

Sustainability **for your company - hands-on support**

With solutions from Green Destinations
accompanied step by step to
Swisstainable Level II - engaged and Level III - leading



An aerial photograph of a vibrant turquoise lake nestled within a dense forest. The water is exceptionally clear, revealing a rocky and pebbly bottom. The surrounding forest is lush and green, with sunlight filtering through the trees, creating a dappled light effect on the water's surface. The lake is irregularly shaped, with a small inlet on the left side.

[> Website Swisstainable](#)

Photo credits: STV - FST, Swisstainable

An offer by

TOURISM IMPACT & Green Destinations

- Holger Sigmund, Tourism Impact
- Passionate about tourism for 24 years
- Entrepreneur & experienced consultant
- Experience in project and process management
- Green Destinations & God Travel Seal representative in Switzerland
- GSTC-Mitglied & -Trainer

TOURISM
IMPACT



Green Destinations

Global network for sustainable tourism

Tourism for People, Nature & Climate



We are a global organisation that supports sustainable *destinations*,
their *businesses* and their *communities*.

600+

Destinations in our Programs

160+

Awarded and Certified
Destinations

600+

Business Members

60+

Countries

The Good Travel Seal

The Green Destinations solution for your company

- One solution **for any type of tourism provider**
(Accommodation providers, restaurants, shipping companies, mountain railways, excursions, attractions, hire stations, ski and outdoor schools, activities, events, DMOs and tourist information centres, travel agencies, etc.)
- Based on the globally recognised **GSTC-Criteria**
- Tailored to **micro-enterprises** and **SMEs**
- Easy entry combined with **customisable development process** for **Swisstainable Level II and III** in one system
- Simple, web-based **Reporting- & Communication platform**, available in English, German, French and Italian
- Transparent **scorecard** to communicate your sustainability performance, including an **interface** for accommodation providers with Booking.com and Google Travel.
- **Fair** and **100% transparent costs**

The Good Travel Seal

Fully integrated with Swisstainable at Level II and III



Accommodation providers are automatically marked as certified on **booking.com**  Sustainability certification

Transparency

Green Claim-Fit: Our scorecard based on 10 values



Fair system costs

Participation fees for the Good Travel Seal

BUSINESS SIZE: FTEs / NO. OF ROOMS	1 YEAR	2 YEARS*
Micro / 1-5	€220,00	€350,00
Small / 6-10	€360,00	€580,00
Medium / 11-30	€580,00	€925,00
Large / 31-50	€800,00	€1275,00
Extra Large / 51+	€950,00	€1515,00
XXL / 100+ (optional)	€1045,00	€1670,00
XXXL / 250+ (optional)	€1100,00	€1760,00

* Businesses that choose a two-year subscription receive a 20% discount on the total price.

including:

- Access to the reporting system (web-based)
- Training in reporting (approx. 45 minutes, online)
- Preparation for the audit
- Certification by Green Destinations
- Annual update meeting
- Certificate and scorecard

+ Online audit CHF/EUR 600 (every 2 years) or onsite audit CHF/EUR 1.500 (every 3 years) by independent auditors

Gut begleitet

Praxisnah, fair & transparent in 3 Schritten

1

- Introductory meeting to get to know each other and explore possibilities
(free of charge)

2

- Onboarding into the system and preliminary assessment before the audit
(included in the participation fee)
- Expert review of the report before the audit, including optimisation tips
(recommended – CHF 165 flat rate)
- Support with reporting, measures, and their implementation
(optional – CHF 165 per hour or free during regularly scheduled online sessions with other businesses)
- Guidance and workshops for you and your team on sustainable development
(optional – tailored to your needs)

3

- External assessment by independent auditors
(online CHF 600 every 2 years or onsite CHF 1,500 every 3 years)
- Certification by Green Destinations
(included in the participation fee)
- Recognition by Swisstainable
(Swisstainable participation fee applies)

Well connected

Partnerships for Swisstainable

- We work closely with the **KONA** team and are a member of **STV-FST**.
- The Good Travel Seal already makes sense from Level 2 Silver as **a combination certificate** with another recognised initiative for Swisstainable Level II. From experience, **OK:GO** and **MYBLUEPLANET** are good combinations.
- We support companies in **implementing measures** with other tools from our network, e.g. with the '**Climate Action 4 Companies**' programme from **MYBLUEPLANET** or as a member of **FAIRUNTERWEGS**.



Let's start

Questions? We would be happy to discuss the path for your company

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