



Changing Lives through Responsible Tourism
Jennifer Seif: Executive Director, Fair Trade Tourism
31 March 2015

Fair Trade Tourism (FTT)

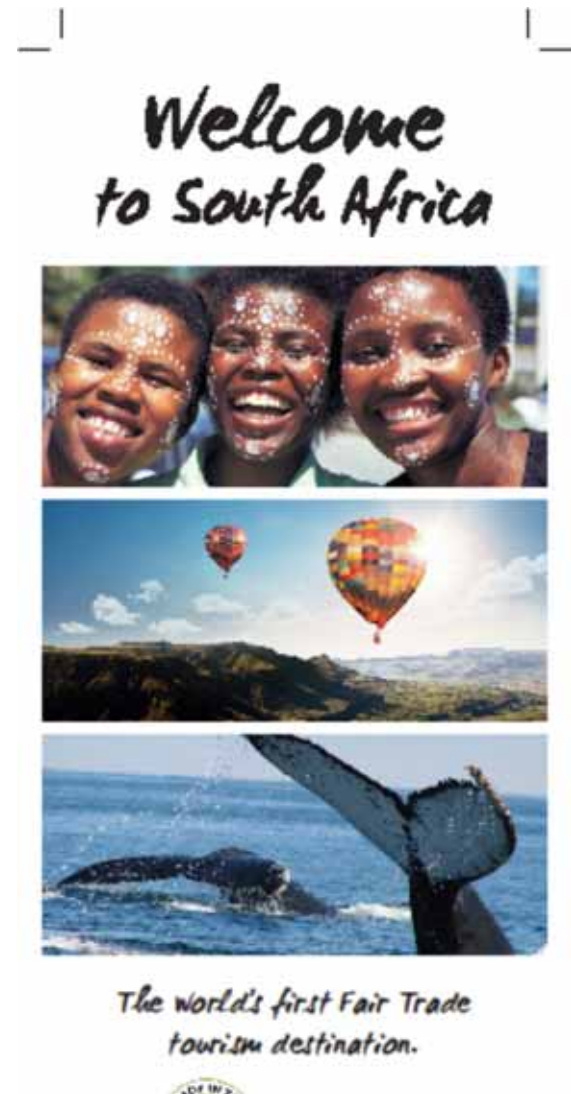
Africa's Leading Sustainable Tourism Organisation, since 2001

Market development through SME support, training, awareness, advocacy market access

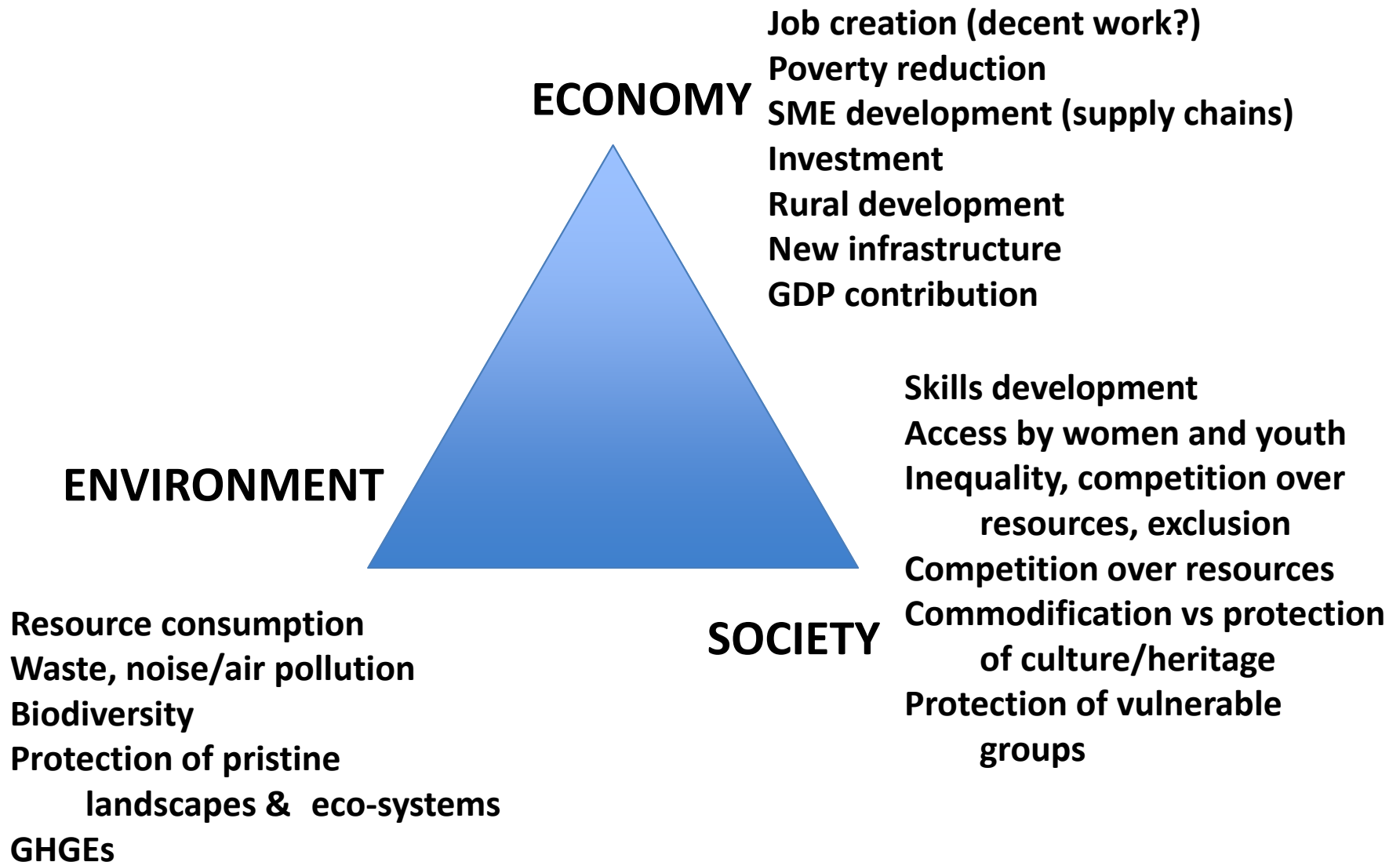
World's first (and still only) tourism Fair Trade standard and label: **the people whose land, labour, culture and natural resources are used for tourism reap the benefits.**

Available in a growing number of African destinations: competitive advantage

www.fairtrade.travel

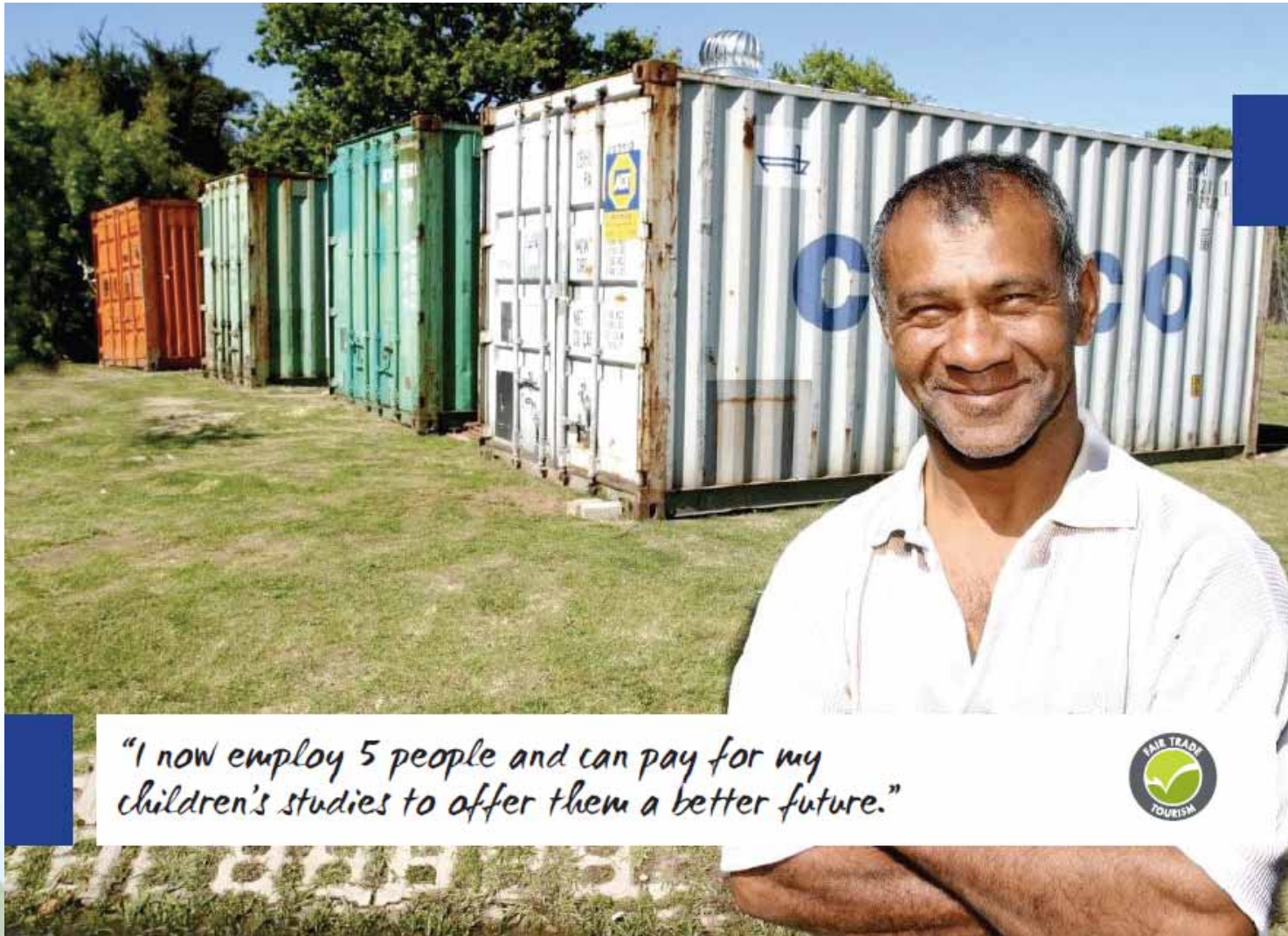


Tourism impacts



People, planet, profit





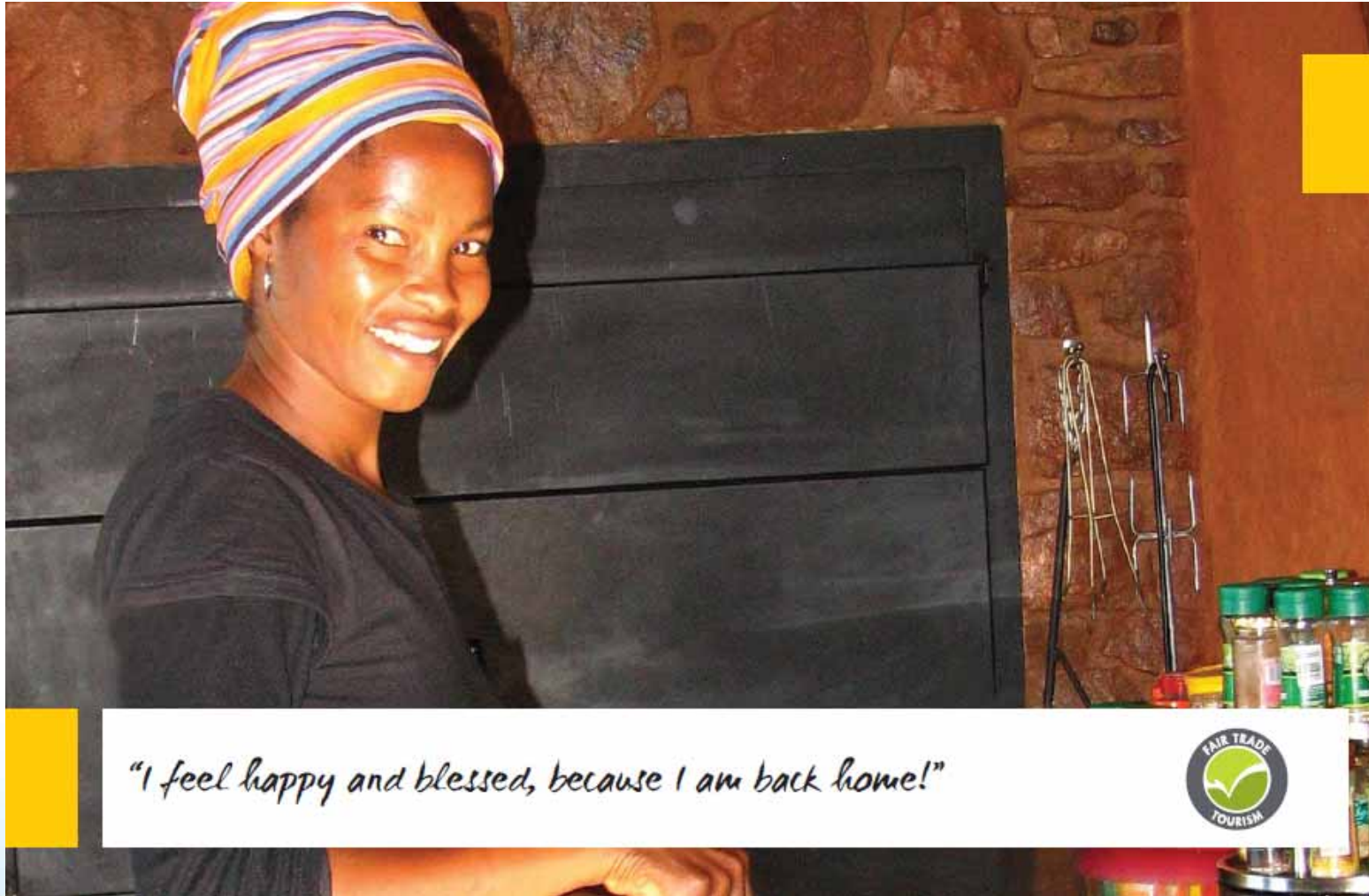
"I now employ 5 people and can pay for my children's studies to offer them a better future."



Bernie Samuels, Spier Wine Estate

The mark of a good holiday





"I feel happy and blessed, because I am back home!"



Joyce Mulaudzi, Leshiba Wilderness

The mark of a good holiday



Ellen was there because of the role she played in creating the success of !Xaus Lodge.



Ellen Bok, !Xaus Lodge, Kalagadi

The mark of a good holiday



"My passion is children...."



**Phumla Pakamile, Volunteer Africa 32⁰ South,
Wild Coast**

The mark of a good holiday





Bulungula Lodge, Wild Coast

The mark of a good holiday





**Stormsriver
Adventures,
Tsitsikamma**

Calabash Tours, NMB



Lebos Bicycle Tours, Soweto



The mark of a good holiday



Partnerships: Local Gov't

Product development

- Business Development Support
- Training
- Market knowledge
- Peer networking
- Certification – cluster development

Market advantage

- New value chains
- Destination USP
- Joint marketing

**Collective
Impact!!!!!!!!!!!!**

www.fairtrade.travel
info@fairtrade.travel

The mark of a good holiday

