SAFE TRAVELS

WTTC alongside our Members, governments, health experts and other industry associations are working together to achieve effective recovery protocols by developing meaningful action plans that optimise sector-wide recovery efforts.

Part of our protocols include providing the public & private sectors with the insights & toolkits for interaction & implementation to ensure that people are and feel safe. Ultimately, we envision a future of travel which is safe, secure, seamless and provides an authentic and meaningful experience to the traveller across the journey; one which supports the livelihoods of millions and contributes to sustainable economic growth.

The Safe Travels Protocols are designed to rebuild confidence among consumers & ensure alignment of private sector. The protocols align the private sector behind common standards to ensure the safety of its workforce and travellers as the sector shifts to a new normal.

The Safe Travels Stamp allows travellers to recognise destinations and companies that have implemented protocols that are aligned with the SafeTravels Protocols.

KEY WEBSITE PAGES

SafeTravels Stamp Template & Guidelines: https://drive.google.com/drive/folders/1axMeeyfEMqjcSRWmdm-Aj42YbpuAyAvC9?usp=sharing
Terms and Conditions: https://wttc.org/SafeTravels-Stamp-Terms-Conditions

ISSUING THE STAMP AND ENSURING COMPLIANCE

Safe Travels destinations have the responsibility to advocate the uptake of the protocols and stamp to their subsidiary public sector authorities and private sector organisations and ensure their ongoing compliance with the protocols and Terms & Conditions.

It is up to Safe Travels destinations how to issue the stamp and ensure compliance.

We have seen a variety of examples of criteria for issuing the stamp, including:
- Self-evaluations and declarations
- Protocol evaluations
- Consumer-generated evaluations
- Stamp issued as additional international stamp to national stamps/certifications
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SELF-EVALUATION AND DECLARATION EXAMPLE: BERMUDA

Bermuda created a Safe Travels landing page, which links to an application form and detailed checklist. Companies complete the checklist, which is then reviewed. Upon successful evaluation, applicants receive the stamp.


#SafeTravels

#SafeTravels
SELF-EVALUATION AND DECLARATION EXAMPLE: COSTA RICA
Costa Rica created an application landing page, including a detailed explanation of the Safe Travels initiative and application process. Companies fill the application form, which is then evaluated. Upon successful evaluation, applicants receive the stamp.


PROTOCOLS EVALUATION AND DECLARATION EXAMPLE: ARGENTINA
Argentina designed a guide to the Safe Travels Initiative, highlighting:
- the most important considerations of the process
- eligibility requirements
- obligations of stamp users
- the WTTC Terms & Conditions, and declaration form

The process is supported by the Argentinean Chamber of Tourism of Argentina.

Approved companies receive a diploma and all related stamp assets.

www.argentina.travel/#global/information/seo-sello-safe-travels-argentina
PROTOCOLS EVALUATION AND DECLARATION EXAMPLE: AFEET

Applicants are requested, via a dedicated webpage, to:

- submit an email application
- sign a letter of engagement
- submit protocols for review

Successful companies receive a diploma

https://www.afeet.org/

LINKING STAMP TO RECOGNISED ACCREDITATION SCHEME EXAMPLE: KENYA

Kenya issues the stamp as part of their national certification programme. Any company that adheres to Kenya’s Health and Safety Protocols for the New Normal also receive the Safe Travels stamp.
LINKING STAMP TO RECOGNISED ACCREDITATION SCHEME EXAMPLE: AUSTRALIAN TOURISM EXPORT COUNCIL (ATEC)
ATEC requires applicants to have a recognised COVID plan in place (ATEC, State, other). For applicants without a plan, they can carry out ATEC training to prepare and submit their own for review. This may incur a cost for non-ATEC members. Once review is carried out to satisfaction, applicant receives the stamp.


LINKING STAMP TO RECOGNISED ACCREDITATION SCHEME EXAMPLE: BARCELONA
Barcelona has launched a scheme whereby applicants may receive the stamp as long as they meet at least one of 2 conditions:
• The applicant has followed the municipal training scheme on sustainability, Biosphere
• The applicant can demonstrate they are certified by a recognised certification body


WHAT IS THE WTTTC SAFE TRAVELS STAMP?
The WTTTC’s Safe Travels Stamp is globally recognised and provides a level of confidence for both the tourism trade and consumers that a business has COVID Safety Protocols in place.

WHY SHOULD I OBTAIN THE WTTTC SAFE TRAVELS STAMP?
• The WTTTC Safe Travels Stamp is globally recognised and provides a level of confidence for both the tourism trade and consumers that a business has COVID Safety Protocols in place.
• The verification for the international and domestic tourism trade that a business has a COVID Plan.
• Free of charge to ATEC members until the end of October 2020. Non-ATEC members can join for a fee starting at $116 (plus GST).

HOW CAN I OBTAIN THE WTTTC SAFE TRAVELS STAMP?
If you have a COVID Plan in place for your business (ATEC, State or other) you can have access to the globally recognised WTTTC Safe Travels stamp by registering for the Tourism Trade Checklist.
If you do not have a COVID Plan please [click here] to register for ATEC’s COVID Ready Training for your COVID Plan.

STAMP IMPLEMENTATION GUIDE
WORLD TRAVEL & TOURISM COUNCIL
OCTOBER 2020

SAFE TRAVELS STAMP IN BARCELONA
Turisme de Barcelona awards the health security seal internationally approved by the WTTTC

What is the Safe Travels Stamp?
SAFE TRAVELS is a stamp that recognises safe travel protocols worldwide. The seal is promoted by the World Travel & Tourism Council (WTTC). The specially designed stamp will allow travellers to recognise governments and companies around the world, which have adopted health and hygiene global standards protocols to prevent COVID-19.

Turisme de Barcelona and the World Travel & Tourism Council (WTTC) have reached an agreement by which the former is the bod responsible for awarding the Safe Travels stamp to companies in the tourism sector that meet the requirements.

What advantages does the SAFE TRAVELS stamp provide?
• To benefit from an internationally recognized stamp, developed in collaboration with WTTC members and international reference organisations, which follows the guidelines of the World Health Organization.
• SAFE TRAVELS is specific for professionals and stakeholders in the tourism industry, since it ensures the implementation of safety and prevention measures against the pandemic.
• The stamp conveys a message of confidence to travellers that they can experience Safe Travels.
• It can be used online via websites, emails and social media and offline via documents following the indications and requirements determined by the WTTC.
CONSUMER-GENERATED EVALUATION EXAMPLE: JORDAN
Jordan developed a customer-based evaluation system of the implementation of Health and Safety protocols at tourism touch points (restaurants, hotels, transport etc.). Through a mobile app and the use of QR codes, the customer can evaluate the level of compliance with their H&S SOPS. Those who meet the requirements from a customer perspective will be eligible for the stamp.

INSPECTIONS EXAMPLE: TOBAGO
Tobago sends their health and safety manual to their stakeholders together with a compliance form. Once they are willing to abide by the manual, stakeholders fill and submit the compliance form and receive the Safe Travels stamp. Tobago carries out random spot visits to the tourism businesses to ensure the stakeholders comply. Those in breach are required to remove the logo immediately. To date, all tourism businesses are operating in compliance with the Safe Travels protocols.
WORKING WITH PARTNERS EXAMPLE: PANAMÁ
Panama Tourism Authority delegated the granting of the WTTC SafeTravels Stamp to the National Chamber of Tourism, which officially represents the entire private sector of tourism in Panamá. The Chamber of Commerce carries out the required diligence in order to issue the stamp.

STAMP USE EXAMPLE: PERÚ
Perú had a ceremony to announce receiving the Safe Travels Stamp in Machu Picchu, where they had a huge Safe Travels Stamp.

CÁMARA NACIONAL DE TURISMO DE PANAMÁ

“EL FUTURO DEL TURISMO, UNA RESPONSABILIDAD COMPARTIDA”
STAMP USE EXAMPLE: TANZANIA
Tanzania launched a campaign with elements of the safe travels stamp but also about the destination.

STAMP USE FURTHER EXAMPLES
Some destinations and companies have added the Safe Travels stamp to their website.
Some destinations add the safe travels stamp to promotional items and merchandise.