

Tour aggregating platform launched for African tourism

GallivantAfrica.com, a newly-launched tour aggregating platform has been launched, allowing travellers and agents to search, compare and book African touring experiences. "GallivantAfrica.com's mission is to ensure booking African tours is made easy and at the best prices for everyone who wants to visit the continent. It provides travellers who want to tour Africa with everything they need to plan and book their next great escape in one place. Through meticulously hand-picked tour selection, we are best equipped to showcase Africa's unique tourist attractions and its rich cultural heritage to the world," said Varon Sharma, GallivantAfrica.com's COO.



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"GallivantAfrica.com avails travellers with a trusted online bazaar to conveniently discover life-enriching experiences spanning the continent of Africa. Bookings and inquiries are sent directly to the partnering tour operators for confirmation and response via an easy to use customer 'Enquiry to Booking' (E2B) conversation platform."

Magnifying responsible tourism principles

The platform goes beyond just delivering tour packages, its responsible tourism principle requires that for every booking on the platform, there is a percentage that goes back to the community. A tourist can select either to plant a tree, save an endangered animal species, create a job or all three options pooled together.

"We have come onto the market aware of the current online established players both in and outside our continent, and we are bullish about what we do and our product offerings. We promise to lead in bringing to the touring industry, a unique online capability in Africa. Our extensive knowledge of the entire African continent, including its most remote parts, are an asset to our pan-African company," noted Akinola Akinlorin, managing director, GallivantAfrica.com.

"We are Africans and no one knows Africa better than us. Through our meticulously hand-picked tour selection, we are best equipped to showcase Africa's unique tourist attractions and its rich cultural heritage to the world. Africa is much more than our passion, it's our home."

Encouraging African to tour Africa

Headquartered in Johannesburg, South Africa, with a branch office in Lagos, Nigeria, Gallivant Africa's vision is to bring the world to Africa for an experience of a lifetime and encourage Africans to tour Africa, while simultaneously catering to a discerning international tourist. Whether it's trekking Kilimanjaro, heading on a coach tour in South Africa, a safari in Kenya or a cultural discovery tour in Nigeria, travellers are connected to more than 6,500 tours in over 35 African countries.

Selected tour operators specialising in African destinations are able to list their tours on a technology-based marketing platform for the multi-day tour industry, utilizing B2C connections. These connections enable travel and tour products to be exposed to millions of travellers in Africa (and globally).

While tour guides can sign up for packages from any city, township or rural area in Africa, the platform also offers a reward program for guides to earn travel credit and cash. Businesses can also partner and generate new revenue streams while building their database by taking advantage of the lucrative and growing African touring industry.

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