

WE BELIEVE IN GANSBAAI

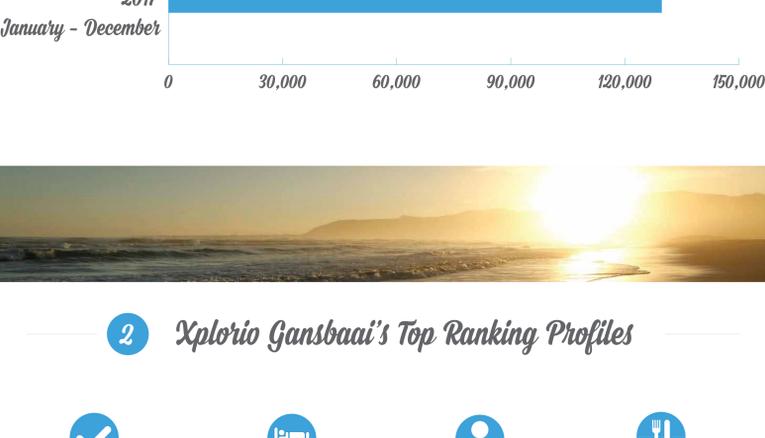
QUARTERLY REPORT

★ 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 Gansbaai 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 Gansbaai Online Growth

We reached **45,932** people searching for information about Gansbaai online in the last three months. That's roughly **499** potential customers interested in your town every day. When looking at data from the previous year, we've experienced a **39%** growth in users.



2 Xplorio Gansbaai's Top Ranking Profiles

THINGS TO DO	ACCOMMODATION	BUSINESSES	PLACES TO EAT
★ GANSBAAI GOLF CLUB 	★ THE ARK BED & BREAKFAST 	★ GANSBAAI COURANT 	★ TUSCANY COFFEE SHOP
★ MARINE DYNAMICS SHARK TOURS 	★ DE KELDERS PRIVATE VILLA 	★ OK FOODS GANSBAAI 	★ BLUE GOOSE
★ THE BOATHOUSE 	★ CRAYFISH LODGE 	★ TAURUS CAPE KELP 	★ FYNBOS COFFEE SHOPPE
★ DYER ISLAND CRUISES 	★ GROOTBOS 	★ GANSBAAI PHARMACY 	★ BENGUELA RESTAURANT

3 Xplorio Gansbaai's Current Growth

 ACCOMMODATIONS CUSTOMERS 2,022 LEADS 667	 THINGS TO DO CUSTOMERS 2,844 LEADS 938
 PLACES TO EAT CUSTOMERS 777 LEADS 256	 BUSINESSES CUSTOMERS 2,806 LEADS 925

** 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.*

~**94%** of Gansbaai Businesses are already on Xplorio.

476 / 507

** Numbers derived from stats.gov.za*

4 How does Xplorio promote Gansbaai?

- Social Media**
We publish your town's content on our social media platforms, driving more traffic to Xplorio Gansbaai pages and profiles.
- SEO**
We work on achieving first page results on search engines for all business categories that are relevant to Xplorio Gansbaai.
- Search Advertising**
We pay for online keyword campaigns that are targeted to drive additional, relevant traffic to Xplorio Gansbaai.
- Traditional Marketing**
We ensure constant brand awareness in the real world too with Xplorio Gansbaai fliers, advertorials, billboards and more.
- Online Reputation Management**
We encourage people who are talking about Gansbaai online to visit Xplorio Gansbaai pages and profiles by linking them to relevant information.

Over **489,814** Users - Total traffic to date

Highlights- Time Period

Xplorio Community
 Published by Buffy 171 November 8 @
 Anticipation ran high as over 150 community members came together at Xplorio's first ever Community members Evening on 2 November at the Gansbaai Tourism Centre, to celebrate recent achievements and share in the unveiling of exciting new projects that tie into the vision of taking local businesses and the online community forward to new heights.
 #Xplorio #XplorioOverberg

Xplorio Community Member Evening
 Xplorio is fast becoming the most talked about online marketing specialist in the Cape Overberg.
 XPLORIO.COM
 8 6180 people reached

5 Community Leaders

To all of you who support Xplorio by contributing content or being on one of the participation packages - thank you! Gansbaai would not be able to thrive online without you.

A special thank you to the below Xplorio Community Leaders who have committed valuable time and money to take the online marketing of Gansbaai to the next level.



MORE ABOUT XPLORIO

Progress

6 Xplorio Coverage



7 Xplorio Performance

THE NUMBERS

- 5,000** Businesses
- 40,000** Monthly Visitors
- 9,000** Enquiries p/m

MENTIONED BY

8 Why Support Xplorio?

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

Watch the Xplorio Gansbaai 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"



