



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@goodtravelguide

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:

Good Travel Seal Levels	Percentage of 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!

PERFORMANCE SCORE CARD OF BUSINESS NAME XXXXXXXXXXXX

01 PURCHASING AND SALES

- Implementing a purchasing policy which favours sustainable suppliers and products (not for groceries and merchandise, wherever these are available and of sufficient quality)
- Buy locally produced goods and services, if available, or from its own country
- Sells or promotes locally produced souvenirs
- No souvenirs and products made of coral and mother-of-pearl (shells and sand) are offered
- Extensively uses furniture, appliances, art etc. crafted locally or in the wider region (50 km)
- Communicates which F&B options are local, fairtrade, vegetarian, vegan or organic
- Offers local F&B options where possible
- Offers several fairtrade, vegetarian, vegan or organic F&B options / products
- Avoids offering meat products (unless ordered)
- Even if no-vegetarian on the menu, will offer vegetarian upon request

02 SOCIAL WELL-BEING & LOCAL EMPLOYMENT

- Contributing to the local tourism economy, no violation of relevant legislation
- Mainly employs residents to support employment in the local community
- The owner is a local resident actively participating in the business
- Engages in corporate social responsibility (sponsoring, sponsoring local events, donating)
- Offers internships to local students

03 PREVENTION OF EXPLOITATION

- Has a liability and a disability risk insurance for all its employees to cover work-related accidents
- Focuses on ways to prevent physical/mental strain for employees
- Offers year-round and contracted employment
- Offers on-the-job training or participates in work and learn programs

04 HEALTH & SAFETY

- Never causing safety or health hazards or unnecessary noise
- Location and immediate surroundings are safe (security guards, surveillance)
- Measures to prevent disease and to promote health
- Information of unnecessary noise for guests and local community
- All legal measures in place against virus transmission
- Ecologically control of harmful insects

05 ACCESSIBILITY

- Facilitating disabled people's access to the location where possible
- Fully accessible for people with special needs (eg. wheelchairs, disabilities)
- Location is well accessible by public transport (buses)
- Publicly communicates accessibility regarding public transportation and special needs (especially in case of limited access)

06 ENERGY & CLIMATE

- Prevents unnecessary waste of energy
- 100% use of green energy
- Applies energy-efficient measures (lighting on/off)
- Mainly applies energy-efficient devices (LED, R41)
- No unnecessary use of heating or air conditioning
- Producer of green energy (solar, wind, bio) or applies solar water heaters
- Only uses fully electric and hybrid cars, 100% charged with green energy

07 WASTE

- Whenever possible, offers re-usable alternatives instead of single-use disposables
- Waste reduction measures in place locally
- Appropriate waste separation in place
- Maximum reduction of single-use plastic items
- Actively prevents food waste
- Actively participates in recycling actions

08 WATER

- Prevents water pollution, not using much more water than necessary
- Connected to sewage water treatment system (or safe septic tank options)
- Reduction of water use of toilets and showers
- Use of ecological cleaning products, soap and shower gel
- Towels and linens are changed twice a week, unless agreed differently with guests
- Prohibits drinking of tap water, not bottled water
- Use of rain water and greywater water

09 PREVENTION OF POLLUTION & NUISANCE

- Prevents unnecessary fires, light, or air pollution
- Prevents air pollution
- Prevents and controls littering
- Information of nuisance to guests and local community (odour, smell and light)

10 NATURE, SCENERY & GREEN ZONES

- Not damaging surrounding nature and landscape; not planting invasive alien species, not erasing relevant vegetation
- Provides information about local nature and wildlife experiences
- Promotes the use of organic sunscreen (that are free from microplastic/plastic-damaging chemicals) (especially in case of sensitive water environments)
- Has a garden with focus on native species

11 CULTURAL HERITAGE

- Over the past 5 years, applicant has not seriously damaged local heritage in form of modern business development or violated relevant legislation
- Preserves or maintains authentic or heritage features in or around to building
- Provides information about local culture and traditions (food and drink)
- Promotes or offers authentic cultural tours, restaurants or experiences

12 PUBLIC REPORTING OF SUSTAINABILITY

- Applicant publicly reports on its own sustainability
- This certification report will be publicly available via internet or openly available to clients
- Customers are informed regarding risks and precautions related to health and safety matters in the destination

Conventions

- Sufficient
- Insufficient
- Partially sufficient
- Not Applicable

Powered by the Good Travel Seal

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

	Sustainability	Health & Safety	Accessibility	Nature Choice	Art & Culture	Beach & Swim	Dive & Snorkel	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

	Sustainability	Health & Safety	Accessibility	Nature Choice	Art & Culture	Beach & Swim	Dive & Snorkel	Outdoor Activity
DIVE FRIENDS BONAIRE								
VIP DIVING								

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

How much does it cost?



These are the annual and all-inclusive fees for the Good Travel Seal.



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 during first 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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CONTACT US

Rapenburg 8, Leiden, Netherlands
certification@goodtravel.guide

