



MEDIA RELEASE

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'APPY' TRAVELLERS ARE HAPPY TRAVELLERS

The humble travel guidebook has all but been replaced as modern travellers embrace the convenience and personalisation of smart technology to enhance their holiday experiences.

"It's rare to see a traveller in Australia or New Zealand without a smartphone at their fingertips," said Luke Trouchet, CEO of Apollo Motorhome Holidays.

"With WIFI connectivity available through networks across the country, travel websites and apps are becoming the preferred way to access information," he said.

Apollo's New Zealand operations recently launched a free App available to all guests with an iPhone or Android device.

The 'Apollo NZ Travel Guide' makes sure travellers don't miss a thing on their self-drive holiday, with hundreds of points of interest, detailed maps, up to date local information and prices and a 'take me there' function to help plan driving routes.

"We are constantly looking for ways to give our guests the best holiday experience possible and this is an absolutely fantastic tool for a New Zealand driving holiday," said Trouchet, adding that the company is now considering the large undertaking of creating a similar application for Australia.

Do guests prefer using smart technology applications on their devices to the traditional guidebooks?

Apollo Guest Jenna Carroll travelled with her friend in a 4-berth Apollo Euro Star for 10 nights between Auckland and Christchurch, fulfilling a holiday bucket list entry and trialling the Apollo NZ Travel Guide app on her iPhone as she travelled.

"I was told about the Apollo NZ Travel Guide app at the Auckland branch when I checked in, and I used their free WIFI to download it before I left," said Miss Carroll.

"We used it every day, especially the 'take me there' function when we wanted to head somewhere that looked interesting.

"Without using the app I don't think we would have found Ombra Café on Cuba Street in Wellington or Caffeine Laboratory in Christchurch, where we had a great meal. Thanks to the Apollo NZ Travel

Guide app we stopped longer in Blenheim for a winery tour by bicycle and also got into the great food and wine in Geisen,” she said.

“My old travel guidebooks did have a special place in my heart, but these days our phones are our lives – including when we’re on holiday – so bring on more apps!” she said.

Trouchet says Apollo New Zealand’s branch staff have received excellent feedback on the new app, indicating it is the preferred method of information for many travellers.

To book a holiday in New Zealand and access great specials visit www.apollocamper.co.nz

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Images: High resolution available on request

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