



Plett Tourism Festival and Event policy (approved by the PT board in March 2025)

1. The Plett Tourism Anchor Festival strategy is approved by the Plett Tourism board.
2. All festivals and events approved by Plett Tourism for inclusion in the Plett Tourism “Festival and Event calendar” must be aligned with the Plett ‘It’s a feeling’ brand strategy.
3. The Plett Tourism Association would be opposed to and/or need to carefully consider certain events as outlined below, as they would compromise the Plett ‘It’s a feeling’ brand strategy:
 - Careful consideration would be required for any event on a Blue Flag beach or any eco-sensitive locations, including Poortjies in consultation with key stakeholders i.e. CapeNature, Natures Valley Trust, etc.
 - Plett Tourism recommends that Central Beach, Hobie and the Wedge be the only beaches that facilitate events. Non-motor watersport events such as surfing, kayaking would be supported on other beaches.
 - Careful consideration would be required for Plett Tourism to support funding of events from the beginning of November to the end of February,
 - Plett Tourism would be opposed to live animal encounters at a circus or similar event involving interactions with live animals,
 - Plett Tourism would be opposed to traditional fireworks however would consider silent fireworks or a laser show
 - Plett Tourism is unable to supply financial support for events but can assist with marketing and facilitation as evaluated on receipt of requests for support.
4. To initiate the marketing of an event the organiser submits an event marketing application to Plett Tourism. Brand, policy alignment and potential calendar conflicts are checked.
5. Bitou Municipality LED & Tourism administrate the full event compliance and approval process. Plett Tourism has a seat on the BM events committee.
6. Plett Tourism regulates the Festival and Event calendar to protect the investment and integrity of existing festivals and events, and the sponsors and the partners to such events.
7. Plett Tourism must work with Bitou Municipality to ensure that the objectives and actions with respect to festivals and events are aligned, and marketing of events is maximised.