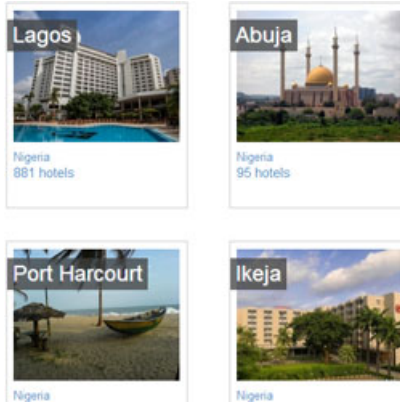


Jovago rolls out loyalty programme for Nigerian businesses

Jovago.com, claimed to be Africa's largest online hotel booking platform, has rolled out a new loyalty programme for Nigerian businesses to boost Nigeria's hospitality industry.



The new loyalty programme aims to make the hotel booking process easier for Nigerian corporate organisations and businesses looking to book accommodation for their corporate group trips.

Following a partnership with travel agents in March 2013, this new loyalty programme offers Nigerian businesses and corporations the opportunity to earn commissions, exciting gifts and discounts by making their hotel bookings on the Jovago platform. The loyalty programme has been divided into several categories to cater better to the needs of different Nigerian businesses. The Gold, Silver and Platinum categories offer great discounts and several gifts including free accommodation for a weekend away for two people. For Nigerian businesses, it couldn't be easier to get involved and earn rewards; they just have to sign up on the Jovago website to get started. The online hotel booking platform has been specifically designed to be transparent and easy to use for its users.

"We are very keen on partnering with Nigerian business to drive the hospitality industry", Marek Zmyslowski, MD of Jovago.com stated at the programme launch. "Nigerian companies have enough to deal with already with running and managing a business, and we want to take away the stress of finding accommodation on business trips. This loyalty programme will enable Nigerian businesses to not only access personalised hotel booking services, but also get commissions, discounts and gifts simply by booking hotels with us."

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