

The Entertainer unveils new products for 2018

The Entertainer's newly launched range of products for 2018 will only be available to use via its app. The global incentives brand also unveiled some improvements to its offerings.

The range of products in South Africa includes Cape Town, Cheers Cape Town, Johannesburg and Pretoria, Cheers Johannesburg and Pretoria, Durban and Cheers Durban. The line-up also includes More Africa, as well as offers for a range of activities and restaurants.



“As we’ve transitioned from print to digital we’ve learnt so much about our customers and how they like to use the Entertainer,” says founder and chairperson Donna Benton. “The insights we get from app users means that we’ve been able to constantly adapt and improve our products based on their behaviours and preferences.”

The brand has no plans to drop its buy-one-get-one-free model for restaurants, bars, attractions and leisure activities. However, it intends on offering more percentage-based savings across some categories.

The 2018 Entertainer products are available to purchase at a special early bird price through the [website](#) or the app until 30 November 2017.

The Entertainer app is available for free download on iOS and Android.