

Royal Enfield Owners Club

2025 AGM – Website Manager’s Report, September 20th 2025

Executive Summary

Please note that a full report follows this summary and will be made available in the members area of the website.

Website Usage

Overall usage of the website in the past 12 months has increased by about 67% in terms of number of unique visitors and 90% in terms of page views. So the site is gaining considerably more traffic than in the preceding 12 months.

We are now getting visits from upwards of 50 different countries. The top is of course the United Kingdom, but second place is taken by India with the United States coming in third.

However it should be borne in mind that the Internet is currently being ransacked by the large US IT Corporations running their AI Bots all over the place copying content for AI training, so quite a lot of the traffic from the United States is likely caused by that. In addition, we see a disproportionate level of traffic from Russia and China. That is probably due to automated hacking attempts.

The most popular pages, with the exception of the site’s home page, are the Enfield Timeline, followed by membership and branch-related pages, the members “for sale” page, club merchandise and (unsurprisingly for this year) the International Rally page.

For the first time since I started monitoring the statistics, several years ago, the use of smartphones has slightly exceeded the use of desktop/laptop/tablet machines in accessing the club’s website, with the most common being Android devices outweighing Apple iPhones by about 2 to 1.

Online Membership

As of the time of writing (18th September) we now have 1315 members registered on the website. These are all people that have either joined the club or renewed their membership via the online options.

The automated membership reminders have been going out since early August and we are seeing a high renewal rate, both from within the UK and from overseas members.

We currently have overseas members that have joined or renewed online, from 25 countries.

Request for more member-contributed content

Just like with the club magazine, The Gun, the website can only grow and gain more content if someone creates it. So I would ask members that have any articles, pictures, stories to tell, rally or biking holiday reports, anything that might be of interest to other members, to send it to the Web Site Manager in a format that can be easily converted into a web page. So either plain text, or a Microsoft Word document or similar. Do not neglect sending things to the editor of The Gun, of course, but bear in mind that space in the club magazine is limited. We do not have such a limitation on the website, so please think of the magazine and website as complimentary media.