

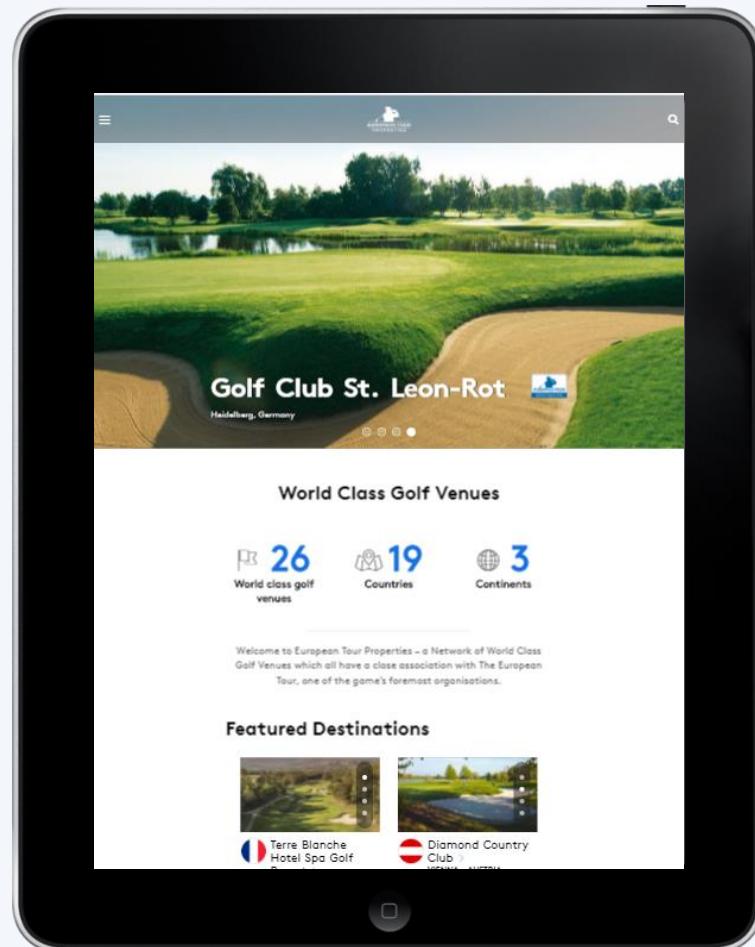


EUROPEAN TOUR PROPERTIES

WEBSITE 2018

# European Tour Properties Website

## Venue Benefits



[www.europeantourproperties.com](http://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

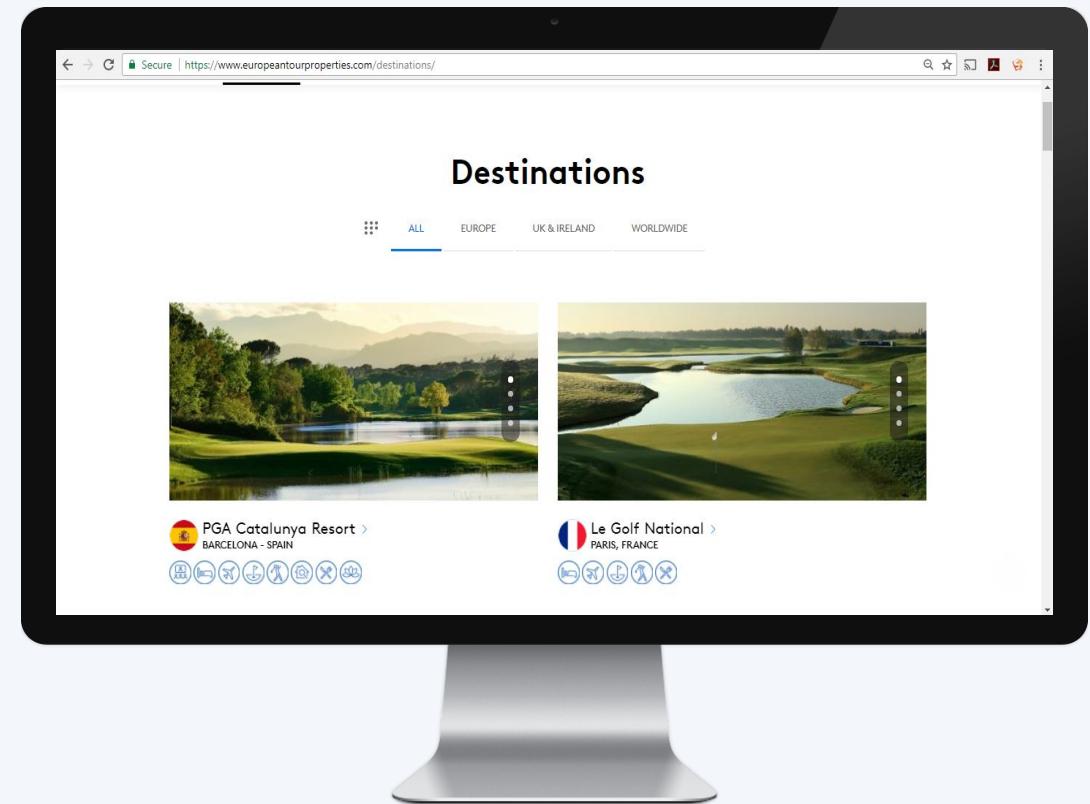
# European Tour Properties Website

## 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](http://www.europeantour.com)

Our top five website referrals per month

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

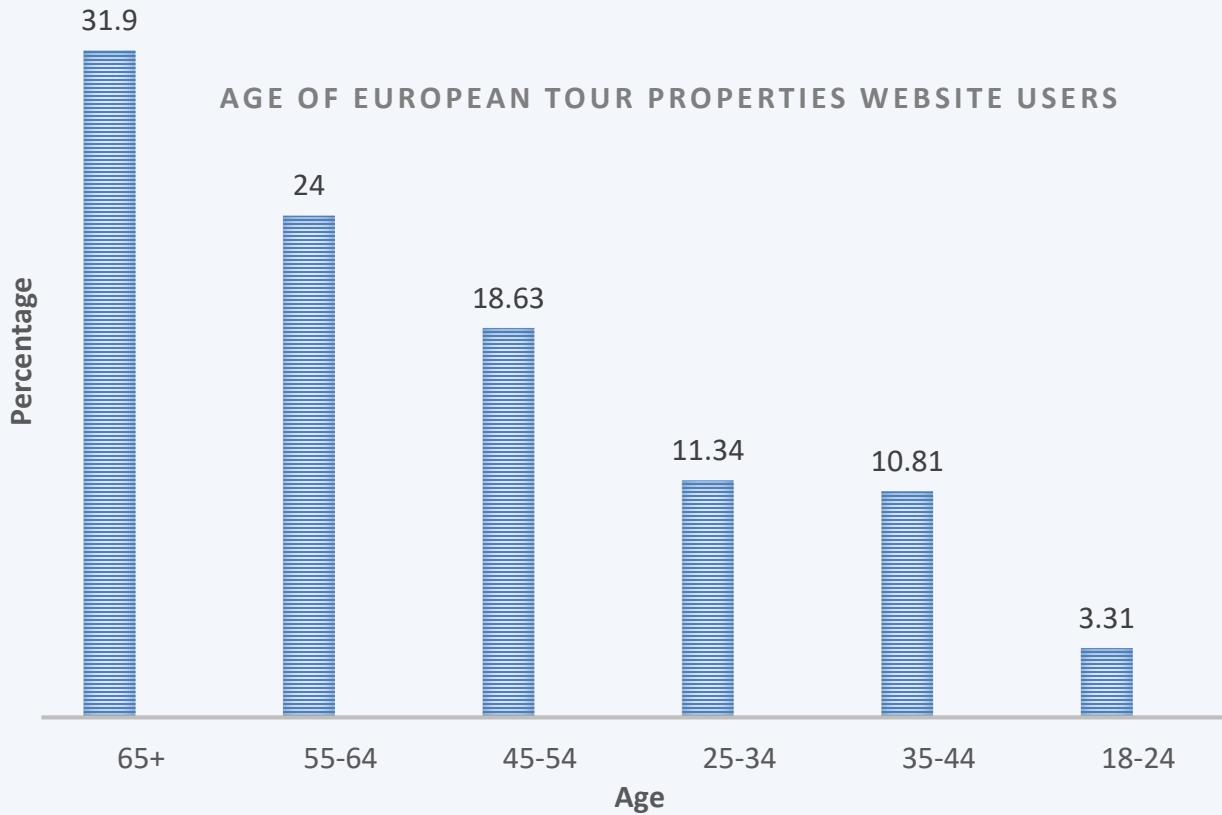


\* Pageview definition: a single user visiting [www.europeantour.com/destinations](http://www.europeantour.com/destinations)

# European Tour Properties Website

## Website User Demographics

Age of site users



Gender of site users



Location of site users



# European Tour Properties Website

## Website User Behaviours and Interests

### Top five Interests of site users

 Banking and Finance / Avid Investors

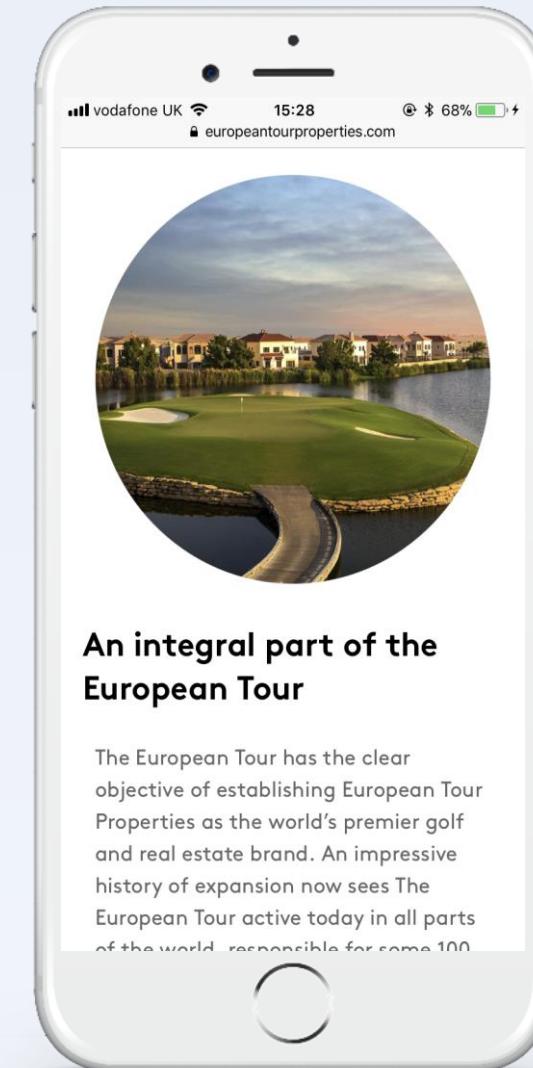
 Sports & Fitness / Sports Fans

 Sports & Fitness / Health

 Travel / Travel Holidays

 Lifestyles & Hobbies / Business Professionals

88.2% of users are new visitors to the website



The European Tour has the clear objective of establishing European Tour Properties as the world's premier golf and real estate brand. An impressive history of expansion now sees The European Tour active today in all parts of the world... responsible for some 100