

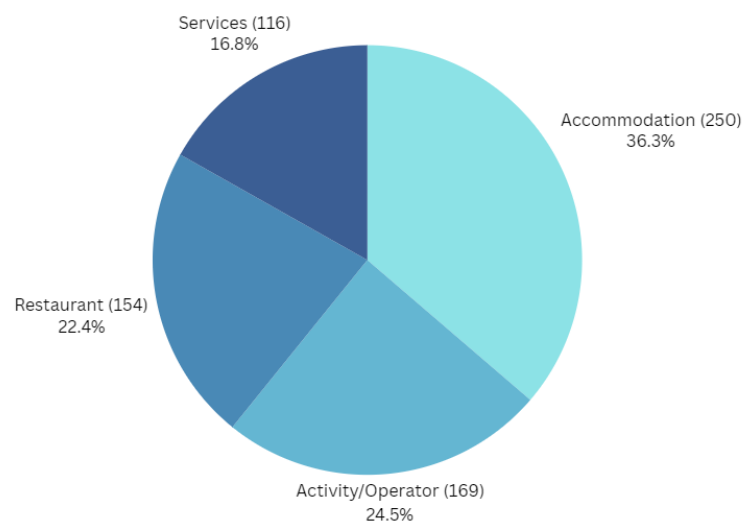
PLETT TOURISM ASSOCIATION

YEAR-END REPORT (2023 - 2024 FISCAL)

CEO SUMMARY

One in every 22 working South Africans are employed in the tourism sector, according to the Domestic Tourism Survey (DTS) Report in 2020. In Bitou, it is estimated that R2.4 billion is a result of direct tourism economic contribution and the sector employs an estimate of more than 5,000 individuals.

This is based on **689 members** as of 01 July 2024; the breakdown of types of tourism sector businesses can be viewed in the chart below:



Accommodation: there are 250 accommodation members, with an average yearly occupancy rate of 50%. The total bednights available for these 250 accommodation members is 9,500 beds (including boutique/smaller serviced accommodation, caravan parks, self catering accommodation, resorts and hotels).

Activity/Operator: there are 169 activity members.

Restaurant: there are 154 restaurant members.

Services: there are 116 tourism services members.

INDUSTRY NEWS

According to SA Tourism, the current growth in the tourism sector demonstrates significant signs of recovery, and the country is still operating at 80% of our pre-pandemic capacity.

Good news for local accommodation bookings *(as reported by booking.com Plettenberg Bay accommodation addresses):*

1. Plett accommodation establishments reported an increase for an average daily rate of R2537 July 2023 - June 2024.
2. Plett accommodation establishments reported an increase of 106% for pre-bookings July 2023 - June 2024.
3. Plett accommodation establishments reported an increase of 60% for International Travelers July 2023 - June 2024.
4. Plett accommodation establishments reported an increase of 60% for International Travelers July 2022 - June 2024.

Local Key Performance Indicators reported in PT's recent annual tourism statistics include:

1. The Beacon Island Resort has reported an average occupancy of 91% for 2022 and 96% for 2023, and 98% for 2024.
2. CapeNature / Robberg Nature Reserve reported day visits of 81,835 visitors in 2022 - 2023 / 38,156 in 2021- 2022 / 85,000 visitors in 2023 - 2024.
3. Booking.com reports indicate that the town of George's main competitor for booking confirmations is Plettenberg Bay - this is a first.

For Plett, this news is extremely relevant as we have identified further investment in the local tourism industry, as there is an increased demand for boutique establishments throughout different areas of Bitou. This has a multiplier effect on the local economy, and this will lead to further development and job creation in the industry.

Notably, the recent purchase and upgrades of well-established hospitality businesses including but not limited to The Ivory Haus (town Central)), Bitou River Lodge (Wittedrift), Craggs Country House (Craggs), Malibu (Kwanokuthula), Spotlight (Qolweni/Industrial area), Bramon Estate (Craggs). Additionally, the development of new hospitality businesses including but not limited to Market off Main (town Central), The Quarter Hotel (town central), Tebelo Lighthouse (Kwanokuthula), Zoox (Wittedrift), Telurec Vineyard (Wittedrift), and Flamegrill Cafe (Kranshoek). Plettenberg Bay has emerged as an exceptional tourist destination where natural beauty, boutique restaurants and a mix of activities converge to offer a unique experience. This fusion not only enriches the lives of those who visit but also plays an essential role in the local economy, generating opportunities and sustaining communities throughout Bitou.

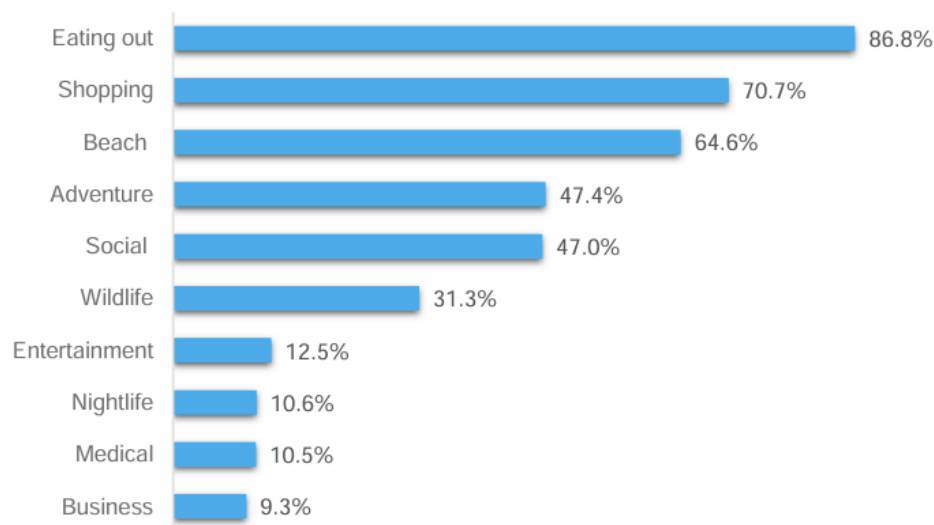
• According to Allied Market Research (2023), the global adventure tourism market in 2022 was valued at \$366.7 billion and is forecasted to increase to \$4.6 trillion by 2032. This is supported by the United Nations World Tourism Organisation's Global Report on Adventure Tourism which points out that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



INDUSTRY CHALLENGES

1. Consumers seek personalised, tailored experiences, and providers can use data and insights to create customised offerings. However, challenges may arise from this trend and in particular, for our new emerging township tourism sector. ***The lack of public wifi, little access to sustainable energy sources due to loadshedding and funding for alternatives, the lack of quality assurance for township tourism products and services are the main challenges faced within the townships of Plett.***
 2. Technology plays a significant role in the travel experience, and providers need to leverage mobile apps and online resources to enhance the customer journey. ***Without public wifi zones and access to alternative energy sources throughout Bitou, several areas will not benefit within the international tourism space.***
 3. Emerging technologies such as virtual reality and AI will shape the future of the industry, and providers need to stay ahead of the curve. ***Without public wifi zones and access to alternative energy sources throughout Bitou, several areas will not benefit within the international tourism space.***
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INDUSTRY OBSTACLES

There are several obstacles that should be addressed by the Bitou Municipality in order for the sector to continue to see growth:

1. **Load shedding** is a major inhibitory factor within the tourism sector. Industry surveys indicate that more than 50% of our Plett hospitality businesses DO NOT have back-up energy sources in place. Additionally, the majority of the township tourism industry businesses (we are estimating 90%) DO NOT have back-up. If we are to grow township tourism, at the very least the Bitou Municipality should look at options for battery-operated wifi services in strategic high-volume tourism locations within the townships.
2. 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 have and others that 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.
3. There has been a **reported increase in tourist crime within the CBD**, specifically high-tourism areas in and around Lookout Beach, Lookout Point, the Wedge Beach, The Bungalow Hotel, The Plettenberg Hotel and Church Street. This is of great concern, in particular as the issue is regularly brought to the attention of the Bitou Municipality for the past 19 years.

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4. **High-tourist area infrastructure requires urgent upgrading**, including the wooden decking area at Signal Hill. Additionally, the Dunes Beach area access and public facilities need to be addressed to become more guest-user-friendly. Keurbooms is one of the fastest growing tourist and residential areas in Bitou, and this public beach will become more and more popular. Focusing on an upgrade will help relieve overcrowding of the central beach precinct areas.
 5. The **buildings located along the N2** at the Piesang Valley turnoff need to be refurbished and/or replaced as this area is currently an eyesore and does not reflect positively to incoming tourists.
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PLANNING & 3-YEAR STRATEGY

The Association was focused, in Year 1, 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 the first week of 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 tourism development and tourism programs (Phase 1 concluded)

CONSULTATION

1. Outcomes engagement and integrated strategy with Bitou Municipal LED and Communications Departments (ongoing)
2. Outcomes engagement with members (ongoing)
3. Outcomes engagement with township township tourism communities on tourism development and tourism programs (ongoing)

STRATEGY

1. The 2023-24 existing objectives included the priority projects outlined below. Projects were maximised to deliver the strongest collaborative outcomes, the seven key projects were:
 - a. **Priority Project 1:** *Plett Beaches & viewpoints*
 - b. **Priority Project 2:** *Plett Trails network – Hiking Trails*
 - c. **Priority Project 3:** *Plett Trails network – MTB (mountain biking)*
 - d. **Priority Project 4:** *Township Tourism growth*
 - e. **Priority Project 5:** *Food, Wine and Agri-tourism*
 - f. **Priority Project 6:** *Culture, heritage and arts Invigoration*
 - g. **Priority Project 7:** *Digital Excellence*
2. The Year 2 Strategy is to be implemented from July 2024; this is a 'Working Document' as the Tourism Destination Development Strategy still requires Phase 2 public participation and Phase 3 with a final Development Strategy - this can only be done under the guidance of the BM.
3. It must be noted that the realisation of the objectives was reflective of the committed efforts of the BM and PT, and several did require additional investment in tourism infrastructure, marketing and product development if they were to be achieved. Plett Tourism reports on fundraising and sponsorships for these and other projects under the section titled 'Media Partnership Engagements'.

GOALS

TOURISM DESTINATION MARKETING GOALS - *evidence reflected in Quarterly Reports*

All Year-1 Goals accomplished, with additional accomplishments for Media Communications & Placement in national and international publications.

WEBSITE DEVELOPMENT	YEAR 1	YEAR 2	YEAR 3
Maintenance of websites x 4	X	X	X
Maintenance of membership updating system	X	X	X
Maintenance of events updating and event calendar	X	X	X
Introduction of 'Gig Guide' for smaller event promotions	X		
Accommodation product audit	X		X
Activity product audit	X		X
Restaurant audit	X		X
Services audit	X		X
Integration of 2 x new event websites onto a CRM Event Management system	X		
1 x new product website	X		
Daily member updates	X	X	X
New mainframe and complete revamp of website		X	
New website integration with CRM system		X	
New website functionalities for live bookings		X	
DIGITAL COMMUNICATIONS	YEAR 1	YEAR 2	YEAR 3
Marketing Pillar campaigns launched	X	X	X
Event campaigns launched	X	X	X
Management of 10 x digital media platforms	X	X	X
Monthly Newsletter	X	X	X
Quarterly Business to Business Newsletter	X	X	X
Quarterly Tour Operator Newsletter	X	X	X
Quarterly Wine & Food Newsletter	X	X	X
Quarterly Adventure & Nature Newsletter	X	X	X
Quarterly Culture & Heritage Newsletter	X	X	X
Youtube Monetization		X	X
TikTok platform		X	X
PRODUCT DEVELOPMENT	YEAR 1	YEAR 2	YEAR 3
Management of 1 x product website (Plett Trails)	X	X	X
Management of 1 x destination App	X	X	X
Production and management of iKasi Life (township) video series	X	X	X
Production and management of new photographic images		X	

MEDIA COMMUNICATIONS & PLACEMENT	YEAR 1	YEAR 2	YEAR 3
Media stakeholders audit	X	X	X
Weekly news blog entries	X	X	X
Local media engagement and placement	X	X	X
Regional media engagement and placement	X	X	X
Provincial media engagement and placement	X	X	X
National media engagement and placement		X	X
International media engagement and placement		X	X
Weekly news blog entries	X	X	X
Monthly series of press releases	X	X	X
Media hosting; industry and product specific	X	X	X
Radio campaigns coordinated	X	X	X
Media Partnerships	X	X	X
Brand audit and Brand manual		X	
Internal advertising strategy	X	X	X
TOURISM & TRAVEL TRADE	YEAR 1	YEAR 2	YEAR 3
Local travel trade stakeholder engagement	X	X	X
Regional travel trade stakeholder engagement	X	X	X
Provincial travel trade stakeholder engagement	X	X	X
National travel trade stakeholder engagement	X	X	X
WTM coordination for local stakeholders and participation	X	X	X
Indaba Travel Show coordination for local stakeholders and participation		X	X
Tour operator hosting; industry and product specific	X	X	X
Sight inspection hosting; industry and product specific	X	X	X

TOURISM DESTINATION MANAGEMENT GOALS - evidence reflected in Quarterly Reports

All Year-1 Goals accomplished. According to the Western Cape Government, Wesgro and the DEDAT Tourism Blueprint; an LTO provides the functions outlined below. Plett Tourism's SLA outlines deliverables to be fulfilled as the officially appointed LTO for the Bitou Municipality.

- Tourism infrastructure (processes for the functioning of a tourist destination.
- Visitor services.
- Tourism product development awareness (bringing new and innovative products, experiences, and services to the market.
- Tourism Destination Marketing Institutional arrangements and regulation (stakeholder engagement)

TOURISM DESTINATION DEVELOPMENT GOALS - evidence reflected in Quarterly Reports

All Year-1 Goals accomplished, with additional accomplishment of the placement of 20+ youth for development in the tourism industry. Phase 2 (full public participation) and Phase 3 (final strategy) is to be guided by the BM as outlined in the SLA.

TOURISM SKILLS DEVELOPMENT	YEAR 1	YEAR 2	YEAR 3
Business participation in tourism activities (itineraries, Plett Tourism festivals)	X	X	X
Business participation opportunities at WTM Africa	X	X	X
Journalist participation with the Journalist Mentorship Programme	X	X	X
Opportunities for training participation in hospitality skills development	X	X	X
SMME Development and Entrepreneur's Resource Centre	X	X	X
Placement and training of Bitou Municipal interns	X	X	X
Assist with placement of 20 youth in the tourism industry		X	X
TOURISM RESEARCH & DEVELOPMENT	YEAR 1	YEAR 2	YEAR 3
Opportunities to improve tourism infrastructure	X	X	X
Partnerships and collaboration	X	X	X
Township and village tourism survey	X	X	X
SPECIAL INTEREST TOURISM	YEAR 1	YEAR 2	YEAR 3
iKasi Life township experiences	X	X	X
Plett Birding	X	X	X
Plettenberg Bay Wine Route	X	X	X
Plett Goes Paleo		X	X
Plett Trails	X	X	X
Plett Ocean Festival	X	X	X
Plett Arts Festival	X	X	X

BUDGET

The operating budget of R3.3 Million for this fiscal year's budget was adequately managed. ***Supporting documentation submitted with Quarterly Reports; Annual Financial Statements will be available in Aug 2024; an unofficial yearly financial statement is attached***

ADDITIONAL FUNDING SUMMARY

MEDIA PARTNERSHIP ENGAGEMENT (NOT DIRECT 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 2024-25;

1. Bayview Hotel Media Partnership (Jul/Aug/Sept): R23 500
 2. Tebelo House & Township Green Partnership: R15 000
 3. Bayview Hotel Media Partnership (Oct/Nov/Dec): R23 500
 4. Bayview Hotel Media Partnership (Jan/Feb/Mar): R23 500
 5. PT branded Gin Bottles for promotional purposes: R15 000
 6. WTM Africa 2024 Media Partnership; PT selected as one of 25 national LTO's to participate as an Premium Event Partner: R100 000
 7. Bayview Hotel Media Partnership (Apr/May/Jun): R23 500
 8. Plett Ocean Festival with Distel / Heineken (welcome drinks and gift bags): R5 000
 9. Plett Ocean Festival with Checkers (Education Hub catering): R10 000
 10. Plett Ocean Festival competition prizes: R27 000
 11. Plett Ocean Festival People's Weather airtime sponsorship: R570 000
- TOTAL PROCURED: R836 000**

SPONSORSHIP & MARKETING FUNDS PROCUREMENT (FUNDING DIRECT TO PT FOR PT EVENTS AND PT MARKETING INITIATIVES)

We continue to engage with corporates and institutions for sponsorships. The negotiations and value for 2023-24;

1. Wesgro Sponsorship for Plett Arts Festival 2023: R25 000
 2. Plett Map advertising contributions (38 250)
 3. Bhejane Tours and Firefly Falls; financial contribution for 2 x SMME guides to attend WTM Africa 2024: R10 000 (transportation fees covered)
 4. Getaway 4-page spread with FP advert and Digital Banner Advert: R25 000
 5. Algoa FM: R9 000
 6. Plett Ocean Festival Sponsorship with Checkers: R20 000
 7. Plett Ocean Festival Sponsorship with Market Square: R12 000
 8. Plett Ocean Festival Sponsorship for video production with PT members: R6 000
- TOTAL PROCURED: R145 250**

BOOKING FUNDS PROCUREMENT (FUNDING DIRECT TO PT FOR PT ACTIVITIES)

ACTIVITAR BOOKINGS

	# of bookings	Commission
Q1	7	R2 658
Q2	18	R7 902
Q3	17	R5 467
Q4	7	R1 368

TOTAL PROCURED: R17 395 / 12 556

LTO STAKEHOLDER RELATIONS

PT meets with key stakeholders; including:

- Bitou Municipality and political stakeholder assistance
- Plett Ratepayers Association
- Provincial and regional tourism
- General

PUBLIC & PRIVATE MEETINGS

1. Bitou Municipality and municipal stakeholder involvement: 34 meetings
2. Plett Business Chamber: 2 meetings (facilitation assistance for a Bitou Economic Forum)
3. Plett Ratepayers Association: 0 meetings
4. Provincial and regional tourism: 27 meetings
5. General (other stakeholders): 44 meetings

Supporting information on meeting details submitted with Quarterly Reports

COMMUNITY RELATIONS | STAKEHOLDER FORUMS AND AGENCIES | ENTREPRENEUR MEETINGS

Community engagement by request, this includes meetings for assistance with different aspects. The CEO had a total of **25 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.

Supporting information on meeting details submitted with Quarterly Reports

LTO MANAGEMENT

VISITOR INFORMATION CENTRE

Two tourism officers man the front office 'Visitor Information Centre' and continue to provide telephonic, electronic and walk-in communication for visitor enquiries. They also manage:

1. Brochure displays
2. Assist with the use of the Community Hotdesk
3. Coordinate the 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)
4. Assist with real-time activity and accommodation enquiries and bookings through the 'Visitor Concierge Service'

INFORMATION OFFICE VISITOR STATS

	SOUTH AFRICAN	INTERNATIONAL	TOTAL
Q1	77	78	155
Q2	195	139	334
Q3	120	255	375
Q4	85	85	170

GENERAL OFFICE OPERATIONS

1. Weekly consultant status and planning meetings.
2. Front of House management, shifts and office hours: 9 am - 5 pm every weekday, 9 am - 1 pm during school holidays and season. A virtual information service is available 24 hours per day, 7 days per week..
3. The Hot Desk - a workspace and wifi for those with their own laptops.
4. House-keeping, recycling, maintenance and upgrading of equipment, signage and collateral is on-going.
5. Backup of computer equipment data.
6. The Entrepreneurs webpage is updated on a regular basis with training, funding & business opportunities, marketing tips and interesting articles.

SIGNAGE

1. The Plett flags on Central Beach were replaced.
2. PT took delivery of 30 new street pole brackets for installation in the new year.
3. Market-Off-Main received two Plett it's a Feeling flags for the entrance.
4. 150 table talkers for the Plett Ocean Festival were delivered to restaurants, tshisanyamas and coffee shops.
5. BM signage approvals for Plett Ocean Festival were confirmed for Main Street and pole banners. Posters in Main Street were not approved.

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6. Old Plett banners are being donated to the Native Roots shelter to be used for insulation and waterproofing in needy shacks.
 7. Existing banners and signage for Plett Ocean festival were installed: Main Street banner and posters, flags on Central Beach, Pole banners on Beacon Way and Marine Drive.
 8. One new banner was purchased for the Plett Ocean Aweh-ness Hub.
 9. Old Plett banners are being donated to the Native Roots shelter to be used for insulation and waterproofing in needy shacks.
 10. Strategy to incorporate new street pole banners and brackets at township entrances submitted.
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STAFF EDUCATIONALS AND UPSKILLING

1. Media/photography workshop attended by Brayley Booysen and Andisiwe Nonkosana.
 2. Qhawe Siqawu (LED Tourism intern) was resident in the Plett Tourism office and included in day to day operations and various tasks, upskilling and gaining experience in the workplace. (As well as a media project and social media participation, overseen by Janet Middleton.)
 3. A half-day educational trip to Nature's Valley for front of house staff included visits to De Vasselot, trails, beaches, the Groot River and Nature's Valley Trust, and the Blue Rocks Cafe.
 4. Practical training in ChatGPT
 5. Brayley Booysen attended a Garden Route Film Commission upskilling course for 3 days, on practical production aspects of film sets, and chaperoning.
 6. Andisiwe Nonkosana and Brayley Booysen trained on the Plett Trails App for updating of information from members
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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. 20 project requests were honoured.

EVENTS & FESTIVALS

PLETT TOURISM EVENTS AND FESTIVALS

1. The **Plett Ocean Festival 2023** came to an end in the first quarter on 9 July after a successful 10 day festival. ***Event reports submitted with Quarterly Reports***
2. The **Plett Arts Festival** commenced on 29 September for a 10 day festival. There are 52 events on the programme. ***Event reports submitted with Quarterly Reports***
3. A new coded website was developed for Plett Arts Festival.
4. Management and population of the Plett Ocean Festival website.
5. The Plett Ocean Festival 2024 took place in the 4th quarter with a successful 10 day festival. ***Event reports submitted with Quarterly Reports***

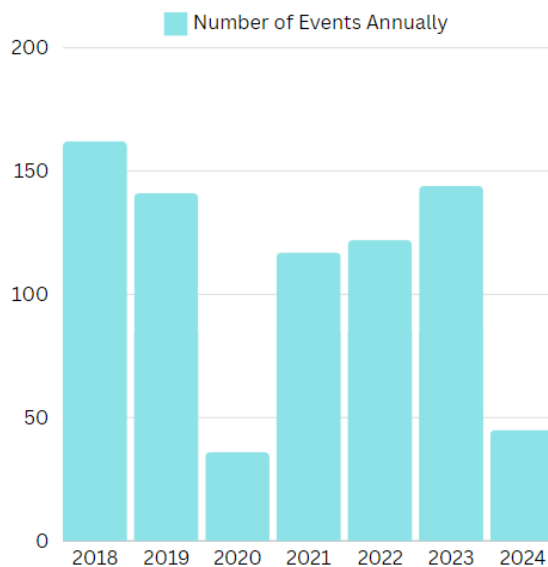
PLETT TOURISM REPRESENTATION AND ENGAGEMENT WITH BITOU MUNICIPAL EVENT ACTIVATIONS

1. PT participated in a BM meeting to workshop a new **BM Event Policy and Permitting**.
2. PT facilitated the **Bitou Municipality Sustainable Infrastructure Investment Conference**: 23 May 2024 (budgeting, planning, organisation and financial management)
3. PT participated with all Event Committee meetings held by the BM and stakeholders.
4. **16 December Mayor's Street Lighting Celebration** consultation.
5. Attracting an internationally sponsored festival - the **AfroNation 2025 Festival**; event proposed for Q3 of 2024-25; introduction to HOD and preliminary investigation commenced Q3 2023-24..
6. **BM Speakers Conference** accommodation, entertainment and presentation assistance.

CALENDAR OF EVENTS

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 on possible added service demands, and to a media database of 200. 144 events for the year 2023 and a projection of 160 for the year 2024. ***A full list of all events submitted with Quarterly Reports***

2024 figures for January - June only; forecast is 160 events for the year 2024.



EVENT MARKETING PLATFORMS

1. PT distributes a monthly Calendar of Events to a media database of 200+/- for consideration in local, regional, provincial, national and international publications.
2. PT maintains a monthly and yearly Calendar of Events on the PT website.
3. PT provides a marketing platform for for both larger local events (a dedicated Marketing page on the PT website) and smaller local events (a dedicated Gig Guide section on the PT website)
4. PT has set up an Event Organiser WhatsApp group; Q2 2023/24.
5. PT promotes event information on the PT digital media platforms and quarterly in the regional publication 'The Times Plett & Knysna'.

FILM PRODUCTION PERMITTING AND ENGAGEMENT

6. PT continues to support the Garden Route Film Commission and engages weekly on various matters. 7 film permits obtained for 2024-25.
7. 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.
8. The database of Plett film services continues to be updated, to communicate production news and opportunities.
9. PT attended Garden Route International Film Festival workshops, representing Bitou.

CORPORATE MARKETING BEACH ACTIVATIONS

1. PT has been tasked with the permitting and compliance process for seasonal beach activations in the current SLA with BM. 2 activation permits granted for 2023-24.
2. The application documentation has been updated for the new financial year, with PT tariffs confirmed.
3. An agreement has been formalised with LED, stating that corporate activations may only include 10 beach umbrellas on their designated site so as not to cause conflict with the beach umbrella project operators.
4. The maintenance work on Central Beach deck and boardwalks following the high seas damage was completed by the municipality in time for the season's beach events and activations.

GOVERNMENT, MUNICIPAL, LTO and STAKEHOLDER ENGAGEMENT

PT engaged with different government stakeholders on a local, regional, provincial and national level. The General Manager attended 36 BM stakeholder meetings. PT also engages with private business stakeholders, the General Manager attended 49 private stakeholder meetings.

WEBSITE & IT SYSTEMS MANAGEMENT

WEBSITE GOOGLE ANALYTICS - *A detailed report is submitted with Quarterly Reports*

- A total of 134 000 visitors to the website
- A total of 313 700 page views

BULK MAIL / NEWSLETTER STATISTICS - *A detailed report is submitted with Quarterly Reports*

- A total of 10 General Newsletters sent
- A total of 90 Industry related bulk mailers sent
- A total of 24 Media Release bulk mailers sent
- A total of 11 Marketing bulk mailers sent

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- A grand total of 135 Bulk mailers sent

WEBSITE CONTENT - *A detailed report is submitted with Quarterly Reports*

- Total of 206 Accommodation + 73 Restaurants + 135 Activities + 66 Services = 480 listings on the website
- Total of **88 Event Listings** published
- Total of **181 Feature News Articles** published
- Total of **298 Gigs (events) Listings** published
- Daily individual page update management
- New member page management
- Special Deals page management
- Daily SEO management
- Website advertising management
- Newsletter advertising management

MARKETING & PUBLIC RELATIONS

NICHE MARKETS

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

COPYWRITING, PRINT & RADIO CREATIVE AND MANAGEMENT

1. News articles and blogs: 36
2. Media Releases: 39
3. Media contributions (info requests): 45 articles contributed
4. Print adverts placed: 12
5. Radio contributions: 7
6. Google Adwords Campaigns: 6
7. FB/Insta Advert Campaigns: 3
8. PT Maps printed; 10,000 in total
9. Signage: 2 signs (Cango Caves poster / Plett Bowling Club sign)
10. Miscellaneous: 1 customised label (Gin Bottle label)

NEWSLETTERS

1. 4 x Business to Business newsletter sent to 800 Plett Tourism business members
2. 4 x Tour Operator newsletter

HIGHLIGHTS/PT MEDIA FEATURES

1. National: 138 article features/mentions
2. International: 15 article features/mentions

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. 30 articles featured.

JOURNALISTS EMPLOYED AND/OR SHOWCASED

Plett Tourism has continued with a community journalist mentorship programme, and commissioned 10 articles for publication.

OPERATIONAL

1. Community journalist mentorship.
2. BM LED Interns interview process for tourism media experience.
3. Management of BM LED Interns
4. Content procurement.
5. Content Calendar.
6. BM Communications Department meetings.
7. PT Media Strategy.
8. Communication & Social Media Workshop presentation.

MEDIA ENGAGEMENT BUSINESS OPPORTUNITIES

Media engagement by request, this includes meetings with influencers, journalists, publications, etc. 13 meetings with outcomes..

1. Longevity Magazine; itinerary for 2 x journalists; focus on health and wellness
2. Affluence Magazine; itinerary for 2 x adults and 2 x children; focus on luxury accommodation.
3. Plett Summer Dreams MagazinePlett Summer editorial contributions, etc.
4. The Times Plett & Knysna; Plett Summer editorial contributions, etc.
5. The Times Plett & Knysna; Plett Wine & Food editorial contributions, etc.
6. Knysna Plett Herald; Media Partnership with the Plett Arts Festival
7. Inside Guide; Joint Marketing Initiatives and opportunities for feature articles.
8. Cape etc; advertising negotiations for Plett Ocean Festival and Plett Arts Festival.
9. Angus Begg; freelance content creator
10. Provided quote on Dr. Evil Classic for Herald Live article on behalf of Plett Tourism
11. Engaged with German journalist, Georg Dickopf, from Plettenberg (Germany) to facilitate an exchange with the mayor of Plettenberg Bay, Claude Terblanche
12. 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.
13. Engaged with and transported Daily Maverick journalist, Julia Evans before, during and after the Plett Ocean Festival

DIGITAL MEDIA

1. **Plett Tourism online community is 44 680 for 2023-24 compared to 41 915 for 2022-23.**
2. **Plett Ocean Festival online community is 1 800 for 2023-24 compared to 868 for 2022-23.**
3. **Plett Arts Festival online community is 611 for 2023-24 compared to 305 for 2022-23.**

A detailed report is submitted with Quarterly Reports

FACEBOOK HIGHLIGHTS

1. Facebook reach **325 024**
2. Facebook total FANS: **23 000 (33 00 followers)**

INSTAGRAM HIGHLIGHTS

1. Instagram total followers: **13 000 (^800 followers)**
2. Instagram reach: **105 198 (^400%)**

TWITTER HIGHLIGHTS

1. Twitter impressions **N/A as Elon Musk makes changes to Twitter (X) analytics system**
2. Twitter total followers: **6980**

MEMBERSHIP MANAGEMENT

MEMBERSHIP SUMMARY - A detailed report is submitted with Quarterly Reports

MONTH	PAID MEMBERS	FREE MEMBERS	ACCOMM	REST	ACTIVITIES	SERVICES	TOTAL
Q1	64	572	242	140	166	88	636
Q2	91	563	245	148	165	96	654
Q3	110	567	249	153	167	108	677
Q4	115	574	250	154	169	116	689

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

MEMBERSHIP PROJECTS

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1. Management of a comprehensive CRM System for members
 2. Distribution of Member communication
 3. Journalist and Influencer itineraries
 4. Bulk accommodation requests
 5. Special VIP accommodation requests
 6. Procurement of sponsored accommodation, restaurant and activity vouchers
 7. Meetings with new members (in-house and/or on-site): **41 meetings** held
 8. PT AGM; Q1
 9. PT Membership Strategy development and implementation; ongoing
 10. Plett Conversations; Q3
 11. Plett Membership Workshop arrangements; Q4
 12. Accommodation auditing (booking.com research)
 13. We engage with strategic member communication on projects; including general emailers, joint marketing initiative opportunities, referrals, etc. A detailed list can be found on our monthly reports.
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TOURISM & TRAVEL TRADE MANAGEMENT

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

LTO/RTO ENGAGEMENT

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

TOUR OPERATOR / TRAVEL JOURNALIST AND TRAVEL PROFESSIONAL ENGAGEMENT

1. Tourism & Travel trade quarterly newsletters: **4 newsletters** distributed
2. Business to Business quarterly newsletter: **4 newsletters** distributed
3. Facilitation of Mega FamTrips and Educationals: 1 itinerary
4. Facilitation of Sight Inspections: **16 organised site inspection** itineraries
5. Representation at Speed Networking: 0
6. Representation at Niche Engagement opportunities: **10 niche media promotions**
7. Facilitation of Journalist and Influencer Itineraries: **8 journalist** itineraries
8. Facilitation of WTM Africa 2024 Participation
9. WTM Africa 2024 post follow-up strategy
10. Trade show investigation

NEW BUSINESS ENGAGEMENT

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1. On-site meetings with new tourism businesses and products in Bitou
 2. Facilitation of Member Marketing opportunities
 3. Assistance with Membership queries
 4. Facilitation of travel industry workshop

PRIORITY PROJECTS REPORT BACK

PLETT BEACHES AND VIEWPOINTS OVERVIEW

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

STRATEGY / ACTIVITIES AND ACTIVATIONS

1. Plett Ocean Festival PR campaign.
2. Financial contribution / support for Plett to be recognised as a Green Flag Coastline.
3. Cetacean Whale Heritage Site promotions - ongoing.
4. Advocacy for the upgrade of the Central Beach area (wooden platforms and walkways).
5. Consultation with local NPO's and NGO's for the introduction of a new 'Information Hub' during the Plett Ocean Festival at Central Beach.

PLETT TRAILS NETWORK - HIKING TRAILS & MTB TRAILS OVERVIEW

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

STRATEGY / ACTIVITIES AND ACTIVATIONS

1. Plett Trail App continues to impress with downloads.
2. Digital Marketing Strategy implemented; including Google Adwords campaign and FB/Instagram paid promotions.
3. OLF brand media partnership report shared; future media partnership under discussion.
4. Phase 2 to with stakeholders begins; Oct 2023
5. Guiding programme with Birdlife SA in the avi-tourism sector has commenced with the Plett Trails Stakeholders.
6. Plett Trails Stakeholders have initiated a guide networking platform.
7. Stakeholder meeting held Q3
8. Plett Trails App admin manager appointed
9. Plett Guide Association; discussions with private sector initiative to start a local guide association; introduction to LED for guidance
10. Avi-tourism workshop lobbying for local guides
11. New Bio-Camp consultation

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12. Plett Trails Media Kit circulated to stakeholders for promotional purposes
 13. New Bio-Camp Media Partnership engagement
 14. Promotion with Accommodation partners
 15. JMI with MTO Forestry, Eco-camp, CapeNature and Barrington's with a 4-page spread in Winter Getaway Magazine

Plett Trails Stats Report 2023-2024:

1. Plett Tourism website trails articles & page visits: 4,815 visits in total / compared to 3,537 in 2022-23
 2. Plett Trails website unique visitors since launch: 7,100 visitors in total / compared to 5,502 in 2022-23
 3. Plett Trails website page views since launch: 10,958 page views
 4. App downloads = 3,646 / compared to 2,886 in 2022-23
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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. iKasi Life promotional video #1: focus on township tourism businesses; the main video and individual segment features are showcased on PT channels regularly.
2. SMME / Entrepreneur's Resource Centre: online resource centre is live and updated with feature sections: 1) training and webinars, 2) handy downloads and marketing tips, 3) funding and business opportunities, and 4) articles of interest. (ongoing)
3. iKasi Life promotional video #2: filming took place, video has been finalised. PT launched a campaign for awareness in Q3 (mid-late January 2024).
4. People of Love (Kranshoek) cookie project has been investigated, funding procurement and strategy to commence Q1 for 2024-25..
5. Working with the GRDM and BM LED to identify SMME candidates to participate at WTM Africa with PT in April 2024.
6. Plett Tourism identified 2 x local guides to be mentored at WTM Africa 2024. With additional financial contribution and mentoring assistance from Bhejane Tours and Firefly Falls, the guides were successfully mentored pre and post-event. Both guides' employment was procured.
7. Proactive meeting with new township tour operator - Idinga Tours. Information to be included on the WTM presentation material and shared with tour operators. Further development of the project commenced in Q4; media tour scheduled for Q1 of 2024-25.

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8. New Kwano backpacker establishment identified; strategy meeting conducted. No outcomes.
 9. Plett Tourism promoted Idinga Tours at WTM Africa 2024.
 10. Plett Tourism successfully assisted GRDM and BM to place 60 x hospitality interns as cooks and guest house interns.
 11. 38% of the Plett Arts Festival budget, R75 000, was allocated directly to community arts events. 23% of the budget, R44 500, was allocated indirectly to these events, by way of logistics and marketing of the overall events accounted for 27%, R54 400, of the overall budget. R25 000, 12% directly supported white owned events and artists. Ticket sales were all taken by the event organisers and artists.

STRATEGY / ACTIVITIES AND ACTIVATIONS FOR LONG-TERM PROJECTS

1. Melarato Guest House (Kwanokuthula) - assistance to schedule a grading with TGCSA; property owner has not complied with requirements to finalise grading.
2. 'Sew Plett' project with township sewing groups is ongoing.
3. PT awaits follow-up from BM regarding the Qolweni Village Market project.
4. PT Township Tourism Survey conducted (March)
5. A 3-month contract was procured by PT for a Project Manager to conduct the survey
6. Meeting with Deputy Mayor / Councillor Kolwepie to discuss '100 days of Activation' for Bitou with plans to include a structured township tour; PT to work with established businesses to facilitate the upliftment and marketing of the tour.
7. PT set up a township tourism WhatsApp group for Bitou
8. Proactive meeting with new township backpacker establishment. Further development of the project was to commence in Q4; the property owner has not complied with requirements to register..

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 marketing pillar promotions commenced (March/April/May).
2. SLA between Plett Tourism and the Plettenberg Bay Wine Route; PBWR now represents the Plett wine industry during key stakeholder meetings and engagements.
1. Plett Wine & Food meeting to discuss future activations and the development of a Plett Wine & Food Festival and other marketing opportunities. Plett Tourism will follow the lead of the Plettenberg Bay Wine Route for wine industry festival needs.

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 launch Dr Delgado's 'Plett goes Paleo' to commence; working with CapeNature and local guides. Ongoing.
2. Strategy to include 'Plett goes Paleo' is an ongoing project
3. Discussions with Plett Historical Society regarding historical viewpoints to have designated plaques and the Main Street History boxes to be upgraded
4. Investigation with participation of the new 'Human Origins' Tour; strategic alignment commenced in Q4
5. Culture & Heritage Plett Tourism Board Seat nomination sent out; appointment made
6. Discussions with Plett Historical Society and BM CFO and BM MM regarding the Old Timber Shed plans going forward.
7. The 2023 Plett Arts Festival was a success.

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. Investigation and meetings to discuss a new 360 degree platform for the town to be integrated onto the website.
2. Strategising for a website revamp year 2024-2025.
3. Crowdriff investigation to harness user generated content has commenced
4. 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

1. Year-end unofficial financials (audited financials available August 2024)
2. Quarterly Reports can be viewed on the Plett Tourism Website; Members Section; Reports:
<https://www.plett-tourism.co.za/plett-tourism-reports/>
3. Additional Reports are available should you like to have them resent and/or if you would prefer a printed copy (Plett Ocean Festival, Plett Arts Festival, WTM, Township Tourism Survey, etc.)

****All documents emailed, printed and hand-delivered to the Municipal Manager, Director of Economic Development & Planning, LED Tourism Officer and LED Manager*