

Tourism Radio launched at Namibia Travel Expo

TOURISM Radio Namibia was officially launched in Windhoek earlier this week during the Namibia Travel Expo.

Tourism Radio Namibia is an exciting new concept that is a satellite GPS controlled virtual "tour guide" radio service specially designed for local, regional and international self drive tourists travelling through Namibia – it's like having a highly knowledgeable, interesting and entertaining virtual tour guide right in the car with you.

The unit is small and compact and plugs into the cigarette lighter and broadcasts through the vehicles' onboard radio. The unit will automatically search for its own frequency and play through the radio system. It can be switched on and off as the listener wishes.

At the launch, JC Nel, owner of TRN, said: "What we have developed is a professional, well-researched product that will inform and entertain a very specific group of tourists, namely self-drive visitors. In addition to audible road safety warnings and cautions, it will share Namibian information in an unbiased, neutral and pleasant way with these tourists, marketing the true, natural Namibia. This infotainment consists of talks on more than 41 Namibian towns, a variety of more than 400 programmes on topics of local interest, while also pointing out more than 1 000 places of interest and road cautions as you drive by."

Namibia is one of the world's most popular 4x4 and self-drive destinations and attracts hundreds of thousands in high income local, regional and international tourists every year. Every one of these tourists can now get to know more about every fascinating corner of the country.

For more information or a demonstration, contact JC Nel at 081 350 3911 or email info@tourismradionam.com or visit www.tourismradionam.com