

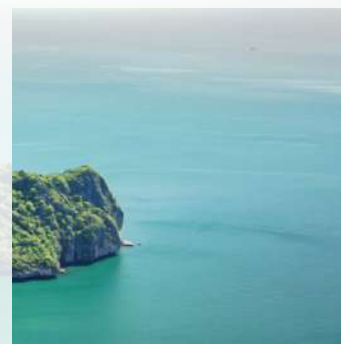


GOOD TRAVELSEAL

Affordable seal of approval

www.goodtravelseal.com

The **Good Travel Seal** certification is part of the **Good Travel Guide** sustainable travel platform, which promotes destinations and businesses to responsible travellers looking for a green holiday.



What is the Good Travel Seal?

The Good Travel Seal sustainability label is awarded to tourism businesses for their commitment in the fields of environmentally-friendly management, social responsibility, and health & safety.

Especially made for SMEs

The Seal is especially created to serve medium and small family-run enterprises (SMEs), but large businesses can also be certified.



Available for all types of business

Almost all types of businesses in the tourism supply chain can be awarded for their commitment to sustainability, including hotels, B&Bs, campsites, bars, restaurants, takeaways, activity providers, dive centres, small country-based cruise operators, car rentals, local destination marketing organisations, and others.

Destinations are strongly encouraged to engage their business community in the Good Travel Seal certification program

Having a good number of certified businesses in your destination makes it more attractive to the audience of green travellers!



Get more info!

certification@goodtravel.guide

Not just another certification program...

Some of the unique selling points of the Good Travel Guide are its transparency, affordability, and widespread coverage.

Transparent

Through a publicly available **Scorecard** we show customers the sustainability performance of tourism businesses. This way there can be no greenwashing.

Affordable

Our Seal is very affordable and comes with the free add-on Virus-Aware Seal to certify businesses observing all virus-preventive measures, especially regarding COVID-19.

Operates Worldwide

The Seal operates worldwide. We cooperate with local expert organisations and representatives, who can introduce the certification under a different branding.

How does the certification work?

1 You will be invited to fill out the reporting on our online platform and submit supporting documents. This will indicate to what extent your business implements measures for sustainable and responsible tourism.

12

Themes

57



Generic criteria

Sector-specific criteria

2 The information on the platform will then be assessed by a team of experts, who will evaluate how many of the criteria were achieved by your business.

3 An independent auditor will verify these criteria by visiting your business. The audit can be carried out online (via video call) or on-site.

4 The findings of the audit will be used to make a final certification decision. The result will be a score (percentage). If it is sufficient, you will be awarded the Good Travel Seal and a Certificate.





3 Levels of Certification:

Levels	% Points	Audit Process
1-Star	At least 50%	Desk Assessment
2-Star	At least 75%	Online/Onsite Audit
3-Star	At least 95%	Online/Onsite Audit

The Subjects:

Purchasing & Sales, F&B

Accessibility

Prevention of Pollution and Nuisance

Social Well-being & Local Employment

Energy & Climate

Nature, Scenery & Green Zones

Prevention of Exploitation

Waste



Cultural Heritage

Health & Safety

Water

Information

Get promotional benefits!

-  Increased visibility among green travellers through the features of the Good Travel Guide social media platforms.
-  If your business has received at least a 2-star certification, it will be promoted by our partners to a global audience.



You can be showcased on **Sustainable First**, a platform recognising sustainability efforts in tourism.



Accommodations can also get listed on **EcoHotels.com**, an alternative to the large and dominant online travel agencies.

Show what you do!

A unique benefit of the Seal is its transparency. Through a publicly available **Scorecard**, businesses will be able to show what sustainability aspects they perform well in. A label alone doesn't work, but showing your performance does!



We also display a comparison of all certified businesses on the GTG page of their destination. These tables highlight the areas in which the businesses excel, by awarding them with a selection of badges.



HOTELS




Business Name	Sustainability	Health & Safety	Accessibility	Nature Choice	Art & Culture	Beach & Swim	Dive & Snorkle	Outdoor Activity
B&B KAS CHUCHUBI	✓	✓	✗	✓	✗	✓	✓	✓
DELFIN BEACH RESORTS	✓	✓	✓	✓	✗	✓	✓	✓
DIVI FLAMINGO BEACH RESORT	✗	✓	✓	✗	✗	✓	✓	✓
HARBOUR VILLAGE BEACH CLUB	✓	✓	✓	✓	✗	✓	✓	✓
RED PALM VILLAGE	✓	✓	✓	✓	✗	✓	✓	✓
VILLA CARINA APARTMENTS	✓	✓	✓	✓	✓	✓	✓	✓

DIVE CENTERS

Business Name	Sustainability	Health & Safety	Accessibility	Nature Choice	Art & Culture	Beach & Swim	Dive & Snorkle	Outdoor Activity
DIVE FRIENDS BONAIRE	✓	✓	✓	✓	✓	✓	✓	✓
VIP DIVING	✓	✓	✓	✓	✓	✓	✓	✓

HAPPY GUEST = HIGHER RATINGS	REDUCE FOOTPRINT	DUE DILIGENCE
<p>Certification boosts management and quality of services.</p> 	<p>Certified businesses use 19% less water, 24% less waste, and 10% less CO2.</p> 	<p>Clarify that your business is compliant to the standards of a responsible certification!</p> 

How much does it cost?

-  These are the annual subscription fees for the Good Travel Seal. No registration fee.
-  Businesses may be subject to an audit fee, depending on the destination.
-  Businesses located in Green Destinations member destinations get a 33% discount.

BUSINESS SIZE / NUMBER OF ROOMS OR FTE	GD MEMBER	NON-GD MEMBER
Micro / 1-5	€100.00	€150.00
Small / 6-10	€167.00	€250.00
Medium / 11-30	€268.00	€400.00
Large / 31-50	€368.00	€550.00
Extra Large / 51+	€435.00	€650.00

3 months free in COVID-times!

During any emergencies heavily impacting businesses we offer a free period of three months. You can claim this free period when your revenues are down by over 50%; this will also apply in future years. The annual certification fees will only apply after this three-months period.

Free add-on: Virus-aware Seal!

The Virus-Aware certification is offered to the businesses as a **free add-on** to the Good Travel Seal, to protect both businesses and their guests and to prepare the businesses for reopening in the wake of the COVID-19 pandemic.



Good Travel Seal in your destination?

The Good Travel Seal operates worldwide. We cooperate with **local representatives** and **partner organisations** to support the introduction of the certification program in a new destination or country. This enables us to offer the certification in the local language.

In several regions we operate under different branding. For example, in Bonaire we cooperate with Bonaire's Chamber of Commerce, under the name Blue Destination Company Certification. In Taiwan we operate under the name Green Travel Seal, in collaboration with Sustainable Travel Taiwan.

There are 3 different cooperation models to introduce the certification program into new destinations:

1

Through an Honorary Ambassador Organisation

2

Through an Implementing Expert or Expert Organisation

3

With an Independent Auditor

What do they say?

“ We are very grateful for the team of Good Travel Guide. From the beginning, they have guided us very much to understand the certification process and to set up a system that works for us. The team has a lot of patience with us and with the businesses. It is a pleasure to brainstorm with them as the demand for the Blue Destination Company Certification keeps growing.”

- Ghislaine Monte

Project leader of Bonaire Blue Destination certification



Get ahead in your sustainability certification journey

Destinations are strongly encouraged to engage their business community in the **Good Travel Seal certification**

Having certified businesses in your destination can increase the destination's compliance score in up to 32 criteria of the GD Standard.



Adoption of the Good Travel Seal by at least 20% of local businesses can increase the destination's certification score by up to 16% (8% being sufficient for an extra Award level).



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