

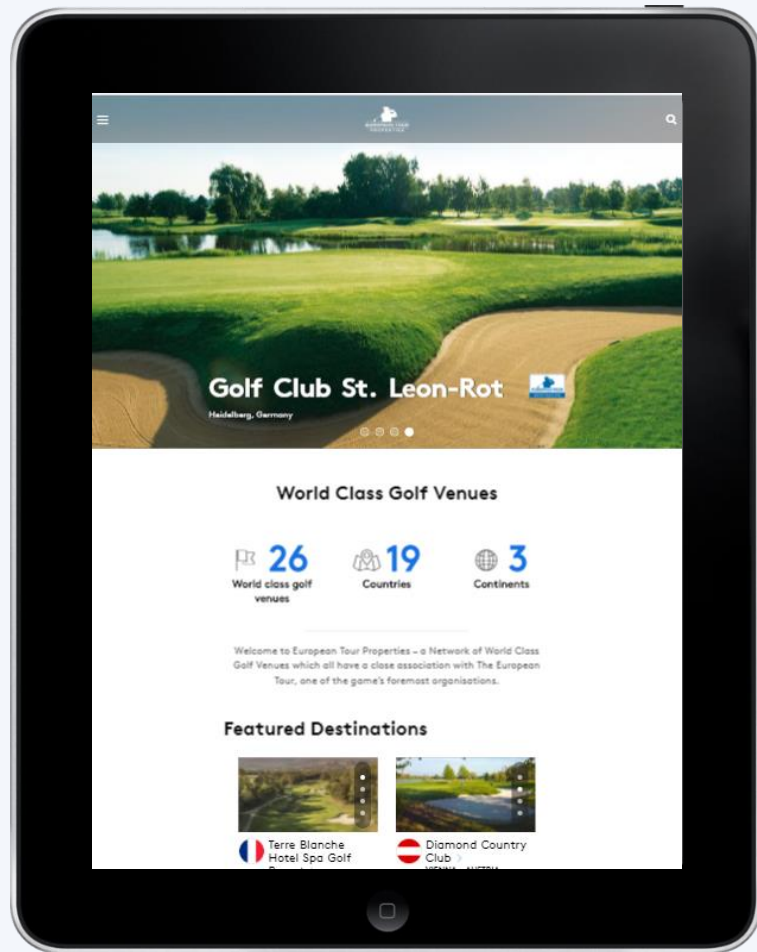


# EUROPEAN TOUR DESTINATIONS

JUNE 2019

# European Tour Destinations 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

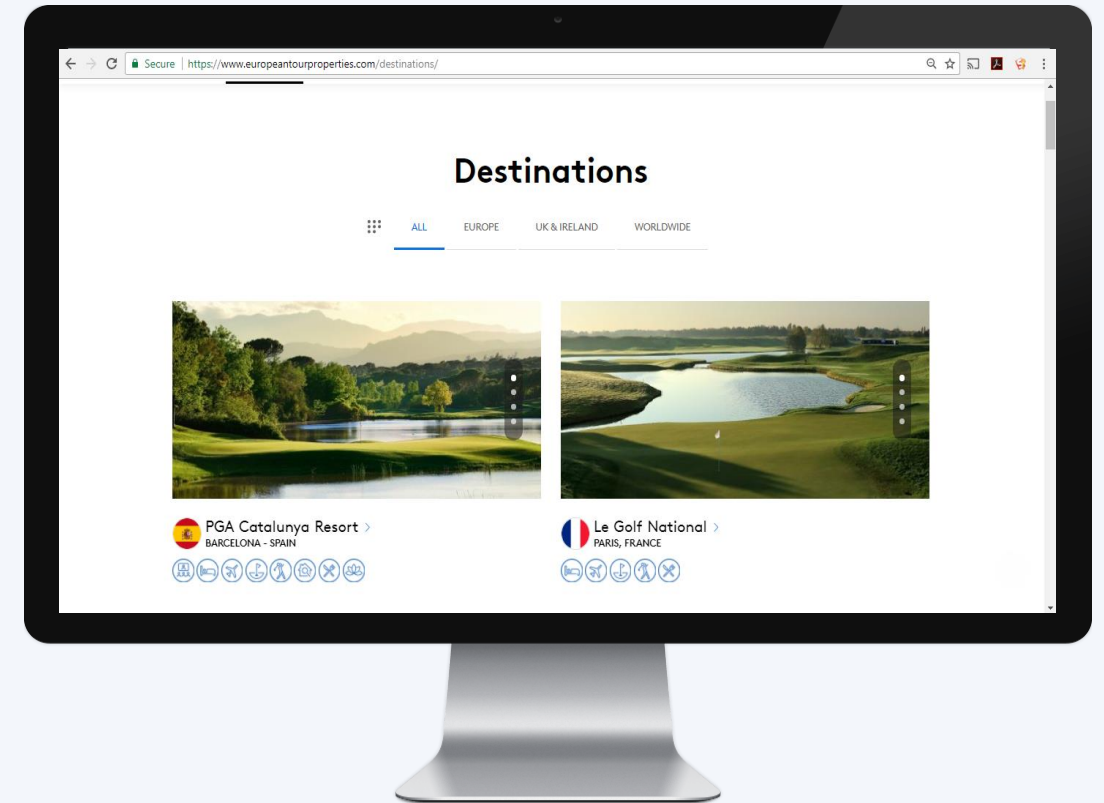
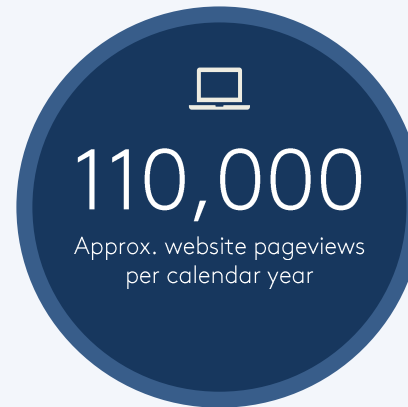
# European Tour Destinations Website

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

Our top five website referrals per month

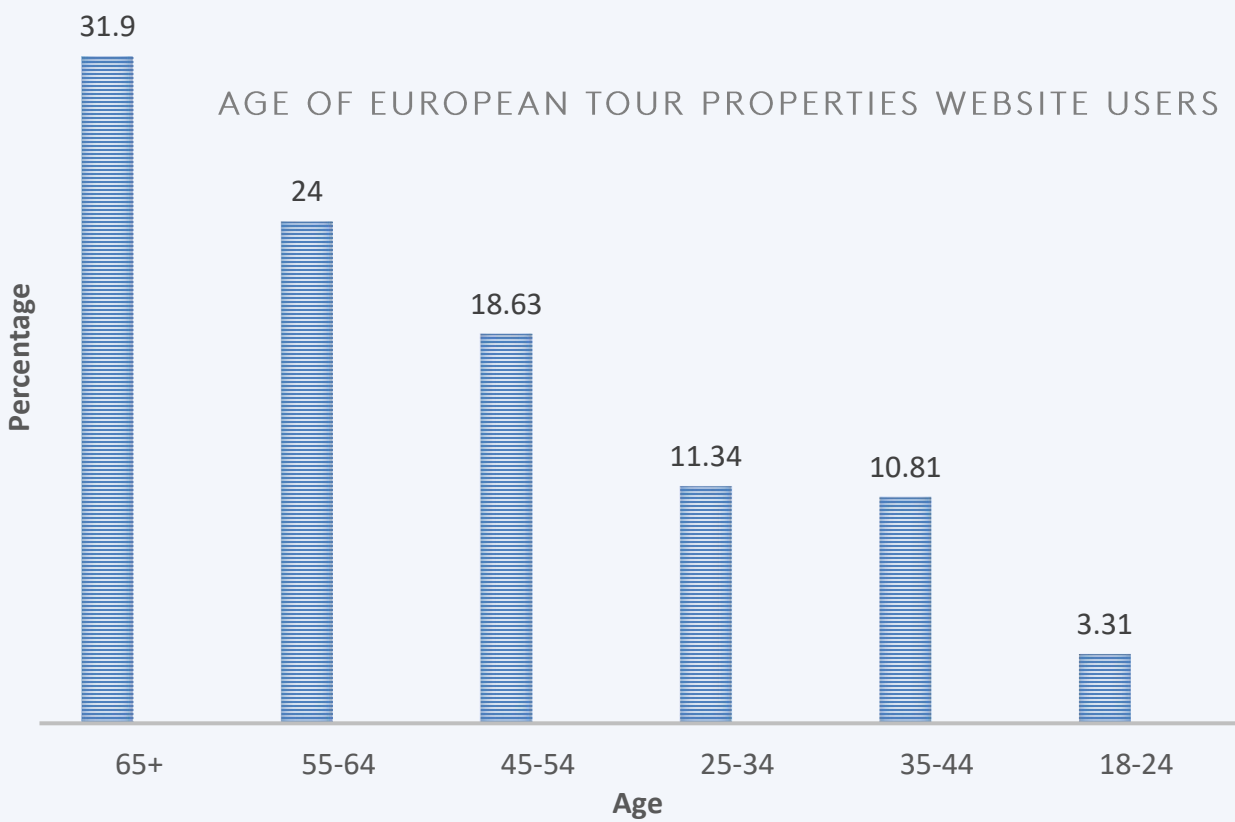
1. [www.europeantour.com](http://www.europeantour.com)
2. [www.google.com](http://www.google.com) (direct search)
3. [facebook.com/europeantouretd](https://facebook.com/europeantouretd)(embed link)
4. [europeantour.com/emailcentre](http://europeantour.com/emailcentre) (email campaigns)
5. [www.golfempire.co.uk](http://www.golfempire.co.uk)



# European Tour Destinations 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 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

