

Townhouse Hotel awarded Fair Trade Tourism certification

The Townhouse Hotel in Cape Town has been awarded its Fair Trade Tourism (FTT) certification.



After a rigorous auditing process, which assessed, among other criteria, their business practise and HR, community resources, cultural heritage and environmental practise, the hotel has now joined a select group of establishments and tour operators in the country to carry this honour.

Fair Trade Tourism is a non-profit organisation that promotes responsible tourism in southern Africa and beyond, by ensuring that the people who contribute their land, resources, labour and knowledge to tourism, reap the benefits.

Over recent years, the hotel has promoted sustainable practices under its 'Living Green' banner and has committed to responsible hoteling throughout all areas of operations. Initiatives currently underway include the installation of energy conserving devices and adherence to strict recycling protocols, with sustainable and ethically-sourced food items being served in the hotel's restaurants and extensive conferencing facilities. Delegates also help contribute to local greening projects, including Greenpop, as the hotel donates a percentage of their conferencing fees to this cause.

Says General Manager of the Townhouse Hotel, Jacqui Williams, "There is a misconception that Fair Trade Tourism only focuses on taking care of the environment. During this process we had an independent auditor conducting various meetings with our health and safety committee and numerous workers - through this we have learned that this certification places perhaps even more emphasis on the social initiatives in place and how well our team is cared for."

By selecting an FTT-certified business, travellers are not only assured that their holiday benefits local communities and economies, and that the business is operated ethically and in a socially and environmentally responsible manner, but they will also have a more fulfilling holiday experience.

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