

PLETT TOURISM



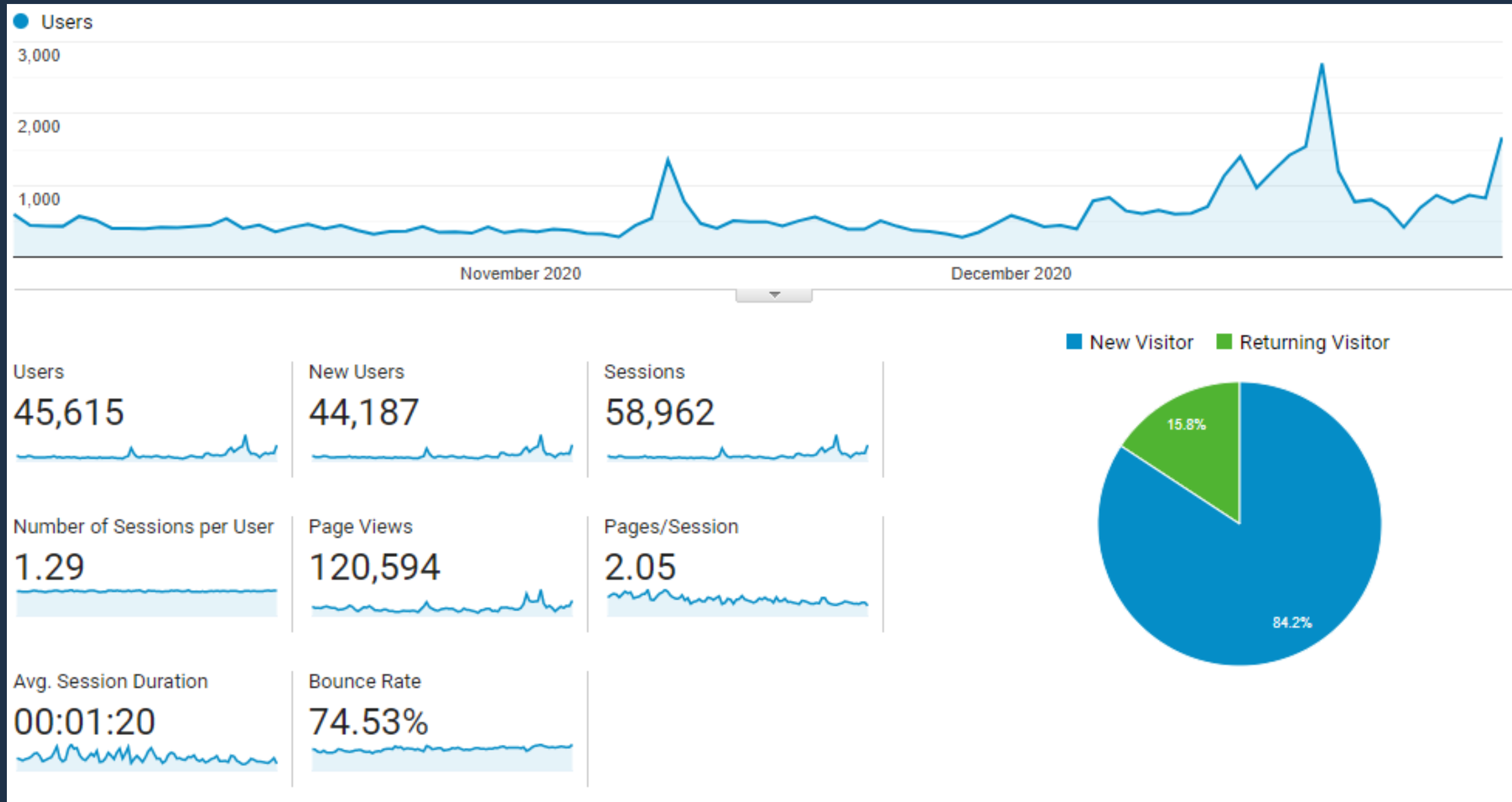
plett
it's a feeling!

PLETT CONVERSATIONS

February 2021

WEBSITE ANALYTICS

OCT-DEC 2020



AVERAGE NO OF VISITORS /MTH:

15,200

AVERAGE NO OF VISTS /MTH:

19,650

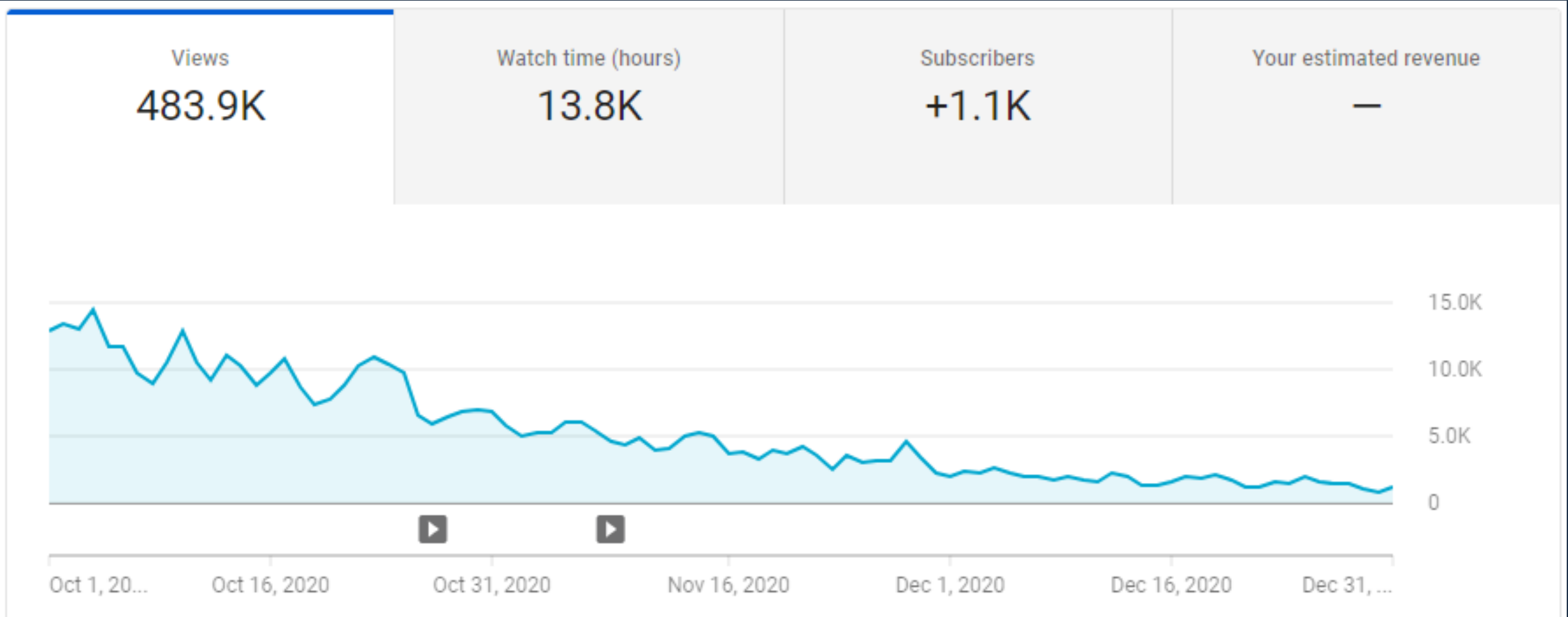
AVERAGE NO OF PAGES /MTH:

40,200

OUR STATS ARE DOWN 24% FROM THE SAME PERIOD LAST YEAR, DUE TO THE COVID-19 PANDEMIC

NORMALLY OVER THIS TIME PERIOD IN DECEMBER WE WOULD GET OVER 35,000 VISITS. THIS YEAR WE ONLY HAD 24,000.

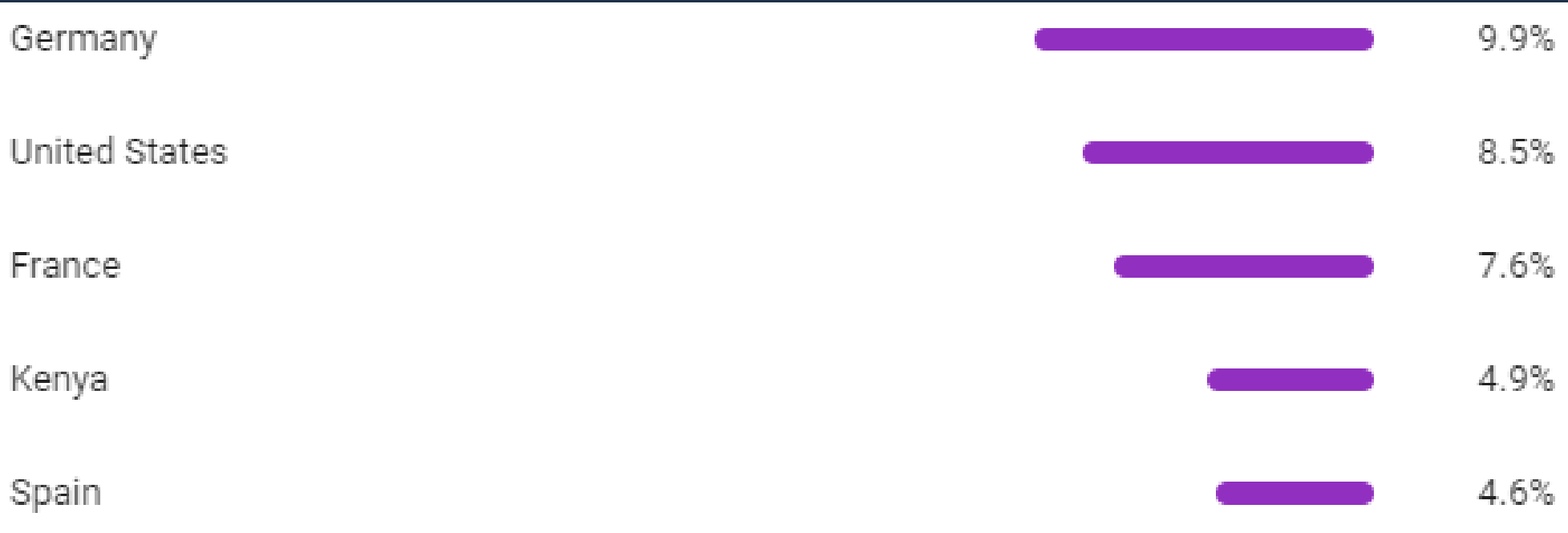
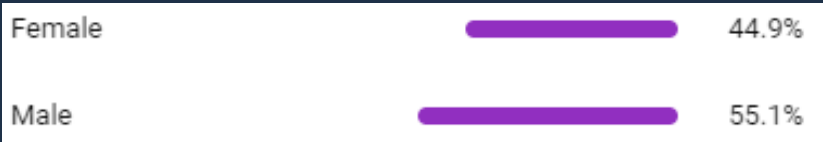
YOUTUBE ANALYTICS



OUR CHANNEL RECEIVED 484, 000 VIEWS DURING OCT-DEC 2020

THIS AMOUNTS TO 13,800 HOURS OF WATCH TIME (OR 828,000 MINUTES)

OUR CHANNEL GREW BY 1,100 SUBSCRIBERS OVER 3 MONTHS



PLETT SUMMER



Plettenberg Bay Tourism
Published by Janet Middleton [?] · December 16, 2020 · 🌐

We are open...for paddling the Keurbooms River Nature Reserve. The CapeNature reserve and river is open this summer. This World Heritage Site is an undiluted nature experience of indigenous forests, unspoilt river gorge, and protected kloofs - swim, paddle, boat, birdwatch and walk - Keurbooms is a favourite Plett Summer destination. The reserve and river are open north of the bridge.
www.pletttourism.com



SOCIAL MEDIA STATS

OCTOBER - DECEMBER 2020

FACEBOOK

- ORGANIC REACH
6.7 MILLION
- VIDEO MINUTES VIEWED
1.5 MILLION
(up 36% on previous)
- FACEBOOK WATCH SERIES
5 SERIES
- NET FOLLOWER INCREASE
11%
- COMMUNITY SIZE: 21 000
- POSTS UP TO 3X A DAY IN
SEASON

TWITTER

- ORGANIC IMPRESSIONS
77 600
- HASHTAG EVOLUTION
#plettitsafeeling
#chasethefeeling
#reclaimtheroadtrip
#weareopen for...
#safetravels
- COMMUNITY SIZE: 5937
- POSTS UP TO 3X A DAY IN
SEASON

INSTAGRAM

- ORGANIC IMPRESSIONS
204 557
- STORIES FB & IG
DAILY
- HASHTAG EVOLUTION
#plettitsafeeling
#chasethefeeling
#reclaimtheroadtrip
#weareopen for...
#safetravels
- COMMUNITY SIZE: 8700
- POSTS UP TO 3X A DAY IN
SEASON

SOCIAL MEDIA



FACEBOOK WATCH SERIES

Plett, it's a foodie thing
44 300 views

Plett Wild
4.6 million views

Plett Adventure Chronicles
10 757 views

Plett ARTS Festival
3295 views

One Plett (Jerusalema)
1 593 520 views



NICHE MARKETING

E-mailers

Segmenting subscribers to be more niche with our marketing:

Adventure & Sport
(Plett Adventure Chronicles)

Food & Wine
(Weekly Sips)

Nature, Birding, Wildlife
?

More important than ever in
post-COVID climate



MONETIZATION

Our social media accounts, Facebook in particular, are being offered the opportunity to monetize and work with product partners.

Additionally, we have the option to sell products (e.g. prints) to benefit both the association and local artists/photographers

Audience size: 35 898 & growing



plett
it's a feeling!

DOMESTIC
CAMPAIGN

2020/2021

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?**



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.

NICHE MARKETS



Afrocentric Travel



LGBTQ Travel



Voluntourism



Remote Working
The Digital Nomad



Pet Friendly
Travel



Digital Detox



Film Industry



Brides & Wedding
Planners

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 campaigns, storytelling

Join existing campaigns

Wesgro. SA Tourism.
GR&KK

Sponsorships & Partnerships

Corporate, local products.
local events. media

PLETT WINE & FOOD (MAR/APR/MAY)



New Eateries in
Plett & 'Plett it's a
Foodie Thing'



iKasi Life



Plett Winelands



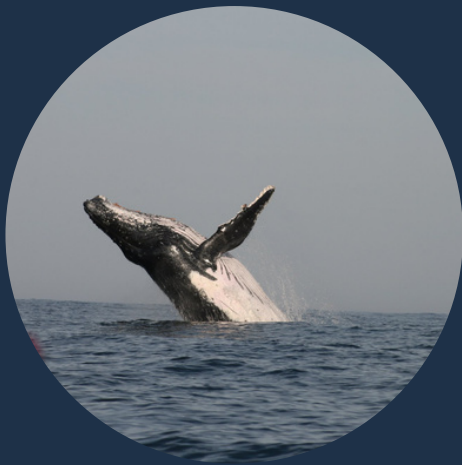
Plett Breweries



Agriculture in
Plett



Plett Culture &
Heritage



Plett Wild



Plett Adventure



Plett Weddings



Plett
Accommodation

PROMOTIONS / DIRECT MARKETING

DIRECT MARKETING

- PT Digital Media paid promotions
- Cycle Hub / Dr Evil paid digital promotions
- Collaboration with regional and provincial promotions

MEDIA PARTNERS

- Go / Weg: Bhejane and hiking
- MCFM: weekly broadcast and adverts
- CXPress: PT news and stories
- News24: PT news and storeis

CONTENT CREATION & SHARE

- PT website news and blogs
- Regional and provincial tourism channels (GR&KK, Wesgro, SA Touriism)
- Tourism Tattler online publication
- DSTV People's Weather Channel
- News24
- MCFM: iKasi Life stories



ANCHOR FESTIVALS PROPOSAL TO COUNCIL

FESTIVALS SYNONYMOUS WITH THEIR TOWNS

MACUFE IN BLOEMFONTEIN - 24 YEARS

NATIONAL ARTS FESTIVAL IN RHINI - 47 YEARS

KNYSNA OYSTER FESTIVAL - 37 YEARS

KKNK IN OUDTSHOORN - 28 YEARS

WHALE FESTIVAL IN HERMANUS - 30 YEARS

SOWETO WINE FESTIVAL - 12 YEARS

PLETT - INTERRUPTED

- Contribute to the growth of Destination Plett brand identity
- Forge a solid partnership between Bitou Municipality and Plett Tourism in an apolitical arena
- Unite Plett communities with inclusive participation and opportunity
- Attract visitors to Plett during the off season in greater numbers
- Provide exceptional marketing content creating national media interest and hype
- Provide visibility for products and services in mainstream events
- Provide employment and experiential development and training for all involved
- Attract sponsors and CSR spin-offs for our town

CONTRIBUTE TO THE RECOVERY OF ALL
PLETT BUSINESSES POST COVID

MARCH 2022

plett
FESTIVAL

JUNE 2022

plett
ARTS
festival

THE PLETT FESTIVAL 2022

3 days of fitness, fun, wine & bubbles, music, friends and family



DAY 1: FIT & CRAFTY

Plett Bitou Tri-challenge

Craft Beer Festival

Adventure Hub

Live big band concert

+

Food trucks

Wine & Bubbly Bar



DAY 2: WINE & FOOD

Plett Wine & Food Festival

Wine Theatre

Adventure Hub

Sundowner Concert

+

Food trucks

Wine & Bubbly Bar & Craft Beer



DAY 3: POLO & PARTY

Polo match

Food Court

Adventure Hub

DJ Party

+

Food trucks

Wine & Bubbly Bar & Craft Beer

WHICH ARE THE KEY ECONOMIC DRIVERS SUPPORTED BY THE PLETT FESTIVAL?

PLETT WINELANDS

Annual revenue of 65M
16 Wine estates

PLETT POLO

Annual revenue of 25M
180 grooms employed
World training facility

AGRI:HONEYBUSH, OLIVES, CHEESE MACADAMIA

Emerging export industry
Community based farms
Agriculture and manufacturing

ARTISANAL FOOD & RESTAURANTS

Growing farm to table culture
123 restaurants
1000 employees

SPORT, ACTIVITIES & ENTERTAINMENT

Adventure sport epicentre of the GR
Adventure activities
Entertainment event industries

ACCOMMODATION

10 000 beds in Plett

PLETT ARTS FESTIVAL 2021

AN APPLICATION IS IN PROGRESS FOR FUNDING FROM WESGRO FOR A HYBRID EVENT.
THE PROPOSAL SUGGESTS THAT ALL RESTAURANTS PARTICIPATE AS VENUES IN ORDER TO DRIVE BUSINESS.

UNDER THE UMBRELLA OF PLETT ARTS FESTIVAL, "SECRET GARDENS" OF CREATIVITY WILL PROVIDE LIMITED AUDIENCES WITH OUTDOOR ENCOUNTERS WITH PERFORMANCE AND ART. "SUPPER THEATRE" WILL ENTERTAIN AT RESTAURANTS.

FACEBOOK LIVE STREAMING IS ENVISAGED AS THE DIGITAL PLATFORM TO INCLUDE AUDIENCES AT HOME.

POSSIBLY RECORDINGS OF THE SHOWS WILL BE AVAILABLE ON DEMAND AFTER THE FESTIVAL

MUSIC | DANCE | PLETTFLIX |
PERFORMANCE | ART | SCULPTURE |
WORKSHOPS

plett
ARTS
festival

INFRASTRUCTURE PROJECTS IN THE PIPELINE

ROBBERG RESERVE SHUTTLE WITH CAPE NATURE - Aiming for December 2021

PLETT BEACH SHUTTLE - Aiming for December 2021



WTM & TRAVEL TRADE



- 7 - 9 April Africa Travel Week: Virtual platform
- Mid-May to Mid-August: Conent Webinar series
- 1 - 3 September: Africa Travel Week Live in CT (connecting experience)
- Mid-September to Mid-November: Africa Travel Week Webinar series

Cape Tourist Guide Assoc

- Garden Route Educational, organized by the Cape Tourist Guides Association (CTGA) and sponsored by Wesgro – themed around the Cradle of Human Culture
- Participants are members of CTGA and mainly based in and around Cape Town
- 30 tour guides
- Establish the Garden Route Chapter of CTGA. (23 & 24 March); 30 pax accom; dinner

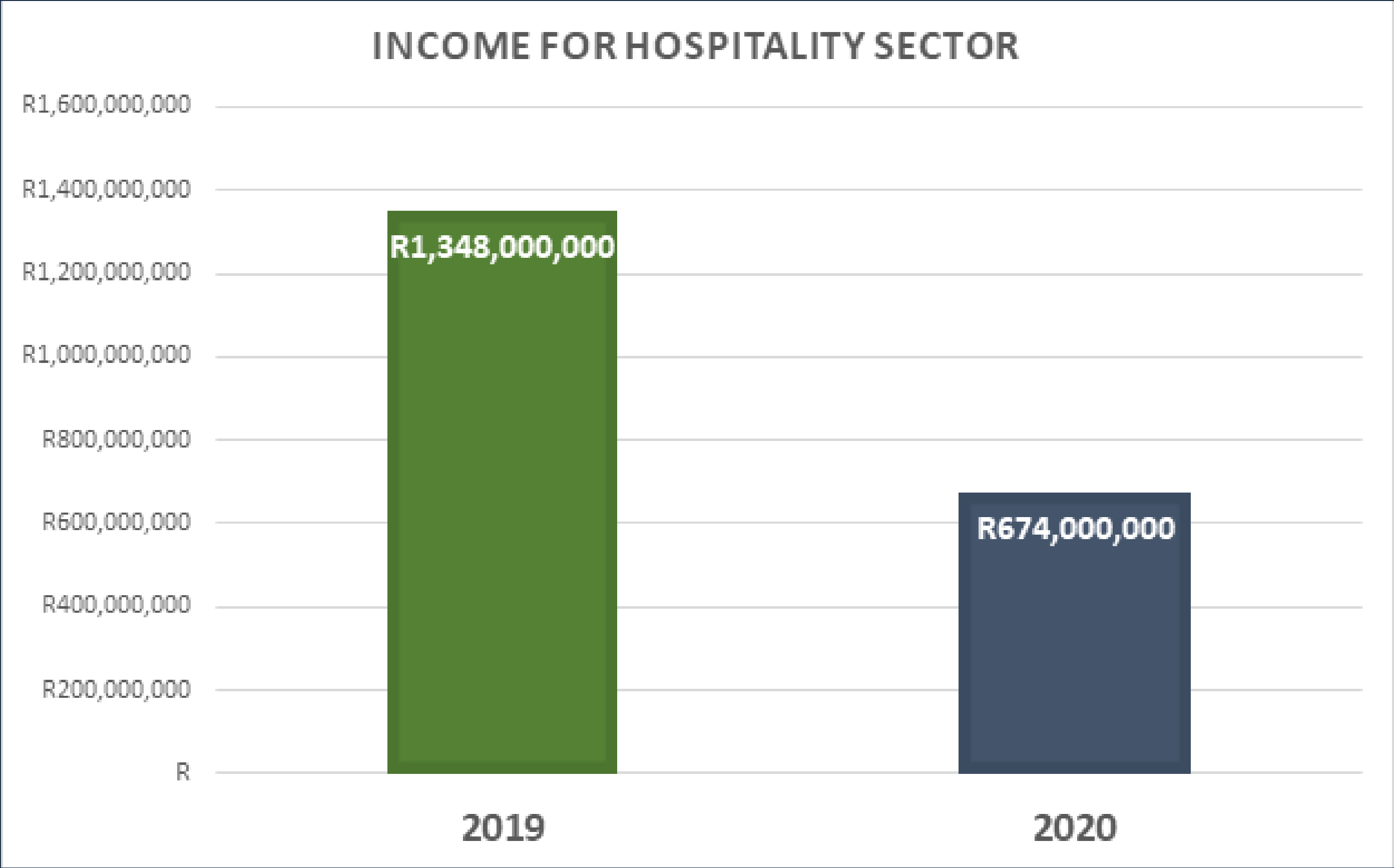
Workshops

- Niche Market Workshops: organized by the Liz McGraw Collection and Plett Tourism
- LGBTQ Market
- Afrocentric Market
- Free to paid PT members, R150 non-members; includes networking session and cocktail session

COVID

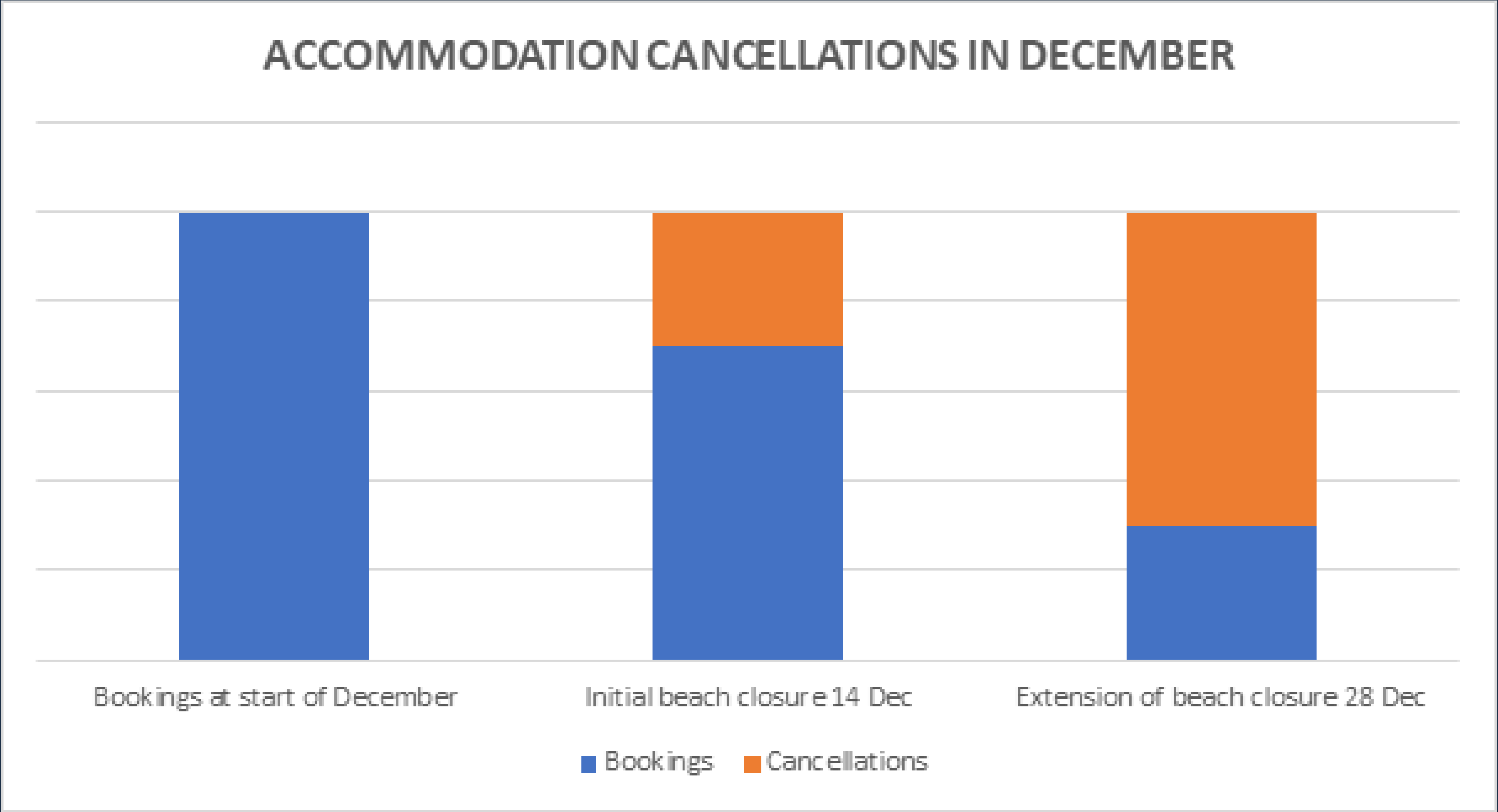
- PT will keep local tourism products up-to-date with any regulation changes, etc.
- PT is assisting to facilitate a mobile PCR option for the hospitality industry; facilitating with a SA franchise company and a local service provider

PLETT SUMMER SEASON STATS

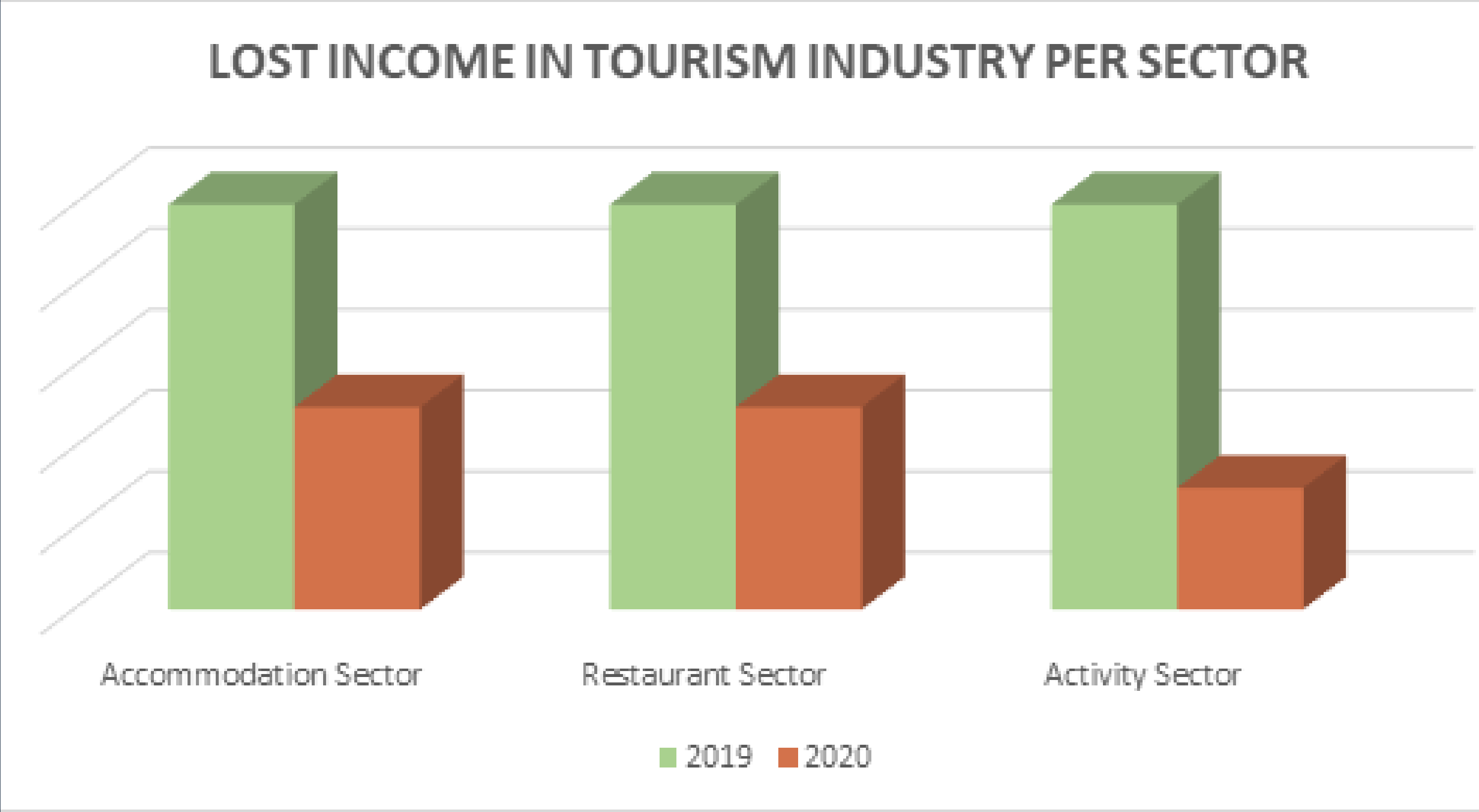


- **IT HAS BEEN AN EXTREMELY DIFFICULT QUARTER.**
- **THE STAND-STILL OF INTERNATIONAL TRAVEL,**
- **THE CANCELLATION OF EVENTS,**
- **THE CLOSURE OF BEACHES,**
- **THE CLOSING OF TOURISM-RELATED BUSINESSES,**
- **RETRENCHMENT OF EMPLOYEES**

PLETT SUMMER SEASON STATS



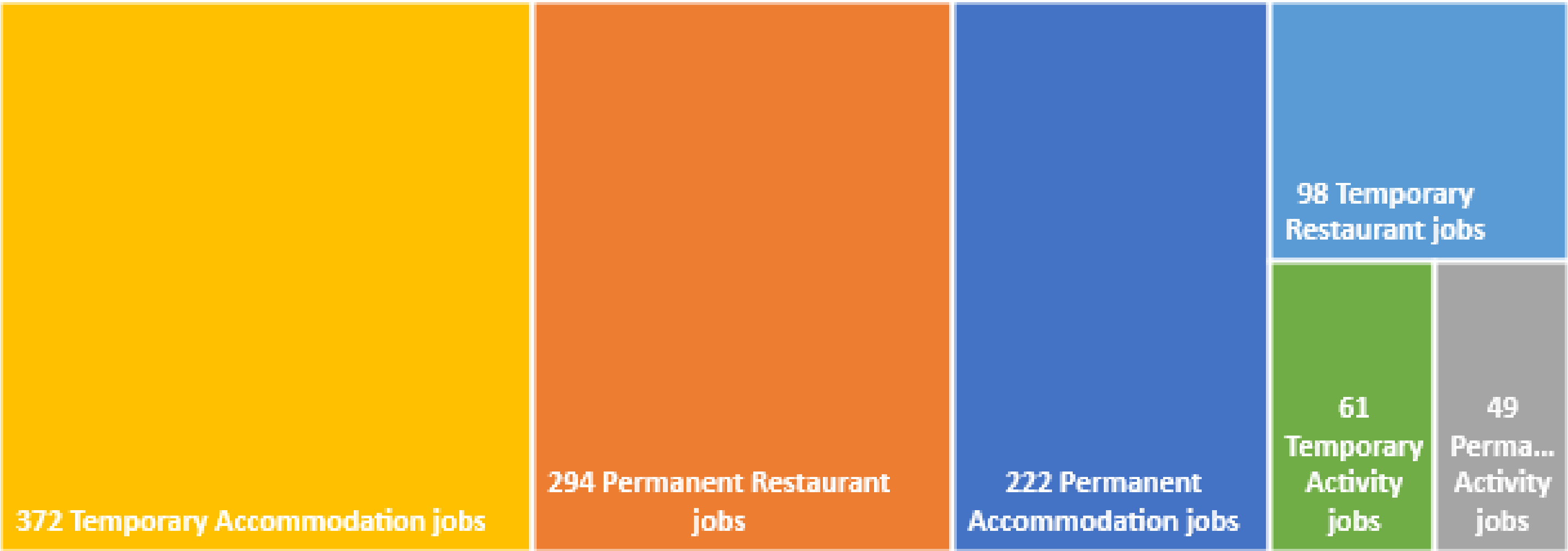
PLETT SUMMER SEASON STATS



PLETT SUMMER SEASON STATS

JOBS LOST IN TOURISM INDUSTRY IN DECEMBER

- 222 Permanent Accommodation jobs
- 294 Permanent Restaurant jobs
- 49 Permanent Activity jobs
- 372 Temporary Accommodation jobs
- 98 Temporary Restaurant jobs
- 61 Temporary Activity jobs



plett
it's a feeling!