



MEDIA RELEASE

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SIYABONA AFRICA SAFARIS MAKES ITS MARK IN THE KRUGER NATIONAL PARK

Fair Trade in Tourism South Africa (FTTSA) has announced Siyabona Africa Safaris as the 22nd product – and the first mobile safari company – to qualify for coveted FTTSA certification.

The FTTSA certification Trademark is the first in the world to endorse fair and responsible tourism practice. Certification is based on adherence to specific criteria such as fair wages and working conditions; fair distribution of benefits; ethical business practice; and respect for human rights, culture and environment.

Siyabona Africa Safaris boasts a young and dynamic staff complement. The safaris are fully equipped with state of the art open vehicles, and are ideal for families with children, independent travellers and even large groups of up to 200 people for conferences in the Park.

According to Jennifer Seif, FTTSA's Executive Director, "Siyabona offers its clients the opportunity to experience the biodiversity and scenery of the Kruger National Park in the company of black guides, who in turn are able to share their local knowledge and culture with guests. This practice enhances the overall guest experience and is helping to unlock opportunities within the safari industry for black South Africans."

Hans Gerrizen, Siyabona's Managing Director was today quoted as saying, "We reacted to the SANParks transformation challenge by investing in skills development and training programs for unemployed youth from the greater Kruger region. The outcome is that our qualified safari guides and chefs now have a legitimate stake in the travel industry and have secured their future with a recognized qualification."

Gerrizen added that, "FTTSA certification is an endorsement of our contribution to a more participatory tourism industry in South Africa."

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About Fair Trade in Tourism South Africa

FTTSA is an independent non-profit organisation that promotes sustainable and equitable tourism development in South Africa. Its role within this dynamic environment is to advocate for a culture of fairness and inclusion within the tourism industry, and to help create the conditions for the practice of Fair Trade within South African tourism. This is done through education and awareness raising, and the facilitation of a voluntary certification programme that awards the world's first 'Fair Trade' label to tourism establishments in South Africa that operate according to fair trade principles and criteria.

Since October 2003, FTTSA has certified the following properties:

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| 1. Bartholomeus Klip Farmhouse | 13. Shiluvuri Lakeside Lodge |
| 2. Bulungula Backpackers Lodge | 14. Singita Group |
| 3. Calabash Lodge & Tours | 15. Spier Wine Estate |
| 4. Djuma Game Reserve | 16. Stormsriver Adventures |
| 5. Grootbos Nature Reserve | 17. Soeskerhof Walk-About |
| 6. Hog Hollow Country Lodge | 18. The Backpack |
| 7. Imvubu Nature Tours | 19. Tswalu Kalahari Reserve |
| 8. Jan Harmgat Guest House | 20. Umlani Bushcamp |
| 9. Klippe Rivier Country House | 21. Motswari Private Game Reserve |
| 10. Masakala Guest House | 22. Siyabona African Safaris |
| 11. Phumulani Lodge | |
| 12. Sabi Sabi Game Reserve | |

Images are available on request to doris@fairtourismsa.org.za