GOOD TRAVELSEAL

GOODTRAVEL INSTITUTE

GOOD TRAVEL SEAL ALIGNMENT WITH GLOBAL REQUIREMENTS

EU DIRECTIVE, ISO/IEC 17065, AND TRAVALYST CERTIFICATIONS INITIATIVE

2026

Alignment with the EU Empowering Consumers Directive

EU Directive requirements and how the Good Travel Seal addresses them:

Transparent, fair and non-discriminatory access
The certification scheme is open to tourism businesses worldwide. Certification requirements, procedures and eligibility criteria are publicly available and applied consistently to all applicants.

Development through expert and stakeholder consultation
The Good Travel Seal Standard is maintained through consultation with independent experts, Qualified Evaluators, auditors and tourism stakeholders to ensure technical quality and continuous improvement.

Procedures for dealing with non-compliance
Documented procedures classify non-compliances, require corrective actions within defined timeframes, and provide for suspension or withdrawal of certification and use of the Good Travel Seal label where necessary.

Independent third-party monitoring
Certification decisions are based on objective assessments carried out by trained independent auditors and Qualified Evaluators using documented procedures and evidence-based decision rules.

Alignment with with ISO/IEC 17065 Principles

ISO/IEC 17065 principle - How the Good Travel Seal addresses it

Impartiality
The operation of the certification scheme is separated from ownership of the standard. The Good Travel Institute operates the scheme, while the Good Travel Seal Standard is owned by Green Destinations Services. Independent Qualified Evaluators and auditors are required to avoid conflicts of interest.

Competence
Qualified Evaluators and auditors complete mandatory training on the Good Travel Seal Standard, assessment methodology, evidence requirements, and certification procedures.

Transparency
Certification requirements, procedures, assessment criteria, and use of the certification mark are publicly available and communicated in clear language.

Confidentiality
Information obtained during assessments is handled according to documented confidentiality procedures and used only for certification purposes.

Consistent evaluation
All applicants are assessed using the same published criteria, documented procedures, and defined decision rules to ensure consistency and fairness.

Alignment with with ISO/IEC 17065 Principles

Evidence-based decisions
Certification decisions are based on documented evidence collected during evaluations and audits, including supporting documentation and KPI reporting where applicable.

Independent evaluation
Assessments are conducted by trained independent auditors and Qualified Evaluators who are separate from the certified business.

Management of non-conformities
Non-compliances are classified, corrective actions are required within defined timeframes, and certification may be suspended or withdrawn if requirements are not met.

Surveillance and continued compliance
Certified businesses are subject to periodic monitoring and KPI reporting to demonstrate continued compliance and ongoing improvement.

Use of the certification mark
The Good Travel Seal label may only be used by certified businesses in accordance with documented rules. Use of the label must cease immediately if certification is suspended or withdrawn.

Complaints and appeals
The scheme includes documented procedures for handling complaints and misuse of the certification label.

Continuous improvement
Feedback from Qualified Evaluators, auditors, businesses, and other stakeholders is used to periodically review and improve both the standard and the certification process.

Alignment with the Travalyst Certifications Initiative

Travalyst self-declaration requirements - How the Good Travel Seal aligns

Third-party certification scheme
Certification is based on independent assessment against published sustainability requirements and authorises the use of the Good Travel Seal label.

Transparent and non-discriminatory access
The certification scheme is open to all eligible tourism businesses willing and able to meet the requirements.

Expert and stakeholder involvement
Certification requirements are developed and periodically reviewed with input from independent experts and relevant stakeholders.

Procedures for non-compliance
The scheme includes documented corrective action procedures, suspension and withdrawal mechanisms, and controls governing continued use of the certification label.

Independent monitoring
Compliance is verified through objective third-party assessment using documented certification procedures.

Environmental and social sustainability
The Good Travel Seal Standard includes requirements covering both environmental and social sustainability characteristics.

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QUESTIONS?

gtp@gti.greendestinations.org

gti.greendestinations.org/

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