PLETT TOURISM ASSOCIATION

QUARTER 2 REPORT (OCT/NOV/DEC 2021)

CEO SUMMARY

> ***"Recent behavior changes suggest that people are looking for a new way to travel whereby accommodation is spacious and safe, while offering flexibility and leisure options close by." - Travel Daily News & Research for 2022***

We expect international travel to return at the end of 2022, as borders reopen and people grow more confident moving around.

Trends shaping the travel sector in 2022 are very exciting for the Garden Route, and in particular, Plett. We are primely positioned as a desirable travel destination for both the domestic and international markets. Travelers have had a taste of the comfort and convenience that comes with short-term rental properties and likely won't want to go back.

The team at Plett Tourism will be focused on three of the top travel trends for 2022. This includes;

1. Remote working and flexible living. The sudden need for a more flexible way of working has shifted our attitudes to how we live. Many have realised the benefits of working from wherever they choose, such as traveling and working, leading to the rise of the digital nomad.

As the lines blur between business and leisure, vacation rentals will continue to be the preferred accommodation type. Short-term rentals are able to offer travelers private spaces. The Digital Nomad is a

niche market we have been targeting, and will continue to target, throughout our 'Chase the feeling' campaign.

2. How tech plays a role in travel. To keep up with the demand of the above trend, tech developments have supported hospitality managers in making their properties more efficient. Rentals and hotels alike now have access to smart home tech, giving guests a great experience and meeting their changed expectations.Recent events forced the hospitality industry to advance by providing contactless solutions and this growth in tech-enabled safe travel is likely to continue. No more than ever, it's important for Bitou to become a tech-friendly and wifi-friendly travel destination. Plett Tourism will be implementing smart technology with a new VOIP telephone and messaging system and we will be training the front-of-house staff with the new Activitar digital concierge service .

3. A new type of business travel. Companies have also experienced the perks of remote working, by cutting back on office rental costs and hiring more qualified staff globally. The value of meeting face-to-face has not been forgotten and so we'll likely see a rise in corporate travel as companies gather their staff for occasional get togethers (perhaps once a quarter instead of weekly team meets). This new type of corporate travel will contribute to the growth of domestic travel, which has been dominating the market.

Working more closely with SATSA and Wesgro, the Garden Route and town's like Plett, are a strategic component to their new campaigns.

SUCCESSES

The Tourism Operations sector has finally started campaigns; including the Mega FAMTrips, tour operator engagements with site inspections, complimentary itineraries and queries for new and exciting experiences.

Pre-season, research conducted indicated accommodation bookings at 65%. Our post-season survey has indicated the hospitality sector has out-performed original predictions.

SURVEY RESULTS

Activity Sector (TBC 24 January)

Restaurant Sector (TBC 24 January)

Accommodation Sector (TBC 24 January)

The town has been recognised

OBSTACLES

Our biggest obstacle continues to be the long-term security of tenure in terms of an appropriate Agreement with the Bitou Municipality. PT cannot move forward with a transformation agenda unless it is able to offer security of employment. With the appointment of a new Mayor, MAYCO and Council, it's important that the PT Board focus on engagement to secure a new agreement for the 2022-23 year; preferably a 3-year contract.

As the majority of CSI funding currently available to registered NPO's and NGO's; we would like to explore the possibility of adding another component to the Plett Tourism Association that would be able to engage with CSI funding opportunities that a voluntary association does not have access to.

Requests for meetings and feedback from the RatePayers' Association continues to be un-successful.

STRATEGY & PLANNING

Our business plan continues to be based on an industry rebuild, reflecting the different stages of the re-opening of our industry and the solid milestones we have made towards reaching our pre-COVID tourism goals.

We continue to target domestic consumers and are engaging with international consumers at the same time. Projects currently in early phase development for this year include the Robberg Shuttle and the Plett Trails network. The LGBTQ+ travel market project is in mid-phase and gaining momentum with a series of strategic promotions and engaging content. .

We will continue to work with municipal, regional, provincial, and national South African Government partners to enhance our marketing activities. This will include continuing to collaborate and align on our marketing campaigns, combining market resources and sharing tourism research. We will also be embarking on new JMI's with like-minded corporate sponsors and brands.

BUDGET

The operating budget of R3.4M is being adequately managed. An additional of R532,698 has been added with contribution from sponsorships, JMI's, advertising sales, brand activations and our membership drive for Paid Members. .

FUNDING & SPONSORSHIP PROCUREMENT

We continue to engage with local businesses for sponsorships in the form of Joint Marketing Initiatives Current negotiations include;

- The Plett Trail (MTO Forestry, CapeNature & BikeHub)
- The Robberg Shuttle (TBC - CapeNature)

TOTAL SPONSORSHIP: TBC

STAKEHOLDER RELATIONS

Over the course of Q4, we have met with key stakeholders, including;

1. Bitou Municipality and political stakeholder relations (please also refer to table below)
   1.1 Communications Department - meetings to collaborate on BM external publication and 16 December Streetlites Festival. .
   1.2 Economic Development and Tourism - regular meetings to encourage transparency, encourage combined relationships with stakeholders and to collaborate on formal regional and national tourism requests. Procurement and management of additional budget for the Bitou Cares Fund, specific sporting codes and events. Mayoral meeting with Active Mayor to discuss Mayoral contribution for South Cape College graduation lunch.
   1.3 Economic Development and Planning - participation with the upgrade/beutification planning for the Plett Airport, and the management of Plett Rage 2021 cancellation.

2. Plett Business Chamber
   No formal meetings took place

3. Plett Ratepayers Association
   3.1 Requests to meet were unsuccessful

4. Provincial and regional tourism
   4.1 Garden Route & Klein Karoo Cluster meeting
   4.2 Numerous Zoom sessions, webinars and presentations with SATSA, Wesgro, SA Tourism, and other key tourism stakeholders
   4.3 Garden Route Collective meetings with key stakeholders
   4.4 JOC Covid Task team meetings

5. General
   5.1 PR meetings with Plett businesses
   5.2 PR meetings with tourism products, event organisers and media representatives
   5.3 Other stakeholder meetings

COMMUNITY RELATIONS

Community engagement has taken place, with meetings and assistance as outlined below:

PROJECT NAME	CONTACT	COMMENTS
Liberty Lockers	Malcolm Katz	Guidance with marketing; assistance with launch
204TV	Sbosh Tom	YouTube channel covering tourism and lifestyle in the Bitou township areas; assistance with marketing, upgrade of computer
Smalltown TV	King Melizwe	YouTube channel featuring local Bitou artists; assistance with marketing
Kwano Backpacker and hiking trail	Trevor Mapitza	Guidance with project; introduction to potential sponsors; inclusion with Plett Trails starkeholder meeting
Die Plaas Restaurant	John Ruiters	Guidance with marketing and assistance with marketing offered

GENERAL MANAGER SUMMARY (CWT)

The office has remained open and continues to provide the day-to-day standard operations in dealing with telephonic, electronic and walk-in communication as well as;

GENERAL OFFICE OPERATIONS

1. Weekly consultant meetings
2. Covid compliance measures in office
3. Front of House management, shifts and office hours – we opened from 08.30 am to 6 pm daily from 1 December, ready for Rage students and parents, and will continue to the 9 January.
4. VOIP telephone system was ordered to be installed in the new year.
5. Public enquiries focussed on accommodation availability - there was none.
6. Christmas lunch at Laird's Lodge and an educational to the Bronze Fields Foundry. The introduction of Porsche September, a new consultant to the rest of the team.
7. 100 Welcome gifts for visitors arriving at the airport.
8. The community hot desk was once again available for use during Oct, Nov and December.

EDUCATIONALS AND UPSKILLING

1. Thandi Mabukane continued to train and operate the new ZOHO system.
2. Excel training for Emily Potgieter for petty cash reconciliation.
3. Google doc introduction for various admin functions - Andisiwe Nonkosana.

VISITOR STATS

2021 PT Office visitors (11x French visitors and 33 German visitors in December)

Oct: 57	Nov: 86	Dec: 91

2020 PT Office visitors (SA only - no international visitors)

Oct: 74	Nov: 36	Dec: 24

2019 PT Office visitors (SA only)

Oct: 208	Nov: 204	Dec: 202

2019 PT Office visitors (SA and International)

Oct: 439	Nov: 419	Dec: 452

CALENDAR OF EVENTS

- As lockdown restrictions were relaxed, the October, November and December calendar listed sporting, recreational and lifestyle events and Plett polo commenced once again.
- Plett Tourism held one of the Plett anchor festivals, Plett Arts Festival, after it had been postponed in July. October proved to be a good time of the year, and the festival will move to this period in the future.
- December events reflected a bumper season, with close to 100 events taking place during this month.
- Rain prevented the Streetlights Festival from taking place on the 16th December.
- A number of December events were canceled due to Covid restrictions and/or the loss of sponsors at the last minute:
    1. Plett Rage Student Festival
    2. Gqom Festival
    3. Good Luck Summer New Year's Eve
    4. NYE in Kwanokuthula

October / November / December

- Plett Arts Festival
- Plett Graduation
- SoulShine Festival: Frequency of Love
- SEEFF Tour De Plett
- Main Street Beer Festival
- Ikasi Beer Hop - Beyond Town
- Fridays Whitley Neil Gin Festival
- Halloween Party
- Plett Postcrossing Event
- Crags Chill Out
- Barringtons Trail Run

- Fridays Whitley Neil Gin Festival
- Secret Sunrise
- Plett Polo: Warm Up Tournamnent
- Plett Polo: Warm Up Tournament
- Gospel Concert
- Ancient Voice EMBO: Journey to the Roots

- Plett Polo: Iris Cup
- Fridays Whitley Neil Gin Festival
- Plett Rage 2021
- Mto Trails Twilight Trail Run - Moss And Maple
- Sky XC Enduro 2021
- Secret Sunrise dance
- Plett Polo: Stonefield Cup 8 goal, 2 goal and Intro Tornament
- Firehouse Dog
- Plett Polo: Intro Tournament
- Plett Polo: Summer Cup 12 goal and the Shamari Cup 4 goal
- Home Alone
- Streetlights Evening
- Naughty Water Pop-up Wine Bar & Picnic
- Schalk Bezuidenhout - 'Feeling Good!'
- Penguin Release
- Robberg Fine Foods Classic Beach Regatta
- Plett Polo: Kids Clinic
- Summer sensations
- Vitality Summer Pod
- Khumba in 3D
- Six Dogs Distillery: Meet the Maker & Blue LIGHT Tasting
- Barrington's Wine Festival
- Garden Route Gospel Extravaganza
- Naughty & Nice Outdoor Cinema presents: Love Actually
- Watershed
- Get Lucky Summer
- Trueblue Makers Exhibition
- Plett Polo: Intro Tournament
- Captain Fantastic
- Wednesday Before Christmas Market
- Sabrina Love Summer Challenge
- Plett Polo: Ladies Tournament
- Plett Polo: Formosa Cup 10 Goal and 4 Goal
- Trans Agulhas Inflatable Boat Challenge
- Nic Preen, Mathew Rodriguez, Posture Boy LIVE at Naughty & Nice
- Plett Polo Festival

		● Bon Aqua Chill area and events ● Plett Polo Festival ● When Harry met Sally ● 20x concerts at Mel's Place

PLETT SUMMER ACTIVATIONS

For the first time in 2 years, product promotional activations applied for space on Central Beach. The applications and approval for these are currently handled by the Plett Tourism office.

1. Discovery Vitality had a 10 day activation on Central Beach
2. Bonaqua had a one day activation on Central Beach
3. The Topo Chicco launch on Central Beach was canceled as they ran out of stock

PLETT TOURISM ANCHOR FESTIVALS

1. PLETT ARTS FESTIVAL 2021: 1 to 10 October. The festival moved to October having been postponed due to lockdown in July.
    - Budget: R75 000: R50 000 from PT and a grant of R25 000 from Wesgro
    - Direct financial benefit to the town: R250 000 plus R100 000 ticket sales to 90% local artists
    - Budget spent directly on local event and signage suppliers et al: R60 000
    - Actual media value of media exposure: R350 000
    - Estimated private event income eg (Barrington's & Mel's own events): R250 000
    - The budget of R75 000 had a measurable ROI for the town of R1 060 000
2. PLETT ARTS FESTIVAL PROGRAMME AND VENUES IN NUMBERS
    - 34 ticketed shows and workshops
    - 2 000 attendees
    - 30 art exhibitions
    - 5 free events
    - 13 restaurant venues
    - 1 nightspot venue
    - 5 hotel, community hall and event venues
    - 3 activity venues
    - 7 art galleries
    - 3 beaches
    - 1 main street event
    - 4 of the venues are in Kwanokuthula

PROJECTS IN PROGRESS

1. Plett Ocean Festival in July 2022
2. Plett Arts Festival in October 2022
3. Plett Wine & Bubbly in March 2023

4. Robberg Shuttle. Permission was granted by the municipality for a pilot park and ride project which will commence in the new year.
5. People's Weather: this collaboration has been revitalised in the context of the Plett Ocean Festival.

GOVERNMENT, MUNICIPAL, LTO and STAKEHOLDER ENGAGEMENT

1. Event approval meetings with BM ED&T department
2. Wesgro and WC government meetings on recovery strategies
3. Liaison with NDT and Plett stakeholders on the appointment of tourism monitors
4. Plett Conversations was not held in this quarter due to very busy agendas and municipal elections
5. Dissemination of Covid risk management level, funding opportunities and recovery information to the PT database continually
6. Updating of the Covid webpage on an ongoing basis
7. Engagement with Liberty Lockers
8. Entrepreneurs web page on the Plett Tourism website. Updates and email dissemination of information

COLLATERAL AND SIGNAGE

1. 100 welcome packs for visitors arriving at the airport were well received.
2. Buffs, caps, aprons and t-shirts are in stock for support of selected events and organisations
3. A good working relationship is back on track with the engineering department for the erection of pole banners timeously, when required.
4. The flagpoles on Central Beach need to be refurbished. 2 poles were removed.
5. A Plett it's a feeling banner was donated to Lyfstyle Tshisanyama.

WEBMASTER REPORT (BM) Report dated 31 December 2021 based on the past 3 months (Oct/Nov/Dec)

WEBSITE GOOGLE ANALYTICS

1. A total of 45,312 visitors to the website
2. A total of 115,304 page views
3. A **0.6% decrease** in visitors compared to the same period last year
4. A **4% decrease** in page views compared to the same period last year

NEWSLETTER STATISTICS

1. A total of 235 newsletters sent out to date
2. Mailing list of 6,018
3. On average 22.9% of recipients open the newsletter
4. On average 3.9% of them click on a link

WEBSITE CONTENT

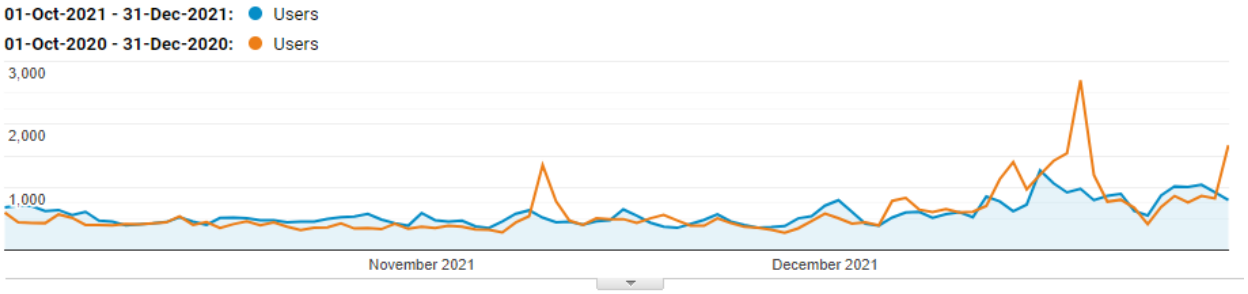
1. Total of 205 Accommodation + 59 Restaurants + 120 Activities + 51 Services = 435 listings on the website. The number of listings has come down because we have removed a lot of old listings of establishments that have closed down for a number of reasons, but many due to lack of business during Covid.
2. Total of 982 event listings published to date.
3. Total of 2,349 articles published to date.

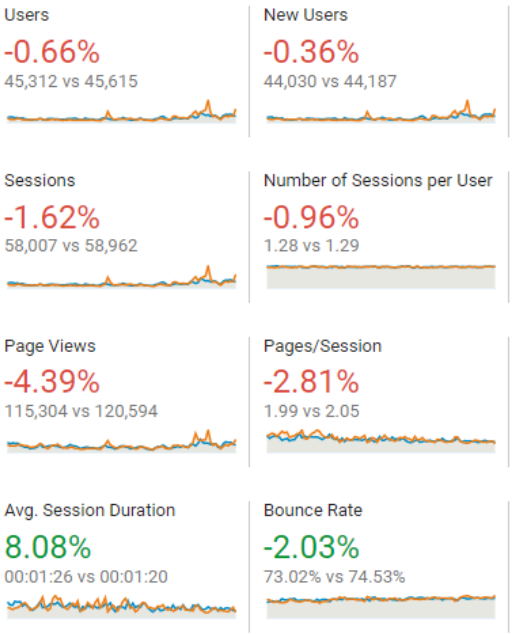
WEBSITE ANALYTICS BREAKDOWN

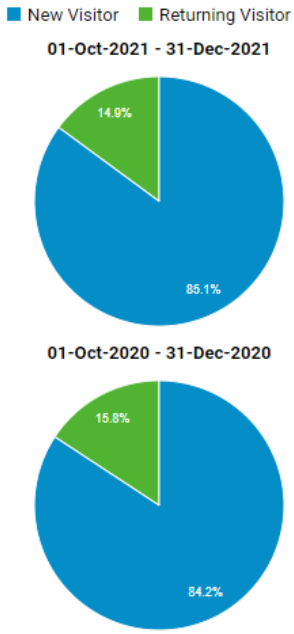
Report dated 31 Dec 2021 based on the past 3 months Oct, Nov, Dec 2021.

PLETT TOURISM WEBSITE GOOGLE ANALYTICS STATS

1. **01 Oct 2021 – 31 Dec 2021** versus **01 Oct 2020 – 31 Dec 2020**
2. Users: **45,312** versus **45,615**

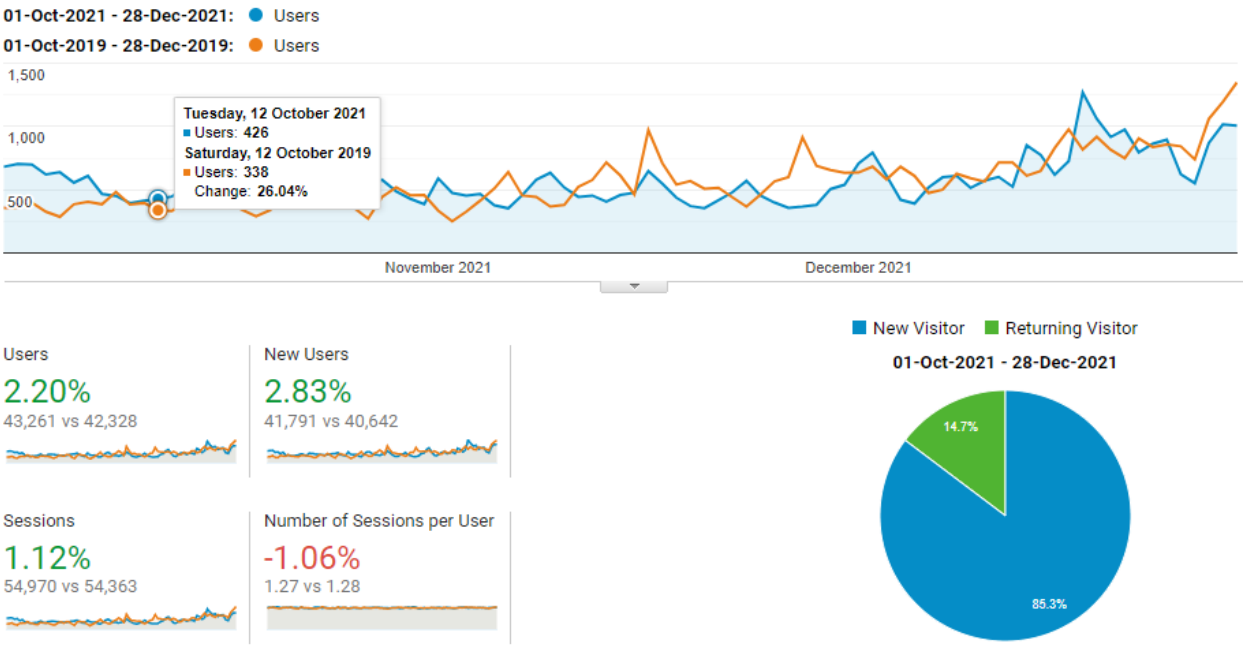






GOOGLE ANALYTICS EXPLAINED

1. The site has decreased by 0.66% in the number of visitors compared to the same period last year.
2. We had 1.62% fewer sessions compared to the same period last year (2020).
3. We had 4.39% fewer page views compared to the same period last year (2020).
4. One must bear in mind that last year (2020) we had huge spikes in traffic due to the last minute announcements of beach closures, which made the traffic abnormally high that season. In comparison to the year before that (2019), our visits are **actually 2% UP on average** this year for that time period (excluding outliers like NYE). See below.



PLETT TOURISM NEWSLETTER STATS

1. We've sent out 235 "newsletter" emails in the 111 months from Jul 2013 to Dec 2021.
2. On average this works out to just over 2 newsletters per month.
3. We have also sent out a large number of industry related mailers to our accommodation, activities and restaurant members. And we have sent out survey mailers and Tourism Trade mailers and strategy mailers.
4. We have been sending out mailers to our accommodation, restaurant and activity products to encourage them to take part in tourism promotions in our area.
5. Our active mailing list currently totals 6,018 email addresses.
6. On average 22.9% of people on the mailing list opened the newsletter (based on the last 10 newsletters).
7. On average 3.9% of people who opened the email clicked on a link in the newsletter (based on the last 10 newsletters).

ACHIEVEMENTS

1. Our YouTube channel has had a total of 1,014,463 views to date and over 28,500 hours of watch time.
2. Our subscriber base has risen to 2,617 people, and this has enabled us to monetise our original content videos.
3. Our Accommodation listings totals 211 establishments
4. Our restaurant listings totals 59 establishments
5. Our activities listings totals 120 establishments
6. Our Services section, which lists all the Tourism Related services in the area, currently has 51 listings
7. We have received submissions from over 40 wedding venues and other wedding service providers
8. We have set up a listings page for wedding services providers and listed a total of 40 wedding service providers on this page
9. We have listed a total of 982 events in the past 8 years
10. We have posted a total of 2,349 articles (news etc) in the past 8 years
11. Our Industry Sector WhatsApp groups have 74 contacts and we are sending alerts and notifications, news and information on campaigns and strategy to these groups regularly now.
12. Our General WhatsApp following grew to 467 members over December (in two groups) and we are sending information to these groups when alerts about specials, events and other content of interest needs to go out.

YOUTUBE HIGHLIGHTS

Our YouTube channel has now had over **1 million views**. We are now able to earn revenue from any unique content we post on the channel. We have not had any earnings to speak of yet because we have not posted many new videos which can be monetized.

COMMUNICATION MANAGER (JM)

CONTENT CREATION

News articles and blogs: 17

Each article published, whether supplied or written in-house is proofread and copy edited by JM, links are added, additional text/explanations if required and relevant links including READ MORE. Simply because an article was supplied does not mean that it hasn't been rewritten or edited. .

1. A peek into our distant past at Nelson Mandela Cave (Wine Tots)
2. Bitou Municipality supports SMMEs (Wandisile Sebezo)
3. Liz McGrath Hotels top Conde Nast Traveller's Choice (supplied)
4. Race Report - Plett Adventure Racing Team - St Francis Bay (Petrus Maree)
5. Help to preserve the history of Plettenberg Bay (supplied)
6. Race Report - Plett Adventure Racing Team - sweat, cable ties & sportsmanship (Petrus Maree)
7. New N2 mural celebrates Plett's marine heritage (Rene Connolly)
8. Two international Blue Flag boats for Plett (supplied)
9. Full steam ahead for Orca Volunteers (JM)

10. The Plettenberg champions Vegan Month (supplied)
11. Youtube Channel: SBosh Tom - a true creative (JM)
12. For the love of polo (JM, repurposed from magazine)
13. Garden Route holidaying with kids in a motorhome (Andre Van Kets)
14. Plett by Night (JM & PB, repurposed from magazine)
15. Ocean safaris: the oceanic offering and the man (Was Lemuel)
16. Plett's bronze dolphin turns 21 (BMorris)
17. Clare Kula's outdoor beach massages (Siphokazi Mnyobe)

Media Releases: 12

1. Plett Tourism welcomes global tour operators
2. Update on restoration of the airport (BM & Cemair)
3. Plett's six Blue Flag Beach Awards
4. Launch of keyless lockers in Plett
5. CapeNature features Plett in new marketing videos
6. Unexpected delights at Plett ARTS Festival
7. Commercial flights return to seaside Plett
8. Save the date: Watercourse History Festival in Plettenberg Bay
9. Plett Tourism appoints new travel and trade assistant
10. Plettenberg Bay makes Conde Nast Gold List for 2022
11. Sabrina Love unveils new Angel Wings art installation
12. NSRI raises funds for shark bite kits on Plett beaches

Alerts & COVID related: 2

1. Level One
2. Plett Rage cancelled (BM & PT)

DIGITAL MEDIA

We started the summer season quite unbalanced as rumours of beach closures and pressure about Plett Rage. As a team, we decided to keep a low profile about Plett Rage and rather focus on good-news stories during that time. We know that the media almost "diarise" Plett Rage as a time of scandal for Plett so we wanted to give them positive stories as an alternative: NSRI, Plett lifeguards, Plett whale disentanglement and Solo, the elephant seal. This worked well on our social media channels. We have surpassed an online community of **35 000 fans/community.**

We kept very much to the outdoor,fresh air - chase the feeling narrative - ever mindful of crowded locations however this quarter has hosted a Plett ARTS Festival at numerous locations, Barringtons Beet Festival, the return of Get Lucky Summer and the return of SA National Parks Week. We also launched Plett Tourism's first podcast in the leadup to the Plett History Festival. Content-wise, it was quite a hectic time as the Plett ARTS Festival has moved from June-July to October.

Popular posts included & stories: Popular stories included: CemAir return and increased plane size,start of Trans Agulhas, SA National Parks Week, Solo the elephant seal, Plett on the Conde Nast Gold List, Plett's Blue Flag beaches and boats.

FACEBOOK HIGHLIGHTS

1. Facebook video minutes watched (Oct,Nov,Dec 2021): **45 700 minutes**

2. Facebook reach (Oct,Nov,Dec): **507 500 (excluding stories)**
3. Facebook total FANS: **19 428 (**Followers 27 071)

INSTAGRAM HIGHLIGHTS

1. Instagram total followers: **10 100** (Surpassed 10 000)
2. Instagram reach (Oct, Nov, Dec 2021):**256 257** (excluding stories reach)

TWITTER HIGHLIGHTS

1. Twitter impressions (Oct, Nov. Dec 2021): **52 300**
2. Twitter total followers: **6,334 people**

MEMBERSHIP MANAGER SUMMARY (TM)

Both paid and free membership continue to increase.

MEMBERSHIP REPORT OCT/NOV/DEC

MONTH	PAID MEMBERS	PT booking enquiry form	PT accomm click-through	PT Nightsbridge click-through
OCT 2021	115	41	6738	86
NOV 2021	116	28	4201	122
DEC 2021	117	19	3946	238

PT MEMBERSHIP HIGHLIGHTS

1. Phase 2 of Zoho system is active with daily updates and database management
2. Membership Campaign to be discussed in early Q3

TOURISM & TRAVEL TRADE SUMMARY (PB)

PT continues to engage with the industry professionals as outlined below and we have adapted our campaigns and strategies as needed as tourism needs change.The new Tourism & Travel Trade Assistant, Porche September, is working well and she has already started engagement with her own projects.

TOURISM & TRAVEL TRADE ASSISTANT

1. Investigation to update the PT Business to Business newsletter
2. Administration to coordinate a Student Itinerary focused on food technology and conservation to be sold to the European market with UCP Tours.

LTO/RTO ENGAGEMENT

1. Key stakeholder engagements
2. Business to Business quarterly newsletter
3. LGBTQ+ workshop

TOUR OPERATOR ENGAGEMENT

1. Tourism & Travel trade quarterly newsletter

TOURISM & TRAVEL TRADE HIGHLIGHTS

1. PT is represented on a Garden Route Marketing Collective steering committee with private and government sectors.
2. Mega FAMTrip with SATSA and Wesgro; luxury tour operators and student tour operators

MEDIA SUMMARY (PB & JM)

PT continues to engage on different digital and print media platforms. Long-term media relatlons with publications and journalists have proven fruitful for PT. With a creative team creating interesting content, PT has managed to keep Plett in the forefront.

MEDIA PLANNING/CAMPAIGNS

1. Domestic Strategy updates
2. Media Content for Q2
3. SMME Tourism Development Fund recipient with Community journalists and project appointments

PRODUCT PROCUREMENT

1. Plett Polo video and generic Plett videography coordination

MEDIA PLACEMENT

1. Summer Dreams publication; articles x 3 and ½ page advert
2. The Times Plett & Knysna publication; articles x 2 and ½ page advert
3. South Magazine publication; 3-page article and FP advert
4. Explore SA magazine (1-page editorial feature with photos
5. Africa Geographic publication submission
6. Vinpro digital submissions
7. Financial Mail publication article contribution
8. EP Herald publication article contribution
9. The Weekend Post publication article contribution

PT MEDIA REPRESENTATION

1. MCFM
2. Cover of Cemair's SkyNews (following Blue Flag beach press release)
3. SkyNews - what do in Plett under and above the waves
4. Getaway Magazine: the Garden Route of all fears (kloofing, bungy, seals,jetski, paragliding)
5. Herald LIVE: An insider's view Plett's Best Kept Secrets

6. ON TAP - Barrington’s Brew and iKasi Hop Beer Tour
7.

JOURNALIST/MEDIA EDUCATIONALS & ITINERARIES

1. SABC
2. News24