

PRESS PACK

THE CONCEPT:

INTRODUCING THE MODERN DAY FLY-DRIVE

With the ever-changing landscape of this tourism 2.0 era, 'Satpacking' is the next generation of the self-drive concept, offering personalised holidays in Southern Africa via a handy pre-programmed satellite navigation device.

Satpack Travel's team of local experts - known as 'Fundis' - work with travellers to create their ideal itinerary. This means visitors can enjoy an authentic South African adventure, from quirky guesthouses to the most scenic routes plus the best restaurants, activities and local landmarks along the way.

For many, a self-drive break means not having to plan everything in advance, instead having the freedom to choose where to visit as the mood - or weather - takes you.

Satpack Travel's flexible service means that - once a guest has decided on their next destination - the team do the leg work, leaving the client to concentrate on the important business of enjoying their holiday.

PEACE OF MIND

A combination of bad press and misinformation about South Africa's crime levels have made many travellers wary about driving themselves around the country. Just like reading a map without having local knowledge, sat-nav devices typically take the shortest route between two points which may not necessarily be the safest.

For example, a tourist arriving at Johannesburg's OR Tambo International Airport and heading to the popular Sandton area would generally be guided by a sat-nav device via Alexandra Township. Whilst a fascinating part of the city, there are alternative and equally quick ways of reaching Sandton which, after a long flight, are more likely to be in a holidaymaker's best interest.

As such, Satpack Travel's solution of having the safest and most scenic routes and emergency contact numbers pre-loaded onto a sat-nav device, essential driving tips before travelling, a representative to meet the client at the airport and the reassurance of on-the-ground support from experts at the end of the (handset's in-built) phone or email account helps address any concerns holidaymakers may have.

And, as an additional benefit, the Satpack Travel team will happily help with other practical aspects of the trip while a guest is travelling, from making recommendations on restaurants to booking tours and even pre-warning clients about roadworks on the route ahead!

With this peace of mind, Satpack Travel's aim is to encourage security-conscious travellers to travel further afield than the major highways and tourist favourites to explore the *real* South Africa.

A VERY HANDY HANDSET

The device's in-built phone, pre-loaded with credit, means there's no need to fear the next mobile bill when making local calls. Similarly, its internet access allows travellers to check emails, catch up on the news and keep friends updated on Facebook as they travel.

What's more, the option of preloaded music plus voicebooks and podcasts rules out the need to even pack a book for the beach.

Technophobes can relax - the easy-to-use touch screen technology and voice directions make the handset clear and simple to use, while the weather reports ensure holidaymakers are never taken by surprise.

And, whatever query a guest may have, a Satpack Fundi is always at the end of the phone or email.

ONLINE INSPIRATION AND THE NOT SO FAMOUS FIVES

Whether someone's been to South Africa - or indeed Swaziland or Lesotho - before or this is their first time, there's a lot more to the country than the well-established tourist hotspots of Cape Town and the Garden Route.

Satpack Travel's website - www.satpacktravel.com - incorporates useful guides to each of the provinces as well as helpful driving advice.

The site also features a handy 'Our Top Five' section which shares the team's personal recommendations on where to go, what to do and - most importantly - what most tourists miss out on.

Whether the traveller's a foodie hungry for a gourmet adventure, a beach-bum, animal-enthusiast, adrenaline seeker or keen golfer, there's information on hand to help get them in the holiday spirit.

THE SCIENCE BIT:

TECHNOLOGY:

Holidaymakers are loaned an HTC Touch Pro Smartphone, featuring an easy-to-use touch screen and multitude of handy functions, from slide-out QWERTY keyboard to 3.2 megapixel camera and from internet access to built-in GPS locator.

Loaded with the most up-to-date Garmin sat-nav software, the handset will have the guest's personalised itinerary pre-programmed along with recommended scenic routes, restaurants and places of interest.

Thanks to the on-screen map, turn-by-turn voice directions and extensive database of handy locations - from shopping malls to ATMs and from parking to petrol stations - getting lost isn't on the driving agenda.

COST

Prices for the full Satpack Travel service - including itinerary booking, and advice before and throughout the holiday - starts from just £15 per day (£17 including insurance).

Those who may already have made their own itinerary arrangements can still hire the handset - with their holiday preloaded by Satpack Travel - and enjoy peace of mind for just £9 per day (£11 with insurance).

INFORMATION

Visit www.satpacktravel.com for more information, email info@satpacktravel.com or Skype the Satpack Travel team on Satpack Travel.

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