

Tsogo Sun expands online presence

The nine new Tsogo Sun websites, built on Microsoft SharePoint, offer the ability to manage 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.



TSOGO SUN GAMING

The first two sites, Montecasino and Tsogo Sun are enjoying increased hits of up to 500% since their re-launch. The most recently launched is the Nelspruit property, Emnotweni Casino, which features eye-catching visual elements and menus designed for ease of navigation.

The strategy includes 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 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 more," says Jody Simpson, online analyst for the group

With an easier to manage content system, the new websites provide up-to-date information on events taking place at the respective leisure destinations.

"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," concludes Simpson.

Go to www.tsogosun.co.za and www.montecasino.co.za.