



4. Promotion on Tourism

Promotion of Tourism

Gaming industries in South Africa has experienced substantial growth and expansion. Much of this has been a direct result of explicit strategies adopted by provinces and the government which believed that Gambling establishments can be an important catalyst in creating or otherwise stimulating growth and tourism within the provinces.

- Although Gambling as such may not be of primary interest to tourists, the availability of Gambling Establishments can in many ways facilitate the creation of entertainment for local tourists. The premises is situated in an area where the additional tourism infrastructure will compliment other potential tourism opportunities.
- The potential of GR-Slots as a gambling establishment in relation to tourism will only be realised if it is introduced within a very specific framework of sound principles. Specific tourism related principles could include that:
 - The approval of an independent site operator license will have additional advantages relating to the spin off from tourism infrastructure and the promotion of Culture, Art, sport and other recreation facilities that would be created through the proposed development which is an objective of G-Slots ISO EC t/a GR Slots.
- Our goal is to attract new visitors to the city and believe that in our current digital age, getting tourists to pay attention to a specific place is more possible than ever. Developing a marketing plan and using tools such as social media and other promotional materials, will help to promote tourism in the city.
 - a. This will be done by making a list of all the activities and attractions currently available in the town. Often, tourist are interested in the things they can do and see in the town which will assist in our promotions for the business.
 - b. Focus on activities and attractions that are specific to the town. Even a small or strange attraction could attract visitors and bring attention to the town and work with what will make this town worth a special trip. We would need to work with the local tourism office and narrow our focus on things our town can offer. The more specific, rather than generic, can be more likely our town will be of interest to tourists.
 - c. We will organize public radio spots and adverts which we believe is one of the best ways to promote the town is to create radio ads, focusing on the slogan for the town and the points to prepare for the marketing plan.
 - d. Create a marketing plan to determine target marketing segments to define market areas that will draw the most visitors, like a well-known and important historical site, or a museum. We would have to define the clientele that will be attracted to the community. Entertainment, such as historic sites, fairs or festivals, shopping, and dining. Which will include other travel purposes, such as business trips and family visits.
 - e. We would do a promotional draw or contest to get the attention of tourists by offering them a free incentive to explore the town. Create competitions and offer a prize to the winners. Offer a complimentary stay at a popular attraction to visitors who enter a draw or a survey about the town

A handwritten signature in black ink, appearing to be the initials 'JS' followed by a flourish.