

plett

THURSDAY 23 JULY 2020

CONVERSATIONS

PLETT TOURISM HAS BEEN WORKING CONTINUOUSLY SINCE THE BEGINNING OF LOCKDOWN.

This is a brief report back to our members, and an opportunity for you to ask questions.

- 📍 Covid information gathering and dissemination
- 📍 Health and safety in Plett
- 📍 The fallout
- 📍 What happened to rescue funding and TERS/UIF?
- 📍 Towards resilience
- 📍 Keeping Plett top of mind as the destination of choice
- 📍 Unlocking the industry
- 📍 Plett Tourism going forward – CEO, Marius Venter presentation
- 📍 You and Plett Tourism
- 📍 Questions from the floor

TOPICS OF CONVERSATION







📍 Covid information gathering and dissemination

- 📍 Daily Bitou JOC meetings
- 📍 Weekly Garden Route Klein Karoo Economic Development and Tourism cluster meetings
- 📍 WC, SATSA, SAT, Minister of Tourism, TBCSA and other webinar attendance. 2 or 3 times a week
- 📍 Over 200 emails to tourism stakeholder database with updates on lockdown, business support, funding and recovery, and health & safety
- 📍 Covid-19 webpage on the PT website
- 📍 #oneplett *How can you Help* webpage on the PT website
- 📍 Whatsapp network established to get information into all the communities.
- 📍 Surveys to gauge traveler sentiment


How can YOU help #OnePlett?




Published: March 26th, 2020
Dear Bitou Resident
Over the past healthcare pro
type here to search



read the Plett Wi magazine on




EVENTS CALENDAR
WHAT'S ON HAPPENING GIG GUIDE ENTERTAINMENT



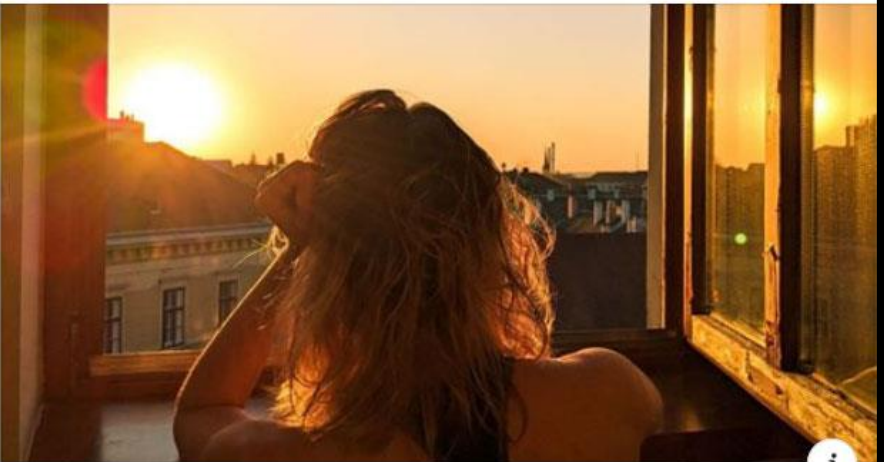
Plettenberg Bay Tourism
March 25 · 🌐

Are you confused about what lockdown really means for you? Do you have questions? We're compiling a list of FAQs for Western Cape. Please comment below to submit. Deadline: Thursday 26 m. #oneplett



Plettenberg Bay Tourism
May 16 · 🌐

We need your help! Please could you complete this short survey on travel post-COVID-19, so we can better understand travellers' plans and needs in this very strange time. We would appreciate your feedback so much! 🙏🙏🙏 Complete the survey here...



FREEONLINESURVEYS.COM
Plett Tourism Post-lockdown Traveler Survey
Did you have plans to travel which were cancelled due to COVID-19? Are...

Plettenberg Bay Tourism
April 15 · 🌐

A handy COVID-19 graphic to print or save.
#OnePlett

COVID-19 PRECAUTIONS

WASH HANDS

After touching high traffic areas such as:

- ATM machines
- Credit card machines
- Pans in shops & restaurants
- Stair railings
- Supermarket trolleys
- Door handles

SANITISE

Or wash hands after social engagements, including:

- Shaking hands with anyone (although handshaking, hugging, kissing etc in social circumstances should cease altogether - and the virus has passed). If you feel you must touch each other, make it a fist pump bearing in mind that it's the ends of your fingers that are the most important - since when it comes to transmitting the virus into your own body by means of contact with your mouth, nose or eyes.
- Arriving home - thereby preventing transmission into your home
- Arriving at the homes of family and friends - thereby preventing transmission into their homes
- Ask visitors to wash their hands when departing from your premises.

PREVENT

Avoid going to grocery stores excessively. Compile a comprehensive list and shop as little as possible.

Carry your own paper towels to public toilets that do not provide individual paper towels. Never use towels or hand drying equipment. Once you have dried your hands, use the paper towel to open and close the door and then dispose of it.

When you have been out and about, carry hand sanitizer in your vehicle and sanitise your hands before even touching your steering wheel.

CLEANSE

Make sure that any implements used by visitors such as glasses, cutlery and crockery are washed thoroughly after they depart - preferable in a dish washer.

For a period of some hours after visitors in your home and/or at work, treat areas as potentially infected and make sure that you wash your hands regularly/wipe down high contact areas with a disinfectant, especially very conscious of not touching

EDUCATE

Educate your employees on prevention measures and make sure that they show no signs of illness when they arrive at work, and immediately wash their hands thoroughly both when arriving and periodically thereafter.

ISIXHOSA

Wear a face mask
Animation - How to prevent the spread of CO...

Cough or sneeze into your elbow



Download this video & share on WhatsApp



📍 Health and safety in Plett

PLETT TOURISM ASSISTED ALONGSIDE OTHER SOCIAL AND CIVIC ORGANISATIONS

- 📍 Bitou Joint Operations Command
- 📍 10,000 meals on average per month since Easter weekend
- 📍 Enough food for the next 2 months at 10,000 meals per day
- 📍 63 soup kitchens were operational for the past 3, 5 months
- 📍 Extensive fogging of high-risk areas in the opening weeks of lockdown
- 📍 9 JoJo tanks with sanitiser in vulnerable communities
- 📍 Piesang Valley Community Hall Q&I facility
- 📍 Educational videos on personal and social safety in English, Xhosa and Afrikaans



#oneplett



Plettenberg Bay Tourism
March 27 · 🌐




1/21 and counting
Good morning.
The Bitou COVID-19 Response Team is operating in association with The PlettAid Foundation/ Hospice Plett, the doctors of Plettenberg Bay, Plett Business Chamber, Plett Tourism and Bitou Municipality.
HOW CAN YOU HELP #OnePlett?
Over the past week there have been a series of valuable discussions between the Bitou Municipality, private and public healthcare providers and other role-players and we have subsequently formed the Bitou Covid-19 Resp... See More

PLETT-TOURISM.CO.ZA
How can YOU help #OnePlett? - Assist Bitou COVID-19 Response Team







The fallout

TOURISM BUSINESSES IN PLETT

 Accommodation:	248
 Activities:	122
 Restaurants:	109

CLOSURE OF PLETT AIRPORT

EVENT CANCELLATION

-  A total of 30 events did not take place from March – July
-  Plett Polo industry hit hard
-  Plett Winelands events
-  All Easter events – sporting and cultural

(4 events have re-scheduled for September – February 2021)

📍 What happened to rescue funding and TERS/UIF?

RESCUE FUNDING

“I regret to advise that our National counterpart has not been as forthcoming with this information as we have hoped. We are working with the Department of the Premier on a rapid evaluation of tourism relief schemes. I’ll keep you posted on this.”

Lindy Cambouris, Deputy Director: Tourism Marketing Development Department of Economic Development and Tourism, Western Cape Government

UIF/TERS

- 📍 UIF committed to pay TERS until the end of June 2020 - income replacement between 38% and 60%
- 📍 Total disbursement of R28-billion from 16 April to 24 June 2020
- 📍 965 751 employees have not received benefits as information from employees is outstanding – R4,2-billion
- 📍 1197 employees’ details were rejected by the banks – R703 999

The payments were intended as a stop gap measure for a period of three months or until such time that the lockdown restriction were eased and the economy slowly re-opened.

Issued by the Dept of Labour and Employment, Minister Nxesi.

📍 Towards resilience and recovery

- 📍 Rainmaker meetings to investigate booking platforms
- 📍 Meltwater meetings on research
- 📍 Surveys to gauge status of tourism businesses in Plett
- 📍 Screening apps and document packs for safety protocols
- 📍 Gardens



📍 Keeping Plett top of mind as the destination of choice during lockdown

Balancing essential COVID-19 information with a positive and hopeful message

SABCTV coverage of
decontamination

Cape Argus and EP Herald
6 National magazines

AlgoaFM radio interview

Plett Lockdown video
15000 VIEWS IN 3 DAYS

Oneplett Volunteers video
4500 VIEWS IN 3 DAYS

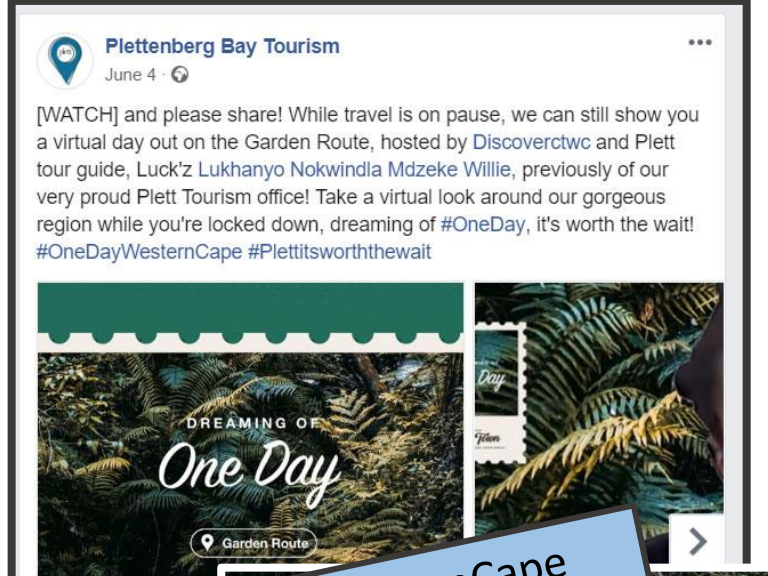
Legacy, Social Media and Website

- 📍 Plett lockdown video
- 📍 #oneplett was the primary goal
- 📍 #21DayChallenge &
- 📍 #DreamNowVisitLater as placeholders
- 📍 Wesgro's #OneDayWesternCape
- 📍 Destination Plett – reintroducing the region with an aspirational slant
- 📍 Plett it's a Foodie Thing

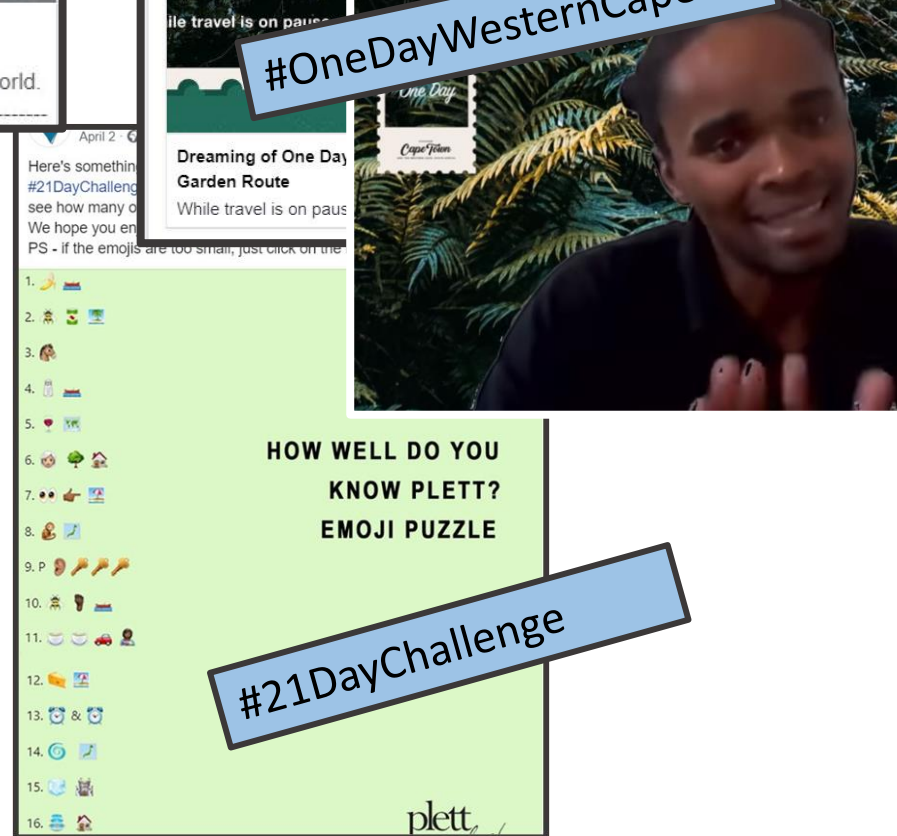
Plett ARTS Festival – La Vida Local, was able to take place with a R15000 grant from Wesgro

- 📍 8 virtual events streamed live
- 📍 20 local artists had an opportunity to perform and earned money
- 📍 Venues and restaurants gained visibility
- 📍 Production crews were employed
- 📍 The content attracted reach and visibility for Plett worldwide





Plettenberg Bay Tourism: PLETT MAY BE IN LOCKDOWN BUT.....
A message from Plett Tourism to our friends across South Africa and the rest of the world.
#SAWillTravelAgain #DreamNowTravelLater #OnePlett www.plett tourism.com -----





📍 Unlocking the industry

MEDIA STRATEGY

A framework to stimulate travel and assist local tourism products to remain competitive in the South African domestic market, with the focus on niche markets.

- 📍 Plett it's worth the wait – the headline campaign for Destination Plett
- 📍 Chase the feeling - focused on adventure during the months of September and October. On-going
- 📍 SA Residents Accommodation Specials Campaign valid for 15 Jan – 28 Feb 2021
- 📍 Children Stay for FREE Campaign valid for 1 March – 30 April 2021
- 📍 Continually providing content/Plett stories for national media

TRAVEL TRADE

- 📍 Engaging with our database of 2,500 tour operators, national and international
- 📍 Creating tour packages with tour operators
- 📍 Formalising relationships with tourism partners with packaged itineraries and concierge-style offerings

ENGAGEMENT WITH PROVINCIAL, DISTRICT AND LOCAL GOVERNMENT

- 📍 Re-imagine the Garden Route and Klein Karoo
- 📍 Stimulation funding for product development from DEDAT
- 📍 Extended event funding opportunity from Wesgro

EVENTS

- 📍 5 major outdoor events in September and October
- 📍 Cultural events include the Garden Route International Film Festival Drive-in – Oct
- 📍 Rage
- 📍 Confirmation of the SA Hobie Nationals in December
- 📍 A new festival in March 2021 - The Plett Festival



📍 Plett Tourism going forward - Marius Venter

- 📍 Engaging with key stakeholders to develop concrete patronage partnerships, including Plett Polo, Plett Wine Growers Association, The Beacon Isle Hotel, CapeNature, cell phone companies and beverage companies to be aligned with the Plett Tourism brand with reciprocal marketing and promotional relationships.
- 📍 Engaging with major beverage brand to open entrepreneurial and tourist hubs in the townships which would include: 1) free Wifi, 2) Spaza Shop, 3) mentorship programmes and 4) coffee shop with outside chairs.
- 📍 Engaging with the Bitou Municipality to facilitate the re-opening of tourism to ensure that our community and guests are the top priority. Discussions around 1) Billboards on the N2 and additional signage in strategic locations, 2) a locally branded and facilitated transportation system focused on a tourism "hop-on hop-off" bus/shuttle, 3) patronage sponsorships with co-branding with our most prestigious USP's (Unique Selling Points) including the beaches and Robberg Nature Reserve.



plett
it's a feeling!

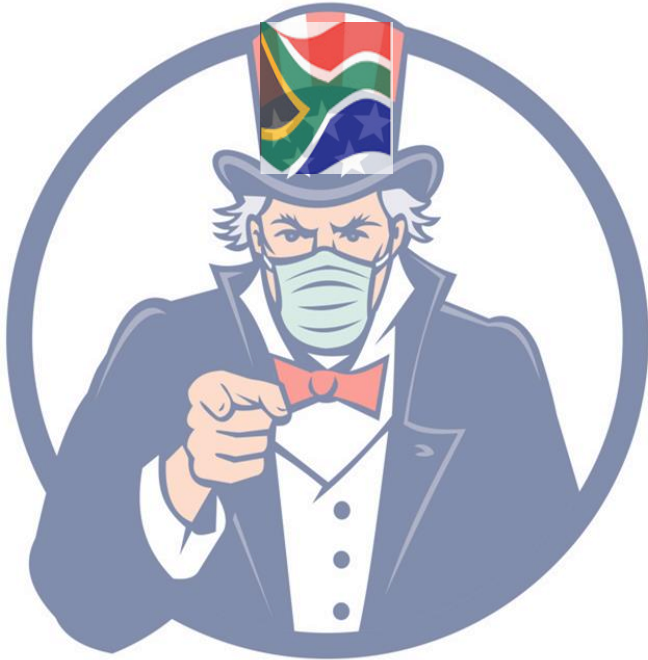
- 📍 As PT we will focus on offering an affordable domestic offering to lure South African citizens to come to Plett and experience the beauty and special offering we have as a destination. I believe local tourism will grow as more and more local people, who normally travel internationally during our peak season, have indicated that they will explore local destinations during December 2020. We are in the process of facilitating packages which will draw adventure sport enthusiasts to come on a week to 10-day activity-filled holiday which will not disappoint. Domestic travel will now be our focus until international travel is returned as per normal.
- 📍 Once international travel opens, we will focus on other areas of destination marketing. Marketing of the town and its world-class facilities is vital to our future. It is of utmost importance to get major donors involved in taking Plett to where we want to be. Possibly focusing on the Asian and American markets due to the affordability when concerning Chinese RMB and US\$ to SA RANDB. We will be offering specials packages to our international clientele once we are able to accommodate international travel again. Part of this plan includes catering for a multi-language web page to make sure we cater for those non-English markets. In 2018, the Chinese tourist spend in South Africa increased 69% from R1. 4bn to R2. 4bn. As for Plett, we want to tap into that lucrative high spending market.



- 📍 Strategising to create a data portal during season to capitalize on the guests in Plett (free Wifi at designated locations).
- 📍 Strategising a new publication that will incorporate tourism as it relates to the Bitou Municipality and Plett Business Chamber as well as the other key stakeholders for the Bitou area.
- 📍 Strategising to move the Plett Tourism office to ground level so that it is 1) in a more visible location with more foot traffic, 2) is more customer-engaging and 3) provides an income stream for the association (i.e. branded clothing sales, coffee and tea sales, possibly a wine tasting area to promote local wines).
- 📍 Working with the local Plett Wine growers to develop a new Plett Tourism Wine brand called Formosa Peak Wines. We are also working with Plett Polo to develop a new clothing range.



📍 You and Plett Tourism



- 📍 Membership and benefits
- 📍 Media partners
- 📍 Patronage agreements

**PLEASE LET US KNOW WHEN YOU INTEND TO OPEN
SAVE THE DATE FOR THE AGM: 26 AUGUST 2020**

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USEFUL LINKS FOR INFORMATION

Lockdown and Come Together videos:

<https://www.plett-tourism.co.za/watch-lockdown-in-plett/>

<https://www.plett-tourism.co.za/watch-how-a-town-came-together-to-help-feed-their-people-covid-19/>

Covid 19 web page:

<https://www.plett-tourism.co.za/plett-corona-virus-covid-19-information/>

Plett ARTS Festival on demand

<https://www.plett-tourism.co.za/plett-arts-festival-2020-on-demand/>

Media kit for Plett, It's Worth the Wait

<https://www.plett-tourism.co.za/media/press-kits/>

Letters from the CEO.

<https://www.plett-tourism.co.za/news/from-the-ceo/>

Membership information.

<https://www.plett-tourism.co.za/membership/membership-fees/>

<https://www.plett-tourism.co.za/membership/benefits-of-membership/>





**IT'S WORTH
THE WAIT**



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www.ple_tt_tourism.com