

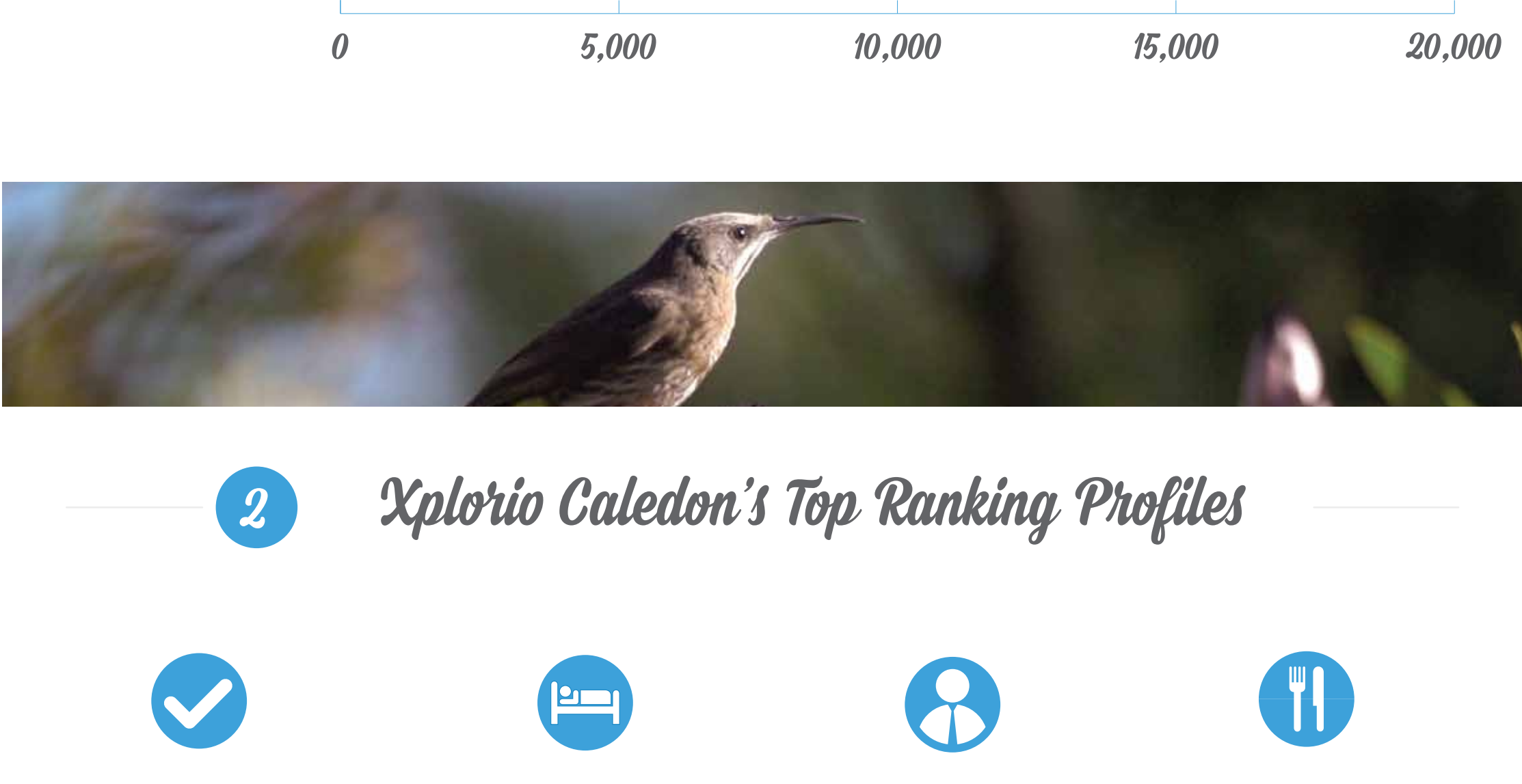
WE BELIEVE IN CALEDON

★ 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 Caledon 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 Caledon Online Growth

We reached **2,500** people searching for information about Caledon online this month. That's roughly **83** potential customers interested in your town every day. When looking at data from the previous years, we've experienced a **145%** growth in users.



2 Xplorio Caledon's Top Ranking Profiles

| THINGS TO DO | ACCOMMODATION | BUSINESSES | PLACES TO EAT |
|-------------------------|-------------------------------|--|------------------------|
| ★ CAROL MANGIAGALLI ART | ★ TOWN AND COUNTRY GUESTHOUSE | ★ DIVVIE DE VILLIERS VERSE-KERINGS MAKELAARS | ★ GABBIANO RESTAURANT |
| ★ CALEDON GOLF CLUB | ★ VLOEDBOS | ★ DIVVIE DE VILLIERS | ★ FAT HENRY'S PIZZERIA |
| ★ DISPORE KAMMA | ★ SWARTBERG GUEST HOUSE | ★ PRIMAFILA | ★ MASTRO CLASSIC PIZZA |
| ★ BEE JAYS SPORTBAR | ★ CYRIL ROSE B&B | ★ CALEDON SPA | ★ ZOOP |

3 Xplorio Caledon's Current Growth

| ACCOMMODATIONS | THINGS TO DO |
|----------------|---------------|
| CUSTOMERS: 44 | CUSTOMERS: 92 |
| LEADS: 14 | LEADS: 30 |

| PLACES TO EAT | BUSINESSES |
|---------------|----------------|
| CUSTOMERS: 18 | CUSTOMERS: 447 |
| LEADS: 5 | LEADS: 147 |

* 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.

~84% of Caledon Businesses are already on Xplorio.

265

315

* Numbers derived from stats.gov.za

4 How does Xplorio promote Caledon?

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

Social Media

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

SEO

Google bing YAHOO!

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

Search Advertising

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

Traditional Marketing

XPLORIO.COM/CALEDON

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

Online Reputation Management

Over 30,000 Users -Total traffic to date

Highlights-Time Period

Xplorio Community

Whether you prefer the water or want to take in the scenery on a Zip-Lining Tour, Caledon offers an outdoor adventure for everyone. Take a look at the Top-3 Outdoor Adventures below:

Top-3 Caledon Outdoor Adventures

Whether you're looking for a thrill or a bit of relaxation in nature, Xplorio has a wide range of outdoor activities and adventures.

1879 people reached

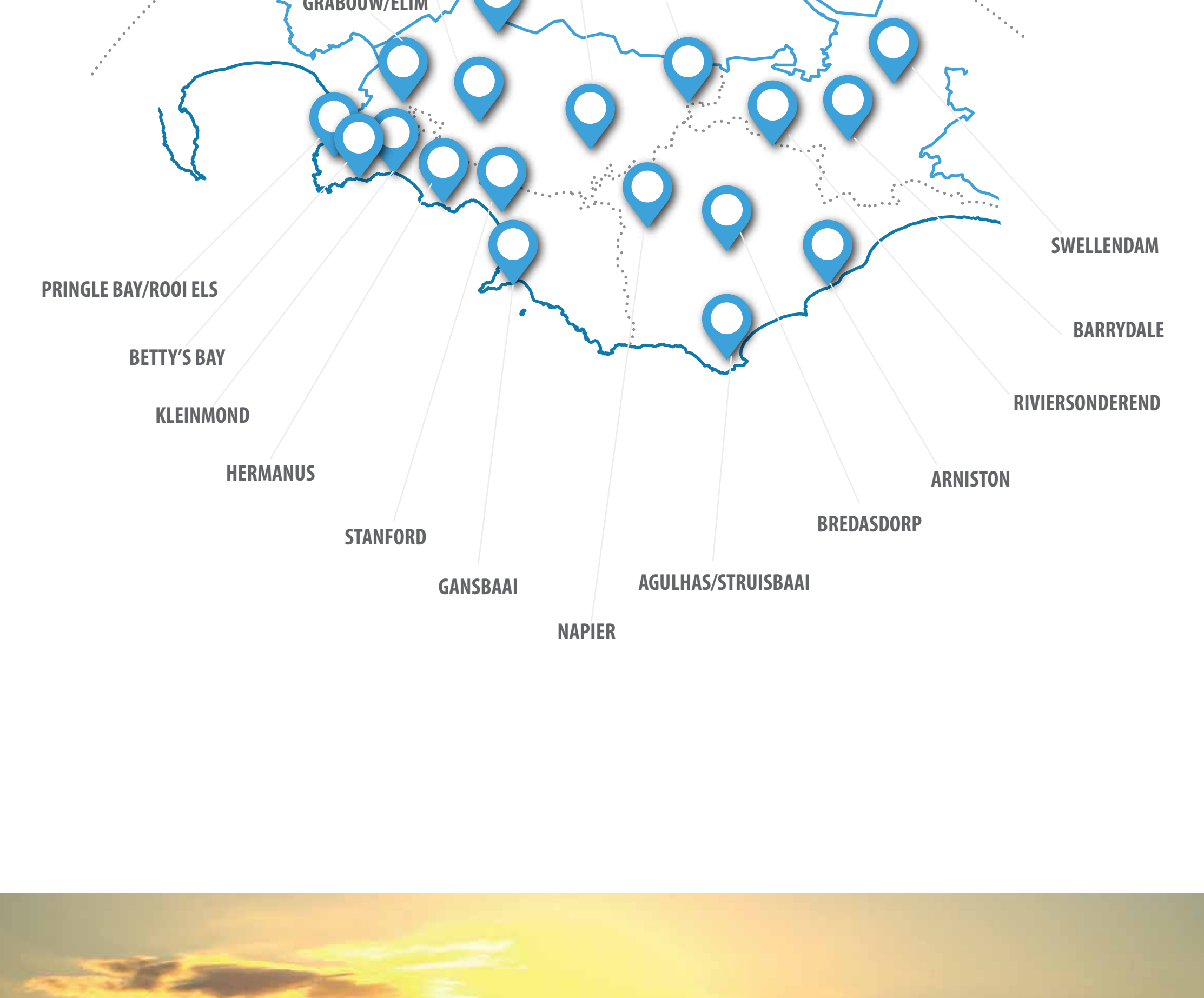
Like Comment Share

4 Shares

MORE ABOUT XPLORIO

Progress

5 Xplorio Coverage



6 Xplorio Performance

THE NUMBERS

5,000 Businesses

40,000 Monthly Visitors

9,000 Enquiries p/m

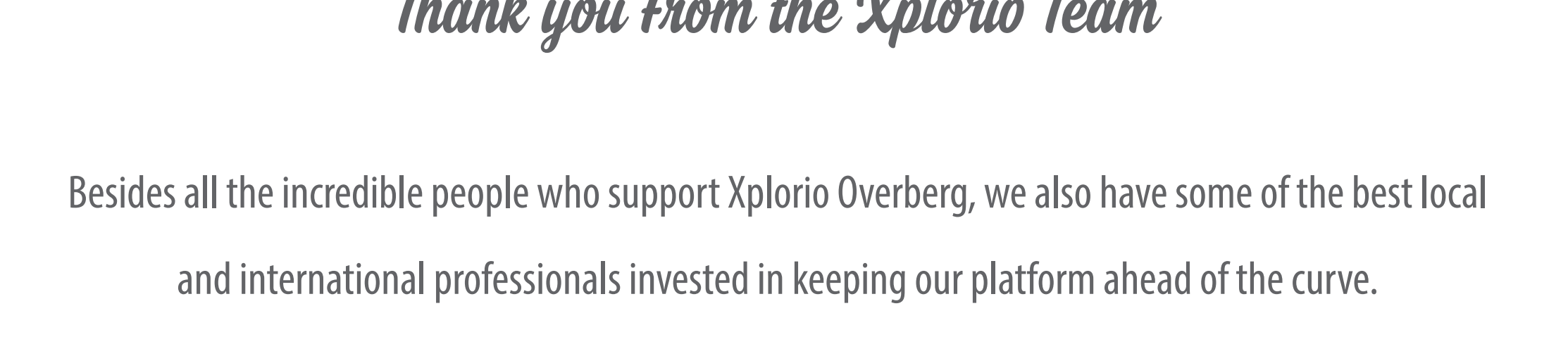
MENTIONED BY

traveller 24 Getaway South Africa NATIONAL GEOGRAPHIC CAPE TOWN TOURISM OCEANS 21

7 Why Support Xplorio?

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

Watch the Xplorio Caledon 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"

