

FlySafair sells over 30,000 tickets during R4 blow-out sale

FlySafair sold more than 30,000 flight tickets, priced at R4 each, during its annual blow-out sale. The low-cost airline created a digital 'waiting room' where visitors were held and released onto the Flysafair website in small batches to protect the site from crashing.

The airline also fielded over 2,700 calls to their call centre, managed over 3,400 WhatsApp messages, and dealt with more than 2,400 Facebook and Twitter comments and questions during the sale.

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