

East Africa Digital Summit: Optimizing on Mobile Technology for Effective Marketing Communication



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AFRICA INTERNET GROUP

Summary **Running into its second and last day the East Africa Digital Marketing Summit & Show, taking place at the Kenya International Conference Center in Nairobi, has shown keen interest in addressing both current and futuristic issues outlined as supporting new opportunities or hampering the mobile technology industry in diverse field. One of the main topics to be addressed is travel, which has lately become a hotly contested topics owing to the terrorist threats, travel advisories, and un-met expectations on the same.**

Spokesperson

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- Details**
- Mobile data traffic expected to increase 20-fold in the period 2013-2019
 - Mobile money transfer will exceed the \$200 Billion mark by the end of 2015
 - Smartphone penetration projected to take up to 35% of overall subscriptions by 2018
 - There has been a 50% increase in mobile use across business and leisure travelers,
 - Mobile Bookings to hit 25% of total online transactions by 2017
 - Smartphones and Tablets account for 21% of same-day hotel Bookings
 - By 2017 more than 30% of online travel bookings by value will be made on mobile devices
 - 30% relying purely on their mobiles to make last minute bookings.

Running into its second and last day the **East Africa Digital Marketing Summit & Show**, taking place at the Kenya International Conference Center in Nairobi, has shown keen interest in addressing both current and futuristic issues outlined as supporting new opportunities or hampering the mobile technology industry in diverse field. One of the main topics to be addressed is travel, which has lately become a hotly contested topics owing to the terrorist threats, travel advisories, and un-met expectations on the same. The summit brings together key players in the digital marketing space to explore and experience latest digital trends while creating a smooth pace for adoption of digital effective marketing communication.

Estelle Verdier, the Managing Director for Jovago East and South Africa is expected to address the key players and exhibitors on Emerging Mobile Technology and Trends in the Travel Industry. The online platform, Jovago.com has been actively involved in bolstering global e-marketing for hotels in Africa through various methods in addition to providing them with a free website to optimize on global accessibility. *"We have invested heavily in*

designing and creating a consumer-oriented product that serves the customer how they personally want to be served, as opposed to adopting generic market habits” explained Estelle Verdier. In her presentation, the MD terms the new generation of travelers as “tech-savvy and well versed with the internet of things thus, today’s traveler wants to tap on the mobile, search, compare prices, book and pay without having to veer off their daily and hectic routine. This is where mobile technology comes in handy-it’s the age of taping the app-and getting a complete service”, she concluded.

A recent research by e-Consultancy- a global research firm based in London indicates a 50% increase in mobile use across business and leisure travelers. This, positive trajectory has been linked to user efficiency and convenience as opposed to any value addition or price changes. It’s also worth of note that up to 30% of these mobile-based bookings are last minute, and mostly done on the day of travel. It’s interesting to note that, the mobile frenzy does not only affect the digital native (term for 15-24 year old with more than 5 years internet experience) but is also quickly catching up with the tech-savvy middle class adult traveler.

Verdier will also be addressing the regional forum on ways and methods in which diverse companies can optimize on the opportunities offered through mobile technology

A survey by the firm also places bookings made by mobile phone in the region at 37% while tablets and internet-accessing gadgets take up to 7%. Of the main leverage points in online transactions is offering buyers the ability to pay online, thereby servicing a secure and smooth path to purchase. This is particularly an important aspect, as will be a vital driver in obtaining and exceeding the \$200 billion in mobile money transfer as predicted by the World Bank.

Among other topics to be discussed in the two day forum include Online Security Threats in a session led by the Kenya National Security Intelligence Service, as well as Content Generation by Kennedy Kachwanya of Bloggers Association of Kenya - www.bake.co.ke

About Jovago

Jovago.com is an online hotel booking service headquartered in Lagos, Nigeria, 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.

About Africa Internet Group

Africa Internet Group, the leading internet platform in Africa, promotes sustainable online growth that benefits both businesses and consumers. AIG is the parent group of ten successful and fast-growing companies in more than 30 African countries. 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, it’s culture and it’s people. Its network of companies includes JUMIA, Kaymu, Hellofood, Lamudi, Carmudi, Zando,

Jovago, Lendico and Easy Taxi.

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