

## Radio to become the next virtual tour guide

Wednesday, 3 December 2008

A new radio station designed for self-drive tourists around New Zealand has been launched this month.

Tourism Radio combines with GPS technology to act as a virtual tour guide as it broadcasts real time content relevant to where the listener is situated, drawing attention to landmarks or highlights.

It does this using an IntelliPoint system overrides other frequencies to deliver relevant information to the tourist depending on whichever region they may be.

Car rental companies including JUCY Rentals, Go Rentals, Kiwi Campers, Kiwi Autohomes, Spaceships and Pegasus Rentals have already installed the radio device.

"Tourism Radio is a fantastic way for tourists to get a feeling for what New Zealand is all about" said Hayden Braddock, Tourism Radio Managing Director New Zealand and Australia.

"It's like having ten locals in the car with you, all pointing out their favourite spots and chipping in their two cents worth"

For more information visit [www.tourismradio.co.nz](http://www.tourismradio.co.nz)



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