

Stockholm 27.08.2012

BBC World News notes Scandic's work on accessibility

Scandic's groundbreaking work with accessibility issues, i.e. how the hotels function for guests with disabilities, has attracted the attention of international media. Last Saturday, BBC World News showed wheelchair bound, British journalist Frank Gardner's trip to Stockholm. Hotel Scandic Victoria Tower in Kista was selected for its holistic approach to accessibility.

The task of the BBC-team during the trip was to find out what it's like to travel and stay at a hotel in Stockholm for a person with a disability. The program follows the legendary BBC-reporter Frank Gardner, who was injured during a mission to Saudi Arabia and has been confined to a wheelchair since 2004. Scandic Victoria Tower, which opened in September 2011, was the team's chosen accommodation in Stockholm. Scandic's Accessibility Ambassador, Magnus Berglund, participated and talked about Scandic's work with accessibility issues.

– We are noticing clearly that this is a hot topic, which is not surprising having in mind there are over 50 million people with some form of disability in Europe. Here at Scandic all employees are trained in accessibility and we work daily in the group to ensure that our hotels are accessible to all guests. We view our work on accessibility as an investment, says Magnus Berglund, Accessibility Ambassador at Scandic.

Link to the story: http://news.bbc.co.uk/2/hi/programmes/fast_track/9746562.stm

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Every day, Scandic's 6,600 team members work with one single goal in mind – to make you feel welcome.

As the Nordic region's most eco-friendly hotel chain we're always focused on the environment, social responsibility and accessibility. With 160 hotels in nine countries, 29,910 hotel rooms and a turnover of EUR 842 million, Scandic is the largest hotel chain in the Nordic countries. We want to be more than just a hotel – Scandic is a place where people meet, work and get inspired.