

# Tourism, hospitality and small business app launched

Awesome South Africa is a mobile application that presents a platform to promote products, services and establishments in a wide range of industries for the benefit of vendors and merchants; from day-to-day business conveniences to hospitality endeavours for overseas travellers and locals alike.



The mobile application launched in February this year by Cape Town entrepreneur Brandon Wilson, via Google Play and the App Store (Apple) and is also available to Android and IOS users to download - for free.

Endorsed by Tourism South Africa, it is the first of its kind to provide a fully comprehensive mobile marketing application in the industry. The differentiating factor is that it engages customers from every spectrum through freely exchanging services and products of value to others.

Vendors have a choice to list in one of 15 main categories, such as 'sleep' (accommodation), 'eat' (restaurants), 'do' (activities), 'see' (attractions), 'wine & beer' (wine farms and craft beer venues), 'shop' (retail, arts and crafts), 'beauty & relaxation' (spas and hair salons), and so forth. Each category has a sub-category to help the customer and exactly what he/she is looking for, anywhere in South Africa. An example is: Eat--> Vegan, Healthy, Italian, etc. These listings are all free for businesses to list on the platform.

Users of the platform can further narrow their search by looking exclusively for a service or product located within a 500km radius. In addition, they can find a specific service or project offering specials, promotions, news or events. For a quick demo of the easy-to-use interface, click [here](#).

## Specials, promotions, news and events

As a vendor or merchant, you have the ability to communicate specials, promotions, news and events to a broad range of individuals, who are ready to buy, through this awesome platform. This is easily done following the 'Promote' page on the website. All you need to do is complete the fields required that will be visible to the public, and the potential customer will find the relevant icon next to your listing.

The Awesome South Africa team is able to upload specials, promotions, news and events using a control panel, which is uploaded to the platform in real time, easily promoting ideas based on demand. Preview the easy-to-use function with its potential benefits.

[Awesome South Africa - Travel Light](#) from [Awesome South Africa mobile app](#) on [Vimeo](#).

All you need to do is to firstly ensure that you are listed prior to creating the ad of your choice. This is free. Anyone with access to the platform can list their product or service. If you want the full benefit of this platform by adding specific promotions or specials, the annual cost for this marketing tool is R899.

This can be seen on the Promote page, which will be placed on the platform for you. Ads must be sent to us every Tuesday and Thursday, and preferably two to three days before your promotion starts. The idea is for you, as a merchant or vendor, to partner us to promote this free mobile application to the public in order for them to receive your ads with a click of a button. By placing our promotional tent card at your front desk or reception area with a QR code, you instantly grow customer base to take full advantage of your specials, promotions, news and events, 24/7, 365 days a year.

For more, go to [www.awesomesouthafrica.com](http://www.awesomesouthafrica.com)

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