

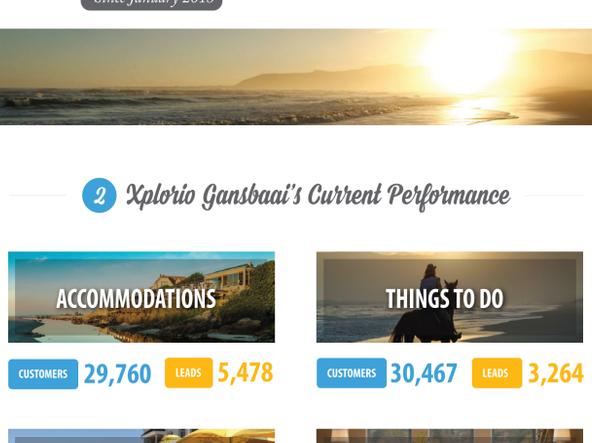
# WE BELIEVE IN GANSBAAI

## ★ Our first bi-annual Town 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's Online Growth

We reached **84,660** people searching for information about Gansbaai over the last 6 months. That's roughly **468** potential customers on Xplorio Gansbaai every day.



Total traffic to date = **583,700+** Users  
- Since January 2013

### 2 Xplorio Gansbaai's Current Performance

<b>ACCOMMODATIONS</b> CUSTOMERS <b>29,760</b> LEADS <b>5,478</b>	<b>THINGS TO DO</b> CUSTOMERS <b>30,467</b> LEADS <b>3,264</b>
<b>PLACES TO EAT</b> CUSTOMERS <b>16,845</b> LEADS <b>2,319</b>	<b>BUSINESSES</b> CUSTOMERS <b>69,272</b> LEADS <b>13,816</b>

**482** of the Gansbaai Businesses are already on Xplorio.

\* 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 6 months.

### 3 How does Xplorio promote Gansbaai?

**TOWN VIDEOS**

**PRINT DIRECTORIES**

**TOWN RANKINGS**

**TOWN PAID MEDIA**

**SIGNAGE IN TOWNS**

**MERCHANDISE**

**TOWN FACEBOOK**

**EVENT SPONSORSHIP**

**ONLINE ENGAGEMENT**

**NEWSLETTERS**

### 4 Xplorio Gansbaai's Marketing Stats

#### Facebook Marketing

XPLORIO GANSBAAI'S TOWN PAGE



##### FACEBOOK PAGE STATS

TOTAL MEMBER POSTS PUBLISHED	132
TOTAL LIKES ON MEMBER POSTS	1,533
TOTAL USERS ENGAGING ON POSTS	22,327
TOTAL VIEWS OF MEMBER POSTS	317,945
TOTAL CLICKS TO XPLORIO MEMBERS	7,727

\* Please note that the Xplorio Gansbaai Facebook page has been live since the 6th February 2018

#### Newsletters

GANSBAAI'S TOWN UPDATE EMAILS

<b>MARCH</b> NEWSLETTER The first Gansbaai newsletter is here! Step up to date with anything and everything happening in Gansbaai.	<b>APRIL</b> NEWSLETTER Hello Gansbaai Explorers, the Xplorio newsletter is here! Step up to date with anything and everything happening in Gansbaai.	<b>MAY</b> NEWSLETTER The May Edition of the Xplorio Newsletter is here! Celebrating the 10th of the Xplorio Gansbaai Member. Stay up to date with the community.
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#### EMAIL STATS

TOTAL SENT	3	OPENS	3,200	CLICKS	637
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#### Local Marketing

GANSBAAI'S PRINTED MARKETING

**1 TOWN DIRECTORY**

This has been a massive project and the directory is now in its final phases - keep your eyes open for this exciting booklet in the coming months!

**2 TOWN POSTERS**

TOTAL POSTERS HANGING IN THE COMMUNITY

# 17

Town Posters are a great way to let people know that they can find everything they're looking for about Gansbaai on Xplorio. If you'd like to help drive more visitors to your online presence by putting up one of these posters, please let us know.

### Participation

IN LOCAL COMMUNITY EVENTS

**1 BARC**

In March, a small team of Xplorio animal lovers took to Barc Animal Welfare to spruce up their new office space with a new lick of paint. An orchestra of cute little cats and dogs cheered us on as we added a bit of colour to their temporary home.

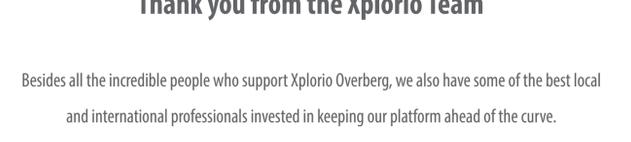
**2 ATHLETICS DAY**

In February, a group of Xplorio's finest set out to be the official timekeepers for Gansbaai Laerskool's athletics day track events and cheer on all the young athletes.

### 5 Community Leaders

To all of you who support Xplorio by contributing content or being on one of the Xplorio Memberships - 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

### The Progress

#### 6 Xplorio Coverage



#### 7 Xplorio Performance

THE NUMBERS

<b>4,300</b> Businesses	<b>42,000</b> Monthly Visitors	<b>11,000</b> Enquiries p/m
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#### 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"

