

FTTSA unveils first SA Fair Trade hotel room

SUE LEWITON

SOUTH Africa's first model Fair Trade hotel room was unveiled at the The Peech Hotel in Melrose, Johannesburg, by Fairtrade Label South Africa (FLSA) and Fair Trade in Tourism South Africa (FTTSA).

The room was created to illustrate how Fairtrade products can be used in the local hospitality sector. Most of the commodities in the room are Fairtrade certified according to international standards, from the linen, coffee and tea, to chocolates on the beds and flowers on the dressing tables.

This is an already-established trend overseas, where hotel groups, such as the Dorint Hotel in Amsterdam and the Ijesselhotel in Deventer, have

Fair Trade and Green hotel rooms.

"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 FLSA. "Fairtrade wine and coffee are already available to local consumers. Soon other products such as tea, sugar and textiles, will become available in South Africa too."

Says **Jennifer Seif**, executive director of FTTSA: "South Africa is unique in that we are the only country in the world to create a Fair Trade hotel room, not only in terms of the objects in the room but also in terms of the practices of the hotel. This means our guarantee to the customer is more holistic." ■