

FlightSite named Africa's leading online travel agency

Online travel booking platform, FlightSite, has been named Africa's Leading Online Travel Agency by the World Travel Awards for the second year in a row.



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The announcement was made at a special gala event in the Seychelles. The awards, now in its 22nd year, is considered the global benchmark of industry excellence.

Rian Bornman, founding director of FlightSite.co.za says, "This is a great honour for us, not least because we have retained our top position on the African continent - this affirms our approach as a growing ecommerce provider in the travel and tourism industry."

Now seven years old, FlightSite enjoys unique visits of 250,000 visitors a month and turnover of between R15m-R25m per month. After two years of development, in 2008 it was the country's second online travel agency to launch. Growing quickly, it acquired 20 percent of the local online travel market with its then cutting-edge offer of international and local flights, car hire and hotels. Yet trail-blazing catches on and by 2013 international competitors and traditional travel agencies had joined the ecommerce party.

Today, competition in the online travel industry is healthy with Travelstart.co.za and Tourvests' online division, Travel.co.za among industry leaders. "To be nominated in the same category as our heavy-weight peers, and of course be awarded top billing, is a significant accomplishment for us."

Nominees are announced in March each year and are then put to a transparent vote among professionals working within the travel and tourism sector. Voting works on a "first-past-the-post" system and are submitted online to The World Travel Awards. In 2014 over 650 000 unique votes were received. Judging criteria include customer satisfaction and quality of service, overall business performance and product innovation, among others.

"Given the awards' mission is to drive up standards within the industry and ensure that brands exceed expectations, we're delighted to have met and excelled against these high standards," concludes Bornman.

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