

# Why Choose Certified Businesses?



## Help Create a Lasting Laos

By choosing a certified sustainable business, you are choosing to support a business that has made a firm commitment to sustainable consumption practices upheld by the Travelife standard. Every action taken by these businesses is to sustain their own economic livelihoods by preserving Laos' beautiful nature, culture, and environment. Each tourism dollar spent goes a long way in ensuring that the country's beauty, history, and charm are preserved for future generations and ensuring a Lasting Laos.

## Take the High Road

We can all play a part in reducing our individual carbon footprints and ethical harms by adopting changes that slow down, if not reverse, the effects of our actions. Choosing a certified sustainable business will ensure the benefits of your visit reach local businesses and communities, as well as improving the quality of life of the local population. You'll be promoting the development of new businesses in the tourism sector and reviving places where tourism takes place; so go ahead, take the high road!





## Find Better Ways to Discover a Country

Choosing sustainable businesses does not have to mean sacrificing all the things we love about tourism. In fact, it opens doors to other, new environmentally-friendly and culturally rich activities. When in Khammouane, enjoy the pristineness of the blue lagoon's calm waters. Swing with the gibbons by ziplining in Dong Houa Sao National Protected Area in Champasak. Listen to a story about how the princes of the former Lane Xang Kingdom were crowned at Xiengthong Temple in Luang Prabang, or experience authentic Lao food in a local restaurant. Your trip can promote the culture and products of the local area while respecting the socio-cultural authenticity of communities, making for a better way to discover the country.

# How Do You Know Which Businesses Are Certified?

Look out for the Travelife and Lasting logo's to find a certified sustainable business!



Lasting Laos

Travelife  
Sustainability in tourism

You can also check which businesses in your area are Travelife certified by scanning the QR code below (*select country as Laos*):



[travelife.info](http://travelife.info)



[@lastinglao](https://www.facebook.com/lastinglao)



# ລາວຍືນຍາວ Lasting Laos

Why  
Choose  
Certified

Businesses?

switchasia



Travelife

Sustainability in tourism



# About Lasting Laos

The Lasting Laos campaign is aligned with Travelife Sustainability Certification Programme which aims to promote sustainable consumption and production practices as the future of business and brand the country as a sustainable, cultural, and green destination. It is a campaign that inspires positive emotions, ensuring continual preservation of Laos' natural beauty and guaranteeing lasting rewards. Support for the campaign is provided by the European Union.

The Lasting Laos campaign aims to promote businesses in the Lao tourism industry that have attained 1 of 2 sustainability certifications for the tourism industry:

## 1. The Travelife Certification



## 2. The Lasting Laos Certification

