



## PRESS RELEASE

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**Date: 29 July 2014**

### **Paarl and Wellington Tourism combine forces to form the Drakenstein Local Tourism Association (DLTA)**

The new Drakenstein Local Tourism Association (DLTA) opened its doors in July 2014 combining Paarl and Wellington Tourism together with the entire Drakenstein Region. The DLTA will expand the pre-existing visitor services function to take on the role of destination marketing and tourism development and will focus on developing Paarl and Wellington as the new Cape Winelands destination of choice.

Speaking from the DLTA's offices in Paarl the newly appointed Chief Executive Officer, David Frandsen, is optimistic about the potential of the region as a premier Cape Wineland's destination. "Paarl and Wellington are situated in one of the most beautiful valleys in South Africa. Our food and wine offerings rival anything on offer in the Western Cape and the proximity of Nature Reserves, historic mountain passes and some of the most significant cultural and historic sites in South Africa make the region one of the most desirable tourism destinations in South Africa."

Frandsen concedes that the new DLTA faces a number of challenges, however since taking up his position he has encountered significant support for the organisation from both local and provincial stakeholders. "The DLTA has been formed with significant financial support from the Drakenstein Municipality however in order to fulfil its destination marketing and tourism development mandate we will need to secure additional funding." Although part funded by the Municipality the DLTA has been set up as a non-profit entity with an independent, private sector Board to ensure that it is able to operate in a flexible and dynamic environment.

Frandsen continues, "Tourism is one of the most significant economic sectors in the Western Cape and the marketing of Paarl and Wellington as a premier tourism destination has lagged behind some of its neighbours in the Winelands and Cape Town. Historically this has been to the disadvantage of the destination however it also presents an opportunity as in many respects it is a destination that awaits further discovery by a discerning local and international tourism market. The strategic tourism business plan for the DLTA is currently under development and should be ready for implementation by October. Frandsen explains, "The destination rests on four significant tourism pillars which include eco and leisure tourism, culture and heritage tourism, sports tourism and food and wine tourism. In order to combat seasonality we will do our utmost to leverage the opportunities presented by events, especially during the winter months."

Our local economy is linked in so many ways to tourism and improved tourism performance in Paarl and Wellington will have a positive effect on stimulating the overall performance of the economy in the area" concludes Frandsen.

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