



## **How Travelstart Aims to Excel In the Competitive OTA Market**

At the WiT event held in April, we spoke to Stephan Ekbergh, Founder & CEO of Travelstart, as he revealed his company's aims and what makes it unique amongst its OTA counterparts.

"We are an Online Travel Company, we started our journey from Scandinavia around 20 years ago, and 12 years ago we started in South Africa, and now we are the leading OTA in Africa. Five years ago, we set up shop in Dubai, and since that time we are penetrating the local market here. Our mission is to make it simpler for people to search and book travels as we focus on air, car and hotel bookings, that's what we do really well.

"I think what differentiates us from other companies is the simplicity of how we display our products and the ease of doing business with us. What we also aim to excel at, is finding the best fares, we have very sophisticated tools to aggregate the best results."

<https://forbesmiddleeast.com/how-travelstart-aims-to-excel-in-the-competitive-ota-market>