

WE BELIEVE IN HERMANUS

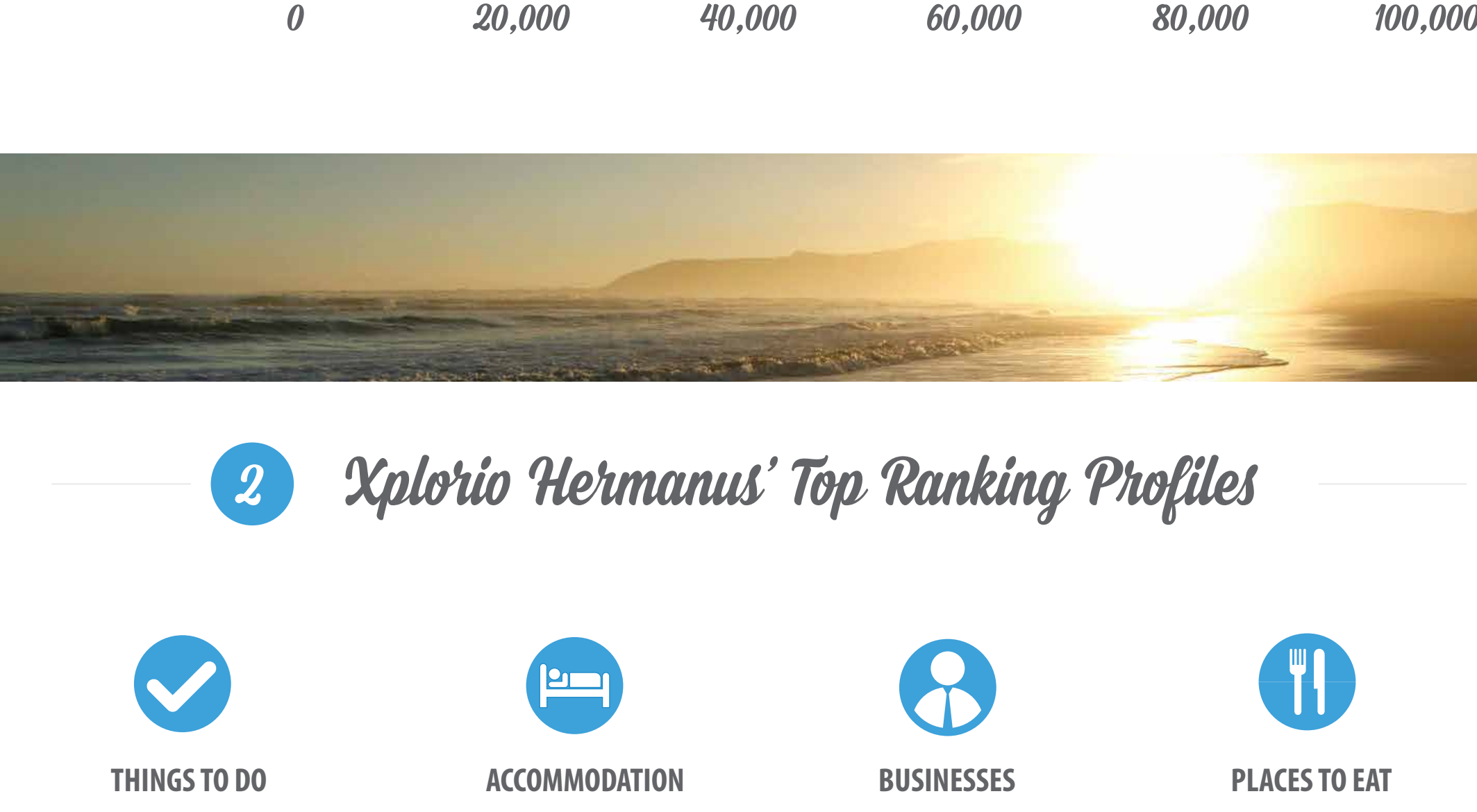
QUARTERLY REPORT

★ 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

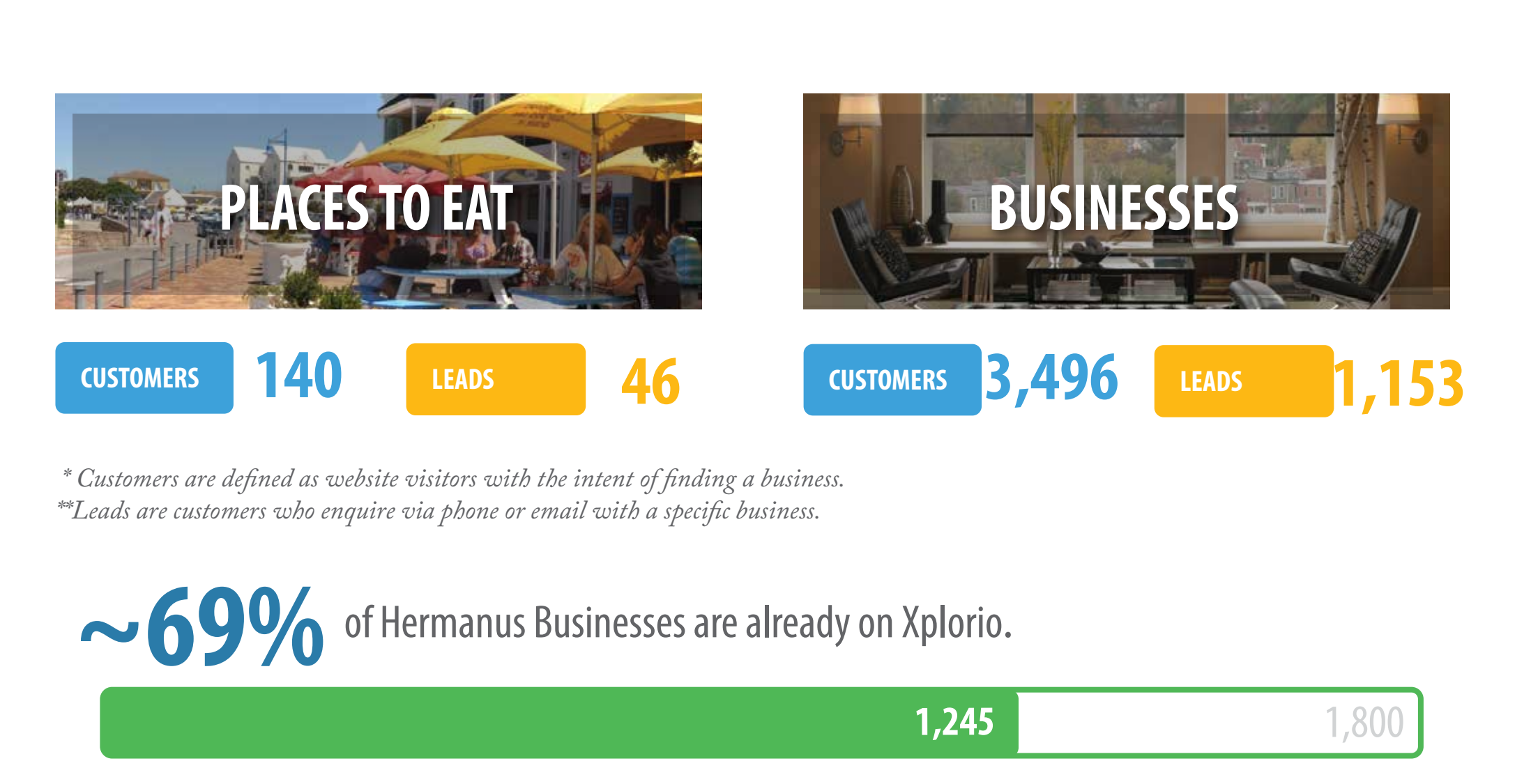
We reached **30,169** people searching for information about Hermanus online in the last three months. That's roughly **328** potential customers interested in your town every day. When looking at data from the previous years, we've experienced a **78%** growth in users.



2 Xplorio Hermanus' Top Ranking Profiles

THINGS TO DO	ACCOMMODATION	BUSINESSES	PLACES TO EAT
★ HERMANUS WHALE WATCHERS	★ NORFOLK GUEST HOUSE	★ E-TEC	★ HARBOUR ROCK SEAGRILL
★ HEAVEN & EARTH	★ DOVECOTE COTTAGE	★ HERMANUS TOURISM	★ GECKO BAR
★ ARTIST CHRISTOPHER REID	★ HEIGHTS VILLA	★ AURA DESIGN	★ THE MILKWOOD RESTAURANT
★ HERMANUS BOWLING CLUB	★ HEAVEN & EARTH ACCOMMODATION	★ FINESSE BODY AND BEAUTY	★ ROSSI'S ITALIAN RESTAURANT

3 Xplorio Hermanus' Current Growth



* 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.

~**69%** of Hermanus Businesses are already on Xplorio.



* Numbers derived from stats.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.
- 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.
- Online Reputation Management:** We encourage people who are talking about Hermanus online to visit Xplorio Hermanus pages and profiles by linking them to relevant information.

Over **146,000 Users** - Total traffic to date

Highlights- Time Period

Xplorio Community
Published by Hermanus Tourism Office 17th October 2017 at 11:23AM

Introducing the 40-day greenie quest of the season: 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.

THE SOUTHERN RIGHT WHALE
Endangered species

The Southern Right Whale (Infographic)
One of the rarest of the Southern Right Whales, the Southern Right Whale is a critically endangered species. Only around 3,500 whales are left in the world. Come and experience their journey with us.

1,000 people reached

MORE ABOUT XPLORIO

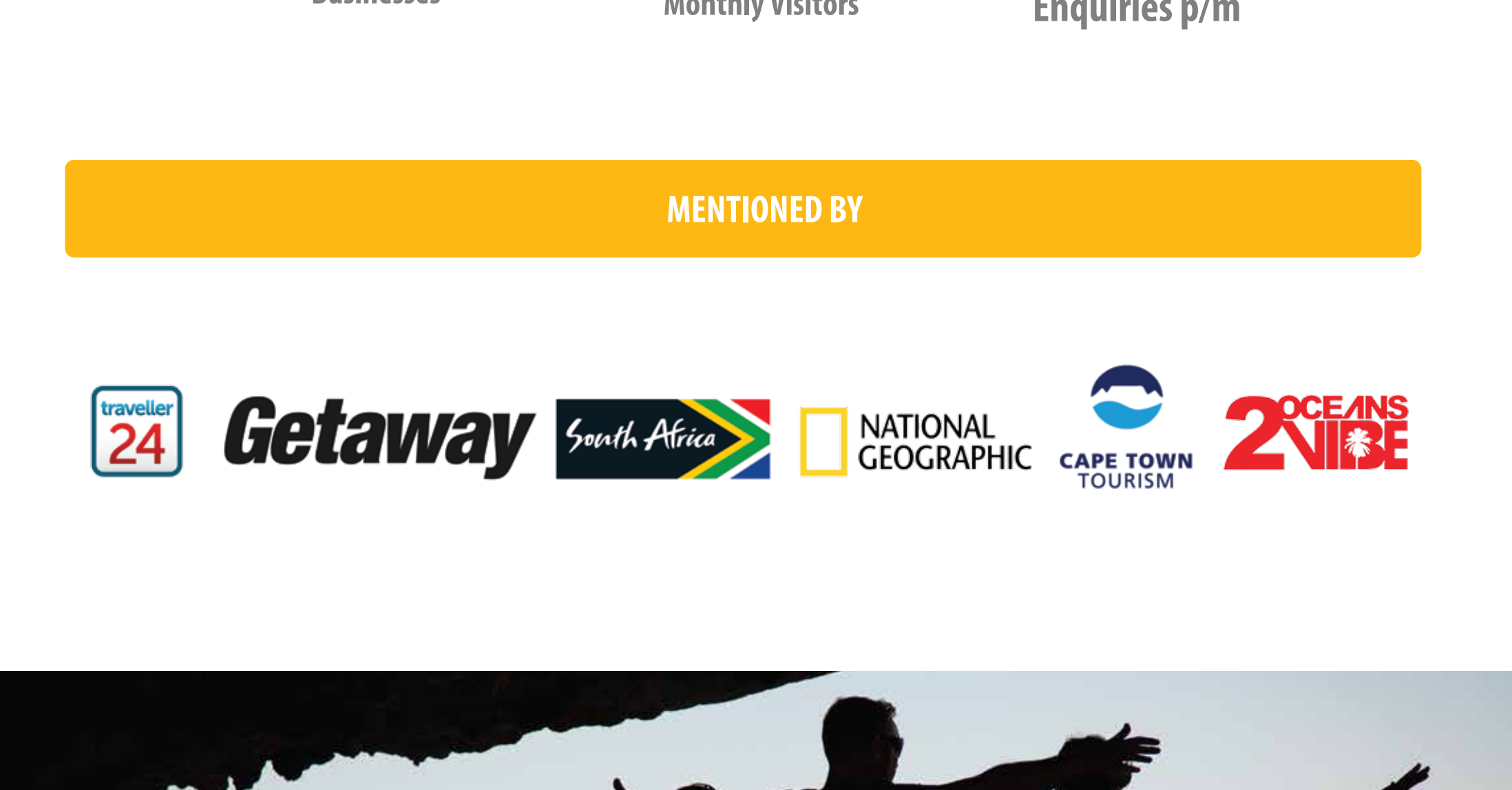
Progress

5 Xplorio Coverage



6 Xplorio Performance

THE NUMBERS



MENTIONED BY



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"

