

South African / SIPPO Pavillion Hall B1, Stand B141

Fair Trade and Transformation in Tourism
30 - 31 October 2008, Montreux





SIPPO Swiss Import Promotion Programme

SIPPO Swiss Import Promotion Programme is a mandate from the State Secretariat for Economic Affairs of Switzerland (SECO), carried out by Osec. The programme supports small and medium-sized enterprises (SMEs) from emerging markets and markets in transition to access the Swiss and European markets. In addition to this, SIPPO helps Swiss and European importers to find suitable partners in emerging countries and countries in transition.

The programme has five main goals:

- To inform the Swiss and European import economy about new market sources
- To strengthen trade institutions and business sector associations in the trade promotion process
- To increase the competitiveness of SMEs in selected partner countries
- To develop the manufacturing and exporting skills of SMEs in selected partner countries
- To establish qualified trade contacts between SMEs from emerging markets and markets in transition and the Swiss and European import economy

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Fair Trade in Tourism South Africa

Fair Trade and Transformation in Tourism

In close cooperation with the Swiss Import Programme SIPPO, South African Tourism, South African Airways and Fair Trade in Tourism South Africa, the South African Embassy in Berne is committed to contribute to the transformation of South Africa's tourism industry to the benefit of communities and previously marginalised entrepreneurs.

The presence of South African small and medium-sized tourism enterprises at the 2008 TTW aims at engaging Swiss outbound tour operators and travel agents to embrace new emerging products into the South African tourist experience.

By offering products that reflect the richness of South Africa's cultural diversity, the South African exhibitors are leaving the beaten track. Also in view of the 2010 Soccer World Cup, they will be using the international stage of the TTW to cater to a new generation of travellers who wish to see South Africa through the eyes of all its people.

In this they will come to realise by the fact that in Switzerland more and more travellers become informed consumers concerned with the social, cultural, economic and ecological impacts of tourism on development – a fact that can and should indeed no longer be ignored by Switzerland's traditional tour operators to South Africa.



South African Embassy
in Switzerland



SOUTH AFRICAN TOURISM
www.southafrica.net





Company: **Abang Africa Travel**
Address: P.O. Box 686, Sea Point
8060 Cape Point
Contact: Mr. Malose Manaka
Phone: +27 21 426 1330/4
Fax: +27 21 426 1336
E-Mail: malose@abangafrica.com
Internet: www.abangafrica.com



Abang means «to share» in local Sotho language. Abang Africa Travel is a PTY registered specialized local tourism company, based in Cape Town and currently operating in South Africa, Swaziland, Lesotho, Namibia, Botswana, Victoria Falls and Mozambique. Abang Africa Travel offers tailor-made socially and environmentally responsible packages in southern Africa. Enjoy Africa's highlights and contribute to local communities through Responsible Tourism. Self drives, small group tours, volunteer projects, unique excursions, community initiatives and homestays, selected Backpackers, self-catering guesthouses and small B&B, luxury hotels and safari lodges.

Company: **Andulela Experience**
Address: Suite 286
Private Bag X4
Hout Bay
7872 Cape Town
Contact: Ms. Monique Le Roux
Phone: +27 21 790 2592
Fax: +27 21 7902599
E-Mail: Monique@andulela.com
Internet: www.andulela.com

Andulela is a pioneer in interactive travel experiences in Cape Town, which introduce holiday makers to authentic cultural tours in South Africa, often with a «hands-on» participative aspect (e.g. cooking, music, arts, crafts). On their wildlife tours in Cape Town, South Africa travellers go on Safari with the Big 5, but will also experience the less renowned but just as fascinating wildlife, such as the baboons or the meerkats. With most of their nature tours they directly benefit various wildlife conservation projects.



Company:

Bulungula Lodge

Address: Farm 37, Elliotdale Magisterial District
Elliotdale
5070 Eastern Cape

Contact: Ms. Liesl Benjamin
Phone: +27 47 577 8900
Fax: +27 86 653 1327
E-Mail: dave@bulungula.com/paradise@bulungula.com
Internet: www.bulungula.com

The Bulungula Lodge is an eco-friendly backpacker's lodge in arguably, one of the most beautiful places in South Africa, the majestic Wild Coast. The Lodge is based on a joint venture partnership between a South African entrepreneur and the Xhosa-speaking Nqileni community. The lodge is surrounded by beach, forest, lagoons, rolling hills, dolphins and whales. The community offers various activities including canoe trips.

Company:

Cape Rhino Shuttle and Tours cc

Address: P.O. Box 243
7779 Lansdowne

Contact: Mr. Waleed Osman
Phone: +27 83 380 1416
Fax: +27 21 703 2041
E-Mail: caperhino@iafrica.com
Internet: www.caperhinotours.com



Cape Rhino offers an excellent range of products from individual, Group to Business Tours, Incentive Tours, Student Tours, Sport Tours, Adventure Tours, Media Location Tours, Airport Shuttles, Door-to-Door Transport Services and many more with the best of value, friendly and professional service that will give an unforgettable experience and satisfy all the needs.



Company: **Coffee Shack Backpackers Logde**

Address: P.O. Box 687
Mquanduli, 5080 Eastern Cape

Contact: Mrs Belinda Malherbe

Phone: +27 47 575 2048

Fax: +27 86 503 2724

E-Mail: happydays@coffeeshack.co.za

Internet: www.coffeeshack.co.za



Coffee Shack Backpackers is located in the scenic Coffee Bay region of the Wild Coast in South Africa's Eastern Cape. Coffee Shack strives to create an unforgettable travel experience for visitors, enhanced by the natural surroundings and the chance to interact meaningfully with local Xhosa people. Coffee Shack is 30% owned by the Tsezi community, in the form of a community trust. Coffee Shack offers camping, dorms, doubles and self-catering accommodation. Dinners are usually fresh seafood, while various day trips and activities can be arranged. Evening entertainment usually entails sitting around campfires listening to local choirs, story-tellers and relaxing with other guests.

Company: **Cozy Nest B&B**

Address: 7 Jameson Road
Quigney East London
Eastern Cape

Contact: Ms. Khanyiswa Peter

Phone: +27 43 722 85 34

Fax: +27 43 722 8529

E-Mail: cozynestbb@telkom.net

Internet: www.cozynest.co.za



Khanyi and Lunga Peter invite you experience their warmth and true African Guest House in Durban or their B&B in East London. Durban: Cozy Nest Guest House has seven double bedrooms, all with en-suite bathrooms. The current full capacity can accommodate up to 14 guests as they have a further two self catering double rooms. Rooms are fully serviced daily, with all the necessary toiletries and quality linen. East London: Cozy Nest Guest House has five double bedrooms, all with en-suite bathrooms. The current full capacity can accommodate up to 14 guests as they have a further two self catering double rooms. Rooms are fully serviced daily, with all the necessary toiletries and quality linen. Cozy Nest was the recent winner of the 2007 Emerging Tourism Entrepreneur of the year award.



Company:

Dyer Island Cruises

Address:

P.O. Box 78
Gansbaai, 7220 Western Cape

Contact:

Ms. Soné Boshoff

Phone:

+27 28 384 0406

Fax:

+27 28 384 1266

E-Mail:

sone@hermanus.co.za

Internet:

www.whalewatchsa.com, www.dyer-island-cruises.co.za



Dyer Island Cruises offers visitors up-close experiences with whales, seals and other marine life in state-of-the-art boats. Cruises skirt Dyer Island, located 8 km from shore and home to many resident bird species, including African penguins. Dyer Island Cruises and Marine Dynamics are involved extensively in marine conservation. Local school children are exposed to the marine environment through educational tours, and rural women are supported through the Nolwandle craft project. The two companies set the bar for responsible marine adventures in South Africa and globally. They deliver quality experiences to visitors while respecting marine life and conserving the resource base upon which tourism to this very special part of South Africa.

Company:

Fair Trade in Tourism South Africa (FTTSA)

Address:

P.O. Box 11536, Hatfield
0028 Pretoria

Contact:

Ms. Lolla Meyer

Phone:

+27 12 342 8307

Fax:

+27 12 342 8289

E-Mail:

info@fairtourismsa.org.za

Internet:

www.fairtourismsa.org.za



FTTSA encourages and publicises fair and responsible business practise by South African tourism establishments. We do this through the FTTSA Trademark, and independent symbol of fairness in the tourism industry. The Trademark is rewarded to tourism establishments that meet stringent criteria in the following fields:

- Fair wages and working conditions
- Fair operations including purchasing and distribution of benefits
- Ethical business practice
- Respect for human rights, culture and the environment

The FTTSA logo is an excellent way to communicate commitment to fair and responsible tourism for tour operators.



Company: Heerengracht Guest House & Kimberley City Shuttles

Address: 42 Heerengracht Ave
Royldene
8301 Kimberly

Contact: Mr. Thami Sebusi
Phone: +27 53 831 1531
Fax: +27 53 832 1916
E-Mail: tsebusi@kelesedi.co.za
Internet: www.kelesedi.co.za



Heerengracht Guesthouse is an upmarket, affordable guest home for both holiday makers and business executives. Situated in the exclusive suburb of Royldene in Kimberley, the capital of the Northern Cape, South Africa. The Guest House offers the following: En-suite bedrooms with DSTV, fully air-conditioned, bar fridge. Guests can relax and unwind in or around the sparkling pool. Family units with fully equipped kitchen and lounge on offer. Executive suites, conferencing and shuttle services.

Company: Madikwe Collection

Address: P.O. Box 4617, Halfway House
1685 Gauteng

Contact: Ms. Kate Naughton
Phone: +27 11 805 9995
Fax: +27 11 805 0687
E-Mail: kate@madikwecollection.com
Internet: www.madikwecollection.com



The Madikwe Collection is a portfolio of luxury game lodges in the malaria free, big 5 Madikwe Game Reserve in the North West of South Africa. Buffalo Ridge Safari Lodge and Thakadu River Camp are two of the 5 star lodges in the portfolio and are the first 100% community owned lodges in South Africa. Thakadu is a tented camp set on the banks of the Marico River and Buffalo Ridge is set on a ridge with magnificent views of the North of Madikwe. Both lodges have an atmosphere that warms the soul, superb service and offer an exhilarating safari experience.



Company: **Mambedi Country Lodge & Conference Centre (Pty) Ltd**

Address: P.O. Box 414
0929 Levubu
Contact: Mr. Calvin Maphophe
Phone: +27 11 482 9680
Fax: +27 11 482 9684
E-Mail: calvin@maphops.co.za
mambedi@telkomsa.net
Internet: www.mambedi.co.za



Mambedi Country Lodge & Conference Centre is a four star lodge which is situated on the far-north part of the Limpopo Province. It is strategically positioned on the banks of the tranquil Mambedi River; this facility boasts state of the art rondavels for both business and leisure. It has conferencing facilities, air conditioned rondavels with TV and Telephone, cottages for group bookings, Restaurant and Bar, Lapa and a swimming pool.

Company: **Thuthukani Guest House**

Address: 3287 Ngubeni Street, Bohlokong
9701 Bethlehem
Contact: Ms. Fanyana Taioe
Phone: +27 58 304 1408
Fax: +27 58 304 1408
E-Mail: thuthukani@isat.co.za
Internet: www.thuthukaniguesthouse.co.za



Looking for luxurious yet affordable, Free State bed and breakfast accommodation, in an exclusive guesthouse offering sincere and friendly hospitality? Thuthukani Guest House is the first black owned guesthouse in Bethlehem and offers exclusive bed and breakfast accommodation for discerning business and local or overseas visitors to Bethlehem. If you are seeking elegant and relaxed bed and breakfast guesthouse accommodation, the guest house is ideal. Thuthukani Guest House is close to the main roads leading into and out of Bethlehem.



Company:

Thanda Private Game Reserve

Address:

1st Floor, Technology House
Mulberry Hill Office Park
4 Broadacres Drive
Cnr William Nichol & Broadacres Drive
2055 Dainfern



Contact:

Ms. Anita Vernes

Phone:

+27 11 469 5083

Fax:

+27 11 469 50 86

E-Mail:

anita.vernes@thanda.co.za

Internet:

www.thanda.com

Thanda, meaning «love» in Zulu, is an expression of the magical union of the power of Zulu culture, wildlife, romance and exclusivity. Thanda Private Game Reserve is South Africa's top award winning safari destination and is situated in northern Zululand, in close proximity to the Indian Ocean. The inimitable integration of South Africa's best climate and rehabilitated and rich bush land has made Thanda home to amazing wildlife and over four hundred bird species.

Company:

Umlani Bushcamp

Address:

P.O. Box 1435
7985 Sun Valley



Contact:

Mr. Marco Schiess

Phone:

+27 21 785 5547

Fax:

+27 86 696 8518

E-Mail:

info@umlani.com

Internet:

www.umlani.com

Umlani Bushcamp is located in the Timbavati Nature Reserve, Greater Kruger National Park, accommodating up to 16 guests in traditional African reed and thatch huts. Umlani's philosophy of simplistic luxury and getting back to nature is enhanced by the romance of candlelight and oil lamps, which replace electricity. Open-air bush showers complete the experience. Umlani's traditional African reed and thatch huts will not only provide you with all the comforts you need, but will also provide you with an authentic experience of local tribal (Shangaan) architecture and style, which blends in naturally with the environment.



Company: **Victoria Manor Dinner Bed & Breakfast**

Address: Whittlesea Road
Queenstown
Eastern Cape

Contact: Mrs. Maria Nyawula Nontlupheko

Phone: +27 45 838 4249

Fax: +27 45 838 5066

E-Mail: victoriamanor@imaginet.co.za

Victoria Manor is a 4-Star Guest House situated outside Queenstown along Whittlesea Road. It is a Historical Estate, which previously offered accommodation to the Prince of Wales and Queen Elizabeth in 1947. The Manor is filled with rich beauty in so many ways. It is an ideal venue for weddings and a romantic «get-a-way» for the newly weds, where one would always want to experience the refreshing environment. The rich history and warm atmosphere of the establishment promises an unforgettable experience.

