

Tourism Radio excited about Google's purchase of Frommer's

Tourism Radio, a South African travel technology company, has welcomed the news about the recent purchase of the Frommer's travel guidebook brand by Google, and excited about the potential this holds for mobile travellers.

An announcement about the Internet giant's latest acquisition was made by Frommer's owner John Wiley & Sons recently. Both parties declined to comment on the financial terms of the Frommer's deal, but Tourism Radio CEO Mark Allewell says this shouldn't be the focus. "The fact that Google is expanding on their existing travel interests means that they are obviously committed to developing the industry, in so doing, completely changing the way we travel."

A trusted travel guide

Google bought restaurant review authority Zagat in September last year and has confirmed that Frommer's will now be fully integrated into the team. Frommer's is one of the most trusted travel guide names in the world, and they are the perfect addition to the Google stable, according to Allewell.

Tourism Radio partnered with Frommer's in March this year to produce audio travel guides for destinations all over the world on their mobile platform. "At present, we are very happy with our partnership with Frommer's, and together we have produced some really quality guides for tech-savvy travellers," Allewell says.

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