



Scandinavian Service and Quality Award re-accredited by the European Hospitality Quality scheme

(Brussels, 4 April 2016) HOTREC, the European business association of hotels, restaurants and cafés, accredited the Scandinavian Service and Quality Award (SSQ Award) under its European Hospitality Quality (EHQ) scheme. The EHQ is HOTREC's umbrella quality scheme for hospitality related quality schemes, developed and managed by HOTREC, on a voluntary basis and on initiative of the hospitality sector itself. It serves as a reference model at European level for national and regional quality schemes aiming at ensuring and improving the quality of services in the hospitality sector. *"HOTREC welcomes the decision of the Scandinavian Service and Quality Award programme to continue the cooperation with HOTREC with its re-accreditation under the renewed EHQ scheme"* – said Christian de Barrin, CEO of HOTREC.

The Chair of the HOTREC Quality Board, Dr. Ákos Niklai, explained the objectives of this new HOTREC initiative as follows: *"The EHQ is not intended to replace the numerous existing schemes at national or regional level. It rather provides a system for evaluating them and making them comparable"*.



From left: Susanne Kraus-Winkler, HOTREC President, Veronica Boxberg Karlsson, CEO SSQ Award, Ákos Niklai, Chair of HOTREC Quality Board

Following the recent simplification of the EHQ scheme, the reduction of its levels from three to one and some adjustments to its criteria, SSQ Award is the next Quality programme to obtain the re- accreditation by HOTREC under the European Hospitality Quality scheme.



The establishments participating for three years in the SSQ Award program, the EHQ accreditation of which was also supported by Visita, Swedish Hospitality Industry, are now entitled to use the EHQ label for advertising purposes, additionally to the SSQ Award sign.

“We are proud to have again received recognition from the HOTREC Quality Board, by their renewal of our accreditation according to the European Hospitality Quality scheme. We are also very pleased by the rapporteur’s conclusion that SSQ Award is a really sophisticated quality program for hotels” said Veronica Boxberg Karlsson, CEO of SSQ Award.

“HOTREC is proud to have retained the trust of the Scandinavian Service and Quality Award for another accreditation under the EHQ scheme. We hope that this EHQ accreditation is providing further recognition to the programme”, said Christian de Barrin.

“HOTREC is looking forward to applications from other countries as well in order to make this benchmark more widely accessible to the tourism market across Europe” – added Dr. Ákos Niklaj, Chair of HOTREC’s Quality Board.

What is HOTREC?

HOTREC represents the hotel, restaurant and café industry at European level. This industry includes around 1,8 million businesses, of which 99% are small and medium sized enterprises (91% of them micro enterprises, i.e. employing fewer than 10 people). These businesses make up some 59% of industry value added. The hospitality industry provides some 10.2 million jobs in the EU alone. Together with the other tourism industries, the sector is one of the largest industries in Europe. HOTREC brings together 42 national associations representing the sector in 28 different European countries.

For further information: www.hotrec.eu

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