

## Tourism Radio, Hertz provide in-car audio travel guides

In anticipation of a bumper 2013/14 summer holiday season, Hertz South Africa and Tourism Radio are stepping up efforts to provide visitors to the Mother City with a unique travel experience.

Hertz first partnered Tourism Radio in 2010. Since then the two companies have offered location-aware in-car audio travel guides, free of charge, to Hertz rental clients as a value-added service. The easy-to-use location-aware device simply plugs into the cigarette lighter of the Hertz rental car and provides a tailor-made travel guide for the vehicle occupants as they drive around.

Cape Town International Airport Hertz branch manager, Wayne Scheltema, said: "We have partnered with Tourism Radio for a number of years and the feedback from our clients has been very positive. It is an excellent offering to our renters and the fact that it is free is a great value add."

### Forward reservations far more buoyant

Scheltema added that Hertz is confident this season's incoming visitor numbers will impress: "Early indications from the inbound bookers for the forthcoming holiday period show that their sales have increased for South Africa. Our forward reservations are also far more buoyant at this point in comparison to 2012."

Cape Town Tourism released a [report](#) earlier this year saying the city shows a 6% to 8% year-on-year growth in all areas of the tourism industry.

Tourism Radio CEO, Mark Allewell, shares the same sentiment: "We've seen continued growth in the number of tourists visiting South Africa and we expect the 2013/14 peak to show record numbers. Hertz remains a key partner in our goal to provide self-drive tourists with relevant, useful and entertaining information about the area around them, and we've been hard at work updating our devices in preparation for the expected rush."

Tourism Radio in-car audio travel guides can be obtained free of charge with any car rental from Hertz SA branches at Cape Town International Airport and in the Cape Town Downtown area.

For more, go to [www.tourismradiocityguide.com](http://www.tourismradiocityguide.com) and [www.hertz.co.za](http://www.hertz.co.za).