

# Interactive smartphone app promotes Winelands tourism

Ikineo, a Cape Town based consumer engagement agency, has launched Sideways, an interactive new app that aims to maximise the experience of tourists visiting the Western Cape's Winelands.



**explore the winelands**

According to Marthinus Botha from Ikineo, Sideways is a free app that offers a powerful, sophisticated search engine, offering the end-user the perfect guide to the Winelands of the Western Cape: "You can search by keywords, region and filters, and whether you are looking for a wine farm with a fireplace for winter warmth or a family-friendly, award-winning restaurant in a specific area, the app will give you exactly what you need," said Botha.

Each wine farm's profile page in the app brims with useful information, everything from opening times to available wines and even GPS coordinates that seamlessly links to your smartphone's own navigation software.

"Sideways is a simple but powerful solution we created to make the Winelands of the Western Cape more accessible to everyone. It guides visitors to find the perfect adventure instantly, while simultaneously boosting the profile of the Winelands as a world-class destination to local and international tourists alike," added Botha.

## Fun line-ups and must-see activities

Another function that sets the app apart is its updated and themed curated lists, boasting fun line-ups and must-see activities compiled by experts, celebrities and people in the know. "Not only can users feed off curated lists, but they can also create their own favourite experience by adding their most-liked wine farms, adventure activities, meals and estates to personal lists, making it easy to relive or share their good times with others," he said.

Judy Lain, Chief Marketing Officer of Wesgro, the Western Cape's official Tourism Trade and Investment Promotion agency, believes that the app will allow visitors to discover the Cape Winelands with ease. "The app is not only designed to discover wine farms and restaurants, it gives tourists information needed to discover adventure activities, like running or cycling trails or the best picnic or sundowner spots," she said.

A big draw card for the end-user is the Sideways rewards system whereby visitors can check in with their smartphone at specific wine farms. They will then accumulate points which will unlock rewards like meal discounts, free wine tastings and

more.

Go to [exploresideways.co.za](https://exploresideways.co.za) to download the app.

For more, visit: <https://www.bizcommunity.com>