



Zurich, 28.10.2010

## **Media conference: the first Fair Trade holidays**

## **Interview with Matthias Leisinger, Head of Corporate Responsibility at Kuoni**

### ***Why is Kuoni involved in the pilot project for Fair Trade holidays?***

As part of its Corporate Responsibility programme, and through its involvement in various projects around the world, Kuoni has been committed to sustainable tourism for many years. We also work very hard with our partners in the destinations to ensure standards are maintained there. We believe that the project with FTTSA (Fair Trade Tourism South Africa) provides an excellent opportunity to develop and implement transparent criteria for greater sustainability in tourism.

For a long time now we've been including FTTSA lodges in our "ananea" sustainable travel programme, as well as in the holiday brochures of our South Africa specialist "Rotunda". We believe this product offers added value for local people and the local environment, but also for our customers. We also see the pilot project as a chance to address a trend that is becoming increasingly apparent among customers: more and more Swiss people are trying to act in an environmentally conscious manner, and this includes their choice of holiday. We believe that everyone benefits in the long term if employees are motivated and paid a fair wage, and if we actively live up to our social and environmental responsibilities.

### ***What are your hopes for the project?***

Product development is a core business for a tour operator. It's important for Kuoni to integrate transparent and consistent sustainability standards into its product development work. Until now we've been doing this mainly in collaboration with hotels and cruise ships. In this project, for the first time, we are now looking at the entire value chain – after all, sustainability doesn't stop at national borders. Creating holidays involves many different companies and individuals, and all of them should be focussing on the same criteria. The process starts with product development, includes the selection of individual service providers, then transparent advertising and, finally, a clear explanation of the criteria to the end client.

Working with all the different project partners was very exciting and enriching – the many discussions and workshops helped us all take a significant step forward.

## ***And how do you see Fair Trade travel developing in future?***

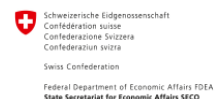
We believe that there's a lot of potential here. The trend towards more sustainability, locally produced food and drink, and authentic holiday experiences shows that customer requirements are changing.

I think it's important that we clearly communicate the added value of this type of holiday to customers. Why is Fair Trade different? How is the higher price justified? Where does the money go? This kind of clear communication is crucial to the success of such products – in tourism as elsewhere.

It's also important that we actively check to ensure that everyone involved is complying with the standards. The label can only maintain and build on its high level of credibility if strict criteria are upheld and monitored.

# **KUONI**

Kuoni Travel Holding Ltd.  
Matthias Leisinger  
Corporate Responsibility  
Neue Hard 7  
8010 Zürich  
Tel +41 (0)44 277 52 44  
Mail [matthias.leisinger@kuoni.ch](mailto:matthias.leisinger@kuoni.ch)  
Web [www.kuoni.ch](http://www.kuoni.ch)





**FAIR**  
arbeitskreis tourismus & entwicklung



**KUONI**

 Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun Svizra  
  
Eidgenössisches Volkswirtschaftsdepartement EVD  
Staatssekretariat für Wirtschaft SECO