

Travelife Partner Sustainability Award for Easia Travel - Vietnam

London, June 26, 2018. Easia Travel - Vietnam, the leading Asian DMC specialist, has received *The Travelife Partner* award in recognition of its long-term efforts and frontrunner position regarding sustainability and Corporate Social Responsibility.

To win the award *Easia Travel – Vietnam* complied with more than 100 criteria, relating to office management, product range, international business partners and customer information. The Travelife standard covers the ISO 26000 Corporate Social Responsibility themes, including environment, biodiversity, human rights and labour relations and is formally recognised as being in full compliance with the UN supported Global Sustainable Tourism Criteria.

Easia Travel - Vietnam is the 11th company in Vietnam to have received the *Travelife Partner* award.

Mr Naut Kusters, manager of Travelife for tour operators said: “I am delighted to see that sustainability in the tour operating sector is obtaining momentum. The award of the front runner ***Easia Travel – Vietnam*** will inspire other companies in Vietnam to follow the same path”.

Travelife, which has been established with the support of the European Commission, is the leading international sustainability certification for the travel sector. More than 35 national travel associations are promoting the scheme to their members including ABTA, the Association of British Travel Agents and PATA, the Pacific Asian Travel Association. Since 2012, more than 600 Asian companies have been trained in CSR with the support of the Dutch government CBI programme. They are now working step-by-step towards more sustainable operations.

For more information on Easia Travel, please contact: Lesley Wright on 020 3375 4050 or e-mail: Lesley@humewhitehead.co.uk

Editor notes

About Easia (www.easia-travel.com)

Easia Travel is a locally owned DMC established in 2000 in a small coffee shop in Hanoi by founders Thuy Hoa, Vu Huy and Philippe Richard. A pure B2B company, Easia Travel specialises in creating amazing encounters in Vietnam, Laos, Cambodia, Myanmar & Thailand and makes Asia easy for over 47,000 travellers per year. Dedicated to responsible travel and experiences, Easia Travel upholds a vision that preserves local culture and natural heritage, leaving only positive footprints in destinations the company calls home.

“We are extremely proud to have realised this important landmark for Easia Travel - Vietnam,” said Thuy Hoa, Co-Founder and General Director of Easia Travel. “The recognition is credit to our dedicated team who put their



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time and hearts into reaching every requirement. Our passion for responsible travel is unreserved and this achievement is not only an apt reward for the team's efforts but also acts as an excellent motivator to continue our unified development as a local leader in sustainable tourism."

Easia Travel - Vietnam Head Office

C/o ATS hotel, Suites 326 & 327,
33B Pham Ngu Lao Street, Hoan Kiem District, Hanoi.

T: +84 24-39 33 13 62

www.easia-travel.com

Travelife for Tour operators en 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 Association of British Travel Agents 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.