xplorio

THE POWER OF COMMUNITY

1 Xplorio's Vision

We believe in the power of Community

In today's fast-paced, Internet-driven world people have instant access to almost any kind of information about a region, town or even neighbourhood at just the click of a mouse or tap of a mobile screen. But the challenge we face as local businesses and communities is that even though there is a vast global community searching for our services, news and information, our individual efforts are often drowned out by the crowded online space.

So how do we take back control of how our communities are represented online?

By working together!

That's where Xplorio comes in. We've built a website that empowers, encourages and inspires community members to collectively showcase their businesses and information on a shared platform.

Our vision is to enable you as the individual to take ownership of the image and growth of your specific town online, while also getting to promote your own products or services.

Watch More About Xplorio





2 What Xplorio Offers

Your TOWN

- Get a free, inspirational and cutting edge town website
- Have a platform that is great for locals and tourists
- Benefit from increased job creation, SMME development and local commerce
- Back up your town development decisions with data

You THE BUSINESS

- Get a free, comprehensive profile on a cutting edge town website
- Ensure you're found by potential customers
- Reach exponentially more customers by promoting content to Xplorio's home page
- Measure your return on investment every step of the way
- Be part of a town-wide marketing drive

Your CUSTOMERS "Xplorers"

- Find anything and everything you want to know about a town – all in one place
- Find all the latest town information – including news, events and specials
- Get that real insider scoop
- Navigate every Xplorio town in the same way – easily!



3 Xplorio Growth

Website visitor growth per year



Lead growth per year



Business growth per year





4 Xplorio Coverage

TOTAL TOWNS
18





5 Xplorio Performance

THE NUMBERS

5,000 Businesses

40,000 Monthly Visitors

9,000 Enquiries p/m

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6 Why Support Xplorio?

It's simple. Because you'll be supporting YOUR local community, town and businesses.

Thank you From the Xplorio Team

Besides all the incredible people who support Xplorio Overberg, we also have some of the best local and international professionals invested in keeping our platform ahead of the curve.

"Alone we are strong, together we are stronger. The power of community"



Jan Lutzeyer -Managing Director

Sanja Lutzeyer -Business Development

Chris Captivate -Operations Manager

Candice Lombard -Communications

Marius Meyer -Support

Jannik Streibing -Systems support

Marais Nel -Paid Media

Jorge Perez -Sales

Mario Bulpitt -Marketing

Colin Cowley -Marketing

Nicole Cowley -Events