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## SALES OFFICE

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08 October 2012

### TO WHOM IT MAY CONCERN

EZEMVELO KZNWILDLIFE supports the concept presented by Nicolas Dranias regarding La-Vue Floating Restaurant/Events Venue. EZEMVELO KZNWILDLIFE will ensure that La-Vue supports the Anti Rhino-Poaching Campaign and Initiative for KwaZulu Natal.

Being a unique concept the venue will provide a marketing opportunity for EZEMVELO KZNWILDLIFE in terms of wildlife, natural eco-tourism and historical environment yet targeting a different Emerging Market and LSM grouping.

The different markets who will support this project will enjoy the feeling that comes from doing something different in terms of this concept that they have not done before. They are also willing to pay more for experiences that are unique or exclusive.

Understanding what motivates visitors to travel to Durban South Africa will assist with creating partnerships with the La-Vue Venue. Here are the top motivational reasons visitors travel to Durban-KZN:

1. Landscape and Scenery
2. Culture
3. Wildlife
4. Physical or Adventure activities

La- Vue will take on the adventure activity and provide a service unique to Durban thereby benefitting the rest of the listed attributes above.

Thanking you.  
Yours faithfully

SHARON ILETT  
SALES OFFICE ADMINISTRATOR