

Looking for a holistic approach to sustainability in the travel sector

The Sustainable Travel Programme can help

Do you operate tourist attractions or multisite organisations, or are you a travel company, accommodation provider, or tour operator looking to advance your sustainability efforts? Look no further than our Standard for Sustainable Travel Activities.

10+ Years of experience supporting tourism businesses to evaluate and improve their travel operations 

4 Core principles on Management and Business, People, Nature and Climate 

2019 Sustainable Tourism Standards for Accommodations and Tour Operators became GSTC-recognised standards 

Sustainable solutions for travel businesses

Preferred by Nature is a mission-driven organisation that offers a range of high-quality certification services across various sectors. From verification for Carbon Footprint Management (CFM) to Ecosystem Restoration, sustainable agriculture to travel activities, our tailored-made solutions promote responsible practices and empower businesses to showcase their commitment to sustainability. The services we offer:



- Certification services
- Mission-driven projects
- Advisory services
- Training
- Support services

The Sustainable Travel Programme is built on a Standard for Sustainable Travel Activities that upholds four core principles to evaluate travel organisation's management practices. It also determines how these benefit nature, people and climate at the destinations where they operate.

Our Preferred by Nature Standard for Sustainable Travel Activities is recognised by **the Global Sustainable Tourism Council (GSTC) as equivalent to the GSTC Criteria** and it is also aligned with Preferred by Nature's own **Sustainability Framework**.

What will you gain

- Increased market visibility, credibility, and recognition as a sustainable tourism business organisation or destination.
- Access to expert tailored-made guidance and support in developing and implementing sustainable tourism strategies.
- Long-term sustainability planning and resilience against environmental and socio-economic challenges
- Opportunities for networking and working together with businesses and groups that share similar goals and challenges.
- Positive social impact through support for local communities, cultural preservation, and fair tourism practices.
- Access to best practices and knowledge exchange within Preferred by Nature's global network.
- Competitive advantage in a rapidly growing market of eco-conscious travellers.
- Continuous learning and adaptation to emerging sustainability trends and practices.
- Earn the hummingbird seal of Preferred by Nature with the criteria of the Sustainability Framework certification programme.

EXPLORE

Standard for Sustainable Travel Activities



System Requirements for Certificate Holders



Terms & Definitions



Why work with us?



We offer sustainability certification services in the forestry, agriculture, biomass, carbon footprint, ecosystem restoration, and tourism sectors in over 100 countries all over the world for nearly 30 years.



We work with small businesses, large corporations, communities, Indigenous People, state forests and environmental NGOs - all of them are equally important to us.



The Preferred by Nature Certification for Sustainable Travel Activities offers ways for organisations to communicate about and gain recognition for their progress towards meeting their sustainability commitments.



By working with Preferred by Nature, you can differentiate your business from competitors. Attract eco-conscious travellers and tap into growing market segments seeking sustainable tourism experiences.



Tourism businesses that have earned the Preferred by Nature certification are well-positioned in global markets and offer effective and high-quality sustainable services.

Get in touch with us for a discussion on your needs, and we'll see where we can go from there.

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