

**MAPPING YOUR MARKETING STRATEGY FOR TRAVEL AGENTS, TOUR
OPERATORS, HOTELS, RESTAURANTS, BUSINESSES AND EDUCATIONAL
INSTITUTIONS**

MAPPING SOLUTIONS

A NEW MARKETING STRATEGY

**IDENTIFY YOUR LOCATION ON MAPS FOR
HANDOUTS TO CLIENTS; FOR USE AT SCHOOLS,
COLLEGES AND UNIVERSITIES.**

THE PERFECT CORPORATE GIFT & THE PERFECT SOUVENIR FOR VISITORS

Vantage Business Solutions are tourism specialists who specialise in developing practical tools for those in the tourism industry to better sell destinations. One of those tools are maps, together with our strategic partner Rainbird Publishers (who have been developing tourism maps since 1994 and have produced over 750 000 maps) we develop a variety of South African and provincial maps ranging in different sizes of which the most common are A1 (i.e. 840mm x 630mm), and A2 (i.e. 594mm x 420mm).

Our maps are tailor made to the specific needs of our clients (provincial tourism authorities, tour operators, trade and invest agencies as well as corporates) currently we are in the process of completing a South Africa map for South African Tourism as part of their Sho't Left campaign.

The maps are completely tailor made so any information can be place on the reverse side of the map such as:

- tourism information (tourism offices/ tourism inform centres, provincial tourist attractions)
- major attractions and icons (world heritage sites, national/transfrontier parks, blue flag beaches etc)

- general information (weather, driving regulations, health and safety)

The map itself thus becomes a practical usable tool that will equip users with the knowledge and confidence to better understand, promote and sell South Africa as a destination.

For more information please contact:

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