Tourvest Destination Management approved by

Fair Trade Tourism

Tourvest Destination Management is the latest tour operator to become officially approved by Fair Trade Tourism.

As one of the dominant tour operators packaging Southern Africa, Tourvest’s approval opens up a significant channel to global markets for Fair Trade Tourism businesses in southern Africa.

Fair Trade Tourism (FTT) certifies businesses that meet exacting standards in responsible tourism in South Africa, Madagascar and Mozambique, and recognises business certified by equivalent certification schemes in Namibia, Botswana, Kenya, Tanzania and Seychelles. Over 170 products are currently included in FTT’s Africa-wide portfolio.

Tour operators can become officially approved by Fair Trade Tourism by signing a pledge to the Fair Trade Code of Conduct. This commits the operator to managing its business fairly, transparently and sustainably, actively supporting FTT businesses and compiling specific Fair Trade Holiday itineraries. Tourvest’s approval brings the number of tour operators officially approved by Fair Trade Tourism to over 50.
“Tourvest Destination Management has committed to package and promote Fair Trade Holidays,” said Karien le Grand, Product Development Manager, who also heads up the operator’s Green Team. “Partnering with a recognised label, such as Fair Trade Tourism, enables us to promote responsible travel to the international trade and encourage support to sustainable and certified products.”

Fair Trade Tourism MD Jane Edge has seen a major shift in the tourism trade towards supporting sustainable tourism, with leading tour operators in the Eurozone increasingly demanding proof of sustainability standards. “We are delighted that Tourvest and its six tour operator brands, with their enormous purchasing power, will be actively promoting Fair Trade Tourism businesses,” she said. “This marketing boost, which is enhanced further by Tourvest’s tie-up with DER Touristik, is a fitting tribute to these businesses’ commitment to best-practice.”

Fair Trade Tourism believes sustainability standards will soon become mainstream in the global tourism industry. Says Edge: “Companies like Sabre and Tui will soon require products they use to be certified by a GSTC-recognised standard, while ANVR, the Netherlands travel association, has made sustainability management systems compulsory for all members.” Other sustainability initiatives that were having an impact included Travelife, which also certifies tour operators and accommodation providers around sustainability measures, and Futouris, which is encouraging certification of wildlife lodges in the Kavango-Zambesi Transfrontier Area, she said.

Fair Trade Tourism’s 52 approved tour operators include 29 South African operators and 14 European operators, including Kuoni UK and Switzerland, Tui Netherlands, Dreamtime in Switzerland and Accept-Reisen, Karawane-Reisen, One World – Reisen mit Sinnen, SKR and Wikinger Reisen in Germany.

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