

THE PLETT FESTIVAL 2021

"IT TAKES A VILLAGE"

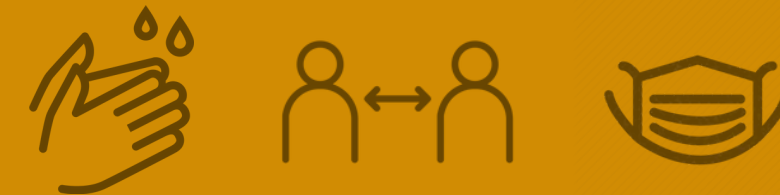
A planning document presenting inclusive opportunities for Plett stakeholders to participate as partners and assist in the recovery of own business and the Plett economy whilst establishing a new anchor festival for Plettenberg Bay



REVAMPING
OUR BRAND
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CREATING AN ANNUAL PLETT FESTIVAL



POST LOCKDOWN BRAND PROPOSITIONS

PLETT, IT'S WORTH THE WAIT

Chase the feeling

Key contributors to Plett economy to be showcased

PLETT WINELANDS & RESTAURANTS

Wine industry:
Estimated R65M
revenue in 2018

109 Restaurants
800 + jobs

PLETT POLO

Estimated R25M
revenue to Plett

up to 160 grooms +
700 ponies in polo
season

HONEYBUSH & FOOD PRODUCERS

An emerging
industry as a
tourism product.

No research
available

ADVENTURE SPORT

18 trail run, kayak
and cycle events on
the 2019 calendar

EVENTS & ENTERTAINMENT

120 events on the
calendar in 2019

THE MAIN EVENTS

1. FIT & CRAFTY
2. WINE & FOOD
3. POLO & PARTY



Day 1: FIT & CRAFTY
Plett Bitou Tri-challenge
Craft Beer Festival
Big SA band live concert
+
Food Trucks
Wine & Bubbly Bar

DAY 2: WINE & FOOD
Wine & Food Festival
Restaurant Food Court
Plett Sundowner Concert
+
Wine & Bubbly Bar
Food Trucks

DAY 3: POLO & PARTY
Premier Polo Match
Restaurant Food Court
DJ Party
+
Wine & Bubbly Bar
Food Trucks



STAKEHOLDERS



WINE & RESTAURANTS

Plett Winegrowers Association
Plett Restaurants
Bitou Vineyards
Bramon Estate
Kay & Monty
Lodestone Wine and Olives
Luka Wines
Newstead Lund Family vineyards
Packwood Country Estate
Plettenvale Wines

PLETT POLO

Plett Polo Association
Bitou Polo
Kurland Park
Kurland
Marblestone

TEA & FOOD & BEER

Bitou Honeybush Tea Estate
Kurland
Ericaville Tea Farm
Harkerville
Craft Beer
Cheese producers
Olives & Olive Oil
Macadamias

ADVENTURE SPORT

Muddyfoot Adventures
Kwano Cycling Academy
Kayaking
Cycling
Trail running

EVENTS & ENTERTAINMENT

Garden Route Tents
Events & Tents
The Worx
Storm Productionz
Craggs Drill Squad
Plett Pioneer Field Band
Local bands and dj's

ROLE PLAYERS & PARTNERSHIPS



MAIN INFRASTRUCTURE
PLETT BITOU TRI-CHALLENGE
CRAFT BEER FESTIVAL
WINE & FOOD FESTIVAL
FOOD COURT
FOOD TRUCKS
WINE & BUBBLY BAR
POLO MATCH
LIVE SA BAND CONCERT
PLETT SUNDOWNER CONCERT
DJ PARTY

MAIN INFRASTRUCTURE

Plett Tourism & Bitou Municipality

- festival co-ordination
- health & safety protocols
- financial management
- venue
- logistics
- tents and marquees
- basic sound & stage
- basic lighting & dance floor
- furniture
- ablution facilities
- waste management
- security

Marketing and media | Ticketing and sales

Collateral and signage | Corporate sales

Local Suppliers

- The Worx
- Events & Tents
- Garden Route Tents
- Security
- CCPP sound & stage
- Design & signage
- Waiters and event staff



ALL
PARTICIPATING
ORGANISERS
OPERATE IN THE
EVENTS AND
ENTERTAINMENT
SECTOR AND
HAVE LOST
EVENTS DUE TO
THE COVID
PANDEMIC

INDEPENDENT EVENT ORGANISERS

PLETT BITOU TRI-CHALLENGE

Company: Muddyfoot Adventures

Race Director: James Stuart

CRAFT BEER FESTIVAL & FOOD TRUCKS

Company: to be appointed

Organiser:

FOOD & WINE FESTIVAL

Plett Wine Growers Association & Plett Tourism

Secretary: Jo Melton-Butler

INDEPENDENT EVENT ORGANISERS

RESTAURANT FOOD COURT

Company: Plett Tourism

Festival Director: Cindy Wilson-Trollip

WINE & BUBBLY BAR

Plett Wine Growers Association

Secretary: Jo Melton-Butler

PLETT POLO MATCH

Plett Polo Association

Chairman: Garth Kanagowski

SATELLITE
EVENTS WILL BE
SELF SUSTAINING
AND REVENUE
STREAMS WILL
BE NEGOTIATED
AND BOUND BY
CONTRACT WITH
PLETT TOURISM

ADDITIONAL
ENTERTAINMENT
LIKE THE HOG
HOLLOW
CARRIAGE, THE
PLETT PIONEERS
FIELD BAND AND
THE CRAGS
DRILL SQUAD
WILL
PARTICIPATE

INDEPENDENT EVENT ORGANISERS

SA LIVE BAND CONCERT

Company: Storm Productionz

Organiser: Jeanne Botes

SUNDOWNER EVENING CONCERT

Company: Storm Productionz

Organiser: Jeanne Botes

DJ PARTY

Company: Mjilo Jonas

Organiser:



PLETT, IT'S WORTH THE WAIT

VALUE ADDS

ACCOMMODATION SPECIALS

WEEKEND PACKAGES

SHUTTLES AND TAXIS

MERCHANDISING OPPORTUNITY

FESTIVAL MAGAZINE ADVERTISING

HOW TO REACH US

PLETT TOURISM ASSOCIATION

CEO: Marius Venter

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Festival Director: Cindy Wilson-Trollip

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084 521 1876

A FULL LIST OF CONTACTS AND PORTFOLIOS
WILL BE ISSUED



www.pleTTtourism.com