PLETT TOURISM ASSOCIATION

QUARTER 4 REPORT (APR/MAY/JUN 2023)

CEO SUMMARY

Get ready to meet the younger luxury traveller, the intrepid adventurer, the eco-warrior, the pilgrim, and those focussed on sustainability, inclusivity and the needs of diverse communities.

(Africa Travel Week post-WTM Africa Trends Report)

Good news for Plett, there is a driving demand for transformative getaways and off-the-beaten-path emerging destinations. This is a great opportunity for growth in the industry, and we have seen more new businesses open after the pandemic - creative businesses across the board. From interesting guest itineraries, unique foraging and food experiences and even more interesting hiking and natural tours.

We need to take a closer look at the ways in which we promote travel to Plett as there is a focus to colour everyone's world - from the younger luxury traveller to the intrepid adventurer and the LGBTQ+ visitor. It's no secret that colour can have a profound effect on our mood and emotions. From the greens

of the indigenous forests to colourful fynbos and flora and the brilliant blues of the ocean, Plett is a town that never fails to paint a vivid picture.

One serious observation identified from **WTM Africa and Indaba 2023** reports is that **sustainability and conservation** are more important than ever. Travellers are looking for experiences that not only give back to the environment, but also support local communities and cultures. Whether it's eco-friendly businesses or wildlife tours that prioritise sustainability, there's plenty of room to go green. **One of the core values at Plett Tourism is that we continue to remain environmentally focused, and to always recognise the importance of preserving identified natural assets and conserving our natural resources. This is also evident with many of the hospitality businesses in Plett which puts the local tourism industry at an advantage compared to other towns. In fact, Plett was the first town to adopt a 'no plastic straw' strategy. Additionally, Plett Tourism encourages the importance of sustainability and conservation with the Plett Ocean Festival.**

Inclusivity is another trend that's taking off globally. From LGBTQ+ travellers to those with disabilities, there's a growing demand for travel experiences that cater to diverse communities. And when it comes to colour, inclusivity means celebrating the full spectrum of human diversity. Spiritually, Plett also has plenty to offer. Whether travellers are looking to connect with nature or simply seeking a moment of peaceful reflection, there are plenty of experiences that can add a colourful layer to their journey. **Plett Tourism has recognised the need to encourage local business to focus on inclusivity, and has created the 'Plett feel the love' campaign which is focused on the LGBTQ Traveller (the most lucrative industry 'dollar' - also known as 'the pink dollar). A series of workshops were introduced in 2021 and 2022 to assist the local industry with the understanding of this market. The town is also primely positioned to offer authentic and unique spiritual experiences, in particular with the new Kwendalo Wellness Centre, the Space Between Yoga Studio and the other many new spas and retreats that have opened in the area.**

Last but not least, adventure tourism is trending. For those seeking a thrill, **Plett is the ultimate outdoor playground**. Whether abseiling down Robberg, rafting through Stormsriver, or bungee jumping off SA's largest man-made structure, there's no shortage of heart-pumping experiences to be had in the area. And with adventure travel continuing to grow in popularity, Plett is poised to be a top activity destination for years to come.

LOCAL INDUSTRY ADVANTAGES

The **Western Cape** ranks as the **TOP province for overseas markets in 2022**, and 2023 is looking just as positive according to recent reports released by Wesgro.

TOP in overseas tourist arrivals: 697,132;

TOP in overseas tourists Total Foreign Direct Spend: R14.4 billion;

TOP in overseas tourists total bed nights: 9.7 million;

TOP in overseas tourists total formal bed nights: 2.7 million.

Western Cape domestic trips reached 3.4m in 2022 and recovered by 78% in comparison to pre-pandemic. Strategic domestic tourism initiatives implemented nationally and provincially significantly contributed to the upward trajectory in domestic trips.

The United Kingdom was the top source market to Cape Town (via air), followed by Germany, USA, Netherlands & France. This is great news for Plett as travellers from Germany are very familiar with Plett and the Netherlands was an emerging market pre-pandemic. Excitingly for Plett is the increase in visitors from the USA which is also reflective in the response by local products in our Quarterly Reports.

7 out of the top 10 source markets to Cape Town originate from Europe.

Footfall to attractions across the Western Cape recorded an average growth of 50% in the number of visitors when compared to 2022 and 91% of what it was in 2019.

LOCAL INDUSTRY CHALLENGES (these remain and are reflective in the Q3 Report as well)

Consumers seek personalised, tailored experiences, and providers can use data and insights to create customised offerings. However, challenges may arise from this trend and in particular, for our new emerging township tourism sector. ***The lack of public wifi, little access to sustainable energy sources due to loadshedding and funding for alternatives, the lack of and refusal to accept the new township tourism landscape for South Africa and a lack of quality assurance for township tourism products and services are the main challenges faced within the townships of Plett.***

Luxury eco-tourism is a trend where people seek out luxury travel experiences that prioritise sustainability and environmental responsibility. ***The lack of and refusal to accept the new township tourism landscape for South Africa where luxury experiences are focused on the environment (sustainable food sources, recycling, etc.) will alienate the township experiences.***

Technology plays a significant role in the travel experience, and providers need to leverage mobile apps and online resources to enhance the customer journey. ***Without public wifi zones and access to alternative energy sources throughout Bitou, several areas will not benefit within the international tourism space.***

Luxury travel consumers now prioritise time, emotion, customisation, experiences, and curiosity over material possessions. Providers need to cater to these new luxury expectations. ***The refusal to accept the new township tourism landscape for South Africa and a lack of quality assurance for township tourism products and services are the main challenges faced within the townships of Plett. Curio markets, sale art, sculptors, etc. are no longer a desirable tourism experience.***

Emerging technologies such as virtual reality and AI will shape the future of the industry, and providers need to stay ahead of the curve. ***Without public wifi zones and access to alternative energy sources throughout Bitou, several areas will not benefit within the international tourism space.***

SUCCESSES

The Association had several stand-out successes for Q4 2022-23:

The Plett Tourism Association's seat on the public/private sector Marketing Steering Committee with the Garden Route District Municipality, Western Cape Department of Tourism, Wesgro, FEDHASA, SATSA and SA Youth Tourism will be assisting the Garden Route Development Agency with the placement and strategy for Regional Tourism Marketing.

Membership of the Plett Tourism Association has increased from 616 in Q3 to 635 in Q4.

Long-term security of tenure has been established with a 3-year Agreement from the Bitou Municipality; effective 01 July, 2023.

Plett Tourism strategic anchor events, Plett Ocean Festival and Plett Arts Festival have been recognised by Wesgro as "jewel" events in the Garden Route, out of a total of 5 recognised events.

OBSTACLES

There are several obstacles of concern:

Continued gaslighting, false accusations, and most recently misrepresentation from the Plettenberg Bay Tourism Association Board (a private NPC). Additional legal representation is imminent and this will push the issue further in the public domain with the backing of the Plett Tourism Association Board.

Load shedding continues to have a major inhibitory factor within the tourism sector. Industry surveys indicate that more than 50% of our Plett hospitality businesses DO NOT have back-up energy sources in place. Additionally, the majority of the township tourism industry businesses (we are estimating 90%) DO NOT have back-up. **If we are to grow township tourism, at the very least the Bitou Municipality should look at options for battery-operated wifi services in strategic high-volume tourism locations within the townships.**

Key tourist viewpoints and historical locations require commitment from the BM to ensure quality assurance; including safety, lighting, cleanliness and demarcated information for tourists.

STRATEGY & PLANNING

The Association continues to be focused on supporting existing objectives and delivering on several new projects.The objective is to increase visitation to pre-pandemic numbers, to increase domestic and international visitors, and grow average spend across all markets.

Outcomes by achieving these objectives outlined below, will have an ROI of close to R2 Billion for Bitou. Previous ROI for similar projects pre-Covid was R2.4 Billion.

It must be noted that the realisation of these objectives will be reflective of the committed efforts of the BM and PT, and may require additional investment in tourism infrastructure, marketing and product development if they are to be achieved.

To this effect, we have identified a limited number of priority tourism projects for the area that have the potential to deliver the strongest collaborative outcomes, focusing on seven key projects:

1. **Priority Project 1:** *Plett Beaches & viewpoints*
2. **Priority Project 2:** *Plett Trails network – Hiking Trails*
3. **Priority Project 3:** *Plett Trails network – MTB (mountain biking)*
4. **Priority Project 4:** *Township Tourism growth*
5. **Priority Project 5:** *Food, Wine and Agri-tourism*
6. **Priority Project 6:** *Culture, heritage and arts Invigoration*
7. **Priority Project 7:** *Digital Excellence*

***view a full update on these projects at the end of this report*

BUDGET

The operating budget of R3.4 Million for this fiscal year's budget has been received and has been adequately managed throughout the year..

SPONSORSHIP ENGAGEMENT

1. Plett Trails WIFI sponsorship at select trails entrance locations; TBC
2. CapeNature JMI opportunities presented; TBC
3. Firefly Falls & Bhejane Media Partnership discussions; TBC
4. Kurland Villa Media Partnership discussions; TBC
5. Run through the Jungle Event Partnership discussion; TBC
6. Cetacean World Heritage Site Media Partnership discussions; TBC

SPONSORSHIP PROCUREMENT (NOT FUNDING DIRECT TO PLETT TOURISM)

We continue to engage with local businesses and other avenues for sponsorships in the form of Joint Marketing Initiatives and Media Partnerships. The negotiations and value for Q4;

1. Bayview Hotel Media Partnership discussions; R23,000 value

TOTAL SPONSORSHIP PROCURED: R23,000

MARKETING FUNDS PROCUREMENT (FUNDING DIRECT TO PLETT TOURISM FOR SPECIFIC MARKETING INITIATIVES)

1. Algoa FM Radio Campaign (R15,000)
2. Wesgro Plett Ocean Festival (R25,000)

TOTAL ADDITIONAL MARKETING FUNDS PROCURED: R40,000

STAKEHOLDER RELATIONS

Over the course of Q4, we have met with key stakeholders, a detailed list can be found on our monthly reports (Apr/May/Jun).

1. Bitou Municipality and political stakeholder assistance
2. Plett Ratepayers Association
3. Provincial and regional tourism
4. General

COMMUNITY RELATIONS | STAKEHOLDER FORUMS AND AGENCIES | ENTREPRENEURS

Community engagement by request, this includes meetings for assistance with different aspects. A complete breakdown of those individuals and groups and their projects can be found on our monthly reports (Apr/May/Jun).***Notable amongst these is the iKasi Life Project, a Youth Soccer Event, Tebelo House Project in Kwano, and the Cetacean World Whale Site Accreditation.***

The CEO and General Manager had a total of **7 meetings** with community entrepreneurs to assist with business plans, sponsorship applications, general guidance and mentorship as part of our commitment to the Community Entrepreneur Hub we offer at Plett Tourism.

GENERAL MANAGER SUMMARY (CWT)

VISITOR INFORMATION

Two personnel members man the Visitor Information Office and continue to provide telephonic, electronic and walk-in communication for visitor enquiries. They manage the brochure displays and assist with the use of the community hotdesk and boardroom bookings.(The boardroom may be booked as a free service by third parties and is utilised most often by BM ED department and BM Communications department)

GENERAL OFFICE OPERATIONS

1. Weekly consultant status and planning meetings.
2. Front of House management, shifts and office hours: 9 am - 5 pm every week day. We are now back for Saturdays 9 am - 1 pm during school holidays.
3. The community hot desk is available - usage of the desk is picking up, having dropped off during Covid.
4. House-keeping, maintenance and upgrading of equipment, signage and collateral is on-going.

EDUCATIONALS AND UPSKILLING

1. Thandi Mabukane continues to upgrade and operate the ZOHO system working towards full functionality and integration.
2. Upskilling on Google Earth for office staff took place
3. An ERP24 Software programme was introduced for management of festivals and will be extended to other areas of operation once training and testing is complete. On-going

INFORMATION OFFICE VISITOR STATS

April: 64 (33 SA; 31 International)

May: 54 (37 SA; 17 International)

June: 68 (30 SA; 38 International)

FINANCIAL ASSISTANCE THROUGH THE BITOU CARES FUND

In collaboration with the Bitou Municipality LED &Tourism, Plett Tourism contributes financially to charity and SMME projects, instruction was received on 12 February from the LED Manager that the Bitou Cares Fund was officially suspended until further notice.

PLETT TOURISM EVENTS AND FESTIVALS (CWT)

1. Wesgro has acknowledged Plett Arts Festival and Plett Ocean Festival as 2 of only 5 “jewel” events on the Garden Route. R25,000 per event has been sponsored with a JMA in place.
2. Plett Tourism assisted the BM June 16th Youth event by supplying lanyards for VIPs.
3. Plett Tourism sponsored a hole at the Mayoral Golf Day and distributed prizes to golfers consisting of vouchers from all coffee shops and some eateries, including township establishments.

CALENDAR OF EVENTS - April, May, June 2023

Viva la Diva - An evening with the Opera Angels	2 Apr	www.quicket.co.za
Rescuerdos de España	2 Apr	www.barringtonsplett.co.za
Plett Polo: 10 goal & 4 goal	2 - 9 Apr	www.plettpolo.co.za
WTM Africa 2023	3 - 5 Apr	www.wtm.com
Plett Polo: SA OPEN	5, 8,12,15 Apr	www.plettpolo.co.za
Buco Adventure Weekend 2023	7 Apr	www.entrytickets.net
PBAA Easter Festival	8 Apr	
Stofpad RC Fliers RC Aircraft Display	8 - 9 Apr	
Easter Sunday Cinema at Kay & Monty Vineyards	9 Apr	www.quicket.co.za

Plett Polo: 8 goal & 2 goal	10 & 16 Apr	www.plettpolo.co.za
The Battle of Isandlwana	27 Apr	www.quicket.co.za
Plett Easter Games	27 Apr - 1 May	
Golf Festival	28 - 30 Apr	golf@plettcountryclub.co.za
Kranshoek Dolphins Chill out	29 Apr	082 434 8731
Lagoon Walk & Sundowners with Mark Jones (Brimful Adventure Trails)	29 April	ecovive@mweb.co.za
Engel & Volkers Chilli Festival Plettenberg Bay	29 Apr	di.ridgard@engelvoelkers.com
PAWS Amazing Race 3rd Edition	1 May	Barneys Kiosk Market Square
Leave Some for The Honey Badger	24 May	www.webtickects.co.za
Gqom Take Over	27 May	081 885 6553
World Oceans day	1 - 8 Jun	
Bitou Mayoral Golf Day	2 Jun	hnieuwoudt@plett.gov.za
The Defence of Rorker's Drift	9 Jun	www.quicket.co.za
Charl Du Plessis in Concert	14 Jun	www.quicket.co.za
Youth Day Celebration	16 Jun	Free access
SHE POWHER FOUNDATION	21 Jun	spfplett@gmail.com
African Wild Dogs and Photographic Fine Art Exhibition	22 -29 June	janinekdesign@gmail.com
Football Against Drugs	23 Jun	069 928 0936
Plett Ocean Festival	30 Jun - 9 July	www.plettoceanfestival.co.za
Plett Marine Science Symposium	30 June, 1 & 2 July	www.plettoceanfestival.co.za

Privately organised events on the calendar are assisted with web pages on the PT website, calendar and daily diary listings and posters for smaller events are loaded onto the newly established PT Gig Guide. The calendar is emailed to all BM departments on a weekly basis to provide information on possible added service demands.

GOVERNMENT, MUNICIPAL, LTO and STAKEHOLDER ENGAGEMENT

The General Manager meets with a number of entities:May, June, July:

1. Event approval meetings with BM ED&T department and Mayor's office.
2. Meeting with Tshisa Talent and Lunchbox Theatre on collaboration for festivals.
3. Various meetings with artists who are enquiring about Plett Arts Festival.
4. Engagement with Rage Co. on various aspects and planning for Plett Rage.

WEBMASTER REPORT (BM) Report updated 06 July 2023

WEBSITE GOOGLE ANALYTICS

1. A total of **31,919** visitors to the website over the past 3 months
2. A total of **75,593** page views over the past 3 months
3. A **7% increase** in visitors compared to the same period last year

4. A **4% increase** in page views compared to the same period last year

BULK MAIL / NEWSLETTER STATISTICS

1. A total of **250** General Newsletters sent out to date, of which **3** General Newsletters sent out in this quarter
2. Mailing list of **7,625**
3. On average **29.9%** of recipients opened the newsletter (based on the past 10 mailers)
4. On average **3.7%** of them clicked on a link (based on the past 10 mailers)
5. A total of **19** industry related bulk mailers sent out in the past 3 months
6. A total of **9** media release bulk mailers sent out in the past 3 months
7. A total of **9** marketing bulk mailers sent out in the past 3 months
8. A grand total of **40** bulk mailers sent out in the past 3 months

WEBSITE CONTENT

1. Total of **209** Accommodation + **81** Restaurants + **125** Activities + **63** Services = **478** listings on the website.
2. Total of **1,102** event listings have been published to date. **10** event listings published in Q4.
3. Total of **2,565** articles published to date. **29 articles** published in Q4.
4. Gig Guide: A total of **46** Gigs (events) listed over the past 3 months

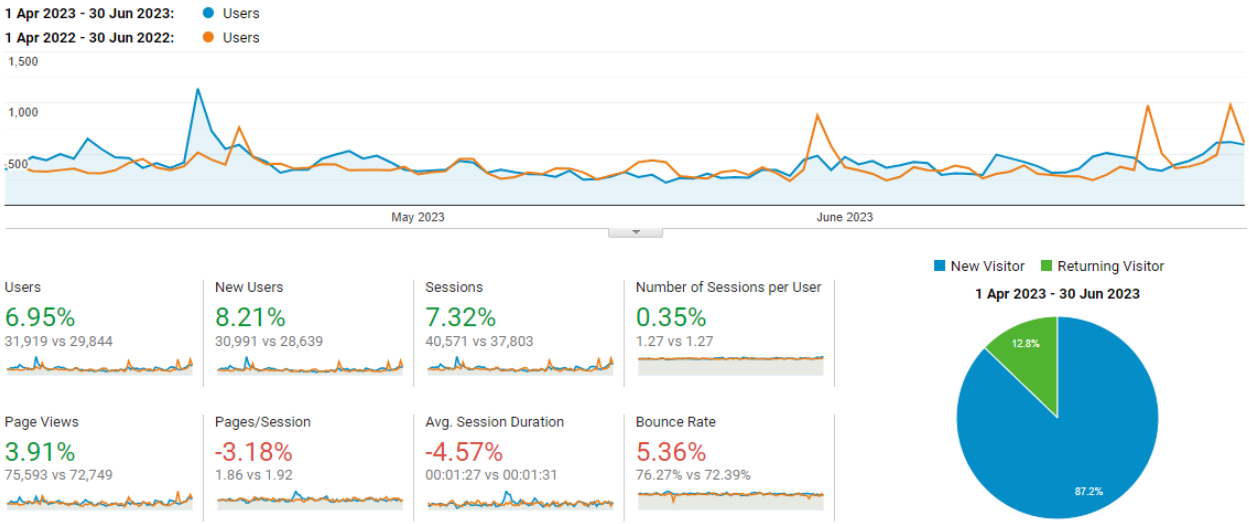
***NOTE**: It is important to note that listing figures sometimes appear to remain static or even decrease from one report to the next. This does not mean that new establishments are not being added. Old establishments sometimes get removed, close down, etc. So there is constant movement in the form of deleting, adding, updating of listings.*

WEBSITE ANALYTICS BREAKDOWN

Report dated 30 Jun 2023 based on the past 3 months Apr-May-Jun 2023.

PLETT TOURISM WEBSITE GOOGLE ANALYTICS STATS

1. **01 Apr 2023 – 30 Jun 2023** versus **01 Apr 2022 – 30 Jun 2022**
2. Users: **31,919** versus **29,844**



GOOGLE ANALYTICS EXPLAINED

1. The site traffic has **increased by 6.95%** in the number of visitors compared to the same period last year.
2. We had **7.32% more sessions** compared to the same period last year (2022).
3. We had **3.91% more page views** compared to the same period last year (2022).

PLETT TOURISM NEWSLETTER STATS

1. We've sent out **250** "general newsletter" emails in the 120 months from Jul 2013 to June 2023.
2. On average this works out to roughly 2.1 general newsletters per month.
3. We have sent out a large number of **industry related mailers** to our accommodation, activities, restaurant and service members. We have sent out survey mailers and Tourism Trade mailers and strategy mailers. And we have sent out a number of niche mailers – e.g. to Adventure and Nature enthusiasts etc. These are not included in the 250 above.
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 overall mailing list currently totals **7,625** email addresses.
6. Our **local tourism industry** mailing list totals over **790** email addresses.

ACHIEVEMENTS

1. Our YouTube channel had had a total of **1,050,000** views by the end of Mar 2023 and over **29,800** hours of watch time.
2. Our subscriber base has remained on **2,650** people, and this has enabled us to monetise our original content videos.
3. Our Accommodation listings totals **209** establishments
4. Our restaurant listings totals **81** establishments
5. Our activities listings totals **125** establishments

6. Our Services section, which lists all the Tourism Related services in the area, currently has **63** listings
7. We have received submissions from over **50** wedding venues and other wedding service providers
8. We have set up a listings page for wedding services providers and listed a total of **50** wedding service providers on this page
9. We have listed a total of **1,102** events in the past 10 years
10. We have posted a total of **2,565** articles (news etc) in the past 10 years
11. Our Industry Sector WhatsApp groups have **201** 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 has grown to **658** members (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. WhatsApp has removed the limit of 256 per group, so the two groups are now all we will need for the foreseeable future.
13. We have set up a new **Gig Guide** page in May which has received a good response from website visitors with **5,271** visits since its launch, **1,065** visits during Q4 Apr-Jun 2023. It is also favoured by the industry members as they can send us their event info as a poster, and it is faster for us to publish for them, saving time and effort, cost etc.

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) & MEDIA MANAGEMENT (PB)

COPYWRITING, PRINT & RADIO CREATIVE AND MANAGEMENT

Our content from Apr, May, June 2023.

1. News articles and blogs: 37
2. Media Releases: 16
3. Media contributions (info requests): 10+2+June
4. Print adverts placed:13
5. Radio contributions: 2 (Jun/Jul promotion); POF
6. Google Adwords Campaigns: 1 (Jun/Jul promotion & POF)
7. FB/Insta Advert Campaigns: 1 (POF)

NEWS ARTICLES AND MEDIA RELEASES WITH AN AFROCENTRIC COMMUNITY FOCUS

Plett tourism focuses on 4 x marketing pillars, and each marketing pillar includes a media strategy that also includes an ‘iKasi Life’ township focus. We commissioned and/or wrote, edited, facilitated and

published 5 articles that were focused on township community: individual entrepreneurs, events and businesses.

1. Mr B's Flame Grill Cafe (SN, edited by JM)
2. Bitou Municipality Tees Off for the Youth (provided by organiser, edited by JM)
3. Tshisa Talent Hot News for Bitou (provided by organiser, edited by JM)
4. Creativity Runs in the Family (written by CWT)
5. Writer, Siphokazi Mnyobe goes from strength to strength (SM and JM)
6. Video features (in progress): Skulu'z, Kasi Lyfstyle, Lehae

JOURNALISTS EMPLOYED AND/OR SHOWCASED

Plett Tourism outsources and mentors local journalists from the township and include them as content creators for the media releases and news blogs. 2 x articles were written by Siphokazi Mnyobi. She has now been offered full time employment with The Herald in PE at the recommendation of PB. Plett Tourism has begun another mentorship contract with Sihle Ntsatha for the food and wine season.

DIGITAL MEDIA

Our digital media focus during the quarter January - March 2023 has been about extending the summer season until Easter, WTM Africa and the launch of the Plett Trails product and app. **Our current online community is 40 970 - which is up 600 pax from the previous quarter.**

Other accounts' communities:

Plett Ocean Festival Facebook: **1000 ^** Instagram: **612 ^**

Plett Arts Festival Facebook: **275 ^** Instagram: **378 ^**

Plett Tourism popular posts included & stories:

Facebook and Instagram top stories: 7de Laan films in Plett, orca sighting, otter sighting on the beach, nature-sunsets-sunrises, mermaid pools, marine life, must-visit wine farms.

Twitter - top tweets: Nelson Bay Cave & Robberg abseil, Plett History Festival, Bungy. Engaged with Buli G of Housewives of Gqeberhe and 7de Laan and actors.

FACEBOOK HIGHLIGHTS

1. Facebook reach **496 643 - including paid adverts** **(^220%)**
2. Facebook total FANS: **22 000 (30 000 followers)**

INSTAGRAM HIGHLIGHTS

1. Instagram total followers: **12 200 (^300 followers)**
2. Instagram reach: **20 800 (V 2%)**

TWITTER HIGHLIGHTS

1. Twitter impressions **19 412 (^ 18%)**
2. Twitter total followers: **6723 (^ 1%)**

NICHE MARKETS

We are focusing on niche markets that are desirable by both domestic and international markets. This includes **niche markets** (and communities to market to) for Food & Wine, Adventure & Nature, and Arts & Culture, we created new Plett Ocean Festival and Plett Arts Festival Facebook and Instagram accounts, and revisited our Adventure & Nature, and Plett on a Palette arts mailers, and have worked to grow those.

MEDIA ENGAGEMENT

Media engagement by request, this includes meetings with influencers, journalists, publications, etc. A complete breakdown of those individuals and groups and their projects can be found on our monthly reports (Apr/May/Jun). Notable amongst these for Q4 is the **Sunday Times, SABC, Business Live, and Longevity Magazine.**

The CEO and Communication Manager had a total of **6 + Janet meetings** with media representatives.

MEMBERSHIP MANAGER SUMMARY (TM)

We engage weekly with new members to meet in person or via Google Teams to familiarise them with the Plett Tourism website, to highlight their member benefits and to answer any questions or concerns. A detailed list of new members and meetings can be found on our monthly reports;

Total members: 635 (Paid and Free Membership)

Accommodation: 246 **Activities: 165** **Restaurants: 140** **Services: 84**

We engage with strategic member communication on projects; including general emailers, joint marketing initiative opportunities, referrals, etc. A detailed list can be found on our monthly reports (Apr/May/Jun);

TOURISM & TRAVEL TRADE SUMMARY (PS & PB)

With the increased marketing alignment and participation with Wesgro, key source markets indicate the desire to travel to destinations with wide open spaces, outdoor activities, and nature. This includes the American market. US travellers are known for their high spend, multi-generational travel, often seeking the bucket list trip and we believe the Western Cape will deliver on this ‘trip of a lifetime’ brand promise.

LTO/RTO ENGAGEMENT

1. Key stakeholder engagements
2. Business to Business quarterly newsletter
3. RTO Forum meeting attendance
4. Workshop research and organisation
5. WTM preparations

A detailed list of this can be found on our monthly reports (Apr/May/Jun);

TOUR OPERATOR & JOURNALIST ENGAGEMENT

1. Tourism & Travel trade quarterly newsletter
2. Business to Business quarterly newsletter
3. Mega FamTrips
4. Educationals
5. Journalist itineraries
6. Sight Inspections
7. Speed Networking
8. Influencer Itineraries

A detailed list of this can be found on our monthly reports (Apr/May/Jun);

TOURISM & TRAVEL TRADE HIGHLIGHTS

1. Participation at WTM Africa
2. Private FAMTrip with Bayview Hotel
3. SAT Europe Presentation
4. SA Tourism / Western Cape Tourism Township Tourism symposium
5. Business to Business Newsletter
6. SAT Europe proposed itinerary
7. RTO Forum attendance
8. POF VIP itinerary

A detailed list of this can be found on our monthly reports (Apr/May/Jun);

PRIORITY PROJECTS REPORT BACK

PLETT BEACHES AND VIEWPOINTS OVERVIEW

This project looks to continue the promotion of beaches and waterways as a primary selling point for the town. It is crucial that the municipality provides quality assurance of existing nature-based attractions, including viewpoints, Central beach precinct, public beaches, and public natural attractions. Our greatest assets need to be reviewed with a focus on the upkeep / maintenance and security of these attractions. There is opportunity to identify nature-based tourism offerings associated with key regional waterways that have the potential to be future tourism drivers. The marine life, waterway adventure and nature products will be promoted under the Plett Adventure & Nature marketing pillar, with exposure enhanced with a high-profile PT anchor event (the Plett Ocean Festival and Marine Science Symposium).

STRATEGY / ACTIVITIES AND ACTIVATIONS

1. Plett Ocean Festival PR campaign continues.
2. Plett declared a World Whale Heritage Site; PT is working with local representatives to market and promote the accreditation.
3. Investigating opportunity for Plett to be recognised as a Green Flag Coastline.

PLETT TRAILS NETWORK - HIKING TRAILS & MTB TRAILS OVERVIEW

Plett features a network of iconic hiking trails that will be collectively recognized as one of the best nature trail networks in South Africa, acting as a major regional and national tourism driver. This position will be achieved through promoting Green Flag trail status in Plett, encouraging new trail installations to receive Green Flag status, and by delivering a thought-out promotional plan.

STRATEGY / ACTIVITIES AND ACTIVATIONS

1. Plett Trail App continues to impress with downloads.
2. Digital Marketing Strategy implemented; including Google Adwords campaign and FB/Instagram paid promotes.
3. OLFI brand media partnership report shared; future media partnership under discussion.

Plett Trails Stats Report for END JUNE 2023:

- Plett Tourism website trails articles & page visits: **3,239 visits**
- Plett Trails website unique visitors since launch: **4,974 visitors**
- Plett Trails website page views since launch: **7,645 page views**
- **App downloads = 2,612**

TOWNSHIP TOURISM GROWTH & DEVELOPMENT OVERVIEW

Township tourism products need to be identified for each ward. It is essential to evolve the township tourism offering to ensure they continue to appeal to the visitor market and drive visitation and help create job opportunities throughout Bitou. This will only be achieved through commitment and participation by the BM LED department. Possibly investment in new infrastructure to improve the customer experience, grow the demand, and enhance access to and around the townships. This approach will see infrastructure investment complemented by the attraction of new businesses who have the capacity to offer new tourism attractions that appeal to a broader tourism customer base. The BM will need to commit to the personal safety of guests, security and quality assurance of the designated area (lights/road access/debris/potholes) for identified projects.

STRATEGY / ACTIVITIES AND ACTIVATIONS FOR SHORT-TERM & MID-TERM PROJECTS

1. iKasi Life promotional video #1: focus on township tourism businesses; the main video and individual segment features are showcased on PT channels regularly.
2. iKasi Life promotional video #2: investigating township tourism businesses to participate; scheduled for Q1 2023-24.

STRATEGY / ACTIVITIES AND ACTIVATIONS FOR LONG-TERM PROJECTS

1. Melarato Guest House (Kwanokuthula) - assistance to schedule a grading with TGCSA; property owner has not complied with requirements to finalise grading.
2. ‘Sew Plett’ project with township sewing groups is ongoing.
3. PT awaits follow-up from BM regarding the Qolweni Village Market project.

FOOD, WINE & AGRI-TOURISM OVERVIEW

The food, wine and agri-tourism market is changing rapidly, so it is essential that the Plett offering continues to evolve and innovate in order to meet consumer demand.

STRATEGY / ACTIVITIES AND ACTIVATIONS FOR FOOD, WINE AND AGRI-TOURISM

1. Draft of SLA between Plett Tourism/Plett Winelands and the new Plett Wine Route researched. Final Draft to be sent to wine growers in May..
2. Plett Wine & Food marketing pillar (March/April/May).
3. Draft of SLA between Plett Tourism/Plett Winelands and the new Plett Wine Route drafted - awaiting final draft options..

CULTURE, HERITAGE & ARTS INVIGORATION OVERVIEW

Plett has a diverse cultural heritage but currently fails to offer the immersive and experiential products that visitors are looking for. This project aims to reinvigorate the region's arts and culture tourism experience via a modern interpretation of the product offering. Also using the Cradle of Human Culture with Nelson's Cave.

STRATEGY / ACTIVITIES AND ACTIVATIONS FOR HERITAGE & ARTS INVIGORATION

1. Strategy to discuss Dr Delgado's ''Plett goes Paleo' to commence; strategy to be launched in September.

ADDENDUMS SENT

1. April, May, June 2023 Financials

****All documents to be printed and hand-delivered to Municipal Manager, Director of Economic Development & Planning and LED Manager*