



# Revamped Eastern Cape Tourism website

The Eastern Cape Tourism Board's website has been redesigned to give holidaymakers from across the world access to a wealth of updated information about the Eastern Cape adventure province offerings, attractions and activities.

"It's new, interactive, informative and, most importantly, user-friendly", said Zola Tshefu, CEO of the Eastern Cape Tourism Board.

The new website, [www.visiteasterncape.co.za](http://www.visiteasterncape.co.za), which has been redesigned with newer technology, simple navigation, and updated and expanded content, was launched at an event that was held yesterday, 10 May 2010 at Indaba, South Africa's annual tourism marketing event held at the International Convention Centre and the Durban Exhibition Centre.

## A world-class online experience

"Not only is it imperative that we capitalise on the huge online travel volumes, which have become a crucial marketing tool for all tourism authorities and suppliers today, we need to use this medium effectively to showcase the diverse beauty and splendour of the adventure province by offering a world-class online experience," continued Tshefu.

As well as providing information on the nine Eastern Cape tourism routes, packaged experiences and the different accommodation options offered by our tourism products, the site also includes travel information such as the weather and climate, transportation, forthcoming events and safety.

## Graphics and pictures

Research indicates that potential visitors access a travel site for the primary purpose of looking for "places to stay" and "things to do" and as such, the new site is designed in such a way that information is simplified to help present a large amount of information in an accessible and intuitive way to the visitor through graphics and pictures - with a limited amount of text.

"By driving awareness and interest of the various activities that the Eastern Cape has to offer through exciting and bold visuals, and using the site to direct consumer enquiries to approved tourism businesses within the province, thereby encouraging diversify and geographic spread, we hope to ultimately increase the total number of leisure visitors to this beautiful province," concluded Tshefu.

## Social networking sites

Together with the launch of the website, an online digital campaign will be launched on various platforms including Google, the BBC and social networking sites such as Twitter, Facebook, MySpace and travel blogs. The campaign will run from May through to August this year and will specifically be targeting the top ticket-buying nations, SADC countries and those nations playing in Nelson Mandela Bay.

"The objectives of this campaign are to create brand awareness by leveraging off the FIFA World Cup and to effectively interact with the social media in managing the destination's reputation," stated Tshefu.

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