

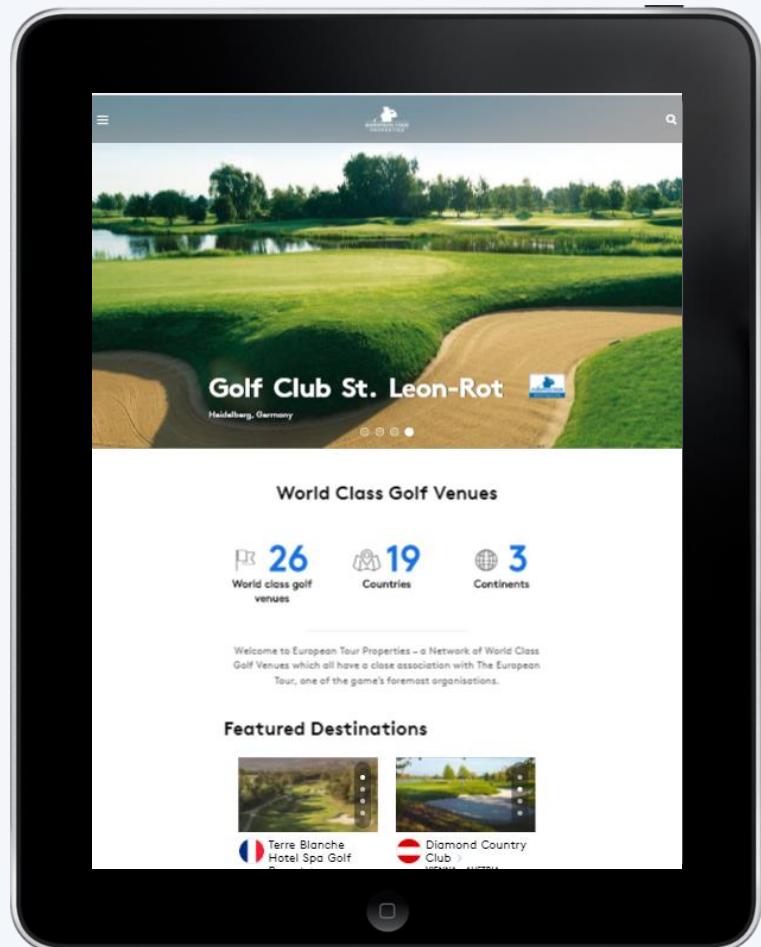


EUROPEAN TOUR DESTINATIONS

JUNE 2019

European Tour Destinations 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

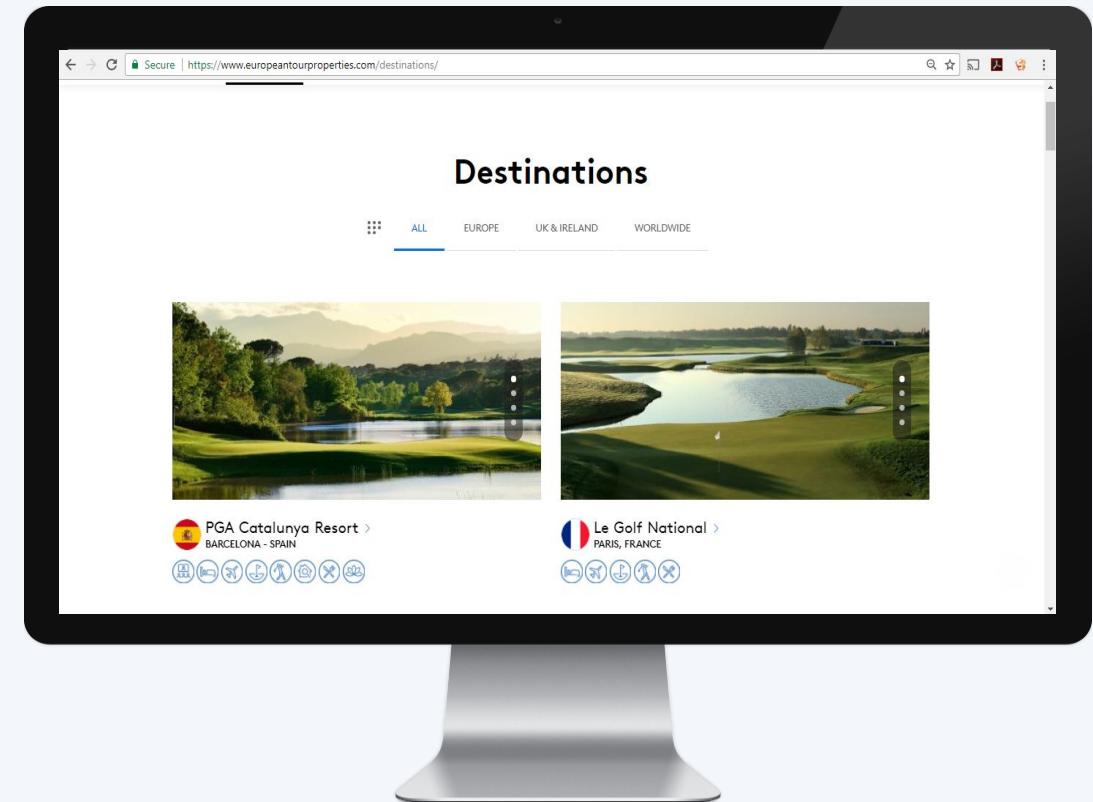
European Tour Destinations Website

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/europeantouretd (embed link)
4. europeantour.com/emailcentre (email campaigns)
5. www.golfempire.co.uk

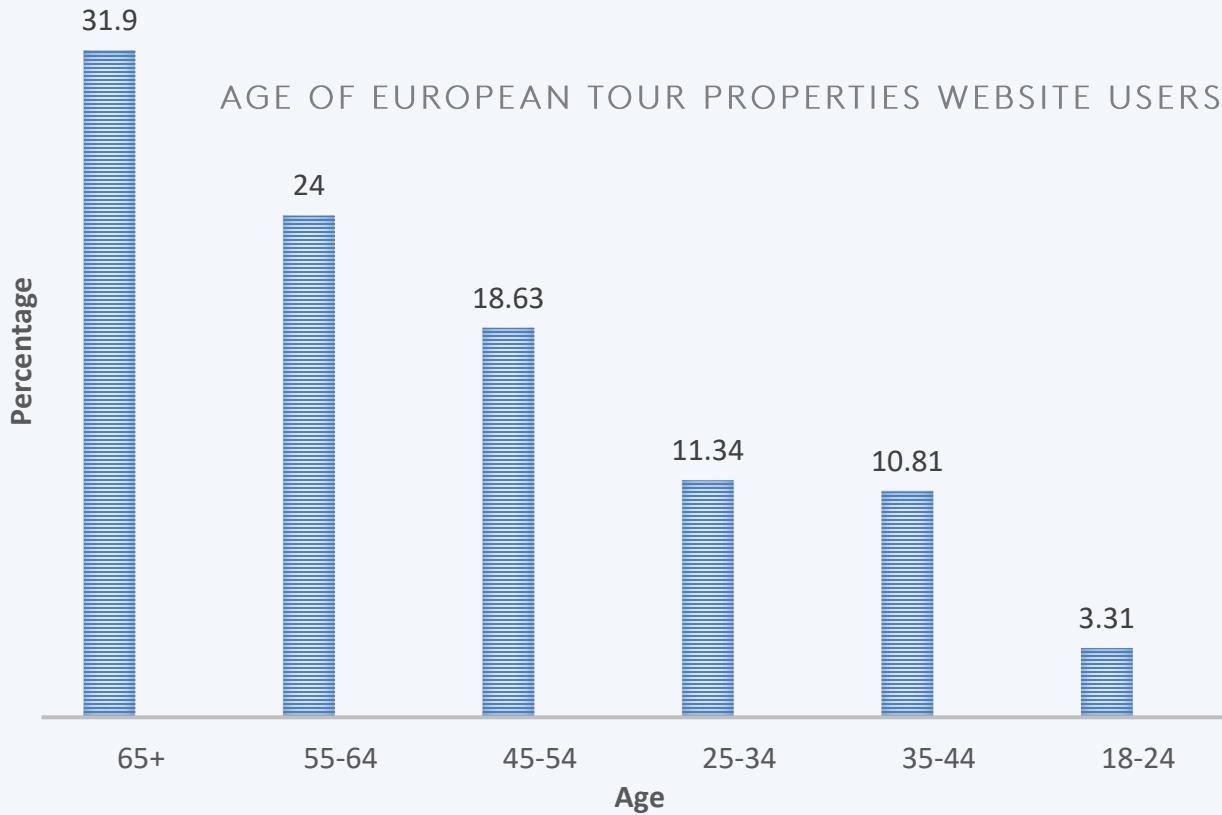


* Pageview definition: a single user visiting www.europeantourdestinations.com

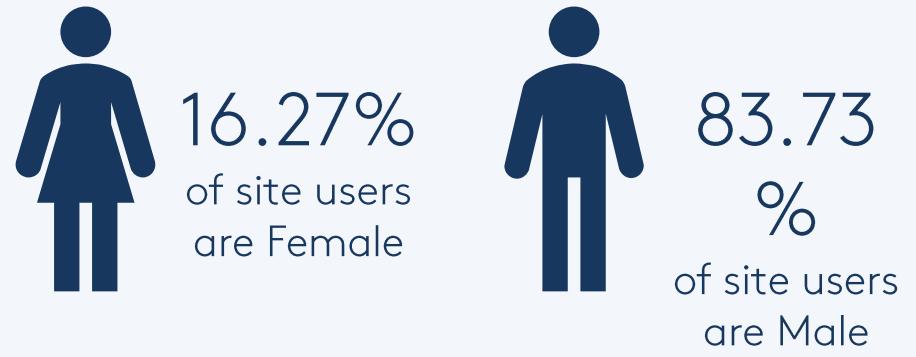
European Tour Destinations Website

Website User Demographics

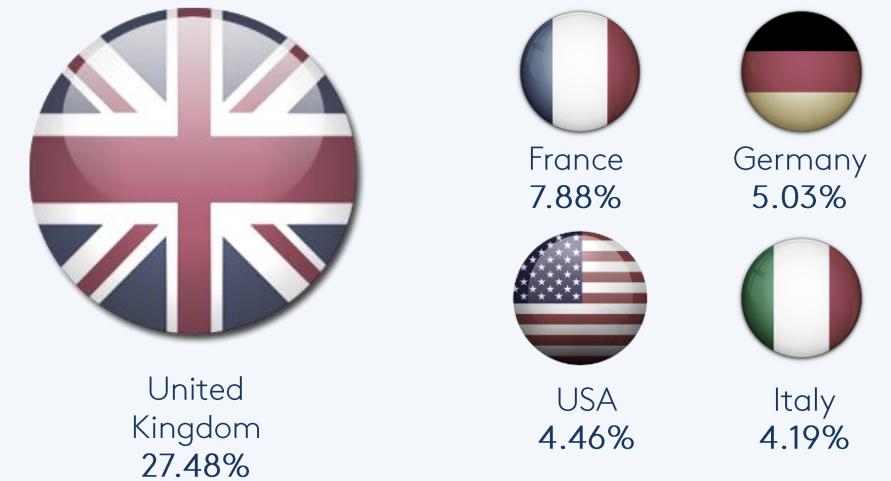
Age of site users



Gender of site users



Location of site users



European Tour Destinations 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

