



Media Release

Pacific+ and Virgin Australia release new Travel Guides for tablets and smart phones, for free.

Today Virgin Australia and Pacific+ have added two more destinations to their travel guide apps, Hobart and Singapore.

These guides join our growing library of travel guide apps that currently include eight domestic and international guides.

The Virgin Australia Voyeur Travel Guides are independently curated travel guides to Australian and International cities. Written by *Voyeur's* expert travel journalists, the travel guide apps give users a local's insight into the best things to see and do in their home towns.

The apps include great places to see, eat, drink and stay in each city. The apps also highlight a suburb that is on the rise as well as Q&As with local tastemakers who detail their favourite haunts.

In an Australian first, the travel guide apps utilise MapBox technology to provide live maps so users can navigate their way through the city and to our points of interest.

"We know that travel inspiration and destination recommendations are useful for our customers who travel frequently, which is why we have launched a dedicated Voyeur Travel Guides app. The app taps into the knowledge of in-the-know locals, and our expert travel writers, to provide unique and informative tips on the places we fly." says Virgin Australia Group Executive, Danielle Keighery.

Currently available are travel guides for Perth, Adelaide, Darwin, Hobart and South Australian wine country along with international guides to Los Angeles, Abu Dhabi, London, Singapore and Stockholm. Each month, two new travel guide apps will be released.

Pacific+ Publishing Director Helen Morassut said, "Being able to work closely with a client like Virgin Australia allows us to create and produce executions which create stronger brand and customer connections and relationships. Pacific Plus is focused on using bespoke content to help brands such as Virgin Australia develop deeper relationships with their guests."

The travel guide apps complement the release of *Virgin Australia Voyeur* magazine now also available as an app on tablets. All apps are free and are available in the Apple App Store and through Google Play.

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