



Plett Tourism  
July 2013 – June 2016  
And beyond



plett  
*it's a feeling!*



# The Plett Tourism story



- Mandate
- Income and investment
- Plett's tourist economy
- What? And with whom? | How? 4 steps to meeting the mandate
- A snapshot of our work
- Some work highlights
  - Community | Plett Winelands | Eco-tourism | Culture | Adventure + Sports | Summer
- Building on our success

# But first thanks



- Colleagues

- Cindy Wilson-Trollip, Janet Middleton, Patty Butterworth, Thandi Mabukane, Emily Potgieter, Lorna MacLeod, Luckz Mdzeke, Brendon Morris, Grahame Thomson, Alice Freedman

- Board

- Tony Lubner, Noksie Kolwapi, Wayne Craig, David Friedman, David Wilms, Bruce Richardson, Ian Hunter, Liz Phillips
- ...a privilege for me to have worked with them, and a privilege for Plett to have them work for you!

# Mandate | Philosophy



Do this

8.1 The VOLUNTARY ASSOCIATION's core responsibility is to market, develop and promote tourism. To this end, the VOLUNTARY ASSOCIATION must: -

Out of season focus ... building the brand ... and an inclusive economy

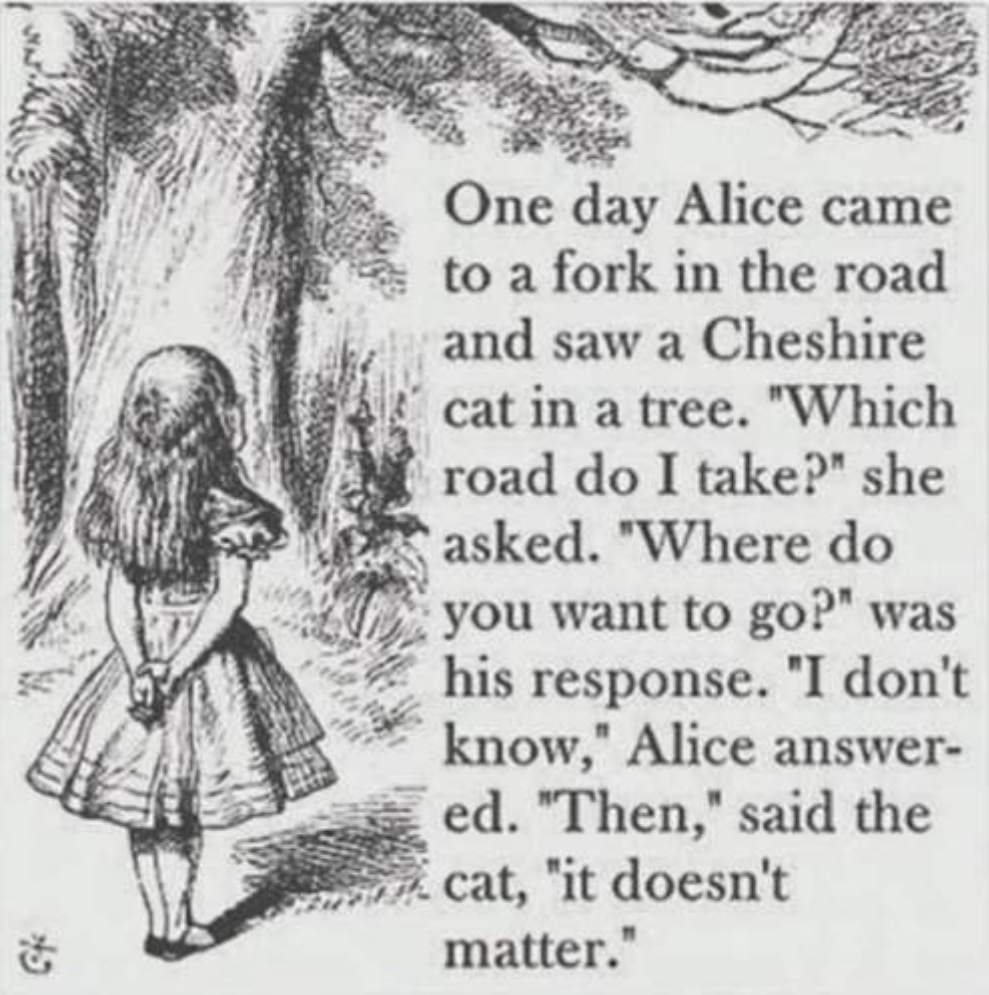
By putting them first

There is only one boss. The customer (*tourist*). And they can fire everybody (*cost everyone their jobs*) simply by spending their money somewhere else.  
*Sam Walton (1918-1992)*

And by working together

“If you want to walk fast, walk alone  
If you want to walk far, walk together”  
*An African Proverb*

# Vision | What?



One day Alice came to a fork in the road and saw a Cheshire cat in a tree. "Which road do I take?" she asked. "Where do you want to go?" was his response. "I don't know," Alice answered. "Then," said the cat, "it doesn't matter."

## High value, low impact model

- To be a **premium** leisure and adventure destination (LSM 9/10)...
- Which protects and harnesses its **natural environment (ocean, sky, fauna, flora)**
- ...and builds an **inclusive economy** which provides **opportunity** to all (**align stakeholders > Brand Plett**)
- ...and address the **seasonality challenge**



## Where the brand sits?

"The way people build brands is in their heads. We build an image as birds build nests – from scraps and straws we chance upon" --  
- Jeremy Bullmore

# Income and investment | 2016

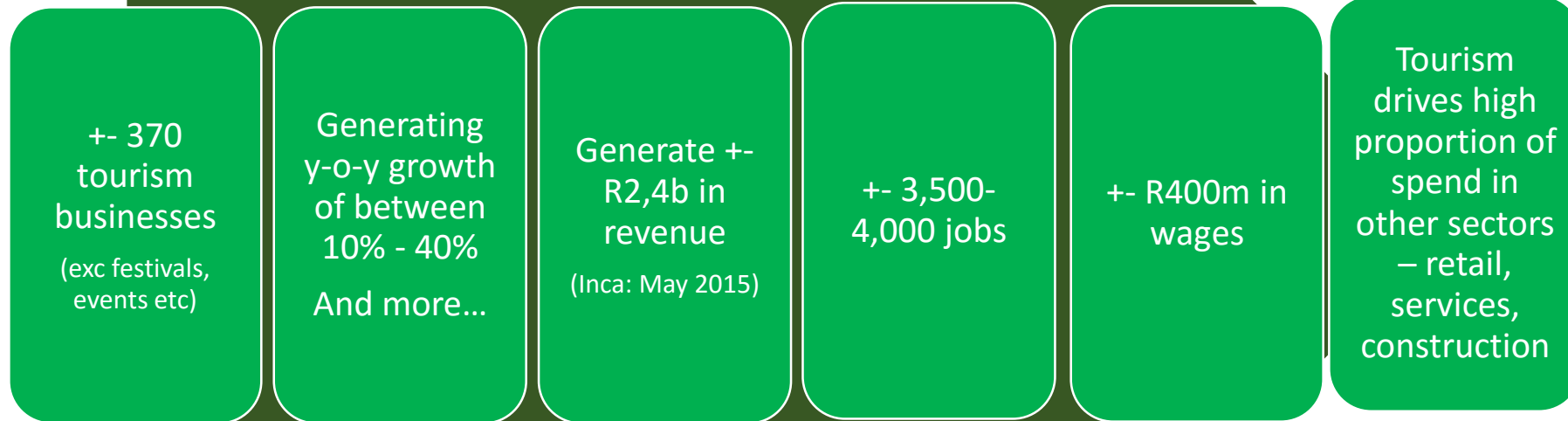
<i>Bitou</i>	4,200,000	
<i>Other</i>	1,030,733	<i>Membership fees, commission, sponsorships, advertising</i>
<i>Total</i>	5,230,733	

Office, S+P	1,677,000	33%	<i>Salaries and wages, fees, refreshments, legal and audit, office costs including telephone, stationery</i>
Product & tourism development	982,000	19%	<i>Fees, WTM and Indaba, development, collateral and marketing of Plett Trail, community tourism projects</i>
Media, social media, website	645,000	12%	<i>Fees, advertising, media costs, collateral</i>
F&E	1,859,000	36%	<i>Plett MAD, Tour de Plett, Sasfin Plett Wine &amp; Bubbly Festival, Plett Summer Festival, festival magazines etc</i>
Total	5,163,000		

# Plett's tourist economy

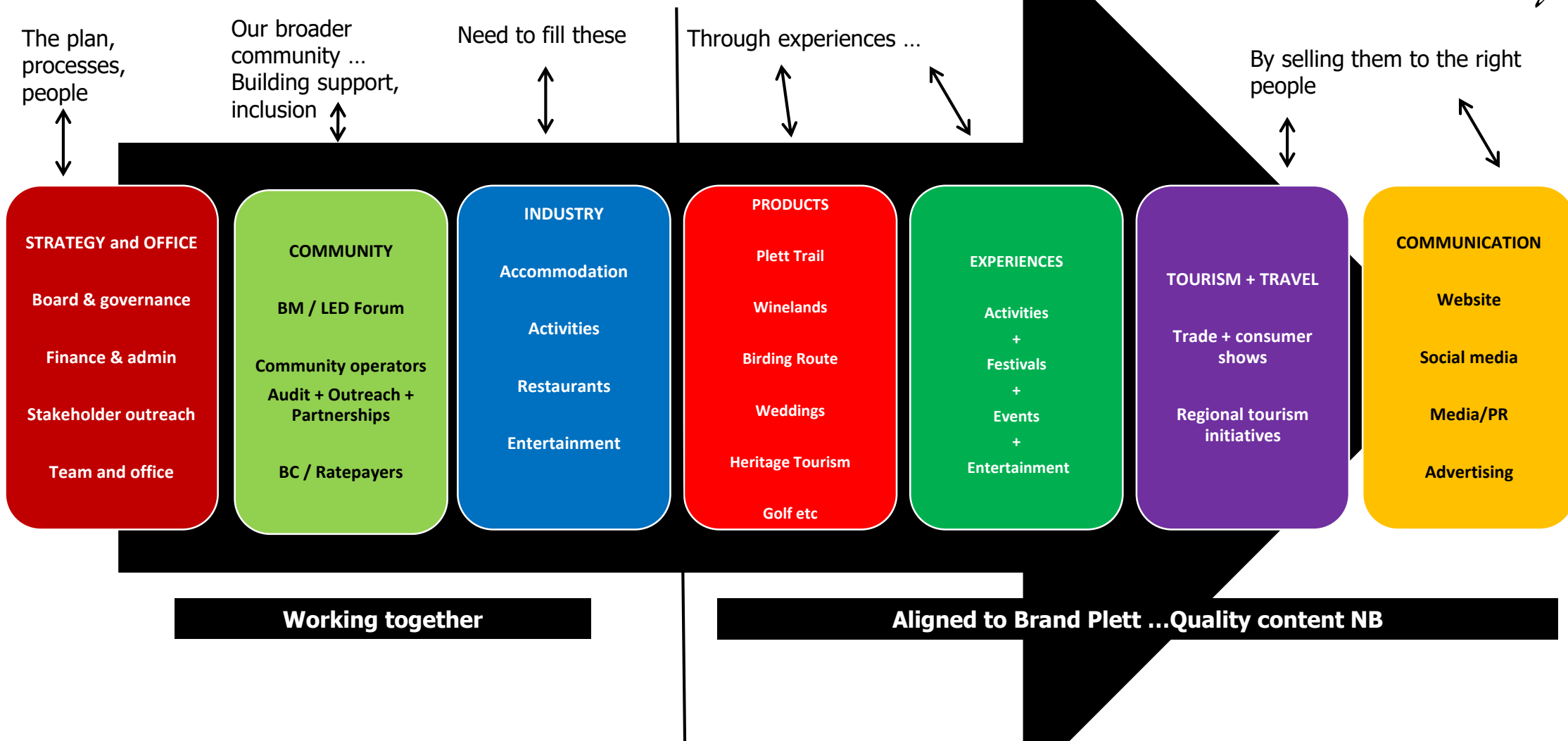


Despite SA growth of < 1%;



Major retail centre recorded 17% yoy growth – More evidence that tourism is working

# What? And with whom?





# How?



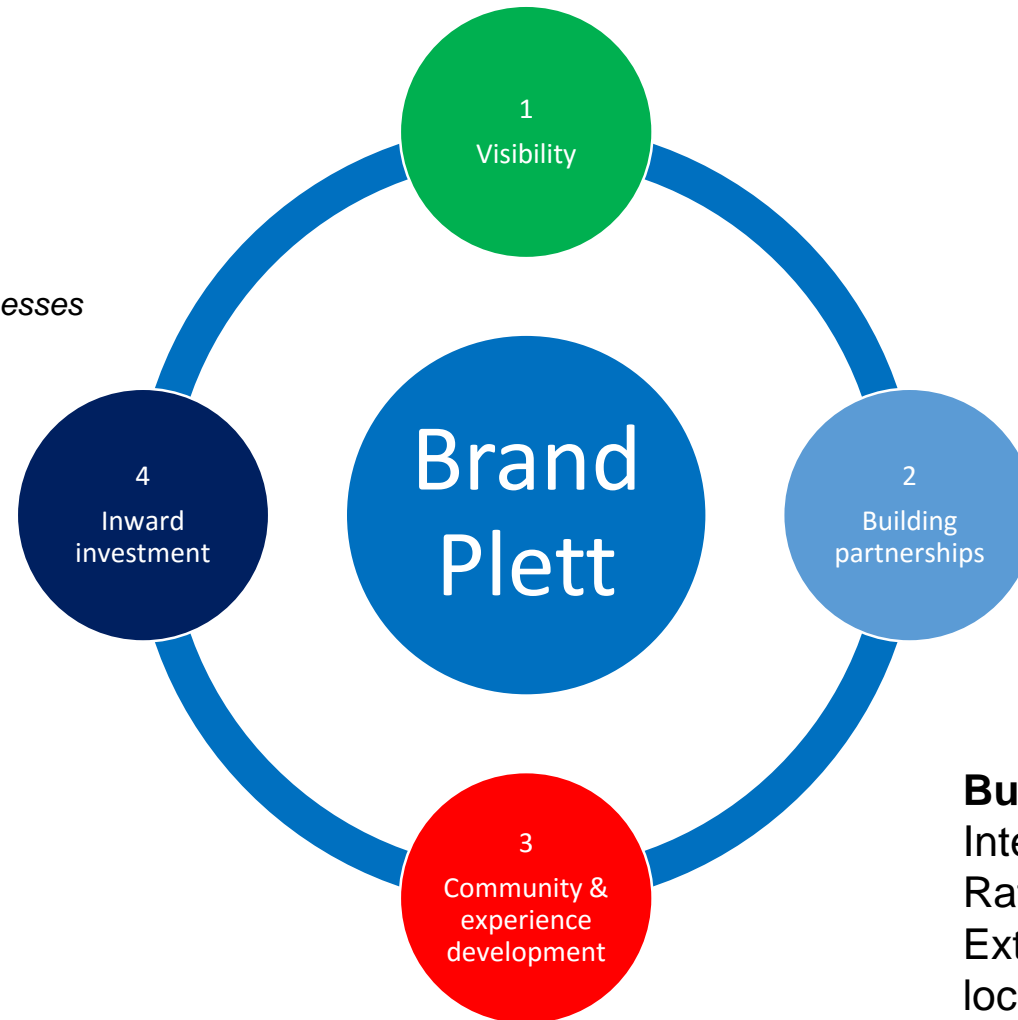
## Sourcing investment

- *BM LED*
- *Raintree*
- *Plett Tourism & Investment Company focusing on*
  - *Financing key projects*
  - *Financing PDI start up businesses in tourism*

## Building experiences

*Plett 365* – Plett Winelands, Plett Winelands Trails, Plett Birding Route, festivals & events

*Community development* – Qolweni, product sponsorship, sport, fashion



## Making Plett visible

Advertising and PR  
Website  
e-Newsletter  
Social media  
Festivals & events  
Tourism office

## Building partnerships, common purpose

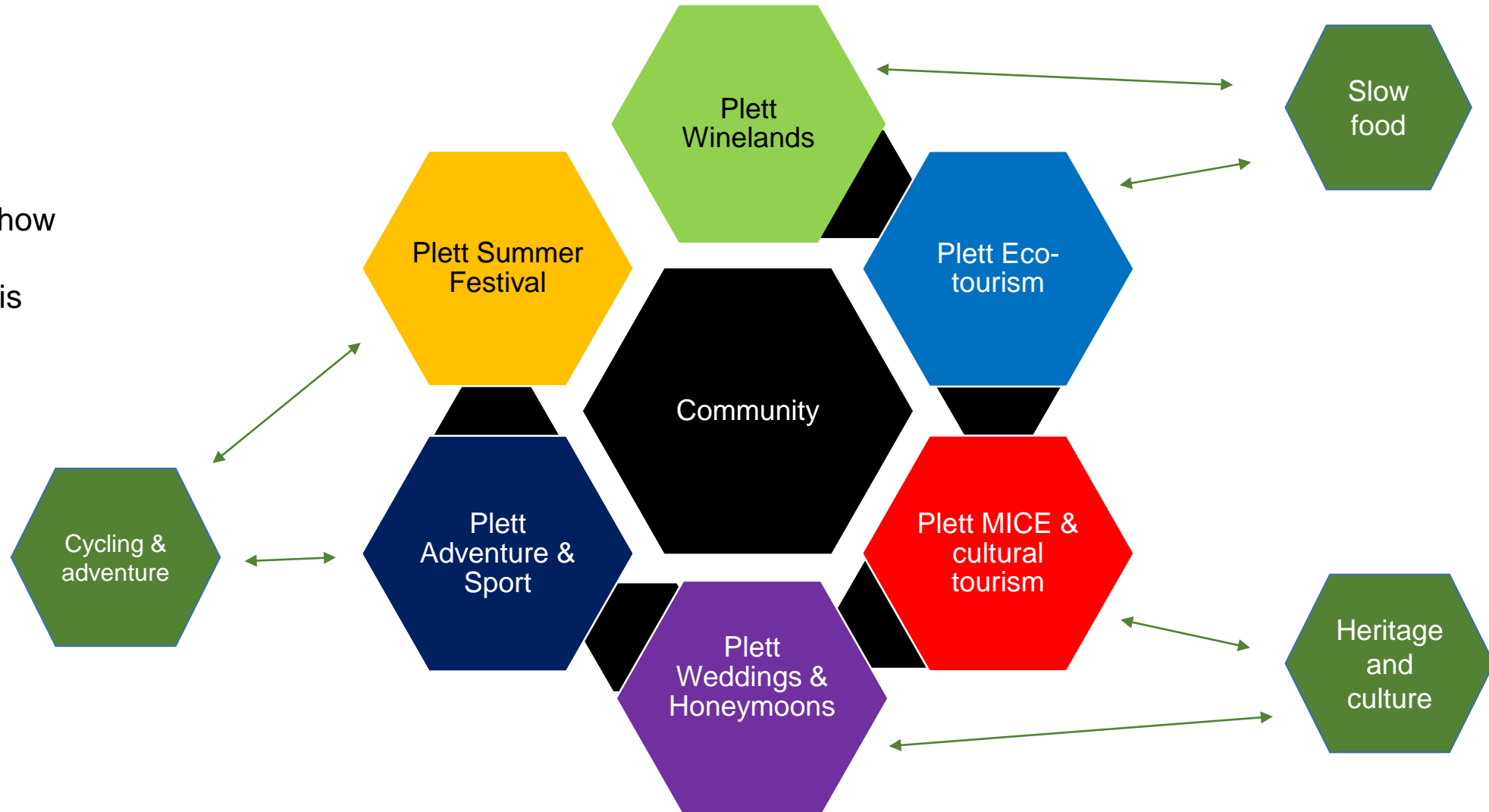
Internally – PBC, community, Ratepayers, PAA etc  
Externally – province, regional, local

# Our work

## Experiences / activities



Outer ring:  
Wesgro and  
GRKK, and how  
Plett's  
programme is  
aligned



plett  
M.A.D

sasfinplett  
WINE & BUBBLY  
festival

Supported > 50  
independent events  
financially / marketing

plett  
summer  
FESTIVAL

Launched out of season festivals, packaged Summer, launched mags for each festival, supported many



+ JOBS

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*it's a feeling!*

BRAND

GVA = R2.26b  
Tourism = 107% of  
that = R2.4b

VISIBILITY

From 0 to 2,600 fans  
5,000 plettitsafeeling posts

Fans up 357% to 7,150 in 2016  
from 2,000 in 2013

Fans up 773% to 3,250 from 2016  
from 420 in 2013

From 0 in 2013 to 35 subscribers  
From 0 views to 13,113



EXPERIENCES

THE  
plett  
trail

Bridge  
funding  
proposal,  
Bridge  
feasibility  
study,  
Khoek Lodge  
feasibility  
study  
for DRDLR

EXPERIENCES



Time and financial investment  
>50 community development  
tourism projects

COMMUNITY

Worked with BM on  
events and  
NB of tourism

Established relationships  
with WC govt,  
Wesgro, SCEP, GRKK  
and Knysna

GRKK App  
Cape Coast Cycle Route

Attended Indaba,  
WTM to support  
TPT, going  
to Getaway

PT Website  
20,341 visits 2015/16  
season 324% up on  
6,275 visits in 2013/14

803 articles + 52  
videos published;  
170 articles on  
Plett republished



R20m media coverage  
> 100 interventions - TV, radio & print

PARTNERSHIPS

TRAVEL & TOURISM

Wrote, designed, issued  
> 120 newsletters  
to direct database 3,800

plett  
*binding route*



# Community

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# Community tourism development

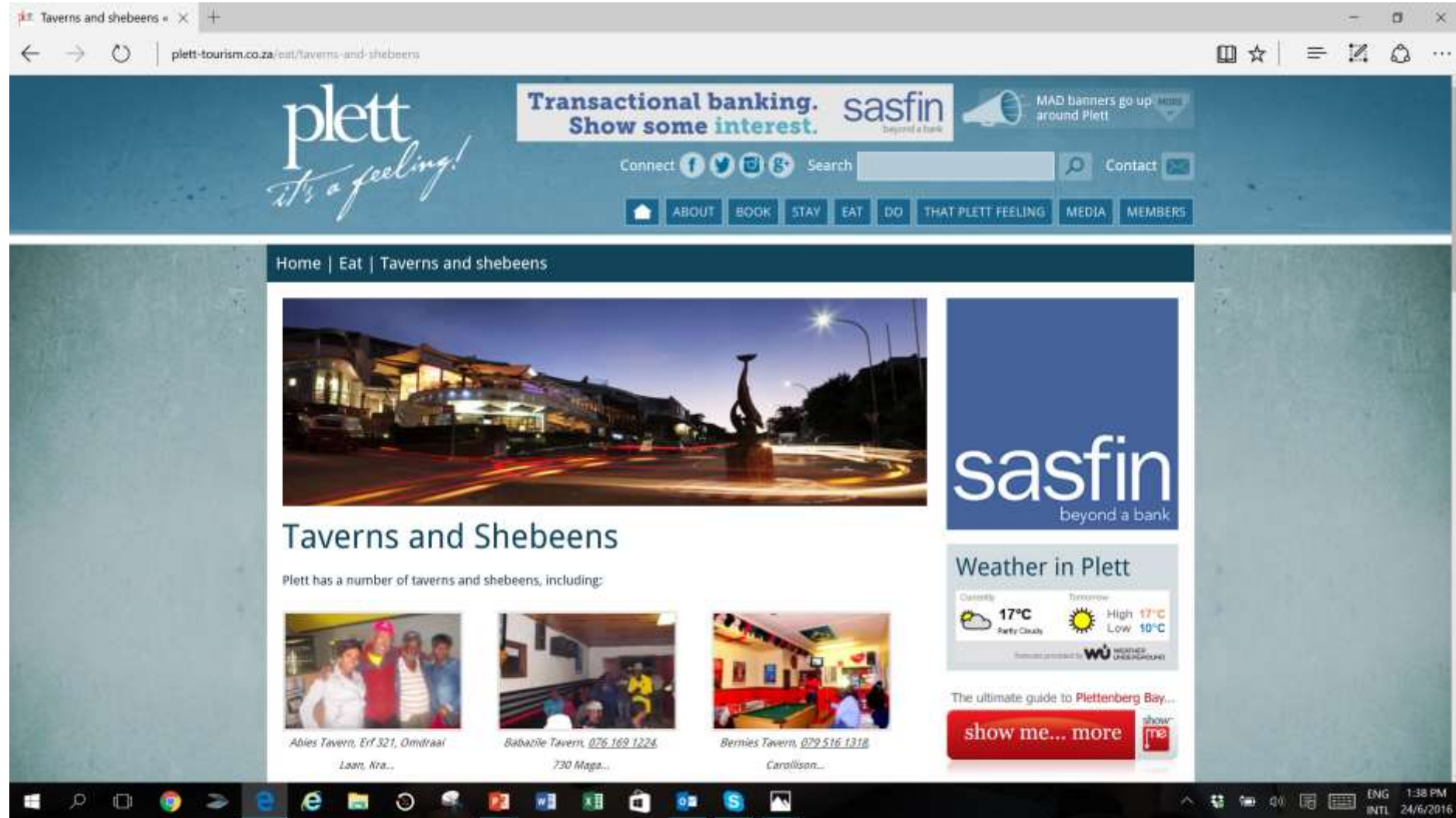


- Strive for integrated tourism economy by
  - Building relationships and brand support in PDI communities
  - Develop greater understanding of tourism and its role
  - Identify tourism businesses/talent to support/integrate into primary tourism platforms
    - Repeat interventions v one off
  - Help catalyse “breakthrough” projects which alter the tourism economy landscape
- Here is a sample of activity 2015-6 ... supported where appropriate across communication channels (website, newsletters, social media, festival magazines etc)

# Inclusive communication platforms



- Plett website includes PDI businesses to hand
- PT commissioned **Sylvia Mtshamba** to undertake audit of all tourism businesses in PDI areas; completed end June 2016



# 2015



- Body guard medical certificate training | **Bongani Adams** and **Makhi George** | sponsored
- **The Angels** | Mandela Day | catering sponsorship
- **Elim Church** | Mandela Day | catering, banners and sound system sponsorship
- **Sport for all** | Tackies for netball girls | sponsorship
- **ANCYL** | Mandela Day | T-shirts | sponsorship
- **Family Saints Gospel** CD Launch | dresses, sashes, sound system | sponsorship
- **Apostolic Church** | Mandela Day | catering | sponsorship
- **Angels** | 90 Days Women & Child Abuse | catering, sound system | sponsorship
- **Tomvision** | Gospel CD – catering, sound system | sponsorship
- **Bitou Traffic Dept** | Plett Feeling Safe | prize money, organizational support
- **Carmen Swiegers** | contribution to national gymnastics competition

# 2015



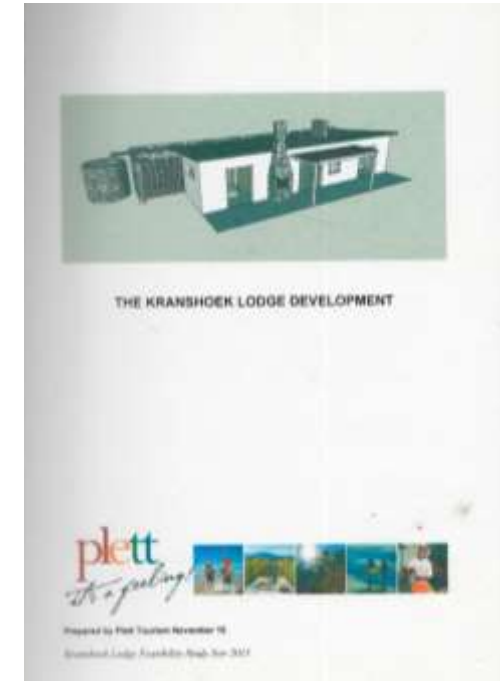
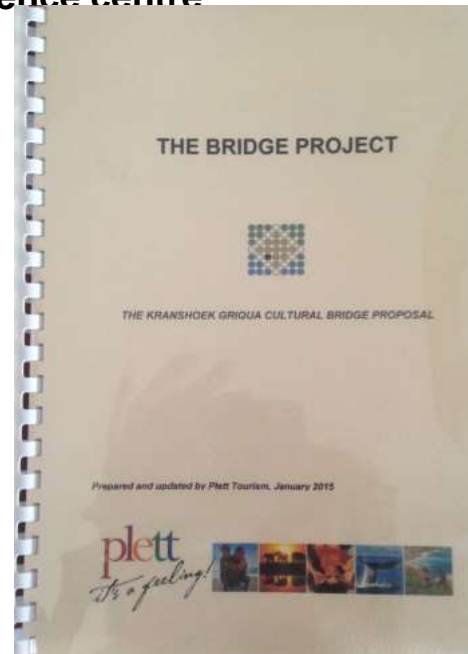
- **Sandile Zondani** | Marketing mentoring, purchase of camera, printer
- **Zafie Crew** | sponsorship of t-shirts and caps
- **MM Entertainment** | DJs at VIP | accommodation and meals
- **Plett New Year's Day** | DJs, body builders, and MC on Central Beach, sponsorship for stage, equipment and artists \*\* see *Plett Summer*
- **Xplosion Crew** | t-shirts and caps for CD launch
- **Phakamelo Sebezo** | Crime project | sponsorship
- **Warafiki Cultural Festival** during Plett MAD | sponsorship of artists \*\* see *Plett MAD*



# The Bridge | Kranshoek Lodge



- Kranshoek Bridge
  - Initial workshop July 2014 – worked with initial marketing, project and finance committees
  - PT prepared pre-feasibility study document; submitted to DRD&LR for funding to do a full feasibility | introduced The Bridge
  - BM transferring land to Khoek Community Property Association
  - CPA constitution ratified
  - Various pieces of land being approved for transfer June 2016 – in process
  - **WIP – challenge by Mayor Lobese to get this to happen!**
  - **WIP – PT write feasibility report to include conference centre**
- **Kranshoek Lodge** / Pre-feasibility study written – included assessment of tourism opportunity. Also facilitated meeting between Griqua National Council and Robberg Quarries re funding and building materials for expansion of existing museum



# Wittedrift School | 2015



We are proud to have sponsored the **Wittedrift School** in [#pharrellwithwoolies](#) song competition. Good luck guys! Watch this space as the video will be up on Friday!  
[#plettitsafeeling](#)  
[WOOLWORTHS SA Pharrell Williams Discoverctwc](#)

# King Melisizwe | 2015-6



- Sponsored making of music video, which has helped King get onto television and radio; (future support pending finalization of PT role)
- WIP to build on investment in KM – strategy to evolve from report card to date and next steps – and how this integrates into PT strategy
- Sponsored two workshops for local musicians at New Horizon's Library
- Sponsored workshop at Afrocentric





# Warafiki TshishaNyama | 2015



- Umbrella sponsorship
- Support for various projects
- See Plett MAD 2016 for *Warafiki Groove*





# 2016

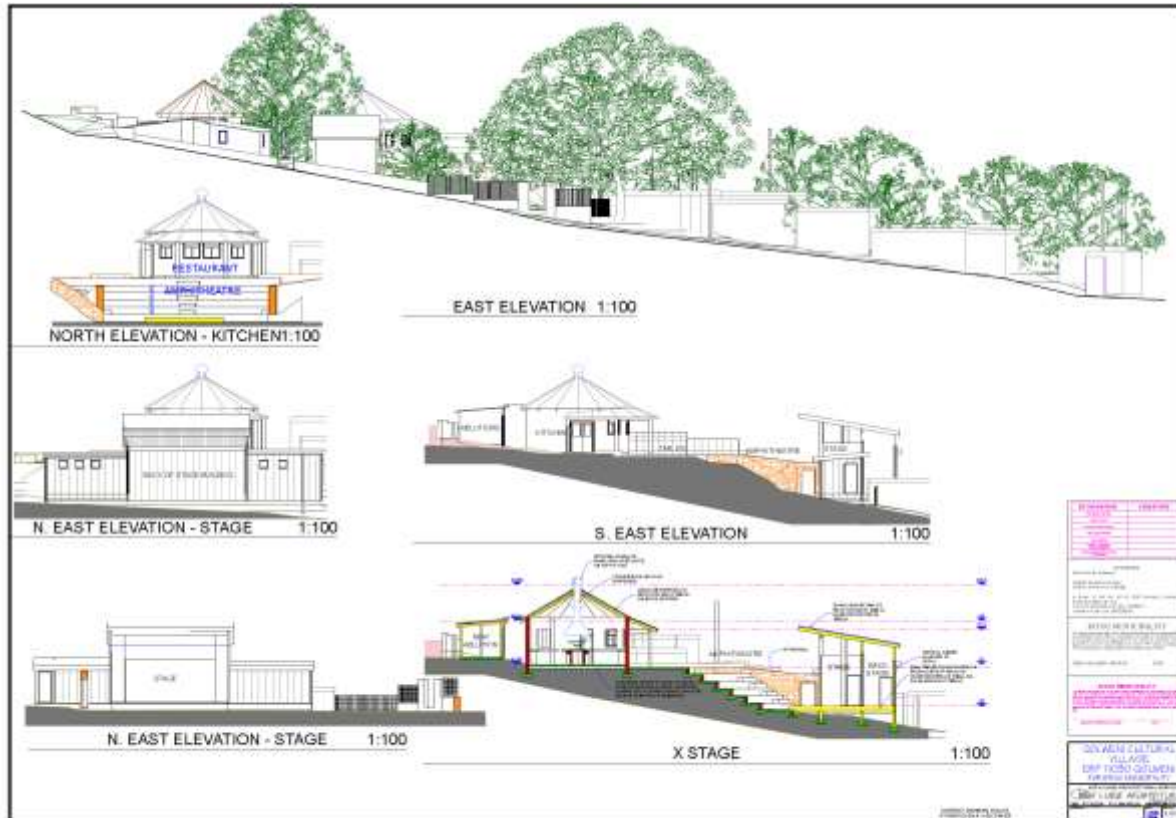


- ***Pine Trees Community*** Outreach Project – T-shirts for camp
  - ***The Apostolic Faith Mission Conference*** | catering sponsorship
  - ***Project Hope for the Future*** | service for HIV/AIDS | sponsorship
  - ***Cape Arrows*** rugby kit | sponsorship
  - ***Angels Human Rights Day*** | catering and sound | sponsorship
  - ***Warafiki Groove*** concert
  - ***Plett 24 Hour Reunion***
  - ***Plett choirs at Piesang Valley Hall***
- } ***See Plett MAD 2016***
- ***Family Saints Gospel*** CD Launch | dresses, sashes, sound system | sponsorship
  - ***Apostolic Church*** | Mandela Day | catering | sponsorship
  - ***Angels*** | 90 Days Women & Child Abuse | catering, sound system | sponsorship
  - ***Tomvision*** | Gospel CD – catering, sound system | sponsorship
  - ***Bitou Traffic Dept*** | Plett Feeling Safe | prize money, organizational support
  - ***Carmen Swiegers*** | contribution to national gymnastics competition

# Ihlengethi Park | Qolweni



A backpackers and outdoor event venue in Qolweni. A WIP over the last three years. BM will lease facility to established co-operative; first phase of redevelopment commences 2<sup>nd</sup> half 2016; Plett Tourism to write business plan and partner Cooperative and BM LED to ensure project is integrated into Plett's tourism "grid". An exciting breakthrough project! Construction starts January 2017



# #DreamChasers | 2014-2016



## ■ **Trevor Mapitiza...**

- PT engaged with Cape Fashion Council over DCS plans
- Sponsored Cape Town engagement with fashion designers
- Sponsored Johannesburg engagement with SABC
- Sponsored as MC at NY celebrations
- Sponsored involvement in Plett 24 Hour Reunion (design and modeling of clothes / MC of event)
- Engagement on Winter Warming 69 project – project halted following legal advice





# Plett Tourism Educational Tour | 2016



*Phakamelo Sebezo...2<sup>nd</sup> year running.*





# Building leadership | 2016



- African Youth Create | **Phakamelo Sebezo** | June 2016



*Good day Peter*

*I hope this email finds you well. I just want to say thank you for the opportunity that you have afforded me, to be able to attend the seminar in Cape Town. The seminar was very fruitful and beneficial for my self-development.*

*Regards,  
Phaki*

# Indigenous Games | 2016



Join us  
for  
**INDIGENOUS  
GAMES**

*The revival of indigenous games is a national initiative which, for the first time attempts to provide indigenous activities within a community development focus.*

Brought to you by:

**KHULA AFRIKA  
COMMERCIALS AND THE  
DEPARTMENT OF  
CULTURAL AFFAIRS &  
SPORT**

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DATE: 16 APRIL 2016.  
VENUE: KWANOKUTHIULA  
STADIUM.  
TIME: 09H00 - 17H00.

FOR MORE INFOR:  
072 5439 502



On Saturday 21 May 2015, **Phakamelo Sebezo** took a group of 30 learners to play, for the first time, as Team Plett, in the Indigenous Games in George. Five Plett participants were selected for the Eden All Star Team (two for Kgati (skipping rope) and three for Drie Stokkies (a running and jumping game)).

As our participants are now part of the Eden team, they must now practice and train harder so that they can make it to team Western Cape, as soon as they qualify for the next round they will represent Plett on both Provincial and National level.

After the games on Saturday I had a discussion with other participants who qualified for the Eden All Star Team and they suggested that since Plett has fewer participants, team Plett must travel to George for practice and training starting this Saturday 28 May 2016, this is to prepare them for entry to the Western Cape team. I have agreed to the latter because team George have the knowledge and skills when it comes to Indigenous Games.

Sponsored by Plett Tourism

# Bitou Boxing Academy



4 June 2016

Good day Peter

We would like to extend our great gratitude for the overwhelming support you have been giving to Bitou Boxing Academy. We would like to inform you that our application for NPO registration has been successfully approved, we can now apply and access funding, equipment and any other needs for the Academy and out after care programme. Congratulations to everyone for this achievement, we also managed to help other NPO that will be running training centre for young people in Plett. They will get their certificates next week, as far as the cultural villages concern, we have received final documents and awaiting for the chosen name of the co-op, all we need now is to pay some of R265.00 for registration fees and in six to eight weeks the co-op will be finally registered. Please find attached NPO certificate for BBA.

Regards Kenneth

Started with BBA and Plett Boxing in 2013 and have supported as much as possible with regard to travel, kit, food etc for boxers

GP 4 01/01/03



**CERTIFICATE OF REGISTRATION OF  
NONPROFIT ORGANIZATION**

In terms of the Nonprofit Organisation Act, 1997, I am satisfied that  
Ministr

**Bitou Boxing Academy**

(name of the organisation)

meets the requirements for registration.

The organisation's name was entered into the register on **31 May 2016**

Registration number **171-035 NPO**

Director's signature



Department of Social  
Development



# Plett Chill Out | Cula Loxion

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Plett Chill Out and Cula Loxion are examples of an ongoing series of events which, through active financial support and mentoring, are empowering entrepreneurs to build their own businesses.

FROM NOTIFICATIONS · Edit Settings

 **Siv Events&Marketing**  
29 mins · 🌐

<http://www.plett-tourism.co.za/events/plett-chill-out/>  
Please read this beautiful article covered by sponsor Plett Tourism. See you all on the 24 September 2016  
#PlettChillOut



**24 SEP 16**

**Plett Chill Out event at Kwanokuthula Stadium Plett 24 Sep '16**

The first annual Plett Chill Out will be held in Kwanokuthula Stadium, Plettenberg Bay on 24 Sept 2016 with Destruction Boys of Uzophuza Amanzi fame.

PLETT-TOURISM.CO.ZA

Like Comment Share





# Plett Winelands





PLETT WINELANDS

# THE VINES

Move over, Stellenbosch, for a new and exciting bubbly route has surfaced and is hot on your heels. Possessing all the foundations to create tasty wines, Plettenberg Bay is in the midst of a quiet wine revolution, stamping its Garden Route footprint all over the international wine map.

Peter Thorpe is the man with a vision and is almost wholly responsible for this uprising. Having grown up on a wine farm in the Worcester area, Peter discovered a

piece of land in what is now fondly known as the Crag named after the craggy landscape, and planted his first vines, Sauvignon Blanc, on his Bramon Wine Estate in 2000. His dry brut uncorked a number of firsts – not only was it a first wine for the region, but it was also the first bubbly to be made from Sauvignon Blanc grapes and stimulated a new generation of progressive wine farmers into action.

Where Peter ventured, others followed suit and, fifteen years on, nearly 20



new wine vineyards now adorn the Plettenberg region, producing 200, 000 bottles of wine annually. Set in the valleys and hills of Harkerville in the west, the vineyards are framed by the Indian Ocean and breathtaking Tsitsikamma Mountains, providing extraordinary natural and near perfect conditions for the style of new aged wines that are changing perceptions of wine and bubbly.

"Plettenberg Bay is one of South Africa's newest Wines of Origin and the Plettenberg Bay seal is most definitely a coup for the area," says Peter. Today, the Bramon Wine Estate enjoys global recognition and has won many awards for its wines, including two golds, a Michelangelo international silver medal and a hidden Gem in Platters Wine guide for 2014. A 250-ton cellar was built on the estate in 2010, making the wine for seven other wine farms in the region and producing a variety of cultivars, including Sauvignon Blanc, Chardonnay, Pinot Noir and Rosé, along with the expanding Méthode Cap Classique varieties.

The region is often compared favourably to that of New Zealand – mainly because of the cooler summer temperature, averaging 22°C compared to 28-32°C of Stellenbosch and Paarl. "Our Sauvignon

Blanc is considered equal to the one that is produced on the Marlborough estates in New Zealand which is quite an accolade," says Patty Buttenworth of Plett Winelands.

The cool temperatures allow for a longer process of ripening and mean that the varieties currently cultivated do extremely well in this area, explains Doug Lund from Nevestead Lund Family Vineyards. "Grapes stay on the vine for longer, which leads to an extended season, meaning more flavour, greater depth and more complexity in the wines. There is also a slow ripening process, because we don't experience severe heat, which can compromise the flavour," continues Doug.

Plus, because the soils in Plett produce juice with very low pH and minimal sulphur, the wines are a healthier alternative, with a longer shelf life – especially ideal for wine lovers who are sensitive to sulphur or wines high in sugar. It also eliminates sore heads the next day, a welcome notion for every wine drinker, no doubt.

Sitting in the middle of the stunning Garden Route, Plettenberg Bay is certainly on par with any other premier tourism destination in the world. The addition of

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Media coverage has helped put the Plett Winelands firmly on the map ... industry grows through investment by wine estates ... eg Kay and Monty, Lodestone ... and new businesses such as Plett Wine Tours...





# Sasfin Plett Wine & Bubbly Festival

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The window to Plett Winelands ... and key has been getting Sasfin on board



Publication: KWAZI PLETT HERALD  
Date: 2015-10-23  
Page: 11

## Wine fest doubles attendance

**Tolente Stander**  
tolante.stander@gmail.com

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Venue: Plett Country Club  
Entry: R260 pp OR \*R360 pp  
Proceeds enter to the Sasfin Plett Wine & Bubbly Festival  
Format: Better Ball Strokeford  
Contact: Andy 072 232 6760  
More info: www.pletttourism.com



# Sasfin Plett Wine & Bubbly Festival



## Headline facts and figures

	2014	2015	Comment
Visitors	500	1000	Achieved target
Positive sentiment*		94% rate as good or excellent; 92% likely to or definitely will return	Hugely positive liking and repeat indicator
Media	R1,9m editorial value	R2,2m editorial value R60k advertising	Considerable post event publicity
Sasfin	VIP area	VIP area + Investment conference Winelands tour	Much better use by Sasfin; still significant opportunity
Visitor age profile**		Almost 50:50 split between < 50, >50	Has broad appeal > wide opportunity to grow
Visitor residential profile**		E Cape largest source outside of Plett	Strengthens view that E Cape is primary market



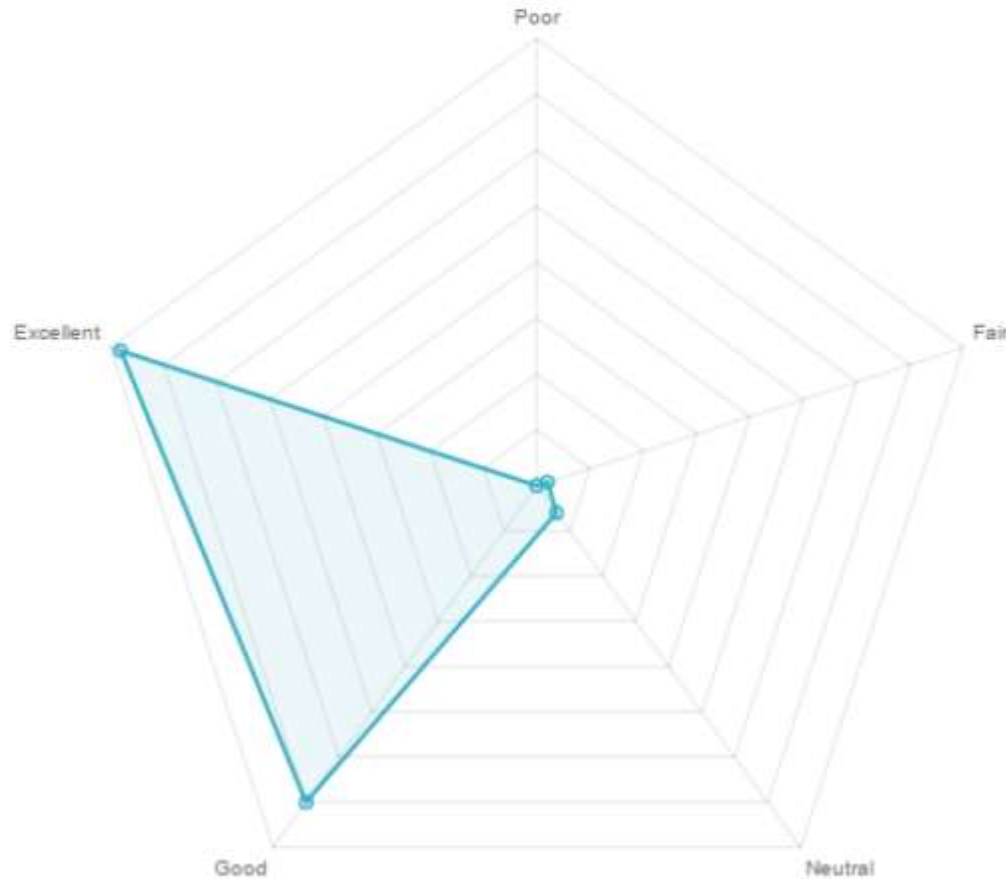
\* Questionnaire mailed to Plett Tourism data base \*\* Data ex Quicket sales



# Overall how would you rate the event?



	Poor	Fair	Neutral	Good	Excellent	Standard Deviation	Responses	Weighted Average
Your rating:	0 (0%)	1 (1.28%)	3 (3.85%)	35 (44.87%)	<b>39</b> <b>(50%)</b>	17.55	78	4.44 / 5

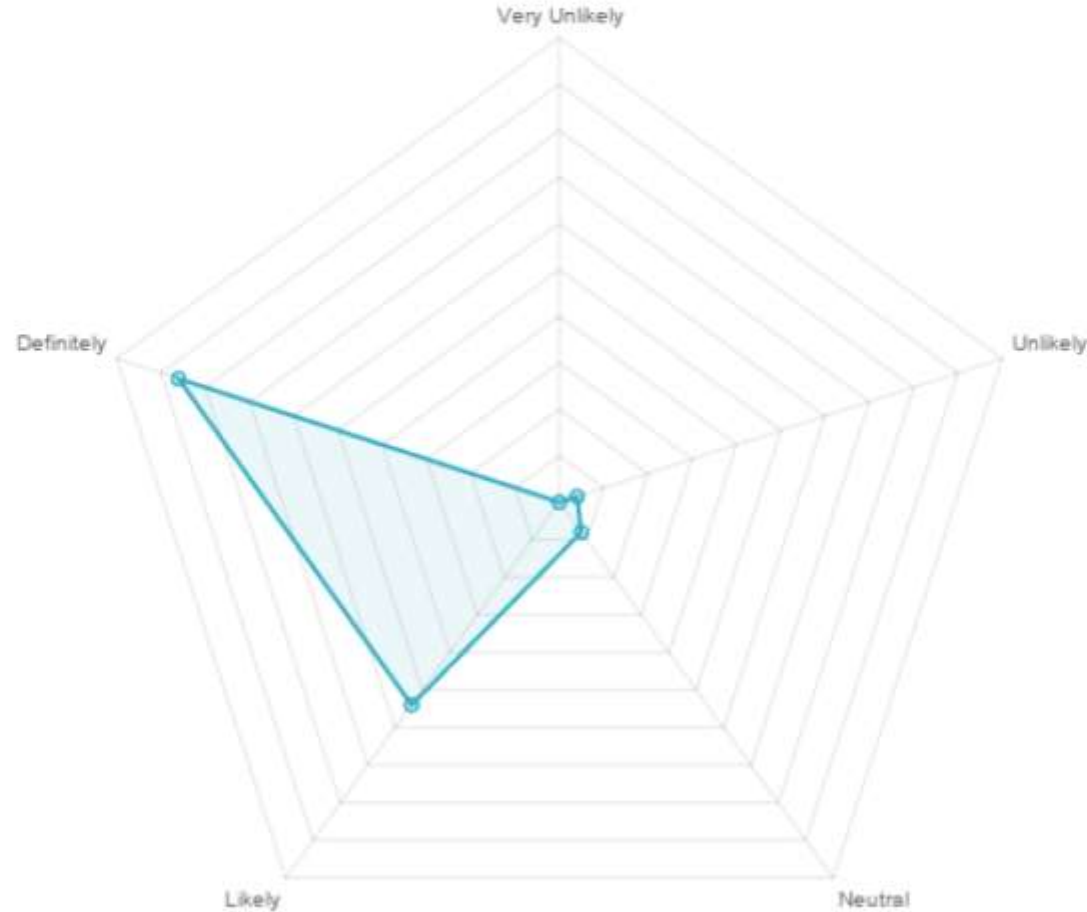


**94% rate as good or excellent**

Based on your experience at this event, how likely are you to attend future events?



	Very Unlikely	Unlikely	Neutral	Likely	Definitely	Standard Deviation	Responses	Weighted Average
Your rating:	0 (0%)	2 (2.63%)	4 (5.26%)	27 (35.53%)	43 (56.58%)	16.99	76	4.46 / 5



**92% say they are likely to, or will definitely, return**

# Plett Eco-Tourism





# Plett Eco-Tourism



- Plett Birding Route
  - The Plett Trail
- } In the slides that follow ...
- Plett Ecological Notebook
    - Ongoing content development. Content to be included in Jacana-published GR Guide Dec 2016
  - Plett Hope Spot
  - Garden Route Biosphere
    - Marketing and communication strategies
    - WC signed; with national for submission to Unesco
- } WIP/various projects





# Responsible tourism



NEWS & VIEWS 4 May 2016

## Local eco warrior rakes in yet more accolades for furthering a universal green economy

**RHIAN** Berning, Plettenberg Bay resident and founder of Eco Atlas, attended the prestigious national Eco-Logic Awards at the Table Bay Hotel on the V&A Waterfront in Cape Town to receive a merit award in the Green Economy category on April 21 - the day before international Earth Day.

She says the gala event saw everyone in attendance wearing their finest, many living up to the glamorously green dress code with creative glitz and some novel upcycled outfits.

David Parry-Davies of Enviropaedia fame introduced the evening by highlighting that often when it comes to the environment, we focus on what people shouldn't do - don't litter, don't do this, don't do that.

However, the Eco-Logic Awards are a celebration of all those eco heroes who are actively creating a positive impact by doing, by innovating and by activating.

"As always it was fantastic to get recognition for all the hard work that has gone into pioneering the Eco Atlas concept," says Rhian about this online tool that informs better lifestyle and travel choices with its unique search functionality, and aims to facilitate a grand scale movement of positive change for people and planet.

"Ultimately though, I dedicate this award to all the small and large businesses and organisations featured on Eco Atlas, who are actively employing better practices and building a thriving future for all," she says, adding that interest was recently shown to pilot Eco Atlas in Berlin, Ger-

many, which would provide "an amazing international launch pad".

More good news is that Eco Atlas plans to get more interactive with users this year by providing incentives for involvement in the online platform.

So if you write eco reviews, recommend venues or give your time to a worthy NGO, you will get rewarded for doing right by Earth and its inhabitants. Watch this space...

Rhian concludes: "I studied Environmental Science in the 90s, when it was very much a fringe choice to focus on. Now green has become not only in vogue, but people are also realising that their health is directly related to the health of the planet and the health of the food that they eat.

"I think South Africa is fast catching up with the global trends that emphasise healthy choices for both people and the ripple effects it has for the planet."

Rhian thanks Plett Tourism and CemAir for their continued support. Visit [ecoatlas.co.za](http://ecoatlas.co.za) to find out how you can vote with your wallet while making eco-friendly choices.



**GREEN IS THE NEW GREEN:** Showing off her pretty frock and apt headgear for the occasion at Cape Town's glitzy Eco-Logic gala event, Rhian Berning of Eco Atlas invites consumers to vote with their wallets in support of planet-friendly business practices

Plett Tourism adopting a Responsible Tourism charter

Consistent with the brand, and helps give direction to future developments

Document drafted by Rhian Berning

Need baseline policy from which to evaluate various environmental issues – human contact with wild animals; use of plastic in Plett; beach environmental protection and tourism etc

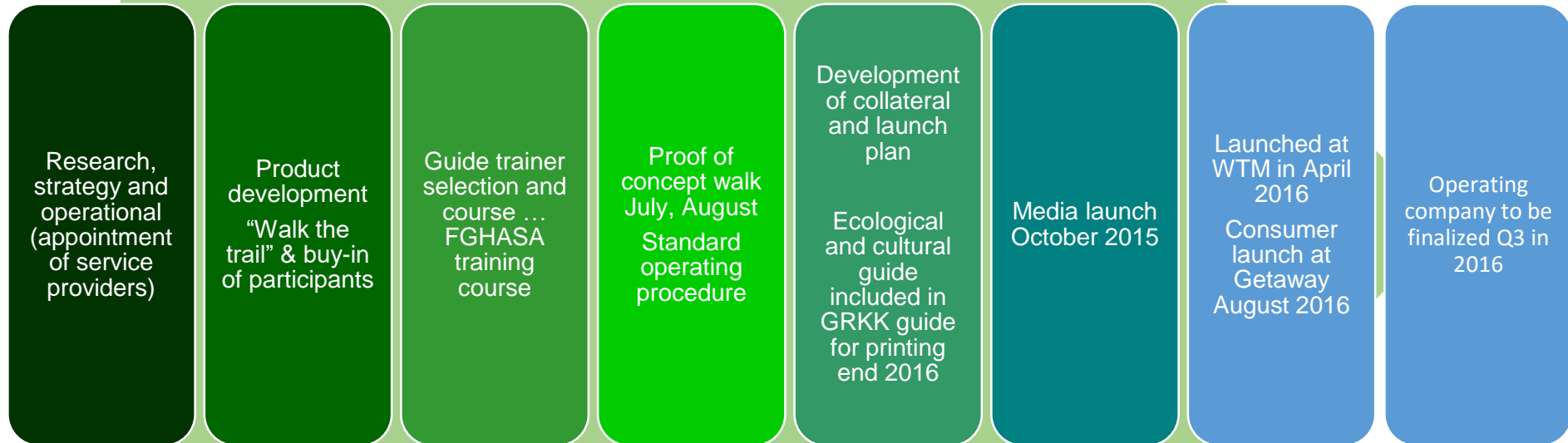


PLETT BIRD HIDE OPERATIONAL ASSESSMENT

Prepared by Plett Tourism November 2015



- In association with **Bitou Foundation** and **At The Source**
- Product strategy written
- Issues > land > EIA > finance
- Proposal with potential funder
- **Current status:** One site potentially on BM land and if so BM will lead process on development of hide





# New Plett experience launched

● **Yolandé Stander**  
yolande.grm@gmail.com

Most visitors flock to Plettenberg Bay for its golden beaches and breathtaking views, but Plett Tourism has created a new offering to introduce tourists to the area's more hidden gems.

On Thursday, October 8, Plett Tourism launched The Plett Trail – a fully guided slackpacking experience set to immerse visitors in the area's ancient wonders, rich cul-

tures, diverse ecology and birdlife, boutique wine farms and luxury accommodation.

Trail guide veteran Graham Thomson said that he had seen many magnificent trails across Africa over the years and believed that Plettenberg Bay's new offering had the potential to be among "the best".

Plett tourism has dubbed the trail a unique country adventure bringing wine farms, multi-terrain hiking, cultural and marine ecology experiences and wildlife together in a luxury slackpacking package.

Thomson said very few visitors realised that Plett was home to various significant archeological sites, including Nelson's Cave at Robberg which dates back to more than 160 000 years when a small population thrived on the Garden Route's abundance.

He added that the area was also steeped in a rich cultural history and Kranshoek was home to visionary Griqua leader Andrew Abraham Stockenström Le Fleur. He is buried in the area in 1941 and the Griqua National Heritage Monument was erected the next year to honour him and other Griqua leaders.

Julie Carlisle, involved in developing birding on Plett, said another hidden gem in the area was its diverse birdlife.

Of the 841 South African bird species, 50% are found in the area and it is home to 52 endemic species and 32 near endemics.

Thomson said that, over the past 15 years, Plett has also developed a burgeoning wine industry that includes 16 vineyards that produce more than 200 000 bottles of wine – many award-winning vintages.

Thomson said that the Plett Trail would expose visitors to all the coastal holiday town has to offer.

A typical full Plett Trail will stretch over ten



Musicians, Sounds of Joy, entertain guests at the launch of The Plett Trail at Emily Moo October 8.

days and include several activities including a visit to Nelson's Cave at Robberg, wine tasting and cellar tours at various wine estates, birding in and around Plett, cultural tours and performances, coastal walks, whale watching, forest walks, horse riding and visits to animal sanctuaries. Each day includes accommodation at various luxury establishments, breakfast, picnic lunches and supper.

It will primarily be a winter tourism product and will operate from April until November to counter the seasonality of Plett's tourism profile.

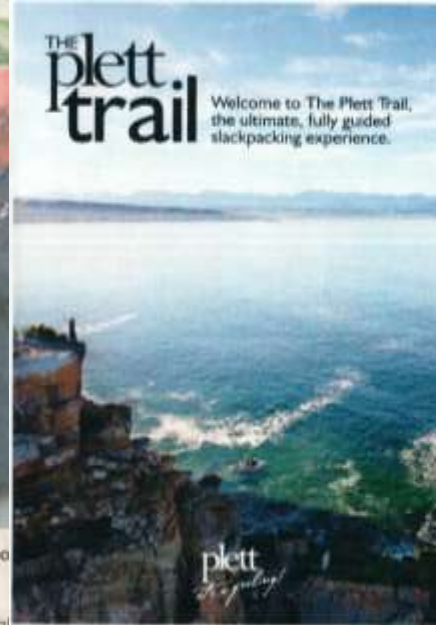
Thomson said that they had a shorter trails including a six-day 'Kranshoek experience' that will see visitors hike between Harkerville Forest and the Bitou River Wetlands in Wittedrift, or a five-day 'Craggs experience' between Keurbooms Beach and Nature's Valley to the Kurland area in the Craggs.

In addition to the longer hikes they have also introduced shorter options which will include one-day and three-day hikes

He added that the trail experiences would cost between R1 800 and R2 200 per day, all inclusive.



Trail guide veteran Graham Thomson introduces The Plett Trail at its launch on October 8.



THE plett trail





Partnership with operating company being finalized

Ongoing development of route WIP

Extremely positive media reviews point to exciting future with revenue and job creation out of high season

THE  
plett  
trail





# Plett Heritage + Culture





# Plett heritage + culture



- Plett MAD Festival – evolving as mid year anchor event
- Exploring existing events/operators eg via community work and integrate into Plett Tourism platforms
- Identify or support existing projects which have the potential to be “**breakthrough projects**” and thus significantly alter the geography of tourism
  - Kranshoek Lodge / Feasibility study prepared, submitted to WA for DRD&LR
  - The Bridge in Kranshoek / Kranshoek Museum and Coffee Shop
  - Qolweni backpackers
  - The Grand Plett Tea Party
- A (complete) History of Plett – content being finalized
- Develop heritage and culture strategy

# Plett heritage + culture



- Support Bitou Municipality ... transformational and inclusiveness is the goal

**PLETT HERITAGE FESTIVAL**

Come and join the Greater Plettenberg Bay Community in the festivities.

Be sure to join us for this special day in celebrating our rich cultural diversity and heritage.

Rich, Local Entertainment, Food Stalls, Crafts and Art Exhibitions, Entertainment for the Elderly and kids will be available.

**ENTER THE BRAAI AND POTJIE COMPETITION.**  
Do not miss this Fun Fare and Prizes to be won!!!!!!

Where: The Old Flea Market (Behind Municipal Main Office Building in town)  
Date: 24 September 2015  
Time: 12h00 - 17:00pm  
Transport will be provided – listen out for details on loudhailer the day before



# Plett MAD Festival

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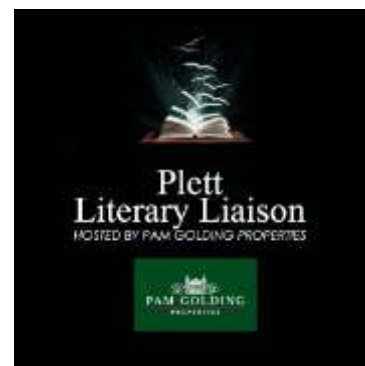


**Attendances have risen year on year.**

Publicity across events / platforms

New acts in 2016  
Included:

- Literary Liaison
- Choir evening
- Fashion event
- Warafiki





# Plett Film Food Festival



Suzelle DIY anchored 2016

Plettenberg Bay Tourism added 4 new photos.  
Published by Janet Middleton (7) · 16 hrs · 📷

Kicking off our #PlettMAD Food Film Festival with The Kitchen's Karen Dudley, actress Lika Berning, a chocolate fair & the romantic French film Les Emotifs Anonymes.



Dean Cothill  
@deancothill



Just the most magical display of chocolate here at  
[@Plett\\_Tourism](#) #plettMAD



[Travel Bug Rose](#) and 8 others  
2016/07/11, 8:06 PM from Plettenberg Bay, South Africa

0 RETWEETS 17 LIKES



Jacqui MackwayWilson @GoSocialSA  
👉👉 @deancothill @Plett\_Tourism @gotravelbug  
@Sharyn\_Hodges @scrumpyjackson @pletttube  
@JanetMiddleton1 @Karoo\_stories @LikaBerning  
#PlettMAD

14h



# Plett 24 Hour Reunion



Development of local talent a key objective of PT work ... PT has funded and supported the Plett 24 Hour Reunion fashion event, led by Mpumelelo Mvunelwa and his Free Creatives company.

Post festival sustainable work opportunities are already being assessed.

The integration of fashion in other PT projects will be pursued.

The project has engendered positive reactions from across the Plett community, as well as an opportunity to develop via Minister Winde and Fashion Council



# Plett 24 Hour Reunion



Muziwela Muziwela with Lynne Calvert and 4 others  
Yesterday at 8:57am · @  
#PlettCreatives #Plett24HOURREUNION Fashion Arts Expo 2016 planning stages done  
grooming



Alan Winde  
@alanwinde

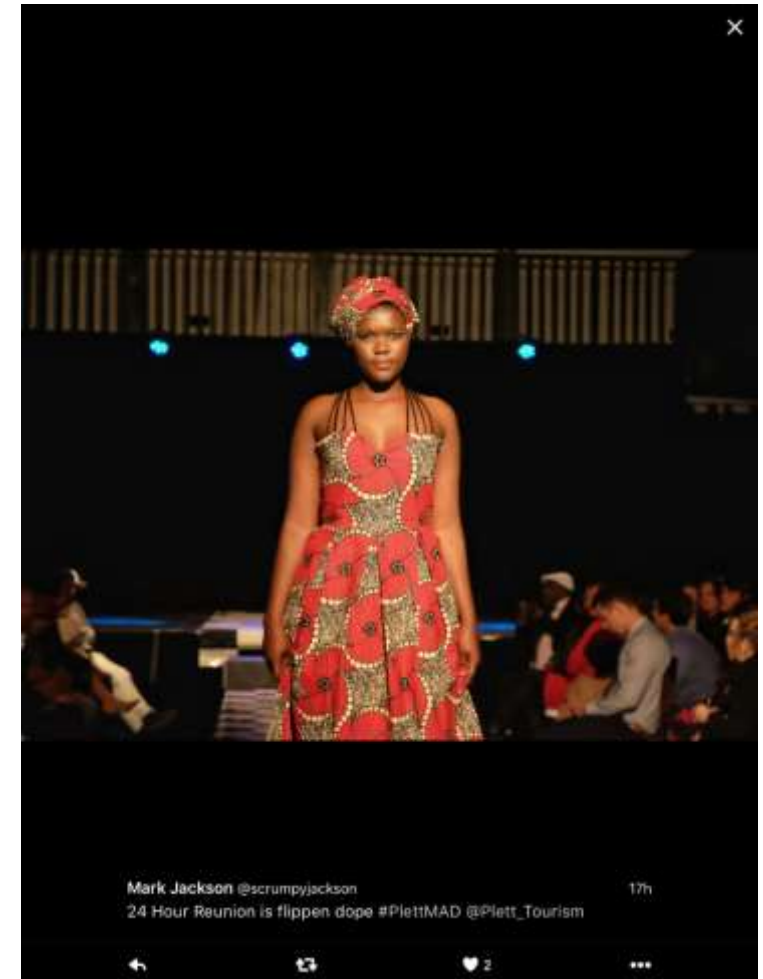
@Plett\_Tourism



2016/07/02, 8:14 PM



Mark Jackson @scrumpyjackson 17h  
24 Hour Reunion is flippen dope #PlettMAD @Plett\_Tourism



Mark Jackson @scrumpyjackson 17h  
24 Hour Reunion is flippen dope #PlettMAD @Plett\_Tourism



# Plett 24 Hour Reunion



# Warafiki Sunday Groove



Plett band Groov-in played at Warafiki Tshisha Nyama in Kwanokuthula as part of Plett MAD 2016. The success of the project will lead to more frequent interventions in the future.



Brendon Morris @pletttube

1m

@Plett\_Tourism Peter Wallington addresses audience at Warafiki Groove Kwanokuthula during #PlettMAD @scrumpyjackson



# Raising the roof > Plett choirs



Local event company **Born2Shine** gathered three of Plett's top choirs for an unforgettable night at Piesang Valley Hall. The Full Gospel Choirs from KwanaKothula, alongside The Plett Singers, were led by Siphso Godoma, Vuyolwethu Vice, Jill Kirkland and Joan van Schoor.





# Plett Adventure & Sport





# Positioning through media

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# Cycling

- Aligned with Wesgro
  - **Cross Cape Cycle** - CA to PB cycling route (Working committee formed via GRKK, includes cycle reps)
- Plett MTB Trails and races (for 2016)
  - Dr Evil Classic
  - **MTO Tour de Plett / Kwano Cycle Academy**
    - PT's major sponsorship in 2015; no budget in 2016
  - Pennypinchers Adventure Weekend
- Garden Route MTB Trail Pass
  - On PT website, provides easy to use guide for cyclists





# Expedition Africa

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*it's a feeling!*



 Plett Tourism @Plett\_Tourism 31m  
You never know who you'll meet on #ExpAfrica! Our #Plett Tourism chairman meeting @plettadventure on the road...



You and 4 others



The value of global media coverage, targeting a key market, was huge! A sample of stats in the pages that follow... Plett included in this Knysna initiated event demonstrated value of cooperation – over 2m reached on FB!





# Expedition Africa

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*it's a feeling!*





# Plett Summer





# plett SUMMER TIMES

PLETT SUMMER FESTIVAL

DECEMBER 2015 / JANUARY 2016

WWW.PLETTTOURISM.COM



## Plettenberg Bay Tourism

Published by Janet Middleton (7) · Yesterday at 8:13am · 🌐

Plett News this week: some fun summer events including Sabrina Love Foundation Ocean Challenge, Saasa.org.za's Birds of Eden turns 10, our TripAdvisor award & more...

<http://pletttourism.cmail19.com/ti-e-iruykud-gtyhujhi-dk/>



### #106 | Sabrina Love turns Plett pink this Summer

One of Plett's favourite summer events is the annual Sabrina Love Ocean Challenge. This annual fundraiser brings out the sun in sunshine and the beautiful seaside town of Plettenberg Bay is wrapped in warm and welcoming shades of...



**Plettenberg Bay Tourism**  
Published by Janet Middleton (7) · November 28 at 1:52pm · 🌐

Here's your chance to WIN a special prize for the Republic of Ezo! 🇨🇵

1. Comment on the post below by giving us the reasons why you make an excellent candidate for the Republic of Ezo! 🇨🇵

2. Share the post to either Twitter or Facebook, using the tag - "Get elected to the Republic of Ezo - See How"

👍 Top Photo 📍 Add Location 🗨️ Add

User Comment: What

👤 Karen Hendrix, Sinead O'Leary, Christy...  
👤 Tasha

👤 Plettenberg Bay Tourism has shared your photo. 📷

👤 Who's Next? When do we find out who's next?

👤 Special offer for the week! 📅



## Plettenberg Bay Tourism

Published by Janet Middleton (7) · November 30 at 2:56pm · 🌐

Movie Night on Lookout Beach! #PlettSummer fun on 20th December with ShowMax Summer. #plettitsafeeling [http://www.plett-tourism.co.za/.../showmax-summer-cinema-nig...](http://www.plett-tourism.co.za/.../showmax-summer-cinema-nig.../)



### ShowMax Summer Cinema Night in Plett PS I Love You



## Plettenberg Bay Tourism added 2 new photos

Published by Janet Middleton (7) · November 28 at 1:52pm · 🌐

#PlettRage2015 is officially launched! Welcome to #Plett, Ragers - we hope you have a great time! Last night saw thousands of students partying with Desmond & the Tutus at VIP Superclub #PlettSummer #Plettitsafeeling



191 people reached

Boost Post









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it's a feeling!



[#Plettitsafeeling](#) Eventing was seen for the first time in Plettenberg Bay at [Kurland Hotel](#) over the weekend. Brave horsemen & women & magnificent horses! Just another reason to get to [#Plett](#) whatever the time of year! Thanks to [Rob Smith Photography](#)



Rob Smith Photography

# NYE | 2015



		Revenue	Expenditure
Activations		139,000-00	
Mayor's Fund		50,000-00	
Plett Tourism		14,200-00	
Stage hire, fireworks etc	Garden Route Stretch Tents (Khoek)*		57,180-00
Logistics /	PT o/t; Bambanani		5,500-00
Lights etc	Mjilo		35,500-00
Artists	See next slide		85,300-00
Videographer	Julius Mwale**, asst Siya Zabo (Kwano)		8,000-00
Collateral			8,470-00
Sundries			3,250-00
Total		203,200-00	203,200-00

\* All suppliers but Kwikspar are local PDI businesses, bar PDI sound business ex CT

\*\* Julius Mwale : trainee from Ikasie Media FILM mentor programme, now has a CT agent



	31 December		1 January
18h00	Coast to Coast*	11h00	Body Builders Trevor Lonwabo
20h00	DJ Mervey Animation Crew	11h00	DJ Casper
20h45	Gospel Mr Godoma	12h00	DJ Zak**
21h00	Mad Brad** Real Sulpture	13h00	G-Prez
21h45	Zafie	14h00	TK & Homie
22h15	DJ Chappa Andre	14h30	Nicottee
23h00	King	15h00	Xplosion Crew
23h30	Mjilo	15h30	G Brothers Chumani
		16h00	King
		16h30	Mjilo Millah Epic



\*All artists local PDI – Kurland, New Horizon, Green Valley, Kranshoek, Bossiesgif and Kwano, except \*\*





# Building on success



- Closer alignment with Bitou Municipality
  - Vision, strategy and operationally – what is success? What is failure?
  - Mandate ex Mayor Lobese and Deputy Mayor Wildeman:
    - Continue with destination marketing
    - Conceptualize opportunities in PDI areas (eg Kwano Tourism Route) and engage with LED re development and financing; PT to focus on marketing new opportunities and developing visible tourism activity in PDI areas
    - Existing development projects will be resubmitted/submitted to LED (see PT submission to LED – contains a wish list of projects)
- Certainty about PT future – for people and partnerships and investment
  - Uncertainty around future of PT undermines medium-long term planning, skills retention and attraction
  - Future resolved following review by Council / other stakeholders re in-house department v external model
- Strengthen and transform team
  - On hold pending finalization of PT future

# Building on success



- Closer alignment with PAA – explore mandate ex PAA agm for closer integration and for PAA “to be the sole official representative of the Accommodation sector”... based on certain guarantees...
- Resolve data issues ... tourism industry, consumer insights
  - PT written to Min Winde and WCEDF re methodology used in data collection so tourism is more accurately measured
  - Need to work with BM and businesses to develop local measurement report
- Refresh creative / messaging (three year review)
- Continue to grow festivals and events and out of season experiences
  - Develop campaigns (accommodation, CEMAIR, activities etc)
- Leverage regional/neighbor events/projects (*GRKK App, Cross Cape Cycle, Expedition Africa*)
- Continue to improve visibility across all channels



# Building on success

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WINE &  
SPOBBLY  
festival





# Tourism and IDP



ISSUE	No.	DESCRIPTION	Projected cost over three years	YEAR 1	YEAR 2	YEAR 3
		products from Kwa-Nokuthula etc) in Melville Centre (business plan, financial support;	R720,000.00	R360,000.00	R240,000.00	R120,000.00
	84.	<b>Signal Hill</b> Develop environmentally appropriate concept for Signal Hill, to include botanical gardens, coffee shop / restaurant	R800,000.00	R100,000.00	R100,000.00	R600,000.00
	85.	<b>Plett Birding Route</b> Development of <u>four bird hides</u> as iconic features of Plett Birding Route; and ongoing maintenance of the hides and management of the route; assess and develop walking space and parking space along Wittedrift Road for public access to Plett Birding Route	R600,000.00 (construction)  R300,000.00 (management)	R300,000.00  R100,000.00	R300,000.00  R100,000.00	0  R100,000.00
	86.	<b>The Plett Trail</b> Media relaunch of The Plett Trail; ongoing trade support and to put in place a management and booking system; fund further training for 12 guides	R500,000.00	R500,000.00		
	87.	<b>Plett Cycling</b> Development and launch of The Plett Cycling Route, to include all MTB trails, races etc and to development of new trails and integration into CT to Plett project and develop cycle friendly routing including signage etc	R300,000.00	R100,000.00	R100,000.00	R100,000.00
	88.	<b>Plett Heritage + Culture</b> Development and launch of Plett Culture + Heritage Season, to include festivals and events in each of the community geographies in greater Plettenberg Bay	R200,000.00	R200,000.00		
	89.	<b>The Bridge in Kranshoek</b> Feasibility study to assess financial, environmental and other feasibility of interpretive centre, conference facility and hotel	R750,000.00	R750,000.00		
	90.	<b>Kranshoek Museum</b>	R3,000,000.00	200,000.00	1,200,000.00	1,600,000.00
	91.	<b>Kranshoek Lodge</b>				



# Tourism and the IDP



ISSUE	No.	DESCRIPTION	Projected cost over three years	YEAR 1	YEAR 2	YEAR 3
	92.	Design, content development, editing and publication of THE PEOPLE AND PLACES OF PLETT, a history of Plett which integrates the diversity of the town	R200,000.00	R200,000.00		
	93.	<b>Entertainment hub</b> Feasibility study and business plan				
	94.	<b>Golweni Backpackers</b> Production of promotional material and ongoing marketing support	R300,000.00	R150,000.00	R75,000.00	R75,000.00
	95.	<b>Kwano craft centre</b> Cultural centre + restaurant + craft centre in KwanoKuthula				
	96.	<b>Plett Fashion Design and Manufacturing Hub</b> Feasibility study and business plan	R200,000.00	R200,000.00		
	97.	<b>CBD revival plan</b> Feasibility study on reviving CBD including redevelopment of municipal offices into a conference facility and hotel	R500,000.00	R250,000.00	R250,000.00	
	98.	<b>Plett Marina</b> Feasibility study for a marina which is appropriate and relevant to Plett's tourism needs and brand strategy	R250,000.00	R250,000.00		
Strategy Planning	+ 99.	<b>Festival / entertainment location</b> Feasibility study to assess a permanent festival and entertainment location eg Denron facility, Kwano stadium etc	R120,000.00	R120,000.00		
	100.	<b>Tourism office</b> Move tourism office to Nedbank space; secure lease for gazebo on Main Street at front of Melville Corner	R100,000.00	R100,000.00		
	101.	<b>Data collection and analysis</b>	R330,000.00	R100,000.00	R110,000.00	R120,000.00

# Tourism and the IDP



ISSUE	No.	DESCRIPTION	Projected cost over three years	YEAR 1	YEAR 2	YEAR 3
		<ul style="list-style-type: none"> <li>Establish branded community to track tourist (customer) perceptions, needs and dislikes</li> <li>Develop and implement third party research programme to provide detailed ongoing data on local occupancy, tourism spend, markets etc</li> </ul>	R330,000.00	R100,000.00	R110,000.00	R120,000.00
	102.					
Festival and events	103.	<b>The Grand Plett Tea Party</b> Develop and launch The Grand Plett Tea Party in Kranshoek	R750,000.00	R250,000.00	R250,000.00	R250,000.00
	104.	<b>Plett MAD</b> Invest in Plett MAD to take quantum leap and attract 3,000 visitors within 3 years; to secure headline music, drama and art performers	R3,000,000.00	R1,000,000.00	R1,000,000.00	R1,000,000.00
	105.	<b>Tour de Plett</b> Marketing and logistics support to create premier event which attracts 1,000 entrants	R1,000,000.00	R300,000.00	R325,000.00	R375,000.00
	106.	<b>Sasfin Plett Wine &amp; Bubbly Festival</b> Invest in intensive marketing and communication programme to take visitors to 4,000	R1,000,000.00	R300,000.00	R350,000.00	R350,000.00
	107.	<b>Plett NYE Celebration</b> Feasibility study and plan for NYE celebration and funding of event	R750,000.00	R250,000.00	R250,000.00	R250,000.00
	108.	<b>Great Plett River Braai</b> Concept development and implementation in 2017	R900,000.00	R300,000.00	R300,000.00	R300,000.00
	109.	<b>Plett Easter Festival</b> Review existing Easter holiday programme and develop anchor event	R900,000.00	R400,000.00	R300,000.00	R200,000.00
Branding and media	110.	Construct "Plett It's a feeling" signage along N2 with panel for event advertising	BM			



# Tourism and the IDP



ISSUE	No.	DESCRIPTION	Projected cost over three years	YEAR 1	YEAR 2	YEAR 3
	111.	"What's on" sign in CBD	R100,000.00	R100,000.00		
	112.	"Dine with Plett" tv series	R400,000.00	R400,000.00		
	113.	<b>Accelerated media and social media campaign</b> Develop 2 <sup>nd</sup> generation strategy for SA and strategy for global campaign; hiring of resource (media/social media agency)	R2,000,000.00	R600,000.00	R680,000.00	R720,000.00