xplorio

October 2017

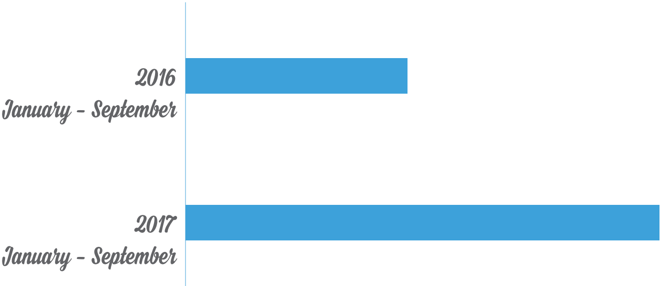
WE BELIEVE IN HERMANUS

What is this **Report?**

If you're **excited** about growing your town's online presence then this report is going to really make your day. Xplorio Hermanus has been **exploding online** but don't just take our word for it, we've got phenomenal results for you to browse below.

1 Xplorio Hermanus Online Growth

We reached 8,366 people searching for information about Hermanus online this month. That's roughly 278 potential customers interested in your town every day. When looking at data from the previous years, we've experienced a 113% growth in users.



2 Xplorio Hermanus' Top Ranking Profiles

THINGS TO DO

★ HERMANUS WHALE WATCHERS

★ SPOOKFONTEIN

★ NISSAN TRAILSEEKER

☆ HEAVEN & EARTH HORSE RIDING TRAILS

ACCOMMODATION

★ NORFOLK GUEST HOUSE

★ HEIGHTS VILLA

★ SANDALS BEACH VILLA

☆ DOVECOTE COTTAGE

BUSINESSES

★ SOUTH AFRICAN ADVENTURES

★ E-TEC ELECTRIC FENCING

★ HERMANUS BUILD IT

☆ AURA DESIGN

PLACES TO EAT

★ HARBOUR ROCK SEAGRILL

★ HEAVENLY BEANERY & CAFé

★ GECKO BAR

☆ THE MILKWOOD RESTAURANT

3 Xplorio Hermanus' Current Growth

ACCOMMODATIONS

CUSTOMERS 918 **LEADS** 252

THINGS TO DO

CUSTOMERS 1166 **LEADS** 287

PLACES TO EAT

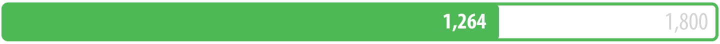
CUSTOMERS 134 **LEADS** 47

BUSINESSES

CUSTOMERS 2,620 **LEADS** 803

** Customers are defined as website visitors with the intent of finding a business.*
***Leads are customers who enquire via phone or email with a specific business.*
****Data provided above are for the last 3 months.*

~70% of Hermanus Businesses are already on Xplorio.



** Numbers derived from statssa.gov.za*

4 How does Xplorio promote Hermanus?

Social Media

We publish your town's content on our social media platforms, driving more traffic to Xplorio Hermanus pages and profiles.

SEO

We work on achieving first page results on search engines for all business categories that are relevant to Xplorio Hermanus .

Google bing YAHOO!

Search Advertising

We pay for online keyword campaigns that are targeted to drive additional, relevant traffic to Xplorio Hermanus .

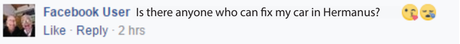
Traditional Marketing

We ensure constant brand awareness in the real world too with Xplorio Hermanus fliers, advertorials and more.

xplorio
info / business / travel
XPLORIO.COM/HERMANUS

Online Reputation Management

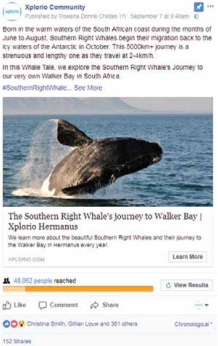
We encourage people who are talking about Hermanus online to visit Xplorio Hermanus pages and profiles by liinking them to relevant information.



Facebook User Is there anyone who can fix my car in Hermanus?
Like · Reply · 2 hrs

Over 116,000 Users -Total traffic to date

Highlights- Time Period



Born in the warm waters of the South African coast during the months of June to August, Southern Right Whales begin their migration back to the icy waters of the Antarctic in October. This 5000km+ journey is a strenuous and lengthy one as they travel at 2-4km/h.

In this Whale Tale, we explore the Southern Right Whale's Journey to our very own Walker Bay in South Africa.

#SouthernRightWhale... See More

The Southern Right Whale's journey to Walker Bay | Xplorio Hermanus

We learn more about the beautiful Southern Right Whales and their journey to the Walker Bay in Hermanus every year.

XPLORIO.COM

48,062 people reached

Christina Smith, Gillian Louw and 361 others

152 Shares

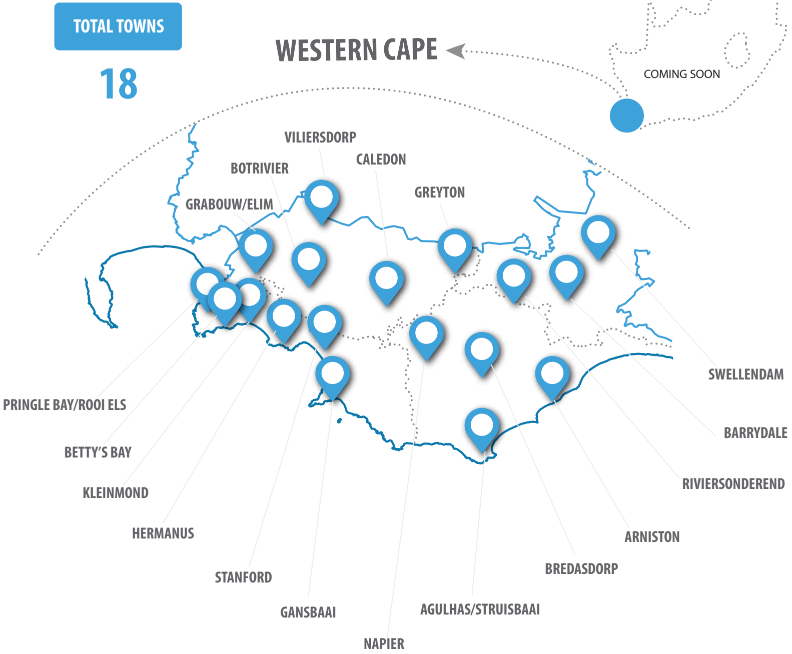
MORE ABOUT XPLORIO

Progress

5 *Xplorio Coverage*

TOTAL TOWNS

18



6 Xplorio Performance

THE NUMBERS

5,000
Businesses

40,000
Monthly Visitors

9,000
Enquiries p/m

MENTIONED BY

traveller 24
Getaway
South Africa
NATIONAL GEOGRAPHIC
CAPE TOWN TOURISM
2OCEANS VIBE

7 *Why Support Xplorio?*

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

Watch the Xplorio Hermanus video

Watch Hermanus Video

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”