

Kiruna, January 21 2013

## **2013 is the year of the aurora – Scandic will help their guests experience the natural phenomenon**

**2013 is the year of the aurora and the best chance to see this natural phenomenon is in the north of Sweden. The activity of the sun is larger than normal this year creating more auroras. Scandic Ferrum in Kiruna will therefore offer their guests a service that will alert the user where and when the aurora appears. Guests that choose not to buy the service can still get the information through a small flag that will be raised in the reception when the aurora appears.**

Local guides will function as scouts and together with web cameras placed near known aurora locations they make up a network placed at the guests' disposal. When the aurora appears a text message is sent to anyone who has activated the service.

- Due to the earth's magnetic field you have a better chance of experiencing the aurora the further north you get. However, many of our guests miss to witness this magnificent phenomenon during their stay up here. This is why we choose to offer this service to our guests, says Jacob Dahlberg, Hotel manager at Scandic Ferrum.

Scandic Ferrum also offers, in collaboration with Hertz, transportation to the location where the aurora will take place. The hotel will also arrange tours with local guides. But in some cases, a short walk is all you need in order to see the aurora.

- We are very proud over the commitment that is shown at Scandic. This cellphone based aurora service is another great proof of the creativity and service mindedness that can be founded at our hotels. At Scandic we go to great length in order to satisfy our guests, says Karin Hellgren, PR and Communication manager at Scandic.

The cellphone based aurora service is now available during the winter months. The use for the service can also stretch over other of Scandic Ferrum's outdoor activities like skiing, mountain climbing, fishing and much more.

### **For further information, please contact**

Jacob Dahlberg, Hotel manager Scandic Ferrum, Phone: +46 70-666 5792

Mail: [Jacob.dahlberg@scandichotels.com](mailto:Jacob.dahlberg@scandichotels.com)

Karin Hellgren, PR and Communication manager Scandic, Phone: +46 721-709 259

Mail: [karin.hellgren@scandichotels.com](mailto:karin.hellgren@scandichotels.com)

Every day, Scandic's 6,600 team members work with one single goal in mind – to make you feel welcome. As the Nordic region's most eco-friendly hotel chain we're always focused on the environment, social responsibility and accessibility. With 160 hotels in nine countries, 29,910 hotel rooms and a turnover of EUR 842 million, Scandic is the largest hotel chain in the Nordic countries. We want to be more than just a hotel – Scandic is a place where people meet, work and get inspired.