

MyJohannesburgInfo Upgrades Business And Visitor Interface



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MyJohannesburgInfo has just added a brand new client interface, and the ability to create special offers exclusively for site visitors to the Johannesburg travel website. These two features which are being rolled out across the whole MyDestinationInfo network of travel websites, have been designed to offer greater interactivity and further incentives for both advertisers and website visitors.



The feature was added to the MyJohannesburgInfo site in order to offer business owners access to all statistics related to their advertisement or listing, and as such get an idea of the amount of

interest generated for their company. Businesses will therefore be able to see for themselves the impact of their partnership with the website through detailed statistics.

A number of additional features have also been added to the client interface allowing greater functionality to those companies who would like to update or customise their listings. Once logged in, business owners will be able to update basic contact details, respond to reviews and comments that have been posted by website visitors, as well as request more information on other multimedia features.

The [MyDestinationInfo](#) founders believe this to be an important step in the development of the site: "MyDestinationInfo.com has always been about promoting small businesses to a global audience, and a key focus is keeping in constant communication with these companies to make sure we have the most up-to-date, accurate and useful information. The introduction of the Client Interface paves the way to strengthen this link with local companies, giving them the ability to access their profile and to not only interact with our website, but to interact with the users of the site."

The network has also launched a new Special Offers feature, which gives individual companies the opportunity to provide special offers exclusively for visitors to the website. The new feature has been added to benefit both visitors and advertisers. Advertisers on MyJohannesburgInfo will be offered additional exposure, and will have the chance to actively drive visitors through to their establishment. At the same time, visitors will benefit from the new function by being able to take advantage of special offers.

Future plans include the expansion of this feature as an application to run directly on iPhones, Blackberries, and other smart phones, so that people will be able to see what offers are available near their location and redeem them on the spot.

About

Mydestinationinfo.com

Mydestinationinfo.com was founded in 2006 by two young entrepreneurs Neil Waller and James Street. The key to the success of the network is the high level of support a committed team provides and the fantastic group of local franchisees who run their sites to the highest standards.

The two young entrepreneurs have reached the finals of a number of major competitions such as Online Business of the Year in the StartUps

Awards 2009, Young Entrepreneur of the Year in the GBA Awards 2009, winners of the UKFAST 'Travel' Digital Entrepreneur of the Year Awards 2009 and the 2010 UK Trade & Investment London Exporters Award.

MyJohannesburgInfo is an online travel guide giving users access to a vast amount of information from the best [Johannesburg restaurants](#) to the latest [events in Johannesburg](#). The site also offers a range of useful regional information from maps to the latest [weather in Johannesburg](#).

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