

Fair trade packages launched to German market

Fair trade travel packages to South Africa have been launched to the German market by SKR Reisen at this year's ITB, hosted recently in Berlin, Germany.

The components of SKR Reisen's Sudafrikas Gardenroute – Fair & Fine (tour operator/s, activities and accommodation) as well as all contractual relationships in the value chain have been audited against Fair Trade Travel standards. This pioneering work marks the first time in the nearly 50-year history of the global Fair Trade movement that systems have been developed for the international trade in tourism services, and the initiative has been officially endorsed by the Fairtrade Labelling Organizations (FLO) International.

Fair Trade Travel packages to South Africa are already available in Switzerland, and are expected to be made available in many more European markets by the end of this year. Fair Trade in Tourism South Africa (FTTSA), the developers of this initiative and South Africa's leading tourism NGO, also marked this day by signing a joint marketing agreement with South African Tourism to promote this unique offering.

Fair Trade Travel will ensure that workers and owners of tourism establishments benefit by requiring long-term trading relationships, full prepayment and binding cancellation agreements. An additional amount (called a premium) will be channelled directly into a central fund and used for development projects across South Africa. The system also monitors that price levels and contractual agreements are fair and that they are being followed, ensuring a fair deal especially for small and emerging tourism service providers. By extension, Fair Trade Travel will ensure that as much money as possible generated by tourism, one of South Africa's biggest earners, is retained in the local economy.

Says **Jennifer Seif**, FTTSA Executive Director: "We are proud to lead the development of a new Fair Trade system for tourism. This is yet another example of how South Africa is pioneering the development of responsible tourism, and we look forward to welcoming Fair Trade travellers to our diverse and beautiful country." ↙