

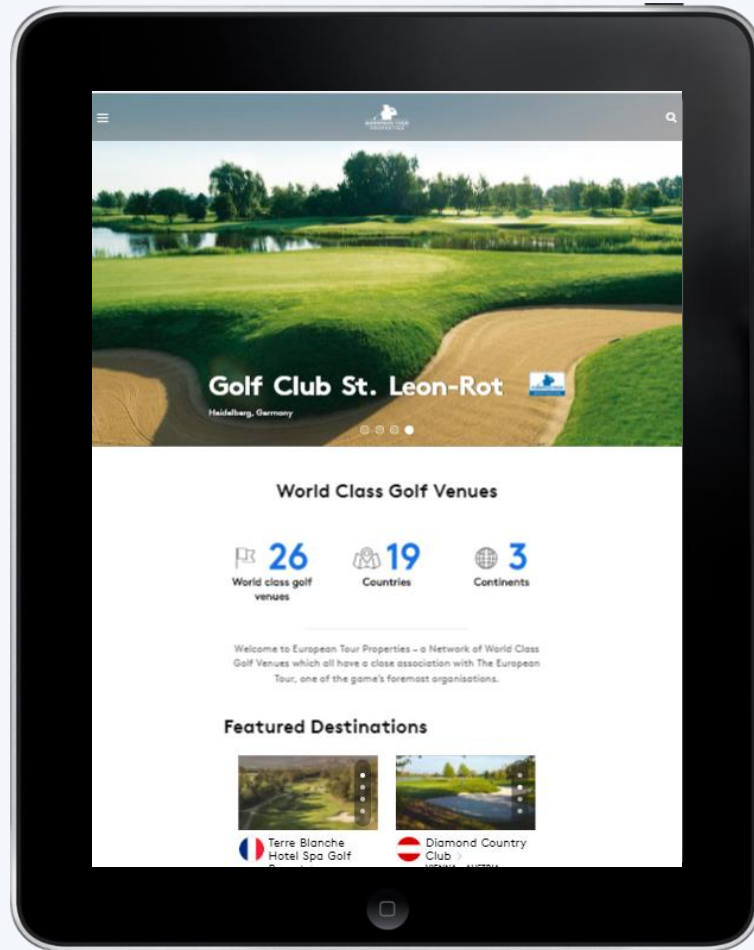


EUROPEAN TOUR PROPERTIES

WEBSITE 2018

European Tour Properties Website

Venue Benefits



www.europeantourproperties.com

- Featured section to highlight venues on a rotation
- Focused news and offer section
- Bespoke venue page with venue details
- Social media features with live update and links to specific venue websites
- Venue icons with bespoke icons e.g. nearest airport
- Direct links to venues website
- Greater venue imagery

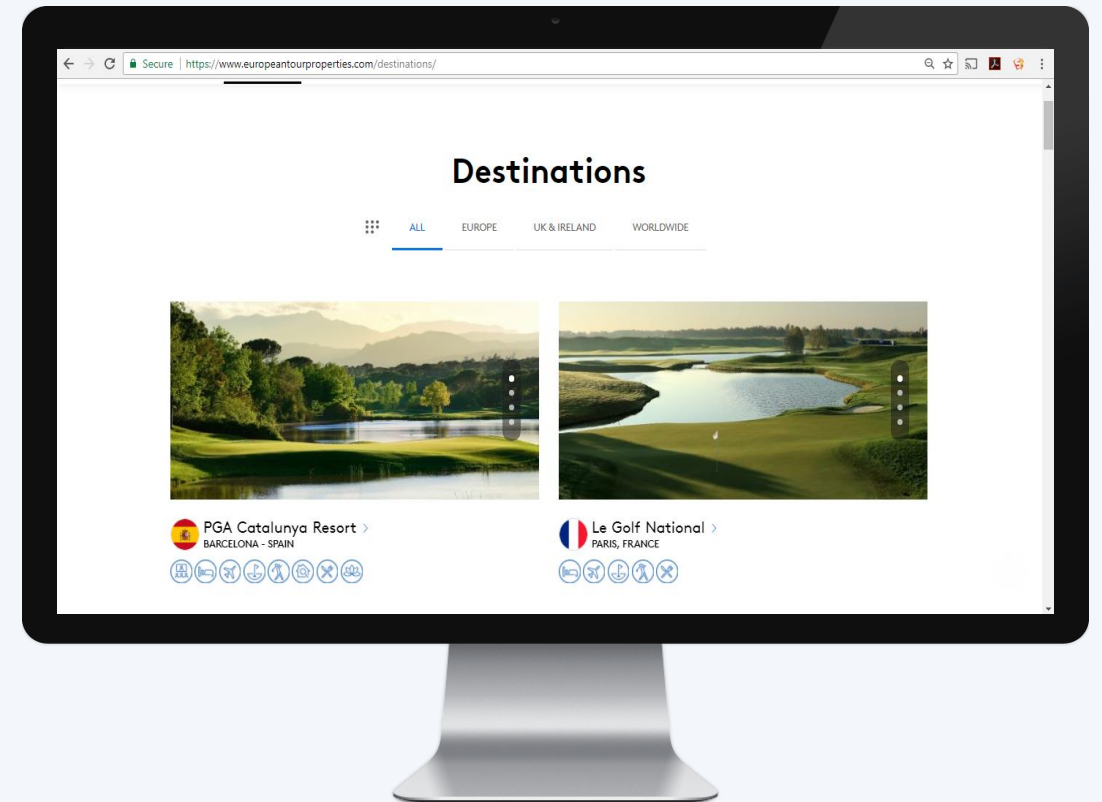
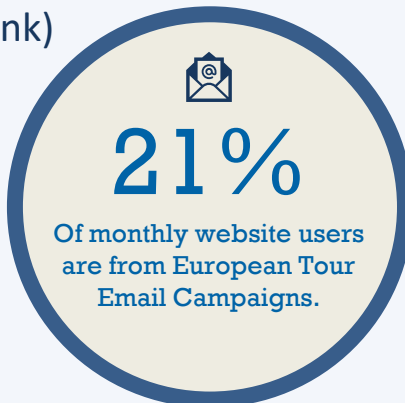
European Tour Properties Website

Referrals and Traffic Sources

84% of all European Tour Properties website traffic is direct from the European Tour website properties link on their home page.
www.europeantour.com

Our top five website referrals per month

1. www.europeantour.com
2. www.google.com (direct search)
3. facebook.com/etdestinations (embed link)
4. europeantour.com/emailcentre (email campaigns)
5. www.golfempire.co.uk

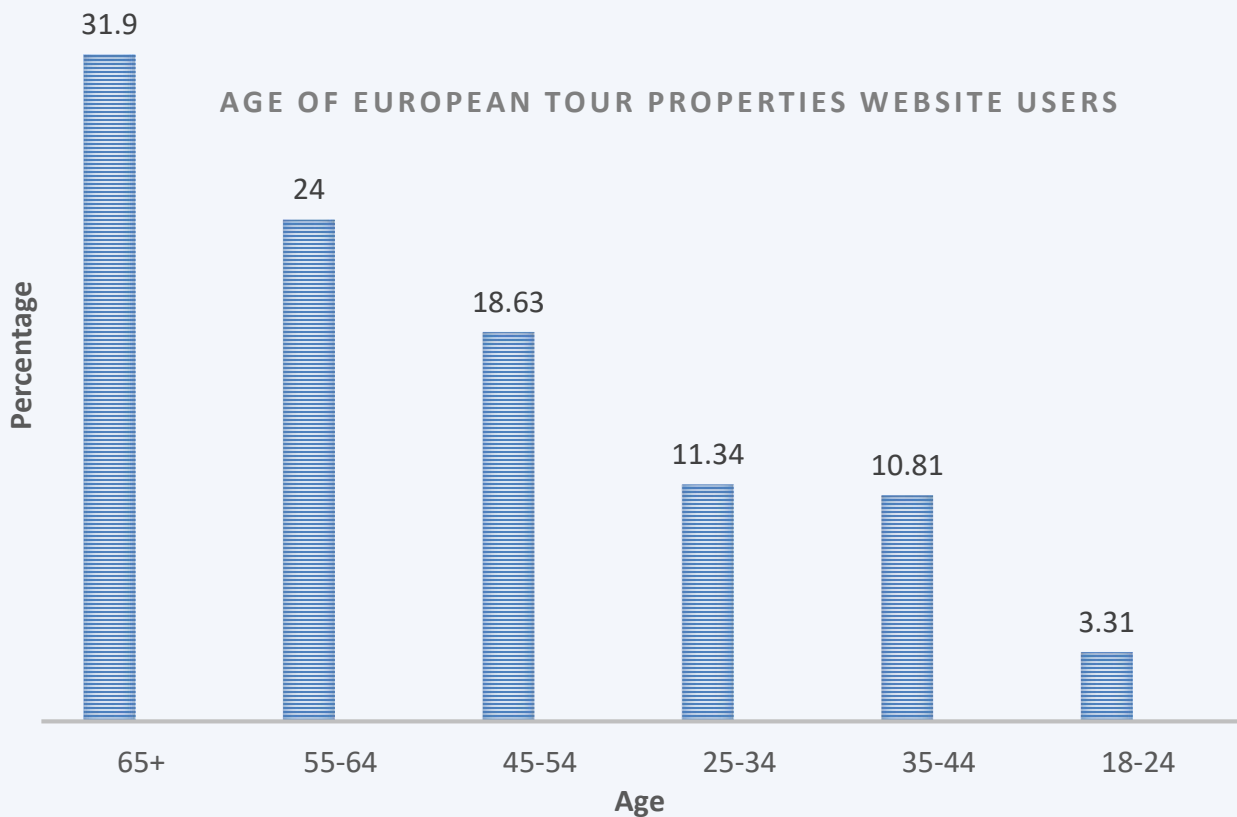


* Pageview definition: a single user
visiting
www.europeantour.com/destinations

European Tour Properties Website

Website User Demographics

Age of site users



Gender of site users



16.27%
of site users
are Female



83.73%
of site users
are Male

Location of site users



United Kingdom
27.48%



France
7.88%



Germany
5.03%



USA
4.46%



Italy
4.19%

European Tour Properties Website

Website User Behaviours and Interests

Top five Interests of site users



Banking and Finance / Avid Investors



Sports & Fitness / Sports Fans



Sports & Fitness / Health



Travel / Travel Holidays



Lifestyles & Hobbies / Business Professionals

88.2% of users are new visitors to the website

