



FOR IMMEDIATE RELEASE

REFRESH: BIRCHWOOD WEBSITE UPDATE FOR 2011

Make sure you clear your cache and hit refresh, the Birchwood Hotel & OR Tambo Conference Centre has updated it's website for 2011.

Over the course of 2010, Birchwood hotel proudly became South Africa's largest independent Hotel & Conference Centre as it added an additional 215 accommodation rooms to the existing 450, bring the total amount of hotel rooms to 665. In accordance with this new stature, the brand has endeavoured a major branding campaign which is the result of precise research gathered from the core target market since the success of the International Football Village hosted at the Hotel in June 2010.

The new-look website is not only aesthetically pleasing but user friendly and easy to navigate. From the home page users can request a quote; book accommodation; read the latest news; and see all available specials. All the features on the new site have been specifically placed in answer to Birchwood's key clientele's feedback over the last 6 months. The website truly shows how Birchwood is a one-stop shop for all your conferencing; banqueting and accommodation requirements.

The website will be launched on the 1st of December 2010 and Birchwood invites the public to "test-drive" the site and submit their thoughts on the new site live through the online guestbook:

<http://birchwood.awd.za.net/home/guestbook.html>

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