



The largest Nordic hotel company

PRESS RELEASE

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Scandic to take over popular hotel in Aalborg

Scandic Hotels, the largest hotel operator in the Nordic region, is continuing to expand its market-leading Nordic hotel network by taking over the operation of the popular and centrally located First Hotel Europa Aalborg from June 1, 2016. In conjunction with the takeover, the hotel will change name to Scandic Aalborg City.

The popular hotel, which has 168 modern rooms and suites, is located in downtown Aalborg, Denmark's fourth largest city. Aalborg is an important growth area in Denmark. In recent years, new businesses have been established in the region and in addition to the port that is an important gathering place for the city, Aalborg airport has continuously expanded its air traffic to and from European destinations.

- Taking over First Hotel Europa in Aalborg means that Scandic can offer an even wider choice in the Danish hotel market, which we consider to be strategic and important. The hotel fits very well into the rest of Scandic's portfolio since it has all the modern amenities and a classic Scandinavian design, says Frank Fiskers, President & CEO of Scandic Hotels.
- Through the acquisition of this hotel we are strengthening our portfolio and position in Aalborg. Soon, guests will be able to choose between the familiar Scandic Aalborg, with its unique location close to natural areas, and the new Scandic Aalborg City in the center of the city. With these two hotels, we will be able to accommodate all types of guests and meet the needs of the market, says Jens Mathiesen, Country Managing Director Denmark.

Today, Scandic already has more than 3,700 hotel rooms in Denmark at 22 hotels, most of which are in the Copenhagen region.

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About Scandic Hotels Group

Scandic is the largest hotel company in the Nordic region with an network of almost 230 hotels with 41,000 rooms in seven countries and run by 14,000 team members. Scandic Friends is the biggest loyalty program in the Nordic hotel industry with 1.6 million members. Responsibility is a part of Scandic's DNA and Scandic is the 'best hotel brand' in the Nordics (BDRC). Scandic has been listed on Nasdaq Stockholm since December 2, 2015. www.scandichotelsgroup.com