

plett
it's a feeling!

PLETT TOURISM
Five years // 2013 – 2018



This is what we do



We sell Plett to different people: tourists, tour operators, media, social media, government agencies – in different ways.

With one objective: to bring more people to Plett.

So they **spend more money.**

And **we create more jobs** – and a better life for our people.

A high level review



- Tourism and the Plett economy... and why destination management and marketing is so important
- What we set out to do (strategy)
- What we did: a snapshot (and how transformation is embedded in our work)
 - The brand and visibility
 - Experience and product development
 - Community tourism development
 - Community outreach
- An empowerment and transformation scorecard
 - An example: 24 Hour Reunion
- The road ahead
- Thanks

Strategy



WHAT WE WANT TO DO:

Grow tourism / address seasonality

- To be a **premium** leisure and adventure destination

Manage our destination

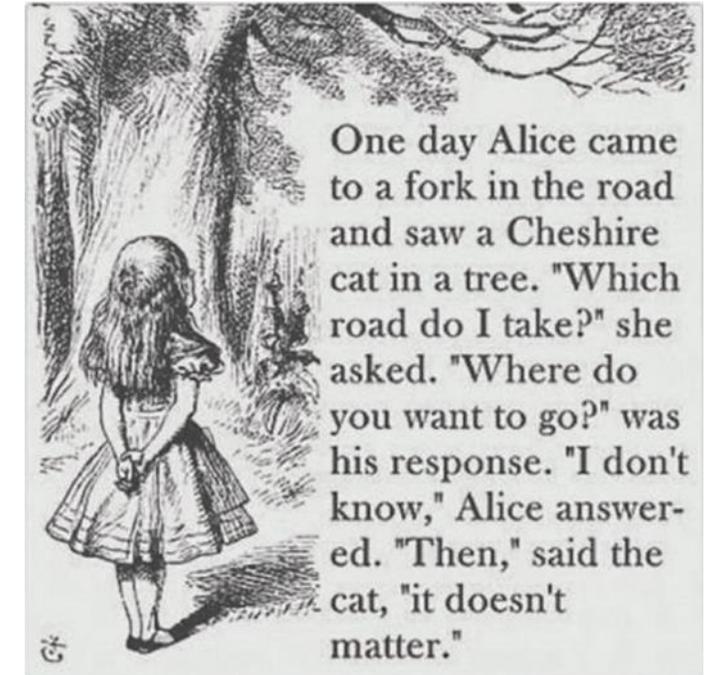
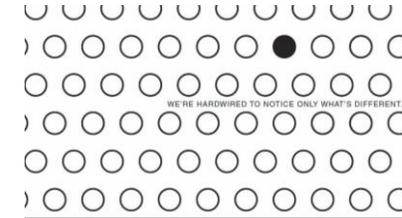
- Protect and harness our **built** and **natural environment** (ocean, sky, fauna, flora)

Create employment

- Build an **inclusive / transformed economy** which provides opportunity to all (align stakeholders > Brand Plett)

HOW WE ARE DOING IT?

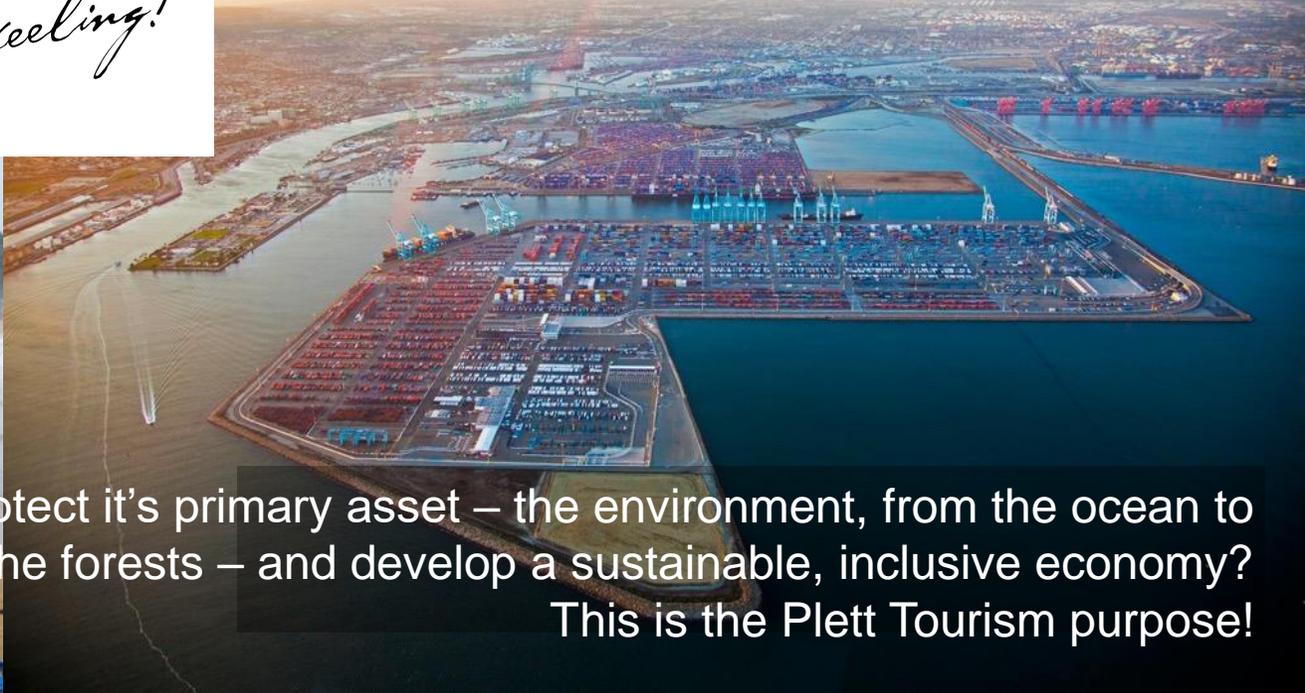
- (1) Brand positioning (2) > visibility with markets and stakeholders (3) > experience / product development (4) develop community tourism and (5) community outreach



Clear. Credible. Certain. Consistent

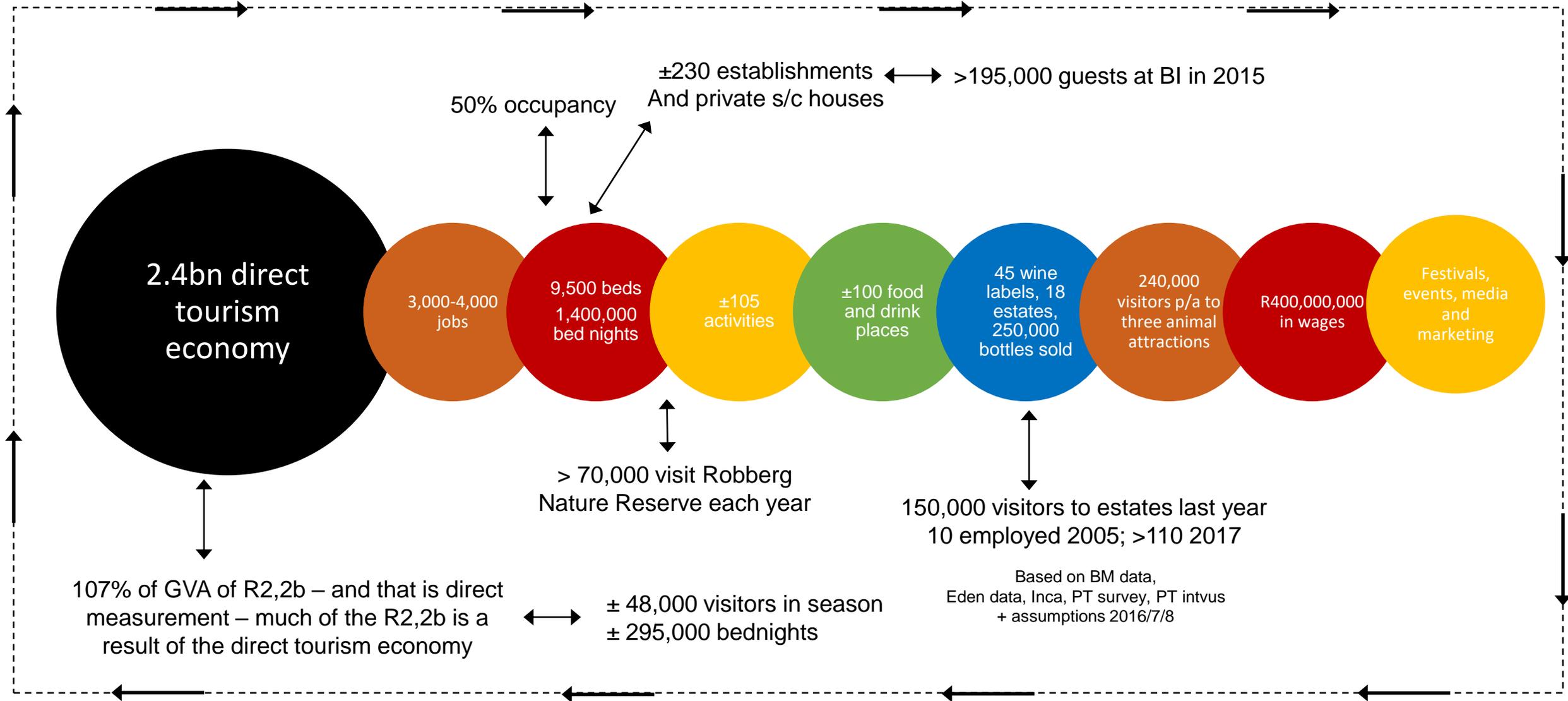


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Does Plett build on it's strengths, protect it's primary asset – the environment, from the ocean to the beaches to the forests – and develop a sustainable, inclusive economy?
This is the Plett Tourism purpose!

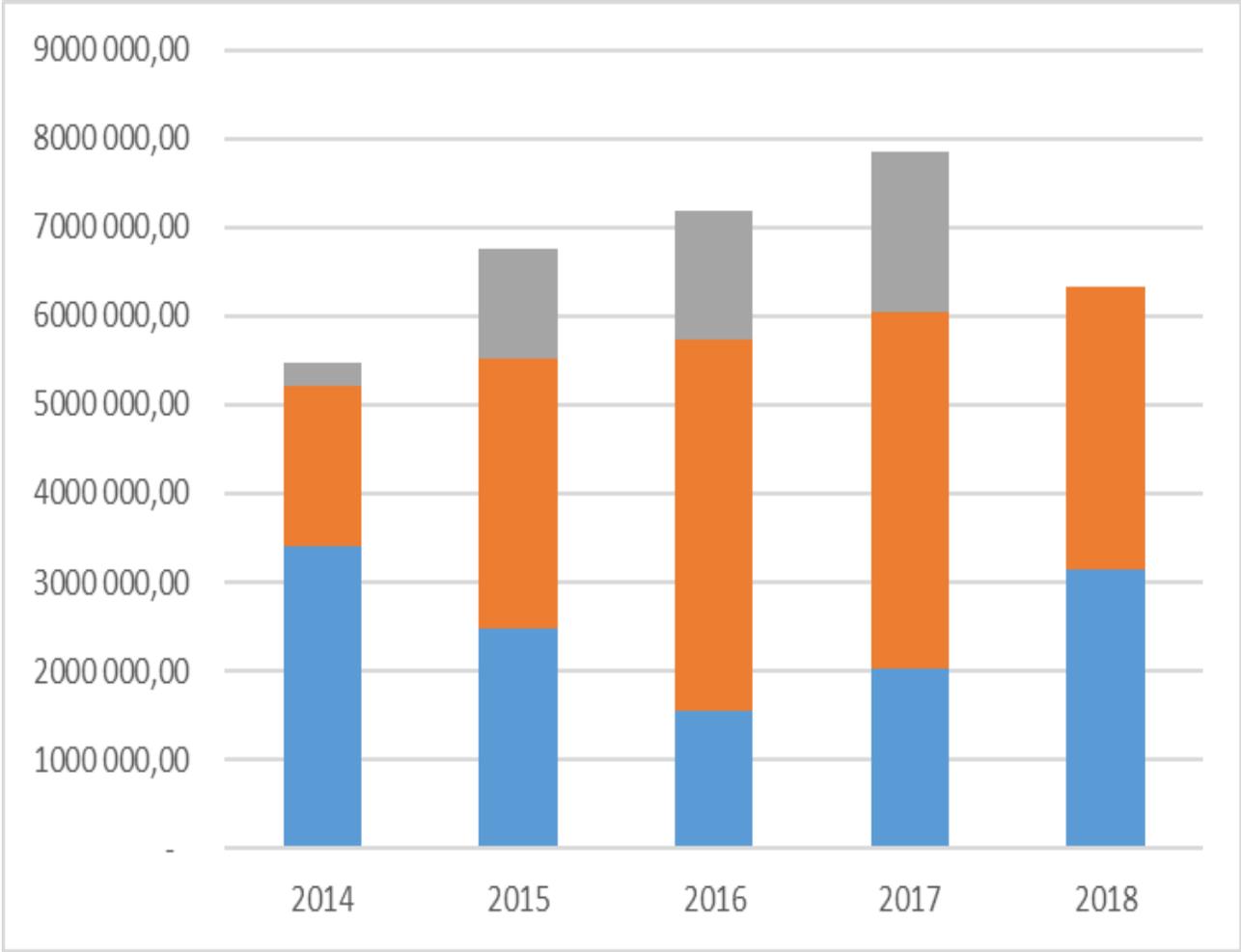
Tourism economic indicators



Tourism value chain



Finance



Revenue 2016/7	5,777,000
Bitou	4,000,000
Other	1,777,000

	Baseline	5% p/a >	Actual	Variance
2010-2011	4 500 000,00			
2011-2012	225 000,00	4 725 000,00		
2012-2013	236 250,00	4 961 250,00		
2013-2014	248 062,50	5 209 312,50	1 800 000,00	- 3 409 312,50
2014-2015	260 465,63	5 469 778,13	3 000 000,00	- 2 469 778,13
2015-2016	273 488,91	5 743 267,03	4 200 000,00	- 1 543 267,03
2016-2017	287 163,35	6 030 430,38	4 000 000,00	- 2 030 430,38
2017-2018	301 521,52	6 331 951,90	3 200 000,00	- 3 131 951,90
2018-2019	316 597,60	6 648 549,50		

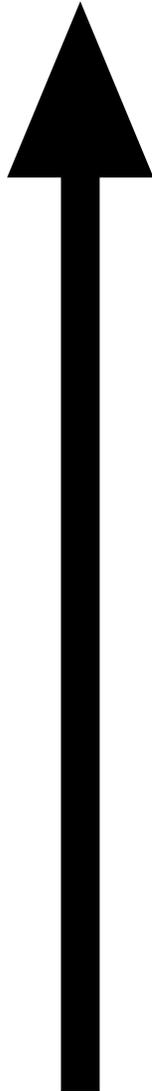
2010 base R4,5m + 5% pa; Bitou grant; PT raised funding

Brand

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Visibility



Fans up by 500% - from 2,000 – 11,000



Fans up by 900% - from 420 – 4,500



0 – 4,530 fans



0 – 22,000 views

TRADE & TRAVEL

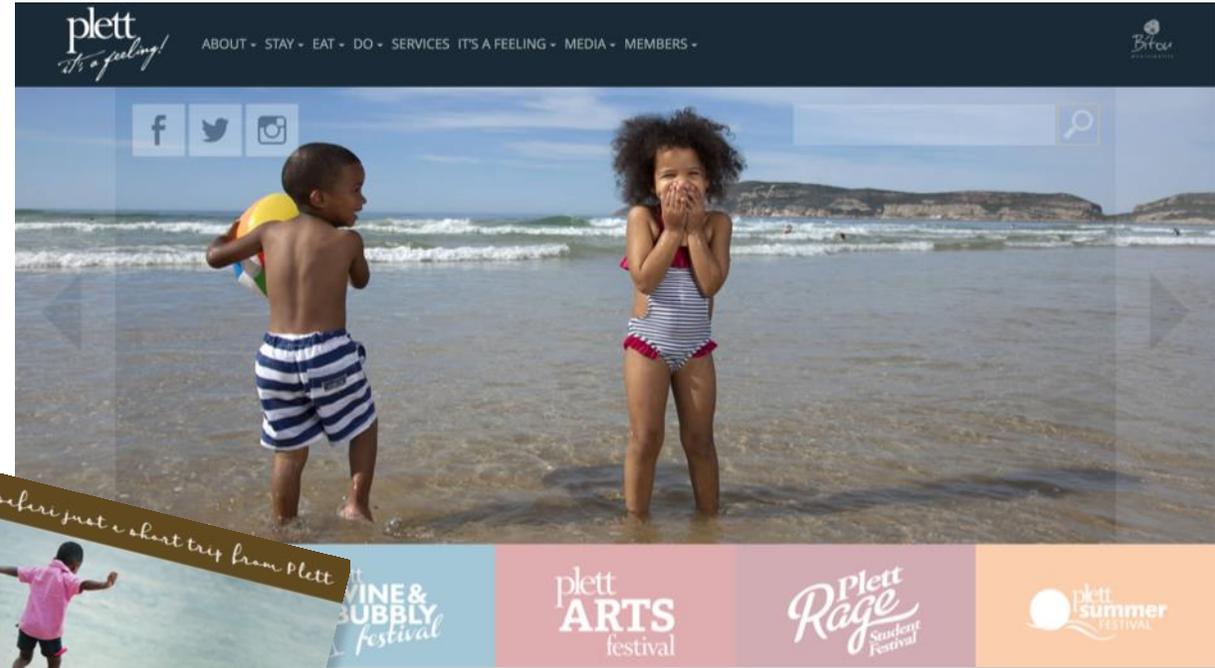
Working relationships with WC government, Wesgro, SCEP, GRKK and Knysna.

GRKK App & Cape Coast Cycle Route

Attended Indaba, WTM to support TPT, Getaway, wine shows

Engagement with ± 4000 tour operators

Supported tour operator educationals with exposure to Plett tourism businesses



WEBSITE: from 150 visitors per day to 630 visitors per day.

NEWSLETTER: 170 newsletters issued to direct database of 3800.

Visibility



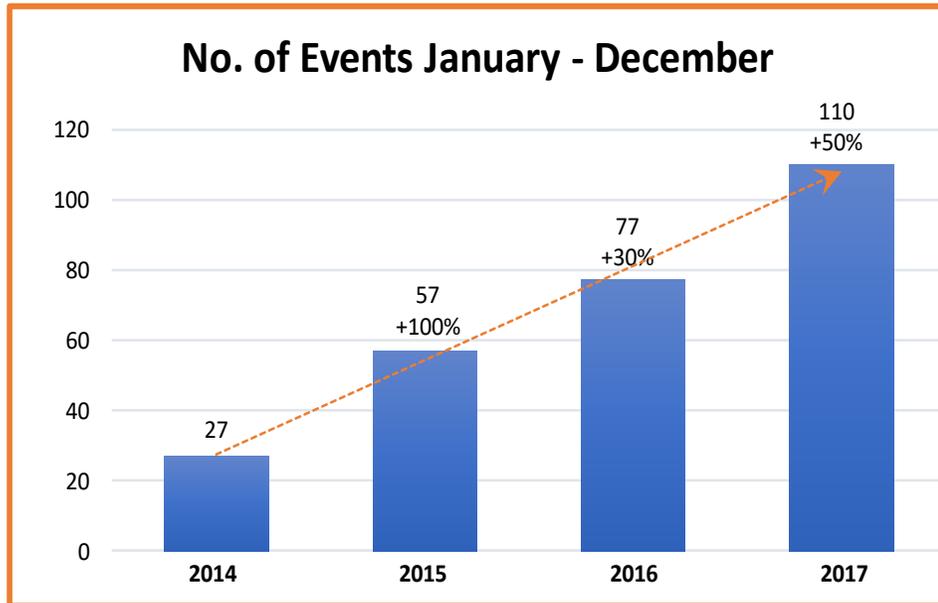
Wandisile's Plett

A blog by Wandisile Sebezo

Soweto Derby revives locals' love for soccer



Saturday the 29th of July saw the clashing of two South African soccer giants- Orlando Pirates vs. Kaizer Chiefs, to what we have come to know as the "Soweto Derby". It's an event that is never missed by soccer loving South Africans across the country. And locals in Kwano were part of that soccer fever when Schoolboys Jazz Café closed the main street in Kwano for few hours while watching this clash of the titans.



Product development

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PLETT SUMMER FESTIVAL



PLETT WINE & BUBBLY FESTIVAL



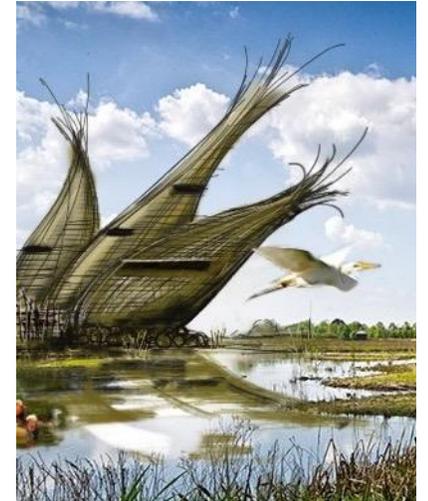
PLETT ARTS FESTIVAL



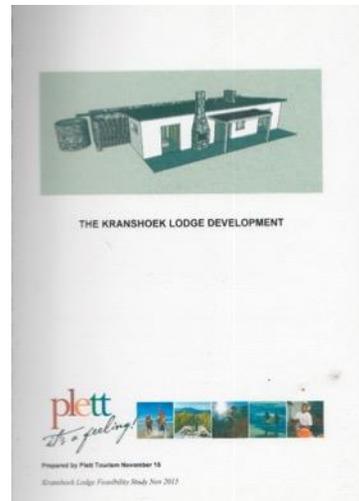
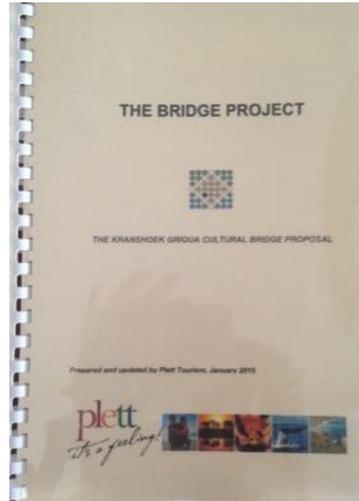
THE PLETT TRAIL



THE PLETT BIRDING ROUTE



Product development



We can expand the tourist footprint. In a few years, the Plett Winelands has become a top 3 attraction. We can do the same elsewhere.



Community tourism development

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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



IKASI MEDIA
February 5 · 🌐

<http://www.plett-tourism.co.za/auditions-showville-season-2-in-plett-in-february>

Proud that we can place our learners on the production of this great show coming to Plett and Mossel Bay! Okuhle Media - Makers of Great Things Plettenberg Bay Tourism

Auditions for Showville Season 2 in Plett in February

Showville is South Africa's small town talent show... and it's coming to Plett on the 19th Feb 2018 - Auditions at Piesang Valley Community Hall 19 Feb.

PLETT-TOURISM.CO.ZA

Like Comment Share



SIV EVENTS & MAJIRI PRESENTS

Beifa Five

R60 R40 IN plett
AT THE DOOR

DJ TIFU JANJA | REBEL RIZE | DJ EPIC | DJ ABO | DJ CHINA | DJ WARRA
DJ MJILLO | TURNUP@12 | DJ XOLISA | DJ SIV | DJ LUCKY

VENUE
KWANOKUTHULA STADIUM
EMPTY COOLER BOXES ALLOWED
BAR SERVICE AVAILABLE

SATURDAY, SEPTEMBER 30, 2017
15:00 - TILL LATE

Hda Computicket CASTLE LITE plett

NOT FOR SALE TO PERSONS UNDER THE AGE OF 18 | FOR MORE INFO CONTACT: SFAU | 079 754 1487 | ANO&E | 079 611 4199

KRANSHOEK · PLETTENBERG BAY · SOUTH AFRICA



People of the Mist

the Griqua Community of Kranshoek, the Griqua Historical Cultural Tour & Jakkalskraal Chalets accommodation




Community outreach

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Diza Amahlebo shared her photo.
Thursday at 10:23 AM · 🌐

We started this with Plett Tourism advert on the back page. Thank you very much to Peter Wellington and his team for believing in our idea of starting a community newspaper as he advertised in first publication. If it wasn't for him, we wouldn't be able to showcase what we can produce to other businesses. You are the reason why we are able to tell stories of our townships.

Diza Amahlebo
Thursday at 9:22 AM · Bitou · 🌐



BUILDING ONE PLETT ECONOMY.

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**

DATE: 16 APRIL 2016.
VENUE: KWANOKUTHIULA STADIUM.
TIME: 09h00 - 17h00.

FOR MORE INFOR:
072 5439 502



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More
than
100
projects



BBA

**BITOU
BOXING ACADEMY**



Transformation

- **Developing Plett Tourism people / Internships / Training courses**
- Transformation in **story telling and brand building**
- Transformation through **product and experience development**
- Transformation through **partnering with PDI entrepreneurs**
- Transformation through **supporting community projects**



Every single morning you have a chance to make that change and be the person you want to be!

#Tour_guide

#Nature_conservation&awareness

#WeDoTourism

Plettenberg Bay Tourism

Robberg Nature Reserve - Plettenberg Bay



Plett 24 Hour Reunion

The potential of true empowerment and transformation

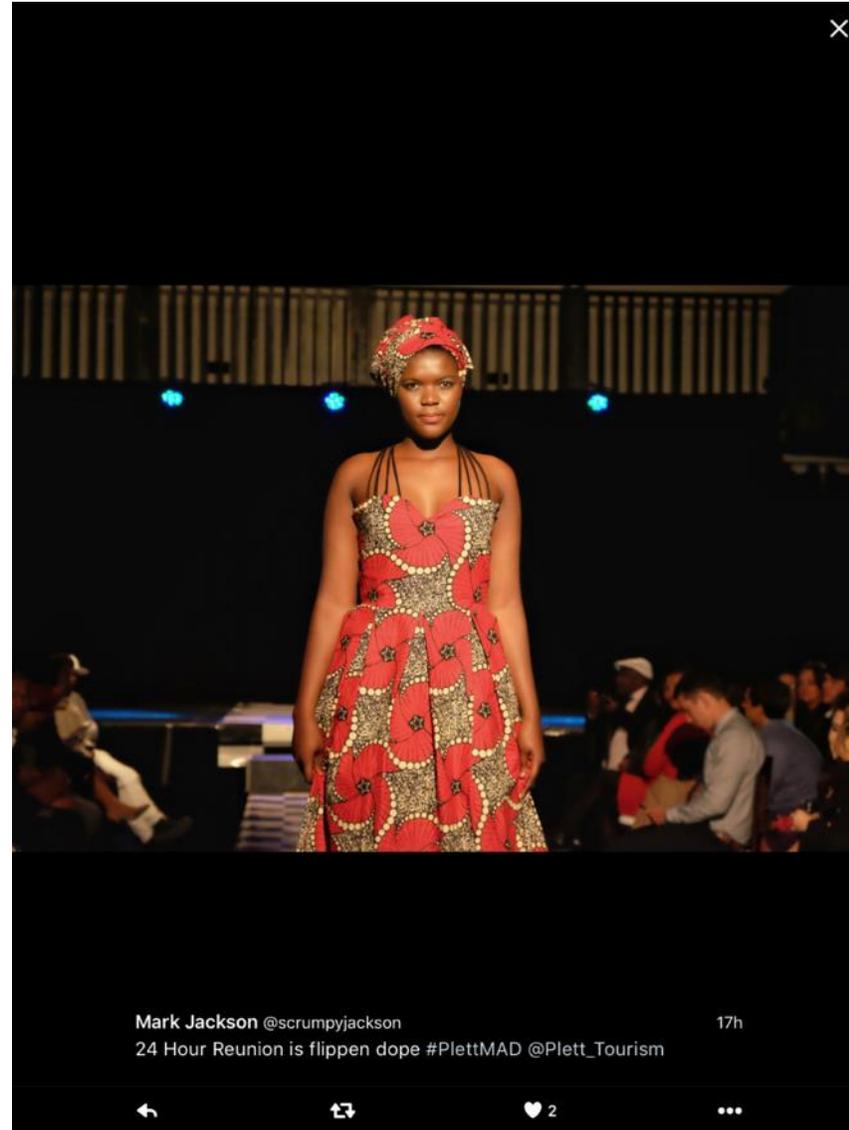


Plett 24 Hour Reunion

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2016/07/02, 8:14 PM



Mark Jackson @scrumpyjackson
24 Hour Reunion is flippen dope #PlettMAD @Plett_Tourism



Mpumelelo Mvunelwa with Lynne Calvert and 4 others.
Yesterday at 6:27am ·
#FriCreatives #plett24HREUNION Fashion Arts Expo 2016 planning stages done .
goodmorning

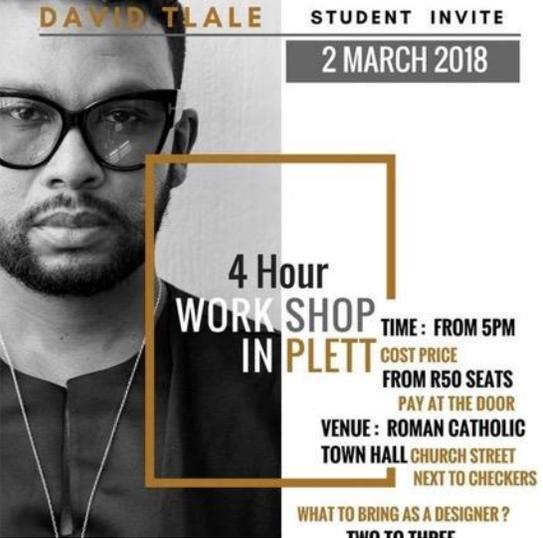
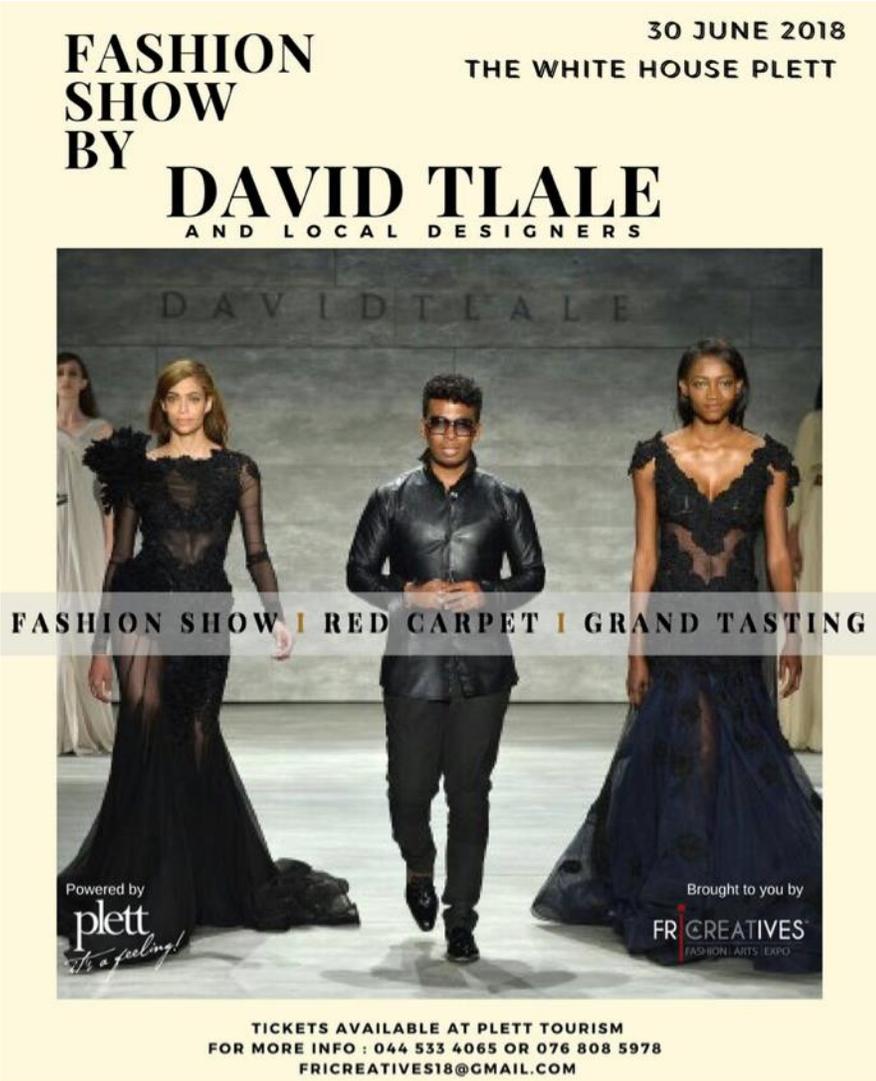
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24 HOUR
SUMMER
REUNION
FASHION ARTS EXPO

Development of local talent a key objective of PT work ... PT has partially funded and supported Fricreatives and Mpumelelo Mvunelwa ...

1. The 24 Hour Reunion, Plett MAD Festival, 2016
2. The 24 Hour Summer Reunion, Plett Summer 2016
3. The 24 Hour Reunion, Plett MAD Festival, 2017
4. FriCreatives and David Tlale, Dec 2017
5. FriCreatives and David Tlale workshop March 2018
6. FriCreatives and David Tlale in June 2018
7. PT submission to Minster Alan Winde
8. Pop up shop in December with David Tlale's and local designs – empowering CMTs, designers, accessory designers, models

Why fashion?: Brand fit. Publicity (visibility) value. Attracts visitors. Creates employment. Learning experience. Creates other business opportunities.

Building with David Tlale



What media, tourists and other towns say...



Plett seen as “best practice” ... commendations and fact finding from Wesgro, GRKK, Gauteng, Gansbaai, Knysna, Swartland

David Tlale @Tlale_large Following

Thank you @Plett_Tourism @Vilacqua29 #madeinsouthafrica @proudlysa @Plettenberg Bay [instagram.com/p/BcOz2I5nP9I/](https://www.instagram.com/p/BcOz2I5nP9I/)

9:17 AM · 3 Dec 2017

1 Retweet 2 Likes

Tweet your reply

Plett Tourism @Plett_Tourism · 3 Dec 2017
Replying to @Tlale_large @Vilacqua29 @ProudlySA
Thank you for joining us at #plett24houreunion Hope to see you again soon!
#plettitsafeeling

Busi @Busi_Kova · 3 Dec 2017
Replying to @Tlale_large @Plett_Tourism and 2 others

Slyso @Slyso

Thank you @pletttourism for outstanding hospitality. You lead my list of family orientated holiday destinations in SA.
#slysofamilybonds



“Just a note of appreciation for the support that we enjoy from Plett Tourism. Since the very start of StreetSmart SA in Plett we have received generous support from Plett Tourism. Whether it is spreading the word about StreetSmart, maintaining relationships, recruiting partners and coordination of our activities locally, we have and continue to enjoy the most generative and abundant relationship with Plett Tourism. With gratitude and excitement for this continued relationship,”
Melanie Burke (Chairman: StreetSmart SA)

Sue Whitehead ▶ Plettenberg Bay Tourism

4 mins · Bitou · 🌐

Have just spent a month in this beautiful seaside town 😊 holiday accommodation already booked for 2018 ❤️

Thanks plett for an amazing month will see you all next year ❤️❤️❤️

Plettenberg Bay Tourism

Plettenberg Bay Tourism
Thank you Sue! So pleased you enjoyed and we'll see you next year! #plettitsafeeling 😊

Just now · Like · Reply

Debbie Nicoll

We in Knysna often comment on how great Plett Tourism is being operated and that it has made such a difference to that beautiful town. Knysna could take a lesson or two..

28 m Like Reply

I have covered a number of events organised by Plett Tourism and have been consistently impressed. The team is passionate, professional and without a doubt have the town's best interests at heart. Their events are well organised and showcase the town well. The team understands what people want and their organisation skills are second to none. Also impressive is their excellent understanding of social media, which in my opinion is one of today's most powerful marketing tools. As an aside, I will be holidaying in Plett over Easter, a decision made after attending Plett Tourism's events and growing to love the town. They've turned me into a tourist for your town. I often suggest Plett as a holiday destination for friends and family.

Angela Daniels, News Editor, The Herald and Weekend Post

The road ahead



Research/use data

Review strategy and creative

Keep building visibility

Consolidate product development

Get Big 3 PDI projects off the ground

Commercialise operations over three years – advertising, sponsorship, fees/levies, merchandising, education

Deepen collaboration with BM ... parallel strategies don't work

- “Politicisation” of tourism = programme that is unclear, inconsistent, lacks credibility and loses continuity ... and tourism will suffer ... and Plett will suffer



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WINE &
SPOBBLY
festival

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