



Rainforest Alliance Verified™ Eligibility Guide for Tourism Businesses

Who can use the Rainforest Alliance Verified mark?

Hotels, restaurants, and inbound tour operators that are eligible to use the Rainforest Alliance Verification mark once they have:

- Signed a verification agreement with the Rainforest Alliance.
- Reached at least 50% compliance with established Rainforest Alliance requisites on their verifications. These requisites evaluate the sustainability of the business and are aligned with the Global Sustainable Tourism Criteria (www.sustainabletourismcriteria.org).
- Paid any remaining balances for services rendered
- Fulfilled the requirements related to third party sustainable tourism certification provided by Tourism Sustainability Council (TSC) accredited third parties (as explained below).

The Rainforest Alliance will visit these businesses at least every 18 months to verify that they continue to comply with and demonstrate progress in the implementation of best management practices for sustainable tourism.

Requirements related to certification provided by TSC accredited programs:

If a Tourism Sustainability Council (TSC) accredited sustainable tourism certification program exists in the country where the business operates, it must seek certification with said program within two years of signing the Rainforest Alliance verification agreement to be eligible to use the mark.

If the business does not become certified within this timeframe for reasons under its control, it must immediately desist all usage of the verification mark.

- If the business becomes certified in a country with a TSC accredited certification program and wants to improve its standing (i.e. move from 3 to 4 “leaves” with CST), it is encouraged to continue using Rainforest Alliance verification services to improve its performance and advance its level of certification.
- If the business achieves the highest level of certification in a country, verification visits will no longer be performed by the Rainforest Alliance. The business may continue to use the Rainforest Alliance Verified mark if it wishes as long as it:
 - 1) Has utilized Rainforest Alliance verification services to prepare for certification.
 - 2) Maintains its independent certification.

- 3) Pays a licensing fee to cover the administrative costs of managing the use of the verification mark.

Use of mark:

For qualifying businesses, use of the verification mark on all promotional materials -- including brochures, Web sites and advertisements -- must be sent to sustainabletourismmark@ra.org for approval prior to publication. See the *Rainforest Alliance Verified Mark: Usage Guidelines for Tourism Businesses* for more information.

Fees:

In countries or regions where the Rainforest Alliance is not executing development projects that could partially or totally subsidize costs of verification services, participating businesses must pay a fee to cover the costs of technical assistance, verification assessments and administrative costs. To inquire about verification fees in a particular destination, interested parties should contact sustainabletourismfees@ra.org.