

PRESS RELEASE

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A sneak peek of new Scandic Go

On September 5, the doors will open to the first Scandic Go hotel, Scandic's new brand in the growing economy segment. First up is Stockholm where a good price, welcoming design, smooth self-service and breakfast and hot meals around the clock will attract guests visiting the city.

Scandic Go stands for smart accommodation solutions in attractive city locations at a good price. Today, for the first time, curious travelers can book a stay and get a glimpse of the new brand's playful, inviting interior. When they enter the hotel, guests will be welcomed by a lounge bar with a café vibe. This is where breakfast, coffee and warm meals will be available at all hours of the day.

The traditional breakfast buffet has been replaced by a hot cup of coffee or tea with a selection of croissants and sandwiches as well as fresh juices at a good price. In terms of hot food, a carefully selected range of street food including bowls and hearty grilled sandwiches will be available, and guests can check in easily and order food on their phones.

- At Scandic Go, no one will ever miss breakfast. For the new generation of savvy travelers, visiting a city is often more than the hotel stay itself. Staying should be easy and smooth, on travelers' own terms without costing too much. Many guests today don't want to be limited by set breakfast times or pay for other services in the price of a hotel room. This is why Scandic Go offers the most essential elements of a smart stay for people who would rather focus on experiencing the city, says Thérèse Cedercreutz, Chief Commercial Officer at Scandic Hotels Group.

The rooms at Scandic Go will have a youthful design featuring smart solutions and clever storage facilities. The first Scandic Go hotel on Upplandsgatan in Stockholm will focus on double rooms. Future Scandic Go hotels will feature rooms with bunk beds for groups of friends who want to spend more time together and at the same time have more money left over. Guests who want to relax in their rooms can simply connect their phones to the TV and stream content. To make it easy to travel light, laundry facilities and recycled fabric bags will be available on site.

Like Scandic's full-service hotels, Scandic Go has a strong focus on sustainability. Recycled materials have been prioritized when developing the hotel, such as chairs made from coffee grounds and table tops made from recycled textiles. In as far as possible, items used in the hotels can also be taken apart for further use. By testing new materials, investing in long-lasting finishes and choosing furnishings with as low CO₂ emissions as possible, Scandic Go aims to offer an environmentally friendly hotel experience.

Scandic has long focused on being a sustainable choice and today, eight out of 10 Scandic hotels are certified by the Nordic Swan Ecolabel. Scandic Go will build on the same high environmental standards and the first hotel is now undergoing the environmental certification process.

- It's really exciting that we'll soon be opening Scandic Go for a new generation of guests. We see great demand and growth potential in the economy segment and our ambition is to expand the segment in the Nordic region. With our first Scandic Go conveniently located in the Norrmalm district of Stockholm, we will offer an attractive product, the first of many, continues Thérèse.

When booking opens, Scandic will also launch the Scandic Go communication concept. Under the promise of "Stay to Go," the brand will give guests the chance to enjoy a city's range of entertainment

About Scandic Hotels Group

Scandic is the largest hotel company in the Nordic countries with a network of about 280 hotels and 58,000 hotel rooms in operation and under development at more than 130 destinations. The company is leading the way in integrating sustainability in all areas and its award-winning Design for All concept ensures that Scandic hotels are accessible to everyone. Well loved by guests and employees, the Scandic Friends loyalty program is the largest in the Nordic hotel industry and Scandic is one of the most attractive employers in the region. Scandic is listed on Nasdaq Stockholm. www.scandichotelsgroup.com

and experiences without anything holding them back. The concept has a fresh, playful and colorful look and feel and it will be visible in digital channels such as TikTok, YouTube, Meta and Google in the Nordic countries, Germany and Poland during the summer.

The first Scandic Go hotel will open on Upplandsgatan in Stockholm in an existing Scandic hotel that is undergoing renovations before it reopens under the new brand. This is where the concept will be tested before being rolled out in more hotels and markets. Scandic aims to eventually lead the market in the economy segment in the Nordic countries and increase the pace of expansion outside of the region.

To learn more and book a stay at Scandic Go, [click here](#).

For more information, please contact:

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