

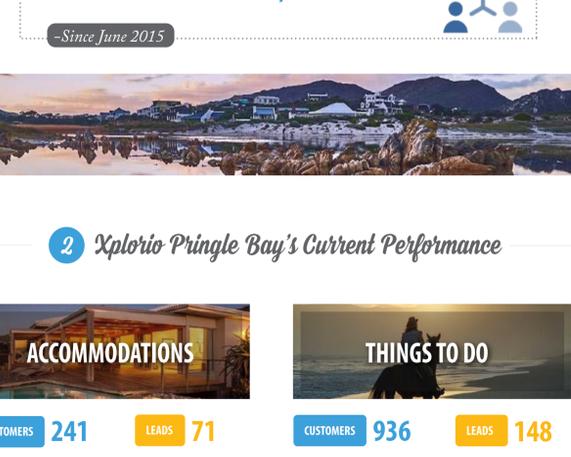
WE BELIEVE IN PRINGLE BAY

★ 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 Pringle 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 Pringle Bay's Online Growth

We reached **9,798** people searching for information about Pringle Bay over the last 6 months.



Total traffic to date = **64,498 + Users**

Since June 2015

2 Xplorio Pringle Bay's Current Performance

ACCOMMODATIONS

CUSTOMERS: **241** LEADS: **71**

THINGS TO DO

CUSTOMERS: **936** LEADS: **148**

PLACES TO EAT

CUSTOMERS: **2,487** LEADS: **438**

BUSINESSES

CUSTOMERS: **8,756** LEADS: **2,437**

85 Pringle Bay Businesses are on Xplorio!

*Customers are defined as website visitors with the intent on finding a business.
**Leads are customers who require via phone or email with a specific business.
***Data provided above is for April 2019 - September 2019.

3 How Does Xplorio Promote Pringle Bay

TOWN WEBSITE

TOWN RANKINGS

TOWN PAID MEDIA

TOWN FACEBOOK

TOWN NEWSLETTER

TOWN VIDEOS

PROFILE SPONSORSHIP

SIGNAGE IN TOWN

MERCHANDISE

ONLINE ENGAGEMENT

4 Xplorio Pringle Bay's Marketing Stats

Facebook Marketing

XPLORIO PRINGLE BAY'S TOWN PAGE

FACEBOOK PAGE STATS

TOTAL MEMBER POSTS PUBLISHED	93
TOTAL LIKES ON MEMBER POSTS	5,704
TOTAL USERS ENGAGING ON POSTS	6,767
TOTAL VIEWS OF MEMBER POSTS	43,779
TOTAL CLICKS TO XPLORIO MEMBERS	806

* The Xplorio Pringle Bay Facebook stats are for April 2019 - September 2019.

Newsletters

PRINGLE BAY'S TOWN UPDATE EMAILS

APRIL NEWSLETTER

xplorio PRINGLE BAY / ROOI ELS

The Power of Community

MAY NEWSLETTER

xplorio PRINGLE BAY / ROOI ELS

The Power of Community

JUNE NEWSLETTER

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JULY NEWSLETTER

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AUGUST NEWSLETTER

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SEPTEMBER NEWSLETTER

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NEWSLETTER STATS

NEWSLETTERS SENT	6	NEWSLETTER RECIPIENTS	4,221
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Local Marketing

PRINGLE BAY'S PRINTED MARKETING

TOWN POSTERS

TOTAL POSTERS HANGING IN THE COMMUNITY

8

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

A special thanks to the establishments that allowed us to mount these posters and contribute to the collective marketing of Betty's Bay.

Art Zoo, Chadoka Art & Bicycles, Crafty Gifts & Decor, Hair@Pringle, Head Office Pub, La Galerie, Naturescapes, Simply Coffee.

Participation

IN LOCAL COMMUNITY

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

be.here.now
off the Track

MORE ABOUT XPLORIO

The Progress

5 Xplorio Coverage

TOTAL TOWNS

18

6 Xplorio Performance

THE NUMBERS

4,500
Businesses

44,830
Monthly Visitors

21,380
Enquiries p/m

8 Why Support Xplorio?

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

Watch the Xplorio Pringle Bay video

Watch Pringle 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"

