

WE BELIEVE IN BETTY'S BAY

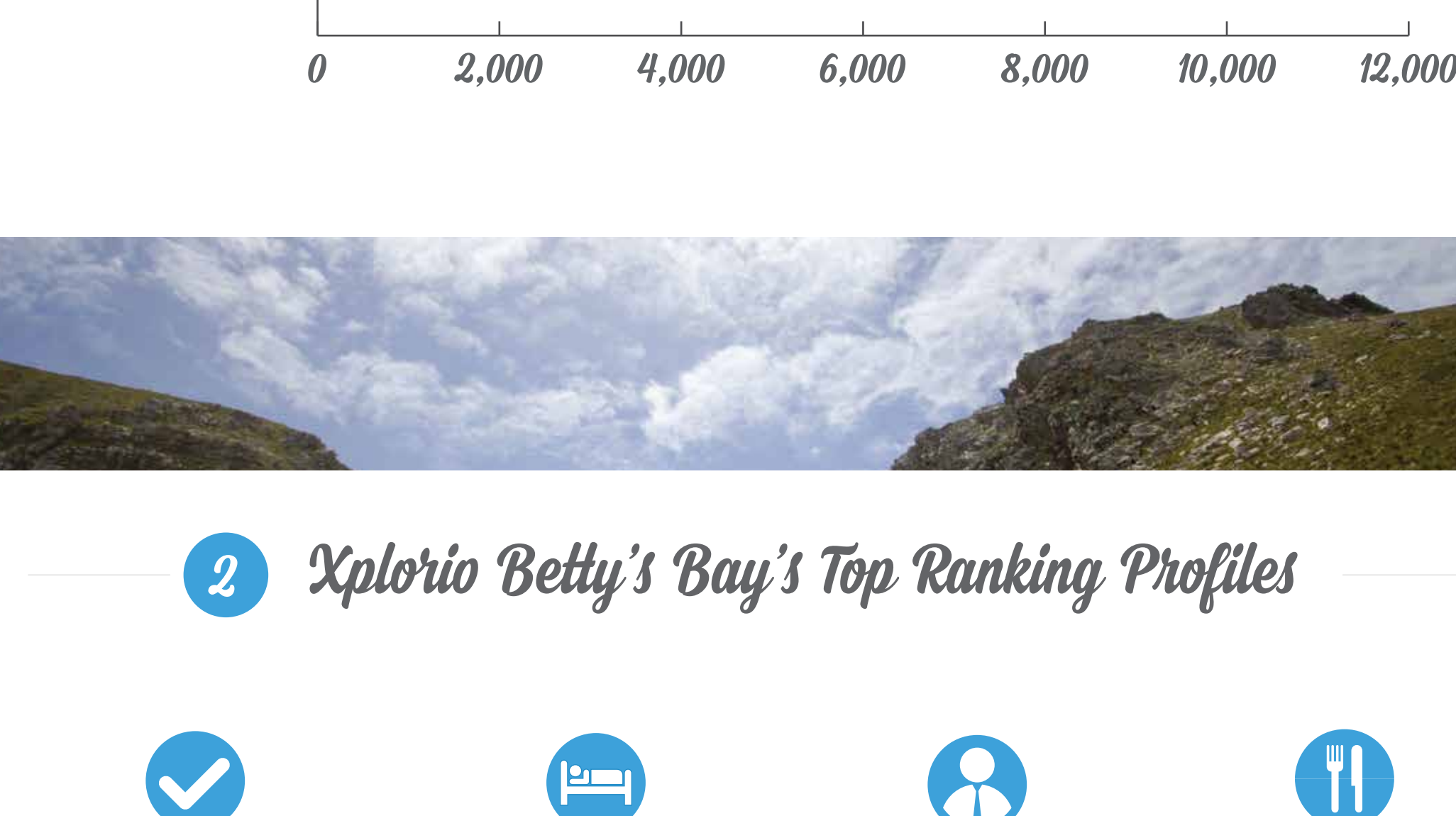
QUARTERLY REPORT

★ 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 Betty's Bay 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 Betty's Bay Online Growth

We reached **10,761** people searching for information about Betty's Bay online in the last three months. That's roughly **119** potential customers interested in your town every day. When looking at data from the previous years, we've experienced a **112%** growth in users.



2 Xplorio Betty's Bay's Top Ranking Profiles

THINGS TO DO

- ★ THE TRAIL HOUSE
- ★ SANIKI WESSELS
- ★ MURIEL MARCO
- ★ BRINDLEY PRITCHARD

ACCOMMODATION

- ★ 210 DEGREES SOUTH
- ★ ROCKY POOLS
- ★ MOUNTAIN VIEW @ SEASIDE
- ★ PIK N WYNTJIE

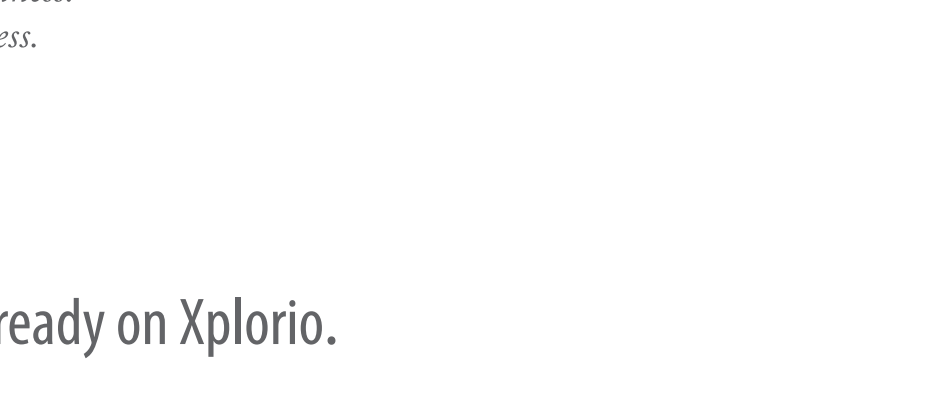
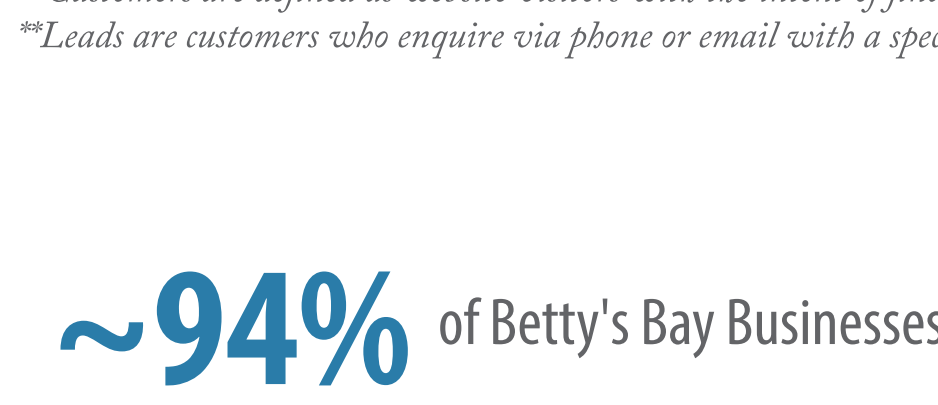
BUSINESSES

- ★ PENGUINKIDZ PRE SCHOOL
- ★ PERCY TOURS
- ★ PINO MARI HOLIDAY HOMES
- ★ WOAT SELF CATERING HOLIDAY HOMES

PLACES TO EAT

- ★ HOOKED ON CLARENCE
- ★ SMILE & WAVE CAFE
- ★ CAFÉ EL'ORA
- ★ CAMELOT

3 Xplorio Betty's Bay's 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.

~94% of Betty's Bay Businesses are already on Xplorio.



* Numbers derived from stats.gov.za

4 How does Xplorio promote Betty's Bay?

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



We work on achieving first page results on search engines for all business categories that are relevant to Xplorio Betty's Bay.



We pay for online keyword campaigns that are targeted to drive additional, relevant traffic to Xplorio Betty's Bay.



We ensure constant brand awareness in the real world too with Xplorio Betty's Bay fliers, advertorials and more.



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



Facebook User: Is there anyone who can fix my car in Betty's Bay?

Over 41,000 Users - Total traffic to date



Highlights- Time Period

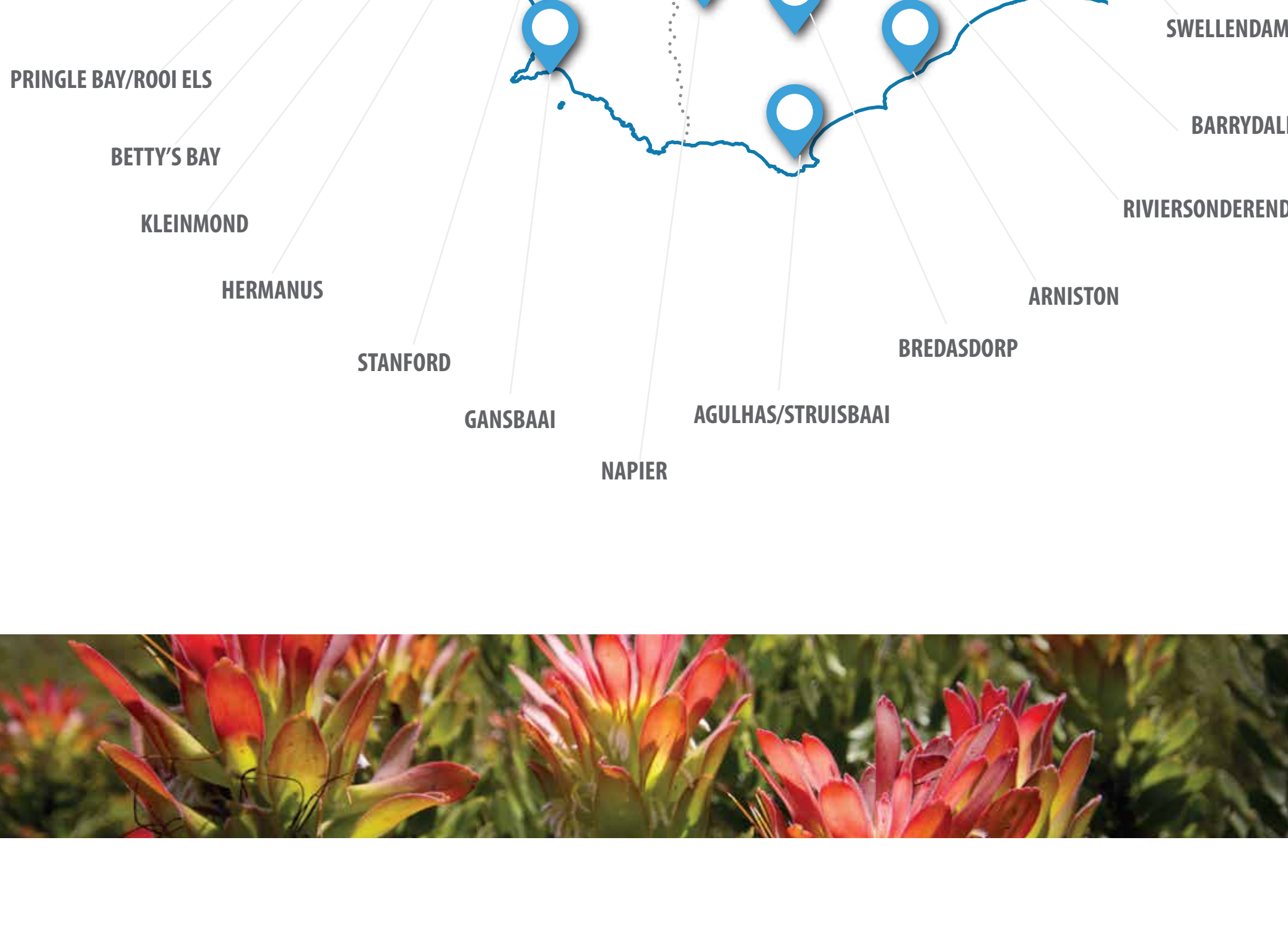
Xplorio Community
Published by Rosalyn Doran Ockler 11 February 18 6:00
On top of the astounding fauna and flora that the Harold Porter National Botanical Garden boasts, there are views stretching over the ocean, a mild Mediterranean-type climate and a restaurant on site that serves delicious lunches. It is a must for anyone passing through Betty's Bay.
#ExploreBetty'sBay

The Harold Porter National Botanical Garden
There are nine botanical gardens that fall under the South African National Biodiversity Institute (SANBI) and the Harold Porter National Botanical Garden in Betty's Bay.
XPLORIO.COM
3,787 people reached

MORE ABOUT XPLORIO

Progress

5 Xplorio Coverage



6 Xplorio Performance

THE NUMBERS



5,000
Businesses

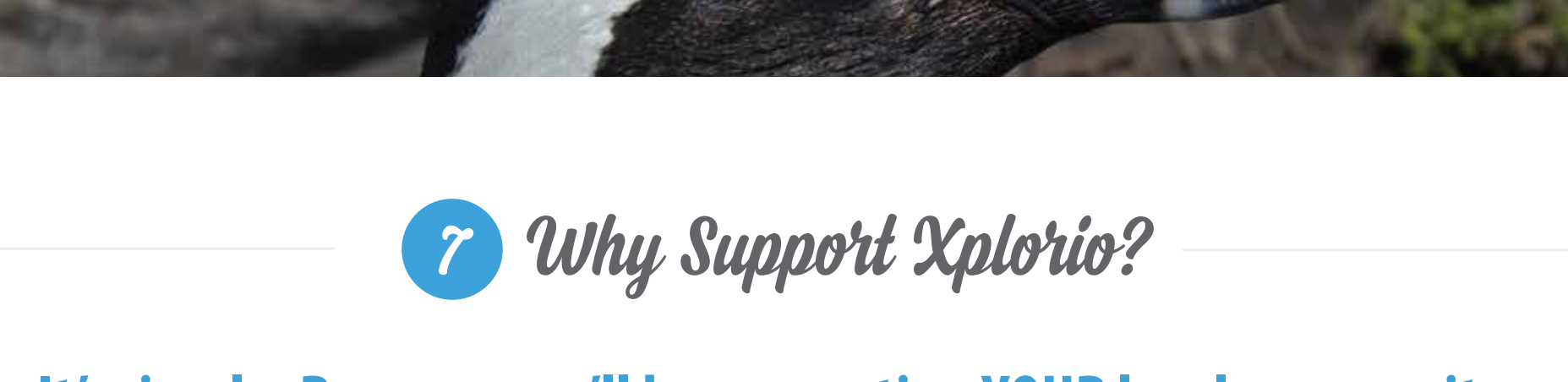


40,000
Monthly Visitors



9,000
Enquiries p/m

MENTIONED BY



7 Why Support Xplorio?

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

Watch the Xplorio Betty's Bay 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"

