

Let the hunt for Africa's next big tourism app begin

Whether you're getting set for a long-haul flight or navigating around some fantastic destination, chances are that your mobile phone or tablet will come along for the ride. But what apps are you using before, during and after your trip?

As more tourists use their mobile devices to plan their adventures, the demand for helpful and efficient travel apps has increased. Some studies estimate that as much as 88% of smartphone users use their phones to access travel-related info. Which is probably why Visa and South African Tourism have decided to issue a challenge to developers across sub-Saharan Africa to build the best authentically African travel app for the region's growing tourism industry.

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