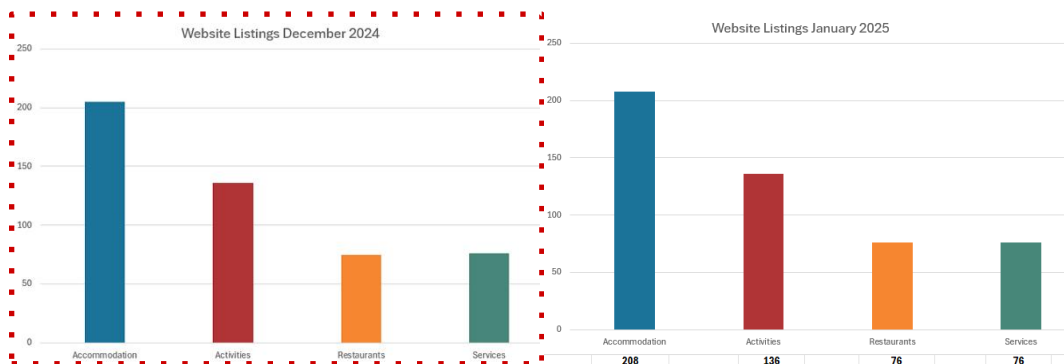


PLETT TOURISM ASSOCIATION

FEBRUARY 2025 MONTHLY REPORT

TOURISM DESTINATION MARKETING

STATISTICS / WEBSITE ANALYSIS



1. WEBSITE CONTENT LISTINGS

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

JANUARY: Total of **208** Accommodation + **76** Restaurants + **136** Activities + **76** Services = **496** listings on the website.

496 member listings on the website at the end of January. 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. **DECEMBER:** Total of **10** event listings published. Gig Guide: A total of **34** Gigs (smaller, pop-up events) listed .

JANUARY: Total of **8** event listings published. Gig Guide: A total of **1** Gigs (smaller, pop-up events) listed in January (but 8 added to the Gig Guide in the month of Jan for events happening in Feb).

8 event listings published in January. We traditionally see a gradual decline of event listings after peak season. 1 gig listings published in January. Local industry focuses on post-season issues including stock orders, employee placements, refurbishment after peak season.

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

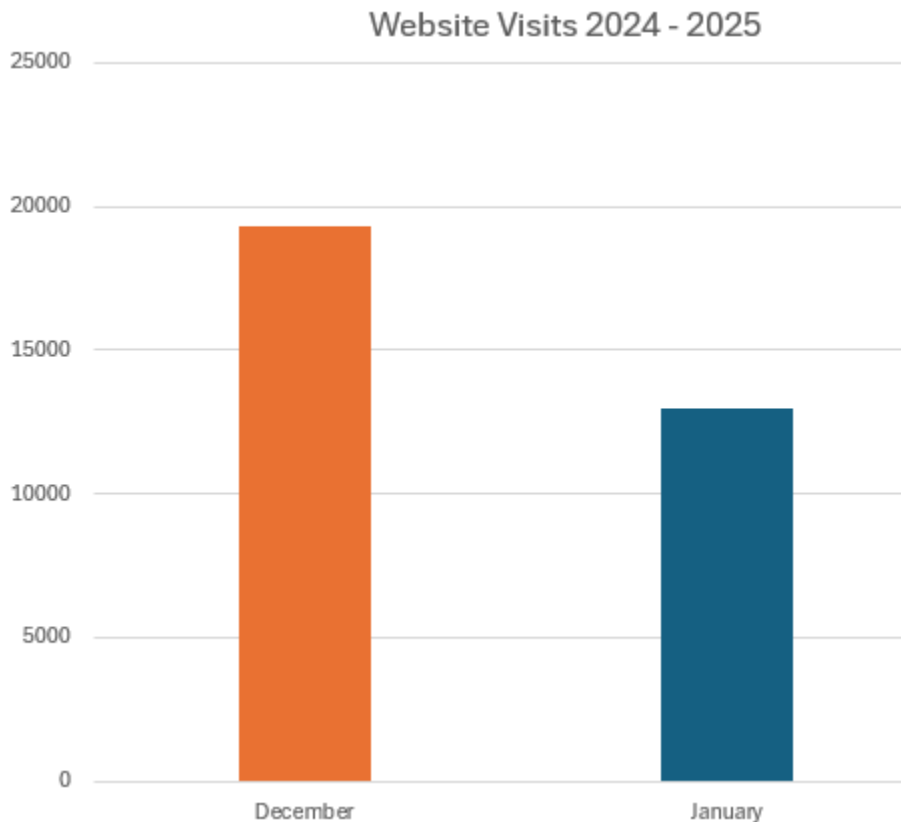
JANUARY: Total of **15 articles** published.

15 articles published in January.

2. WEBSITE VISITS

a. DEC 2024 = 19.3 K

b. JAN 2025 = 13 K



A decline in website visits is typical after peak season as there are fewer tourists in Bitou.

3. WEBSITE GOOGLE ANALYTICS

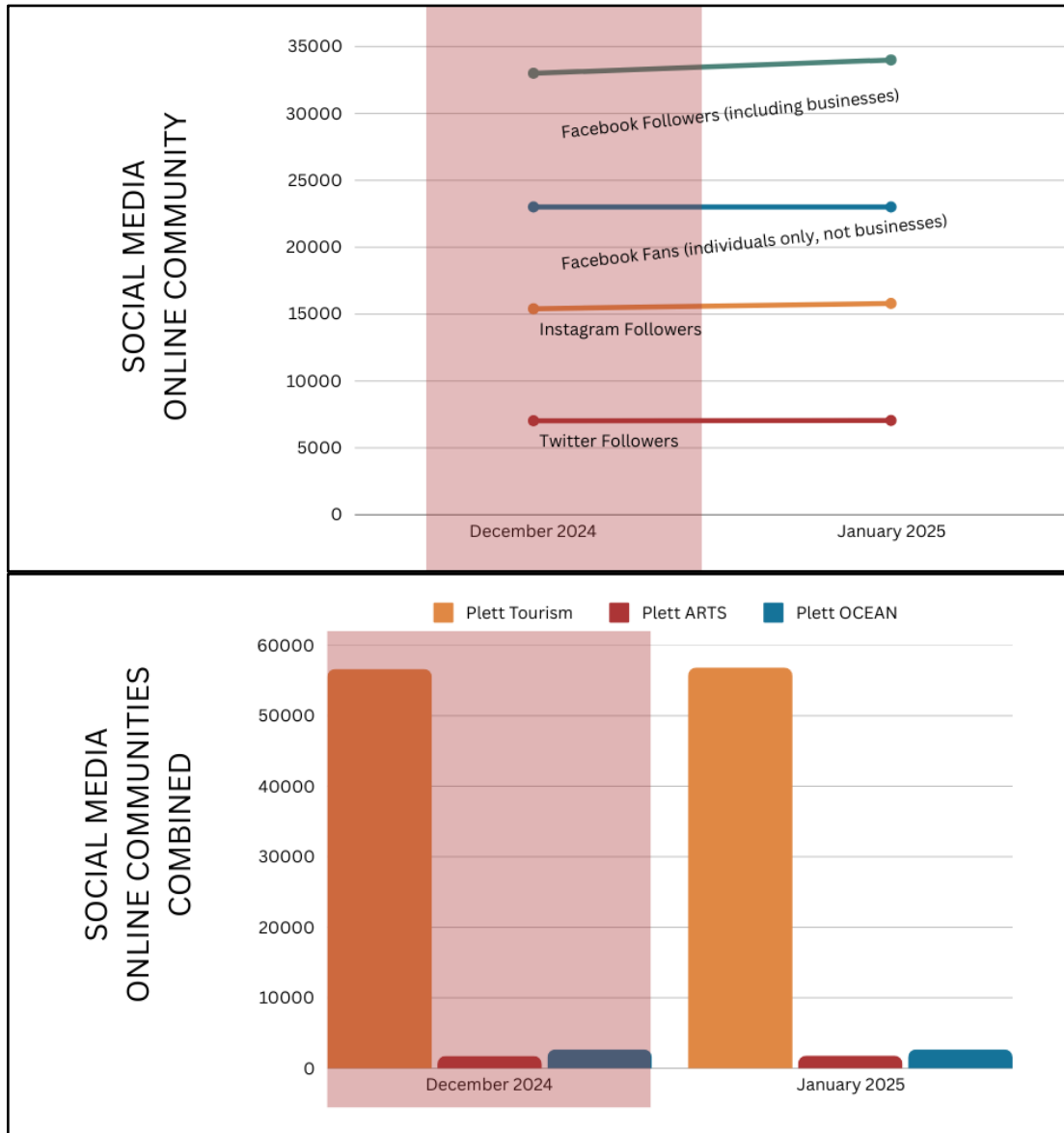
a. A total of **18,000** unique visitors to the website for Dec 2024 (Visitors in same period in 2023 = **20,000**)

b. A total of **12,000** total visits to the website for Jan 2025) (Visits in same period in 2024 = **20,000**)

c. Average length of time of visit for Jan = **71 seconds**

Our digital media focus during Q3 (January, February, March 2025) is the tail-end of summer and romance/couple's travel as we move from high summer into our Plett Food & Wine Marketing pillar in March which heralds the harvest season in the Plett Winelands and a shift to autumn. Promotions include Valentine's Day, Mayoral Golf Day, Easter and holiday specials and beginning to work towards specials for the Plett Ocean Festival and pre-bookings for that. As the weather is wonderful and visitors continue to flock to Plett, we highlight not only our food & wine offerings but cultural experiences, natural attractions and equestrian events (polo, eventing). The glamour of summer continues with a more outdoorsy, down-to-earth ease.

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/followers.

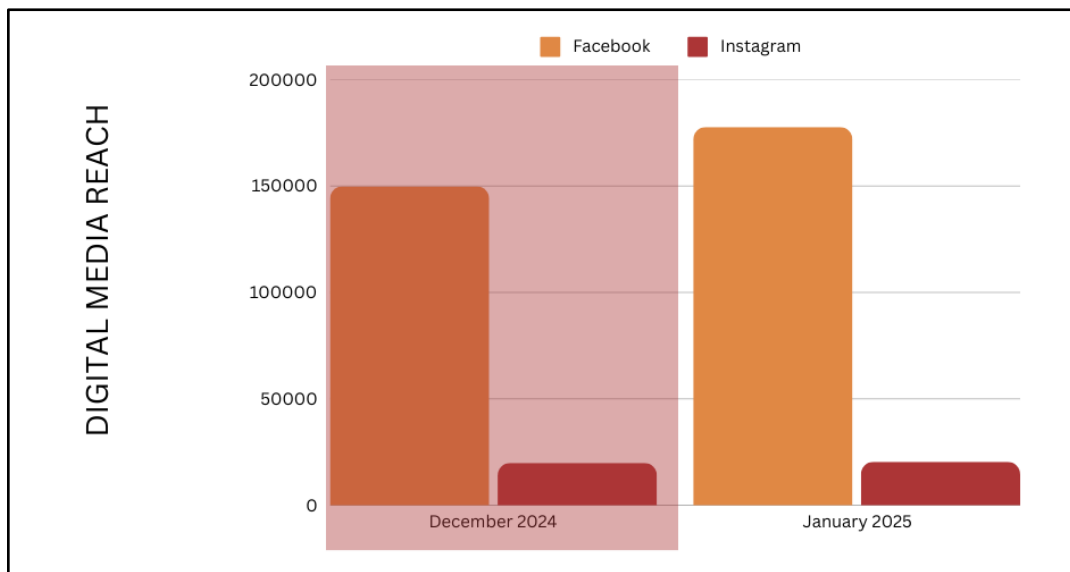
2. OPERATIONAL COMMENTS

Plett Tourism Junior Anelisa Rabie (AR) is working consistently and successfully with Janet Middleton (JM) to monitor and curate the Plett Tourism social media accounts over a busy December and January period. The pair have seen to it that Plett Tourism's content has expanded to include daily stories and almost daily reels in addition to regular posts. Plett Tourism's accounts have continued with high reach over January with a slight increase from December, but with small decreases in both video views and content interaction.

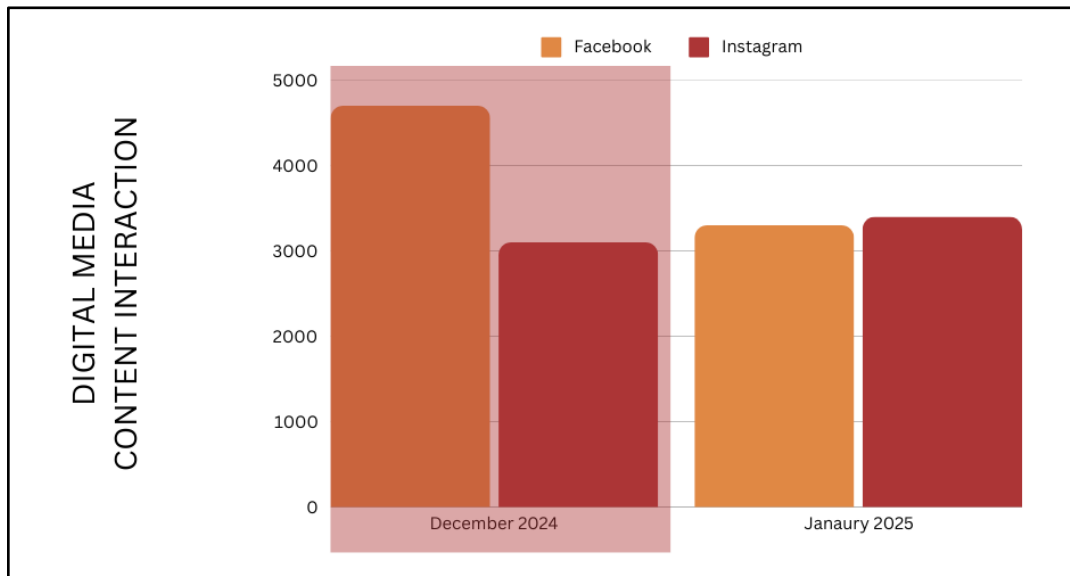
3. DIGITAL MEDIA STATISTICS

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. January's FB interaction has decreased from December to January, this is traditional as we leave peak season.

4. PLETT TOURISM POPULAR POSTS, STORIES & TOPICS

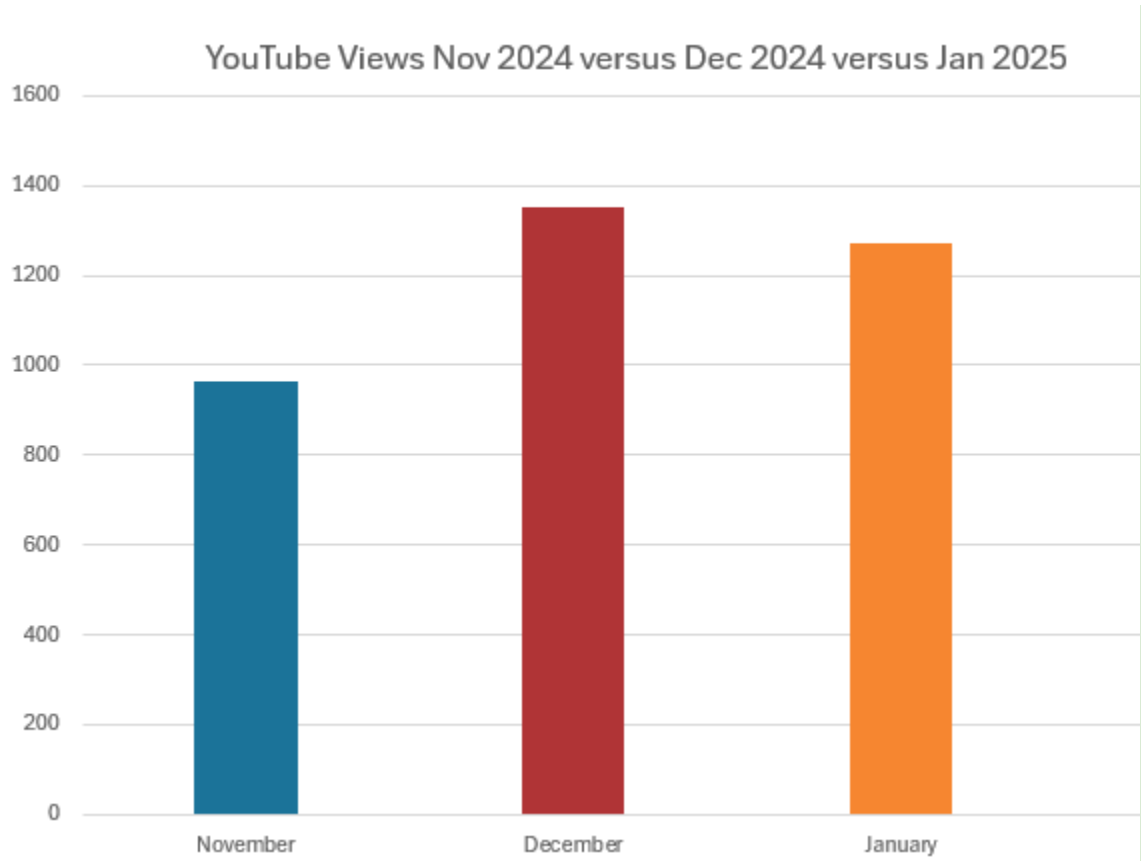
JANUARY

Beach and ocean-centric content have been very popular this month including a photo from local marine biologist, Dr. Gwen Penry of dolphins swimming below the famous Jetsons' House - a perfect example of nature and architecture together capturing the imagination: art in nature. Other popular posts included the schools of stingrays, aerial videos and photos including the float festival and a simple day at the beach, ocean kayaking and international musician, The Kiffness interviewed at the Plett Padel Open.

6. YOUTUBE

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

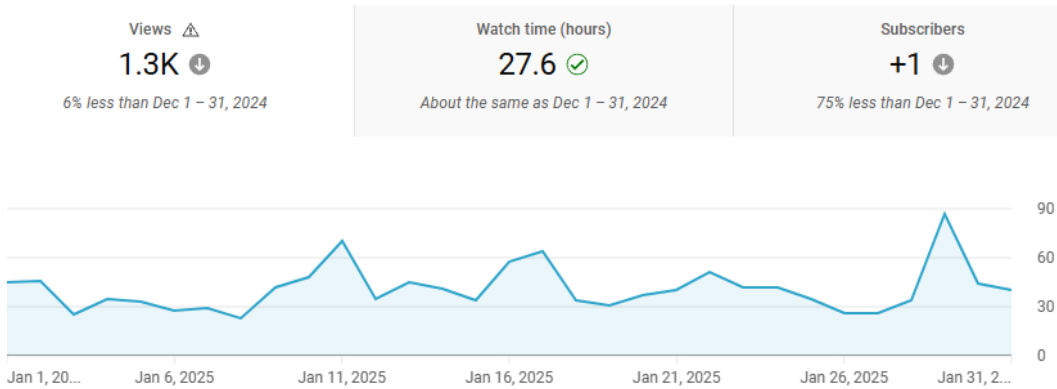
We are now able to earn revenue from any unique content we post on the channel. We have not had any earnings yet because we have not posted many new original content videos which can be monetized. We are strategising to include this as a revenue stream for the 2025-26 fiscal year.



DECEMBER 2024



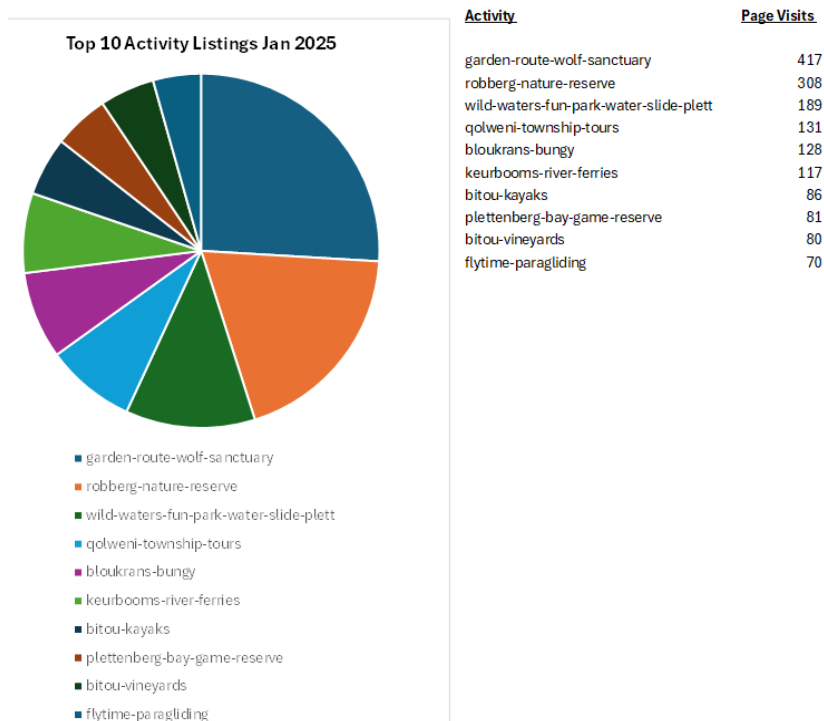
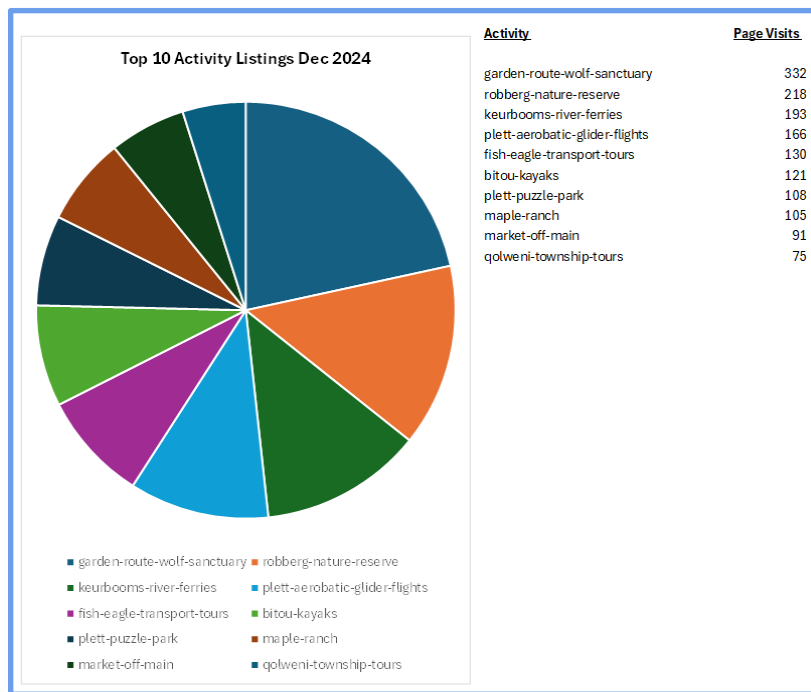
JANUARY 2025



The decrease of views is traditionally due to peak season activity.

STATISTICS / ACTIVITY ANALYSIS

1. ACTIVITY LISTING BY POPULARITY



Garden Route Wolf Sanctuary and Robberg Nature Reserve remain favourites, but exciting to see an increased search function for Qolweni Township Tours - rising from 10th to 4th place .

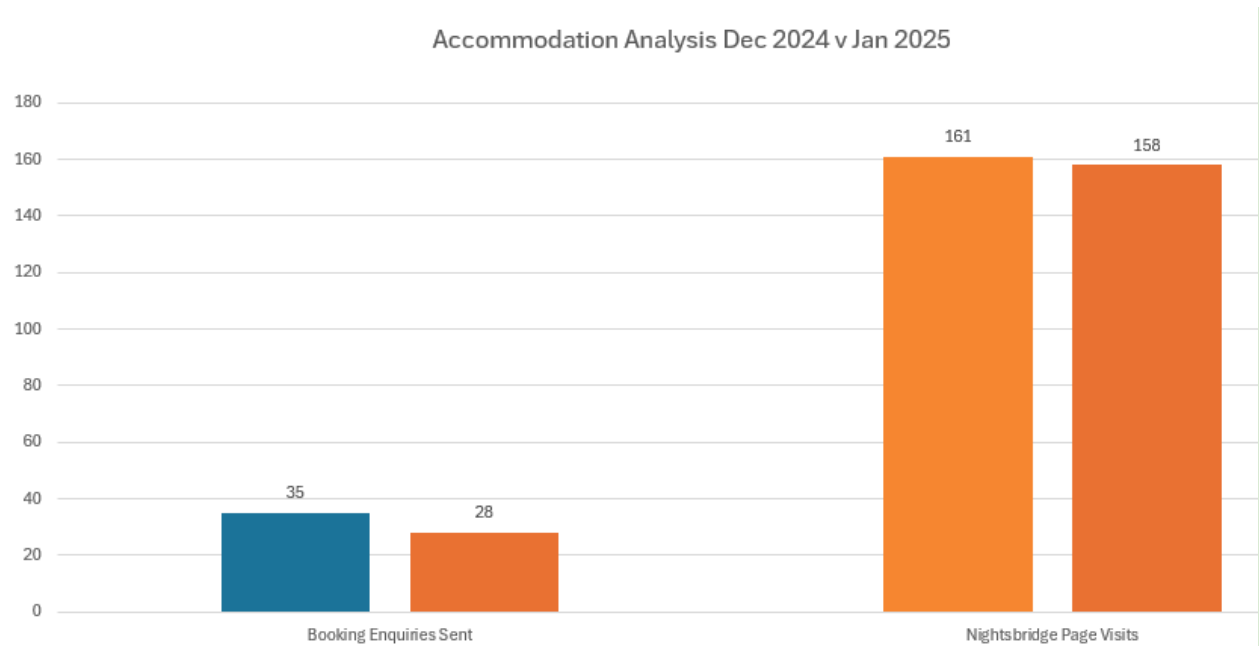
2. ACTIVITAR BOOKINGS (Real-time activity booking using the online Plett Tourism Activitar page)

ACTIVITAR	# of bookings	Commission
December	5	R2,231
January	1	R280

The decrease of bookings is traditionally due to peak season activity. Plett Tourism will be driving bookings using strategic Google Adword campaigns.

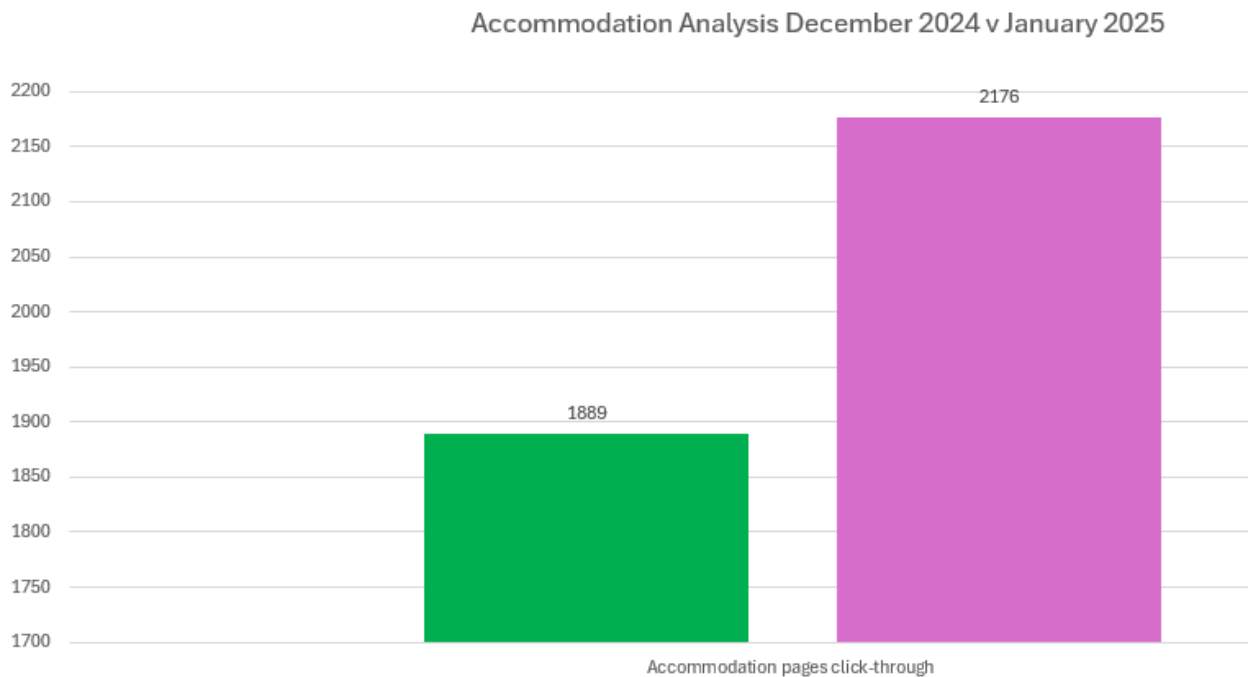
3. STATISTICS / ACCOMMODATION ANALYSIS

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



The decrease of booking enquiries is traditionally due to peak season activity. Plett Tourism will be driving bookings using strategic Google Adword campaigns.

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



This increase is traditional as current guests search for potential accommodation options for their December 2025 holiday.

TOURISM & TRAVEL TRADE PARTICIPATION

1. TRAVEL TRADE CAMPAIGNS / JOURNALIST AND INFLUENCER ITINERARIES

JANUARY	FEBRUARY	MARCH
None		

As with December, we don't receive enquiries for educational trips during peak season.

2. TRAVEL TRADE ENGAGEMENT

JANUARY	FEBRUARY	MARCH
1. WTM 2025 engagement with GRDM and participating LTO's		

2. Discussions with local township tourism businesses to gauge interest of participation: Qolweni Township Tours, Idinga Tours and Kranshoek Urban Birding Trail		
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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;

JANUARY

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

TOTAL PROCURED: R15 000

FEBRUARY

- XX

TOTAL PROCURED: XX

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

JANUARY

- NA

TOTAL ADDITIONAL MARKETING FUNDS PROCURED: 0

FEBRUARY

- XX

TOTAL ADDITIONAL MARKETING FUNDS PROCURED: XX

3. SPONSORSHIP PROCUREMENT

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

JANUARY

- Ocean Blue Adventures (TBC)
- Barrington's (TBC)
- PicknPay (TBC)
- Checkers (TBC)

TOTAL SPONSORSHIP PROCURED: 0

FEBRUARY

- Ocean Blue Adventures (TBC)
- Barrington's (TBC)
- PicknPay (TBC)
- Checkers (TBC)

TOTAL SPONSORSHIP PROCURED: 0

Plett Tourism does not generally receive engagement from the industry during peak season and the month of January.

4. JANUARY BEACH ACTIVATIONS

There were no Plett Summer Beach Activations during the month of January. The activations included;

- XXX

ESTIMATED FACILITATION FEE PROCURED: RXXX

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.

January and February round off our summer calendar with a focus on the weather, beaches and other natural attractions along with romance and couple's travel as we move towards March and the Plett Food & Wine season. With international visitors escaping their winter months, our content is centred around Plett's unique selling points: nature, beaches, activities and small group travel (couples), and the wedding season. Our message is a reinforcement of that "Plett feeling": laid back, relaxing, glamorous, exciting and surprising.

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.

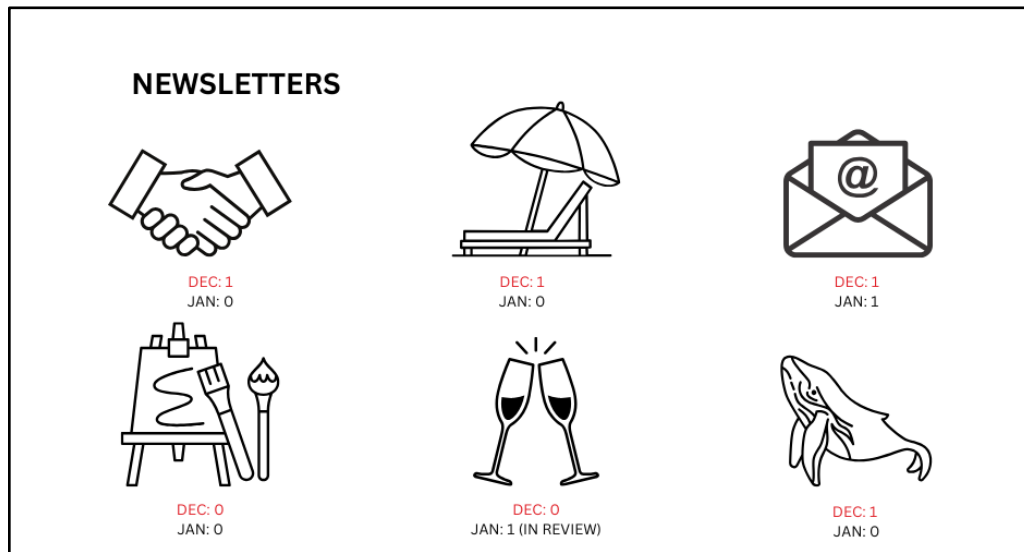
The Plett Tourism Whatsapp groups include public "Plett it's a feeling!" for general news, industry groups for accommodation, restaurants, activities, events, township tourism and tourism services which we use to communicate relevant information.

2. COPYWRITING, PRINT & RADIO CREATIVE AND MANAGEMENT

1. News articles and blogs: **December: 14 / January 15**
2. Media Releases: **December: 2 / January 1**
3. Media contributions (info requests): **December: 8 / January: JM - 1**
4. Print adverts placed: **January: 0**
5. Radio contributions: **January: 0**
6. Google Adwords Campaigns: **0**
7. FB/Insta Advert Campaigns: **0**

The majority of the Plett Tourism advertising campaigns are done quarterly, therefore no significant advert placement for the month of January.

3. NEWSLETTERS



This decrease is due to the minimal engagement with the industry during peak season.

4. BULK MAIL / NEWSLETTER STATISTICS

- December: 1 General Newsletters sent / January: 1 General Newsletters sent
- December: Mailing list of **10,034** / January: Mailing list decreased to **9,868**
- December: On average **29.8%** of recipients opened the newsletter / January: On average **27.1%** of recipients opened the newsletter
- December: On average **4.8%** of them clicked on a link / January: On average **1.9%** of them clicked on a link
- December: **4** industry-related bulk mailers sent out / January: **3** industry-related bulk mailers sent out
- December: **5** bulk mailers sent out / January: **5** bulk mailers sent out

5. HIGHLIGHTS/PT MEDIA FEATURES

JANUARY

- For January, 3 x articles featuring Plett from The South African were featured in the MSN (MicroSoft Network) home feed
- Lewis Pugh foundation highlighted local river ecologist, Katot Meyer
- Monkeyland's visionary "buy 1m of forest for the monkeys" featured on The Newspaper
- Good Things Guy featured Mermaids Ball in aid of Plett Shark Spotters
- NOTE: around 20th January, news was saturated with the panga attack on the elderly couple.

FEBRUARY

COMPREHENSIVE MEDIA FEATURES NOTED

JANUARY 2025		
PUBLICATION	ARTICLE TITLE	ARTICLE LINK
Lewis Pugh Foundation	River Warriors (ft. Plett's Katot Meyer)	ARTICLE
Daily Maverick	Shoring up support for Plett's little beach birds (originally published 2022 but reshared by journalist/influencer Angus Begg)	ARTICLE
Plett Environmental Forum	Plett Adventure & Nature Chronicles Niche Newsletter (forwarded to their database)	LINK
Knysna Plett Herald	Backman, the penguin update	ARTICLE
Business Tech	South Africa's Holiday Home Hotspots	ARTICLE
Bona.co.za	MTB Trails that you must check out	ARTICLE
Briefly.co.za	Inside Kwesta, Moozlie and Thabsie's Romantic Couples' Getaway to Plettenberg Bay, Western Cape	ARTICLE
Bona.co.za	Not just another music festival, why Corona Sunsets stands out	ARTICLE
MSN (MicroSoft Network) News Feed Originally published in The South African	See Best beach destinations to visit in South Africa this summer	ARTICLE
Golf Monthly	Is this the best golfing destination in the world?	ARTICLE
Knysna Plett Herald (PRINT)	Plett & Knysna festive season boost	ARTICLE
Knysna Plett Herald (ONLINE)	Plett & Knysna festive season boost	ARTICLE
The South African	Best beach destinations to visit in South Africa this summer	ARTICLE
Herald Live	Hospice to benefit from Plett Art exhibition	ARTICLE
News24	Gleed, Van Deventer's resilience on display at 35th Trans Agulhas Challenge	ARTICLE
Knysna Plett Herald (PRINT)	Mesmerised by an African Beat	ARTICLE
Knysna Plett Herald	Return of Opera Angerls	ARTICLE
Knysna Plett Herald (PRINT)	Kabo Yellow register first league victory	ARTICLE
MSN (Microsoft Network) Originally published in the South African	Four thrilling undersea activities to do in South Africa	ARTICLE
Herald Live (PRINT)	Plett artists to benefit from indigenous music and cultural initiative	ARTICLE
National World	Explore Lesser-Known Destinations with Oliver's Travels	ARTICLE
MSN (Microsoft Network) Originally published in The South Africa	Seven underrated spots you need to visit on the Garden Route	ARTICLE

Business Tech	Rich foreigners are flocking to these South African towns for retirement – and here's why	ARTICLE
NSRI	Enhancing beach safety with integrated shark spotting systems	ARTICLE
Knysna Plett Herald	Plett airport deal splutters	ARTICLE
The South African	Seven underrated spots you need to visit on the Garden Route	ARTICLE
Knysna Plett Herald	Dead pygmy sperm whale washes up at Poortjies	ARTICLE
Herald Live	Calls to remove alien vegetation as fire season continues	ARTICLE
Knysna Plett Herald	Eden Triumphs at Provincial Sports Awards	ARTICLE
Good Things Guy	Mermaids raise funds for shark spotters to buy new wheels	ARTICLE
The Newspaper	Monkeyland's Visionary Conservation Model Gains Global Momentum	ARTICLE
BizCommunity	Coastal hotspots - where to buy a holiday home	ARTICLE
SNL24	Moozlie's one-year anniversary and couples trip to the Western Cape	ARTICLE
IOL (Independent Online)	Cape Town developers launch Technical Engineering Faculty initiatives at Western Cape schools	ARTICLE
IOL (Independent Online)	Location, location, location: Property investors need to identify resilient locations for success	ARTICLE
FEBRUARY 2025		
PUBLICATION	ARTICLE TITLE	ARTICLE LINK

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.

JANUARY 2025

JOURNALIST NAME	ARTICLE TITLE	ARTICLE LINK
Sihle Ntsatha	Career Goals with Lee-Marque Jansen	ARTICLE
Anelisa Rabie & Janet Middleton	Plett Tourism welcomes junior social media consultant	ARTICLE
AIR Project Not sure about this one	Kranshoek hosts AIR Project while celebrating African Music Legacy	ARTICLE

FEBRUARY 2025

JOURNALIST NAME	ARTICLE TITLE	ARTICLE LINK

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.

JANUARY 2025

PUBLICATION	JOURNALIST / CONTACT	COMMENTS
Business Tech		Safety and Security comments

Knysna Plett Herald	Editor of KP Herald: Lloyd at Group Editors	Article and comments on Bumper Plett Season in early January
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FEBRUARY 2025

PUBLICATION	JOURNALIST / CONTACT	COMMENTS

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 Submission of Draft 2: Bitou Township Tourism Development Strategy (27/01/2025)
- 1.2 Submission of Invoice 2 / Year 2: Bitou Municipality & Plett Tourism SLA (27/01/2025)

2. Plett Business Chamber - no meetings held

3. Plett Ratepayers Association - telephonic meeting to discuss Plett Airport issues (09/01/2025)

4. National, provincial and regional stakeholders

- 4.1 SASTRA (SA Short Term Rental Association) meeting with SATSA and FEDHASA
- 4.2 WESGRO comments on White Paper / Short Term Rentals
- 4.3 SA Tourism survey and contributions to SAT strategy White Papers
- 4.4 Department of Tourism contribution of Bitou/PT membership database

5. rsa.AERO - no meetings held

6. General

- 6.1 Plett Student Beach Week engagement with local stakeholders; Surf Cafe / Moby's / Flashbacks / Plett Rage
- 6.2 Straughan Attorneys; Gold Membership / Media Partnership / Workshop discussions

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 ended on the 15th January 2025.
- 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. Zero items in December and five items in January 2025.

3. EDUCATIONALS AND UPSKILLING

MONTH	ACTIVITY
January	The tourism intern started 3 days a week at Xcel Travel

4. INFORMATION OFFICE VISITOR STATS

MONTH	SA VISITORS	INT VISITORS	TOTAL
December	20	47	67
January 2025	28	54	82

FILM PRODUCTION PERMITTING AND ENGAGEMENT

MONTH	NAME OF PRODUCTION	CONTACT	
January	3 initial enquiries		Location recess in process
January	GRKK: Mr Dladla		Potential investment discussion

EVENTS & ACTIVATIONS MANAGEMENT

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

- BM Event committee meetings: Doggie party on Poortjies
- 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
- Mayoral golf day date change and sponsor & hole appeals. Weekly notices

2. JANUARY CALENDAR OF EVENTS AND DAILY DIARY

- Annual calendar with regular events updated for 2025
- 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 platformsThere were 5 music events on the calendar for January 2025

MEMBERSHIP

1. MEMBERSHIP STATS

MONTH	PAID MEMBERS	FREE MEMBERS	ACCOMM	REST	ACTIVITIES	SERVICES	TOTAL
DEC	91	610	254	153	173	121	701
JAN	94	611	255	154	173	123	705

We engage weekly from mid-January, to meet in person or online with potential new members and existing members, to familiarise them with the Plett Tourism website, to highlight their member benefits and to answer any questions or concerns.

2. MEMBERSHIP MEETINGS

MONTH	MEMBER	IN-PERSON/VIRTUAL
JAN	1. Askop Hilltop Farm 2. Moonsong 3. Tafika	Virtual meetings

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	JAN	FEB	MAR	STATUS
Cetacean Whale Heritage Site promotions	X			STRENGTHS: PT continues to promote the status of the area as a WCA locatio. WEAKNESS: Local Committee would like PT to be more focused on the accolade and to put funding towards promotions.
Signal Hill community engagement				STRENGTHS: No additional engagement to date. WEAKNESS: Complaints about the cleanliness and mowing of the grass to be investigated.
Blue Flag Beach promotions	X			STRENGTHS: PT continues to promote the Blue Flag beaches as a USP for the area. WEAKNESS: NA
Plett Shark Action Group Season Readiness	X			STRENGTHS: PT sits on the Board to represent the Tourism sector; other stakeholders include the Bitou Municipality, NSRI Plett, Plett Shark Spotters, CapeNature and private business.PT working with BM and Plett Shark Spotters to assist with the communication strategy. 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. .
Cape Fur seals rabies epidemic				STRENGTHS: No additional engagement to date.. WEAKNESSES: NA
Plett Ocean Smart / Plett Shark Spotters	X			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. WEAKNESSES: NA
Shark Flags				STRENGTHS: No additional engagement to date.. 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.

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	JAN	FEB	MAR	STATUS
Plett Goes Paleo promotions	X			STRENGTHS: PT engagements with Wesgro and the Robberg Coastal Corridor project is ongoing. WEAKNESS: Additional funding / sponsorship is required to expand this project.
Plett Arts Festival	X			STRENGTH: PT is under preparation for Plett Arts Festival for 2025. Sponsorship engagements have commenced. WEAKNESS: Additional funding / sponsorship is required to 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			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			STRENGTHS: Murray High, Plett Sec, GBC and Oakhill engagements have commenced to include them for the 2025 festival. WEAKNESS: NA
Community cultural groups	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			<p>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.</p> <p>WEAKNESS: NA</p>
GENERAL OBSERVATIONS				
Community Hall upgrades				<p>STRENGTHS: NA</p> <p>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.</p>
Kwanokuthula Amphitheatre				<p>STRENGTHS: NA</p> <p>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.</p>

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	JAN	FEB	MAR	STATUS
Plett Trail App promotions	X			<p>STRENGTHS: PT continues to promote the Plett Trails App.</p> <p>WEAKNESS: Additional funding / sponsorship required to list the app on an official App Store and to add functional value to the app platform.</p>
Trails billboard on the N2				<p>STRENGTHS: No additional engagement to date.</p> <p>WEAKNESS: Additional mural / signage opportunities need to be explored to strengthen the attractiveness of the town to visitors.</p>
Plett Trail Stakeholder meetings	X			<p>STRENGTHS: PT working with the consultant to schedule the next meeting.</p> <p>WEAKNESS: The Trail Stakeholders are not proactive with each other to foster better relationships and regular communication.</p>
SanParks Garden Route Awards				<p>STRENGTHS: No additional engagement to date.</p>

Banquet				WEAKNESS: NA
Galeo Saintz: World Trails Network and Green Trails Accreditation	X			<p>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.</p> <p>WEAKNESS: Additional funding / sponsorship required to include township urban trails within the Green Flag accreditation process.</p>

5. 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	JAN	FEB	MAR	STATUS
WTM Africa 2025 SMME Candidates	X			STRENGTHS: No additional engagement to date with LED. PT has started engagement with 3 x established township tourism guide businesses. WEAKNESS: LED did not confirm SMME criteria and LED proposed Plan of Action to identify local SMME to participate. SMME desk opportunities are now closed with GRDM.
Intern Job Placements	X			STRENGTHS: PT Continues to engage with Misuyolo PTY LTD for venues, facilitators and hosts to place 150 guide and food and beverage learners. Venues and facilitators have been confirmed. WEAKNESS: LED requires a formal written agreement between the BM and Misuyolo to formalise the relationship. This has not been facilitated.
Media Tour for Township & Village Tours	X			STRENGTHS: PT intern and social media attended an educational tour with Idinga Tours. WEAKNESS: NA.
Township & Village Tourism Public Participation meetings	X			STRENGTHS: PT submitted a full Public Participation Report.. WEAKNESS: NA.
Kwanokuthula Township Tourism Whats App Group	X			STRENGTHS: This is an ongoing WhatsApp group gaining new members and growing weekly. WEAKNESS: NA
'Sew Plett' Project	X			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). WEAKNESS: NA
Plett Urban Birding Trails Project	X			STRENGTHS: No additional action to date.. WEAKNESS: Additional funding / sponsorship is required to

				assist with the marketing collateral needed for this project to commence.
Cape Town Arts Festival - Bitou artist and event organiser workshops	X			<p>STRENGTHS: PT has engaged with owner Yusuf Ganief, CEO of CT Arts Festival; and continues to assist with the promotion of artist and event organiser workshops that will commence in March 2025.</p> <p>WEAKNESS: PT has not received a strategy from LED or the Mayor's office regarding the CT Arts Festival workshop programme facilitation in Bitou.</p>

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	JAN	FEB	MAR	STATUS
Plettenberg Bay Wine Route promotions	X			<p>STRENGTHS: PT continues to promote the Plettenberg Bay Wine Route and the individual services in that industry.</p> <p>WEAKNESSES: The wine farms are not all proactive with each other to foster better relationships and regular communication.</p>

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	JAN	FEB	MAR	STATUS
New PT website Strategy	X			<p>STRENGTHS: Strategy meeting to present new look and feel and functionality options for the website. Updates have commenced.</p> <p>WEAKNESS: NA</p>
Gecko Digital	X			<p>STRENGTHS: MOU with Gecko Digital signed; introduction to PT members for participation has commenced.</p> <p>WEAKNESS: NA</p>
Plett Arts Festival 2025 website	X			<p>STRENGTHS: Updated design with new features completed. Launched on 15 December 2025</p> <p>WEAKNESS: NA</p>

Plett Ocean Festival 2025 website	X			<p>STRENGTHS: Updated design with new features completed. Launched on 15 December 2025</p> <p>WEAKNESS: NA</p>
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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:
 - 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
- 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
- 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.

EVENTS SUPPORT

- EVENT SPONSORSHIP PROCUREMENT:** We continue to engage with corporates and institutions for sponsorships. The negotiations and potential value include:

JANUARY

- 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

TOTAL EVENT SPONSORSHIP PROCURED: R130 000

FEBRUARY

- XXX

TOTAL EVENT SPONSORSHIP PROCURED: XXX**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.

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
JANUARY		
Misuyolo PTY LTD	Samkelo Majo	Follow-up regarding agreement between LED and Misuyolo. New training opportunity; assistance needed with promotion and intern placement opportunities.
FEBRUARY		
XXX	XXX	XXX

COMMUNITY SUPPORT WITH BRANDED ITEMS

EVENT DATE	ORGANISATION	CONTACT	CONTRIBUTION
JANUARY			
FEBRUARY			
XXX	XXX	XXX	XX

ADDENDUMS SENT

1. January 2025 Financials

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