

**Press release  
20<sup>th</sup> April 2023**

## **Sage Inclusion and the Sustainable Hospitality Alliance announce partnership to promote Net Positive Hospitality**

*Partnership to drive accessible and inclusive travel to European destinations*

The promotion of accessible and inclusive travel has been strengthened thanks to a new partnership between [the Sustainable Hospitality Alliance](#) (the Alliance) and [Sage Inclusion](#).

The Alliance is the leading global network for responsible hospitality and is proud to announce a partnership with Sage Inclusion, a company that offers accessibility certification and training for organisations, as it promotes accessible and inclusive travel to global destinations . This includes helping to improve facilities, customer service and available information for travellers.

The Alliance brings together hospitality industry leaders and strategic partners, such as Sage Inclusion, to address key challenges affecting the planet and its people, local destinations and communities. Improving inclusivity within the industry is one part of the Alliance's Pathway to [Net Positive Hospitality programme](#) which sets ambitious targets to create a prosperous and responsible global hospitality sector that gives back to the destination more than it takes. For example, the programme's framework outlines how organisations can measure, minimise and embed diversity and inclusivity within its value chain, with the aim to go beyond this and advocate for inclusivity beyond the value chain.

The partnership will include collaborations and projects on the promotion of inclusive travel as well as creating innovative measurements and risk-related tools to better support and deliver services across the hospitality sector.

**John Sage, Chief Executive Officer of Sage Inclusion** comments; *"We at Sage Inclusion are excited to announce our partnership with the Sustainable Hospitality Alliance. Our mission has always been to make travel easier for people with disabilities. By partnering with the Sustainable Hospitality Alliance, we are able to further that mission and help make the travel industry more inclusive for people of all abilities. Through the use of our Sage Inclusion system, hospitality organizations can obtain the accessibility assessments, training, certification, marketing, and consulting that they need to succeed in the large and growing accessible travel demographic."*

**Glenn Mandziuk, Chief Executive Officer, Sustainable Hospitality Alliance**, said: *"Our partnership with Sage Inclusion has helped strengthen our network when it comes to addressing and delivering the People aspect of our Pathway to Net Positive Hospitality programme. Working collaboratively, I'm looking forward to developing a more inclusive and diverse sector. This announcement is an important*

*step forward in promoting inclusivity and diversity for guests and employees within the hospitality industry.”*

The Alliance has over 30 members which have a reach of 7 million rooms and include world-leading hotel companies including Choice Hotels, Marriott International, Hilton, IHG, Hyatt and Radisson Hotel Group as well as regional brands and other stakeholders in the hospitality value chain.

For further information about the work of the Sustainable Hospitality Alliance, please visit <https://sustainablehospitalityalliance.org>

**--ENDS--**

### **Note for Editors**

**For media enquiries, please contact:**

- **Emily McLeish, Head of Communications, Sustainable Hospitality Alliance, [press@sustainablehospitalityalliance.org](mailto:press@sustainablehospitalityalliance.org).**

### **About the Sustainable Hospitality Alliance**

The Sustainable Hospitality Alliance brings together hospitality industry leaders 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 more back than it takes.

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](http://www.sustainablehospitalityalliance.org).