

Kuoni Presents The Weather Programme On Monocle 24 Radio



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Kuoni, the leading global travel service provider, exclusively presents the weather as part of the new radio station from the global affairs magazine Monocle - M24. Both passionate about quality and the zeitgeist, Kuoni and Monocle have formed a new partnership aimed at today's most discerning listeners and travellers. The weather forecast on Monocle 24 provides reports for the world's most important lifestyle centres and holiday destinations, appealing directly to Kuoni customers and travellers who are always on the move within these hotspots.

Monocle 24 is a new radio station from Monocle, the leading international magazine for all globally-minded people who are interested in the most important latest developments in design, fashion, business, culture, travel and global affairs. It offers a number of live shows about culture, city life, design, architecture, fashion and innovative entrepreneurship. On top of this, there is a carefully-selected line-up of music, news and weather reports around the clock. Like the magazine, the station addresses diverse and relevant global affairs topics for an international audience.

"We wanted to build a unique mix of smart talk, truly global news and a great soundtrack to live your day and night by," says Monocle editor in chief, Tyler Brûlé. "Like the magazine, it will be knowing and witty, hard hitting, and off beat."

Kuoni presents the weather forecast exclusively on Monocle 24, which is broadcast throughout the day as individual reports. The programme provides information about the world's most important lifestyle centres and travel destinations and is aimed at listeners for whom travel between today's hotspots is part and parcel of everyday life.

With Monocle, Kuoni has teamed up with a partner that appeals to the same target market - people who demand the very best in terms of quality and appreciate services that not only correspond to their very own lifestyle, but that are also in keeping with the times. Kuoni Concierge at the Bellevue in Zurich creates personalised, high quality holidays especially for these customers.

Remo Masala, Chief Branding & Marketing Officer for the Kuoni Group, explained that the most discerning travellers, who will be in Tokyo tomorrow and New York the day after, as well as those who want to spontaneously get away from it all on the other side of the planet can find out what the weather will be doing in an informative and entertaining way. Masala said: "What's more, Kuoni Concierge also gets them there with exceptional tailor-made solutions that create a new and unique approach to travel."

About Kuoni Group:

The Kuoni Group is one of the world's leading globally-active travel service providers, with a worldwide workforce of 8 772 (full-time equivalent) employees and consolidated turnover of CHF 3 984 million in 2010. Kuoni's activities are focused on its core leisure travel and destination management businesses. The head office of Kuoni Travel Holding Ltd. is in Zurich, Switzerland, where Alfred Kuoni founded the company back in 1906. The Kuoni Group has steadily and systematically developed its position in the world travel market over the years and has branch operations in Africa, Asia, Europe, India, Middle East, North America, South America and Oceania.

Kuoni UK offers [luxury holidays](#) in a number of beautiful locations, including [Sri Lanka holidays](#), [Maldives holidays](#), [Dubai holidays](#), and [Thailand holidays](#). The company's Authentic Experiences enable travellers to do as the locals do or learn from experts in their field.

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