

Jovago launches #MyNigeria campaign

Hotel booking portal, Jovago.com, has launched an innovative campaign tagged #MyNigeria. The campaign commenced on 18 February 2016 and gives social media users the opportunity to have their pictures of Nigeria promoted worldwide.



The initiative is driven towards promoting the nation's domestic tourism and hospitality industry as well as showcasing Nigeria's exciting landscape says Kushal Dutta, Managing Director of Jovago.

According to Dutta, "This #MyNigeria campaign is different from all the other initiatives we have launched because it is engaging, social and taps into our sense of patriotism," he said.

The #MyNigeria campaign which is currently running on Instagram, Twitter and Facebook is coming on the heels of the \$84m funding Jovago and the Africa Internet Group received from world leaders in insurance and mainstream investors, AXA Group, confirming Jovago's strategy to boost its operations and local presence in Africa in order to meet the needs of domestic and international travelers.

To join in the project, participants are to simply take beautiful pictures of any monument, landscape or landmark; post them on social media using the hashtag #MyNigeria and stand a chance to have them promoted by Jovago around the world.