

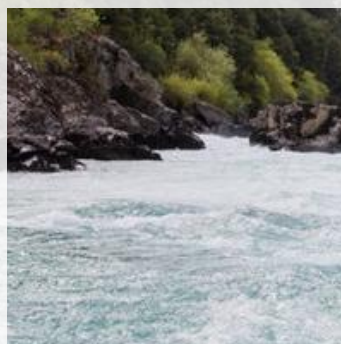


Good travel for a better planet

[www.goodtravel.guide](http://www.goodtravel.guide)



The Good Travel Guide was launched in September 2020 with the aim to inform travellers about destinations and businesses that are working towards a more **sustainable tourism industry**.



## Can YOU be featured on the Good Travel Guide?

Destinations featured on the Good Travel Guide are checked by independent experts on their commitment to sustainable and responsible tourism, in one the following ways:

### Awards & Certification

Destinations can qualify when they meet at least 70% of the Green Destinations principles (criteria), by participating in the certification programs of Green Destinations, QualityCoast or EcoTourism Australia.

Every two years this is checked by an independent auditor.



### Top 100 Competition

Destinations can also qualify when they are selected in the annual Top 100 competition. For selection, destinations need to have a good performance on the most important Green Destinations principles (15 in the 1st year, 30 in the 2nd year) and they need to show a very good example of sustainable tourism.

This is evaluated by independent experts.



The relevant logo(s) are featured at the bottom of each destination page to ensure transparency and inform visitors on the status of each destination.



**Get featured!**

[info@goodtravel.guide](mailto:info@goodtravel.guide)



# WHAT is the Good Travel Guide?

The Good Travel Guide website provides honest information for travellers regarding sustainable tourism. Our main features include:

## Country and Destination Page

Provides a wide range of information about the destinations; from COVID-19 updates, travel tips, accessibility, sustainable offers and more.

## Good Travel Blog

Aims to spread awareness among travellers. We publish articles with topics related to tourism and sustainability.

## Local Event Calendar

Promotes unique, cultural local events in the destinations. It also contributes to storytelling about the destinations' cultures.

## And your basic page won't cost you a thing!



### Award and certification members (and affiliate programs):

Your basic destination page is free of charge for as long as you are part of the program.



### Top 100 destinations:

Your basic destination page is free of charge until the end of the year following your selection to the list (for 2020 Top 100 destinations: until the end of 2021).

In both options, the free basic page will be maintained as long as two tourism-related businesses have a Good Travel Seal certification at at least 2-stars level (see page 4).



# WHY would YOU want to be featured on the Good Travel Guide?

## 1 Make your destination visible to travellers worldwide

The Good Travel Guide reaches a **global audience** of individuals with strong interests in travels, accommodation and green living, in **all age groups**.

Website audience - countries of origin and age groups:



Your destination page could look like [THIS!](#)

### What does our audience say?

“ Even as a traveller who did not give a lot of importance to sustainable travel alternatives, I am happy to see that so many countries around the world are taking steps towards a better way of business. I will consider it for my next travel plans. ”

- Raul

“ I'm always on the lookout for my next travel inspiration, and most especially now that we haven't been able to travel, I really want to get it right when I have the opportunity to do so again. I love that I'm able to find responsible destinations all in one place on the Good Travel Guide. ”

- Jeffrey

Communication with our target audience is key and the main focus of our marketing team to ensure that they are aware of the destinations and businesses featured on the Good Travel Guide.

## 2 Highlight your sustainable businesses through certification



Affordable

Feasible

Transparent

Travellers would be more likely to book an accommodation, activity, or tour knowing it was environmentally-friendly, whether or not they were specifically looking for sustainable travel. However, it is not always easy for them to recognize a sustainable business. That's why we developed the Good Travel Seal.



### Benefits for your destination

Having certified businesses can increase your score in showing your compliance with the Green Destinations Standard, as well as make your destination more attractive to the Green travellers audience!



### Benefits for your local businesses

If a destination is a GD member (ACP, Top 100, QualityCoast), local businesses receive a **33% discount** on the certification program. These certified businesses are then featured on the Good Travel Guide as well and visible to our audience!

### FREE ADD-ON

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.



### 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



Find out more!

[certification@goodtravel.guide](mailto:certification@goodtravel.guide)

### 3 Increase your visibility and reach

The Good Travel Guide is full of opportunities to increase the visibility and reach of your destination once you have created your page!

#### Take your destination page to the next level with the Promotion Package:

##### Interactive map

Feature your local certified businesses and natural attractions on your page with the Good Travel Map.

##### Destination Sustainability report

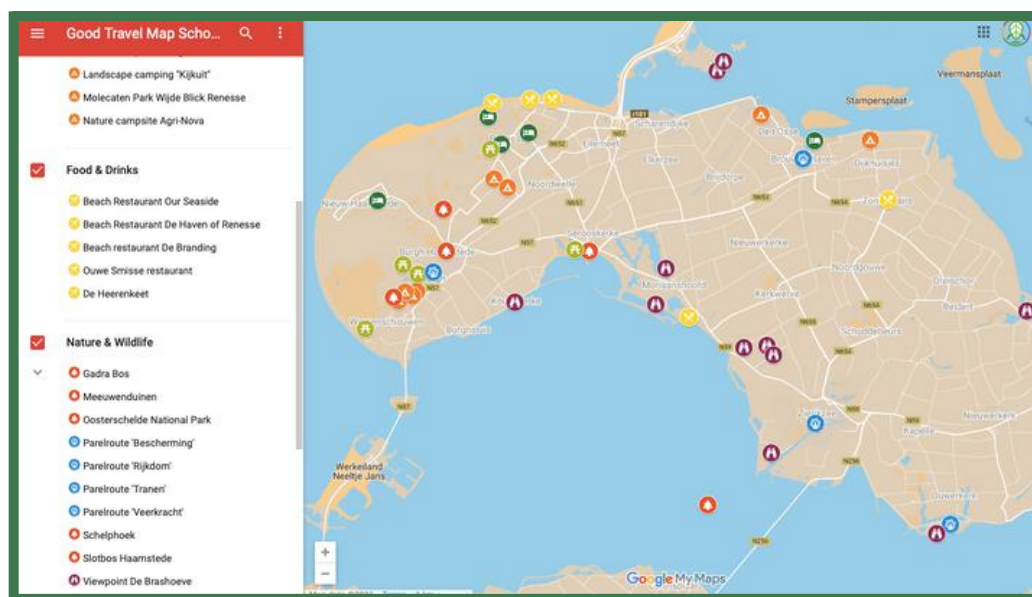
A public sustainability performance report of 13 criteria of the GD standard published on the Good Travel Guide.

##### Social Media

Let the Good Travel Guide contribute to your destinations' storytelling through exclusive features on our social media.

##### Blog

Get tailored and unique Good Travel Blog entries to communicate your destination's messages.



Get your special offer!

[louise@goodtravel.guide](mailto:louise@goodtravel.guide)



## 4 Get ahead in your sustainability certification journey

### Thanks to your destination page:

The Good Travel Guide offers QualityCoast and Green Destinations a special reporting option for public information on your GD-criteria. Using the Good Travel Guide for this purpose can improve the destination's compliance score for up to 13 criteria of the GDStandard.

Up to 8%

*A destination sustainability report\* can increase the destination's certification score by up to 8% (sufficient for an extra Award level, from Silver to Gold).*

• The destination sustainability report is available as part of the Destinations Promotion package.

### Thanks to your certified businesses:

Having a good number of certified businesses in your destination can increase the destination's compliance score for up to 32 criteria of the GD Standard. Destinations are strongly encouraged to engage their business community in Good Travel Seal certification.

Up to 16%

*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)*



Good Travel Guide  
partners:



### CONTACT US

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