

Facts about “www.Safari-in-Uganda.com”

(1) Number of website visitors

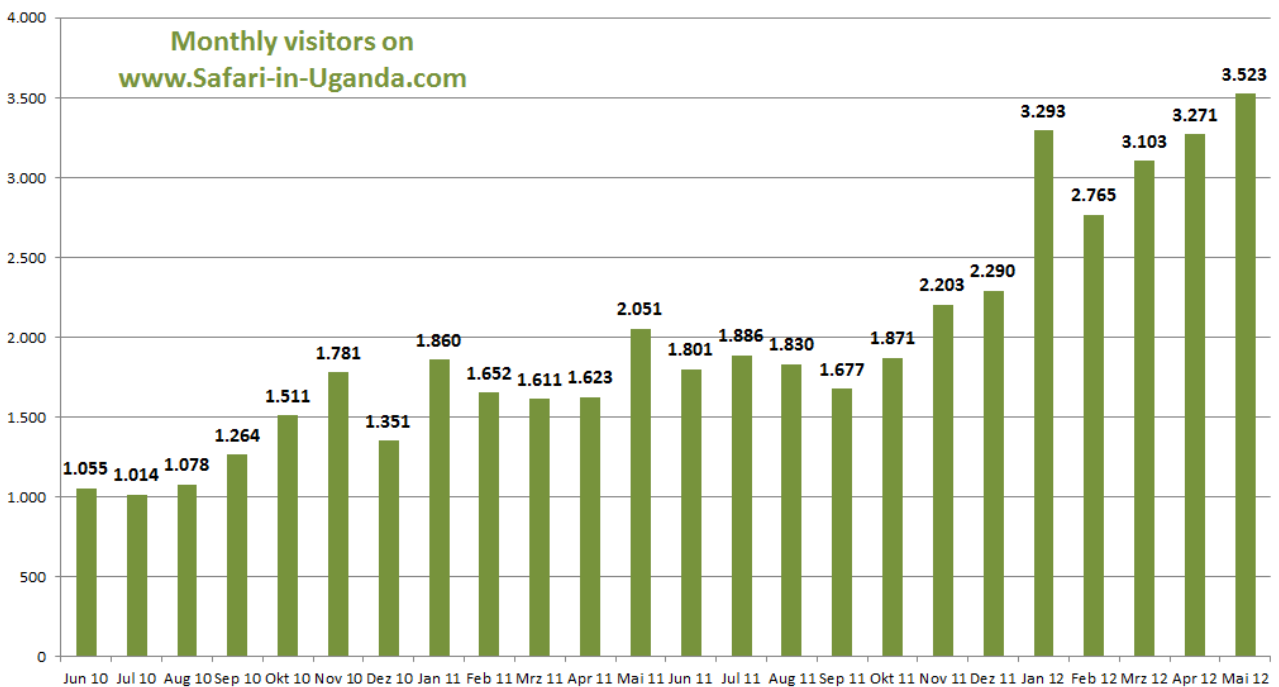


Fig. 1: Monthly numbers of visitors on “www.Safari-in-Uganda.com” from June 2010 to May 2012

- Since “www.Safari-in-Uganda.com” has started in 2008 there is a rising number of website visitors from year to year.
- With 3.500 visitors in May 2012 we had our monthly maximum since we have started.
- Since the “Lonely Planet” mentioned Uganda as one of the most popular travel destinations in January 2012 we are measuring a sharp rise in monthly increasing rates.

(2) Home countries of website visitors

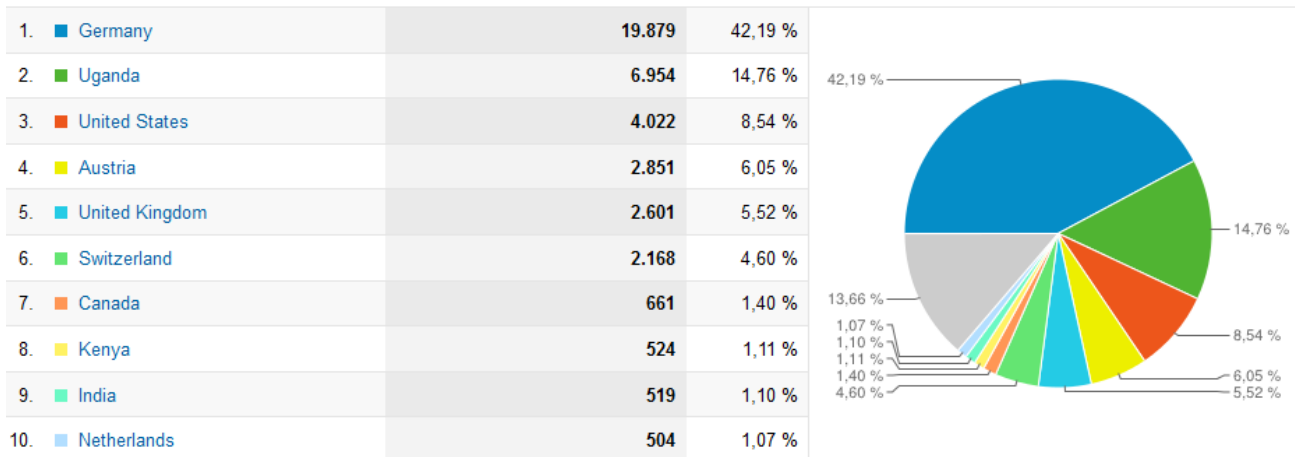


Fig. 2: Home countries of visitors on “www.Safari-in-Uganda.com” from June 2010 to May 2012 (out of 160 countries in total)

- Most website visitors on “www.Safari-in-Uganda.com” are located in Germany (42.19 %) - our main target group.
- Additionally to Germany there are two more big German speaking countries in Europe: Austria and Switzerland. Visitors from these three countries add up to 53 % on “www.safari-in-Uganda.com”.
- Second most visitors we measure from Uganda (14.76 %). Obviously, advertisers on “www.safari-in-Uganda.com” reach the Ugandan market as well.

(3) Most viewed web pages

Tab. 1: The ten mostly viewed web pages on “www.Safari-in-Uganda.com” from June 2010 to May 2012

Rank	Page theme	Number of visitors
1	Homepage	11.730
2	Hotel database (German language)	8.001
3	Tour operator database (German language)	6.980
4	Travel tips for Uganda	5.103
5	Hotel database (English language)	4.733
6	Picture gallery	3.862
7	Car hire in Uganda (German language)	3.331
8	Tourism in Uganda in general (German language)	3.219
9	Tourism in Uganda in general (English language)	2.459
10	Mountain gorillas - Overview	2.334

- Apart from the “Homepage” the website visitors of “**www.Safari-in-Uganda.com**” are mainly interested in hotels in Uganda, followed by the tour operators.
- The visitors are mainly searching for information in the German version of the hotel and tour operator databases.
- Additionally to hotels and tour operators there is a strong interest in car hire in Uganda.

(4) Visitors on the enlarged presentations of our clients

Tab. 2: Visitors on the enlarged presentations on “www.Safari-in-Uganda.com” from January to May 2012

Client	Number of German spoken visitors	Visitors from other countries	<i>total</i>
Advantage Safaris	214	109	323
Uganda Origins	61	182	243
Destination Jungle Safaris	57	183	240
Africa's Great Explorations (AGE) Safaris	92	131	223
Atlas Safaris	83	138	221
Maranatha Tours & Travel	102	105	207

- Within half a year there were up to more than 320 visitors on each of the enlarged presentations of our tour operator clients on “**www.Safari-in-Uganda.com**”.
- Within half a year there were up to more than 200 German speaking visitors on each of the enlarged presentations of our tour operator clients.

(4) Click statistics in Google AdWords



Tab. 2: Searches and clicks on the Google text ads from January to May 2012

Client	Searches for our clients on Google	Clicks on ads
Uganda Origins	6015	165
Atlas Safaris	3085	87
Maranatha Tours & Travel	1569	0
Destination Jungle Safaris	227	57
Africa's Great Explorations (AGE) Safaris	132	12
Advantage Safaris	132	9

- With our Google AdWords program we strengthen your brand on Google search engine result pages. Your text ads will be shown hundreds to thousands of times.
- Dozens of extra visitors find their way to your company through Google AdWords.

Mboni Universal Services for Tourism Ltd.

Safari-in-Uganda.com

Dr. Arndt Embacher (Director)

80335 Munich/GERMANY

Phone : +49 (0) 89 54 54 98 92

FAX : +49 (0) 89 51 51 89 87

Mobile: +49 (0) 17 12 46 73 38

Mobile: +256 (0) 774 667 643 (temporarily)

E-Mail: info@mboni-services.com

Web: <http://www.mboni-services.com>

Safari-in-Uganda.com

Professional online marketing services

(5) Summary

- Benefit from thousands of monthly visitors on “**www.Safari-in-Uganda.com**” – the biggest (German and English) website about Uganda worldwide.
- Get started to advertise directly in the German speaking market in Europe – the main target audience of “**www.Safari-in-Uganda.com**”.
- Provide detailed information about your company and your safari offers to the German tourists: They are highly interested and seeking for you on “**www.Safari-in-Uganda.com**” and Google.