

FAIR TRADE TOURISM



The mark
of a good holiday



Globally respected and recognised, Fair Trade Tourism (FTT) offers an online sustainability management framework, technical support, and independently verified certification program to respond to market demands for transparent sustainability claims.



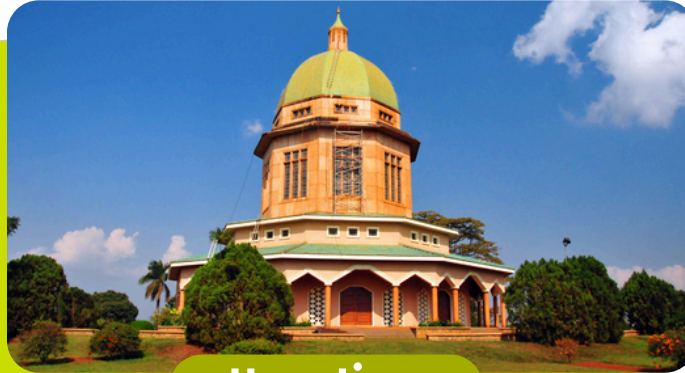
Defined by fair wages & working conditions, fair purchasing & operations, equitable distribution of benefits, and respect for human rights, culture & the environment.

Join the FTT Journey!

- ✓ Be a part of a growing network of like-minded businesses using tourism to benefit people & planet
- ✓ Get unlimited access to practical tools to support your journey, no matter what your starting point
- ✓ Benefit from access to travel-trade buyers seeking sustainable product for holiday packages
- ✓ Enjoy preferential sustainability listings on online travel agent platforms
- ✓ Assure your market of credible sustainability claims as a result of independent verification



accommodation



attractions



activities



Eligible Tourism Businesses

Located in Africa and operate one of the
tourism product categories shown

(NB tour operators / DMCs follow a different process)

food services



venues



voluntourism



community tour





How it Works



1. Member 

2. Engaged 

3. Certified 



Register
online

Membership
profile
activated



Report on
current
operations
against the
FTT criteria

Adapt
operations &
update report



Independent
verification of
your report &
evidence

Online + site
verification



Achieve
FTT-Engaged



Plan actions
to improve &
work towards
FTT-Certified



FTT-Engaged & FTT-Certified Requirements

FTT-Engaged ("entry level")

- 54 criteria (socio-economic, environmental, cultural heritage)
- Meet all Mandatory + 80% of General criteria to qualify
- verification of online report and evidence uploaded + telephonic interview, site tour (remote)
- renewed (and re-verified) every 2 years



FTT-Certified

- 174 criteria (120 Mandatory, 54 General)
- Meet 100% of "M" and 75% of "G" to qualify
- verification of report and evidence uploaded online + site audit
- renewed (and re-verified) every 3 years

