



Join Travelife and  
work in partnership  
with European  
and international  
tour operators to  
manage and promote  
sustainability

Travelife   
Sustainability System



# Welcome to Travelife

Travelife has hotel and apartment members around the world. It helps its members to develop good sustainable practices and to promote their achievements within the travel industry and to European and international consumers.

Travelife is one of the few schemes to value social policy as highly as environmental management.

## getting started

Before you join Travelife you may complete our online check list, answering questions on how your hotel manages its social and environmental issues. A high score means you could be eligible for a Travelife Award! Once you have joined and you are ready, an independent Travelife audit will be carried out.

## making savings

You can share the results of your audit with all the Travelife tour operators that feature your property. This is great news - just one audit for everyone!

If you haven't reached Award level we will give you advice and guidance. This can result in some real cost savings across your business.

You can also be confident that your customers will enjoy a better experience. Customer satisfaction at Travelife hotels scores higher than at similar hotels without Travelife Awards.\*

\*Research undertaken by a major tour operator.

## marketing your achievements

When you join Travelife your hotel will be featured in the Travelife Collection [www.travelifecollection.com](http://www.travelifecollection.com) – our online brochure that offers direct booking links to member tour operators and differentiates your hotel from your competitors.

As a member, too, the Travelife logo is yours to use across all your communications. If you are at Award level, you can use the Travelife Award logo to promote your achievements. And, once you are a member, your tour operator partners can feature your Award logo in their marketing!

## more information

If you would like to know more, or would like to complete the free online Travelife checklist please go to [www.travelife.org](http://www.travelife.org). Alternatively send us an email [info@travelife.org](mailto:info@travelife.org) or call us on **+44 (0)20 3117 0591**.

We look forward to welcoming you to Travelife.



## What Travelife means to you and your business

### **“...a low cost solution...”**

Travelife membership represents excellent value for money. Subscriptions are charged annually and are based on nightly maximum occupancy. If you join as a group or chain, there are discounts available too. A Travelife audit is required and charged at a nominal fee.

### **“...helping us to increase our exposure...”**

Travelife works in partnership with European trade associations and tour operators in Europe to create a real awareness within the travel industry. It is a subsidiary of ABTA, the leading UK travel trade association, which represents 950 travel agents and 750 tour operators throughout the British Isles.

### **“...promote...to a wide audience...”**

Travelife-awarded hotels feature their Awards in tour operators’ brochures and websites throughout their European and international source markets, including the UK, Canada, Scandinavia, Germany, Holland and France – making Travelife a truly international brand.

### **The Travelife Collection**

Join Travelife and your property will be featured in the Travelife Collection. The Travelife Collection is our online brochure, used by both travel agents and consumers. It offers direct booking links to Travelife tour operators.

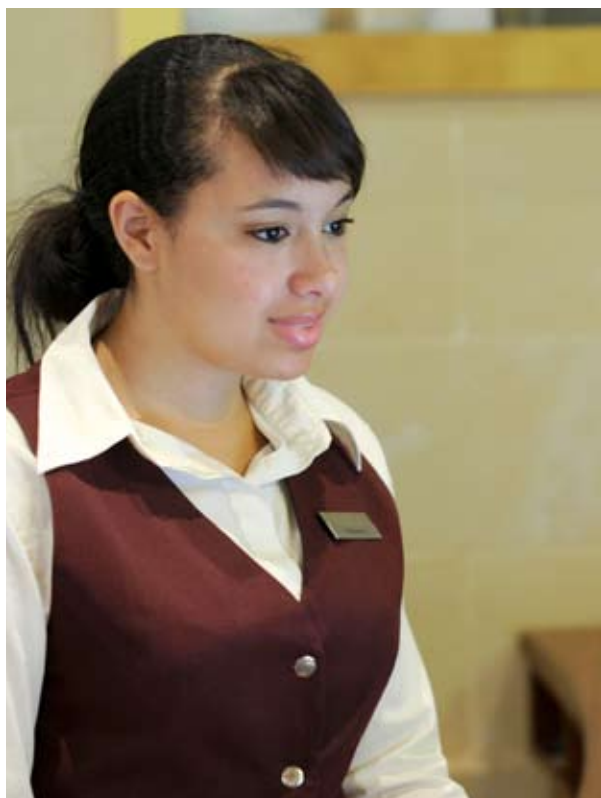
The Travelife Collection gives you the opportunity to communicate the environmental and cultural initiatives that often don’t feature in brochures, but reflect the sustainability values of Travelife hotels – such as offering cookery lessons, providing walking maps, organising beach cleans or perhaps having a herb and vegetable garden.

We know customers appreciate these things and consider them tangible benefits of staying at a Travelife hotel.

We generate publicity for the Travelife Collection via trade associations, press releases and websites.

Do take a look!

[www.travelifecollection.com](http://www.travelifecollection.com)



## What our members say about being part of Travelife

Travelife is an industry led scheme, where tour operators and accommodation providers work in partnership to display their commitment to sustainability. Travelife members include **TUI Travel, Thomas Cook, Kuoni Group, Virgin Holidays, Cosmos, Sunvil and Hotelplan**, as well as hundreds of hotels and apartments like yours, around the world. Here's what the industry says about us.

We are convinced of the strong link between the long term success of our industry and the impacts of our holidays on the environment and communities.

We strongly recommend that accommodation providers subscribe to Travelife which offers a cost effective way to manage the sustainability of the business and to promote its achievements to a wide audience.

**Jane Ashton**  
Head of Sustainable Development  
TUI Travel plc

Travelife is an industry driven system which is a solution to a very important issue: taking care of local communities and the environment. Communicating Travelife results to our employees, our suppliers, and our customers helps us achieve our goal of fostering a sustainable supply chain.

**Matthias Leisinger**  
Head of Corporate Responsibility  
Kuoni Travel Ltd.

Travelife has given us useful advice on how we can enhance what we are doing to become more sustainable. More and more guests and potential guests are asking us about our sustainability credentials.

By telling them we have a Gold Award from Travelife, we can reassure them that we are totally committed to doing our bit to help develop sustainable tourism.

**John Wood**  
General Manager  
Mövenpick Resort and Spa El Gouna, Egypt

For us it has been a logical step to join Travelife since this is a cost efficient and an effective tool for managing the supply chain of sustainable tourism businesses worldwide. Travelife will help our tour operators and travel agents to inform consumers on responsible holiday choices.

**Frank Oostdam**  
Director  
ANVR – The Netherlands Association  
of Travel Agents and Tour Operators



## What our members say about being part of Travelife

We recognise the importance of supporting our supply chain in their management of sustainability issues. Travelife is an industry-led scheme which offers businesses a low cost solution to manage sustainability and offers customers an easy way to identify those businesses. We are pleased to feature these awards within our brochures and on our website.

### **Ruth Holroyd**

Head of Sustainability  
Thomas Cook Group plc

The Travelife Collection and the ABTA press office have been a great asset in helping us to increase our exposure to the consumer and also in the media.

### **Emma Prineas**

UK Head of Marketing  
Sandals Resorts Caribbean

Travelife awards feature in all our brochures and across our website, giving consumers the information they need to make more responsible holiday choices.

### **Rachel McCaffery**

Corporate Responsibility Manager  
Virgin Holidays

Sustainability does not have to be expensive. That is why we chose Travelife – a cost effective way to manage and promote sustainability.

### **Dirk Robeyns**

Operations Manager  
Viva Hotels, Spain

We believe tourism can enhance the lives of local communities and their environment which is why sustainability of destinations is the core of our vision.

Travelife enables tour operators and hotels to drive this forward. This is why we are proud to promote this excellent initiative to the industry and to promote the achievements of Travelife properties to consumers too.

### **Mark Tanzer**

Chief Executive  
ABTA – The Travel Association



## Join Travelife

# become a member

Travelife is low-cost, fit for purpose and represents excellent value for money. Subscription costs are charged annually and based on the maximum amount of guests staying at the property per night.

An independent Travelife audit is mandatory within six months of becoming a member and is valid for two years. To give you an example of cost, if your hotel can accommodate 450 guests per night the average fee is only €287 per year – and that is including the audit.

To discuss, call us on **+44 (0)20 3117 0591**, or email **info@travelife.org**

Price band	Maximum amount of guests your property can accommodate	Subscription fee payable annually	Audit fee payable every two years		
A	<100	€150	€175	This equals an average annual amount of:	€237
B	101-500	€175	€225	This equals an average annual amount of:	€287
C	501-1000	€225	€275	This equals an average annual amount of:	€362
D	>1000	€300	€325	This equals an average annual amount of:	€462

Hotel group discounts are available on request.

What is included in

# Travelife membership



- Unlimited access to the Travelife website, including tools and handbooks to make your business more sustainable and generate cost savings.
- The Travelife logo – yours to use across all your marketing communications.
- A feature on Travelife’s online brochure – [www.travelifecollection.com](http://www.travelifecollection.com)
- Access to independent Travelife audits.

## **And, if your property is at Award level**

- Use of the Travelife Award logo to promote your achievements.
- A bespoke Travelife Award plaque to display on your premises.
- Your Travelife tour operator partners can feature your Award logo in their marketing.



# Travelife

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