



23 February 2023

Coming soon - Safari2Go, a Namibian online travel agency

Safari2Go will make Namibian travel accessible to a digitised world and will give its clients the opportunity to design their own Namibian journeys. This brand-new online travel agency has been introduced to Namibian accommodation suppliers on 23 February 2023 and will be launched to the public in March 2023 to accept the first customer bookings.

Safari2Go wants to establish a an inclusive, comprehensive platform to which any tourism partner can sign up and join the journey of Namibians bringing Namibia to the world. This convenient Namibian online travel agency is powered by Gondwana Collection Namibia. It was designed by WildWeb with the support of Gondwana Collection's Business Intelligence and Marketing teams.

“Online travel is currently a 433bn Dollar industry [...]. It has 66% revenue share of the global travel and tourism market. We see a trend that holds limitless potential,” Safari2Go manager Steny Watermeyer said at the launch. “We have noticed the need for accommodation offerings, for both large and emerging small scale enterprises, to have access to a direct market, not undercut by massive commission structures. With this platform our aim is to offer an encompassing solution that offers the establishments easy sign-up and usability, convenience, and personalised profiles and product pages.”

Safari2Go will give travellers a choice of the best Namibian accommodation offers while also offering a car rental booking page and guidance on popular routes and destinations to round off any perfect self-drive itinerary.

Accommodation suppliers are currently in the process of signing up to the Safari2Go platform by creating their own company profile. Safari2Go pulls their availability via NightsBridge and forwards all booking revenue to the supplier less a reasonable commission.

Suppliers have full access to their product pages and retain the responsibility of managing their own online bookings and client booker communication.

Safari2Go is looking forward to offer the best Namibian accommodation choices soon at a click of a button.

For more information, please contact support@safari2go.travel or +264 81 127 1234

[Links]

www.safari2go.travel

[Captions]

1 - The Safari2Go team: Claudia Gallagher (Consultant), Charly Schoeman (Group Buyer), Steny Watermeyer (Manager), Silke Pienaar (Finance)

2 - The presentation of Safari2Go raised a lot of interest among accommodation partners and the media. (Photos: Gondwana Collection)