

PLETT TOURISM ASSOCIATION

QUARTER 2 REPORT (OCT/NOV/DEC 2023)



CEO SUMMARY

“Local gastronomy, nature, wellness and local tourism experiences will take centre stage in travel in 2024.”

Ms. Sandra Carvao, director of marketing, Intelligence & Competitiveness at the World Tourism Organisation (UNWTO)

INDUSTRY NEWS

Plettenberg Bay has emerged as an exceptional tourist destination where natural beauty, boutique restaurants and a mix of activities converge to offer a unique experience. This fusion not only enriches the lives of those who visit but also plays an essential role in the local economy, generating opportunities and sustaining communities throughout Bitou.

Based on the latest data from Statistics South Africa, the nation is showing sustained growth in the global travel industry, with the ambitious goal of surpassing pre-COVID figures and reaching over 10 million arrivals by March 2024.

The arrival of tourists nationally was led by 1,114,293 from Europe, 370,514 from North America, 40,740 from Central and South America, 94,806 from Australasia, 51,779 from the Middle East, and 182,497 from Asia.

Additionally, the report from the agency provided more detailed information on visits received during November 2023, revealing a total flow of 2,582,023 travellers, considering arrivals, departures, and transits. Of this total, 647,542 were South African residents, and 1,934,481 were foreign travellers.

In this respect, during the month of December,, South Africa received a total of 195,549 international tourists, with Europe leading the visits with 129,036 arrivals (66%). The top list is followed by North America with 33,022 (16.9%), Asia with 17,073 (8.7%), Australasia with 8,199 (4.2%), Central and South America with 5,450 (2.8%) and the Middle East with 2,769 visits (1.4%).

Top source countries markets for South African tourism

Among the top 10 international tourism source countries, the United Kingdom leads the ranking with 32,561 visitors (16.7%) from that nationality. The list is completed with Germany, the United States, the Netherlands, France, India, Australia, Switzerland, Canada, and Belgium. These countries were responsible for 73.8% of the total foreign tourists and, all of them reported an increase in the number of visits when compared to November 2022. In that sense, France shows as the country with the highest year-on-year growth (41.4%)

The demographic profile of foreign tourists highlights a significant distribution by age and region. Among visitors, individuals aged 25 to 34 represent a considerable proportion, evidencing the generational diversity of travellers.

LOCAL INDUSTRY CHALLENGES

Throughout Bitou, there are two rather large challenges that should be addressed by the municipality to allow for the emerging township tourism businesses to flourish:

1. There is a lack of public wifi, little access to sustainable energy sources due to loadshedding and funding for alternatives, and the lack of quality assurance for township tourism products and services.
2. There is a lack of public wifi zones and access to alternative energy sources throughout Bitou, several areas will not benefit within the international tourism space.

SUCSESSES

The Association had several stand-out successes for Q2 2023-24:

1. The Plett Tourism Association continues to contribute to 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.
 2. **Membership** of the Plett Tourism Association has **increased to 635 in Q2** for this fiscal year.
 3. Plett Tourism hosted a **successful Plett Arts Festival** with an estimated **Return on Investment of R1,100,939** for the town in the form of media exposure.
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OBSTACLES

There are several obstacles that should be addressed urgently for Q3 if possible:

1. It is increasingly becoming evident that the **lack of a comprehensive Bitou Municipality Event Policy** has played a significant role with increased event approval delays, negative public perception of events in Bitou, and has also caused **extensive frustration with event organisers** who may reconsider hosting world-class lifestyle events in Plett. The reputation of the town is at stake here, we should be allowing 'ease of business' as much as possible to allow for sustainable growth in the eventing industry, particularly for the township areas.
2. There has been a **reported increase in tourist crime within the CBD**, specifically high-tourism areas in and around Lookout Beach, Lookout Point, the Wedge Beach, The Bungalow Hotel, The Plettenberg Hotel and Church Street. This is of great concern, in particular as the issue is regularly brought to the attention of the Bitou Municipality for the past 19 years.
3. **High-tourist area infrastructure requires urgent upgrading**, including the wooden decking areas in and around Central Beach and Keurbooms beach areas. Additionally, the Dunes Beach area access and public facilities need to be addressed to become more guest-user-friendly. Keurbooms is the fastest growing area in Plett with residents, and this public beach will become more and more popular. Focusing on an upgrade will help relieve overcrowding of the central beach precinct areas.
4. The **buildings located along the N2** at the Piesang Valley turnoff need to be refurbished and/or replaced as this area is currently an eyesore and does not reflect positively to incoming tourists.

PLANNING & 3-YEAR STRATEGY

The Association continues to be focused on supporting existing objectives to increase visitation to pre-pandemic numbers, 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, and provide input into development of policy plans and programmes that impact local and regional tourism.

The Association is currently investigating and consulting to present a 3-year strategy to be submitted to the BM as per the MOU requirements. This will include:

INVESTIGATION

1. Industry Research with regional, provincial, national and international stakeholders (concluded)
2. Engagement and Research with members on trends, obstacles and matters arising (concluded)
3. Engagement and Research with township communities on development and programs (assistance from LED required, currently strategising for mid-late February 2024)

CONSULTATION

1. Outcomes engagement and integrated strategy with Bitou Municipal LED and Communications Departments (ongoing)
2. Outcomes engagement with members (ongoing)
3. Outcomes engagement with township communities on development and programs (assistance from LED required, currently strategising for mid-late February 2024)

STRATEGY

1. New Strategy to be implemented from July 2024; existing Business Plan for July 2023 - June 2024 will remain.
2. 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.

The 2023-24 year continues with the priority tourism projects for below. Each has 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

BUDGET

The operating budget of R3.3 Million for this fiscal year's budget is being adequately managed thus far. (please see attached documentation). **However, the full amount has not been paid - R700,000 due March 2024.**

MEDIA PARTNERSHIP ENGAGEMENT (NOT FUNDING, A QUID PRO QUO 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 Q2;

1. Bayview Hotel Media Partnership (Oct/Nov/Dec): R23 500
2. Kwendalo Media Partnership (still in discussions): TBC
3. We Love Summer Event Media Partnership: investigation; possibly for 2024
4. National Bowls Tournament Media Partnership: TBC

TOTAL PROCURED: R23,500

MARKETING FUNDS PROCUREMENT (DIRECT FUNDING FOR SPECIFIC JOINT MARKETING INITIATIVES)

1. Plett Map advertising contributions (38,250)

TOTAL ADDITIONAL MARKETING FUNDS PROCURED: R38,250

SPONSORSHIP PROCUREMENT

We continue to engage with corporates and institutions for sponsorships. The negotiations and value for Q2;

1. Range Media: meeting to discuss PT sponsorship opportunities; FOLLOW-UP required

TOTAL SPONSORSHIP PROCURED: 0

ACTIVITAR BOOKINGS

	# of bookings	Commission
October	4	R1,794
November	3	R1,158
December	11	R4,950

TOTAL COMMISSION EARNED: R7,902

STAKEHOLDER RELATIONS

PT meets with key stakeholders; including:

Bitou Municipality and political stakeholders
Plett Ratepayers Association
Plett Businesses
National, provincial and regional tourism stakeholders

1. Bitou Municipality and municipal stakeholder involvement

- 1.1 Meeting 1 with BM Speaker's office regarding WP Speaker's Conference; assistance with live entertainment and accommodation enquiry assistance and options.
- 1.2 Meeting 2 with BM Speaker's office to assist with the Junior Town Council VIP tour of Plett (Ocean Blue Adventures / Mungo Mill / Wine Tour)
- 1.3 Meeting with BM Communications department regarding BM newsletters; collaborative promotion efforts for Plett Summer
- 1.4 Meeting 3 with BM Speaker's office regarding WP Speaker's Conference
- 1.5 Attendance and Welcome Presentation at the WP Speaker's Conference
- 1.6 Meeting with LED to discuss current status of MOU and strategy implementation
- 1.7 Meeting with LED and GRDM to discuss 'welcome to Plett road campaign'; assistance with give-aways and organisation of Mayor's lunch
- 1.8 Assistance with organisation of signage and meeting for the new year regarding safety in and around Church Street / Lookout / Wedge beaches

2. Plett Business Chamber - no meeting held

3. Plett Ratepayers Association - no meeting held.

4. National, provincial and regional stakeholders

- 4.1 Meeting with the Minister of Agriculture at Tebelo Lighthouse
- 4.2 Sanral Meeting; discussions regarding new traffic circle proposal (at Engen Garage)
- 4.3 Comments on SA Tourism Green Paper on Development and Promotion of Tourism Products submitted
- 4.4 DEDAT Meeting in George
- 4.5 Garden Route Tourism Road Show with AAVEA in George
- 4.6 Birdlife SA / GRDM; Avitourism meeting
- 4.7 Regional Tourism meeting; quarterly with GRDM and Wesgro
- 4.8 Comments on GR Film Policy submitted
- 4.9 Community Police Forum meeting attendance
- 5.0 BM and GRDM Skills Development foundation meeting attended with Dr Prinsloo
- 5.1 Attendance and presentation at the GR Environmental Forum; Plett Whale Heritage Area
- 5.2 Polokwane Tourism request for assistance; information procured and submitted

5. General

- 5.1 Nelson Mandela Bay Tourism; engagement by digital meeting.
- 5.2 Plett Trails Stakeholders; meeting to discuss needs of the industry
- 5.3 BizHelp business strategy meeting

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- 5.4 TEEPSA letter of objection for seismic surveying sent
 - 5.5 rsa.Aero meeting; bid for Plett Airport; meeting to discuss synergies, etc.
 - 5.6 Sabrina van der Grip from Media Marketplace; meeting to discuss sponsorship strategy opportunities
 - 5.7 PR meeting with GM at The Plettenberg Hotel
 - 5.8 Assistance and advocacy for Ocean Blue Adventures regarding SA Government request for additional boat operating licence in Plettenberg Bay; PT letter of support and introduction for assistance from Wesgro and SATSA
 - 5.9 Garden Route Adventures; meeting to discuss the other 'Plettenberg Bay Tourism Board' and a request for a name change before legal proceedings to occur
 - 6.0 Plettenberg Bay Wine Route; SLA signed between PT and PBWR
 - 6.1 Assistance and advocacy for Get Lucky Summer Events and the NYE concert on the Plett Rugby Field
 - 6.2 Letter sent to the newly formed 'Plettenberg Bay Tourism Board' for a meeting request (date TBC); to discuss a name change
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COMMUNITY RELATIONS | STAKEHOLDER FORUMS AND AGENCIES | ENTREPRENEURS

Community engagement by request, this includes meetings for assistance with different aspects.

The CEO had a total of **5 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.

PROJECT NAME	CONTACT	COMMENTS
Mermaid Ball	Kerrin Bain	Meeting to discuss opportunities with Plett Tourism. No Plett Tourism Funding required.
Surfers Ball	Clayton Bischoff and Izelka	Meeting to discuss opportunities with Plett Tourism. No Plett Tourism Funding required.
204TV	Sbosh Tom	Meeting to discuss programmes and advertising opportunities for Plett Tourism. No Plett Tourism Funding required.
Imbobo Events	Thembinkosi Henge	Meeting to request assistance with Cemair introduction for complimentary flights to/from JHB for event sponsorship meetings. No Plett Tourism Funding required.
Smalltown TV	King Melizwe	Meeting to request assistance with venues for a video - 5 participating venues requested (for mid-Jan 2024). No Plett Tourism Funding required.

GENERAL MANAGER SUMMARY (CWT)

VISITOR INFORMATION CENTRE

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 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. Weekly status meetings with office staff every Friday.
3. 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. From 20 December to 10 Jan, the office is open from 8 am to 5 pm.
4. The hot desk - a workspace and wifi for those with their own laptops.
5. House-keeping, recycling, maintenance and upgrading of equipment, signage and collateral is on-going.
6. New pole banners were ordered and we took delivery in December.
7. Updating of Entrepreneurs webpage on a regular basis.

SIGNAGE UPDATES

1. The Plett flags on Central Beach were replaced.
2. PT took delivery of 30 new street pole brackets for installation in the new year.

EDUCATIONALS AND UPSKILLING

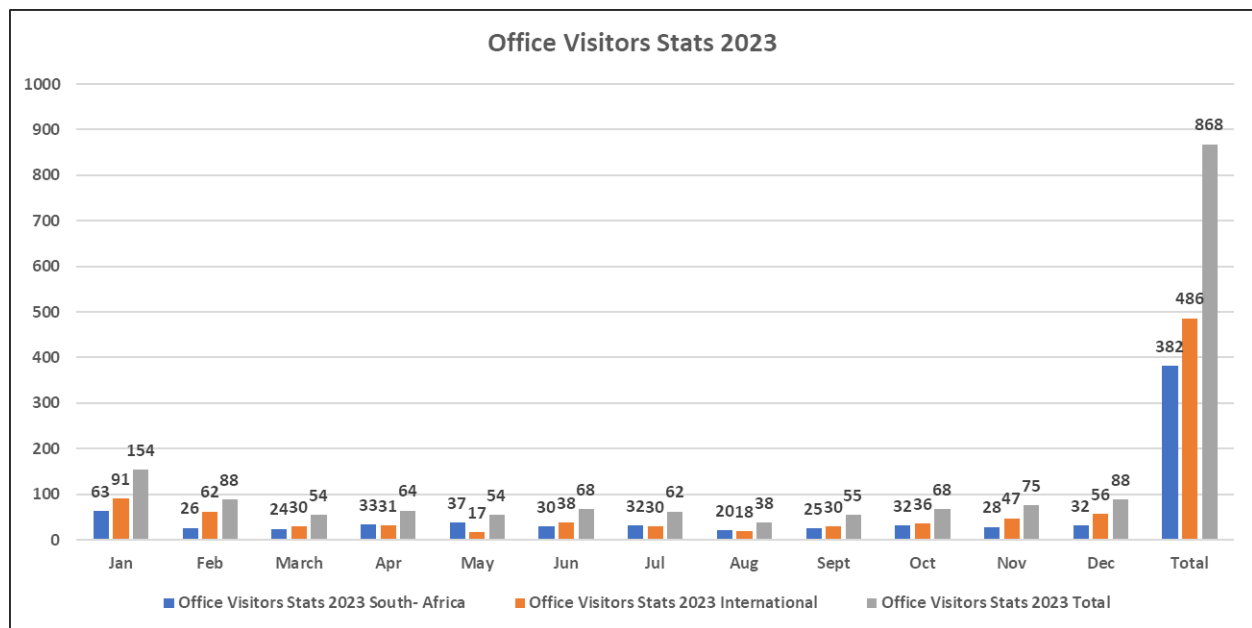
1. A workshop on taking photographs on your cell phone was attended by Brayley Booysen and Andisiwe Nonkosana.
2. Qhawwe Siqawu (LED Tourism intern) was resident in the Plett Tourism office and included in day to day operations and various tasks, upskilling and gaining experience in the workplace. (As well as a media project and social media participation, overseen by Janet Middleton.)

INFORMATION OFFICE VISITOR STATS

October: 68 (32 SA; 36 international)

November: 75 (28 SA; 47 international)

December: 88 (32 SA; 56 international)



CONTRIBUTION TO THE COMMUNITY

Plett Tourism contributes public relation / branded items to different charitable organisations, sports teams, churches, etc. who complete an application with the PT office. Nine donations took place in Q2:

PROJECT NAME	CONTACT	COMMENTS
UK Hockey Tour Attendance	Zikhona Ncera(parent)	x1 Hoodie, x1 Cap, x1 Buff
Lidz Football Club	Lindiswa Zitshu	x40 Buffs, x10 T.shirts
Family Saints Gospel Group	Nonkululeko Tomsana	x11 Buffs
Kwanokuthula Legends Walk		x5 T.shirt
The Royal Crusaders Netball	Vuyo Vice	x40 Buffs, x10 T.shirts
Harkeville Rural Protection	Liz Phillips	x20 Caps, x20 Buffs
National Traffic conference hosted by BM	Sean Ganga	x30 Buffs, 30 Stickers
Radio 204	Sbongile Tom	x5 10 Caps, x10 T.shirts
Mamzo's Corner Tshisanyama	Lokose Mburata	x5 Aprons, x5 T.shirts, x5 Caps

GOVERNMENT, MUNICIPAL, LTO and STAKEHOLDER ENGAGEMENT (CWT)

1. October:
 - a. Facilitated the removal of historical rubber bales with the assistance of Johnny Prins from the beaches. Now housed in the Timber Shed and managed by the Van Plettenberg Historical Society.
 - b. Engaged with the Knysna Oyster Festival organisers on possibilities for cross marketing and collaborations.
 - c. Whale Heritage Site committee meetings and reports in order to maintain accreditation.
 - d. Event approval meetings with the BM events committee
2. November:
 - a. Robberg Reserve and Cape Nature research into use of the empty information centre. This is a possibility for the Plett Arts Festival in September, if it is still not utilised.
 - b. Engagements with Plett Polo on a new venue for the December Polo Parade 2023 and 2024.
 - c. Event approval meetings with the BM events committee.
3. December:
 - a. Consultation with Open Plan Pictures and other event organisers with general advice
 - b. Event approval meetings with the BM events committee
 - c. Assistance with the Mayoral season meet-n-greet on the N2 with GRDM and BM
 - d. Adopt-a-Swimmer/Sasfin event and video shoot
 - e. Garden Route Environmental Forum engagement

PLETT TOURISM EVENTS AND FESTIVALS (CWT)

1. The Plett Arts Festival commenced on 29 September, with a budget allocation of R150,000 from the PT operational budget and R25,000 from Wesgro, for the 10 day festival. A full report on the festival is attached.
2. The POF Marine Symposium website and programme has been in development in Q2 and will be launched in January.
3. Various discussion forums took place in Q2 on the development of an event policy for Bitou Municipality.
4. PT supported the Plett Life-saving Club golf day in December by sponsoring a hole. Emily Potgieter and Brayley Booysen manned hole no. 5 on the day.
5. On request of the BM, Plett Tourism presented a budget and plan, and had booked all aspects of the logistics and programme for the 16th of December Plett Street event. This event was subsequently put out to tender.
6. A meet-n-greet at Plett airport for inbound visitors. 80 welcome to Plett gift bags were handed over.

CALENDAR OF EVENTS (CWT)

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 PT Gig Guide. The calendar is emailed to all BM departments on a weekly basis to provide information and alerts to possible added service demands. 56 events were listed on the calendar during Q2:

Plett Spring Celebration	Kwa-Nokuthula sports field	30 Sep - 1 Oct	www.computickets.co.za
Otter Challenge	Storms River Mouth, Tsitsikamma	4 - 5 Oct	https://otter.run/
Plett Food & Film	Piesang Valley Hall	6 Oct	www.plettartsfestival.co.za
Otter Race	Storms River Mouth, Tsitsikamma	6 - 7 Oct	https://otter.run/
The 2023 Seeff Tour De Plett	Keurbooms Lagoon Caravan Park	7 Oct	www.tourdeplett.com
A21 Walk For Freedom	NG Church Marine Way	14 Oct	082 552 6736
The Zondaghs in the Langkloof	Formosa Garden Village	19 Oct	082 452 1799
Bags, Boxes and Bravery		21 Oct	www.quicket.co.za
Rob Caskie of might and Ice: Ernest Shackleton Plett	Zoox Plett	21 Oct	https://qkt.io/AdvkM4
Bitou Junior Town Council Talent Show Auditions	Simunye Community Hall	21 Oct	066 108 9487
2023 Adventure racing world champions		21 - 23 Oct	082 378 4259
The Collectiv - Trick or Treat	Bosky Dell Rose Garden	29 Oct	www.quicket.co.za
Living in Two Worlds - A talk for our times	Beacon Island Resort, Lagoon Room	2 Nov	www.quicket.co.za
4x PAWS Trail (Dog Walk)	Plett Ruby Club Parking Area	4 Nov	082 414 8425
Mermaid Ball	Plett Surf Club, Central Beach	11 Nov	www.quicket.co.za
Ubukumkane Gospel Singers	Bossisgif Community Hall	11 Nov	
Kwano Legend walk Family Fun Day	Kwanokuthula Clinic	11 Nov	
Penguin Release	Lookout Beach, Plett	25 Nov	
Plett Rage 2023	Plett Central Beach	1 - 8 Dec	https://linktr.ee/plettrage
Plett Surf Lifesaving Club Golf Day	Plett Country Club	8 Dec	
The Surfers Ball	Bikini Beach Tent, Central Beach, Plettenberg Bay	8 Dec	Surf Cafe
The Whale Show	Central Beach	9 Dec	Free Entry
Ocean Awareness Day	Bikini Beach Tent, Central Beach	9 Dec	Free Event
Robberg Equestrian Club - New Beginnings Show	Robberg Equestrian Club	9 - 10 Dec	Free Entry
The Last Shark Documentary Screening and Fundraising Evening	HQ Social House (above the table)	11 Dec	082 336 2979
Hospice Carols by Candlelight	Barrington's	15 Dec	Free Entry
What's On! Season at Sky Vila	Sky Villa	15 Dec - 5 Jan	www.quicket.co.za
Street Carnival switching on the streetlights in Plett	Main Street, Plettenberg Bay	16 Dec	Free Entry
Robberg Fine Foods Classic Beach Regatta	Hobie Beach Plett	16 - 18 Dec	www.hobiesa.co.za
The Collectiv	Bosky Dell Rose Garden	17 Dec	072 117 3409
Barrington's Wine Festival	Barrington's Plett	17 Dec	www.barringtonsplett.co.za
Get Lucky Summer Plett Edition 1 (ft Goodluck & Jethro Tait)	The Beacon Island	17 Dec	www.howler.co.za
All White Affair	Mamzo's Corner, Kwanokuthula	17 Dec	072 197 2771
The Furnace and Lens	Keurboomstrand	18 -19 Dec	
Nature's Valley Trust Holiday Programme	Nature's Valley Trust	18 - 27 Dec	044 531 6820
Oros Ofest Eastern Cape Summer is here Let's # Flavourup	Central Beach	20 Dec	Free Entry
Wednesday Before Christmas Market	Old Nick Village	20 Dec	Free Entry
Deep Sea Fishing Species Competition	Plett Ski Boat Club	20 -22 Dec	083 272 8215
Plett Carols by Candlelight	Central Beach	22 Dec	no booking required
Get Lucky Summer Plett Edition 2 (ft.Goodluck & Lee Cole)	The Beacon Island	23 Dec	www.howler.co.za
Be Kind presented by Agora	Cairnbrogie Barn	23 Dec	https://linktr.ee/agoraplett

Triathlon at Nature's Valley Trust	Nature's Valley Trust	27 Dec	044 531 6820
Sabrina Love Summer Challenge	Central Beach	27 -28 Dec	www.zsports.co.za/sabrialove
Six Gun Grill Trans Agulhas Inflatable Boat Challenge 2023	Hobie Beach	28 Dec	www.trans-agukhas.com
Corona Sunsets Summer Tour - Stanley Island Plettenberg Bay with GOLDFISH	Stanley Island	28 Dec	corona.howler.co.za
Jeremy Loops Live at Moss and Mople	Moss and Maple Plett	29 Dec	www.jeremyloops.com/#contact
Secret Sunrise	The Wedge Beach	29 Dec	082 409 8212
We Love Summer	Adventure Land	29 Dec	082 040 9642
Plett Polo Festival	Pavilion, Kurland Estate	29 Dec	www.plettpolo.co.za
Sabrina Love Summer Challenge	Kurland Private Estate	29 - 30 Dec	www.zsports.co.za/sabrialove
Goodluck	Plett Rugby Field	29 - 31 Dec	https://linktr.ee/agoraplett
Big 5 Orienteering Week 2023 / 2024	Plettenberg Bay	29 Dec - 3 Jan	www.orienter.co.za
Kore Staptog en Rieldans	Plett Police Station, Cnr of Main Street and High Street	30 Dec	044 533 9338
Barrington's New Year's Eve Party	Barrington's Plett	31 Dec	www.barringtonsplett.co.za
+Geluk Experiences presents Local Only	MacFee	31 Dec	www.quicket.co.za
Wanderbay	Plettenberg Bay	31 Dec - 1 Jan	www.wanderbay.co.za

FILM PRODUCTION PERMITTING AND ENGAGEMENT(CWT)

1. PT continues to support the Garden Route Film Commission and engages weekly on various matters.
2. The film production permitting process has been tasked to PT in the current SLA. The application process takes place via the desk of Cindy Wilson-Trollip who consults with municipal departments and collates and distributes all necessary documentation. The final sign off is by Chris Schliemann from the BM Strategic Planning department.
3. The database of Plett film services continues to be updated, to communicate production news and opportunities.
4. Three film shoots at municipal locations in Q2. All proceeded smoothly with no incidents.

CORPORATE MARKETING BEACH ACTIVATIONS (CWT)

1. PT has been tasked with the permitting and compliance process for seasonal beach activations in the current SLA with BM.
2. Two beach activations were approved for December this year, the Oros Roadshow, and a solar company, GOSlr. These proceeded without incident.
3. An agreement has been formalised with LED, stating that corporate activations may only include 10 beach umbrellas on their designated site so as not to cause conflict with the beach umbrella project operators.
4. The maintenance work on Central Beach deck and boardwalks following the high seas damage was completed by the municipality in time for the season's beach events and activations.

WEBMASTER REPORT (BM) Report currently updating 03 January 2024

WEBSITE GOOGLE ANALYTICS

1. A total of **42,125** visitors to the website over the past 3 months (01 Oct - 31 Dec 2023)
2. A total of **82,037** page views over the past 3 months (01 Oct - 31 Dec 2023)
3. A **11% decrease** in visitors compared to the same period last year - **NOTE:** New GA4 Google Analytics has had an effect on some pages not being picked up in stats.
4. A **30% decrease** in page views compared to the same period last year - **NOTE:** New GA4 Google Analytics has had an effect on some pages not being picked up in stats.

BULK MAIL / NEWSLETTER STATISTICS

1. A total of **254** General Newsletters sent out to date, of which **2** General Newsletters sent out in this quarter
2. Mailing list of **7,610**
3. On average **32%** of recipients opened the newsletter (based on the past 10 mailers)
4. On average **3.5%** of them clicked on a link (based on the past 10 mailers)
5. A total of **2** general newsletter mailers sent out in the past 3 months
6. A total of **16** industry related bulk mailers sent out in the past 3 months
7. A total of **9** media release bulk mailers sent out in the past 3 months
8. A total of **4** marketing bulk mailers sent out in the past 3 months
9. A grand total of **31** bulk mailers sent out in the past 3 months

WEBSITE CONTENT

1. Total of **203** Accommodation + **80** Restaurants + **128** Activities + **68** Services = **479** listings on the website.
2. Total of **1,147** event listings have been published to date. **30** event listings published in Q2.
3. Total of **2,670** articles published to date. **67** articles published in Q2.
4. Gig Guide: A total of **98** Gigs (events) listed over the past 3 months (Q2).

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

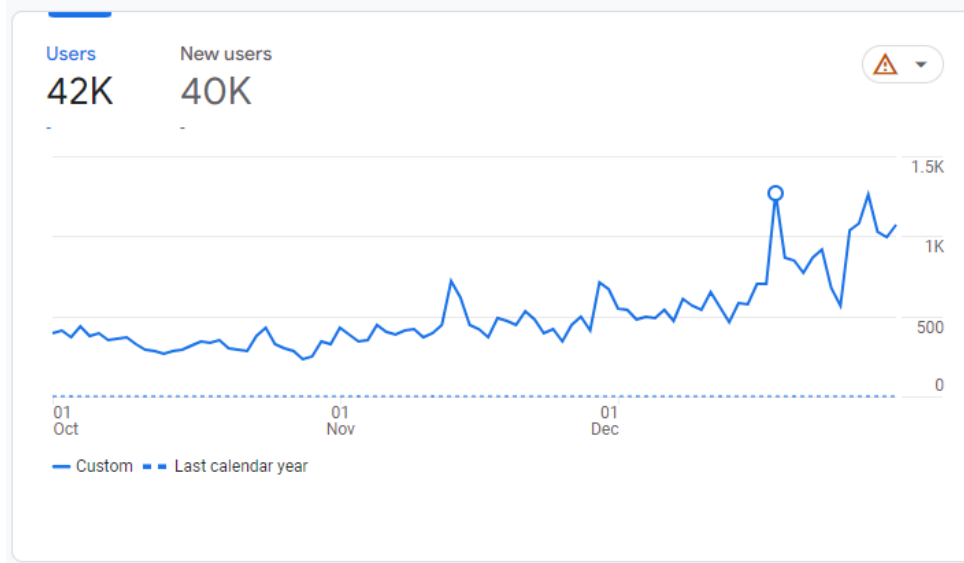
Report dated 31 Dec 2023 based on the past 3 months Oct-Nov-Dec 2023.

PLETT TOURISM WEBSITE GOOGLE ANALYTICS STATS [01 Oct 2023 – 31 Dec 2023](#) versus [01 Oct 2022 – 31 Dec 2022](#)

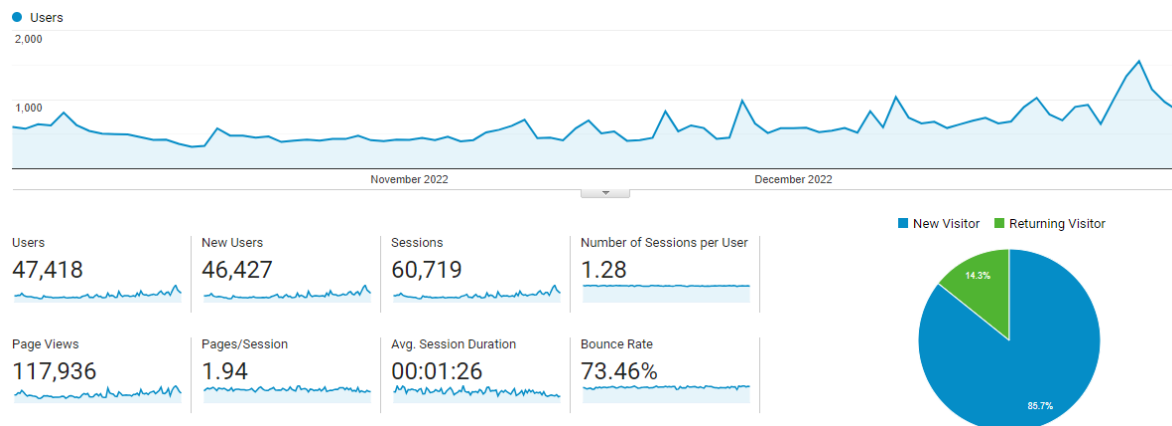
1. Users: **42,125** versus **47,418**

Oct-Dec 2023

Acquisition overview



Oct-Dec 2022



GOOGLE ANALYTICS EXPLAINED

-
1. The site traffic has **decreased by 11%** in the number of visitors compared to the same period last year (2022).
 2. We had **7.8% fewer sessions** compared to the same period last year (2022).
 3. We had **16% fewer new users** compared to the same period last year (2022).

PLETT TOURISM NEWSLETTER STATS

1. We've sent out **254** "general newsletter" emails in the 126 months from Jul 2013 to Dec 2023.
2. On average this works out to roughly **2** 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 254 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 **7,610** email addresses.
6. Our **local tourism industry** mailing list totals over **850** email addresses.

ACHIEVEMENTS

1. Our YouTube channel had had a total of **1,047,394** views by the end of December 2023 and over **29,300** hours of watch time.
2. Our subscriber base has reached **2,700** people.
3. Our Accommodation listings totals **203** establishments
4. Our restaurant listings totals **80** establishments
5. Our activities listings totals **128** establishments
6. Our Services section, which lists all the Tourism Related services in the area, currently has **68** listings
7. We have a listings section for wedding services providers and have listed a total of **49** wedding service providers on this page
8. We have listed a total of **1,147** events in the past 10 years
9. We have posted a total of **2,670** articles (news etc) in the past 10 years
10. Our Industry Sector WhatsApp groups have **211** contacts and we are sending alerts and notifications, news and information on campaigns and strategy to these groups regularly now.
11. Our General WhatsApp following has grown to **725** 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.
12. Our Gig Guide has had **8,342** visits since its launch, of which **2,415** visits were during Q2 Oct-Dec 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)

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, including the Plett Ocean Festival and Plett Arts Festival social media accounts and the niche mailers: Plett Adventure Chronicles, Plett on a Palette and Through the Grapevines (previously weekly sips) and those have provided our best open rates for mailers to date.

COPYWRITING, PRINT & RADIO CREATIVE AND MANAGEMENT

1. News articles and blogs: 50
2. Media Releases: 9
3. Media contributions (info requests): 16 articles contributed (Sea Express, The Times, Bitou internal and external comms, The Citizen, Summer Dreams, Choice Properties, Inside Guide, South Magazine, Weekend Post)
4. Print adverts placed: 6
5. Radio contributions: 2
6. Google Adwords Campaigns: 1
7. FB/Insta Advert Campaigns: 1 (various iterations) (Plett ARTS Festival)
8. PT Maps printed; 10,000 in total

NEWSLETTERS

1. 1 x Business to Business newsletter sent to 800 Plett Tourism business members
2. 1 x Tour Operator newsletter
3. 2 x General Monthly newsletters
4. 2 x Niche Newsletter - Food & Wine, Plett ARTS Festival

HIGHLIGHTS/PT MEDIA FEATURES

1. Cape Argus feature on Plett Penguin Release
2. The Citizen feature Plett ARTS Festival and Silver Creek Mountain Band
3. Invitation by NMMU publication: 041online to contribute on Plett ARTS Festival and publishes online and in newsletter
4. Plett Food & Film in HeraldLive and Weekend Post
5. The Inside Guide features Plett in their Ultimate Road Trip (Garden Route)
6. BusinessLive: Plett ARTS Festival by Chris Thurman (hosted)
7. The Newspaper: Plett ARTS Festival

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8. Plett ARTS Festival: HeraldLive
 9. The Conversation: White Sharks changing locations
 10. Garden Route Info: Plett ARTS Festival
 11. Travelcomments.com: Plett SA's 3rd official Whale Heritage Site
 12. BusinessTech: This is where SA's billionaires are buying
 13. Team Plett Adventure represented Plett at the Adventure Racing World Series
 14. Knysna Plett Herald: Shark Spotters contract
 15. Knysna Plett Herald: Plett hotel scoops prestigious awards (The Plettenberg)
 16. Robberg and Plett featured on BBC's Planet Earth III with Sir David Attenborough (various including Youtube and BBC)
 17. TellyMix.co.uk: Planet Earth III's locations revealed
 18. Invitation to submit to monthly World Cetacean Alliance newsletter: Search and Rescue in Plett - Whale Unit of University of Pretoria releases annual aerial survey info
 19. News24: Plett on BBC Planet Earth III
 20. KP Herald: Two articles on Plett's Blue Flags
 21. Afar.com: New Wildlife Areas that tell you where to view animals humanely. Plett included as Whale Heritage Site
 22. GoodThingsGuy: Blue Flag beaches
 23. AlgoaFM: Blue Flag beaches
 24. Caxton News Network: Blue Flag beaches
 25. Head Topics SA: Blue Flag beaches
 26. CapeTownetc: Blue Flag beaches
 27. KP Herald: Plett Tourism hosts US film scouts visit Plett
 28. IOL: Blue Flag beaches
 29. Daily Maverick: Shark movements conservation (The price of fish and chips)
 30. Daily Maverick: Garden Route Seafood Spot worth the trip (Blue Rocks Cafe, Nature's Valley)
 31. KP Times: Plett Polo Ponies soon to prance (Polo Season)
 32. Explore.com: Hike Robberg
 33. Getaway Magazine: SA's best solo traveller destinations
 34. Bloukrans Bungy featured in Trevor Noah's SA travel campaign
 35. KP Herald: Filmmakers eyeing Plett for destination filming
 36. Wine.co.za: Must-visit wine estates in Plett
 37. KP Herald: Plett boasts some of the top hotels in Africa
 38. The Citizen: Plett wines have fans fizzing
 39. KP Herald: Bitou beach umbrella project to boost seasonal job creation
 40. HeraldLive: Enrico's and Keurboomstrand
 41. KP Herald: Sabrina Love Summer Challenge 20 years
 42. Lonely Planet: where locals travel in South Africa
 43. CapeTalk: Plett Rage
 44. Woman and Home: Best picnic spots in SA
 45. HeraldLive: The Sport of Kings (polo season)
 46. CapeTownetc: Exploring the best holiday home hotspots
 47. 2OceanVibe: 10 years celebrating Get Lucky Summer with GoodLuck
 48. Showme: Robbie Leggat - Bronze Alchemy
 49. Inside Guide: The Best Restaurants in Plett
 50. Network 24 and Die Burger: Plett Shark Spotters Programme
 51. Network 24 and Die Burger: BM Baboon Monitors Programme

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 articles that were focused on the township community: individual entrepreneurs, events and businesses. The Kasi Life foodie video was rereleased in December 2023 with a teaser for the second episode Kasi Life 2 to be released in early January 2024. Filming was completed in December 2023 for Part Two.

1. African Waves ARTS Festival (SN, edited by JM)
2. Launching the Plett Community Guiding Network (supplied, edited by JM)
3. Baking class at Teblo with Francois Ferreira Academy (supplied, edited by JM)
4. Nicole Jacobs, The "Griqua Rider" (SN, edited by JM)
5. The Spirit of All Things Mnce (SN, edited by JM)
6. Plett poet makes a splash with Heritage Day poem (supplied)
7. Brendon Harker and Adopt A Surfer (SN, edited by JM)
8. Plett hosts Khayelitsha Tennis Club on Tour (provided, edited by JM)
9. Wine like you mean it at Bitou Vineyards (SN, edited by JM)

JOURNALISTS EMPLOYED AND/OR SHOWCASED

Plett Tourism has continued the mentorship contract with Sihle Ntsatha for the arts and culture season, and into Plett Summer. There is one outstanding article as Sihle struggled to connect with an events organiser that we had wanted to feature over the summer high season, despite JM connecting initially and Sihle following up on a number of occasions. This will be completed in January 2024. JM continues to engage with previous mentee, Siphokazi Mnyobe who now writes for the Herald in GQ.

MEDIA HIGHLIGHTS

1. Robberg Seals and Plett on BBC Planet Earth III
2. Plett Tourism hosts US film location scouts
3. Plett Adventure Racing Team on world stage at Adventure Racing World Series
4. Blue Flag beaches, Plett ARTS Festival and general travel advice (pre-summer travel) were popular topics this quarter

OPERATIONAL

1. Continue to work with community journalist
2. Working with an intern, Qhawe on a media internship and PB assisted with certain requirements for his internship (car rental, hotel). The status of his internship is currently uncertain.
3. Qhawe attended the Plett Community Guiding Network summit and was enthusiastically inspired by what he learned about.
4. Worked with PS on gathering content from members for summer calendar
5. Worked with CWT on gathering summer event content
6. Worked with BM on gathering and publishing online and mailer content for summer (and Plett ARTS Festival and media releases)
7. Attended, and contributed to, 2 of 3 team strategy sessions for Plett Tourism 2024 - 2027

MEDIA ENGAGEMENT BUSINESS OPPORTUNITIES

Media engagement by request, this includes meetings with influencers, journalists, publications, etc.

1. Longevity Magazine; meeting to set-up an itinerary for 2 x journalists; focus on health and wellness
2. Affluence Magazine; in process of setting up itinerary for 2 x adults and 2 x children; focus on luxury accommodation.
3. Plett Summer Dreams Magazine; meeting to discuss Plett Summer editorial contributions, etc.
4. The Times Plett & Knysna; meeting to discuss Plett Summer editorial contributions, etc.

DIGITAL MEDIA

Our digital media focus during the quarter October - December 2023 has been around Plett ARTS Festival, “awards season” of Plett’s Blue Flags and other awards, and the opening of the summer high season. **Our current online community is 43 757 - which is up 1842 pax from the previous quarter.**

Other accounts’ communities:

Plett Ocean Festival Facebook: **1200 ^** Instagram: **720 ^**

Plett Arts Festival Facebook: **334^** Instagram: **535 ^**

Plett Tourism popular posts included & stories:

Facebook and Instagram top stories: Hands off our coastline (instagram), Plett Summer Essentials Guide (instagram), family holiday, beach and nature photos, polo, pet friendly Plett guide, Trevor Noah videos, Blue Flag beaches and other awards (Newstead, The Plettenberg, Old Rectory), Shark Spotters, Robberg. Blue crane sighting, BBC Planet Earth III (Facebook), Springbok speedo bungy jump reel, orca sighting, Plett padel launch (Facebook), Plett Summer teasers and news, Bayview Hotel 4* news,

Twitter - top tweets: Metrics missing as Elon Musk made changes to Twitter (X) analytics system.

FACEBOOK HIGHLIGHTS

1. Facebook reach **270 247 - including paid adverts (V16%)**
2. Facebook total FANS: **22650 (31 300 followers)**

INSTAGRAM HIGHLIGHTS

1. Instagram total followers: **14 200 (^1200 followers)**
2. Instagram reach: **156 730 (^49%)**

TWITTER HIGHLIGHTS

1. Twitter impressions **21120 (Cannot compare to previous quarter)**
2. Twitter total followers: **6907 (^57)**

MEMBERSHIP MANAGER SUMMARY (TM & PS)

MEMBERSHIP STATS

MONTH	PAID MEMBERS	FREE MEMBERS	ACCOMM	REST	ACTIVITIES	SERVICES	TOTAL
Oct	72	559	241	140	159	91	631
Nov	90	549	244	142	160	93	639
Dec	91	563	245	148	165	96	654

**** Please note we are currently renewing memberships for the new fiscal year, therefore Paid Members are affected but traditionally increases significantly for next month's report.***

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;

PT BOOKING ENQUIRY FORM

# of enquiries October	39
# of enquiries November	47
# of enquiries December	50

PT ACCOMMODATION CLICK-THROUGH (PAGE VISITS)

Month	Enquiries
October	4,632
November	3,875
December	3,443

MEMBERSHIP PROJECTS

1. Meetings with new members (in-house or on-site): 15 total
 1. Claire's Cakes (TM/PS)
 2. Nice Neighbour (TM/PS)
 3. Boplaas Tasting Room (TM/PS)
 4. Lookout Deck (TM/PS)
 5. Emily Moon (TM/PS)
 6. Plett Getaways (TM/PS)
 7. Zoox (PB/TM/PS)
 8. Sol Kitchen (TM/PS)
 9. Ivory Haus (PS)
 10. Market off Main (PS)
 11. Hog Hollow (PB/PS)
 12. Beau de Jour (PB/PS)
 13. Home from Home (PB)
 14. Rohaln, Detour Trails (PB)
 15. Plett Distillery (PB)
2. Plett Conversations arrangements; currently scheduled for- 22 February 2024
3. Plett Membership Workshop arrangements; currently scheduled for 22 May 2024
4. Membership Strategy is ongoing

We regularly engage with strategic member communication on projects; including general emailers, joint marketing initiative opportunities, referrals, etc.

TOURISM & TRAVEL TRADE SUMMARY (PS & PB)

Working closely with our regional and provincial tourism stakeholders, current research identifies the increased growth of a European and American market.

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

TOUR OPERATOR / TRAVEL JOURNALIST AND TRAVEL PROFESSIONAL ENGAGEMENT

1. Tourism & Travel trade quarterly newsletter; December
2. Business to Business quarterly newsletter; December

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3. Mega FamTrips and Educationals: 0
 4. Journalist and Influencer Itineraries: 3
 - a. French iTV journalist itinerary (hiking, history walk and beaches)
 - b. Renata Engelbrecht; freelance with wine.co.za itinerary of Plett winelands
 - c. Visi / Wanted Online journalist; event itinerary for December and introduction to luxury products and services for articles
 5. Sight Inspections and openings: 6
 - a. The Sensory Dispensary; soft opening attendance
 - b. The Quarter Hotel; industry grand opening attendance
 - c. Ivory Hause; soft opening attendance
 - d. The Quarter Bar; grand opening attendance
 - e. Dallas Smith Art Gallery; grand opening attendance
 - f. Asada Grill; grand opening attendance
 6. Speed Networking: 0
 7. Niche Engagement opportunities: 3
 - a. Vinpro Plett Winelands update; news about new products and services shared
 - b. GRDM request for Garden Route promotional podcast; information curated and submitted
 - c. Wesgro request for tourist 'hidden gems' promotion; information curated and submitted

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. Cetacean Whale Heritage Site promotions - ongoing.
2. Advocacy for the upgrade of the Central Beach area (wooden platforms and walkways).

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. Phase 2 has begun with stakeholders.
3. Guiding programme with Birdlife SA in the avi-tourism sector has commenced with the Plett Trails Stakeholders.
4. Plett Trails Stakeholders have initiated a guide networking platform.

Plett Trails Stats Report for Q2 2023:

1. Plett Tourism website trails articles & page visits: **4,092 visits in total**
 - a. **381 visits in Q2**
2. Plett Trails website unique visitors since launch: **6,100 visitors in total**
 - a. **663 visits in Q2**
3. Plett Trails website page views since launch: **9,400 page views**
4. **App downloads to date = 3,212**

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 #2: filming took place, video has been finalised. PT to start a campaign for awareness in Q3 (mid-late January 2024).
2. SMME / Entrepreneur's Resource Centre: online resource centre is live and updated with feature sections: 1) training and webinars, 2) handy downloads and marketing tips, 3) funding and business opportunities, and 4) articles of interest.
3. People of Love (Kranshoek) cookie project has launched.
4. Working with the GRDM and BM LED to identify SMME candidates to participate at WTM Africa with PT in April 2024.

STRATEGY / ACTIVITIES AND ACTIVATIONS FOR LONG-TERM PROJECTS

1. 'Sew Plett' project with township sewing groups is ongoing.
2. 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. SLA between Plett Tourism and the Plettenberg Bay Wine Route; PBWR now represents the Plett wine industry during key stakeholder meetings and engagements.
2. Plett Wine & Food marketing pillar preparations (March/April/May).

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 include 'Plett goes Paleo' is an ongoing project.

DIGITAL EXCELLENCE

Plett Tourism's website is updated daily, and is a primary site for news along the Garden Route. Our website and digital media channels are extremely popular, and have some of the highest organic traffic of all tourism websites along the Garden Route.

STRATEGY / ACTIVITIES AND ACTIVATIONS FOR DIGITAL EXCELLENCE

1. Strategising for a website revamp year 2024-2025.

ADDENDUMS SENT

1. October, November, December 2023 Financials
2. Plett Arts Festival Post Report Report

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