

Gauteng Travel Guide proves popular as free mobile app

The mobile travel app, Gauteng Travel Guide produced by the Gauteng Tourism Authority (GTA) and Tourism Radio has reportedly reached the number one spot as South Africa's favourite free travel app download.

Gauteng Tourism's e-marketing manager, Kay Robertson, said that the latest Distimo figures for South Africa reveals that the Gauteng Travel Guide has outperformed the mobile app download distribution for iPhones, at 71.43%, compared to the benchmark of 0.37%. Distimo is the world's leading free mobile app analytics tool and figures quoted are for February 2013.

"Even though the app has reached downloads in over 40 countries, data shows that it is the domestic market that is overwhelmingly interested in the guide, with 83% downloads recorded in South Africa. This echoes GTA's focus on the domestic market in the wake of the global economic crisis, which has resulted in the launch of the popular 'I'm a GeePee' discount programme. Users of the guide will find convenient pointers to and information on the attractions featuring GeePee specials." The guide will be maintained and expanded to include even more attractions, as the province is rich with a wide range of quality experiences across all themes of interest.

The guide consists of detailed travel information of more than 350 points of interest (POI) across all Gauteng's regions. This includes approximately an hour of audio content on some of the province's most popular tourist attractions.

Features

- Set up the guide once online and the map becomes available to use completely offline - no data costs while out exploring
- High quality audio information, voiced by South Africans
- 350+ POI across Gauteng's 5 regions, including the cities of Johannesburg and Pretoria
- Detailed information about each POI, including contact details, opening hours, prices, GeePee discounts and links for more information
- Built-in search and category filter functionality, as well as detailed maps of areas around Gauteng for ease of travel

For more, go to www.gauteng.net/geepee.