Greetings to our Fair Trade Tourism friends and supporters. This is our last newsletter before 2017 takes hold, so it gives us a chance to both take stock of 2016 and look forward to what the new year – the UN Year of Sustainable Tourism for Development – holds.

It's been a busy year full of achievements, which has seen Fair Trade Tourism expand its footprint in Africa, thanks to mutual recognition agreements with Botswana Tourism Organisation’s Ecotourism Certification Programme and Ecotourism Kenya. In total we now have 160 Fair Trade certified or recognised tourism products in our growing portfolio spanning eight countries in Africa. We also have more than 50 Fair Trade Tourism approved tour operators on board – all of them committed to upholding Fair Trade principles, promoting certified products and selling Fair Trade Holidays.

The new year looks set to be an even bigger one for us, full of exciting new opportunities.

We would like to take this opportunity to wish all of our clients, members of the media, stakeholders and partners in sustainable tourism a wonderful Christmas and a happy, prosperous new year. See you next year!

Kind regards,

Sharon

Sharon Gilbert-Rivett, Fair Trade Tourism marketing manager
HAPPENINGS...

Rocking the Okavango…

We led a trip to Botswana in November, taking local and international media to visit four of the camps that have received Botswana Tourism Organisation’s coveted Ecotourism Certification standard, which is recognised by Fair Trade Tourism.

The participants were generously hosted at Wilderness Safaris’s Xigera Camp in the heart of the Okavango Delta and at Great Plains Conservation’s Selinda Camp in the north of this amazing country. Support was provided by Mack Air, who kindly sponsored internal flights. Expect to read all about it soon in a variety of magazines and to watch it on DSTV’s People’s Weather Channel (DSTV channel 180).

Best Practices Workshop

Fair Trade Tourism’s first Best Practices Workshop was held at the Townhouse Hotel in Cape Town on October 27 2016 and proved to be a roaring success.

The event was open to all Fair Trade Tourism clients and featured interactive panel discussions with Fair Trade Tourism practitioners sharing elements of their sustainability journey with one another and the audience. Discussions looked at the pillars of sustainable tourism, from procurement and human resources to environment, cultural and community engagement, as well as the role tour operators have to play.

A Fair Trade Tourism Best Practices Google Group has been established to continue the dialogue and all clients have been invited to join this group. For more information, please contact Ntlotleng Manale on ntlotleng@fairtrade.travel
Client Advisory Committee

Following the successful Best Practices Workshop, Fair Trade Tourism held a meeting, open to all who attended the workshop, to discuss the formation of a Client Advisory Committee, which will provide guidance and input into the organisation’s future direction. An initial 12 committee members will be proposed and elected by our clients in the new year. Each member will be invited to serve on the committee for a maximum of two years.

Clients who attended the meeting all volunteered their services on the committee and we are currently requesting our clients to propose additional candidates. Once these have been collated, a short-list of candidates will be put to our client-base for a final vote.

Issue Two of Fair Trade Traveller app magazine goes live

The second edition of the Fair Trade Tourism app magazine – now named the Fair Trade Traveller – is live and available for download free of charge from both the Apple and Google Play stores.

The new edition looks at Fair Trade Tourism destinations across Africa, from Namibia and Tanzania to Cape Town and to the northern reaches of Limpopo, all of which celebrate the rich history, fascinating cultures, ancient landscapes and the diverse heritage the continent has to offer.

To download the magazine - click here for Apple and here for Android devices!

Farewell to Nivashnee

Fair Trade Tourism bade a sad farewell to its managing director, Nivashnee Naidoo, at the end of October. Nivashnee has left the organisation to focus on new personal business opportunities. We would like to wish her all the very best in her future and thank her for her exemplary commitment to Fair Trade Tourism. Fair Trade Tourism board member Jane Edge has taken the helm as acting executive director pending the appointment of a new managing director.
Welcome aboard Ecotourism Kenya!

Fair Trade Tourism has signed a mutual recognition agreement with Ecotourism Kenya which recognises 30 Gold Standard camps, lodges and hotels in this beautiful East African country.

These 30 destinations can now be included by approved tour operators in Fair Trade Holiday packages. These are packages in which at least 50% of bednights are spent in either Fair Trade Tourism certified or recognised establishments.

For a complete list of the 30 camps, lodges and hotels in the Ecotourism Kenya Gold Standard portfolio, visit the Fair Trade Tourism website here.

Vineyard’s Chef Carl honoured by SAASI

The Vineyard Hotel is proud to announce that chef Carl van Rooyen (pictured above) has been named a Southern African Sustainable Seafood Initiative (SAASI) Trailblazer for his efforts in support of sustainable seafood practices.

SAASI believes that unsustainable fishing practices have left fish stocks dangerously depleted and ecosystems sufficiently altered to jeopardise a number of key marine species. In an attempt to rectify this situation, SAASI has developed a set of

NEWS & VIEWS

Celebrating Lilizela successes

Now in its fourth year, the Lilizela Tourism Awards continues to recognise the best of the best of business operators and service providers and plays a pivotal role in elevating the country’s reputation as a destination of excellence, underpinned by a variety of quality-assured experiences and accommodation types. A number of Fair Trade Tourism clients received honours at this year’s Lilizela awards:

Three Trees at Spioenkop won a provincial and national Service Excellence – Accommodation Award in the 4-star lodge category;

Umlani Bushcamp won a provincial and national Service Excellence Award – Accommodation in the 3-star lodge category;

Thaba Eco Hotel won a provincial Service Excellence Award – Accommodation in the 4-star hotel category;

Lebo’s Soweto won a national Service Excellence: Visitor Experience of the Year award in the Roots and Culture category;

James Fernie of Uthando in the Western Cape won a
tools to help make sustainable decisions when it comes to sourcing and buying seafood.

The Vineyard was the first hotel to sign up to this initiative.

### Swop shop surges ahead

News from White Shark Projects is that its Recycle Swop Shop (RSS) is going strong. Since May this year, the children of Masakhane have collected an astounding 9,047 tonnes of recyclables – an incredible feat if you consider that the Recycle Swop Shop is only open on (good-weather) Tuesdays and that these children bring the recyclables to the RSS in bags, crates, wheelbarrows or anything they can manage!

The children hand in their recyclables and earn points in return. These points can then be swopped for school stationery, second-hand clothing or some fun goodies.

White Shark Projects would like to thank the children for their diligent work and Nellie Moolman for running the RSS like a well-oiled recycling machine.

### Progress through permaculture

Calabash Trust has been working in partnership with a cluster of schools from previously disadvantaged communities using local resources, working together towards social, environmental and economic equality for all. Key focus areas have been early learning development, asset based community driven development together with permaculture design, which has been used as a tool to uplift and transform local communities.

The permaculture design group is made up of six community residents who take care of three school gardens including a site at WB Tshume Primary School, one of Calabash’s oldest partners. By harvesting rain water the school has managed to

| Stormsriver Adventures’s Tsitsikamma Canopy Tour won a provincial and national Sustainable Development – B-BBEE award in the Qualifying Small Enterprise R5-million to R45-million category |
| Well done to all the winners – Fair Trade Tourism is extremely proud of your achievements! |
| Flying the Blue Flag! |
| Marine Dynamics Shark Tours and its sister company Dyer Island Cruises are excited to have represented the Overberg region at the South African Blue Flag launch for the 2016/2017 season. |
| Whale Whisperer was the pilot blue flag boat in South Africa and now both it and Dream Catcher are Blue Flag certified. This year also provided the first opportunity for shark cage diving vessels to apply for Blue Flag certification and Slashfin is now a proud representative as well. |
| Blue Flag in South Africa is managed by the Wildlife and Environment Society of South Africa (Wessa). |
grow food in spite of the drought. Each year more soil and compost are produced, allowing the site to become food secure.

WHAT WE’VE BEEN UP TO RECENTLY...

Kaza symposium at Victoria Falls

Fair Trade Tourism Project Development Manager Manuel Bollmann attended the State of KAZA Symposium in Victoria Falls, Zimbabwe from October 31 to November 2. This gathering focused on developments within the Kavango-Zambezi (Kaza) Transfrontier Conservation Area (TFCA).

Manuel gave a presentation on “Fair Trade Holidays: Increasing livelihood benefits for communities through tourism in the Kaza TFCA” on behalf of Alliance members Botswana Tourism Organisation and EcoAwards Namibia. It is hoped that in future both Fair Trade Tourism and the Alliance will play a role in helping to develop sustainable tourism initiatives within the Kaza TFCA.

Sustainable tourism in Southern Africa

Manuel also attended the first annual Southern Africa Sustainable Tourism Development Forum Conference on November 17 in Johannesburg, where he was invited to speak on the state of sustainable tourism in Southern Africa. This conference was hosted by the Southern African Development Community’s Regional Tourism Organisation (Retosa).

Chatting to concierges

Marketing manager Sharon Gilbert-Rivett was invited to speak at the recent Concierge Conference held at The Saxon hotel, where she addressed the top concierges in Gauteng on the importance of sustainable tourism, making informed choices when booking guests onto tourism activities and day-trips and to beware of supporting unethical operations, especially where animal and predator interactions are concerned.