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# PLETT TOURISM MEMBERSHIP

2022 / 23



# ABOUT PLETT TOURISM

Tourism continues to be a driver of growth for the Plettenberg Bay economy. While the current outlook for tourism throughout the area is positive, we still have a few challenges that we need to address to ensure our town is well supported with the right policy in place. We need strong policy, at municipal and regional level, to facilitate the allocation and distribution of funding and resources to grow local tourism, build a sustainable community and support our town to thrive.

Plett Tourism (PT) is the local body representing the needs of Plettenberg Bay Tourism. PT is a membership-based organisation bringing together stakeholders, local council, and industry to deliver best practice solutions to local tourism development.

PT was formed in 2013 and it consists of directors that are elected by local tourism industry members, local municipality, and appointed stakeholder representatives. The Board works closely with Chief Executive Officer, Patty Butterworth, managing the operation of PT and implementing the strategic plan.

For more information about joining PT or to discuss any of our key projects, please contact us.

Patty Butterworth  
*Chief Executive Officer*  
patty@pletttourism.com



# DESTINATION MARKETING PRIORITIES & PLANNED OBJECTIVE

The Destination Marketing Plan is focused on supporting objectives and key priorities.

## PRIORITIES

- Raise the profile of local tourism and its issues and opportunities to relevant forums
- Provide communication to members on matters relating to local and regional tourism
- Process enquiries regarding local and regional tourism
- Provide input into development of policy plans and programmes that impact local and regional tourism

## PLANNED OBJECTIVE

The objective is to increase visitation to pre-pandemic numbers, to increase domestic and international visitors, and grow average spend across all markets. Priority tourism projects for the area that have the potential to deliver the strongest collaborative outcomes, include:

**Priority Project 1:** Plett Beaches and viewpoints

**Priority Project 2:** Plett Trails network – Trails invigoration

**Priority Project 3:** Plett Trails network – MTB

**Priority Project 4:** Township Tourism growth

**Priority Project 5:** Wine, food and Agri-tourism

**Priority Project 6:** Culture, heritage and arts

**Priority Project 7:** Digital Excellence

# PLETT TOURISM PAID MEMBERSHIP STRUCTURE (2022-23)

## TIER 1 PARTNER

**R3,000**

Local tourism  
organisations,  
agencies and  
routes  
Promo at travel  
shows, maps

## TIER 2 PARTNER

**R1,500**

Local bona-fida  
tourism  
businesses in  
Plett

## TIER 3 PARTNER

**R1,500**

Local  
professional  
service providers  
(friends of PT); or  
tourism services  
outside of Plett

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# PLETT TOURISM PAID MEMBERSHIP BENEFITS (2022-23)

| BENEFITS  | TIER 1 | TIER 2 | TIER 3 |
|---|--------|--------|--------|
| Discounted rates for workshops and conferences              | ✓      | ✓      | ✓      |
| Use of PT logo and other marketing collateral               | ✓      | ✓      | ✓      |
| Opportunity to attend travel conferences with PT            | ✓      | ✓      |        |
| Access to PT support on regional tourism issues             | ✓      | ✓      |        |
| Advocacy of regional tourism issues at a national level     | ✓      | ✓      |        |
| Nominate candidates and vote at board elections             | ✓      | ✓      |        |
| Priority listing on PT website                              | ✓      | ✓      |        |
| Priority referrals from PT office                           | ✓      | ✓      | ✓      |
| Priority exposure with journalists and travel professionals | ✓      | ✓      | ✓      |
| Opportunity to promote on PT Special Offers page            | ✓      | ✓      |        |

# JOIN PLETT TOURISM (2022-23)



For Local Tourism Organisations,  
Agencies and Routes

**R3,000.00/year**

**JOIN NOW**



For Local Bona Fide tourism  
businesses in Plett

**R1,500.00/year**

**JOIN NOW**



For Service Providers, Friends of Plett  
Tourism or non-tourism services

**R1,500.00/year**

**JOIN NOW**

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