

AMS launches all-in-one travel app

Affinion Mobile Solutions (AMS), has announced the imminent launch of its all-in-one mobile travel-booking app in co-operation with travel technology company TravelLinck. The app will provide instant access to multiple travel vendors including domestic airlines, car rentals and accommodation.

The company's CEO, Clayton Hayward, said that this mobile app is the first of its kind in southern Africa. "AMS mobile app is an all-in-one travel management application that provides instant bookings, reminders, and historical data. The major benefit being the ability to view all carriers or suppliers in a single application.

"Consumers can now experience the convenience of mobile travel. Mobility is fast growing in South Africa and a huge percentage of the population is using mobile technologies and smart phones as its primary communications medium."

AMS will ultimately offer a complete portfolio of travel services via its new mobile app; travellers will be able to make and pay for reservations from their mobile devices and even obtain travel insurance.

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