

Stockholm, November 4, 2015

Scandic Hotels– the world's best hotel chain when it comes to accessibility

The heroes of responsible tourism worldwide have been announced at Responsible Travel's World Responsible Tourism Awards. Scandic Hotels is the winner in the category "Best accommodation for disability access" for its successful work within accessibility. The award ceremony took place at World Travel Market in London on November 4, 2015.

The category, "Best accommodation for disability access" awards a hotel or other accommodation provider that is accessible and enjoyable for all, that welcomes travelers of all physical and mental abilities, and that serves as an example to the tourism industry. Scandic's successful work within accessibility has yet again attracted global attention by bringing home the gold medal.

"Scandic Hotels is applauded for their top-down, all-encompassing approach to inclusivity, integrating accessibility into all parts of their hotel business. They address a wide range of disabilities and particularly impressed the judges with their leadership by developing an e-learning course and making this freely available to their peers across the tourism industry," says Harold Goodwin, Chair of the judging panel for the World Responsible Tourism Awards.

World Travel Market, which is held in London each year on World Responsible Tourism Day, is the largest travel and tourism event in the world. The award ceremony took place on November 4 and Scandic's Accessibility Director, Magnus Berglund, was on hand to accept the award:

"I'm extremely happy that we have won this award. It is proof that the hard work we do to make our hotels accessible to everyone makes a difference and is recognized in the world," says Magnus Berglund.

Scandic's accessibility work

At Scandic, everyone should be offered the same high Scandic standard, regardless of ability. In consultation with organizations for people with special needs, hotel guests and team members, Scandic has drawn up a checklist of 110 points called [Scandic's Accessibility Standard](#). This standard covers everything offered by Scandic and it is an integral part of all of Scandic's products and services. Scandic has also implemented smart design features in rooms to make them accessible for people with disabilities. In 2013, Scandic was the first hotel chain in the world to launch [online interactive training](#) on disabilities that is accessible to everyone on Scandic's website. More information is available at [Special needs](#).

Read more at [World Responsible Tourism Awards](#)

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Scandic is the market leader in Nordic hospitality with an network of almost 230 hotels with 42,000 rooms in seven countries and run by 14,000 team members. Scandic Friends is the biggest loyalty program in the Nordic hotel industry with 1.5 million members. Responsibility is a part of Scandic's DNA and Scandic is the 'best hotel brand' in the Nordics (BDRC 2013).