

PLETT TOURISM ASSOCIATION

QUARTER 3 REPORT (JAN/FEB/MAR 2024)



CEO SUMMARY

“For a while now there’s been a move towards a more wholesome kind of travel experience - one that prioritises silence and tranquillity, one that considers the impact of travel on the environment and the community, and travel that makes the experiential element the hero - in line with a growing global consciousness around the value of experience over things.”

Bizcommunity.com (South African-based business-to-business news publisher that offers daily news, information, and resources for the advertising, marketing, and media industries)

INDUSTRY NEWS

By the end of 2023, the number of people visiting South Africa had reached 8.48 million. This was an increase of 49% compared to the previous year. However, despite this growth, the number of visitors was still 17% lower than in 2019.

INTERNATIONAL ARRIVALS MOTIVATORS AND BARRIERS FOR TRAVEL

MOTIVATORS	BARRIERS
<ul style="list-style-type: none">• Beautiful scenery• Good value for money• Experience a different culture• Recommendation from family and friends• Going on safari	<ul style="list-style-type: none">• Concerns for my personal safety,• Too expensive to get there• Uncertainty about political climate/civil unrest• Concern about health risk• Too much to get there

DOMESTIC ARRIVALS MOTIVATORS AND BARRIERS FOR TRAVEL

MOTIVATORS	BARRIERS
<ul style="list-style-type: none">• Relaxing at the beach/bush/berg• Beautiful scenery• Visiting friends/relatives For the food/wine• Variety of activities	<ul style="list-style-type: none">• Other Priority Expenses• Health risks• Don't have Sufficient Time• Personal Safety• Expensive Accommodations and Activities

LOCAL INDUSTRY WEAKNESSES

Throughout Bitou, there are several weaknesses that should be addressed by the municipality to allow for the emerging township tourism businesses to flourish:

1. Skill shortages and limited capacity building
2. Limited support for SMMEs for investment projects
3. Limited marketing focus and investments
4. Limited joint marketing with private sector
5. Misalignment of key stakeholder Interest

The Plett Tourism Association has grown its strengths to assist the municipality with growing support from the local private sector to assist with:

1. Strong Stakeholder Collaboration
2. Strong unconventional and non-traditional partnerships
3. Strong Market Presence In Key Source Markets
4. Growing confidence of private sector confidence in public sector

PLETT TOURISM ASSOCIATION SUCCESSES

The Association had several stand-out successes for Q3 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 677 in Q3 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.

PLETT TOURISM ASSOCIATION 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. **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 one of the fastest growing areas 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.
3. **Identified Tour Bus parking on and off Main Street**, additional sign-posted Tour Bus parking should be considered for the Market off Main tourist area and in front of or next to the Ivory House.

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 investigated and presented a participation process to identify the needs of the Bitou Tourism industry. The outcome of both the investigation and the participation process are reflected in the 3-year strategy which will be submitted the first week of April 2024. This includes:

INVESTIGATION

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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 (concluded)

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 (ongoing)

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. Plett Tourism reports on fundraising and sponsorships for these and other projects under the section titled 'Media Partnership Engagements'.

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 remaining amount of R700,000 is to be paid April 2024 - delayed from March 2024. This to be paid once the Strategy has been submitted.**

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 Q3;

1. Bayview Hotel Media Partnership (Jan/Feb/Mar): R23 500
2. Kwendalo Media Partnership: TBC
3. Firefly Falls and Bhejane Tours Media Partnership: TBC
4. PT branded Gin Bottles for promotional purposes: R15 000
5. WTM Africa 2024 Media Partnership; PT selected as one of 25 national LTO's to participate as an Premium Event Partner: R100 000
6. Distell 'Heineken Free' promotions for POF: TBC
7. Craig James from City Polo: TBC
8. Jenna Jade from Yesman: TBC

TOTAL PROCURED: R138 500

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

1. 0

TOTAL ADDITIONAL MARKETING FUNDS PROCURED: 0

SPONSORSHIP PROCUREMENT

We continue to engage with corporates and institutions for sponsorships. The negotiations and value for Q3;

1. Bhejane Tours and Firefly Falls; financial contribution for 2 x SMME guides to attend WTM Africa 2024: R10 000 (transportation fees covered)
2. Range Media Signage and Mural Partnership: TBC
3. Pam Golding Properties Plett; sponsorship for Plett Arts Festival: TBC
4. CapeNature meeting to discuss Plett Ocean Festival sponsorship: TBC
5. Beacon Isle Resort meeting to discuss Plett Ocean Festival sponsorship: TBC
6. Mungo meeting to discuss Plett Ocean Festival sponsorship: TBC
7. Robberg Fine Foods to discuss Media Partnership agreement: TBC
8. Barrington's Hotel and Restaurant; Media Partnership agreement: TBC

TOTAL SPONSORSHIP PROCURED: R10 000

ACTIVITAR BOOKINGS

	# of bookings	Commission
January	8	R2,300
February	6	R2,350
March	3	R 817

TOTAL COMMISSION EARNED: R5,467

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 LED officer (09/01/24); request for BM Cherry Picker / PT events to be facilitated through LED; presentation for SMME to be selected by BM and to be mentored at WTM Africa 2024; request for LED to facilitate Community Engagement with PT for strategy; presentation for sponsored signage / mural community projects.

1.2 Meeting 2 with BM LED officer (24/01/24); discussion for SMME to attend WTM Africa 2024 with PT, BM to confirm application process; presentation of tent on Central Beach for the Plett Ocean Festival community educational hub; PT Township Survey - request for assistance from LED intern.

1.3 Meeting 3 with BM LED interim Manager and Director of ED & Planning; discussion for Public Participation of PT 3-year Strategy to Portfolio Committee / HOD's / Mayoral Committee / MAYCO and Ward Councillors.

1.4 Meeting with Deputy Mayor (13/01/24), Noksie Kolwapi to discuss '100 Days Project; presentation of a Culture & Heritage Route, Township Tourism and Women in Wine Project presentations emailed for review.

1.5 Meeting 4 with BM LED officer (16/02/24); introduction to PT Township Tourism Survey project manager with overview of implementation plan.

1.6 Meeting 5 with BM LED newly appointed Manager and LED Officers (05/03/24); meeting to discuss current projects - PT Township Tourism Survey, SMME representation at WTM Africa, Public Participation process for PT Strategy.

1.7 Meeting with Bitou Communications Department; discussion for next BM External Newsletter contributions; Media WhatsApp Group and general communication matters.

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2. **Plett Business Chamber** - no meeting held
 3. **Plett Ratepayers Association** - no meeting held
 4. **National, provincial and regional stakeholders**
 - 4.1 Meeting between BM ED and GRDM to finalise transfer of GRDM funds to PT to be used for Garden Route WTM attendance management
 - 4.2 Request for submission for the WTM Responsible Tourism Award; PT submitted the Plett Ocean Festival
 - 4.3 Africa Business Operations Dashboard contributions submitted
 - 4.4 Tourism Value Chain and Barrier Strategy virtual meeting; contributions submitted
 - 4.5 Hospital Visit to German Tourists at the request of Western Cape Safety & Security Office (05/03/24)
 - 5.5 Tourism Signage Strategy workshop
 - 5.6 WTM Africa 2024 meetings (x4)
 5. **General**
 - 5.1 Old Rectory Hotel - Media Partnership engagement
 - 5.2 TGCSA - meeting to discuss new grading opportunities in Plett
 - 5.3 Green Destinations meeting
 - 5.4 SA Seniors Bowls Tournament meeting to finalise Event Media Partnership
 - 5.5 Plett Birding Route and Bird Hide Meeting with Plett Environmental Forum
 - 5.6 KZN Ocean Festival; meeting to discuss synergies going forward and possible cross-promotions
 - 5.7 Plett Historical Society meeting to discuss historical boxes on Plett's Main Street, plaques for historical locations
 - 5.8 Birdlife SA - meeting to discuss journalist trip to Bitou; accreditation of avi-tourism guides
 - 5.9 Cruise the Craggs route discussions
 - 5.10 Adi's Kitchen meeting; regarding Plett Restaurant Association
 - 5.11 Moby's meeting; regarding Plett Restaurant Association
 - 5.12 CapeNature quarterly meeting

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 **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.

PROJECT NAME	CONTACT	COMMENTS
Smalltown TV	King Melizwe	Meeting to request assistance with venues for a video - 5 participating venues requested. No Plett Tourism Funding required.
Plett Guide Association	Kieren	Meeting to discuss structure of new Plett / Bitou Guide Association; introduction to LED Officer for guidance with the project. No Plett Tourism Funding required.
Plett Restaurant Association	Byron Braun	Meeting to discuss the new Plett Restaurant Association. No Plett Tourism Funding required.
Idinga Tours	Vuyokazi Kitsi and Victoria Rowe	Meeting to discuss requirements needed for the new route; itinerary ideas and how to present them at WTM Africa 2024. Plett funding may be required, depending upon the marketing needs.
Bitou Boxing Academy	Unathi	Printing of Bitou Boxing Academy tournament posters. Plett funding (Destination Development / iKasi Life) used to assist with the printing of 30 x A2 full-colour posters.
Food truck / Restaurant Meeting	Bella and Leon	Meeting to discuss pop-up restaurant opportunities and give guidance on the current restaurant industry in Plett; information about minimum standard requirements shared. No Plett Tourism Funding required.
Kwano Backpackers	Phiwe	Meeting to discuss requirements needed for a new accommodation establishment; documents sent via email. 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
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. Backup of laptop data to the Cloud is in progress
7. The Entrepreneurs webpage is updated on a regular basis with training, funding & business opportunities, marketing tips and interesting articles.

SIGNAGE UPDATES

1. Market-Off-Main received two Plett it's a Feeling flags for the entrance.
2. 150 table talkers for the Plett Ocean Festival were delivered to restaurants, tshisanyamas and coffee shops.
3. BM signage approvals for Plett Ocean Festival were confirmed for Main Street & pole banners. Posters in Main Street were not approved.
4. Old Plett banners are being donated to the Native Roots shelter to be used for insulation and waterproofing in needy shacks.

EDUCATIONALS AND UPSKILLING

1. A half-day educational trip to Nature's Valley for front of house staff included visits to De Vasselot, trails, beaches, the Groot River and Nature's Valley Trust, and the Blue Rocks Cafe.
2. Practical training in ChatGPT enabled the front of house team to create an itinerary drawing on the NV experience.
3. Practical training in ChatGPT enabled Andisiwe Nonkosana to create an article about the community groups that were granted Plett branded items during this financial year.

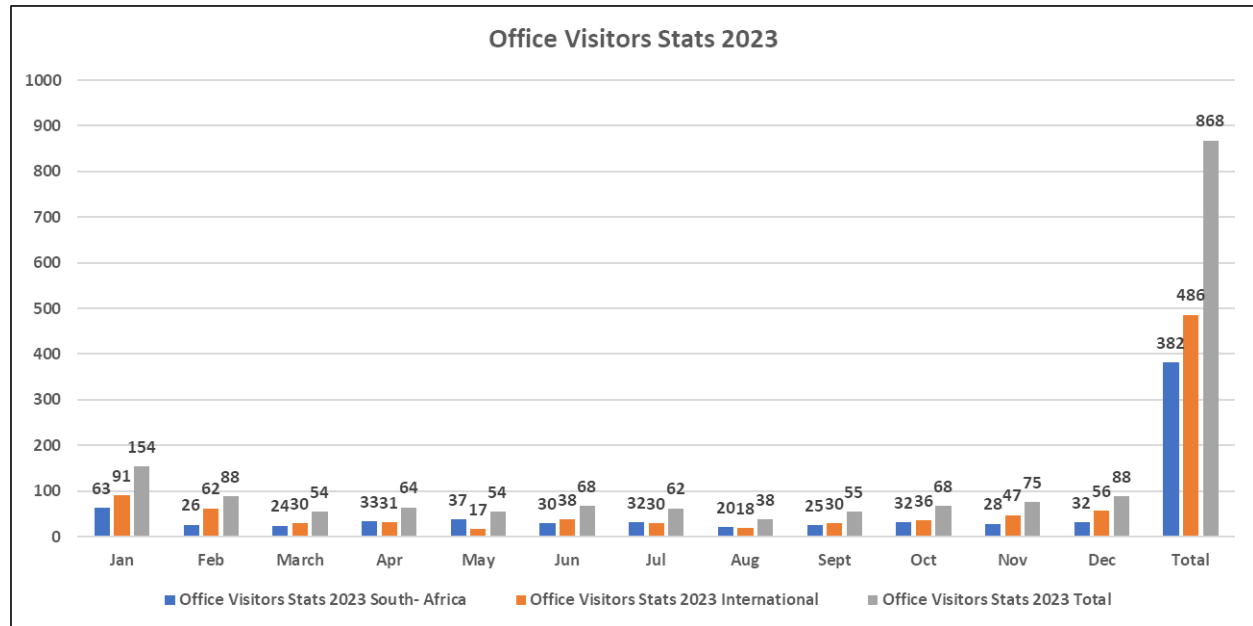
INFORMATION OFFICE VISITOR STATS

Visitor stats doubled in the third quarter:

January: 132 (42 SA; 90 international)

February: 144 (44 SA; 100 international)

March: 109 (34 SA; 65 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. :

GOVERNMENT, MUNICIPAL, LTO and STAKEHOLDER ENGAGEMENT (CWT)

1. January:
 - a. Engagement with the organiser of the newly proposed Plett History Festival.
 - b. Engagement with Pam Golding Properties on participation in Plett Festivals.
 - c. Consultation with stakeholders on the Plett Marine Science Symposium.
 - d. Consultation with stakeholders on the proposed Plett Ocean Awesh-ness Hub
 - e. Engagement with Small Town record label
 - f. Attended the launch of the new Sabrina Love Farm
 - g. Engagement with Bayview Hotel on the film strategy for Plett - there is no formal strategy in place.
 - h. Attended a Daily Maverick webinar on sustainable fishing for coastal fishing communities

2. February:

- a. Engagement with Plett Polo on event proposals.
- b. Engagement with Green Hearts proposed event
- c. Consultation with Nature's Valley Trust with regard to Plett Ocean Festival
- d. Attended the Mission Blue Hope Spot workshop. Delivered a presentation on POF.
- e. Met with the GM of Beacon Island Resort on Plett Marine Science Symposium
- f. Media consultation with People's Weather TV producers
- g. Sharkspotters HO consultation
- h. Initial discussion on Plett Land Art with the organisers
- i. Plett Arts Association meeting on Ocean and Arts Festival
- j. Open Plan Pictures consultation for ongoing events

3. March:

- a. Attended the BirdlifeSA avitourism workshop in Wilderness.
- b. Attended the BM events approval committee meeting
- c. Meeting with Wittedrift Way tourism route and Plett Bitou Birding Festival

PROJECT NAME	CONTACT	COMMENTS
Bitou Farnesr Association	Stephen Gelembe	x10 T-shirt, x10 buffs, x10 caps
Bahia Formosa School	Amagene Koeberg	x2 Caps, x2 buffs, x2 Shweshwe bags, x2 cookies
Black Sheep Network	Walter Blaq	x6 T-shirts, x5 buffs
Dlomo Project	Yonwaba and Thandi Ntshudu	x5 Key rings, x 5 vouchers from NPOD
Team Ispire	Athenkosi Konco	x10 Caps, x10 T.shirt, x 5 Stickers
National Dancing Competition	Ashley Zeelie	x1 Sweatshirt, x1 Cap x1 Keyrings

PLETT TOURISM EVENTS AND FESTIVALS (CWT)

1. The POF Marine Symposium website and programme is complete. Launching in early April.
2. Various discussions and plans are in progress for the Plett Arts Festival which takes place from 20 - 29 September 2024.
3. Wesgro funding applications are in progress and will be submitted before 12 April 2024.

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. 26 Events were listed on the calendar for Q3:

Child Welfare Stephen McGown	Sky Villa	Fri 12 Jan	084 617 6447
Wild Zambezi Screening	Sky Villa Plett	Fri 12 Jan	Free Entry
Hum Bee Flora Open Garden Day	Hum Bee Flora Open Garden Day	Sun 14 Jan	At the gate
Stay safe this Summer WATERSMART	Central Beach, Plett	Sun 14 Jan	
Where The Wild Dogs Lead	Le Fournil De Plett Bakery and Cafe	Thur 1 Feb - 31 Mar	044 533 1390
Bass Face Vol.1	Barcade	Fri 2 Feb	www.quicket.co.za
Opera Angels - Amazing Grace	St Peter's Anglican Church Hall	Fri 2 Feb	www.quicket.co.za
Opera Angels - Music of the Night	St Peter's Anglican Church Hall	Sat 3 Feb	www.quicket.co.za
Plett Midmoo Mile	Poortjie lagoon	Sat 10 Feb	Donation Only
Summer Arts Festival 2024	White House Theatre	Thur 15 Feb	082 452 8764
The Tour / M&G Investments PE Plett	Plettenberg Bay Polo	Sun 25 - 28 Feb	www.peplett.co.za
Andrew Young - Timeless in Plett	Plett Evangelical Church Hall	Sun 3 Mar	www.quicket.co.za
"Adrift on the Open Veld"	Ouland Royale Barn	Wed 8 Mar	Barneys Kiosk, Market Square
Investing 101 for Women	Barringtons	Wed 13 Mar	www.quicket.co.za
Defending the Caveman	White House Theatre	Fri 15 Mar	www.quicket.co.za
Saint Patrick's Day "Green Hearts" Fundraising Party	Barrington's	Sat 16 Mar	www.barringtonsplett.co.za
Nia Art of Sensation Training & Retreat	The Space Between	Sat 16 - 22 Mar	082 874 2176
Rondebosch Boys High School Bands Concert	Plett Evangelical Fellowship Church	Sun 17 Mar	Barney's Info Kiosk, Market Square
Summer Evening Market at Old Nick	Old Nick Village	Fri 22 Mar	Free Entry
Run in the Jungle	Plettenberg Bay	Sat 23 Mar	
Mel Die Storieverteller	Grand Africa Lookout Beach	Wed 27 Mar	Grand Lookout Beach Plett
Easter Competition Deep Sea Fishing	Plett Ski Boat Club	Thur 28 Mar	083 272 8215 081 518 9053
Good FriYAY - Secret Sunset	Hobie Beach Paddle Plett	Fri 29 Mar	www.quicket.co.za
Goodluck Live Performance	Grand Africa Lookout Beach	Fri 29 Mar	www.howler.co.za
Buco Adventure Weekend 2024	Cairnbrogie and Royston Farm	Sat 30 Mar	www.entrytickets.net/plette asteradventure
Easter Saturday Shut Up and Grove	Kasi Lyfstyle Tshisanyama	Sat 30 Mar	Free Entry

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.

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3. The database of Plett film services continues to be updated, to communicate production news and opportunities.
 4. Bachelorette Switzerland took place on municipal beaches in January and February 2024. The shoot was successful with support from BM Beach management.
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WEBMASTER REPORT (BM) Report currently updating 01 April 2024

WEBSITE GOOGLE ANALYTICS

1. A total of **42,774** visitors to the website over the past 3 months (01 Jan - 31 Mar 2024) (Visitors in same period in 2023 = **34,684**)
2. A total of **95,251** page views over the past 3 months (01 Jan - 31 Mar 2024) (Page views in same period in 2023 = **81,065**)
3. A **23% increase** in visitors (users) compared to the same period last year. 42,774 in 2024 v 34,684 in 2023
4. A **27% increase** in visits (sessions) compared to the same period last year. 54,596 in 2024 v 42,836 in 2023
5. A **17.5% increase** in page views compared to the same period last year

BULK MAIL / NEWSLETTER STATISTICS

1. A total of **255** General Newsletters sent out to date, of which **1** General Newsletter was sent out in this quarter, plus **1** Easter Holiday special newsletter and **1** Event Newsletter (POF).
2. Mailing list of **7,739**
3. On average **34%** of recipients opened the newsletter (based on the past 5 mailers)
4. On average **4%** of them clicked on a link (based on the past 5 mailers)
5. A total of **3** general newsletter mailers sent out in the past 3 months
6. A total of **20** industry-related bulk mailers sent out in the past 3 months
7. A total of **4** media release bulk mailers sent out in the past 3 months
8. A grand total of **27** bulk mailers sent out in the past 3 months

WEBSITE CONTENT

1. Total of **207** Accommodation + **74** Restaurants + **127** Activities + **66** Services = **474** listings on the website.
2. Total of **1,172** event listings have been published to date. **26** event listings published in Q1.
3. Total of **2,713** articles published to date. **48** articles published in Q1.
4. Gig Guide: A total of **73** 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. In recent months we have purged*

the system of quite a number of outdated listings that have closed down, so the fact that we have remained on a similar figure or grown slightly is a good indication that we have brought on a number of new members in the past few months. Thanks largely to Porche and Thandi on the membership side.

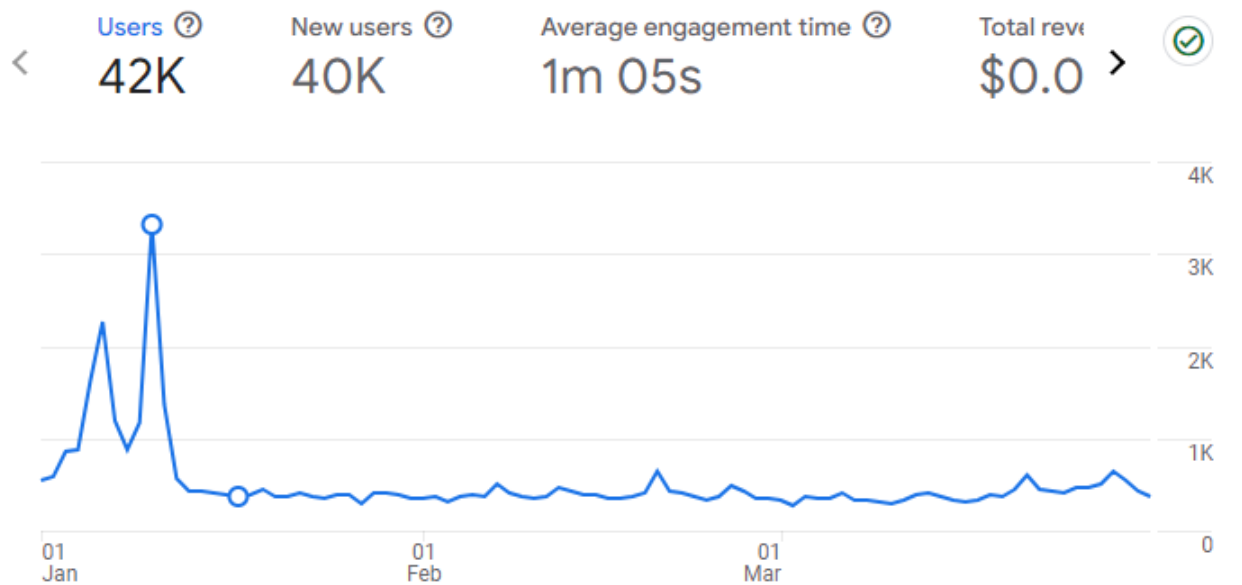
WEBSITE ANALYTICS BREAKDOWN

Report dated 31 Mar 2024 based on the past 3 months Jan-Feb-Mar 2024.

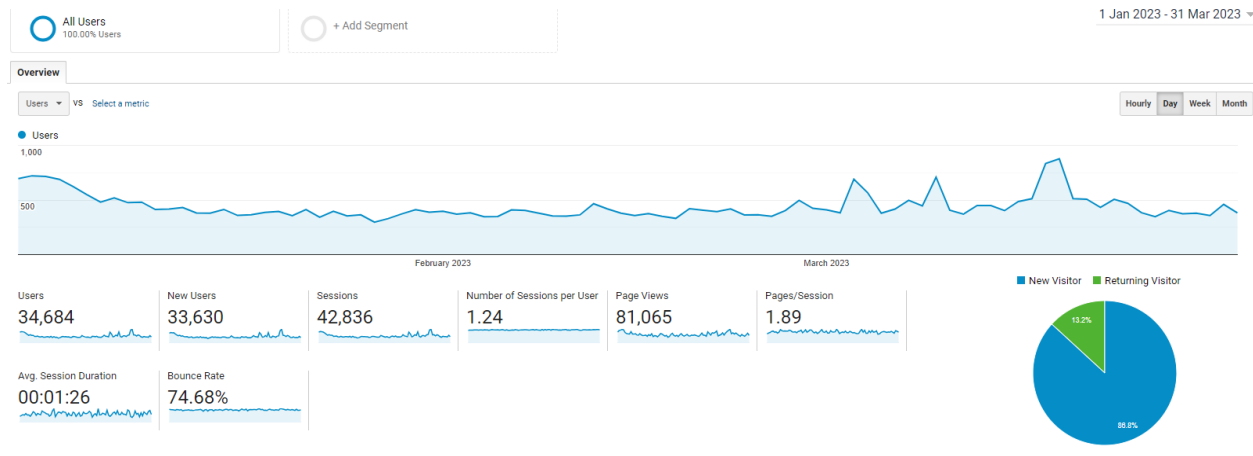
PLETT TOURISM WEBSITE GOOGLE ANALYTICS STATS [01 Jan 2024 – 31 Mar 2024](#) versus [01 Jan 2023 – 31 Mar 2023](#)

1. Users: **42,774** versus **34,684**

Jan-Mar 2024



Jan-Mar 2023



GOOGLE ANALYTICS EXPLAINED

1. A **23% increase** in visitors (users) compared to the same period last year. 42,774 in 2024 v 34,684 in 2023
2. A **27% increase** in visits (sessions) compared to the same period last year. 54,596 in 2024 v 42,836 in 2023
3. A **17.5% increase** in page views compared to the same period last year

PLETT TOURISM NEWSLETTER STATS

1. We've sent out **255** "general newsletter" emails in the 129 months from Jul 2013 to Mar 2024.
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 255 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 **7,758** email addresses.
6. Our **local tourism industry** mailing list totals over **1,600** email addresses.

ACHIEVEMENTS

1. Our YouTube channel has had a total of **1,049,180** views by the end of March 2024 and over **29,350** hours of watch time.
2. Our YouTube subscriber base is on **2,666** people.
3. Our Accommodation listings totals **207** establishments
4. Our restaurant listings totals **74** establishments
5. Our activities listings totals **127** establishments
6. Our Services section, which lists all the Tourism Related services in the area, currently has **66** listings

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7. We have a listings section for **wedding service providers** and have listed a total of **48** wedding service providers on this page
 8. We have listed a total of **1,172** events in the past 10 years
 9. We have posted a total of **2,713** articles (news etc) in the past 10 years
 10. Our Industry Sector WhatsApp groups have **253** contacts (excludes our team) and we are sending alerts and notifications, news and information on campaigns and strategy to these groups regularly now.
 11. We have started 2 new WhatsApp groups in recent months, for Events and Township Tourism.
 12. Our General WhatsApp following has grown to **739** 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.
 13. Our Gig Guide has had **11,359** visits since its launch, of which **2,663** visits were during Q3 Jan-Mar 2024. 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. We are also actively engaging on Facebook groups for Plett's various neighbourhoods/communities to ensure that all of the Bitou communities are aware of our news and goings-on. The Plett Tourism Whatsapp groups include public "Plett it's a feeling!" for general news, industry groups for accommodation, restaurants, activities, events, township tourism and tourism services which we use to communicate relevant information. Bitou Municipality and Plett Tourism recently collaborated on a single media release Whatsapp group for sharing media releases with local and national media on an ongoing basis.

COPYWRITING, PRINT & RADIO CREATIVE AND MANAGEMENT

1. News articles and blogs: 44
2. Media Releases: 6

3. Media contributions (info requests): 1 article contributed (The Times Autumn) 3 articles contributed (Bitou External Newsletter), 1 article contributed (World Cetacean Alliance newsletter), quotes contributed to Herald Live on avitourism initiative.
4. Print adverts placed: 2
5. Radio contributions: 0
6. Google Adwords Campaigns: 0
7. FB/Insta Advert Campaigns: 0
8. Signage: 2 signs (Cango Caves poster / Plett Bowling Club sign)
9. Miscellaneous: 1 customised label (Gin Bottle label)

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. 1 x Niche Newsletter - Plett Adventure & Nature (goal is 3 per pillar per year, excluding summer)

HIGHLIGHTS/PT MEDIA FEATURES

1. Plett Tourism collaborated with Birdlife South Africa and Birdlife Plett to host a group of journalists and unpack birding in Bitou.
2. Launch of the iKasi Life Season 2 video series
3. News of Plett Airport
4. Launch of the 3rd Plett Ocean Festival and Marine Science Symposium
5. Collaboration with World Travel Market (WTM Africa) as a media partner (currently in pre-event promotions)
6. Microsoft Start Page: The world's top road trips and their highlights: <https://www.msn.com/en-ae/news/other/the-world-s-best-road-trips-and-their-standout-experiences/ss-AA1mlAEY#image=5>
7. National Geographic: The ultimate road trip: driving South Africa's Garden Route and IN PRINT for Nat Geo Traveller UK https://www.nationalgeographic.com/travel/article/driving-south-africas-garden-route?fbclid=IwAR1K0ODTB88ZbE4Ga-iVgtCCZQhXHWvCOD8q0ZwfS9CcvhhGTSS4c3Oh1E4_aem_Aanc2-DbPkltJOXiz3iklyFi0v1XZLm71HMPgv_QS4zvnzflsP7g1MWmBhm0RCfiL4o
8. CapeNature: Must-visit destinations on the Garden Route <https://www.capenature.co.za/news/2024/must-visit-destinations-along-the-garden-route>
9. Mission Blue and Dr. Syliva Earle visit Plett to engage with local marine stakeholders

**Plett Ocean Festival media to be included in the next quarterly report and the Plett Ocean Festival report.*

COMPREHENSIVE MEDIA FEATURES NOTED

George Herald	TRANS AGULHAS TEAM INNOVATE TO CONCLUDE THE CHALLENGE IN TRYING CONDITIONS	https://www.georgeherald.com/News/Article/General/trans-agulhas-team-innovate-to-conclude-the-challenge-in-trying-conditions-202401030840
Knysna-Plett Herald	TRANS AGULHAS TEAM	https://www.knysnaplett Herald.co

	INNOVATE TO CONCLUDE THE CHALLENGE IN TRYING CONDITIONS	m/News/Article/General/trans-agulhas-team-innovate-to-conclude-the-challenge-in-trying-conditions-202401030840
South Africa (Instagram)	Who else is dreaming of the beach and holiday sun going into the new week?	https://www.instagram.com/p/C11BRbGt0QD/?utm_source=ig_web_copy_link
Rising Sun	Going nuts for Shautany chocolates!	https://risingsunnewspapers.co.za/279444/going-nuts-for-shautany-chocolates/
Herald Live	A fitbit and 10,000 steps on the Garden Route	https://www.heraldlive.co.za/weekend-post/your-weekend/2024-01-14-a-fitbit-and-10000-steps-on-the-garden-route/
Knysna-Plett Herald	THE REITZ LEGACY ALIVE IN PLETTENBERG BAY	https://www.knysnaplett Herald.co.za/Entertainment/Article/the-reitz-legacy-alive-in-plettenberg-bay-202401170856
Knysna-Plett Herald	LOCAL DRAMA GROUP TO DEBUT PLAY IN CAPE TOWN	https://www.knysnaplett Herald.co.za/Entertainment/Article/local-drama-group-to-debut-play-in-cape-town-202401170208
Plett Tourism	Dynamo behind 'Plett it's a feeling'	https://www.plett-tourism.co.za/dynamo-behind-plett-its-a-feeling/
Seef	Discover the Dallas Smith Gallery in Plettenberg Bay	https://www.seeff.com/news/discover-the-dallas-smith-gallery-in-plettenberg-bay/
Mission Blue	Encompassing South Africa's Plettenberg Bay and connecting two vital marine protected areas (MPAs), the Plettenberg Bay Hope Spot covers a variety of habitats. The Hope Spot is home to a Cape fur seal colony, turtles, dolphins, whales, and many overfished fish species in need of protection!	https://www.instagram.com/mission_blue/p/C30EbjelC6j/
Herald Live	Surf's up for Granny Groms	https://www.heraldlive.co.za/news/2024-02-13-surfs-up-for-

		granny-groms/
Knysna-Plett Herald	TOWNSHIP TOURISM SURVEY UNDERWAY	https://www.knysnaplett Herald.co m/News/Article/General/townshi p-tourism-survey-underway-202402140256
Cape Nature	Must-Visit Destinations Along the Garden Route	https://www.capenature.co.za/news/2024/must-visit-destinations-along-the-garden-route
Herald Live	Plett homing in on township tourism	https://www.heraldlive.co.za/weekend-post/your-weekend/2024-02-17-plett-homing-in-on-township-tourism/
Garden Route Info	Plett Airport on the way up	https://www.garden-route-info.co.za/routes/article/4449/plett-airport-on-the-way-up
Women and Home	Escape to Stanley Island on the Garden Route	https://www.womanandhomemagazine.co.za/today-on-woman-and-home/escape-to-stanley-island-on-the-garden-route/
TimeS Live (Sunday Times)	Taking the plunge into BBC's 'Planet Earth'	https://www.timeslive.co.za/sunday-times/lifestyle/2024-02-25-taking-the-plunge-into-bbcs-planet-earth/
Bike Hub	M&G PE PLETT wraps-up a unique journey through the Eastern Cape wilderness	https://bikehub.co.za/news/mg-pe-plett-wraps-up-a-unique-journey-through-the-eastern-cape-wilderness/
National Geographic	The ultimate Garden Route itinerary, one of the world's greatest coastal drives	https://www.nationalgeographic.com/travel/article/driving-south-africas-garden-route?fbclid=IwAR1K0ODTB88ZbE4Ga-iVgtCCZQhXHWvCOD8q0ZwfS9CcvhhGTSS4c3Oh1E4_aem_Aanc2-DbPkltJOXiz3iklyFi0v1XZLm71HMPgv_QS4zvnzflsP7g1MWmBhm0RCfiL4o
Dope Africa	20 Best & Fun Things To Do In Plettenberg Bay	https://dopeafrika.com/things-to-do-in-plettenberg-bay/

The Points Guy	From the coast of Croatia to the mountains of Thailand: The best road trips outside the US	https://thepointsguy.com/guide/best-international-road-trips/
Gateway	quick escape to Stanley Island on the Garden Route	https://www.getaway.co.za/destinations/western-cape/garden-route/a-quick-escape-to-stanley-island-on-the-garden-route/
Rove SA	Family-friendly accommodation, summer events and festivals abound in Plettenberg Bay along the Garden Route	https://rovesa.co.za/activities-and-adventure/family-friendly-accommodation-summer-events-and-festivals-abound-in-plettenberg-bay-along-the-garden-route/
Herald Live	Birding tourism takes flight in the Garden Route	https://www.heraldlive.co.za/news/2024-03-07-birding-tourism-takes-flight-in-the-garden-route/
Knysna-Plett Herald	HUGE PLANS AFOOT FOR TIMBER SHED	https://www.knysnaplett Herald.co.m/News/Article/Local-News/huge-plans-afoot-for-timber-shed-202403121054
knysna-Plett Herald	BIG PLANS FOR PLETT HISTORICAL BUILDING	https://www.knysnaplett Herald.co.m/News/Article/Local-News/big-plans-for-plett-historical-building-202403150941

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. Plett's iKasi Life Season 2 video (and short reels) were released in January with a feature per reel.

1. Plett's iKasi Life Season 2 video and reels
2. Tebelo's Matter Innovation Hub
3. Plett Tourism supports the Bitou Community
4. Local Plett radio station Radio204 reaches more than 56 000 listeners
5. Congratulations to the new mayor of Bitou
6. Launch of Township Tourism Survey
7. Bursaries from Bitou Municipality

JOURNALISTS EMPLOYED AND/OR SHOWCASED

Plett Tourism has continued the mentorship contract with Sihle Ntsatha for the summer season and into Plett Food & Wine. SN has taken on an additional role with Plett Tourism of executing the Township Tourism Survey. We have had some problems over the summer with leads followed and then SN has not been able to complete due to lack of information from leads or non-response from leads. JM looking into this. JM is starting to look for new community journalists to mentor. JM continues to engage with previous mentee, Siphokazi Mnyobe who now writes for the Herald in GQ. JM compiling a feature on PT's previous community journalists and "where they are now".

MEDIA HIGHLIGHTS (LEADS FOLLOWED)

1. Mamzo's Corner
2. EduPlett (for tourism course information)
3. Plett Spring Celebration
4. A Journey with Guide Breyton Dickson (submitted for editing end March, publishing 5 April 2024)

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). He is also completing an internship and studies via the LED office in Local Economic Development.
3. Qhawe has started to post to PT Instagram stories account which is a large step as the account is a large one. JM mentors and instructs on content.
4. Worked with PS on gathering content from members for wine and food season
5. Worked with CWT on Plett Ocean Festival strategy and media strategy
6. Worked with BM on gathering and publishing online and mailer content for late summer, member news, community news, Plett Ocean Festival and media releases)
7. Attended and contributed to Weekly Status Meetings
8. Attended and contributed to Plett Ocean Festival strategy meetings

MEDIA ENGAGEMENT BUSINESS OPPORTUNITIES

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

1. The Times Plett & Knysna; meeting to discuss Plett Wine & Food editorial contributions, etc.
2. Knysna Plett Herald; meeting to discuss working more closely together; Media Partnership with the Plett Arts Festival

DIGITAL MEDIA

Our digital media focus during the quarter January - March 2024 has been around Plett Summer, Plett Trails, Food & Wine, and the Plett Ocean Festival. **Our current online community is 43 442 - which is down 315 pax from the previous quarter** (JM: I would put this down to seasonal followers, as our previous quarter grew by nearly 2000).

Other accounts' communities:

Plett Ocean Festival Facebook: **1600 ^** Instagram: **766 ^**

Plett Arts Festival Facebook: **570^** Instagram: **619 ^**

PLETT TOURISM POPULAR POSTS, STORIES & TOPICS

1. Facebook and Instagram top stories: iKasi Life Season 2 Reels and video, Plett Ocean Festival promo reel, beautiful ocean summer nature reels, Rooberg, aerial photos, marine wildlife, Plett Tourism's township tourism initiative, Miss Universe Bungy Jumps, Plett airport news.
2. Twitter - top tweets: Metrics missing as Elon Musk made changes to Twitter (X) analytics system.

FACEBOOK HIGHLIGHTS

1. Facebook reach **410 100 - no paid ads (^58%)**
2. Facebook total FANS: **22650 (32 185 followers)**

INSTAGRAM HIGHLIGHTS

1. Instagram total followers: **14 500 (^300 followers)**
2. Instagram reach: **15 200 (v81%)**

TWITTER HIGHLIGHTS

1. Twitter impressions **12 768 (v38%)**
2. Twitter total followers: **6943 (^36)**

MEMBERSHIP MANAGER SUMMARY (TM & PS)

MEMBERSHIP STATS

MONTH	PAID MEMBERS	FREE MEMBERS	ACCOMM	REST	ACTIVITIES	SERVICES	TOTAL
JAN	92	551	244	143	166	90	643
FEB	108	546	247	148	167	92	654
MAR	110	567	249	153	167	108	677

**** 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 below;

PT BOOKING ENQUIRY FORM

# of enquiries January	79 visits, 16 enquiries
# of enquiries February	61 visits, 16 enquiries
# of enquiries March	36 visits, 12 enquiries

PT ACCOMMODATION CLICK-THROUGH (PAGE VISITS)

Month	Enquiries
Jan	2,562 page views
Feb	2,076 page views
Mar	1,667 page views

Month	PT Nightsbridge click-through
Jan	160 page views
Feb	78 page views
Mar	78 page views

MEMBERSHIP PROJECTS

- Meetings with new members (in-house or on-site): 16 total
 - Telluric Wine Estate(TM & PS)
 - Dough & Co(TM & PS)
 - Global Village Restaurant(TM & PS)
 - Roadside Cafe(TM & PS)
 - Dragonflies and Daisies_Garden Design(PB, TM & PS)
 - Curry and All(TM & PS)
 - Lawnwood Snakes(TM & PS)
 - Bramon(TM & PS)
 - Down To Earth(TM & PS)
 - Masescha Country Estate(TM & PS)
 - Down To Earth(TM & PS)
 - Two Brothers(TM & PS)
 - Plettenberg Bay Game Reserve/Belle Balance(EP, BB, AN, TM & PS)
 - Dimension Design(TM & PS)
 - Walkers Beach(TM & PS)
 - Moss and Maple(PB & TM)
- Plett Conversations held 7 March 2024
- Plett Membership Workshop arrangements; currently scheduled for 22 May 2024
- Accommodation auditing (booking.com research)
- Member Strategy presented

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

- Key stakeholder engagements
- Business to Business quarterly newsletter
- RTO Forum meeting attendance
- Workshop research and organisation
- WTM preparations

TOUR OPERATOR / TRAVEL JOURNALIST AND TRAVEL PROFESSIONAL ENGAGEMENT

1. Tourism & Travel trade quarterly newsletter; March
2. Business to Business quarterly newsletter; February
3. Local Guide Survey; distributed March
4. Local Township Tourism Survey; conducted February
5. Mega FamTrips and Educational: 0
6. Journalist and Influencer Itineraries: 1
 - a. Kurland influencer itinerary assistance
7. Sight Inspections, openings and tour operator meetings: 4
 - a. Sol Collection; meeting to advise on new products in Plett for itineraries
 - b. Fat Fish Restaurant; yearly event representation
 - c. Moby's Restaurant; new management event representation
 - d. Earth Stompers tour operator introductions; future site inspections
8. Niche Engagement opportunities: 1
 - a. Incentive Travel enquiry from Carbon 6; 70 pax - accommodation and full itinerary options; sent to accommodation partners The Plettenberg Hotel for quote and the Bayview Hotel for quote

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. Plett Ocean Festival promotions have started.
3. Consultation with local NPO's and NGO's for the introduction of a new 'Information Hub' during the Plett Ocean Festival at Central Beach.

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. Stakeholder meeting held Q3
3. Plett Trails App admin manager appointed
4. Plett Guide Association; discussions with private sector initiative to start a local guide association; introduction to LED for guidance
5. Avi-tourism workshop lobbying for local guides
6. New Bio-Camp consultation
7. Plett Trails Media Kit circulated to stakeholders for promotional purposes

Plett Trails Stats Report for Q3 2023:

1. Plett Tourism website trails articles & page visits: **4,481 visits in total**
 - a. **514 visits in Q3**
2. Plett Trails website unique visitors since launch: **6,800 visitors in total**
 - a. **680 visits in Q3**

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3. Plett Trails website page views since launch: **10,469 page views**
 4. **App downloads to date (31 Mar 2024) = 3,537**
-

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. Plett Tourism identified 2 x local guides to be mentored at WTM Africa 2024. With additional financial contribution and mentoring assistance from Bhejane Tours and Firefly Falls, the guides will be mentored pre and post event.
2. Proactive meeting with new township tour operator - Idinga Tours. Information to be included on the WTM presentation material and shared with tour operators. Further development of the project to commence in Q4.
3. New Kwano backpacker establishment identified; strategy meeting conducted.

STRATEGY / ACTIVITIES AND ACTIVATIONS FOR LONG-TERM PROJECTS

1. PT Township Tourism Survey conducted (March)
2. 'Sew Plett' project with township sewing groups is ongoing.
3. PT awaits follow-up from BM regarding the Qolweni Village Market project.
4. Meeting with Deputy Mayor / Councillor Kolwepie to discuss '100 days of Activation' for Bitou with plans to include a structured township tour; PT to work with established businesses to facilitate the upliftment and marketing of the tour.
5. PT conducted extensive township tourism product surveys
6. PT set up a township tourism WhatsApp group for Bitou
7. Proactive meeting with new township backpacker establishment. Further development of the project to commence in Q4.

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

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1. Plett Wine & Food marketing pillar preparations (March/April/May).
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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
 2. Discussions with Plett Historical Society regarding historical viewpoints to have designated plaques and the Main Street History boxes to be upgraded
 3. Investigation with participation of the new 'Human Origins' Tour; strategic alignment to commence in Q4
 4. Culture & Heritage Plett Tourism Board Seat nomination sent out
-

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. January, February and March 2024 Financials

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