

# Hitwise Industry Report for Sports - Golf

Based on New Zealand Internet usage  
for the week ending November 14, 2009



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## About Hitwise

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Hitwise is the leading online competitive intelligence service. Only Hitwise provides its 1,500 global clients with daily insights on how their customers interact with a broad range of competitive websites, and how their competitors use different tactics to attract online customers.

Since 1997, Hitwise has pioneered a unique, network-based approach to Internet measurement. Through relationships with ISPs around the world, Hitwise's patented methodology captures the anonymous online usage, search, and conversion behavior of 25 million Internet users. This unprecedented volume of Internet usage data is seamlessly integrated into our easy to use, web-based service, designed to help marketers better plan, implement, and report on a range of online marketing programs.

Hitwise, a subsidiary of Experian (FTS: EXPN) [www.experiangroup.com](http://www.experiangroup.com) and operates in the United States, United Kingdom, Australia, New Zealand, Hong Kong, and Singapore. More information about Hitwise is available at [www.hitwise.com/nz](http://www.hitwise.com/nz).

For up to date analysis of online trends and statistics, please visit the Hitwise Intelligence Analyst Weblogs at [weblogs.hitwise.com](http://weblogs.hitwise.com) and the Hitwise Data Center at [www.hitwise.com/nz/resources/data-center/](http://www.hitwise.com/nz/resources/data-center/).

## About Hitwise Industry Reports

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This Hitwise Industry Report provides a concise analysis of market trends within the online 'Sports - Golf' industry. Hitwise monitored 229 websites in the 'Sports - Golf' industry for the week ending 14/11/2009. The industry report includes analysis of traffic levels across days, traffic distribution across the category, traffic to international websites within the category, rankings of the key players within the industry and a range of other key insights into the 'Sports - Golf' industry. This type of report is available across any one of the industries monitored by Hitwise.

This report is based on a sample of Internet traffic within the New Zealand market. It does not include traffic a website or industry may generate from overseas visitors. This report should not be compared with site-centric statistics due to significant differences in data collection methods. For more information on the Hitwise methodology please visit [www.hitwise.com/nz](http://www.hitwise.com/nz).

## Hitwise Methodology

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Hitwise monitors a range of Internet Service Provider (ISP) networks to capture the usage patterns of Internet users. The ISPs represent a diverse range of metropolitan and regional areas including Internet access from home, work and educational institutions.

Each day, Hitwise extracts from its partner ISP networks a list of websites visited and ranks them according to a range of industry standard metrics - including 'Visits', 'Pages' and 'Average Visit Time'. Hitwise also extracts Clickstream data which analyzes the movements of visitors between websites.

Hitwise abides by local and international privacy legislation and analyzes all data in aggregate form. The Hitwise methodology is audited by PricewaterhouseCoopers on a quarterly basis. To view the Hitwise privacy policy and methodology in full please visit [www.hitwise.com/nz](http://www.hitwise.com/nz).



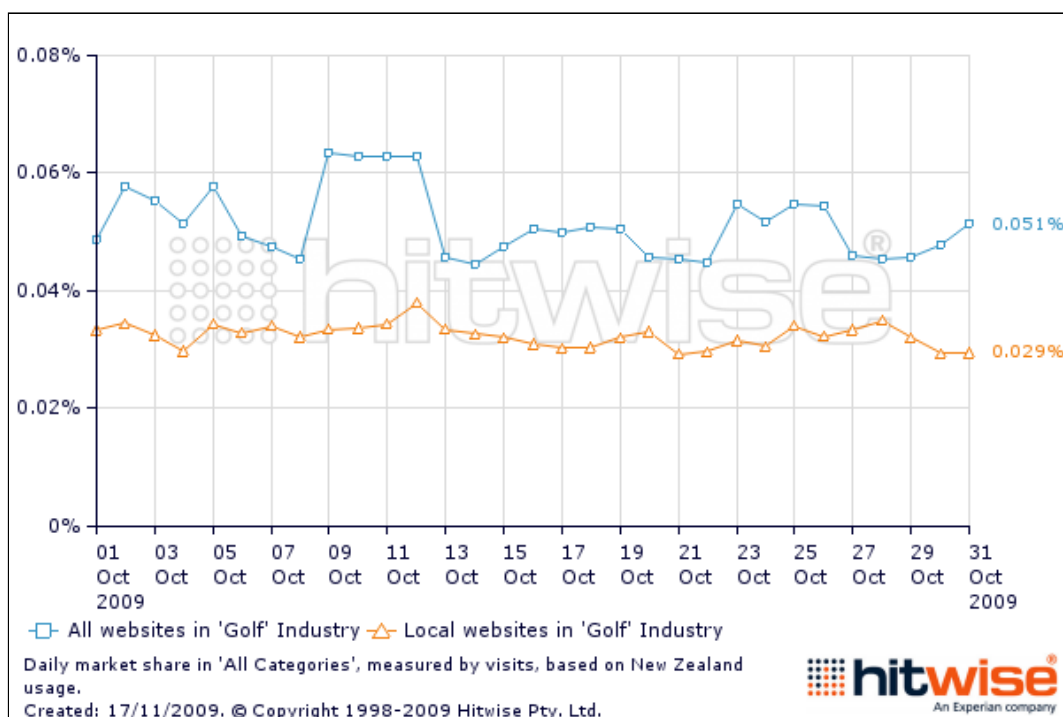
## Industry Description

### Sports - Golf

This category encompasses all websites related to golf.

## Traffic Analysis

The chart below represents the market share of all websites in the 'Sports - Golf' industry out of all Internet traffic, compared to the market share of local websites only. Of all Internet traffic to the 'All Categories' industry during the month of October, 2009, all websites in the 'Sports - Golf' industry captured an average of 0.051% of visits, while local websites in the 'Sports - Golf' industry received 0.032% of visits. Local websites contributed 62.97% of all traffic to the 'Sports - Golf' industry, which means New Zealand Internet users prefer local to global websites.



## Traffic Distribution Analysis

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75.71% of all visits to the online 'Sports - Golf' industry went to the top 10 websites for the week ending 14/11/2009. 82.87% went to the top 20 websites and 97.62% went to the top 100 websites.

## Visit Duration Analysis

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The average visit duration for visits to the online 'Sports - Golf' industry was 6 minutes, 34 seconds for the week ending 14/11/2009. This is a minor increase from last weeks average visit duration of 5 minutes, 34 seconds.

## Websites That Entered and Left the Top 100

The weekly churn in the Top 100 in the 'Sports - Golf' industry for the week ending 14/11/2009 based on visits was 14.0%, which means that 14 websites in this industry's Top 100 rankings have changed since 07/11/2009.

Websites that entered the Top 100 were:

07/11/2009 Rank	14/11/2009 Rank	Website	Domain
DNR	4	PGA Tour Australasia	www.pgatour.com.au
DNR	38	BombsQuadGolf.com	www.bombsquadgolf.com
119	66	Golf365	www.golf365.com
128	76	oobgolf	www.oobgolf.com
135	77	Odyssey Golf	www.odysseygolf.com
123	81	www.golf.org.nz	www.golf.org.nz
DNR	89	Insidegolf.com	www.insidegolf.com
DNR	91	Waitangi Golf Club	www.waitangigolf.co.nz
111	92	Free Golf Info	www.freegolfinfo.com
190	93	The Official Website of Golf Australia	www.golfaustralia.org.au
126	95	Golf Europe	www.golfeurope.com
198	97	The Royal Melbourne Golf Club	www.royalmelbourne.com.au
120	98	Shark.com	www.shark.com
103	99	Golfonline.co.uk	www.golfonline.co.uk

## Websites That Entered and Left the Top 100 (continued)

Websites that have left the Top 100 were:

07/11/2009 Rank	14/11/2009 Rank	Website	Domain
20	147	GolfBox	www.golfbox.dk
65	DNR	Barclays Singapore Open	www.barclayssingaporeopen.com
69	114	www.waitikirigolf.co.nz	www.waitikirigolf.co.nz
73	112	Nike Golf	www.nikegolf.com
77	129	In Golf We Trust	www.ingolfwetrust.com
78	104	Adidas Golf	www.adidasgolf.com
81	144	World Golf Championships	www.worldgolfchampionships.com
87	216	Golf Illustrated	www.golfillustrated.com
91	162	Ben Hogan	www.benhogan.com
94	111	SirShanksAlot	www.sirshanksalot.com
95	140	Masters	www.masters.org
96	DNR	Mission Hills	www.missionhillsgroup.com
98	212	Golfreview.com Forums	forums.golfreview.com
99	124	Golf Components	www.golf-components.com

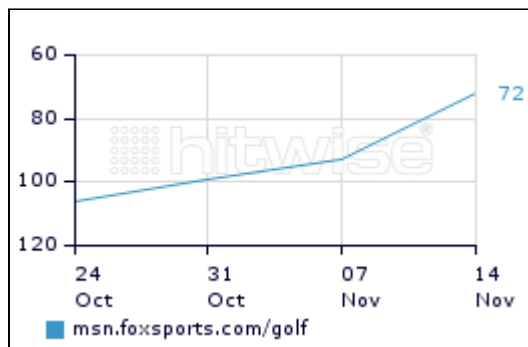
\* Note: DNR = Did Not Rank

## Fast Movers

Fast Movers indicates websites which have witnessed substantial increases in rank in the 'Sports - Golf' online industry. Charts show rank in the 'Sports - Golf' online industry for the four weeks ending 14/11/2009.

### FOXSports.com Golf

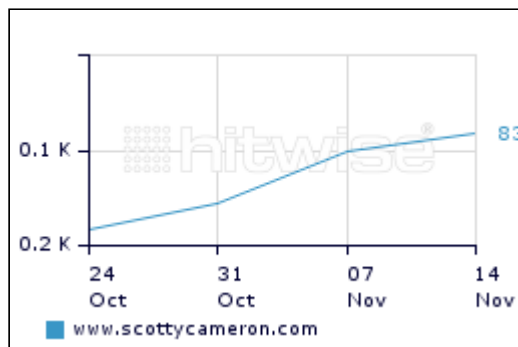
<http://msn.foxsports.com/golf/>



▲ 21 places

### Scotty Cameron

<http://www.scottycameron.com/>



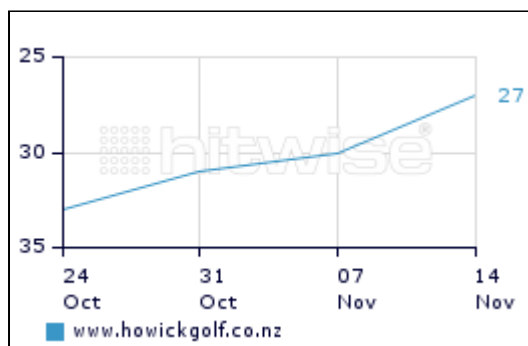
▲ 17 places

The FOXSports.com Golf website provides the latest news from the golfing world, including articles on players and tournaments.

Scotty Cameron is a brand of putter for golfers. The site features the putter's studio, product range, an online store, and dealer locator.

### Howick Golf Club

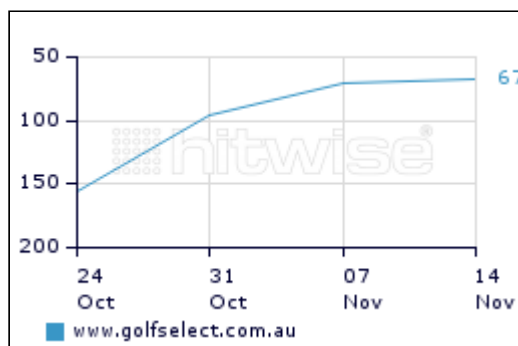
<http://www.howickgolf.co.nz/>



▲ 3 places

### GOLF Select

<http://www.golfselect.com.au/>



▲ 3 places

The 18 hole Howick Golf Course is situated at Musick Point. This website provides course notes, information on the golf club and how to become a member.

GolfSelect.com.au helps organise corporate golf events and golf packages for companies and individuals.

## Top 30 Websites - By Visits

The table below shows the Top 30 websites in the 'Sports - Golf' online industry for the week ending 14/11/2009 based on visits.

This category encompasses all websites related to golf.

Total websites that ranked with currently selected options: 229

Category Contribution Percentage: 0.053%































Rank	Website	Domain	Market Share	07/11	31/10	24/10
1.	New Zealand Golf Network	www.golf.co.nz	44.42%	1	1	1
2.	PGATour.com	www.pgatour.com	7.03%	2	2	2
3.	European Tour	www.europeantour.com	5.36%	3	4	4
△	4. PGA Tour Australasia	www.pgatour.com.au	4.39%	DNR	DNR	DNR
▽	5. Golfink.com	www.golfink.com	4.09%	4	3	3
△	6. The Professional Golfers Association of Australia	www.pga.org.au	3.05%	13	11	31
△	7. Australian Masters	www.australianmasters.com.au	2.37%	50	80	75
▽	8. NZ Golf	www.nzgolf.org.nz	1.86%	7	5	5
▽	9. New Zealand Golf Association Site	www.nzga.co.nz	1.62%	6	6	7
▽	10. TeeBooking	www.teebooking.co.nz	1.52%	5	7	6
△	11. GolfWRX	www.golfwrx.com	0.94%	18	21	15
▽	12. Canterbury Golf Association	www.canterburygolf.co.nz	0.90%	8	8	8
▽	13. Remuera Golf Club	www.remueragolfclub.com	0.84%	11	12	11
△	14. Yahoo! Sports Golf	sports.yahoo.com/golf	0.72%	16	17	9
△	15. ESPN.com - Golf	sports.espn.go.com/golf	0.65%	19	30	27
▽	16. About - Golf	golf.about.com	0.65%	10	9	13
△	17. NZ Golf Guide	www.golfguide.co.nz	0.64%	23	26	24
△	18. NZ PGA	www.pga.org.nz	0.62%	28	16	14
▽	19. isseekgolf.com	www.isseekgolf.com	0.60%	15	23	19
△	20. PGA.com	www.pga.com	0.59%	22	18	10
▽	21. North Shore Golf Club	www.northshoregolfclub.co.nz	0.57%	9	14	21
△	22. GolfDigest.com	www.golfdigest.com	0.56%	24	15	16
△	23. Golf.com	www.golf.com	0.50%	27	13	26
△	24. Auckland Golf	www.auckgolf.co.nz	0.47%	31	27	23
	25. TaylorMade	www.taylormadegolf.com	0.46%	25	29	28
	26. GolfREVIEW.com	www.golfreview.com	0.45%	26	32	22
△	27. Howick Golf Club	www.howickgolf.co.nz	0.44%	30	31	33
▽	28. Tauranga Golf	www.taurangagolf.co.nz	0.43%	14	20	17
	29. The Golf Channel Online	www.thegolfchannel.com	0.41%	29	22	25
△	30. Titleist	www.titleist.com	0.39%	33	40	34

Note: DNR = Did Not Rank. The rankings listed above includes websites that are in the grey area. The grey area signifies the point at which websites can no longer be ranked in order with a high level of confidence.

## Industry Search Terms

The following report lists the most popular search terms for the **24 weeks** ending **14/11/2009**, that resulted in traffic to websites classified by Hitwise within the '**Sports - Golf**' industry. For example, the most popular search term was '**pga tour**' representing **2.65%** of all search terms that delivered users to websites classified by Hitwise within the '**Sports - Golf**' industry.

Displaying 1 to 30 of 13,395 search terms.

Rank	Search Term	Clicks
1.	pga tour	2.65% 
2.	dotgolf	2.29% 
3.	www.golf.co.nz	2.14% 
4.	nz golf handicaps	1.53% 
5.	nz golf	1.42% 
6.	pga	1.32% 
7.	golf nz	1.08% 
8.	golf handicap	0.93% 
9.	dot golf	0.85% 
10.	pgatour	0.80% 
11.	golf	0.79% 
12.	golf.co.nz	0.78% 
13.	pgatour.com leaderboard	0.77% 
14.	british open	0.74% 
15.	pga golf	0.68% 
16.	drag racer v3	0.64% 
17.	pgatour.com	0.61% 
18.	european tour	0.61% 
19.	uspga	0.52% 
20.	pga golf tour	0.51% 
21.	us open golf	0.45% 
22.	mygolf	0.42% 
23.	us open 2009	0.42% 
24.	us pga	0.42% 
25.	kauri cliffs	0.41% 
26.	www.pgatour.com	0.41% 
27.	pga.com	0.39% 
28.	european pga	0.38% 
29.	remuera golf club	0.36% 
30.	akarana golf club	0.34% 

## Industry List

Hitwise monitors over 1 million websites across the following industries:

### Automotive

- Classifieds
- Dealerships
- Manufacturers
- Motorcycling
- Motorsport
- Recreation

### Aviation

- Commercial Airlines

### Business and Finance

- Accountancy
- Agricultural
- Banks and Financial Institutions
- Book Publishers
- Building and Construction
- Business Directories
- Business Information
- Consultancies
- Electronics
- Employment and Training
- Freight and Storage
- Insurance
- IT and Internet
- Legal
- Manufacturing and Industrial
- Marketing
- Primary Industry and Resources
- Professional Associations
- Property
- Stocks and Shares
- Telecommunications
- Utilities

### Community

- Humanitarian
- Organisations

### Computers and Internet

- E-Greetings
- Electronics
- Email Services
- Graphics and Clip Art
- Hardware
- Hosting and Domain Registration
- Internet Advertising
- Paid to Surf
- Portal Frontpages
- Search Engines
- Social Networking and Forums
- Software
- Webcams
- Web Development

### Education

- Institutions
- Reference

### Entertainment

- Animation and Comics
- Arts
- Books and Writing
- Competitions
- Gambling
- Games
- Humour
- Mobile Phones
- Movies
- Multimedia
- Nightlife
- Performing Arts
- Personalities
- Photography
- Radio
- Television
- Wrestling

### Food and Beverage

- Brands and Manufacturers
- Lifestyle and Reference
- Restaurants and Catering

### Government

- Local
- National

### Health and Medical

- Alternative
- Health Insurance
- Hospitals
- Information
- Organisations
- Paramedical and Ancillary
- Pharmaceutical and Medical Products
- Pharmacies
- Primary and Specialist
- Research
- Wellbeing

### Lifestyle

- Beauty
- Blogs and Personal Websites
- Childrens sites
- Dating
- Environment
- Family
- Fashion
- Gay and Lesbian
- Hobbies and Crafts
- House and Garden
- New Age
- Pets and Animals
- Politics
- Religion
- Weddings
- Womens Sites

### Music

- Bands and Artists
- Companies

### News and Media

- Community Directories and Guides
- IT Media
- Print
- Weather

### Shopping and Classifieds

- Apparel and Accessories
- Appliances and Electronics
- Auctions
- Automotive
- Books
- Classifieds
- Computers
- Department Stores
- Flowers and Gifts
- Grocery and Alcohol
- Health and Beauty
- House and Garden
- Intimate Apparel and Accessories
- Music
- Office Supplies
- Rewards and Directories
- Sport and Fitness
- Toys and Hobbies
- Video and Games
- Wholesale and Relationship Sales

### Sports

- Athletics
- Basketball
- Cricket
- Cycling
- Fantasy
- Fishing
- Golf
- Horse Racing
- Motorsport
- Olympics
- Rugby League
- Rugby Union
- Skateboarding and In-line Skating
- Snow Sports
- Soccer
- Tennis
- Watersports
- Yachting and Boating

### Travel

- Agencies
- Destinations and Accommodation
- Maps
- Transport

### Adult