

Jovago Launches Jo-Booker for the Entrepreneurial Student

“The program targets students as ambassadors of online travel by creating a scheme in which they promote e-Tourism while earning from the same.”



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AFRICA INTERNET GROUP

Summary **Jovago.com today announced the launch the JoBooker, a unique scheme that will assist innovative students to learn as they earn.**

Spokesperson

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Details **July 27, 2015** Nairobi, Kenya – Jovago.com today announced the launch the **JoBooker**, a unique scheme that will assist innovative students to learn as they earn.

The first of its kind, the program is designed for students across the country who are keen on turning their hobbies into money through travel and discovery. It is one of Jovago’s initiatives that aims to make travel accessible, enjoyable and affordable for a divergent consumer base.

“JoBooker recognizes the need for laying financial independence among college-going generation,” said Nafisa Fazal, Head of Marketing for Jovago East Africa. *“Apart from enabling students make some money on the side without necessarily interfering with the school schedule, this new initiative will also prepare students for the corporate world through incorporating work values and ethics”*

The program is based on a simple structure that allows a student to earn 5% in commission for every Jovago booking they make. It is also built on a socially engaging model; allowing friends of students signed to the program a 10% discount for bookings made on the platform. This inclusion creates a network of tech savvy travelers who prefer products that are both convenient and inclusive.

To join, students can send their email to jobooker@jovago.com. They will in turn receive an information pack and a personal code that will be used to identify and track all their bookings. Other benefits include possible internship as well as free Jovago getaways.

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.

Follow on Twitter: [@jovagotravel](https://twitter.com/JovagoTravel)

Like on Facebook: <https://www.facebook.com/jovago.com>

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.

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