

Travelife Partner sustainability award for **Experience Jordan Adventures**

Amsterdam, 21/09/2022. The *Travelife Partner* award was received today by *Experience Jordan Adventures, Jordan*. The award is a recognition of the long-term efforts and frontrunner position of Experience Jordan Adventures regarding sustainability and Corporate Social Responsibility.

Experience Jordan Adventures complies with more than 100 criteria, related to an operators' office management, product range, international business partners and customer information. The Travelife standard is covering the ISO 26000 Corporate Social Responsibility themes, including environment, biodiversity, human rights and labour relations; and is formally recognised as in full compliance with the UN supported Global Sustainable Tourism Criteria.

Experience Jordan Adventures is among 3 companies in Jordan to have reached the Travelife Partner award.

Mr Naut Kusters, manager of Travelife for tour operators, states "I am delighted to see that sustainability in the tour operator sector is obtaining momentum. The award of the frontrunner **Experience Jordan Adventures** will inspire other companies in Jordan to follow the same path."

Travelife is the leading international sustainability certification for the travel sector. More than 40 national travel associations are promoting the scheme to their members, including 20 European Travel associations and The Pacific Asia Travel Association ([PATA](#)). Since 2012, more than 1,500 tour operators have been trained in CSR and more than 500 tour operators have received a Travelife award.



About Experience Jordan Adventures (www.experiencejordan.com)

Experience Jordan Adventures is the leading adventure tour operator in Jordan, specializing in small-group adventure tours and higher-end experiential sightseeing tours. For adventures in Jordan, they specialize in hiking and cycling. They are the adventure pioneers who helped create the Jordan Trail and created the Jordan Bike Trail. Lastly, their mission is "*Improving lives through adventure tourism in Jordan.*"

Travelife for Tour operators and Travel agents

Naut Kusters, phone +31 6 48805 475

n.kusters@travelife.info

www.travelife.info

About Travelife (www.travelife.org)

Travelife is a certification system, dedicated to achieving sustainable practices within the tourism industry. It provides companies with realistic sustainability goals, tools and solutions to implement positive change within their businesses and supply chains. Travelife is managed by ABTA – The Travel Association in the UK - and by ECEAT Projects - a not-for-profit organisation based in The Netherlands. Travelife has two key focuses:

Travelife for Tour operators and Travel agents: the system provides online training and practical tools for sustainability management and certification. The training and online tools are suitable for tour operators and travel agencies of any size and cover all management aspects of the travel company business, including office operations, the supply chain, destinations and consumers. Upon submitting a report in compliance with the Travelife standard (based on an independent onsite audit), the company can obtain the “Travelife Certified” status.

The Travelife standard for Tour operators and Travel agencies is based upon the full Corporate Social Responsibility themes, including labour conditions, human rights, environment, biodiversity and fair business practices. The management requirements are compatible with EMAS and ISO 14001. The system is supported by more than 35 national travel associations to further its implementation among members.