

PLETT TOURISM ASSOCIATION

QUARTER 4 REPORT (APR/MAY/JUN 2024)



CEO SUMMARY

"There is a sense of "seizing the moment" when it comes to clients planning big, adventurous trips. The trend is 'predominantly driven by the over-65 market'."

TravelWeekly (UK's top travel publication, boasting a 50-year heritage and is the undisputed market-leading travel trade media brand across all metrics)

INDUSTRY NEWS

Adventure tourism is a rapidly growing market in South Africa's tourism industry, as highlighted by Geldenhuys' 2018 academic study. Industry stakeholders are becoming increasingly aware of the economic value it brings. Adventure tourism places a strong emphasis on sustainability, conservation, and protection of the environment. As a result, tourists from various countries are willing to travel to destinations that offer a range of outdoor, nature, scenic beauty and adrenaline experiences.

HOW THIS BENEFITS PLETT

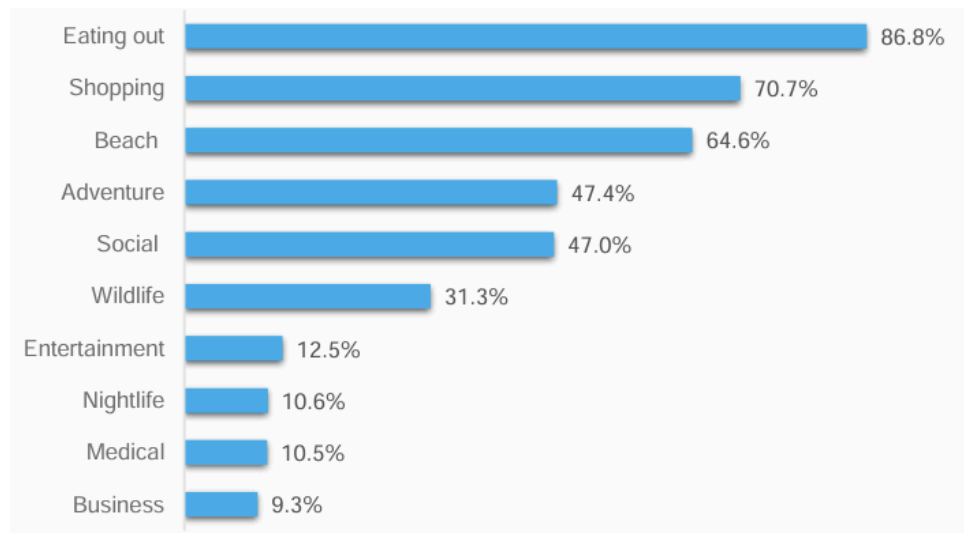
- According to Allied Market Research (2023), the global adventure tourism market in 2022 was valued at \$366.7 billion and is forecasted to increase to \$4.6 trillion by 2032. This is supported by the United Nations World Tourism Organisation's Global Report on Adventure Tourism which points out that this

sub-sector attracts high value tourism consumers with high spending power which directly has a spillover effect on the supporting local economies.

- With the tourism industry bouncing back after the pandemic, it is essential for destination marketing organisations (DMOs), tourism operators, and businesses to acknowledge that tourists' decision-making and preferences are evolving. The latest data from South African Tourism (2023) reveals that consumers now prioritise gathering and sharing "real-time" experiences over collecting products during their travels.
- The Western Cape is ideal for catering to the niche adventure tourism market due to the growing focus on sustainability and the importance of promoting understanding between humans and nature.
- Plettenberg Bay is ideal for catering to the niche adventure tourism market due to the growing focus on sustainability and the importance of promoting understanding between humans and nature. The introduction of urban birding trails, the new eco-camp and the establishment of Green Flag accredited hiking and mountain biking trails puts the Bitou area on the map for outdoor adventure.

Now more than ever, the township areas require attention to establish trails birding, hiking, and cycling trails. Each of our townships has the unique advantage of being located close to or within nature and the town should capitalise on expanding tourism into the townships to experience these outdoor adventure experiences. This will require quality assurance participation with the Bitou Municipality, Councillors and Residents of each township.

WESTERN CAPE ACTIVITY RATINGS



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

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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 Q4 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 **remained steady** with 677 in Q3 and 677 in Q4 for this fiscal year.
3. Plett Tourism hosted a successful Plett Ocean Festival.

PLETT TOURISM ASSOCIATION OBSTACLES

There are several obstacles that should be addressed urgently in Q1 of the 2024-2025 fiscal year 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. **Bitou has lost a 4th year popular national event due to a lack of vested interest in Quarter 4.**
2. **Load shedding** continues to have a major inhibitory factor within the tourism sector. The majority of the township tourism industry businesses do not have back-up. If we are to grow township tourism, options for battery-operated electrical services in strategic high-volume tourism locations within the townships should be considered.
3. **Lack of public wifi and funding for alternatives** continues to have a major inhibitory factor within the tourism sector. If we are to grow township tourism, options for battery-operated wifi services in strategic high-volume tourism locations within the townships should be considered.

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 was submitted for review in April 2024. This includes:

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 (concluded with Stage 1; the Township Tourism Survey - full report attached to this report)

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.
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 continued 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).

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 Q4;

1. Bayview Hotel Media Partnership (Apr/May/Jun): R23 500
2. Plett Ocean Festival with Distel / Heineken (welcome drinks and gift bags): R5 000
3. Plett Ocean Festival with Checkers (Education Hub catering): R10 000
4. Plett Ocean Festival competition prizes: R27 000
5. Plett Ocean Festival People's Weather airtime sponsorship: R250 000
6. Kwendalo Media Partnership: TBC
7. Firefly Falls and Bhejane Tours Media Partnership: TBC

TOTAL PROCURED: R315 500

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

1. Getaway 4-page spread with FP advert and Digital Banner Advert: R25 000
2. Algoa FM: R9 000

TOTAL ADDITIONAL MARKETING FUNDS PROCURED: R34 000

SPONSORSHIP PROCUREMENT

We continue to engage with corporates and institutions for sponsorships. The negotiations and value for Q4;

1. Plett Ocean Festival Sponsorship with Checkers: R20 000
2. Plett Ocean Festival Sponsorship with Wesgro: TBC
3. Plett Ocean Festival Sponsorship with Market Square: R12 000
4. Plett Ocean Festival Sponsorship for video production with PT members: R6 000
5. Range Media Signage and Mural Partnership: TBC
6. Pam Golding Properties Plett; sponsorship for Plett Arts Festival: TBC
7. Robberg Fine Foods to discuss Media Partnership agreement: TBC
8. Barrington's Hotel and Restaurant; Media Partnership agreement: TBC

TOTAL SPONSORSHIP PROCURED: R38 000

ACTIVITAR BOOKINGS

	# of bookings	Commission
April	3	R1 048
May	2	R260
June	2	R60

TOTAL COMMISSION EARNED: R1 368

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 LED: attendance at the PT Board Meeting; introduction to acting manager Boy Ngubo, Wandisile Sebezo and Leanard Jonas.
- 1.2 Official letter request for BM LED to attend WTM Africa with Plett Tourism; assistance with accommodation and transportation information.
- 1.3 Assistance with accommodation booking for MM and friends.
- 1.4 Meeting 2 with LED; invitation to participate with LED to coordinate the BM Investment Conference; PT and BM entered into an official agreement
- 1.5 Meeting 3 with LED; discussion about Indaba 2024 participation; assistance with official letter of request and travel arrangements
- 1.6 Meeting 4 with LED; assistance request for follow-up with GR&KK interns for the hospitality industry
- 1.7 Request for interview and information from the Mayor regarding the New Horizons Market; to be submitted as an official tourism media release
- 1.8 Meeting with Acting Director Boy Ngubo regarding national festival in Plett - AfroNation for 2024/2025
- 1.9 Prospectus for AfroNation organiser; local option site maps, accommodation and transportation prospects
- 1.10 Meeting with new CFO Boy Ngubo and Plett Historical Society for presentation on Old Timber Shed plans

2. Plett Business Chamber

- 2.1 Meeting 1 to discuss history of PT's engagement with the Plett Business Chamber and strategy for the Board regarding the Business Chamber Seat

2.2 Meeting 2 to discuss PT's assistance with a member survey to help identify current business chamber needs in Bitou

3. **Plett Ratepayers Association** - no meeting held

4. **National, provincial and regional stakeholders**

- 4.1 GR&KK, Wesgro, SATSA, Fedhasa and LTO Marketing Steering Committee meeting
- 4.2 Meeting between GR&KK regional tourism office and the Plettenberg Bay Wine Route
- 4.3 Application submitted for DEDAT Tourism Growth Fund; Plett Urban Birding Trails

5. **rsa.AERO**

- 5.1 Meeting to discuss inclusion of PT information on the new Plett Airport website and reciprocation of the airport on the PT website
- 5.2 Meeting to meet new Plett Operations Manager; signage and advertising strategy for PT discussed; concepts submitted

6. **General**

- 5.1 Plett Cetacean Whale Heritage Committee meeting to discuss activations for 2024-25 fiscal year
- 5.2 Plett Historical Society and Plett Ratepayers; meeting to present options for the Old Timber Shed and PT involvement
- 5.3 Plett Cetacean Whale Heritage Committee and Ocean Blue Safaris meeting to discuss PT's strategy with the petition against Minister of Environmental Affairs, Barbara Creacy, and the recent allocation of a 3rd whale watching permit
- 5.4 Stone Cottage Guest House
- 5.5 Kwendalo Media Partnership discussion
- 5.6 Plettenberg Bay Wine Route; Bitou Harvest Festival
- 5.7 Promotional opportunities/signage with Louise Briers
- 5.8 Equine-librium / Robberg Equestrian Estate

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 **4 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
Indinga Tours	Victoria Rowe	WTM participation meeting. No Plett Tourism Funding required.
Kwano Backpackers	Phiwe	Detailed information sent and invitation to join PT as a free member received. No Plett Tourism Funding required.
Garden Route Community Television	Khaya Mbesi	Meeting to discuss new ICASA 24-hour community television station. Modelled on Soweto TV and Cape Town TV. No Plett Tourism Funding required.
Misuyolo PTY LTD	Samkelo Majo	Meeting to discuss assistance with placement of Tourism, Food & Beverage Learners for 12 x months; 120 Learners in total. 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 every Monday.
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 laptops is ongoing.
7. The Entrepreneurs webpage is updated on a regular basis with training, funding & business opportunities, marketing tips and interesting articles.

SIGNAGE UPDATES

1. Existing banners and signage for Plett Ocean festival was installed: Main Street banner and posters, flags on Central Beach, Pole banners on Beacon Way and Marine Drive
2. One new banner was purchased for the Plett Ocean Aweh-ness Hub.
3. 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. Brayley Booyesen attended a Garden Route Film Commission upskilling course for 3 days, on practical production aspects of film sets, and chaperoning.
2. Andisiwe Nonkosana and Brayley Booyesen trained on the Plett Trails App for updating of information from members

INFORMATION OFFICE VISITOR STATS

April:	76 (38 SA; 38 international)
May:	54 (28 SA; 26 international)
June:	40 (19 SA; 21 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.

PROJECT NAME	CONTACT	COMMENTS
Mike Bhayibhile	Mike Bhayibhile	Printout of music book R753
Kranshoek Masters Football	Shane Heath	x15 Buffs
BM Youth Day Celebrations	Duncan Meyer	x40 Lanyards
SAMWU Bitou Mun	Loyiso	x25 Buffs
Bitou Traffic Conference	Sean Ganga	x40 Buffs

GOVERNMENT, MUNICIPAL, LTO and STAKEHOLDER ENGAGEMENT (CWT)

April:

- Engagement with members, BM and stakeholders for Plett Ocean Festival
- Two event committee approval meetings chaired by BM ED
- First engagement on the BM investment conference
- Engagement with various stakeholders on the community programme for Plett Ocean Festival
- New management at Bitou Vineyards engagement on festival participation

May:

- Engagement with Green Hearts on street parade
- Consultation with Nature's Valley Trust and Sharkspotters with regard to Plett Ocean Festival
- Beacon Island Resort on Plett Marine Science Symposium
- Media consultation with People's Weather TV producers for POF
- Discussion and planning meeting for Plett Land Art with the organisers
- Plett Arts Association meeting on Ocean and Arts Festival
- Open Plan Pictures discussions on streaming capabilities with view to future projects
- Addo Tourism Association engagement on travel safety for tourists
- BM Sustainable Infrastructure Investment Conference meetings, planning and organisation
- Carmen vd Westhuizen on POF video banner and competition video production
- BM conference on 23 May and opening and closing functions

June:

- Ongoing engagement across the board for Plett Ocean Festival launch on 21 June 2024
- Engagement with Plett Arts Festival stakeholders

PLETT TOURISM EVENTS AND FESTIVALS (CWT)

Bitou Municipality Sustainable Infrastructure Investment Conference: 23 May 2024

1. Assisting the BM with the budgeting, planning, organisation and financial management of the conference at the BI
2. Pre-conference gathering of real estate agents
3. Opening night function at The Junction
4. Closing night function at The Palms

Plett Ocean Festival and Plett Marine Science Symposium: 21 - 30 June 2024

1. Ongoing engagement and arrangements with 26 symposium speakers
2. Ongoing engagement and arrangements with 24 activities and excursions
3. Organising and management of the 3 day symposium at the BI with Plett Tourism team
4. Development and management of POF website
5. Secured the use of the information centre on Robberg with Cape Nature for an art exhibition
6. The mayor opened the festival at a BI function in collaboration with Mission Blue. Municipal management, council officials and all councillors were invited.
7. Launch of the Plett Ocean Aware-ness Hub with a focus on community development - 200 children participated from all Bitou communities
8. Secured a R20 000 sponsorship and food sponsorship for the children from Checkers EC HO.
9. Media: Interview with Cape Talk Radio, monitoring of competition on OpenView TV

Plett Arts Festival: 20 - 29 September 2024

1. Engagement with various stakeholders for the PAF 20 to 29 September 2024
2. Website development and management for PAF
3. Discussions with Plett Bitou Birding Festival and synergies with PAF

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, and to media partners on a monthly basis for publishing on various platforms. 19 Events were listed on the calendar for Q4:

Nikki Bush - When "What If" Happens	Barringtons, Plett	Fri 5 Apr	www.barringtonsplett.co.za
2024 All Cape Tournament	Plettenberg Bay Bowling Club	Sun 7 - 20 Apr	
WTM Africa	Cape Town, CTICC	Wed 10 -12 Apr	www.wtm.com/africa
Plett Polo SA Open Finals	The Kurland Pavilion	Sun 14 Apr	At the gate
Ocean Blue Cup	Robberg Equestrian Club , Airport Road	Fri 19 -21 Apr	Free of Charge
A Forum & Dialogue - Plett Environment	Piesang Valley Community Hall	Thur 25 Apr	082 322 2209
Konco Soccer Tournament	Kwanokuthula Stadium	Sat 4 May	081 885 6553
UNESCO Film Crew in Plett	Beacon Island Resort	Fri 9 May	044 533 1158
Nik Rabinowitz Rambunctious	White House Theatre	Sat 11 May	www.quicket.co.za or Old House Shop
From Acting to Trawling	Formosa Garden Village	Thur 16 May	https://qkt.io/BigeHq
Green Hearts Fundraiser Carnival	SAPS station-Main Street-Beacon Way	Sat 1 Jun	082 271 1142
Animal day		Sun 2 Jun	
NVT Nurdle Hunt	Robberg Beach	Sun 9 Jun	044 531 6820
Soetsappig	MacFee Dinner Theatre	Sat 15 Jun	079 876 0406
Plett Ocean Festival	Plett	Fri 21 - 30 Jun	www.plettoceanfestival.co.za
Plett Marine Science Symposium	Lagoon Room, BI	Fri 21 - 23 Jun	www.plettoceanfestivll.co.za
A dream which became Plettenberg Bay	The Old Rectory	Fri 26 Jun	Barneys Kiosk, Market Square
'Wild Coast Warriors' - Food & Film at The Fat Fish	The Fat Fish Plettenberg Bay	Thurs 27 Jun	044 533 4740
FIFI Information	Kwanokuthula Sport Field	Sat 29 - 30 Jun	079 742 2075

FILM PRODUCTION PERMITTING AND ENGAGEMENT(CWT)

1. PT continues to support the Garden Route Film Commission and engages weekly on various matters.
2. Distribution of information about the GRFC production skills training course in Plett and onsite engagement during the course
3. 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.
4. The database of Plett film services continues to be updated, to communicate production news and opportunities.

WEB & SYSTEMS REPORT (BM) Update completed on 03 July 2024

WEBSITE GOOGLE ANALYTICS

1. A total of **25k** visitors to the website over the past 3 months (01 Apr - 30 Jun 2024) (Visitors in same period in 2023 = **32k**)
2. A total of **65k** page views over the past 3 months (01 Apr - 30 Jun 2024) (Page views in same period in 2023 = **72k**)
3. A **21% decrease** in visitors (users) compared to the same period last year.
4. A **20% decrease** in visits (sessions) compared to the same period last year.
5. An **11% decrease** in page views compared to the same period last year

BULK MAIL / NEWSLETTER STATISTICS

1. A total of **257** General Newsletters sent out to date, of which **2** General Newsletters were sent out in this quarter, plus **1** Niche Plett Adventure & Nature newsletter about the Plett Ocean Festival.
2. Mailing list of **7,847**
3. On average **34.6%** 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 **40** industry-related bulk mailers sent out in the past 3 months
7. A total of **5** media release bulk mailers sent out in the past 3 months
8. A grand total of **43** bulk mailers sent out in the past 3 months

WEBSITE CONTENT

1. Total of **206** Accommodation + **73** Restaurants + **135** Activities + **66** Services = **480** listings on the website.
2. Total of **1,185** event listings have been published to date. **12** event listings published in Q4.
3. Total of **2,741** articles published to date. **29** articles published in Q4.
4. Gig Guide: A total of **57** Gigs (events) listed over the past 3 months (Q4).

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.

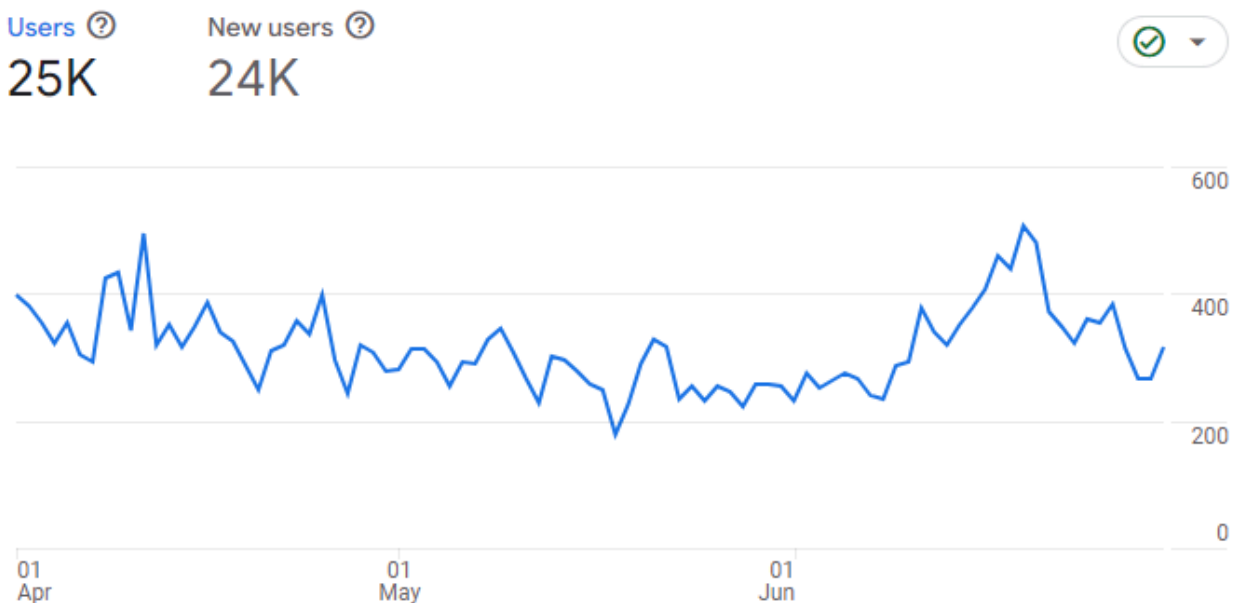
WEBSITE ANALYTICS BREAKDOWN

Report dated 30 June 2024 based on the past 3 months Apr-May-Jun 2024.

PLETT TOURISM WEBSITE GOOGLE ANALYTICS STATS 01 Apr 2024 – 30 June 2024 versus 01 Apr 2023 – 30 Jun 2023

1. Users: 25k versus 32k

Apr-Jun 2024



Apr-Jun 2023



GOOGLE ANALYTICS EXPLAINED

1. A **21% decrease** in visitors (users) compared to the same period last year. 24k in 2024 v 31k in 2023
2. A **20% decrease** in visits (sessions) compared to the same period last year. 25k in 2024 v 32k in 2023
3. An **11% decrease** in page views compared to the same period last year

PLETT TOURISM NEWSLETTER STATS

1. We've sent out **257** "general newsletter" emails in the 132 months from Jul 2013 to Jun 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 257 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 **7,847** email addresses.
6. Our **local tourism industry** mailing list totals **1,567** email addresses.
7. We are in the process of migrating our Bulk Mailing System from Campaign Monitor to Zoho Campaigns

ACHIEVEMENTS

1. Our YouTube channel has had a total of **1,051,377** views by the end of June 2024 and over **29,380** hours of watch time.
2. Our YouTube subscriber base is on **2,669** people.
3. Our Accommodation listings totals **206** establishments
4. Our restaurant listings totals **73** establishments
5. Our activities listings totals **135** establishments
6. Our Services section, which lists all the Tourism Related services in the area, currently has **66** listings
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 **1,185** events in the past 11 years
9. We have posted a total of **2,741** articles (news etc) in the past 10 years
10. Our Industry Sector WhatsApp groups have **270** 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 **767** 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 **12,903** visits since its launch, of which **1,544** visits were during Q4 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.
14. We have launched a new section similar to the Gig Guide, called the Specials Guide, on 20 May 2024. This lists all the special offer posters from our paid members. It has received **334** visits since its launch.

YOUTUBE HIGHLIGHTS

Our YouTube channel has 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 yet because we have not posted many new original content 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: 28
2. Media Releases: 9
3. Media contributions (info requests): 1 Advertorial Feature Article (Cape Etc.) 5 articles contributed (KP Herald) 1 article contributed (The Times Winter) 3 articles contributed (The Newspaper), 1 article contributed to WCA for international publication on Whale Heritage Areas.
4. Print adverts placed: 2
5. Radio contributions: 3
6. Google Adwords Campaigns: 1
7. FB/Insta Advert Campaigns: 1
8. Signage: 0

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. 4 x Niche Newsletter - 1 x Plett Adventure & Nature, 2 x Plett Ocean Festival, Niche Marine Science Symposium (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. Plett welcomes investment and new business ventures

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

COMPREHENSIVE MEDIA FEATURES NOTED

Knysna Plett Herald	STORMSRIVER ADVENTURES STILL GOING STRONG 20 YEARS LATER	https://www.knysnapletttherald.com/News/Article/Local-News/still-going-strong-20-years-later-202406141119
Knysna-Plett Herald	INFRASTRUCTURE BOOST FOR PLETT	https://www.knysnapletttherald.com/News/Article/Local-News/r1-9bn-infrastructure-boost-for-plett-202405301001&ct=ga&cd=CAFYACoTMTYxNTUxNTEExNiQwNDE1MzA2ODIaZTQyNGRjMDQ0YzU2ODhNTpb206ZW46VVM&usg=AOvVaw3kvBHaT0c9nIW18J300nh5
The Citizen	Culinary Heaven in the Tsitsikamma Forest	https://www.citizen.co.za/travel/culinary-heaven-in-the-tsitsikamma-forest/
Herald Live	A place where opulence, elegance and family-feeling merge	https://www.heraldlive.co.za/lifestyle/leisure/2024-06-01-a-place-where-opulence-elegance-and-a-family-feeling-merge/
Knysna Plett Herald	Bitou Birding Festival in the pipeline	https://www.knysnapletttherald.com/News/Article/Local-News/birding-festival-for-bitou-in-the-pipeline-202405280322
Getaway Magazine	Destinations to consider for retirement travel	https://www.getaway.co.za/destinations/local-destinations-to-consider-for-retirement-travel/
Herald Live	Plett Airport Plan Given Thumbs Up	https://www.heraldlive.co.za/news/2024-05-02-plettenberg-bay-airport-upgrade-plans-given-thumbs-up/
Shot Left (SA Tourism domestic brand) Twitter X	Harkerville Hop	https://x.com/ShotLeft/status/1784838367739281600
World Cetacean Alliance blog	The Trip of a Lifetime	https://worldcetaceanalliance.us10.list-manage.com/track/click?u=cdd1c98fda1547a8b5e29d5be&id=9c14624702&e=a1e87bef99
Herald Live	Nothing Evil about Plett's MTB experience	https://www.heraldlive.co.za/news/2024-04-24-nothing-evil-about-pletts-mountain-bike-experience/
Business Tech	A look inside R38 million house for sale on South Africa's Millionaire Row	https://businesstech.co.za/news/property/768202/a-look-at-the-r38-million-house-for-sale-on-south-africas-millionaire-row/
SA Tourism Online	More than just a pretty name	https://www.satourisonline.com/item/plettenberg-bay-more-than-just-a-pretty-name-2?category_id=58
Garden Route Info	Black Mermaid set to return to Plett Ocean Festival	https://www.garden-route-info.co.za/routes/article/4523/the-black-mermaid-set-to-return-to-plett-ocean-festival-as-tickets-go-on-sale
Plettenberg Bay Info	Black Mermaid set to return to Plett Ocean Festival	https://www.plettenberg-bay-info.co.za/town/article/4523/the-black-mermaid-set-to-return-t

		o-plett-ocean-festival-as-tickets-go-on-sale
ShowMe Plett	Seal pup season arrives	https://showme.co.za/plett/news/embark-on-a-n-exhilarating-journey-seal-pup-season-in-plett/
Knysna Plett Herald	Plett recognised at WTM Africa's Responsible Tourism Awards	https://www.knysnaplettherald.com/News/Article/Local-News/plett-recognised-at-world-trade-market-for-sustainable-tourism-and-eco-conscious-initiatives-202404151202?fbclid=IwZXh0bgNhZW0CMTAAR1a0vPM9p6uzgu1tE0C_T5YADi2jRwLw9I79Rqkh9Cbimv0sinVxMiesZs_aem_AUNrriJE68hwLPBjoaXf4YzGnOwrXYLxT6n21o_4SsJn3J3_2UZ2AaSBhAu6Cpyk0wPCmFzplLDXZ5Hv-sPI53Bp
Johannesburg in your pocket (instagram)	Where to travel: Plett Polo >> MTB	https://www.instagram.com/p/C5uyYrtyEEP/?igsh=MTNpYic4M2FidiBkOA%3D&img_index=3
World Cetacean Alliance	The Trip of a Lifetime	https://worldcetaceanalliance.org/2024/04/08/the-trip-of-a-lifetime-from-one-whale-heritage-area-to-another/
George Herald	Big provincial bowling tournament	https://www.georgeherald.com/News/Article/Local-News/big-provincial-bowling-tournament-to-start-this-weekend-202404041010
Knysna Plett Herald	Finding the very best of Plett & Knysna	https://www.knysnaplettherald.com/News/Article/Business/finding-the-very-best-of-knysna-plettenberg-bay-202404041000
Dogster.com	10 dog-friendly destinations	https://www.dogster.com/lifestyle/best-dog-friendly-vacation-destinations-in-south-africa
MSN.com (Microsoft Start)	Travel Plettenberg Bay	https://www.msn.com/en-xl/travel/places?sid=989bc155-f505-bfa0-bdd4-84cc249dd219&ocid=UP97DHP
IOL (independent online)	Travel with purpose: wildlife sanctuaries for young and old	https://www.iol.co.za/sunday-tribune/travel/travel-with-purpose-wildlife-sanctuaries-for-young-and-old-to-learn-about-animal-conservation-efforts-07e40e1c-b12c-47b5-bb6c-052864043db6
Inside Guide	30 of the best festivals in the Cape	https://insideguide.co.za/cape-town/best-festivals/#GardenRoute
Knysna-Plett Herald	Plett thanked for a great visit	https://www.knysnaplettherald.com/News/Article/Local-News/plett-thanked-for-a-great-visit-202404161014
Henley Global	Africa's Wealthiest Cities	https://www.henleyglobal.com/publications/africa-wealth-report-2024/insights-africas-wealthiest-cities
Agri News	Plett Winelands	https://agrinews.co.za/read-online/?fbclid=IwZXh0bgNhZW0CMTAAR1fKY38ggi3uTlI2sraCf-ik_uLUw7SSwlvu9bRY6YGERB_OgyOTuYml1Cw_aem_ARKweySAdkNz02HPJ47NFWpzitCaB9XuOWja2MK5Tscv9qPgFDZL_N4lf2iZJzIfxVRi8wEKyCellc1MtFkFdyZ

Daily Maverick	The Flappening: Birding on the Garden Route	Print Media
Wanted	Garden Route of Castles and Islands	Print Media
Herald Live	Awareness workshops aimed at protecting environment infrastructure in Plett	https://www.heraldlive.co.za/news/2024-06-15-awareness-workshops-aimed-at-protecting-environment-infrastructure-in-plett/

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 process is ongoing as we seek out the best stories from and for our local communities.

1. Plett Shark Spotter finds serenity in surfing
2. Bitou conference lays solid foundation to raise investment in Plett
3. Plett welcomes investment and new business ventures
4. Black Mermaid to return to Plett Ocean Festival
5. Tsitsikamma Canopy Tours renews Fair Trade Tourism Accreditation
6. A Tourism Journey with Tour Guide, Breyton Dickson
7. INCOMPLETE: Mamzo's
8. INCOMPLETE: Event Organiser Avukile Khuphiso of Plett Spring Connection
9. INCOMPLETE: Local Girls' Soccer Team breeds international players

JOURNALISTS EMPLOYED AND/OR SHOWCASED

Plett Tourism has continued the mentorship contract with Sihle Ntsatha food & wine season, and into winter (adventure & nature). We continue with some problems in getting stories completed, postponements etc. and are working on those. SN has taken on an additional role with Plett Tourism of executing the Township Tourism Survey. JM continues to keep feelers out 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. Travel Podcast (PB interview; 'Jetsetting with Janet')

OPERATIONAL

1. Continue to work with community journalist
2. Working with an intern, Qhawe on a media internship while he completes his studies and internship in Local Economic Development through LED office. PB assisted with certain requirements for his internship (car rental, hotel).
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. His workflow does get interrupted due to his studies.

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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
 9. Implemented Plett Ocean Festival marketing strategy
 10. Engaged regularly with KP Herald to provide content from the PT library and recent news
 11. Conducted Communications section of Communication & Social Media Workshop facilitated for PT members and other interested products.

MEDIA ENGAGEMENT BUSINESS OPPORTUNITIES

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

1. Inside Guide; meeting with editor Adam Lange to present Joint Marketing Initiatives and opportunities for feature articles.
2. Cape etc; meeting to discuss editorial opportunities and advertising negotiations for Plett Ocean Festival and Plett Arts Festival.
3. Angus Begg; freelance content creator meeting to discuss future opportunities for inclusion of Plett Health, Wellness and Wine product features.
4. Provided quote on Dr. Evil Classic for Herald Live article on behalf of Plett Tourism
5. Engaged with German journalist, Georg Dickopf, from Plettenberg (Germany) to facilitate an exchange with the mayor of Plettenberg Bay, Claude Terblanche
6. Engaged with both World Cetacean Alliance and visiting Dana Point, California, Whale Heritage Area representative on her visit and subsequent article titled: Trip of a Lifetime, published on WCA website and social media.
7. Engaged with and transported Daily Maverick journalist, Julia Evans before, during and after the Plett Ocean Festival

DIGITAL MEDIA

Our digital media focus during the quarter April - June 2024 has been around Food & Wine, Plett Trails, Plett Ocean Festival, and Plett's natural attractions. **Our current online community is 44 680 - which is up 1238 pax from the previous quarter.**

Other accounts' communities:

Plett Ocean Festival Facebook: **1800 ^** Instagram: **868 ^**

Plett Arts Festival Facebook: **611^** Instagram: **625 ^**

OPERATIONAL COMMENTS

Due to the size of Plett Tourism's social media community and the increase in social media use over the past decade both from individuals and businesses, the management of Plett Tourism's social media is extremely time consuming. The results do speak for themselves and, in this ever-changing medium, Plett

Tourism strives to keep up by adjusting to trends (e.g. stories, short-form video) and producing high-quality content across various mediums: written, video, photo and taking the opportunity to utilise user-generated content when possible to engage with users and reinvest in fresh, unique and relevant content. Plett Tourism has also started posting selected stories in local community groups with varied results.

PLETT TOURISM POPULAR POSTS, STORIES & TOPICS

1. Facebook and Instagram top stories: Plett News, Plett Ocean Festival recognised at WTM Africa Responsible Tourism Awards, new bird hide for Plett, Plett Ocean Festival, new Sanctuary Restaurant, sunset/nature, Plett Airport news - news in general, Marine Science Symposium. Variations in what does well on Facebook and Instagram becoming more noticeable.
2. Twitter - top tweets: Metrics missing as Elon Musk removed this from free Twitter (X) - only available to premium.

FACEBOOK HIGHLIGHTS

1. Facebook reach **289 000** - excluding paid ads **(V 29%)**
2. Facebook total FANS: **23 000 (32 556 followers)**

INSTAGRAM HIGHLIGHTS

1. Instagram total followers: **14 700 (^200 followers)**
2. Instagram reach: **15 200 (=)**

TWITTER (X) HIGHLIGHTS

1. Twitter (X) impressions **NO LONGER AVAILABLE WITHOUT X PREMIUM**
2. Twitter (X) total followers: **6980 (^37)**

MEMBERSHIP MANAGER SUMMARY (TM & PS) (Updated on 4 July)

MEMBERSHIP STATS

MONTH	PAID MEMBERS	FREE MEMBERS	ACCOMM	REST	ACTIVITIES	SERVICES	TOTAL
APR	111	568	249	153	167	110	679
MAY	112	575	250	154	170	113	687
JUN	115	574	250	154	169	116	677

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.

PT BOOKING ENQUIRY FORM

# of enquiries April	40 visits, 7 enquiries
# of enquiries May	34 visits, 7 enquiries
# of enquiries Jun	38 visits, 6 enquiries

PT ACCOMMODATION CLICK-THROUGH (PAGE VISITS)

Month	Enquiries
Apr	1,836 page views
May	1,703 page views
Jun	1,998 page views

Month	PT Nightsbridge click-through
Apr	76 page views
May	81 page views
Jun	109 page views

MEMBERSHIP PROJECTS

1. Meetings with new members (in-house, on-site or online): 8 total
 - Micasa Backpackers(TM & PS)
 - Robberg Distillery(TM)
 - Natures Valley's Holidays (TM & PS)
 - Blue Rocks Cafe(TM & PS)
 - Alexa Safaris(TM & PS)
 - La Vista Lodge(TM & PS)
 - Moby's(TM & PS)
 - Nathalie Vanmalleghem (PS)
2. Plett Membership Workshop held on 22 May 2024 at Kwendalo, with the topic being Social media and Communications.
3. Accommodation auditing (booking.com research) will be finalised in the new fiscal year as this ties in with the new membership strategy.
4. Member Strategy presented on 3 June 2024 during weekly status meeting. Membership strategy will be up for final review on 8 July during weekly status meetings and will be implemented from mid-July 2024.

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
- Tradeshow preparations

TOUR OPERATOR / TRAVEL JOURNALIST AND TRAVEL PROFESSIONAL ENGAGEMENT

1. Tourism & Travel trade quarterly newsletter; mid June
2. Business to Business quarterly newsletter; mid June due to all the membership information that needs to be added.
3. WTM Africa 2024 Participation (please see WTM Post Report attached)
4. WTM Africa 2024 post follow-up strategy
5. Mega FamTrips and Educationals: 0
6. Journalist and Influencer Itineraries: 4
 - a. South Magazine journalist Ms Clare van Rensburg - May
 - b. Wesgro/Follow me 2 Travel Journalists - May
 - c. Top Travel TV shoot - May
 - d. Chris Wait - June
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: 4
 - 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
 - b. Request for German speaking tour guide with tour operator
 - c. TravelPeople Workshop; meeting to discuss niche opportunities
 - d. CapeNature; meeting to discuss joint marketing initiatives

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
3. Plett Ocean Festival.

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. New Bio-Camp Media Partnership engagement
3. Promotion with Accommodation partners
4. JMI with MTO Forestry, Eco-camp, CapeNature and Barrington's with a 4-page spread in Winter Getaway Magazine

Plett Trails Stats Report for Q4 2023-2024:

1. Plett Tourism website trails articles & page visits: **4,815 visits in total**
 - a. **334 visits in Q4**
2. Plett Trails website unique visitors since launch: **7,100 visitors in total**
 - a. **354 visits in Q4**
3. Plett Trails website page views since launch: **10,958 page views**
4. App downloads to date (30 Jun 2024) = **3,646**

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 successfully mentored two SMME candidates at WTM Africa 2024
2. Plett Tourism promoted Idinga Tours at WTM Africa 2024
3. Plett Tourism successfully assisted GRDM and BM to place 60 x hospitality interns as cooks and guest house interns

STRATEGY / ACTIVITIES AND ACTIVATIONS FOR LONG-TERM PROJECTS

1. PT Township Tourism Survey Report concluded (please see attached document)
2. 'Sew Plett' project with township sewing groups is ongoing
3. PT awaits follow-up from BM regarding the Qolweni Village Market project
4. PT successfully promoted the new Idinga Tours at WTM Africa 2024; engagement and promotions will continue

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. Plett Wine & Food meeting to discuss future activations for a Plett Wine Festival and other marketing opportunities

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 building plaques; funding has been raised by the society
 3. Preparations for participation of the new 'Human Origins' Tour has started
 4. Culture & Heritage Plett Tourism Board Seat appointed
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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
2. Crowdriff investigation to harness user generated content has commenced
3. MOU with Gecko 360 degree tours has been signed for year 2024-25; strategy will commence (member engagement; identification of iconic Plett locations; integration of all content onto the new PT website scheduled for mid 2024-2025)

ADDENDUMS SENT

1. March, April and May 2024 Financials
2. Plett Township Tourism Survey Report
3. WTM Africa 2024 Report

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