

# Tourism Radio reaches out to Angolan tourists

Tourism Radio has announced its partnership with travel company, Abercrombie & Kent (A&K). The agreement will see the Cape Town-based audio travel guide provide detailed audio tours to passengers on A&K cruise liner passengers visiting the Angolan capital city of Luanda.



A&K representative, and vice president for Worldwide Cruise Operations at Akorn Destination Management, Chris Owen-Collett says, "Previously, the main challenge to operating in Angola was the lack of qualified and English-speaking guides, however we have now found a way to successfully meet this challenge in the short- to mid-term."

A&K has been actively developing Luanda as a viable port of call for cruise liners, and Owen-Collett says their partnership with Tourism Radio will help open up the country for well-travelled cruisers to sample. The majority of liners entering into regional waters stop at Walvis Bay, in Namibia, and Owen-Collett maintains that destinations like the Angolan ports of Luanda and Lobito remain largely unexplored from a tourism standpoint.

Tourism Radio CEO Mark Allewell adds, "The uniqueness of our technology is in its ability to seamlessly arrange thousands of audio clips and organise them into a coherent dialogue, based on location. This move into Angola will see Tourism Radio represented in three countries on the West African coast [including South Africa and Namibia]."

Angola is currently in the midst of a massive phase of reconstruction and rejuvenation, following a brutal 27-year civil war. Luanda has been rated as one of the most expensive cities in the world to live, and it is arguably one of the world's up-and-coming tourist destinations. Allewell says, "Once again, we're moving into uncharted waters and we look forward to providing A&K passengers with a tour of Luanda they won't soon forget."