

PRESS RELEASE
December 1, 2025

SCANDIC OPENS FRANCHISE HOTEL IN FLORØ

Today, Scandic opened the doors of its first hotel in Florø, Scandic Victoria Florø, which was previously Comfort Hotel Victoria. With the opening, Scandic is taking a new step in its growth strategy, where additional franchise hotels are a key component.

Scandic has now opened its first hotel in the popular Norwegian tourist destination Florø. With 97 rooms and meeting capacity for 150 participants, Scandic is expanding its presence in western Norway and fortifying its position as the leading hotel company in the Nordic countries. Together with the Helle family, who will operate the hotel under the Scandic brand, the company envisions a long-term partnership with the guest experience at its core.

“Adding more franchise hotels to our portfolio will give our guests even more choices and destinations to experience Scandic, and these hotels are an important part of our ambitious growth strategy for 2030. We are committed to continuously strengthening our well-invested portfolio with new hotels that create value for both guests and owners, and Scandic Victoria Florø is a stellar example of how we make this possible,” says Asle Prestegard, Chief Operations Officer at Scandic Hotels Group.

In February 2025, Scandic launched updated growth targets for the entire company. The strategy includes adding approximately 10,000 new rooms by 2030, of which half will operate under the Scandic Go brand in the rapidly growing economy segment. Additionally, Scandic plans to grow by opening between 30 and 40 new franchise hotels, offering a wide Nordic reach.

“We look forward to starting our collaboration with Scandic and the journey ahead. With the investments and upgrades that have been carried out, we are confident that Scandic is the right choice to elevate the hotel to new heights – and that Scandic Victoria Florø will have a strong, attractive hotel offering for locals and leisure travelers alike,” say Mads, Ole and Leif Arne Helle, owners of Scandic Victoria Florø.

Earlier this year, Scandic opened its sixth signature hotel, The Dock 69°39 by Scandic, in Tromsø. In addition to the new hotels in Norway, Scandic has also signed agreements for five new hotels with more than 1,400 rooms.

For more information, please contact:

Malin Selander, Communications Director, Scandic Hotels Group
Email: malin.selander@scandichotels.com
Phone: +46 704 264 006

Rasmus Blomqvist, Director Investor Relations, Scandic Hotels Group
Email: rasmus.blomqvist@scandichotels.com
Phone: +46 702 335 367

About Scandic Hotels Group

Scandic is the largest hotel company in the Nordics with approximately 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 alike, the Scandic Friends loyalty program is the largest in the Nordic hospitality industry and Scandic is one of the most attractive employers in the region. Scandic is listed on Nasdaq Stockholm. www.scandichotelsgroup.com