

**PRESS RELEASE**  
**January 15, 2026**

## **Scandic Go to open in Tromsø**

**Scandic is continuing to expand in Norway by opening its second Scandic Go in a new building in central Tromsø. The project will begin after the summer of 2026. The new hotel will have approximately 170 rooms, and it is expected to open during 2028. This is an important step in broadening the company's offerings in the region.**

The long-term lease agreement between Scandic and property owner Nordlyskvartalet AS includes a new-build mixed property with a hotel, residential housing and municipal services. Tromsø, one of Norway's most attractive destinations with growing tourism, will be the first destination outside of a capital city where all three of Scandic's brands are represented – an important step in broadening the company's offering in the region. Today, Scandic operates two hotels in Tromsø: Scandic Ishavshotel and the recently opened signature hotel, The Dock 69°39 by Scandic.

"This new establishment in Tromsø is in line with Scandic's strategy to grow in key destinations in the Nordic countries, and with Scandic Go, we aim to lead the market in the rapidly growing economy segment. With our two existing hotels in Tromsø and another on the way, we're confirming the great potential we see in the city as a destination," says Jens Mathiesen, President & CEO of Scandic Hotels Group.

Scandic Go stands for great value, welcoming design and seamless self-service, targeting the modern traveler looking for downtown accommodations close to a city's entertainment and event scene. Everything needed for an easy and comfortable stay is offered, from a street-food-inspired menu available around the clock to practical amenities such as washing and drying facilities as well as storage lockers.

"It is gratifying that together with Nordlyskvartalet, we've again been entrusted with operating a hotel in Tromsø, a partnership that has already been successful with our signature hotel The Dock 69°39 by Scandic. The new hotel will be an important addition to our current portfolio, strengthening our position at a destination that demonstrates solid growth and excellent potential for the future," says Jesper Engman, Chief Development Officer at Scandic Hotels Group.

Just as at the majority of Scandic's hotels, the operations of the new hotel will be certified by the Nordic Swan Ecolabel, the official environmental certification in the Nordic countries. For example, recycled materials will be prioritized, including chairs made from coffee grounds and tabletops made from recycled textiles.

**For more information, please contact:**

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

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

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