



# SAFETRAVELS STAMP IMPLEMENTATION GUIDE



OCTOBER 2020

# SAFETRAVELS

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

## KEY WEBSITE PAGES

SafeTravels Protocols: <https://wtcc.org/COVID-19/Safe-Travels-Global-Protocols-Stamp>

SafeTravels Stamp Template & Guidelines: <https://drive.google.com/drive/folders/laxMeeyfEMqjcSRWmdm-aj42Y1puyAvC9?usp=sharing>

Terms and Conditions: <https://wtcc.org/SafeTravels-Stamp-Terms-Conditions>

# ISSUING THE STAMP AND ENSURING COMPLIANCE

SafeTravels 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 SafeTravels 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
- Inspections (random and systematic, carried out in-house and by sub-contracted entities)

## SELF-EVALUATION AND DECLARATION EXAMPLE: BERMUDA

Bermuda created a SafeTravels 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.

<https://www.gotobermuda.com/bta/bermuda-tourism-health-safety-guide>

**BERMUDA TOURISM AUTHORITY**  
Hotel, Resort & Guest Houses etc.

Please complete this form in its entirety. Once you have completed the form, please allow 7-10 business days to process, respond, and/or approve your application. If you have any questions, please email [info@service.bm](mailto:info@service.bm).

Primary Contact Name \*

Primary Contact Email \*

Primary Contact Number \*

Please upload a high resolution PNG or JPG version of your company logo \*

Drag and drop files here or [browse files](#)

Has your business demonstrated the following?

General

Employees and guests must take a temperature check and use hand sanitiser upon entry to the property and designated location \*

(F&B, hotel, spa/fitness/recreation, meetings & events)

Yes  No  N/A

Hand sanitiser will also be available at all contact areas \*

Yes  No  N/A

Masks are provided to all guests and employees \*

Yes  No  N/A

Obey signs to practise social distancing in all public areas, retail spaces and elevators \*

Yes  No  N/A

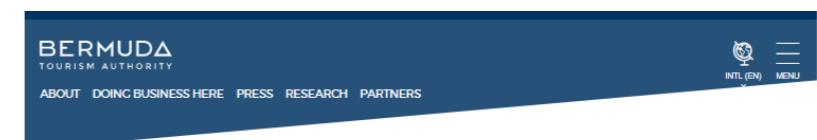
Employees will sanitise all uniforms, aprons and head gear, and not wear these outside the work place; personal protective equipment (PPE) will be provided to employees upon request \*

Yes  No  N/A

Public spaces and communal areas will be cleaned and disinfected several times a day on frequent contact with hard, non-porous surfaces, including: front-desk check-in counters, bell desks, elevators and elevator buttons, door handles, public bathrooms, vending machines, ice machines, room keys and locks, ATMs, escalator and stair handrails, gym equipment, pool seating and surrounding areas, dining surfaces and all seating areas \*

Yes  No  N/A

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BTA HOME

## Stamp of Approval

### THE WORLD TRAVEL & TOURISM COUNCIL (WTTC) SAFE TRAVELS PROGRAMME

Bermuda has earned a global stamp of approval for its handling of the COVID-19 pandemic and the high level of health and safety protocols across its tourism industry. The World Travel & Tourism Council (WTTC) has designated Bermuda a 'Safe Travels' destination under a programme that recognises governments, destinations and companies that have adopted health and hygiene standards meeting protocols recommended by the World Health Organisation and the Centers for Disease Control. The designation follows an application to the WTTC by the Bermuda Tourism Authority (BTA) and allows Bermuda the privilege of using the council's Safe Travels stamp—a globally recognised seal.

The WTTC programme empowers the BTA to issue the Safe Travels stamp to local businesses that meet the highest COVID-19 public-health standards. Any tourism-related business properly protecting its customers by adhering to national protocols can earn the stamp and display it—telling the world their business is safe.

#### ABOUT THE WORLD TRAVEL & TOURISM COUNCIL (WTTC) SAFE TRAVELS PROGRAMME

Local tourism industry businesses have the opportunity to demonstrate their commitment to global health and cleanliness standards by applying to the BTA for the designation of 'Safe Travels-Approved.' This specially designed stamp will allow Bermuda residents, visitors and other travel and tourism stakeholders to recognise destination authorities and companies around the world that have implemented health and hygiene protocols aligned with the WTTC Safe Travels programme.

- "The Safe Travels stamp is based on self-assessment and is not a certification. Countries, destination authorities and companies using the stamp have confirmed they have implemented, and will ensure ongoing compliance with Safe Travels protocols"

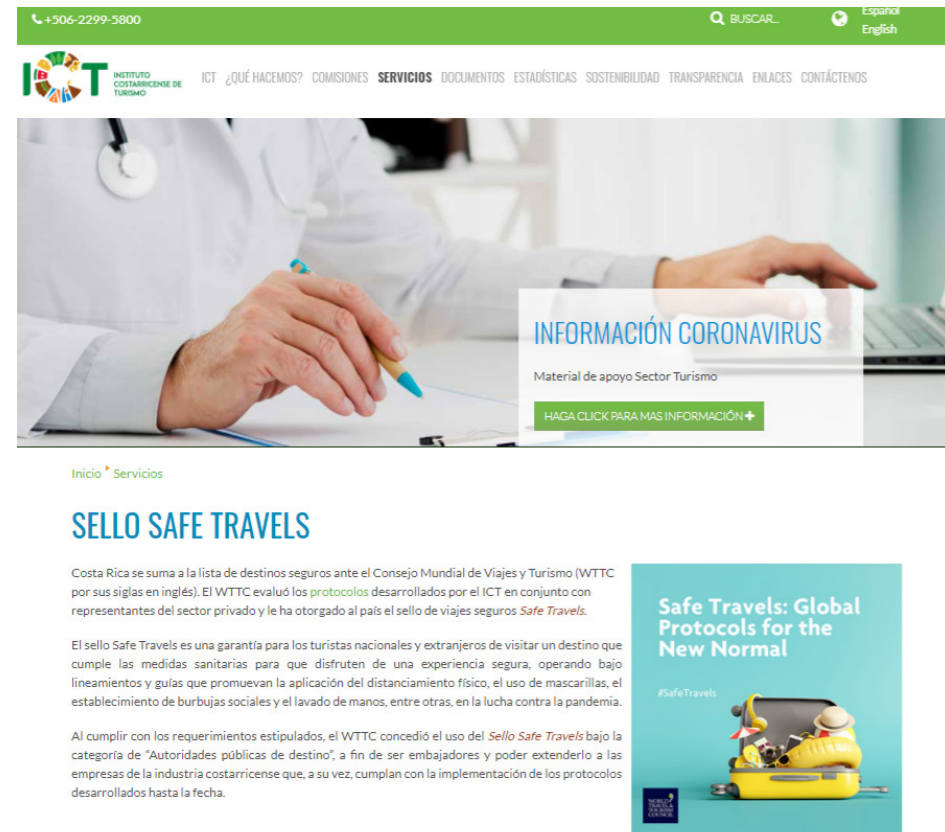
#### APPLICATION PROCESS:

- Tourism industry businesses should [review this guide](#) to ensure they align with expected global protocols for their respective sectors
- Businesses can apply at no cost by selecting the tourism sector form most relevant to their business
- A BTA officer will review your responses and either reach out by email for more information, or process your application for approval
- Once your application is approved, you will receive an approval email from [info@service.bm](mailto:info@service.bm) with a zip file of your business's Safe Travels Logo Package and instructions on how to pick up your free window decals
- Your Safe Travels approval will display on your business profile on our GoToBermuda.com visitor page. If you do not already have a business profile on our page, please [click here](#) to complete the form
- This process can take between seven to 10 business days. If you have any questions, please email us at [info@service.bm](mailto:info@service.bm)
- [Apply Online Here](#)

## SELF-EVALUATION AND DECLARATION EXAMPLE: COSTA RICA

Costa Rica created an application landing page, including a detailed explanation of the SafeTravels initiative and application process. Companies fill the application form, which is then evaluated. Upon successful evaluation, applicants receive the stamp.

<https://www.ict.go.cr/es/servicios-institucionales/sello-safe-travels>



## PROTOCOLS EVALUATION AND DECLARATION EXAMPLE: ARGENTINA

Argentina designed a guide to the SafeTravels Initiative, highlighting:

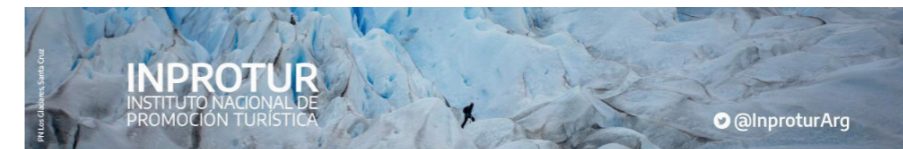
- the most important considerations of the process.
- eligibility requirements
- obligations of stamp users
- the WTTC Terms & Conditions, and declaration form

Argentina reviews protocols received from applicants. Applicants without protocols can choose to adopt the national level protocols

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

Approved companies receive a diploma and all related stamp assets.

[www.argentina.travel/#!/global/information/sello-safe-travels-argentina](http://www.argentina.travel/#!/global/information/sello-safe-travels-argentina)



### PROCESO DE ADHESIÓN AL SELLO "SAFE TRAVELS" INPROTUR-WTTC

Instituto Nacional de Promoción Turística - INPROTUR

#### CONSIDERACIONES INICIALES

- La Argentina ya goza en su totalidad, y como territorio nacional, de esta distinción que otorga el Consejo Mundial de Viajes y Turismo (WTTC), al validar que los protocolos turísticos del Ministerio de Turismo y Deportes de la Nación están alineados con los globales, propuestos por el WTTC y consecuentemente, al ser el INPROTUR miembro asociado al WTTC y gestor de la solicitud en representación del país, se le otorga el sello para que a su vez tenga la potestad de otorgárselo a destinos y empresas argentinas.
- El presente proceso fue ideado para los organismos, destinos y empresas interesados en poner en valor y alinear protocolos propios, con los lineamientos que establecen los del Ministerio de Turismo y Deportes (MINTURDEP); o bien quieran adherir a los mismos, para visibilizar una gestión proactiva y responsable.
- **El Sello "Safe Travels" se basa en una autoevaluación, y no es una certificación.** Los usuarios del mismo confirman la implementación, y aseguran el cumplimiento futuro, de Protocolos propios (validados y alineados con los del MINTURDEP mediante el proceso de solicitud) y/o de los [Protocolos Turísticos de Argentina](#).
- La adhesión al sello es gratuita.
- El presente proceso busca ser efectivo, basándose en una acción de solicitud y validación, supervisado y ejecutado por el Instituto Nacional de Promoción Turística (INPROTUR) con la colaboración y cooperación de la Subsecretaría de Calidad Turística de la Nación, el Consejo Federal de Turismo (CFT) y la Cámara Argentina de Turismo (CAT).

[argentina.travel](http://argentina.travel) @visitargentina

VisitArgentina

### Proceso de Solicitud de Uso del sello

En Costa Rica, todas las compañías turísticas, que cuenten con permiso de funcionamiento y patente comercial, podrán usar el sello de forma libre y gratuita, siempre que cumplan con los protocolos desarrollados por el ICT, junto con el sector privado, mismos que se alinean con los protocolos "Safe Travels", y realicen el proceso de solicitud, donde aceptarán los Términos y Condiciones.

Empresas Turísticas en Costa Rica    Asociaciones y Cámaras de la Industria Turística en Costa Rica

Actividad Temática | Recreativa Aérea | Recreativa Acuática | Agencia de Viajes y Tour Operadores | Spa | Balnearios Termales | Hospedaje | Recinto de congresos y convenciones | Organizador Profesional de Congresos (OPC) | Agencia de turismo rural | Restaurantes | Marinas | Tours y Transporte Acuático | Rent a Car | Transporte turístico

#### El proceso

1. Por favor, asegúrese que su empresa cumple en su totalidad con la aplicación del(s) protocolo (s) correspondiente (s) a la actividad (es) que realiza.
2. Por favor, lea detenidamente los [Términos y Condiciones](#) para solicitar el uso del sello.
3. Aplique y complete la [Guía de Autoevaluación](#) en su empresa
4. Complete la [Declaración jurada](#)
5. Llene el siguiente [formulario](#), donde aceptará los términos y condiciones. En dicho formulario debe adjuntar el [permiso sanitario de funcionamiento](#), la [patente comercial](#) (ambos a nombre de la empresa solicitante y vigentes a la fecha. En el caso que la patente comercial no indique fecha de vencimiento, la empresa deberá aportar junto a ésta, copia del último recibo de pago para comprobar su validez), la [guía de autoevaluación](#) aplicada a su empresa (correspondiente al punto 3) y la [declaración jurada](#) debidamente firmada por el representante legal de la empresa (correspondiente al punto 4).
6. Una vez enviado el formulario con la documentación solicitada, se realizará el análisis y verificación de su solicitud para uso del sello.
7. El ICT le estará contactando vía correo electrónico.
8. Recuerde que el ICT se reserva el derecho de realizar una visita a su empresa con el fin de verificar el cumplimiento y aplicación de los protocolos de higiene y salud.

#### Responsabilidades y Compromisos

1. Cumplir de forma completa y continua con los Términos y condiciones.
2. Cumplir y Aplicar los protocolos de higiene y salud desarrollados por el ICT conforme a su actividad turística.
3. El sello de Viajes Seguros se basa en la autoevaluación, responsabilidad y no es una certificación. Los usuarios del sello han confirmado que han implementado, y asegurarán el cumplimiento continuo de los protocolos publicados por el ICT, bajo los lineamientos del Ministerio de Salud y aprobados por el WTTC.

### 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/>



El Sello busca brindar consistencia y tranquilidad a los consumidores para acelerar la recuperación de Viajes y Turismo luego de la pandemia de COVID-19. Solo aquellas Organizaciones que hayan cumplido con los Protocolos relevantes aplicables a su industria en su totalidad pueden mostrar el Sello en sus sitios web, en materiales de marketing y otros materiales de cara al público. Con ese nombramiento, AFEET podrá emitir el sello "Safe Travels" del WTTC a las empresas de las socias afiliadas que garanticen a través de protocolos de alta calidad la seguridad del viajero. Sólo sigue estos sencillos pasos:

1. Tienes que ser **Socia Activa AFEET**
2. Enviar un mail a [safetravels@afeet.org](mailto:safetravels@afeet.org) (sólo un mail por favor, con toda la información solicitada en los siguientes puntos)
3. Firmar la **carta compromiso** y enviar junto con el resto de los documentos solicitados. [DESCARGALA AQUÍ](#)
4. Enviar los **datos de contacto** (Empresa, Nombre de la Socia, correo electrónico y teléfono de contacto).
5. Enviar los protocolos implementados en tu empresa (acorde al tipo de empresa turística a la que perteneces, con la información clara y en papel membretado). En caso de Home Office, notificar y enviar los protocolos que se implementarán en el reinicio de labores. Les compartimos los ejemplos de las diferentes líneas de negocio de turismo que publico el WTTC para su referencia al momento de generar sus propios protocolos. <https://wtcc.org/COVID-19/Safe-Travels-Global-Protocols-Stamp>
6. Enviar **tu logo** legible y en archivo editable (JPG, PNG y en vectores).
7. Enviar **4 o 5 fotos** que soporten los protocolos implementados.
8. Enviar constancia de situación fiscal no mayor tres meses (Empresa o personal según sea el caso).

Una vez recibido el mail con toda la información solicitada, el comité revisa, organiza y presenta esta información al WTTC, quien nos da la aprobación final. En dado caso de ser aprobado, te será enviado por mail el sello, con las especificaciones de uso y un diploma de reconocimiento. Favor de considerar que el tiempo de respuesta dependerá de la fecha de llegada de la solicitud cumpliendo todos los requisitos, así como del volumen de solicitudes. **COMITÉ "SAFE TRAVELS" AFEET NACIONAL**



### 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 the receive SafeTravels 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 received the stamp.

<https://www.atec.net.au/tools-and-resources/tourism-trade-checklist/wttc-safe-travel-stamp/>

The screenshot shows the ATEC website header with navigation links: ABOUT US, JOIN OUR COMMUNITY, EVENTS, #TOURISMDRIVESGROWTH, NEWS & RESOURCES, TRAINING & DEVELOPMENT, MEMBERS ONLY, and a MEMBER LOGIN button. The main content area is titled 'WHAT IS THE WTTC SAFE TRAVELS STAMP?' and contains the following text:

ATEC has aligned with the World Travel and Tourism Council (WTTTC) to become a lead agency with authority to issue Australian tourism businesses with the 'Safe Travels' Stamp to enable our industry for a swift and robust recovery.

- Globally recognised and developed by the WTTTC to provide COVID safety recognition for the tourism trade and domestic and international consumers
- Encourages both consumers and tourism trade to book Australian tourism businesses displaying the 'Safe Travels' Stamp with confidence
- Available to all businesses in the Australian Tourism industry who have a nationally recognised COVID Safety Plan

**WHY SHOULD I OBTAIN THE WTTTC SAFE TRAVELS STAMP?**

- The WTTTC 'Safe Travels' Stamp is globally recognised & provides a level of confidence for both the tourism trade and consumers that Australia has COVID Safety practices in place
- The verification for the international and domestic tourism trade that Australian tourism operators have 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 \$110 (plus GST)

**HOW CAN I OBTAIN THE WTTTC SAFE TRAVELS STAMP?**

If you do 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 don't have a COVID Plan please [click here](#) refer to ATEC's COVID Ready Training for your COVID Plan.



## LINKING STAMP TO RECOGNISED ACCREDITATION SCHEME EXAMPLE: BARCELONA

Barcelona has launch 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

<https://professional.barcelonaturisme.com/en/corporate/corporate-information/sustainability/safe-travels-stamp-in-barcelona>

The screenshot shows the BarcelonaTurisme website header with navigation links: TRAVEL TRADE, MEDIA CENTER, CORPORATE, and BLOG. The main content area is titled 'SAFE TRAVELS STAMP IN BARCELONA' and contains the following text:

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 (WTTTC)**. The specially designed stamp will allow travellers to recognise governments and companies around the world, which have adopted health and hygiene global standardised protocols to prevent COVID-19.

**Turisme de Barcelona** and the World Travel & Tourism Council (WTTTC) have reached an agreement by which the former is the body 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 WTTTC members and international reference organizations, which follows the guidelines of the **World Health Organization**.
- SAFE TRAVELS is important for professionals and stakeholders in the tourism industry, since it certifies 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 website, emails & social media and offline via documents following the indications and requirements determined by the WTTTC.

### 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 SafeTravels 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 SafeTravels 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 SafeTravels Stamp in Machu Pichu, where they had a huge SafeTravels Stamp.



### STAMP USE EXAMPLE: TANZANIA

Tanzania launched a campaign with elements of the SafeTravels stamp but also about the destination.



### STAMP USE FURTHER EXAMPLES

Some destinations and companies have added the SafeTravels stamp to their website





### STAMP USE FURTHER EXAMPLES

Many destinations issue the stamp with a diploma they give to the companies that complete the process.



### STAMP USE FURTHER EXAMPLES

Some destinations add the SafeTravels stamp to promotional items and merchandise.





## STRATEGIC PARTNERS



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