

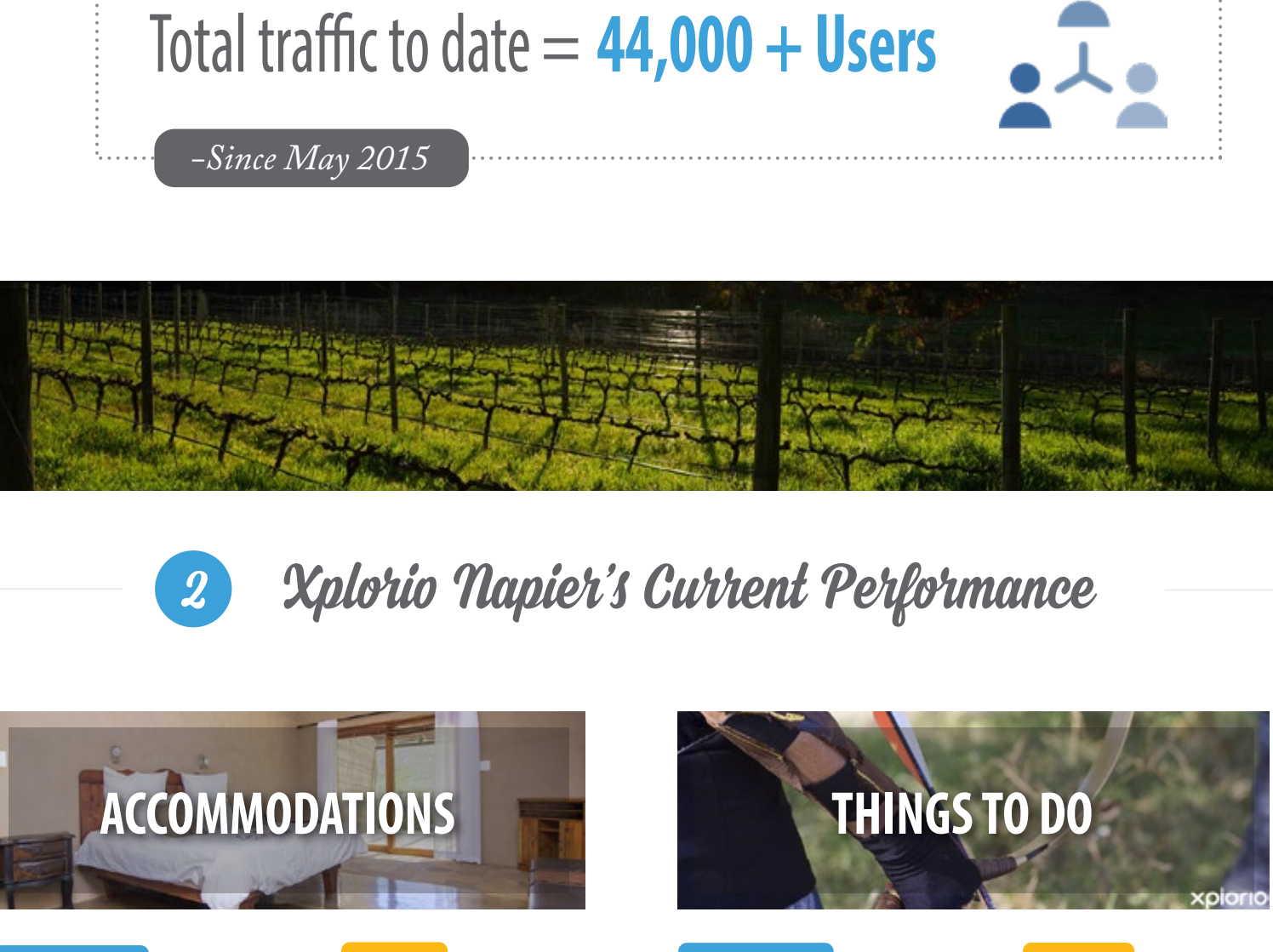
WE BELIEVE IN NAPIER

★ 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 Napier 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 Napier's Online Growth

We reached **5,338** people searching for information about Napier over the last 6 months.



Total traffic to date = **44,000 + Users**

—Since May 2015



2 Xplorio Napier's Current Performance

ACCOMMODATIONS

CUSTOMERS **671** LEADS **141**

THINGS TO DO

CUSTOMERS **943** LEADS **193**

PLACES TO EAT

CUSTOMERS **734** LEADS **141**

BUSINESSES

CUSTOMERS **5,428** LEADS **1,261**

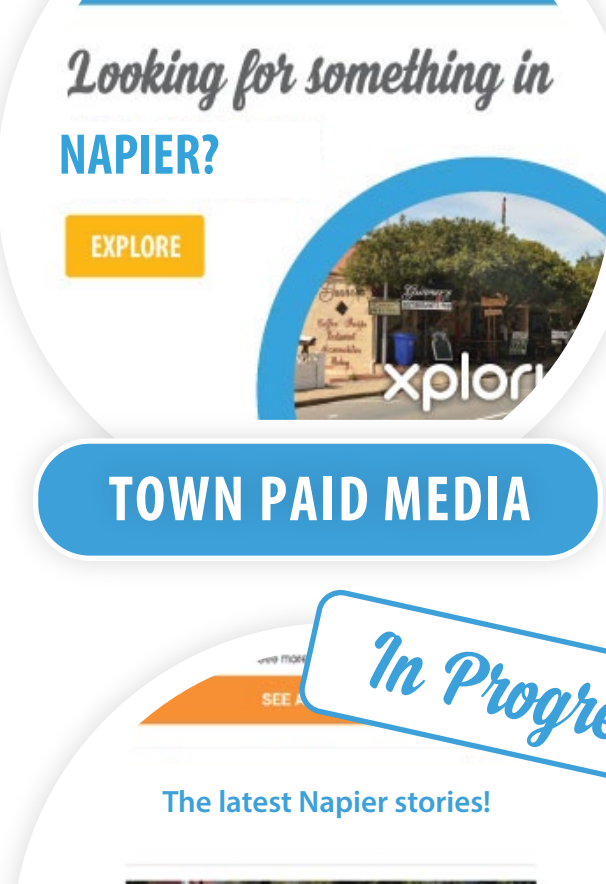
90 Napier Businesses are on Xplorio!

* Customers are defined as website visitors with the intent of finding a business.

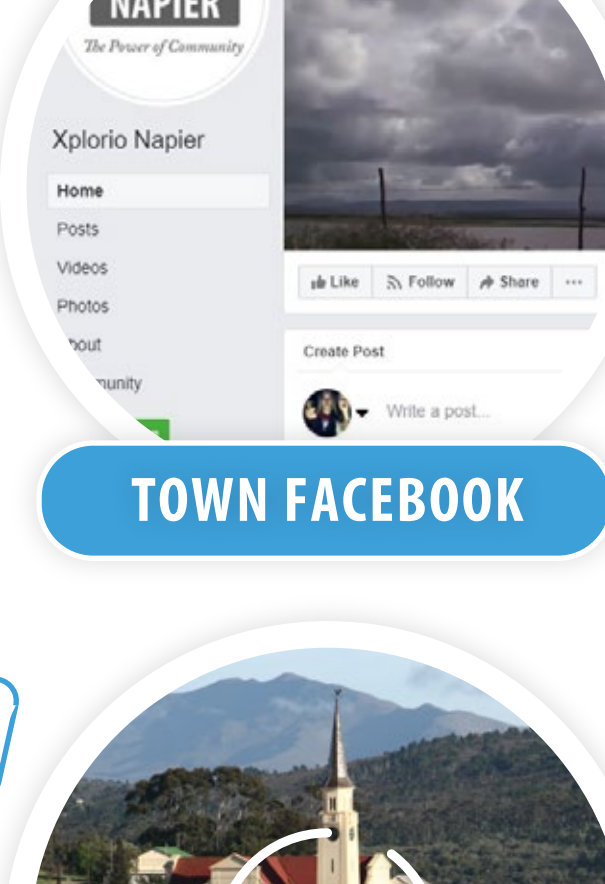
**Leads are customers who enquire via phone or email with a specific business.

***Data provided above is for November 2018 - April 2019.

3 How does Xplorio promote Napier?



TOWN WEBSITE



TOWN RANKINGS



TOWN PAID MEDIA



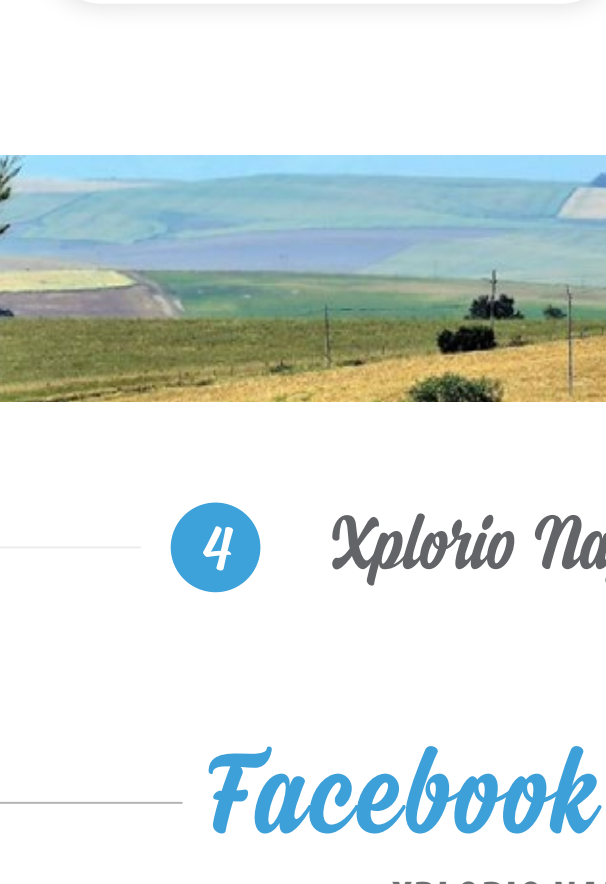
TOWN FACEBOOK



TOWN NEWSLETTER



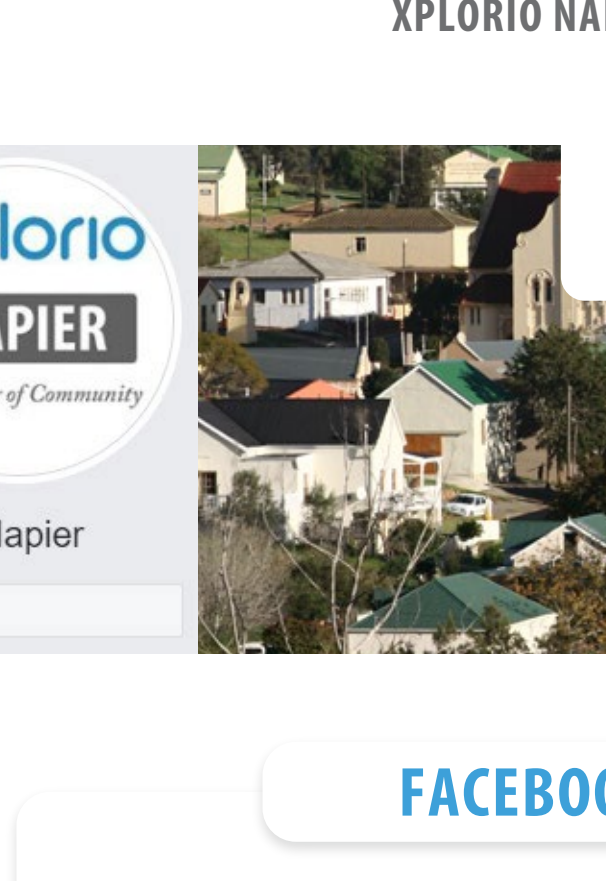
TOWN VIDEOS



PROFILE SPONSORSHIP



SIGNAGE IN TOWN



MERCHANDISE



ONLINE ENGAGEMENT

4 Xplorio Napier's Marketing Stats

Facebook Marketing

XPLORIO NAPIER'S TOWN PAGE



FACEBOOK PAGE STATS

TOTAL MEMBER POSTS PUBLISHED **23**

TOTAL LIKES ON MEMBER POSTS **1,712**

TOTAL USERS ENGAGING ON POSTS **472**

TOTAL VIEWS OF MEMBER POSTS **33,103**

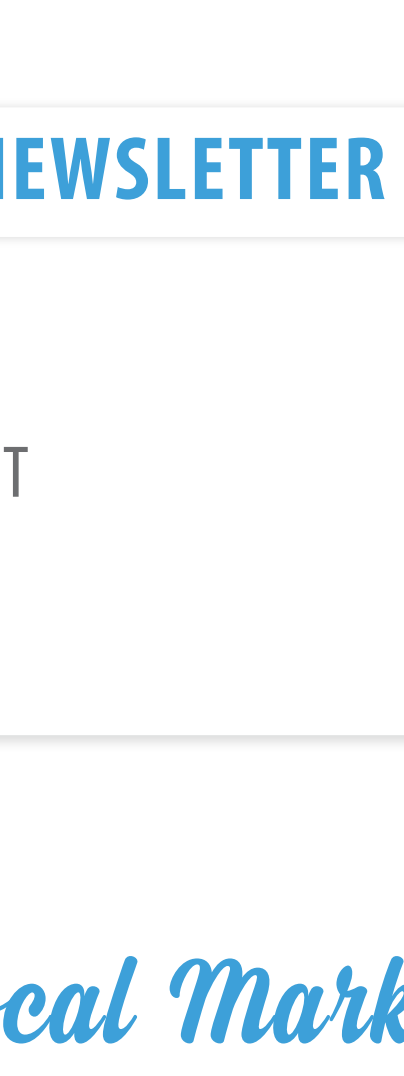
TOTAL CLICKS TO XPLORIO MEMBERS **210**

* Please note that the Xplorio Napier Facebook page has been live since the 31st March 2019.

* The Xplorio Napier Facebook stats is for November 2018 - April 2019.

Newsletters

NAPIER'S TOWN UPDATE EMAILS



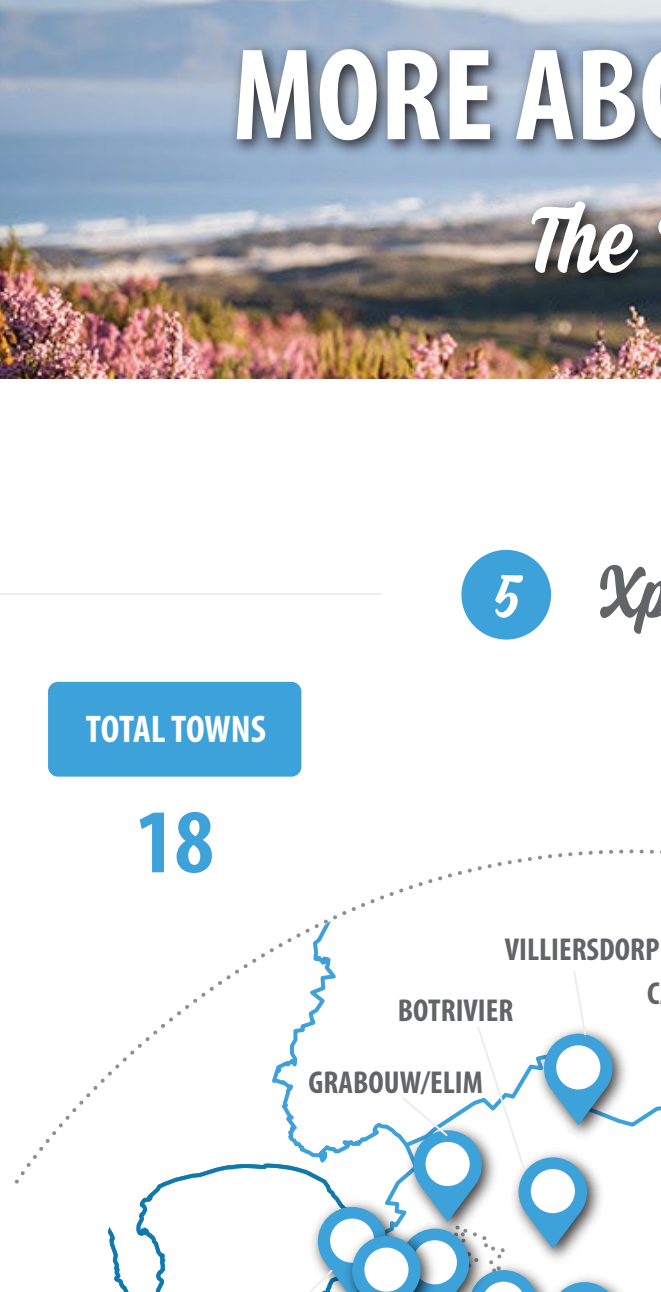
NEWSLETTER STATS

NEWSLETTERS SENT **1**

NEWSLETTER RECIPIENTS **488**

Local Marketing

NAPIER'S PRINTED MARKETING



TOWN POSTER

Town Posters are a great way to let people know that they can find everything they're looking for about Napier 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

Xplorio has provided a NPO/NGO with a free membership within the Napier Community.

One version met licidc

HUIS KLIPPE DRIFT

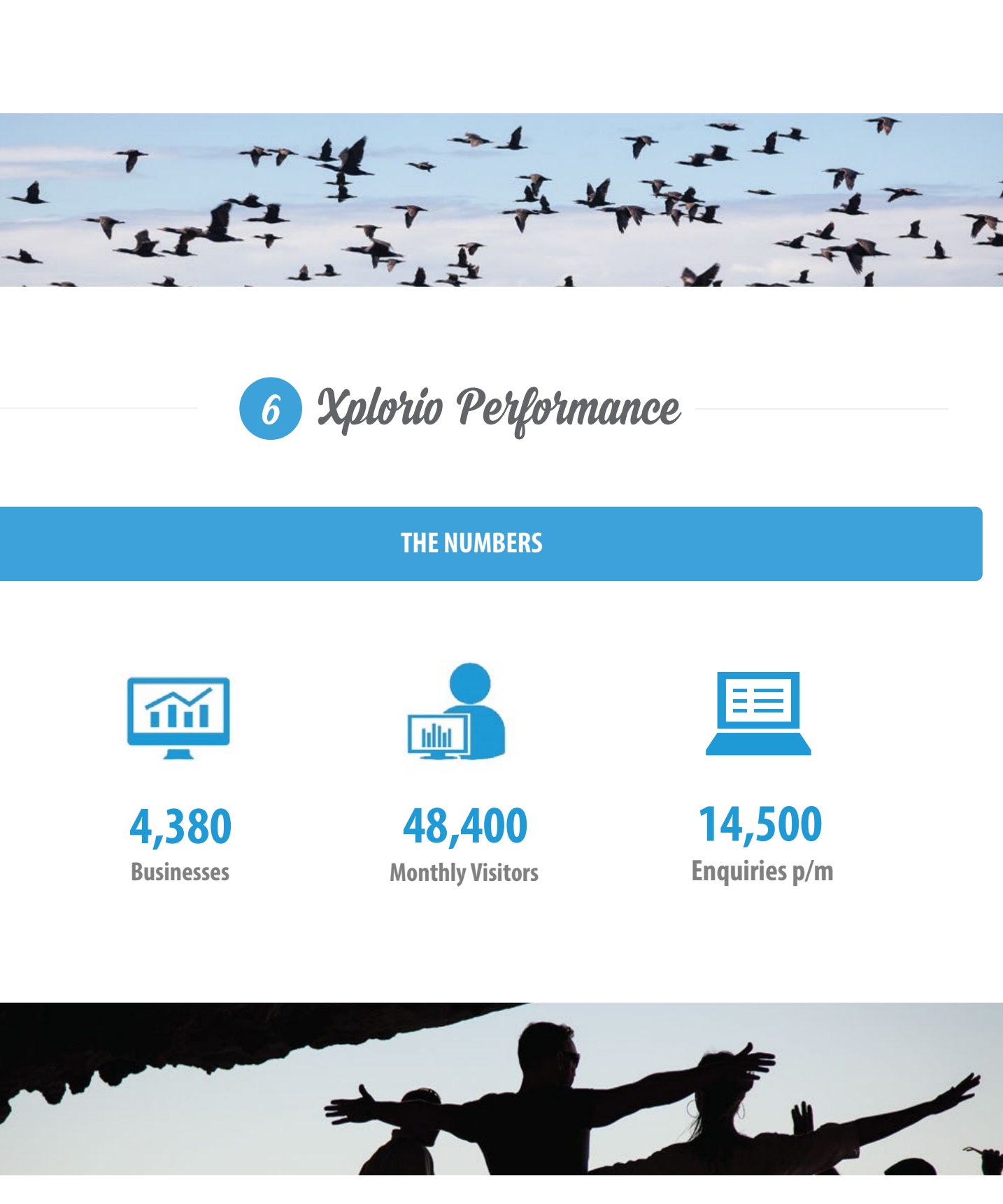
MORE ABOUT XPLORIO

The Progress

5 Xplorio Coverage

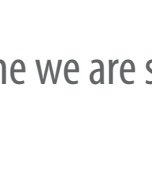
TOTAL TOWNS

18

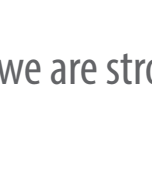


6 Xplorio Performance

THE NUMBERS



4,380
Businesses



48,400
Monthly Visitors



14,500
Enquiries p/m

7 Why Support Xplorio?

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

Watch the Xplorio Napier 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"

