



## The Code and AccorHotels Vietnam join hands against child abuse and trafficking

*AccorHotels Vietnam reinforces its commitment against the sexual exploitation of children alongside The Code (short for The Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism).*

**20 October 2016** – As part of AccorHotels' WATCH programme, AccorHotels **Vietnam** reinforces its commitment against the sexual exploitation of children by joining the efforts of **The Code**. Vietnam is the newest country in the AccorHotels network to sign The Code, an industry-driven initiative supported by ECPAT (End Child Prostitution, Child Pornography and Trafficking of Children for Sexual Purposes), UNICEF and The World Tourism Organization (UNWTO).

The sexual abuse of children associated with the travel and tourism industry is a global phenomenon and results in thousands of children being exploited by travellers in many tourist destinations. Abuse includes all forms of sexual exploitation including prostitution, pornography and trafficking. Every year, as many as 1.8 million children are victims of commercial sexual exploitation worldwide.

Over the past 15 years, AccorHotels has been fighting against sexual exploitation of children by informing and training employees, raising awareness among guests and suppliers, introducing reporting procedures and strengthening relations with authorities to combat these practices through WATCH (We Act Together for Children), the AccorHotels' children protection programme.

*"Since 2001, AccorHotels has led the fight against sexual exploitation of children in travel and tourism alongside ECPAT International and local NGOs. It is the right thing to do and the signing of The Code of Conduct underscores our commitment to this cause," said Lynn Lee, Sustainable Development & Communications Director for AccorHotels Asia Pacific. "Protection of children is one of the priorities of Planet 21, AccorHotels' CSR programme, and we are proud to share that almost 90% of our hotel network globally have pledged to protect children."*

The signing ceremony which took place at ITB Asia aims to raise awareness and support against the sexual exploitation of children.

*"AccorHotels provides a leading example of how companies in the travel and tourism industry can take practical steps to help protect children"* said Damien Brosnan, Programme Manager for The Code.

The Code of Conduct identifies six essential steps that AccorHotels undertakes to implement for the protection of children:

- Establishing ethical policies and procedures against sexual exploitation of children.
- Training employees in children's rights, the prevention of sexual exploitation, and how to report suspected cases.
- Including a clause in contracts throughout the value chain stating a common repudiation and zero tolerance policy of sexual exploitation of children.

- Providing information to travellers on children's rights, the prevention of sexual exploitation of children and how to report suspected cases.
- Supporting, collaborating and engaging stakeholders in the prevention of sexual exploitation of children.
- Reporting annually on their implementation of Code-related activities.

As of today, with the support of ECPAT or local NGOs, more than 60,000 AccorHotels employees globally have been trained on how to detect and respond to situations of child abuse and trafficking.

To learn more about AccorHotels Group corporate social responsibility commitments, please visit: <http://www.accorhotels-group.com/en/sustainable-development.html>

### **About The Code**

The Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism (The Code) is an industry-driven corporate responsible tourism initiative that provides awareness, tools and support to tourism companies in order to prevent the sexual exploitation of children. Tourism companies that join The Code agree to take six steps that turn child protection principles into concrete operational procedures that can help keep children safe. Visit [www.thecode.org](http://www.thecode.org)

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### **About AccorHotels**

AccorHotels is a world-leading travel & lifestyle group and digital innovator offering unique experiences in more than 4,000 hotels, resorts and residences, as well as in over 2,600 of the finest private homes around the globe. Benefiting from dual expertise as an investor and operator through its HotelServices and HotelInvest divisions, AccorHotels operates in 95 countries. Its portfolio comprises internationally acclaimed luxury brands including Raffles, Fairmont, Sofitel Legend, SO Sofitel, Sofitel, onfinestay, MGallery by Sofitel, Pullman, and Swissôtel; as well as the popular midscale and boutique brands of Novotel, Mercure, Mama Shelter and Adagio; the in-demand economy brands including ibis, ibis Styles, ibis budget and the regional brands Grand Mercure, The Sebel and hotelF1.

With an unmatched collection of brands and rich history spanning close to five decades, AccorHotels, along with its global team of more than 240,000 dedicated women and men, has a purposeful and heartfelt mission: to make every guest Feel Welcome. Guests enjoy access to one of the world's most rewarding hotel loyalty programs - Le Club AccorHotels.

AccorHotels is active in its local communities and committed to sustainable development and solidarity through PLANET 21, a comprehensive program that brings together employees, guests and partners to drive sustainable growth.

Accor SA is publicly listed with shares trading on the Euronext Paris exchange (ISIN code: FR0000120404) and the OTC marketplace (Code: ACRFY) in the United States.

For more information and reservations visit [accorhotels.group](http://accorhotels.group) or [accorhotels.com](http://accorhotels.com). Or become a fan and follow us on Twitter and Facebook.

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