

Jovago announces new offices in Addis Abeba - Ethiopia



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AFRICA INTERNET GROUP

Summary **Africa's largest Online Hotel Booking Portal - www.jovago.com, announced today the opening of an office in Addis Abeba this May.**

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Details 21 May 2015 - Africa's largest Online Hotel Booking Portal - www.jovago.com, announced today the opening of an office in Addis Abeba this May.

The office will be the company's first in Ethiopia, in a move aimed at bringing service development and business management closer to the Ethiopian market. Drawing its human resource from the young and skilful Ethiopian youth, it will boost tourism which is a component of the country's Poverty Reduction Strategy.

Jovago's presence comes in response to the regional demand and growth in online bookings. This is well indicated in a recent regional survey which placed online hotel bookings at 37% while a report by UNWTO put online travel related activity at 59% worldwide. Ethiopia has also shown great interest and potential in growing this tourism sector, with about 400 hotels in Ethiopia now partnering with www.jovago.com hence creating the largest online network of hotels there.

"This new proximity to both our customers and partner-hotels is a key driver in both business development and effective customer service" said Estelle Verdier, the Managing Director of Jovago.com East and Southern Africa, "Addis Abeba is a favourable location, in addition to offering a gateway to diverse continental touristic destinations, the Habesha hospitality and culture offers a platform to bring unique service to the Ethiopian population."

The offices will have a fully-fledged Customer Service team serving both English and Amharic clients, as well as the needs of the Ethiopian Hotel Industry stakeholders. Jovago's further expansion to Addis Abeba is great evidence that the region's tourism industry is determined to grow despite numerous challenges. The new offices join the rest of the other African capital offices in Nairobi, Lagos and Dakar at a time of record growth, well reflected through the numerous recent partnerships with UNICEF as well as with over 20,000 hotel partners in Africa.

"This is a positive step in increasing the number of tourist arrivals in Ethiopia by 2017" cited Verdier while noting that it's also a super advantage for Addis Abeba residents, expats and tourists who choose the beautiful country for both leisure and business.

About Africa Internet Group

Africa Internet Group, the leading internet platform in Africa, promotes sustainable online growth that benefits both businesses and consumers. Firmly rooted in Africa's startup ecosystem, the group provides easy-to-use services and smart solutions across the African internet sector. AIG is invested in furthering regional entrepreneurship and innovation through a passion for Africa, its culture and its people. AIG is the parent group of ten successful and fast-growing companies in more than 30 African countries. Its network of companies includes Carmudi, Easy Taxi, Everjobs, hellofood, Jovago, Jumia, Kaymu, Lamudi, Vendito and Zando.

About Jovago

Jovago.com is an online hotel booking service with offices in Lagos (Nigeria), Nairobi (Kenya), Dakar (Senegal) founded by Africa Internet Group and has MTN and Millicom as investors. Jovago.com, Africa's No.1 booking portal, facilitates the booking process for its users to provide them with the best hotel booking experience with fast, transparent and easy-to-use services.

Jovago.com has over 20,000 local hotel listings across Africa and over 200,000 hotels around the world.

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