

Press release: 22nd May

European Network for Accessible Tourism and the Sustainable Hospitality Alliance join forces to support disability inclusion in the hospitality sector

Sustainable Hospitality Alliance is partnering with the European Network for Accessible Tourism (ENAT) to increase disability inclusion and promote universal access in the hospitality industry.

The partnership will see both organisations act in close collaboration, enabling knowledge sharing to make the world's hospitality industry accessible to all.

ENAT aim to be the 'frontrunners' in the study, promotion and practice of accessible tourism and by partnering with the Alliance, it will have the opportunity to engage with an influential network of member hotels.

The Alliance has a wide reach in the hospitality sector, representing over 50,000 properties and 7 million rooms globally. This partnership combines the Alliance's expertise and global network with ENAT's experience improving the accessibility of tourist information, transport, infrastructure, design and service for visitors with all kinds of access needs, providing models of excellence in accessible tourism for the whole of the tourism industry.

This partnership will see both the Alliance and ENAT share information and collaborate on joint projects, with the potential to set up commissions and advisory bodies. The Alliance will encourage stakeholders to engage in ENAT programmes and activities including training.

Sustainable Hospitality Alliance CEO, Glenn Mandziuk, said: "Here at the Alliance we are delighted to welcome the European Network for Accessible Tourism (ENAT) as a partner. ENAT's work striving for greater inclusion for people with disabilities, will greatly support the work the Alliance is doing in opening up the sector. This partnership is an opportunity for both organisations to share best practice, align on research and produce tangible solutions to make the hospitality industry more inclusive for people with disabilities."

ENAT President, Anna Grazia Laura said: "We, at ENAT see the agreement signed with Sustainable Hospitality Alliance as an important step forward to increase the possibility for tourists with specific access requirements to have a wider opportunity to be welcomed in facilities that will respond to their requirements in terms of comfort and quality. We are delighted to engage with the Alliance to offer our expertise and resources in training and planning according to Universal Design principles, strengthening the accessible offers provided by the members with the ultimate common goal of achieving the highest levels of customer satisfaction."

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2 Notes for editors

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About the Sustainable Hospitality Alliance

The Sustainable Hospitality Alliance brings together the hospitality industry and strategic partners to address key challenges affecting the planet and its people, local destinations and communities. They develop practical free resources and programmes to create a prosperous and responsible hospitality sector that gives back more than it takes. Their members represent over 50,000 hotels – totalling 7 million rooms – and include world-leading companies including Choice Hotels International, Marriott International, Hilton Hotels & Resorts, IHG Hotels & Resorts, Hyatt Hotels Corporation, BWH Hotel Group and Radisson Hotel Group, as well as regional brands. Their network also includes other parts of the hospitality value chain, including owners, investors and suppliers, to further drive joined up action on sustainability, and accelerate the industry on the path to net positive hospitality. For more information, please visit: www.sustainablehospitalityalliance.org

About European Network for Accessible Tourism (ENAT)

ENAT was established as a Brussels-based non-profit association in 2008. They are a “multi-stakeholder” organisation with over 350 members in about 50 countries, in Europe and other continents. ENAT members include national and regional tourist boards, cities, destination management organisations, private tourism businesses, disabled people’s organisations, educational institutions, accessibility experts and tourism professionals. ENAT’s mission is to make European tourism destinations, products and services accessible to all travellers, and to promote accessible tourism around the world. The association brings together sector actors to share their experience, learn from each other and collaborate in national and international projects and programmes. Its members develop and organise knowledge and provide training and consultancy on accessibility issues for tourism and hospitality students and professionals. ENAT is a core member of the European Tourism Manifesto Alliance and cooperates with the UNWTO, European Commission and numerous national and regional tourism bodies. For more information, please visit: www.accessibletourism.org