

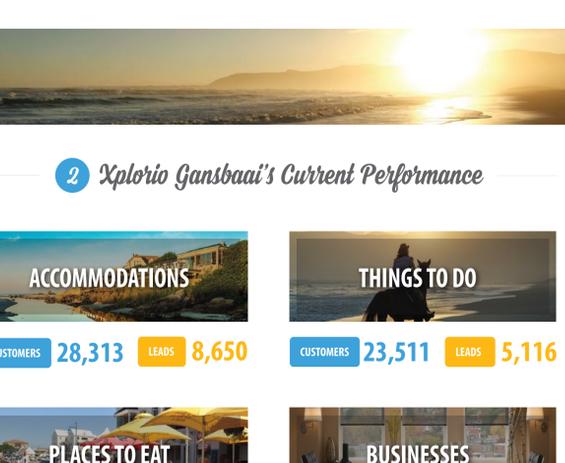
WE BELIEVE IN GANSBAAI

★ Our Second 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 **114,038** people searching for information about Gansbaai over the last 6 months. That's roughly **633** potential customers on Xplorio Gansbaai every day.



Total traffic to date = **750,000 + Users**

~Since January 2013

2 Xplorio Gansbaai's Current Performance

ACCOMMODATIONS CUSTOMERS 28,313 LEADS 8,650	THINGS TO DO CUSTOMERS 23,511 LEADS 5,116
PLACES TO EAT CUSTOMERS 17,018 LEADS 3,529	BUSINESSES CUSTOMERS 66,696 LEADS 24,614

527 Gansbaai Businesses are 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 is for September 2018 - February 2019

3 How does Xplorio promote Gansbaai?

- TOWN WEBSITE**
- TOWN RANKINGS**
- TOWN PAID MEDIA**
- TOWN FACEBOOK**
- TOWN NEWSLETTER**
- TOWN VIDEOS**
- PROFILE SPONSORSHIP**
- SIGNAGE IN TOWN**
- MERCHANDISE**
- ONLINE ENGAGEMENT**

4 Xplorio Gansbaai's Marketing Stats

Facebook Marketing

XPLORIO GANSBAAI'S TOWN PAGE



FACEBOOK PAGE STATS

TOTAL MEMBER POSTS PUBLISHED	166
TOTAL LIKES ON MEMBER POSTS	28,842
TOTAL USERS ENGAGING ON POSTS	1,389
TOTAL VIEWS OF MEMBER POSTS	493,910
TOTAL CLICKS TO XPLORIO MEMBERS	4,950

*Please note that the Xplorio Gansbaai Facebook page has been live since the 6th February 2018
 **The Xplorio Gansbaai Facebook stats is for September 2018 - February 2019.

Newsletters

GANSBAAI'S TOWN UPDATE EMAILS



NEWSLETTER STATS

NEWSLETTERS SENT	6	OPENS	5,363	CLICKS TO PROFILES	850
------------------	---	-------	-------	--------------------	-----

Local Marketing

GANSBAAI'S PRINTED MARKETING

- TOWN EXPLORER**
The Town Explorer was released on 7 November 2018. It is a comprehensive directory of every single establishment in Gansbaai! You can pick up your copy of this nifty booklet, at Build It, Gansbaai Book Exchange, Gansbaai Pharmacy and OK Foods. To order the Town Explorer at cost price (min order of 10 copies), contact us on 072 519 2138

- 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

- Funky Fynbos Festival**
In September, a small group of Xplorio's happiest helpers set out to be the 2018 Funky Fynbos Festival's waterpoint attendants and cheer on all the riders and runners as they took a well deserved pit-stop.

- ATHLETICS DAY**
Once again a small team of Xplorio's finest volunteered to be the official timekeepers for Gansbaai Laerskool's athletics track day and cheer on all the young athletes to an amazing finish.

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 Movement 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

TOTAL TOWNS
18

7 Xplorio Performance

THE NUMBERS

4,380 Businesses	48,400 Monthly Visitors	14,500 Enquiries p/m
-------------------------	--------------------------------	-----------------------------

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"

