

# PLETT TOURISM ASSOCIATION

## QUARTER 1 REPORT (JUL/AUG/SEP 2024)



### CEO SUMMARY

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***“South Africa’s reputation as an adventure capital continues to grow, with the country ranking among the world’s leading adventure destinations for travellers from across Europe, the UK, the Americas, Brazil, Asia, Japan and the rest of Africa.”***

*Tourism Update Online (SA’s Tourism Update (TU) is an online news publication that covers tourism in southern and East Africa; to inform travellers, tourism stakeholders, tour operators, and DMCs about news in the region.)*

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### INDUSTRY NEWS

SA Tourism’s Brand Tracker – covering the full year 2023 – highlights adventure and wildlife as key differentiators in the country’s tourism attractiveness and appeal. The Brand Tracker Survey, an international brand assessment that determined appeal and demand creation in South Africa’s markets, found that adventure tourists made up 8.8% (722 900) of the country’s 8.2 million arrivals in 2023.

The UK, Germany, the US, Netherlands and France were the top five adventure tourist markets by volume. Europe provided the highest proportion of adventure travellers with 65% of overall arrivals, up from the 60% share recorded in pre-COVID 2019. Overall, 14 of the 15 top adventure markets by incidence were in Europe, led by Norway, Switzerland, France, Sweden and Germany.

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North America contributed 107 000 arrivals (15%), followed by Africa with 77 400 (11%). Asia, Australasia, the Middle East and South America contributed the remaining 10%.

## HOW THIS BENEFITS PLETT

- **High spending and long staying:** The survey found that adventure tourists to South Africa stayed five nights longer and spent almost three times more than the average tourist to South Africa. During 2023, they stayed 19 nights on average and spent an average of R30 000 (€1 570) compared with the R11 800 (€617) spent by the average tourist.

Adventure tourists spending in paid accommodation is also lucrative; they spend on average 14 nights (compared with six nights spent by the average tourist) in paid accommodation. Adventure tourists to South Africa have a share of 23% of paid bed nights.

- **Growth drivers:** Europe and Africa are key drivers of growth, driving the rebuild towards 2019 levels with 101% and 90% recovery of adventure tourist volumes respectively.

Adventure tourists are mostly first-timers, with this being true both pre-pandemic and in 2023 (59% compared with 67% in 2019). The survey found that the youth adventure market had consistently become smaller and that there was an opportunity to target them with fresh experiences that augmented technology and exploration within the destination.

The Western Cape was the adventure hotspot of South Africa in 2023, accounting for 85% of all the adventure tourists and 62% of overall spend.

- **Time to capitalise:** The Brand Tracker concluded that while significant work had gone into profiling South Africa's adventure offerings, there was an opportunity to elevate marketing efforts to realise the full potential of the sector.

SA Tourism highlighted that the destination had 3 000km of shoreline with the potential for a variety of tourist experiences, including surfing, zip-lining, bungee jumping, kayaking and diving, amongst others. South Africa also has 14 561 named mountain peaks, enabling the development of hiking, rock climbing, and mountain biking trails.

***“Adventure tourism is the new gold. Tourists across the globe are seeking experiences over products and prioritising their spending on unique and exciting activities. This trend will continue and allow the country to drive growth following full recovery from the pandemic,” said SA Tourism.***

***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.***

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## 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
6. **The Municipality has not assisted Plett Tourism with the request to facilitate the Township Tourism Public Participation process, therefore Plett Tourism is unable to finalise the Township Tourism Strategy.**

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 Q1 2024-25:

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 **grown steadily**, from 677 to 689.
3. Plett Tourism hosted a successful **Plett Arts Festival**.
4. Plett Tourism hosted a successful **AGM**.

## PLETT TOURISM ASSOCIATION OBSTACLES

There are several obstacles that should be addressed urgently:

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.**
2. **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.

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3. **Plett Tourism has had to work with and report to 8 different HOD's, 5 different LED Managers and 3 different Municipal Managers over the course of 10 months. Thus the lack of compliance by the Municipality to facilitate the Township Tourism Public Participation process, therefore Plett Tourism is unable to finalise the Township Tourism Strategy.**
  4. **Plett Tourism was subcontracted to assist with the organisation and administration of the May 2024 Bitou Municipal Investment Conference, the amount of R30 000 remains outstanding for reimbursement.**

#### **PLANNING & 3-YEAR STRATEGY (2 YEARS REMAINING)**

The Association is focused on the Business Strategy objectives to increase desirability of greater Plett as a tourist destination visitation, increase the competitiveness of greater Plett as a tourist destination, provide communication to members on matters relating to local and regional tourism, process enquiries regarding local and regional tourism, and provide input into local tourism 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 included:

#### **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; Phase 1 concluded - Plett Township Tourism Survey; **Phase 2 to commence in October 2024 under instruction of the BM LED Department**

#### **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); **under instruction of the BM LED Department**

#### **STRATEGY**

1. New Strategy 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 2024 - 25 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

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2. Priority Project 2: Culture, heritage and arts invigoration
  3. Priority Project 3: Plett Trails network – Hiking and MTB (mountain biking) trails
  4. Priority Project 4: Township and village tourism growth and product development
  5. Priority Project 5: Food, Wine and Agri-tourism
  6. Priority Project 6: 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, Plett Tourism has been asked to perform additional functions, without compensation, including:

1. Facilitation of Beach Activations for Plett Summer has been formally relinquished to Plett Tourism in addition to existing SLA requirements.
2. Facilitation of Film Permits has been formally relinquished to Plett Tourism in addition to existing SLA requirements.
3. Facilitation of promotional flags, maintenance and new brackets at main entry points into town central has been formally relinquished to Plett Tourism in addition to existing SLA requirements.

## **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 Q1;

1. Bayview Hotel Media Partnership (Apr/May/Jun): R23 500
2. Kwendalo Media Partnership: TBC
3. Gecko Digital (July - June 2025): R150 000
4. Firefly and Biocamp: R50 500

**TOTAL PROCURED: R224 000**

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

1. Signage with MTO: R10 000

**TOTAL ADDITIONAL MARKETING FUNDS PROCURED: R10 000**

## **SPONSORSHIP PROCUREMENT**

We continue to engage with corporates and institutions for sponsorships. The negotiations and value for Q1;

1. Range Media Signage and Mural Partnership: TBC
2. Pam Golding Properties Plett; sponsorship for Plett Arts Festival: 5 000
3. Robberg Fine Foods: TBC
4. Barrington's Hotel and Restaurant: TBC
5. The Plettenberg Hotel: TBC
6. Strauss & Co: TBC
7. Woolworths: TBC

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8. Robberg Equestrian Centre: TBC
  9. Market off Main: TBC
  10. Sasfin: TBC

**TOTAL SPONSORSHIP PROCURED: R5 000**

#### ACTIVITAR BOOKINGS

	# of bookings	Commission
July	1	R324
August	1	R324
September	5	R1 057

**TOTAL COMMISSION EARNED: R1 705**

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#### 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 with LED (17/07/24); discussion regarding request for Annual Report and format of information
- 1.2 Interview with BM Communications Depart (30/07/24) for forthcoming newsletter
- 1.3 Meeting with LED (01/08/24); discussion regarding SLA issues to be urgently addressed; events listed (1 is a private event, 1 no longer takes place), placement of 60 interns (SLA does not specify how this is to be done); township tourism public participation process confirmed for 20/08/24
- 1.4 Assistance with prize donations and township tourism presentation for the Western Cape Women's Day Celebration
- 1.5 Assistance with prize donations for the Deputy Mayor's Women's Day Celebration
- 1.6 Meeting with the Mayor's office (Councillor Terblanche) (07/08/24) to discuss Mayoral Golf Day assistance required
- 1.7 Meeting with the BM Department of Water and Energy (07/08/24) to discuss water and waste management forecasts and present situation
- 1.8 Meeting with LED (08/08/24) to discuss issues with existing SLA and LED; PT requested meeting with LED HOD

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- 1.6 Meeting with LED (20/08/24) to discuss the way forward with PT's existing SLA and LED; BM HOD T Wildeman, BM Manager L Jacobs, BM Tourism Officer W Sebezo, PT Chair B Richardson and PT CEO P Butterworth present
  - 1.7 Meeting with Youth and Sports Development Officer D Myer (21/08/24) to discuss stakeholder engagements for tour guiding and food and beverage internship facilitation
  - 1.8 Assistance with BM (J Sijama) (27/08/24) for guidance with recommendation to sell / rent BM flats above Checkers Centre on Main Street, Plett
  - 1.9 Meeting with LED (30/08/24); to discuss payment plan for Year 2 SLA, resignation of A Britteny, Township Tourism Deliverables, Plett Summer Seasonal Plan, WTM 2025 SMME strategy, Township Tourism Public Participation to take place mid-October
  - 1.10 Meeting with LED (04/09/24); to discuss GRDM MOU and other PT/LED matters
  - 1.11 Meeting with Mayor's office (Councillor J Kamkam) (10/09/24); to introduce the Plett Golf & Country Club Manager and discuss particulars about the past Mayoral Golf Days and how to strategize for this year's event
  - 1.12 Meeting with LED HOD (B Ngubo) (16/09/24); current issues with SLA, request for township tourism public participation to be expedited and confirmed ASAP, outstanding amount of R30K to be paid to PT (part of the BM Investment Conference budget)

**2. Plett Business Chamber**

- 2.1 Discussions around PT's business strategy, activities for fundraising, etc.

**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 Application for DEDAT Tourism Growth Fund; Plett Urban Birding Trails
- 4.3 DEDAT assistance with Western Cape Customer Service Training Workshop (venue, invitations, public awareness)
- 4.4 Garden Route Film Commission; meeting to discuss AGM report, AFS and dedicated website
- 4.5 Knysna Tourism and Knysna Business Chamber meeting
- 4.6 WTM meeting with GRDM
- 4.7 SATSA meeting with SATSA Chairman D Frost

**5. rsa.AERO**

- 5.1 Meeting with Bradley Stalls and Arnold Meyer from Fireblade Aviation to discuss matters related to seasonal stats and out-of-season demographics

**6. General**

- 6.1 Crowdriff investigation to provide Digital Excellence; user generated content procurement platform; for 2025-26 fiscal year
- 6.2 Formosa Coastal Camino and the Umbulelo guide training programme
- 6.3 Adopt a Swimmer and Sasfin
- 6.4 Residents regarding Signal Hill upgrade
- 6.5 Robberg Equestrian Centre (Media Partnership meeting)
- 6.6 My02 Sports Recovery Drink; meeting to discuss Mayoral Golf Day sponsorship and Padel sponsorships for future

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- 6.7 Mathew from Wine Walk; tour operator who provides guided tours focused on wine, food and culture. Introduction to Plettenberg Bay Wine Route, and meeting to discuss future opportunities with guided township tours.
  - 6.8 Poet Aviwe introduction to Plettenberg Bay Wine Route for future events
  - 6.9 Walker's Beach; Plett Arts Festival introduction
  - 6.10 2nd meeting with resident regarding Signal Hill upgrade
  - 6.11 Vijver Jonk from SAASA; SATSA Educational, PT Board Members responsibilities and WC Women's Day sponsorships
  - 6.12 Tessa van der Mewre from Bayview Hotel; to discuss Media Partnership; SATSA Educational
  - 6.13 Gecko digital to finalise partnership
  - 6.14 Oakhill to discuss children's programme for PAF 2025 and sponsorship

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## COMMUNITY RELATIONS | STAKEHOLDER FORUMS AND AGENCIES | ENTREPRENEURS

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

The CEO had a total of **8 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
Misuyolo PTY LTD	Samkelo Majo	Meeting to discuss Part 2 of the placement of Tourism, Food & Beverage Learners for 12 x months; 120 Learners in total. Assistance with facilitator and venue introductions. <b>No Plett Tourism Funding required.</b>
Trees of Goodness	Sandra du Plessis	Meeting to discuss ocean-based activations, inclusion with POF 2025. <b>No Plett Tourism Funding required.</b>
E-Centre for SMME's	Mthumeni Mbutyu	Meeting to discuss E-Centre opportunities for local SMME's. <b>No Plett Tourism Funding required.</b>
E-Centre for SMME's	Mthumeni Mbutyu	Email regarding setting up an NPO; assistance with Business Plan and NPO Constitution. <b>No Plett Tourism Funding required.</b>
National Artist Entrepreneur Programme	Yusuf Ganief and Lynne Holmes	Meeting to discuss PT's role with the WC Artists Entrepreneurship Programme for 2025. <b>No Plett Tourism Funding required.</b>
Kranshoek Community	Justin Barnardo	Meeting to discuss assistance with CapeNature signage at Robberg, and the Plett Urban Birding Trail proposal for Kranshoek. <b>Plett Tourism has applied for funding with DEDAT.</b>
Misuyolo PTY LTD	Samkelo Majo	Introduction to stakeholders for hosting and facilitating guide workshops. <b>No Plett Tourism Funding required.</b>
Annual Griqua Festival	Brentino Hannes	Meeting to introduce the festival, a follow-up date for a more involved meeting to take place between Griqua Committee and PT. <b>Event sponsored by Department of Arts &amp; Culture as part of the National Heritage Route.</b>

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## **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. One new laptop acquired.
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 Arts Festival was installed: Posters, flags on Central Beach, Pole banners on Beacon Way. The banners on Marine Drive were not installed by the municipality for reasons yet to be determined.
2. Three new banners were installed: Main Street, Beacon Way and Kwendalo.
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. Emily, Brayley, Andisiwe and Thandiswa attended the Tsitsikamma Woodcutters Trail educational

### **INFORMATION OFFICE VISITOR STATS**

April:	76 (38 SA; 38 international)
May:	54 (28 SA; 26 international)
June:	40 (19 SA; 21 international)
July:	62 (32 SA; 30 international)

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August: 38 (20 SA; 18 international)

September: 55 (25 SA; 30 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
Formosa Phoenix RFC	Annelisha Edwards	Accommodation for DJ's granted at the Bayview Hotel through PT's Media Partnership; formosaphoenix@gmail.com

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### GOVERNMENT, MUNICIPAL, LTO and STAKEHOLDER ENGAGEMENT (CWT)

July:

- Engagement with members, BM and stakeholders for Plett Art Festival
- Tshisa Talent on African Waves Festival
- Submission of Plett Arts Festival plans to BM LED
- Debrief of Plett Ocean Festival stakeholders and surveys completed
- Engagement with Stephan Van Wyk for Plett Bitou Birding Festival

August:

- Plett Land Art Route launch at Barringtons
- Engagement with GBC and Plett Sec on schools participation at Plett Arts Festival
- Engagement with the library on participation at Plett Arts Festival
- Media consultation with People's Weather TV producers for PAF
- Discussion and planning meeting for Plett Land Art with the organisers
- Plett Arts Association meeting Arts Festival
- Engagement and negotiation with venues and Arts Festival participants across the board

September:

- Ongoing engagement across the board for Plett Arts Festival launch on 20 September 2024, with over 100 submissions received from participants.
- BM events committee meeting
- Site meeting with Ms Kitsi and plans for the Kwano B&B
- Mayoral heritage day celebrations in Kranshoek meeting with BM events committee
- Engagement with Plettenberg Bay Historical Society

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## PLETT TOURISM EVENTS AND FESTIVALS (CWT)

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. Over 70 events supported for PAF
4. On the ground support for events during Plett Arts Festival
5. Opening night: Plett Twilight Meander on Main Street
6. Plett Bitou Birding Festival and shared events with Plett Arts Festival
7. A successful festival was concluded on 29 September at Kasi Lyfstyle Tshisanyama.

## OTHER EVENTS

8. Engagement on Raw Africa golf day, and BM golf day
9. Engagement with the Plett Board Riders Association on Plett Ocean Festival 2025
10. Engagement on the Plett Ocean Awareness Hub launch in Dec, and participation in Plett Ocean Festival 2025.
11. Various sponsor proposal development for Plett Festivals 2025
12. Engagement for SA Bodyboarding Champs to be hosted in Plett in 2025
13. Engagement for SA Hobie Nationals to be hosted in Plett in December 2025

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## PLETT TOURISM CORPORATE BEACH ACTIVATIONS (CWT)

1. Calls for beach activations sent out via email to database of previous participants

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## CALENDAR OF EVENTS (CWT)

Privately organised events on the calendar are assisted with free 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 Bitou Municipality 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.

Seventeen events were listed on the calendar for Q1. Over 70 events took place during Plett Arts Festival, and 32 events during the Plett Bitou Birding Festival, bringing the **total number of events on the calendar to 120.**

JUL/AUG Plett Nature & Adventure			
Equine Librium Outdoor Grand Prix	Robberg Equestrian Park	Fri 19 - 21 Jul	073 307 6449
"Now I Know" Book Launch Tour	Simunye Community Hall	Sat 27 Jul	083 458 8071

			082 960 2232
Plett Winter Shutdown	Zanzibar	Sat 27 Jul	072 636 5134
Burgers & Boogie at Barrington's - Get us to Mauritius Fundraiser	Barringtons	Sat 27 Jul	<a href="https://account.dineplan.com/widgetframe/HFBQCc9v?date=2024-07-27">https://account.dineplan.com/widgetframe/HFBQCc9v?date=2024-07-27</a>
Lilly Slaptsilli Shenanigans	White House Theatre	Sat 3 Aug	www.quicket.co.za Old House Shop
Women's Day Afternoon Tea by the Sea @ The Plettenberg	The Plettenberg	5 - 11 Aug	<a href="http://www.theplettenberghotel.com">www.theplettenberghotel.com</a>
4th Garden Route Cannabis Expo	Plettenberg Bay	Fri 9 - 11 Aug	<b>CANCELLED AND MOVED TO WILDERNESS</b>
Woza - Woza Tournament	Kwanokuthula Stadium	Sat 18 Aug	067 186 8981 078 669 4460
PAWS Charity Walk	Rugby Field, Plett	Sat 24 Aug	082 302 2512
<b>SEPT Plett Heritage &amp; Culture</b>			
Derek Gripper & Guy Buttery	The White House	Thur 12 Sept	www.quicket.co.za
From London to Lorraine Preloved Clothing Market	Piesang Valley Community Hall	Sat 14 Sept	072 868 0764
A History of the Griquas in Times and Space	Emily Moon	Thur 19 Sept	www.quicket.co.za or Barneys Kiosk
Dr Evil Classic 3 Day Stage Race	Cairnbrogie Dairy Farm	Thur 19 - 21 Sept	www.drevilclassic.com
Wednesday Market's 12th Birthday	Old Nick Village	Wed 25 Sept	Free Entry
Art Valuation Day	Walkers Beach	Fri 20 Sept	www.straussart.co.za
Plett Arts Festival	Plett	Fri 20 -29 Sept	www.plettartsfestival.co.za
Plett Bitou Birding Festival	Various Venues across Plett	Fri 27 Sept - 6 Oct	www.bitou.birdingfestival.co.za

## FILM PRODUCTION PERMITTING AND ENGAGEMENT(CWT)

1. No engagement in Q1

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

### WEBSITE GOOGLE ANALYTICS

1. A total of **28,147** visitors to the website over the past 3 months (01 Jul - 30 Sept 2024) (Visitors in same period in 2023 = **27,852**)
2. A total of **37k** visits to the website over the past 3 months (01 Jul - 30 Sept 2024) (Visits in same period in 2023 = **35k**)
3. A total of **76k** page views over the past 3 months (01 Jul - 30 Sept 2024) (Page views in same period in 2023 = **66k**)
4. A **1% increase** in visitors (users) compared to the same period last year.
5. A **5.5% increase** in visits (sessions) compared to the same period last year.
6. A **15% increase** in page views compared to the same period last year

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## BULK MAIL / NEWSLETTER STATISTICS

1. A total of **259** General Newsletters sent out to date, of which **2** General Newsletters were sent out in this quarter, plus **2** niche “Plett on a Palette” newsletters about the Plett ARTS Festival.
2. Mailing list of **10,167**
3. On average **35.7%** of recipients opened the newsletter (based on the past 5 mailers)
4. On average **3.9%** of them clicked on a link (based on the past 5 mailers)
5. A total of **4** general newsletter mailers sent out in the past 3 months
6. A total of **31** 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 **36** bulk mailers sent out in the past 3 months

## WEBSITE CONTENT

1. Total of **204** Accommodation + **74** Restaurants + **133** Activities + **71** Services = **482** listings on the website.
2. Total of **1,197** event listings have been published to date. **12** event listings published in Q1.
3. Total of **2,778** articles published to date. **37** articles published in Q1.
4. Gig Guide: A total of **83** Gigs (events) listed over the past 3 months (Q1).

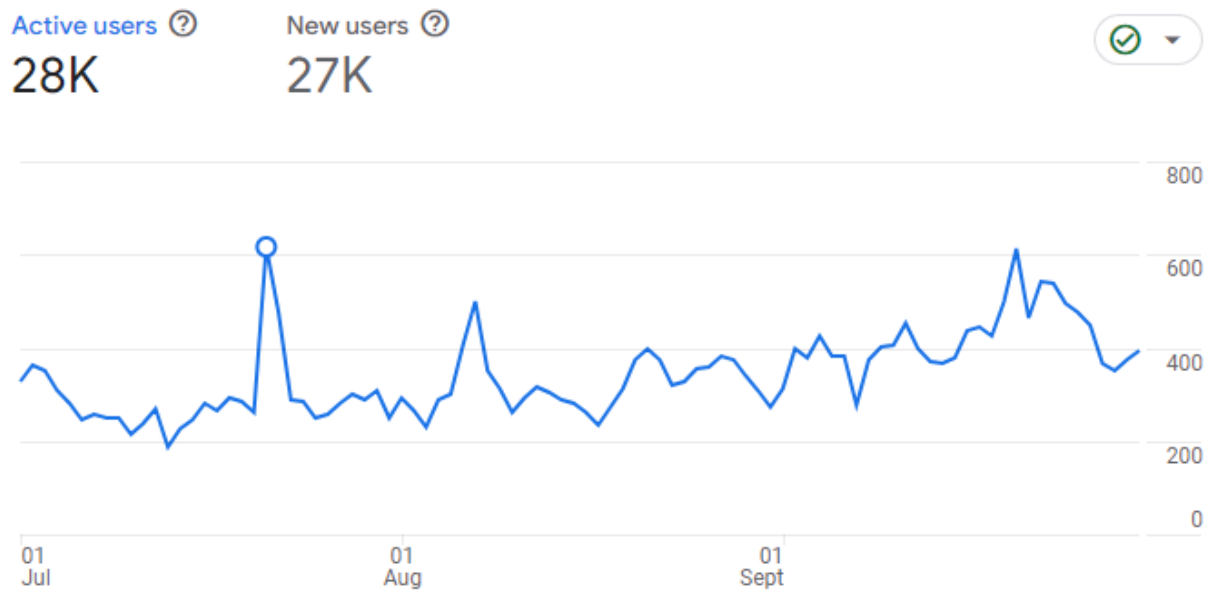
***NOTE:** It is important to note that listing figures sometimes appear to remain static or even decrease from one report to the next. This does not mean that new establishments are not being added. Old establishments sometimes get removed, close down, etc. So there is constant movement in the form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

PLETT TOURISM WEBSITE GOOGLE ANALYTICS STATS [01 July 2024 – 30 September 2024](#) versus [01 July 2023 – 30 September 2023](#)

1. Users: **28k** versus **27k**

### Jul-Sept 2024



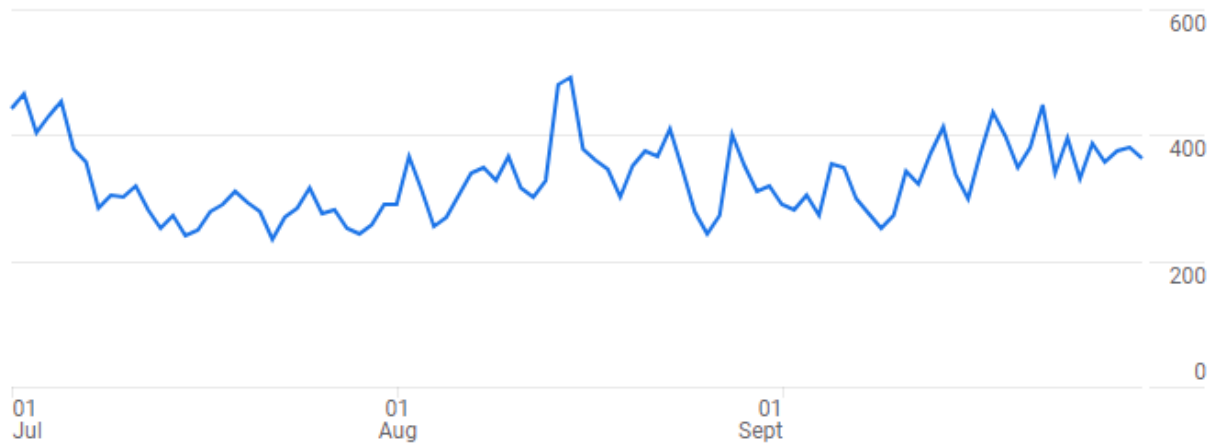
## Jul-Sept 2023

Active users ?

28K

New users ?

26K



### GOOGLE ANALYTICS EXPLAINED

1. A **1% increase** in visitors (users) compared to the same period last year. 28,147 in 2024 v 27,852 in 2023
2. A **5.5% increase** in visits (sessions) compared to the same period last year. 37k in 2024 v 35k in 2023
3. A **15% increase** in page views compared to the same period last year

### PLETT TOURISM NEWSLETTER STATS

1. We've sent out **259** "general newsletter" emails in the 132 months from Jul 2013 to Sept 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 259 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 **10,167** email addresses.
6. Our **local tourism industry** mailing list totals **1,557** email addresses.

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## ACHIEVEMENTS

1. Our YouTube channel has had a total of **1,053,474** views by the end of Sept 2024 and over **29,400** hours of watch time.
2. Our YouTube subscriber base is on **2,669** people.
3. Our Accommodation listings totals **204** establishments
4. Our restaurant listings totals **74** establishments
5. Our activities listings totals **133** establishments
6. Our Services section, which lists all the Tourism Related services in the area, currently has **71** 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 **1,197** events in the past 11 years
9. We have posted a total of **2,778** articles (news etc) in the past 11 years
10. Our Industry Sector WhatsApp groups have **263** 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 **827** 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 **15,077** visits since its launch, of which **2,174** visits were during Q1 Jul-Sept 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 **1,037** 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.

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## 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 Grapevine (previously weekly sips) and those have provided our best open rates for mailers to date.

We are 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: **36**
2. Media Releases: **5**
3. Media contributions (info requests): Information and facilitation of 10-page print article in Inside Guide 1 Advertorial Feature Article (Cape Etc.) Contribution to and facilitation of various articles published in KP Herald online and print. 1 article contributed (The Times Spring) , 2 articles contributed to WCA for international publication on Whale Heritage Areas. Contributed to article in The Herald on Plett's new businesses and investments, Featured advertorial in Cape Etc., Plett ARTS Festival listed as a featured event on the launch of the revamped CapeEtc. Website Assisted with high resolution photos for Plett ARTS Festival publication, Engaged with Algoa FM on media partnership for PAF or POF, Supplied quote to HeraldLive re: Bitou Birding Festival, provided Plett ARTS Festival ads and media kits to various local newsletter subscriber bases.
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. 3 x General Monthly newsletters
4. 3 x Niche Newsletter - 2 Plett Arts & Culture, 1 Adventure & Nature (goal is 3 per pillar per year, excluding summer)

## HIGHLIGHTS/PT MEDIA FEATURES

1. Plett Tourism assisted Mission Blue (international NGO) in launching their Blue Drinks initiative at Plett Ocean Festival
2. Engaged and liaised with CapeNature, SANparks, Marine Protected Areas SA on #MPADay
3. Supported the launch of the first Bitou Birding Festival
4. News of Plett Airport
5. Launch of the 11th Plett ARTS Festival
6. Collaboration with World Travel Market (WTM Africa) as a media partner (currently in pre-event promotions)
7. Plett Ocean Festival - 3 articles published on Daily Maverick Our Burning Planet
8. Plett Ocean Festival featured in Daily Maverick Kids Print Edition
9. National Geographic Print Edition - Plett features on the list of 100 places that will change your life.
10. Plett featured in UK & US publication, Women & Home as among the best places in the world for whale watching

## COMPREHENSIVE MEDIA FEATURES NOTED

Knysna-Plett Herald	Plettenberg Bay Welcomes Exciting Investment and New Business Ventures	<a href="https://www.pressreader.com/south-africa/knysna-plett-herald/20240627/281646785327218?srltid=AffmBOophHF3XBbn_Cs9UAIKOGUlyo2uWyibre7Ge3uHYU20WI3MKI4BZ">https://www.pressreader.com/south-africa/knysna-plett-herald/20240627/281646785327218?srltid=AffmBOophHF3XBbn_Cs9UAIKOGUlyo2uWyibre7Ge3uHYU20WI3MKI4BZ</a>
HeraldLive	Plett Rocks with New Investments	<a href="https://www.heraldlive.co.za/lifestyle/leisure/2024-07-14-plett-rocks-with-new-investments--and-a-market-off-main/">https://www.heraldlive.co.za/lifestyle/leisure/2024-07-14-plett-rocks-with-new-investments--and-a-market-off-main/</a>
Getaway Magazine	Efforts under way to secure Knysna vegetation type	<a href="https://www.getaway.co.za/travel-news/efforts-underway-to-secure-endangered-knysna-vegetation-type/">https://www.getaway.co.za/travel-news/efforts-underway-to-secure-endangered-knysna-vegetation-type/</a>
The Gremlin	Curiosity, Community and Conservation come together at Plett Ocean Festival	<a href="https://thegremlin.co.za/plett-berg-bay-news/wordpress/2024/07/10/curiosity-community-and-conservation-come-together-at-plett-ocean-festival/">https://thegremlin.co.za/plett-berg-bay-news/wordpress/2024/07/10/curiosity-community-and-conservation-come-together-at-plett-ocean-festival/</a>
Getaway Magazine	Reasons to visit Plettenberg Bay	<a href="https://www.getaway.co.za/destinations/reasons-to-visit-plett-berg-bay/">https://www.getaway.co.za/destinations/reasons-to-visit-plett-berg-bay/</a>
Women & Home (US & UK)	Best Destinations in the world for whale watching	<a href="https://www.womanandhome.com/travel/the-best-places-in-the-world-for-whale-watching/">https://www.womanandhome.com/travel/the-best-places-in-the-world-for-whale-watching/</a>
Herald Live	Plett Airport Plan Given Thumbs Up	<a href="https://www.heraldlive.co.za/news/2024-05-02-plett-berg-bay-airport-upgrade-plans-given-thumbs-up/">https://www.heraldlive.co.za/news/2024-05-02-plett-berg-bay-airport-upgrade-plans-given-thumbs-up/</a>
Daily Maverick	How scientists are using AI to eavesdrop on endangered humpback dolphins	<a href="https://www.dailymaverick.co.za/article/2024-07-12-how-scientists-are-using-ai-to-eavesdrop-on-dolphins-and-estimate-population-size/">https://www.dailymaverick.co.za/article/2024-07-12-how-scientists-are-using-ai-to-eavesdrop-on-dolphins-and-estimate-population-size/</a>
Daily Maverick	Penguin Perspectives	<a href="https://www.dailymaverick.co.za/article/2024-08-01-a-penguins-perspective-how-tiny-cameras-reveal-underwater-theft-and-cooperation/">https://www.dailymaverick.co.za/article/2024-08-01-a-penguins-perspective-how-tiny-cameras-reveal-underwater-theft-and-cooperation/</a>
Daily Maverick	How citizen science is uncovering animal adaptations to climate change	<a href="https://www.dailymaverick.co.za/article/2024-07-28-how-citizen-science-is-uncovering-">https://www.dailymaverick.co.za/article/2024-07-28-how-citizen-science-is-uncovering-</a>

		<a href="#">animal-adaptations-to-climate-change/</a>
Knysna-Plett Herald	Opportunity knocking for Plett artists	<a href="https://www.knysnapletttherald.com/News/Article/Local-News/opportunity-knocking-for-plett-artists-202407010123">https://www.knysnapletttherald.com/News/Article/Local-News/opportunity-knocking-for-plett-artists-202407010123</a>
Knysna-Plett Herald	Spring has sprung on the Plett ARTS Scene	<a href="https://www.knysnapletttherald.com/News/Article/Local-News/spring-has-sprung-on-the-plett-arts-scene-202409190636">https://www.knysnapletttherald.com/News/Article/Local-News/spring-has-sprung-on-the-plett-arts-scene-202409190636</a>
Knysna-Plett Herald	Land Art a Highlight of the Plett ARTS Festival	<a href="https://www.knysnapletttherald.com/News/Article/Local-News/land-art-a-festival-highlight-202409050851">https://www.knysnapletttherald.com/News/Article/Local-News/land-art-a-festival-highlight-202409050851</a>
Knysna-Plett herald	Plett buzzing with art enthusiasts	<a href="https://www.knysnapletttherald.com/News/Article/Local-News/plett-buzzing-with-art-enthusiasts-202409250319">https://www.knysnapletttherald.com/News/Article/Local-News/plett-buzzing-with-art-enthusiasts-202409250319</a>
Herald Live	Something for everyone at Plett ARTS Festival	<a href="https://www.heraldlive.co.za/news/2024-08-30-something-for-everyone-at-plett-arts-festival/">https://www.heraldlive.co.za/news/2024-08-30-something-for-everyone-at-plett-arts-festival/</a>
Jetset Times	8 Best Restaurants on the Garden Route	<a href="https://jetsettimes.com/countries/south-africa/garden-route/top-8-seafood-restaurants-in-the-garden-route-south-africa/">https://jetsettimes.com/countries/south-africa/garden-route/top-8-seafood-restaurants-in-the-garden-route-south-africa/</a>
Hello Lifestyle	Plett ARTS Festival	<a href="https://hellolifestyle.co.za/events/plett-arts-festival/">https://hellolifestyle.co.za/events/plett-arts-festival/</a>
Tourism Update	Plett hotel unveils new restaurant	<a href="https://www.tourismupdate.co.za/article/plett-enberg-hotel-unveils-new-restaurant">https://www.tourismupdate.co.za/article/plett-enberg-hotel-unveils-new-restaurant</a>
The South African	Plett Rage announces lineup	<a href="https://www.thesouthafrican.com/culture/entertainment/plett-rage-announces-full-line-up-for-2024-festival-jack-parow-jeremy-loops-breaking/">https://www.thesouthafrican.com/culture/entertainment/plett-rage-announces-full-line-up-for-2024-festival-jack-parow-jeremy-loops-breaking/</a>
EWN	Plett Rage announces lineup	<a href="https://www.ewn.co.za/2024/08/29/plett-rage-announces-final-line-up-including-jack-parow-and-jeremy-loops">https://www.ewn.co.za/2024/08/29/plett-rage-announces-final-line-up-including-jack-parow-and-jeremy-loops</a>
Knysna-Plett Herald	Tickets open for the Bitou Birding Festival	<a href="https://www.knysnapletttherald.com/News/Article/Local-News/tickets-for-the-first-bitou-birding-festival-go-live-202408220945">https://www.knysnapletttherald.com/News/Article/Local-News/tickets-for-the-first-bitou-birding-festival-go-live-202408220945</a>
NSRI	Shark alarm in Plettenberg Bay: Enhancing beach safety with innovative technology - NSRI	<a href="https://www.nsri.org.za/2024/07/shark-alarm-in-plettenberg-bay-enhancing-beach-safety-with-innovative-technology/">https://www.nsri.org.za/2024/07/shark-alarm-in-plettenberg-bay-enhancing-beach-safety-with-innovative-technology/</a>
HeraldLive	Bitou Birding Festival takes flight soon	<a href="https://www.heraldlive.co.za/news/2024-08-04-plett-bitou-birding-festival-takes-flight-soon/">https://www.heraldlive.co.za/news/2024-08-04-plett-bitou-birding-festival-takes-flight-soon/</a>

WCA Newsletter	Inspiring a new generation of ocean stewards	<a href="https://mailchi.mp/a3f0ce6f75d8/july-2024-wca-newsletter?e=a1e87bef99">https://mailchi.mp/a3f0ce6f75d8/july-2024-wca-newsletter?e=a1e87bef99</a>
Knysna-Plett Herald	Whales frolic in the bay	<a href="https://www.knysnaplett Herald.com/News/Article/Local-News/whales-frolic-in-the-bay-202407290938">https://www.knysnaplett Herald.com/News/Article/Local-News/whales-frolic-in-the-bay-202407290938</a>
The Newspaper	Celebrate connection and creativity	<a href="https://thenewspaper.co.za/celebrate-connection-and-creativity/">https://thenewspaper.co.za/celebrate-connection-and-creativity/</a>
MSN Start	Hidden Treasures to explore in South Africa	<a href="https://www.msn.com/en-za/news/other/hidden-treasures-to-explore-in-south-africa/ar-BB1hMJrS">https://www.msn.com/en-za/news/other/hidden-treasures-to-explore-in-south-africa/ar-BB1hMJrS</a>
CapeEtc.	The best breweries to explore on the Garden Route	<a href="https://www.capetownetc.com/things-to-do/explore-the-best-craft-breweries-on-the-garden-route">https://www.capetownetc.com/things-to-do/explore-the-best-craft-breweries-on-the-garden-route</a>

## 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. The process is sometimes delayed by unavailability of those to be featured, however, we persevere.

1. All Things Mother Nature - Meet Kwendalo's Gift
2. Plett Tourism congratulates new Bitou Executive Mayor Cllr Jessica Kamkam
3. Women in Football with Lidz fc
4. Plett Ocean Aweh-ness Hub
5. How to celebrate Heritage Day in Plett
6. All Plett ARTS Festival features, including the festival finale held at Kasi Lyfstyle Tshisanyama with DJJazzTrainLive of Tshisa Talent playing and poetry.
7. INCOMPLETE: Mamzo's (publishing October)
8. INCOMPLETE: Event Organiser Avukile Khuphiso of Plett Spring Connection (Stalled)
9. INCOMPLETE: Tsitsikamma Canopy Tour's Lee-Marque (should publish October)
10. INCOMPLETE: Senior Chief Justin Barnardo (should publish October)

## 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

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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 and their one-year anniversary which sadly was cancelled
2. Tsitsikamma Canopy Tours Fair Trade in Tourism Award - to interview Marketing Manager, Lee-Marque Jansen
3. Travel Podcast (PB interview; 'Jetsetting with Janet')

### **OPERATIONAL**

1. Continue to work with community journalist
2. All social media engagement and content.
3. All newsletter and website news content - writing, editing
4. All press release content - writing, editing
5. Advertised and interviewed for a Junior Social Media person as the role has become too large for one person with additional media, marketing and PR responsibilities. The portfolio of social media has grown 20 fold since 2013. Candidates have been selected for a second interview process with the Plett Tourism Team, and training begins before the end of October with the successful candidate.
6. Worked with PS on gathering content from members for arts and culture season
7. Worked with CWT on Plett Arts Festival strategy and media strategy
8. Worked with BM on gathering and publishing online and mailer content for late winter and spring, member news, community news, Plett Arts Festival and media releases)
9. Attended and contributed to Weekly Status Meetings
10. Attended and contributed to Plett Arts Festival strategy meetings
11. Implemented Plett Arts Festival marketing strategy
12. Engaged regularly with KP Herald, Cape Etc. and HeraldLive to provide content from the PT library and recent news
13. Started work on the Plett Tourism Video and Image Library Project
14. Started work on the Plett Tourism Communication Strategy Project

### **MEDIA ENGAGEMENT BUSINESS OPPORTUNITIES**

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

1. Weekend Post; meeting with feature writer Elaine King for content ideas.
2. CapeEtc. On the Plett ARTS Festival featuring alongside the launch of their revamped website.
3. Algoa FM on media partnership at Plett ARTS Festival (budget did not permit)
4. Inside Guide; 8 page feature on Plett for December issue; facilitation with members for feature content and advertising
5. Summer Dreams; meeting to confirm editorial contributions

### **DIGITAL MEDIA**

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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 45 117 - which is up 437 pax from the previous quarter.**

**Other accounts' communities:**

Plett Ocean Festival Facebook: **1800** ~ Instagram: **894 ^**

Plett Arts Festival Facebook: **863^** Instagram: **790 ^**

**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. Posting the Plett ARTS Festival events and articles garnered some positive response in most community groups.

**PLETT TOURISM POPULAR POSTS, STORIES & TOPICS**

1. Facebook and Instagram top stories: Plett News, video of whales in the bay, especially from shore (streaks ahead of other content), Nature content (photos), Obie Oberholzer story, Concert in the Forest - Bronze Fields, Plett ARTS Festival coverage, Plett Rage announces lineup, SA National Parks Week, Justin Barnardo Heritage Day post, 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 435 700 **289 000** - excluding paid ads (**^ 50%**)
2. Facebook total FANS: **23 000 (33 000 followers)**

**INSTAGRAM HIGHLIGHTS**

1. Instagram total followers: **15 100 (^ 400 followers)**
2. Instagram reach: **27 100 (^ 48%)**

**TWITTER (X) HIGHLIGHTS**

1. Twitter (X) impressions **NO LONGER AVAILABLE WITHOUT X PREMIUM**
2. Twitter (X) total followers: **7014 6980 (^34)**

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## MEMBERSHIP MANAGER SUMMARY (TM & PS)

### MEMBERSHIP STATS

MONTH	PAID MEMBERS	FREE MEMBERS	ACCOMM	REST	ACTIVITIES	SERVICES	TOTAL
JULY	40	649	250	154	169	116	689
AUG	58	634	251	154	170	117	692
SEPT	63	631	252	153	171	118	694

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.

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### PT BOOKING ENQUIRY FORM

# of enquiries Jul	27 visits, 6 enquiries
# of enquiries Aug	23 visits, 4 enquiries
# of enquiries Sept	53 visits, 16 enquiries

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### PT ACCOMMODATION CLICK-THROUGH (PAGE VISITS)

Month	Enquiries
Jul	1,095 page views
Aug	1,321 page views
Sept	1,642 page views

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Month	PT Nightsbridge click-through
July	92 page views
Aug	102 page views
Sept	138 page views

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## MEMBERSHIP PROJECTS

1. Meetings with new members (in-house, on-site or online): 23

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

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## 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
- Trade Show preparations

### TOUR OPERATOR / TRAVEL JOURNALIST AND TRAVEL PROFESSIONAL ENGAGEMENT

1. TravelPeople Workshop; Health, Wellness & Wine focus in JHB 18/09/24
2. Tourism & Travel trade quarterly newsletter; mid-August
3. Business to Business quarterly newsletter; mid-August
4. WTM Africa 2025 strategy
5. Mega FamTrips and Educationals: 1 14/08/24
6. Journalist and Influencer Itineraries: 1
  - a. Jetsetting with Janet Pillai - 15- 19/08/24
7. Sight Inspections, openings and tour operator meetings: 1

- 
- a. Free Spirit Adventures - 18-20/09/24
  - 8. Niche Engagement opportunities: 1
    - a. Angus Begg - travel journalist, editorial content and itineraries for formalised tours

## 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 2025 sponsorship engagements

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### 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. Bio-Camp Media Partnership implementation

#### Plett Trails Stats Report for Q1 2024-2025:

- 1. Plett Tourism website trails articles & page visits: **5,087 visits in total**
  - a. **272 visits in Q1**
- 2. Plett Trails website unique visitors since launch: **7,700 visitors in total**
  - a. **600 visits in Q1**
- 3. Plett Trails website page views since launch: **11,725 page views**
- 4. App downloads to date (30 Sept 2024): **3,808**

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## 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 in discussions with BM LED to appoint two SMME candidates at WTM Africa 2025
2. Plett Tourism working with Misuyolo PTY LTD for venues, facilitators and hosts with 200 guide and food and beverage learners
3. PT planning a media tour with the township tourism products (for mid-October)

### STRATEGY / ACTIVITIES AND ACTIVATIONS FOR LONG-TERM PROJECTS

1. PT Township Tourism Survey Report concluded; **awaiting BM LED to organise the township tourism public participation meetings**
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 assisting Wine Tour Operator with introductions to Kranshoek cultural guide to include the Plett Urban Birding Trail on the future itineraries

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## 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. Introduction of Plettenberg Bay Wine Route to a wine tour operator who specialises in wine, food and cultural itineraries. PT organised meetings with key stakeholders

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## CULTURE, HERITAGE & ARTS INVIGORATION OVERVIEW

Plett has a diverse cultural heritage and is trying to assist cultural and experiential products with marketing opportunities. This project aims to reinvigorate the region's arts and culture tourism experiences.

### STRATEGY / ACTIVITIES AND ACTIVATIONS FOR HERITAGE & ARTS INVIGORATION

- 
1. Strategy to include 'Plett goes Paleo' is an ongoing project
  2. PT hosted a successful Plett Arts Festival
- 

## **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 are ongoing
2. Crowdriff investigation to harness user generated content has commenced; prospective date for implementation is for 2025-26 fiscal year
3. MOU with Gecko Digital has commenced

## **ADDENDUMS SENT**

1. July, August, September 2024 Financials
2. Plett Ocean Festival Media ROI Report
3. Plett Ocean Festival Final Report

*\*\*\*All documents to be printed and hand-delivered to Municipal Manager, Director of Economic Development & Planning and LED Manager (acting and/or permanent placements)*