



PO Box 5752  
Cable Beach 6726  
Western Australia

Phone: +61 8 9193 5090  
Fax: +61 8 9192 1444  
Email: [admin@zanders.com.au](mailto:admin@zanders.com.au)  
Web: [www.zanders.com.au](http://www.zanders.com.au)

ABN: 31 360 714 456

Shayne Thomson  
Savannah Marketing

16<sup>th</sup> April 2009

Dear Shayne

**Subject: Open Reference for BroomeCam**

As discussed earlier this week, we continue to be delighted with the impact BroomeCam has on our business and tourism generally in Broome.

Speaking with our patrons, they seemingly all benefit from using the website prior to their visit and continue to have the camera in their bookmarks following their stay... in readiness for their next visit.

The benefit to local tourism is immeasurable. The ability for potential visitors to Broome to view Cable Beach prior to their visit and also prepare for the visit by using the website to research vacation ideas and activities is terrific.

Our sincere belief is that cooperation and co-petition rather than competition is key to attracting visitors to any tourist location. All Broome businesses benefit from the "visibility" afforded to them by the number of unique visits experienced by BroomeCam. The site also provides a great marketing tool for those businesses linking their site to the webcam. In our experience, a significant portion of traffic to our own website then link through to BroomeCam. This in turn then also allows other tourist businesses to leverage the visitors to our site through their visibility on BroomeCam.(see [www.zanders.com.au](http://www.zanders.com.au))

We are also grateful for the responsiveness of the BroomeCam team in both maintaining and keeping the site fresh and also in the maintenance of the physical camera equipment.

Please feel free to pass on my contact details to business or body requiring a discussion on the merits of BroomeCam. I am happy to discuss its benefits at length.

Kind Regards

Xavier Kris  
Director  
Zanders at Cable Beach