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Nordic business students rank Scandic as the best employer in the hotel industry

Scandic was ranked again as one of the most attractive employers in the Nordic countries and the number one hotel operator that Nordic business students want to work for.

When Universum today presented the results of this year's survey based on responses from more than 18,000 business students, Scandic was once again the only hotel operator on the highly-respected top list and also the 29th most attractive employer in the Nordic countries among business students.

"We are very pleased that once again we are best in the industry and that our position on the list consolidates our top ranking this year. This is proof that the investments we have made in attracting young talents are appreciated by our target group," says Henrik Dider, Director of Human Resources, Scandic Hotels.

"The employers that placed high on the list have succeeded in their work to attract talent, and they have taken a decisive step towards continued success. Never before has the success of an organization been so dependent on its human capital, and employers that do not understand the importance of attracting and recruiting the right people will have to fight to survive," says Petter Nylander, CEO of Universum.

Scandic works continually to offer the best career paths in the hotel industry for the students of the future. The company has well-developed national strategic partnerships with institutions such as Örebro University's School of Hospitality, Culinary Arts and Meal Science in Grythyttan, the main universities in Lund, Stockholm and Umeå, and the talent networks, 4potentials and Nova 100 in Sweden.

About the survey

The results are based on Universum's student survey 2015 where more than 18,000 business students from universities and colleges in Sweden, Denmark, Norway and Finland were asked to choose their ideal employers from among more than 500 organisations.

A full list of rankings can be found at www.universumglobal.com/nordic2015

For more information

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Scandic is the market leader in Nordic hospitality with an network of almost 230 hotels with 42,000 rooms in seven countries and run by 14,000 team members. Scandic Friends is the biggest loyalty program in the Nordic hotel industry with 1.5 million members. Responsibility is a part of Scandic's DNA and Scandic is the 'best hotel brand' in the Nordics (BDRC 2014).