

Comparison of Travelife to other schemes

| | Travelife | International | National Eco-label |
|-----------------------------|--|---|--|
| Cost (Annual) | £100 - £320 | £1,300 + | £900 + |
| Sustainability Scope | Covers full spectrum of sustainability issues. Environment, Ethical Trade, Labour, Social, Cultural, Economic. | Mostly environmental with some limited socio-cultural focus. | Most are focussed only on environment. Few if any cover labour issues. |
| Ownership | Industry-owned. Non-profit. | Private Company. Commercial/Profit. | Mostly Government-owned Profit/Non-profit. |
| Recognition | Will reach customers of all participating tour operators through websites/brochures. Travel Agents will have a sustainable business directory featuring subscribed businesses. | Not recognised or understood by consumers. It is more of an industry recognised initiative. | Not known outside country of operation. |
| Availability | All tourist destinations globally. | Only in destinations where that company operates. | Limited to one region or country. |
| Support | Supported and actively promoted by major European tour operators and associations. | International corporations and business partners. | Government. |
| Data Issues | Data shared among participating tour operators/agents and their contracted suppliers. | Data sharing not available. | Data sharing not available. |
| Market penetration | Travelife Collection on-line Consumer brochure. All tour operator members display Travelife Logos and awards in their brochures. | Limited | Limited |