

# Travelstart launches new media hub supporting tourism, travel business

Travelstart has launched a media division open to travel and tourism companies worldwide. Called 'Media Hub', the new division will support tourism agencies, airlines, cruise companies and related organisations with a platform to promote their brands to a global community of travellers.



Stockpic via [Pexels](#)

The Travelstart Media Hub aims to deliver better advertising value by capitalising on twenty years of relationships and content and community development in the travel market. It's debut customers include South African Tourism and Norwegian Cruise Line.

Jerome Touze, managing director of Travelstart, said: "After twenty years of investing in trusted digital travel content and audience development, it's a natural progression for us to extend our services in the media vertical."

The Travelstart Media Hub avails advertisers with a campaign activation service, including the design of creative content, video production and access to a suite of resources to initiate connections with pre-defined audience segments, and is flexible to shape advertising content for targeted audiences, such as targeting by country, age, gender, and device type.

"Their digital prowess and powerful audience reach will help us inspire people with meaningful and measurable sponsored content and help us fulfil our mandate of promoting South Africa as a destination," said Browen Auret, general manager

brand and marketing at SA Tourism.

For more, visit: <https://www.bizcommunity.com>