

THE HIGHEST STANDARD IN VEGAN GUEST SERVICES  
PLANNING, TRAINING & CERTIFICATION



GLOBAL CERTIFICATION  
FOR HOSPITALITY & TOURISM

[VEGANHOSPITALITY.COM](https://veganhospitality.com)

# OVERVIEW

## ELIGIBLE APPLICANTS

Hospitality businesses that aim to serve their vegan guests with excellence now and in the future will benefit from Vegan Hospitality Certification, which includes a strategic plan for goal-setting as well as training videos for your staff.

**Hotel Groups & Resorts, Boutique Hotels, Lodges, B&Bs, Cruise Ships and other travel accommodations are eligible to apply for certification.** Applying is free and your membership dues are requested only once you receive your certification status.

This is a **global certification**, with auditors working in 15+ countries and virtually. Our application is currently available in English.

## CERTIFICATION GOALS

Vegan Hospitality certification:

- 1) supports hotels and accommodations in working toward **the global standards for vegan guest services** with targeted **promotion**, clear **strategic planning guidance** through compliance with our indicators and always up-to-date **staff training materials**, and;
- 2) supports **vegan travelers** in finding accommodations that have thoughtfully planned for their vegan guests, including staff trained in vegan guest services.

We certify both fully vegan and vegan-friendly accommodations. We aim to move the needle toward **vegan friendly service in mainstream outlets**, which is why our auditing process includes strategic consulting support.

# BENEFITS

## STREAMLINE OPERATIONS & INCREASE BOOKINGS

By taking **the steps needed to get certified**, you will have improved your service to vegan guests and made tasks easier for your team.

**Many accommodations are just a few small changes away** from providing a high quality experience for vegan guests, which in turn:

- **Makes your chef's job easier**, because having consistent on-menu options for vegan guests lessens the load of customization
- Creates opportunities for your service staff to sell plant based dishes, strengthening your commitment to **climate friendly dining**
- Sets you on the path toward **easily attracting the next generation of guests** who take sustainability and plant forward options into account when making travel decisions

## Guests who make booking decisions based on this certification:

- Vegan guests
- Guest seeking sustainable travel experiences
- Guests traveling with vegans in their party
- Travel agents with vegan clients
- Guests on plant based or plant forward diets
- Gen Z travelers

## COMMIT TO YOUR COMPANY VALUES

Many company values align with our certification. Here are some examples: People-first, Inclusivity, Embrace change, Serve our world, Act with integrity, Respect, Leadership, Forward thinking, Sustainability.

Incorporating **strategic planning for your vegan guests** and **training your staff** to have positive interactions with vegan guests will **enhance your commitment** to your company's values and adherence to your existing **sustainability goals**.

# THE INDICATORS

## HOW TO ACHIEVE CERTIFICATION

Our vegan hospitality certification indicators are divided into 3 categories. See application for examples and FAQ:

- **Food & Beverage**

- At least one clearly labeled on-menu or on-buffet vegan meal option for each day of an average guest stay (Breakfast, Lunch, Dinner)
- Vegan desserts and snacks that mirror the quality of your options for non-vegan guests (not including fruit)
- Plant based milk options available on all menus where coffee and tea are served
- Cross contamination is taken into account in back of house  
\*see application on our website for examples

- **Staff Training**

- Agreement to provide all employees with our signature 30 minute Vegan Hospitality Guest Services online training course

- **Bonus: Strategic Planning**

- You will be prompted to select strategic planning goals for improving your service to vegan guests, and you will receive consulting support to guide you through this process
- For example, you may decide to work toward vegan friendly rooms & toiletries, events & catering, and more. If you already have a fully vegan property, your consultant can support you in creating goals that align with your mission.
- Certification for vegan friendly properties is renewed each year. Achieving your yearly strategic planning goals will contribute to a significant discount on each subsequent year's certification. Fully vegan properties do not need to pay for annual renewal as long as they remain fully vegan.

# HOW TO APPLY

## TO GET STARTED NOW

Head to [www.veganhospitality.com/certified](http://www.veganhospitality.com/certified) to fill out your Vegan Hospitality Certification Application.

## WHAT HAPPENS AFTER I APPLY?

**Step 1:** Our team will review your application and accompanying supportive documents.

**Step 2:** Our team will email you to either let you know that you are eligible for certification, or to request more information. If you are eligible for certification, we will send you a membership link so you can pay your annual dues of \$495 USD to receive your certification logo that you may use on your website and promotional materials.

**Step 3:** Next, you will receive our welcome packet and training portal so that you can get started with staff training at your convenience. We will then connect you with a trained & certified consultant who will schedule a 30-60 minute meeting with you to discuss your strategic planning goals and support you in making a plan to achieve them over the course of the year.

## WOULD YOU LIKE TO GET YOUR WHOLE HOTEL GROUP CERTIFIED, OR PILOT THIS AT SELECT PROPERTIES?

Contact us to set up a call so we can discuss your needs. Email Meredith Marin at [meredith@veganhospitality.com](mailto:meredith@veganhospitality.com)

## QUESTIONS?

Email Meredith Marin at [meredith@veganhospitality.com](mailto:meredith@veganhospitality.com)