

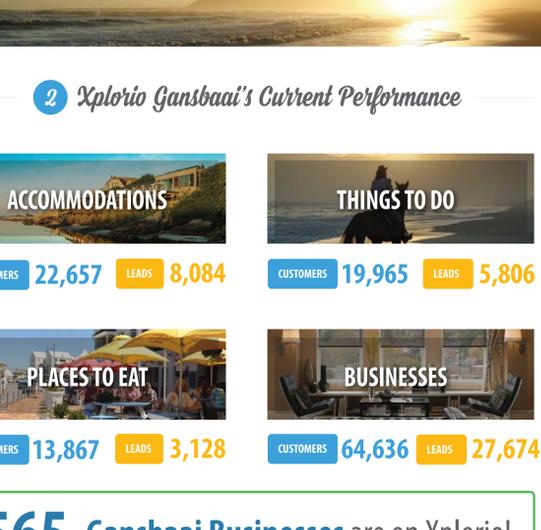
WE BELIEVE IN GANSBAAI

★ Our Third 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 **97,167** people searching for information about Gansbaai over the last 6 months. That's roughly **540** potential customers on Xplorio Gansbaai every day.



Total traffic to date = **821,131 + Users**
 - Since January 2013

2 Xplorio Gansbaai's Current Performance

ACCOMMODATIONS CUSTOMERS 22,657 LEADS 8,084	THINGS TO DO CUSTOMERS 19,965 LEADS 5,806
PLACES TO EAT CUSTOMERS 13,867 LEADS 3,128	BUSINESSES CUSTOMERS 64,636 LEADS 27,674

565 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 March 2019 - August 2019

3 How Does Xplorio Promote Gansbaai?

- TOWN WEBSITE** (Screenshot of website)
- TOWN RANKINGS** (Screenshot of Google search results for Gansbaai)
- TOWN PAID MEDIA** (Screenshot of 'Looking for something in GANSBAAI?' ad)
- TOWN FACEBOOK** (Screenshot of Facebook page)
- TOWN NEWSLETTER** (Screenshot of newsletter)
- TOWN VIDEOS** (Video player icon)
- PROFILE SPONSORSHIP** (Screenshot of website profile)
- SIGNAGE IN TOWN** (Signage with 'FIND EVERYTHING GANSBAAI' and 'XPLORIO.COM/GANSBAAI')
- MERCHANDISE** (Screenshot of merchandise)
- ONLINE ENGAGEMENT** (Screenshot of 'WHERE CAN I GO EAT IN GANSBAAI?' post)

4 Xplorio Gansbaai's Marketing Stats

Facebook Marketing

XPLORIO GANSBAAI'S TOWN PAGE



FACEBOOK PAGE STATS

TOTAL MEMBER POSTS PUBLISHED	183
TOTAL LIKES ON MEMBER POSTS	16,494
TOTAL USERS ENGAGING ON POSTS	21,244
TOTAL VIEWS OF MEMBER POSTS	144,090
TOTAL CLICKS TO XPLORIO MEMBERS	3,438

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

Newsletters

GANSBAAI'S TOWN UPDATE EMAILS



NEWSLETTER STATS

NEWSLETTERS SENT	6	OPENS	5,363	CLICKS TO PROFILES	627
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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 and OK Foods. To order the Town Explorer at a cost price (min order of 10 copies), contact us on info@xplorio.com or 028 384 0892.

- 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**
 Another September, another Funky Fynbos Festival! This year a group of four Xplorio town members assisted at the Harbour Festival's beer and wine tent by selling ice, water and Funky Fynbos Festival branded glasses, of which a portion of the proceeds were donated to the Nuwejaars Wetlands Nature Reserve.
- ATHLETICS DAY**
 2019 Saw yet another group of Xplorio's most energetic and enthusiastic team members volunteer to be the official timekeepers at Gansbaai Laerskool's athletics track day where they not only saw new records being made but also had an amazing time with all the future 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 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

- 4,500** Businesses
- 44,900** Monthly Visitors
- 20,900** 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"

