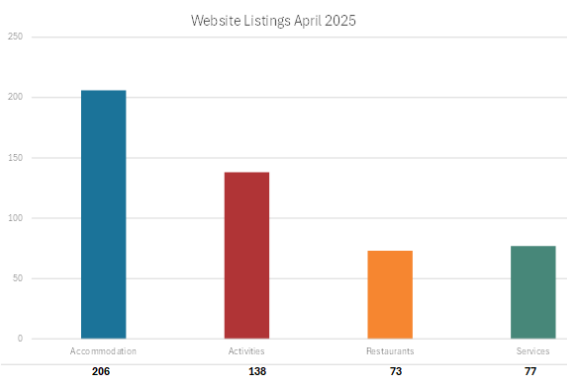
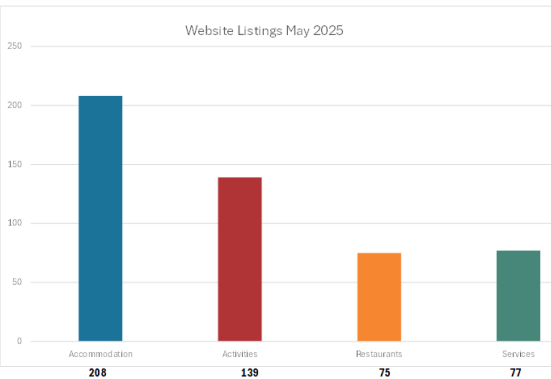
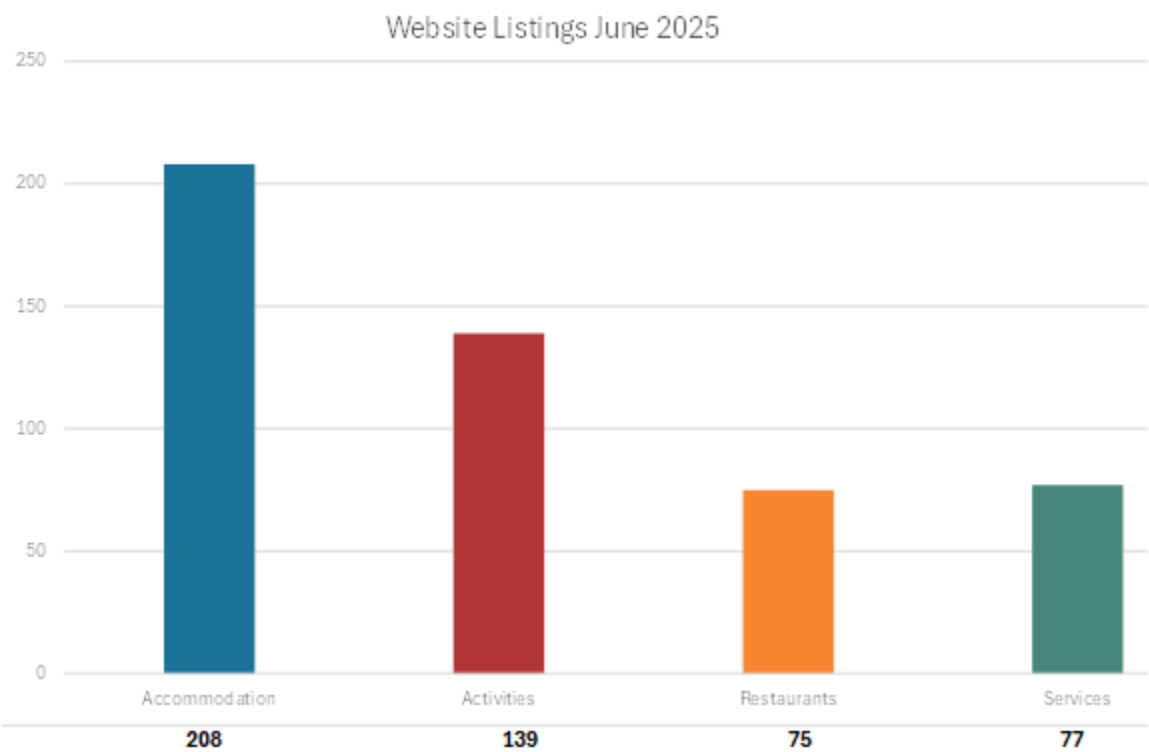


PLETT TOURISM ASSOCIATION

JUNE 2025 MONTHLY & QUARTERLY REPORT (Q4)

TOURISM DESTINATION MARKETING

STATISTICS / WEBSITE ANALYSIS



-
1. **WEBSITE CONTENT LISTINGS:** *Listings have continued to grow at a steady pace this quarter, reflecting consistent member engagement and interest. While growth has been gradual, the quality and relevance of the listings remain strong, laying a solid foundation for the future as we expand our outreach and support interest in the industry.*

a. **MEMBERSHIP LISTINGS**

- i. **Apr/May/June 2025: Average** Total of **208** Accommodation + **75** Restaurants + **139** Activities + **77** Services = **496** listings on the website. **9** 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 499 pages for member listings were featured on the Plett Tourism website thus far during Q4. Membership continues to grow.

a. **EVENT PAGES & GIG GUIDE**

- i. **JUNE:** Total of **6** event listings published. Gig Guide: A total of **10** Gigs (smaller, pop-up events) were listed as taking place in June (but a total of **21** were present on the Gig Guide in the month of June for events happening in June and in the upcoming months).
- ii. **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).
- iii. **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**

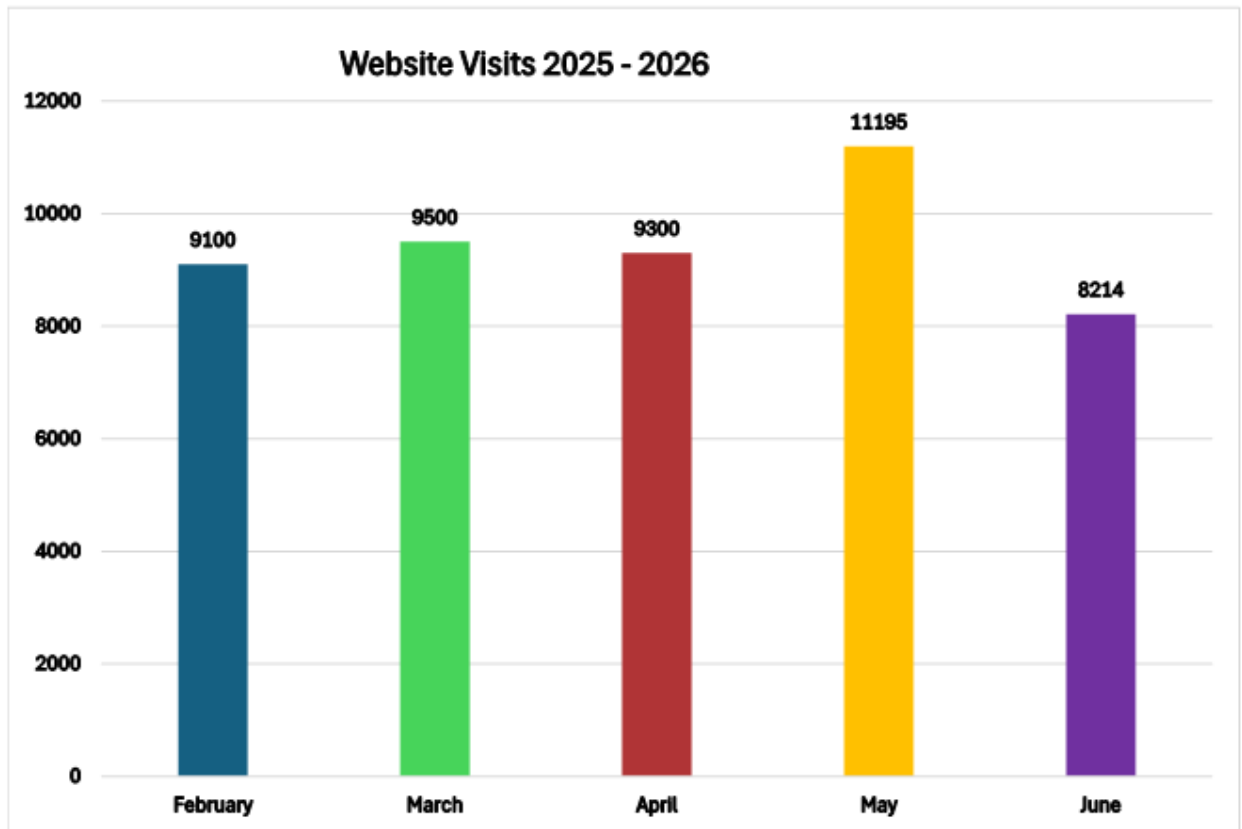
- i. **JUNE:** Total of **11** articles published.
- ii. **MAY:** Total of **16** articles published.
- iii. **APRIL:** Total of **11** articles published.

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

-
3. **WEBSITE VISITS:** *Website traffic this quarter showed expected fluctuations in line with the town's season patterns. Peaks align with the key holidays and local events, while quieter months reflect the typical off-season dips. These trends underscore the importance of aligning digital marketing efforts with high-interest periods to maximise engagement.*

- a. JUNE 2025 = 8.2 K
- b. MAY 2025 = 11.2 K
- c. APR 2025 = 9.3 K
- d. Q4 = 28,700
- e. Q3 = 30,402
- f. Q2 = 41,644
- g. Q1 = 28,147

An average of 9.56K visits to the website per month was reported during Q4.



-
4. WEBSITE GOOGLE ANALYTICS: *Google Analytics showed a change in seasonal flow, indicating a change in travel patterns for both the domestic and international markets which are fluctuating due to economics and travel trends.*

JUNE

- a. A total of **8,214** total visits to the website for June 2025) (Visits in same period in 2024 = **8,973**) = **Down on last year by 759**
- b. Average length of time of visit for June 2025 = **58 seconds (2s down on last year)**

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)**

APRIL

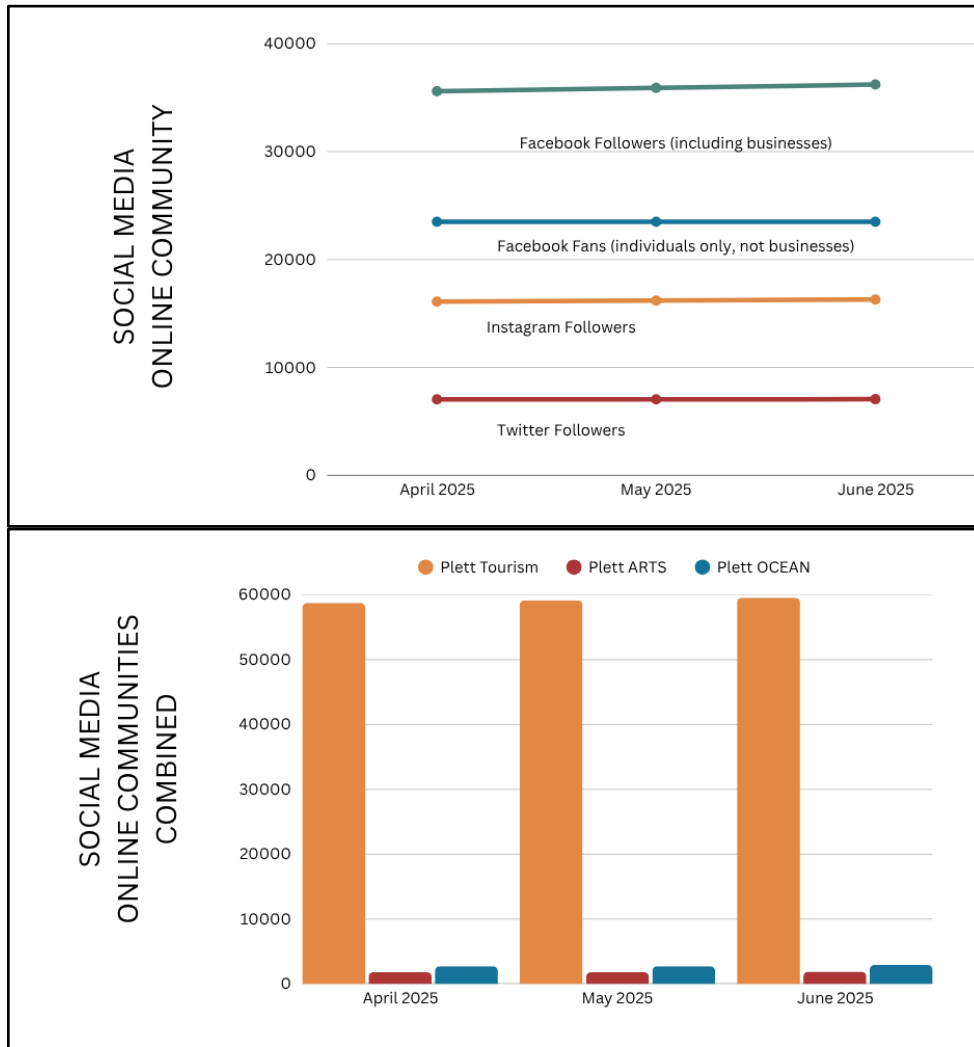
- a. A total of **9,312** total visits to the website for Apr 2025) (Visits in same period in 2024 = **9,229**) = **Up on last year**
 - b. Average length of time of visit for April 2025 = **67 seconds (up on last year)**
-

STATISTICS / DIGITAL MEDIA ANALYSIS

Our digital media focus during winter is on the Adventure & Nature Marketing pillar. We look towards the Plett Ocean Festival in July in addition to celebrating World Oceans Day in June and MPA Day in August, Youth Month in June and Women's Month in August. Promotions include the festival, winter special offers and Plett's adventure and nature offerings including whale season and luxury travel. It's a busy time of year with significant dates that align well with Plett winter attractions and unique selling points.

We are seeing slow and steady growth across the Quarter 4 online community, and that is exactly how we like it. This organic momentum reflects real interest, authentic engagement, and a growing base of followers who genuinely connect with our vision. Quality over quantity - and every new voice that joins and potentially shares strengthens the conversation.

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

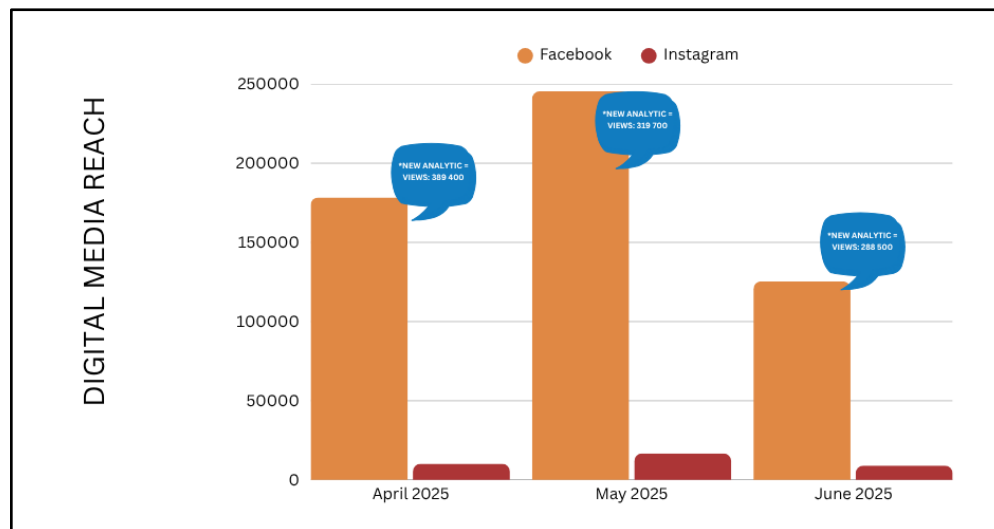
Plett Tourism's Anelisa Rabie has taken a temporary position of social media curator for the Plett Ocean Festival in addition to her junior social media role with Plett Tourism.

DIGITAL MEDIA STATISTICS

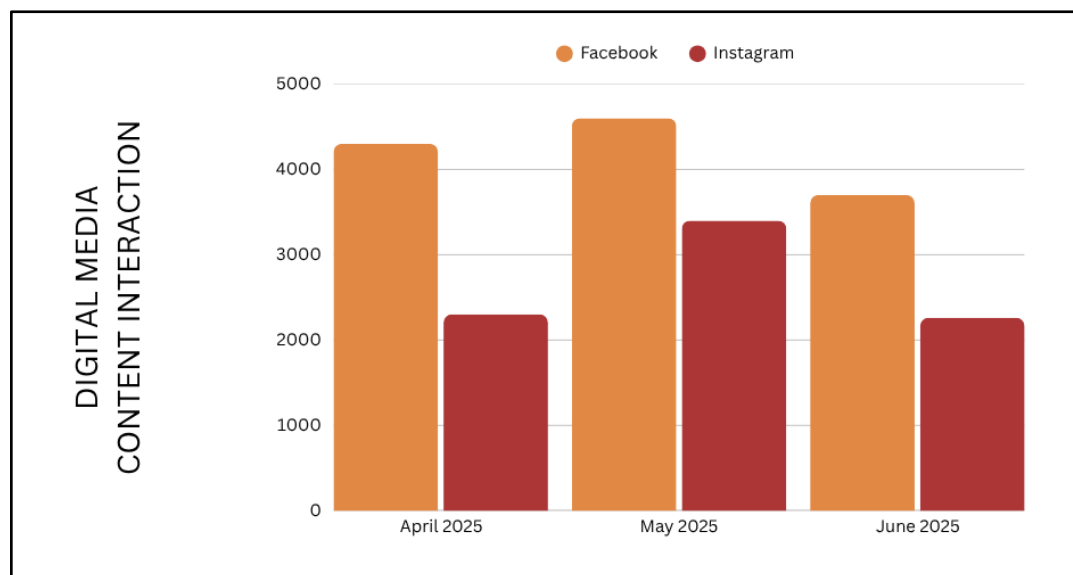
Measured by Reach & Content Interaction (previously Engagement). *New analytic - VIEWS.

Similar to our website traffic this quarter, we see expected fluctuations in line with the town's season patterns. Peaks align with the key holidays and local events, while quieter months reflect the typical off-season dips. These trends underscore the importance of aligning digital marketing efforts with high-interest periods to maximise engagement.

REACH



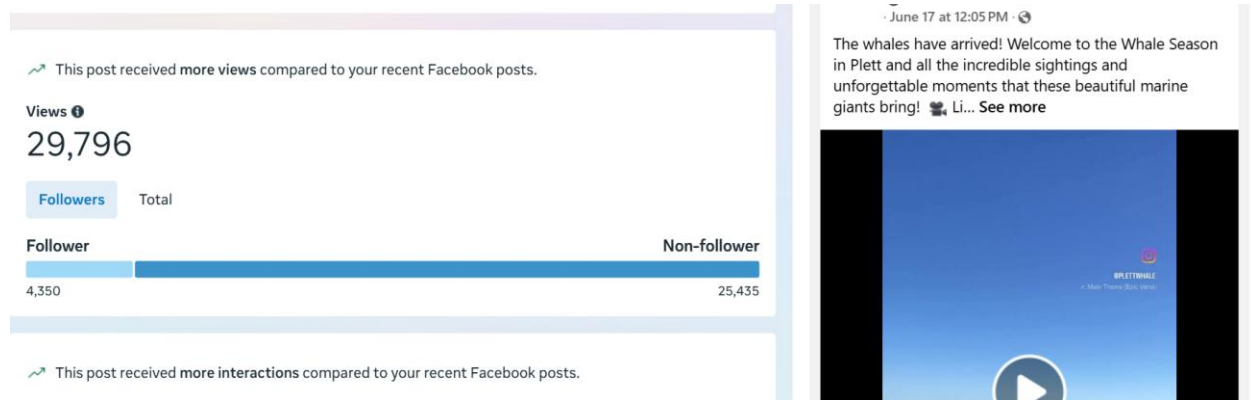
CONTENT INTERACTION (PREVIOUSLY ENGAGEMENT)



2. PLETT TOURISM POPULAR POSTS, STORIES & TOPICS

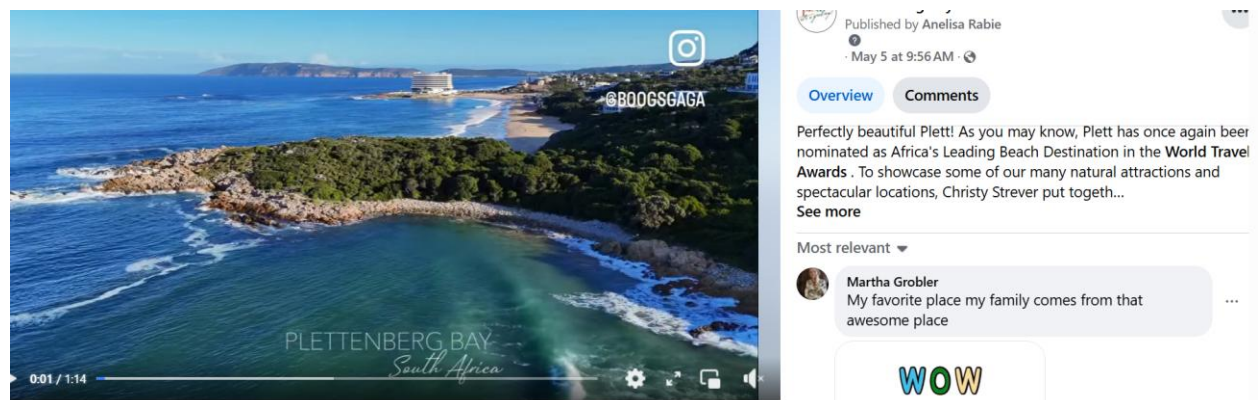
JUNE

June highlights include the arrival of Plett's migrating whales, aerial photos and nature photos, Plett Ocean Festival, the new BLOU venue.



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

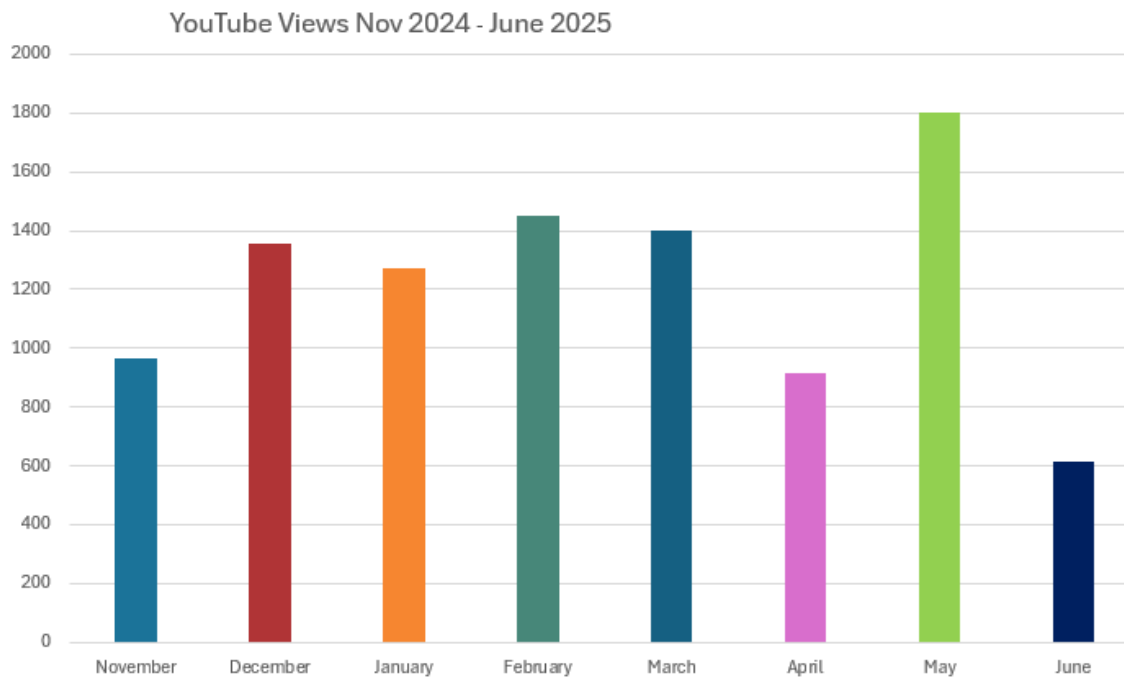
April highlights included rock star, Ronan Keating spotted eating out in Plett, the rare sighting of a pygmy right whale by Plett Shark Spotters, the launch of the Plett Wine & Bubbly Festival and the RC Gliding National Championships, and, on Instagram, news that Plett has been nominated as Africa's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



3. YOUTUBE

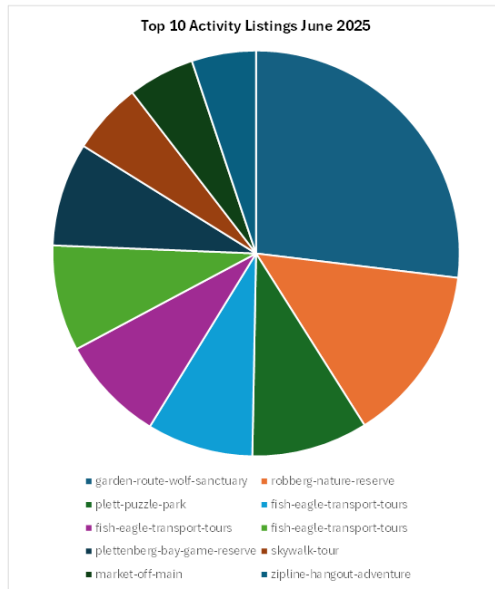
Our YouTube channel has had over **1 million views**.

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.

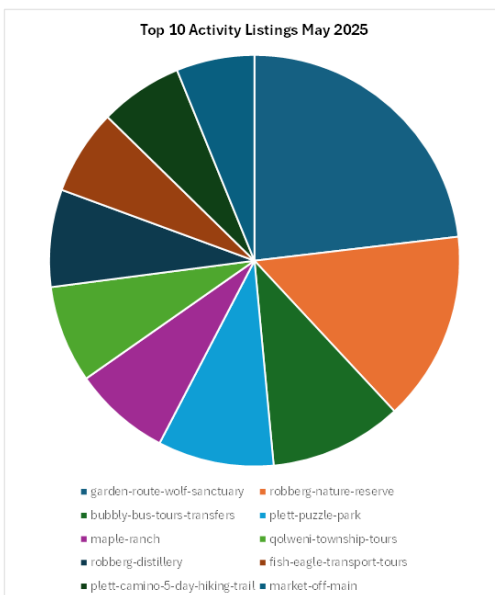


STATISTICS / ACTIVITY ANALYSIS

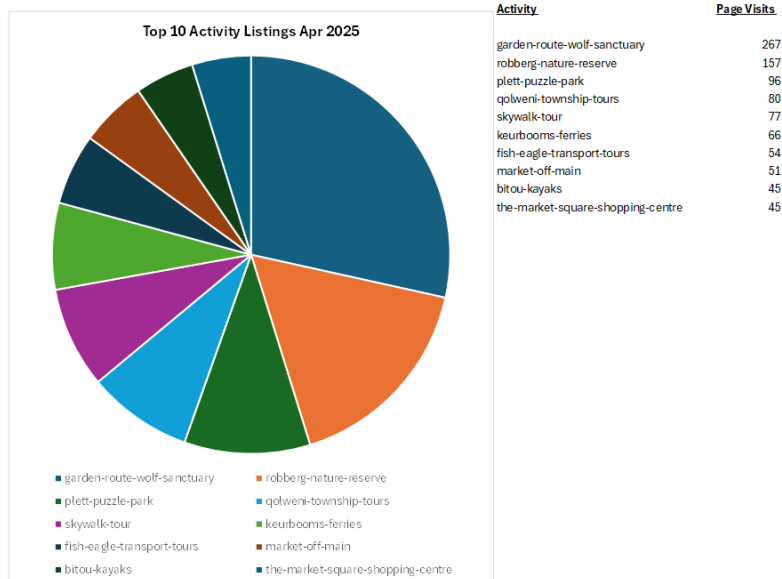
- ACTIVITY LISTING BY POPULARITY:** *Website analytics for Q4 reveal shifting visitor interests, with noticeable increases in traffic to our events calendar and local activities sections. While traditional accommodation and activity pages remain popular, there is a growing curiosity around seasonal itineraries and special gems - suggesting our audience is seeking more immersive, tailored travel inspiration.*



Activity	Page Visits
garden-route-wolf-sanctuary	137
robberg-nature-reserve	72
plett-puzzle-park	47
fish-eagle-transport-tours	43
fish-eagle-transport-tours	43
fish-eagle-transport-tours	43
plettenberg-bay-game-reserve	42
skywalk-tour	29
market-off-main	27
zipline-hangout-adventure	26
robberg-distillery	23



Activity	Page Visits
garden-route-wolf-sanctuary	124
robberg-nature-reserve	80
bubbly-bus-tours-transfers	56
plett-puzzle-park	49
maple-ranch	41
qolweni-township-tours	41
robberg-distillery	41
fish-eagle-transport-tours	36
plett-camino-5-day-hiking-trail	35
market-off-main	33

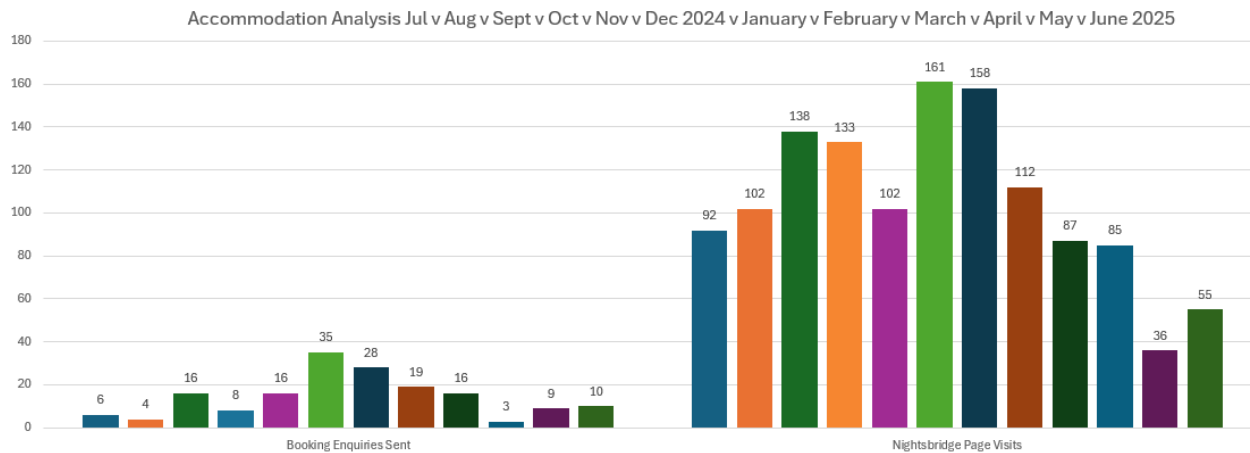


- ACTIVITAR BOOKINGS (Real-time activity booking using the online Plett Tourism Activitar page):** *While overall site traffic remains strong, activity bookings have not grown at the same pace - highlighting a clear need to increase focused promotion in this area. Going forward, targeted marketing campaigns and clearer call-to-action will be essential to convert interest into confirmed experiences.*

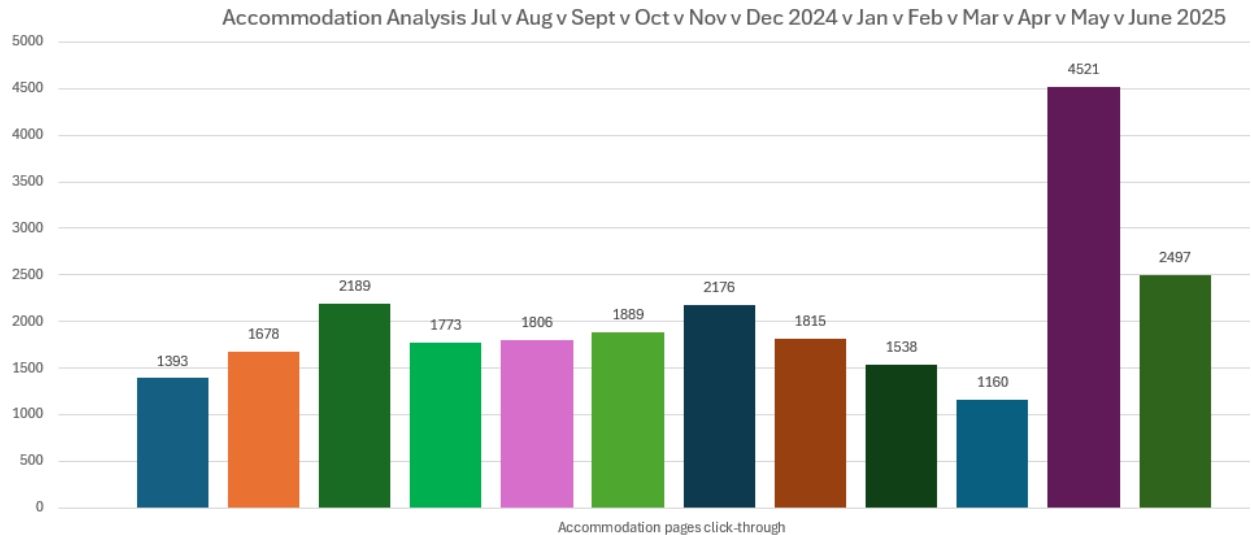
ACTIVITAR	# of bookings	Commission
Q1	7	R2,073
Q2	7	R4,332
Q3	4	R736
Q4	3	R848
April	2	R496
May	1	R352
June	0	0

STATISTICS / ACCOMMODATION ANALYSIS

1. **BOOKING STATS** (Real-time accommodation enquiries online or booking online visits using the Plett Tourism website): *PT launched a Google Adwords Campaign during Q4 to promote Winter Month Specials and to try to encourage bookings.*



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 April and May - The campaign ended in early June, which may have contributed to the decline.*



3. **GENERAL OBSERVATIONS:** *Due to the unavailability of our traditional tourism industry reports at this time, we have done a search on current trends and stats for the months of April, May and June 2025 via Google.*

South Africa experienced a positive trend in international tourism during April, May, and June of 2025, with notable increases in tourist arrivals compared to the same period in 2024. In April, tourist arrivals rose by 17.9%. May saw an even larger increase of 23.8%. Overall, the country saw a 11.1% increase in international arrivals by the end of May compared to the previous year.

Here's a more detailed breakdown:

April 2025:

- A total of 827,886 tourist arrivals were recorded, a 17.9% increase compared to April 2024.
- This increase was partly influenced by the timing of the Easter holidays, which fell later in April 2025 than in 2024.
- Overseas tourists made up 21.5% of total arrivals, with the UK, USA, and Germany being the top source countries.
- Tourism accommodation income increased by 9.8% compared to April 2024.

May 2025:

- Total international arrivals reached 4.22 million by the end of May, a 11.1% increase year-on-year.
- Overseas arrivals grew by 4.5%.
- A total of 804,163 tourist arrivals were recorded, a 23.8% increase compared to May 2024.
- Over 19% of total international arrivals were from overseas markets.
- The top five long-haul markets (UK, US, Germany, Netherlands, and Australia) accounted for 84,197 visitors.

June 2025:

- Specific statistics for June are not available in the provided search results, but the overall positive trend from April and May suggests continued growth in June.

Other notable points:

4. South Africa's tourism sector is recovering strongly from the pandemic, with international tourist arrivals reaching 96% of pre-pandemic levels in the first half of 2024.
5. The country's tourism sector is a significant contributor to the economy, supporting jobs and contributing to GDP.
6. South Africa is actively working to improve air connectivity, expand marketing campaigns, and enhance safety and security measures to further boost tourism.

7. The Tourism Growth Partnership Plan 2025-2030 aims to accelerate the recovery and growth of the tourism sector.
8. **DOMESTIC MARKET ACCOMMODATION STATISTICS (WESGRO/GR&KK) - Not available at this time.**
9. **INTERNATIONAL MARKET ACCOMMODATION STATISTICS (WESGRO/GR&KK) - Not available at this time.**
10. **SARS International Arrival, Accommodation and Key Performance Indicators - Not available at this time.**
11. **STATS SA - Not available at this time.**

TOURISM & TRAVEL TRADE MANAGEMENT & PARTICIPATION

1. TRAVEL TRADE CAMPAIGNS / JOURNALIST AND INFLUENCER ENGAGEMENT

APRIL	MAY	JUNE
1. Request for partnership from Kamogelo Kgaswane - still under review.	1. Assisted VS Travel with a FAM trip for a Group of agents from Brazil, USA, Israel and Thailand.	1. Hajira Khota requested a media partnership with Plett Villas & Plett Tourism.

2. TRAVEL TRADE ENGAGEMENT

APRIL	MAY	JUNE
<ol style="list-style-type: none"> 1. Representation of Plett Tourism at the Garden Route & Klein Karoo stand at WTM Africa 2025. 2. Follow-up meetings with participating local tourism businesses who attended WTM. 3. Follow-up with tour operators engaged with WTM. 	<ol style="list-style-type: none"> 1. Meeting with Aviareps for Plett to be represented in a possible Virtual Roadshow. 	<ol style="list-style-type: none"> 1. NA

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

JUNE

- Bayview Hotel; R7 500
- Robberg Equestrian Centre; TBC
- Straughan Attorneys; R12 000

TOTAL PROCURED: R19 500

Q4 R34 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

MAY

- NA

TOTAL ADDITIONAL MARKETING FUNDS PROCURED: 0

JUNE

- NA

TOTAL ADDITIONAL MARKETING FUNDS PROCURED: 0

Q4 R0

Q3 R0

Q2 R12 750

Q1 R10 000

3. SPONSORSHIP PROCUREMENT

We continue to engage with corporates and institutions for sponsorships. ***Plett Tourism has appointed a Sponsorship Liaison to assist with procurement and administration of sponsorships. This is a contractual administrative and commissioned-based position.***

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

JUNE

- 0

Q4 0

Q3 R25 000

Q2 R7 000

Q1 R5 000

4. APRIL / MAY BEACH ACTIVATIONS: NIL

Q4 0

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.

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.

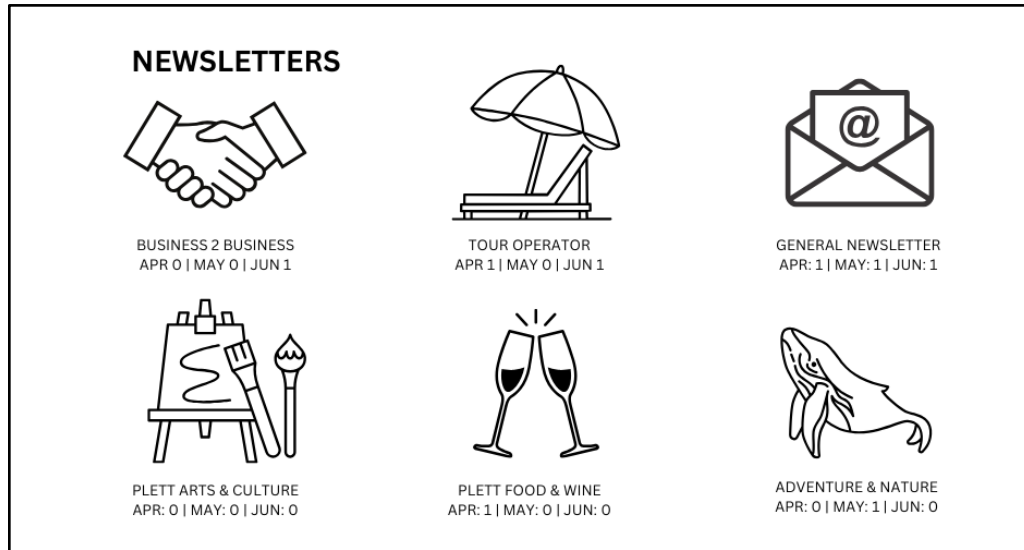
The Plett Tourism Whatsapp groups include public "Plett it's a feeling!" for general news, industry groups for accommodation, restaurants, activities, events, township tourism and tourism services which we use to communicate relevant information. ***Due to Plett Tourism's 2024/2025 strategy to focus 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: **April 11/May 13/ June 10**
2. Media Releases: **April 4/May 1/June 2**
3. Media contributions (info requests): **April: 1 / May 2 /Jun 2**
4. Print adverts placed: **April: 0 / May: 1/ June: 1**
5. Radio contributions: **April: 0 / May: 0 / June: 2**
6. Google Adwords Campaigns: **April: 1 / May: 2 / June: 0**
7. FB/Insta Advert Campaigns: **April: 0 / May: Winter & Plett Ocean Festival - 1/ June: 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

JUNE

- June: Mailing list on **9,090**
- June: On average **27.1%** of recipients opened the newsletter
- June: On average **9.3%** of them clicked on a link
- June: **16** bulk mailers sent out in total

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

JUNE

- Several features on news stories on MSN (Microsoft Network)'s Search Engine Feed featured via various features in The South African which must be syndicated to MSN
- Getaway Magazine 2 x 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

JUNE 2025		
PUBLICATION	ARTICLE TITLE	ARTICLE LINK
Herald Live	Plett diving company rewarded for sound environmental practices	Article
News 24	5 bucket list thrills in 2 days: Kayaking to paragliding, my Shot'left provincial escape	Article
MSN	Whale watching season in SA: Where to see these giants up close	Article
Cape Town Magazine	Plett Ocean Festival	Article
KP Herald	Is it a soapy? Is it a movie?No, it's a mystery?	Article

Press Herald	Pansy Shells & Sand Dollars	Article
Good Men Project	Loss of Great White Sharks Triggers Domino Effect Down Food Chain, Study Shows	Article
2 Oceans Vibe	Air Du Cap Launches In Johannesburg With Instant Online Charter Booking Throughout Gauteng And KZN	Article
IOL	A Winter Guide to the Eastern Cape	Article
MSN	How much does it cost to stay at BLOU in Keurboomstrand	Article
The Abroad Guide	Plettenberg Bay	Article
Getaway Magazine	Unusual stays for architectural buffs	Article
KP Herald (Print)	Two African Cup Medals for Plett Brewmaster	Article
KP Herald	Two African Cup Medals for Plett Brewmaster	Article
MSN	6 Breathtaking Coastal Walks in Western Cape	Article
Travel Weekly	Globus launches new South Africa Small Group Discovery tour	Article
The South African	6 Breathtaking Coastal Walks in Western Cape	Article
Travel & Tour World	Discover the best of south africa i style as globus launches new small group journey featuring iconic landmarks boutique stays and guided-safaris	Article
Knysna Plett Herald (Print)	Introducing Slops Restaurant & Bar	Article
NSRI	Plett crew launches in under 49 seconds	Article
The Newspaper	Whale Season splashes into Plett	Article
Zawya	Air du Cap launches private charter flights from Joburg's Grand Central Airport	Article
ABC Money	Interesting activities to enjoy when visiting South Africa	Article
The Citizen	Six best beaches in South Africa	Article

The South African	Land meets the sea: Western Cape coastal fynbos trails to explore	Article
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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.

JUNE 2025

PUBLICATION	JOURNALIST / CONTACT	COMMENTS
Herald Live	Siphokazi	Seal Rabies Epidemic

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; 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.

June: No meetings held this month due to LED Manager on sick leave and PT CEO on leave.

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.

May: no meetings held.

June: no meetings held.

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

May - no meetings held

June - no meetings 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

June

- 4.1 NETTRA Tourism Conference workshop (03/06/25)
- 4.2 DEDAT Tourism Meeting (10/06/25)
- 4.3 Municipal Investment & Tourism Conference Summit (16/06/25)
- 4.4 Miguel Martins meeting; SA Short Term Rental Association (17/06/25)

- 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

June

- 6.1 Signal Hill Meeting (30/06/25)

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
02 June 2025	GLOW UP YOUR FUTURE: Youth Internship and Leadership Programmes
04 June 2025	NHC funding for heritage applications open
05 June 2025	WC GOV. training opportunities for unemployed youth
10 June 2025	Mr Price Foundation launches R3m fund for young Entrepreneurs
10 June 2025	Allan Gray scholarship opens for young entrepreneurs
17 June 2025	Woolies Youth Makers Competition 2025

3. EDUCATIONALS AND UPSKILLING

MONTH	ACTIVITY
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.
June	THE NSF AND GR SKILLS MECCA CANCELLED THE INTERNSHIP OF SOMILA NKCITA PLUS 40 OTHER INTERNS IN PLETT, AND 400 IN THE GARDEN ROUTE.

4. INFORMATION OFFICE VISITOR STATS

MONTH	SA VISITORS	INT VISITORS	TOTAL
March	12	30	42
April	7	21	28
May	10	27	37
June	22	24	46

FILM PRODUCTION PERMITTING AND ENGAGEMENT

MONTH	NAME OF PRODUCTION	CONTACT	
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.
June	Shark Spotter film	Jamie Lee	Permit requested for Central Beach shoot

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/JUNE 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

JUNE EVENTS

Bitou Youth Day Expo	16 Jun	Kwanokuthula Stadium
Beggared in SA	21 Jun	St. Peters Anglican Church
MTO Trails Twilight Run - Royston Farm	28 June	Royston Farms, The Craggs

SUPPORT FOR COMMUNITY EVENTS

EVENT DATE	EVENT	CONTACT	CONTRIBUTION
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
30 June 25	Sean Ganga	Traffic stop gift bags	30 bags, clinicare tissues, sticker, tea, soap, lipbalm

MEMBERSHIP

1. MEMBERSHIP STATS

MONTH	PAID MEMBERS	FREE MEMBERS	ACCOMM	REST	ACTIVITIES	SERVICES	TOTAL
APR	101	610	258	151	175	125	709
MAY	107	602	258	151	175	125	709
JUN	110	603	258	150	177	128	713

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.

Membership growth for Q4 has been slow but steady, reflecting a positive and sustainable upward trend. This consistent increase indicates growing trust in Plett Tourism's value proposition and

continued relevance within the industry. Our focus remains on quality engagement and long-term member retention.

3. MEMBERSHIP MEETINGS

MONTH	MEMBER	IN-PERSON/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
June	None	None

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 promotions	X	X	X	STRENGTHS: PT continues to promote the status of the area as a WCA location. WEAKNESS: Local Committee would like PT to be more focused on the accolade and to put funding towards promotions.
Signal Hill community engagement		X		STRENGTHS: A proposal for a sponsored "Art Bench" is being investigated.

				WEAKNESS: No longer a viable option.
Blue Flag Beach promotions	X	X	X	STRENGTHS: PT continues to promote the Blue Flag beaches as a USP for the area. WEAKNESS: NA
Plett Shark Action Group Season Readiness	X			STRENGTHS: PT sits on the Board to represent the Tourism sector; other stakeholders include the Bitou Municipality, NSRI Plett, Plett Shark Spotters, CapeNature and private business. WEAKNESS: Lack of resources to raise additional funding, inconsistent meetings
Cape Fur seals rabies epidemic	X	X	X	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	X	X	X	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	X		X	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	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	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	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	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	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.
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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	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	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	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	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	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	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	X			<p>STRENGTHS: PT has engaged with owner Yusuf Ganief, CEO of CT Arts Festival; and continues to assist with the promotion of artist and event organiser workshops that will commence in March 2025. 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		X	X	<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	X	X	X	<p>STRENGTHS: PT continues to promote the Plettenberg Bay Wine Route and the individual services in that industry.</p> <p>Plett Wine & Bubbly festival is confirmed for April 27 & 28, 2025. Funded and hosted by Kay & 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	X	X	X	<p>STRENGTHS: PT to take a full-page advert in the Autumn issue; focus is on Wine & Food with promotion of events in Mar/Apr/May. Plett Wine & Bubbly to take place at Kay &</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	X	X	X	<p>STRENGTHS: PT has agreed for the Plettenberg Bay Wine Route to use the title and branding of the PW&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	X	STRENGTHS: Updated design with new features completed. Launched on 15 December 2024 WEAKNESS: NA
Plett Ocean Festival 2025 website	X	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:

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- 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:

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

JUNE

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

Q4 R30 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

JUNE		
NA	NA	NA

ADDENDUMS SENT

1. June 2025 Financials
2. Western Cape Regional Tourism Meeting

****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)*