

4.

# Captive Audience

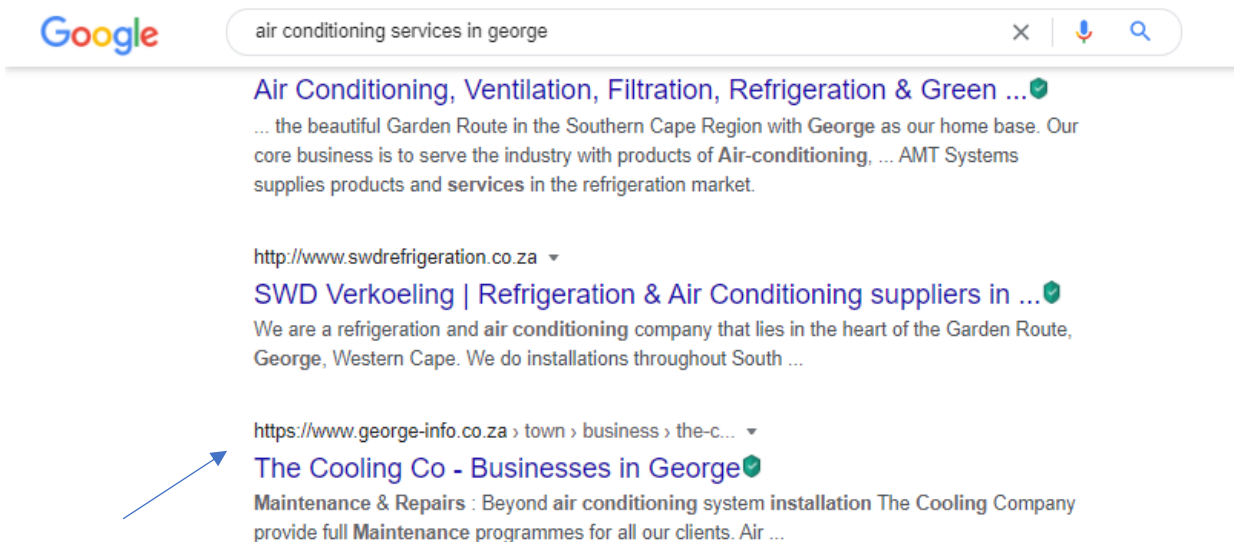
## RELEVANT CUSTOMER ENGAGEMENT

Customers that click on our Directories want the services searched for rather than customers who are just browsing the net



Viewers click on our directories because they want information on something specific. In doing that they are a captive audience who are searching for businesses, accommodation, activities etc., in a specific town, or region.

Directories are useful for people who know what they want however they don't know where to get it from. There are so many search options out there that we cannot possibly list them all – here we have provided some examples of how we do on general searches.



Results 1 - 15 of 132 — Find Things To Do in Northern Cape. Popular activities for tourists like Dassie Trail Augrabies, Oorlogskloof Rameron Pigeon Trail, SA...

<http://blog.sa-venues.com> › Destinations › Northern Cape ▾

**Adventure Sport in the Northern Cape - SA-Venues.com** ✓

04 Jul 2013 — These include kayaking, canoeing and river rafting. Sometimes relaxing and tranquil, other times exhilarating, negotiating the waters on a kayak, ...

<https://www.backpackers-south-africa.co.za> › article › a... ▾

**Adventure sports in the Northern Cape** ✓

07 Jun 2021 — This high-octane event was instrumental in solidifying the Northern Cape's position as a premier destination for extreme sports and outdoor ...



**Pet friendly accommodation Western Cape Garden Route ...** ✓

Find pet-friendly accommodation in the Western Cape & Garden Route of South Africa. Search availability for self-catering or bed and breakfast and book now.

<https://www.afristay.com> › garden-route › pet-friendly ▾

**Garden Route Pet Friendly Accommodation - Afristay** ✓

Pet Friendly accommodation listings available to book in Garden Route.  
★★★★★ Rating: 4,8 · 41 votes

<https://www.sleeping-out.co.za> › find › Pet-Friendly-Ac... ▾

**Pet Friendly Accommodation Garden Route - Sleeping-OUT ...** ✓

Garden Route Pet Friendly Accommodation · Bay Lodge · Toorbos · The Farmhouse Guest House · FYNBOS · Oyster Creek Self Catering · Whale View Cottage · C-nic ...

<https://www.garden-route-info.co.za> › routes › businesses ▾

**Pet Friendly in Garden Route Info** ✓

Pet Friendly in Garden Route Info. Add your free business listing here. Filter by town: -- Select a Town --, Albertinia, Boggomsbaai, Brenton-On-Sea, Buffalo Bay ...

