---------- Forwarded message ---------  
From: **King Island Car Rentals** <[admin@kicr.au](mailto:admin@kicr.au)>  
Date: Mon, 26 Feb 2024 at 11:02  
Subject: KI Radio support letter - KITI  
To: [waderoskam@gmail.com](mailto:waderoskam@gmail.com) <[waderoskam@gmail.com](mailto:waderoskam@gmail.com)>

To Whom It May Concern

King Island Tourism Incorporated (KITI) enthusiastically supports the King Island Community Radio (KICR) application for extending their services to the King Island community.

KICR plays a vital role in connecting King Island to its tourism sector, and boosting the visitor economy. Through KICR, visitors are entertained and informed of  island events, activities, and services.

Podcasts, video promos, and productions have a significant impact on King Island brand awareness, which positively contributes to attracting potential holiday visitors.

Whilst driving around the island tourists enjoy KICR which adds to their King Island experience. We understand some 90% of hire cars returned after a visit are tuned into 100.5 FM.

Lastly, KICR is an active and supportive corporate citizen at many local events, enhancing community life on King Island.

Should you wish to discuss this matter further, I would be pleased to engage.

Kind regards

Adam Hely

President

King Island Tourism Inc.

Ph: 0404 483 119