

News monitored for: Lemon Tree Hotels

Lemon Tree Hotels Bags The Overall Winner Trophy At World Responsible Tourism Awards 2016 At WTM®, London

Lemon Tree Hotels was declared the joint-overall winners of the 2016 World Responsible Tourism Awards at WTM® London sponsored by Belize in a special ceremony held during World Responsible Tourism Day, recently. Lemon Tree Hotels was chosen from 13 worldwide finalists in five categories.

The 3rd largest hotel chain in India also won 'Gold' in the 'Best Accommodation for Responsible Employment' category with its core programme designed to provide opportunity-deprived Indians (those with either a physical or intellectual disability, and those from socially-excluded groups) a route to employment.

Speaking on the occasion, Rattan Keswani, Deputy Managing Director, The Lemon Tree Hotel Company said, "It is indeed gratifying to be recognized for our responsible tourism practices and equal opportunity initiatives on the world stage. Hiring Employees with Disability is central to our ethos. This award motivates us to continue with our endeavours. We thank the jury and congratulate all winners in other categories for inspiring change."

Lemon Tree Hotels is an equal opportunity employer and hires differently-abled staff across its 39 hotels in 23 cities of India. It currently has strength of 4000 employees of which ~13% are Employees with Disabilities (EWDs) and an additional ~15% are from socially, economically and educationally disadvantaged backgrounds (EcoSoc).

The awards committee appreciated Lemon Tree for building effective strategies to mainstream Persons with Disability. Speaking on behalf of the judging panel, an eminent collection of responsible tourism leaders from across the industry, NGOs and public organisations, Professor Harold Goodwin, Chair of Judges said, "Lemon Tree Hotels are recognised for tackling effectively, a major social problem in so many societies. A large corporate business backed by international investors successfully getting disabled and other opportunity-deprived people into the workforce in tourism and making this a core part of their operations is a powerful statement."

Lemon Tree Hotels jointly won this award with Tren Ecuador, the commercial Brand of Ecuadorian Railway Company, as the judges found it difficult to split the two overall-winners, commending both on the extent of the impacts they have had and their powerful potential to inspire real change within the tourism industry.

