

JOVAGO IN WHITELABEL PARTNERSHIP WITH SAFARILINK



Info Published on: March 23, 2015

AFRICA INTERNET GROUP

Details **March, 23th - Jovago's new Partnership with Safarilink – Kenya's premier air service enables customers to access online hotel booking options at the time of their flight booking thus enabling them to synchronize both flight and accommodation needs with ease.**

Spokesperson

Nils Seger

Head of Communications at
Africa Internet Group
nils.seger@africainternetgroup.com

 n.seger

 nilsseger

Africa's leading online hotel booking platform, Jovago has signed a white label partnership with Safarilink - Kenya's Premier safari airline. This will ensure easy access of hotels by travelers booking flights on flysafarilink.com without having to exit the carrier's website.

This new partnership is in line with the national efforts in promoting local tourism as tourists can now book both their locally destined flights and accommodation on the same website. Safarilink offers a network of domestic services to Kenya's best tourist destinations including Amboseli, Masai Mara, Samburu, Diani, Lewa Downs, Naivasha, Nanyuki and Lamu, while also connecting to northern Tanzania. The platform, Jovago.com features over 1500 hotels in Kenya, making it convenient and economical for travelers visiting the website to match their flight schedule with preferred accommodation.

Commenting on the partnership, John Buckley the CEO for Safarilink said, *"we recognize the demands of the more discerning traveler who prefers to be in control of their booking choices, and with the large amount of content available on the internet, we are keen on providing our customers with increased options of services and not just flights. By partnering with Jovago, we are offering our customers the choice of several hotels on the same website"*.

As the official partners of Safarilink, Estelle Verdier, the Managing Director of Jovago East and Southern Africa, is delighted in the fact that the company takes pride in devising products and services that support the growth of tourism in Kenya. A recent study by United Nations World Tourism Organization indicated that about 60% of Travel and Tourism is now taking place online, she noted adding that "more than ever, travelers are looking for convenience; they want to be able to search and book flights and accommodation all at a single click, thus avoid any last minute hassle that could interfere with their trip, be it for business or leisure"

In addition to the scheduled flights, Safarilink also provides chartered flights to customers who may require such services.

As Kenya and the entire Africa embraces the digital migration and the new

wave of eCommerce, creating services that answer to specific customer needs will go a long way in bolstering the growth of new and emerging markets.

About Jovago.com

Jovago.com is an online hotel booking service with offices in Nairobi (Kenya), Lagos (Nigeria), Dakar (Senegal). The company is founded by Africa Internet Holding and has MTN as one of the 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](#)

Like on Facebook: [Jovago.com](#)

About Safarilink

Safarilink Aviation is Kenya's only carbon neutral airline, which specifically provides air services for the tourist visitor in Kenya. From Wilson airport - Nairobi, the carrier provides a network of inter-connecting scheduled flights to the main *safari* and coastal destinations in Kenya and Northern Tanzania, and charter flights throughout East Africa.

For more information, contact;

The PR Manager, Jovago East and Southern Africa

Email: lilian.gaitho@jovago.com

Website: www.jovago.com

Mob.: +254 773 014 918

Relevant links

-  Jovago
-  Safarilink

Images



About AFRICA INTERNET GROUP

Africa Internet Group introduces and accelerates the online shift in Africa – for its people and its culture. It is committed to running successful and vibrant internet companies which boost the evolution of African online culture. AIG is the parent group of eight successful and fast-growing

companies in more than 30 African countries, accounting for a team of over 6000 people. AIG cares about entrepreneurship and brings together all the key elements required to build great companies: team, concept, technology and capital. Its network of companies includes JUMIA, Kaymu, hellofood, Lamudi, Carmudi, Zando, Jovago, Lendico and Easy Taxi.