

A close-up photograph of a woman with her face covered in thick, cracked mud. She has braided hair and is smiling slightly. The background is a blurred green field.

Africa's most responsible
tourism portfolio



Fair Trade Tourism
is Africa's leading
responsible
tourism
organisation.

We grow awareness about responsible tourism, assist tourism businesses to operate more sustainably and manage a globally-recognised certification programme.

Our certification standard is represented in nine African countries through direct certification in South Africa, Mozambique, Madagascar and Zimbabwe, and through recognition agreements with partner certification bodies in Namibia, Seychelles, Botswana, Tanzania and Kenya.

Our Fair Trade Tourism label stands for global best practice; we were the first in Africa to be recognised by the Global Sustainable Tourism Council and our benchmark is deliberately high. Our label stands for fair wages and working conditions, fair purchasing and operations, equitable distribution of benefits and respect for human rights, culture and the environment. Any tourism business that carries our label has fulfilled over 230 criteria and been independently audited to get there.





BECOME A FAIR TRADE TOURISM MEMBER

Businesses that want to improve their sustainable practices and support responsible tourism in Africa can register to become a member of Fair Trade Tourism. Each application has to be approved by our 12-member Client Advisory Committee.

To be eligible, applicants need to support sustainable practices and the specific principles of Fair Trade. They commit to embarking on the Fair Trade journey and to showing year-on-year improvements in their sustainability practices. For many, but not all, members, Fair Trade Tourism certification will be the ultimate goal.

Members receive Business Development Services to assist them to improve their sustainability practices by means of toolkits, policy guidelines and templates, personal consultation and advice. Membership needs to be renewed every year.

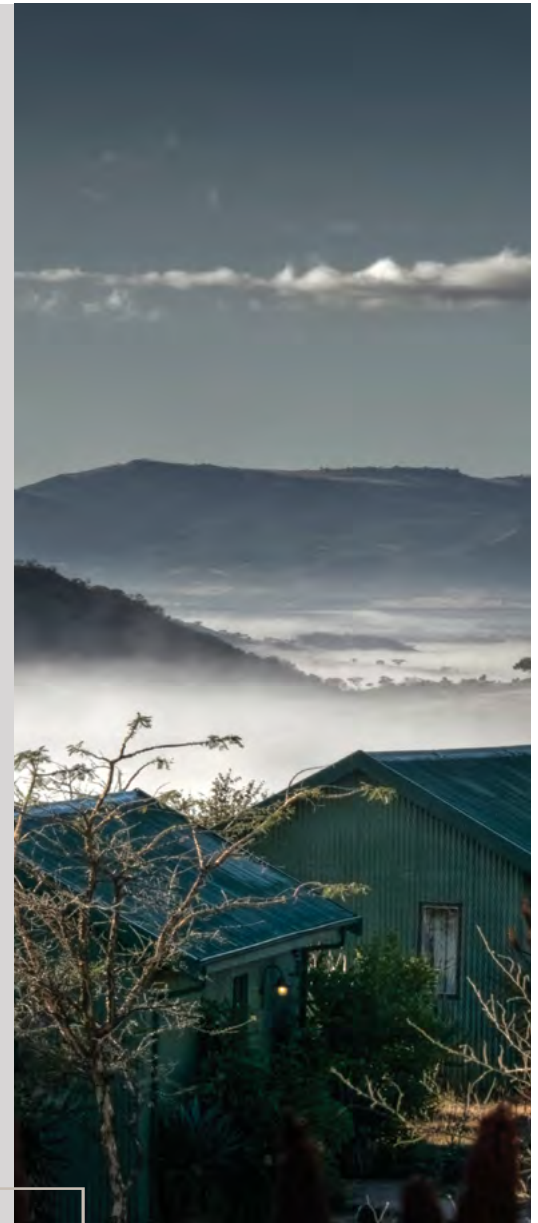
Fair Trade Tourism membership is open to tourism businesses throughout Africa however businesses in Namibia, Botswana, Tanzania, Kenya and Seychelles will be encouraged to join their national certification programmes.

Tourism businesses wanting to get certified by Fair Trade Tourism need to adhere to global best-practice standards in their operations.

To apply for direct certification, businesses need to be registered in South Africa, Madagascar, Mozambique or Zimbabwe and to have been operational for at least a year. Businesses in Namibia, Botswana, Tanzania, Kenya or Seychelles need to apply for certification with their national certification scheme. If they achieve the highest certification level, they will qualify for recognition by Fair Trade Tourism.

In order to become certified, tourism businesses need to comply with over 230 criteria relating to fair wages and working conditions, fair operations, purchasing and distribution of benefits, and respect for human right, culture and the environment. They also need to undergo an independent audit, conducted by globally respected audit firm KPMG.

Certification is valid for three years, after which businesses need to undergo another on-site audit to renew their certification.



GET CERTIFIED BY FAIR TRADE TOURISM



THE FAIR TRADE TOURISM PORTFOLIO

Fair Trade Tourism represents Africa's leading responsible tourism portfolio. Nearly 200 tourism businesses have complied with Fair Trade Tourism's mandatory certification criteria in eight African countries, namely South Africa, Namibia, Botswana, Madagascar, Mozambique, Tanzania, Kenya and Seychelles.

This exemplary portfolio incorporates a wide choice of activities, establishments and destinations - from city hotels, game lodges, guesthouses and backpackers, to activities like shark-cage diving, para-gliding, tree canopy zip-lining, wildlife sanctuaries, cultural and township tours.

Together these businesses employ more than 6,000 local people who support \pm 30 000 dependents – mostly in rural areas where there are few other employment prospects. Annually they spend nearly \$1,2 million on training, make a direct contribution of nearly \$4 million dollars to local communities and inject nearly \$35 million dollars into their local economies by procuring local goods and services. These businesses are completely committed to environmental sustainability – they conserve biodiversity, reduce, reuse and recycle water and waste and use green energy sources wherever possible.

Their commitment to a sustainable future deserves your support.



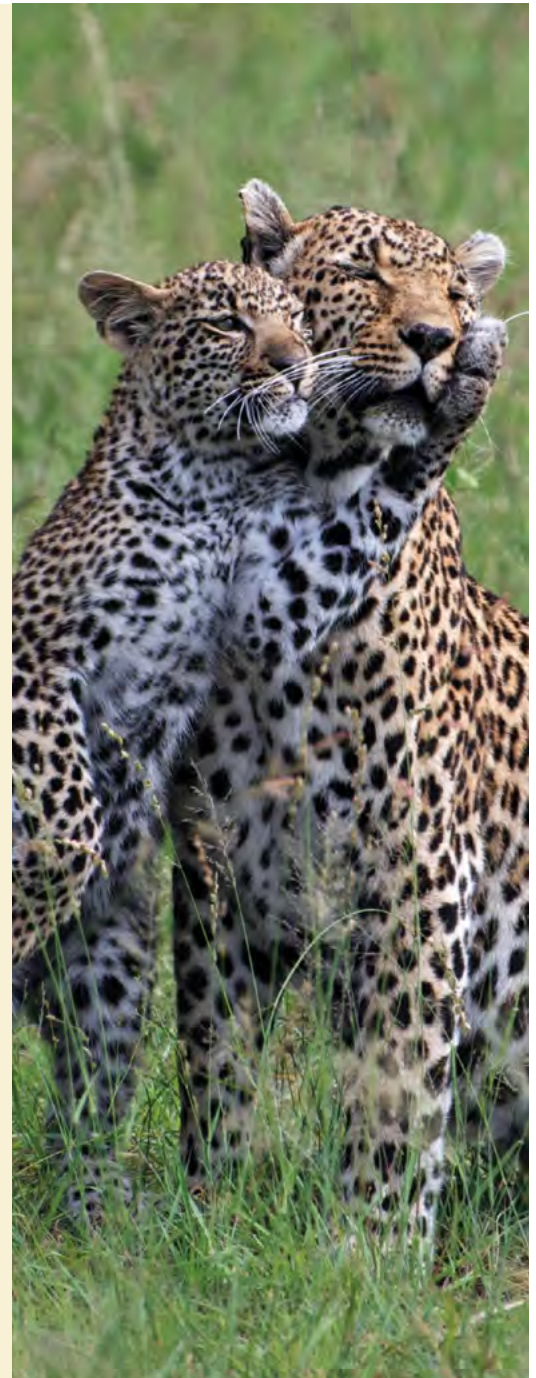
SOUTH AFRICA



- !Khwa ttu San Culture www.khwattu.org
- !Xaus Lodge www.xauslodge.co.za
- Antrim Villa www.antrimvilla.com
- Awelani Lodge www.awelani.co.za
- Bartholomeus Klip Farmhouse www.bartholomeusklip.com
- Bayethe Tented Lodge (Shamwari) www.shamwari.com
- Baleni (African Ivory Route) www.africanivoryroute.co.za
- Birds of Eden www.birdsofeden.co.za
- Blouberg (African Ivory Route) www.africanivoryroute.co.za
- Bulungula Lodge www.bulungula.com
- Calabash Tours www.calabashtours.co.za
- Cape St Francis Resort www.capestfrancis.co.za
- Cascade Country Manor www.cascademanor.co.za
- Coffeebeans Routes www.coffeebeansroutes.com
- Coffee Shack Backpackers www.coffeeshack.co.za
- De Zalze Golf Course www.dezalzegolf.com
- De Zeekoe Guest Farm www.dezeekoe.co.za
- Dyer Island Cruises www.whalewatchsa.com



Eagles Crag (Shamwari)	www.shamwari.com
Explorer Camp (Shamwari)	www.shamwari.com
Fundani Tourism	www.fundanitours.co.za
Fundudzi (African Ivory Route)	www.africanivoryroute.co.za
Grootbos Garden Lodge	www.grootbos.com
Grootbos Forest Lodge	www.grootbos.com
Grootbos Villa	www.grootbos.com
Hog Hollow Country Lodge	www.hog-hollow.com
Hotel Verde	www.hotelverde.com
International Marine Volunteers	www.marinevolunteers.com
Jan Harmgat Country House	www.janharmgat.com
Jukani Wildlife Sanctuary	www.jukani.co.za
Kwalata Game Reserve	www.kwalata.co.za
Kololo Game Reserve	www.kololo.co.za
Lebo's Bicycle Tour	www.sowetobackpackers.com
Lebo's Soweto Backpackers	www.sowetobackpackers.com
Leriba Hotel	www.leriba.co.za
Leshiba Wilderness	www.leshiba.co.za
Long Lee Manor (Shamwari)	www.shamwari.com
Lobengula Lodge (Shamwari)	www.shamwari.com
Madi a Thavha Mountain Lodge	www.madiathavha.com
Mafeke (African Ivory Route)	www.africanivoryroute.co.za
Marine Dynamics	www.sharkwatchsa.com
Mercure Bedfordview	www.accorhotels.com
Mercure Midrand	www.accorhotels.com
Mercure Nelspruit	www.accorhotels.com





Mercure Randburg	www.accorhotels.com
Modjadji (African Ivory Route)	www.africanivoryroute.co.za
Monkeyland	www.monkeyland.co.za
Montagu Country Hotel	www.montagucountryhotel.co.za
Moonglow Guest House	www.moonglow.co.za
Motswari Private Game Reserve	www.motswari.co.za
Mtomeni (African Ivory Route)	www.africanivoryroute.co.za
Mutale Falls (African Ivory Route)	www.africanivoryroute.co.za
Nahakwe Lodge	www.nahakwe.co.za
Nthubu (African Ivory Route)	www.africanivoryroute.co.za
Ocean Blue Adventures	www.oceanadventures.co.za
Oude Werf Hotel	www.oudewerfhotel.co.za
Oyster Bay Lodge	www.oysterbaylodge.com
Pakamisa	www.pakamisa.co.za
Para Taxi Tadem Paragliding	www.para-taxi.com
Parker Cottage Guesthouse and Travels	www.parkercottage.co.za
Plains Camp (Rhino Walking Safaris)	www.rhinowalking.co.za
Rhino Post Safari Lodge	www.rhinowalking.co.za
Riverdene Family Lodge (Shamwari)	www.shamwari.com
Safari Lodge at Amakhala	www.amakhala.co.za
Sani Lodge Backpackers	www.sanilodge.co.za



Sarili Lodge (Shamwari)	www.shamwari.com
Shamwari Conservation Experience	www.shamwari.com
Southern Right Charters	www.southernrightcharters.co.za
Spier	www.spier.co.za
Stormsriver Adventures	www.stormsriver.com
Thaba Eco Hotel	www.thabahotel.co.za
The Backpack	www.backpackers.co.za
The Peech Hotel	www.thepeech.co.za
Three Tree Hill Lodge	www.threetreehill.co.za
Townhouse Hotel	www.townhouse.co.za
Umlani Bushcamp	www.umlani.com
Uthando	www.uthandosa.org
Vineyard Hotel	www.vineyard.co.za
Volunteer Africa 32° South	www.volunteerafrica.co.za
Whalesong Lodge	www.whalesonglodge.co.za
White Shark Projects	www.whitesharkprojects.co.za
Witsieshoek Mountain Lodge	www.witsieshoek.co.za



MADAGASCAR



Hotel Le Paradisier	www.paradisier.net
Mantsoa Lodge	www.mantsoalodge.com
Bush House	www.boogiepilgrim-madagascar.com
Iharana Bushcamp	www.iharanabushcamp.com
Salary Bay	www.salarybay.com
Tsara Camp	www.boogiepilgrim-madagascar.com
Saha Forest Camp	www.sahaforestcamp.mg
Camp Amoureux	www.association-fanamby.org

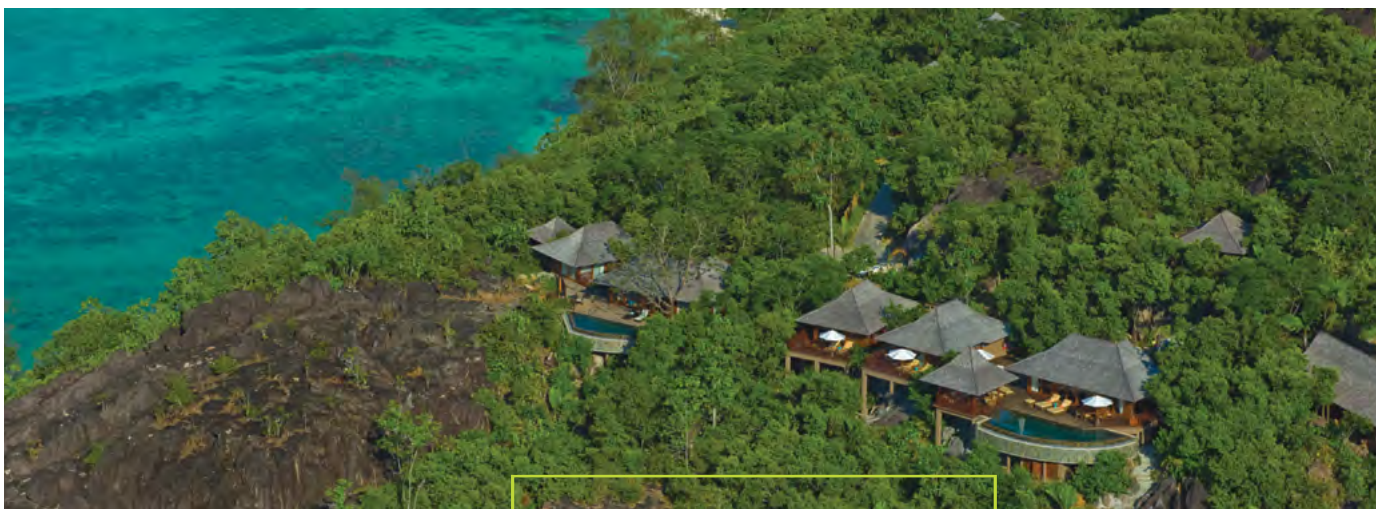


MOZAMBIQUE



Odyssea Dive Centre www.odysseadive.com
Machilla Magic www.machillamagic.com
Casa Babi www.odysseadive.com
Bahia Mar www.bahiamarclub.com
Dunes de Dovela www.dunesdedovela.com
Naara Eco Lodge www.naaraecolodge.com





SEYCHELLES



Berjaya Beau Vallon Bay Resort and Casino, Mahe
Banyan Tree Seychelles Resort, Mahe
Constance Ephelia Resort, Mahe
Hanneman's Holiday Residence, Mahe
Kempinski Seychelles Resort, Mahe
Hilton Labriz Resort and Spa, Silhouette Island
Anse Forbans Chalets, Mahe
Heliconia Grove, Praslin

www.berjayahotel.com
www.banyantree.com
www.constancehotels.com
www.hanneman-seychelles.com
www.kempinski.com
www.hiltonseychelleslabriz.com
www.forbans.com
www.heliconiagrove.com





NAMIBIA



Düsterbrook Guest Farm	www.duesternbrook.net
Etendeka Mountain Camp	www.etendeka-namibia.com
Namib Desert Lodge	www.gondwana-collection.com
Cañon Lodge	www.gondwana-collection.com
Cañon Roadhouse	www.gondwana-collection.com
Cañon Village	www.gondwana-collection.com
Nkasa Lupala Tented Lodge	www.nkasalupalalodge.com
Etosha Safari Camp	www.gondwana-collection.com
Etosha Safari Lodge	www.gondwana-collection.com
Namushasha River Lodge	www.gondwana-collection.com
Wolwedans Dunes Lodge	www.wolwedans.com
Jackalberry Tented Camp	www.jbcamp.com
Wolwedans Private Camp	www.wolwedans.com
Wolwedans Dune Camp	www.wolwedans.com
Hoanib Skeleton Coast Camp	www.wilderness-safaris.com
Sossus Oasis Camp Site	www.sossus-oasis.com
Sossusvlei Desert Camp	www.desertcamp.com
Ongava Tented Camp	www.ongava.com
Hobatere Lodge	www.hobatere-lodge.com
Sossusvlei Lodge	www.sossusvleilodge.com
Wolwedans Boulders Camp	www.wolwedans.com



BOTSWANA



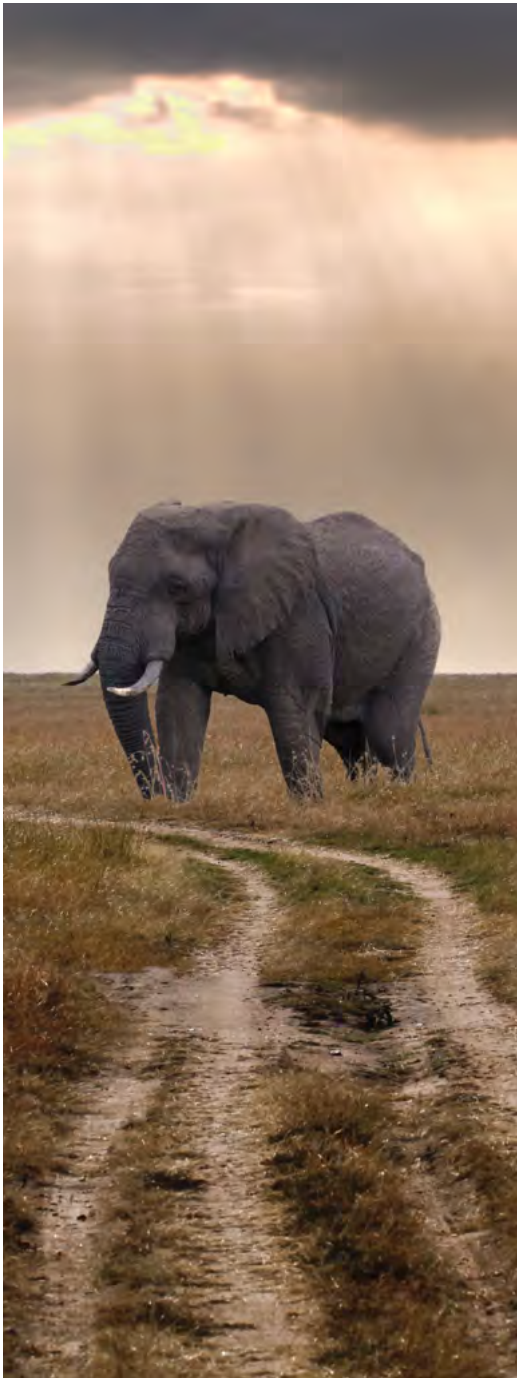
&Beyond Sandibe Okavango Safari Lodge	www.andbeyond.com
&Beyond Xarana Okavango Delta Camp	www.andbeyond.com
&Beyond Xudum Okavango Delta Lodge	www.andbeyond.com
Abu Camp	www.wilderness-safaris.com
Banoka Bush Camp	www.wilderness-safaris.com
Camp Okavango	www.desertdelta.com
Chobe Game Lodge	www.desertdelta.com
Chitabe Camp	www.wilderness-safaris.com
Duma Tau Camp	www.wilderness-safaris.com
Jacana Camp	www.wilderness-safaris.com
Jao Camp	www.wilderness-safaris.com
Kalahari Plains Camp	www.wilderness-safaris.com
Kings Pool Camp	www.wilderness-safaris.com
Kwetsane Camp	www.wilderness-safaris.com
Leroo-La-Tau Lodge	www.desertdelta.com
Little Vumbura Camp	www.wilderness-safaris.com
Machaba Camp (Skybird [Pty] Ltd)	www.machabasafaris.com
Meno-A-Kwena Tented Camp	www.menoakwena.com
Mombo Camp	www.wilderness-safaris.com
Savuti Bush Camp	www.wilderness-safaris.com
Seba Camp	www.wilderness-safaris.com
Selinda Camp	www.greatplainsconservation.com
Selinda Explorers	www.greatplainsconservation.com
Wildtrack Safaries Eco Lodge	www.wildtrack-safaris.com
Xigera Camp	www.wilderness-safaris.com
Zarafa Camp	www.greatplainsconservation.com



TANZANIA



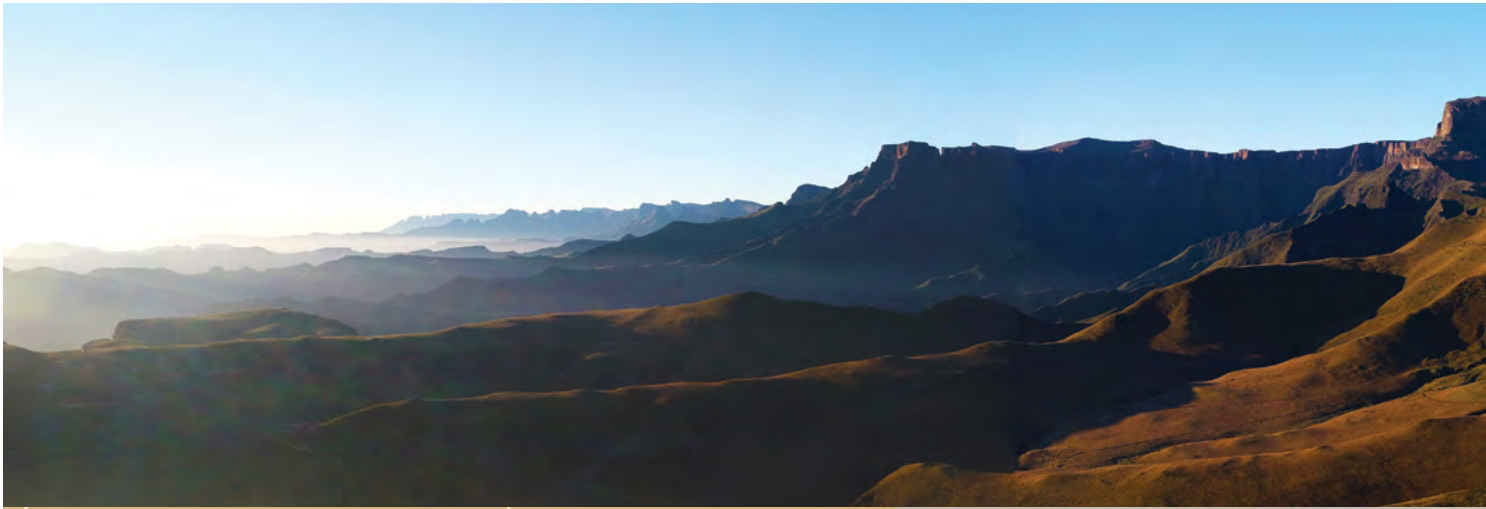
Blue Oyster Hotel	www.blueoysterhotel.com
Sayari Camp	www.asiliaafrica.com
Oliver's Camp	www.asiliaafrica.com
Little Oliver's Camp	www.asiliaafrica.com
Namiri Plains	www.asiliaafrica.com
Dunia Camp	www.asiliaafrica.com
Kimondo camp	www.asiliaafrica.com
Olakira Camp	www.asiliaafrica.com
Ubuntu Camp	www.asiliaafrica.com



KENYA



Base Camp Maasai Mara	www.basecampexplorer.com
Campi Ya Kanzi	www.maasai.com
Cottars 1920's Camp	www.cottars.com
Elephant Pepper Camp	www.elewanacollection.com
Elsa's Kopje	www.elewanacollection.com
Kicheche Bush Camp	www.kicheche.com
Kicheche Laikipia Camp	www.kicheche.com
Kicheche Mara Camp	www.kicheche.com
Kicheche Valley Camp	www.kicheche.com
Kilima Camp	www.kilimacamp.com
Kitich Camp	www.elewanacollection.com
Lake Elementaita Serena Camp	www.serenahotels.com
Lewa Safari Camp	www.elewanacollection.com
Mara Plains Camp	www.greatplainsconservation.com
Medina Palms Hotel	www.medinapalms.com
Naboisho Camp	www.asiliaafrica.com
Olarro Lodge	www.maasaimara.com
Porini Amboseli Camp	www.porini.com
Porini Lion Camp	www.porini.com
Porini Mara Camp (Ol Kinyei)	www.porini.com
Porini Rhino Camp	www.porini.com
Sanctuary Olonana	www.sanctuaryretreats.com
Sasaab Samburu	www.thesafaricollection.com
Serena Beach Hotel & Spa	www.serenahotels.com
Solio Lodge	www.thesafaricollection.com
Sirikoi Lodge	www.sirikoi.com
Sweetwaters Serena Tented Camp	www.serenahotels.com
Tawi Lodge	www.tawilodge.com
Tortilis Camp	www.elewanacollection.com
Turtle Bay Beach Club	www.turtlebaykenya.com



OUR TRAVEL TRADE SUPPORTERS

Many tour operators around the world subscribe to Fair Trade Tourism values and principles. Operators who commit to our principles and support our products, can become formally approved by Fair Trade Tourism. This means they are eligible to carry the Fair Trade Holiday brand alongside itineraries they sell in which at least 50% of bednights are spent in Fair Trade Tourism establishments.

Fair Trade Holidays can be booked through the following Fair Trade Tourism approved tour operators:

AAA Travel
Abang Africa
Absolut Safaris & Tours
Accept Reisen
Africa Travel Group (ATG)
Baobab Travel
Boogie Pilgrim
Dreamtime
Elevate Destinations

Fairfield Tours
Footprint Travel
Infinite Travel
Karawane Reisen
Kuoni
Kimba Africa
Private Safaris
Pulse Africa
Safari Destinations

SKR
Terra Agua Ceu
Tui Netherlands
Venter Tours
Visit.org
Wikingen Reisen
XO Africa
Your Africa (Tourvest)



OUR PARTNERS

We are the secretariat for the Sustainable Tourism Certification Alliance Africa and a member of the 10 YFP Sustainable Tourism Programme. Our partners are fellow certification bodies and leading tourism groups operating in Africa that subscribe to best-practice responsible tourism. We are also fortunate to have partnered with a number of donor agencies who support the rollout of our responsible tourism programme in Africa.

Our partner certification programmes are benchmarked against Fair Trade Tourism's criteria and are of equivalent standard. They are:

- Eco-Awards Namibia
- Botswana Eco-Tourism
- Responsible Tourism Tanzania
- Eco-Tourism Kenya
- Seychelles Sustainable Tourism Label

Our tourism partners are leading tourism groups that fall out of the ambit of Fair Trade Tourism's certification footprint in Africa. Such partners support Fair Trade Tourism principles, report on their responsible tourism practices and are committed to supporting a common platform for best-practice responsible tourism in Africa.

Our funding partners provide financial support and guidance, without which our responsible tourism work in Africa would not be possible:

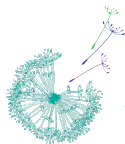
- SECO (Swiss State Secretariat for Economic Affairs)
- BTC (Belgian Technical Cooperation)
- GIZ (Deutsche Gesellschaft für Internationale Zusammenarbeit)
- ECPAT Netherlands
- SA National Lotteries Commission



Photos supplied by Paul Godard, Bulungula, Shamwari Game Reserve, Three Trees Hill Lodge, Grootbos, Uthando, Oude Werf, Safari Lodge at Amakhala, Salary Bay, Umlani, !Xaus, Casa Babi, Ibo Island Lodge, Constance Ephelia, Abu Camp and Transfrontier Parks Destinations.




www.fairtrade.travel



2017
INTERNATIONAL YEAR
OF SUSTAINABLE TOURISM
FOR DEVELOPMENT



giz

 Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra