

FAIR TRADE IN TOURISM

Peech opens First Fair Trade hotel room

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

The model Fair Trade hotel room brings into reality the aspiration of the local fair trade movement, which is to bring Fairtrade products and Fair Trade principles closer to local consumers.

Most of the commodities in the room are Fairtrade certified – from the linen, coffee and tea to chocolates on the beds and the flowers.

“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”.

Tel: 012 342-2945

Email: khaya@fairtourismsa.org.za