

## PRESS RELEASE

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# Scandic to open alpine hotel in Sälen

**Scandic is continuing to grow in Sweden and has taken possession of a newly built alpine property in Sälen with 120 rooms and 16 apartments as well as conference facilities. The property is in a prime location and will offer guests ski-in, ski-out access as well as a wellness area with a sauna, gym and pool. The hotel is expected to open during the 2027/2028 season.**

Scandic has signed a long-term lease agreement with property owner Lima Besparingskog to establish a hotel in Sälen, one of Scandinavia's largest ski areas. The new hotel will be strategically located between Tandådalen and Hundfjället, offering easy access to both family-friendly slopes and steeper runs during the winter season. Over the past decade, interest in the snow-free season has also grown, driven by the increasing popularity of activities such as hiking and cycling.

- We're very happy to be able to welcome guests to our first Scandic hotel in the Swedish mountains. Our growth strategy is clear: we want to strengthen our position in the Nordic countries by expanding in attractive, new locations. Sälen is an established and popular destination with great demand from both Swedish, Nordic and international visitors, which we intend to leverage. We look forward to offering our guests an unforgettable experience in the heart of the Swedish mountains, says Jens Mathiesen, President & CEO of Scandic Hotels Group.

The hotel will be built in a classic alpine style, featuring a wooden façade and balconies facing the mountain landscape. Ahead of the hotel's opening, a new ski lift will be established to easily transport guests from the hotel to the ski area. On the ground floor, large windows will let in natural light and create an inviting atmosphere in the welcoming lobby, restaurant and bar. Several fireplaces will also add warmth and create a cozy ambiance. Those looking to relax will be able to use a wellness area with a pool that extends from indoors to outdoors. In addition, guests will be able to enjoy a fully equipped gym and several types of saunas.

- Scandic already has several successful hotels in the mountains in both Norway and Finland, which is why this is such a fantastic opportunity to open a completely new hotel in the Swedish mountains. We are continuing our expansion journey and look forward to doing it together with Lima Besparingskog, says Jesper Engman, Senior Vice President Portfolio Development.
- We are very proud to have the opportunity to collaborate with Scandic on this unique hotel project, which we have developed together with the real estate advisor CBRE Sweden. This initiative creates more job opportunities and strengthens Sälen as a popular year-round tourist destination, says Fredrik Eriksson, manager at Lima Besparingskog.

To ensure the hotel has the lowest possible climate impact, the operations of the new hotel will be certified by the Nordic Swan Ecolabel, the official environmental certification of the Nordic countries and one of the most stringent third-party validations in the industry. This includes using eco-labeled products and chemicals as well as 100% renewable electricity, eliminating single-use packaging, reducing water consumption, offering more climate-friendly food and maintaining a strong focus on minimizing food waste.

### About Scandic Hotels Group

Scandic is the largest hotel company in the Nordic countries with a network of about 280 hotels with 58,000 rooms in operation and under development, in more than 130 destinations. The company is the leader when it comes to integrating sustainability in all operations 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 the company is one of the most attractive employers in the region. Scandic is listed on Nasdaq Stockholm. [www.scandichotelsgroup.com](https://www.scandichotelsgroup.com)

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