

Travelstart acquires SafariNow, fast-tracks accommodation offering

Travelstart has acquired a majority stake in Cape Town-based SafariNow, which will see Travelstart fast-track the growth of its accommodation offering.



Travelstart and SafariNow are both established players in Africa's online travel booking industry.

“We want to supercharge our accommodation offering and with more than 23,000 listings on SafariNow, we can give our customers much better choices,” said Stephan Ekbergh, Travelstart’s founder and CEO.

SafariNow will continue to run as a standalone business, and stick to its core business of selling accommodation and retain its current brand, CEO and team.

“Travelstart shares our mission of transforming the travel-booking experience to be simple and powerful. We’ve booked millions of bed-nights in the past 18 years and we’re excited to tackle this next chapter with a strong, supportive partner.

It’s a major plus for establishments who list with us as it will result in greater exposure for their listing,” said Tom Williams, CEO of SafariNow.

For more, visit: <https://www.bizcommunity.com>