PLETT TOURISM ASSOCIATION

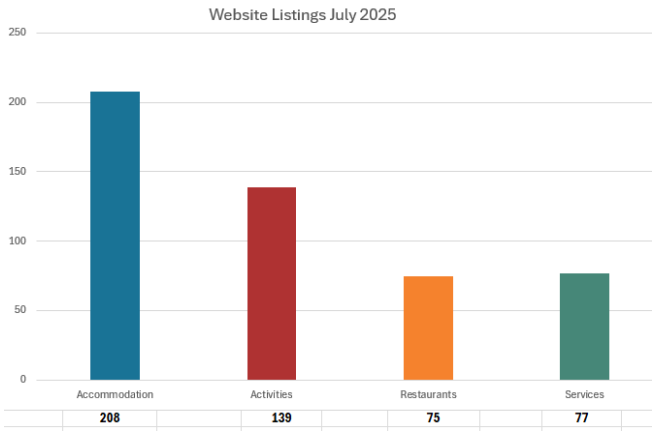
SEPTEMBER 2025 MONTHLY REPORT & Q1 REPORT

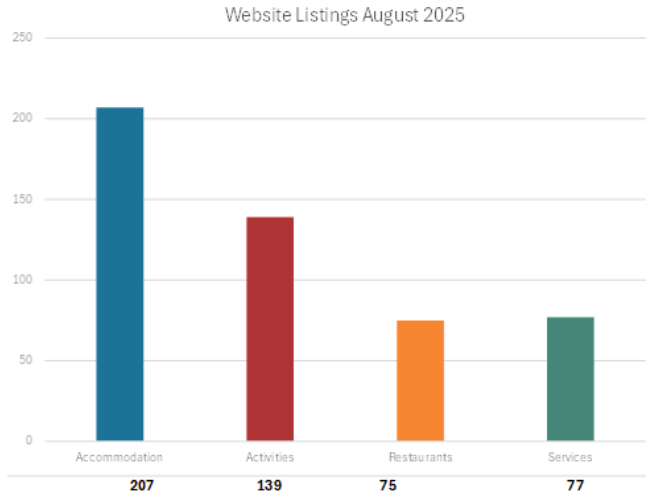
These overviews are for the Monthly Reporting

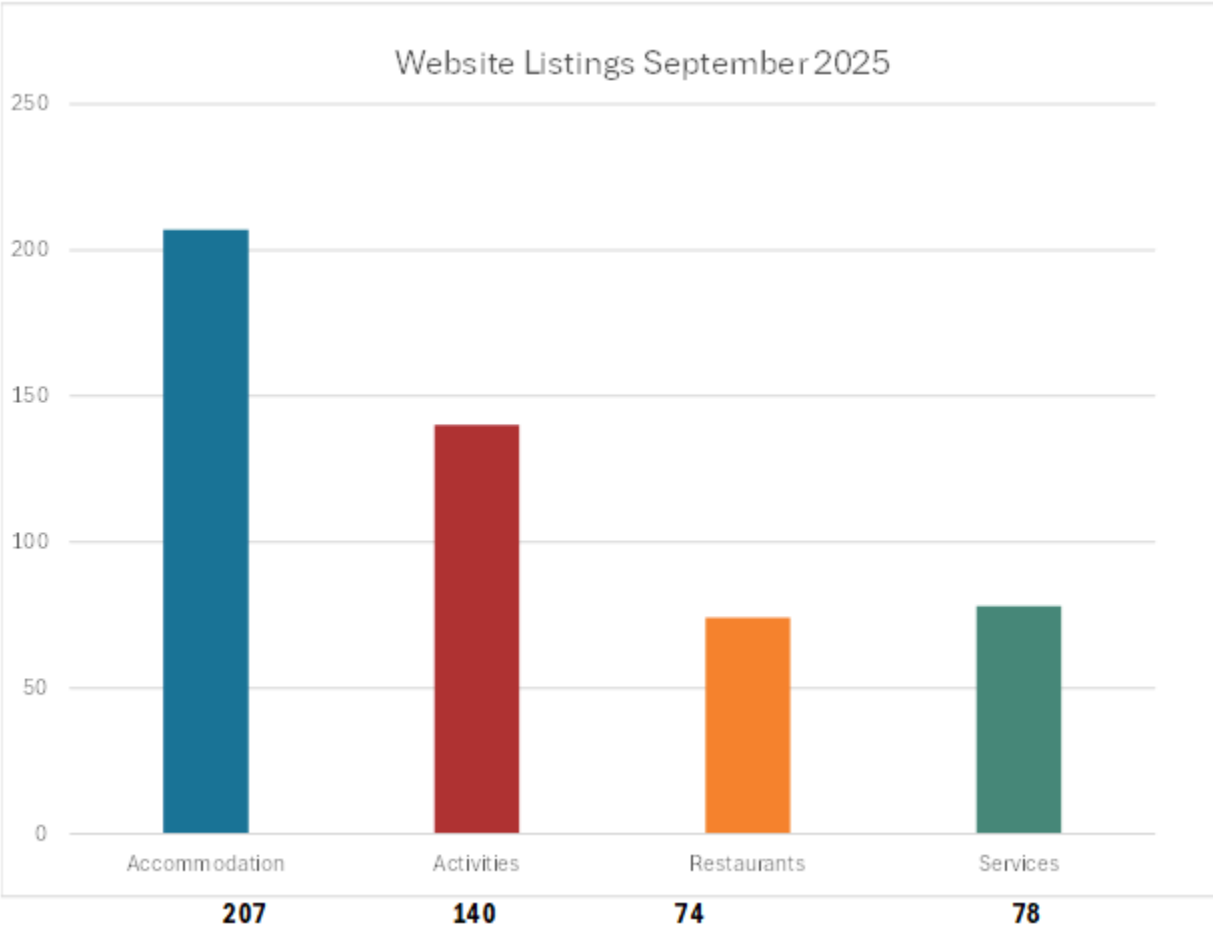
These overviews are for the Quarterly Reporting

TOURISM DESTINATION MARKETING

STATISTICS / WEBSITE ANALYSIS







1. **WEBSITE CONTENT LISTINGS:**

    a. **MEMBERSHIP LISTINGS**

        i. **September 2025: Average** Total of **207** Accommodation + **74** Restaurants + **140** Activities + **78** Services = **499** listings on the website. **3** Accommodation Specials, **2** Restaurant Specials

        ii. **August 2025: Average** Total of **207** Accommodation + **75** Restaurants + **139** Activities + **77** Services = **498** listings on the website. **6** Accommodation Specials, **2** Restaurant Specials

        iii. **July 2025: Average** Total of **208** Accommodation + **75** Restaurants + **139** Activities + **77** Services = **499** listings on the website. **6** Accommodation Specials, **2** Restaurant Specials

The September figures are status-quo with those for Jul/Aug 2025.

Our Q1 member listing showcases the diverse range of activities, services and attractions available to guests at the start of this year. From unique accommodation and restaurants to adventure operators, cultural activities, and community-based

initiatives, these featured members represent the heart of our destination's tourism offering. Updated consistently each quarter, the listings ensure guests and locals both have access to the most current options for planning memorable experiences.

a. EVENT PAGES & GIG GUIDE

i. **September 2025:** Total of **3** event listing pages were published. Gig Guide: A total of **12** Gigs (smaller, pop-up events) were listed as taking place in September (but a total of **53** were present on the Gig Guide in the month of September for events happening in September and in the upcoming months).

ii. **August 2025:** Total of **5** event listings published. Gig Guide: A total of **11** Gigs (smaller, pop-up events) were listed as taking place in August (but a total of **26** were present on the Gig Guide in the month of August for events happening in August and in the upcoming months).

i. **July 2025:** Total of **5** event listings published. Gig Guide: A total of **17** Gigs (smaller, pop-up events) were listed as taking place in July (but a total of **25** were present on the Gig Guide in the month of July for events happening in July and in the upcoming months).

The September figures are status-quo with those for Jul/Aug 2025.

Quarter 1 typically features a steady calendar of events, with an emphasis on smaller community gatherings, cultural activities, and seasonal experiences. While the number of listings is generally lower compared to the busier mid-year and holiday months, this quarter provides visitors with more intimate, authentic opportunities to connect with the destination. The events highlighted set the tone for the year ahead, offering travelers a quieter but meaningful start to their journey.

b. NEWS BLOG / ARTICLES

i. **September 2025**: Total of **12 articles** published.

ii. **August 2025**: Total of **7 articles** published.

i. **July 2025**: Total of **7 articles** published.

The September figures are growing, this we attribute to an increased interest in nature and wildlife sightings as we are in our adventure and nature marketing pillar..

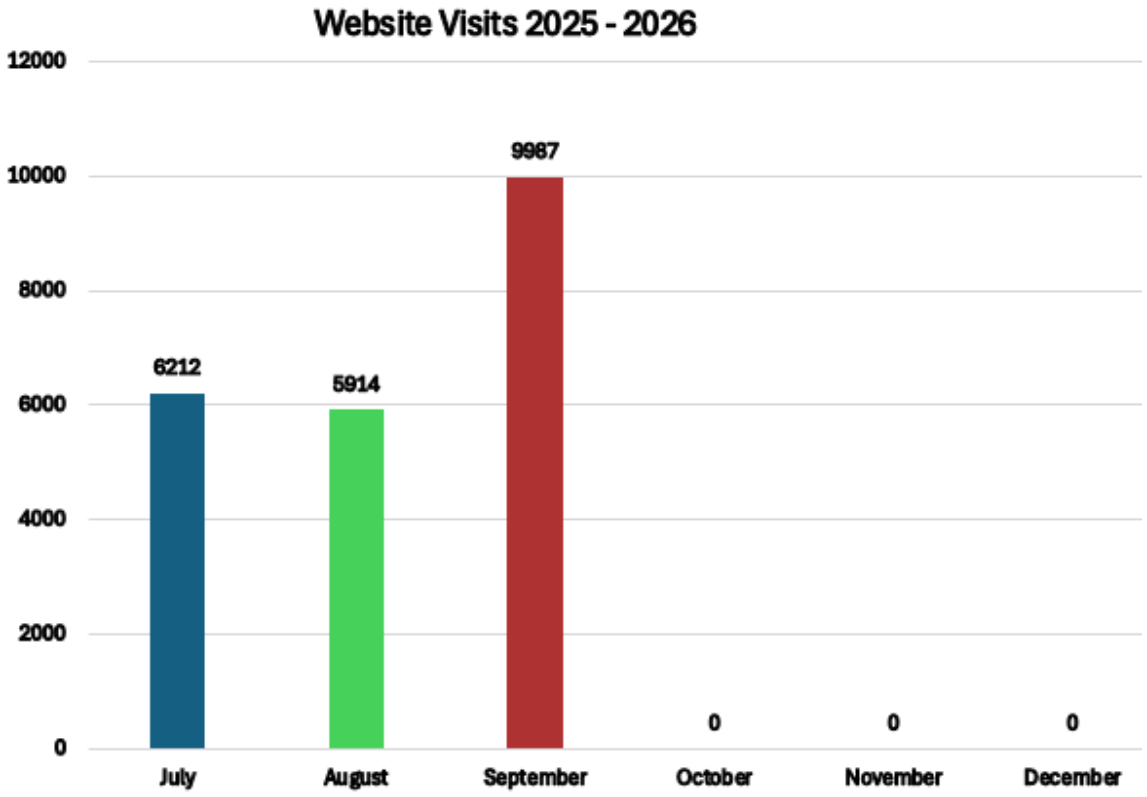
Quarter 1 shows a noticeable increase in news articles compared to other months, reflecting the fresh momentum at the start of the new fiscal year. Updates often highlight new business openings, seasonal activities, and upcoming events, providing timely content that keeps visitors and locals informed. This surge in coverage helps build early interest and engagement, setting a strong foundation for tourism marketing in the months ahead.

2. WEBSITE VISITS:

a. **September 2025:** 10.0 K

b. **August 2025:** 5.9 K

c. **July 2025:** 6.2 K



The September figures show large growth, this we attribute to the promotion of our Special Deals page, featuring winter specials. Additionally, the interesting nature and wildlife stories that we are sharing on our news blog.

Quarter 1 records a notable increase in website visits compared to other months, driven by travelers planning their holidays and exploring early-year events and experiences. This rise in traffic highlights strong interest in the destination during the first quarter, as visitors seek inspiration, practical information, and new offerings. The growth in online engagement also strengthens visibility for members and events featured on the platform, helping set the pace for the rest of the year.

3. WEBSITE GOOGLE ANALYTICS:

SEPTEMBER

a. A total of **9,987** total visits to the website for September 2025 (Visits in same period in 2024 = **11,509**)
b. Average length of time of visit for September 2025 = **1m 09s (3s down on last year)**

AUGUST

c. A total of **5,914** total visits to the website for August 2025 (Visits in same period in 2024 = **8,804**)

d. Average length of time of visit for August 2025 = **1m 11s (7s up on last year)**

JULY

a. A total of **6,212** total visits to the website for July 2025 (Visits in same period in 2024 = **8,227**)
b. Average length of time of visit for July 2025 = **1m 14s (14s up on last year)**

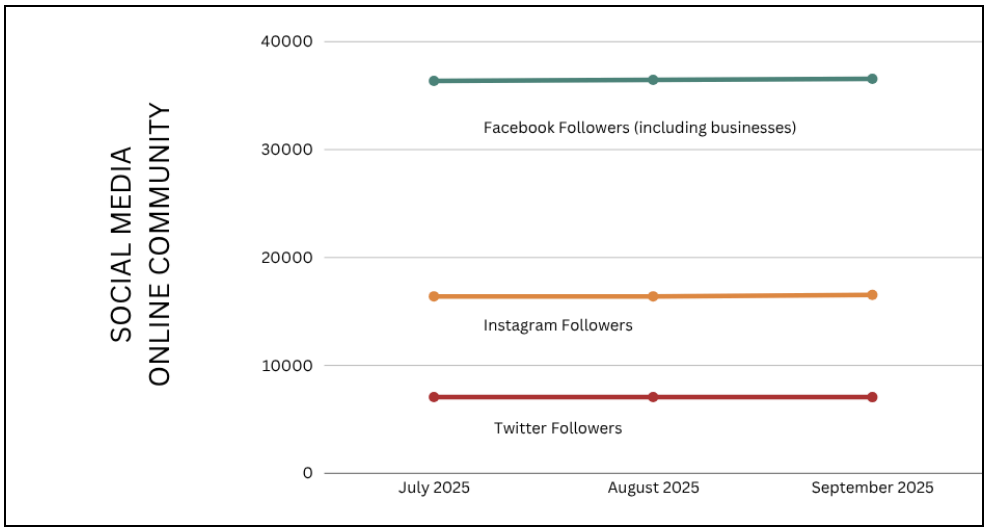
The September figures are reflective of the activations we have initiated as reported in the website statistics above.

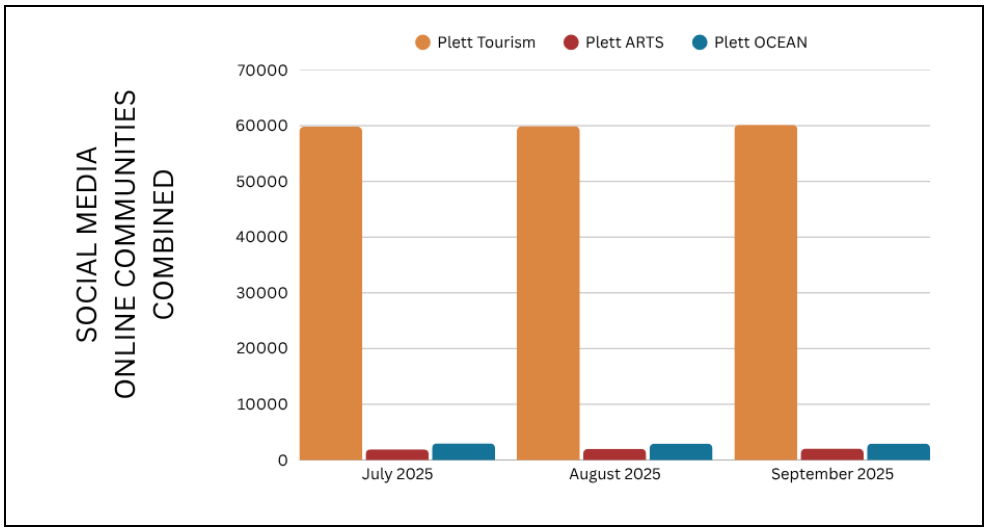
Quarter 1 is a positive reflection of the activations we have initiated as reported in the website and google statistics above..

STATISTICS / DIGITAL MEDIA ANALYSIS

Our digital media focus during winter (through to August) has been on the **Adventure & Nature Marketing** pillar. Our **August focus has also been on Women's Month and celebrating women in tourism and conservation**. September is the beginning of our spring marketing pillar (**Arts, Culture & Heritage**) which provides an opportunity to celebrate Heritage Day (and Month) and Tourism Month in addition to our build-up to the well-placed Plett ARTS Festival. We have continued with our People of Plett features which will extend into October. The article on the mayor is with her office for review. As we approach summer, we also move into a time of heightened awareness in our digital media of safety (especially ocean safety) and general summer guidelines leading up to Plett Rage and the summer season. An interesting note is that - for the reporting period September - **50% of views on Facebook came from NON-followers.** This highlights that Plett Tourism is reaching new markets and the importance of creating content that is enjoyable, informative and **shareable.**

1. ONLINE COMMUNITIES





The social media community 'Fan' growth continues to follow a 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.

Quarter 1 reflects steady, though modest, growth within the online community compared to other months. While increases are smaller than peak periods later in the year, the consistent engagement shows a loyal audience base that continues to interact with content, share experiences, and connect with the destination. This stable foundation supports long-term growth and helps maintain ongoing visibility for the tourism brand.

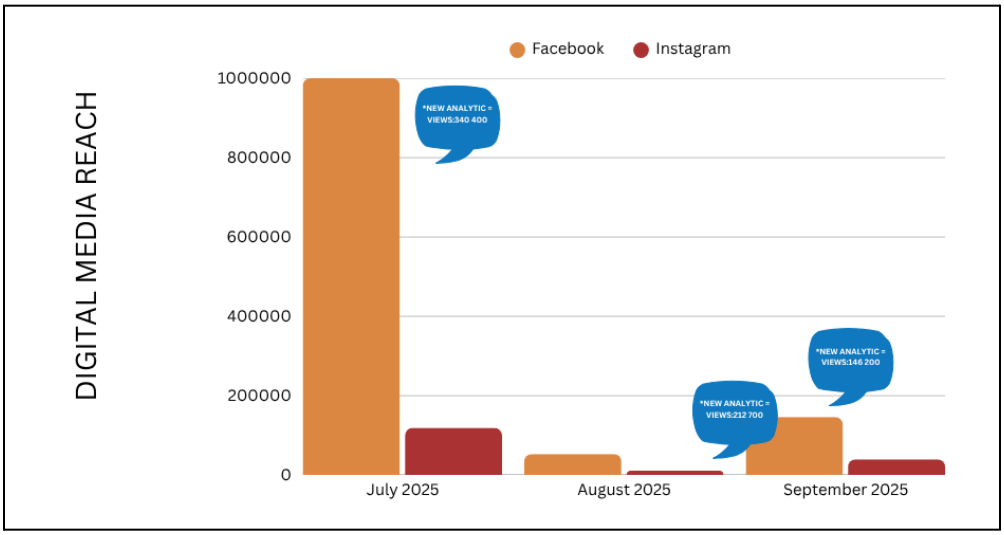
2. OPERATIONAL COMMENTS

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

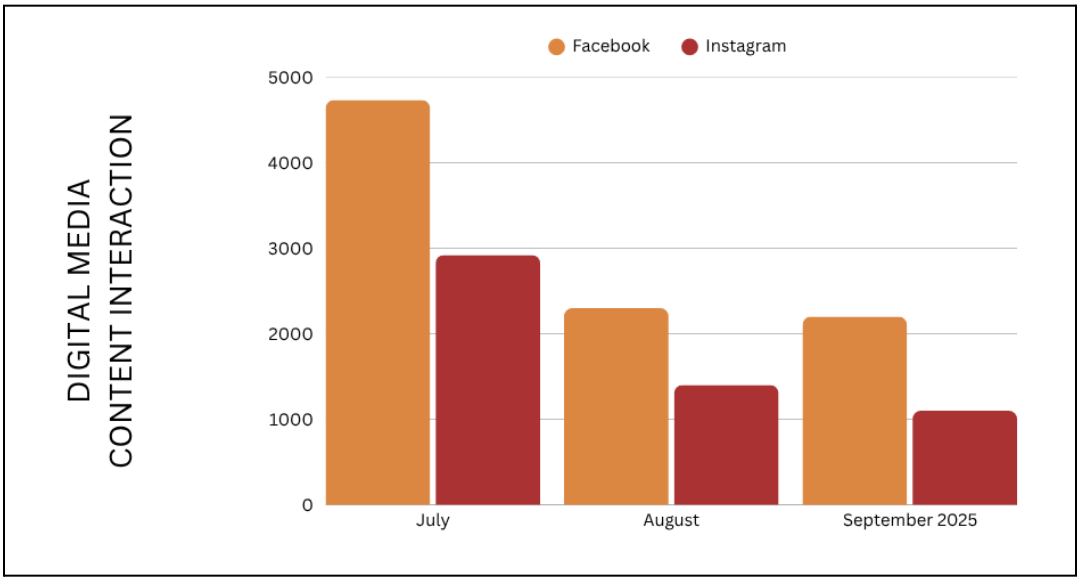
DIGITAL MEDIA STATISTICS

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

REACH



CONTENT INTERACTION (PREVIOUSLY ENGAGEMENT)



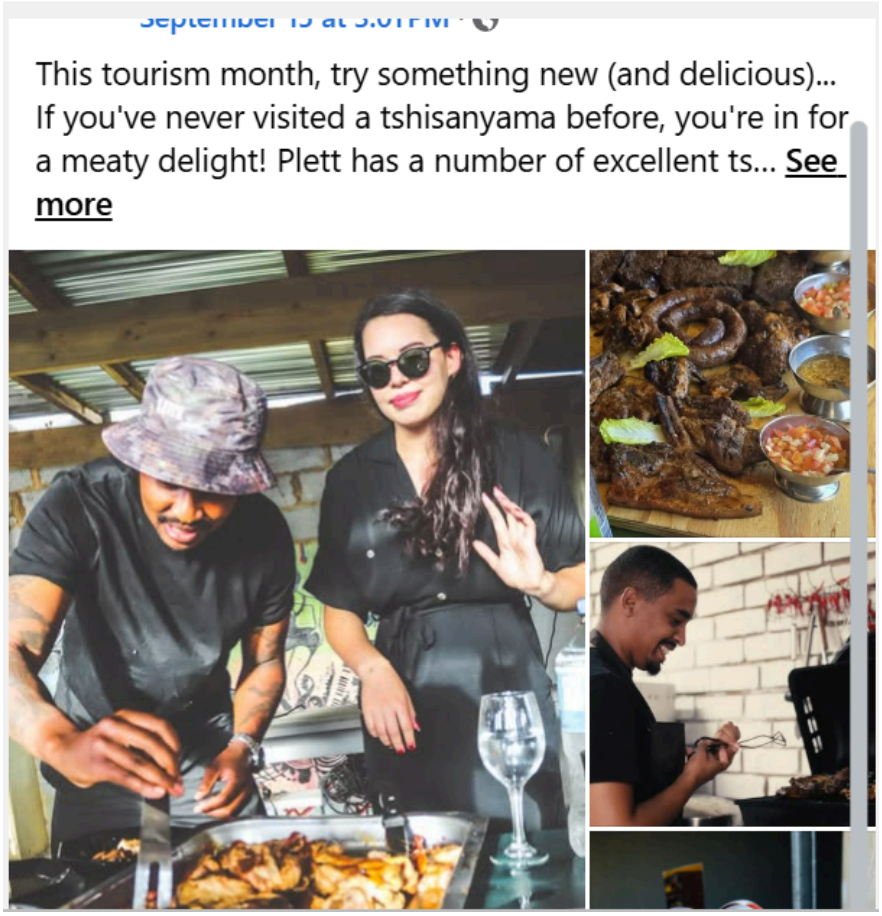
The social media content continues to follow historical patterns as we leave a very active Plett Ocean Festival month and enter a traditionally low-activity time of year..

Quarter 1 typically reflects a quieter period for the online community, with reduced reach and interaction compared to busier times of the year. As this is traditionally a slower season for travel and event activity, engagement naturally tapers off. However, maintaining a steady presence during this time ensures the community remains connected and ready to re-engage as the year progresses and tourism activity increases.

3. PLETT TOURISM POPULAR POSTS, STORIES & TOPICS

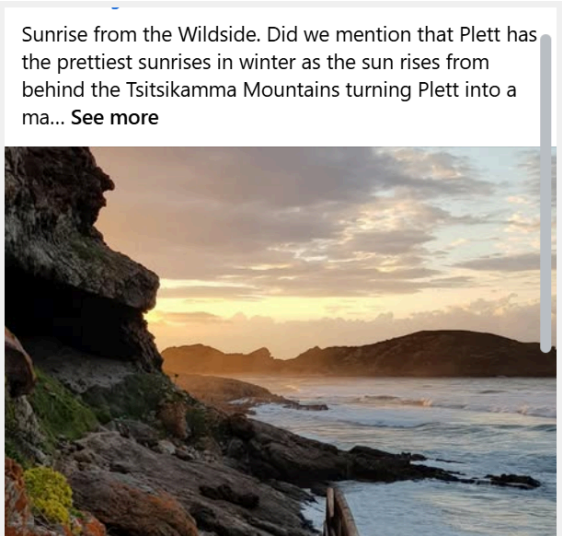
SEPTEMBER

As expected, posts relating to Heritage Day, CapeNature Access Week and SANparks week did very well. There was also a review video from Adopt-A-Swimmer and Plett Tourism's workshop with Zandi the Mermaid that featured well this month in addition to news of the Nat Geo show filmed in Plett. Over time, Plett Tourism has worked to build up a library of quality arts, heritage and culture content and this is paying off.



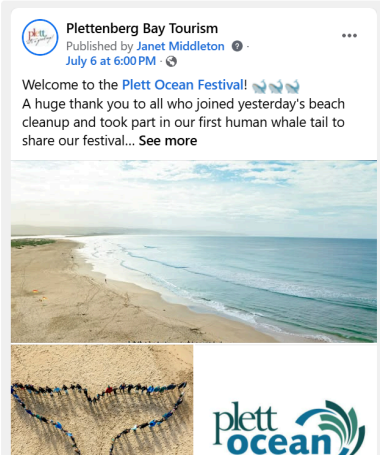
AUGUST

Posts relating to nature, beaches and marine life continue to be the most popular. Unusual photos and videos also do well e.g. Nature's Valley or the image below from the Wild Side at sunrise. We have focused quite a bit on the sunrises this winter with excellent photography from Christy Strever and other local early birds.



JULY

Popular content this month has been almost exclusively related to the Plett Ocean Festival and the excellent coverage by the Plett Ocean Festival team (specifically Vanessa van Vrede as photographer and Daron Chatz's aerial footage of the "human whale tail"). The most popular post of the festival was the welcome post below but a lot of traction has been gained by posting the photos in stages to maximise visibility for all the different aspects of the festival.



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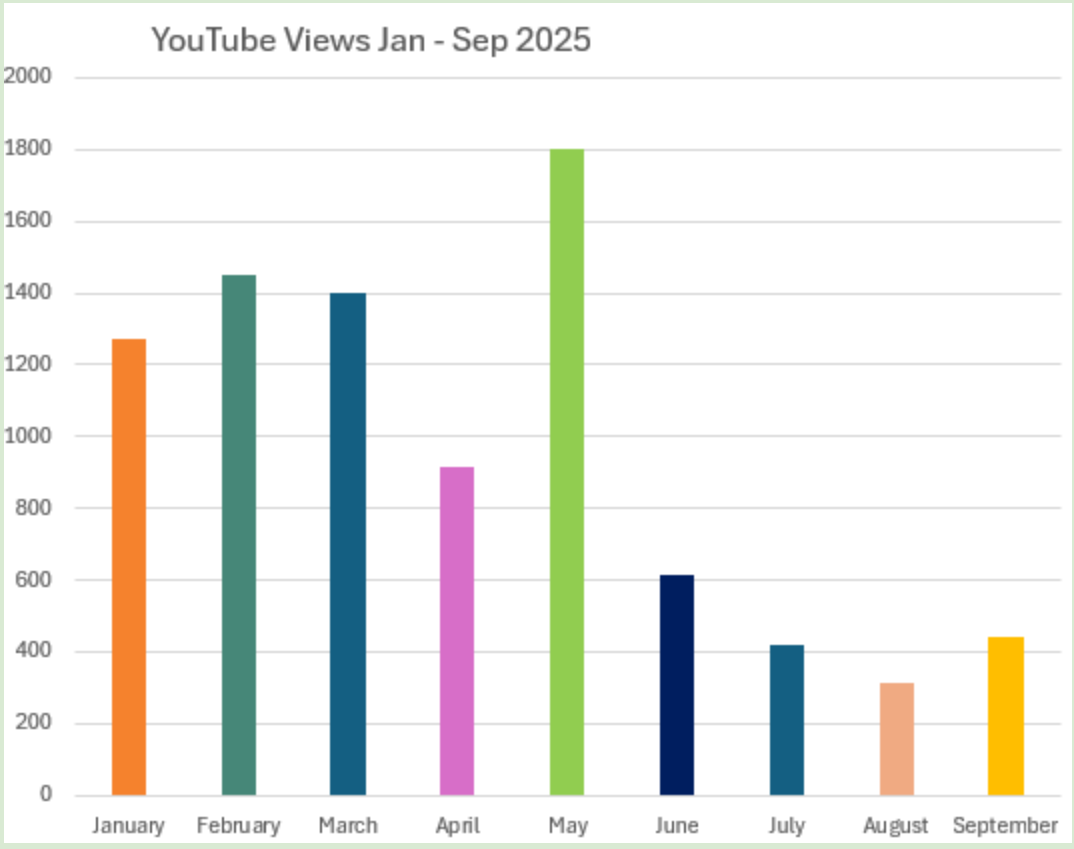
5. YOUTUBE

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



January	February	March	April	May	June	July	August	September
1270	1452	1400	913	1801	616	418	311	441

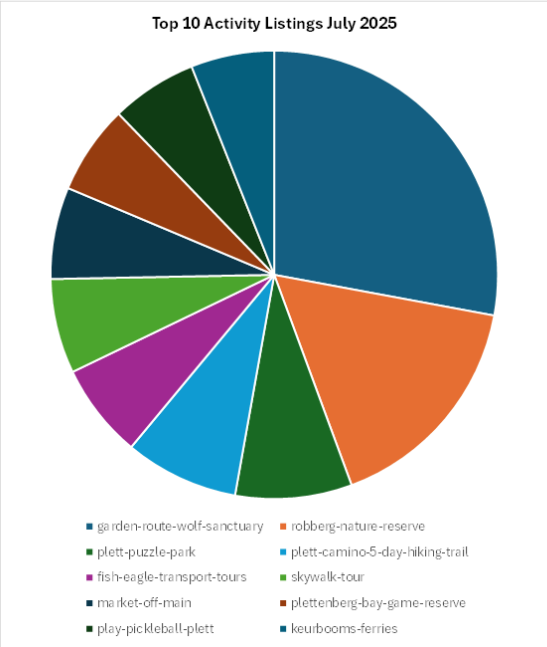
The Youtube growth continues following historical patterns with a small increase from August to September.

Quarter 1 shows a historical pattern with YouTube views, and the overall trend remains consistent with historical averages as seen in previous quarters. While not a period of significant growth, the steady engagement indicates ongoing interest in video content and its role in showcasing the destination. This stability provides a reliable platform to build on with new campaigns and seasonal storytelling throughout the year.

STATISTICS / ACTIVITY ANALYSIS

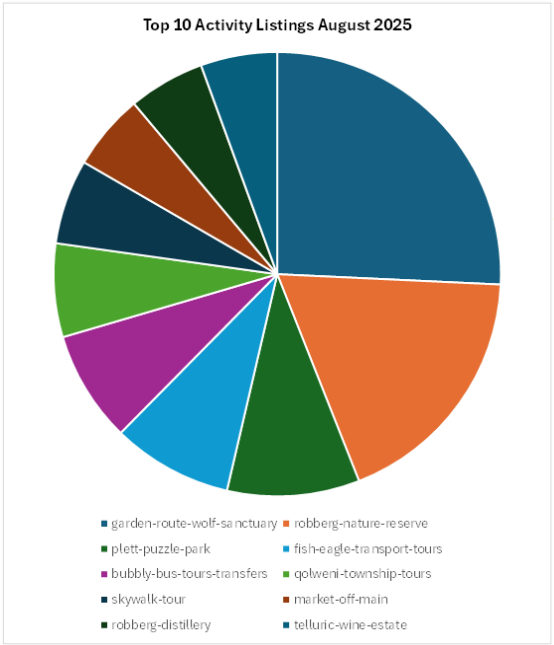
1. ACTIVITY LISTING BY POPULARITY: *Website analytics for July-August-September.*

JULY



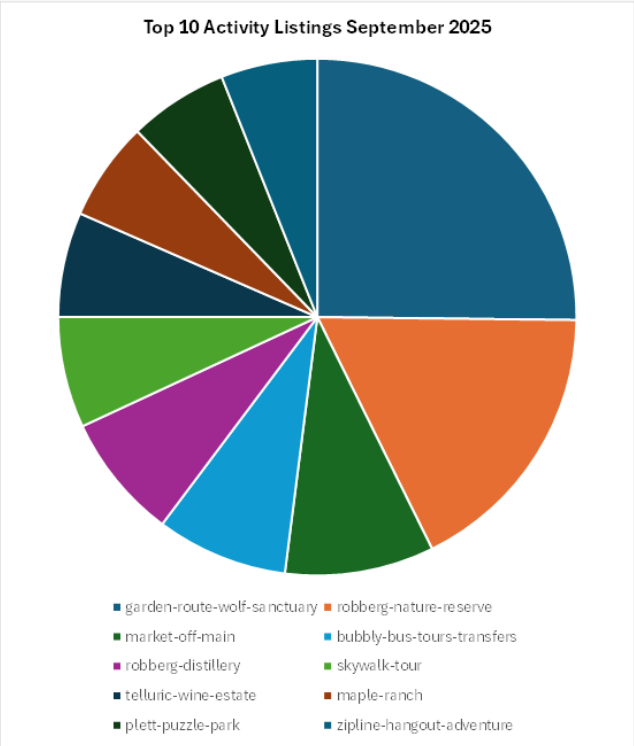
Activity	Page Visits
garden-route-wolf-sanctuary	139
robberg-nature-reserve	82
plett-puzzle-park	42
plett-camino-5-day-hiking-trail	41
fish-eagle-transport-tours	34
skywalk-tour	34
market-off-main	33
plettenberg-bay-game-reserve	32
play-pickleball-plett	31
keurbooms-ferries	30

AUGUST



Activity	Page Visits
garden-route-wolf-sanctuary	121
robberg-nature-reserve	86
plett-puzzle-park	45
fish-eagle-transport-tours	41
bubbly-bus-tours-transfers	38
qolweni-township-tours	32
skywalk-tour	29
market-off-main	26
robberg-distillery	26
telluric-wine-estate	26

SEPTEMBER



Activity	Page Visits
garden-route-wolf-sanctuary	138
robberg-nature-reserve	96
market-off-main	51
bubbly-bus-tours-transfers	45
robberg-distillery	43
skywalk-tour	38
telluric-wine-estate	36
maple-ranch	34
plett-puzzle-park	34
zipline-hangout-adventure	33

Animal / Wildlife experiences and outdoor experiences at Robberg remain the most popular activities visited on the website. As we are in our Adventure and Nature marketing pillar, this is a significant metric for us - it shows us that our marketing efforts are in line and maximising exposure.

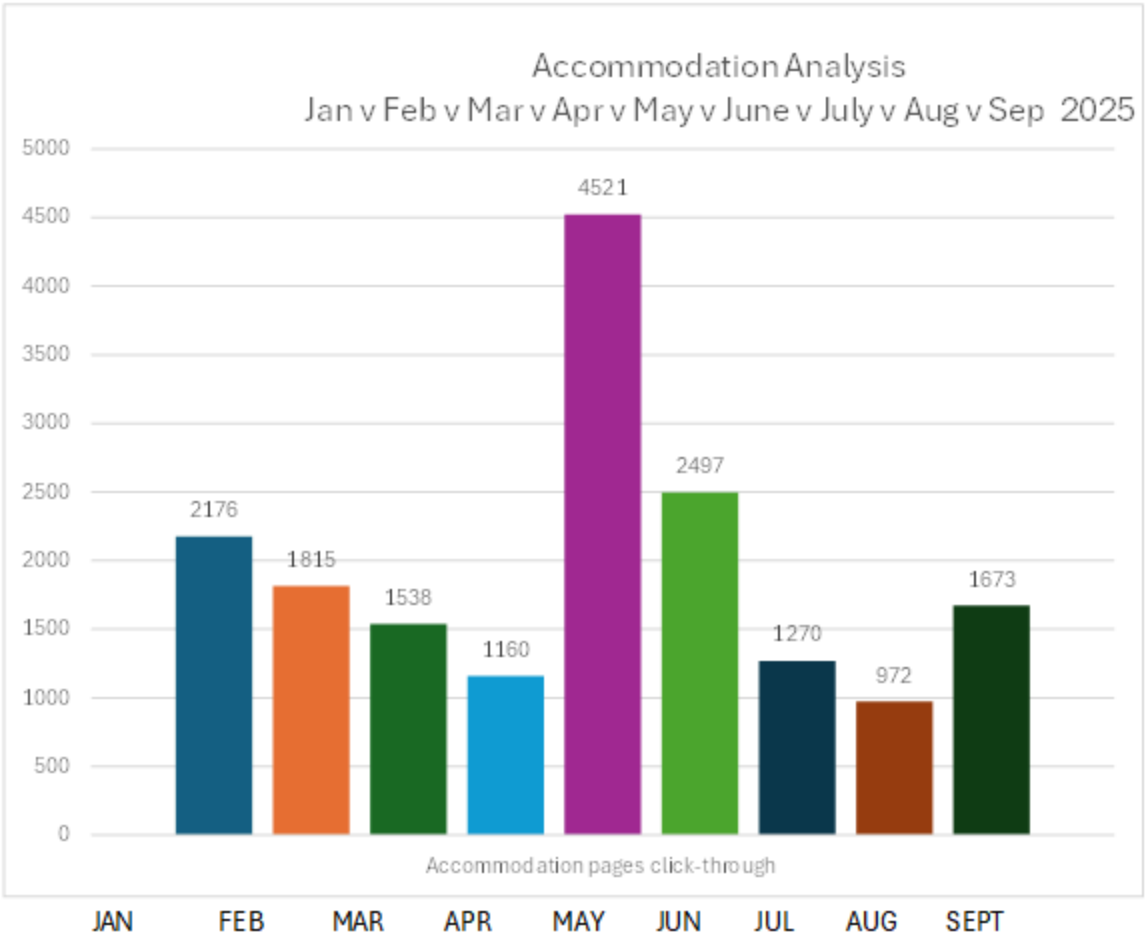
Quarter 1 reflects steady and growing interest in wildlife experiences and outdoor adventures, highlighting the continued strength of our Adventure and Nature marketing pillar. Visitors are increasingly drawn to activities that connect them with the natural environment, from guided hikes and marine encounters to eco-friendly tours. This sustained demand not only reinforces the appeal of the destination's natural assets but also positions outdoor adventure as a key driver of tourism engagement in the early part of the year.

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

ACTIVITAR	# of bookings	Commission
September	0	R0.00
August	0	R0.00
July	2	R924

STATISTICS / ACCOMMODATION ANALYSIS

1. **ACCOMMODATION INTEREST (visitors to the website that view accommodation options):**



Accommodation interest has increased for September, it is our belief that the recent Google Campaign to promote Winter Specials has positively affected the market - it shows us that our marketing efforts are in line and maximising exposure.

Quarter 1 shows a steady increase in interest for accommodation specials, as travelers look ahead to secure value-driven stays. This early demand not only supports occupancy during the quieter season but also builds momentum for future bookings throughout the year. By highlighting seasonal offers, the destination strengthens its appeal and encourages visitors to plan their trips well in advance.

2. **GENERAL OBSERVATIONS (RESEARCH):** ***Sharing available tourism research and industry reports is vital for strengthening local tourism, as it provides stakeholders with valuable insights into visitor behavior, market trends, and emerging opportunities. Access to this information helps businesses and organizations make informed decisions, adapt to changing conditions, and align their offerings with traveler expectations. By circulating these resources, the local***

tourism sector builds collective knowledge that supports growth, resilience, and long-term competitiveness.

September 2025

- Space Tour Report: Plett Tourism brought the Mayor's office an opportunity to be involved with the National Space Tour; in addition to the introduction Plett Tourism also contributed to the accommodation for the Space Tour Team, a lunch between the BM and the Space Tour Team, and VIP gifts. (Annexure A)
- RTO Forum Meeting Minutes - Regional Tourism Office and Presentations. (Annexure B)
- Celebration of Tourism and Heritage Month with the Western Cape Province, and specifically the Garden Route with a focus on forests, caves, and scenic coastal drives. View: Home – Travel | Wesgro
- Wesgro's Cape Town Tourism Visitor Trends: January to June 2025 (Annexure C)

August 2025

- RTO Forum Meeting Minutes (Annexure B)
- LTO Meeting Minutes (Annexure C)
- GR&KK Tourism Strategy 2025 (Annexure D)
- Regional Tourism Safety Plan 2025 (Annexure E)

July 2025: None available

Animal / Wildlife experiences and outdoor experiences at Robberg remain the most popular activities visited on the website. As we are in our Adventure and Nature marketing pillar, this is a significant metric for us - it shows us that our marketing efforts are in line and maximising exposure.

Quarter 1 reflects steady and growing interest in wildlife experiences and outdoor adventures, highlighting the continued strength of our Adventure and Nature marketing pillar. Visitors are increasingly drawn to activities that connect them with the natural environment, from guided hikes and marine encounters to eco-friendly tours. This sustained demand not only reinforces the appeal of the destination's natural assets but also positions outdoor adventure as a key driver of tourism engagement in the early part of the year.

TOURISM & TRAVEL TRADE MANAGEMENT & PARTICIPATION

1. TRAVEL TRADE CAMPAIGNS / JOURNALIST AND INFLUENCER ENGAGEMENT

JULY	AUGUST	SEPTEMBER
1. None	1. Reiseberatung Moeck - Travel agency requesting assistance with FAM in 2026	1. FAM Trim for Amina Jones with Trips and Beyond.

2. **TRAVEL TRADE ENGAGEMENT**

JULY	AUGUST	SEPTEMBER
1. Bitcoin introduction to the local tourism industry; particularly for the township tourism businesses 2. Visit Kwano stakeholder meeting 3. New Guide in Plett; transportation and guide services	1. Luxury Hideaways FAM trip itinerary and networking event. 2. Space Tour Assistance with Accommodation and itinerary.	1. Itinerary for Jim Freeman from The Citizen Publication. 2. Itinerary for James Fouche from Muse Magazine.

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;

   JULY

   - Bayview Hotel; R7 500

   TOTAL PROCURED: R7 500

   AUGUST

   - Bayview Hotel; R7 500
   - GWEN Event Media Partnership; R32 300

   TOTAL PROCURED: R39 800

   SEPTEMBER

   - Bayview Hotel; R7 500

   TOTAL PROCURED: R7 500

   TOTAL FOR Q1: R54 800

2.

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

JULY

TOTAL MARKETING FUNDS PROCURED: 0

AUGUST

TOTAL MARKETING FUNDS PROCURED: 0

SEPTEMBER

- BLOU Tourism Levy contribution; 2 665.00

TOTAL MARKETING FUNDS PROCURED: 2 665.00

TOTAL FOR Q1: R2 665

4. **SPONSORSHIP PROCUREMENT**

We continue to engage with corporates and institutions for sponsorships.

JULY

- Barrington's (TBC)
- Strauss & Co. Nil
- Chas Everitt (TBC) -Nil

TOTAL SPONSORSHIP PROCURED: R0

AUGUST

TOTAL SPONSORSHIP PROCURED: R0

SEPTEMBER

TOTAL SPONSORSHIP PROCURED: R0

TOTAL FOR Q1: R0

5. **JULY / AUGUST / BEACH ACTIVATIONS:** NIL; Beach activations only take place in December and January

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.

   A comprehensive content strategy is essential for ensuring consistent and impactful communication across social media, print, and radio channels. By aligning messaging, visuals, and storytelling across platforms, the destination can reach a wider audience, reinforce its brand identity, and engage both potential visitors and local stakeholders. A well-planned strategy also maximizes marketing resources, strengthens campaign effectiveness, and builds long-term awareness and loyalty for the tourism offering. PT will be introducing the new content strategy during Q3 and Q4 of the 2025-2026 year.

2. **MEDIA STAKEHOLDER ENGAGEMENTS**
   - James Fouche; freelance journalist from Muse Magazine and other lifestyle publications. PT to enter a JMI (Joint Marketing Initiative) with the Plettenberg Bay Wine Route for a DPS with a Full page advert in the December issue. PT to coordinate with participating products.
   - Jim Freeman; journalist from The Citizen magazine. PT created a customised itinerary for his visit in Plett. The focus of the visit was for wine industry and luxury lifestyle products and services only.
   - Local and provincial media invited to attend select events at the Plett Arts Festival.
   - The Times Plett & Knysna advertising negotiations for 4 x issues

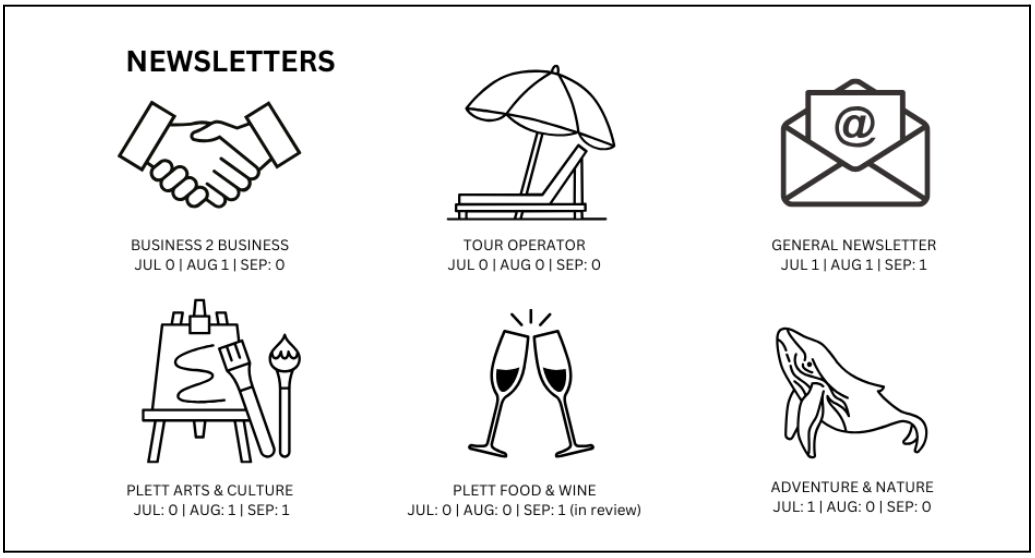
3.

4. **COPYWRITING, PRINT & RADIO CREATIVE AND MANAGEMENT**
    - News articles and blogs: **July: 6 / August: 7 / September: 12**
    - Media Releases: **July: 5 / August: 1 / September: 1**
    - Media contributions (info requests): **July: 7 / August: 3 / September: 1**
    - Print adverts placed: **July: 0 / August: 0 / September: 0**
    - Radio contributions: **July: 2 / August: 0 / September: 2**
    - Google Adwords Campaigns: **July: 0 / August: 1/ September: 1**
    - FB/Insta Advert Campaigns: **July: Winter & Plett Ocean Festival - 1 / August: 1 / September: Spring & Plett ARTS Festival**

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).

During the traditionally quieter months, increased media awareness efforts help maintain visibility and strengthen the destination's brand presence. By proactively engaging with media outlets, the tourism office can showcase offerings, highlight upcoming events, and generate stories that build interest for future travel. These initiatives not only keep the destination top-of-mind but also lay the groundwork for potentially higher visitor numbers as the year progresses.

5. **NEWSLETTERS**



6. **BULK MAIL / NEWSLETTER STATISTICS**

SEPTEMBER

- September: Mailing list on **9413**
- September: On average, **2401** of recipients opened the newsletter
- September: On average **367** of them clicked on a link

- September: **12** bulk mailers sent out in total

AUGUST

- August: Mailing list on **9620**
- August: On average **2623** of recipients opened the newsletter
- August: On average **247** of them clicked on a link
- August: **4** bulk mailers sent out in total

JULY

- July: Mailing list on **9612**
- July: On average **2868** of recipients opened the newsletter
- July: On average **463** of them clicked on a link
- July: **8** bulk mailers sent out in total

Tracking newsletter open and click-through rates is essential for understanding how effectively content resonates with subscribers. High engagement indicates that readers find value in the updates, while lower rates highlight opportunities to refine messaging or offers. Growing the newsletter mailing list is equally important, as it expands the reach of key tourism updates, promotions, and events, helping to build stronger connections with potential visitors and encouraging repeat engagement over time.

7. COMPREHENSIVE MEDIA FEATURES NOTED

JULY 2025		
PUBLICATION	**ARTICLE TITLE**	**ARTICLE LINK**
KnysnaPlett Herald	The man behind Prince Albert's Pass - Bain legacy	Article
Yahoo.com	This was the best place on Earth to see great white sharks—then they vanished	Article
American Press	Swimming with Sharks: Behind the (underwater) lens	Article
Good Things Guy	Watch: Christy Strever Captures Dolphin Magic in Plett	Article
The Herald	Whale sculpture sends conservation message at Plett Ocean Festival	Article
Pressreader - Sunday Express (PRINT)	Sharks are very fragile	Article
TTG Asia	Globus unveils South Africa itinerary with wine, wildlife and national parks	Article
Metro	'I swim with sharks but my job's dangerous for an unexpected reason'	Article
Pressreader (Daily Star)	The Great White lie IMS WITH SHARKS SAYS WE'VE GOT IT ALL WRONG	Article

Pressreader (Irish Daily Star)	On the hunt for women to gain survival skills	Article
Cape{town}etc	After the flames: Cape Honeybees rise from the ashes of devastation	Article
Pressreader (KnysnaPlett Herald)	Sculpture Highlights opening of ocean festival	Article
National Sea Rescue Institute	NSRI Beach Safety Cameras: A secure safety tool	Article
Business Tech	The millionaire town in South Africa with a big property problem	Article
Daily Investor	South Africa's millionaire coastal town has a property problem	Article
National Geographic Abu Dhabi	SHARKS UP CLOSE WITH BERTIE GREGORY	Article
CapeTown Magazine	All you need to know about the Plett Ocean Festival	Article
National Geographic	How to stay safe if you're swimming with sharks	Article
Peta Pixel	Underwater Filmmaker Gets Up Close and Personal With Sharks	Article

AUGUST 2025		
PUBLICATION	**ARTICLE TITLE**	**ARTICLE LINK**
The Herald (print)	Cheers to another win for Plett's brew-tiful small hotel	Article
National Geographic on LinkedIn	Plett a sanctuary for southern right whale sharks activity	Article
National Geographic Watch on FB	Southern right whales were hunted to near extinction…	Article
Traveler's Universe	Plettenberg Bay	Article
Cape Argus	Plett shop owner dedicates space to help local businesses	Article
Knysna Plett Herald	Melissa Nel, manager at Plett Shark Spotters	Article
Daily Investor	South Africa's sport for the ultra-rich wants to change its perception	Article
Knysna Plett Herald	Deep diving into awareness at Plett Ocean Festival	Article
Travel News	Dolphins benefit from boat tours	Article

AUGUST 2025		
Knysna Plett Herald	Road Trips with Pets - tips for a pawsome adventure	Article
Getaway Magazine	South Africa's Zero Waste Towns - where the ocean comes first	Article
Knysna Plett Herald (print)	Plett street mile set for December	Article
IOL	WATCH: Kat Clark's Johannesburg adventure with Tyla's sister Sydney - a tour to remember	Article
Business Tech	One town in the Western Cape where average house prices doubled to R4.9 million in 5 years	Article
Piedalis	Discover the best places to visit in the Western Cape this summer	Article
The South African	The seaside town in SA where property PRICES doubled in 5 years	Article
2 Oceans Vibe	The seaside town in SA where property PRICES doubled in 5 years	Article
SA People	One town in the Western Cape where average house prices doubled to R4.9 million in 5 years	Article
Knysna Plett Herald	NSRI Plett and Knysna Tops	Article
CapeTown Etc	Plettenberg Bay property market doubles in value	Article

AUGUST 2025		
Knysna Plett Herald	Plett Street Mile set for December	Article
Knysna Plett Herald	The Best of Plett & Knysna Revealed	Article
Newsbreak	7 Most Scenic Countries to Drive Through And 2 to Skip	Article
Business Tech	Flysafair launches two new routes in South Africa	Article
Herald Live	Ocean Wonders of Plett revealed in new documentary	Article
Getaway Magazine	Why Garden Route stays are filling fast for summer 2025	Article
Getaway Magazine	Springtime thrills	Article

SEPTEMBER 2025		
PUBLICATION	**ARTICLE TITLE**	**ARTICLE LINK**
Suidkaapforum	Garden Route & Klein Karoo Tourism celebrates Tourism Month 2025	Article
Instagram	Plett Camino	Article
The Standard	Cape Town ranked most expensive real estate market	Article
Daily Investor	Millionaires are moving to this South African hotspot	Article
Knysna-Plett Herald	Patty's leaving Plett	Article

The Herald	Plettenberg Bay gears up to host 15th edition of mountain biking race	Article
Getaway	6 unique classes and activities to try in South Africa	Article
Caxton Network News	What moves millionaires to luxury homes in Africa	Article
The Herald	Plettenberg Bay reports steady growth in tourism figures	Article
Pressreader (Daily Maverick)	Local Culture	Article
The Telegraphy	‘Friends visited and saw how wrong they were’: why Cape Town is attracting British retirees	Article
The South African	When is whale season in the Cape	Article
Getaway	10 places every traveller should see at least once in South Africa	Article
Getaway	Voluntourism: conservation and volunteer programs in South Africa	Article
Getaway	Water-based safaris to explore as South Africa warms up	Article
Non Stop Local (KHQ)	Luxury Vacations With a Twist: The Rise of Intentional Travel	Article
Getaway	A coffee trail through South Africa	Article
Knysna-Plett Herald	Small businesses win big in Knysna, Plett	Article
The Herald	Wheels of change put youngsters in fast lane	Article
The Herald	Winning entrepreneur plans to upgrade from bicycle deliveries to mobile kitchen	Article
IOL	Wealthy individuals flocking to South Africa's Western Cape for quality of life and luxury opportunities	Article
BusinessTech	South Africa’s millionaires find a new home as they flee service failures in Gauteng	Article
Good Things Guy	The Woman Who Started The Ocean’s ‘Hope Spots’ Has Turned 90	Article
The Herald	Plettenberg Bay wellness farm nominated for international award	Article
The Newspaper	Plett Arts Festival 2025: Where Creativity Meets Coastline Magic	Article
The Herald	GARDEN ROUTE | As the year rolls on, so do the Garden Route festivals	Article

Knysna-Plett Herald	Plett's top shot for seniors golf	Article
National Geographics	Sharks Up Close	Article
Inside Guide	The 10 Best Whale-Watching Escapes in the Cape	Article

Using Google Alerts and other free media monitoring tools is an effective way for the tourism industry to track media mentions and stay informed about how the destination is being represented. These tools allow tourism organisations to quickly identify coverage, respond to opportunities, and measure the impact of marketing efforts. Regular monitoring helps maintain brand reputation, uncover trends, and ensure timely engagement with both media outlets and potential visitors.

Quarter 1 shows an increase in media mentions, largely driven by the prominence of the Plett Ocean Festival and Plett's growing reputation as a desirable destination. Coverage across print, online publications, and social platforms highlights key events, attractions, and experiences, helping to raise awareness and reinforce the destination's appeal. This heightened media presence supports tourism marketing efforts and contributes to sustained interest from both domestic and international travelers.

8. 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.

9. 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.

SEPTEMBER 2025

PUBLICATION	JOURNALIST / CONTACT	COMMENTS
Herald Live	Elaine King	Plett ARTS Festival
Herald Live	Siphokazi Mnyobe	Plett ARTS Festival
Herald Live	Elaine King	Nat Geo show

AUGUST 2025

PUBLICATION	JOURNALIST / CONTACT	COMMENTS
NA	NA	NA

JULY 2025

PUBLICATION	JOURNALIST / CONTACT	COMMENTS
Herald Live	Elaine King	Plett Ocean Festival
Herald Live	Siphokazi Mnyobe	Plett Ocean Festival
Go That Way	Emma Jales	Plett General Content Request

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**

July: No meetings held with LED due to LED Manager on leave.
1.1 NSRI & BM Life Saving programme (09/07/25) to discuss life guard tower sponsorship (as appointed PSAG member and POS member)
1.2 Mayor (09/07/25) stakeholder meeting to discuss Golf Day date options
1.3 Deputy Mayor (22/07/25) stakeholder meeting to discuss tourism portfolio and projects that the DM can present to potential funders
1.4 Deputy Mayor (31/07/25) stakeholder meeting to discuss Women's Day Event

August:
1.1 Mayoral Golf Day Stakeholder Meeting (20/08/25)
1.2 LED Manager update (22/08/25; A Namntu, B Richardson, P Butterworth)
1.3 Mayoral Golf Day Meeting (29/08/25; DM office, Mayor office, PBGC manager, P Butterworth)

September:
1.1 Mayoral Golf Day Stakeholder Meeting (29/09/25)
1.2 BM Communications discussion (N Buso - 30/09/25); regarding looming water crisis and how PT may be able to assist with a campaign

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

July: no meetings held.

August: no meetings held.

September: no meetings held.

3. **Plett Ratepayers Association** -

July: no meetings held

August: no meetings held

September: no meetings held

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

July: no meetings held

August: no meeting held

September:
4.1 RTO Meeting (Regional Tourism Office meeting)
4.2 WTM Stakeholder Meeting

5. General

July

5.1 Straughan & Co Attorneys; meeting to discuss Gold Member status
5.2 Surf Cafe; Bitcoin presentations and tourism impact studies
5.3 Ben Horwitz; new member opportunity
5.4 The Wedge Classic organiser interview
5.5 Bitcoin presentation
5.6 Visit Kwano stakeholder meeting
5.7 GWEN Event meeting; Event Media Partnership
5.8 Plett Historical Society; Old Timber Shed meeting

August

5.1 Old Rectory Hotel Meet & Greet

September

5.1 Bayview Hotel; Gold Membership meeting

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. Saturday shifts in July for school holidays. Next Saturday shifts in October school holidays.
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.

3. ENTREPRENEURS WEB PAGE INFORMATION POSTED

04 Jul 2025	SA TOURISM EQUITY FUND
22 Jul 2025	SANPARKS MONITORS PROGRAMME 2025/26 NOW OPEN
24 Jul 2025	Responsible Tourism = Successful Business: Why it pays to care
06 Aug 2025	GRDM: Micro-, Small, Medium, Enterprise (MSME) Support and Development
11 Aug 2025	Internship Available:Garden Route Skills Mecca Technicians
13 Aug 2025	Sponsorship: Entrepreneurship Promotion and Business Development Support Events
27 Aug 2025	Mandarin Language Training Opportunity for Tourist Guides
12 Sept 2025	CALLING ALL EMERGING BUILDING CONTRACTORS
22 Sept 2025	GRKK: Financial Assistance towards further studies.
23 Sept 2025	Cape Nature Concessionaire Opportunities
25 Sept 2025	On-Line Upskilling Programme in Tourism

4. EDUCATIONALS AND UPSKILLING

MONTH	ACTIVITY
July	No educationals took place in July due to school holidays and the pressure of festival work.
August	Financial planning workshop cancelled by facilitator
September	Inqua Trail with Kei Heyns

5. INFORMATION OFFICE VISITOR STATS

MONTH	SA VISITORS	INT VISITORS	TOTAL
July	28	22	50
August	4	4	8
September	16	2	18

FILM PRODUCTION PERMITTING AND ENGAGEMENT

MONTH	NAME OF PRODUCTION	CONTACT	
July	Shark Spotter film	Jamie Lee	Drone application and approval Central Beach
July	Marketing video	Jan Bruwer	Drone application All beaches
August	Marketing video	Jan Bruwer	Drone application approved
September	No applications		

EVENTS & ACTIVATIONS MANAGEMENT

- *The Plett Ocean Festival was held from 4 - 13 July. The full reports will be available at the end of August. (Addendum)*
- *Plett Arts Festival is now in the final planning stages. The media plan was launched in August.*
- *A joint screening of OCEAN with David Attenborough took place with Plett Tourism, Slops, NVT and Mission Blue on the 30th August, as the final culmination of Plett Ocean Festival.*
- *Plett Tourism co-hosted the GWEN Event women in business networking event on 30 August.*
- *Plett Tourism attended the BM event approval meeting in council chambers for Sabrina Love, Rage, Get Lucky Summer, and Mjilo Jonas on 29 August 2025. All events were supported by PT.*
- *Consultation took place with the organisers of the PACUMSA conference organisers in Kranshoek.*
- *Two promotional activations for Plett Arts Festival took place at Market off Main in September*

EVENTS CALENDAR

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 155 events on the calendar for 2025, as at the end of September
e. The 2026 calendar has been listed on the PT website and is being populated.

JULY EVENTS

Plett Ocean Festival	4 - 13 Jul	Plettenberg Bay
Beach Cleanup	5 Jul	Lookout Beach
Welcoming the Whales	5 Jul	Market Off Main
Deep Blue	5 Jul	The Lookout Deck
Fynbos Bird Ringing	6 Jul	Salt River Trail. R102 Natures Valley
Reef Clean Up	6 Jul	ProDive Plettenberg Bay
Winter Swim	6 Jul	Central Beach
Ocean Poetry with Galeo Saintz	6 Jul	Keurboooms Beach to Arch Rock
Sand Sculpting Workshop	6 Jul	Robberg 5 Beach
Rock Pools by Moonlight	7 Jul	Forest Hall Coast
Burgers for the Bay	7 Jul	Surf Cafe
Ocean Awehness Week	7 - 11 Jul	Central Beach
The Wedge Classic 2025	7 - 12 Jul	Wedge Beach
All at Sea	8 Jul	Central Brach
Birds of the Forest & Estuary	9 Jul	Groot River picnic area. Natures Valley
Secrets of the Sea	9 Jul	Keurbooms Lagoon Caravan Park
PlayClay Workshops	9 - 11 Jul	Still Rise Pottery Studio (behind the Plett Airport)
Rock Pools by Moonlight	10 Jul	Forest Hall Coast
Good food, footage and fish	10 Jul	Market Off Main, Cor Sewell and Church Str

Eastern Cape Echoes: Selected Works from Tsitsikamma to Lusikisiki	11 Jul	Slops Plett
Plett Marine Science Symposium	11 - 13 Jul	The Lagoon Room, Beacon Island Resort
Yoga Teacher Training	15 Jul - 15 Aug	The Space between Plett
Callaho Stud World Cup Qualifier	16 - 20 Jul	Robberg Equestrian Park
Passes, Poorts and Switchbacks - The Brain Legacy	25 Jul	Lagoon Room, Beacon Island Resort

AUGUST EVENTS

Take Four Piano Quartet	5 Aug	St Peter's Anglican Church Hall
Woza Albert	9 Aug	The Hearth @ Bocca Dulce
Wozawoza Sports Tournament	23 - 31 Aug	Kwanokuthula Sports Ground
Tsitsikamma Trail Runs - Covie	30 Aug	Covie - Anglican Church Hall
The Gwen Event	30 Aug	Bosky Dell Farm, The Rose Pavilion
Ocean Screening	30 Aug	Slops Plett (upstairs)

SEPTEMBER EVENTS

SEPT/OCT/NOV - Plett Heritage & Culture		
Plett Tourism Association Annual General Meeting (AGM)	3 Sep	Beacon Island Resort, Lagoon Room
4X PAWS Trail	6 Sep	443 Robberg/Airport Roard, Follow the pointers
Spring Jol	6 Sep	Slops, Plett
Louis Michel Thibault - The Father of South African Architecture	12 Sep	The Garden Room, The Plettenberg
Nataniel in Concert with Charl du Plessis on Keyboard	24 Sep	Piesanga Valley Community Hall
Live Music Matinee	28 Sep	Asado Restaurant (Keurbooms)

SUPPORT FOR COMMUNITY EVENTS

EVENT DATE	EVENT	CONTACT	CONTRIBUTION
17 Jul 25	Kasi Lyfstyle Tshisanyama	Trust Sebofi tirazakiasebofi@gmail.com	2 aprons 4 hats
August 25	Fire victims	Dignity fund	50 t-shirts
27 Aug 25	The Royal Crusaders Netball Club	Vuyolwethu Vice admin@lightlines.co.za	15 hats 15 tissues from klinicare Plett
19 Sept 25	LED Event	Andile Namntu anamntu@plett.gov.za	30 bucket hats
19 Sept 25	Lifeguards		6 Hats

ACTIVATIONS - CORPORATE MARKETING IN DECEMBER

A reminder and call for December corporate beach activations was distributed to the corporate promotions contact list. Two enquiries were received in August.

MEMBERSHIP

1. **MEMBERSHIP STATS**

MONTH	PAID MEMBERS	FREE MEMBERS	ACCOMM	REST	ACTIVITIES	SERVICES	TOTAL
JULY	32	686	259	151	177	131	718
AUG	68	650	258	151	178	131	718
SEPT	75	645	258	151	179	132	720

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.

Quarter 1 shows a steady but gradual increase in membership as the new financial year begins. The membership drive is underway, invoices have been issued, and many prospective members are still in the process of completing their payments. This early growth sets a positive foundation for the year ahead, and ongoing outreach is expected to convert more interested parties into full, active members over the coming months.

2. MEMBERSHIP MEETINGS

MONTH	MEMBER	IN-PERSON/VIRTUAL
July	1. None	1. None
August	1. Belle Balance 2. Maple Ranch Adventures 3. Century 21	1. In-person 2. In-person 3. In-person
September		

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	JUL	AUG	SEP	STATUS
Cetacean Whale Heritage Site promotions	X	X	X	STRENGTHS: PT continues to promote the status of the area as a WCA location. WEAKNESS: Previous / Local Committee would like PT to be more focused on the accolade and to put funding towards promotions. Present / no longer an issue.
Signal Hill community engagement			X	STRENGTHS: A proposal for a sponsored "Art Bench" is being investigated. WEAKNESS: Previous / No longer a viable option. Present / new locations being investigated.
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	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: Previous / Lack of resources to raise additional funding, inconsistent meetings Present / additional assistance given to help with fundraising efforts through the Plett Ocean Smart programme.
Cape Fur seals rabies epidemic	X		X	STRENGTHS: Standard protocol investigated and sent to Bitou Comms and shared with stakeholders. WEAKNESSES: Previous / Reporting structure is flawed. Present / no longer an issue.
Plett Ocean Smart / Plett Shark Spotters	X	X	X	STRENGTHS: As a PSAG committee member, to assist the Plett Ocean Smart NPC with sponsorship opportunities.

				WEAKNESSES: Previous / There is nobody dedicated to assist with the fundraising; lack of resources. Present / PT assisting with additional fundraising efforts for the Life Guard Huts.
Shark Flags			X	STRENGTHS: No additional engagement to date.. WEAKNESS: Previous / LED is not familiar with the Plett Shark Action Group activities, and will be speaking with the MM to discuss future involvement for LED. Present / no communication given.
Plett Ocean Festival	X	X	X	STRENGTHS: PT has been securing additional funding for the event with individual brands. PT presented a successful festival, the 4th year running. WEAKNESS: Previous / 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. Present / a Sponsorship Representative has been appointed and is actively engaging for the 2026 festival.
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). PT provides media services when information is presented. 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	JUL	AUG	SEP	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	Planning completed for PAF 2025 (Oct 3 - 12)
Tshisa Talent/ Lunchbox Theatre			X	Plett Arts Festival engagement
School participation in Plett Arts Festival	X		X	STRENGTHS: Murray High, Plett Sec, GBC and Oakhill engagements have commenced to include them for the 2025 festival.

				Raphaeli Waldorf participation in Plett Arts Festival WEAKNESS: No traction. Difficult to get buy-in from the schools. They have busy schedules
Community cultural groups	X	X	X	STRENGTHS: Riel dancers, Abahlanyisi xhosa dance group, Enrico Sam Green Valley participation in Plett Arts Festival. WEAKNESS: Previous / Additional funding / sponsorship is required to assist with the marketing collateral needed for this project. We have difficulty identifying who these groups are. Present / issues remain the same
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: Previous / No traction with participation in the festival programmes. Present / engagement with Visit Kwano has been successful.
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. Staff duties are not being carried out. ***This still remains an issue - to our knowledge it has not been addressed.***
Kwanokuthula and New Horizon Amphitheatre Qolweni Hub	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. Qolweni Hub is neglected, overgrown, not complete, unused, unmanaged. ***This still remains an issue - to our knowledge it has not been addressed.***

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	JUL	AUG	SEP	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. The app info is currently being transferred onto a dedicated website to alleviate additional costs. WEAKNESS: Previous / Additional funding / sponsorship required to list the app on an official App Store and to add functional value to the app platform. Present / all app information is being integrated onto the mobile-friendly Plett Trails website.
Trails billboard on the N2	X	X		STRENGTHS: No additional engagement to date. WEAKNESS: Previous / Additional mural / signage opportunities need to be explored to strengthen the attractiveness of the town to visitors. Present / we still continue to chase different BM departments to identify opportunities for murals and signage in all township and other high-traffic areas.
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: Previous / Additional funding / sponsorship required to include township urban trails within the Green Flag accreditation process. Present / lack of interest from public and private sector stakeholders when the opportunity has been left to them to follow-up.

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	JUL	AUG	SEP	STATUS
WTM Africa 2025 SMME Candidates		X	X	STRENGTHS: PT assisted with marketing materials printing, accommodation and transportation. Additional mentorship with meetings and post-follow up commenced. WEAKNESS: Previous / NA. Present / PT to start engagement process with LED to identify potential candidates to choose from for 2026 WTM.
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. PT has an intern from the GRKK Skills Mecca tourism placement project until May 2026 (18 months) WEAKNESS: Previous / 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. Present / PT to start the engagement process with LED to rectify engagement problems.
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: Previous / NA. Present / PT to start the engagement process with LED to rectify engagement problems.
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			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				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. The trail in Kranshoek is being developed for inclusion in the 2025 Plett Bitou Birding Festival. WEAKNESS: Additional funding / sponsorship is required to assist with the marketing collateral needed for this project to commence.
Cape Town Arts Festival - Bitou artist and event organiser workshops	X	X		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 WEAKNESS: PT did not receive a strategy from LED or the Mayor's office regarding the CT Arts Festival workshop programme facilitation in Bitou.
Kranshoek Culture in Civil Society Storytelling Event		X	X	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. WEAKNESS: NA

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	JUL	AUG	SEP	STATUS
Plettenberg Bay Wine Route promotions	X	X	X	STRENGTHS: PT continues to promote the Plettenberg Bay Wine Route and the individual services in that industry. 2026 PWB Festival dates confirmed for 1 & 2 May. PT negotiated WEAKNESSES: The wine farms are not all proactive with each other to foster better relationships and regular communication.
Promotion with The Times Plett &	X		X	STRENGTHS: PT to take a full-page advert in the Autumn issue; focus is on Wine & Food with promotion of events in

Knysna				Mar/Apr/May. Plett Wine & Bubbly to take place at Kay & 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. WEAKNESSES: NA
Plett Wine & Bubbly Festival				STRENGTHS: PT has agreed for the Plettenberg Bay Wine Route to use the title and branding of the PW&B. Confirmed PWB festival dates for 1& 2 May 2026 PT going into a Media Partnership Agreement and actively investigating sponsorship opportunities. WEAKNESSES: None to date.

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	JUL	AUG	SEP	STATUS
New PT website Strategy	X	X	X	STRENGTHS: Strategy meeting to present new look and feel and functionality options for the website. Updates have commenced. WEAKNESS: NA
Gecko Digital				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. Actively updated with new information for the 2025 event. WEAKNESS: Site crash. On-going restoration
Plett Ocean Festival 2025 website	X	X	X	STRENGTHS: Updated design with new features completed. Launched on 15 December 2024. Actively updated with new information for the 2026 event. Fully populated website to go live in May. WEAKNESS: Delays due to systems crash. On=going restoration to be ready for 2026
Digital Media Coordinator	X	X	X	STRENGTHS: New employee, should not require additional training from July 2025. Continued mentorship still required into the 2025-26 fiscal year. WEAKNESS: NA

TOWNSHIP & VILLAGE TOURISM

1. **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
2. **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.

Plett Tourism submitted Draft 1 of the Tourism Development Strategy for Township & Village Tourism in March 2024. Draft 2 submitted January 2025. The Strategy has yet to be commented on by the LED Department, and to our knowledge, it still has not been presented to Council.

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. Please refer to the section titled **MEDIA SPONSORSHIP AND JMI ANALYSIS** for this information.

2. **EVENT STAKEHOLDER ENGAGEMENTS**
    - On-going and continual engagement takes place with event stakeholders for participation in the Plett Ocean Festival and 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
July		
Misuyolo PTY LTD	Samkelo Majo	PT to assist with select partners. New programme for 52 learners; food and beverage and guide training and internships
Kwano Township Tourism Forum	Committee	Meeting to discuss plans for future

August		
Misuyolo PTY LTD	Samkelo Majo	Placement of learners with select activity products
Women's Forum	Rose Scott	Meeting to discuss Bitou Women's Forum organisation

September		
None	None	None

ADDENDUMS SENT

1. September 2025 Financials
2. Space Tour Report (Annexure A)
3. RTO Forum Meeting Minutes - Regional Tourism Office and Presentations (Annexure B)
4. Wesgro's Cape Town Tourism Visitor Trends: January to June 2025 (Annexure C)

****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)*