



## PLETT TOURISM AGM 2021 | CHAIRMAN'S ADDRESS

I would like to welcome all Municipal Officials in attendance as well as Board and Plett Tourism members to the 2021 AGM, both present at this venue and those viewing online owing to the fact that we can only accommodate 50 people due to the state of lock down and for taking the time to attend this meeting in whatever format.

When we held the 2020 AGM, I don't think many of us thought that we would be in lock down again at the next AGM but here we are and although the continuation of this virus is becoming very wearisome and destructive of tourism businesses and our economy in general, it is vitally important that we remain positive and committed to restoring the primary business in this town and that even during times of crisis that we keep in touch and follow due procedure.

On a positive note from my own observations and perceptions we are doing a lot better than other tourism destinations both in South Africa and elsewhere. These perceptions come from how busy our town remains, from travel within South Africa and watching current tourism-based videos from around the world. It is peak season in Europe and it is very sad to see how few people are holidaying in some of the prime destinations in Europe and such as they are, the tourists are local as opposed to from other countries. I am sure that you will hear more on this from our CEO, Patty, in her address.

As I have said before, the extraordinary circumstances in which we undoubtedly find ourselves require extraordinary people and I continue to be very impressed by the way that our CEO and her team continue to rise to the challenge facing our tourism industry. I have been amazed at how they have worked hard together, remained upbeat and positive under very difficult conditions ranging from budgetary constraints to the ongoing challenge of keeping tourism hope alive in our tourism sector whilst whetting the appetites of our tourists that we hope will flood back to our town once travel restrictions permit. Their enthusiasm is infectious and particularly important during these times as if we lose heart, that will quickly be perceived by our tourists to the detriment of the industry.

Our relationship with our Bitou Municipality partners continues to be strengthened and consolidated into a mutually supportive and cooperative team which is so important during these times.

As I have said before, extraordinary times need extraordinary people.

In closing, I would like to very sincerely thank Bitou Municipality, all our members and others who recognise the positive impact of the work being done and lend their weight and resources in support of Plett Tourism. You are also an essential component of the success story that is Plett Tourism.