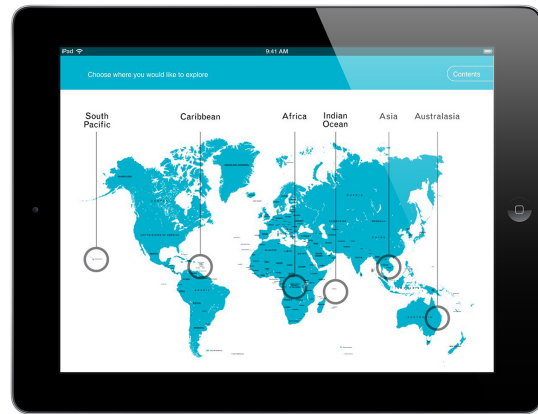


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**tabletbrochure**  
*Bespoke, interactive tablet brochures for iPad and Android devices*

Press release – For immediate release  
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## Tablet Brochure goes exotic with the release of a honeymoon brochure app for Turquoise Holidays.



**Tablet Brochure has released their second mobile brochure app for travel and honeymoon specialist Turquoise Holidays. The free app, available for iPad from the App Store, is aimed at honeymooners and provides advice and information on everything from destinations to top tips to make a honeymoon an incredible occasion.**

Featuring a full destination guide, which links directly to online enquiry facilities, users are able to choose their ideal destination through a map and individual pages on each location, allowing the user to find out all the information they need, including best times to visit, for each idyllic place in the sun. The app has been designed for users to embark on a stunning visual journey through locations which appeal to them, taking advantage of the unique features of tablet devices, users can touch, scroll and interact with the content in an intuitive way. Lizzie Heeley, from Turquoise comments:

“The Turquoise Honeymoon Guide App is designed to provide and promote top tips and essential destination information from the Turquoise experts, to all brides and grooms to be, in the comfort of their own home. It is a really fun way to explore the world and plan your dream honeymoon and navigation around the app is both easy and innovative. With around 40% of our web traffic coming from mobile, it is of great importance for Turquoise to be at the forefront of mobile marketing in the travel industry, I am sure the app will be a great success and start a new wave of mobile marketing in travel, from guide and planners to brochures, the future is mobile!”

The app also features top tips for honeymooners looking at their ideal break and information on the Turquoise Holidays’ gift registry, allowing people to contribute towards unique experiences for the newly weds. The app provides a one stop, fully featured brochure, delivering all round engagement for the customer and the brand. At the recent National Wedding Show, Turquoise used the brochure on stand to showcase their offering, which was met with acclaim by people attending the show. Lizzie Heeley continues:

“We used the new app on stand to guide potential clients through the different destinations we offer and to walk them through accommodation and imagery, it was a big hit and a great tool for our team to have on stand. Potential clients were able to request brochures through the app and really explore our offering in a new and exciting way. Our favourite feature has to be the world map. Your honeymoon could be one of the only times in your life when one moment you are choosing your dream destination on your iPad and before you know it you are boarding a plane to Tahiti, ticket in one hand and new hubbie in the other.”



The app has been designed and built with creativity in mind by Tablet Brochure, whose founder, Paul Tudor has long believed that the focus for development of apps for brands needed to be taken away from the technology and focused once more on the creativity and the unique experience a user can get from a tablet device, Paul concludes:

“Turquoise is a perfect example of a brand that will really benefit from the features unique to tablet devices. With a stunning visual library and lots of information, we were able to produce an app, which showcases destinations, imagery and information in a very user-friendly way, strengthening their relationship with potential clients and immersing them further in the Turquoise brand. This level of interaction is just not possible through mobile websites and traditional websites and any brand who wishes to strengthen their reach through an emerging marketing channel should consider app based brochures on tablet devices, there is no substitute.”

The app is available from today for free download on the app store for iPad devices.

ENDS.

#### Notes to editors

The app can be viewed and downloaded for free at xxx

For further images of the app, please visit [news.cision.com/tablet-brochure](http://news.cision.com/tablet-brochure)

#### **Tablet Brochure**

Tablet Brochure is a new brand creating bespoke, interactive brochures on iPad and Android devices. Founded by Paul Tudor, who has over 20 years of experience in design and branding, Tablet Brochure is changing the way people see mobile marketing, bringing an unseen level of creativity and brand presence to the tablet device.

Product website – [www.tabletbrochure.co.uk](http://www.tabletbrochure.co.uk) & Twitter [@tabletbrochure](https://twitter.com/tabletbrochure) (Tablet Brochure is part of Tudor Creative [www.tudorcreative.com](http://www.tudorcreative.com)).

#### **Turquoise Holidays**

Turquoise Holidays is a boutique travel company specialising in luxury holidays from the UK to Australasia, The South Pacific, Africa and the Indian Ocean and the Caribbean. In addition to a bespoke destination wedding and honeymoon division Turquoise can arrange tailor made holidays for individual and family travel.

Website – [www.turquoiseholidays.co.uk](http://www.turquoiseholidays.co.uk) & Twitter [@turquoiseuk](https://twitter.com/turquoiseuk)