

The Entertainer offers new Cape Town package, launches in Joburg

The Entertainer, an international Dubai-based company offering a portfolio of "buy one get one free" incentives, has launched another package for Capetonians to experience the very best dining, leisure, beauty and entertainment venues the city has to offer, and has launched in Joburg to service the Gauteng market.



While still offering the vouchers in their original book format, the Entertainer has also recently launched its new state-of-the-art smartphone app, where the same product package can be purchased and downloaded to redeem from the palm of your hand. With over 700 "buy one get one free" offers, featuring Beluga, The Grand Café & Beach, Ginkgo Spa, Aquila Game Reserve and Blowfish, consumers can expect savings of over R519 000. There is also a complimentary travel supplement included, with over 120 free night incentive offers for hotels and resorts throughout the Middle East, Africa, Europe, Asia, and the Indian Ocean.

The Entertainer app is available for free download across all app stores (including iTunes, Blackberry and Google Play), with a selection of free offers to trial during December. The full package of offers for Cape Town is available to purchase through the app and via the website www.theentertainerafrica.com/capetown. Priced at R495, the Entertainer boasts a wide array of "buy one get one free" offers, redeemable for the whole of 2014. As an introductory offer, consumers will also enjoy 40% off online purchases (R297 including free shipping) until the end of December 2013.

The 2014 Entertainer Johannesburg is also available to order online and the app available for download from www.theentertainerafrica.com/jozie

Joburg launch

The Entertainer has launched in Joburg at an event at the Sandeck Restaurant, Sandton, which was attended by media, celebrities and the 2014 Entertainer merchants.

The Entertainer Johannesburg Committee: Shashi Naidoo, Thulane Hadebe and blogger Wiscellaneous, who were also part of the guests on the night, has been giving consumers a taste of what the Entertainer Johannesburg has on offer, and personally review the two-for-one incentives for the past month.

"We are delighted with the successful outcome of the Entertainer Johannesburg launch. With over 170 merchants on board we look forward to see the Entertainer brand grow in Gauteng throughout 2014," said Liz Riemersma, marketing director of The Entertainer.

The launch of the Entertainer Johannesburg follows the successful entrance of the brand in the South African market with the Entertainer Cape Town in January 2013, which showed substantial uptake from consumers in the city.

The Entertainer Johannesburg will provide over 550 "buy one get one free" offers for the city's most exclusive dining, leisure, beauty and entertainment venues including the likes of: BiCE; The Meat Co.; KEG; Barnyard Theatre; Sun City, Valley of the Waves and Kai Thai Spa, among others. The Entertainer offers are valid for one year (from 2 January to 30 December 2014) with dining experiences, spa treatments, leisure activities and attraction tickets all part of the selection of incentives. Also included is a complimentary travel supplement with over 120 free night incentive offers for hotels and resorts throughout the Middle East, Africa, Europe, Asia, and the Indian Ocean.

The Entertainer app is available with a selection of free offers to trial during December. The full package of offers for Johannesburg is available to purchase, through the app and via www.theentertainerafrica.com/jozie, priced at R495 and contains over R450 000 in savings for 2014.

As an introductory offer to celebrate the launch, consumers will enjoy 40% off online purchases (R297 including free shipping) until the end of December 2013.

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