

## Two new apps for travel, braaing

Two new apps offer South Africans retail travel news and braai swapping information. Sure Travel has launched a retail travel agency app for smartphones and tablets and a hungry South African, Kacper Saar, who has been living in the UK for over 10 years, developed 'Let's Braai' app for iPhone.



Wesley Lynch

### Travel news updates

In its first version, the Sure Travel app offers streaming travel news, the latest travel packages and an agency locator using iPhones and Android handsets' GPS capabilities. Abigail Pires, solutions optimisation manager for Sure Travel, says that next version of the app may also offer commercial and transactional services.

"We view it as a first step on our broader digital journey. Right now it's a way for our 100 plus agencies to engage in a new way with clients and to drive new traffic to these agencies."

Realm Digital, a Cape-based e-business developer on web, mobile and social platforms, created the app. CEO Wesley Lynch says while many mobile travel apps have seen the light (such as flight search, flight checking and online booking), none has been developed for the retail (franchise store) segment.

### Agencies are relevant again

"The origin of this is in the industry's approach to online commerce. The travel industry embraced online commerce from the outset, but also accepted that it has put travel agencies under strain, as travellers went straight to the source.

"But with the arrival of app-based mobile computing, agencies are relevant again. Most people carry mobile phones, which creates new opportunities such as location-aware services. Mobile apps are also easier to use. Apps are the logical vehicle to bring retail stores into the digital mix."

He says future possibilities for the app could include cardless loyalty schemes.

The company is also developing a BlackBerry version, given the platform's continuing popularity in South Africa.



### App for serious braai-ers

Saar still finds every opportunity to braai and decided to develop an app for all South African braai masters, both local as well as those living abroad. It helps avid braai-ers:

- Check the weather at the braai location, with a full five day weather forecast
- Find the nearest butcher and soon the bottle store for 'chop 'n dop'
- Learn new techniques and get safety information
- Access braai recipes or share your best ones with friends and the Let's Braai community

[click to enlarge](#)

The site offers an opportunity to win a Weber, just in time for Christmas, by entering a favourite braai recipe before 30 November 2012. For more, go to [www.braai-app.com](http://www.braai-app.com).

For more, visit: <https://www.bizcommunity.com>