The pristine Grootbos Private Nature Reserve overlooking Walker Bay near Hermanus has been recertified by Fair Trade Tourism, demonstrating its commitment to the responsible tourism portfolio which boasts nearly 200 products in Africa.

Grootbos is an established leader in the responsible tourism arena and has won numerous accolades for its work. In addition to Fair Trade Tourism certification, it is one of 10 Long Run Global Ecosphere Retreats and is a founding member of National Geographic Unique Lodges of the World. Both Tatlers Travel Guide and Fodors have rated Grootbos as one of the best 100 hotels in the world.

The award-winning, 5-star nature reserve was one of the first properties to be certified by Fair Trade Tourism in 2006 and is renowned for its environmental conservation and social development projects run through its non-profit arm, the Grootbos Foundation. Since 2003, the Foundation has been active in conservation and community projects, reaching over 10 000 members of the local community and conserving over 16 000 hectares through the Walker Bay Fynbos Conservancy.

Besides offering spectacular vistas, luxury accommodation and cuisine, Grootbos offers a wide array of activities such as shark-cage diving and whale watching, botanical fynbos safaris, bird watching, horse riding, spa treatments and tours of its conservation and community projects.

Says General Manager, Sean Ingles: “After an absence of almost three years, Grootbos is proud once again to be a brand ambassador for Fair Trade Tourism. The principles of sustainability, transparency, respect and progressive tourism are fundamental to the Grootbos DNA and we work tirelessly to follow these guidelines in every aspect of our business – in our conservation efforts, our community outreach programmes and in the lodges themselves. We look forward to sharing our
practices and ideas with others in the Fair Trade network and to getting guidance from the Fair Trade team as we forge our path ahead.”

**Fair Trade Tourism** MD Jane Edge adds: “The fact that Grootbos opted for recertification is a great vote of confidence in us. Their exemplary responsible tourism practices have long been an inspiration to the industry and we stand to learn much from the Grootbos team.”

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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 190 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 230 criteria pertaining to fair wages and working conditions, equitable distribution of benefits, ethical business practice and respect for human rights, culture and environment.

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

To download the Fair Trade Tourism app, magazine, click [here](http://www.fairtrade.travel) for Apple and [here](http://www.fairtrade.travel) for Android devices.