



“Sounds like a great idea!”

Soundscape, the hands-free audio commentary system, announces the appointment of Joanna Ames to the team promoting its product within the coach tourism industry.



NOTE TO EDITORS

About Soundscape

Soundscape is a brand of Turning Points Ltd. Based in the UK, Turning Points Ltd produces, delivers and distributes location-specific content using the Soundscape solution, to location-aware devices. Customers include operators of tours on buses, trains and boats, and commercial passenger transport providers. Turning Points Ltd also produces and owns European point-of-interest content that is available for tour operators, transport providers and owners of location-aware devices such as the mobile phone.

For more information, visit www.SoundscapeGPS.com.

Joanna, former MD of award winning coach tour operating company En Route, and now head of Arrivee, the Tourism Management Service Company says,

“As a former tour guide and with over 30 years in the coach industry, I recognise the importance of professional and accurate commentary that is interesting and fun to listen to. I am delighted to have been asked to join the Soundscape team to assist in promoting their product to the coach industry”

From 1990 to 2005 Joanna, twice winner of Kent Business Woman of the Year, ran a Kent-based coach tour operating business which she successfully sold in 2005.

“Expert tour guides played a large part in my company's success but with today's increasing fuel costs and strengthening Euro, it is essential that all costs are managed correctly.” said Joanna.

“Soundscape offers professionally researched, written and produced commentaries that are not only accurate and enjoyable, but also extremely cost effective and provide excellent value for money”.

“We are delighted that Joanna has joined our team as we recognise her expert understanding of the coach industry's needs and value the extensive network of coach contacts she has built over the years.” says Nilkunj Dodhia, MD of Soundscape.

For further information and samples of commentaries contact Soundscape on **01795 411535** or visit **www.SoundscapeGPS.com**



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