

Ugu South Coast Tourism launches new app for holidaymakers and locals

As part of its drive to enhance the accessibility of all that KwaZulu-Natal has to offer, Ugu South Coast Tourism (USCT) has launched its free, user-friendly app, *Explore KZN South Coast*, which features more than 200 KwaZulu-Natal South Coast tourism products categorised according to 'See & Do', 'Shop', 'Eat', 'Sleep' and 'Must-See Attractions' providing visitors with all the necessary tourism information.



Image Supplied.

"We are involved in a number of initiatives that will promote the many KwaZulu-Natal South Coast tourism sites, products and events, one of which is this innovative app," explained Phelisa Mangcu, CEO of Ugu South Coast Tourism. "The app has been designed to ensure absolute ease of use while providing both local residents, tourism establishments and our many holidaymakers with a wealth of vital information that will make their KwaZulu-Natal South Coast experience inherently more enjoyable."

What you need to know

The app uses geolocation and GPS so visitors can easily find their preferred tourism product or locate various sites within KwaZulu-Natal South Coast with ease. Using the geo-location, the app will immediately identify tourism products in the immediate vicinity for enhanced tourism offerings.

The app also provides local tourism establishments with a far-reaching marketing platform that will drive business. Ugu South Coast Tourism offers a two-tiered membership package, both of which offer full member accreditation, business development and support as well as marketing exposure. For those who opt for the Classic Membership package, there is further exposure through listing on the app destination site.

The USCT 'Explore KZN South Coast' app is available to download via Google Play and Apple stores.

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