

The first Fair Trade hotel room in africa

Fairtrade Label South Africa (FLSA), Fair Trade in Tourism South Africa (FTTSA), and The Peech Hotel in Melrose, Johannesburg, has created South Africa's first ever Fair Trade hotel room launched in March.

The model Fair Trade (FT) hotel room brings into reality the aspiration of the local fair trade movement, which is to bring products like the linen, coffee and tea to chocolates on the beds and the flowers on the dressers closer to consumers.

"The Fair Trade hotel room embodies the vision of a sustainable and socially responsible hospitality industry in South Africa," says Boudewijn Goossens, executive director of Fairtrade Label South Africa. "Wine and coffee are now available to local consumers and tourism establishments and soon others products will become available in South Africa too."

In addition, the hotel has been certified by FTTSA. This means that this hotel has committed to fair wages and working conditions; fair operations, purchasing and distribution of benefits; ethical business practice and respect for human rights, culture and the environment. A true Fair Trade hotel room not only stocks Fairtrade products, but also treats their workers with fairness, protects the environment, and stimulates local economic development