

Nine new websites for Tsogo Sun

Leisure industry giant Tsogo Sun has begun the roll-out of nine new websites, the first two of which, Montecasino (www.montecasino.co.za) and Tsogo Sun (www.tsogosun.co.za), are claiming increased hits of up to 500% since their relaunch.

The most recently launched of the group's nine websites is its Nelspruit property, Emnotweni Casino (www.emnotweni.co.za), which features eye-catching visual elements and menus designed for ease of navigation.

With an easier-to-manage content system, the new websites provide up-to-date content about gaming promotions, events, concerts, theatre productions and myriad of activities taking place at the respective leisure destinations. "The intention is that patrons can log on to the websites before their visit so they can catch a glimpse of everything on offer at the venues before they get there," said Debbie Klintworth, online media manager of Tsogo Sun Gaming.

Interaction on another level

Jody Simpson, online analyst for the group said: "Our websites allow our visitors to interact with us on another level. We want comments; we want to know what people think. The new websites are about us engaging with our customers about what they want to hear and see. Our venues are the choice destination in their respective areas and their websites should fulfil the same promise."

Social media

The online strategy includes embracing interactive and social media such as Facebook. The group's two biggest properties, Montecasino and Suncoast Casino, have launched interactive Facebook Fan Pages, which are quickly gathering fans and spreading the news about what visitors can look forward to at these venues, as well as what has happened. "Our patrons can visit the Montecasino Fan page and see what others have to say about a production or event before they go. Or they can visit the website to find out about show times, restaurants, gaming promotions and much more," said Simpson.

The new Tsogo Sun websites, built on Microsoft Sharepoint, offer the ability to manage nine websites from the same platform, ensuring a consistency to the group's online presence. The sites will be able to share information with the public, and with each other.