Today sees the launch of the new Fair Trade Tourism app magazine for tablets on both the Apple App store and Google Play store. The app has been designed to bring both discerning travellers and members of the travel trade stories, information and travel ideas from the Fair Trade Tourism portfolio of world-leading sustainable tourism products across Africa.
The launch edition, published today, focuses on bush and beach offerings and looks at how combining the best of both can create great opportunities for African adventures with real soul.

Packed with stunning images and video content, the magazine is, as yet, unnamed, but an exciting competition to give it a title also launches today on Fair Trade Tourism’s social media platforms and will be the first of regular competitions offered to readers of the magazine. Click here for more information.

The magazine is available free of charge for viewing on both Apple and Android tablets and a web browser version will also be made available in the near future on the Fair Trade Tourism website, which is undergoing its own overhaul at the moment, with a new look and feel in the pipeline. To search for and download the app magazine, you will need to be on a tablet device. It is not currently available on smartphones.

The app magazine has been co-designed by Andrew Parrington of Media Innovations and creative guru Dylan Seegers of Atomic Eighty Media Mill. It features rich interactive visual and editorial content and comes complete with a comprehensive navigation guide.

“The new app magazine is aimed at raising awareness about Fair Trade Tourism’s certified and mutually recognised clients through telling stories about them and the practices which are helping them to shine in the sustainable tourism field,” says the organisation’s MD Nivashnee Naidoo. “It’s also a valuable way for us to showcase the incredibly diverse range of African tourism products which either carry the Fair Trade Tourism Certified label or are recognised by us through our mutual recognition agreements with partner certification programmes,” she adds.

These products range from budget-busting backpackers and rustic bushcamps to chic urban hotels, luxurious safari lodges and beautiful beach resorts in South Africa, Mozambique, Madagascar, Seychelles and Namibia.

Click here for a link to the app on Apple's iTunes

Click here for a link to the app in the Google Play store

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