Tuesday 18 April 2017, Pretoria, South Africa

The Western Cape’s Cascade Country Manor is the latest tourism establishment to become Fair Trade Tourism certified. Once the South African home of the 12th Duke of Bedford, this 4-star establishment is located outside Paarl in the Cape winelands with the Klein Drakenstein mountains as its backcloth.

Acquired by owners Maika and Volker Goetze in 2002, the 15-room boutique hotel is a sought after wedding venue, with its 23 hectare grounds incorporating 900 olive trees and a cascading waterfall from which it gets its name. Offering a range of activities from abseiling to mountain biking, hiking and wine-tasting tours, Cascade Manor also offers a spa and wellness centre and is the former home base of the Cape Leopard Trust, which offered lectures on leopard conservation to guests.

Cascade Country Manor has had an enduring commitment to sustainability and is invested in the local communities of Paarl. The management team apply strict environmental disciplines, including waste and water recycling initiatives, and reduce energy consumption as far as
possible. Fresh produce is grown on the property with the ultimate aim of supplying all fresh produce needs from the garden.

Maika Goetze, owner of Cascade Country Manor said the management team had long applied Fair Trade principles in its operations, but the certification process helped introduce new management structures and rigour. “We are proud to join Fair Trade Tourism’s exemplary portfolio of certified establishments,” she said.

FTT managing director Jane Edge said Cascade Country Manor joined a growing list of certified businesses in the Western Cape, which had undoubtedly become South Africa’s responsible tourism capital. “Our overall portfolio now encompasses nearly 200 best-practice tourism businesses in Africa,” she said.

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**About Fair Trade Tourism**

Fair Trade Tourism is a not-for-profit company operating Africa’s largest responsible tourism certification programme. Fair Trade Tourism offers certification in South Africa, Mozambique, Madagascar and Zimbabwe, and has mutual recognition agreements with certification programmes in Botswana, Namibia, Seychelles, Kenya and Tanzania. There are currently over 180 tourism businesses across eight countries in the Fair Trade Tourism portfolio.
Fair Trade Tourism represents global best-practice in responsible tourism and was the first African certification scheme to be recognised by the Global Sustainable Tourism Council. Applicants need to meet more than 200 criteria pertaining to fair wages and working conditions, equitable distribution of benefits, ethical business practice and respect for human rights, culture and environment.

Fair Trade Tourism certification is based on adherence to stringent criteria including fair wages and working conditions, fair distribution of benefits, ethical business practice and respect for human rights, culture and the environment.

Find out more about Fair Trade Tourism at [www.fairtrade.travel](http://www.fairtrade.travel)

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