Once in Cape Town kicks ball out of park in first for Fair Trade Tourism

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Once in Cape Town - a trendy “poshtel” (posh hostel) in Cape Town’s vibrant Kloof Street - is the latest business to become Fair Trade Tourism certified and is the first ever to have received 100% for its audit, with no corrective actions required at all.

Once in Cape Town prides itself on its great location, vibe and value for money. Unlike a typical backpackers’ establishment, each room is en-suite with a private bathroom. All rooms have custom-made extra length beds, a safety locking box and charging space for laptops, cameras and cell phones. Outside is a relaxation area with self-catering kitchen, outdoor fire-pit and meditation garden while guests can dine at one of three in-house restaurants, including the popular Yours Truly deli which transforms into a hip bar at night. Once also offers guests free daily tours and experiences, including walking tours, dancing and braais in nearby townships, visits to organic farmers’ markets and salsa dancing on the promenade.

Kim Whitaker, co-founder of Once in Cape Town, said her team would continue to innovate
towards more sustainable ways of doing business. “I am very proud of our team – their efforts to realise our vision of running a sustainable and environmentally conscious business are exemplary,” she said. “We are also looking forward to achieving Fair Trade Tourism certification at Once in Joburg, our Johannesburg sister property.”

Jane Edge, MD of Fair Trade Tourism, said: “It is extremely difficult for any business to get a 100% audit rating required so the Once in Cape Town team is to be heartily congratulated. We are thrilled to have this trendy poshtel in our growing portfolio.”

For more information, please contact:

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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 195 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

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