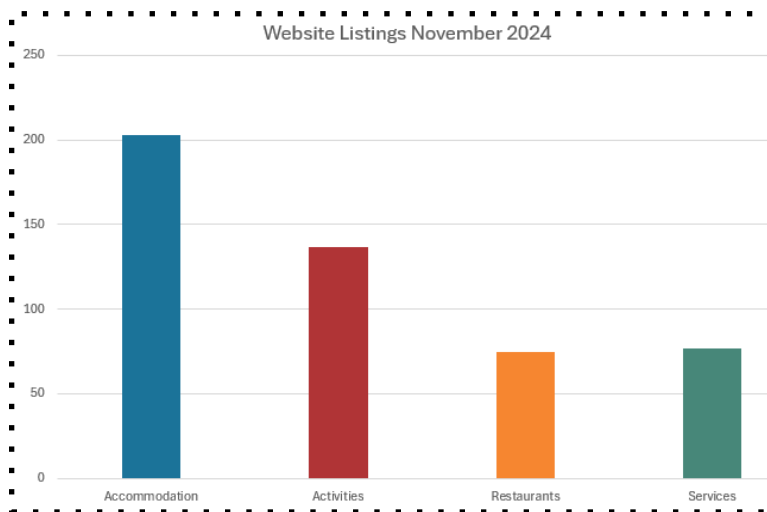


# PLETT TOURISM ASSOCIATION

## NOVEMBER 2024 MONTHLY REPORT

### TOURISM DESTINATION MARKETING

#### STATISTICS / WEBSITE ANALYSIS

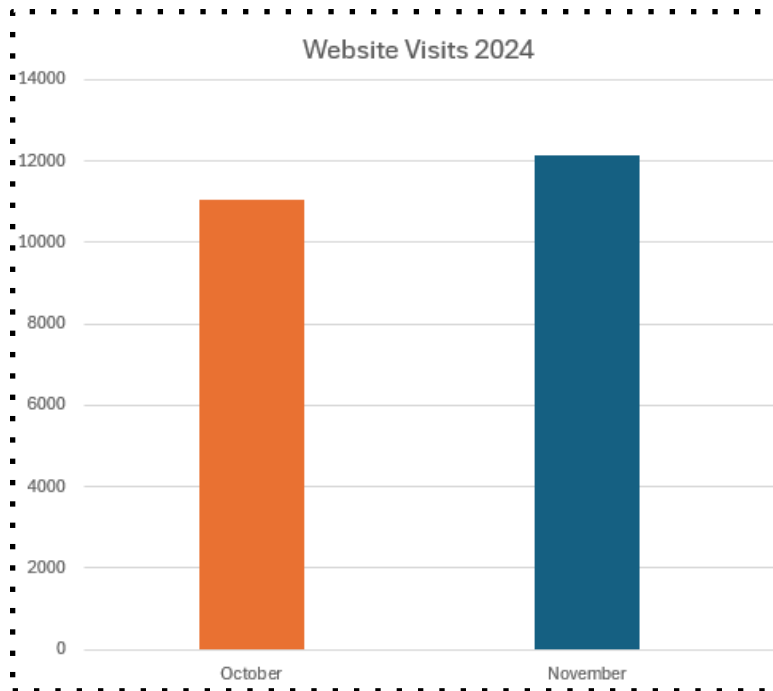


#### 1. WEBSITE CONTENT LISTINGS

- Total of **203** Accommodation + **75** Restaurants + **137** Activities + **77** Services = **492** listings on the website.
- Total of **1,229** event listings have been published to date. **32** event listings published in Q2.
- Total of **2,797** articles published to date. **19** articles published in Q2. Gig Guide: A total of **81** Gigs (events) listed over the past 3 months (Q2).

#### 2. WEBSITE VISITS

- NOV 2024 = 12.0K
- OCT 2024 = 10.8K



### 3. WEBSITE GOOGLE ANALYTICS

- A total of **33,500** unique visitors to the website over the past 3 months (01 Sept - 30 Nov 2024) (Visitors in same period in 2023 = **30,500**)
- A total of **34,000** total visits to the website over the past 3 months (01 Sept - 30 Nov 2024) (Visits in same period in 2023 = **31,050k**)
- A total of **93.4k** page views (page visits) over the past 3 months (01 Sept - 30 Nov 2024) (Page views in same period in 2023 = **73.9k**)
- Average length of time of visit = **65 seconds**
- A **9.5% increase** in visitors (users) compared to the same period last year.
- A **10.5% increase** in visits (sessions) compared to the same period last year.
- A **26.5% increase** in page views compared to the same period last year

### 4. WEBSITE HIGHLIGHTS

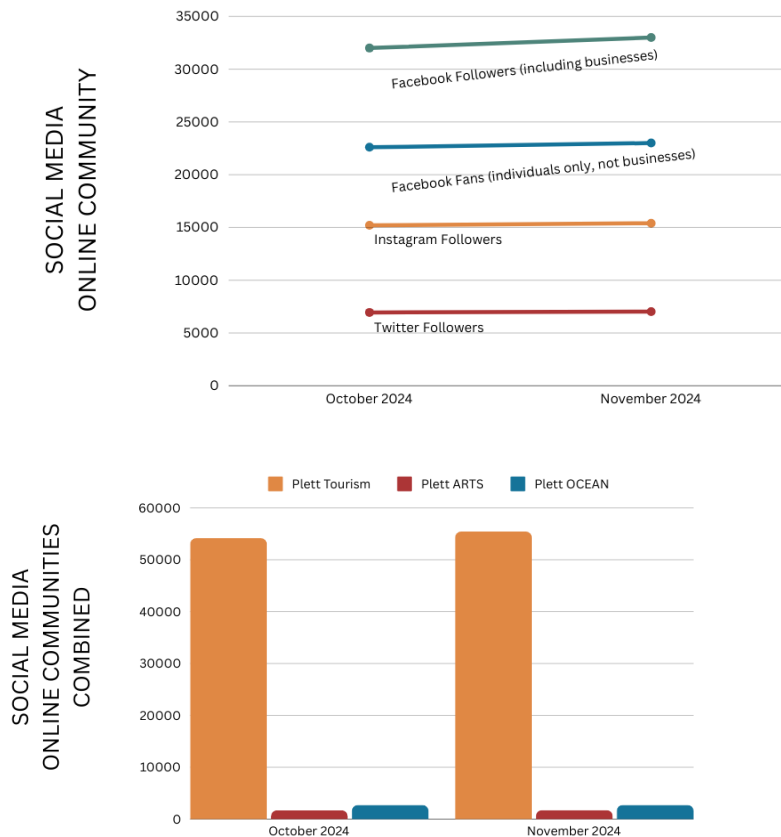
- An **8.9% increase** in visitors (users) compared to the same period the previous month. 11k in Nov 2024 v 10.1k in Oct 2024
- A **9.5% increase** in visits (sessions) compared to the same period the previous month. 12k in Nov 2024 v 11k in Oct 2024
- A **16% increase** in page views compared to the same period the previous month

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## STATISTICS / DIGITAL MEDIA ANALYSIS

Our digital media focus during the quarter October and November 2024 has been on spring attractions and 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 highlights Plett’s singular summer attractions. The goal of social media as we move into summer is to build up 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



### 2. OPERATIONAL COMMENTS

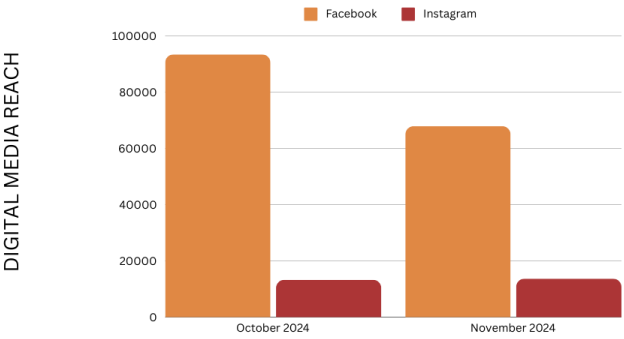
Plett Tourism is pleased to have retained a Junior Social Media Consultant, Anelisa Rabie to assist in managing and growing the Plett Tourism social media accounts. We note a drop in Facebook reach for November as the Communications Manager (JMM) onboarded Anelisa. This has been addressed in content planning. A goal for the social media team has been to focus on Instagram and short-form videos (using a lot of user-generated content) and we are pleased with the results and, for November, reels have made up 66% of Plett Tourism’s reach. Additionally, clicks through stories to the Plett Tourism website and other articles have increased by 1300% which is a solid indication of the growth potential for Plett Tourism’s social media with the extra assistance and time freed up to plan and create better and better content.

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### 3. DIGITAL MEDIA STATISTICS

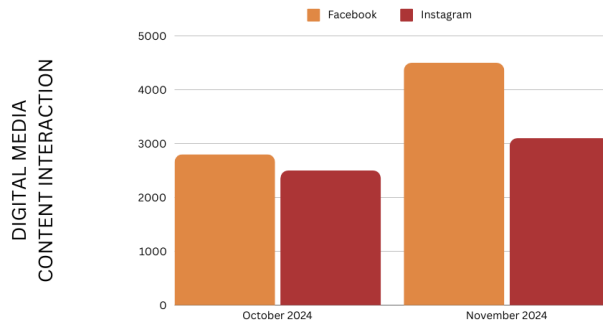
Measured by Reach & Content Interaction (previously Engagement)

#### REACH



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## CONTENT INTERACTION



### 4. PLETT TOURISM POPULAR POSTS, STORIES & TOPICS

#### October

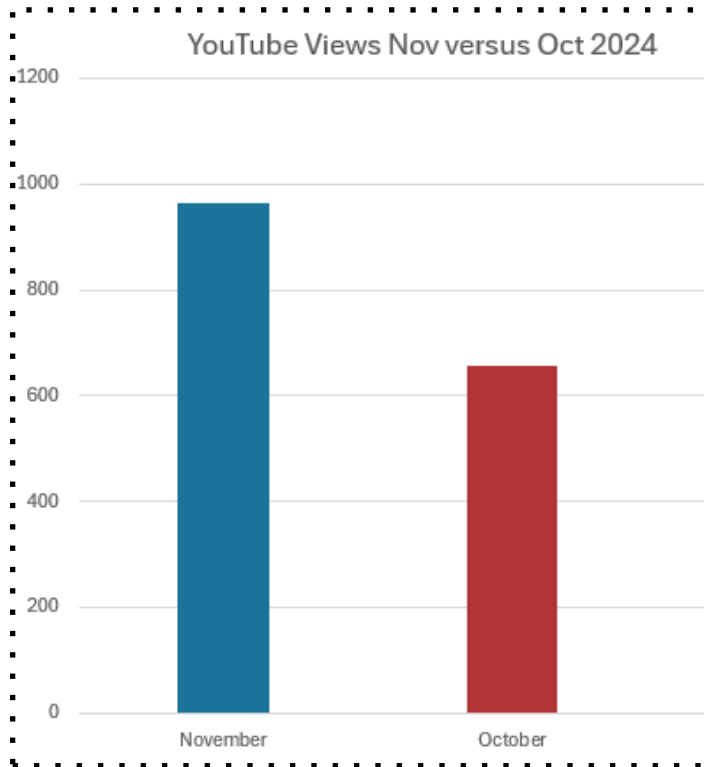
Plett Nominated as a World's Best Beach Destination in the World Travel Awards, Marine Month in South Africa - with a stunning dolphin video, Plett Environmental Forum Mini-Grant for Piesang Valley Nature Reserve, whale watching videos, New Slops Eatery and Plett's Blue Flag and Green Coast status' from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

#### November

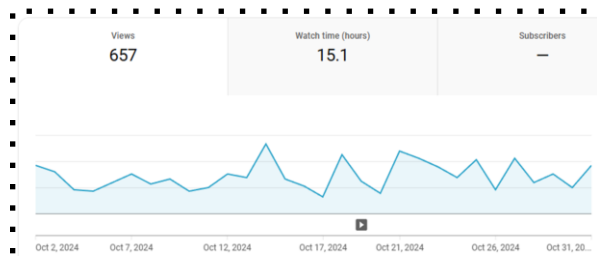
Plett Rage welcome, iconic Plett Summer moments #1 (Dolphin Circle with a short story about Roberg Leggat), other Plett Rage stories, Aneline Kriel - former Miss World in Plett, Getaway Magazine feature on Keurboomstrand.

## 6. YOUTUBE

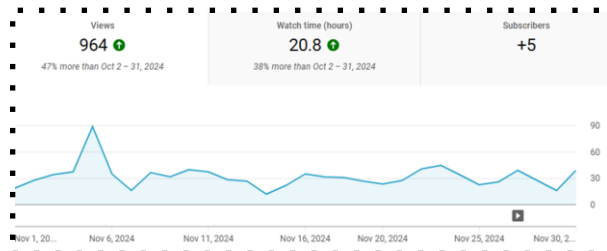
Our YouTube channel has had over **1 million views**. We are now able to earn revenue from any unique content we post on the channel. We have not had any earnings yet because we have not posted many new original content videos which can be monetized.



### OCTOBER 2024

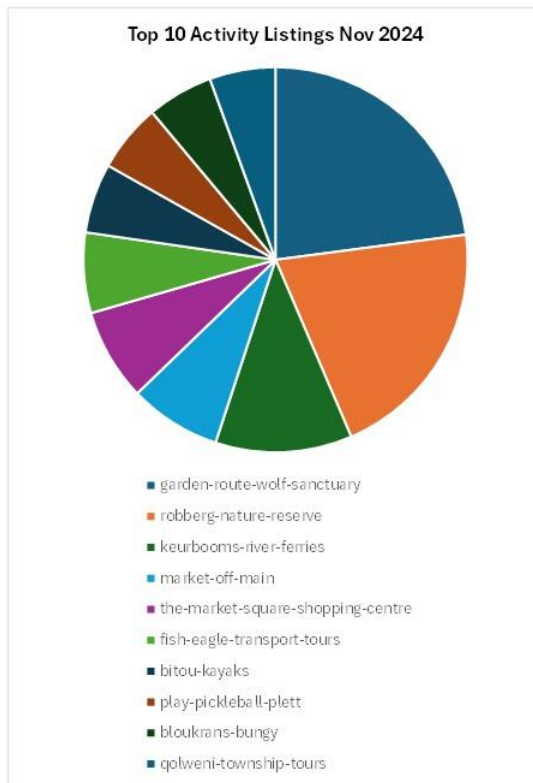


### NOVEMBER 2024



## STATISTICS / ACTIVITY ANALYSIS

### 1. ACTIVITY LISTING BY POPULARITY



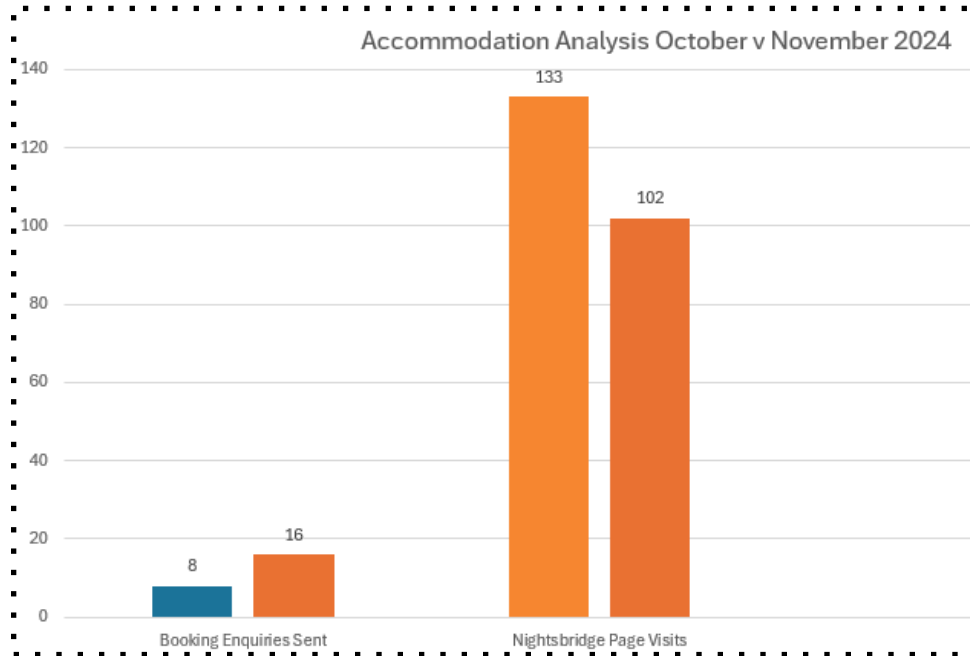
Activity	Page Visits
garden-route-wolf-sanctuary	231
robberg-nature-reserve	208
keurbooms-river-ferries	116
market-off-main	78
the-market-square-shopping-centre	78
fish-eagle-transport-tours	68
bitou-kayaks	59
play-pickleball-plett	58
bloukrans-bungy	56
qolweni-township-tours	56

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

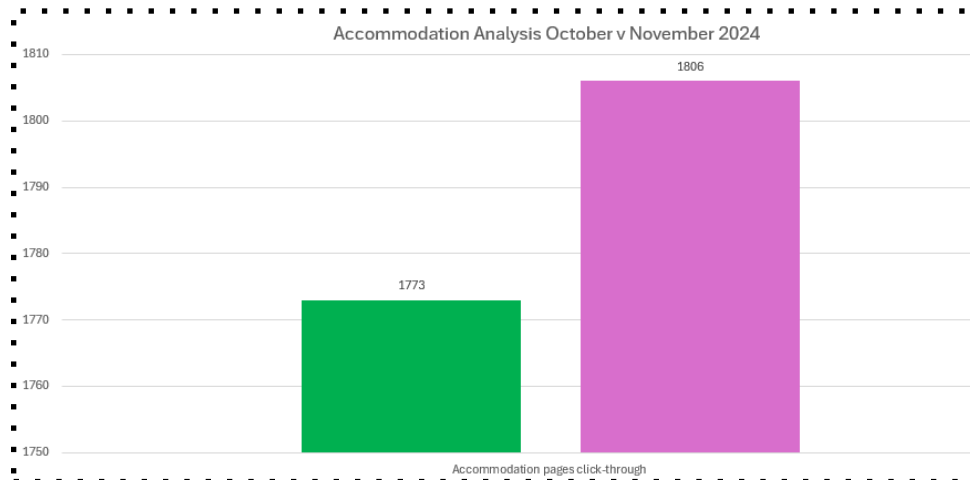
ACTIVITAR	# of bookings	Commission
October	0	0
November	2	R1,372

### 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)**





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## STATISTICS / TRAVEL & TRADE CAMPAIGN PARTICIPATION

### 1. TRAVEL TRADE CAMPAIGNS / JOURNALIST AND INFLUENCER ITINERARIES

OCTOBER	NOVEMBER	DECEMBER
Township Local Media Tour Itinerary	None	None

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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;

- 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; TBC
- Oakhill; R1 500
- DuToit Events; R1 000

**TOTAL ADDITIONAL MARKETING FUNDS PROCURED: R2 500**

### 3. SPONSORSHIP PROCUREMENT

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

- Woolworths (POF)
- Strauss & Co (PAF)
- Ocean Blue Adventures (TBC)
- Barrington's (TBC)

**TOTAL SPONSORSHIP PROCURED: TBC**

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## 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.

October and November 2024 fall within our Arts, Culture & Heritage pillar, and our niche marketing has included both culture and natural heritage with a focus on a very active whale season, Plett's blue flag and green coast awards, nomination as a World's Leading Beach Destination, the Piesang Valley Nature Reserve grant from WESSA, and the Inqua Trail.

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**
2. Media Releases: **October: 3 November: 2**
3. Media contributions (info requests): **October: 6 November: 9**
4. Print adverts placed: **0**
5. Radio contributions: **0**
6. Google Adwords Campaigns: **0**
7. FB/Insta Advert Campaigns: **0**

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### 3. NEWSLETTERS

#### NEWSLETTERS



B2B MAILER x1



TOUR OPERATOR MAILER x1



GENERAL MAILER x2



ARTS, CULTURE & HERITAGE NICHE x1



FOOD & WINE NICHE x1



ADVENTURE & NATURE NICHE x 0

#### 4. BULK MAIL / NEWSLETTER STATISTICS

- A total of **260** General Newsletters sent out to date, of which **1** General Newsletter was sent out in this quarter, plus **2** niche newsletters (Plett ARTS, and Plett FOOD & WINE).
- Mailing list of **10,174**
- On average **34.1%** of recipients opened the newsletter (based on the past 5 mailers)
- On average **3.7%** of them clicked on a link (based on the past 5 mailers)
- A total of **3** general newsletter mailers sent out in the past 3 months
- A total of **32** industry-related bulk mailers sent out in the past 3 months
- A total of **5** media/press release bulk mailers sent out in the past 3 months
- A grand total of **37** bulk mailers sent out in the past 3 months

#### 5. HIGHLIGHTS/PT MEDIA FEATURES

- 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.

## COMPREHENSIVE MEDIA FEATURES NOTED

OCTOBER 2024		
PUBLICATION	ARTICLE TITLE	ARTICLE LINK
2OceansVibe	2OceansVibe declares Plett Summer open	<a href="https://www.2oceansvibe.com/2024/10/08/2oceansvibe-declares-summer-2024-open/">https://www.2oceansvibe.com/2024/10/08/2oceansvibe-declares-summer-2024-open/</a>
Daily Maverick (print)	Meet the river guardian who protects Plettenberg Bay's catchment areas	<a href="https://www.pressreader.com/south-africa/daily-maverick/20241012/281818584279072">https://www.pressreader.com/south-africa/daily-maverick/20241012/281818584279072</a>
Knysna Plett Herald	Secret swim to assist women	<a href="https://www.knysnaplett Herald.com/News/Article/Local-News/secret-swim-to-assist-women-202410100901">https://www.knysnaplett Herald.com/News/Article/Local-News/secret-swim-to-assist-women-202410100901</a>
Herald Live	Collaboration will see Plett's Piesang Valley restored as a green asset	<a href="https://www.heraldlive.co.za/news/2024-10-09-collaboration-will-see-pletts-klein-piesang-valley-restored-as-green-asset/">https://www.heraldlive.co.za/news/2024-10-09-collaboration-will-see-pletts-klein-piesang-valley-restored-as-green-asset/</a>
Weekend Post Print	Collaboration will see Plett's Piesang Valley restored as a green asset	<a href="#">Print</a>
Daily Maverick	Meet the river guardian who protects Plettenberg Bay's catchment areas	<a href="https://www.dailymaverick.co.za/article/2024-10-06-meet-river-guardian-who-protects-plettenberg-bays-catchment-areas/">https://www.dailymaverick.co.za/article/2024-10-06-meet-river-guardian-who-protects-plettenberg-bays-catchment-areas/</a>
Algoa FM	Plett nominated as World's Leading Beach Destination	<a href="https://www.algoafm.co.za/entertainment/plett-nominated-as-world-s-leading-beach-destination">https://www.algoafm.co.za/entertainment/plett-nominated-as-world-s-leading-beach-destination</a>
Knysna Plett Herald	Boost for Bitou Conservation Efforts	<a href="https://www.knysnaplett Herald.com/News/Article/Local-News/boost-for-bitou-conservation-efforts-202410150901">https://www.knysnaplett Herald.com/News/Article/Local-News/boost-for-bitou-conservation-efforts-202410150901</a>
Knysna Plett Herald	Painting with Light	<a href="https://www.knysnaplett Herald.com/Entertainment/Article/painting-with-light-202410170214">https://www.knysnaplett Herald.com/Entertainment/Article/painting-with-light-202410170214</a>
Herald Live	Plett in the running to be crowned World's Leading Beach Destination	<a href="https://www.heraldlive.co.za/news/2024-10-18-plett-in-the-running-to-be-crowned-worlds-leading-beach-destination/">https://www.heraldlive.co.za/news/2024-10-18-plett-in-the-running-to-be-crowned-worlds-leading-beach-destination/</a>
Knysna Plett Herald	Display of Remarkable Talent	<a href="https://www.knysnaplett Herald.com/News/Article/Local-News/display-of-remarkable-talent-202410181145">https://www.knysnaplett Herald.com/News/Article/Local-News/display-of-remarkable-talent-202410181145</a>
Knysna Plett Herald (print)	Display of Remarkable Talent	<a href="https://www.pressreader.com/south-">https://www.pressreader.com/south-</a>

		<a href="https://www.pressreader.com/south-africa/knysna-plett-herald/20241017/281646785598556">africa/knysna-plett-herald/20241017/281646785598556</a>
Knysna Plett Herald (print)	Plett Penguin Release	<a href="https://www.pressreader.com/south-africa/knysna-plett-herald/20241017/281638195663964">https://www.pressreader.com/south-africa/knysna-plett-herald/20241017/281638195663964</a>
The Citizen	Women Dive into Action for Breast Cancer Awareness	<a href="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/">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/</a>
Getaway	Plettenberg Bay Airport Revamp in Progress	<a href="https://www.getaway.co.za/travel-news/plettenberg-bay-airport-revamp-progresses/">https://www.getaway.co.za/travel-news/plettenberg-bay-airport-revamp-progresses/</a>
Knysna Plett Herald (print)	Moby Mat	<a href="https://www.pressreader.com/south-africa/knysna-plett-herald/20241017/281625310762076">https://www.pressreader.com/south-africa/knysna-plett-herald/20241017/281625310762076</a>
Gauteng.net	December Holiday Destinations in the Western Cape	<a href="https://gauteng.net/news/december-holiday-destinations-in-the-western-cape/">https://gauteng.net/news/december-holiday-destinations-in-the-western-cape/</a>
Knysna Plett Herald	Bitou Birding Festival Soars to Great Heights	<a href="https://www.knysnapletttheherald.com/News/Article/Local-News/bitou-birding-festival-soars-to-great-heights-202410140157">https://www.knysnapletttheherald.com/News/Article/Local-News/bitou-birding-festival-soars-to-great-heights-202410140157</a>
Daily Maverick (print)	Black Mermaid Foundation	<a href="https://www.pressreader.com/south-africa/daily-maverick/20241012/282016152774688">https://www.pressreader.com/south-africa/daily-maverick/20241012/282016152774688</a>
Good Things Guy	Plett nomination for World's Leading Destination is a community win	<a href="https://www.goodthingsguy.com/travel/pletts-nomination-for-worlds-leading-beach-destination-is-a-community-win/">https://www.goodthingsguy.com/travel/pletts-nomination-for-worlds-leading-beach-destination-is-a-community-win/</a>



Herald Live	Plettenberg Bay's township tapestry is a tourism gem	<a href="https://www.heraldlive.co.za/news/2024-10-28-plettenberg-bays-township-tapestry-a-tourism-gem/">https://www.heraldlive.co.za/news/2024-10-28-plettenberg-bays-township-tapestry-a-tourism-gem/</a>
Knysna Plett Herald	Plett's hidden tourism treasures	<a href="https://www.knysnaplett Herald.com/News/Article/Local-News/plett-s-hidden-tourism-treasures-202410311059">https://www.knysnaplett Herald.com/News/Article/Local-News/plett-s-hidden-tourism-treasures-202410311059</a>
Algoa FM	Bitou Municipality retains Blue Flag status for six beaches	<a href="https://www.algoafm.co.za/local/bitou-municipality-retains-blue-flag-status-for-six-beaches">https://www.algoafm.co.za/local/bitou-municipality-retains-blue-flag-status-for-six-beaches</a>
Herald Live	All six Bitou beaches retain Blue Flag status	<a href="https://www.heraldlive.co.za/news/2024-10-31-all-six-bitou-beaches-retain-blue-flag-status/">https://www.heraldlive.co.za/news/2024-10-31-all-six-bitou-beaches-retain-blue-flag-status/</a>
Jacaranda FM	30 of the most luxurious neighbourhoods in SA	<a href="https://www.jacarandafm.com/shows/breakfast-martin-bester/30-most-luxurious-neighbourhoods-sa/">https://www.jacarandafm.com/shows/breakfast-martin-bester/30-most-luxurious-neighbourhoods-sa/</a>
Knysna Plett Herald	Plett beaches in line for World Accolade	<a href="https://www.knysnaplett Herald.com/News/Article/Local-News/plett-beaches-in-line-for-world-accolade-202410250904">https://www.knysnaplett Herald.com/News/Article/Local-News/plett-beaches-in-line-for-world-accolade-202410250904</a>
Youtube - ShareScreen Africa	Is Plettenberg Bay a good candidate for an OECM?	<a href="https://www.youtube.com/watch?v=48kTYWpet44">https://www.youtube.com/watch?v=48kTYWpet44</a>
<b>NOVEMBER 2024</b>		
<b>PUBLICATION</b>	<b>ARTICLE TITLE</b>	<b>ARTICLE LINK</b>
Western Cape Gov.	Minister Maynier urges candidate to celebrate responsibly during Plett Rage	<a href="https://www.westerncape.gov.za/article/minister-maynier-urges-candidates-celebrate-responsibly-during-matric-rage">https://www.westerncape.gov.za/article/minister-maynier-urges-candidates-celebrate-responsibly-during-matric-rage</a>
News24	Experience South Africa's beauty with the sunsets summer tour	<a href="https://www.news24.com/citypress/trending/experience-south-africas-beauty-with-the-sunsets-summer-tour-20241031">https://www.news24.com/citypress/trending/experience-south-africas-beauty-with-the-sunsets-summer-tour-20241031</a>

Knysna Plett Herald	Blooming Good Roses	<a href="https://www.knysnaplett Herald.com/News/Article/Local-News/blooming-good-roses-202411011106">https://www.knysnaplett Herald.com/News/Article/Local-News/blooming-good-roses-202411011106</a>
Zwya.com	Emirates ramps up operations in Africa to serve growing demand	<a href="https://www.zawya.com/en/press-release/companies-news/emirates-ramps-up-operations-in-africa-to-serve-growing-demand-iviwyh5r">https://www.zawya.com/en/press-release/companies-news/emirates-ramps-up-operations-in-africa-to-serve-growing-demand-iviwyh5r</a>
George Herald	New policy regarding dog friendly beaches	<a href="https://www.georgeherald.com/News/Article/Local-News/new-policy-in-garden-route-for-dog-friendly-dining-202410310246">https://www.georgeherald.com/News/Article/Local-News/new-policy-in-garden-route-for-dog-friendly-dining-202410310246</a>
Economy Middle East.com	Emirates flights	<a href="https://economymiddleeast.com/news/emirates-africa-flights-entebbe-addis-ababa-johannesburg/">https://economymiddleeast.com/news/emirates-africa-flights-entebbe-addis-ababa-johannesburg/</a>
www.gardn-route-info.co.za		<a href="https://www.garden-route-info.co.za/routes/article/4702/world-travel-awards-plett-nominated-as-world-s-leading-beach-destination">https://www.garden-route-info.co.za/routes/article/4702/world-travel-awards-plett-nominated-as-world-s-leading-beach-destination</a>
Inside Guide (Instagram)	Plett Nominated as Africa's Leading Beach destination	<a href="https://www.instagram.com/reel/DBvTeGDtsJU/?igsh=Znp1dzQ4cW5raig2">https://www.instagram.com/reel/DBvTeGDtsJU/?igsh=Znp1dzQ4cW5raig2</a>
Getaway	Keurboomstrand	<a href="https://www.getaway.co.za/destinations/keurboomstrand/">https://www.getaway.co.za/destinations/keurboomstrand/</a>
Knysna Plett Herald	Happy Birthday Song for Gary Player	<a href="https://www.knysnaplett Herald.com/News/Article/Local-News/happy-birthday-dear-ba-ba-202411040636">https://www.knysnaplett Herald.com/News/Article/Local-News/happy-birthday-dear-ba-ba-202411040636</a>
Herald Live	Men strip down to the their speedos for cancer awareness	<a href="https://www.heraldlive.co.za/news/2024-11-04-men-strip-down-to-their-speedos-for-cancer-awareness/">https://www.heraldlive.co.za/news/2024-11-04-men-strip-down-to-their-speedos-for-cancer-awareness/</a>
Knysna Plett Herald	New crime forum established in Plett	<a href="https://www.knysnaplett Herald.com/News/Article/Local-News/crime-forum-established-in-plett-202411050908">https://www.knysnaplett Herald.com/News/Article/Local-News/crime-forum-established-in-plett-202411050908</a>

First Car Rental	Top 10 amusement parks in South Africa	<a href="https://www.firstcarrental.co.za/news/top-10-amusement-parks-in-south-africa">https://www.firstcarrental.co.za/news/top-10-amusement-parks-in-south-africa</a>
News24	A sea of bobbing purple	<a href="https://www.news24.com/news24/community-newspaper/eikestadnuus/a-sea-of-bobbing-purple-briefs-for-prostate-testicular-cancer-20241106">https://www.news24.com/news24/community-newspaper/eikestadnuus/a-sea-of-bobbing-purple-briefs-for-prostate-testicular-cancer-20241106</a>
Knysna Plett Herald	Plett wins eight Global Blue Flag Awards	<a href="https://www.knysnaplett Herald.com/News/Article/Local-News/plett-wins-eight-global-blue-flag-awards-202411080956">https://www.knysnaplett Herald.com/News/Article/Local-News/plett-wins-eight-global-blue-flag-awards-202411080956</a>
Knysna Plett Herald	Rare visitor to Plett's beaches rescued	<a href="https://www.knysnaplett Herald.com/News/Article/Local-News/rare-visitor-to-plett-s-beach-rescued-202411080226">https://www.knysnaplett Herald.com/News/Article/Local-News/rare-visitor-to-plett-s-beach-rescued-202411080226</a>
FindMy.Blog	Hidden Gems Guide	<a href="https://blog.findmy.co.za/hidden-gem-guide-top-50-towns-in-sa">https://blog.findmy.co.za/hidden-gem-guide-top-50-towns-in-sa</a>
Herald Live	Garden Route beaches boasting Blue Flags this summer	<a href="https://www.heraldlive.co.za/news/2024-11-11-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/</a>
Weekend Post (print)	Garden Route beaches boasting Blue Flags this summer	<a href="https://www.pressreader.com/south-africa/the-herald-south-africa/20241111/281612425923979">https://www.pressreader.com/south-africa/the-herald-south-africa/20241111/281612425923979</a>
Garden Route Infor	Eight blue flags and a green coast award for Plett	<a href="https://www.garden-route-info.co.za/routes/article/4715/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</a>
Knysna Plett Herald (print)	Plett history/historical society	<a href="https://www.pressreader.com/south-africa/knysna-plett-herald/20241121/281612425944451">https://www.pressreader.com/south-africa/knysna-plett-herald/20241121/281612425944451</a>
Knysna Plett Herald	Plett Rage circus comes to town	<a href="https://www.knysnaplett Herald.com/News/Article/Local-News/plett-rage-circus-comes-to-town-202411210736">https://www.knysnaplett Herald.com/News/Article/Local-News/plett-rage-circus-comes-to-town-202411210736</a>



Weekend Post (print)	New shopping centre	<a href="https://www.pressreader.com/south-africa/the-herald-south-africa/20241120/281578066204357">https://www.pressreader.com/south-africa/the-herald-south-africa/20241120/281578066204357</a>
Knysna Plett Herald (print)	Tenikwa Tortoise rescue	<a href="https://www.pressreader.com/south-africa/knysna-plett-herald/20241121/281638195748227">https://www.pressreader.com/south-africa/knysna-plett-herald/20241121/281638195748227</a>
Knysna Plett Herald	2024 is the year of road trips and staycation holidays	<a href="https://www.knysnapletttherald.com/News/Article/Tourism/is-2024-the-year-of-road-trips-and-staycation-holidays-202411190431">https://www.knysnapletttherald.com/News/Article/Tourism/is-2024-the-year-of-road-trips-and-staycation-holidays-202411190431</a>
2OceansVibe	South Africa's Biggest Family Music Festival Get Lucky Summer is back	<a href="https://www.2oceansvibe.com/2024/11/20/south-africas-biggest-family-friendly-music-festival-series-get-lucky-summer-is-back-this-summer-holiday-season/">https://www.2oceansvibe.com/2024/11/20/south-africas-biggest-family-friendly-music-festival-series-get-lucky-summer-is-back-this-summer-holiday-season/</a>
HeadTopics	Get Lucky Summer returns with epic lineup	<a href="https://headtopics.com/za/get-lucky-summer-returns-with-epic-line-up-62197860">https://headtopics.com/za/get-lucky-summer-returns-with-epic-line-up-62197860</a>
ShowMe South Africa	Tenikwa Tortoise rescue	<a href="https://showme.co.za/plett/news/three-legged-tortoise-highlights-plight-of-illegal-pets/">https://showme.co.za/plett/news/three-legged-tortoise-highlights-plight-of-illegal-pets/</a>
Herald Live	Excitement all around as new shopping centre set to open in Plett	<a href="https://www.heraldlive.co.za/news/2024-11-20-excitement-all-round-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/</a>
Knysna Plett Herald	Tenikwa Tortoise rescue	<a href="https://www.knysnapletttherald.com/News/Article/Local-News/three-legged-tortoise-highlights-plight-of-illegal-pets-202411190910">https://www.knysnapletttherald.com/News/Article/Local-News/three-legged-tortoise-highlights-plight-of-illegal-pets-202411190910</a>
CapeEtc.	Get Lucky Summer returns with epic lineup	<a href="https://www.capetownetc.com/news/get-lucky-summer-returns-with-epic-line-up/">https://www.capetownetc.com/news/get-lucky-summer-returns-with-epic-line-up/</a>
Tex and the City	South Africa's Biggest Family Music Festival Get Lucky Summer is back	<a href="https://texxandthecity.com/2024/11/south-africas-biggest-festival-series-get-lucky-summer-is-back/">https://texxandthecity.com/2024/11/south-africas-biggest-festival-series-get-lucky-summer-is-back/</a>
Knysna Plett Herald	R10 000 required for timber shed project	<a href="https://www.knysnapletttherald.com/News/Article/Local-News/r50m-needed-for-timber-store-">https://www.knysnapletttherald.com/News/Article/Local-News/r50m-needed-for-timber-store-</a>

		<a href="#">project-202411160806</a>
Knysna Plett Herald	Records fly at Harkerville Parkrun	<a href="https://www.knysnaplettherald.com/Sport/Article/Athletics/records-fly-at-harkerville-parkrun-202411160757">https://www.knysnaplettherald.com/Sport/Article/Athletics/records-fly-at-harkerville-parkrun-202411160757</a>
Adobe Stock Photo	Served as an advert on Adobe	<a href="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">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</a>
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 Molgas 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	<a href="https://www.heraldive.co.za/news/2024-11-21-plett-shepherds-doing-their-bit-to-ensure-participants-safety-during-rage-festival/">https://www.heraldive.co.za/news/2024-11-21-plett-shepherds-doing-their-bit-to-ensure-participants-safety-during-rage-festival/</a>
Music in Africa	Get Lucky Summer concert series	<a href="https://www.musicinafrica.net/gig-guide/get-lucky-summer-concert-series">https://www.musicinafrica.net/gig-guide/get-lucky-summer-concert-series</a>
TikTok	@buksem influencer video on Tips for Plett Rage	<a href="https://vm.tiktok.com/ZMhwP7XAC/">https://vm.tiktok.com/ZMhwP7XAC/</a>
Herald Live	Plett's all the rage at class of 2024 prepares to party	<a href="https://www.heraldive.co.za/news/2024-11-28-pletts-all-the-rage-as-class-of-2024-prepares-to-party/">https://www.heraldive.co.za/news/2024-11-28-pletts-all-the-rage-as-class-of-2024-prepares-to-party/</a>
SABC	57 Blue Flags fly across South Africa	<a href="https://www.sabcnews.com/sabcnews/blue-flags-expected-to-be-flown-across-51-beaches-across-sa/">https://www.sabcnews.com/sabcnews/blue-flags-expected-to-be-flown-across-51-beaches-across-sa/</a>
Busines Insider Africa	Discover Africa's Best Tourist Attractions in World Travel Awards	<a href="https://africa.businessinsider.com/local/lifestyle/">https://africa.businessinsider.com/local/lifestyle/</a>

		<a href="#">e/discover-africas-best-tourist-attractions-and-beach-destinations-of-2023/ltkx8p1</a>
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## 6. NEWS ARTICLES AND MEDIA RELEASES WITH AN 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.

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

***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.***

## MEDIA HIGHLIGHTS (LEADS FOLLOWED) [PORCHE, PLEASE CONTRIBUTE IF YOU HAVE ANY OTHERS]

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.

PUBLICATION	JOURNALIST / CONTACT	COMMENTS
Nov: 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
Nov: Visi	Phendu	Assisting with the introductions to select tourism products for a 2-page feature in the December 2024 publication
Nov: 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
Nov: 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

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		PT paid for 1 x FP advert
Dec: MCfm	Gordon	PT live-interview to discuss preparations for being 'Summer ready' in Plett. PB provided an interview.

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

NAME	OCT	NOV	DEC	STATUS
HeraldLive & EP Herald	<b>X</b>			PT commented on World Class Beach award and voting
HeraldLive & EP Herald	<b>X</b>			PT commented on Blue Flag award
HeraldLive & EP Herald		<b>X</b>		PT commented on Plett Rage
Network24		<b>X</b>		PT commented on Plett Rage

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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 689.
- Plett Tourism hosted a successful **AGM**.

## 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.

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## STAKEHOLDER RELATIONS

PT meets with key stakeholders; including:

- Bitou Municipality and political stakeholders
- Plett Ratepayers Association
- Plett Businesses
- National, provincial and regional tourism stakeholders

### 1. Bitou Municipality and municipal stakeholder involvement

1.1 Meeting with 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

### 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

4.3 GRDM / GR&KK LTO Meeting

### 5. rsa.AERO - no meetings held

### 6. General

6.1 Residents regarding Signal Hill upgrade

6.2 Plett Shark Action Group for summer-readiness press release

6.3 TGCSA virtual meeting attended

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## 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. One new laptop acquired.
- The Entrepreneurs webpage is updated on a regular basis with training, funding & business opportunities, marketing tips and interesting articles.

### 3. BEACH ACTIVATIONS FOR DECEMBER (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

### 4. 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

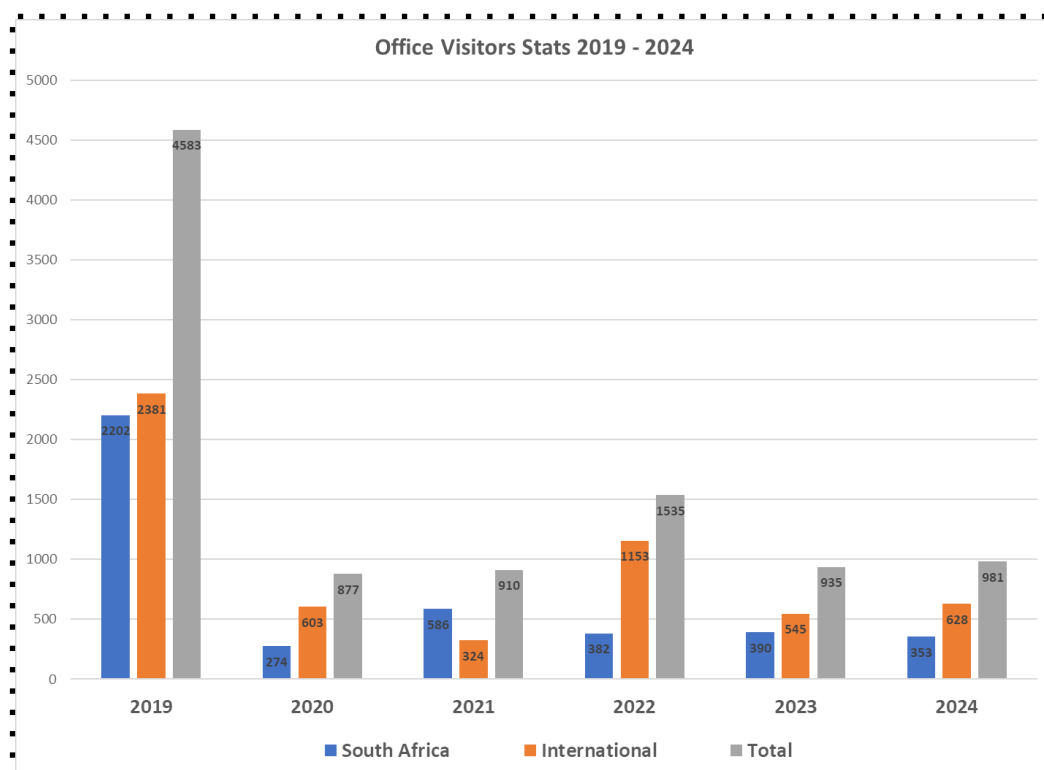
### 5. EDUCATIONALS AND UPSKILLING

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

### 6. INFORMATION OFFICE VISITOR STATS

MONTH	SA VISITORS	INT VISITORS	TOTAL
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October	34	50	84
November	32	80	112



## 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

## EVENTS & ACTIVATIONS MANAGEMENT

### 1. 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.

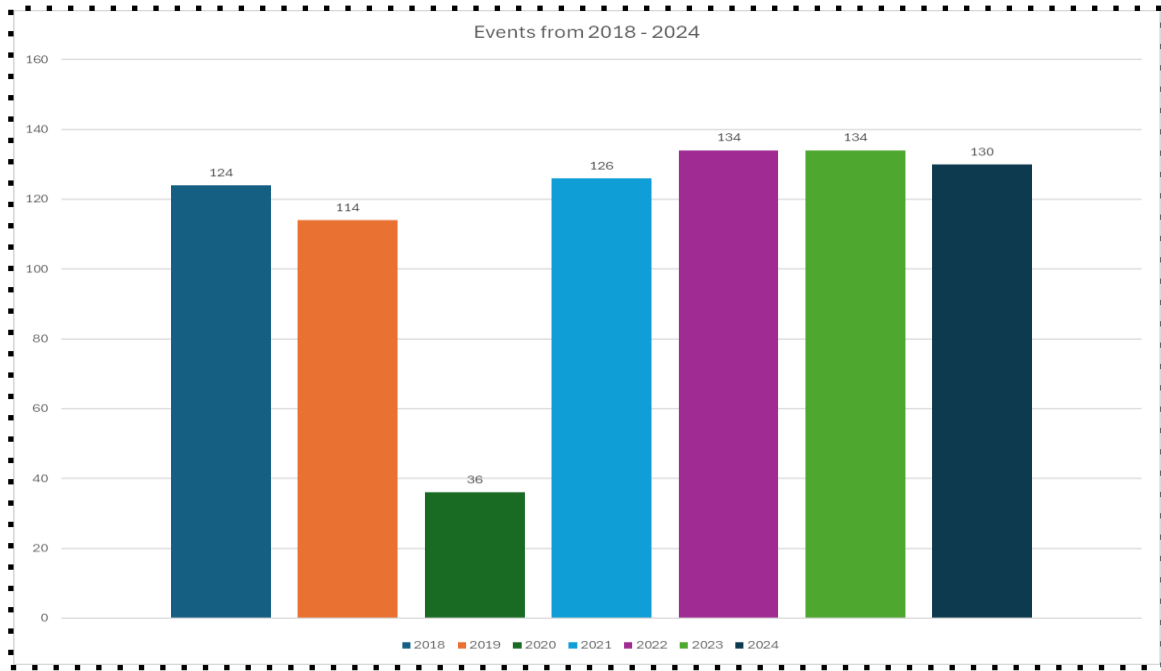
## 2. CALENDAR OF EVENTS AND DAILY DIARY

- 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.

## 3. OCTOBER & NOVEMBER 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 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

We engage weekly with new members to meet in person or via Google Teams to familiarise them with the Plett Tourism website, to highlight their member benefits and to answer any questions or concerns.

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# 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>
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## 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		<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		<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 expand this project. The township and village artists and venues are not all proactive with each other to foster better relationships and regular communication.</p>
Tshisa Talent	X	X		<p>STRENGTHS: Engagement on development of Poetry &amp; Jazz on-going project with Lyfstyle Tshisanyama. Banner and marketing opportunities have been explored.</p> <p>WEAKNESSES: Additional funding / sponsorship is required to assist with the marketing collateral needed for this project.</p>
School participation in Plett Arts Festival	X	X		<p>STRENGTHS: Murray High, Plett Sec, GBC and Oakhill engagements have commenced to include them for the 2025 festival.</p> <p>WEAKNESS: NA</p>
Community cultural groups	X	X		<p>STRENGTHS: On-going engagement with the Kranshoek Riel Dancers and the marimba section of the PPFF. PT continues to support promotions.</p> <p>WEAKNESS: Additional funding / sponsorship is required to assist with the marketing collateral needed for this project.</p>

Tshisanyamas & craft	<b>X</b>	<b>X</b>		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
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### 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	<b>X</b>	<b>X</b>		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				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				STRENGTHS: NA  WEAKNESS: The Trail Stakeholders are not proactive with each other to foster better relationships and regular communication.
SanParks Garden Route Awards Banquet		<b>X</b>		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 it's Plett Trails network.  WEAKNESS: NA

### 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		<p>STRENGTHS: PT continues to engage with the LED Manager to give guidance on SMME participation at WTM Africa 2025..</p> <p>WEAKNESS: Confirmation of SMME criteria and LED proposed Plan of Action required.</p>
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			<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		<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		<p>STRENGTHS: PT has engaged with the Plettenberg Bay Wine Route and a dedicated Wine &amp; Culture Tour Operator to identify unique offerings in Bitou. This includes a cultural guide</p>

				<p>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	<b>X</b>	<b>X</b>		<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 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>

## 5. 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	<b>X</b>	<b>X</b>	<b>X</b>	<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>



## 6. 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		STRENGTHS: Updated design with new features completed.  WEAKNESS: NA
Plett Ocean Festival 2025 website	X	X		STRENGTHS: Updated design with new features completed.  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:
  - 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.

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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
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.

PROJECT NAME	CONTACT	COMMENTS
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's 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

#### COMMUNITY SUPPORT WITH BRANDED ITEMS

EVENT DATE	ORGANISATION	CONTACT	CONTRIBUTION
4-Oct-24	Youth For Change	Innocent Bobani youthforchange58@gmail.com	Did not contribute. No stock available
30 Nov 24	The Royal Crusaders Netball Club	Vuyolwethu Vice admin@lightlines.co.za	10 hats
30-Oct-24	Kwano Netball	Bulelwa Booysen	Did not contribute. No

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	Club	booyesenbulelwa94@gmail.com	stocks available
3-Dec-24	Lelhe Tshisanyama	Monwabisi James Namntu mjnamntu10@gmail.com	6 t-shirts, 6 hats, 2 corex signboard, 2 aprons
25-Mar-25	Kwano Soccer Tournament	Athenkosi Konco athenkosikonco@gmail.com	10 t-shirts, 10 hats
10-Dec-24	Phakamisani Primary School Cricket Team	Chicky N Mnabisa phakamisaniprim@gmail.com	13 hats

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## ADDENDUMS SENT

### 1. November 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)*