

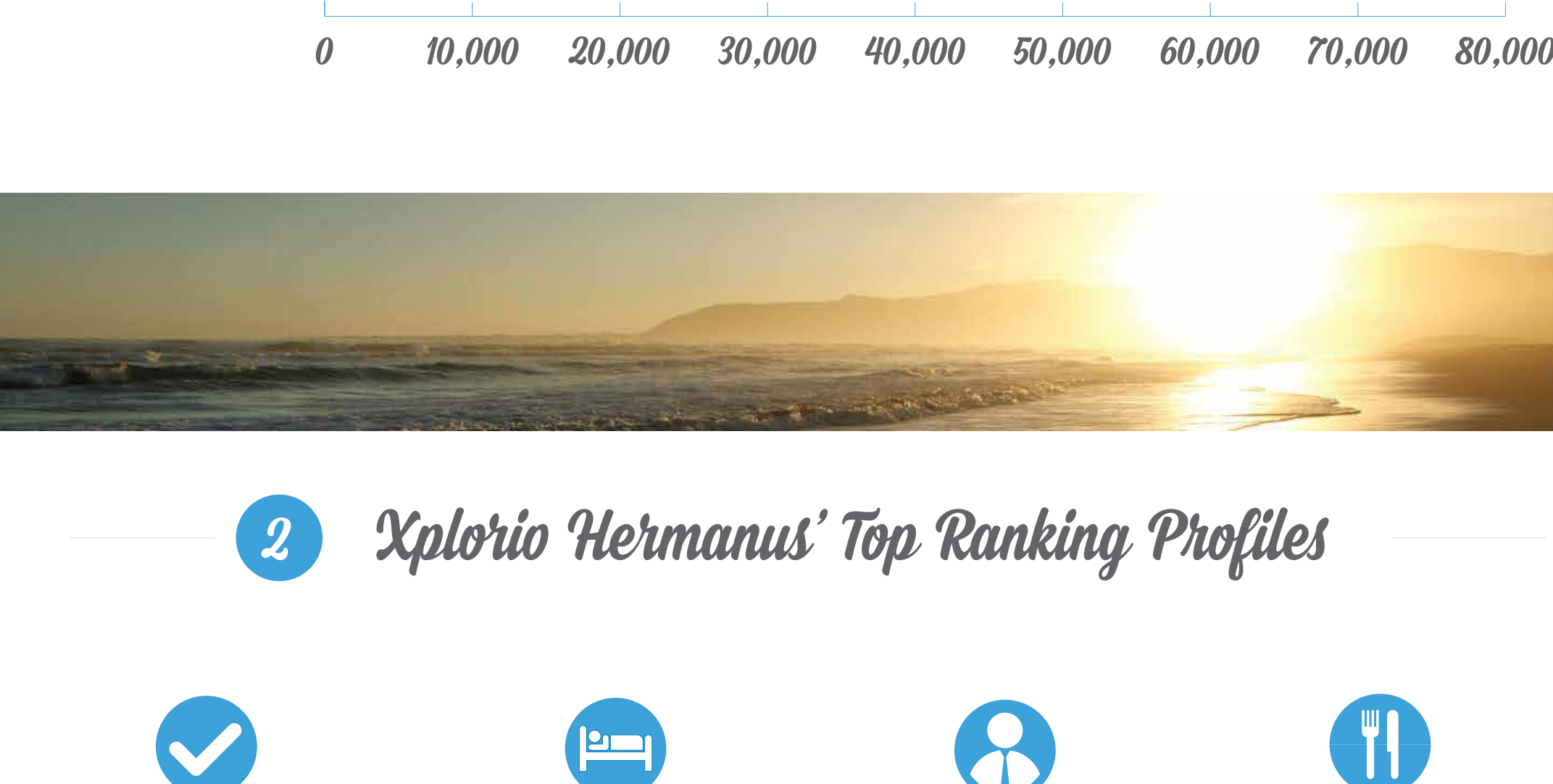
WE BELIEVE IN HERMANUS

★ 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 **8,270** people searching for information about Hermanus online this month. That's roughly **266** potential customers interested in your town every day. When looking at data from the previous years, we've experienced a **96%** growth in users.



2 Xplorio Hermanus' Top Ranking Profiles

THINGS TO DO

- RACE2STANFORD TRIATHLON
- HERMANUS WHALE WATCHERS
- HEAVEN & EARTH
- SHARK EXPEDITIONS AFRICA

ACCOMMODATION

- NORFOLK GUEST HOUSE
- HEIGHTS VILLA
- DOVECOTE COTTAGE
- HEAVEN & EARTH ACCOMMODATION

BUSINESSES

- E-TEC
- SOUTH AFRICAN ADVENTURES
- AURA DESIGN
- HERMANUS TOURISM

PLACES TO EAT

- HARBOUR ROCK SEAGRILL
- GECKO BAR
- THE MILKWOOD RESTAURANT
- ROSSI'S ITALIAN RESTAURANT

3 Xplorio Hermanus' Current Growth

ACCOMMODATIONS

CUSTOMERS **890** LEADS **293**

THINGS TO DO

CUSTOMERS **1,454** LEADS **479**

PLACES TO EAT

CUSTOMERS **141** LEADS **46**

BUSINESSES

CUSTOMERS **2,818** LEADS **929**

* 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.

1,264

1,800

* Numbers derived from statsza.gov.za

4 How does Xplorio promote Hermanus?

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

Social Media

Facebook Instagram Twitter YouTube

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

SEO

Google Bing Yahoo!

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

Search Advertising

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

Traditional Marketing

Xplorio XPLORIO.COM/HERMANUS

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

Online Reputation Management

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

Over 124,000 Users - Total traffic to date

Highlights- Time Period

Xplorio Community

Published by Hermanus Online October 17th, October 17th at 11:33AM

Introducing the 40-day green quest of the ocean: the Southern Right Whale! Reaching lengths of up to 18 metres, these mammoth mammals travel up to 10,000km to and from their breeding grounds every year. Come and experience their journey with us.

#SouthernRightWhale #XplorioHermanus #HermanusMammals

THE SOUTHERN RIGHT WHALE

The Southern Right Whale [Infographic]

One of the rarest of the Southern Right Whale, Cape Hermanus and December and you will notice that modern day guests really do love 'Whaleing' in a safe way.

1,000 people reached

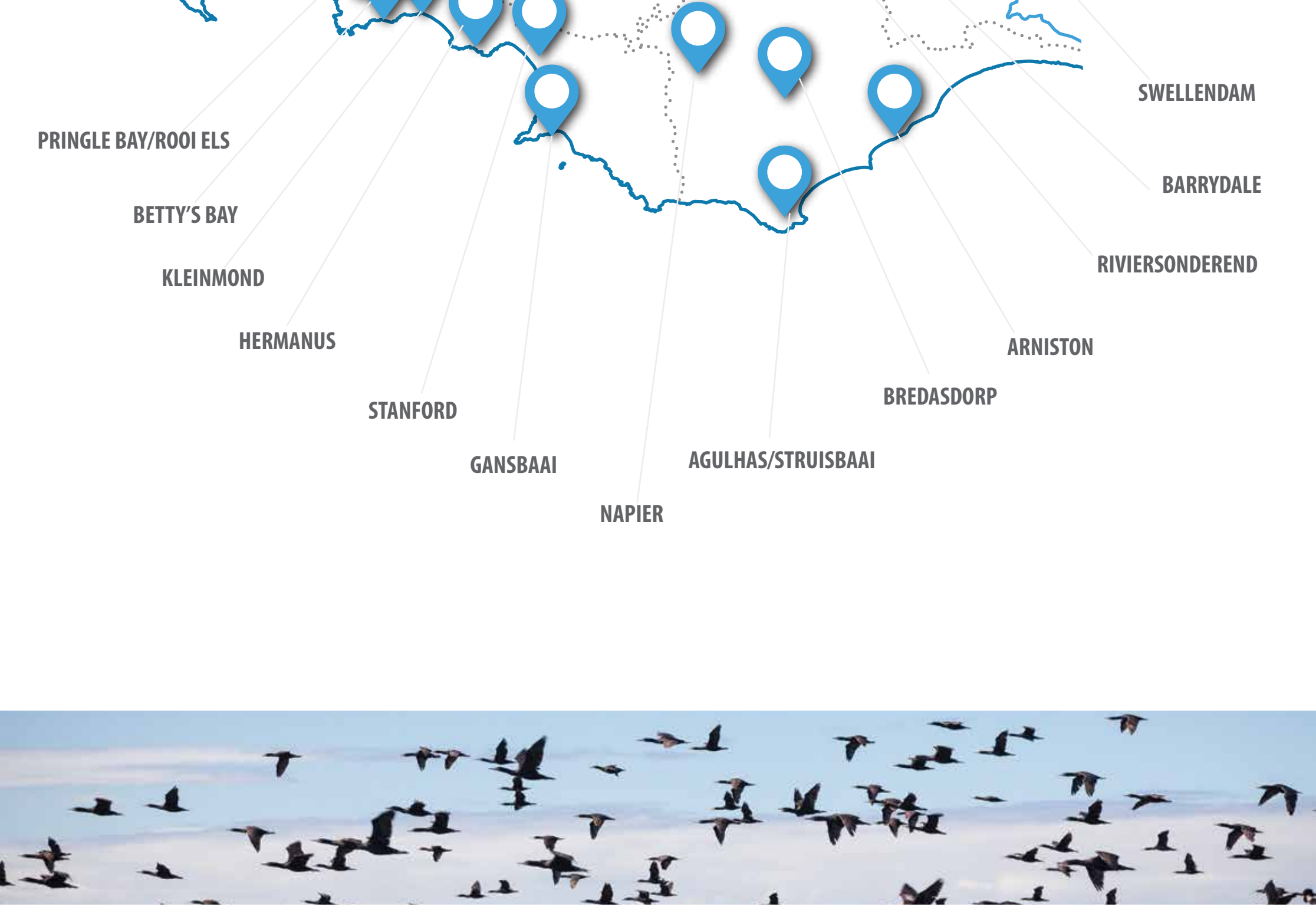
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MORE ABOUT XPLORIO

Progress

5 Xplorio Coverage



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 OCEANS 2100

7 Why Support Xplorio?

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

Watch the Xplorio 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"

