

## NEWS RELEASE

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### **Cheryl Carolus (CEO of South African Tourism) affirms commitment to Fair Trade in Tourism and Pro-Poor Tourism Pilots in Southern Africa**

Speaking last night at an appreciation event for the partners and donors of Fair Trade in Tourism South Africa (FTTSA) and Pro-Poor Tourism Pilots in Southern Africa (PPT-Pilots), Cheryl Carolus, CEO of South African Tourism highlighted the importance of a concerted effort to ensure the development of a socially responsible tourism industry in South Africa.

“The way we choose to build tourism can either reinforce the past or help to build a better future for the people of South Africa,” she said. “This is why we are 100 percent behind these ground-breaking initiatives.”

Carolus pointed out the opportunity provided by initiatives such as Pro-Poor Tourism and FTTSA to “make sure that tourism, one of the top five growth sectors, will touch the lives of South Africans.”

“Throughout the world today, when people make a decision to buy a certain product they consciously want to make the right choice,” said Carolus, referring to the FTTSA Trademark, which provides tourists the option to choose enterprises that are serious about implementing fair and responsible business practices. Referring to the PPT Pilots project that aims to create sustainable business linkages between the private sector and poor stakeholders she added “We are trying to build thriving businesses rather than encourage charity, and this is why we fully support these two projects”.

Also speaking at the event were Clive Poultney, PPT-Pilots facilitator, and Jennifer Seif, FTTSA National Coordinator, who both congratulated the DFID UK Business Linkages Challenge Fund (BLCF) for having the vision to invest in the initiatives, the first of their kind internationally.

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For more information and contacts:

**Fair Trade in Tourism South Africa (FTTSA)** is an independent, non-profit, initiative under the auspices of **IUCN (the World Conservation Union) South Africa**. FTTSA promotes the concept of fair trade in South African tourism, and provides incentives and support for tourism businesses that adopt fair trade practices.

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The **PPT-Pilots in Southern Africa project** will work with 6 industry partners over 2 ½ years on site to help them to establish long-term PPT strategies that will significantly impact on local poverty and make business

sense to the operator. The six industry partners are Sun City, Southern Sun, Wilderness Safaris, Spier, Ker & Downey, Tanzania, and Tribe Africa. For further information see [www.pptpilot.org.za](http://www.pptpilot.org.za). For general background on pro poor tourism, see [www.propoortourism.org.uk](http://www.propoortourism.org.uk).

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