



Proposal: Festive Holographic Display Activation

We propose installing a Holo Box at Emerald Resort & Casino for the upcoming festive period. The activation will combine:

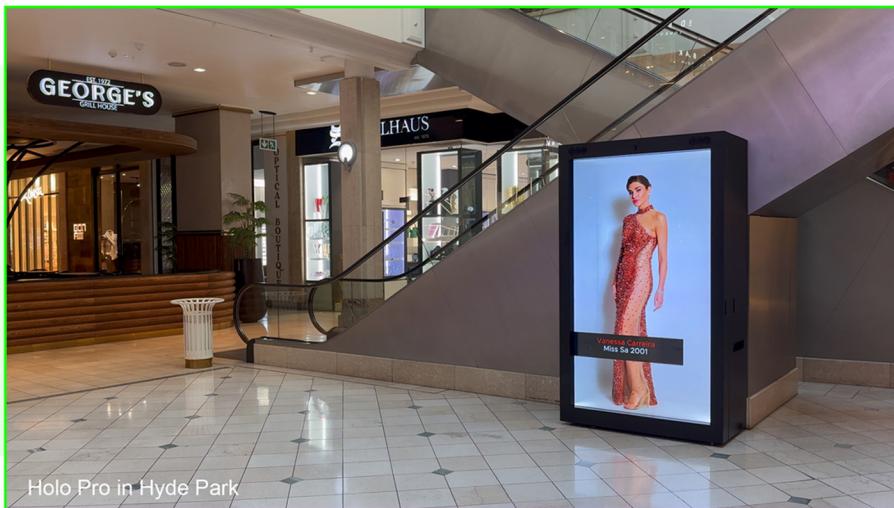
- Live entertainment (via hologram or mixed with live MC)
- Seasonal / festive themes (Father Christmas, music, gifting)
- Product / retail / resort special promotions
- Guest interaction

All designed to delight guests, increase time spent on site, drive spending in restaurants, retail, Spa, and reinforce Emerald's position as a destination for festive celebrations.

Key Activation & Entertainment Ideas

Here are a few ideas crafted especially for Emerald's setting:

1. Father Christmas in the Holo Box
 - A holographic Santa promoting gift items from Emerald's retail and F&B outlets (e.g. spa vouchers, dining specials, gift shop).
2. Festive Music / Singer Performance
 - Holographic singers perform seasonal music (classics, jazz, holiday medleys) during peak resort/dining hours.
 - Alternatively, combine holographic performance with live background music or live musicians feeding in around the resort.
3. Dining & Culinary Highlights
 - A holographic chef cooking festive specials offered at Emerald restaurants. Guests can see visuals of dishes, menus, promotions.
4. Retail & Gift Shop Showcases
 - Holographic displays of items in Emerald's shops: fine wine, resort-branded merch, spa gift packages, jewellery, artworks.
5. Family/Kids Story Time / Character Appearance
 - Holographic elves, Santa's helper, animal characters telling festive stories for kids; fits well especially with "Animal World" and family attractions Emerald offers.
6. New Year's Countdown & Fireworks Display
 - On New Year's Eve, a holographic show with countdown and virtual fireworks; in-resort F&B & accommodation packages tied to this.
7. Spa & Relaxation Promo
 - Display spa treatment visuals, festive packages, perhaps virtual pamper scenes (candles, massage, etc.), tempting guests to book spa time.



Examples of Product Displays for Emerald's Tenants / Facilities

Here are concrete examples for how local products or offerings at Emerald can be showcased in the Holo Box:

<u>Facility / Outlet at Emerald</u>	<u>Display Idea</u>
Emerald Spa	Floating visuals of a relaxing massage scene, spa gift packs (oils, robes), perhaps a rotating showcase of spa packages, with statements like “treat yourself this Christmas”.
Dining Restaurants / Bars (e.g. Graze, Cappello, Gas Monkey, etc.)	Holographic menu specials: holiday dessert visuals, special dinners, chefs plating signature festive dishes or cocktails. Promotions for “dinner + show” deals.
Animal World / Family / Adventure Facilities	Festive story-telling, or virtual previews of Santa’s workshop in Animal World, perhaps animals with holiday hats or decorations, appealing to families.
Accommodation / Holiday Packages	Showcase “festive stay packages” – virtual room tours with holiday lights, special inclusions (gift on arrival, dinner voucher), promoting bookings.
Gift Shop / Resort Merchandise	Holographic display of gift items: branded clothing, accessories, artworks, perhaps also resort memorabilia. Rotate items daily so guests pass by often.

Business Proposition & Conditions

- The Holo Box will be provided to Emerald Resort & Casino at no cost, on condition that a minimum of 15 resort outlets / tenants / departments commit to advertising or showcasing via the unit during the festive period.
- The content for the display (product visuals, promotions, scheduling) will be curated to align with Emerald's branding.

Advantages for Emerald Resort & Casino

Here are the key benefits Emerald would receive:

1. **Enhanced Guest Experience** – Memorable moments, elevated ambience, new attraction during stays or visits.
2. **Higher Guest Dwell Time** – Guests stay around longer, increasing spend in restaurants, bars, spa, shops.
3. **Increased Resort Revenue** – More F&B, spa, accommodation bookings, retail sales.
4. **Attraction for New Guests** – Differentiator in the leisure market; people will visit not just for gaming but for the festive spectacle.
5. **Stronger Retail & F&B Partner Relations** – Tenants inside resort/shops will get premium exposure, assisting their sales and encouraging cooperation.
6. **Brand Image & Prestige** – Emerald seen as forward-thinking, offering luxury / experiential offerings.
7. **Social Media Buzz & Marketing Reach** – Guests will take photos, video; content gets shared. Emerald gets organic reach plus promotional material from Holo Pro.
8. **Differentiation in Off-Peak Times** – Use Holo Box to draw traffic during quieter times, boosting occupancy / F&B business when normally lower.
9. **Memorable Moments for Families & Guests** – Emotional connection via Santa, kids storytelling, leaflets / gifts etc. that reinforce loyalty, return visits.

Call to Action

We believe this could be a signature festive experience for Emerald Resort & Casino – combining the peaceful luxury and natural beauty of the resort with high-impact entertainment and immersive tech.

We'd welcome the chance to meet with your team (Marketing, Entertainment, F&B, Retail, Accommodation) to present storyboard mock-ups of how this would look at Emerald, refine the ideas, and tailor content schedules. We are excited about the possibilities of working together to make this festive season unforgettable for your guests.

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