



The largest Nordic hotel company

## PRESS RELEASE

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# Scandic to open hotel in landmark building in Helsingborg harbor

**Scandic has signed a new long-term lease agreement with Midroc for a new hotel in the new development in the Helsingborg harbor, expected to open in 2021. The hotel will encompass approximately 180 rooms with meeting facilities, fitness area, restaurant, bar and a sky bar.**

- The new Scandic hotel will be a landmark building for Helsingborg with stunning views of the harbor inlet and Öresund. Its central location makes it a perfect complement to our current hotel, Scandic Helsingborg Nord, says Peter Jangbratt, Country Manager Scandic Sweden.

The new Scandic hotel is part of the H+ project where the old industrial harbor near the Helsingborg city center will be turned into to urban development, called Oceanhamnen. The industrial land will be completely converted into a modern area with housing, offices and trade.

At the pier where the new Scandic hotel will be situated, 32 000 square meter commercial space will be developed, becoming the new corporate hub in the city. There will also be a World Trade Center Office in the same building which gives Scandic great commercial cooperation opportunities, whilst the hotel will be designed to cater for both business and leisure guests.

- The hotel will focus on both corporate and leisure guests, benefiting from the increasing leisure segment, specifically during the summer period which is a peak period in Helsingborg, says Peter Jangbratt, Country Manager Scandic Sweden.

Helsingborg in the south of Sweden is the 8th largest city in Sweden with 108 334 inhabitants and 143 000 in the municipality. With only 20 minutes to Helsingør (Denmark), 30 minutes to Malmö, 1 hour to Copenhagen and 1,5 hours to Gothenburg – Helsingborg is an important hub for both goods and labor. The tourism and the demand for rooms has been growing steadily in Helsingborg for the past five years and Helsingborg represents 13 percent of the market in southern Sweden.

H+ is the largest urban development project in modern times in Helsingborg. By the year 2035, four new and existing districts will be developed. The district of Oceanhamnen will further strengthen Helsingborg's connection to Öresund, and create many new attractive meeting places and locations for residents and businesses. Midroc Properties is Scandic's partner, and the property owner of the World Trade Center Helsingborg, including the new hotel.

- The hotel will have an important function, both as a meeting place in the area and also for the hospitality industry in general in northwestern part of Skåne. In Scandic, we get a strong partner that will contribute with their industry leading expertise for a sustainable development, says Peter Syrén, CEO of Midroc Properties.

### About Scandic Hotels Group

Scandic is the largest hotel company in the Nordic region with 16,000 team members and a network of around 280 hotels in operation and under development in more than 130 destinations. Scandic Friends is the biggest loyalty program in the Nordic hotel sector. Corporate responsibility has always been a part of Scandic's DNA and Scandic has been a pioneer when it comes to integrating sustainability in all of its operations. Scandic Hotels is listed on Nasdaq Stockholm.

[www.scandichotelsgroup.com](http://www.scandichotelsgroup.com)

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