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## **Partnership announced between the International Social Tourism Organisation and the Sustainable Hospitality Alliance to promote inclusive tourism**



*Image shows Glenn Mandziuk (CEO of the Alliance), Isabel Novoa (President of ISTO) and Simon Le Gouais (Director of Finance and Resources at the Alliance) at the Alliance's 2023 Autumn Summit.*

**London, March 2024** – With the aim to drive responsible tourism that is accessible to all, the partnership has been announced today between The International Social Tourism Organisation (ISTO) and the Sustainable Hospitality Alliance (the Alliance).

This partnership underlines the importance of developing social tourism that is open to all. This also includes supporting communities and local areas, ensuring Net Positive Hospitality – where the industry gives back to the destination more than it takes.

ISTO was established in 1963 under the name of International Bureau of Social Tourism (BITS) as an international non-profit organisation and brings together stakeholders from the social, sustainable and solidarity tourism sectors from all over the world. With a mission to promote social sustainability in the tourism sector, ISTO plays a pivotal role in fostering collaboration and driving impactful initiatives worldwide.

This partnership will see the Alliance, which has a wide reach in the hospitality sector representing over 50,000 properties and 7 million rooms globally, collaborate with ISTO on the social aspect of the tourism sector – aiming to drive real, tangible impact. Both organisations will share knowledge and learnings and support relevant events and projects.

Isabel Novoa, President of ISTO says, “our collaboration with the Sustainable Hospitality Alliance is an exciting opportunity to further our shared mission of promoting responsible tourism and sustainability within the hospitality industry. At ISTO, we are dedicated to fostering inclusive and equitable access to tourism for all individuals and communities. By working together, we can leverage our collective strengths to advance policies and programs that support local communities and ensure the industry remains open and accessible to everyone. I look forward to our continued partnership and the positive impact we can create together.”

Welcoming the partnership, Glenn Mandziuk says, “at the Alliance we work towards making the hospitality industry more sustainable and this includes promoting responsible tourism for all. The hospitality industry is in a unique position to support local communities in which it operates whilst ensuring the sector is truly open to all. The social impact our industry can have is significant and we look forward to working with ISTO to help promote and advance policies and programmes that promote equitable access to tourism.”

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

### **ABOUT ISTO**

The International Social Tourism Organisation (ISTO) is a non-profit association that promotes social tourism as a means of enhancing social cohesion, improving the quality of life of people, and promoting sustainable tourism. Founded in 1963, ISTO brings together a diverse group of members, including tourism professionals, governments, NGOs, and other organizations, from over 50 countries worldwide.

ISTO's main objective is to facilitate access to tourism for all, regardless of income, age, or social status. The organisation works to promote responsible and sustainable tourism practices and to foster cross-cultural understanding and cooperation. ISTO also provides support and resources for its members, including training and capacity building, research and analysis, and networking opportunities.



ISTO is recognised by the United Nations as a non-governmental organisation (NGO) and maintains official relations with several international organisations, including the World Tourism Organisation (UNWTO) and European institutions. The organisation plays an important role in advocating for social tourism at the global level, and in advancing the development of policies and programmes that promote equitable access to tourism for all.

For more information, please check ISTO's website: <https://www.isto.international/>