

PLETT TOURISM



plett
it's a feeling!

DOMESTIC
CAMPAIGN

2020/2021



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TAGLINE

Plett - it's worth the wait!

Now is the time.

Chase the feeling.

You deserve this.

These will work in phases and in conjunction with each other moving out of crisis.

A series of visuals will be created using iconic Plett content: GIF/Video/other to be used across digital channels.

Chase the feeling.

You deserve this.

**If you can work anywhere,
why not here?**



PROJECT OBJECTIVES

Our immediate goal is to provide a framework for travel growth and to assist our local tourism products to remain **competitive** in the domestic South African market.

Additionally, to better understand what our consumer (domestic traveler) is thinking and looking for during this mid-recovery period as we come out of crisis.



PROJECT GOALS

- **EXPERIENCES**

Encourage high-quality tourism experiences to niche markets at affordable prices

- **UNDERSTAND OUR MARKET**

Undertake to understand needs of consumer to produce coordinated and effective marketing campaigns to drive demand

- **WORK TOGETHER**

Work with local tourism products to support the development of deliverables that can drive demand



TARGET MARKET GENERAL OVERVIEW

We have focused on different domestic market demographics



SMALL GROUP TRAVEL

2 - 30 pax

Niche targeted to individuals, couples, families and corporates. Unique experiences and safe travel is important.



FAMILIES VISITING FAMILIES

Holiday packages

Free activities, outdoor/nature focus, wedding and special events. Safe travel is important.

TARGET MARKET | NICHE MARKETS

We have focused on different niche's in phases as South Africa 're-opens' under Covid



REMOTE WORKING

The Digital Nomad

If you can work anywhere, why not in Plett? Focus on medium-term accommodation specials, quality of life and incredible experiences.



PET FRIENDLY TRAVEL

Singles and Couples

Focused on accommodation, restaurant options and experiences for pets.



DIGITAL DETOX

Singles and Couples

Camping, cabins, getting in touch with self and the physical world and out of the digital/virtual one.

TARGET MARKET | NICHE MARKETS



AFROCENTRIC TRAVEL

Luxury travel

Couples, small group travel looking for unique experiences. Medium - high LSM travel for holiday and special occasions and/or events.



LGBTQ - PINK TRAVEL

Luxury travel

Couples, and small group travel looking for unique experiences. Generally higher LSM, holiday travel and long weekend getaway travel.

TARGET MARKET / NICHE MARKETS



FILM INDUSTRY

Location scouting, resources

GR Film Office, existing relationship, content for existing shows.



WEDDING INDUSTRY

Service and product suppliers

Couples and small group travel.



VOLUNTOURISM

+ Education & Research

Student volunteering, universities/professional associations, documentaries, winter & summer schools.

PLETT PRODUCT ENGAGEMENT



Quarterly statistic surveys & evaluation



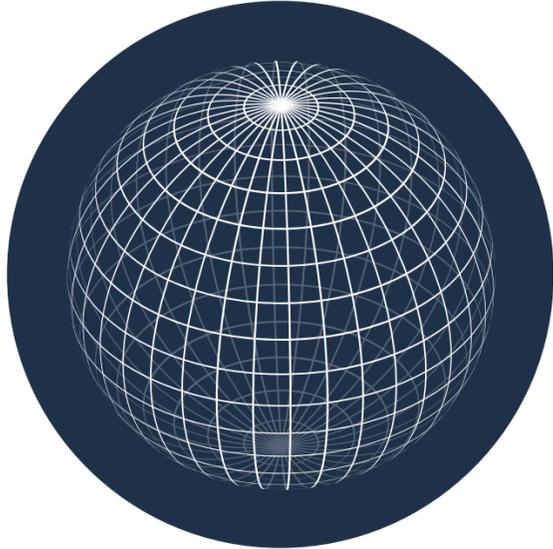
Individual sector surveys (accommodation, restaurants, activities)



Guidance resources (re-opening/closing businesses etc)



Current status (re-opening/closing, changing focus, etc.)



Future plans for marketing (specials, niche markets, media platforms)



Differentiation(USPs) - what makes us different from our competition

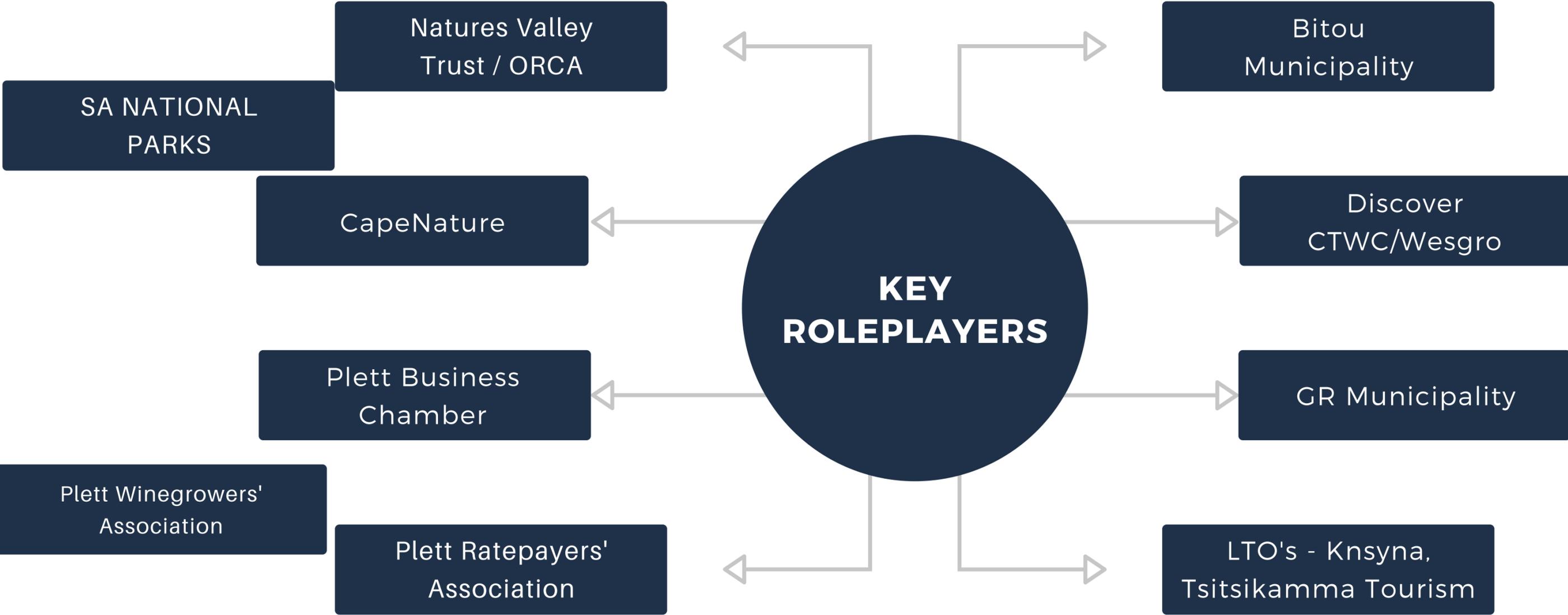


General survey of how community feels about travel right now



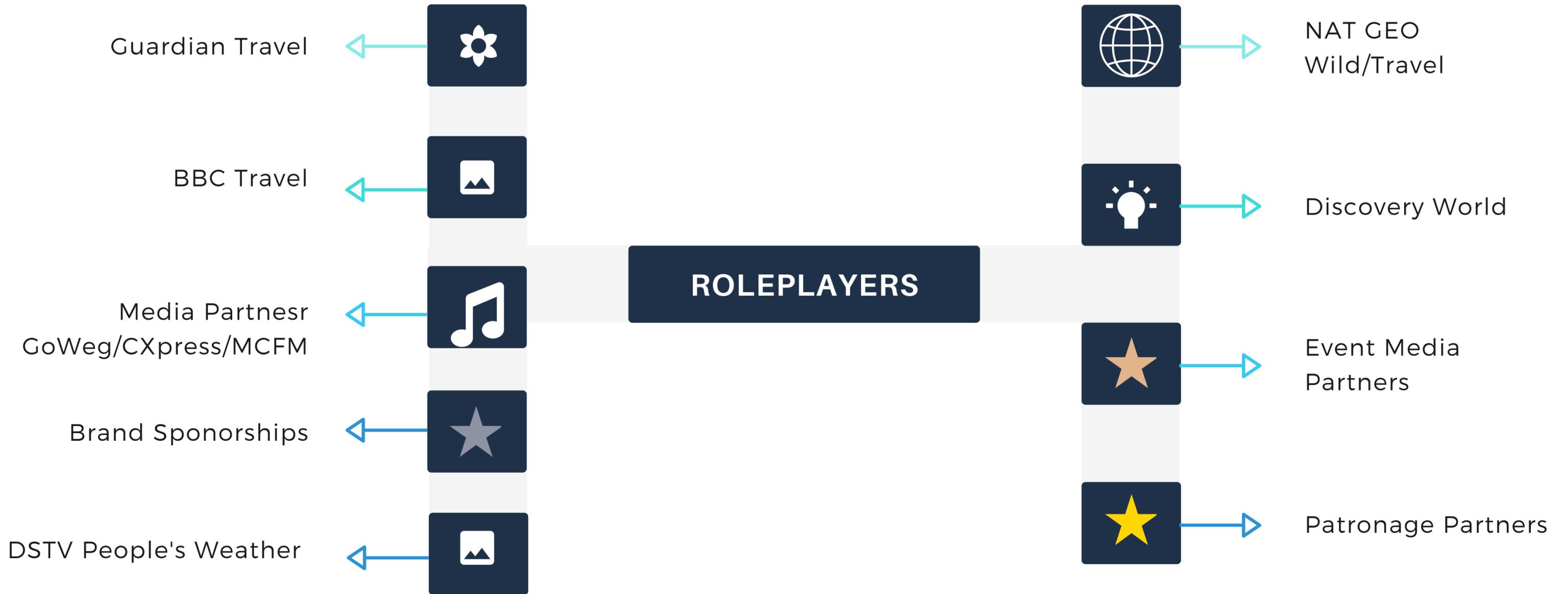
PT Conversations (workshops, webinars, etc.)

PLETT PARTNER ENGAGEMENT



POSSIBLE ADDITIONAL ROLEPLAYERS

START ENGAGING & CREATING INTEREST WITH THESE



PROMOTION FOCUS

Prioritize positive content; reminding of better days ahead; planning the next trip, etc.
To include nostalgia; focus on USP's.



BEACHES

Free activities, organised activities,
picnics, fresh air, family time.



ROBBERG

Natural & cultural attractions,
marine wildlife, best views,
photography, back to nature,
running and hiking.



GARDEN ROUTE
NATIONAL PARK

Unique location with Plett at the
centre. Biodiversity, nature, fresh air,
activities.

PROMOTION FOCUS

Use the 'feeling energized/hopeful/excited/etc.' in our messaging - our direct messaging is focused on Plett 'feelings'



CYCLING & MTB



FOREST TRAILS



HISTORY, ARTS &
CULTURE

PROMOTION FOCUS



PLETT WINELANDS
PLETT BEWERIES
PLETT RESTAURANTS



ANIMAL SANCTUARIES
MARINELIFE RESEARCH



MARINE ATTRACTIONS

PLAN OF ACTION

It's worth the wait, Chase the feeling

Digital media kits for
product & partners

Discount campaign

With participating
products

Veteran influencers

Whiteboard series on
each seasonal pillar

Digital travelling

Youtube channel, live feeds,
email campaign, storytelling

Join existing campaigns

Wesgro. SA Tourism.
GR&KK

Sponsorships & Partnerships

Corporate. local products.
local events.

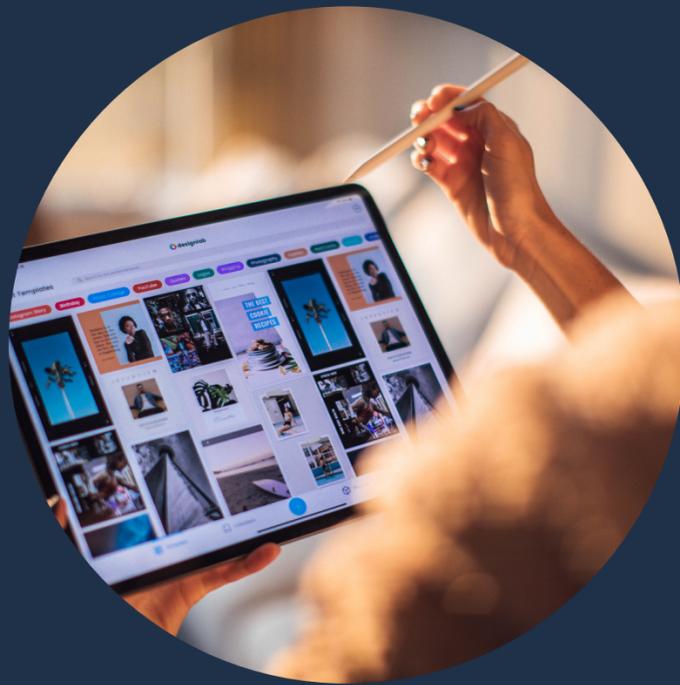
BUDGET OVERVIEW

Each individual campaign will have free participation with PT members and possibly additional exposure at a prescribed fee. We will coordinate package options, when applicable, that will include promotion on various platforms (dependent upon the campaign); and will offer these packages at a prescribed rate for those who may choose to participate. The media platforms may include:



PRINT

Business day, Weekend Post, EP
Herald, CXPress



DIGITAL

Google adwords, paid placements,,
social media ads



RADIO

Algoa FM, Jacaranda, 5FM, MCFM

STRATEGIC PARTNERSHIPS & SPONSORSHIPS

We are actively engaged with products that are aligned with our strategy and who understand the value of the Plett Tourism Association. We will be formalising Patronage Agreements with different product and media partners whereby there is a quid pro quo which we will leverage for promotion of the different elements of the campaign.



MEDIA

Local, regional and national Media Partners.

Regular engagement with potential partners



TOURISM PRODUCTS

Patronage Agreements with direct exchange

Regular engagement with potential sponsors



BRAND SPONSORSHIPS

Sponsorship Packages for each Plett Tourism 'Pillar'

Regular engagement with potential sponsors

URGENT INTERVENTION

Plett anchor events are an important component of the PT marketing plan and critical to contribute to post Covid economic recovery. It is important that the two strategic festivals which form part of the marketing strategy are entrenched by BM council to ensure consistent continuance to build a following year on year.



CONSOLIDATION OF PLETT BRAND IDENTITY

- Catalyse Plett communities #oneplett
- Value-add for sponsors and partners

CUSTOMER LOYALTY & NEW GUESTS

- Attract additional guests out-of-season
- Develop loyal festival fan market

PROVIDE MARKETING OPPORTUNITIES

- Content and media interest
- New emerging markets
- Target niche markets
- Extended visibility for all Plett products

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