



Support, certification and promotion of
businesses in tourism and leisure



The Good Travel Guide

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What is Good Travel Program

The **Good Travel Program** offers a variety of tools to assess, support and certify the sustainability of businesses in the tourism sector. All types of businesses in the tourism supply chain are welcome, including hotels, B&Bs, restaurants, activity providers, tour guides, local DMOs, etc. Businesses participating in the program are promoted on the Good Travel Guide sustainable travel platform to responsible travellers looking for a green, responsible holiday.

Our tools

GOOD TRAVEL SEAL

Affordable sustainability certification for all types of tourism businesses

GOOD TRAVEL SEAL+

Sustainability certification including the full GSTC Industry Standard

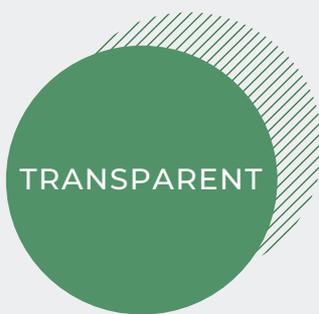
VIRUS-AWARE SEAL

Certification for businesses adhering to virus-preventive measures for a smart post-corona recovery

GOOD TRAVEL SCAN

Assessment of 10 core criteria for businesses beginning their sustainability journey

All of our tools are:



TRANSPARENT

Our publicly available scorecards show visitors an overview of the sustainability performance of all assessed and certified businesses.



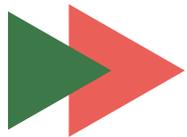
AFFORDABLE

Our programs are especially created to be affordable and feasible for small and medium enterprises (SMEs), but we also support larger businesses.



AVAILABLE
WORLDWIDE

We cooperate with local experts and representatives to introduce the program in each destination and in the local language.



How it works

1 REPORTING

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

2 ASSESSMENT

The information on the platform will then be **assessed by a team of experts, who will evaluate whether the criteria were achieved by your business.** You will also receive feedback on how to improve.

3 AUDIT

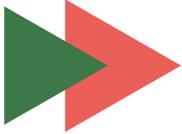
If over 70% compliance is reached, **an independent auditor will verify your reporting by visiting your business.** The audit can be carried out online (via video call) or on-site.

4 CERTIFICATION

The findings of the audit are used to make a final certification decision. If the result is sufficient, you will be **awarded the certification.**



Photo © Jenny Uhling



Participation fees

 **BEST PRICE GUARANTEE FOR MICRO AND SMALL BUSINESSES:**
The lowest annual fee is only €100 for a micro-business (up to 5 staff) in a QualityCoast or Green Destination promoting the GT program.

 **FEES DEPEND ON THE NUMBER OF EMPLOYEES (AVERAGE OVER THE YEAR):**
Accommodations to consider the number of guest rooms. The basic fee structure is the same for all certification tools, but GTS+ requires additional costs for the onsite audit. Registering for two tools simultaneously, with a combined audit, can present a 50% discount on one of them.

 **UP TO 33% DISCOUNT IN QUALITY COAST OR GREEN DESTINATIONS:**
If located in a QualityCoast or Green Destination where the DMO, Chamber of Commerce, or hotel association actively promotes the GT Program, we can discount the fees by up to 33.3%.

FEES ARE DIFFERENT PER COUNTRY:
Low-income, middle-income and high-income countries are eligible to pay different fees.





The **Good Travel Seal** is more than just a certification, it is a sustainability support program for all tourism and travel related businesses and facilities, especially designed to be feasible and affordable for SMEs. Businesses are certified based on the Good Travel Seal Standard, which consists of 57 general criteria in the fields of environmentally-friendly management, social responsibility, and health & safety, as well as a variety of additional sector-specific criteria. All certified businesses receive our seal, certificate, and performance Scorecard.

We offer two versions of the program: The **Good Travel Seal** and the **Good Travel Seal+**.



The levels



*At least 50%**

Desk Assessment



At least 75%

Online / Onsite
Audit



At least 95%

Online / Onsite
Audit

The criteria themes:

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



The **Good Travel Seal** also offers businesses the option to take the next step in sustainability by getting certified based on the full GSTC Industry Criteria. The basic Good Travel Seal Standard covers 67% of GSTC-I Criteria, and selecting the Good Travel Seal+ option adds 14 additional criteria which include the remaining 33%. This is a great and affordable opportunity for larger businesses that already have sufficient sustainability experience and those that began with the GTS Standard and are ready to move forward after reaching 3 Stars.



GTS+ audits are always on-site and require additional audit costs.



Extended levels



At least 75%*

Onsite
Audit



At least 95%

Onsite
Audit



**GOOD
PLANET SEAL**

Businesses that do not feel like a part of the “travel sector”, such as shops, offices, and farms, can decide to instead get certified under the **Good Planet Seal** branding. This option uses exactly the same criteria and certification procedure as the Good Travel Seal, with the only differences being the name and logo on the certificate and scorecard.

**of compliance with the full GTS Standard and additional GSTC-I criteria*

Show what you do!

A unique benefit of the GTS is its transparency. Through a publicly available performance **Scorecard**, businesses 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 **Good Travel Guide** page of their destination. These tables highlight the areas in which the businesses excel, by awarding them with a selection of badges.

	Sustainability	Health & Safety	Accessibility	Nature Choice	Art & Culture	Beach & Swim	Dive & Snorkel	Outdoor Activity
HOTELS								
B&B KAS CHUCHUBI	✓	✓	✗	✓	✗	✓	✓	✓
DELFIN'S BEACH RESORTS	✓	✓	✓	✓	✗	✓	✓	✓
DIVI FLAMINGO BEACH RESORT	✗	✓	✓	✗	✗	✓	✓	✓
HARBOUR VILLAGE BEACH CLUB	✓	✓	✓	✓	✗	✓	✓	✓
RED PALM VILLAGE	✓	✓	✓	✓	✗	✓	✓	✓
VILLA CARINA APARTMENTS	✓	✓	✓	✓	✗	✓	✓	✓
DIVE CENTERS								
DIVE FRIENDS BONAIRE	✓	✓	✓	✓	✗	✓	✓	✓
VIP DIVING	✓	✓	✓	✓	✗	✓	✓	✓



The **Virus-Aware Seal** is a certification for business in the tourism sector that are committed to implementing effective policies and measures against the transmission of viruses. The Virus-Aware Seal was introduced with the aim of supporting and preparing businesses for a safe and responsible reopening in the wake of the COVID-19 pandemic.

Businesses that achieve the Virus-Aware Seal:

-  Receive a performance Scorecard which ensures transparency and informs visitors of all precautionary measures taken by the business.
-  Improve the protection of both employees and visitors from the spread of viruses.
-  Increase trust and are more attractive to travellers who are looking for safe places to visit.
-  Are promoted to travellers as a Virus-Aware business on the **Good Travel Guide**.
-  Are thoroughly prepared for any future virus outbreaks.

The levels



Virus-Aware Committed:

Pass all mandatory criteria with no audit.



Virus-Aware Checked:

Pass all mandatory criteria with audit.



Virus-Aware Certified:

Pass all mandatory criteria and at least 50% of optional criteria with audit.

The best choice for newcomers!

The **Good Travel Scan** is a tool to evaluate the sustainability of businesses in the tourism sector, especially for those that are only beginning their sustainability journey. This tool shows businesses how they are performing and which areas to focus on for improvement. It can act as a first step towards reaching the full Good Travel Seal certification.

The Good Travel Scan includes **10 universal sustainability criteria**, relating to the following topics:

- MANAGEMENT & REPORTING**

Implementing a long-term sustainability management system and publicly reporting on sustainability actions and performance.

- COMMUNITY & CULTURE**

Supporting community developments, engaging in decent employment, promoting local traditions, and protecting cultural heritage.

- ENVIRONMENT**

From the prevention and reduction of pollution and waste, to strategies for climate adaptation and the protection of nature.

- PURCHASING**

Purchasing and offering local, fair-trade and eco-friendly products.

Good Travel Scan Scorecard





Program benefits



INCREASED VISIBILITY

You will be featured on the **Good Travel Guide** and its **social media platforms**. On top of that, if your business has received at least a 2-star certification, it will be promoted to a global audience by our communication partners:



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



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



Tourism2030 is a portal for the global community of people and organisations working to make tourism more sustainable.



HAPPY GUESTS = HIGHER RATINGS

Certification boosts management and quality of services.



REDUCE FOOTPRINT

Certified businesses use 19% less water, 24% less waste, and 10% less CO₂.



DUE DILIGENCE

Clarify that your business is compliant to the standards of a responsible certification!

We look forward to
working with you



Photo © Paul Summers

Contact us!

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