Building Plett's economy for all
Protecting our natural assets



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Bitou municipality
we be the best together

2013/4
Annual
review

Contents

- Snapshot – objectives, year 1, feedback
- Plett, tourism and an inclusive economy
- July 2013 to June 2014
- Key 2014/5 objectives

Post June events in report = pre July 2014 development

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Snapshot: **what we set out to do - medium to long term**

- **Attract tourists** …(>**out of season**)
- …by building **Brand Plett** (from attracting investors, to marketing to state of Central Beach, the sum total of the Plett feeling!)
- … and creating an **inclusive economy**

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Snapshot: **what we have done Y1?**

- **Plett visible** again (fresh website, e-news, social media, PR, advertising, revitalised tourism office has become a lively hub)
- **Building relationships**
  - Growing support from **communities** across Plett
  - **Public tourism/travel relationship building** (DEDAT, Knysna, Outdshoorn, GR&KK, Wesgro, Min Winde, Cape Nature)
  - Private tourism and travel trade started
- **Product and festival** concept development and building – crucial to tackling **seasonality & job creation**

Snapshot: **what others have said**

Congratulations on the huge difference you have made to the essential life and appearance of Plett

Thank you.
Truly impressed with the email quality and the creative innovation in Plett

Peter. You are your team are doing a fantastic job. Well done! How can we help? I will be sharing your posts with my 7000 odd data base

Well done to everyone on the newsletters. It's so great to know what's happening in Plett and being able to support these events. Thank you for what you've done.

Thank you for all your efforts and I love the new look of tourism in Plett. Well done! It's a relief to know that Plett has a direction

THANK YOU, MERCI, DANKI.... !!!!!!!!!!
how lovely you guys are putting plett on the map!!! i wish you luck with it all... well done already ... its all looking fab! x

Plett really has a fantastic website. Thanx to whoever was the brain, organised it and those who maintain it and those with the ideas

Hope this is not another flash in the pan. We need to be consistent with our marketing?????

Plett, tourism, inclusive economy

- **Political** | Mayor, MM, Speaker, Council etc
- **Business | Tourism** Business Chamber / WIB operators / suppliers (media, photography, tourism industry, bloggers, event organisers, new businesses to potential investors) – “straws we chance upon”
- **Public** | CXpress + What’s New: launch campaign!
- **Community** | BBA/Plett ex prisoners > building PT within communities … “Tourism cannot succeed if there is crime” – Kenneth Magaga, tourism head, Qolweni

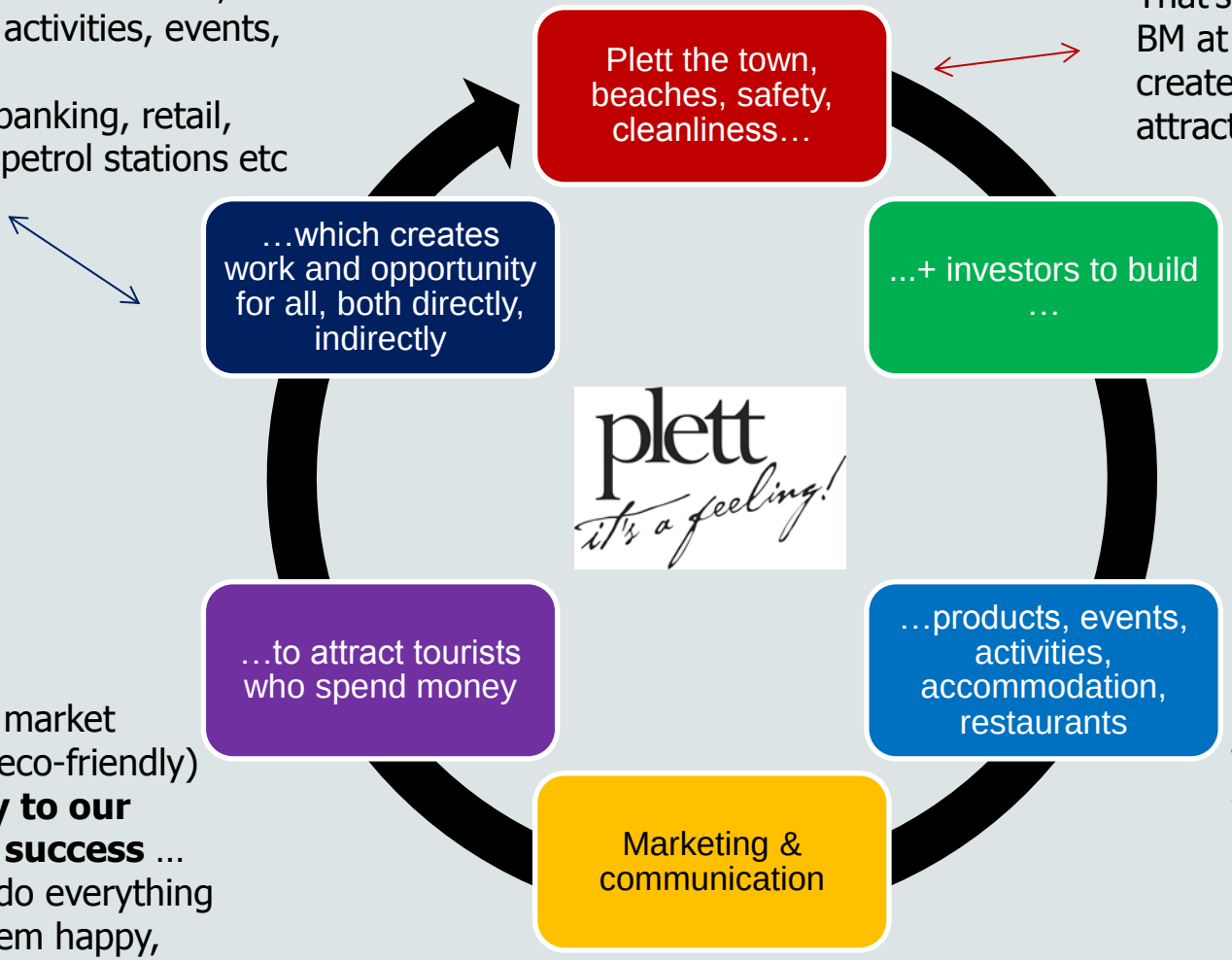




Need broad understanding of tourism (by all) as economic driver if we are to succeed

(1) Plett-tourism (economic) lifecycle

Directly … accommodation, restaurants, activities, events, products …
Indirectly … banking, retail, municipality, petrol stations etc



That's all 50,000 of us, with BM at the centre … we must create the conditions to attract investors and tourists

…and they need to know we **all** buy into Brand Plett! Investors need to know where the town is going…

These investments are the key to addressing seasonality …

Clear brand purpose, and products etc and then we go out and tell our customers!

Our tourist market (LSM9/10, eco-friendly) are the **key to our collective success** … we should do everything to make them happy, and nothing to make them unhappy!

Inclusive tourism

- Integrating PDI communities…
  - CPD appointment > follow up Aug session
  - Inclusion in product development
    - PLett Winelands Hiking Trails / Kranshoek, Covie
    - Umthombo-Ihlengethi Park-Qolweni / WIP
    - Kranshoek Conference Centre / WIP
  - Plett Summer Festival / with BM/LED – one team / PDI supplier database > other PT projects
  - Plett Taverns / concept for consultation
    - Inclusive editorial project commencing

PT in Qolweni : working to create inclusive tourism economy (for the first time?)




July 2013 – June 2014
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2013/4 – the work –

what to sell, how we do it

Brand Plett

ADMINISTRATION	OFFICE	PRODUCTS	FESTIVALS	TOURISM + TRAVEL	COMMUNICATION
Board & governance	Team structure	Weddings	Festivals + Events + Entertainment	Trade + consumer shows	Website
Finance & admin	Reception for tourists	Winelands		Regional tourism partnerships & initiatives	eNewsletter
Bitou Municipality	Work space for tourism community	Birding Route			Social media
	Outreach	Culture / MICE			Media/PR
		Golf etc			Advertising

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Office | roles and responsibilities

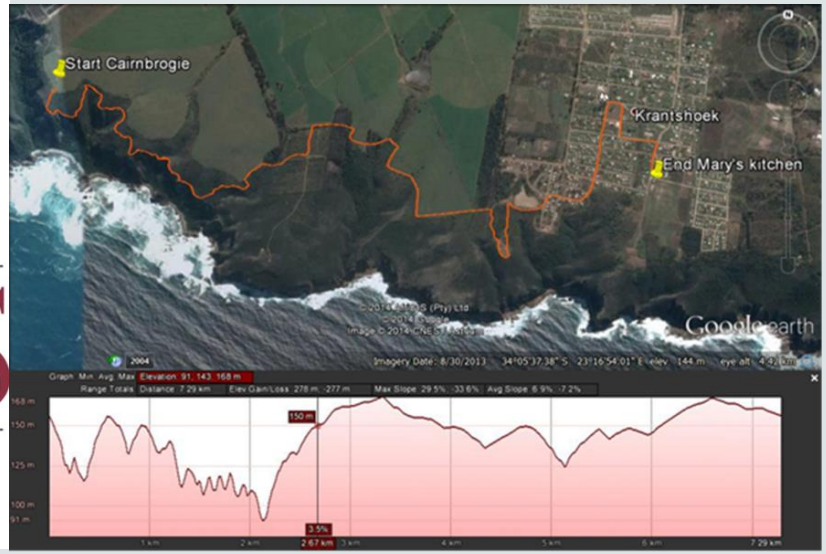


A flexible model to meet a need

Will change as needs change

Product (development)

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plett birding route

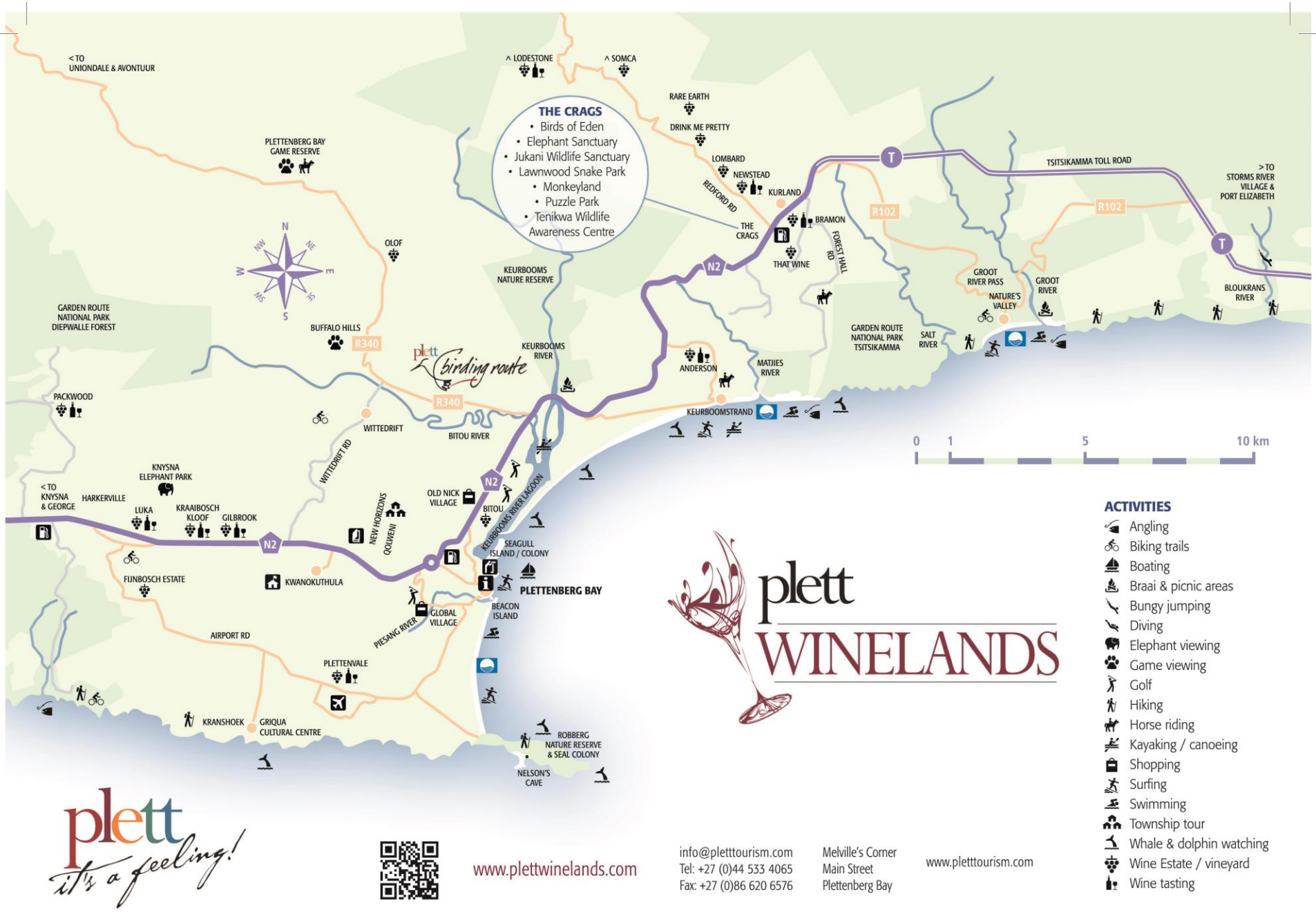
plett hope spot



plett TAVERNS

Product | clusters





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Tel: +27 (0)44 533 4065
Fax: +27 (0)86 620 6576

Melville's Corner
Main Street
Plettenberg Bay

www.pletttourism.com

Joburg Wine Show
PE Wine Show



THE FACTS

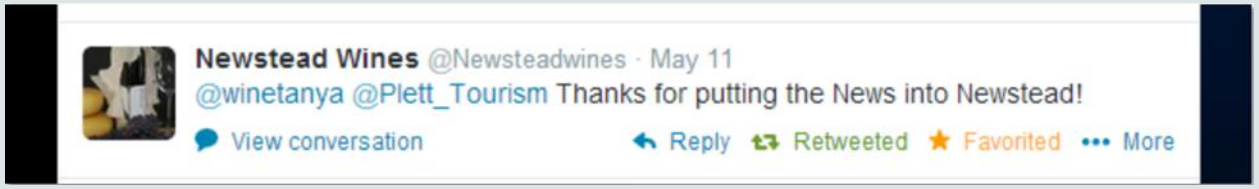
R3.0 MILLION TOTAL SALES

R1,921 AVERAGE AMOUNT SPENT PER VISITOR

92% OF VISITORS ON AVERAGE BUY WINE

46% OF VISITORS EARN BETWEEN R16,000 AND R46,000 PM

64% of visitors are female













Plett Winelands at the Knysna Oyster Festival's Pick n Pay Flavours of Knysna

- 700 invited guests
- 10 Knysna restaurants
- 5 estates

- Platform to build greater Plett involvement in 2015

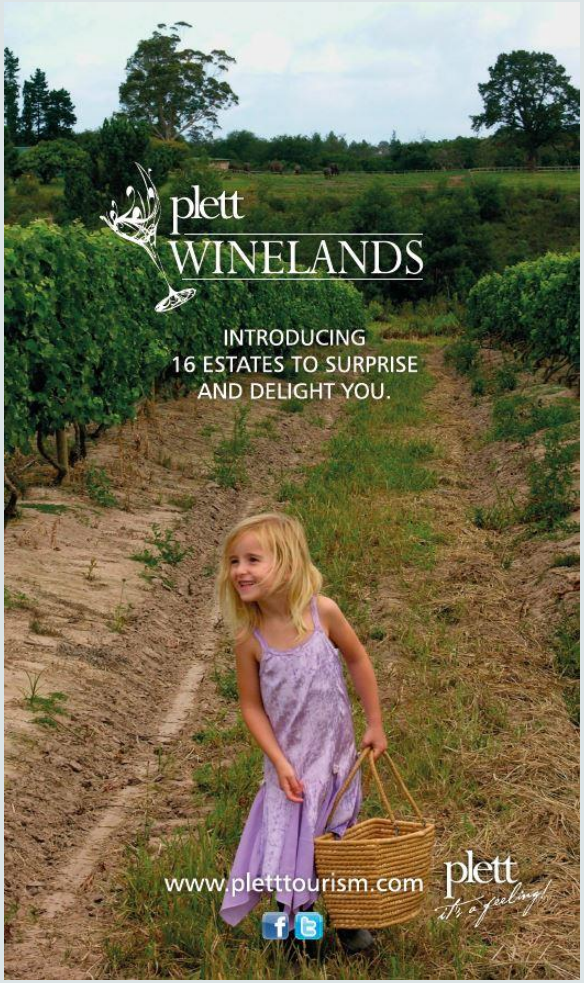
Pick n Pay knysna Oyster festival
4 - 13 July 2014





Brochure … advertising

Joburg Wine Show
PE Wine Show
Flavours of Knysna



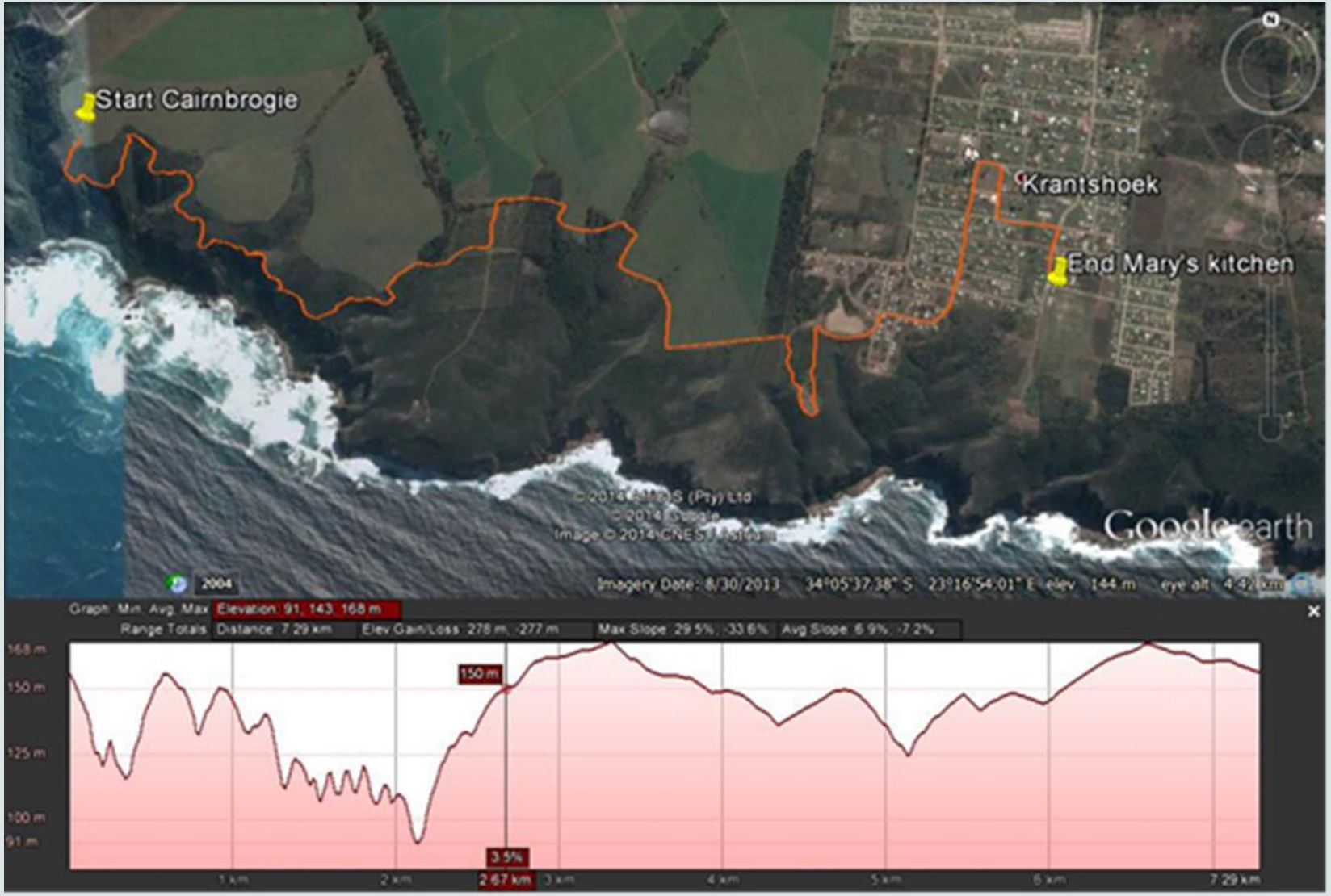
The Plett Winelands Hiking Trails

Firstly I would like to Thank Plettenberg Bay tourism for allowing us the opportunity to be involved in the conceptual planning phase of what will rise to be one of the best slackpacking trails on offer in the country, if not the world. The variation in scenery, biomes, cultures, terrain and communities on offer is simply mind blowing!
Routes such as these are in a continual evolution and what we have planned here is most definitely not the final route, as landowners buy into the value of this concept they will develop scenic trails on their property which should be included in the route.



Estimated revenue: **R15m p/a**
Estimated jobs: 15 guides + hotel, transport, restaurant etc

Eg: day 2: The Harkerville trail





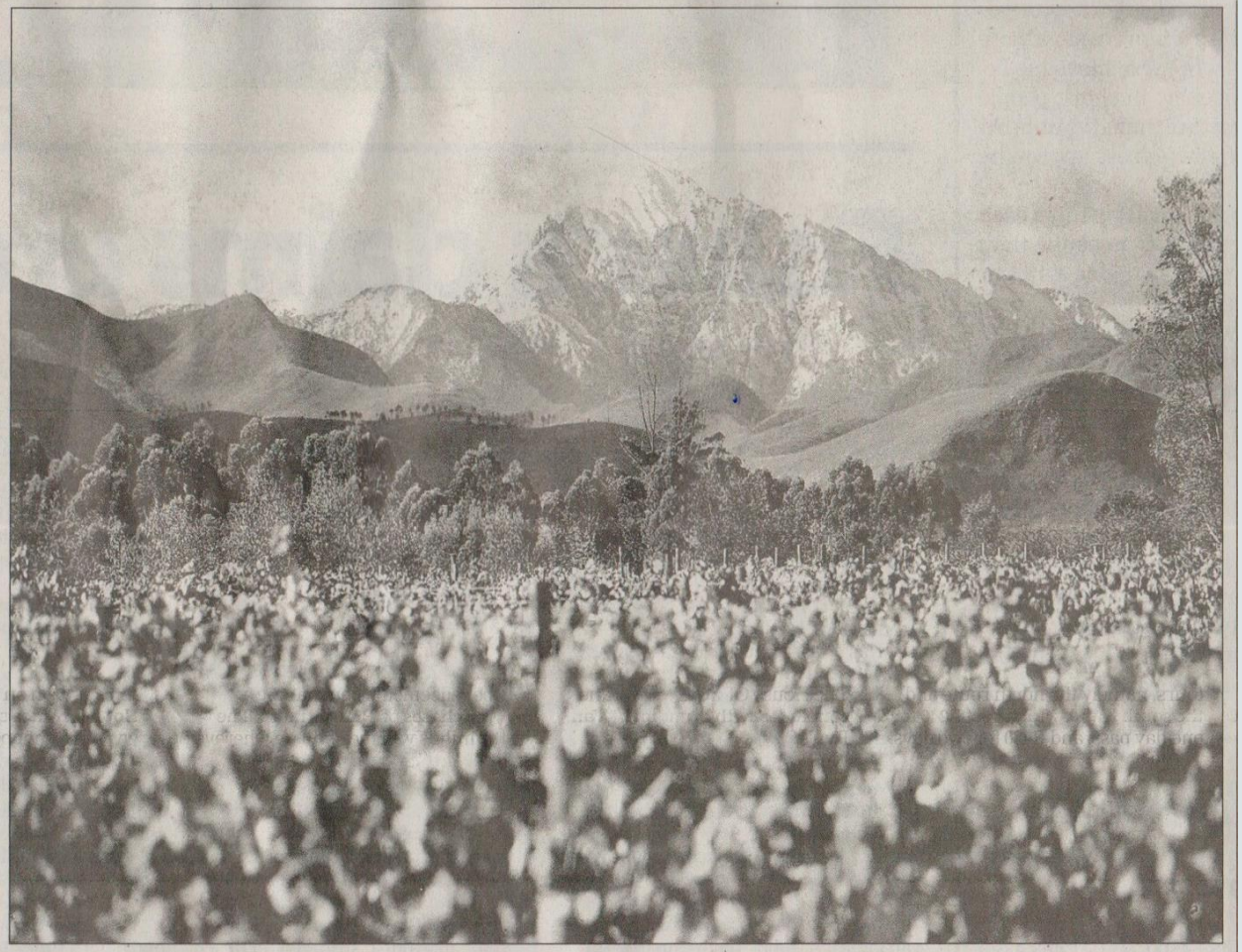
plett WINE & BUBBLY festival


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festival
4&5
October
2014
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TICKETS
www.pletttourism.com
or www.quicket.co.za


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WINE &
BUBBLY
festival
4&5
October
2014
Bubbly
WINE OF ORIGIN
PLETTENBERG BAY
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CENTRAL BEACH
TICKETS www.quicket.co.za
or www.pletttourism.com

Plett wine festival bound to please

Region is home to several award winners



GOLDEN HARVEST: Bramon Wine Estate with the snow-covered Tstisikamma mountains in the background. The first vines were planted in Plettenberg Bay on the Garden Route a decade ago and the holiday town will this year host it first wine festival.

YOLANDE STANDER

THE wine industry in the Garden Route holiday town of Plettenberg Bay is flourishing, today, boasting 16 new vineyards since the first vines were planted there more than a decade ago.

And to celebrate the award-winning wines produced in the region, local vineyards and Plett Tourism have launched the first Plett Wine & Bubbly Festival, which will take place later this year.

The Plett wine industry was established in 2000 when local Peter Thorpe, who grew up on a wine farm in Worcester, planted the first vines of sauvignon blanc in the Crags area on

16 new wine vineyards producing several varieties, including Methode Cap Classique, sauvignon blanc, rosé and pinot noir.

Bramon's cellar master Anton Smal said the industry was not established on a whim, but that Thorpe had called on several wine experts to look into its viability.

"They did not find anything that should hamper vines from flourishing," Smal said.

He added that the first harvest in 2004 produced very high-quality wine – and the rest is history.

"Soon, others realised the potential of the region, and more vineyards were established over the years," he said.

In 2010, Bramon established

ent labels," he said.

The wines produced in the area have received various top honours, including The Crags Sauvignon Blanc 2013, which was awarded a gold Vitis Vinifera, and a silver Michelangelo international award, and the Bramon Sauvignon Blanc Methode Cap Classique, which won an Old Mutual award.

boutique vineyard's Chardonnay 2013 also received a gold Vitis Vinifera award.

About 200 000 bottles are produced in the region annually, with the sauvignon blanc being considered equal to the one that is produced on the Malboro estates in New Zealand.

"With the growth in the

area," said Plett Tourism spokesman Patty Butterworth.

"Slack-packing in Plett will soon be a reality. With amazing natural beauty and a pristine coastline, they may be some of the best slack-packing trails in South Africa."

These trails will include marine, bird and indigenous wildlife, geology, forests,

Festival, which will take place on October 4 and 5.

"The festival is a two-day event, with additional social events to choose from between October 6 and 12, to be hosted by some of the established wine estates, country lodges and adventure tourism operators," she said.

These would include cellar

Plett Hope Spot

- Early stages…
- PT part of HS committee … sponsoring workshop in July 2014
- Launch in December
- Anticipated to become integral part of Plett positioning – perfectly aligned with Brand Plett



Product |

The potential…

- 21 000 and 40 000 avitourists in SA p/a
- 8000 and 16 000 international avitourists … most from Europe, North America…
- …most visits September to November
- SA bird watchers spend +- 38 days p/a birding; +- 24 include overnight stays.

Plett offers…

- Five eco-systems in the Bitou River!
- 320 species
- ***Land_Art*** bird hides = special USP!

Value to Plett?

- Estimated at between **R16m to R20m p/a**

Next steps

- Key for 2014-5 … develop business, plan, raise funds, build hides, package tours … go to market!

Getting started




BIRD HIDE 2A

Product | Conference Centre

- Kranshoek Conference Centre workshop July 2014
- PT part of marketing, project and finance committees
- PT done market research for feasibility
- Developing feasibility study to be used for funding
- PT facilitating Cultural Bridge and Eden to Addo, plus link to Mossel Bay/Pinnacle Point (applied for world heritage site)



Product | Ihlengethi Park, Qolweni

A backpackers cooperative in Qolweni. Plans to refurbish. PT exploring possibility of creating a JV or partnership. To be integrated into PT product, festival and communication offerings.



Festivals & events

- PT role evolving > integrated approach with BM to develop brand correct, balanced, inclusive event calendar
- PT funding MAD, Wine & Bubbly Festival to create pillars
- Magazines / programmes introduced – partly financed from advertising
- Key objectives: > tourists; > media

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Plett festival & event calendar



















July | August | Sept | Oct | Nov | Dec | Jan | Feb | March | Apr | May | June















PLETT ADVENTURE BIKE WEEK 2014

If your perception of Plettenberg Bay is that it is a playground for the rich and that aside from its pristine beaches it offers you nothing, then it's time to give Plett a re-think. Plett is the gateway to some of the most spectacular adventure riding terrain to be found anywhere in the world.

Words: Lance Rothschild **Pictures:** Ben Thrash of Dual Purpose Adventure & Lance Rothschild

The inaugural Plett Adventure Bike Week ran from 26 April to 4 May. With over 50 riders registering for the event and well in excess of 200 bikes riding the various routes in the areas, the Plett Adventure Bike Week has established Plett as an ideal destination for adventure biking.

There are 30 routes plotted (totalling in excess of 5,000km) for all types of riding within the area. All routes are on public roads making them rider and environmentally-friendly as well as safe. It's also important to consider that with all the routes on public roads, bikes are covered for any insurance eventualities. All routes have been plotted in .gdb file format for easy transfer to Garmin GPS devices.

Amongst the 30 recommended routes, riders can choose from several options depending on their appetite for time in the saddle on a particular day. There are also many diversions along each route with plenty of places to shop, eat and/or drink or just to take photos.

All adventure riders will tell you that there are several rides that you have to have on your bucket list. Rides like the Baviaanskloof, the Prince Alfred's Pass, The Swartberg Pass and Die Hel, but there are also several other lesser known passes that offer fantastic scenery and a sublime riding experience.

The amazing thing about adventure riding is that the road conditions are seldom constant. In addition, the experience on the same route can be vastly different when riding in the opposite direction and, of course, you see the scenery from a different perspective each time.

Some of the most spectacular passes and features in the area include:

Prince Alfred's Pass

Thomas Bain commenced work on the Prince Alfred Pass in 1860 and the Pass was completed in 1867 at a cost of £11,000. The Pass, which links the Klein Karoo with the coast, traverses four biomes with an abundance of indigenous fauna and flora. The 88km road crosses the Keurbooms River seven times whilst winding through the thirty-thousand hectare Middle Keurbooms Conservancy. Be warned that this pass will seduce you with its beauty. Take a break in De Vlugt in the middle of the Pass and visit Angie's G-Spot. Once you have visited, you can boast that you know exactly where to find it in future!

Spitskop

The road up to Spitskop is a little bit technical but, if you do take this diversion off the R339, you will be rewarded with a 360 degree view of the area, including the Knysna Heads and the coastline as far as the eye can see.

Kom Se Pad

This beautiful ride through the tree-tunnels of the lush indigenous forests in the mountains north of Knysna offers a surreal riding experience. The area is the setting for the famous Daleen Mathee novel 'Kringe in die Bos' and one is constantly mindful of the possibility of seeing an elusive Knysna elephant on this route.

If your adventure bike could speak, it would beg you to take it on these roads.

Media as ROI

The Rage in numbers … how Plett scored

Estimated no of Students over the 10 days	**7,500**
Estimated per day spend excluding accommodation	**R1000.00**
Estimated per day spend on accommodation and transport	**R500.00**
Total estimated spend on entertainment, accommodation and transport	**R11,250,000.00**
Estimated sponsor spend per day	**R50 000.00**
Estimated festival growth in attendees	**15%**
Estimated PR value for directly from the festival	**R6 500 000.00**



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Plett Tourism and LED

- PT part of LED forum | Contributed paper on economic revitalisation – used in LED document adopted by Council
- Supported CEMAIR launch

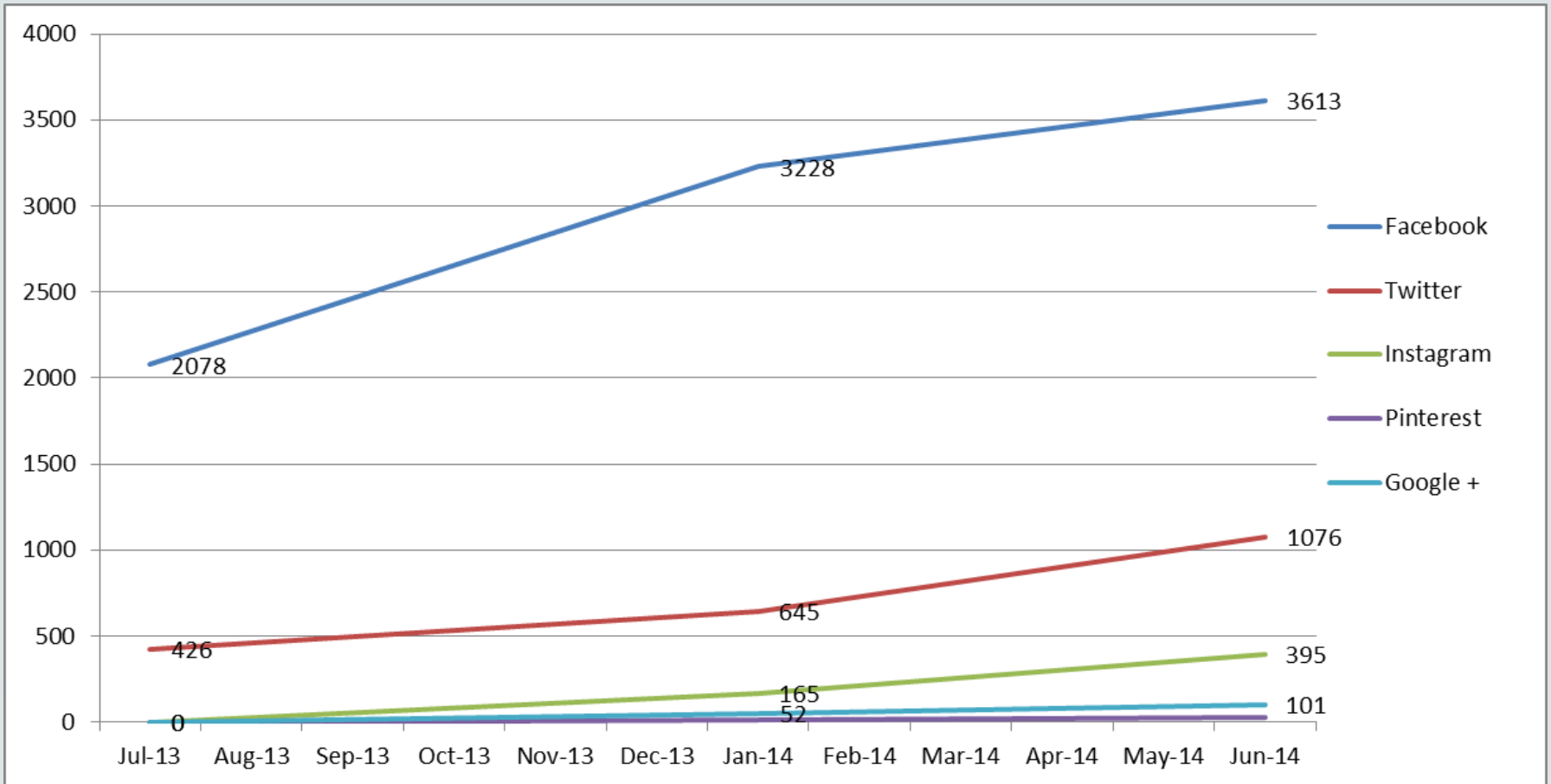


Communication | collateral



Communication: social media

Social media foundation built, daily updates across platforms. Special projects included Plett Winelands @ The Wine Show, Wesgro & Cape Nature **Geocaching,** Plett Instawalks & Instagram Projects, Plett Images, Plett Itsafeeling campaign. Project . Events: PE<<Plett, Dr Evil Classic, Plett Wine & Bubbly Festival



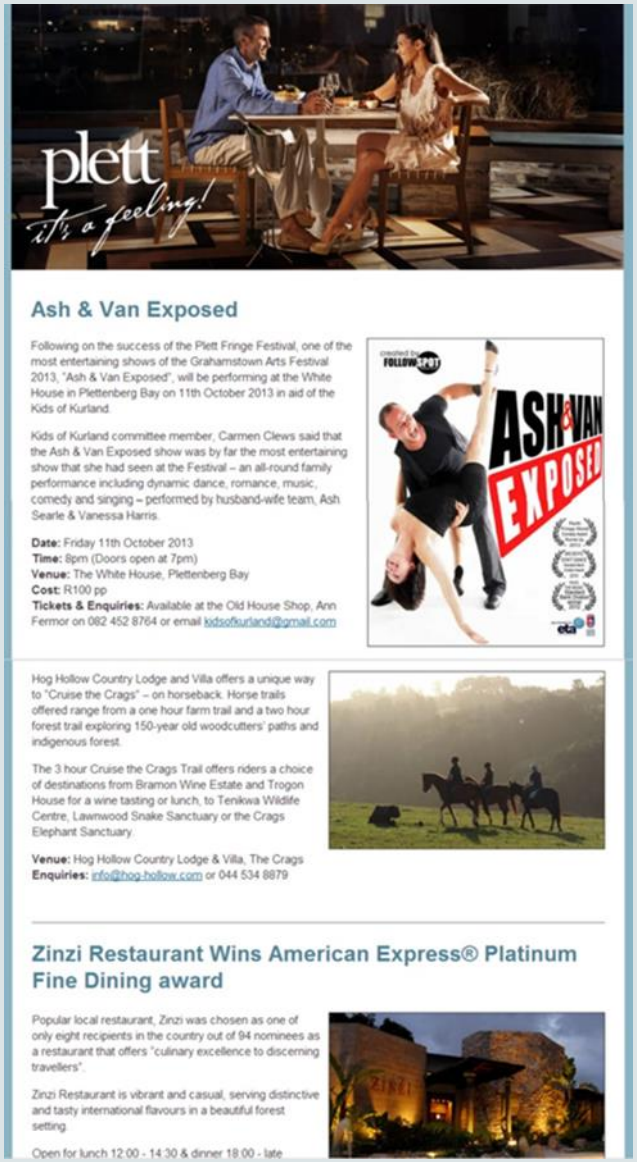
Communication | website

- Launched November
- Daily updates
- Online booking for accommodation, activities and events
- Dec 2013 to June 2014
  - on average 5,519 visitors per month
  - Of these, on average 4,186 were unique visitors each month



Communication | e-newsletters

- Database of > 4,000 … increases to > 12,000 with send-ons
- 40 emails in the 12 months from July 2013 to June 2014
- 3.3 emails per month
- On average 25.6% of people on the mailing list open the newsletter
- On average 15.8% of people on the mailing list click on at least one link in the newsletter



Communication | media

- Limited advertising – eg Garden Route Style
- Started media outreach – television, bloggers
  print (newspapers, magazines), radio
- Provided info / visuals to numerous media





WEEKEND POST, My Weekend
19 Jul 2014, p.13

Future of Plett winemakers full of sparkle

Angela Daniels

PICTURESQUE vineyards, warm hospitality and most importantly, good vino is at the heart of Plettenberg Bay's burgeoning wine industry.

Now gearing up to host the first Plettenberg Bay Wine and Bubbly Festival in October, these wine makers are doggedly working at proving they have what it takes to compete with wine tours in the Western Cape.

Good news for those in the Eastern Cape as travelling time is slashed.

The wine industry in Plett started a mere 14 years ago when Peter Thorpe opened Bramon in The Crags area and today, a remarkable 16 vineyards are operational.

Not only are they operating, they are also innovating.

With the wine and bubbly fest, from October 6 to 12 on the cards, guided horseback tours through the winelands are available and slackpacking tours are just about to start. Vineyard owners are dead set on the area becoming known as a sparkling wine route of note.

Pioneer of Plett's wine industry, Peter Thorpe, planted the first vines, a sauvignon blanc, in 2000 effectively starting an industry many never believed could be so successful outside the Western Cape.

But Thorpe beat the odds and Bramon's award-winning Méthode Cap Classique (MCC) sparkling and still wines paved the way for a plethora of new vineyards in the area.

Gearing up for Wine and Bubbly Festival

The Plettenberg Bay Winegrowers Association now strongly urges all farms in the area to produce MCCs in order to market the sparkling wine route – and most seem keen to do it.

Newer kid on the block, Newstead Lund Family Vineyards, has heeded the call and is now producing a stunning MCC with the first batch produced last year.

However, the farm's first harvest, a sauvignon blanc, was produced in 2012, with a chardonnay also available.

Newstead now also provides guests with a superb wine tasting experience that includes scrumptious cheeses, humus, fig preserve, pate and breads.

Seeing the massive potential to draw more visitors to the region, Plettenberg Bay Tourism has also come to the party and with most of the vineyards in the area signed up for the Wine and Bubbly Festival, visitors will experience cellar tours, themed lunches, wine tastings, culinary lessons, estate tours and picnic lunches in the vineyards.

For the more adventurous, Hog Hollow Horse Trails and Tamodi Lodge will take guests on horse rides through the wine estates and guided mountain bike rides along the wine route.

The growing international trend of slackpacking, where porters take care of your luggage and you stay in top-notch accommodation at night, is on the cards for the wine route with tourism authorities putting the final touches to the trails.

Ahead of the Plettenberg Bay Wine and Bubbly Festival, many of the wine farms will be represented at the Port Elizabeth Wine Show at the Boardwalk from July 31 to August 2.

You might want to look out for these guys – their wines are good, they are winning awards and they are determined to grow their industry.



BOOMING TRADE: Newcomer Newstead and a selection of the wines available from Bramon in the Crags

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HEADLINE OBJECTIVES FOR YEAR TWO

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Year 2 | Office

- Office
  - Strengthen team and functionality
  - Data collection & customer research NB
  - Monthly review/planning (in addition to events etc)
    - PAA/RA/Activities
    - Community
    - BM / LED
- **Funding** (ambition v resource!)
  - Membership
  - Explore commercial entity to > revenue
  - Cooperatives > specific tourism dev projects
  - Develop Plett Tourism sponsorship capability

Year 2 | Product

- Launch Plett Winelands, Festival, Trail route
- Develop Kranshoek Conference Centre business plan, funding
- Develop Umthombo, Qolweni business plan, form partnership, package and go to market
- Plett Hope Spot | evolve linkage with PT
- Develop and launch Plett Birding Route
- Develop Plett day products, including township tours etc

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Year 2 | Festivals & Events

- Continue building integrated, inclusive, to-brand calendar
- Support independent festivals
  - Inclusivity, marketing support (PEF, PABW etc)
- Plett Summer Festival
  - Next step > cohesive, branded (managed) product
- Plett Tourism-led festivals
  - > Plett MAD – headline attraction/explore KOF linkages > strengthen MAD
  - Launch Plett Wine & Bubbly Festival

Year 2 | Travel & Tourism

- DEDAT / Wesgro
  - Pursue LED/infrastructure support/marketing opportunities
- GR&KK region
  - Explore and grow joint projects with Knysna, Oudtshoorn etc
  - Develop integrated regional international offering
- Tour operators / agents
  - Relationship building / needs analysis
  - Develop / market packages
- Focused trade and consumer show plan

Year 2 | Media

- Accelerate “traditional” media campaign … build visibility/consistency around core products, festivals, activities – active journalist/blogger engagement
- Social media innovation – build on platform
- New sections to website … members, blogging, transactional etc
- Limited, tactical advertising

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Thanks

- Bitou Municipality and Council, especially Mayor Memory Booysen, MM Alan Paulse, Dupre Lombaard, Russel Honeywill, Alicia Klein, Cllr Wayne Craig and LED Forum (Neville Peterson) and departmental officials who have helped make the events the success they have been!
- Tourism Board (especially Bruce Richardson, Ian Hunter, Liz Phillips (who takes care of all finance matters) and Noksie Kolwapi
- Tourism / business in Plett --- all those who have helped for the greater good – including PAA (Dave Swart), Business Chamber (Barries Ferreira, Mike Scholtz)

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Thanks

- Most of all, the Tourism team (in alphabetical order):
  - Patty Butterworth,
  - Thandiswa Mabukane,
  - Lukhayo Mdzeke,
  - Janet Middleton,
  - Brendon Morris,
  - Emily Potgieter,
  - Grahame Thomson,
  - Cindy Wilson-Trollip

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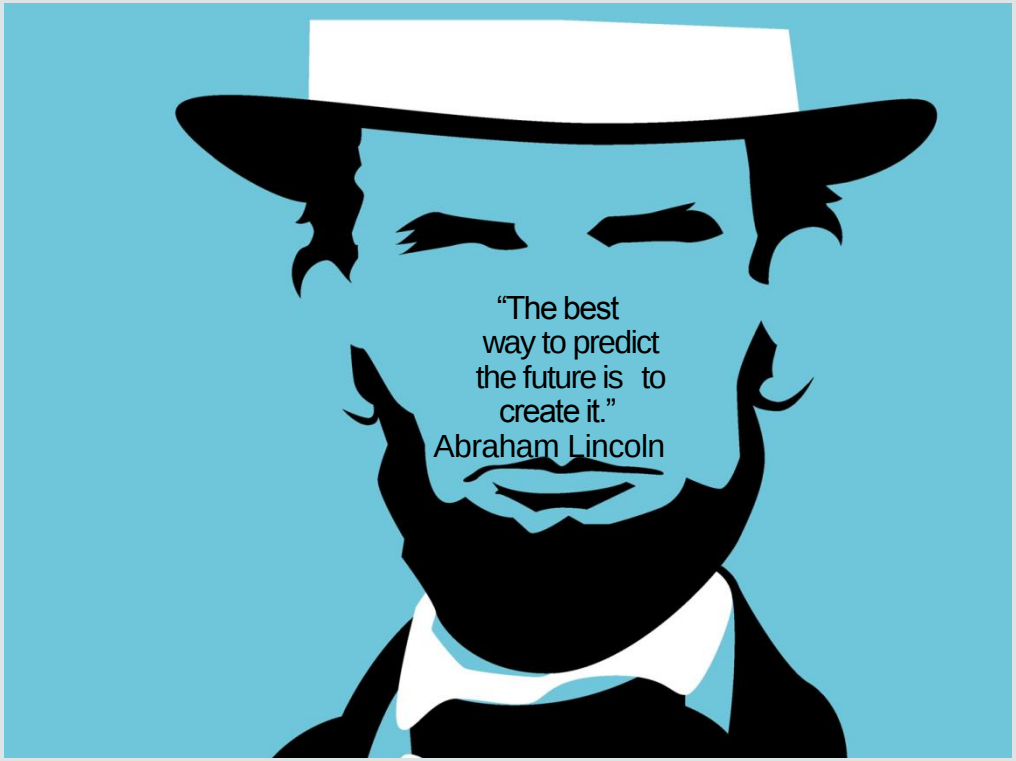









One Plett. Let's build it for all



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