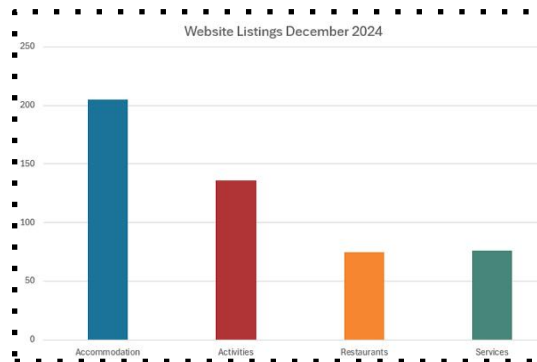
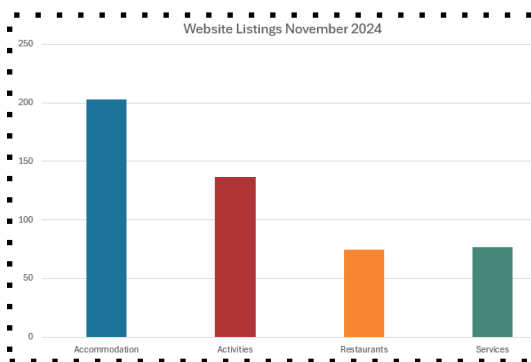


PLETT TOURISM ASSOCIATION

DECEMBER 2024 MONTHLY REPORT

TOURISM DESTINATION MARKETING

STATISTICS / WEBSITE ANALYSIS



1. WEBSITE CONTENT LISTINGS

- a. NOVEMBER: Total of **203** Accommodation + **75** Restaurants + **137** Activities + **77** Services = **492** listings on the website.

DECEMBER: Total of **205** Accommodation + **75** Restaurants + **136** Activities + **76** Services = **492** listings on the website.

492 member listings on the website in Q2. We continue to see steady growth as the tourism economy grows, particularly in the tourism services industry. This is also due to Plett Tourism accepting membership from the services industry (catering, transportation services, etc.).

- b. NOVEMBER: Total of **1,229 event** listings have been published to date. Total of **81 Gigs** (smaller, pop-up events) listed over the past 2 months.

DECEMBER: Total of **10** event listings published. Gig Guide: A total of **34** Gigs (smaller, pop-up events) listed .

42 event listings published in Q2. We continue to see an increase of growth in large public events. 115 gig listings published in Q2. We continue to see an increase of growth in the smaller, pop-up 'Gigs' with restaurants and other venues. This growth in the eventing sector is due to increased competition and the desire to capture a high-

spending market. This is beneficial to boost the local economy by attracting visitors from outside of Bitou and stimulate economic activity and job creation.

c. NOVEMBER: Total of **5 articles** published.

DECEMBER: Total of **14 articles** published.

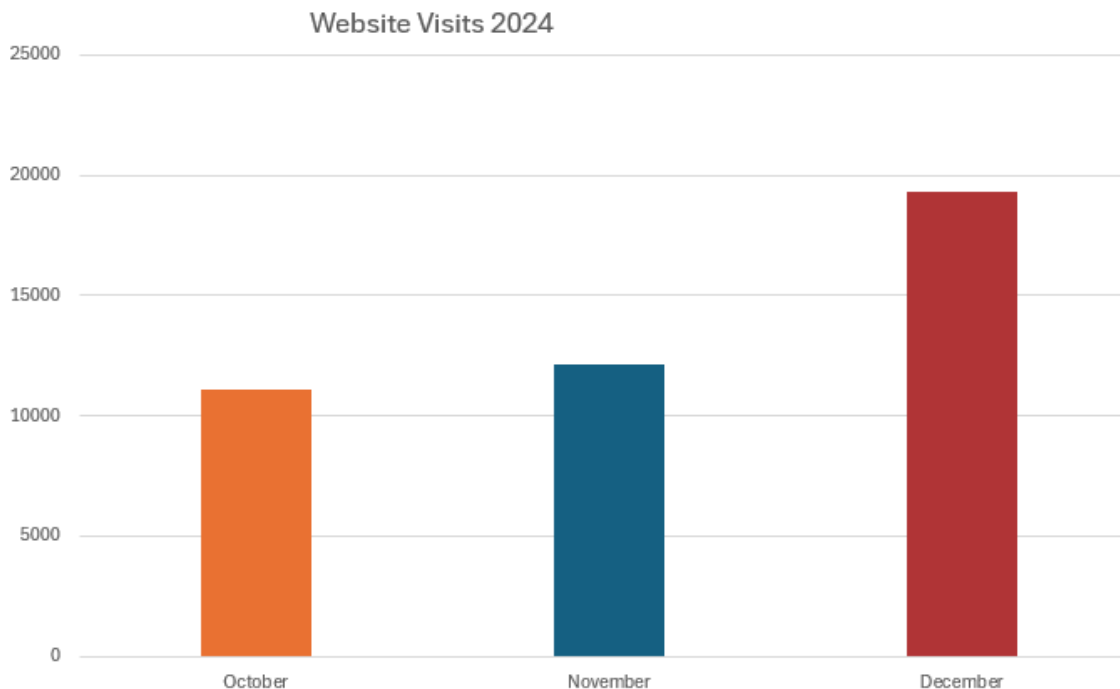
33 articles published in Q2.

2. WEBSITE VISITS

a. OCT 2024 = 10.8K

b. NOV 2024 = 12.0K

c. DEC 2024 = 19.3 K



The website visit increase is due to an increase of visitors in Bitou, searching for events, activities, restaurants and accommodation options.

3. WEBSITE GOOGLE ANALYTICS

a. A total of **40,159** unique visitors to the website for Q2 (01 Oct - 31 Dec 2024) (Visitors in same period in 2023 = **40,711**)

b. A total of **41,644** total visits to the website for Q2 (01 Oct - 31 Dec 2024) (Visits in same period in 2023 = **42,517k**)

c. A total of **117,704** page views (page visits) for Q2 (01 Oct - 31 Dec 2024) (Page views in same period in 2023 = 99,812)

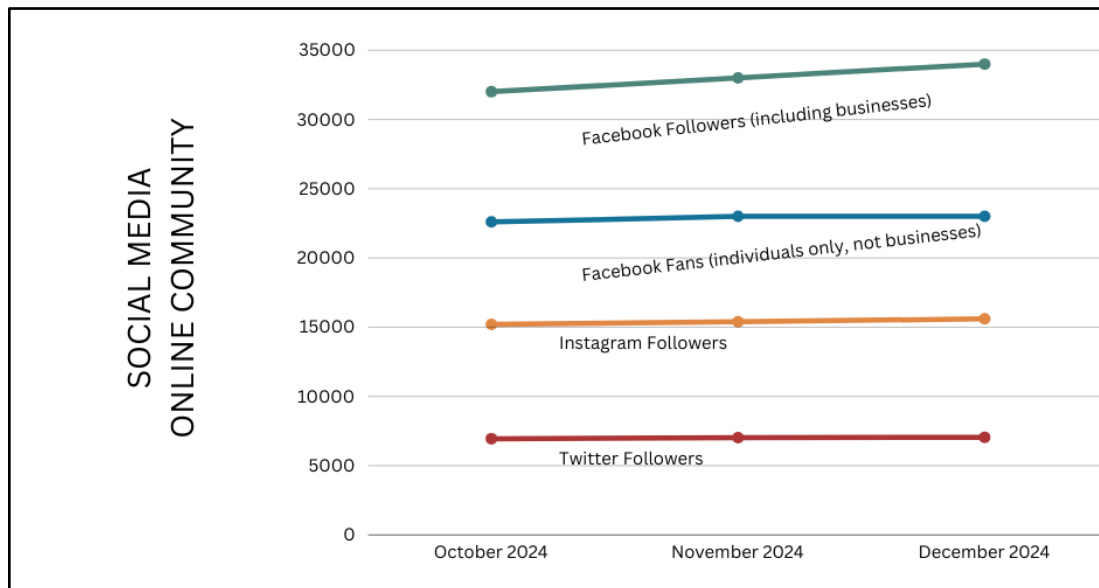
d. Average length of time of visit for Q2 = **76 seconds**

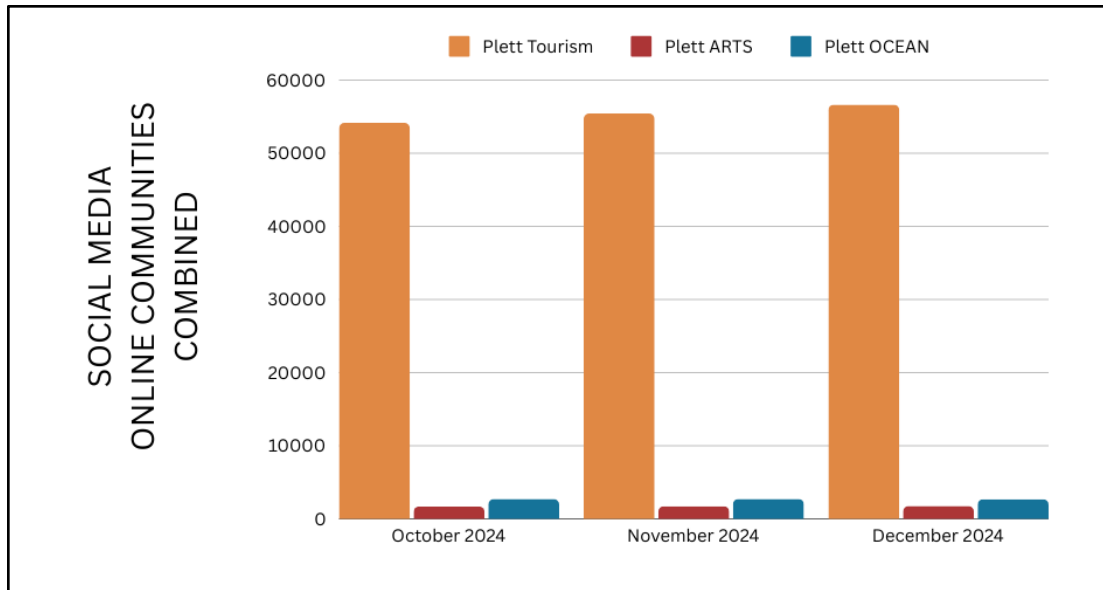
A 1.4% decrease in visitors (users) compared to the same period last year. A 1.8% decrease in visits (sessions) compared to the same period last year. An 18% increase in page views compared to the same period last year. Reasons for the decrease in visitors and visits may be due to fewer South Africans taking holiday in December due to a poor performing economy. The Q2 Survey results will be published in Q3.

STATISTICS / DIGITAL MEDIA ANALYSIS

Our digital media focus during Q2 (October, November and December 2024) has been on spring attractions following onto summer readiness with a focus on “Plett Summer Essentials” (a guide which includes lifeguard schedules, tides, events, ban on fireworks and lanterns) and “Iconic Plett Summer Moments” which proved very popular and continues to highlight “that Plett feeling” and reminding online community of why they return year after year: feel-good posts. The goal of social media during high summer is to build up and maintain hype around the season, share news, safety information and events, and to subtly remind the public that Plett has attractions year-round (encourage out-of-season visits: whale season, Plett ARTS Festival, Plett Ocean Festival etc.)

1. ONLINE COMMUNITIES





The social media community growth is following the same historical increase, slow and steady. It is important to note that Plett Tourism does not 'buy' followers, and limits advertising. The result is committed friends/fans.

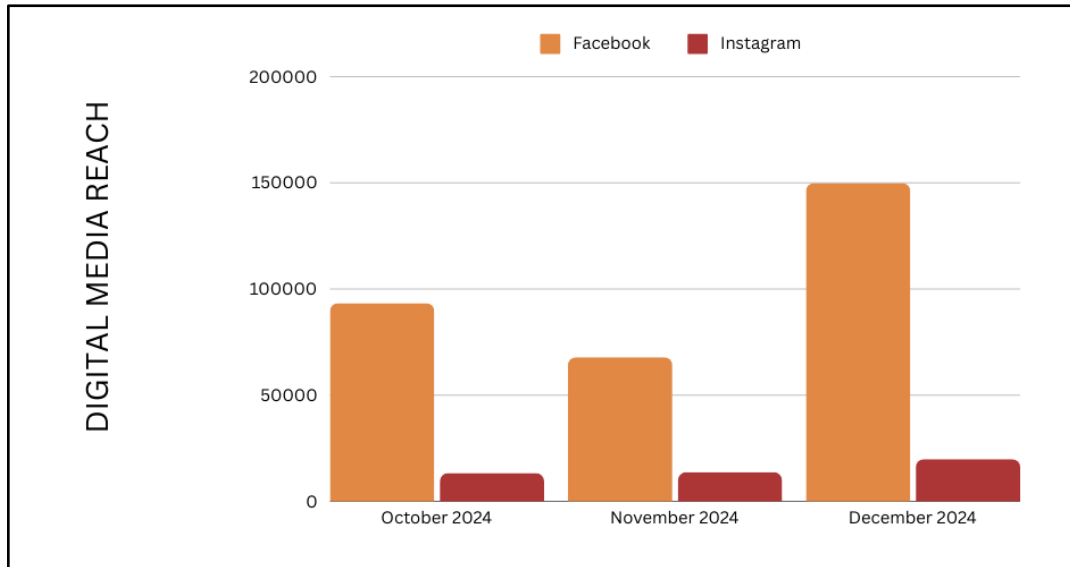
2. OPERATIONAL COMMENTS

Plett Tourism is pleased to have retained a Junior Social Media Consultant, Anelisa Rabie to assist in managing and growing the Plett Tourism social media accounts. We note a 20% increase for December in content reach and follows, and a 15% increase in content engagement - all for Facebook. For Instagram, a 60% increase in interactions indicates that the strategy of focusing on reels and short-form video has yielded strong results for December. We aim to continue with this as a supplementary strategy.

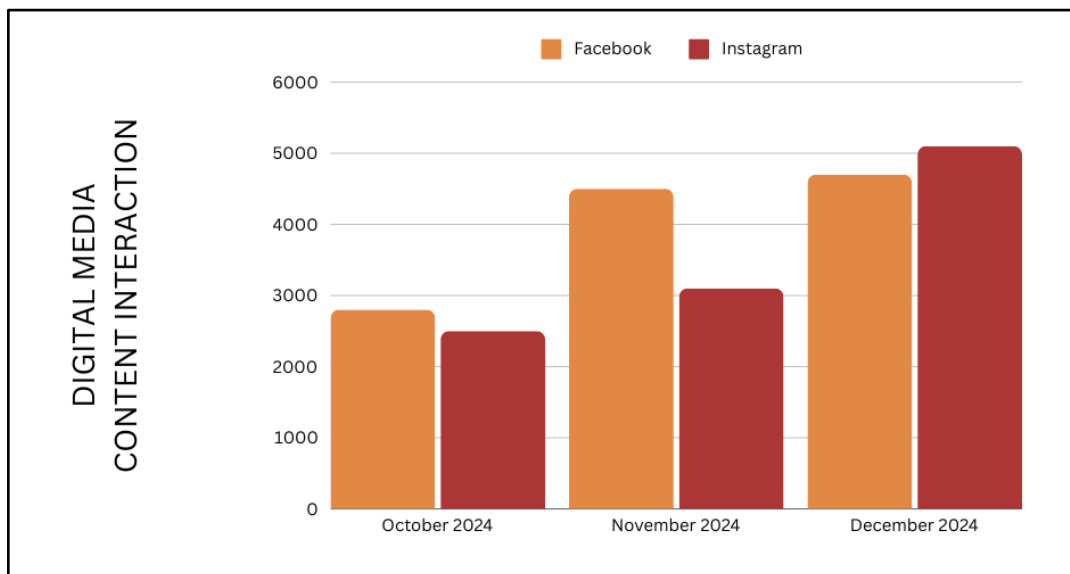
3. DIGITAL MEDIA STATISTICS

Measured by Reach & Content Interaction (previously Engagement)

REACH



CONTENT INTERACTION



The Facebook digital media reach has a wider user-base across our actual target market demographics, which allows us to reach a more diverse audience based on those market demographics - age, interests and location. We are growing the younger market, this target demographic is more imagery focused and uses Instagram.

4. PLETT TOURISM POPULAR POSTS, STORIES & TOPICS

October

Plett Nominated as a World's Best Beach Destination in the World Travel Awards, Marine Month in South Africa - with a stunning dolphin video, Plett Environmental Forum Mini-Grant for Piesang Valley Nature Reserve, whale watching videos, New Slops Eatery and Plett's Blue Flag and Green Coast status' from WESSA.

November

Plett Rage welcome, iconic Plett Summer moments #1 (Dolphin Circle with a short story about Roberg Leggat), other Plett Rage stories, Aneline Kriel - former Miss World in Plett, Getaway Magazine feature on Keurboomstrand.

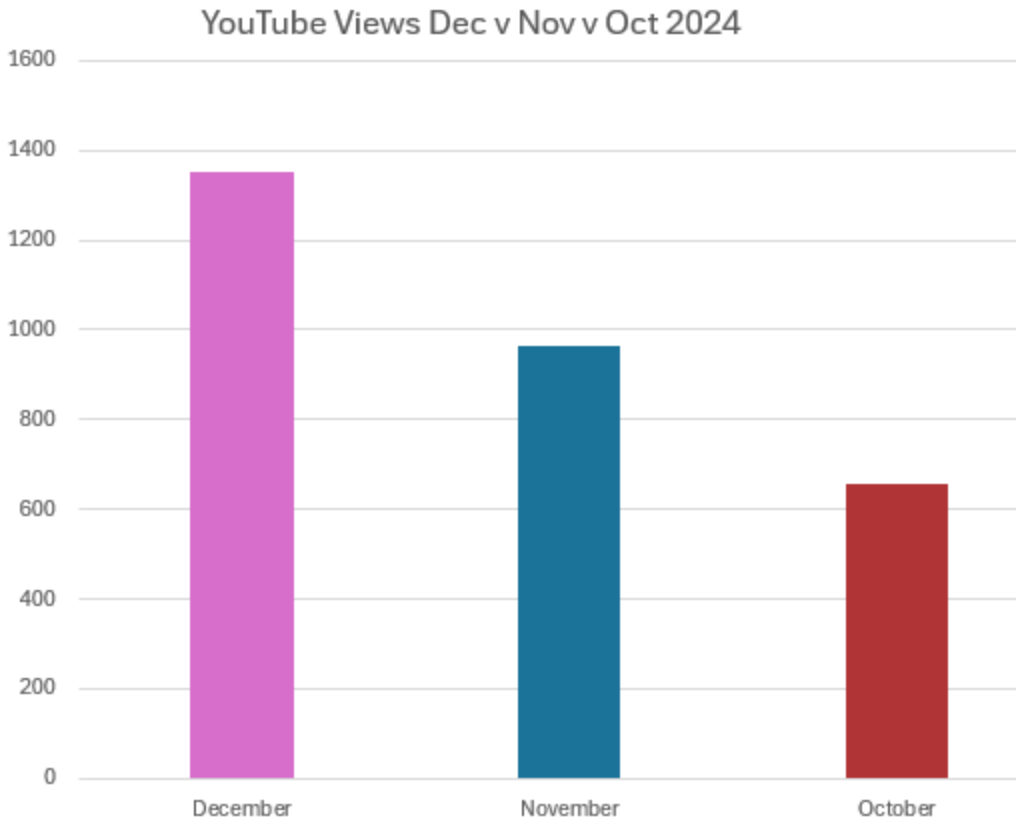
December

On Facebook, two Sand Art posts took wings: Plett Rage's post at the beginning of December and a Plett it's a Feeling logo in sand did twice as well with users praising the artist, @Supersandman - Lindo for his creativity. Other posts that were very well received across both Instagram and Facebook were: Carols by Candlelight, iconic Plett Summer moments, event posts and photos and reels compilations on polo, the clear waters off Central Beach, aerial shots of Plett etc. The social media team put together some compilation reels which proved a success.

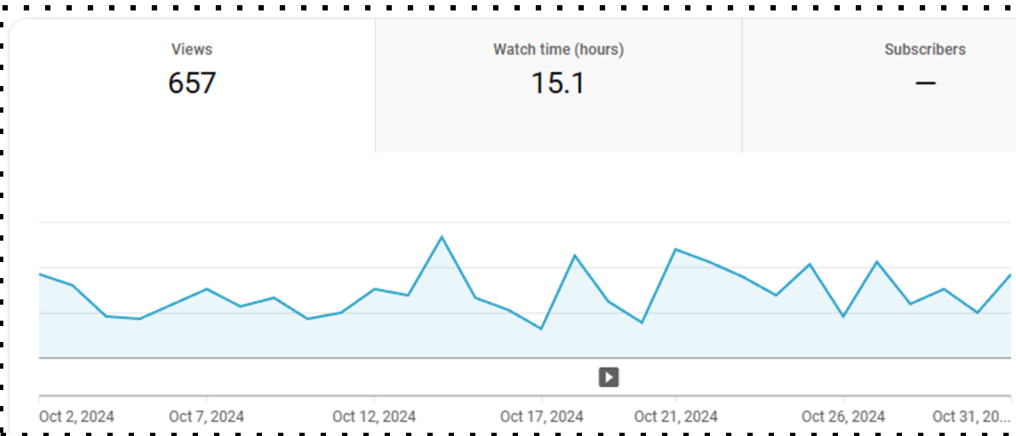
5. YOUTUBE

Our YouTube channel has had over **1 million views**.

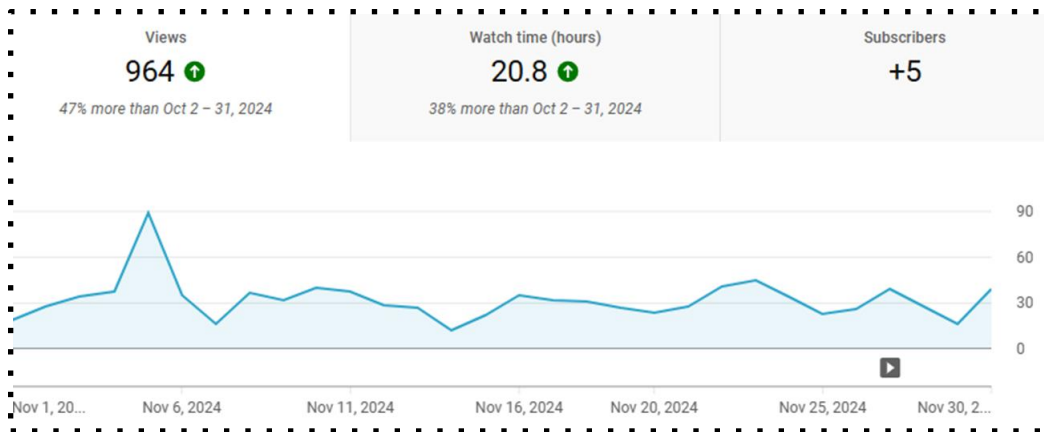
We are now able to earn revenue from any unique content we post on the channel. We have not had any earnings yet because we have not posted many new original content videos which can be monetized. We are strategising to include this as a revenue stream for the 2025-26 fiscal year.



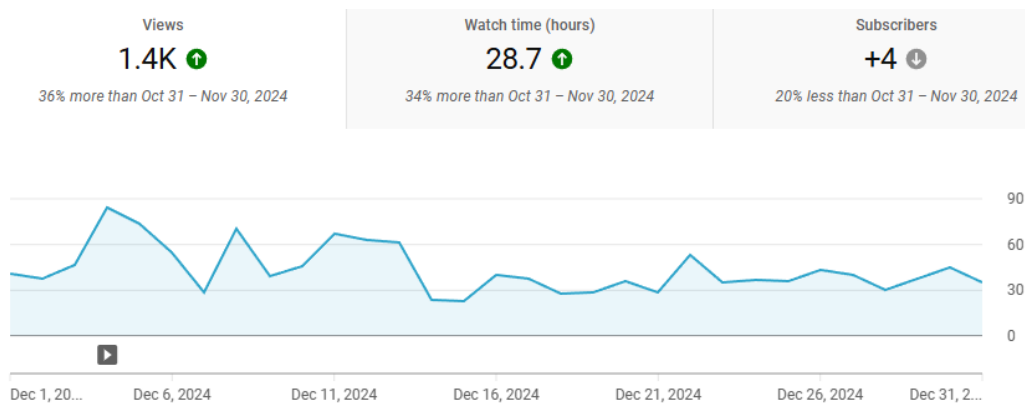
OCTOBER 2024



NOVEMBER 2024



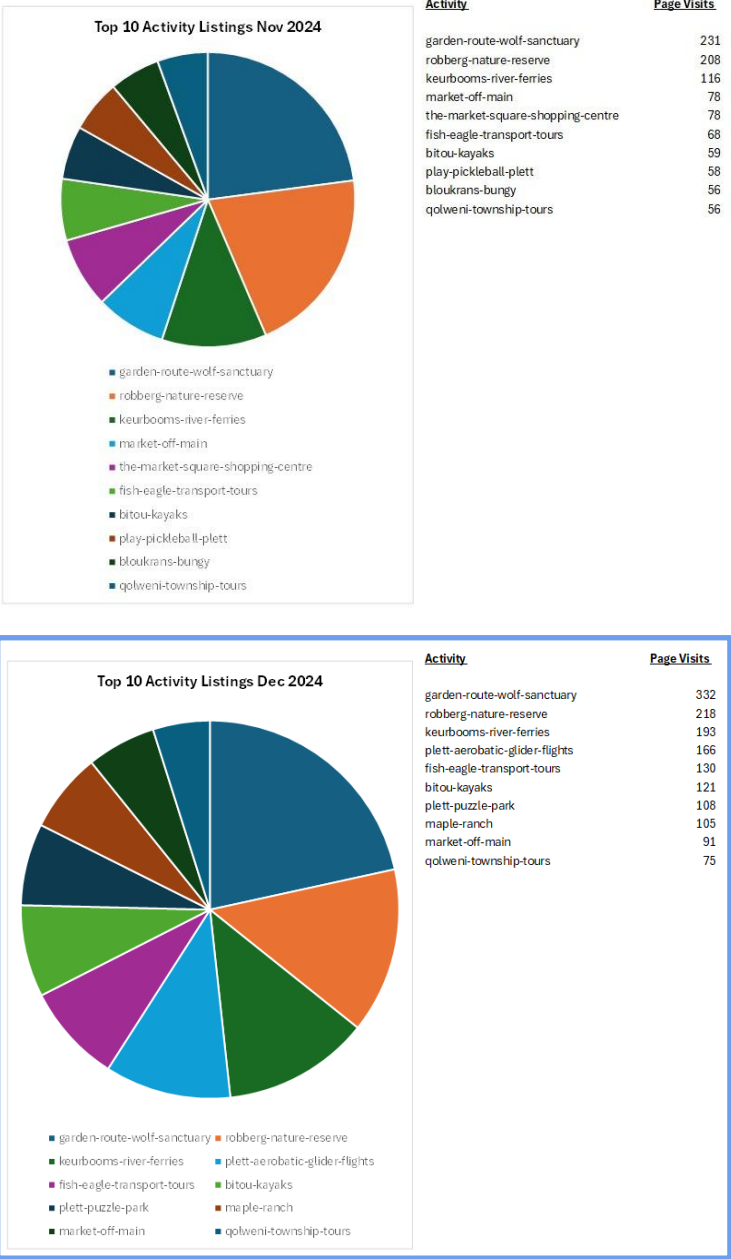
DECEMBER 2024



The increase of views from month-to-month is due to the reorganisation of Plett Tourism's Youtube channel. We have included new eye-catching thumbnails, created folders for specific types of content, and created playlists.

STATISTICS / ACTIVITY ANALYSIS

1. ACTIVITY LISTING BY POPULARITY

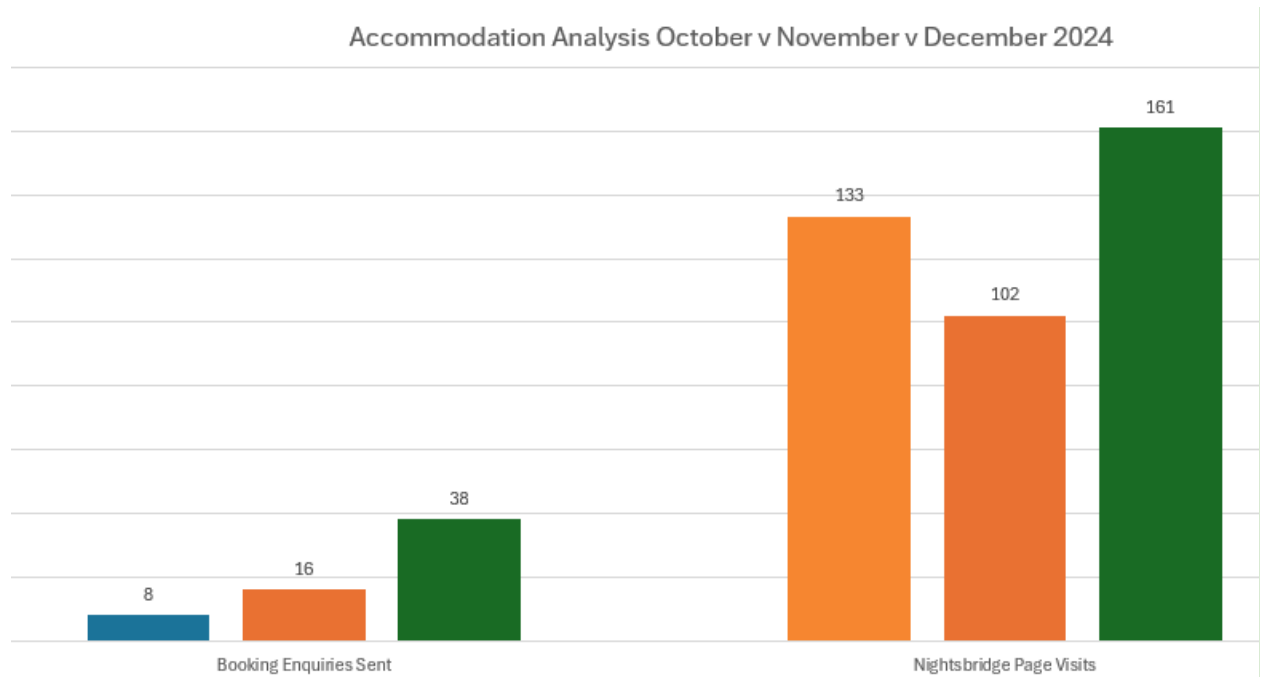


2. ACTIVITAR BOOKINGS (Real-time activity booking using the online Plett Tourism Activitar page)

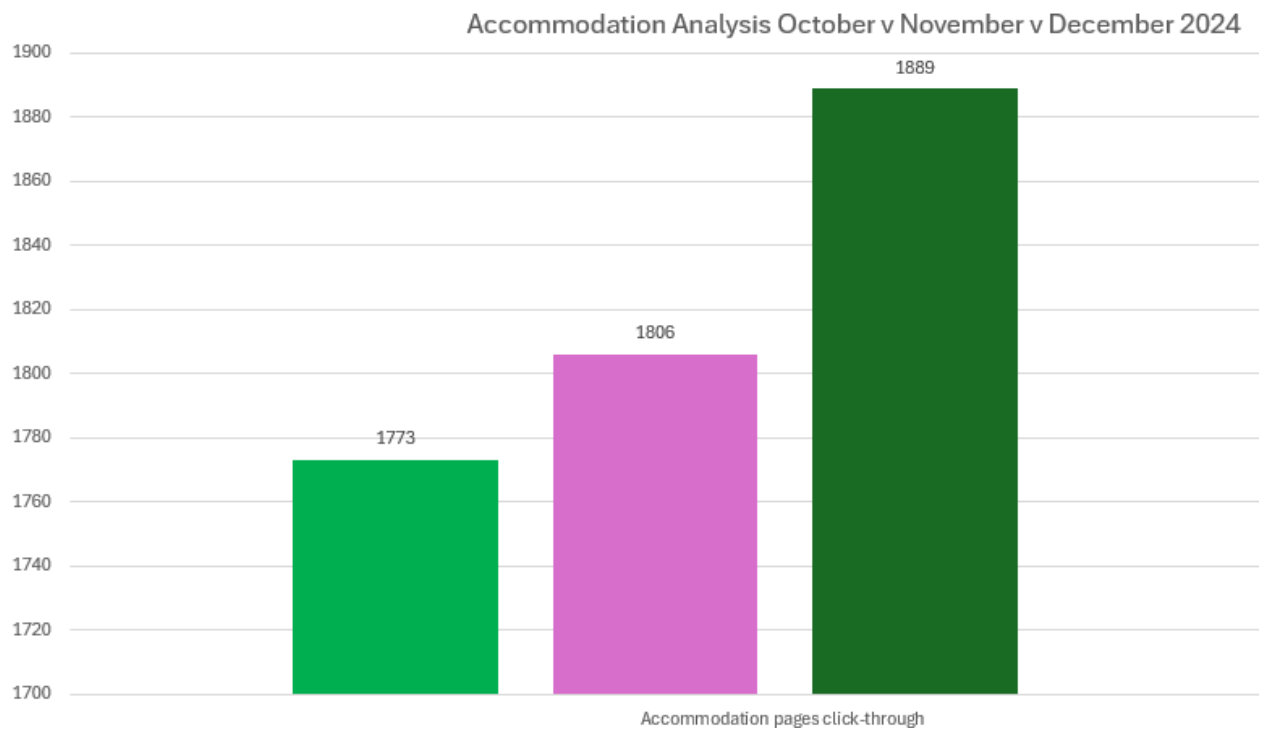
ACTIVITAR	# of bookings	Commission
October	0	0
November	2	R1,372
December	5	R2,231

3. STATISTICS / ACCOMMODATION ANALYSIS

BOOKING STATS (Real-time accommodation enquiries online or booking online visits using the Plett Tourism website)



ACCOMMODATION INTEREST (visitors to the website that view accommodation options)



STATISTICS / TRAVEL & TRADE CAMPAIGN PARTICIPATION

1. TRAVEL TRADE CAMPAIGNS / JOURNALIST AND INFLUENCER ITINERARIES

OCTOBER	NOVEMBER	DECEMBER
Township Local Media Tour Itinerary	Wanderlusting Wives engagement	None

MEDIA SPONSORSHIP AND JMI ANALYSIS

1. 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;

- Bayview Hotel; R7 500
- Robberg Equestrian Centre; R7 500

TOTAL PROCURED: R15 000

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

- Dischem; R10 250
- Oakhill; R1 500
- DuToit Events; R1 000

TOTAL ADDITIONAL MARKETING FUNDS PROCURED: R12 750

3. SPONSORSHIP PROCUREMENT

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

- Ocean Blue Adventures (TBC)
- Barrington's (TBC)
- PicknPay (TBC)
- Checkers (TBC)
- Sotheby's Plett; R7 000 (printing of BM signage for seals rabies epidemic awareness)

TOTAL SPONSORSHIP PROCURED: R7 000

4. DECEMBER BEACH ACTIVATIONS

We continue to facilitate the December Beach Activations. The activations included;

- Octotel
- Red Bull
- SAASA
- Toy Run
- GAC Motors

ESTIMATED FACILITATION FEE PROCURED: R117 000

MEDIA MANAGEMENT

1. NICHE MARKETS

Our communications include direct to the public, business to business to our local tourism industry, engaging the tourism industry and stakeholders across South Africa and the world. 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.

December is the first month of our Plett Summer calendar and Plett's busiest month with visitors streaming in from South Africa and abroad. Our content is centred around educating visitors, enhancing safety awareness and highlighting the unique events that make up the summer high season including polo, outdoor concerts, markets and sporting events. Our niche market during the December season is generally returning visitors (or those wishing that they were here) and our message is a reminder of that "Plett feeling" and all of those beautiful, memorable, unique summer moments, while reinforcing essential safety information such as lifeguard schedules, shark spotters and dogs on beaches.

We are actively engaging on Facebook groups for Plett's various neighbourhoods/villages to ensure that all of the Bitou communities are aware of our news and goings-on.

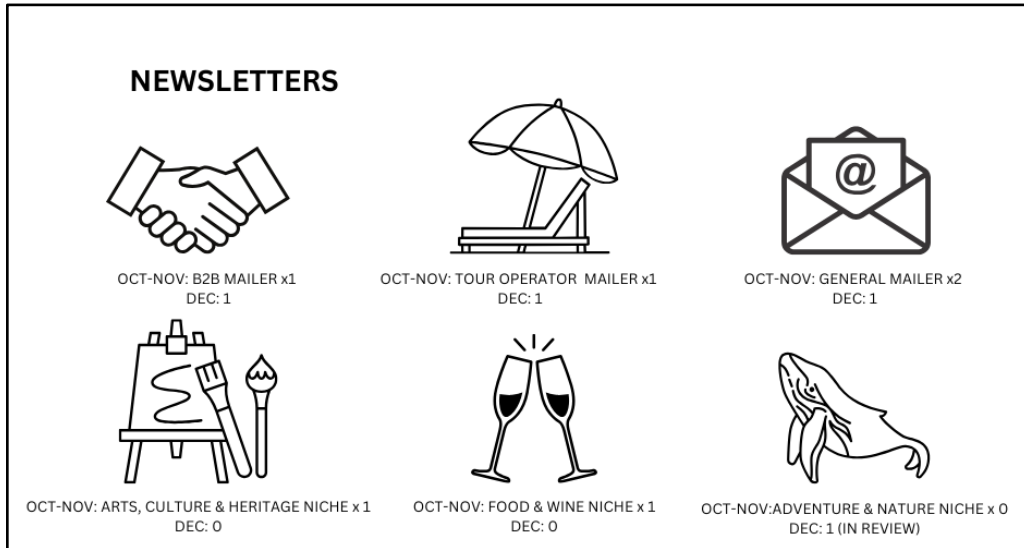
The Plett Tourism Whatsapp groups include public "Plett it's a feeling!" for general news, industry groups for accommodation, restaurants, activities, events, township tourism and tourism services which we use to communicate relevant information.

2. COPYWRITING, PRINT & RADIO CREATIVE AND MANAGEMENT

1. News articles and blogs: **October: 13 / November: 10 / December: 14**
2. Media Releases: **October: 3 / November: 2 / December: 2**
3. Media contributions (info requests): **October: 6 / November: 9 / December: 8**
4. Print adverts placed: **October: 1 / November: 0 / December: 2**
5. Radio contributions: **October: 2 / November: 0 / December: 2**

6. Google Adwords Campaigns: **0**
7. FB/Insta Advert Campaigns: **0**

3. NEWSLETTERS



4. BULK MAIL / NEWSLETTER STATISTICS

- November: A total of 260 General Newsletters sent out to date
December: 1 General Newsletters sent
- November: Mailing list of **10,174**
December: Mailing list decreased to **10,034**
- November: On average **34.1%** of recipients opened the newsletter
December: On average **33.2%** of recipients opened the newsletter
- November: On average **3.7%** of them clicked on a link
December On average **4.7%** of them clicked on a link
- November: **4** industry-related bulk mailers sent out
December: **3** industry-related bulk mailers sent out
- November: **7** bulk mailers sent out
December: **5** bulk mailers sent out

5. HIGHLIGHTS/PT MEDIA FEATURES (NOVEMBER)

- Excellent coverage of Plett's Blue Flag beaches and Green Coast award across local and national news.
- GoodThingsGuy featured Plett as a possible World's Leading Beach Destination (this story also received excellent coverage overall)
- SABCNews published South Africa's 57 Blue Flags
- DailyMaverick Kids print edition featured scientists and personalities from the Plett Ocean Festival
- Getaway Magazine feature on Keurboomstrand
- Hype for Get Lucky Summer concert series has created superb media opportunities especially in the Cape area.

HIGHLIGHTS/PT MEDIA FEATURES (DECEMBER)

- International musician, The Kiffness (a Plett local) posted about and played in the Plett Padel Open in aid of the Plett Whale Heritage Site.
- Plett Tourism and Bitou Municipality, with the help of CapeNature's Chanel Visser, got ahead of the queries and confusion surrounding the rabies in seals. By issuing a press release and video featuring Chanel, Plett Tourism was able to provide accurate and compelling information for travellers.
- Plett featured on MSN (Microsoft News) 3x
- Plett featured on a number of national and international publications about the best beaches to visit and road trips to take this summer
- South Magazine feature
- Inside Guide feature

COMPREHENSIVE MEDIA FEATURES NOTED

OCTOBER 2024		
PUBLICATION	ARTICLE TITLE	ARTICLE LINK
2OceansVibe	2OceansVibe declares Plett Summer open	https://www.2oceansvibe.com/2024/10/08/2oceansvibe-declares-summer-2024-open/
Daily Maverick (print)	Meet the river guardian who protects Plettenberg Bay's catchment areas	https://www.pressreader.com/south-africa/daily-maverick/20241012/281818584279072
Knysna Plett Herald	Secret swim to assist women	https://www.knysnapletttheherald.com/News/Article/Local-News/secret-swim-to-assist-women-202410100901
Herald Live	Collaboration will see Plett's Piesang Valley restored as a green asset	https://www.heraldive.co.za/news/2024-10-09-collaboration-will-see-pletts-klein-piesang-valley-restored-as-green-asset/
Weekend Post Print	Collaboration will see Plett's Piesang Valley restored as a green asset	Print
Daily Maverick	Meet the river guardian who protects Plettenberg Bay's catchment areas	https://www.dailymaverick.co.za/article/2024-10-06-meet-river-guardian-who-protects-plettenberg-bays-catchment-areas/



Algoa FM	Plett nominated as World's Leading Beach Destination	https://www.algoafm.co.za/entertainment/plett-nominated-as-world-s-leading-beach-destination
Knysna Plett Herald	Boost for Bitou Conservation Efforts	https://www.knysnapletttherald.com/News/Article/Local-News/boost-for-bitou-conservation-efforts-202410150901
Knysna Plett Herald	Painting with Light	https://www.knysnapletttherald.com/Entertainment/Article/painting-with-light-202410170214
Herald Live	Plett in the running to be crowned World's Leading Beach Destination	https://www.heraldlive.co.za/news/2024-10-18-plett-in-the-running-to-be-crowned-worlds-leading-beach-destination/
Knysna Plett Herald	Display of Remarkable Talent	https://www.knysnapletttherald.com/News/Article/Local-News/display-of-remarkable-talent-202410181145
Knysna Plett Herald (print)	Display of Remarkable Talent	https://www.pressreader.com/south-africa/knysna-plett-herald/20241017/281646785598556
Knysna Plett Herald (print)	Plett Penguin Release	https://www.pressreader.com/south-africa/knysna-plett-herald/20241017/281638195663964
The Citizen	Women Dive into Action for Breast Cancer Awareness	https://www.citizen.co.za/north-coast-courier/news-headlines/local-news/2024/10/18/women-dive-into-action-for-breast-cancer-awareness-at-thompsons-bay-2/
Getaway	Plettenberg Bay Airport Revamp in Progress	https://www.getaway.co.za/travel-news/plettenberg-bay-airport-revamp-progresses/
Knysna Plett Herald (print)	Moby Mat	https://www.pressreader.com/south-africa/knysna-plett-herald/20241017/281646785598556

		herald/20241017/281625310762076
Gauteng.net	December Holiday Destinations in the Western Cape	https://gauteng.net/news/december-holiday-destinations-in-the-western-cape/
Knysna Plett Herald	Bitou Birding Festival Soars to Great Heights	https://www.knysnaplettherald.com/News/Article/Local-News/bitou-birding-festival-soars-to-great-heights-202410140157
Daily Maverick (print)	Black Mermaid Foundation	https://www.pressreader.com/south-africa/daily-maverick/20241012/282016152774688
Good Things Guy	Plett nomination for World's Leading Destination is a community win	https://www.goodthingsguy.com/travel/pletts-nomination-for-worlds-leading-beach-destination-is-a-community-win/
Herald Live	Plettenberg Bay's township tapestry is a tourism gem	https://www.heraldive.co.za/news/2024-10-28-plettenberg-bays-township-tapestry-a-tourism-gem/
Knysna Plett Herald	Plett's hidden tourism treasures	https://www.knysnaplettherald.com/News/Article/Local-News/plett-s-hidden-tourism-treasures-202410311059
Algoa FM	Bitou Municipality retains Blue Flag status for six beaches	https://www.algoafm.co.za/local/bitou-municipality-retains-blue-flag-status-for-six-beaches
Herald Live	All six Bitou beaches retain Blue Flag status	https://www.heraldive.co.za/news/2024-10-31-all-six-bitou-beaches-retain-blue-flag-status/
Jacaranda FM	30 of the most luxurious neighbourhoods in SA	https://www.jacarandafm.com/shows/breakfast-martin-bester/30-most-luxurious-neighbourhoods-sa/

Knysna Plett Herald	Plett beaches in line for World Accolade	https://www.knysnapletttheald.com/News/Article/Local-News/plett-beaches-in-line-for-world-accolade-202410250904
Youtube - ShareScreen Africa	Is Plettenberg Bay a good candidate for an OECM?	https://www.youtube.com/watch?v=48kTYWpet44
NOVEMBER 2024		
PUBLICATION	ARTICLE TITLE	ARTICLE LINK
Western Cape Gov.	Minister Maynier urges candidate to celebrate responsibly during Plett Rage	https://www.westerncape.gov.za/article/minister-maynier-urges-candidates-celebrate-responsibly-during-matric-rage
News24	Experience South Africa's beauty with the sunsets summer tour	https://www.news24.com/citypress/trending/experience-south-africas-beauty-with-the-sunsets-summer-tour-20241031
Knysna Plett Herald	Blooming Good Roses	https://www.knysnapletttheald.com/News/Article/Local-News/blooming-good-roses-202411011106
Zwya.com	Emirates ramps up operations in Africa to serve growing demand	https://www.zawya.com/en/press-release/companies-news/emirates-ramps-up-operations-in-africa-to-serve-growing-demand-iviwyh5r
George Herald	New policy regarding dog friendly beaches	https://www.georgeherald.com/News/Article/Local-News/new-policy-in-garden-route-for-dog-friendly-dining-202410310246
Economy Middle East.com	Emirates flights	https://economymiddleeast.com/news/emirates-africa-flights-entebbe-addis-ababa-johannesburg/
www.gardn-route-info.co.za		https://www.garden-route-info.co.za/routes/article/4702/world-travel-awards-plett-nominated-as-world-s-leading-beach-destination

Inside Guide (Instagram)	Plett Nominated as Africa's Leading Beach destination	https://www.instagram.com/reel/DBvTeGDtsJU/?igsh=Znp1dzQ4cW5raig2
Getaway	Keurboomstrand	https://www.getaway.co.za/destinations/keurboomstrand/
Knysna Plett Herald	Happy Birthday Song for Gary Player	https://www.knysnaplett Herald.com/News/Article/Local-News/happy-birthday-dear-ba-ba-202411040636
Herald Live	Men strip down to the their speedos for cancer awareness	https://www.heraldlive.co.za/news/2024-11-04-men-strip-down-to-their-speedos-for-cancer-awareness/
Knysna Plett Herald	New crime forum established in Plett	https://www.knysnaplett Herald.com/News/Article/Local-News/crime-forum-established-in-plett-202411050908
First Car Rental	Top 10 amusement parks in South Africa	https://www.firstcarrental.co.za/news/top-10-amusement-parks-in-south-africa
News24	A sea of bobbing purple	https://www.news24.com/news24/community-newspaper/eikestadnuus/a-sea-of-bobbing-purple-briefs-for-prostate-testicular-cancer-20241106
Knysna Plett Herald	Plett wins eight Global Blue Flag Awards	https://www.knysnaplett Herald.com/News/Article/Local-News/plett-wins-eight-global-blue-flag-awards-202411080956
Knysna Plett Herald	Rare visitor to Plett's beaches rescued	https://www.knysnaplett Herald.com/News/Article/Local-News/rare-visitor-to-plett-s-beach-rescued-202411080226
FindMy.Blog	Hidden Gems Guide	https://blog.findmy.co.za/hidden-gem-guide-top-50-towns-in-sa
Herald Live	Garden Route beaches boasting Blue Flags this summer	https://www.heraldlive.co.za/news/2024-11-11-garden-route-beaches-boasting-blue-flags-

		this-summer/
Weekend Post (print)	Garden Route beaches boasting Blue Flags this summer	https://www.pressreader.com/south-africa/the-herald-south-africa/20241111/281612425923979
Garden Route Infor	Eight blue flags and a green coast award for Plett	https://www.garden-route-info.co.za/routes/article/4715/eight-blue-flags-and-a-green-coast-award-for-plett
Knysna Plett Herald (print)	Plett history/historical society	https://www.pressreader.com/south-africa/knysna-plett-herald/20241121/281612425944451
Knysna Plett Herald	Plett Rage circus comes to town	https://www.knysnapletttheherald.com/News/Article/Local-News/plett-rage-circus-comes-to-town-202411210736
Weekend Post (print)	New shopping centre	https://www.pressreader.com/south-africa/the-herald-south-africa/20241120/281578066204357
Knysna Plett Herald (print)	Tenikwa Tortoise rescue	https://www.pressreader.com/south-africa/knysna-plett-herald/20241121/281638195748227
Knysna Plett Herald	2024 is the year of road trips and staycation holidays	https://www.knysnapletttheherald.com/News/Article/Tourism/is-2024-the-year-of-road-trips-and-staycation-holidays-202411190431
2OceansVibe	South Africa's Biggest Family Music Festival Get Lucky Summer is back	https://www.2oceansvibe.com/2024/11/20/south-africas-biggest-family-friendly-music-festival-series-get-lucky-summer-is-back-this-summer-holiday-season/
HeadTopics	Get Lucky Summer returns with epic lineup	https://headtopics.com/za/get-lucky-summer-returns-with-epic-line-up-62197860
ShowMe South Africa	Tenikwa Tortoise rescue	https://showme.co.za/plett/news/three-

		legged-tortoise-highlights-plight-of-illegal-pets/
Herald Live	Excitement all around as new shopping centre set to open in Plett	https://www.heraldlive.co.za/news/2024-11-20-excitement-all-round-as-new-shopping-centre-set-to-open-in-plett/
Knysna Plett Herald	Tenikwa Tortoise rescue	https://www.knysnaplettherald.com/News/Article/Local-News/three-legged-tortoise-highlights-plight-of-illegal-pets-202411190910
CapeEtc.	Get Lucky Summer returns with epic lineup	https://www.capetownetc.com/news/get-lucky-summer-returns-with-epic-line-up/
Tex and the City	South Africa's Biggest Family Music Festival Get Lucky Summer is back	https://texandthecity.com/2024/11/south-africas-biggest-festival-series-get-lucky-summer-is-back/
Knysna Plett Herald	R10 000 required for timber shed project	https://www.knysnaplettherald.com/News/Article/Local-News/r50m-needed-for-timber-store-project-202411160806
Knysna Plett Herald	Records fly at Harkerville Parkrun	https://www.knysnaplettherald.com/Sport/Article/Athletics/records-fly-at-harkerville-parkrun-202411160757
Adobe Stock Photo	Served as an advert on Adobe	https://stock.adobe.com/za/video/drone-arc-shot-reveals-gorgeous-plettenberg-bay-white-sand-beach-next-to-beacon-island-resort-on-the-garden-route-south-africa/551782536
Daily Maverick (print)	MaverickKids with Plett Ocean Festival scientist, Zanri Strydom	<p>Don't miss out on our MaverickKids pull-out. This week, Julia Evans takes us to see the Cape gannets on Malgas Island with Zanri Strydom, a scientist who loves studying seabirds. (PS: Adults can read it too, you know!)</p> 
Daily Maverick (print)	MaverickKids with Plett Ocean Festival MC, Zandile Ndhlovu	

Herald Live	Plett shepherds doing their bit for Plett Rage	https://www.heraldlive.co.za/news/2024-11-21-plett-shepherds-doing-their-bit-to-ensure-participants-safety-during-rage-festival/
Music in Africa	Get Lucky Summer concert series	https://www.musicinafrica.net/gig-guide/get-lucky-summer-concert-series
TikTok	@buksem influencer video on Tips for Plett Rage	https://vm.tiktok.com/ZMhwP7XAC/
Herald Live	Plett's all the rage at class of 2024 prepares to party	https://www.heraldlive.co.za/news/2024-11-28-pletts-all-the-rage-as-class-of-2024-prepares-to-party/
SABC	57 Blue Flags fly across South Africa	https://www.sabcnews.com/sabcnews/blue-flags-expected-to-be-flown-across-51-beaches-across-sa/
Business Insider Africa	Discover Africa's Best Tourist Attractions in World Travel Awards	https://africa.businessinsider.com/local/lifestyle/discover-africas-best-tourist-attractions-and-beach-destinations-of-2023/ltkx8p1
DECEMBER 2024		
PUBLICATION	ARTICLE TITLE	ARTICLE LINK
Well Read Wine Magazine	Newstead feature on Instagram	https://www.instagram.com/reel/C5GXhePKibc/?igsh=NDVmNWQ0aGFuZnFh
Inside Guide	The best things to do in Plett and surrounds	https://insideguide.co.za/cape-town/to-do-plettenberg-bay/
Inside Guide	The Seven Wonders of the Garden Route	https://insideguide.co.za/cape-town/garden-route-attractions/
Knysna Plett Herald	Plett's Norwegian Whaling Heritage in the spotlight	https://www.knysnaplett Herald.com/News/Article/Local-News/plett-s-norwegian-whaling-heritage-in-spotlight-202412020914
The Newspaper	The World's Toughest Inflatable Boat Challenge	https://thenewspaper.co.za/the-worlds-

		toughest-inflatable-boat-challenge/
Unidentified	SA Project to protect primates' habitat, wins international prize	Print Media Afrikaans
Knysna Plett Herald	A breath of fresh air for Bitou arts industry	https://www.knysnaplett Herald.com/News/Article/Local-News/entertainment-202412090216
EWN	Bitou says beaches safe despite rabies discovery	https://www.ewn.co.za/2024/12/05/bitou-municipality-says-beaches-safe-for-recreation-despite-discovery-of-rabies-in-cape-fur-seals
Knysna Plett Herald	Baby seals are cute but not cuddly	https://www.knysnaplett Herald.com/News/Article/Local-News/baby-seals-are-cute-but-not-cuddly-202412050910
BikeHub	The wind at our backs and Plettenberg Bay ahead	https://bikehub.co.za/news/the-wind-at-our-backs-and-plettenberg-bay-ahead-4-days-of-riding-and-glamping-await/
Algoa FM	Plett takes measures in response to seal rabies	https://www.algoafm.co.za/local/plett-takes-measures-in-response-to-seal-rabies
Knysna Plett Herald	Rocksteady clinch the game with golden goal	https://www.knysnaplett Herald.com/Sport/Article/Other/rocksteady-clinch-game-with-golden-goal-202412051133
TimeOut	GoodLuck's Get Lucky Summer Tour unveiled	https://www.timeout.com/cape-town/news/goodlucks-get-lucky-summer-tour-unveiled-120124
My Broadband	Get Lucky Summer	https://mybroadband.co.za/news/industrynews/573944-flysafair-get-lucky-summer-concert-series-brings-good-vibes-and-great-music-this-december.html
Hello Lifestyle Magazine	The Best Beaches	Print issue: https://issuu.com/hellolifestylemagazine/docs/hello_lifestyle_magazine_holiday_edition_2024

		/70
News24	Western Cape ranger awarded for saving seals, penguins	https://www.news24.com/news24/southafrica/news/its-what-i-live-for-western-cape-ranger-awarded-for-saving-seals-turtles-and-seabirds-20241130
Weekend Post	What's On	https://www.timeslive.co.za/sunday-times/lifestyle/2024-12-01-whats-on-december-2-8/
Herald Live	Chief keeping rich history alive through storytelling tours	https://www.heraldlive.co.za/news/2024-12-02-chief-keeping-rich-history-of-his-people-alive-through-storytelling-tours/
MSN	Four whale-watching spots to visit in the Western Cape	https://www.msn.com/en-ca/travel/tripideas/four-whale-watching-spots-to-visit-in-the-western-cape/ar-BB1pp40o
Sunday Times (Print)	What's On	https://www.pressreader.com/south-africa/sunday-times-1107/20241201/282724822495757
Knysna-Plett Herald	Animal sanctuary receives global award	https://www.knysnapletttherald.com/News/Article/Local-News/animal-sanctuary-receives-global-award-202412020209
BusinessTech	The 15 most envied suburbs in South Africa	https://businesstech.co.za/news/lifestyle/802154/the-15-most-envied-suburbs-in-south-africa/
Knysna Plett Herald	Visser scoops award for best marine ranger	https://www.knysnapletttherald.com/News/Article/Local-News/visser-scoops-award-for-best-marine-ranger-202412011200
Knysna Plett Herald	Best marine ranger title goes to local lass, Chanel Visser	https://www.knysnapletttherald.com/Video/Video/best-marine-ranger-title-goes-to-local-lass-chanel-visser-202412020215

IOL	Explore South Africa: Top road trip destinations in South Africa	https://www.iol.co.za/travel/south-africa/explore-south-africa-top-road-trip-destinations-for-the-festive-season-57c807fd-d31b-4975-8908-6534ce3de12d
Knysna Plett Herald (Print)	Simply the Best	https://www.pressreader.com/south-africa/knysna-plett-herald/20241205/281479281987430
Knysna Plett Herald (Print)	A breath of fresh air for Bitou arts industry	https://www.pressreader.com/south-africa/knysna-plett-herald/20241205/281590951137126
SABC News	Plett assures visitors of a safe holiday	https://www.sabcnews.com/sabcnews/plett-visitors-assured-of-safe-holiday-amid-rabies-among-seals/
The Times	I'm a South African Expat - these are the best places to stay	https://www.thetimes.com/travel/destinations/africa-travel/south-africa/im-a-south-africa-expert-these-are-the-best-places-to-stay-ynzrtvvtf
Irish Daily Mail (Print)	Biologist on sabbatical with Ocean Safaris	https://www.pressreader.com/ireland/irish-daily-mail-you/20241207/281586656175515
Herald Live	Plett takes steps to minimise encounters with seals	https://www.heraldive.co.za/news/2024-12-09-plettenberg-bay-taking-steps-to-minimise-encounters-with-rabid-seals/
The South African	Six small towns on the Garden Route you must visit this summer	https://www.thesouthafrican.com/lifestyle/sm-all-towns-garden-route-south-africa-where-to-visit-this-summer/
iNews UK	I became a midlife solo traveller	https://inews.co.uk/i-news-lifestyle/travel/midlife-solo-traveller-mother-3422739?ico=most_popular
MSN	Six small towns on the Garden Route you must visit this summer	https://www.msn.com/en-za/news/other/six-small-towns-in-the-garden-route-you-must-visit-this-summer/ar-AA1vwgDo

News 24	What Woolies Dezemba trading tells us: Sandton vs Plett	https://www.news24.com/fin24/companies/what-woolies-dezemba-trading-tells-us-plett-vs-sandton-and-the-outlook-for-durbs-20241210
IOL	Coastal property boom	https://www.iol.co.za/property/residential/coastal-property-boom-rise-in-property-sales-despite-national-decline-9f6d5021-5a8a-4d5b-9b42-7d9494083bc8
News24	Corona Sunsets	https://www.news24.com/life/arts-and-entertainment/music/see-a-different-kind-of-groove-corona-sunsets-summer-tour-ticks-the-right-boxes-for-music-lovers-20241210
The South African	Seven top beaches to visit along the Garden Route this summer	https://www.thesouthafrican.com/lifestyle/garden-route-beach-best-beaches-to-visit-this-summer-where/
Knysna Plett Herald (Print)	Dogs on leashes compulsory	https://www.pressreader.com/south-africa/knysna-plett-herald/20241212/281539411544313
George Herald (Print)	Avoid seals	https://www.pressreader.com/south-africa/george-herald/20241212/283317528004837
Herald Live	Plett gears up for padel tournament fundraiser	https://www.heraldlive.co.za/news/2024-12-12-plett-gears-up-for-padel-tournament-fundraiser/
Knysna Plett Herald	Students Exam Encore	https://www.knysnaplettherald.com/News/Article/Local-News/plett-students-exam-encore-202412121033
Jewish Report	Life's not always a beach	https://www.sajr.co.za/lifes-not-always-a-beach-what-else-to-do/
The Citizen	Blue flag beaches in SA	https://www.citizen.co.za/news/south-africa/bug-flag-beaches-where-can-find-highest-quality/

The Witness (Print)	Blue flag beaches in SA	https://www.pressreader.com/south-africa/the-witness-south-africa-9we5/20241213/281629605859989
BusinessTech	Most popular road trip and staycation spots in SA	https://businesstech.co.za/news/lifestyle/800471/most-popular-road-trip-and-small-town-staycation-spots-in-south-africa/
MSN	Explore Plettenberg Bay (with virtual tour of Nature's Valley)	https://www.msn.com/en-ie/travel/places?sid=989bc155-f505-bfa0-bdd4-84cc249dd219&src=msnhp-cn
Daily Maverick	Cape beaches water quality	https://www.dailymaverick.co.za/article/2024-12-16-cape-beaches-and-the-status-of-seawater-quality-the-good-the-bad-the-ugly-the-fresh-and-the-foul/
Travel and tour world	Unveiling the world's most beautiful road trip destinations	https://www.travelandtourworld.com/news/article/garden-route-snowy-mountains-and-beyond-unveiling-the-worlds-most-beautiful-and-diverse-road-trips-from-family-friendly-routes-to-thrilling-scenic-journeys/
Knysna Plett Herald	Come and enjoy the buzz	https://www.knysnaplett Herald.com/News/Article/Local-News/come-and-enjoy-the-buzz-202412170243
Knysna Plett Herald	What a nail biter	https://www.knysnaplett Herald.com/News/Article/Local-News/what-a-nail-biter-202412190605
Knysna Plett Herald (Print)	Padeling for whales	https://www.pressreader.com/south-africa/knysna-plett-herald/20241219/281633900839412
Knysna Plett Herald (Print)	What a nail biter	https://www.pressreader.com/south-africa/knysna-plett-herald/20241219/281762749858292
2Oceans Vibe	Game Set Match	https://www.2oceansvibe.com/2024/12/19/game-set-match-goodbye-2024/

Sunday Times	The Cape of Good Homes	https://www.pressreader.com/south-africa/sunday-times-1107/20241222/281741275028804
Knysna Plett Herald	40 boats prepare for trans agulhas	https://www.knysnapletttheald.com/Sport/Article/Other/40-boats-prepare-for-trans-agulhas-202412281006
Daily Maverick	Drama, sweat and a Faffie at Trans Agulhas	https://www.dailymaverick.co.za/article/2024-12-29-grit-determination-and-a-faffie-at-first-stage-of-worlds-toughest-inflatable-boat-race/

6. NEWS ARTICLES AND MEDIA RELEASES WITH A TOWNSHIP & VILLAGE 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.

Plett Tourism has continued the mentorship contract with journalist Sihle Ntsatha and are pleased to report that a few stories that have been in the pipeline for some time, have come to fruition. New community journalist engagement to commence 2025.

NOVEMBER 2024

JOURNALIST NAME	ARTICLE TITLE	ARTICLE LINK
Sihle Ntsatha	Working on the Wildside with Justin Barnardo (written in collaboration with JM)	https://www.plett-tourism.co.za/chief-justin-barnardo-working-on-the-wildside/
Sihle Ntsatha	Celebrating Mamzo's Corner in Style	https://www.plett-tourism.co.za/celebrating-mamzos-corner-in-style/
Sihle Ntsatha	Inspirational conversation with Lee-Marque Janssen of Tsitsikamma Canopy Tours	In review

DECEMBER 2024

JOURNALIST NAME	ARTICLE TITLE	ARTICLE LINK
Sihle Ntsatha	Love coffee? Then Lovers Cafe is for you!	https://www.plett-tourism.co.za/coffee-lover-the-lovers-coffee-cafe-is-just-for-you/

MEDIA HIGHLIGHTS (LEADS FOLLOWED)

1. Opportunities to contribute to publications (online and in print); this may include contributions of a photograph, article, comment, or itinerary for an article to be written.

NOVEMBER 2024

PUBLICATION	JOURNALIST / CONTACT	COMMENTS
Inside Guide	Adam Lange and his editorial team	Assisting with the introductions to select tourism products for an 8-page feature in the December 2024 publication
Visi	Phendu	Assisting with the introductions to select tourism products for a 2-page feature in the

		December 2024 publication
Summer Dreams	William Ashurst	PT provided content for the 2024 Summer edition; 1 x page on 'Dogs on Beaches', 1 x page on December 2024 events, 1 x page on 2025 Plett Events, 2 pages on Plett Ocean Festival PT paid for 1 x FP advert
The Times Plett & Knysna	Lorna MacLeod	PT provided content for the December 2024 edition; 1 x page on Plett Ocean Festival, 2 x pages of events for December 2024, Restaurant and Activities pages updated PT paid for 1 x FP advert

DECEMBER 2024

PUBLICATION	JOURNALIST / CONTACT	COMMENTS
SA Tourism Germany Newsletter	Eva Henss	Provided visuals for Carols by Candlelight on Plett beach
SA Tourism Germany Newsletter	Eva Henss	Provided story, images and update on Tenikwa's Backman, the penguin who was afraid of water
German Scuba Diving Publication	Via SA Tourism Germany Eva Henss	Provided underwater images for use in prestigious print magazine

2. Opportunities to share quotes to local, regional, national and international publications.

NAME	OCT	NOV	DEC	STATUS
HeraldLive & EP Herald	X			PT commented on World Class Beach award and voting
HeraldLive & EP Herald	X			PT commented on Blue Flag award
HeraldLive & EP Herald		X		PT commented on Plett Rage
Network24		X	X	PT commented on Plett Rage
AlgoaFM			X	PT soundbyte and comment regarding seal rabies epidemic
SABC			X	PT soundbyte and comment regarding seal rabies epidemic
GRDM			X	PT soundbyte and comment regarding seal rabies epidemic
Media24			X	PT commented on seasonal status

Herald Live			X	PT commented on seasonal recovery since pandemic
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TOURISM DESTINATION MANAGEMENT

1. PLETT TOURISM ASSOCIATION SUCCESSES

- 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.
- **Membership** of the Plett Tourism Association has **grown steadily**, from 677 to 701.
- Plett Tourism managed a successful Plett Summer Festival, the public service education and awareness on the Rabies Epidemic and the facilitation of successful beach activations during December.

2. PLANNING & 3-YEAR STRATEGY: 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.

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 Manager LED (L Jacobs, 13/11/24); discussion regarding monthly reporting structure, township & village public participation and SLA Invoicing
- 1.2 Meeting with Manager LED (L Jacobs, 22/11/24); discussion regarding SLA milestones for invoicing
- 1.3 Meeting with Manager LED (L Jacobs, 05/12/24) and PT Chairman (B Richardson); discussion regarding SLA milestones for 2025-26 invoicing
- 1.4 Meeting with Manager LED (L Jacobs, 09/12/24); draft spreadsheet for SLA milestones for 2025-26 - addendum to existing SLA required to include these new expectations. LED has employed the services of Melanie Wilson to include this into the new LED strategy. An LED Forum is to be facilitated in 2025. Timelines discussed. Terms of Reference are required for the Event Policy. The Events Committee is to be finalised in January 2025.

2. Plett Business Chamber - no meetings held

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 WTM meeting with GRDM (06/12/24)

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- 4.3 GRDM / GR&KK LTO Meeting (06/12/24)
 - 5. **rsa.AERO** - no meetings held
 - 6. **General**
 - 6.1 Residents regarding Signal Hill upgrade (Nov)
 - 6.2 Plett Shark Action Group for summer-readiness press release (Nov)
 - 6.3 TGCSA virtual meeting attended (Nov)
 - 6.4 SA Short Term Rental Association meeting (Dec)
-

OFFICE ADMINISTRATION & MANAGEMENT

1. VISITOR INFORMATION CENTRE

- Two personnel members man the Visitor Information Office and continue to provide telephonic, electronic and walk-in communication for visitor enquiries.
- Management of brochure displays and assistance with the use of the hotdesk and third party boardroom bookings.

2. GENERAL OFFICE OPERATIONS

- Weekly consultant status and planning meetings every Monday.
- Weekly status meetings with office staff every Monday.
- Front of House management, shifts and office hours: 9 am - 5 pm every week day. Season shifts have commenced from 8 am to 5 pm, Saturdays 8 am to 1 pm.
- The hot desk - a workspace and wifi.
- House-keeping, recycling, maintenance and upgrading of equipment, signage and collateral is on-going.
- Backup of laptops is ongoing. Laptops in front-of-office were secured to desks to prevent theft.
- The Entrepreneurs webpage is updated on a regular basis with training, funding and business opportunities, marketing tips and interesting articles. Six new items were added in Nov 2025. None in December.

3. NOVEMBER BEACH ACTIVATIONS (PT facilitates applications, permissions with the BM departments and coordinates on the ground with the brands)

- Octotel
- SAASA (no fee - activation in aid of Monkeyland)
- Red Bull
- Pick n Pay (AlgoaFM)
- Ackermans
- GAC
- Secret Sunset

DECEMBER BEACH ACTIVATIONS: The Central Beach activation schedule is distributed to all municipal service departments.

- All activations took place without any problems

- Ackermans was cancelled
- Sandcastle building competition was held on Central Beach (no fee)
- CRC Remember December Vacay - praise and worship (no fee)
- PT facilitated and assisted events on Central Beach - Carols by Candlelight and Sabrina Love

4. NOVEMBER SIGNAGE, COLLATERAL & MARKETING MATERIAL

- Street pole banners confirmed for December. No new purchases.
- 180 hats and 100 t-shirts procured for support of community events and functions.
- 10,000 Plett street maps ordered
- 100 shweshwe gift bags procured

DECEMBER SIGNAGE, COLLATERAL & MARKETING MATERIAL

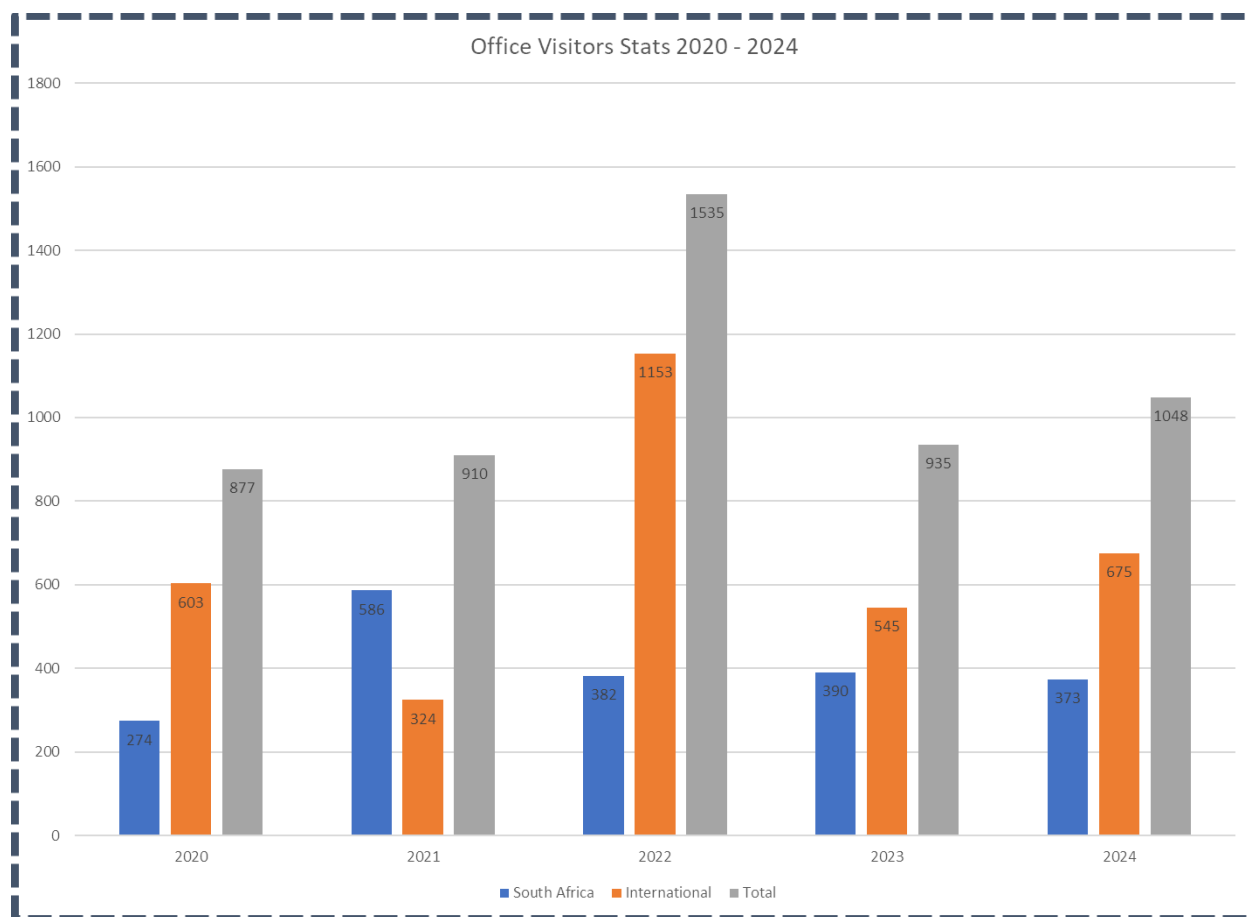
- Plett Polo purchased 4 Street Pole Banner sites for R3200
- Plett Summer Festival and Plett it's a Feeling street pole banners were erected
- Distribution of The Times magazine to Main Street businesses

5. EDUCATIONALS AND UPSKILLING

MONTH	ACTIVITY
October	Africa Tech & Tourism Conference 2024 Episode 1: Unveiling the Potential Newly appointed Social Media staff member intro and integration
November	Appointed an intern. Month 1: Shadow and integration into workspace
December	No training or upskilling took place in December

6. INFORMATION OFFICE VISITOR STATS

MONTH	SA VISITORS	INT VISITORS	TOTAL
October	34	50	84
November	32	80	112
December	20	47	67



FILM PRODUCTION PERMITTING AND ENGAGEMENT

MONTH	NAME OF PRODUCTION	CONTACT	SHOOT DATES
October	Shootaways	Patrick Walton	
November	Shootaways	Patrick Walton	22 Nov - 2 Dec 2024
December	None		

EVENTS & ACTIVATIONS MANAGEMENT

1. NOVEMBER EVENTS, ACTIVATIONS AND FESTIVALS STAKEHOLDER ENGAGEMENT & OPERATIONS

- BM Event committee meetings
- Plett Festivals strategy for 2025 completed

- Website development and management for Plett Arts Festival & Plett Ocean Festival
- On-going engagement with private event organisers
- Administration of event submissions for calendar and web listings
- Advertising teaser campaign designed and launched for POF and PAF
- Seven beach activations administered for Central Beach in December.

DECEMBER EVENTS, ACTIVATIONS AND FESTIVALS STAKEHOLDER ENGAGEMENT & OPERATIONS

- Plett Ocean and Plett Arts Festival websites launched on 15th December
- Teaser ad campaign design completed and launched
- Event committee meeting attended
- Engagement with BM on various late event signage applications
- Facilitation of Sharkspotter drone permission with BM Emergency Services
- Meetings with BM beach management on Central Beach events and activations
- Engagement with BM Mayor's office on December 16th Street Party

2. NOVEMBER and DECEMBER CALENDAR OF EVENTS AND DAILY DIARY

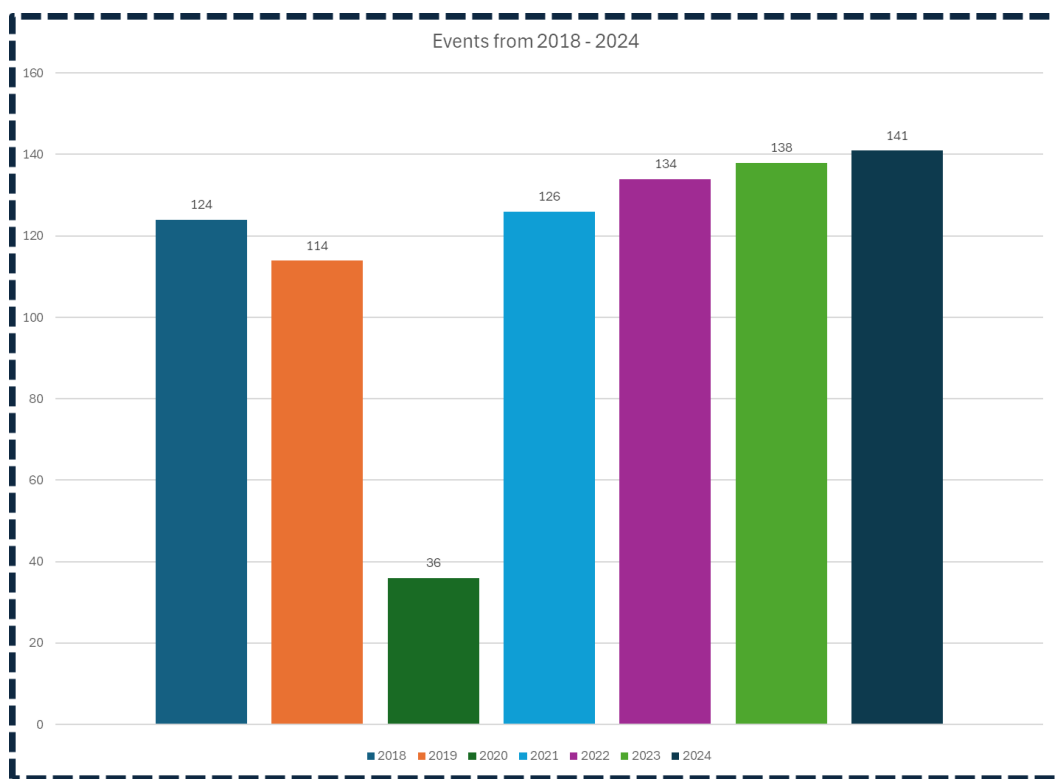
- Updated daily and distributed weekly to stakeholders including Bitou Municipality departments.
- The Daily Diary is distributed monthly to media stakeholders.
- Event pages are created on the PT website, and the events are included in the PT social media and digital marketing platforms.

OCTOBER / NOVEMBER / DECEMBER 2024 EVENTS CALENDAR

EVENT	VENUE	DATES
Plett Bitou Birding Festival	Various Venues across Plett	Fri 27 Sept - 6 Oct
Otter Trail Challenge	Storms River	Wed 2 - 3 Oct
Otter Trail Race	Storms River	Fri 4 - 5 Oct
The 2024 Seeff Tour De Plett	Keurbooms Lagoon Caravan Park	Sat 5 Oct
Youth for Change Sports Tournament	Kwanokuthula Sports Field	Fri 11 -13 Oct
EVITA@89 Sasha Event	The White House Theatre	Sat 12 Oct
Sunday Funday @ Raptor Rescue Plett	Raptor Rescue Plett	Tue 15 Oct
Raw Africa Collection Golf Day	Plettenberg Country Club	Fri 18 Oct
From London to Lorraine Preloved Clothing Market	Bella Valle Ristorante	Sat 19 Oct
Turning the Tide	Beacon Island Lagoon Room	Wed 23 Oct
Wild Spirit Connectival 2024	Wild Spirit Lodge, The Craggs	Thur 24 Oct
Sports and Culture Festival	Goose Valley GC	Fri 25 Oct
Garden Route Sixes	Plett Primary School	Fri 25 - 27 Oct
K & GRRS Spring Rose Show	Checkers - Plett Mall	Sat 26 - 27 Oct
MYSTERIOSO	McFee	Sat 2 Nov
Jazztrainlive presents, Rhythm & Ribs a night of Jazz and African Flavors	Kasi Lifestyle Tshisanyama	Sun 3 Nov

The Amy Winehouse Show Plett	White House Theatre	Sun 3 Nov
The Messenger	Plett Evangelical Church , Piesang Valley	Wed 6 Nov
Callaho Western Cape Riders Grand Prix	Robberg Equestrian Park	Wed 6 - 10 Nov
Pre-Mayoral Charity Golf Day Meet & Green Function	Plettenberg Bay Country Club	Thur 7 Nov
Mayoral Golf Day	Plettenberg Bay Country Club	Fri 8 Nov
Plett Open Garden Day	Different Gardens all over Plett	Sat 9 Nov
Two Swims Adventures	Cape Nature Keurbooms Reserve	Mon 11 Nov
Two Swims Adventures	Bitou part of the river and end at the Forever Resort	Tue 12 Nov
The most Exciting Story from the Boer War	The Gazebo at the Beacon Island	Fri 15 Nov
Red Cherry Forest Boogie	Tsitsikamma Falls Adventure Village	Sat 16 Nov
From London to Lorraine Preloved Clothing Market	Bella Valle Ristorante	Sat 23 Nov
Sunday Funday @ Raptor Rescue Plett	The Heath	Sun 24 Nov
Plett Rage 2024	Plett Central Beach	Fri 29 Nov - 6 Dec
Monkey Bar Challenge	Central Beach	Fri 29 Nov - 6 Dec
Octotel Activation	Central Beach	Fri 29 Nov - 7 Dec
Annual Chill - Out	New Horizon Sportsfield	Sat 30 Nov
AMA2K Social Linkup Music Festival 24	KwaNokuthula Stadium	Sat 30 Nov - 1 Dec
Plett Polo Season	Kurland	Nov 2024 - Apr 2025

NUMBER OF EVENTS ON THE OFFICIAL CALENDAR, TRACKED ANNUALLY FROM 2018



MEMBERSHIP

1. MEMBERSHIP STATS

MONTH	PAID MEMBERS	FREE MEMBERS	ACCOMM	REST	ACTIVITIES	SERVICES	TOTAL
OCT	65	632	252	153	171	121	697
NOV	88	612	252	155	171	122	700
DEC	91	610	254	153	173	121	701

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.

TOURISM DESTINATION DEVELOPMENT

STRENGTHS AND WEAKNESS (what we have done and areas that we are struggling and/or it is not working)

1. PROJECT 1: 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).

NAME	OCT	NOV	DEC	STATUS
Cetacean Whale Heritage Site promotions	X	X		STRENGTHS: PT continues to promote the status of the area as a WCA location; PT procured and distributed press releases regarding the accolade; 1 x comment / quote request from publication administered WEAKNESS: Local Committee would like PT to be more focused on the accolade and to put funding towards promotions.
Cetacean Whale Heritage Site - World Cetacean Alliance webinar		X		STRENGTHS: PT presentation to global stakeholders; Plett Ocean Festival overview WEAKNESS: NA
Signal Hill community engagement	X			STRENGTHS: PT met and had correspondence with concerned residents to address the cleanliness issues and possibility of attracting more tour buses to the site. The 2019 proposed tourism project overview for Signal Hill was distributed to Ward 2 Councillor and a group of concerned residents. Engagement with Ward 2 Councillor to discuss the promotion of new telescopes to assist with increasing tour buses. WEAKNESS: Complaints about the cleanliness and mowing of the grass continue.
Blue Flag Beach promotions	X	X		STRENGTHS: PT procured and distributed press releases regarding the recent accolades; 5 x comment / quote request from publications administered; editorial focus in Summer Dreams and The Times Plett & Knysna publications. WEAKNESS: NA
Plett Shark Action Group Season		X		STRENGTHS: PT sits on the Board to represent the Tourism sector; other stakeholders include the Bitou Municipality, NSRI

Readiness				<p>Plett, Plett Shark Spotters, CapeNature and private business. PT attended the season meeting, and is assisting BM Environmental and Communications Department with a joint media statement about Plett Summer Readiness. PT working with BM and Plett Shark Spotters to develop a communication strategy.</p> <p>WEAKNESS: Additional funding / sponsorship is required to facilitate the projects and their costs - PT is working with the Plett Ocean Smart NPC to raise the funding. .</p>
Cape Fur seals rabies epidemic			X	<p>STRENGTHS: PT assisted with the coordination of a CapeNature video and soundbyte for media distribution. PT also contributed a soundbyte. PT drafted the joint press release between PT and BM for national distribution. PT distributed the press release nationally. PT procured sponsorship to the value of R7 000 for the BM for signage.</p> <p>WEAKNESSES: NA</p>
Plett Ocean Smart / Plett Shark Spotters			X	<p>STRENGTHS: PT launched an advertising campaign to assist the Plett Ocean Smart NPC to assist with raising funds for the Plett Shark Spotters and signage on municipal beaches. PT has negotiated free digital screen promotion at Market Off Main.</p> <p>WEAKNESSES: NA</p>
Shark Flags			X	<p>STRENGTHS: PT brought to the attention of LED Manager that the Shark Spotter Shark Awareness flags were not being used. It was determined that as they are not internationally recognised, this would be re-addressed in the new year.</p> <p>WEAKNESS: LED is not familiar with the Plett Shark Action Group activities, and will be speaking with the MM to discuss future involvement for LED.</p>

2. PROJECT 2: 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.

NAME	OCT	NOV	DEC	STATUS
Plett Goes Paleo promotions	X	X	X	<p>STRENGTHS: PT engagements with Wesgro and the Robberg Coastal Corridor project is ongoing.</p> <p>WEAKNESS: Additional funding / sponsorship is required to expand this project.</p>
Plett Arts Festival	X	X	X	<p>STRENGTH: PT is under preparation for Plett Arts Festival for 2025. Sponsorship engagements have commenced.</p> <p>WEAKNESS: Additional funding / sponsorship is required to</p>

				expand this project. The township and village artists and venues are not all proactive with each other to foster better relationships and regular communication.
Tshisa Talent	X	X		STRENGTHS: Engagement on development of Poetry & Jazz on-going project with Lyfstyle Tshisanyama. Banner and marketing opportunities have been explored. WEAKNESSES: Additional funding / sponsorship is required to assist with the marketing collateral needed for this project.
School participation in Plett Arts Festival	X	X		STRENGTHS: Murray High, Plett Sec, GBC and Oakhill engagements have commenced to include them for the 2025 festival. WEAKNESS: NA
Community cultural groups	X	X	X	STRENGTHS: On-going engagement with the Kranshoek Riel Dancers and the marimba section of the PPFF. PT continues to support promotions. WEAKNESS: Additional funding / sponsorship is required to assist with the marketing collateral needed for this project.
Tshisanyamas & craft	X	X	X	STRENGTHS: On-going updating of the Kasi Lifestyle videos and engagement with food and craft offerings in the townships. PT purchases local beaded items for gift bags. PT continues to support promotions. WEAKNESS: NA
GENERAL OBSERVATIONS				
Community Hall upgrades			X	STRENGTHS: NA WEAKNESS: Attention to the community halls is long overdue. There is no adequate booking system, double bookings occur regularly. There is a lack of furniture in the halls, toilets are broken and dirty.
Kwanokuthula Amphitheatre			X	STRENGTHS: NA WEAKNESS: A clear and concise strategy needs to be developed to identify the best way to use the theatres, possibly in collaboration with the Kwano library and volunteer reading programmes.

3. PROJECT 3: 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.

NAME	OCT	NOV	DEC	STATUS
Plett Trail App promotions	X	X	X	STRENGTHS: PT continues to promote the Plett Trails App. WEAKNESS: Additional funding / sponsorship required to list the app on an official App Store and to add functional value to the app platform.
Trails billboard on the N2			X	STRENGTHS: PT procured a sponsor for the signage with MTO. WEAKNESS: Additional mural / signage opportunities need to be explored to strengthen the attractiveness of the town to visitors.
Plett Trail Stakeholder meetings			X	STRENGTHS: NA WEAKNESS: The Trail Stakeholders are not proactive with each other to foster better relationships and regular communication.
SanParks Garden Route Awards Banquet		X		STRENGTHS: PT Board Member Chief Justin Barnardo and his wife attended on behalf of the Plett Tourism Association. A great opportunity to represent the Bitou area and its Plett Trails network. WEAKNESS: NA
Galeo Saintz: World Trails Network and Green Trails Accreditation			X	STRENGTHS: PT meeting to discuss local Guide Association needs and to do necessary stakeholder introductions in Q3. PT to facilitate a local trail questionnaire for Q3. Stakeholder meeting scheduled for Q3. WEAKNESS: Additional funding / sponsorship required to include township urban trails within the Green Flag accreditation process.

4. PROJECT 4: 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.

NAME	OCT	NOV	DEC	STATUS
WTM Africa 2025 SMME Candidates	X	X		STRENGTHS: PT continues to engage with the LED Manager to give guidance on SMME participation at WTM Africa 2025..

				WEAKNESS: Confirmation of SMME criteria and LED proposed Plan of Action required.
Intern Job Placements	X	X		<p>STRENGTHS: PT Continues to engage with Misuyolo PTY LTD for venues, facilitators and hosts to place 200 guide and food and beverage learners. Venues and facilitators have been confirmed.</p> <p>WEAKNESS: LED requires a formal written agreement between the BM and Misuyolo to formalise the relationship.</p>
Media Tour for Township & Village Tours	X		X	<p>STRENGTHS: PT hosted a successful township and village media tour with 2 x local media representatives - EP Herald and Knysna Plett Herald. This included 1) Idinga Tours, 2) Qolweni Waking Tour and 3) Kranshoek Urban Trail. 2 x articles were written about the experiences and provided valuable exposure to all three businesses. The Kranshoek Community elders approved the tour, and encouraged their community to facilitate a 'clean-up' of the area. PT produced a news blog that has been shared on the website and digital media channels.</p> <p>WEAKNESS: PT had a no-show for the sight-inspection with Trevor Tours. PT received an email from Mr Brention Hannes Hannes of the Kranshoek community to complain about the tour in Kranshoek. A letter was sent by the CEO for an invitation to meet with no response.</p>
Township & Village Tourism Public Participation meetings		X		<p>STRENGTHS: LED confirmed and facilitated the advertising and coordination of 5 x community meetings. All 5 meetings took place, however there was only attendance at 2.</p> <p>WEAKNESS: 3 of the 5 meetings had no participants.</p>
Kwanokuthula Township Tourism Whats App Group			X	<p>STRENGTHS: PT administered the set-up of a Kwano Township Tourism WA group.</p> <p>WEAKNESS: NA</p>
'Sew Plett' Project	X	X	X	<p>STRENGTHS: PT continues to work with the project for procurement of gift bags (for Plett Tourism) and shoe bags and laundry bags (for the local accommodation industry).</p> <p>WEAKNESS: NA</p>
Plett Urban Birding Trails Project	X	X	X	<p>STRENGTHS: PT has engaged with the Plettenberg Bay Wine Route and a dedicated Wine & Culture Tour Operator to identify unique offerings in Bitou. This includes a cultural guide experience in Kranshoek to promote an urban birding trail through the village. PT has applied through DEDAT for funding. PT has applied to SEDA / SEFA for funding.</p> <p>WEAKNESS: Additional funding / sponsorship is required to assist with the marketing collateral needed for this project to commence.</p>
Cape Town Arts Festival - Bitou artist and event organiser workshops	X	X	X	<p>STRENGTHS: PT has engaged with owner Yusuf Ganief, CEO of CT Arts Festival; and has agreed to assist with the promotion of artist and event organiser workshops that will commence in 2025. PT assisted with accommodation for Mr Ganief and his partner, and</p>

				<p>helped facilitate introductions to stakeholders for venues and access to artists and event organisers from the township and village communities.</p> <p>WEAKNESS: There does not appear to be a cohesive plan that includes the CT Arts Festival workshop programme, the Bitou Municipality and Plett Tourism.</p>
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6. PROJECT 5: 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.

NAME	OCT	NOV	DEC	STATUS
Plettenberg Bay Wine Route promotions	X	X	X	STRENGTHS: PT continues to promote the Plettenberg Bay Wine Route and the individual services in that industry. WEAKNESSES: The wine farms are not all proactive with each other to foster better relationships and regular communication.

7. PROJECT 6: 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.

NAME	OCT	NOV	DEC	STATUS
New PT website Strategy	X			STRENGTHS: Strategy meeting to present new look and feel and functionality options for the website. Updates have commenced. WEAKNESS: NA
Gecko Digital	X	X		STRENGTHS: MOU with Gecko Digital signed; introduction to PT members for participation has commenced. WEAKNESS: NA
Plett Arts Festival 2025 website	X	X	X	STRENGTHS: Updated design with new features completed. Launched on 15 December 2025 WEAKNESS: NA
Plett Ocean Festival 2025 website	X	X	X	STRENGTHS: Updated design with new features completed. Launched on 15 December 2025 WEAKNESS: NA

TOWNSHIP & VILLAGE TOURISM

- TOWNSHIP & VILLAGE TOURISM STRENGTHS:** The Plett Tourism Association has grown its strengths to assist the municipality with growing support from the local private tourism sector, including:

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- Strong Stakeholder Collaboration opportunities
 - Strong unconventional and non-traditional partnership opportunities
 - Strong Market Presence In Key Source Markets opportunities
 - Growing confidence of private sector confidence in public sector
2. **TOWNSHIP & VILLAGE TOURISM WEAKNESSES:** Throughout Bitou, there are several tourism challenges that should be addressed by the municipality to allow for the emerging township tourism businesses to flourish:
- Skill shortages and limited capacity building
 - Limited support for SMMEs for investment projects
 - Limited marketing focus and investments
 - Limited joint marketing with private sector
 - Misalignment of key stakeholder Interest
3. **TOWNSHIP & VILLAGE TOURISM OBSTACLES:** *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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EVENTS SUPPORT

1. **EVENT SPONSORSHIP PROCUREMENT:** We continue to engage with corporates and institutions for sponsorships. The negotiations and potential value include:
- Bronze Fields Sessions Corporate sponsorship for 2025 PAF: R30 000
 - Plett Ocean Awareness Hub sponsorship for 2025 POF: R50 000
 - Wesgro for 2025 POF: R50 000 and PAF: R50 000
 - Woolworths (2025 POF): TBC
 - Strauss & Co (2025 PAF): TBC
2. **EVENT STAKEHOLDER ENGAGEMENTS**
- On-going and continual engagement takes place with event stakeholders - well over 100 stakeholders who participate in Plett Ocean Festival and the same for Plett Arts Festival.
 - On-going independent events coordination and engagement takes various forms from events committee, to all kinds of advice, marketing applications, discussion and guidelines.
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COMMUNITY RELATIONS | STAKEHOLDER FORUMS AND AGENCIES | ENTREPRENEURS

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

COMMUNITY ENGAGEMENT

PROJECT NAME	CONTACT	COMMENTS
NOVEMBER		
Lover's Cafe - mobile coffee	Ziggy Mzwakhe	Provided contact lists for participation in events
Lehle's Tshisanyama	Lonwabisi Namntu	Discussion on branding and logo
Mila Coffee & Bakes	Vuyokazi Kitzi	Assistance with restaurant design. Appeal to industry for furniture donations. Acquired 20 bistro table legs
Ama2K	Mjilo Jonas	Engagement on various aspects and loan of branding for concert
DJ Jazztrain	Mnce Ncedani	Consultation and facilitation of Jazz, Poetry and umqombothi with Lyfestyle Tshisanyama
Janey Mitchell	Janey Mitchell	Engagement on opportunities and facilitation of performance
William Mwale	William Mwale	Engagement on opportunities
Smalltown TV	King Melizwe	Consultation and introduction to potential venue sponsors for recorded performance; introduction to potential township tourism guided tours for inclusion in video
Latitudes Art Project	CT based non-for-profit	Engagement to explore opportunities for our township and village artists to participate with the project, possible under the Plett Arts Festival for 2025
Greenfresh Adventures	Phumzile Sonjani	Consultation to explore marketing opportunities for the 'Formosa Club'; introduction to the Bitou Guide Forum, Misuyolo for training, marketing opportunities with Plett Tourism
DECEMBER		
Santa Toy Drive	Yitzie	Consultation for media exposure and introduction to local media representatives for assistance
BM Umbrellas on Central Beach	Anderson	Informal meeting to ensure that all ran smoothly with activations bringing umbrellas on the beach
DJ Jazztrain	Maphiko	Jazz event at Lyfestyle Tshisanyama

Sand Sculptor on Central Beach	Lindo Zungu	Commission of Plett it's a feeling logo
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NOVEMBER COMMUNITY SUPPORT WITH BRANDED ITEMS

EVENT DATE	ORGANISATION	CONTACT	CONTRIBUTION
NOVEMBER			
30 Nov 24	The Royal Crusaders Netball Club	Vuyolwethu Vice admin@lightlines.co.za	10 hats

DECEMBER			
3-Dec-24	Lelhe Tshisanyama	Monwabisi James Namntu mjnamntu10@gmail.com	6 t-shirts, 6 hats, 1 corex signboard, 2 aprons
3-Dec-24	Kwano Soccer Tournament	Athenkosi Konco athenkosikonco@gmail.com	10 t-shirts, 10 hats
9 Dec 24	Beach Umbrella Crew	Anderson	12 hats
10-Dec-24	Phakamisani Primary School Cricket Team	Chicky N Mnabisa phakamisaniprim@gmail.com	13 hats
12-Dec-24	Mnandi Bros	Sihle Luphondwana sihleluphondwana2@gmail.com	2 aprons, 2 hats, 2 t-shirts
19 Dec 24	Trevor Talks Township Tours	Trevor Mapitiza trevortalk1@gmail.com	3 hats

ADDENDUMS SENT

1. December 2024 Financials

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