

## Plett Tourism AGM 2022

### Chairman's Address

I would like to welcome our hard working Mayor, Dave Swart, all Municipal Officials, Board Members and lastly but not least the Plett Tourism members in attendance to the 2022 AGM, as without all of your support Plett Tourism would not be what it is today.

The Board has discharged its oversight mandate during the past 12 months and has met at approximately 3-month intervals as required in the PT constitution. I would like to thank all Board members for their time and commitment in support of our hard-working CEO and PT team.

Looking back to the 2021 AGM, we were still in lock down and could only have limited numbers in attendance at the AGM and perhaps we can pause to appreciate the pleasure of returning to being free to interact with one another without restriction. I have monitored infection rates internationally throughout the pandemic and as South Africans we are to be congratulated for not only plummeting infection rates whilst other countries are still enduring increasing infection rates but perhaps most of all for maintaining the spirit of Ubuntu throughout. Whilst many other countries have endured forced mandates and often violently divided societies, South Africans have remained unified and now Covid is no longer even the subject of conversation in our country. Perhaps that is why tourists are flocking here and feel liberated and free when they are amongst us and enjoy our wonderful country.

My perception at multiple levels is that Plett, in particular, has prospered during and after the trying time we have been through. One only has to see how busy our streets and building and tourism industries is in particular are. Everyone seems to not only visit but also come to live in Plett.

As I have said before, the extraordinary circumstances which we have undoubtedly been through require extraordinary people and I continue to be very impressed by the way that our CEO and her team have and 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 now flock back to our town. Their enthusiasm has been and continues to be infectious in keeping our town upbeat and optimistic whilst we

re-build our tourism industry. I believe that tourists become caught up in optimism as they do in pessimism.

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 – at every level.

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. We value each and every one of you as you are also an essential component of the success story that is Plett Tourism.