Facebook overview

Content, engagement and audience actions

CONTENT VIEWS
120,617
May include paid distribution

POST ENGAGEMENTS
9,491
Meta-reported total

PAGE VISITS
3,325
Not confirmed bookings

VIDEO VIEWS
37,942
Facebook video consumption

FOLLOWERS
9,158
Account total; not new follows

TOP POST REACH
22,326
27 Oct accommodation post

ACTIONS & INTERACTIONS

9,491 post engagements • 3,325 Page visits • 868 clicks on the leading accommodation post. Total comments, shares and unique Page reach: not supplied.

BENCHMARK OVERLAY • No directly comparable 2026 hospitality Page views / engagement / visits benchmark verified. Compare with prior month once available.

Instagram overview

Account activity and audience actions

CONTENT VIEWS
30,302
Account-level views

ACCOUNTS REACHED
6,323
Unique accounts

INTERACTIONS
1,095
Meta-reported total

FOLLOWERS
4,467
Account total; not new follows

COMMENTS
N/A
No complete platform total

SHARES / SAVES
N/A
No complete platform totals

ACTIONS & INTERACTIONS

1,095 Instagram interactions across the reporting period. A reliable split into likes, comments, shares and saves is not available as an account-wide total.

BENCHMARK OVERLAY • No validated comparable Instagram organic reach / interactions benchmark in the source. Prior-period comparison required.

Paid advertising vs industry

Meta Ads totals across Facebook and Instagram — not Facebook-only

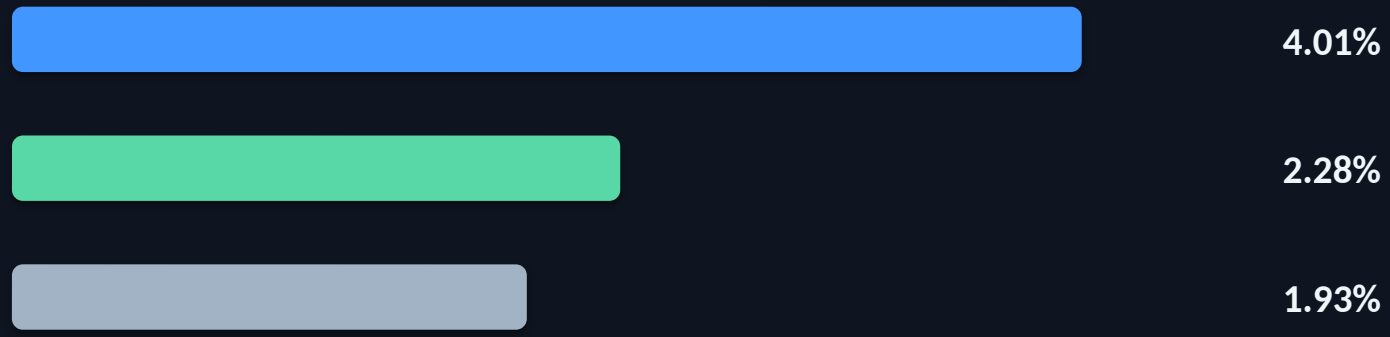
AD SPEND
R399.51
All Meta placements

REACH
12,725
Paid unique accounts

IMPRESSIONS
18,247
Frequency 1.43

LINK CLICKS
732
R0.55 / link click

LINK CLICK-THROUGH RATE



CTR is ~76% above travel benchmark. No bookings, leads or ROAS supplied.

AUDIENCE DEMOGRAPHICS & AD TARGETING

Bemugi's Place | Meta Ads | Last 30 days

WHO THE ADS TARGET

Fishing campaign: Ages 30–65+ · All genders

Accommodation campaign: Ages 28–65+ · All genders

COUNTRIES & LOCATION

Targeted country: South Africa

"Mozambique" is an interest on the accommodation ad set — not a targeted country.

INTEREST TARGETING

Fishing: Adventure travel · Fishing · Recreational fishing

Accommodation: Mozambique

DELIVERY DEMOGRAPHICS

Highest-ranked age/gender groups in the report chart:

Men 45–54 · Men 55–64 · Men 35–44 · Men 65+

Exact reach and spend by group are not readable in the source export.

BENCHMARK OVERLAY • Audience targeting has no universal industry target; compare age, gender and country delivery against qualified leads.

Source: Adscope, Audience & Targeting (pp. 7–9, 44–45). Target settings ≠ actual audience distribution.

Top content & recommended actions

Facebook top five posts ranked by views; industry comparison where defensible

POST	VIEWS	REACH	CLICKS	SHARES
27 Oct · Accommodation	**28,147**	**22,326**	**868**	**25**
02 Nov · Regatta excitement	10,220	6,774	518	11
07 Nov · Regatta day	9,461	8,596	696	11
05 Nov · Regatta countdown	9,160	5,687	339	5
09 Nov · Regatta highlights	6,867	3,877	837	4

BENCHMARK: No verified comparable industry post reach / shares benchmark in source.

WHY IT WORKED Accommodation led reach and clicks; Regatta posts sustained attention across event stages.

NEXT: Track WhatsApp enquiries, bookings and cost per lead. Per-post comments not available.

The month in context

High attention and efficient traffic advertising; booking outcomes remain unverified.

FACEBOOK CONTENT VIEWS

120,617

May include paid distribution

POST ENGAGEMENTS

9,491

Meta-reported total

PAGE VISITS

3,325

Not equivalent to bookings

WHY THE MONTH WAS STRONG

- Accommodation post reached 22,326 unique viewers, the strongest listed post.
- Dhow Regatta created a sequence of anticipation, live-event and recap content.
- Paid traffic CTR was 4.01%, above the 2026 travel traffic benchmark of 2.28%.

Caution: No previous-month comparison or confirmed leads/bookings supplied.

Paid ads versus industry

Account-wide Meta paid advertising (Facebook + Instagram); not Facebook-only.

SPEND	REACH	IMPRESSIONS	LINK CLICKS
R399.51	12,725	18,247	732
All Meta placements	Paid unique reach	Frequency 1.43	R0.55 per link click

LINK CTR: 4.01%

2026 travel industry traffic CTR: 2.28%

2026 all-industry traffic CTR: 1.93%



CTR is ~76% above travel benchmark. No verified leads, sales or ROAS available.

Top five Facebook posts

Ranked by views; unique reach, clicks and shares where available in the export.

POST	VIEWS	REACH	CLICKS	SHARES
27 Oct | Accommodation	28,147	22,326	868	25
02 Nov | Regatta excitement	10,220	6,774	518	11
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Comments: exact per-post comment counts are not reliably available in the extracted listing.

What drove performance

Content themes and audience behaviour reveal a useful pattern.

TOP POST REACH

22,326

Accommodation | 27 October

TOP POST CLICKS

868

Accommodation | 27 October

VIDEO VIEWS

37,942

Facebook video consumption

1 Accommodation is the strongest direct-response theme.

The base-camp post combined highest views, reach and 868 post clicks.

2 Regatta storytelling sustained audience interest.

Pre-event, race-day and recap posts all appeared in the top five.

3 Event engagement is not the same as booking intent.

Use accommodation and charter calls-to-action to capture demand.

Verdict and next actions

Strong awareness and traffic efficiency; commercial performance cannot yet be scored.

GOOD | Paid CTR

4.01% versus 2.28% travel benchmark; a strong directional result.

GOOD | Content resonance

Accommodation and regatta posts led the available content listing.

UNKNOWN | Conversion quality

No verified enquiries, bookings, purchase value or ROAS supplied.

NEXT | Measure the funnel

Track landing-page views, WhatsApp enquiries, bookings and cost per lead.

NEXT | Repeat what worked

Test accommodation creative and regatta-led storytelling in separate campaigns.

Benchmark: WordStream/LocaliQ 2026 US Facebook traffic campaign medians.
Source: wordstream.com/blog/facebook-ads-benchmarks-2026

The Facebook snapshot

A concise view of page activity and advertising performance

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120,617

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POST ENGAGEMENTS

9,491

Reported by Meta

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VIDEO VIEWS

37,942

Video consumption

FOLLOWS

9,158

Total reported; not new follows

PUBLISHED POSTS

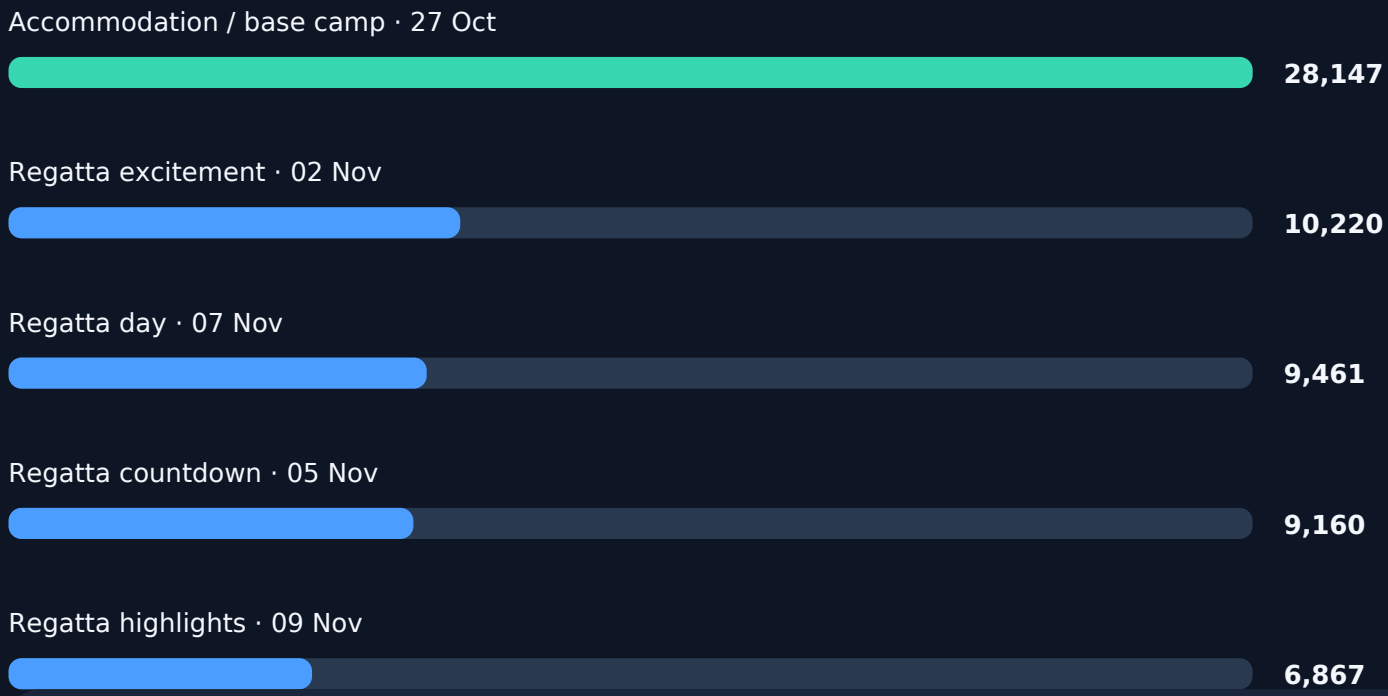
16

Listed Facebook posts

KEY TAKEAWAY Strong content consumption, especially around accommodation and the Dhow Regatta.

Content that performed

Highest-viewed Facebook posts in the available content listing



TOP POST

Accommodation content generated 28,147 views and 868 reported clicks.

Engagement & audience actions

What people did after seeing Facebook content

PAGE VISITS	POST ENGAGEMENTS	VIDEO VIEWS
3,325	9,491	37,942

POST CLICKS — SELECTED CONTENT



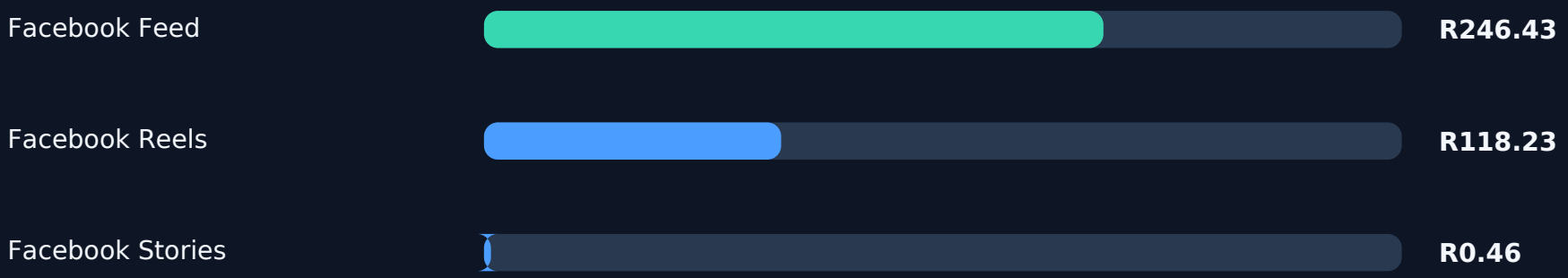
Post clicks are reported content interactions; they are not verified website visits or bookings.

Facebook paid advertising

Paid metrics are shown separately from Page and post activity

FACEBOOK AD SPEND	AD IMPRESSIONS	AD CLICKS
R365.12	16,809	1,144

AD PLACEMENT MIX BY SPEND



Accommodation traffic creative was the primary delivered Facebook advertisement.

Reported ad clicks are not confirmed leads or bookings; no conversion result was supplied.

What to do next

Five practical priorities based on the available results

01 **Repeat accommodation content**

Build a regular series showing rooms, camping and stay options.

02 **Keep event storytelling active**

Use community events, behind-the-scenes posts and follow-up highlights.

03 **Turn attention into enquiries**

Add clear booking / charter calls to action and tracked website links.

04 **Separate organic from paid**

Improve Page Insights access to verify organic-only reach and growth.

05 **Measure real outcomes**

Track enquiry forms, WhatsApp clicks and confirmed booking conversions.

DATA NOTE: Page content views may include paid distribution. Post metrics are Meta-reported totals.