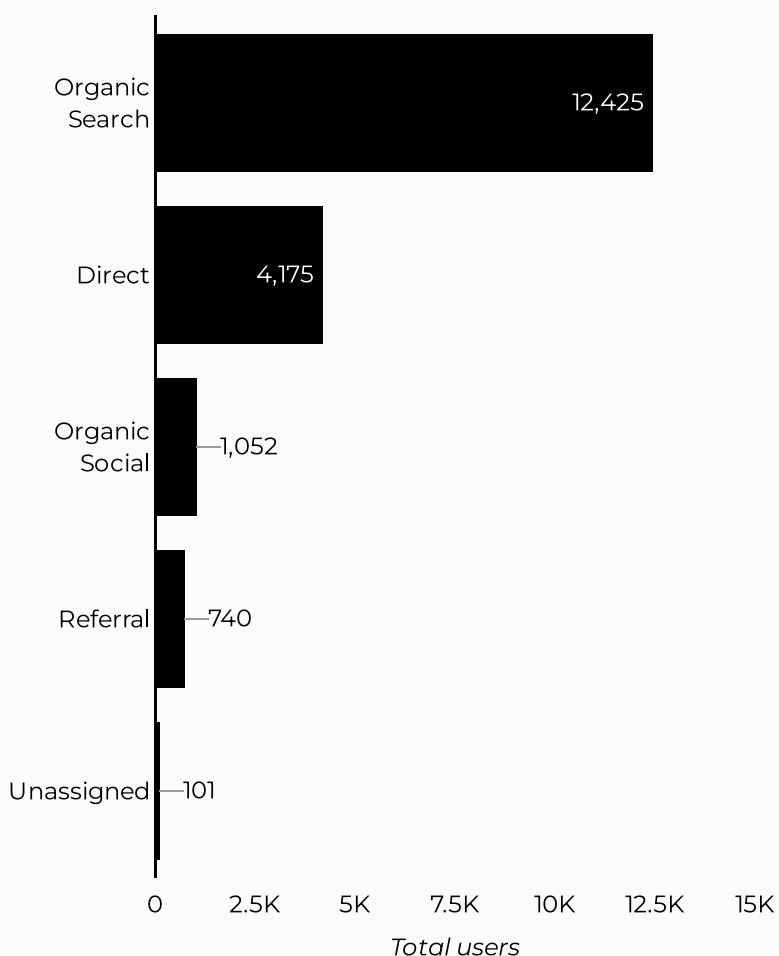


## Top US Army Installations

Sorted by Total Users

Installation	Total users
cavazos.armymwr.com	2,067
stuttgart.armymwr.com	1,483
hawaii.armymwr.com	1,250
humphreys.armymwr.com	1,177
www.armymwr.com	1,032
jblm.armymwr.com	852
knox.armymwr.com	775
meade.armymwr.com	767
bliss.armymwr.com	740
leavenworth.armymwr.com	638

## Which channels are driving traffic?



## What are the top sources?

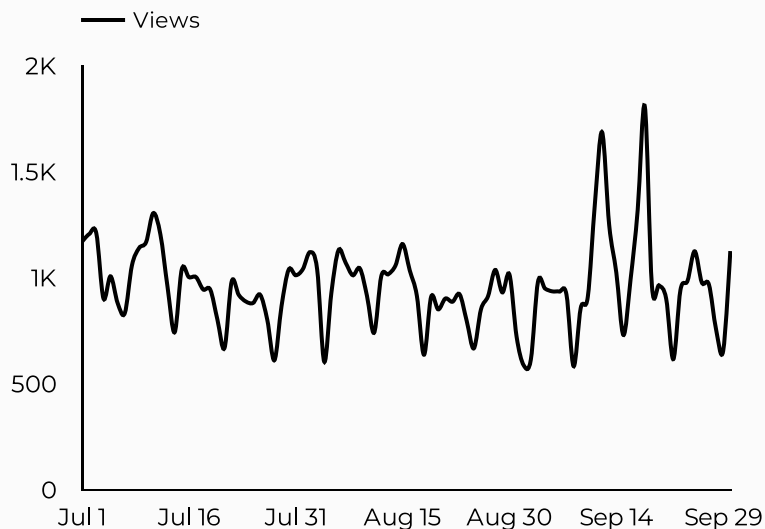
Session source	Total users
google	11,291
(direct)	4,175
bing	710
m.facebook.com	622
home.army.mil	375
yahoo	175
lm.facebook.com	161
duckduckgo	156
l.facebook.com	140
facebook.com	99



Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
88,498	69,631	50,717	35,505	02:30	59%
↓ -1.6%	↓ -5.0%	↓ -3.6%	↓ -1.7%	↓ -1.4%	↑ 27.7%

Compared Y-o-Y

How is site traffic trending?

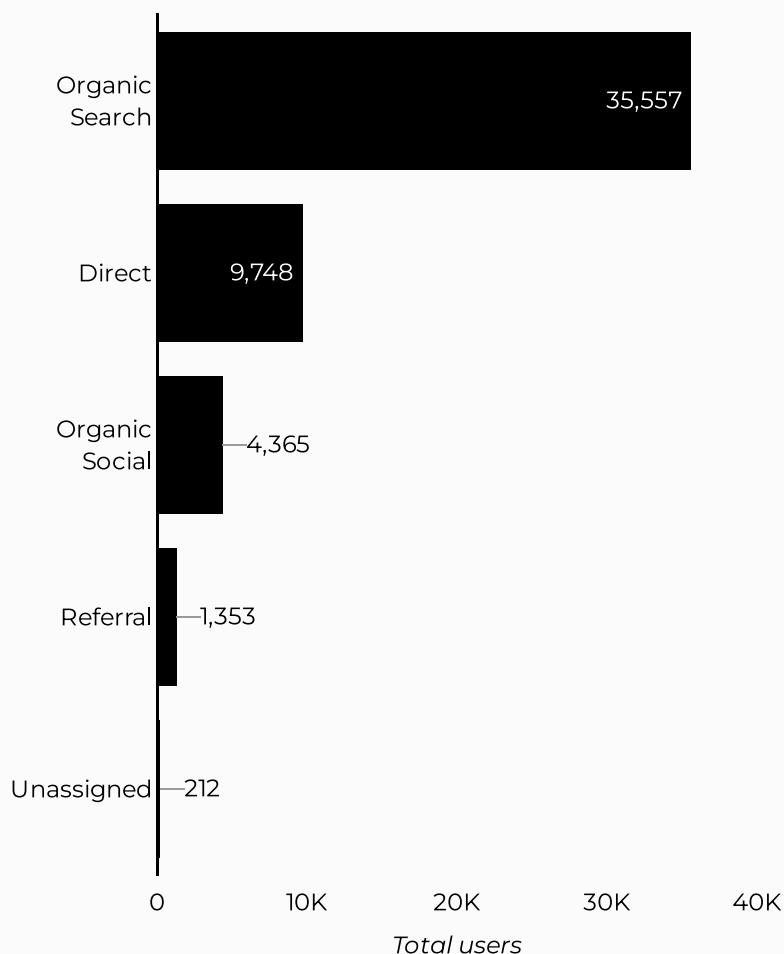


Top US Army Installations

Sorted by Total Users

Installation	Total users
campbell.armymwr.com	3,833
liberty.armymwr.com	2,944
drum.armymwr.com	2,829
kaiserslautern.armymwr.com	2,769
cavazos.armymwr.com	2,729
moore.armymwr.com	2,370
wiesbaden.armymwr.com	2,159
stuttgart.armymwr.com	2,156
hawaii.armymwr.com	2,017
carson.armymwr.com	1,738

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	33,438
(direct)	9,748
m.facebook.com	2,807
bing	1,614
lm.facebook.com	869
home.army.mil	499
l.facebook.com	405
duckduckgo	401
yahoo	283
(not set)	206





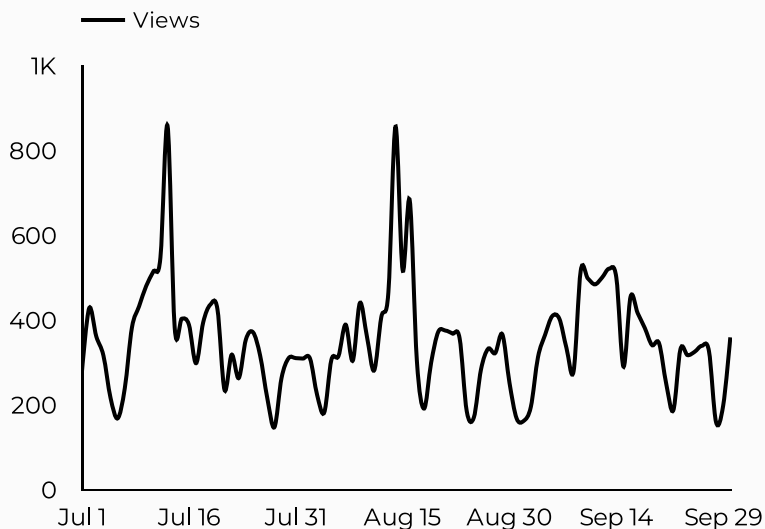
# ARMY MWR

# BOSS

Views <b>32,333</b> ↑ 15.4%	Sessions <b>24,031</b> ↑ 9.8%	Total users <b>19,376</b> ↑ 15.4%	New users <b>9,134</b> ↑ 13.5%	Avg. Session Time <b>01:50</b> ↓ -22.7%	Engagement rate <b>68%</b> ↑ 64.8%
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Compared Y-o-Y

## How is site traffic trending?

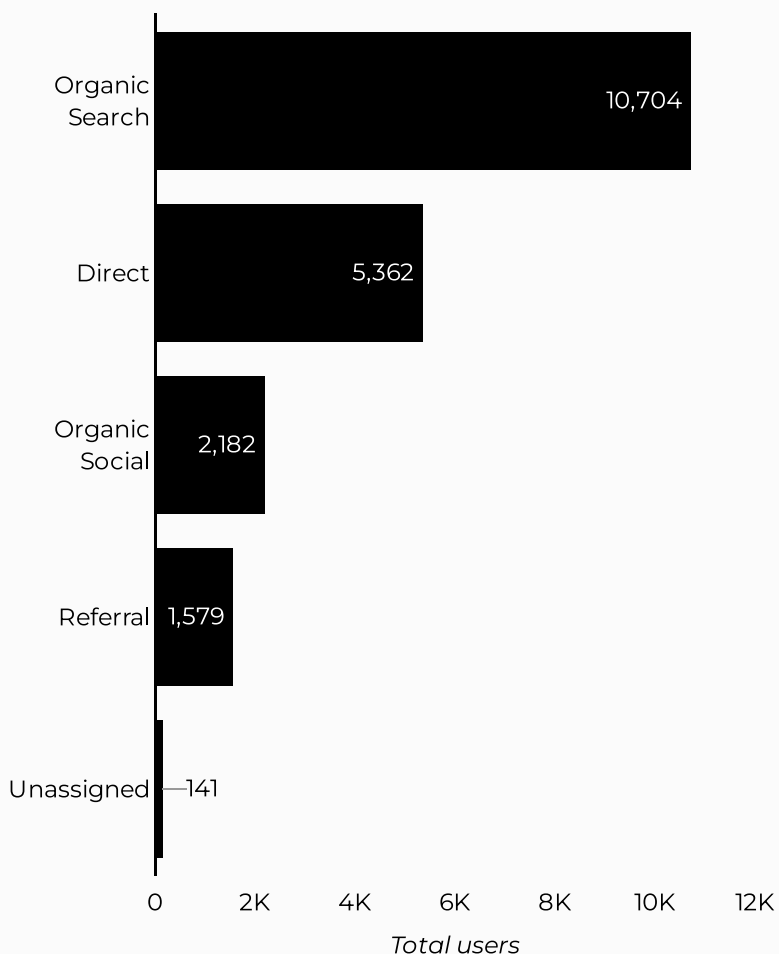


## Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	2,049
humphreys.armymwr.com	1,522
cavazos.armymwr.com	1,507
liberty.armymwr.com	1,231
bliss.armymwr.com	1,168
stewarhunter.armymwr.com	1,056
hawaii.armymwr.com	749
leonardwood.armymwr.com	747
carson.armymwr.com	629
jblm.armymwr.com	615

## Which channels are driving traffic?



## What are the top sources?

Session source	Total users
google	9,744
(direct)	5,362
m.facebook.com	1,208
bing	762
home.army.mil	656
l.facebook.com	334
linktr.ee	309
lm.facebook.com	278
facebook.com	248
(not set)	136



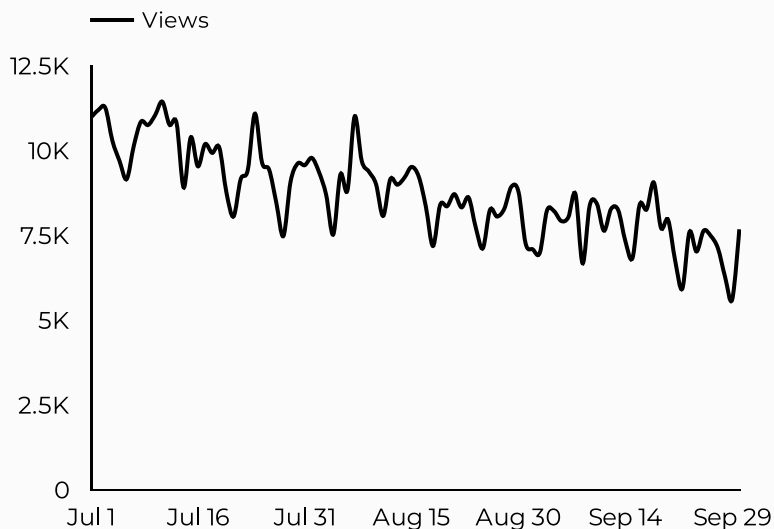
# ARMY MWR

## Food and Beverage

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
804,474	587,162	431,128	306,209	02:31	67%
↓ -6.7%	↓ -12.1%	↓ -5.4%	↓ -4.8%	↓ -3.3%	↑ 26.1%

Compared Y-o-Y

### How is site traffic trending?

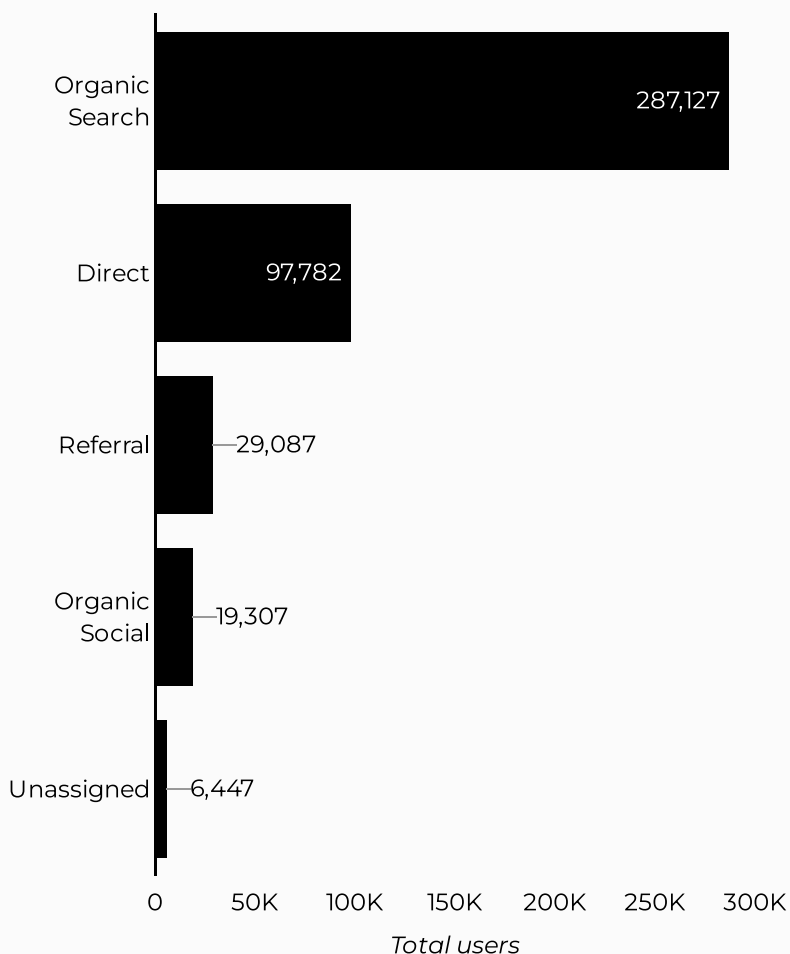


### Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	65,909
moore.armymwr.com	27,303
carlisle.armymwr.com	22,892
belvoir.armymwr.com	21,212
liberty.armymwr.com	16,829
westpoint.armymwr.com	11,997
sill.armymwr.com	11,963
stewarhunter.armymwr.com	11,047
hawaii.armymwr.com	10,610
zama.armymwr.com	10,600

### Which channels are driving traffic?



### What are the top sources?

Session source	Total users
google	262,539
(direct)	97,782
bing	15,731
m.facebook.com	11,916
home.army.mil	7,318
referral	4,561
yahoo	3,668
militaryonesource.mil	3,310
duckduckgo	3,142
l.facebook.com	2,757



# ARMY MWR

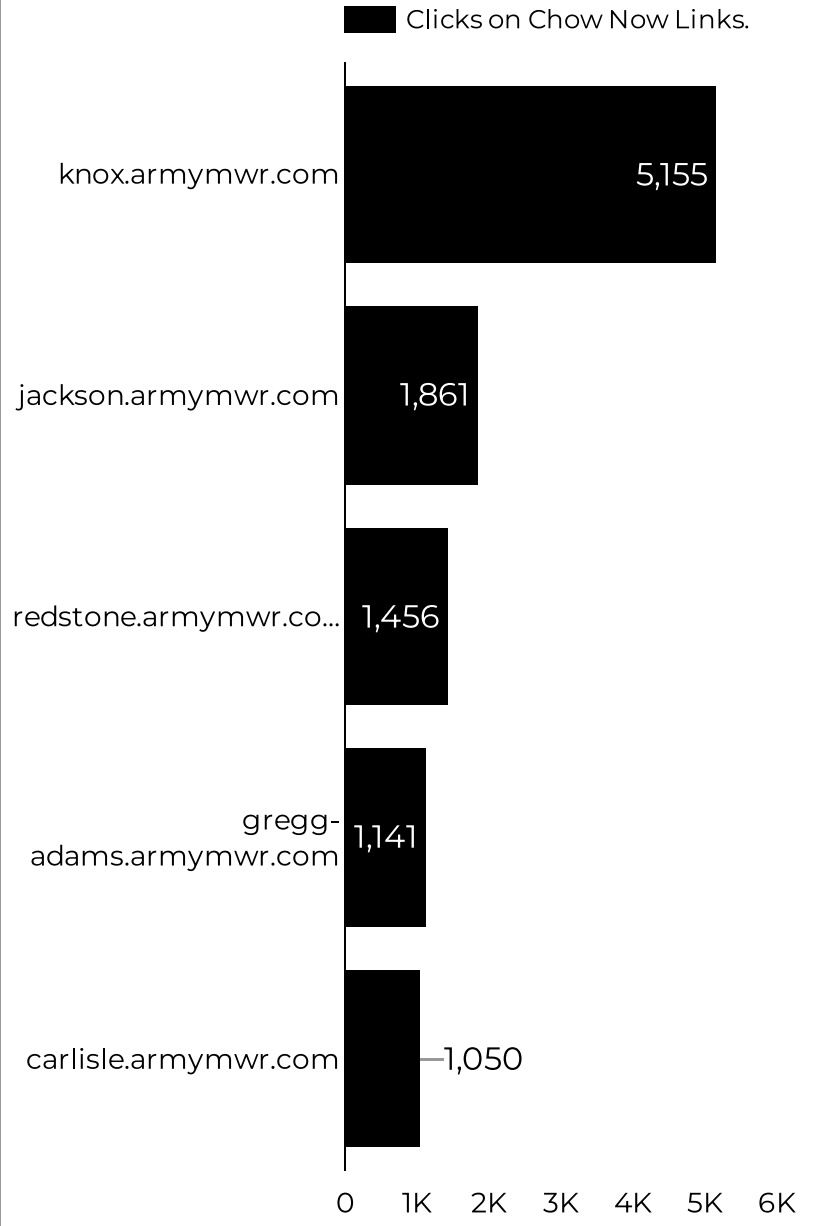
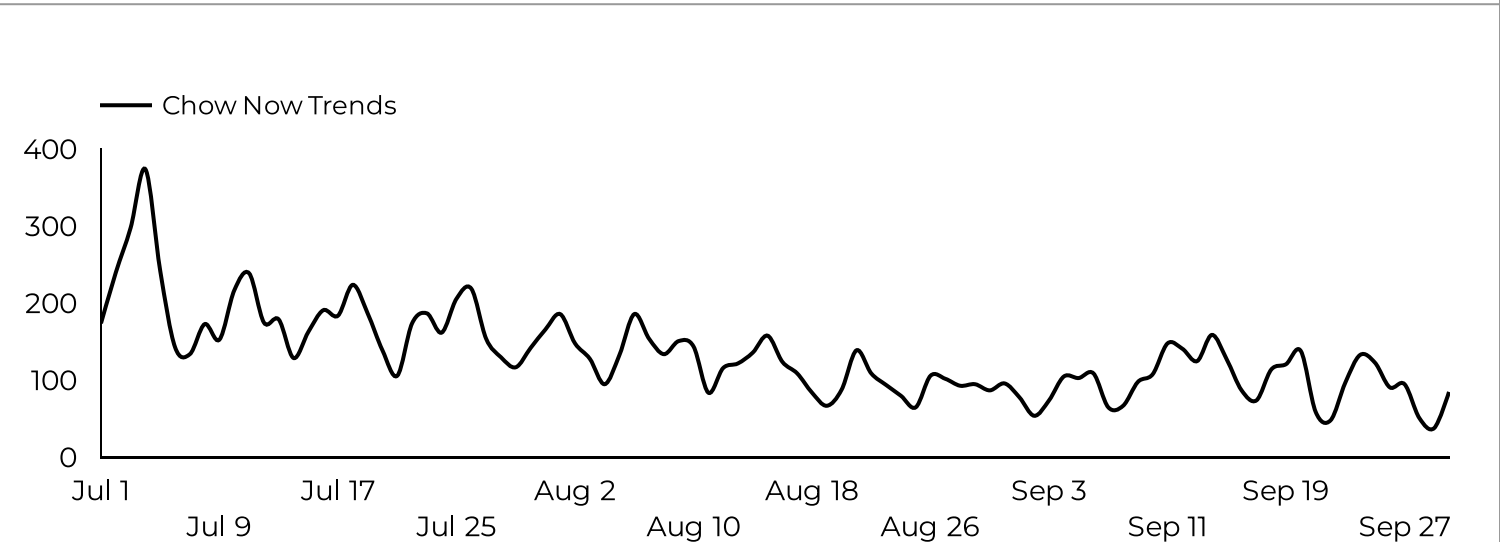
## Chow Now

### Chow Now Link Clicks

# 12,249

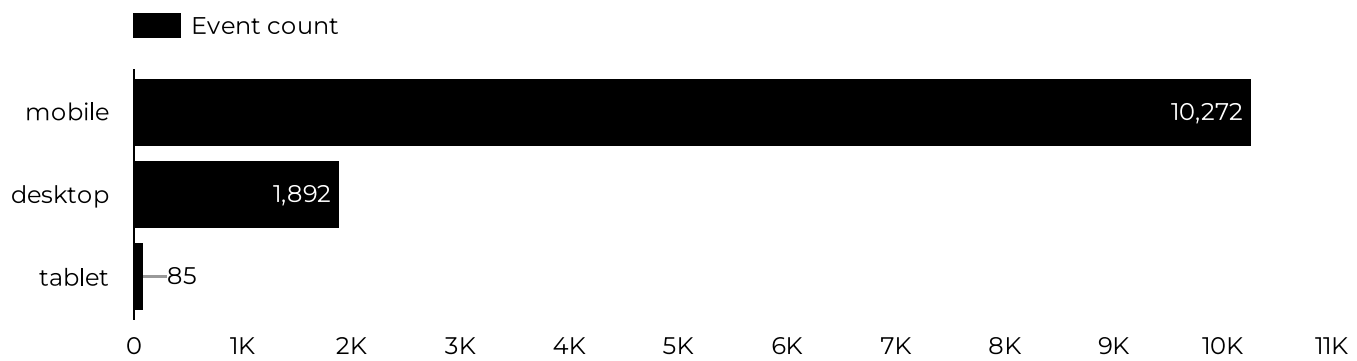
### Top installations

Top installations with the highest number of Chow Now link clicks on pages.



### Which devices are driving engagement?

Do people order on mobile or desktop?





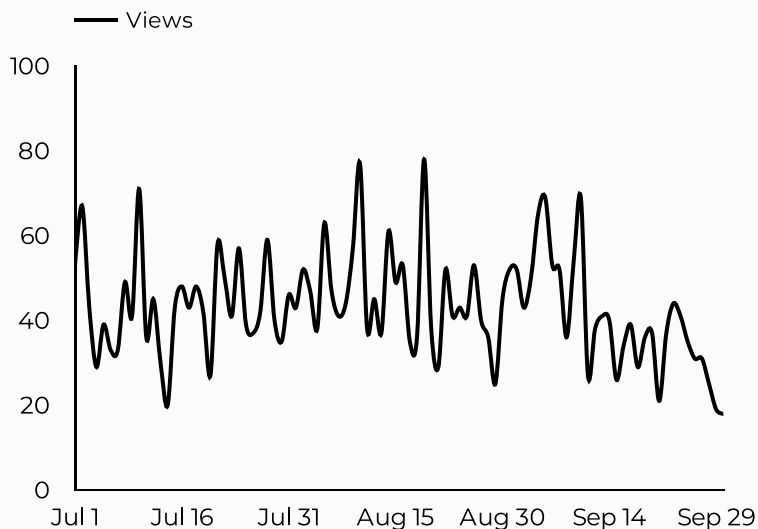
# ARMY MWR

## Healthy Army Communities (HAC)

Views <b>3,972</b> ↑ 11.9%	Sessions <b>3,349</b> ↑ 17.2%	Total users <b>2,592</b> ↑ 21.0%	New users <b>2,105</b> ↑ 22.8%	Avg. Session Time <b>02:33</b> ↓ -26.2%	Engagement rate <b>60%</b> ↑ 4.4%
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Compared Y-o-Y

### How is site traffic trending?

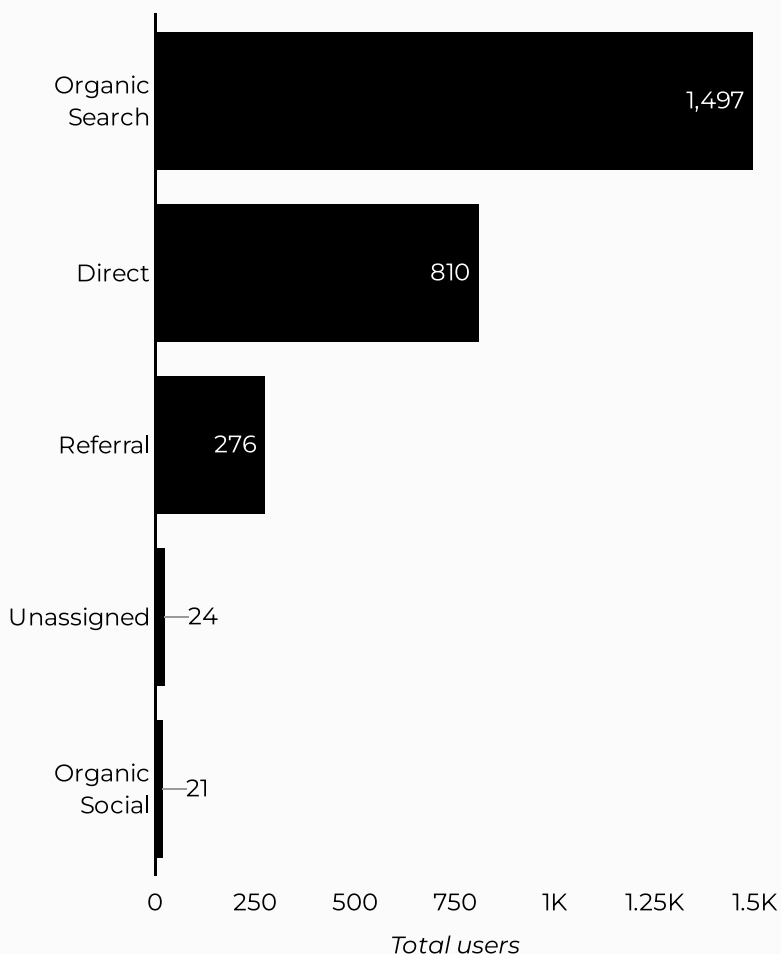


### Top US Army Installations

Sorted by Total Users

Installation	Total users
hunterliggett.armymwr.com	2,212
campbell.armymwr.com	124
www.armymwr.com	107
humphreys.armymwr.com	56
sill.armymwr.com	41
eisenhower.armymwr.com	21
garmisch.armymwr.com	8
aberdeen.armymwr.com	7
training.armymwr.com	6
drum.armymwr.com	5

### Which channels are driving traffic?



### What are the top sources?

Session source	Total users
google	1,391
(direct)	810
home.army.mil	156
bing	63
duckduckgo	30
en.wikipedia.org	25
militaryonesource.mil	19
mymilitarynetwork.org	18
referral	18
yahoo	13



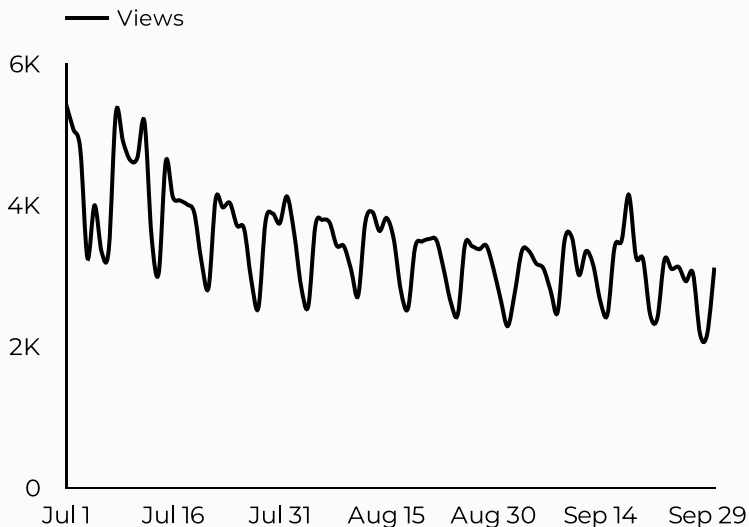
# ARMY MWR

## Leisure Travel

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
316,681	248,377	177,957	108,058	02:28	74%
↓ -7.2%	↓ -1.1%	↓ -4.2%	↑ 1.6%	↓ -10.5%	↑ 40.4%

Compared Y-o-Y

### How is site traffic trending?

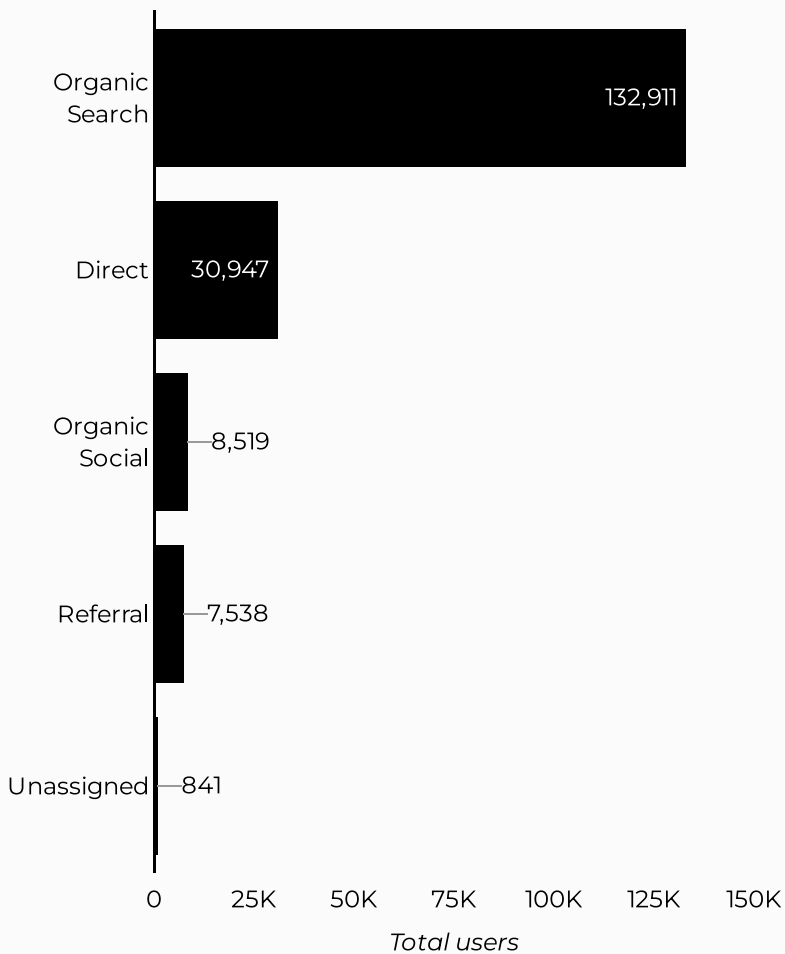


### Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	13,296
belvoir.armymwr.com	13,027
jblm.armymwr.com	9,647
hawaii.armymwr.com	9,159
redstone.armymwr.com	8,837
liberty.armymwr.com	8,076
moore.armymwr.com	7,181
cavazos.armymwr.com	6,953
bliss.armymwr.com	6,650
jackson.armymwr.com	6,164

### Which channels are driving traffic?



### What are the top sources?

Session source	Total users
google	122,449
(direct)	30,947
bing	7,406
m.facebook.com	5,742
home.army.mil	2,086
yahoo	1,844
militaryonesource.mil	1,656
duckduckgo	1,236
lm.facebook.com	1,230
l.facebook.com	1,079



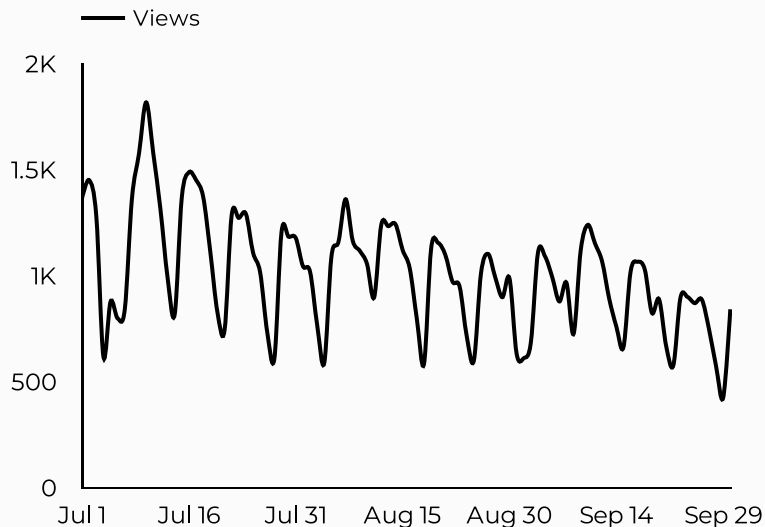
# ARMY MWR

## Libraries

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
92,988	67,145	46,140	28,304	02:27	65%
↓ -0.2%	↓ -2.4%	↑ 2.2%	↓ -5.5%	↓ -1.2%	↑ 20.9%

Compared Y-o-Y

### How is site traffic trending?

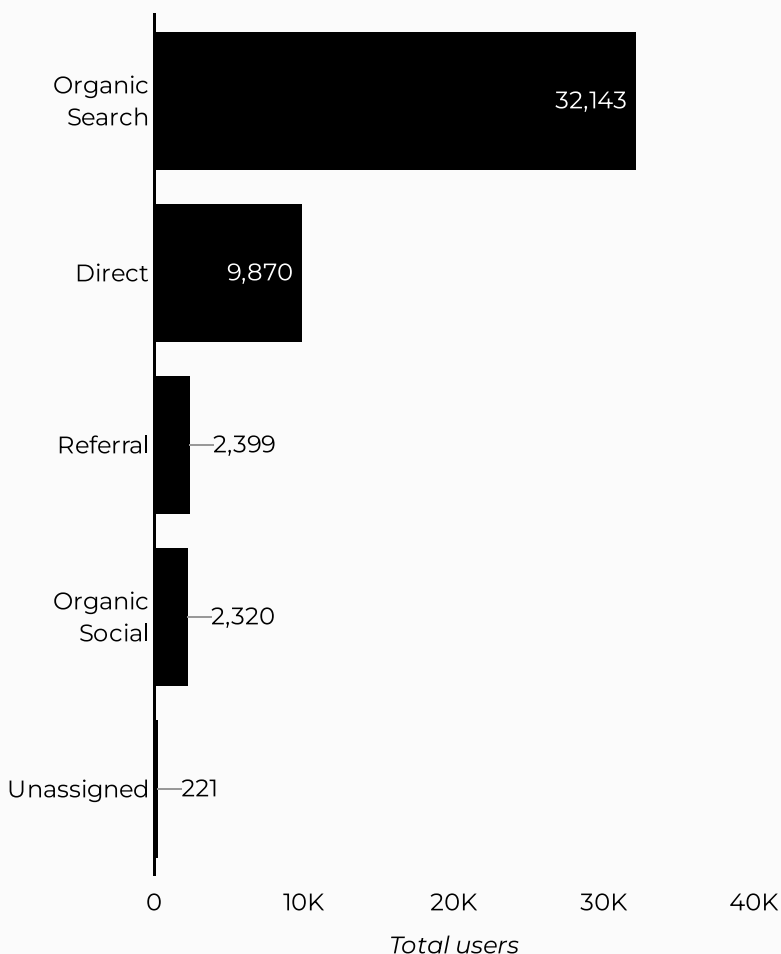


### Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	4,896
jblm.armymwr.com	3,703
liberty.armymwr.com	3,530
campbell.armymwr.com	2,185
humphreys.armymwr.com	1,968
knox.armymwr.com	1,873
hawaii.armymwr.com	1,701
moore.armymwr.com	1,567
wiesbaden.armymwr.com	1,527
belvoir.armymwr.com	1,464

### Which channels are driving traffic?



### What are the top sources?

Session source	Total users
google	29,478
(direct)	9,870
bing	1,737
m.facebook.com	1,370
army.dodmwrlibraries.org	689
home.army.mil	425
l.facebook.com	409
duckduckgo	405
yahoo	370
lm.facebook.com	268



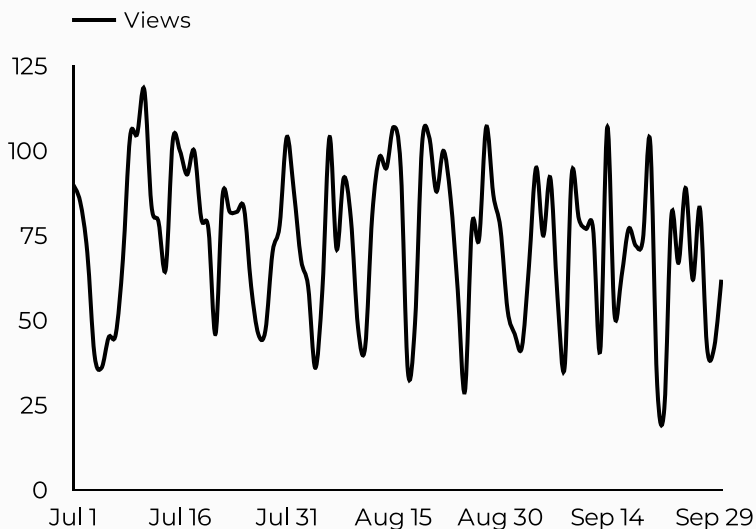
# ARMY MWR

## Adventure Programs

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
6,733	9,534	7,691	4,327	02:29	58%
↑ 7.8%	↑ 78.5%	↑ 88.9%	↑ 122.8%	↑ 9.6%	↑ 62.3%

Compared Y-o-Y

### How is site traffic trending?

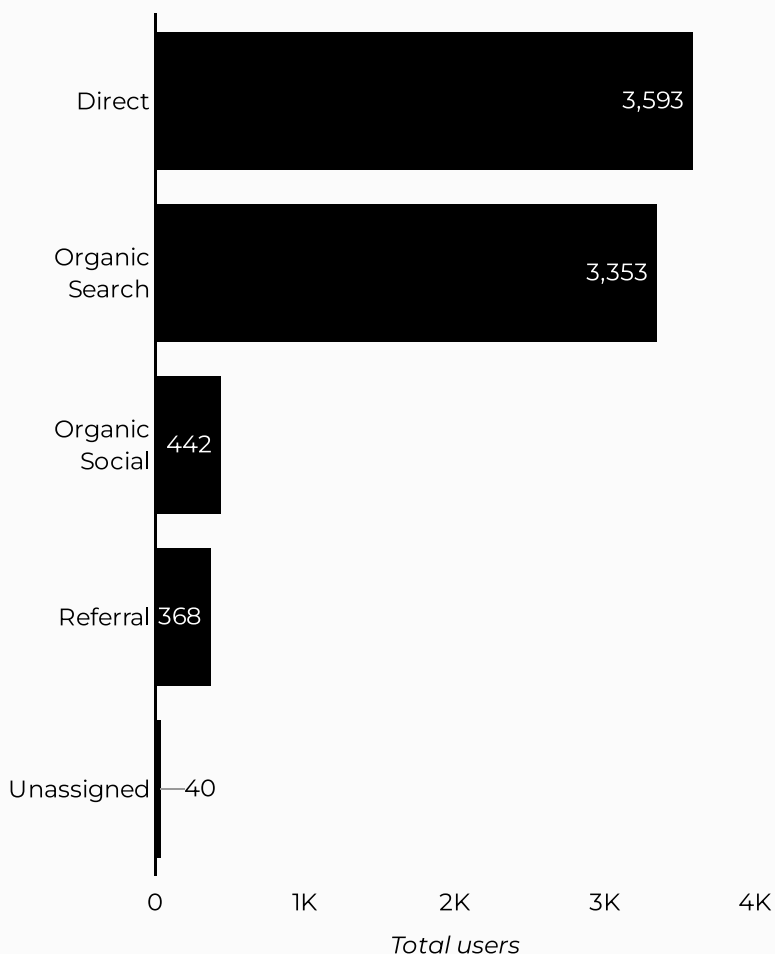


### Top US Army Installations

Sorted by Total Users

Installation	Total users
academy.armymwr.com	3,217
www.armymwr.com	1,313
cavazos.armymwr.com	753
liberty.armymwr.com	751
jblm.armymwr.com	500
stewarthunter.armymwr.com	212
eisenhower.armymwr.com	173
moore.armymwr.com	164
drum.armymwr.com	154
carson.armymwr.com	131

### Which channels are driving traffic?



### What are the top sources?

Session source	Total users
(direct)	3,593
google	3,016
m.facebook.com	287
bing	273
safe.menlosecurity.com	98
lm.facebook.com	69
home.army.mil	64
l.facebook.com	57
imcomacademy.com	53
(not set)	40



# ARMY MWR

## Equipment Rental

Views  
**38,421**  
↓ -14.2%

Sessions  
**31,733**  
↓ -13.7%

Total users  
**22,369**  
↓ -14.7%

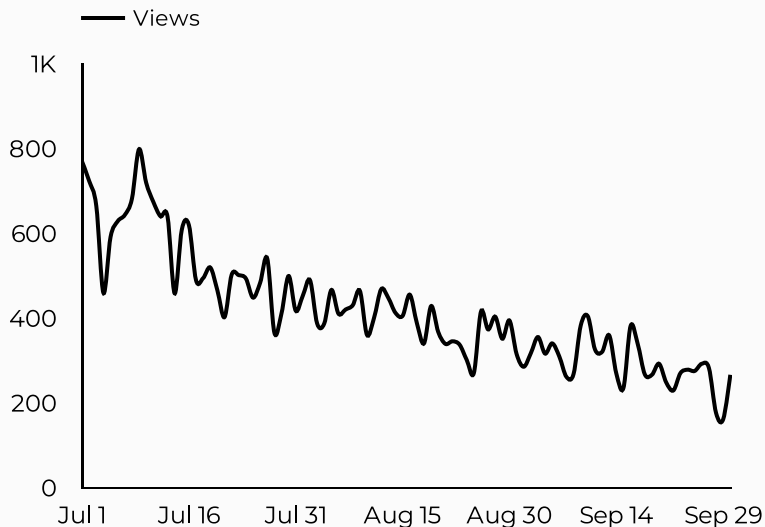
New users  
**9,756**  
↓ -10.4%

Avg. Session Time  
**02:50**  
↓ -2.3%

Engagement rate  
**72%**  
↑ 80.4%

Compared Y-o-Y

### How is site traffic trending?

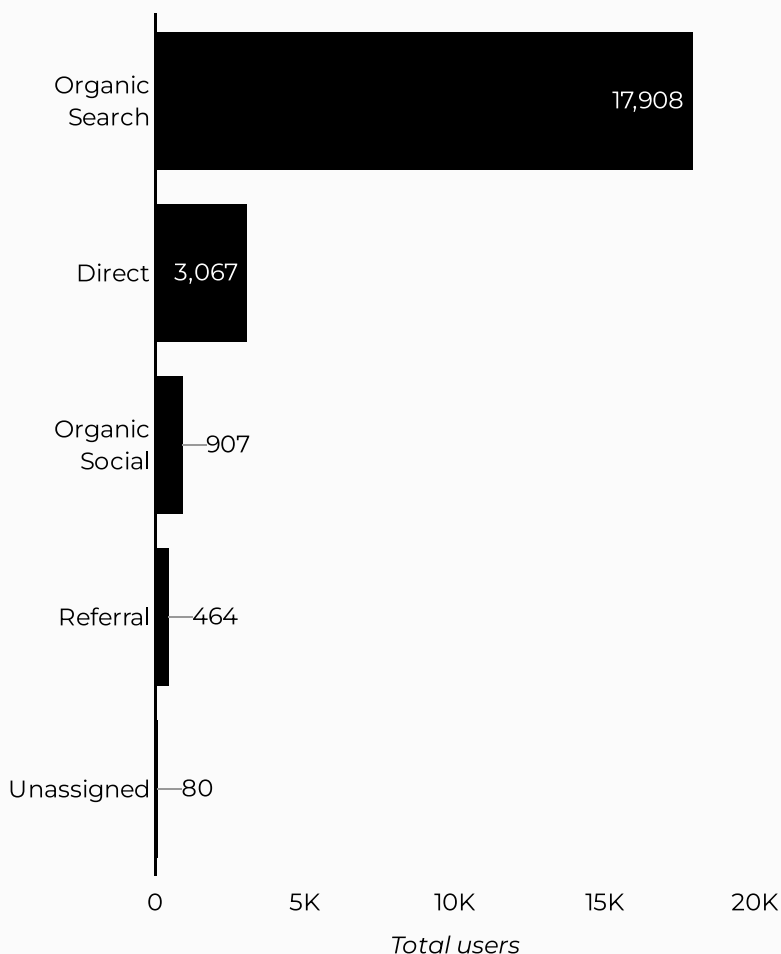


### Top US Army Installations

Sorted by Total Users

Installation	Total users
jblm.armymwr.com	5,797
liberty.armymwr.com	3,645
cavazos.armymwr.com	2,129
knox.armymwr.com	1,980
redstone.armymwr.com	1,966
riley.armymwr.com	1,374
eisenhower.armymwr.com	1,115
sill.armymwr.com	1,014
mccoy.armymwr.com	944
humphreys.armymwr.com	489

### Which channels are driving traffic?



### What are the top sources?

Session source	Total users
google	16,632
(direct)	3,067
bing	874
m.facebook.com	659
yahoo	175
duckduckgo	173
home.army.mil	162
lm.facebook.com	117
(not set)	80
l.facebook.com	76





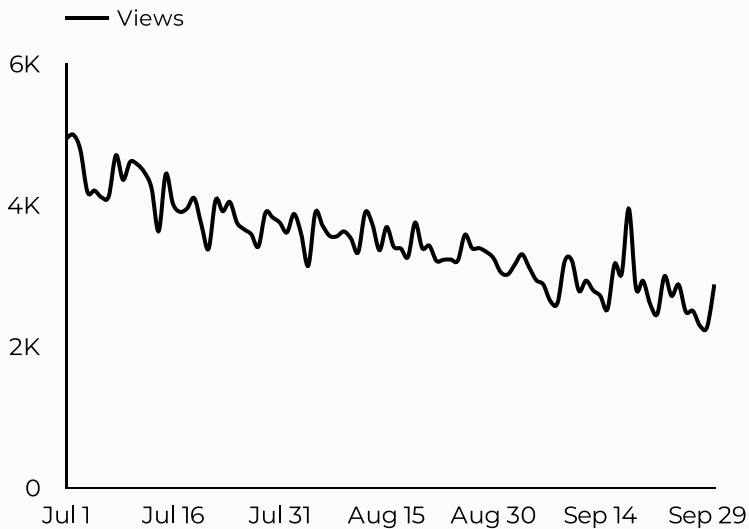
# ARMY MWR

## Recreational Lodging

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
321,103	251,669	181,064	123,048	02:54	72%
↓ -10.8%	↓ -9.9%	↓ -7.7%	↓ -8.5%	↓ -5.1%	↑ 29.1%

Compared Y-o-Y

### How is site traffic trending?

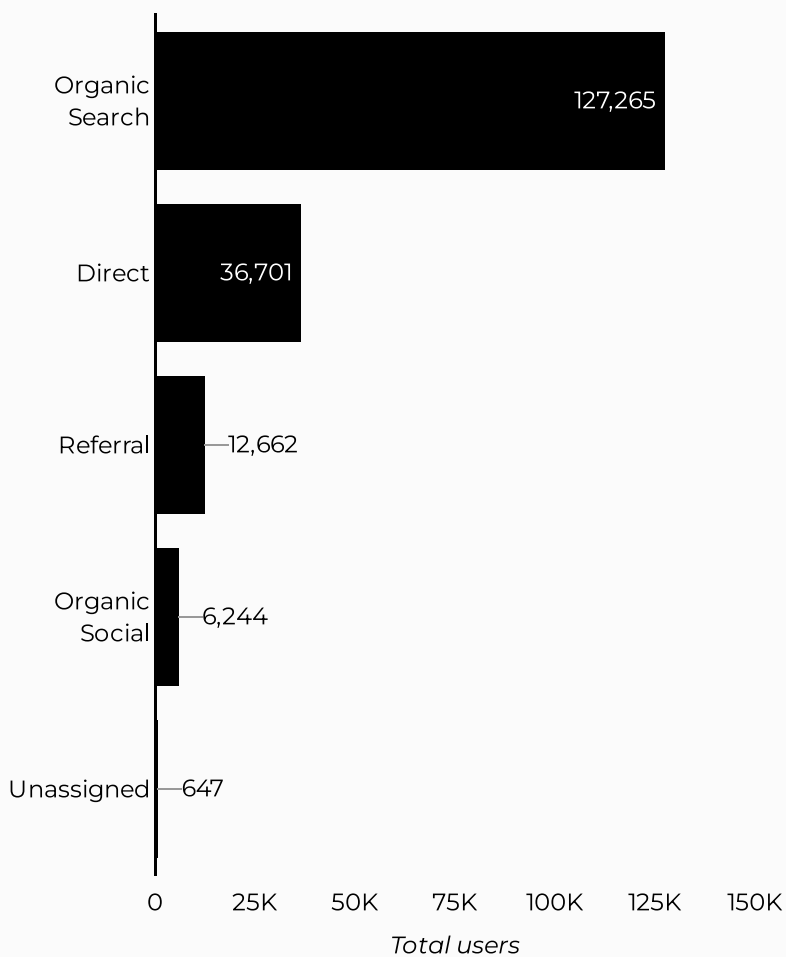


### Top US Army Installations

Sorted by Total Users

Installation	Total users
jackson.armymwr.com	13,161
mccoy.armymwr.com	12,765
moore.armymwr.com	10,911
belvoir.armymwr.com	10,629
liberty.armymwr.com	9,843
jblm.armymwr.com	8,348
cavazos.armymwr.com	7,894
westpoint.armymwr.com	7,855
leonardwood.armymwr.com	7,811
eisenhower.armymwr.com	7,497

### Which channels are driving traffic?



### What are the top sources?

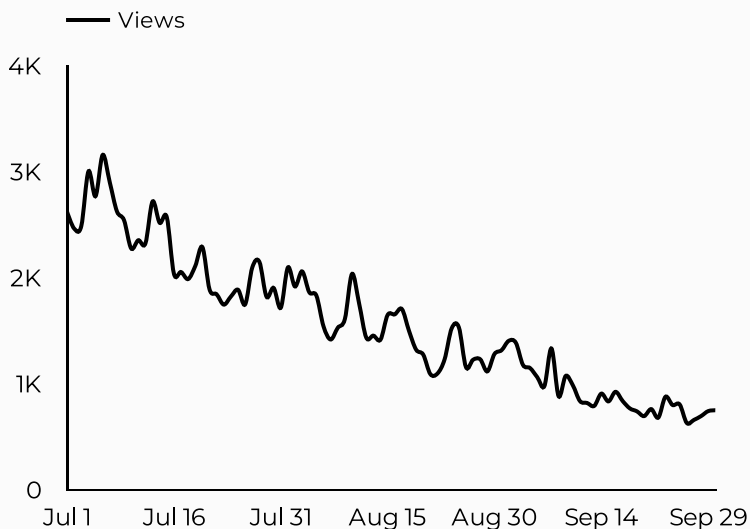
Session source	Total users
google	117,660
(direct)	36,701
bing	6,456
m.facebook.com	3,911
home.army.mil	2,176
yahoo	1,638
campgrounds.rvlife.com	1,477
duckduckgo	1,339
militarycampgrounds.us	1,331
tripwizard.rvlife.com	969



Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
144,505	117,822	83,094	48,684	02:10	63%
↓ -11.9%	↓ -8.7%	↓ -10.2%	↓ -10.7%	↓ -9.5%	↑ 43.3%

Compared Y-o-Y

### How is site traffic trending?

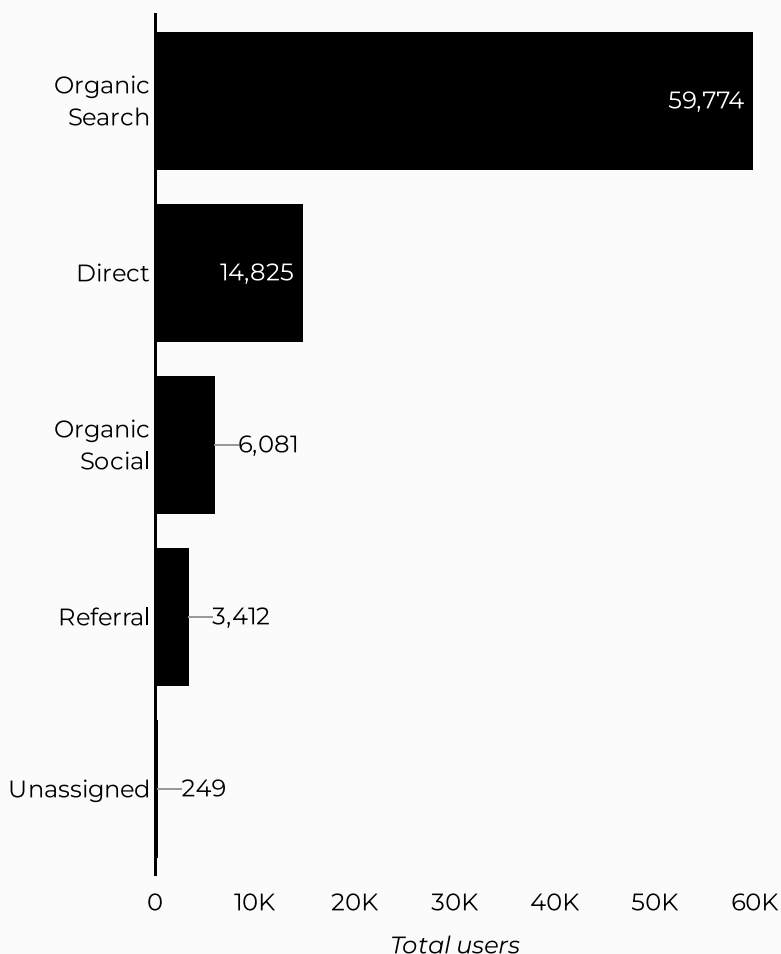


### Top US Army Installations

Sorted by Total Users

Installation	Total users
jblm.armymwr.com	8,166
bliss.armymwr.com	5,494
liberty.armymwr.com	5,225
campbell.armymwr.com	4,602
eisenhower.armymwr.com	4,323
humphreys.armymwr.com	3,696
belvoir.armymwr.com	3,693
cavazos.armymwr.com	3,482
hawaii.armymwr.com	3,381
carson.armymwr.com	3,207

### Which channels are driving traffic?



### What are the top sources?

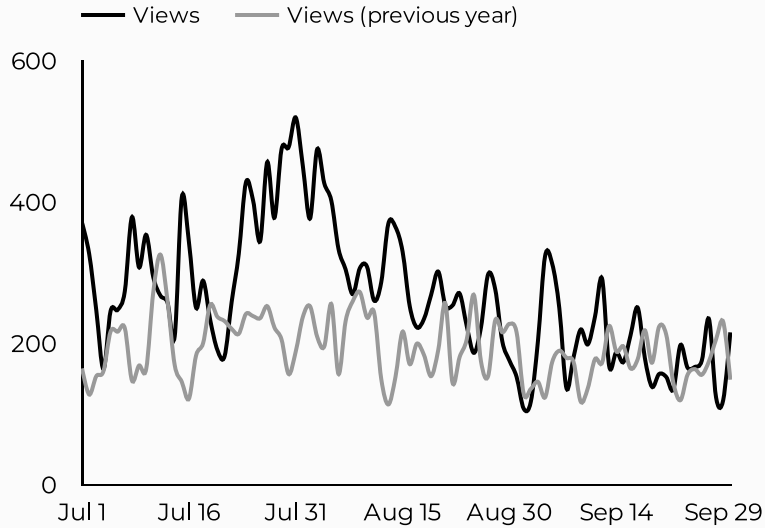
Session source	Total users
google	56,839
(direct)	14,825
m.facebook.com	4,152
bing	1,934
home.army.mil	968
lm.facebook.com	842
l.facebook.com	638
duckduckgo	577
yahoo	519
active.com	422



Views <b>24,731</b> ↑ 38.6%	Sessions <b>12,171</b> ↑ 13.9%	Total users <b>9,701</b> ↑ 16.9%	New users <b>6,178</b> ↓ -3.1%	Avg. Session Time <b>02:02</b> ↓ -11.1%	Engagement rate <b>69%</b> ↑ 27.5%
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Compared Y-o-Y

### How is site traffic trending?

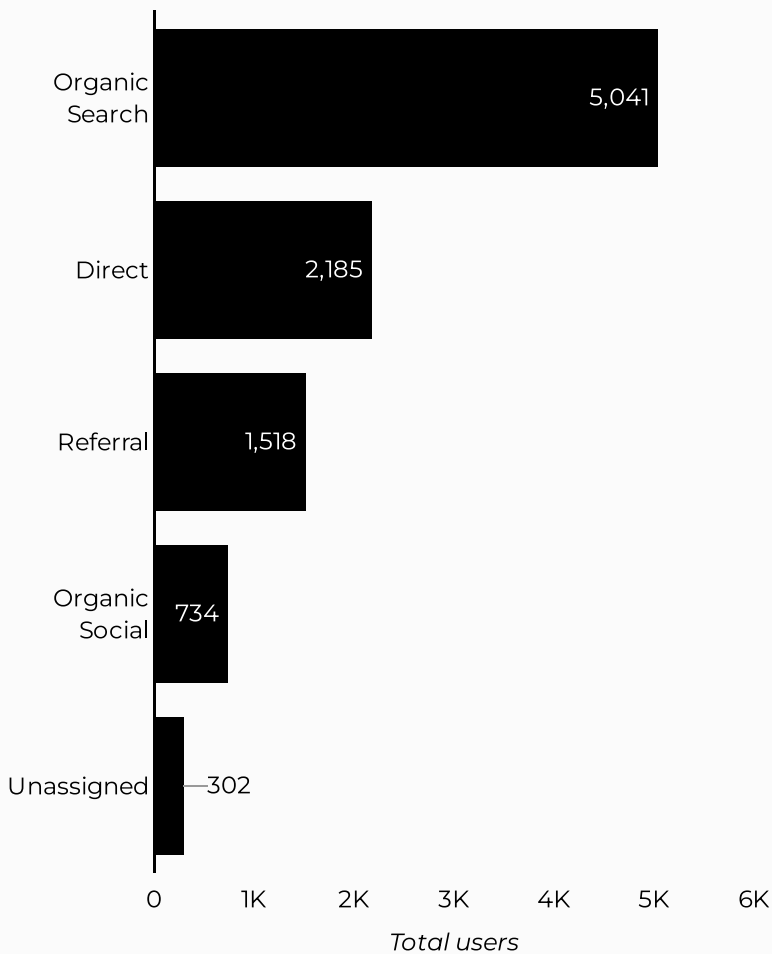


### How many athletes started an application?

Link clicks to start an application.

Click Text	Total
All Soldiers must apply through the application website:	313
Apply now!	243
www.armedforcessports.com	198
All Army Application website	97
Instagram	32
Facebook	14
http://www.armedforcessports.com/	12
renew	7
<b>Grand total</b>	<b>965</b>

### Which channels are driving traffic?



### What are the top sources?

Session source	Total users...	% Δ
google	4,439	-14.9% ↓
(direct)	2,185	75.6% ↑
armywcap.com	1,169	78.7% ↑
bing	489	69.8% ↑
m.facebook.com	310	102.6% ↑
(not set)	302	941.4% ↑
l.instagram.com	268	737.5% ↑
home.army.mil	94	276.0% ↑
l.facebook.com	79	64.6% ↑
yahoo	70	45.8% ↑



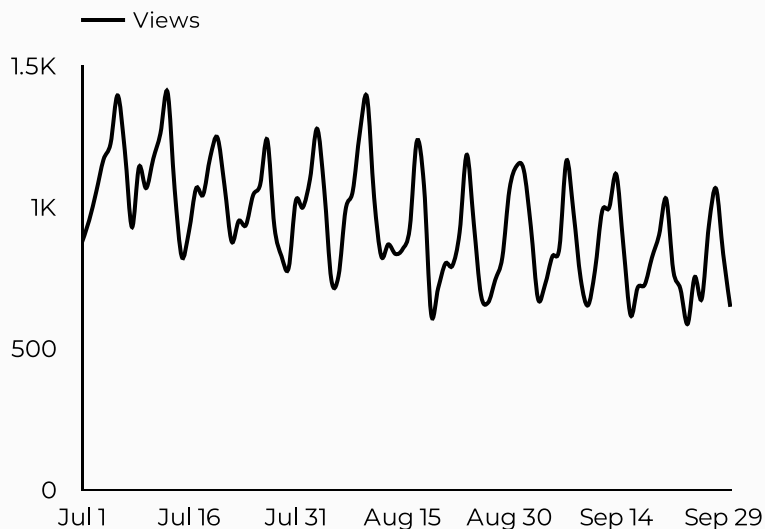
# ARMY MWR

## Bowling

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
87,605	72,528	52,971	35,842	02:12	61%
↓ -7.1%	↓ -7.9%	↓ -8.9%	↓ -11.8%	↓ -4.3%	↑ 21.5%

Compared Y-o-Y

### How is site traffic trending?

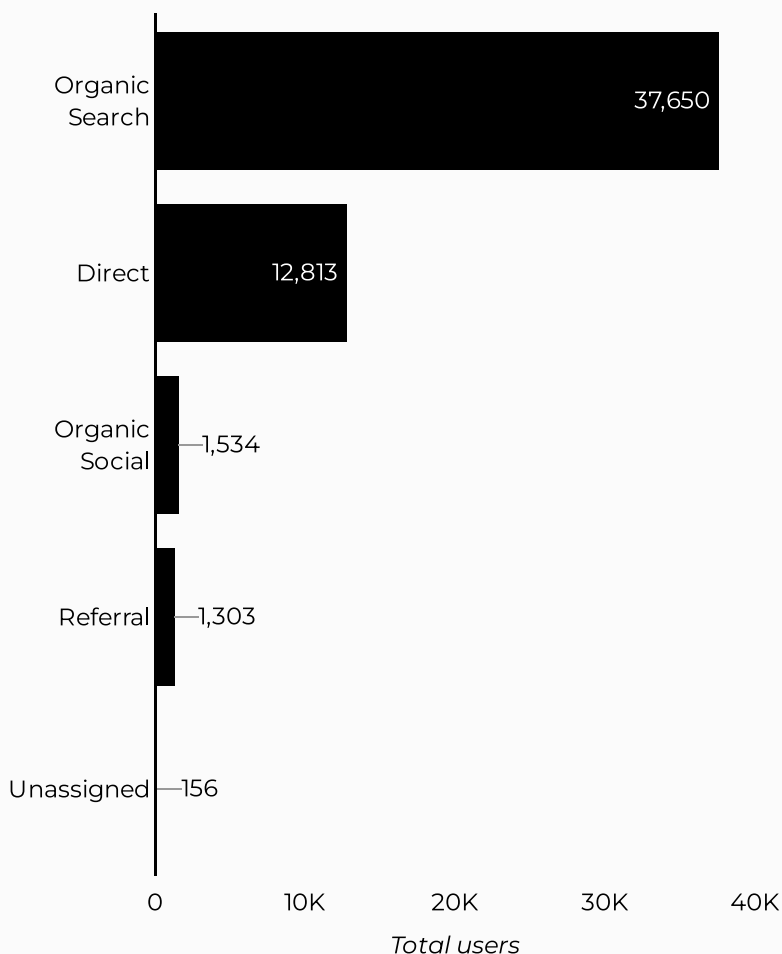


### Top US Army Installations

Sorted by Total Users

Installation	Total use...	% Δ
hawaii.armymwr.com	4,437	-4.9% ↓
campbell.armymwr.com	3,024	11.0% ↑
stewarhunter.armymwr...	2,637	-15.4% ↓
redstone.armymwr.com	2,444	-1.7% ↓
stuttgart.armymwr.com	2,332	-16.0% ↓
bliss.armymwr.com	2,207	-0.7% ↓
jbmhh.armymwr.com	2,182	3.8% ↑
gregg-adams.armymwr.c...	2,046	36.8% ↑
liberty.armymwr.com	2,026	-12.5% ↓
moore.armymwr.com	1,963	-17.9% ↓

### Which channels are driving traffic?



### What are the top sources?

Session source	Total users
google	35,798
(direct)	12,813
bing	1,323
m.facebook.com	864
home.army.mil	456
yahoo	341
duckduckgo	274
l.facebook.com	267
lm.facebook.com	196
facebook.com	151



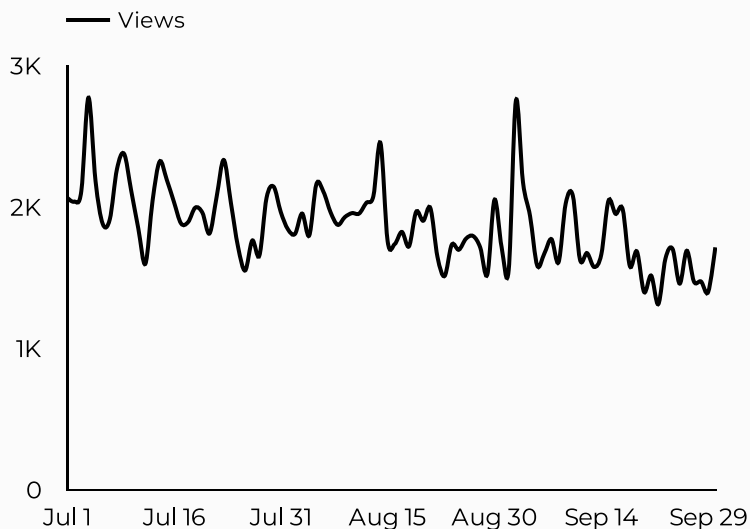
# ARMY MWR

## Fitness Centers

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
172,516	136,248	96,494	63,776	02:17	61%
↓ -3.4%	↓ -3.1%	↓ -3.2%	↓ -6.8%	↓ -5.8%	↑ 28.1%

Compared Y-o-Y

### How is site traffic trending?

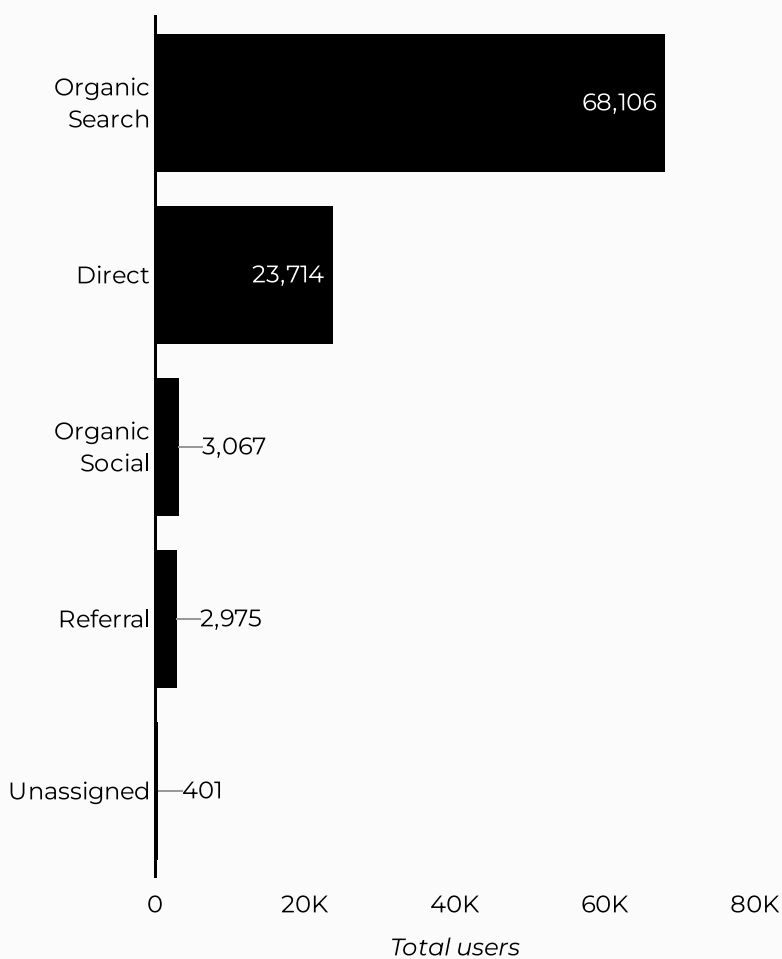


### Top US Army Installations

Sorted by Total Users

Installation	Total users
liberty.armymwr.com	7,117
cavazos.armymwr.com	5,865
humphreys.armymwr.com	5,798
jblm.armymwr.com	5,746
hawaii.armymwr.com	5,362
moore.armymwr.com	4,607
campbell.armymwr.com	4,366
bliss.armymwr.com	4,107
carson.armymwr.com	4,001
meade.armymwr.com	3,774

### Which channels are driving traffic?



### What are the top sources?

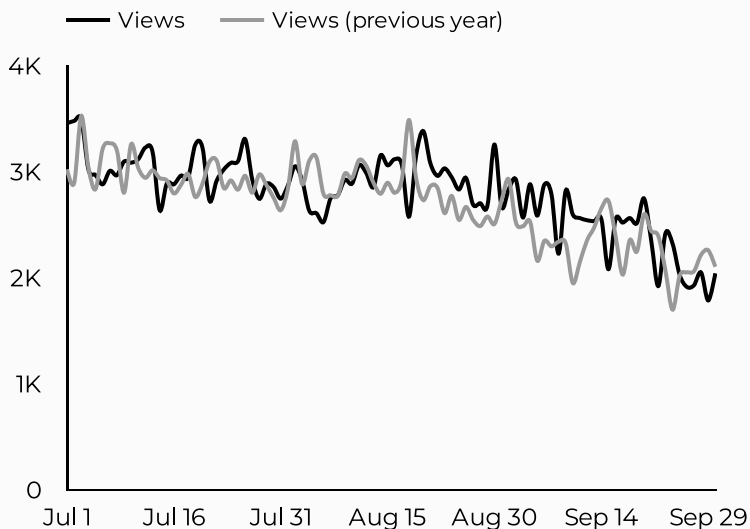
Session source	Total users
google	64,615
(direct)	23,714
bing	2,450
m.facebook.com	2,089
home.army.mil	1,263
duckduckgo	639
yahoo	481
tripler.tricare.mil	445
(not set)	386
lm.facebook.com	365



Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
257,511	184,340	128,027	104,374	02:29	64%
↑ 3.1%	↓ -3.9%	↓ -3.4%	↓ -7.0%	↓ -11.6%	↑ 6.1%

Compared Y-o-Y

### How is site traffic trending?

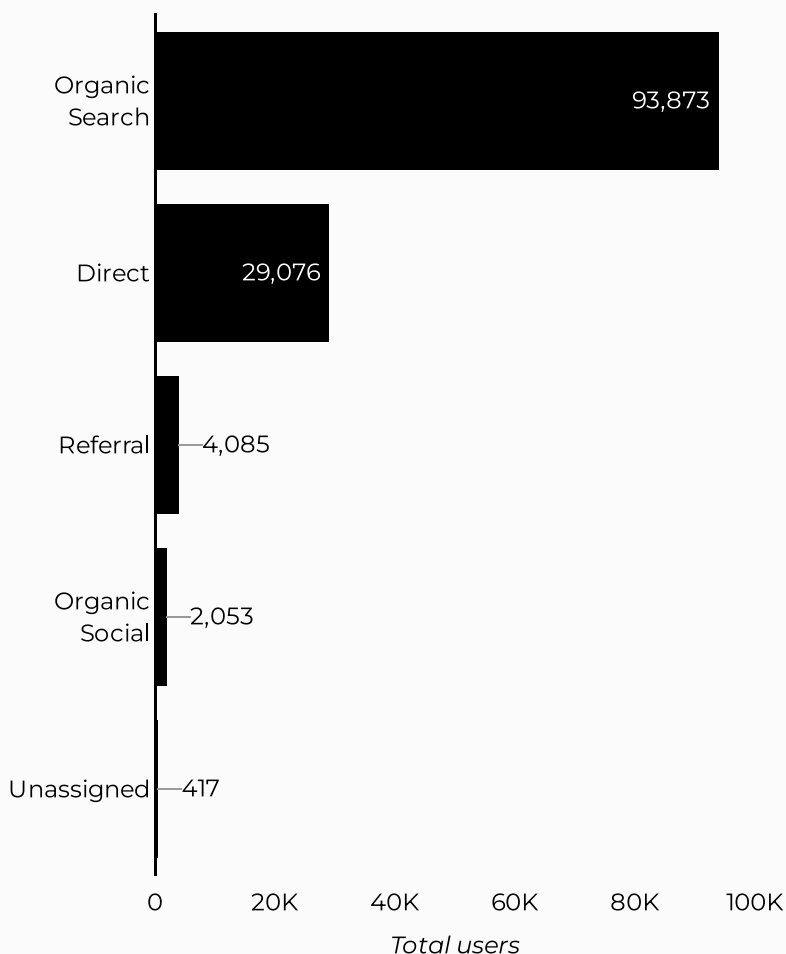


### Top US Army Installations

Sorted by Total Users

Installation	Total users
westpoint.armymwr.com	14,434
jblm.armymwr.com	11,429
hawaii.armymwr.com	9,342
carson.armymwr.com	8,880
belvoir.armymwr.com	7,440
liberty.armymwr.com	6,441
carlisle.armymwr.com	5,580
jackson.armymwr.com	5,384
aberdeen.armymwr.com	4,381
redstone.armymwr.com	4,060

### Which channels are driving traffic?



### What are the top sources?

Session source	Total users
google	86,696
(direct)	29,076
bing	4,648
yahoo	1,145
m.facebook.com	1,125
duckduckgo	946
golfatwestpoint.com	603
home.army.mil	477
(not set)	322
l.facebook.com	315



# ARMY MWR

## Intramural Sports

Views  
**7,233**  
↓ -16.6%

Sessions  
**6,288**  
↓ -9.9%

Total users  
**5,132**  
↓ -9.3%

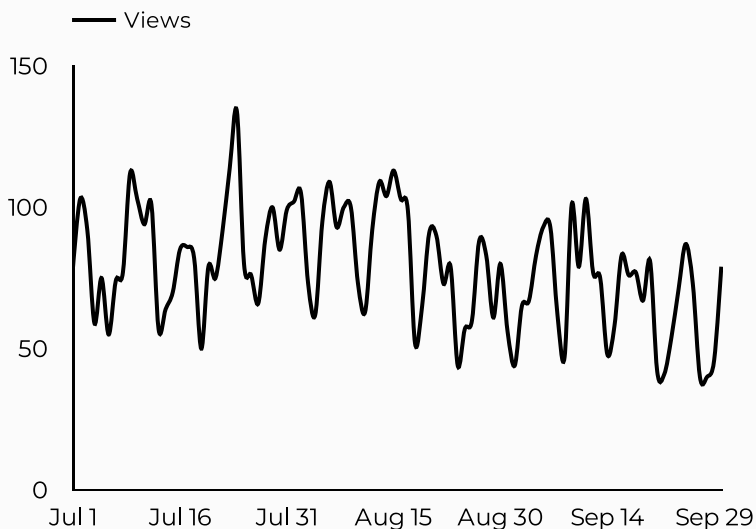
New users  
**1,679**  
↓ -15.0%

Avg. Session Time  
**01:43**  
↓ -29.7%

Engagement rate  
**76%**  
↑ 116.4%

Compared Y-o-Y

### How is site traffic trending?

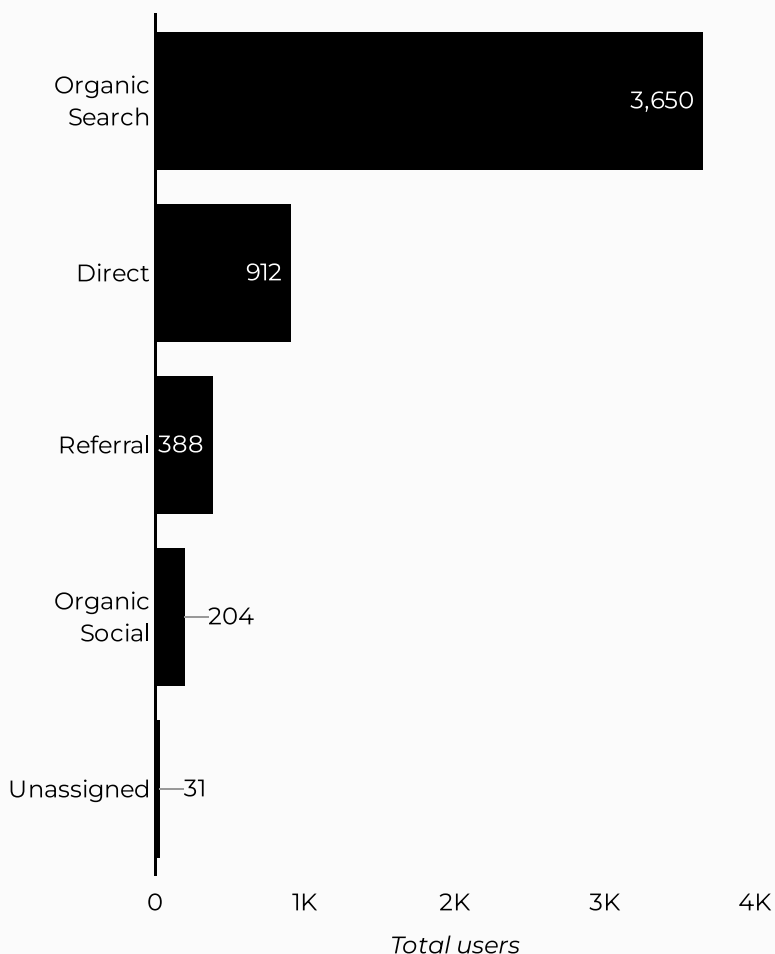


### Top US Army Installations

Sorted by Total Users

Installation	Total users
jblm.armymwr.com	860
liberty.armymwr.com	732
www.armymwr.com	652
campbell.armymwr.com	453
carson.armymwr.com	402
hawaii.armymwr.com	320
cavazos.armymwr.com	270
wiesbaden.armymwr.com	230
westpoint.armymwr.com	187
sill.armymwr.com	167

### Which channels are driving traffic?



### What are the top sources?

Session source	Total users	% Δ
google	3,389	-8.6% ↓
(direct)	912	-8.3% ↓
bing	206	3.5% ↑
home.army.mil	139	-1.4% ↓
m.facebook.com	117	-58.5% ↓
armywcap.com	99	135.7% ↑
(not set)	31	34.8% ↑
l.facebook.com	31	-55.1% ↓
yahoo	29	-46.3% ↓
duckduckgo	23	-42.5% ↓



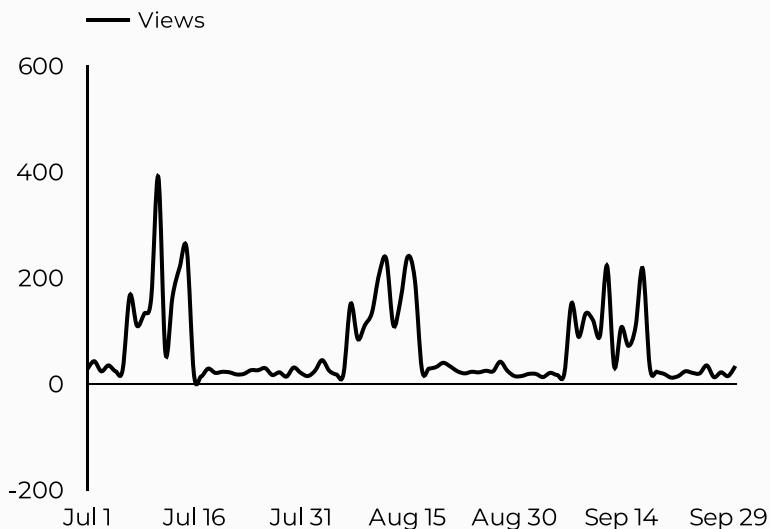
# ARMY MWR

## Strong B.A.N.D.S

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
6,108	3,124	2,643	858	53	75%
↑ 130.8%	↑ 48.3%	↑ 36.7%	↑ 182.2%	↓ -21.5%	↑ 216.5%

Compared Y-o-Y

### How is site traffic trending?

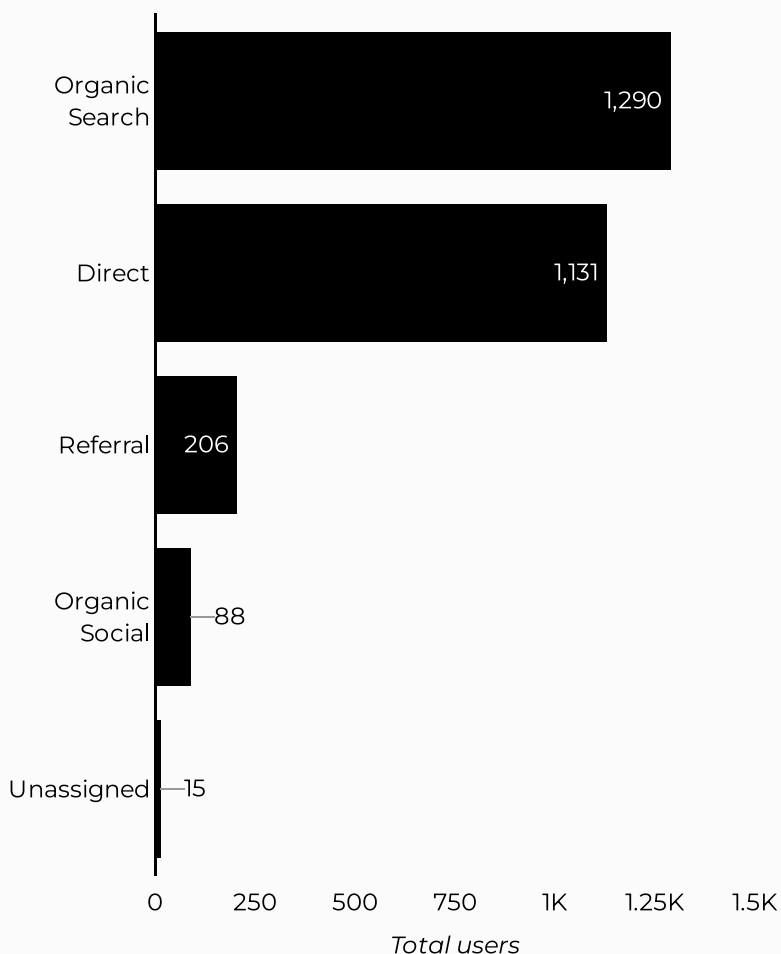


### Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	386
humphreys.armymwr.com	91
wainwright.armymwr.com	89
bliss.armymwr.com	79
jblm.armymwr.com	75
blacksea.armymwr.com	74
liberty.armymwr.com	70
jbmhh.armymwr.com	65
carson.armymwr.com	63
wiesbaden.armymwr.com	62
knox.armymwr.com	59
belvoir.armymwr.com	57
zama.armymwr.com	57
devens.armymwr.com	56
detrick.armymwr.com	54
leonardwood.armymwr.com	54
sotocano.armymwr.com	51
drum.armymwr.com	48
moore.armymwr.com	48
sill.armymwr.com	47
mcalester.armymwr.com	46
eisenhower.armymwr.com	45
hawaii.armymwr.com	45
presidio.armymwr.com	45
brunssum.armymwr.com	43
buchanan.armymwr.com	39
irwin.armymwr.com	39
isham.armymwr.com	30

### Which channels are driving traffic?







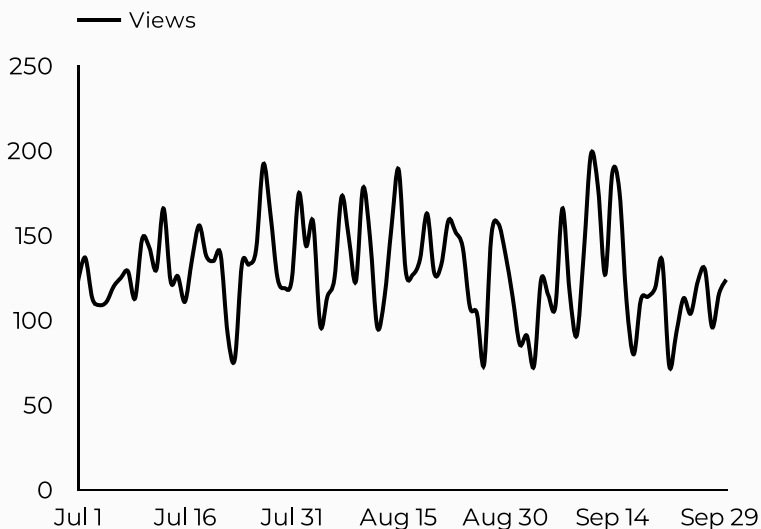
# ARMY MWR

## Warrior Zone

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
11,903	13,695	10,922	6,381	02:17	63%
↓ -4.2%	↑ 27.4%	↑ 32.9%	↑ 32.4%	↓ -0.3%	↑ 32.5%

Compared Y-o-Y

### How is site traffic trending?

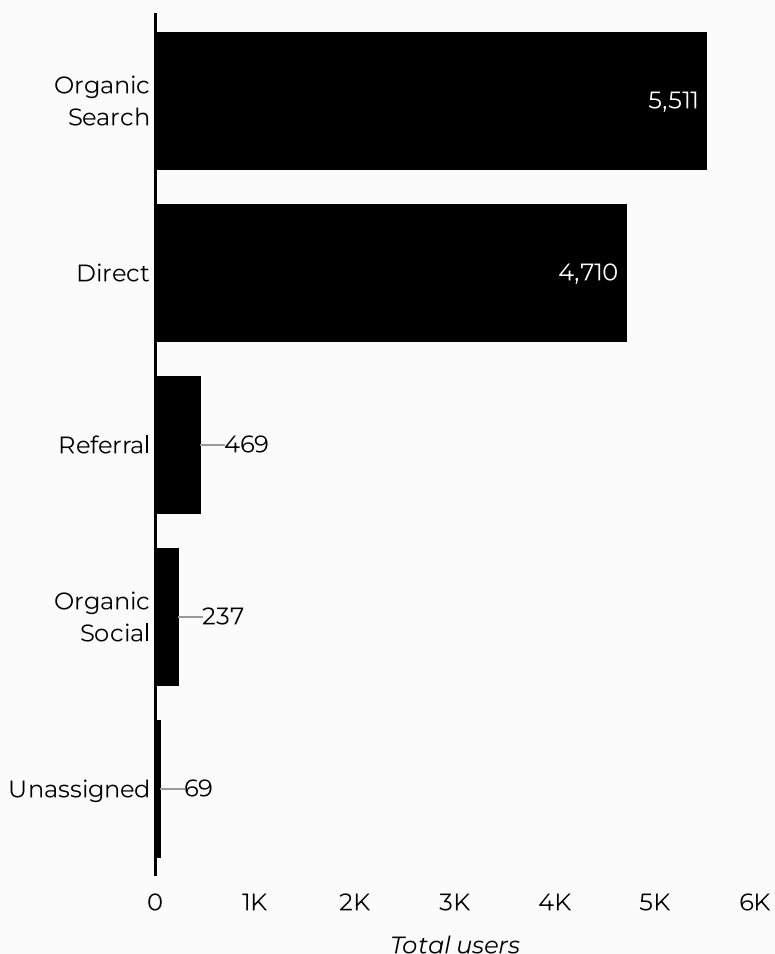


### Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
academy.armymwr.com	3,256	-
jblm.armymwr.com	2,199	-8.8% ↓
campbell.armymwr.com	1,152	-2.5% ↓
riley.armymwr.com	805	-0.7% ↓
bliss.armymwr.com	645	12.4% ↑
wainwright.armymwr.com	641	-38.5% ↓
humphreys.armymwr.com	526	-28.4% ↓
italy.armymwr.com	453	-15.2% ↓
kaiserslautern.armymwr.com	301	871.0% ↑
grafenwoehr.armymwr.com	262	17.0% ↑

### Which channels are driving traffic?



### What are the top sources?

Session source	Total us...
google	5,157
(direct)	4,710
bing	275
home.army.mil	134
m.facebook.com	114
safe.menlosecurity.com	102
(not set)	68
imcomacademy.com	61
l.facebook.com	47
yahoo	46

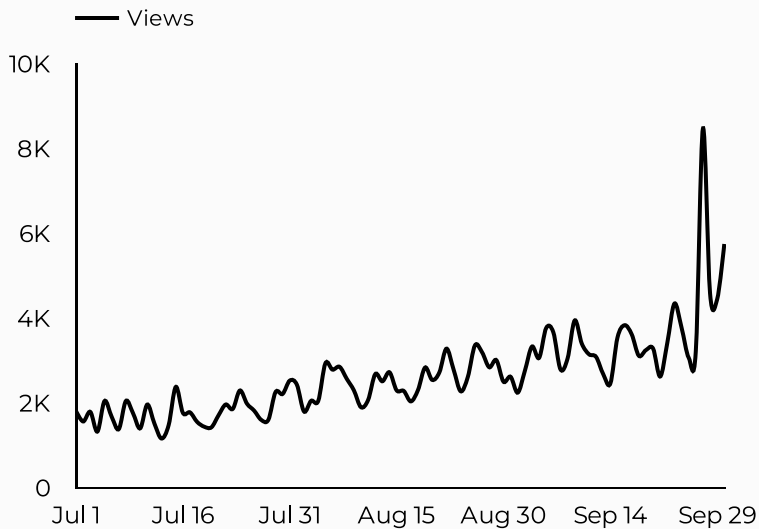


# ARMY MWR

## Army Ten Miler (ATM)

Views <b>242,479</b> ↓ -16.1%	Sessions <b>134,118</b> ↓ -7.4%	Total users <b>85,310</b> ↓ -11.1% Compared Y-o-Y	New users <b>83,109</b> ↓ -7.3%	Engagement rate <b>48%</b> ↓ -8.7%
-------------------------------------	---------------------------------------	--	---------------------------------------	--

### How is site traffic trending?

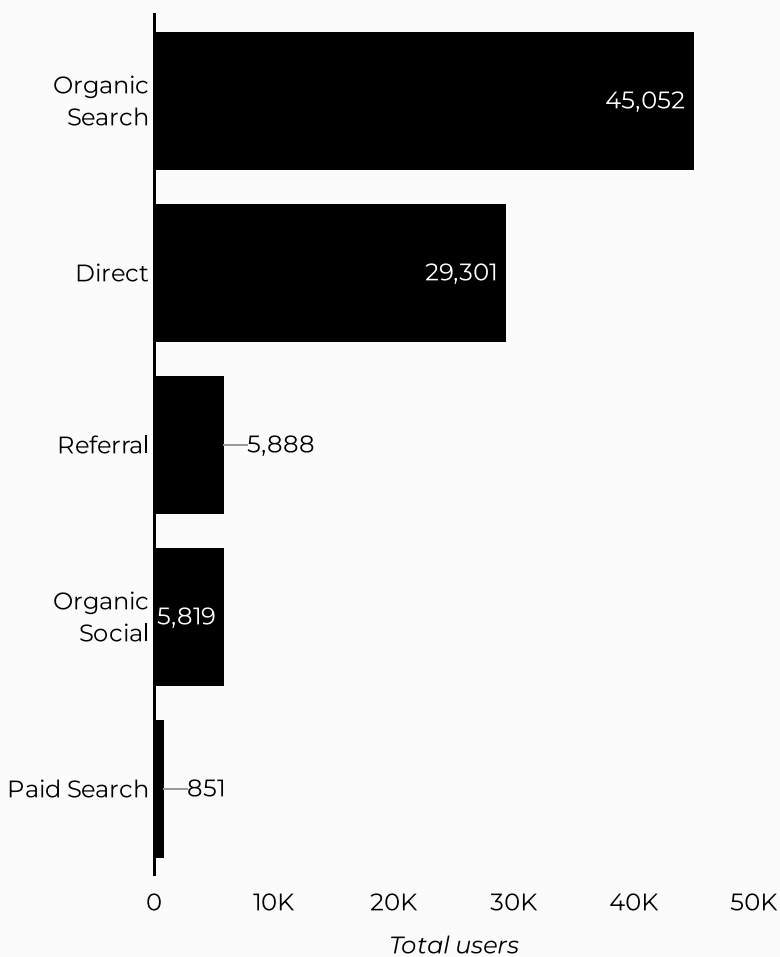


### Top Pages

Sorted by Total Users

Page title	Total users
Army Ten-Miler	46,233
Individual Registration :: Army Ten-Miler	28,749
In-Person Race :: Army Ten-Miler	15,282
Race Day Schedule :: Army Ten-Miler	10,154
The Course :: Army Ten-Miler	9,797
Arrive & Depart :: Army Ten-Miler	6,213
ATM Race FAQ's :: Army Ten-Miler	6,090
Packet Pickup :: Army Ten-Miler	4,148
Wave Start & Scoring :: Army Ten-Miler	3,996
Hotel & Travel :: Army Ten-Miler	3,083

### Which channels are driving traffic?



### What are the top sources?

Session source	Total users
google	42,241
(direct)	29,301
m.facebook.com	4,503
bing	2,774
armymwr.com	553
yahoo	539
duckduckgo	482
l.facebook.com	478
runguides.com	379
l.instagram.com	366



# ARMY MWR World Class Athlete Program (WCAP)

Views  
**93,265**  
↑ 132.1%

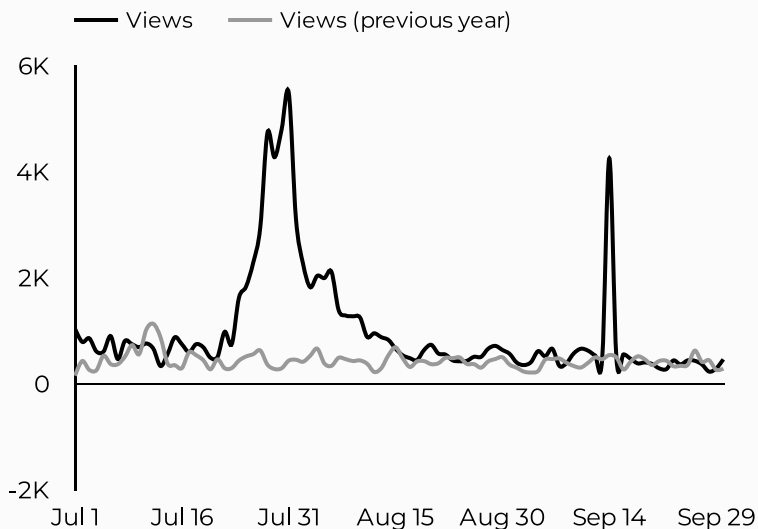
Sessions  
**47,696**  
↑ 170.3%

Total users  
**41,116**  
↑ 191.6%  
Compared Y-o-o-Y

New users  
**40,670**  
↑ 193.9%

Engagement rate  
**59%**  
↓ -3.9%

## How is site traffic trending?

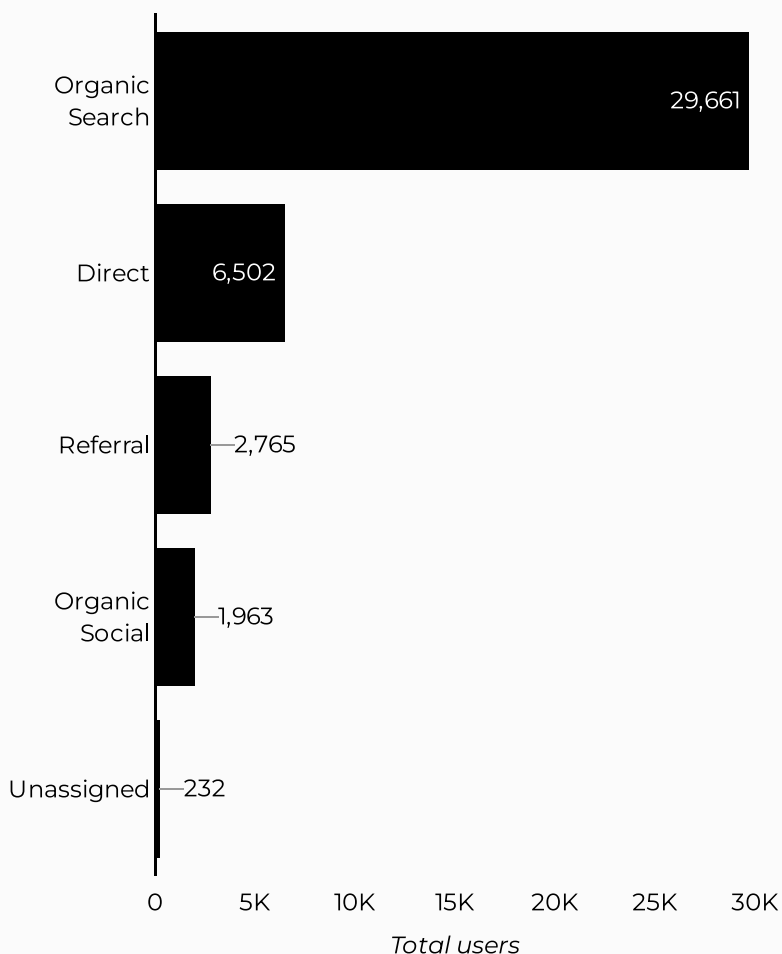


## Top WCAP Pages

Sorted by Total Users

Page title	Total users
CPT Samantha Sullivan :: WCAP	11,203
Home :: WCAP	7,713
PARIS 2024 :: WCAP	5,787
Entry Standards & Apply :: WCAP	3,839
Boxing :: WCAP	3,559
About :: WCAP	3,321
Track & Field :: WCAP	2,478
Wrestling :: WCAP	2,470
SFC Elizabeth Marks :: WCAP	1,563
SSG Leonard Korir :: WCAP	1,254

## Which channels are driving traffic?



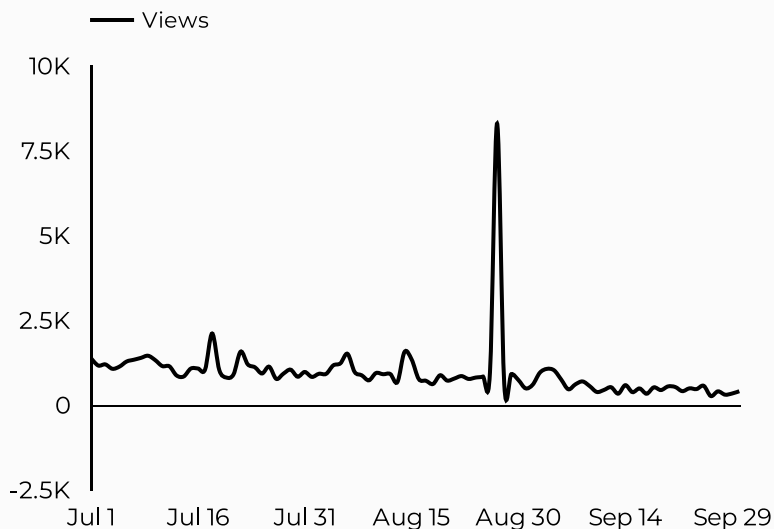
## What are the top sources?

Session source	Total users
google	28,498
(direct)	6,502
m.facebook.com	1,229
goarmy.com	1,063
bing	758
home.army.mil	443
armymwr.com	378
(not set)	232
lm.facebook.com	201
duckduckgo	188



Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
<b>86,917</b>	<b>22,570</b>	<b>15,754</b>	<b>15,053</b>	<b>04:03</b>	<b>63%</b>

**How is site traffic trending?**

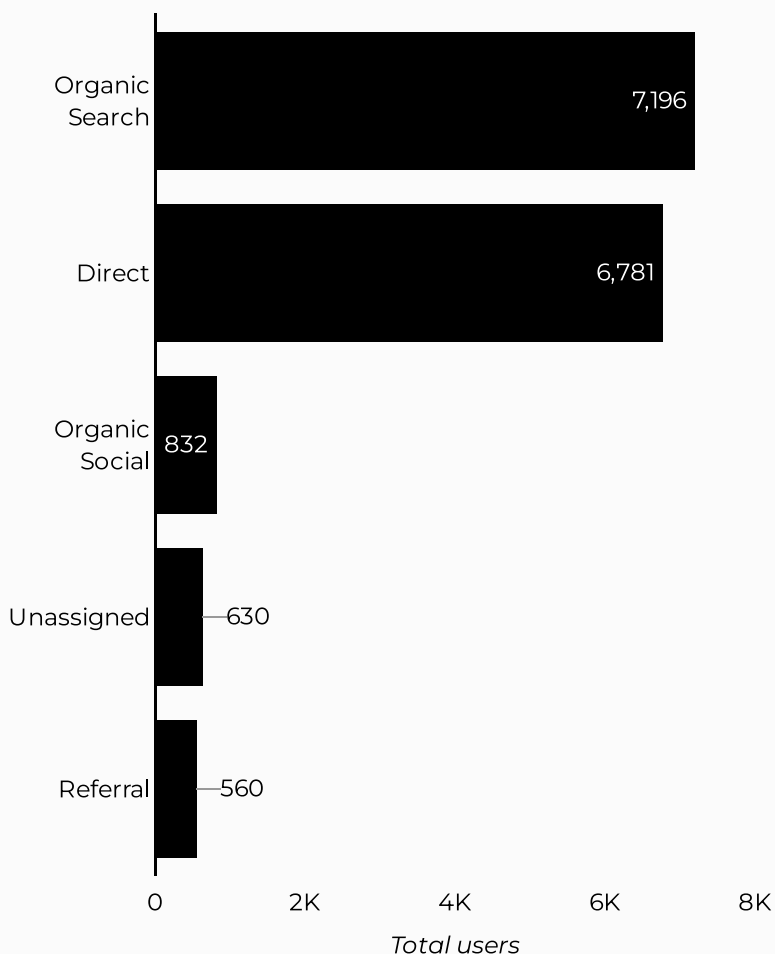


**Top Pages**

Sorted by Total Users

Page title	Total users
Home :: Seward Military Resort	12,540
Booking Rates :: Seward Military Resort	7,167
Rooms, Townhouses, Cabins, and RV Sites :: Seward Military Resort	7,059
Tickets & Tours :: Seward Military Resort	2,877
Eligibility :: Seward Military Resort	2,810
Contact Us :: Seward Military Resort	2,676
Amenities :: Seward Military Resort	1,716
Charter Fishing :: Seward Military Resort	1,288
Townhouses :: Seward Military Resort	1,072

**Which channels are driving traffic?**



**What are the top sources?**

Session source	Total users
(direct)	6,781
google	6,351
(not set)	630
m.facebook.com	564
bing	486
militaryonesource.mil	390
duckduckgo	160
yahoo	149
lm.facebook.com	122
l.facebook.com	102



	Search	Total Searches ▾	Total users	Search count per user	Bounce rate
1.	disney	341	314	1.09	1.26%
2.	tickets	303	256	1.18	1.53%
3.	rental	267	190	1.41	0.51%
4.	golf	261	199	1.31	1.9%
5.	rentals	248	196	1.27	0.5%
6.	pool	226	192	1.18	3.38%
7.	auction	195	161	1.21	0%
8.	discovery	191	82	2.33	0%
9.	camping	187	140	1.34	4.14%
10.	bowling	171	123	1.39	4.62%
11.	jobs	165	142	1.16	1.39%
12.	youth sports	160	135	1.19	2.82%
13.	fishing	148	128	1.16	0.75%
14.	cys	148	123	1.2	1.57%
15.	lodging	146	128	1.14	0.78%
16.	mwr	145	111	1.31	5.98%
17.	sports	134	114	1.18	0.85%
18.	gym	120	85	1.41	3.3%
19.	disneyland	118	110	1.07	0%
20.	food	112	83	1.35	2.35%
21.	travel	102	73	1.4	10.26%
22.	bingo	101	77	1.31	0%
23.	rv	100	91	1.1	0%
24.	soccer	98	82	1.21	1.16%
25.	disney tickets	94	81	1.16	0%
26.	gymnastics	90	70	1.29	0%
27.	cruise	90	84	1.07	2.33%
28.	careers	89	76	1.17	0%
29.	library	89	74	1.2	2.6%
30.	rv rental	87	57	1.53	3.33%
	<b>Grand total</b>	<b>30,240</b>	<b>20,294</b>	<b>1.49</b>	<b>2.88%</b>



**T Mobile** MILITARY & VETERANS **SAVE \$720**  
PER YEAR WITH 4 LINES  
Savings versus Go5G or Go5G Plus. Verify military status w/in 45 days or pay up to \$20/mo more per month. Qualifying credit req'd.  
[Find out more](#)

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**Find My Installation**

Location

## Cycling Challenge 2024

Can you ride, 1000km (621 miles) over 4 months?  
 Ride outdoors on roads & trails.

**Registration:**

Registration begins in April check in with your local Outdoor Rec Facility for details

**Entry fee:**

\$50

**Who can participate:**

Open to all authorized MWR patrons. This challenge is designed for adults. However, youth can participate and should expect to receive an adult sized jersey if/when they finish 1,000 kms.

**Track your Progress:**

May 1 - Aug 31



Jersey Front



Jersey Back

**CYCLING CHALLENGE 2024**



**RUN THE ARMY'S RACE AT THE PENTAGON!**  
Registration Open to the Public!

**OCT. 13, 2024 ★ #TheArmysRace**

PAID ADVERTISEMENT. NO FEDERAL ENDORSEMENT IMPLIED.

**T Mobile** MILITARY & VETERANS **SAVE \$720**  
PER YEAR WITH 4 LINES  
[Find out more](#)

Savings versus Go5G or Go5G Plus. Verify military status w/in 45 days or pay up to \$20/mo more per month. Qualifying credit req'd.

PAID ADVERTISEMENT. NO FEDERAL ENDORSEMENT IMPLIED.

**Each participant is responsible for their own distance tracking and record keeping.**

Electronic tracking devices are highly encouraged.

Recommended app programs are:

- Strava
- Map My Ride
- Komoot
- CyclemeterGPS

**REACH THE GOAL to WIN AN AWESOME CYCLING JERSEY!**

Winners report back to Outdoor Rec beginning Sep 1 to receive your jersey.

**For more info, visit your local Outdoor Rec Facility**

**Participating Garrisons:**



**T Mobile** MILITARY & VETERANS **SAVE \$720** PER YEAR WITH 4 LINES [Find out more](#)

Savings versus Go5G or Go5G Plus. Verify military status w/in 45 days or pay up to \$20/line more per month. Qualifying credit req'd. PAID ADVERTISEMENT. NO FEDERAL ENDORSEMENT IMPLIED.

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Jersey Front



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**Each participant is responsible for their own distance tracking and record keeping.**

Electronic tracking devices are highly encouraged.

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- Strava
- Map My Ride
- Komoot
- CyclemeterGPS

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**Participating Garrisons:**

Europe

# VACATIONS TO CHERISH

Armed Forces Recreation Center Resorts



## WHERE IS YOUR PARADISE?

Perhaps it's digging your toes into warm, white sand and listening to the ocean's gentle rolling surf. Or maybe it's just taking a time-out from everyday life to relax, recharge, and reconnect with those you love.

At AFRC resorts, we're focused on providing world-class service and assuring that our guests experience the vacation of a lifetime. Armed Forces Recreation Center (AFRC) resorts provide an array of affordable, wholesome vacation opportunities exclusively to our brave service members, their families, and other authorized patrons of the Total Defense Force.

# AFRC RESORTS

Hawaii / Germany / Florida / Korea

- Hawaii
- Florida
- Korea
- Germany



## A LONG TRADITION OF HOSPITALITY

The foundations of the Armed Forces Recreation Center, Europe were laid in 1945, soon after the end of hostilities in Europe. Since those early days, we have expanded to four vacation resorts located in some of the best destinations around the world. Our newest property joined the AFRC family in 1994 at Walt Disney World in Orlando, Florida.

[Our Origins](#)

## COMMITMENT TO CLEANLINESS

We take standards for hygiene and cleanliness very seriously and are taking additional steps to ensure the safety of both staff and guests. On a daily basis, the Armed Forces





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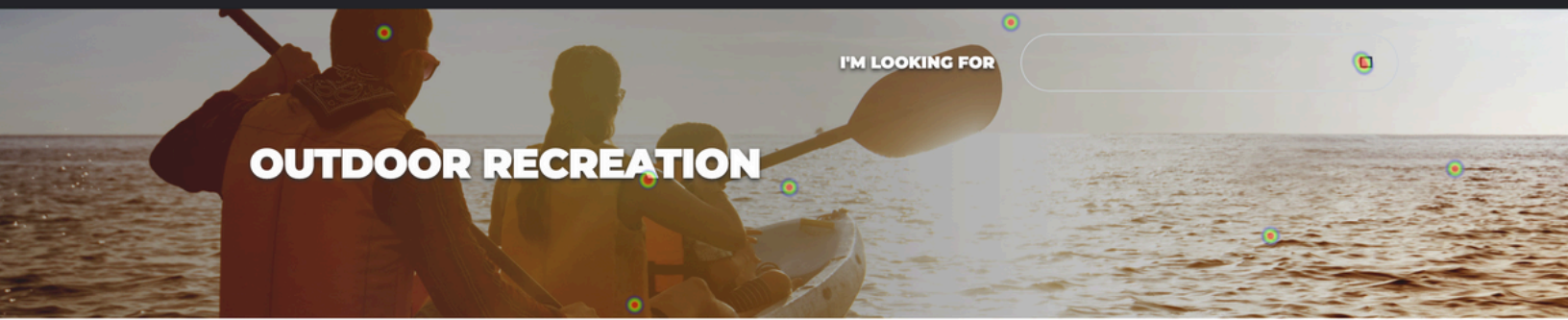
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Registration starts in April, Challenge runs May 1 – Aug 31

To participating garrisons

**T Mobile** MILITARY & VETERANS **SAVE \$720** PER YEAR WITH 4 LINES [Find out more](#)

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### Camping & RV Parks

The Army and other DOD Service Departments operate camp grounds and RV sites throughout the U.S. on military installations and Recreation Areas. Pitch a tent or pull up your camper at U.S. Army MWR campsites and RV Parks made just for you.



### Warrior Adventure Quest

Some Soldiers need specialized coping outlets. Warrior Adventure Quest (WAQ) combines high-adventure activities like rock climbing or zip lining, with leader-led after-action debriefs to help Soldiers move on after deployment.



### Equestrian Services

Saddle up with U.S. Army MWR. Many garrisons offer horse stables, trail and pony rides, stall and pasture boarding, and clinics.



### Adaptive/Inclusive Recreation

U.S. Army MWR programs are accessible, regardless of your ability. You'll find adaptive and inclusive recreation opportunities that help people with different challenges enjoy more sports and activities.



### Services

Find all the possibilities that Outdoor Rec has to offer.

### Cycling Challenge 2024

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Location



### OUTDOOR RECREATION

Camping & RV Parks

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