



# GOOD TRAVELSEAL

## Business Certification process

### 1 REGISTRATION



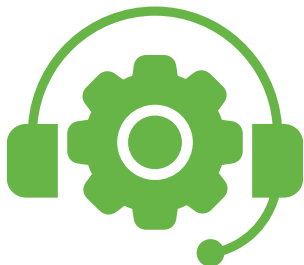
- The Business registers Through GD or a Partner Organisation.
- The Business provides relevant information, incl. FTE/ no. of rooms.
- GD or Destination partner creates and sends over the certification offer.
- The Business signs the certification offer and returns it to GD/ Partner.
- GD sends the Business the invoice.

### 2 ONLINE REPORTING



- GD sends the Business their login for the online reporting & assessment platform.
- The Business reports on all criteria and provides evidence

## 3 DESK ASSESSMENT AND SUPPORT



- GD/ Partner carries out an initial assessment on the platform
- GD provides feedback through the online platform.
- The business has a chance to apply the feedback to improve their score.

## 4 ONLINE/ONSITE AUDIT



- If the assessment score is over 70%, an online or on-site audit is carried out by an independent auditor.
- Audit instructions are provided by the assessment team
- The Independent auditor writes an audit report.

## 5 CERTIFICATION DECISION



- The Good Travel Certification Committee decides on the final score based on the audit report.
- The business receives its certification results, including a certificate, scorecard, and logo.

# GOOD TRAVEL SEAL LEVELS



# MINIMUM PERCENTAGE OF POINTS



# AUDIT PROCESS

Desk  
Assessment



Online /  
Onsite Audit



Online /  
Onsite Audit

