



CERTIFIED - 2024

**GOOD
TRAVELSEAL**

Toca da Coruja(Brazil), Good Travel Seal Gold



**Tourism for People,
Nature & Climate**

**INTUITIVE, INTERACTIVE AND
AFFORDABLE TOURISM
SUSTAINABILITY
CERTIFICATION**

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

The market is getting ready

and you ought to consider that

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, in total equating to **36%** of all professionally managed assets

with assets under management reaching

\$35.3 trillion

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

**Benefits of
certification**

within the GSTC framework

10%

lower CO2 emission *

15%

less total water use *

24%

lower waste volume*

23%

higher use of
green energy

9%

higher employment
rate of national
employees

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 private sector's critical role in improving their destination's quality level. 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



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.



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.

From Assessments...



... to top-level sustainability certification



LEVEL 1

Covers 36% of GSTC criteria

50% - 74% - Checked

75% - 100% - Bronze



LEVEL 2

Covers 67% of GSTC criteria

60% - 74% - Checked

75% - 94% - Silver

95% - 100% - Gold



LEVEL 3

Covers all GSTC Industry criteria

60% - 74% - Checked

75% - 94% - Platinum

95% - 100% - Diamond



The n. 1 solution expected by tomorrow's guests, also saving you time and money

We are proud to introduce the first **tourism sustainability certification** that is fully **intuitive, interactive, and affordable**. By starting with an online self-assessment of 15 minutes, the Good Travel Scan, you can skip the time-consuming reporting of traditional certifications. In this way, you will quickly learn what you can improve and whether you are all set to move on to the next step (so far, all for free).

A half-day interview will determine if you are ready to receive a certification. The results of this interview will determine if your business is ready for the Good Travel Seal Level 1.

Through this unique approach, small and very small businesses can finally be recognised for their first steps towards sustainability!



Assessment



Certification LEVEL 1



Improving Step by Step

After engaging in our Good Travel Scan and Seal level 1, we support you in step-by-step improvements through an **interactive biannual evaluation process**, examining various aspects of your operations such as energy, water and waste management, helping you lower your footprint and your monthly bills. Our experts work closely with you to identify enhancement opportunities and implement **sustainable practices** according to global standards.

The steps below summarise the process for Good Travel Seal levels 2 and 3.

REPORTING

From GT Seal level 2 you will be invited to **indicate the measures you implement for various sustainability subjects** on our online platform, and upload important supporting documents.

AUDIT

If over 70% compliance is reached, **an independent expert will be checking your management practices**. This can be done online via smartphone video call, or (preferably) on-site.

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.

CERTIFICATION

The findings of the checks ('audit') are used to make a certification decision. If the result is good, you will be **awarded the certification**.

About the Seal

With the **Good Travel Seal (GTS)**, we offer sustainability certification for any business with 3 **certification levels** that can be followed in steps, but you can start with any level. GTS Level 1 directly follows from the Good Travel Scan self-assessment, with no need for extensive reporting. All 3 levels are concluded with an **audit every 2-3 years**.

The Good Travel Seal **operates worldwide** thanks to our unique partnership with local **representatives and partner organisations** supporting and offering the program. This enables us to offer the certification in YOUR language. All certified businesses receive the certification decision, a list of recommendations, the GTS Seal, and a Performance Scorecard and certificate.

The themes that we cover:



FOOD & PRODUCTS



REDUCING POLLUTION



CARING FOR PEOPLE



CARING FOR WATER



GOOD EMPLOYMENT



CARING FOR NATURE



CARING FOR CLIMATE



CARING FOR CULTURE



REDUCING WASTE



MANAGEMENT & INFO

LEVEL 1



Who is this program for?

Smaller tourism-related businesses and DMOs



Cost

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



Certificate Validity

2-3 years*



Criteria

41 criteria, some are optional depending on the type of business

Self-Assessment

GTS Level 1 is recommended for micro, small and medium-sized businesses (MSMEs) and those who are less experienced with sustainability. Upon registration and payment, you will receive a login to our [online platform](#) and a guide on how to proceed. GTS Level 1 comes in the form of a self-assessment (like the GT Scan), with 62 questions covering all Travalyst/Booking.com sustainability actions. In case of an insufficient result, we will provide you with suggestions to improve.

Audit Interview

After implementing these improvements, you can proceed with an audit interview by one of our experts enabling you to clarify your performance. Our expert will make a summary of your performance to be reviewed by the Certification Committee.

Certification

Your level of compliance with the criteria is assessed by a qualified auditor and confirmed by our Certification Committee. You will receive the certification decision, a list of recommendations, a GTS badge, a certificate and a scorecard.

LEVEL 2



Who is this program for?

Tourism-related businesses, especially SMEs and DMOs



Cost

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



Certificate Validity

2-3 years*



Criteria

76 criteria, some are optional depending on the type of business

Reporting

A technical assistant (TA) will support you in the process and invite you to work on our [online certification platform](#). You can summarise what you do for sustainable tourism and upload important documents there. In the platform, you can find many ideas on how to improve (Guidance).

Improvements

Think about what improvements you can easily make. Take some time for this. You can then complete the reporting and ask your TA whether your reporting is sufficiently complete for an assessment or audit. The TA will then make a desk assessment of your management practices.

Audit

If you meet **more than 75%** of the GTS Level 2 criteria, an independent expert (auditor) will check your management practices more closely. This audit will be done on-site or remotely with a video call. The Validity of an online audit is 2 years, and 3 years for an on-site audit.

Certification

The auditor makes a report on your performance for the GD Certification Committee. If the result is sufficient, you will be awarded the certification. You will receive the certification decision, a list of recommendations, a seal, a certificate and a scorecard.

LEVEL 3



Who is this program for?

Tourism-related businesses and DMOs (a logical next step to level 2 for larger companies)



Cost

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



Certificate Validity

2-3 years*



Criteria

89 criteria, some are optional depending on the type of business

Reporting

A technical assistant (TA) will support you in the process and invite you to work on our [online certification platform](#). You can summarise what you do for sustainable tourism and upload important documents there. In the platform, you can find many ideas on how to improve (Guidance).

Improvements

Think about what improvements you can easily make. Take some time for this. You can then complete the reporting and ask your TA whether your reporting is sufficiently complete for an assessment or audit. The TA will then make a desk assessment of your management practices.

Audit

If you meet **more than 75%** of the GTS Level 3 criteria, an auditor will verify your management practices. This will be done on-site. We can agree on an online audit when your business is located remotely. In this case, the validity of the certificate will be 2 years instead of 3 years.

Certification

The auditor makes a report on your performance for the GD Certification Committee. If the result is sufficient, you will be awarded the certification. You will receive the certification decision, a list of recommendations, a seal, a certificate and a scorecard.

Criteria: THEME 1

1. Food & Products













Level 1 Level 2 Level 3

1.1 Responsible offer	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.			
1.2 Environmentally preferable purchasing	Purchasing policies favour environmentally sustainable suppliers and products, including capital goods, food, beverages, building materials and consumables.			
1.3 Efficient purchasing	Carefully manages the purchasing of consumable and disposable goods, including food, in order to minimise waste.			
1.4 Responsible food on offer	Offers vegetarian, vegan, gluten-free, dairy-free and other special dietary options upon request.			
1.5 Info on responsible food	Communicates which F&B options are local and which are Fairtrade, vegetarian, vegan, or organic.			
1.6 Reducing meat consumption	Takes initiative to reduce the offer/purchase of meat products and offers no products from endangered fish, seafood or other species.			
1.7 Local art & craftwork	Local art/craft is reflected in design and furnishings.			

Criteria: THEME 2

2. Caring For People

Level 1 Level 2 Level 3

2.1 Legal compliance	Is in compliance with all applicable local, national and international legislation and regulations including, among others, health, safety, labour and environmental aspects.			
2.2 Responsible social contribution	Actively supports initiatives for local infrastructure and social community development. Examples of initiatives include education, training, health and sanitation, and projects which address the impacts of climate change.			
2.3 Community services	Activities do not jeopardize the provision of basic services, such as food, water, energy, healthcare or sanitation, to neighbouring communities.			
2.4 Local livelihoods	Activities do not adversely affect local access to livelihoods, including land and aquatic resource use, rights-of-way, transport and housing.			
2.5 Involuntary resettlement	Acquisition and expansion of the property has not lead, nor is leading to, the involuntary resettlement of residents.			
2.6 Guests hosted by resident	The host of the B&B lives in the apartment (apartment is not entirely rented out to tourists).			

		Level 1	Level 2	Level 3
2.7 Local ownership	The owner is a local resident actively participating in the business.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
2.8 Local entrepreneurs	Supports local entrepreneurs in the development and sale of sustainable products and services that are based on the area's nature, history, and culture.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
2.9 Destination engagement	Is involved with sustainable tourism planning and management in the destination, where such opportunities exist.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
2.10 Destination engagement - Cruise operators	Prevents adverse cultural and socio-economic impacts on destination and their local communities through involvement with sustainable tourism planning and management in visited destinations. Ensures destinations visited have the necessary carrying capacity of local infrastructure to host the large influx of visitors.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
2.11 Local student internships	Offers internships to local students.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

		Level 1	Level 2	Level 3
2.12 Ensure health & safety	Never causing health or safety hazards. Any risk factors are identified and addressed.	X	X	X
2.13 Safe location	Location and immediate surroundings are safe, e.g. with security guards, security cameras, surveillance, or locks.		X	X
2.14 Emergency protocols	Emergency procedure is established regarding e.g. first aid, safety training, and emergency exits.		X	X
2.15 Virus-awareness	Implements all legally required measures against virus transmission (Virus-Aware Seal can be obtained upon separate check).		X	X
2.16 Swimming pool	Regularly checks the water quality and safety of the swimming pool.		X	X
2.17 Diver to dive master ratio	Ensures that the diver to dive master ratio safeguards proper and responsible supervision of underwater diver behaviour.		X	X

Level 1 Level 2 Level 3

2.18 Access for All	Provides access and information for persons with special needs, where appropriate.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
2.19 No discrimination	Welcomes all guests without discrimination by gender, race, religion, disability or in other ways.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
2.20 Transport	Seeks to reduce transportation requirements and actively encourages the use of cleaner and more resource efficient alternatives by customers, employees, suppliers and in its own operations (e.g. by informing about the availability of local public transportation).	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
2.21 Info on accessibility	Clear and accurate information is provided on the level of accessibility.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
2.22 Property rights & access	Acquisition of land and water rights and of property is legal and complies with local communal and indigenous rights, including their free, prior and informed consent. User and access rights for key resources, including land and water, are documented where applicable.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Criteria: THEME 3

3. Good employment

Level 1 Level 2 Level 3

3.1 Human respect	Has implemented a policy against commercial, sexual or any other form of exploitation or harassment.	X	X	X
3.2 Decent work	Labour rights are respected, a safe and secure working environment is provided and employees are paid at least a living wage.	X	X	X
3.3 Local employment	Local residents are given equal opportunities for employment and advancement, including in management positions.		X	X
3.4 Equal opportunity	Offers employment opportunities, including in management positions, without discrimination by gender, race, religion, disability or in other ways.	X	X	X
3.5 Training	Employees are offered regular training, experience and opportunities for advancement.		X	X
3.6 Employee insurance	Employee contracts show support for health care and social security.		X	X
3.7 Employee well-being	Focuses on ways to prevent physical and mental strain for employees by including complaint management systems. Employees have regular breaks and do not work excessive hours.		X	X
3.8 Employee engagement	Employees are engaged with development and implementation of the sustainability management system and receive periodic guidance and training regarding their roles and responsibilities in its delivery.			X

Criteria: THEME 4

4. Reducing Pollution

Level 1 Level 2 Level 3

<p>4.1 No pollution</p>	<p>Implements practices to minimise pollution from noise, light, runoff, erosion, ozone-depleting substances, and air, water and soil contaminants.</p>	<p>X</p>	<p>X</p>	<p>X</p>
<p>4.2 No air pollution</p>	<p>Identifies potential causes of air pollution and takes steps to prevent or minimise them.</p>	<p>X</p>	<p>X</p>	<p>X</p>
<p>4.3 Harmful substances</p>	<p>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.</p>	<p>X</p>	<p>X</p>	<p>X</p>

Criteria: THEME 5

5. Caring For Climate

Level 1 Level 2 Level 3

5.1 Climate-friendly	Minimises energy consumption and does not waste energy	✗	✗	✗
5.2 Energy consumption	Energy consumption is measured by type and steps are taken to minimize overall consumption.			✗
5.3 Greenhouse gas emissions	Significant greenhouse gas emissions from all sources controlled by the organization are identified, calculated where possible and procedures implemented to avoid or to minimize them. Effective compensation of the organization's remaining emissions is encouraged.			✗
5.4 Renewable energy	Makes an effort to increase its use of renewable energy.	✗	✗	✗
5.5 Energy saving practices	Implements equipment and practices that minimise energy use.	✗	✗	✗
5.6 Heating & A/C	Prevents unnecessary use of outdoor heating or air conditioning.	✗	✗	✗
5.7 Renewable energy producer	Produces its own renewable energy (solar, wind, bio) or applies solar water heaters.	✗	✗	✗

		Level 1	Level 2	Level 3
5.8 Electric cars	Only uses fully electric cars, powered by renewable energy.	X	X	X
5.9 Crypto-currencies	No usage of crypto-currency transactions because of their high energy use.		X	X
5.10 Net zero	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.	X	X	X
5.11 Climate adaptation	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.	X	X	X

Criteria: THEME 6

6. Reducing Waste














Level 1 Level 2 Level 3

6.1 Minimising disposables	Prevents the use of disposables (especially single-use plastic) and offers reusable alternatives instead.			
6.2 Waste reduction	Waste, including food waste, is measured and mechanisms are in place to reduce waste.			
6.3 Waste separation	Mechanisms are in place to reuse or recycle waste where reduction is not feasible.			
6.4 Waste disposal	Any residual waste disposal has no adverse effect on the local population or the environment. request.			
6.5 Engine oil usage	Responsible oil storage, recycle, re-use, and disposal of engine oil. Ensures no oil is spilled into the (ground)water.			
6.6 Waste storage & disposal	Waste is safely stored, separated, and disposed of in a responsible manner, with no adverse effect on the local population or the environment.			
6.7 No single-use bottles	Promotes drinking of (safe) tap water and provides access to refill reusable bottles, does not offer bottled water.			
6.8 Recycling actions	Actively organises or participates in recycling actions which go beyond basic waste separation.			

Criteria: THEME 7

7. Caring For Water











Level 1 Level 2 Level 3

7.1 Water conservation	Takes steps to minimise water consumption and prevents water pollution.			
7.2 Water consumption	Water risk is assessed, water consumption is measured by type, and steps are taken to minimize overall consumption. Water sourcing is sustainable and does not adversely affect environmental flows. In areas of high water risk, context-based water stewardship goals are identified and pursued.			
7.3 Sewage treatment	Connected to sewage water treatment system (or safe septic tank option).			
7.4 Water saving devices	Has devices such as toilets, taps, and showers, that reduce the consumption of water.			
7.5 Towel/linen washing policy	Guests are encouraged to indicate when towels and linen should be changed, otherwise it should be limited to twice a week.			
7.6 Good use of water	Wastewater, including grey water, is effectively treated and is only reused or released safely, with no adverse effects to the local population or the environment.			

Criteria: THEME 8

8. Caring For Nature

Level 1 Level 2 Level 3

8.1 Nature friendly	Supports and contributes to biodiversity conservation. Any disturbance of natural ecosystems is minimised, rehabilitated and there is a compensatory contribution to conservation management.			
8.2 Invasive species	Takes measures to avoid the introduction of invasive species. Native species are used for landscaping and restoration wherever feasible, particularly in natural landscapes.			
8.3 Animal welfare	No species of wild animal is acquired, bred or held captive, except by authorized and suitably equipped persons and for properly regulated activities in compliance with local and international law. Housing, care and handling of all wild and domestic animals meets the highest standards of animal welfare.			
8.4 Wildlife interactions	Interactions with free roaming wildlife, taking into account cumulative impacts, are non-invasive and responsibly managed to avoid adverse effects on the animals concerned and on the viability and behaviour of populations in the wild.			
8.5 Visits to natural sites	Follows appropriate guidelines for the management and promotion of visits to natural sites in order to minimise adverse impacts and maximize visitor fulfilment.			

		Level 1	Level 2	Level 3
8.6 Biodiversity management	Has an appropriate management of biodiversity on its own property. Particular attention is paid to natural protected areas and areas of high biodiversity value.		X	X
8.7 Wildlife trade	Wildlife species are not harvested, consumed, displayed, sold, or traded, except as part of a regulated activity that ensures that their utilization is sustainable, and in compliance with local and international laws.	X	X	X
8.8 Local conservation work	Participates in wildlife conservation and monitoring activities led by local NGOs.		X	X
8.9 Buildings and infrastructure	Planning, siting, design, construction, renovation, operation and demolition of buildings and infrastructure take account of the capacity and integrity of the natural and cultural surroundings, and use locally appropriate and sustainable practices and materials.			X

Criteria: THEME 9

9. Caring For Culture











Level 1 Level 2 Level 3

9.1 Culture friendly	Has not seriously damaged local heritage in favour of modern business development over the past 5 years.			
9.2 Protecting cultural heritage	Contributes to the protection, preservation and enhancement of local properties, sites and traditions of historical, archaeological, cultural and spiritual significance and does not impede access to them by local residents.			
9.3 Authentic experiences	Values and incorporates authentic elements of traditional and contemporary local culture in its operations, design, decoration, cuisine, or shops, while respecting the intellectual property rights of local communities.			
9.4 Cultural interactions	Follows international and national good practice and locally agreed guidance for the management and promotion of visits to indigenous communities and culturally or historically sensitive sites in order to minimise adverse impacts and maximize local benefits and visitor fulfilment.			
9.5 Cultural interactions - Cruise operators	Obtains consent from indigenous communities and residents near cruise ship home ports and destinations. Promotes good practice of visitors when visiting culturally or historically sensitive sites.			
9.6 Artefacts	Historical and archaeological artefacts are not sold, traded or displayed, except as permitted by local and international law.			

Criteria: THEME 10

10. Management & Information

Level 1 Level 2 Level 3

10.1 Sustainability reporting	Publicly communicates its sustainability policy, actions and performance to stakeholders, including customers, and seeks to engage their support.			
10.2 Sustainability management system	Has implemented a long-term sustainability management system that is suitable to its size and scope, addresses environmental, social, cultural, economic, quality, human rights, health, safety, risk and crisis management issues and drives continuous improvement.			
10.3 Sustainability report	The sustainability report of this certification procedure (or any previous certification) is made publicly available via the internet or openly available to clients (applicable from the second year onwards).			
10.4 Accurate promotion	Promotional materials and marketing communications are accurate and transparent with regard to the organization and its products and services, including sustainability claims. They do not promise more than is being delivered.			
10.5 Info on nature & culture	Provides information about and interpretation of the natural surroundings, local culture, and cultural heritage, as well as an explanation of appropriate behaviour while visiting natural areas, living cultures, and cultural heritage sites.			

		Level 1	Level 2	Level 3
10.6 Info on sustainability	Visitors are informed about sustainable options concerning accommodations, restaurants, F&B, excursions, trips & tours and transportation to and within the destination.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
10.7 Info on health & safety	Visitors are informed about any risks and precautions related to health and safety matters in the destination.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
10.8 Customer experience	Customer satisfaction, including aspects of sustainability, is monitored and corrective action taken.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
10.9 What more do you do?	What other important action or measure have you taken that is not legally required or covered by any of the previous criteria?	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

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.



Estância Mimosa

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.





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 also 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 recognising projects that bring about transformative change while enhancing tourism offerings.

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