

SafariNow, TripAdvisor partnership boosts accommodation options

Established accommodation booking network, SafariNow has partnered with US-based TripAdvisor to expand their reach, deliver affordable travel options and boost their service offering. For the more than 60 million TripAdvisor members, this means access to trusted accommodation suppliers in the African tourism industry who list on the SafariNow platform.



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“We are excited to work alongside TripAdvisor in the African travel industry,” says Tom Williams, chief operating officer at SafariNow. “With its ever-growing reach and shared vision in terms of enhancing customer experience, they’re an ideal partner for us.”

TripAdvisor, like SafariNow, is an early adopter of user-generated content. Both companies have become respected platforms for travellers and tourists to find relevant and current travel information across the globe.

Driven by word of mouth

With an increase in engagement and sharing of previous experiences between consumers, word of mouth (across global boundaries) drives a significant portion of e-commerce in many industries, including travel and tourism.

The benefits of this development are not only to the consumer. For vendors who list their establishments with SafariNow,

this partnership holds great promise. With the volume of members and monthly visitors to the TripAdvisor platform growing and over 170 million reviews and opinions of hotels, restaurants, attractions and other travel-related businesses, vendors receive an even wider audience of travellers and holidaymakers.

“Not only were they the logical partner in terms of broadening the scope for our vendors, but the premise on which the platform was built resonates with what we have tried to create: a positive customer experience through providing a trusted and user-friendly platform for travellers and tourists to find reputable accommodation,” says Williams.

Partnerships such as this one, enable a better user experience, something that both platforms focus on, with more information and options being made available at competitive prices.

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