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Scandic Hotels finalist in the World Responsible Tourism Awards 2015

Scandic's successful work within accessibility has yet again attracted global attention as one of the finalists in the World Responsible Tourism Awards 2015. The award ceremony will take place at World Travel Market in London on November 4, 2015.

Scandic has been nominated in the category for "Best accommodation for disability access." This category awards a hotel or other accommodation provider that is accessible and enjoyable for all, welcoming travelers of all physical and mental capabilities, and serves as an example to the tourism industry.

"I'm very proud that we have made it to the finals for such an important award thanks to our extensive work in the area of accessibility," says Frank Fiskers, President & CEO of Scandic Hotels.

The judges consider accommodation providers who have integrated progressive policies and practices of inclusion and accessibility into the heart of their operations. It is not just about providing wheelchair access, but having an ethos of accessibility that runs through the entire company. Several Nordic tourism companies are included on the list of 37 finalists for the World Responsible Tourism, and Scandic stands alone as the only hotel chain on the list.

"I'm really looking forward to attending the award ceremony and hope that we'll take home the gold medal," says Magnus Berglund, Accessibility Director, Scandic Hotels."

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 an [online interactive training](#) on disabilities that is open to everyone on Scandic's website. More information is available at [Special needs](#)

About the World Responsible Tourism Award

[World Responsible Tourism Awards](#) were founded by Responsible Travel in 2004 to celebrate the most inspiring stories in responsible tourism. The Awards are organized by [Responsible Travel](#) and ICRT (International Centre for Responsible Tourism). The award ceremony is hosted by World Travel Market, the leading global event for the travel industry on World Responsible Tourism Day, November 4, 2015.

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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 2014).