



Toca da Coruja(Brazil), Good Travel Seal Gold



**Tourism for People,
Nature & Climate**

**TAKE THE FIRST STEP TOWARDS
SUSTAINABLE MANAGMENT**

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.

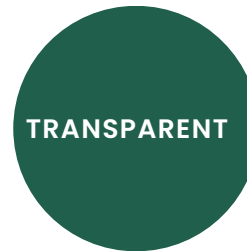
All of our tools are:



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



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



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

GOOD TRAVEL SCORECARD	SCORE
FOOD & PRODUCTS	87%
CARING FOR PEOPLE	83%
GOOD EMPLOYMENT	92%
CARING FOR CLIMATE	67%
REDUCING WASTE	87%
REDUCING POLLUTION	75%
CARING FOR WATER	90%
CARING FOR NATURE	94%
CARING FOR CULTURE	75%
MANAGEMENT & INFO	97%

GOOD TRAVEL SEAL
BUSINESS NAME
DESTINATION, COUNTRY
Latest expert check or audit: MONTH YEAR
Valid 1 year

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.

From Assessments...



... to top-level sustainability certification



LEVEL 1

Covers 36% of GSTC criteria

60% - 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



Good Travel Scan



Who is this program for?

all businesses, DMOs,
products, services



Cost

Free self-
assessment



Criteria

27 questions, some of
them are optional
depending on the type of
business



Recognition Validity

2 years

About the Scan

With the Good Travel Scan, we encourage micro, small and medium-sized enterprises (SMEs) that have no previous knowledge or experience in sustainability management to take a first step in the right direction. Very suitable for family-run businesses.

The Good Travel Scan applies 27 questions representing **10 universal values in tourism sustainability**. You start with an online self-assessment. The questions relate to key elements of the Good Travel Standard and the GSTC Criteria. This tool helps you evaluate where you stand in the sustainability journey and immediately gives you a **score**.

In case of an insufficient score, we will provide suggestions on how to improve. When your score is sufficient, you can register for the certification and order an interactive evaluation by one of our experts. You will receive a certificate summarising the results of this evaluation.

Criteria per themes:

1. Food & Products

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.

2. Caring for People

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.

2.18 Access for All

Provides access and information for persons with special needs, where appropriate.

3. Good employment

3.1 Human respect

Has implemented a policy against commercial, sexual or any other form of exploitation or harassment.

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.

3.4 Equal opportunity

Offers employment opportunities, including in management positions, without discrimination by gender, race, religion, disability or in other ways.

4. Reducing Pollution

4.1 No pollution

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

4.2 No air pollution

Identifies potential causes of air pollution and takes steps to prevent or minimise them.

5. Caring for Climate

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.

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.

6. Reducing Waste

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.

7. Caring for Water

7.1 Water conservation

Takes steps to minimise water consumption and prevents water pollution.

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.

8. Caring for Nature

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.

9. Caring for Culture

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.

10. Management and Information

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.

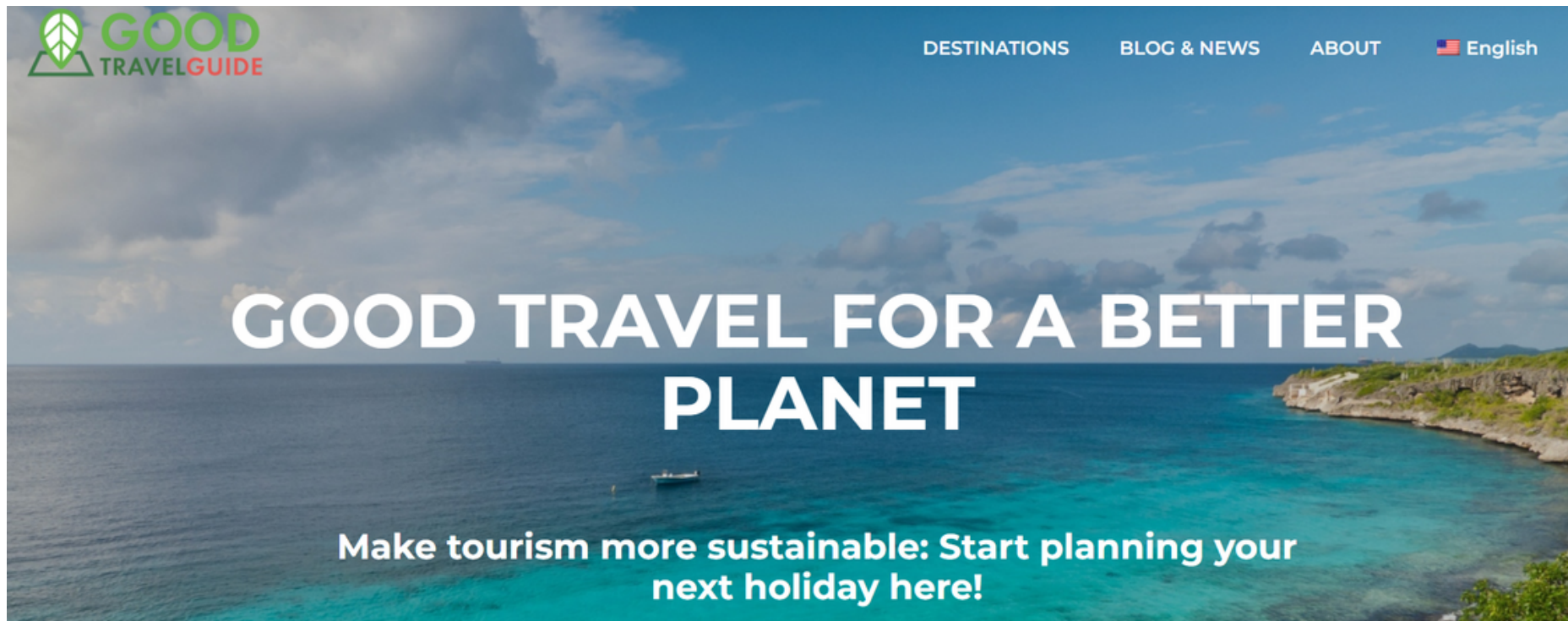
10.9 What more do you do?

What other important action or measure have you taken that is not legally required or covered by any of the previous criteria?

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**.

All businesses who obtain the Good Travel Scan are featured on all of our social media platforms. This includes the Good Travel Guide website (and websites of local partners) 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



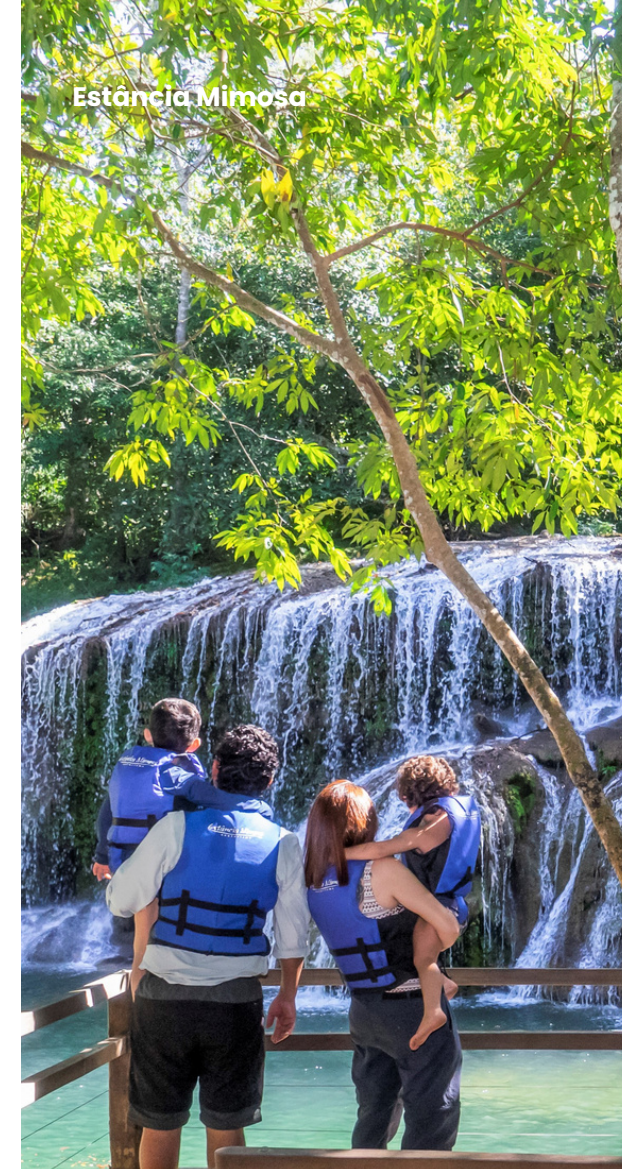
Show What You Do

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.

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