

Bergrivier Tourism launches new travel app

Bergrivier Tourism in the Western Cape has launched a new travel app which offers a "one-stop-shop" travel directory for all of the towns within the Bergrivier district.

The towns covered by the app comprise Piketberg, Porterville, Dwarskersbos, Redelinghuys, Aurora, Eendekuil, Goedverwacht, Witterwater and Velddrif.

The app, which is available via the app store for both Android and IOS, has been funded by the office of the executive mayor of Bergrivier, Alderman Ray van Rooy.

Van Rooy says that both he and Bergrivier Tourism are passionate about helping businesses and communities within the region and wanted to create a platform to further boost income through tourism while also assisting travellers with easy access to venues, eateries, products and services at their disposal.

"I am excited about this new Bergrivier App. It is an excellent way of ensuring that our products and services are getting the necessary promotion and exposure to their potential customers. It offers a much-needed marketing platform for our small businesses," says Alderman van Rooy.

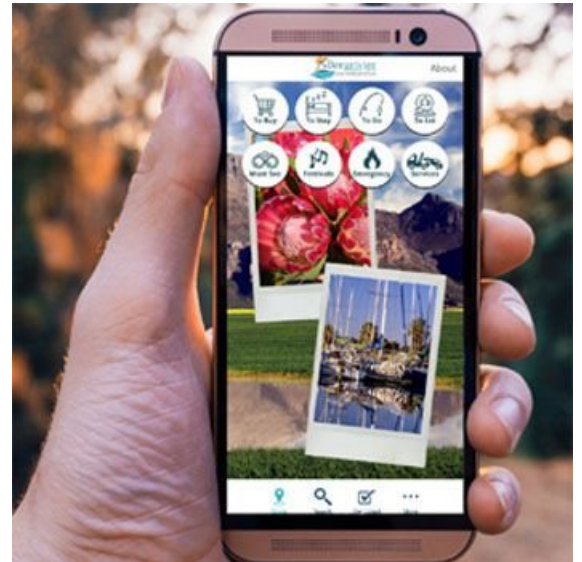


Image Supplied.

"Covid has impacted the travel and tourism sector harshly, and many businesses within small South African towns have had a very hard time over the past year. Likewise - travellers are showing a growing desire to get out and about once again, with pent up demand that has grown over lockdown.

"We hope that this new app will assist rural tourism establishments with a speedier recovery, and also inspire and assist travellers to satisfy their wanderlust with a hassle-free visit to one of the many wonderful towns within the Bergrivier area," says Nomonde Ndlangisa, CEO of Bergrivier Tourism.

Tourism products and services

Ndlangisa explains that the app serves as a travel directory with lists of all the available tourism products and services in each town – with categories such as where to eat, where to stay, what to do, must-see locations, where to shop, and festivals. "All of the businesses and services listed are done so at no cost to themselves and travellers can use the app to find places to stay. Eat, and things to do in the Bergrivier region."

In addition to this, the app also lists non-tourism businesses that offer complementary services in each town that travellers may need whilst visiting, as well as details of emergency services. Businesses are invited to list and advertise their businesses on the app for exposure.

"When it comes to planning and taking a vacation, travellers are relying on their smartphones more than ever. Travel apps like our new one are not only a source of inspiration but also extremely useful for booking and managing logistics, whilst supporting and promoting local businesses," says Ndlangisa.

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