THE URGENCY OF CLIMATE ACTION

Tourism for People, Nature & Climate

Toca da Coruja (Brazil), Good Travel Seal Gold
Travellers are becoming greener

and you ought to consider that

74% believe we need to act now and make more sustainable choices to save the planet for future generations

80% confirm that traveling more sustainably is important to them

75% seek authentic experiences that are representative of the local culture

66% say they want to leave the places they visit better than when they arrived

69% are interested to learn more about why specific options are recognized as more sustainable

Sources: Booking.com (2023)
95% of business owners already include or consider integrating sustainable investment in all or a part of their portfolios.

57% envision a time when they will only allocate to managers with a formal ESG approach.

Investments in sustainability have grown 15% in two years, with assets under management reaching $35.3 trillion in total equating to 36% of all professionally managed assets.

Source: Morgan Stanley, Global Sustainable Investment Alliance, World Economic Forum, HSBC, Intesa Sanpaolo
Benefits of certification within the GSTC framework

Some key performance data from certified businesses (certified hotels vs uncertified)

- 10% lower CO2 emission *
- 23% higher use of green energy
- 24% lower waste volume *
- 15% less total water use *
- 9% higher employment rate of national employees

* per guest per night

Source: TUI (2018)
A program for tomorrow’s tourism

At Green Destinations, we understand the importance of meeting visitors’ expectations in the hospitality business. We provide companies and Destination Management Organisations (DMOs) with the tools and support they need to evaluate, improve, and certify their sustainability practices to satisfy their clients.

We also understand the critical role of the private sector in improving the quality level in their destination. Therefore, our program is designed to support business clusters in addressing the unique challenges and seize the opportunities that tomorrow’s tourism presents.

The program in numbers

- is supporting over **400** businesses to deliver responsible tourism
- in **24** countries all over the world
- with a network of **40** Partners and Representatives

www.greendestinations.org
Solutions for large and small businesses

Our program not only evaluates and certifies sustainable practices but also provides the necessary support and guidance to help businesses implement effective strategies. All types of companies, from large to very small, are welcome, including hotels, conference centres, B&Bs, camp sites, restaurants, activity providers, shops, visitor centres, local DMOs, etc.

All of our tools are:

**FEASIBLE & AFFORDABLE**

Our tools 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.

**TRANSPARENT**

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

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!
Reach the top – in steps

Our program offers comprehensive tools to support businesses throughout their sustainability journey. We understand that adopting sustainable practices can be a transformative process, and we are committed to providing the necessary resources and guidance every step of the way.

... to top-level sustainability certification

LEVEL 1
- 36% compliant with GSTC criteria
  - 50% - 75% - Checked
  - 76% - 100% - Bronze

LEVEL 2
- 67% compliant with GSTC criteria
  - 60% - 75% - Checked
  - 76% - 95% - Silver
  - 95% - 100% - Gold

LEVEL 3
- Fully compliant with GSTC criteria
  - 60% - 75% - Checked
  - 76% - 95% - Platinum
  - 95% - 100% - Diamond

www.greendestinations.org

From Assessments...
Who is this program for?
all businesses, DMOs, products, services

Cost
Fees vary according to the number of employees or size of establishment

Criteria
20, all of them related to climate issues

Recognition

Validity
2 years
The urgency of Climate Action

Awareness about the urgency of climate action is growing fast, both inside and outside the tourism and leisure sector. Many DMOs and businesses already prioritise climate action in their sustainability policies, but climate action is also an economic imperative. Cooling and heating are the main drivers of the rapidly rising gas and electricity bills, which are becoming a big concern. These bills are expected to go up rather than down in the near future.

Offsetting or climate action?

Certifications exist recognising carbon neutrality (net zero). This is largely based on compensation of CO2 emissions through offsetting projects, which are considered too little – too late by many climate experts. Paying somebody else the real cost to offset your emissions (with no guarantee of success) will result in more cost, reducing your capacity to take the first climate action steps to help you tackle the fundamental issues.

We are starting a pilot project to help GTS-hotels with cost and footprint monitoring, to improve performance re: energy, and to save cost. Let us know when you are interested!

Progress and good performance can be measured, recognised, and certified with our Climate Action Scan.
### Criteria per themes: 1. Food & Products

<table>
<thead>
<tr>
<th>1.1 Responsible offer</th>
<th>When purchasing and offering goods and services, the organization gives priority to local, eco-friendly and fair trade suppliers whenever these are available and of sufficient quality.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.4 Responsible food on offer (**)</td>
<td>Offers vegetarian, vegan, gluten-free, dairy-free and other special dietary options upon request.</td>
</tr>
<tr>
<td>1.5 Info on responsible food (**)</td>
<td>Communicates which F&amp;B options are local and which are Fairtrade, vegetarian, vegan, or organic.</td>
</tr>
<tr>
<td>1.6 Reducing meat consumption (**)</td>
<td>Takes initiative to reduce the offer/purchase of meat products and offers no products from endangered fish, seafood or other species.</td>
</tr>
</tbody>
</table>

(**) These criteria may not be applicable to your type of business
## 6. Energy & Climate

<table>
<thead>
<tr>
<th>Section</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>6.1 Climate-friendly</strong></td>
<td>Minimises energy consumption and does not waste energy</td>
</tr>
<tr>
<td><strong>6.4 Renewable energy</strong></td>
<td>Makes an effort to increase its use of renewable energy.</td>
</tr>
<tr>
<td><strong>6.5 Energy saving practices</strong></td>
<td>Implements equipment and practices that minimise energy use.</td>
</tr>
<tr>
<td><strong>6.6 Heating &amp; A/C</strong></td>
<td>Prevents unnecessary use of outdoor heating or air conditioning.</td>
</tr>
<tr>
<td><strong>6.7 Renewable energy producer</strong></td>
<td>Produces its own renewable energy (solar, wind, bio) or applies solar water heaters.</td>
</tr>
<tr>
<td><strong>6.8 Electric cars</strong></td>
<td>Only uses fully electric cars, powered by renewable energy.</td>
</tr>
<tr>
<td><strong>6.10 Net Zero</strong></td>
<td>Confirms actual current carbon footprint, a net zero reduction plan and is able to achieve and demonstrate Net Zero to the company’s stakeholder through a Net Zero certificate from an independent certification or assurance report.</td>
</tr>
<tr>
<td><strong>6.11 Climate adaptation</strong></td>
<td>Measures are implemented to combat the expected impacts of the climate emergency and to enhance climate resilience and adaptation, in a socially and environmentally friendly way.</td>
</tr>
<tr>
<td>7. Waste</td>
<td></td>
</tr>
<tr>
<td>------------------------------------------------------------------------</td>
<td></td>
</tr>
<tr>
<td><strong>7.1 Minimising disposables</strong></td>
<td></td>
</tr>
<tr>
<td>Prevents the use of disposables (especially single-use plastic) and</td>
<td></td>
</tr>
<tr>
<td>offers reusable alternatives instead.</td>
<td></td>
</tr>
<tr>
<td><strong>7.2 Waste reduction</strong></td>
<td></td>
</tr>
<tr>
<td>Waste, including food waste, is measured and mechanisms are in place</td>
<td></td>
</tr>
<tr>
<td>to reduce waste.</td>
<td></td>
</tr>
<tr>
<td><strong>7.3 Waste separation</strong></td>
<td></td>
</tr>
<tr>
<td>Mechanisms are in place to reuse or recycle waste where reduction is</td>
<td></td>
</tr>
<tr>
<td>not feasible.</td>
<td></td>
</tr>
<tr>
<td><strong>7.7 No single-use bottles</strong></td>
<td></td>
</tr>
<tr>
<td>Promotes drinking of (safe) tap water and provides access to refill</td>
<td></td>
</tr>
<tr>
<td>reusable bottles, does not offer bottled water.</td>
<td></td>
</tr>
<tr>
<td><strong>7.8 Recycling actions</strong></td>
<td></td>
</tr>
<tr>
<td>Actively organises or participates in recycling actions which go</td>
<td></td>
</tr>
<tr>
<td>beyond basic waste separation.</td>
<td></td>
</tr>
</tbody>
</table>

(**) These criteria may not be applicable to your type of business
8. Water

8.4 Water saving devices

Has devices such as toilets, taps, and showers, that reduce the consumption of water.

9. Pollution & Noise

9.1 No pollution

Implements practices to minimise pollution from noise, light, runoff, erosion, ozone-depleting substances, and air, water and soil contaminants.

9.3 Harmful substances

The use of harmful substances, including pesticides, paints, swimming pool disinfectants, and cleaning materials, is minimised, and substituted when available by innocuous products or processes. All storage, use, handling, and disposal of chemicals are properly managed.

(**) These criteria may not be applicable to your type of business
Promotion and Visibility

Achieving certification through our program brings extensive promotional benefits. Certified entities gain visibility and recognition, which is essential in today’s competitive tourism market. Our marketing channels and partners showcase them, including websites, social media platforms, and promotional campaigns. This enhanced visibility attracts eco-conscious travellers and positions certified businesses as leaders in sustainable tourism.

Promotion partners

All businesses are featured in the Good Travel Guide, Sustainable First, Ecohotels.com, Tourism 2030 and soon also on Booking.com (via Travalysts’ BeCause database), providing travellers with easy ways to find sustainable offering of destinations.
Benefits of participation

Financial Benefits
By participating in the Good Travel Seal, your business will save on energy and water consumption and waste disposal costs. On top of that, the GTS also offers you a best-price guarantee on your engagement for 2 years. We don’t charge any registration costs.

Environment Efficiency
Certified businesses use 19% less water, produce 24% less waste and 10% less CO2 than non-certified businesses. This is good not only for the environment but also for the company’s profits.

Happier Guests = Higher Ratings
Certified businesses receive better reviews and ratings. Happier guests and higher ratings will bring you more visitors. This proves that certification boosts both the management and the quality of services.
Benefits of participation

Show What You Do
Another benefit of the Good Travel Seal is our full transparency. You will be able to show your customers in which areas you do well. A label alone is not enough, but showing your overall performance is a great strategy!

Promotion & Visibility
Traditional certification programs are not promoting your business. With the Good Travel Seal, your business will be featured in the Good Travel Guide, Sustainable First, Ecohotels.com, Tourism 2030 and accommodations on Booking.com, providing travellers with easy ways to explore the sustainable offering of destinations.

GTS is Edelweiss Award winner 2023
The Good Travel Seal has emerged victorious in the highly coveted “International Inspirational Project” category at the prestigious Edelweiss Awards 2023! This esteemed award is dedicated to promoting sustainable models within the industry and recognizing projects that bring about transformative change while enhancing tourism offerings.
Contact us:

**Website:** www.greendestinations.org

**Email:** gtp@greendestinations.org

Leiden, The Netherlands