Travelife Partner standard for Tour operators and Travel agents

October 2025

Themes

1. **Sustainability management**
2. **Internal Management: Social Policy and Human Rights**
3. **Internal Environmental Management**
4. **Partner agencies**
5. **Transport**
6. **Accommodations**
7. **Sustainable Excursions**
8. **Tour leaders, local representatives and guides**
9. **Destinations**
10. **Customer communication and protection**

Criteria

This list represents the **Travelife Partner** standard for sustainable travel companies. Obligatory criteria are of 'Legal', 'Management' or 'Performance' nature.

- **Legal** criteria related to legal and/or regulatory requirements applicable to the organisation based on European Union standards. Compliance with these standards is a prerequisite for certification.
- **Management** criteria should be implemented in the management framework of the organisation. They are a sign of proper integration of sustainability principles into the organisation and reflect a commitment towards continuous improvement.
- **Performance** criteria are the criteria the organisation will have to put most effort in, and represent sustainability performance standards which will make a difference with non-certified companies.

The type of criterion is indicated (L, M, P) in the last column of the criteria lists.

Companies should fully comply with all obligatory criteria in order to qualify for certification.

Theme	Total criteria	Voluntary criteria	Obligatory criteria
1. Sustainability management and legal compliance	16	5	11
2. Social policy & human rights	22	12	10
3. Environment & community relations	37	24	13
4. Partner agencies	7	7	0
5. Transport	4	4	0
6. Accommodation	11	10	1
7. Excursions	12	9	3
8. Tour leaders, local reps. & guides	8	5	3
9. Destinations	4	3	1
10. Customer Communication & protection	26	16	10
Total	**146**	**69**	**77**

Although voluntary criteria do not need to be fulfilled in order to qualify for certification, applicant companies are required to report in detail about their compliance regarding these criteria.

1. Sustainability Management & Legal compliance

	Title	Description	Obligatory	L/M/P[1]
	Engagement of company			
1.1	**Sustainability coordinator (main office)**	A sustainability / CSR coordinator is appointed and his/her role and activities are defined.	✓	**M**
1.2	**Mission statement**	A sustainability mission statement is defined which is published via, if existing, the company's website(s).	✓	**M**
1.3	**Trained sustainability co-ordinator / team**	The Sustainability coordinator (or team in case of larger companies) has successfully completed the Travelife Sustainability basic training and exam.	✓	**M**
	Social cooperation			
1.4	**Collaboration**	The company is actively involved in external forums and working groups which are supportive to sustainability in tourism.	-	**P**
1.5	**Exchange of experiences**	Experiences and best practices concerning sustainability are shared with other companies and stakeholders (e.g. via the Travelife website) .	-	**M**
1.6	**Donations**	The company provides support to nature protection organisations and/or community development (e.g. infrastructure, education, health, sanitation and projects which address the impact of climate change) or other local/national sustainability initiatives.	-	**P**
	Baseline assessment			
1.7	**Overview partners / suppliers**	The company has a system in place to identify the sustainability performance of the key supply chain businesses it works with, whether directly or indirectly.	-	**P**
1.8	**Baseline assessment**	The company has conducted a baseline assessment regarding its compliance with the Travelife sustainability best practice standard (e.g. by completing this report).	✓	**P**
	Policy			
1.9	**Sustainability policy**	The company has a written sustainability policy which reflects the company structure and activities and is supported by top-management. The policy aims for a reduction of the negative social, cultural, economic and environmental impacts of the company's activities. It includes human rights, risk and crises management, quality and employee related health and safety aspects. Long-term objectives have been established.	✓	**M**
1.10	**Communication**	The sustainability policy is accessible to all employees, suppliers as well as the general public via the companies website(s) or where no website exists, via other means.	✓	**M**
	Action plan			
1.11	**Action plan**	The company has a sustainability action plan (targets, actions, measures, responsibilities and time planning).	✓	**M**
1.12	**Staff involvement**	The management involves employees in the development and implementation of the action plan and acknowledges them as driving force for successful and continuous sustainability improvements.	✓	**M**
	Monitoring and evaluation			

[1] Legal, Management, Performance

1.13	**Monitoring and evaluation**	The company has in place documented procedures to monitor and evaluate the implementation of the sustainability policy, objectives and targets.	✓	**M**
1.14	**Staff Communication**	Staff are regularly updated on the company's sustainability policy, activities, results and related developments via for example newsletters, intranet and other internal communication channels used by the company.	-	**M**
	External reporting and communication			
1.15	**Travelife reporting**	The company reports its progress via Travelife at least every two years.	✓	**M**
1.16	**Public reporting**	The key sustainability results are reported to the public at least every two years and are available on the company website.	✓	**M**

2. Internal management: social policy and human rights

	Title	Description	Obligatory	L/M/P
	Social policy and human rights			
2.1	**Freedom of association**	Trade union membership, collective labour negotiations and representation of members by trade unions is not hindered.	✓	**L**
2.2	**Collective labour agreement**	The company participates in and is in compliance with a (sector wide) collective labour condition negotiation structure (in case locally existing).	-	**L**
2.3	**No forced labour**	Employees are free to enter their employment through their own choice and can leave their employment when they choose without penalty in accordance with their contract and national legislation.	✓	**L**
2.4	**HR Policy**	The company has a written Human Resource policy.	-	**M**
2.5	**Formal contracts**	All employees of the company have employment contract, including labour conditions and a job description.	✓	**L**
2.6	**Living wage**	The company pays employees at least a living wage which is equal to or above the legal minimum.	✓	**L**
2.7	**Overtime**	Overtime is paid, or time is given back as lieu, unless specific conditions relating to overtime have been agreed by the employee and written into their signed contract of employment.	✓	**L**
2.8	**Medical insurance**	The company contributes to a (basic) medical insurance for all employees on the basis of legal requirements or industry best practices.	✓	**L**
2.9	**Liability Insurance**	The company has a liability insurance for all its employees (e.g. in case of work related accidents).	-	**L**
2.10	**Holiday / Annual leave**	The employees have the right to a fixed yearly paid holiday which is at least in compliance with the legal requirements.	✓	**L**
2.11	**Sick Leave**	Employees are entitled to paid sick leave in line with national legal requirements.	-	**L**
2.12	**Health and safety**	The company has a health, safety and crisis management policy for employees which complies to legal standards / best practice. Accidents and incidents are investigated and corrective measures are taken. First aid sets and trained staff is available at all relevant locations.	✓	**L**
2.13	**Equal opportunities**	The company ensures that people are not discriminated against with regard to recruitment, conditions of employment, access to training and senior positions, or advancement in terms of residentship, gender, race, age, disability, ethnicity, religion/beliefs, sexual orientation or in other ways.	✓	**L**
2.14	**Child labour**	The company does not employ children (14 year or younger) to complete work which is normally undertaken by adults, and there are special working times and conditions for children working within the business in accordance with national regulations and the UN Convention on the Rights of the Child, whichever provides most protection incorporating the exceptions under the ILO convention 138.	✓	**L**
2.15	**Complaints procedure**	The company can demonstrate that there is a documented effective procedure through which employees may raise grievances and that appropriate and timely follow up procedures are in place.	-	**P**

2.16	**Representation**	The company has a means through which all staff may make representation to senior management about key employment issues and there is a clear process which demonstrates how such representations are followed up.	-	**P**
2.17	**Disciplinary procedures**	There are documented disciplinary procedures in place and staff are aware of them	-	**M**
2.18	**Persons with special needs**	The company employs persons with special needs.	-	**P**
2.19	**Measuring employee satisfaction**	Employee satisfaction is regularly measured and suggestions are taken into account.	-	**M**
	Training and education			
2.20	**Training**	All personnel receive periodic training regarding their roles, rights and responsibilities with respect to social and cultural practices, economic and quality issues, human rights issues and health and safety practices (including risk and crisis management).	-	**L**
2.21	**Personal development**	The company ensures, at all levels of responsibility, the staff competencies and personal development and advancement of its employees by equally offering resources and opportunities for personal development through regular training, education, experience or the nature and organisation of the work (e.g. peer learning).	-	**P**
2.22	**Trainee places**	Traineeships / Internships are offered to students.	-	**P**

3. Internal Management: environment and community relations

	Title	Description	Obligatory	L/M/P
	Procurement			
3.1	**Reduction of disposable and consumable goods**	The company has a policy to measure and actively reduce the use of disposable and consumer goods (especially paper for internal office use)..	-	**M**
3.2	**Sustainable purchasing**	The business has implemented purchasing policies which favour sustainable suppliers and products including building materials, capital goods, food, beverages and consumables (e.g. locally produced, fair-trade, organic, low carbon footprint, eco-labelled, FSC), whenever these are available and of sufficient quality.	-	**P**
3.3	**Office paper: type**	More than 90% of paper use in the office (for internal and administrative use) has proven sustainability credentials (recycled, FSC or sustainably produced), provided that such options are locally available.	✓	**P**
3.4	**Office paper: printing**	Copy and printing machines are set by default to double-sided (duplex) printing or other forms of paper saving modes.	✓	**P**
3.5	**Certified coffee and tea**	At least 50% (in kilo or value) of coffee and tea provided in the office consists of fair trade, organic, is grown in the country or has another recognised sustainability certification.	-	**P**
3.6	**Cleaning materials**	Cleaning materials are non-hazardous, non-eutrophic and bio biodegradable. If locally available they are certified with an Eco label.	-	**P**
	Paper (promotional materials)			-
3.7	**Printing company**	The printing company works with a certified environmental management system (e.g. ISO 14001, EMAS).	-	**P**
3.8	**Promotional materials**	Brochures are printed on environmentally friendly paper (recycled, FSC or chlorine free) for more than 50% of total corporate use (in kilo's, pages or costs).	✓	**P**
3.9	**Efficient brochure use**	The business has implemented measurements to reduce brochure wastage for example by avoiding overproduction, supply-demand considerations or using a stock management system. An 'internet only' policy is also accepted to comply with this criterion.	-	**P**

	Energy consumption			
3.10	**Energy reduction policy**	The company has an active commitment to reduce energy consumption which is monitored and implemented. All measurements with a resonable return on investment are planned and implemented.	✓	**M**
3.11	**Energy consumption and sources**	Energy consumption for heating and electricity is measured by type and total Green House Gases and/or carbon emissions are calculated. Different periods are compared with the aim to reduce emissions.	-	**M**
3.12	**Sustainable energy**	Where available and practical, sustainable (green) energy is purchased or locally produced for use by the business.	✓	**P**
3.13	**Carbon offset**	CO2 emission from the use of fossil energy for the offices is off-set.	-	**P**
3.14	**Energy efficient lighting**	At least 75% of lighting is energy efficient (class A: KLLs, LEDs, T-8s, or T-5s), including outside and parking spaces).	-	**P**
3.15	**Equipment "switch-off" policy**	Equipment (including aircon) is, whenever feasible, switched off after office hours or during lunch breaks (not on 'standby').	✓	**P**
3.16	**Light "switch-off" policy**	Office lighting is switched off after office hours.	✓	**P**
3.17	**Low energy equipment**	When buying new equipment the company gives preference to low energy equipment based on highest local available standards (talking into account return on investment and quality considerations).	✓	**P**
3.18	**Efficiency mode**	Where applicable equipment is set by default in the energy saving mode.	✓	**P**
	Water consumption			
3.19	**Water reduction policy**	The company an active policy, based on a water risk assessment, to reduce water consumption which is implemented and monitored. In areas of high water risk, context-based water stewardship goals are identified and pursued.	-	**M**
3.20	**Water use**	The water use of the office is measured on a monthly or yearly basis for benchmark purposes and sources of water are indicated.	-	**M**
3.21	**Water saving toilets**	Dual flush or other water saving equipment is installed in the toilets	-	**P**
	Waste management			
3.22	**Waste legislation**	The company complies with the national legislation concerning waste disposal. Any residual waste disposal has no adverse effect on the local population and the environment.	✓	**L**
3.23	**Waste reduction**	The company has developed and implemented a solid waste reduction and recycling policy with quantitative goals to reduce non re-useable or recyclable waste (for example re-use or recycling of coffee cups, double sided printing, bulk purchasing).	✓	**M**
3.24	**Sustainable packaging**	The company has taken measures to reduce the amount of packaging materials and is not providing non-recyclable or non-biodegradable package materials.	-	**P**
3.25	**Plastic water bottles**	The business takes action to reduce the amount of (non-refillable) plastic bottles it consumes.	-	**P**
3.26	**Reuse / recycling of waste**	The business demonstrates that it separates all materials which can be recycled (or re-used) by the business (including glass, paper, metal, organic waste and plastics). It organizes, whenever	✓	**P**

		locally feasible, collection and proper disposal thereof, if collection is not provided by the local authorities.		
3.27	**Toner/ink**	When using ink and toner cartridges for printing and copying, waste reducing methods (recycling, refilling) are implemented whenever feasible.	-	**P**
3.28	**Recycling of batteries**	Batteries, including powercut inverter batteries, are recycled (if locally possible) or properly disposed of.	-	**P**
	Reducing pollution			
3.29	**Waste water: treatment**	Wastewater including grey water is effectively treated, complies with national legislation and is only reused or released safely, with no adverse effects to the local population and the environment.	✓	**L**
3.30	**Pollution reduction policy**	The company has a policy to minimize and substitute the use of harmful substances, including pesticides, paints, and cleaning materials by harmless products and processes. All storage, handling and disposal of chemicals is properly managed.	-	**M**
	Mobility			
3.31	**Staff travel policy**	The company has a sustainability mobility policy for staff related travel, which includes reduction of travel and more sustainable modes of transport.	-	**M**
3.32	**Business travel emission**	Staff related business travel is measured (type, distance). Carbon or Green House Gas emissions are calculated, with the aim to reduce and offset.	-	**M**
3.33	**Business travel carbon offset**	Carbon or Green House Gas emissions of staff related travel is offset, through a reliable locally available scheme or methodology.	-	**P**
3.34	**Employee incentives**	Employees are (financially) encouraged to use public transport or sustainable means of transport (e.g. bicycles).	-	**P**
3.35	**Transport reduction**	Transport related impacts are reduced by tele-work, tele/video meetings, work-at-home policies or other means.	-	**P**
	Sustainability training and awareness raising			
3.36	**Staff environmental training and information**	All staff members (including field staff) receive periodic guidance, training and/or information about their roles and responsibilities with respect to environmental practices including water, energy saving, paper, and waste issues.	-	**P**
	Land use and community relations			
3.37	**Land use and construction**	Planning, land use, siting, design, construction, renovation, operation and demolition are in compliance with zoning requirements and with laws related to protected and sensitive areas and to heritage considerations.	-	**L**

4. Partner agencies

	Title	Description	Obligatory	L/M/P
	Partner agencies			
4.1	**Partner agency policy**	Based on an inventory of its key partner agencies the company has developed and implemented a policy to improve the sustainability of its partner agencies. It should include the motivation of existing partner agents as well as the selection of new partner agents. "Partner agencies' are inbound/receptive agents.	-	**M**
4.2	**Communication to partners**	The key partners agencies are informed about the companies' sustainability policy and are expected to comply with it and/or communicate it to final customers (where relevant).	-	**P**
4.3	**Contract conditions**	Key sustainability clause(s) are included in contracts with inbound / receptive partners (e.g. child labour, anti-corruption and bribery, waste management and protection of biodiversity). In case written contracts do not exists these clauses are communicated and documented otherwise (e.g. through policy on the company web site, correspondence etc.).	-	**P**
4.4	**Sustainability training - motivation**	Incoming/inbound partners are motivated to participate in sustainability training(s) for travel companies.	-	**M**
	Specific conditions			
4.5	**Contracts**	Written contracts with partner agencies are in place.	-	**P**
4.6	**Sexual exploitation of children: contracting**	Partner contracts include clauses which enable contract partners to end the contractual agreement prematurely if the partner company does not take adequate measures to prevent sexual exploitation of children within the direct supply chain (e.g. accommodations and excursions).	-	**P**
4.7	**Labour conditions**	Partner companies comply with all relevant national laws protecting the rights of employees.	-	**L**

5. Transport

	Title	Description	Obligatory	L/M/P
	Selecting transport suppliers			
5.1	**Transport to destination**	In selecting transport options to the destination a policy is followed to select the most sustainable options (considering price and comfort arguments).	-	**P**
5.2	**Transport to departure airport**	Sustainable (public) transport is preferably included or offered to the point of departure for the international / long distance journey. This includes avoidance of short distance connection flights (in balance with price and comfort arguments).	-	**P**
5.3	**Local transport**	In selecting transport options for transfers and excursions in the destination more sustainable alternatives are always considered and given preference to (taking into account price, comfort and practical considerations).	-	**P**
	Sustainable packages			
5.4	**Sustainable packages**	The company has integrated and/or is promoting one or more sustainable holiday products / packages based on a recognised methodology (including sustainable transport, sustainable accommodations and sustainable activities).	-	**P**

6. Accommodations

	Title	Description	Obligatory	L/M/P
	Accommodations			
6.1	**Sustainable accommodations policy**	The company has developed and implemented a long term strategy (with targets and time-lines) to improve the sustainability of its contracted accommodations.	-	**M**
6.2	**Accommodation communication**	The company is clearly and actively communicating its sustainability objectives and requirements regarding accommodations to contracted and other relevant accommodations.	-	**M**
6.3	**Certified accommodations**	Preference is given to accommodations that work with internationally acknowledged (e.g. GSTC recognised) and/or Travelife certification. The percentage of certified companies / overnight stays is measured, is growing and exceeds the market average.	-	**P**
6.4	**Contract conditions**	Basic/standard sustainability clause(s) are included in all contracts with accommodation providers (e.g. child labour, anti-corruption and bribery, waste management and protection of biodiversity). In case there are no (direct) contracts in place, the company has a mandatory policy (including sanctions) which is clearly communicated to partners and/or accommodation providers.	-	**P**
6.5	**Participation to training/education**	Contracted accommodations are stimulated to participate in local or (inter)national sustainability training and education (in case these trainings are offered in the destination).	-	**P**
6.6	**Collective actions**	Upon request, the company supports collaborative initiatives with other tour operators and/or stakeholders to promote sustainability among accommodations in destinations	-	**P**
6.7	**Incentives**	Incentives are offered to accommodations which engage actively in sustainability (e.g. contract conditions, or marketing benefits such as green logos / indications).	-	**P**
	Specific policies			
6.8	**Child and compulsory labour**	The business ensures that through its accommodation supply chain, the rights of children are respected and safeguarded. If the supplier employs children below the age of 14, the business should ensure that there are special working conditions put in place to safeguard them.	✓	**L**
6.9	**Accommodations respecting and featuring local architecture, settings and cultural heritage.**	The company prefers accommodations and restaurants that incorporate elements of local art, architecture, or cultural heritage; while respecting the intellectual property rights of local communities (taken into account price, comfort and other selection criteria).	-	**P**
6.10	**Sexual exploitation of children: contracting**	Accommodation contracts include clauses which enable the tour operator to end the contractual agreement prematurely if the accommodation supplier does not take adequate measures to prevent sexual exploitation of children.	-	**P**
6.11	**Local communities resources**	In case of clear evidence that contracted accommodations jeopardize the provision or integrity of basic services such as food, water, energy, healthcare or soil to the neighbouring communities it can be reason to terminate the co-operation with the accommodation.	-	**P**

7. Excursions & activities

	Title	Description	Obligatory	L/M/P
	Excursions & activities			
7.1	**Excursions offered**	The company has made an inventory of environmentally or culturally sensitive excursions which are offered by in each destination. This includes excursions offered by the company or by local partners to your clients (partner agency and/or accommodations).	-	**M**
7.2	**Sustainable excursion policy**	The company has developed and implemented a policy to improve the sustainability of its excursion base.	-	**M**
7.3	**Suppliers communication**	The company is communicating (directly or indirectly) its sustainability objectives and requirements to contracted and other relevant excursion providers.	-	**P**
7.4	**Distribution of codes of conduct / guidelines for sensitive excursions or activities.**	Providers for sensitive excursions or activities, which are integrated into packages or offered through local partners, receive and implement documented guidelines and/or codes of conduct in order to minimise adverse visitor impact and maximise visitor fulfilment. The guidelines are based upon international and national good practice and locally agreed. Relevant sensitive excursions include: - Captive animal attractions - Marine activities (snorkelling, diving, whale, dolphin and turtle watching) - Sport fishing - Visits to cultural and historic sensitive sites - Wild life watching and visiting protected areas - Featuring captive wildlife - Visits to indiginous and traditional communities - Visiting culturally or historic sensitive areas The guidelines include directions on what and how to communicate with costumers including the requirement to communicate related customer code of conducts.	-	**P**
7.5	**Certified excursions**	Where available preference is given to excursions who operate on the basis of acknowledged and controlled sustainability standards.	-	**P**
	Specific criteria			
7.6	**No excessive negative impact activities**	The company offers no excursions that harm humans, animals, plants, natural resources (e.g. water/energy), or which are socially/culturally unacceptable.	-	**P**
7.7	**Animal Welfare**	Excursions and attractions in which captive wildlife is acquired, bred or held are not offered, except by authorized and suitable equipped persons for properly regulated activities in compliance with local, national and international law. Housing care and handling of all wildlife and domestic animals meets the highest standards of animal welfare.	✓	**P**
7.8	**Wildlife harvesting**	Wildlife species are not harvested, consumed, displayed, sold, or traded, except as part of a regulated activity that ensures that their utilisation is sustainable and in compliance with local, national and international law.	✓	**L**
7.9	**Wildlife interactions**	Excursions which include interactions with free roaming wildlife comply with relevant (e.g. Travelife) codes of conduct. Taking	✓	**P**

		into account cumulative impacts, they are non-invasive and responsibly managed to avoid adverse effects on the animals conserned and on the viability and behaviour of populations in the wild.		
7.10	**Skilled Guides**	In sensitive cultural sites (e.g. indigenous villages), heritage sites or ecologically sensitive destinations, guests will be guided by skilled and/or certified guides.	-	**P**
7.11	**Supporting local communities**	Whenever relevant for within the specific type of products offered, the company includes into packages or promotes to clients excursions and activities which directly involve and support local communities (by purchasing services or goods, traditional crafts and local (food) production methods, visiting social projects).	-	**P**
7.12	**Supporting environmental and biodiversity protection**	Whenever relevant for the specific type of products offered, the company includes into packages or promotes to clients, excursions and activities which support local environment and biodiversity (e.g. visiting protected areas, visiting environmental protection projects).	-	**P**

8. Tour leaders, local representatives and guides

	Title	Description	Obligatory	L/M/P
8.1	**Employment conditions**	The business ensures that tour leaders, representatives, guides and other locally active staff, contracted by the company, understand the terms and conditions of their employment including remuneration.	✓	**L**
8.2	**Living wage**	Tour leaders, local representatives, guides, porters and other local staff, contracted by the company, are paid at least a living wage that is equal to or above the legal minimum or relevant industry standard.	✓	**L**
8.3	**Qualification and training**	Key Tour leaders, local representatives and guides, contracted by the company, are appropriately qualified and are trained regularly.	-	**P**
8.4	**Sustainability policy**	Tour leaders, local representatives and guides are informed on the relevant aspects of the companies´ sustainability policy and are expected to comply with it.	-	**P**
8.5	**Sustainability knowledge**	Tour leaders and local representatives have been trained on general tourism sustainability principles.	-	**P**
8.6	**Destination knowledge**	Tour leaders and local representatives are knowledgeable regarding the destination including relevant sustainability aspects.	-	**P**
8.7	**Customer communication**	Tour leaders, local representatives and guides provide information and interpretation to clients on relevant sustainability matters in the destination (e.g. protection of flora, fauna, and cultural heritage, resource use), social norms and values (e.g. tips, dressing code and photography) and human rights (e.g. sexual exploitation).	✓	**P**
8.8	**Sexual exploitation of children: staff training**	Tour leaders and local representatives, contracted by the company, receive relevant information and/or training on the avoidance of sexual exploitation of children.	-	**P**

9. Destinations

	Title	Description	Obligatory	L/M/P
	Selection of destinations			
9.1	**Sustainable destinations**	Sustainability aspects in destinations are considered in the selection process of new destinations (e.g. traffic-free areas, sustainable city planning, proper waste management infrastructure and community participation). Possibly alternative non-mainstream destinations are offered.	-	**P**
9.2	**Accessible destinations**	In selecting new destinations the reach ability through more sustainable means of transport is considered.	-	**P**
	Local policies and initiatives			
9.3	**Local economic network**	The company supports initiatives that improve the relationships between accommodations and local producers, among which the production and distribution of local food products and souvenirs etc. (e.g. initiatives to improve quality level, logistics, transport)	-	**P**
9.4	**Forbidden souvenirs**	The company and its direct service providers do not promote and sell souvenirs which contain threatened flora and fauna species as indicated in the CITES treaty and the IUCN 'Red List'; historic and archaeological artefacts (except as permitted by law).	✓	**L**

10. Customer communication and protection

	Title	Description	Obligatory	L/M/P
	Prior to booking			
10.1	**Customer privacy**	The company ensures that customer privacy is not compromised.	✓	**L**
10.2	**Promotion and communication**	Promotion materials and marketing communication comply with relevant standards and voluntary codes of conduct, are transparent and accurate and do not promise more than is being delivered.	✓	**L**
10.3	**Product information**	Product and price information is clear, complete and accurate with regard to the company and its products and services, including sustainability claims.	-	**P**
10.4	**Destination information, quality**	Destination information, including sustainability aspects, is factually correct, balanced and complete.	-	**P**
10.5	**GHG / Carbon emission level**	Clients are informed about the GHG or carbon emission of the travel offer before booking in order to enable consumers to take this into account in their decision making process.	-	**P**
10.6	**Sustainable transport**	Clients are informed about the environmental impact of different transport options to reach the destination (in case these are not included in the package). Sustainable alternatives, where available, are offered.	-	**P**
10.7	**Transport to the airport**	Clients are informed about and stimulated to choose sustainable transport options to the place of embarkation (e.g. special arrangements in co-operation with public transport companies such as Rail and Fly). Alternatives are provided for short distance connection flights.	-	**P**
10.8	**GHG / Carbon offset information**	Clients are informed about the possibilities for Green House Gas or carbon reduction/off-set for the international transport of their journey.	-	**P**
10.9	**GHG / Carbon off-set with booking**	GHG / Carbon off-set of air transport is integrated as voluntary option in the booking form. Payment is channelled through the travel company.	-	**P**
10.10	**Indication sustainable accommodation and excursions**	(Certified) sustainable accommodations, excursions, packages and/or transport options are promoted with logos or other messages. They are recognisable to consumer and presented as the “better” option.	-	**P**
10.11	**Travel advise sustainable offers**	In the frame of personal travel advise, the customer is informed about sustainable alternatives concerning accommodations, excursions, package holidays and transport options, if available.	-	**P**
10.12	**Sustainability commitment**	(Potential) direct customers are clearly informed about the related sustainability commitments and actions.	-	**P**
	After booking and during holidays			
10.13	**Destination information and interpretation**	Information and interpretation is provided to consumers about the natural surroundings, local culture and cultural heritage in the holiday destination.	-	**P**

10.14	**Destinations do's and don'ts**	Customers are informed about key sustainability aspects and issues in the destination and receive recommendations on how to make a positive contribution (e.g. limitation of resource use, waste, illegal souvenirs, cultural habits, dress code, initiatives to be supported).	-	**P**
10.15	**Health and Safety**	Customers are informed regarding risks and precautions related to health and safety matters in the destination.	-	**P**
10.16	**Destination contact person**	A contact person and permanently reachable telephone number is available for emergency situations.	✓	**P**
10.17	**Emergency situations**	Guidelines are available and relevant personnel are educated on how to deal with emergency situations.	✓	**P**
10.18	**Activities do's and don'ts**	Customers are informed about **relevant guidelines and/or codes of conduct** that aim to minimize adverse visitor impact and maximize visitor fulfillment. These should be documented dos and don'ts for sensitive excursions and activities that are specific to the excursion/activity.	-	**P**
10.19	**Sexual exploitation**	Customers are informed about commercial, sexual or any other form of exploitation and harassment, particularly of children, adolescents and other vulnerable groups.	✓	**P**
10.20	**Illegal souvenirs**	Clients are informed about applicable legislation concerning the purchasing, sales, in- and export of historic or religious artefacts and articles containing materials of threatened flora and/or fauna in the destination (e.g. CITES).	✓	**P**
10.21	**Local services and goods**	Clients are motivated to use local restaurants and shops (where appropriate).	✓	**P**
10.22	**Sustainable transport options**	Where feasible clients are informed on sustainable transport options in destinations. For example by providing information on public transport.	✓	**P**
10.23	**Donations**	Clients are encouraged to donate (e.g. through travel company supported charities) to local charity and sustainable initiatives (e.g. nature conservation, cultural and social projects).	-	**P**
	After holidays			
10.24	**Customer satisfaction**	Customer satisfaction is systematically monitored and corrective actions are taken for service and product improvements.	✓	**P**
10.25	**Sustainability and customer satisfaction**	Sustainability is an integral part of the research into customer satisfaction.	-	**P**
10.26	**Complaints**	The company has clear procedures in case of complaints from clients.	✓	**L**

Kindly note that some obligatory and voluntary criteria may vary based on your region/country.