

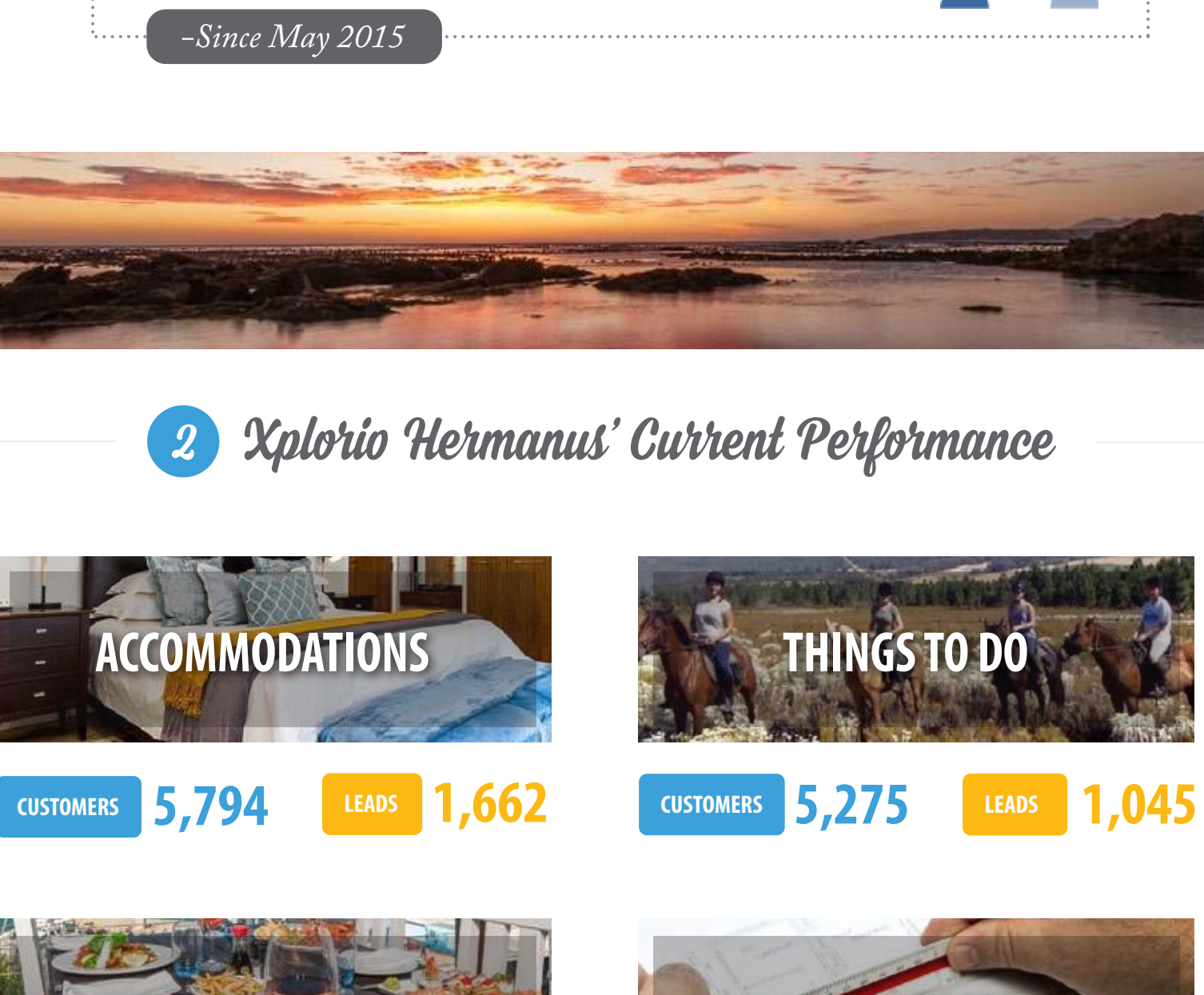
WE BELIEVE IN HERMANUS

★ 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 Hermanus has been **exploding online** but don't just take our word for it, we've got phenomenal results for you to browse through below.

1 Xplorio Hermanus' Online Growth

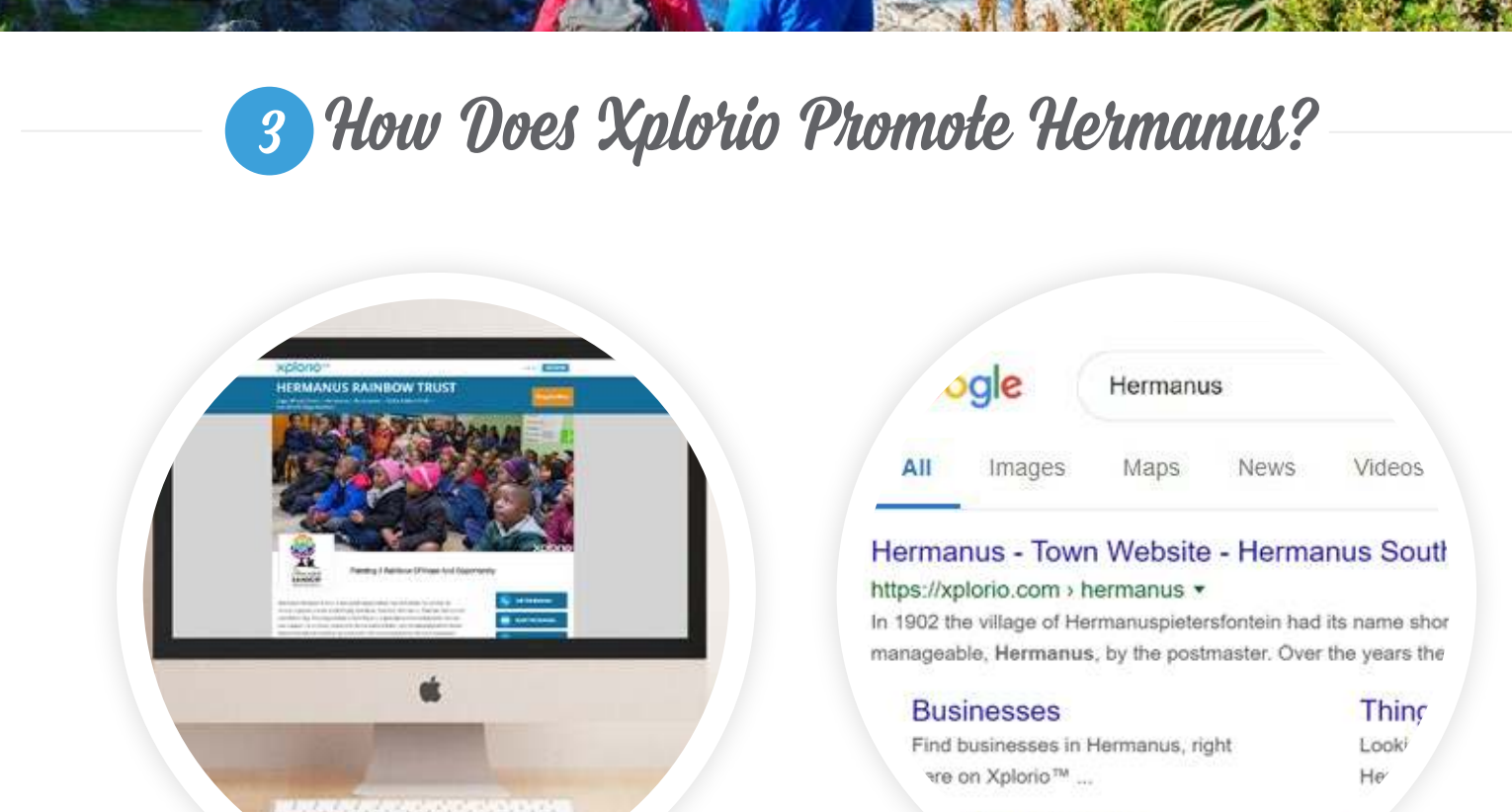
We reached **38,626** people searching for information about Hermanus over the last 6 months.



Total traffic to date = **391,804 + Users**

-Since May 2015

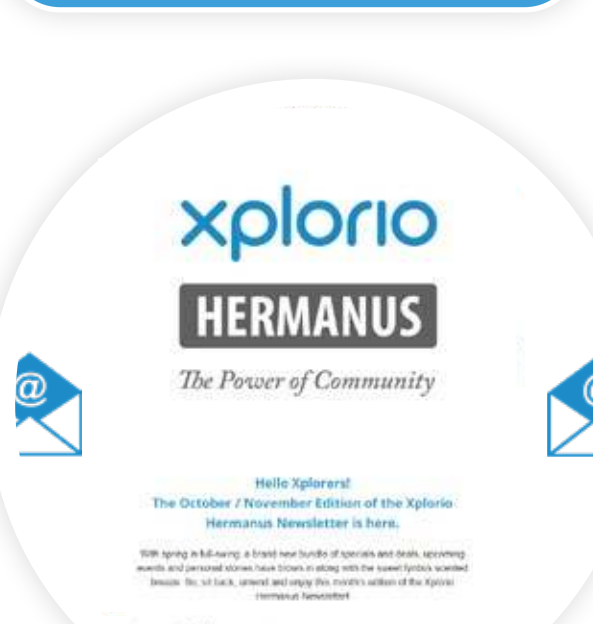
2 Xplorio Hermanus' Current Performance



1,446 Hermanus 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.

3 How Does Xplorio Promote Hermanus?



TOWN WEBSITE



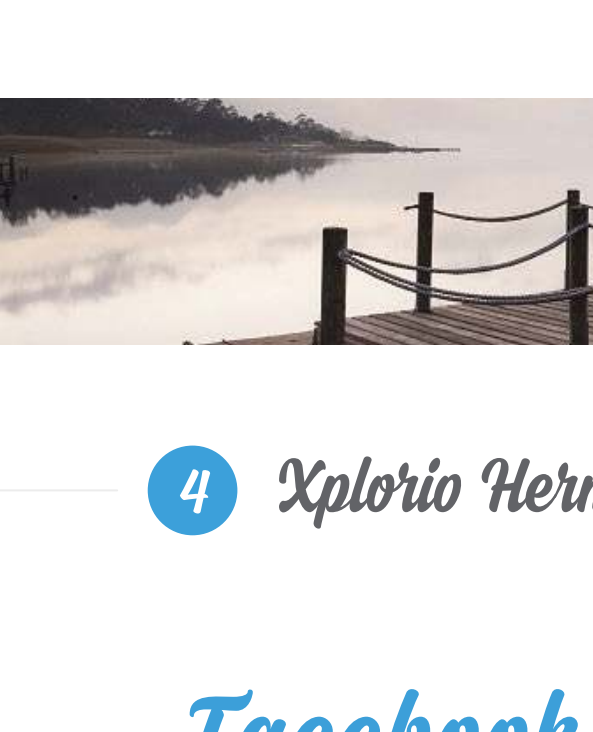
TOWN RANKINGS



TOWN PAID MEDIA



TOWN FACEBOOK



TOWN NEWSLETTER



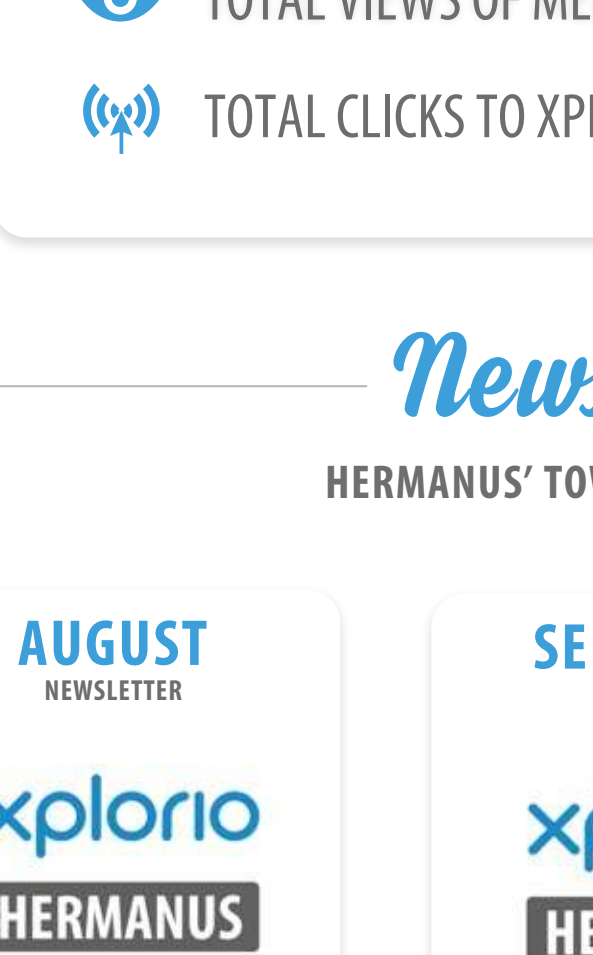
TOWN VIDEOS



PROFILE SPONSORSHIP



SIGNAGE IN TOWN



MERCHANDISE



ONLINE ENGAGEMENT

4 Xplorio Hermanus' Marketing Stats

Facebook Marketing

XPLORIO HERMANUS' TOWN PAGE



Newsletters

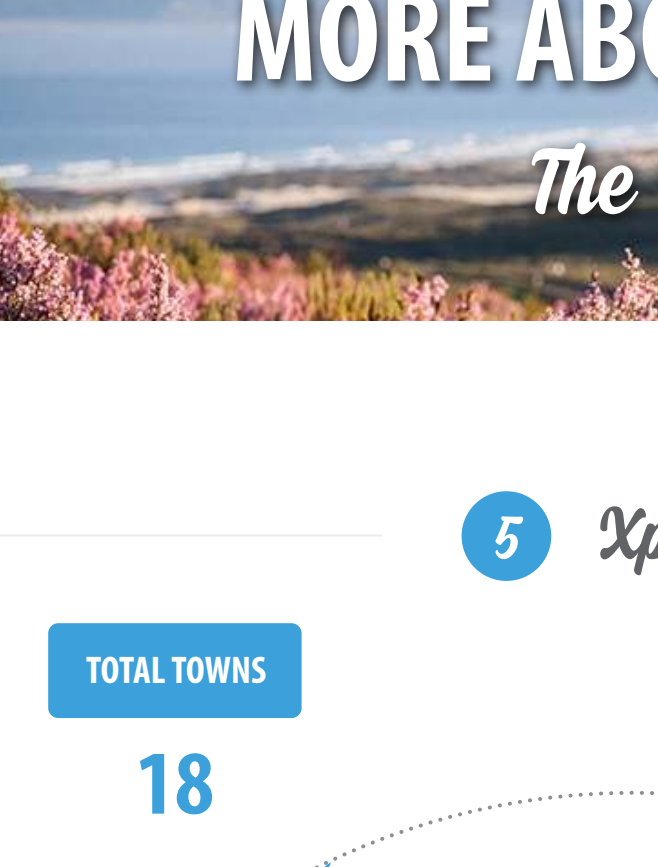
HERMANUS' TOWN UPDATE EMAILS

NEWSLETTER STATS



Local Marketing

HERMANUS' PRINTED MARKETING



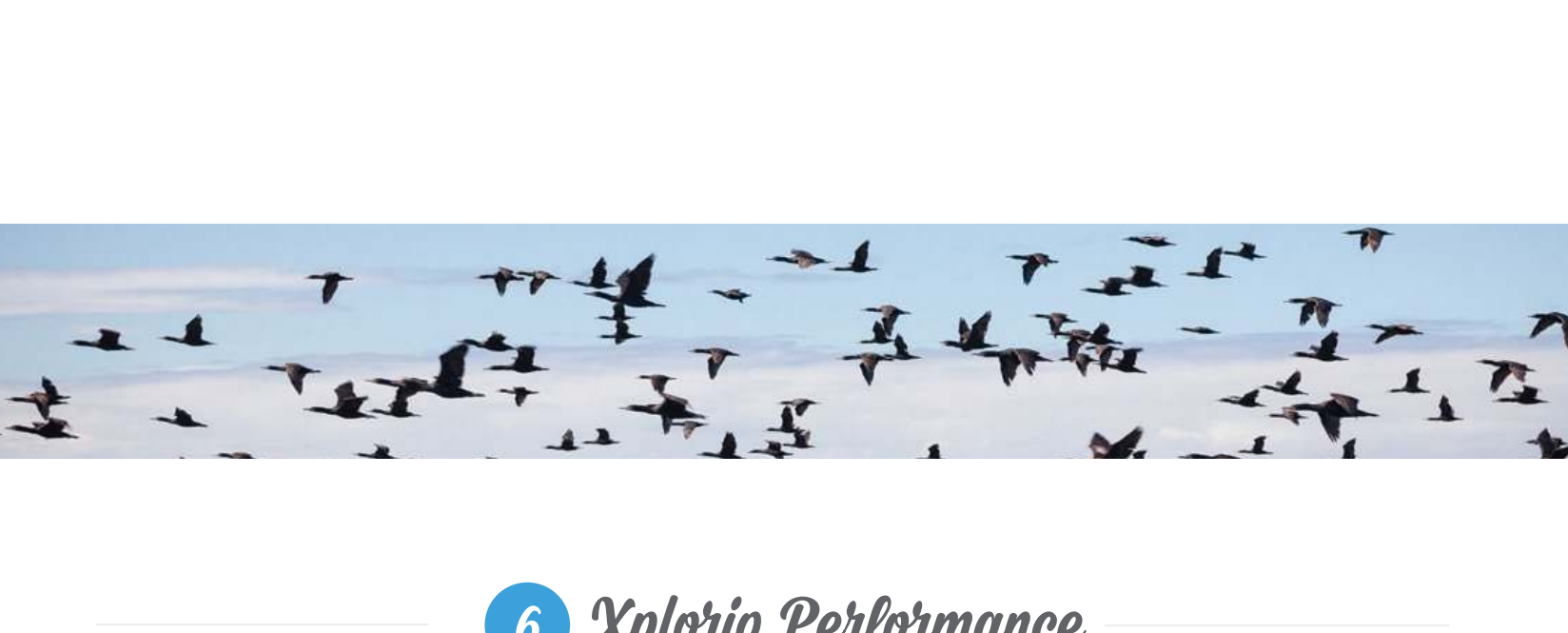
TOWN POSTER

Town Posters are a great way to let people know that they can find everything they're looking for about Hermanus on Xplorio. If you'd like to help drive more visitors to your online presence by putting up one of these posters, please contact us on info@xplorio.com or 028 384 0892.

Participation

IN LOCAL COMMUNITY

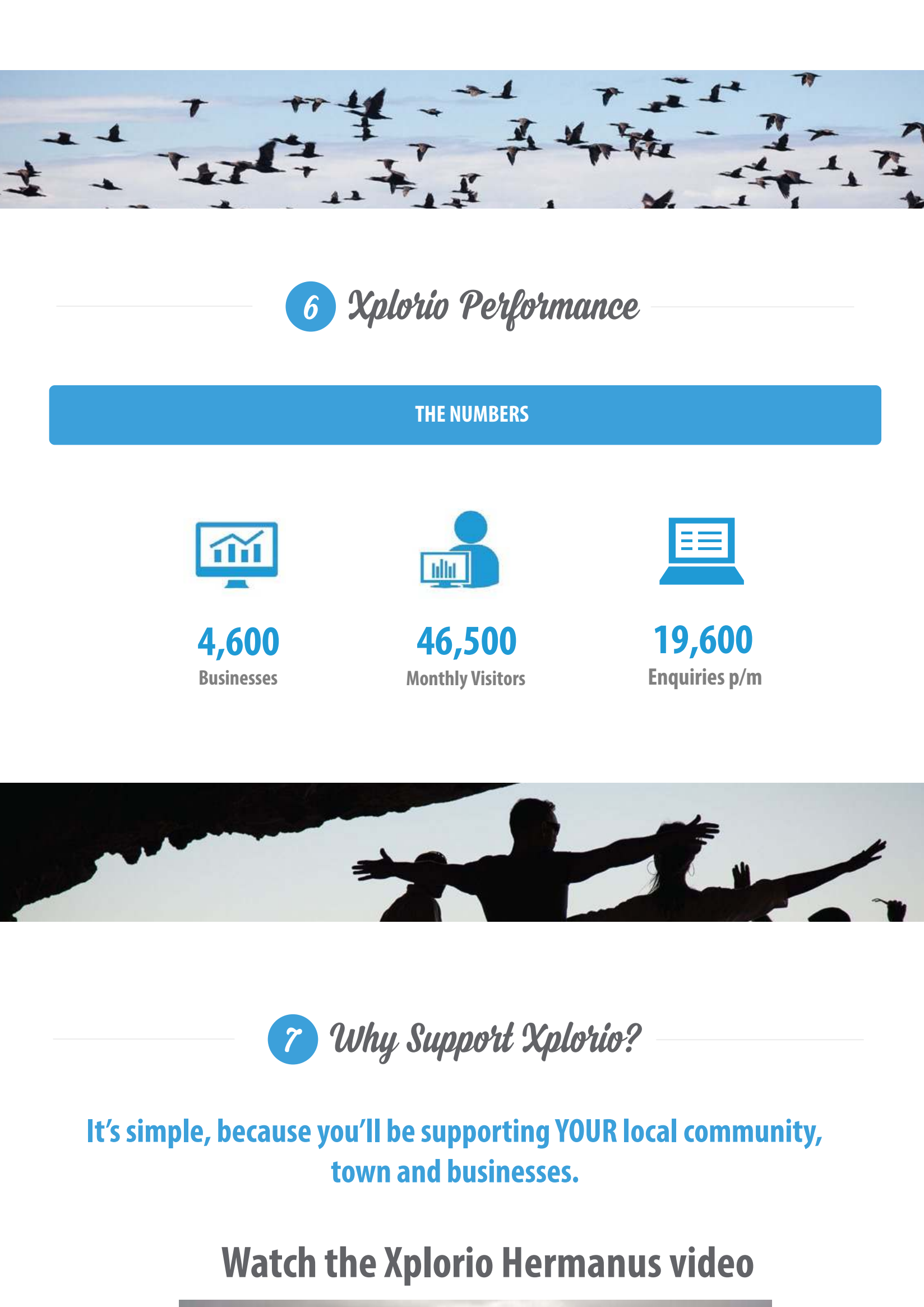
Xplorio has provided 5 NPO's/NGO's with free memberships within the Hermanus Community.



MORE ABOUT XPLORIO

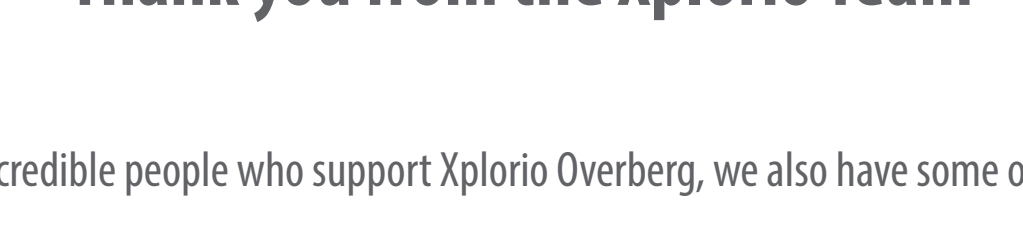
The Progress

5 Xplorio Coverage



6 Xplorio Performance

THE NUMBERS



7 Why Support Xplorio?

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

Watch the Xplorio Hermanus 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"

