

MEDIA RELEASE

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RESPONSIBLE TOURISM MOBILE APP NOW AVAILABLE TO GREEN TRAVELLERS

It's here - the Apple Green Globe App – and Maropeng is among South Africa's hottest green tourist attractions looking to benefit from this recently-launched app.

“As one of only eight World Heritage Sites in South Africa, sustainability has always been a top priority at Maropeng. The fact that travellers, both local and international, seeking to find sustainable hotels, conference centres, tour experiences and wedding options are now able to track down accommodation that has the highest green credentials is great news for local destinations like Maropeng that support responsible tourism,” says Tony Rubin, Managing Director of Maropeng.

The Green Globe App, which is available as a free download at the Apple App store under the Travel category, is the only mobile application for Apple iPads, iPhones and iPods that allows travellers to instantly search for sustainable resorts, hotels, conference centers, attractions, tour experiences and wedding options. It has been launched through an exclusive partnership between Heritage and Green Globe Certification.

“The App will also benefit conference organisers and is able to quickly locate conference facilities for ‘green’ meetings,” comments Rubin. “Having all of the necessary conferencing facilities is one thing. Being able to provide guests and delegates with a unique and memorable experience at a venue that is an advocate for responsible tourism is something very few venues are able to do,” comments Rubin.

From careful recycling and consistently making sure the area is waste-free, to water conservation technology and training staff in the ways of being eco-friendly, Maropeng has implemented a number of initiatives to reduce its carbon footprint. It also supports all official environment awareness initiatives on the global calendar. Arbor Day, World Wetlands Day, and National Water Week are just a few of the initiatives it has supported this year.

The new green mobile App also offers a search function for couples looking to plan a wedding at properties that give back to their local communities, something Maropeng supports wholeheartedly.

“Together with the Cradle of Humankind World Heritage Site Management Authority and the Gauteng West district of the Department of Education, Maropeng was very excited to be involved in a recent project to expose rural learners to the scientific story of human origins. Over 1000 learners from ten poor rural schools were given the opportunity to visit the Sterkfontein Caves and Maropeng and it was a great success,” comments Rubin.

Another exciting App function is that it is able to deliver photos and descriptions of Heritage and Green Globe certified businesses, with direct links to booking, views in Google-earth and YouTube videos as part of this unique worldwide marketing platform.

“We are very excited that through this App we will be able to position ourselves internationally as a sustainable venue of choice,” concludes Rubin.

Facilities at Maropeng include an award-winning visitor centre, a 24-bedroom 4-star hotel, conference facilities for smaller niche corporate groups, an outdoor amphitheatre housing up to 10000 people, budget accommodation at the Hominid House, and four restaurants.

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COMPILED ON BEHALF OF MAROPENG BY CATHY FINDLEY PUBLIC RELATIONS. FOR MORE INFORMATION CONTACT NICOLLE KAIRUZ ON (011) 463 6372 OR NICOLLE@FINDLEYPR.CO.ZA.