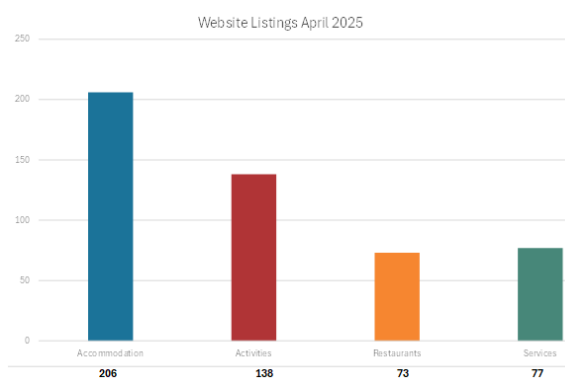


# PLETT TOURISM ASSOCIATION

## MAY 2025 MONTHLY REPORT

### TOURISM DESTINATION MARKETING

#### STATISTICS / WEBSITE ANALYSIS



#### 1. WEBSITE CONTENT LISTINGS

##### a. MEMBERSHIP LISTINGS

- i. **Apr/May 2025: Average** Total of **207** Accommodation + **74** Restaurants + **138** Activities + **77** Services = **496** listings on the website. **6** Accommodation Specials, **2** Restaurant Specials
- ii. **Q3 Jan/Feb/Mar 2025: Average** Total of 206 Accommodation + 75 Restaurants + 138 Activities + 76 Services = 495 listings on the website.
- iii. **Q2 Oct/Nov/Dec 2024: Average** Total of 205 Accommodation + 73 Restaurants + 135 Activities + 73 Services = 486 listings on the website.
- iv. **Q1 July/Aug/Sept 2024: Average** Total of 204 Accommodation + 74 Restaurants + 133 Activities + 71 Services = 482 listings on the website.

***An average of 496 pages for member listings were featured on the Plett Tourism website thus far during Q4.***

##### a. EVENT PAGES & GIG GUIDE

- i. **MAY:** Total of **6** event listings published. Gig Guide: A total of **9** Gigs (smaller, pop-up events) were listed as taking place in May (but a total of **20** were present on the Gig Guide in the month of May for events happening in May and in the upcoming months).
- ii. **APRIL:** Total of **6** event listings published. Gig Guide: A total of **17** Gigs (smaller, pop-up events) were listed as taking place in April (but a total of **28** were present on the Gig Guide in the month of April for events happening in April and in the upcoming months).

*An average of 6 dedicated event page listings and 13 individual Gigs were published thus far during Q4.*

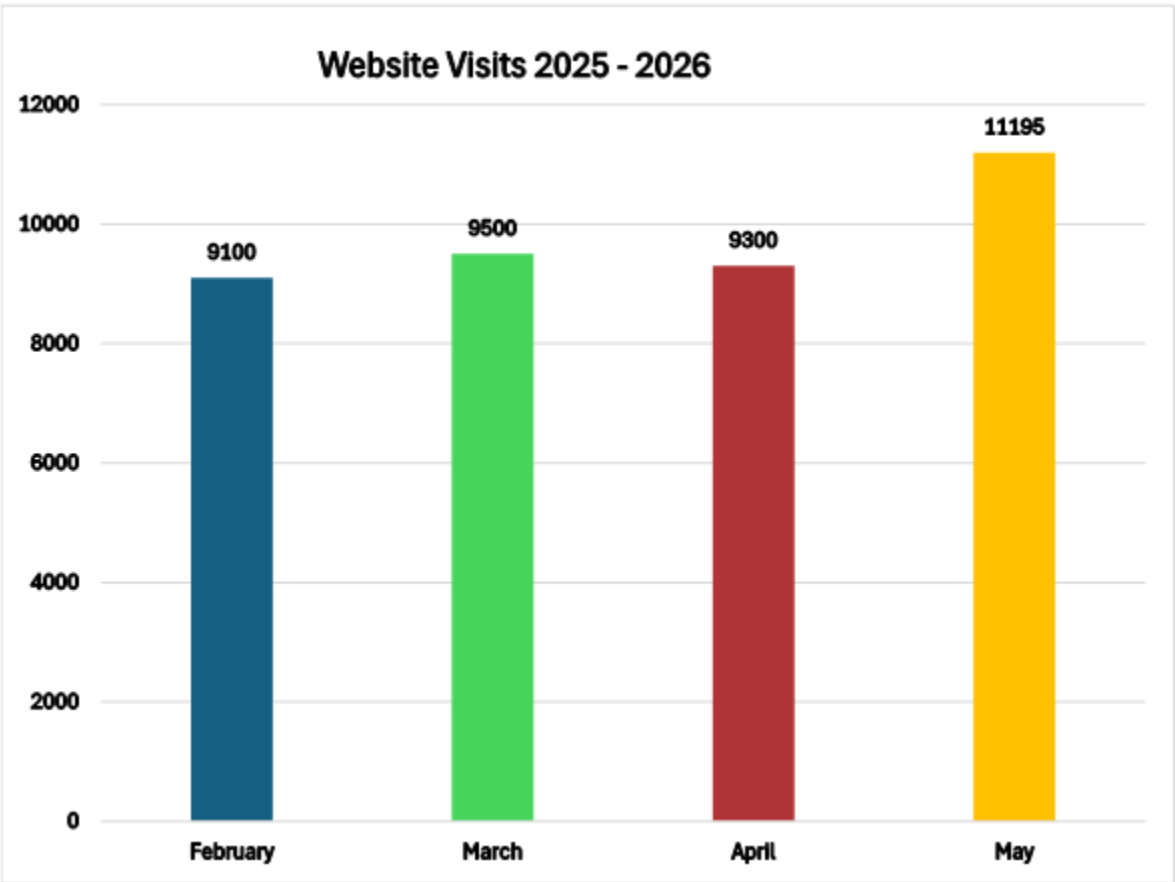
- b. NEWS BLOG / ARTICLES
  - i. MAY: Total of **16 articles** published.
  - ii. APRIL: Total of **11 articles** published.

*An average of 14 articles were published thus far during Q4.*

**2. WEBSITE VISITS**

- a. MAY 2025 = 11.2 K
- b. APR 2025 = 9.3 K
- c. Q3 = 30,402
- d. Q2 = 41,644
- e. Q1 = 28,147

*An average of 10.25K visits to the website was reported thus far during Q4..*



---

### 3. WEBSITE GOOGLE ANALYTICS

#### MAY

- a. A total of **11,195** total visits to the website for May 2025) (Visits in same period in 2024 = **7,697**) = **Up on last year by 3,400**
- b. Average length of time of visit for May 2025 = **56 seconds (down on last year)**

*Website visits over April and May are up on last year.*

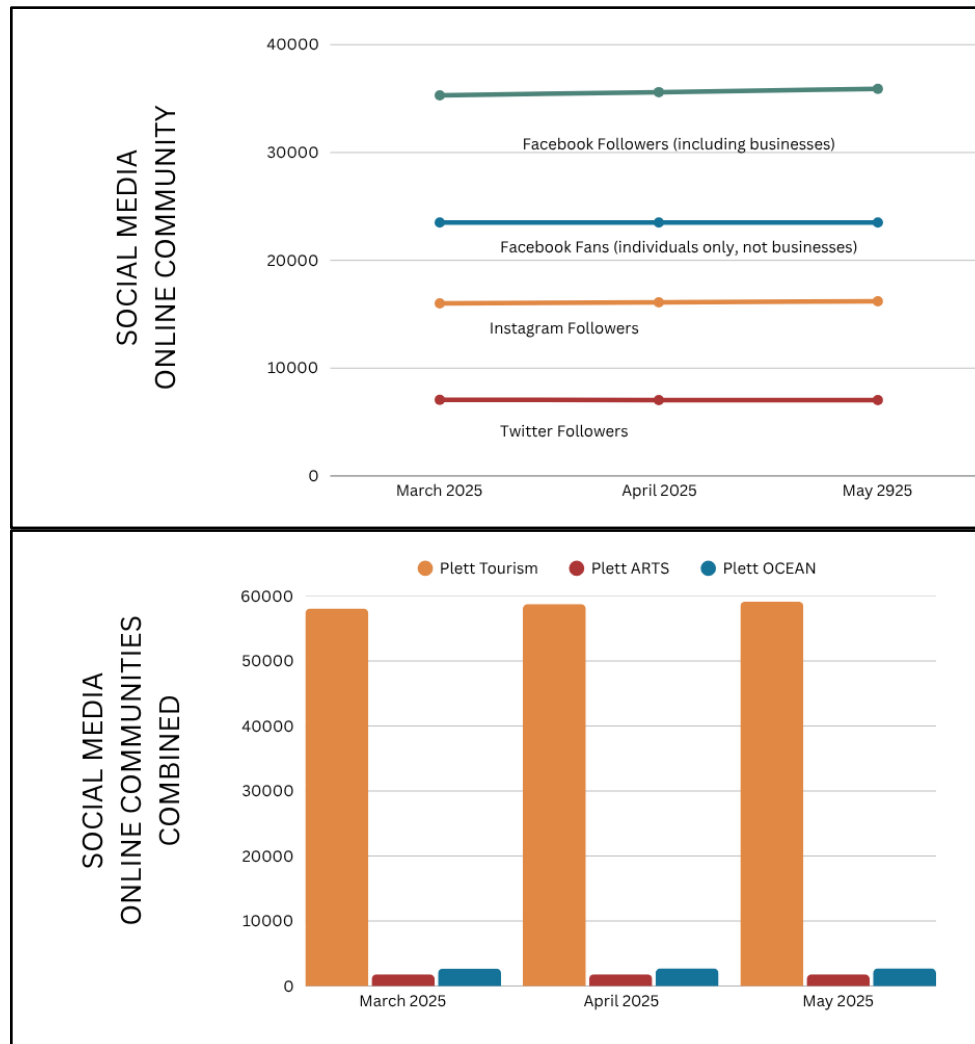
#### APRIL

- a. A total of **9,312** total visits to the website for Apr 2025) (Visits in same period in 2024 = **9,229**) = **Up on last year**
- b. Average length of time of visit for April 2025 = **67 seconds (up on last year)**

## STATISTICS / DIGITAL MEDIA ANALYSIS

Our digital media focus during Q4 (April, May & June 2025) is on the Adventure & Nature Marketing pillar as March & April herald the harvest season in the Plett Winelands and move into the winter season in June. We look towards the Plett Ocean Festival in July in addition to celebrating World Oceans Day in June and MPA Day in August. Promotions include the festival, winter special offers and Plett's adventure and nature offerings including whale season and luxury travel.

### ONLINE COMMUNITIES



***The social media community 'Fan' 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.***

### 1. OPERATIONAL COMMENTS

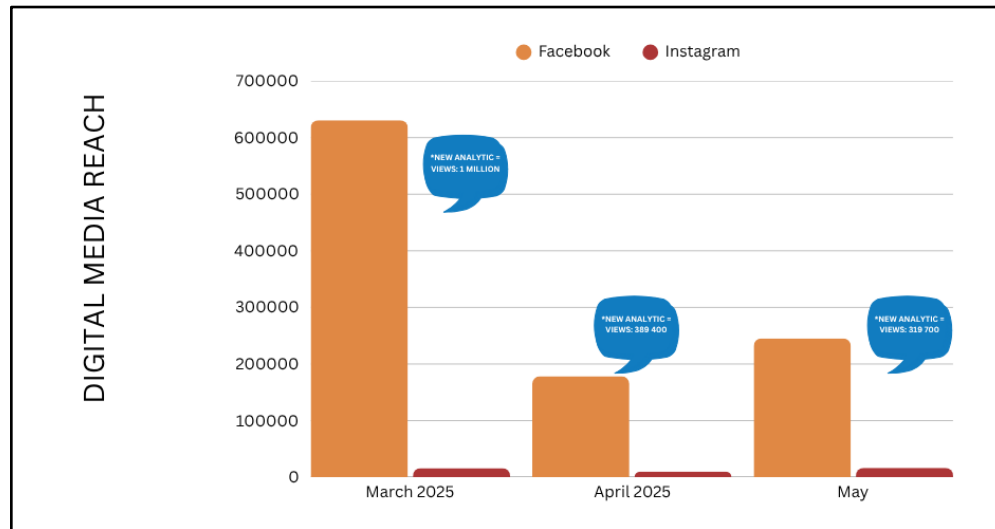
The Plett Tourism digital team has covered an eventful autumn and harvest seasons with exciting events promoted over the easter holidays including the Plett Wine & Bubbly Festival. As we move into winter, the team is focused on addressing seasonal challenges with the Plett

Ocean Festival, winter promotions and the Adventure & Nature Marketing Pillar which should provide excellent reach and engagement as this content is always exceptionally popular.

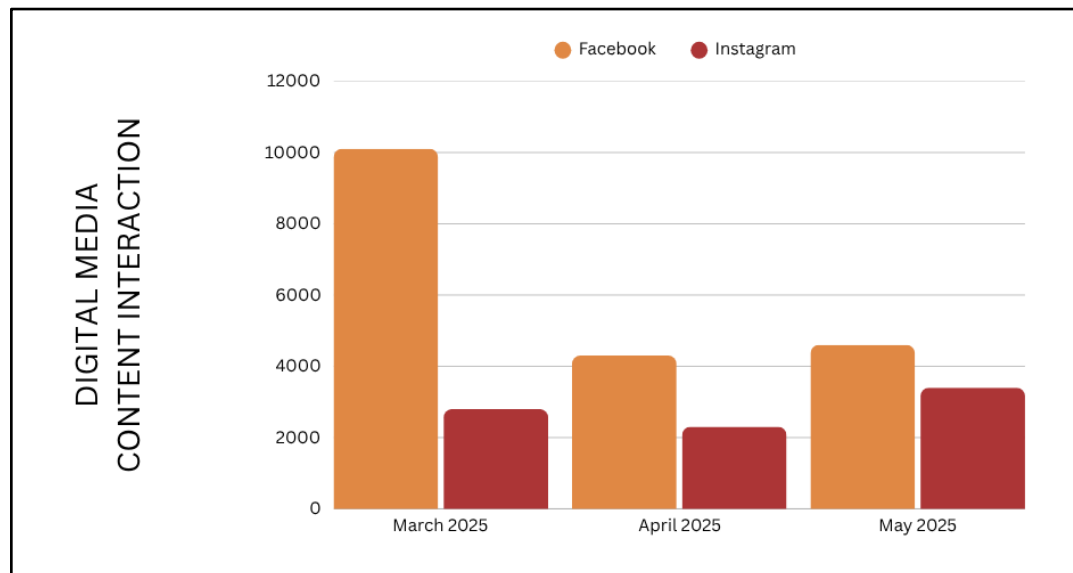
## 2. DIGITAL MEDIA STATISTICS

Measured by Reach & Content Interaction (previously Engagement). \*New analytic - VIEWS.

### REACH



### CONTENT INTERACTION (PREVIOUSLY ENGAGEMENT)

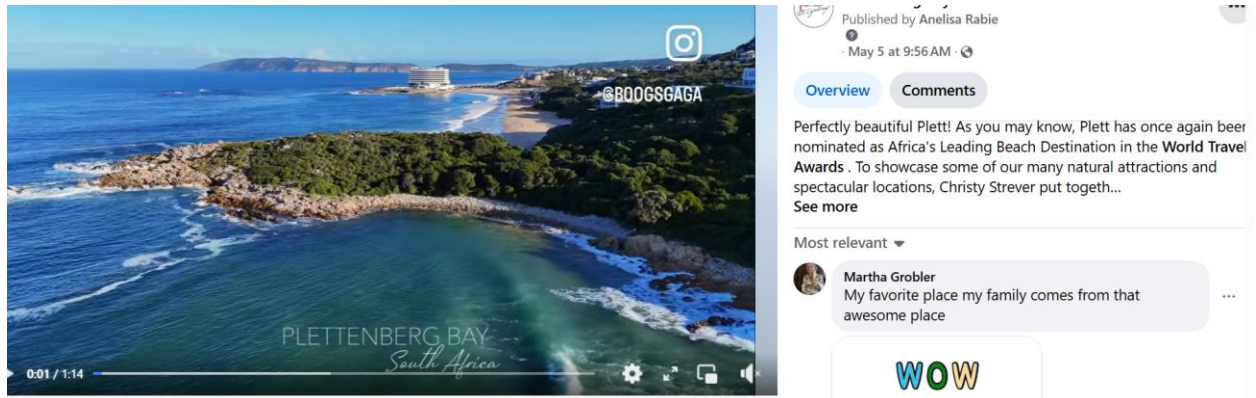


***The digital media statistics are growing steady, please note the upward trend for the month of May. This may be due to the launch of the 2025 Plett Ocean Festival media content and increased responsibility to our new Junior Social Media Consultant.***

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

#### MAY

May highlights included Plett nominated as Africa's Leading Beach Destination in the World Travel Awards (below) along with a stellar compilation video from local photographer, Christy Strever. Additional popular posts included sightings of orcas (killer whales) and a rare sighting of a pygmy right whale in addition to nature and ocean photography. Top stories included Plett's leading beach destination nomination, the new Piesang Valley urban trail, and restaurant news from Down to Earth and Slops Plett.



#### APRIL

April highlights included rock star, Ronan Keating spotted eating out in Plett, the rare sighting of a pygmy right whale by Plett Shark Spotters, the launch of the Plett Wine & Bubbly Festival and the RC Gliding National Championships, and, on Instagram, news that Plett has been nominated as Africa's Leading Beach Destination.

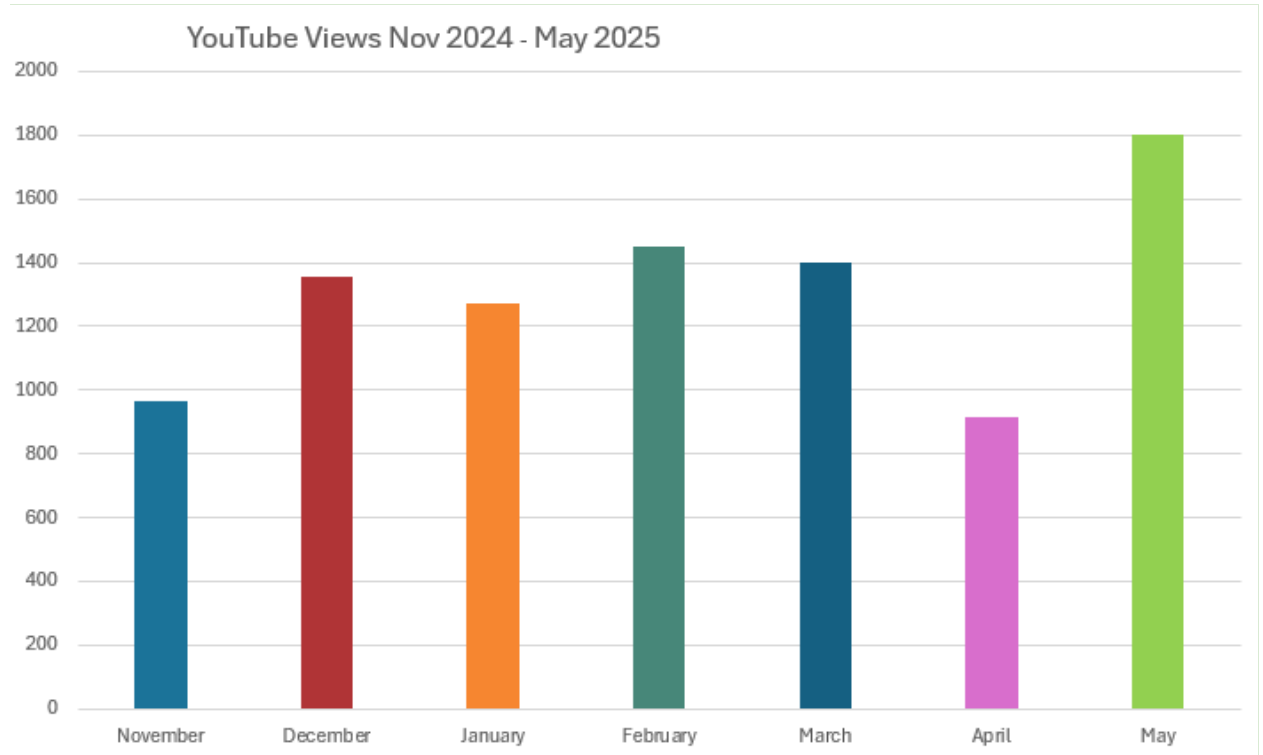


### 4. YOUTUBE

---

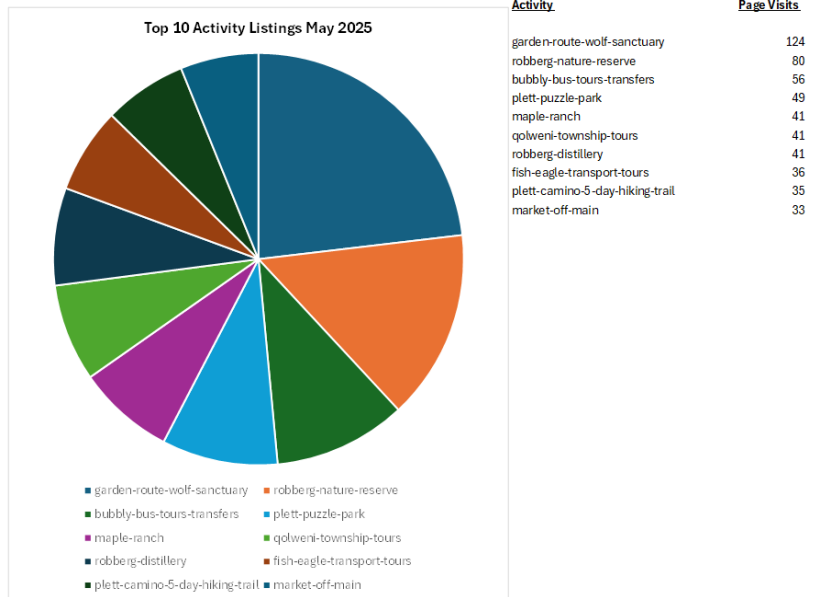
Our YouTube channel has had over **1 million views**.

***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.***

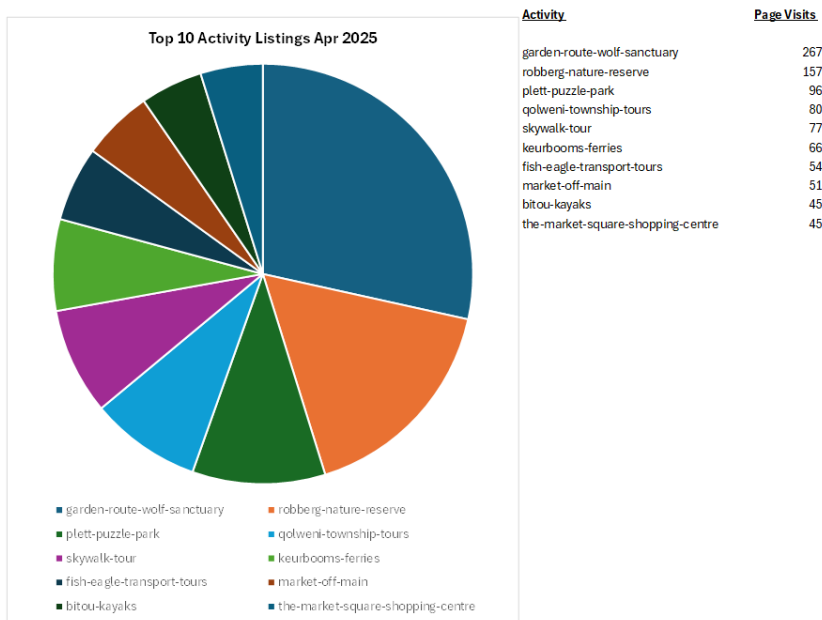


## STATISTICS / ACTIVITY ANALYSIS

### 1. ACTIVITY LISTING BY POPULARITY



**Q4 thus far shows a pattern of interest including an increase with transportation enquiries (Bubblyl Bus and Fish Eagle Transportation..)**



**There is an interesting pattern with an increase of tour/transportation requests during Q3. Additionally, the types of activities tourists are interested in while in Bitou can be seen - those are animal sanctuary experiences, shopping, hiking and boating.**

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

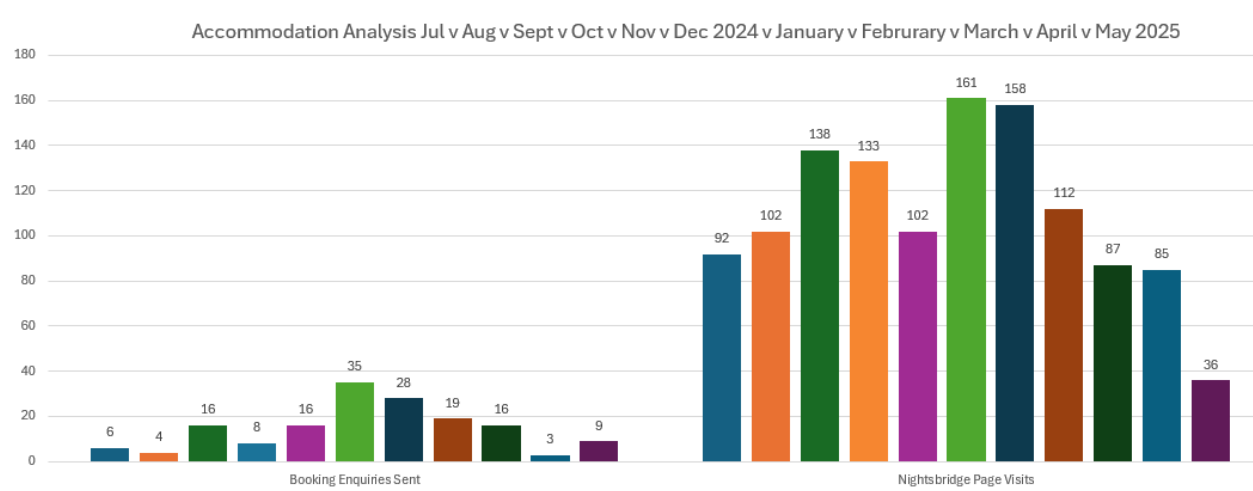


ACTIVITAR	# of bookings	Commission
Q1	7	R2,073
Q2	7	R4,332
Q3	4	R736
April	2	R496
May	1	R352

***Plett Tourism is driving bookings using strategic Google Adword campaigns.***

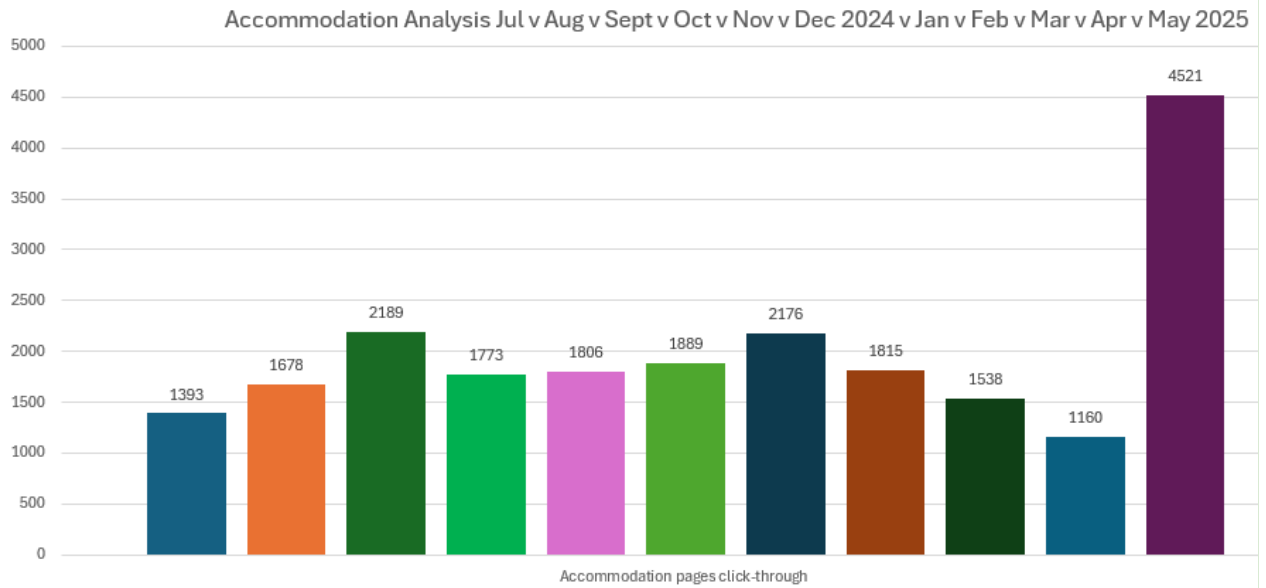
## STATISTICS / ACCOMMODATION ANALYSIS

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









***Plett Tourism has launched a strategic Google Adword campaign, the first targeting March/April school holidays and the second targeting Winter months.***

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

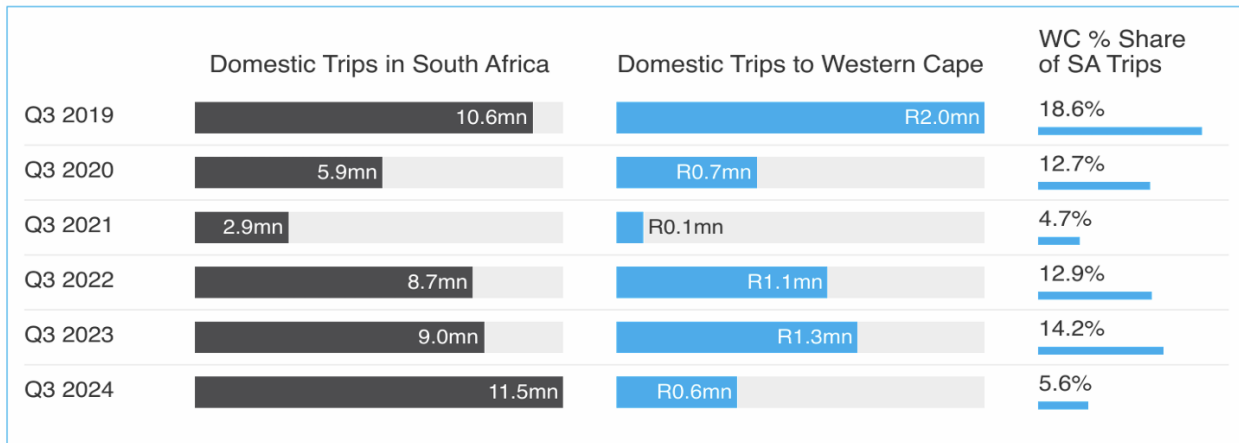


**We had a significant increase in accommodation pages visited due to Google Ads Campaign in May**

## 3. DOMESTIC MARKET ACCOMMODATION STATISTICS (WESGRO/GR&KK) - full report attached

South Africa		Western Cape	
Domestic Overnight Trips 			
11.5 million (+27.8% increase compared to Q3 2023)		0.6 million (-50.1% decline compared to Q3 2023)	
Domestic Overnight Spend 			
R33,3 billion (+10.1% growth increase compared to Q3 2023)		R3,7 billion (+29.8% decrease compared to Q3 2023)	
Average Domestic Overnight Spend 			
R2 890 (-14.0% decline compared to Q3 2023)		R5 760 (+40.5% growth increase compared to Q3 2023)	
Bed Nights 			
39.2 million (+18.8% growth increase compared to Q3 2023)		4.0 million (-22.8% decline compared to Q3 2023)	
Length of Stay 			
3.4 nights (-7.0% decline compared to Q3 2023)		6.2 nights (+54.7% increase compared to Q3 2023)	
Main Purpose of Visit 			
Visiting Friends and Relatives (VFR)	39.4% (+30.6% increase compared to Q3 2023)	Visiting Friends and Relatives (VFR)	47.8% (+25.9% increase compared to Q3 2023)

The Western Cape held a **5.6% share** of South Africa's total domestic trips in Q3 2024 (Jul–Sep), reaching **0.6 million trips**, a decline of -50.1% compared to Q3 2023.



\*WC – Western Cape.

Source: SA Tourism, 2025

#### 4. INTERNATIONAL MARKET ACCOMMODATION STATISTICS (WESGRO/GR&KK)

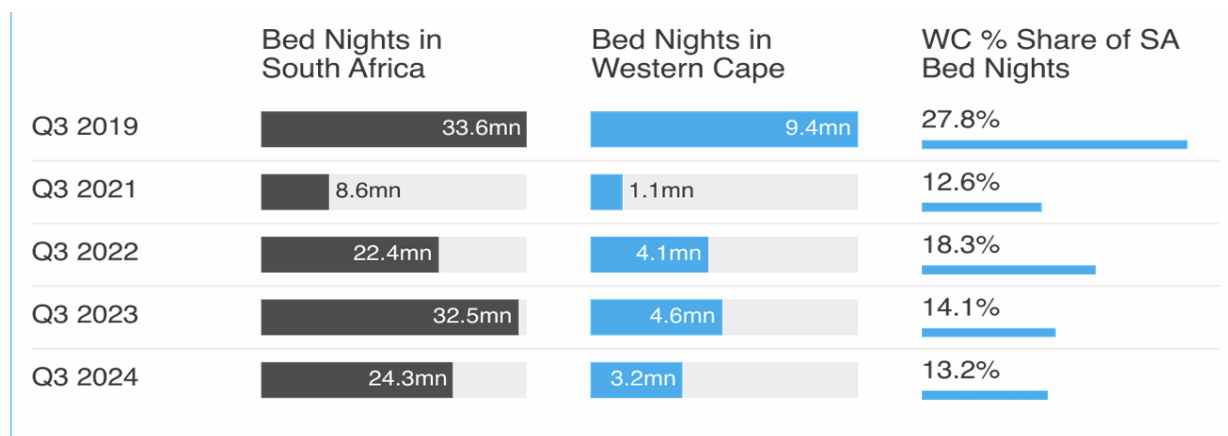
Western Cape Average Length of Stay **12.0 nights** (-9.1% decrease compared to Q3 2023) 12.0 nights compared to 16.1 nights in Q3 2023

Top 10 WC Markets	Q3 2019 Tourist Arrivals	Q3 2023 Tourist Arrivals	Q3 2024 Tourist Arrivals	Q3 23/24 % Change	Q3 2024 TFDS	Q3 2024 Average Spend
USA	43,441	37,423	39,864	6.5%	R643mn	R16,800
UK	59,841	37,791	30,455	-19.4%	R722mn	R24,500
Germany	44,438	21,521	17,218	-20.0%	R305mn	R18,400
Netherlands	18,245	17,017	15,216	-10.6%	R281mn	R19,100
France	20,439	14,833	13,174	-11.2%	R226mn	R17,700
Italy	8,047	14,657	11,817	-19.4%	R161mn	R14,200
Australia	11,896	9,627	10,959	13.8%	R168mn	R15,900
Brazil	7,351	2,375	6,455	171.8%	R74mn	R12,500
Canada	8,642	5,533	6,290	13.7%	R78mn	R13,000
Spain	4,471	7,411	6,062	-18.2%	R100mn	R16,900

\*TFDS – Total Foreign Direct Spend

Source: SA Tourism, 2025

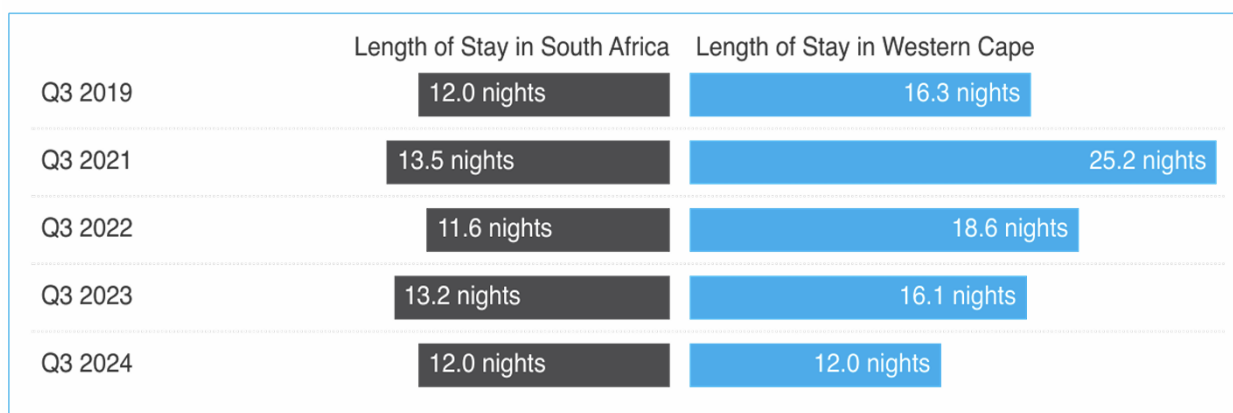
The Western Cape held a **13.2% share** of South Africa's bed nights in Q3 2024 (Jul-Sep), reaching **3.2 million**, a decline of -30.1% against Q3 2023.



\*No data were available for Q3 2020 due to Covid-19 travel restrictions.

Source: SA Tourism, 2025

Overnight stays in the Western Cape translated to an average length of stay of **12.0 nights** in Q3 2024, aligned to the national average of 12.0 nights over the same period.



\*No data were available for Q3 2020 due to Covid-19 travel restrictions.

Source: SA Tourism, 2025

## 5. SARS International Arrival, Accommodation and Key Performance Indicators - Not available at this time.

## 6. STATS SA - full report attached

In March 2025, 2 838 966 travellers (arrivals, departures and transits) entered and exited South Africa. They were made up of 708 920 (25,0%) South African residents and 2 130 046 (75,0%) foreign travellers. Foreign arrivals were made up of 29 060 (2,6%) non-visitors and 1 078 009 (97,4%) visitors. Visitors consisted of 267 567 (24,8%) same-day visitors and 810 442 (75,2%) overnight visitors (tourists).

**Tourists:** Overseas tourists constituted 26,5% (214 546) of all tourists. United Kingdom (UK) (39 434), United States of America (USA) (35 764) and Germany (32 775) contributed 50,3% to overseas tourists. Tourists from Southern African Development Community (SADC) countries constituted 71,5% (579 224) of all tourists. Mozambique (155 426), Zimbabwe (155 117) and Lesotho (104 216) contributed 71,6% to SADC tourists. 'Other' African countries (non-SADC) tourists were 1,9% (15 632) of all tourists. Kenya (4 552), Ghana (3 480) and Nigeria (2 500)

contributed 67,4% to 'other' African tourists. The country of residence of 1 040 (0,1%) tourists was classified as unspecified.

**Purpose of visit** " 'Holiday' continues to be the main purpose of visit. About 97,4% of all the tourists were in South Africa for holiday purposes.

## TOURISM & TRAVEL TRADE MANAGEMENT & PARTICIPATION

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

MARCH	APRIL	MAY
<ol style="list-style-type: none"> <li>1. Request for trade with Lynn Scott - TBC</li> <li>2. Request from Timeless Trends Magazine - TBC</li> <li>3. Janet Pillai request for Plett Marketing Materials and Fact Sheets</li> <li>4. Laticia Pavim; Wesgro/GRKK influencer meeting</li> </ol>	<ol style="list-style-type: none"> <li>1. Request for partnership from Kamogelo Kgaswane - still under review.</li> </ol>	<ol style="list-style-type: none"> <li>1. Assisted VS Travel with a FAM trip for Group of agents from Brazil, USA, Israel and Thailand.</li> </ol>

### 2. TRAVEL TRADE ENGAGEMENT

MARCH	APRIL	MAY
<ol style="list-style-type: none"> <li>1. Representation of Plett Tourism at the Regional Tourism Organizations meeting held in Mossel Bay.</li> <li>2. Representation of Plett Tourism at the Garden Route &amp; Klein Karoo WTM Africa 2025 Regional Tourism meeting</li> <li>3. Indaba 2025 investigation fro LED</li> </ol>	<ol style="list-style-type: none"> <li>1. Representation of Plett Tourism at the Garden Route &amp; Klein Karoo stand at WTM Africa 2025.</li> <li>2. Follow-up meetings with participating local tourism business who attended WTM.</li> <li>3. Follow-up with tour operators engaged with at WTM.</li> </ol>	<ol style="list-style-type: none"> <li>1. Meeting with Aviareps for Plett to be represented in a possible Virtual Roadshow.</li> </ol>

<p>4. Meeting with Beyond Experience Cape Tours owner; opening in Plett</p> <p>5. World Karate Beach Games; meeting with regional organiser to discuss options and introduction to stakeholders to host the event in 2026 at Central Beach</p> <p>6. Kranshoek / Khoi-san event; introduction to select accommodation partners for hosting WC Khoi-San officials</p> <p>7. Meeting with new Plett accommodation BLOU - 5 star; tourism levy membership discussions and introduction to the industry</p> <p>8. Meeting with Janet Pillai; PAF, Culture &amp; Heritage Marketing; UK Market introduction and Tourvest</p> <p>9. Coordination of Rovos Rail introduction with select PT member partners; attendance at hosted lunch; investigation of Plett itinerary opportunities</p> <p>10. Meeting with TGCSA representative to discuss FREE grading opportunities, communication distributed to members</p>		
---	--	--

---

## 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;

#### APRIL

- Bayview Hotel; R7 500
- Robberg Equestrian Centre; TBC
- Straughan Attorneys; TBC
- Dr Evil; TBC
- Garden Route Express Shuttle; TBC

**TOTAL PROCURED: R7 500**

#### MAY

- Bayview Hotel; R7 500
- Robberg Equestrian Centre; TBC
- Straughan Attorneys; TBC

**TOTAL PROCURED: R7 500**

**Q3 R224 000**

**Q2 R15 000**

**Q1 R148 120**

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

#### APRIL

- NA

**TOTAL ADDITIONAL MARKETING FUNDS PROCURED: 0**

**Q3 R0**

**Q2 R12 750**

**Q1 R10 000**

---

#### 4. SPONSORSHIP PROCUREMENT

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

##### APRIL

- Ocean Blue Adventures (TBC)
- Barrington's (TBC)
- PicknPay (TBC)
- Woolworth's (TBC) - Plett Ocean Festival
- Strauss & Co. (TBC) - Plett Arts Festival
- Chas Everitt (TBC) - meeting to discuss opportunities

##### MAY

- Wesgro R30 000 (R15 000 respectively for Ocean and Arts Festival)

**TOTAL SPONSORSHIP PROCURED: R30 000**

***Plett Tourism has appointed a Sponsorship Liaison to assist with procurement and administration of sponsorships. This is a commissioned-based position.***

**Q3 R25 000**

**Q2 R7 000**

**Q1 R5 000**

---

#### 5. APRIL / MAY BEACH ACTIVATIONS: NIL

**Q3 0**

**Q2 R117 000**

**Q1 0**



---

## 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.

This autumn our focus continued around the Food & Wine marketing pillar with news stories procured from local restaurants and wine farms, luxury travel, local recommendations for activities, adventures and restaurants and promotion of the upcoming Plett Ocean Festival in addition to autumn and winter special deals. Our message is a reinforcement of that “Plett feeling and positioning Plett as a premier destination for discourse on marine and nature conservation.

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.

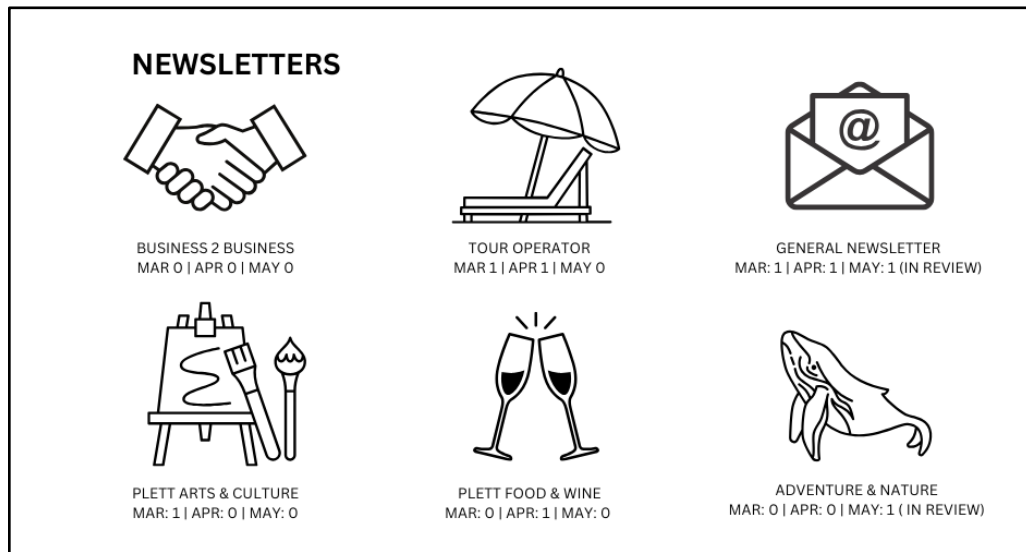
The Plett Tourism Whatsapp groups include public “Plett it’s a feeling!” for general news, industry groups for accommodation, restaurants, activities, events, township tourism and tourism services which we use to communicate relevant information. ***Due to Plett Tourism’s 2024/2025 strategy to focus on digital excellence and training, copywriting, blogs and media releases have declined as resources are diverted for this period.***

### 2. COPYWRITING, PRINT & RADIO CREATIVE AND MANAGEMENT

1. News articles and blogs: **March 18/April 11/May 13**
2. Media Releases: **March 2/April 4/May 1**
3. Media contributions (info requests): **April: JM - 1 / May JM - 2**
4. Print adverts placed: **March: 1 / April: 0 / May: 1**
5. Radio contributions: **March: 1 / April: 0 / May: 0**
6. Google Adwords Campaigns: **March: 0 / April: 1 / May: 2**
7. FB/Insta Advert Campaigns: **March: 0 / April: 0 / May: Winter & Plett Ocean Festival - 1**

***The majority of the Plett Tourism advertising campaigns are done out-of-season and quarterly with a focus on our anchor events - Plett Wine & Bubbly (April), Plett Ocean Festival (July) and Plett Arts Festival (September).***

### 3. NEWSLETTERS



### 4. BULK MAIL / NEWSLETTER STATISTICS

#### MAY

- May: Mailing list on **9,596**
- May: On average **26.3%** of recipients opened the newsletter
- May: On average **5%** of them clicked on a link
- May: **5** bulk mailers sent out in total

#### APRIL

- April: Mailing list increased to **9,872**
- April: On average **28.7%** of recipients opened the newsletter
- April: On average **10.5%** of them clicked on a link
- April: **6** industry-related bulk mailers sent out
- April: **10** bulk mailers sent out in total

### 5. HIGHLIGHTS/PT MEDIA FEATURES

#### MAY

- GQ Magazine Online, VISI Magazine Online, MSN, Getaway Magazine Online.
- Capetown Magazine; meeting to discuss key points for POF and for PAF.
- SABC 'Following the Sun' programme for Nov/Dec 2025; meeting to discuss opportunities with features of Plett for the series

## APRIL

- GQ Magazine Online, VISI Magazine Online, MSN, Getaway Magazine Online.
- Capetown Magazine; meeting to discuss key points for POF and for PAF.
- SABC 'Following the Sun' programme for Nov/Dec 2025; meeting to discuss opportunities with features of Plett for the series

## 6. COMPREHENSIVE MEDIA FEATURES NOTED

MAY2025		
PUBLICATION	ARTICLE TITLE	ARTICLE LINK
Home Food and Travel	South Africa's beaches among world's best - celebrated in global "Sun-rated" guide	<a href="#">Article</a>
Cape {town} etc	Corona crowns cape shores in world's top 100 beach list	<a href="#">Article</a>
KnysnaPlett Herald	Knysna Rotary hold 25th Charity golf tournament	<a href="#">Article</a>
KnysnaPlett Herald	Freedom Day comes early for 100 penguins	<a href="#">Article</a>
Dirty Boots	Plett Adventures and things to do in Plettenberg Bay	<a href="#">Article</a>
GQ	Plett's Finest: two distinct stays along South Africa's Garden Route	<a href="#">Article</a>
The Herald	Soaking up the vibes in Plett (PRINT)	<a href="#">Article</a>
The Herald	Garden Route   Soaking up the vibes in Plett (online)	<a href="#">Article</a>
George Herald	Freedom Day comes early for 10 penguins	<a href="#">Article</a>
IOL	In search of nature's bounty	<a href="#">Article</a>
Knysna Plett Herald	New Horizon's drama team shines	<a href="#">Article</a>
The South African	7 scenic drives in SA that rival the Pacific Coastal Highway	<a href="#">Article</a>
The South African	Here's how much it costs to stay at Koos Bekker's BLOU at Keurboom	<a href="#">Article</a>
Cape {town} etc	Growing demand for Garden Route towns	<a href="#">Article</a>
The Herald	New urban trail concept launched in Plett	<a href="#">Article</a>
BitKE	BITCOIN   How Bitcoin is powering over 70 businesses on the Garden Route South Africa	<a href="#">Article</a>

The Herald (PRINT)	New Urban Trail launched in Plett	<a href="#">Article</a>
Moneyweb	Fast-crumbling Knysna falling behind behind neighbours George, Plett	<a href="#">Article</a>
AlgoaFM	Fast crumbling Knysna falling behind George and Plett	<a href="#">Article</a>
Rising Sun Newspaper	Plans to make the 2025 MPA Day the biggest celebration yet	<a href="#">Article</a>
2oceansvibe	While George and Plett booms, Knysna is crumbling	<a href="#">Article</a>
WCA	Welcome to the WCA May Newsletter	
Minkys	The Pretty Town of Plettenberg Bay	<a href="#">Article</a>
RoveSA	It's gonna be wild! Plett Ocean Festival 2025	<a href="#">Article</a>
Getaway Magazine	5 Hidden Beach Towns you need to visit	<a href="#">Article</a>
Smile FM	Western Cape Beaches shine in Global Corona Beach Guide	<a href="#">Article</a>
Herald Live	Going to the beach with renowned artist Walter Voigt	<a href="#">Article</a>
Herald (print)	Going to the beach with renowned artist Walter Voigt	<a href="#">Article</a>
Trading View	A bitcoiner's guide to the Garden Route	<a href="#">Article</a>
Knysna Plett Herald	Plett Chilli Festival blows hot	<a href="#">Article</a>
2OceansVibe	When will Cemair land in Plett again	<a href="#">Article</a>
NSRI	Efforts to save juvenile humpback whale unsuccessful	<a href="#">Article</a>
Knysna Plett Herald	Efforts to save juvenile humpback whale unsuccessful	<a href="#">Article</a>
The South African	Efforts to save juvenile humpback whale unsuccessful	<a href="#">Article</a>
CapeTown Etc	Efforts to save juvenile humpback whale unsuccessful	<a href="#">Article</a>
Knysna Plett Herald	Winter playground beckons	<a href="#">Article</a>
The Citizen	Efforts to save juvenile humpback whale unsuccessful	<a href="#">Article</a>
Knysna Plett Herald (Print)	Meeting on Plett airport "productive".	<a href="#">Article</a>
Talk of the Town (Print)	Connecting people: MPA Day (Dr Judy Mann - founder of MPA Day and 2024 Marine Science Symposium speaker - mentions Plett as an early adopter of MPA Day)	<a href="#">Article</a>

---

Knysna Plett Herald	Meeting on Plett airport “productive”.	<a href="#">Article</a>
Getaway Magazine	Rooftop stays with a view you won’t forget	<a href="#">Article</a>
Knysna Plett Herald	Winning chef has “got this thing with chillies”	<a href="#">Article</a>
Blazon Magazine	From safari to sea: where to wander this winter	<a href="#">Article</a>
The South African	5 Scenic hiking trails with ocean views in the Western Cape	<a href="#">Article</a>
Knysna Plett Herald	Pro Dive makes a splash with international award	<a href="#">Article</a>
Good Things Guy	Friday Five	<a href="#">Article</a>
Knysna Plett Herald (print)	Winter playground beckons	<a href="#">Article</a>
WCA Newsletter (World Cetacean Alliance for Whale Heritage Area)	Both Plett Ocean Festival and pygmy right whale sighting	<a href="#">Publication</a>
Herald Live	GARDEN ROUTE   From seahorses ... to whales and winter specials	<a href="#">Article</a>

## 7. 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.

New community journalist engagement to commence in the new fiscal year following strategising.

---

## 8. MEDIA HIGHLIGHTS (LEADS FOLLOWED)

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.

### MAY 2025

PUBLICATION	JOURNALIST / CONTACT	COMMENTS
Herald Live	Elaine King	Plett Airport Comment

### APRIL 2025

PUBLICATION	JOURNALIST / CONTACT	COMMENTS
Herald Live	Elaine King	Responded to enquiries on the Plett Wine & Bubbly Festival
WTM Africa	Media Team	Contributed an article and collateral on the Plett Trails to WTM as part of Plett Tourism's Media Partnership with WTM Africa.
Herald Live	Freelance	Comment regarding World Travel Awards
Now Media	Kiran Molloy	Plett Airport Comment
News24	William	Plett Airport Comment

---

## 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**

#### **January**

- 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)

#### **February**

- 1.1 Follow-up meeting (L Jacobs, A Mbali, W Sebezo) (14/02/2025); Additional tasks presented for discussion (14/02/2025) - confirmation of deadlines and descriptions to be distributed ASAP.
- 1.2 Submission of Invoice 2 follow-up required (28/02/2025)
- 1.3 Mayoral Golf Day: meeting with J Kamkam regarding Sasfin sponsorship (12/02/2025); Sponsorship procurement and administration meeting (20/02/2025)
- 1.4 WTM and Indaba invitation for LED (A Mbali); PT to facilitate invitation from GRDM
- 1.5 LED Forum: stakeholder meeting engagement (19/02/2025)

#### **March**

- 1.1 Mayoral Golf Day consolidation request (04/03/2025); communication to Mayor's office regarding final consolidation
- 1.2 Administration of the funds with email directive, internal memorandum and proposal (ongoing)
- 1.3 Meeting to discuss WTM attendance with Plett Tourism (A Mbali, W Sebezo) (11/03/2025)
- 1.4 Meeting to consult regarding bike path on Longships, Land Art at Signal Hill, Green Urban Trail on Piesang Valley (A Taljaard) (13/03/2025)
- 1.5 Kwano Tourism Forum meeting (11/03/2025); discussed formalisation of the Forum, request for Forum to submit plans with the clean-up programme, monthly market and art space; official email is [visitkwano@gmail.com](mailto:visitkwano@gmail.com); PT committed to assist with the printing of a route map

#### **April**

- 1.1 Communication to C Schliemann (16/04/25); Plett Conversations proposal to include BM accommodation sector compliance rules and regulations; scheduled for June 2025.

#### **May**

- 1.1 Meeting to finalise SLA Amendments scheduled for 07/05/2025 (L Jacobs, A Mbali, W Sebezo); meeting postponed at LED request.

- 
- 1.2 Meeting to finalise SLA Amendments 14/05/2025 (L Jacobs, A Mbali and W Sebezo); meeting postponed at LED request .
  - 1.3 Meeting to finalise SLA Amendments 21/05/2025 (M Minne, L Jacobs, A Mbali and W Sebezo); agreed to a timeline and the way forward; LJ to present PB with proposed amendments and discuss on 23/05/2025. Full PT Business Strategy with deliverables sent through to all present at the meeting.
  - 1.4 Meeting to discuss proposed SLA amendments scheduled for 23/05/2025 (L Jacobs, P Butterworth); meeting postponed to 26/05/2025.
  - 1.4 Meeting to discuss proposed SLA amendments scheduled for 26/05/2025 (L Jacobs, P Butterworth); meeting not held.
  - 1.5 Email to discuss proposed SLA amendments and payment schedule on hold until further notice (M Minne); 28/05/2025

**2. Plett Business Chamber - no meetings held Jan/Feb/Mar**

**April**

- 1.1 Meeting with Bill Scotcher and Nicole Tunmer (SATSA and PT Board Member) to discuss PT's current SLA and how the business community can assist going forward.

**3. Plett Ratepayers Association -**

**January**

- 1.1 Telephonic meeting to discuss Plett Airport issues (09/01/2025)

**February**

- 1.1 Meeting to discuss agenda items for a public meeting to address service issues with future development; water, sewerage and waste management (scheduled for 05/03/2025); telephonic meeting to discuss Bitou Council Agenda Item C/1/292/02/25 pertaining to a proposed Correctional Facility and the procurement of property (26/02/2025)

**March**

- 1.1 Meeting 'Water Risk Assessment'; stakeholder engagement with PRA (05/03/2025)
- 1.2 Meeting with Plett Historical Society to discuss plans with the Timber Shed (D Jerling) (20/03/2025)

**April - no meeting held**

**4. National, provincial and regional stakeholders**

**January**

- 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

**February**

- 4.1 Provincial LTO Meeting in Hessequa (27/02/2025)

**March**



- 
- 4.1 CapeNature engagement regarding parking area/information centre signage (03/03/2025)
  - 4.2 WTM Responsible Tourism application submitted (04/03/2025)
  - 4.3 SA Tourism online meeting (13/03/2025)
  - 4.4 SATSA and FEDHASA enquiry for incubator programs (14/03/2025)
  - 4.5 Klein Piesang Valley launch attendance (18/03/2025)
  - 4.6 SANRAL engagement regarding N2 signage for 'Welcome to Plettenberg Bay' (20/03/2025)
  - 4.7 Western Cape AirBnB meeting with PT Board Member (self catering); discussion regarding statistics, advertising platform opportunities

#### **April**

- 4.1 Mossel Bay Tourism; meeting to assist with their Tender Application (17/04/25)
- 4.2 Western Cape Provincial meeting with DEDAT, GR&KK, SATSA to discuss rabies outbreak in seals and how Plett operators are managing their protocol
- 4.2 WTM Africa attendance and representation

#### **May**

- 4.1 WC Department of Agriculture, communication regarding rabies outbreak in seals and local operators' protocol (01/05/25)
- 4.2 GR&KK assistance with legal defense in relation to the 'Greater Garden Route' naming rights in the Eastern Cape

- 5. **rsa.AERO** - nothing for January; meeting with Fireblade Aviation (18/02/2025); nothing for March or April

#### **6. General**

##### **January**

- 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

##### **February**

- 6.1 Straughan Attorneys; Gold Membership / Media Partnership / Workshop discussions; meeting with client liaison Sarah Prins (12/02/2025)
- 6.2 Cape Town Arts Festival; discussion regarding PT role and LED role (18/02/2025)
- 6.3 Garden Route Shuttle Service; meeting to discuss Media Partnership and other opportunities (24/02/2025)
- 6.4 Meeting with Lifeguard Director and PT Activity Board member to discuss independent funding opportunities for Plett Ocean Smart projects

##### **March**

- 6.1 Plett Tourism Board Meeting (12/03/2025)
- 6.2 Meeting with Roberta Cocci; Signal Hill / Site Specific sculptural bench (13/03/2025)
- 6.3 Meeting with Greg Bertrame; guest house owner; concerns for short-term rental industry (14/03/2025)

---

6.4 Draft Letter of Motivation for introduction to alternative transportation options (Uber, Bolt, etc.); submitted to PT Board Chairman and Board Representative (B Richardson, A Olivier) (31/03/2025)

6.5 Meeting with Emily Moon regarding WTM Africa and Indaba 2025 (26/03/2025)

#### **April**

6.1 Mazaars meeting; NPC follow-up

6.2 Plett Deliveries - new business in Plett

6.3 Dr Coci and the new Plett Dialysis Centre; ideas to engage with the tourism community

6.4 Roberta Coci regarding the land art proposal

6.5 Dion Jerling; meeting to discuss fundraising for the Old Timber Shed revamp project

6.7 AviaReps; meeting with organiser regarding additional promotion opportunity with Plett Tourism

6.8 Consulting with the Plett Foundation Project

6.9 Cruise the Craggs map; permission granted for the project to be reinstated with new ownership

#### **May**

6.1 Plett Bitcoin Programme; meeting with two local representatives to discuss the township initiative and how local reinforcement can work

6.2 GWEN Group Women's Empowerment; meeting to discuss PT's support and representation

6.3 Straughan Attorneys; meeting to discuss Signal Hill area and proposed development plans recently presented to the Bitou Municipality

6.3 Ehailing service; email complaint regarding rejection from BM and Traffic Department for a Beach Activation in December 2024

6.4 Contribution to the 'Insights View' with statistics

6.5 Letter of support for further investigation with proposed Signal Hill Development

---

### **OFFICE ADMINISTRATION & MANAGEMENT**

#### **1. VISITOR INFORMATION CENTRE**

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

#### **2. GENERAL OFFICE OPERATIONS**

- a. Weekly consultant status and planning meetings every Monday.
- b. Weekly status meetings with office staff every Monday.
- c. Front of House management, shifts and office hours: 9 am - 5 pm on weekdays. No Saturday shifts are scheduled for May and June.
- d. The hot desk - a workspace and wifi.

- e. House-keeping, recycling, maintenance and upgrading of equipment, signage and collateral is on-going.
- f. The asset list update took place in February
- g. Backup of laptops is ongoing.
- h. The Entrepreneurs & Youth Business Development webpage is updated regularly with training, funding and business opportunities, marketing tips and interesting articles.

30 Apr 2025	Register on the EPWP Unemployed database
9 Apr 2025	Digital platform to support spaza shops goes live
9 Apr 2025	Government to launch R500m spaza shop support fund
16 Apr 2025	Dept of Tourism Offers opportunities
06 May 2025	Register on the Garden Route Skills Mecca unemployed database
11 May 2025	Your chance to be a movie extra
15 May 2025	Women Entrepreneur and Business Networking Event
21 May 2025	Participate in the Bitou Youth Day Expo – 16 June 2025

- 3.
- 4.
- 5.
- 6.
- 7.

## 8. EDUCATIONALS AND UPSKILLING

MONTH	ACTIVITY
March	Google Drive workshop for all staff Presentation on trade travel by Ms Nkcita to all staff

---

April	Somila Nkcita is interning at Bayview Hotel Office personnel attended the Jukani Boma experience
May	Andy Nonkosana, Brayley Booysen and Anelisa Rabie attended a masterclass at the Plett Wine & Bubbly Festival.

#### 9. INFORMATION OFFICE VISITOR STATS

MONTH	SA VISITORS	INT VISITORS	TOTAL
March	12	30	42
April	7	21	28
May	10	27	37

---

#### FILM PRODUCTION PERMITTING AND ENGAGEMENT

MONTH	NAME OF PRODUCTION	CONTACT	
March	Yoh! Bestie feature film	BBZee Films	Recced beaches and airport. Await applications
April	Yoh! Bestie feature film	BBZee Films	Processing location applications
May	Yoh! Bestie feature film	BBZee Films	Shoot took place from 19 May --3 June in various locations. Bitou Municipal departments assisted.

---

#### EVENTS & ACTIVATIONS MANAGEMENT

**NOTE: One of Plett’s anchor events, not celebrated since 2018, the Plett Wine & Bubbly Festival, has made a comeback, hosted by the PWGA at Kay & Monty, and partnered by Plett Tourism.**

**Plett Tourism staffed the registration desk for the Plett Wine & Bubbly, and provided signage for the event. Bitou Municipality key personnel were guests at the festival.**

#### **1. APRIL/MAY CALENDAR OF EVENTS AND DAILY DIARY**

- a. The annual calendar is updated daily and distributed weekly to stakeholders including Bitou Municipality departments.
- b. The Daily Diary is distributed monthly to media stakeholders.
- c. Event pages are created on the PT website, and the events are included in the PT social media and digital marketing platforms.
- d. There are 80 events on the calendar for 2025, as at the end of May.

#### **APRIL EVENTS**

Plett Doodle Hunt	1 - 30 Apr	8 different locations around Plett
Hip Hop vs Amapiano Bash	5 Apr	Prime Shine Car Wash (NH)
SA Open Polo	5-8-12-13 Apr	Pavilion, Kurland Estate
Plett Polo 8 Goal & 2 Goal	7 - 13 Apr	Kurland Estate
WTM Africa	9 - 11 Apr	Cape Town
Sand-sculpting Workshop for the love of OUR oceans	12 Apr	Robberg 5
Plett Polo 8 Goal & 2 Goal	14 - 20 Apr	Kurland Estate
Kurland Park Test Match	19 Apr	Tafika Farm, Redford Road
Buco Adventure Weekend	19 - 20 Apr	Cairnbrogie and Royston Farms
Island Wine and Olive Festival	19 - 20 Apr	Stanley Island, Keurbooms River
Plett Wine & Bubbly Festival	26 - 27 Apr	Kay & Monty Vineyards
Kranshoek Sunday Chillax	27 Apr	Kranshoek Sports Ground

#### **MAY EVENTS**

National RC Gliding Championship 2025	1 - 4 May	Kurland Estate
---------------------------------------	-----------	----------------

---

Chilli Festival	5 - 17 May	TBA
My Father's Coat	14 May	Evangelical Church, Brackenridge
Preserving the Past, Designing the Future: The Old Rectory's Elegant Evolution	16 May	The Old Rectory
The Gwen Event	22 May	Barrington's Plett
Konco Soccer Tournament	31 May	Kwanokuthula Stadium

---

## SUPPORT FOR COMMUNITY EVENTS

EVENT DATE	EVENT	CONTACT	CONTRIBUTION
21 March 25	Konco Sports/Netball Tournament	Athenkosi Konco	Advertising barter with Robberg Deli for trophy purchase: R2500
March 25	Plett United Rugby Club	Plett United Rugby	5 hats, 5 t-shirts, 4 rugby balls
29 April 25	National RC Gliding Championships 2025	Chris Sharp info@glidingrcplett.co.za	12 hats 5 t.shirts
2 May 25	Konco Sports/Soccer Tournament	Athenkosi Konco athenkosikonco@gmail.com	3 hats 3 t.shirts

---

## MEMBERSHIP

### 1. MEMBERSHIP STATS

MONTH	PAID MEMBERS	FREE MEMBERS	ACCOMM	REST	ACTIVITIES	SERVICES	TOTAL
MAR	100	602	255	150	174	123	702
APR	101	610	258	151	175	125	709
MAY	107	602	258	151	175	125	709

*We engage weekly with in-person or online meetings, with potential new members and existing members. The objective is to familiarise them with the Plett Tourism website, to highlight their member benefits and to answer any questions or concerns. Several restaurants have changed ownership and/or closed - new owners are being engaged.*

## 2. MEMBERSHIP MEETINGS

MONTH	MEMBER	IN-PERSON/VIRTUAL
March	1. Greenfern Lodge	1. Virtual
April	1. Craggs Country Lodge 2. Offshore Adventures 3. Idinga Tours 4. Emily Moon river lodge	1. In-Person 2. In-person 3. In-person 4. In-person
May	1. Pro Glass & Automotive 2. UrbanFlock 3. Choice Properties 4. Just Mushrooms	1. In-person 2. In-person 3. In-person 4. In-person

## TOURISM DESTINATION DEVELOPMENT

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

### 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	APR	MAY	JUN	STATUS
Cetacean Whale Heritage Site	X	X		STRENGTHS: PT continues to promote the status of the area as a WCA location.



promotions				WEAKNESS: Local Committee would like PT to be more focused on the accolade and to put funding towards promotions.
Signal Hill community engagement		<b>X</b>		STRENGTHS: A proposal for a sponsored "Art Bench" is being investigated.  WEAKNESS: No longer a viable option.
Blue Flag Beach promotions	<b>X</b>	<b>X</b>		STRENGTHS: PT continues to promote the Blue Flag beaches as a USP for the area.  WEAKNESS: NA
Plett Shark Action Group Season Readiness	<b>X</b>			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.  WEAKNESS: Lack of resources to raise additional funding, inconsistent meetings
Cape Fur seals rabies epidemic	<b>X</b>	<b>X</b>		STRENGTHS: Standard protocol investigated and sent to Bitou Comms and shared with stakeholders.  WEAKNESSES: Reporting structure is flawed.
Plett Ocean Smart / Plett Shark Spotters				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: There is nobody dedicated to assist with the fundraising; lack of resources.
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.
Plett Ocean Festival	<b>X</b>	<b>X</b>		STRENGTHS: PT has been securing additional funding for the event with individual brands.  WEAKNESS: Additional funding is required to grow the youth education aspect of the festival - the platform to engage with local youth about the sustainability of our most unique selling point in Bitou - our coastline, waterways and marine life.
Nature's Valley Trust Marine and Coastal System Programme Report	<b>X</b>			Strengths: Nature's Valley Trust has done an in-depth programme report which is focused on our Marine Economy. Four main categories have been identified: fishers, bait collectors and marine harvesters; beach and water users; land-based nature users; and boat-based tourism operators. (please reference the attached report).  WEAKNESSES: NA

---

## 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	APR	MAY	JUN	STATUS
Plett Goes Paleo promotions				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	X		
Tshisa Talent				Tshisa Talent has closed down. Lunchbox Theatre continues and we continue to engage
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: Difficult to get buy-in from the schools. They have busy schedules
Community cultural groups	X	X		STRENGTHS: On-going engagement with the Kranshoek Riel Dancers and the marimba section of the PPFF. PT continues to support promotions.  WEAKNESS: Additional funding / sponsorship is required to assist with the marketing collateral needed for this project. We have difficulty identifying who these groups are.
Tshisanyamas & craft	X	X		STRENGTHS: On-going updating of the Kasi Lifestyle videos and engagement with food and craft offerings in the townships. PT purchases local beaded items for gift bags. PT continues to support promotions.  WEAKNESS: NA
GENERAL OBSERVATIONS				
Community Hall upgrades	X	X		STRENGTHS: They are perfectly placed for events in the different communities and the infrastructure and furniture are available.  WEAKNESS: Attention to the community halls is long overdue. There is no adequate booking system, double bookings occur regularly. There is a lack of furniture in the halls, toilets are broken and dirty.
Kwanokuthula and New Horizon Amphitheatre	X	X		STRENGTHS: They are central and adjacent to the libraries

				WEAKNESS: A clear and concise strategy needs to be developed to identify the best way to use the theatres, possibly in collaboration with the libraries and volunteer reading and storytelling programmes.
--	--	--	--	--

### 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	APR	MAY	JUN	STATUS
Plett Trail App promotions	X	X		STRENGTHS: PT continues to promote the Plett Trails App. Investigating consolidating all info onto a more mobile-friendly website rather than the app. App to be transferred onto the dedicated website - very mobile friendly and no additional costs.  WEAKNESS: Additional funding / sponsorship required to list the app on an official App Store and to add functional value to the app platform.
Trails billboard on the N2	X	X		STRENGTHS: No additional engagement to date.  WEAKNESS: Additional mural / signage opportunities need to be explored to strengthen the attractiveness of the town to visitors.
Plett Trail Stakeholder meetings				STRENGTHS: PT working with the consultant to schedule the next meeting.  WEAKNESS: The Trail Stakeholders are not proactive with each other to foster better relationships and regular communication.
Galeo Saintz: World Trails Network and Green Trails Accreditation	X	X		STRENGTHS: Promotion and registration on international platforms and converting app to a dedicated website. Stakeholder meeting scheduled for Q4.  WEAKNESS: Additional funding / sponsorship required to include township urban trails within the Green Flag accreditation process.

### 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	APR	MAY	JUN	STATUS
WTM Africa 2025 SMME Candidates	X			STRENGTHS: PT assisted with marketing materials printing, accommodation and transportation. Additional mentorship with meetings and post-follow up commenced.  WEAKNESS: NA
Intern Job Placements	X	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. Formal agreement has yet to be completed.
Media Tour for Township & Village Tours				STRENGTHS:  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	X		STRENGTHS: This is an ongoing WhatsApp group gaining new members and growing weekly.  WEAKNESS: NA
Kwanokuthula Township Tourism Forum Meeting	X	X		STRENGTHS: The Forum is formalising as a registered entity. PT has met with the forum, PT awaits further information.  WEAKNESS: The first meeting was not attended by LED; the 2nd meeting was cancelled - no new date as of yet.
'Sew Plett' Project	X	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). Proposal has been sent for a sponsorship request.  WEAKNESS: NA

Plett Urban Birding Trails Project				<p>STRENGTHS: Friends of the Piesang Valley Trail has been established to upgrade the area and trail which will be included in the 2025 Plett Bitou Birding Festival.</p> <p>The trail in Kranshoek is being developed for inclusion in the 2025 Plett Bitou Birding Festival.</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>			<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. Engagement continued with marketing assistance from PT for the March AIR Festival (Feb 2025). COMPLETED END APRIL</p> <p>WEAKNESS: PT did not receive a strategy from LED or the Mayor's office regarding the CT Arts Festival workshop programme facilitation in Bitou.</p>
Kranshoek Culture in Civil Society Storytelling Event		<b>X</b>		<p>STRENGTHS: PT engaging with community representative Justin Barnado, Nature's Valley Trust and Dr Sandra du Plessis; the event will take place during the Plett Arts Festival. It will include a kids storytelling programme, cultural cooking demonstrations and targeted activities for adults. 80+ Khoi-san dignitaries expected to attend. Funded through private donations and PACUMSA.</p> <p>WEAKNESS: NA</p>

## 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	APR	MAY	JUN	STATUS
Plettenberg Bay Wine Route promotions	<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>Plett Wine &amp; Bubbly festival is confirmed for April 27 &amp; 28, 2025. Funded and hosted by Kay &amp; Monty, partnered by Plett Tourism with staff and logistic support, and media.</p> <p>WEAKNESSES: The wine farms are not all proactive with each other to foster better relationships and regular communication.</p>
Promotion with The Times Plett & Knysna	<b>X</b>	<b>X</b>		<p>STRENGTHS: PT to take a full-page advert in the Autumn issue; focus is on Wine &amp; Food with promotion of events in Mar/Apr/May. Plett Wine &amp; Bubbly to take place at Kay &amp;</p>

---

				<p>Monty with the Plettenberg Bay Wine Route. PT has granted permission for all promotional collateral to be used; and will be going into a media partnership agreement.</p> <p>WEAKNESSES: NA</p>
Plett Wine & Bubbly Festival	<b>X</b>	<b>X</b>		<p>STRENGTHS: PT has agreed for the Plettenberg Bay Wine Route to use the title and branding of the PW&amp;B. This event will receive a Media Partnership Package from Plett Tourism.</p> <p>WEAKNESSES: None to date.</p>

## 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	APR	MAY	JUN	STATUS
New PT website Strategy				STRENGTHS: Strategy meeting to present new look and feel and functionality options for the website. Updates have commenced.  WEAKNESS: NA
Gecko Digital	X			STRENGTHS: MOU with Gecko Digital signed; introduction to PT members for participation has commenced. Discussions held in Feb to amp up awareness with PT members (Feb 2025)  WEAKNESS: NA
Plett Arts Festival 2025 website	X	X		STRENGTHS: Updated design with new features completed. Launched on 15 December 2024  WEAKNESS: NA
Plett Ocean Festival 2025 website	X	X		STRENGTHS: Updated design with new features completed. Launched on 15 December 2024  Fully populated website to go live in May.  WEAKNESS: Delays due to systems crash and illness
Digital Media Coordinator	X	X		STRENGTHS: New employee, should not require additional training from July 2025.  WEAKNESS: NA

## TOWNSHIP & VILLAGE TOURISM

- TOWNSHIP & VILLAGE TOURISM STRENGTHS:** The Plett Tourism Association has grown its strengths to assist the municipality with growing support from the local private tourism sector, including:
  - 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
3. **TOWNSHIP & VILLAGE TOURISM OBSTACLES:** *Lack of public wifi and funding for alternatives* continues to have a major inhibitory factor within the tourism sector. If we are to grow township tourism, options for battery-operated wifi services in strategic high-volume tourism locations within the townships should be considered.

---

## EVENTS SUPPORT

1. **EVENT SPONSORSHIP PROCUREMENT:** We continue to engage with corporates and institutions for sponsorships. PT has appointed a sponsorship liaison to assist with sponsorship presentations, procurement and administration. The negotiations and potential value include:

### JANUARY SPONSOR PROPOSALS

- 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: 0**

### FEBRUARY

- Checkers R25 000 for Plett Ocean Festival young learners programme

**TOTAL EVENT SPONSORSHIP PROCURED: R25 000**

### MARCH

- Plett Ocean Festival sponsor drive. No response yet.

### APRIL

- Plett Ocean Festival sponsor drive. No response yet.

### MAY

- Wesgro: R30 000 (R15 000 each for Plett Ocean and Plett Arts Festival)

**TOTAL EVENT SPONSORSHIP PROCURED: R30 000**

**TOTAL FOR THE YEAR TO DATE: R55 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.

---

## 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
APRIL		
Misuyolo PTY LTD	Samkelo Majo	PT to assist with select partners. New programme for 52 learners; food and beverage and guide training and internships
Idinga Tours	Victoria Rowe and Vuyo Kitzi	Mentorship before, during and post WTM Africa.
Kwano Township Tourism Forum	Committee	Cancelled; PT was scheduled to present the marketing strategy on 03/04 - no rescheduled meeting has taken place

MAY		
Misuyolo PTY LTD	Samkelo Majo	PT identified potential hosting operators; contact made between operator and Misuyolo

---

## ADDENDUMS SENT

1. May 2025 Financials
2. RTO Forum Meeting Minutes
3. Wesgro Report
4. STATS SA Report

*\*\*\*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)*