



# Sun International appoints Tourism Point LLC as ME marketing partner

DUBAI, UAE: One of Africa's most significant tourism and leisure groups, Sun International, has appointed Dubai-based Tourism Point LLC to manage its marketing and public relations communications in the Middle East region.



Sun International

Through a strategic relationship with Tourism Point, Sun International has appointed a marketing manager to look after its business interests in the Middle East who will be responsible for executing focused and targeted marketing strategies that will comprehensively promote the Sun International brand and properties to all segments and regions.

Ian Anderson, Sun International's marketing director said: "Sun International is delighted to have a full time representation for the Middle East market based in Dubai, which underlines our commitment to the region. We have identified the Middle East as an emerging market due to its exceptionally strong potential evidenced by the increase of visitors to our properties. So far, majority of the visitors from Middle East to Sun International group's hotels and resorts comprise of FITs, MICE and family travelers. This business is secured through tactical marketing campaigns, trade partners and through the airlines operating from the region."

## The focus

"Our focus is to increase MICE, FIT and Family Leisure travel from the Middle East and we are glad to have secured the talents and experience of Tourism Point who will be instrumental in driving business to our properties," added Ian Anderson

Our strategy in this region is to actively work with the region's trade partners, media and airlines operating to South and Southern Africa to continuously fuel the growth momentum of the Middle-East markets."

Currently Middle East accounts for around 5% of the group's annual international revenue with most of the visitors arriving from Saudi Arabia and Iran.

The most renowned resort is Sun City with its 1301 rooms and conference facilities for up to 1200 guests. Also popular with the Middle East market is the Table Bay Hotel set in the heart of the Victoria and Albert Waterfront in Cape Town which has meeting facilities to cater to 250 guests.

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