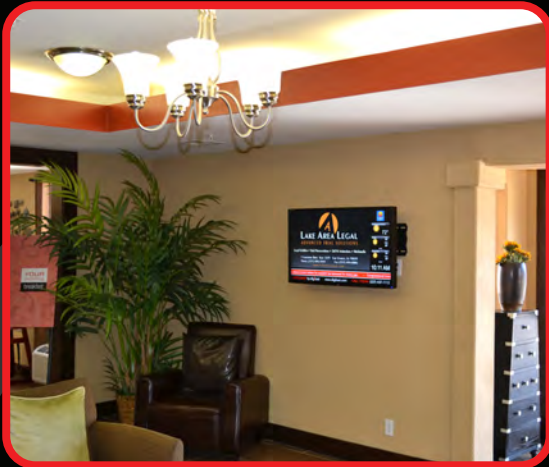


# digikast

CAPTIVE MEDIA SOLUTIONS

## HOTELKAST



The HOTELKAST network features high-definition, flat-screen digital signage in hotels around the city. Each digital sign is prominently displayed in the lobby and plays advertisements for local area restaurants, shops, events, and more. Coupled with information like the time, local weather, and a news ticker, our monitors will entice viewers to watch longer, providing a captive audience for your advertising message.

Catering to a demographic that spends a considerable amount of money, tourists and business travelers, the ads running on these screens will have a huge impact on potential customers from out-of-town.

### A recent Nielsen study revealed:

- › 40% of all restaurant revenue is generated by tourist dollars
- › Tourists spend 400% more money on restaurants, shopping, and entertainment than locals
- › The cost of eating three meals per day in the top 100 business travel destinations in the United States averaged over \$90 per person
- › The average household income for business travelers is \$82,000, with 52% falling in the 35 - 54 age group



With HOTELKAST, we can direct these tourist dollars straight to your business. With tourist spending steadily increasing and with the average business traveler staying between one to three nights, there is a significant potential to increase your revenue by advertising directly to this demographic.

The HOTELKAST network mostly consists of 42" industrial-grade LCD screens, attracting potential customers with animated advertisements for your business. The impact that HOTELKAST provides to this captive audience is one of the best-targeted methods of advertising to this key demographic. Get your business noticed with the powerful message that HOTELKAST provides.



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