



The largest Nordic hotel company

PRESS RELEASE

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Scandic launches fifth signature hotel – nature makes an entrance in Stockholm at Downtown Camper

Scandic is now presenting its fifth unique signature hotel – Downtown Camper by Scandic. The hotel will open in the former Scandic Sergel Plaza at Brunkeberg square in the heart of Stockholm. The building is currently undergoing a complete rejuvenation to reopen after the summer of 2017 and offer a new hotel experience that brings nature into the big city. Guests will be invited to share in a “base camp” experience that centers on wellness and community.

Downtown Camper by Scandic will be a social meeting place for travelers and Stockholmers alike. The concept brings nature into Stockholm’s most urban district at Brunkeberg square. In line with Scandic’s existing signature hotels, it will have a unique interior and design – a “base camp” in an urban environment. In addition to a “lifestyle concierge,” in-room bartender and shop, guests will be able to relax year round under the stars.

- The hotel offers the same complete, unique offering as our other signature hotels at the same time as it has drawn inspiration from two worlds – the local urban environment and our longing for nature. We want to create a new type of meeting place that offers a wide range of experiences and an oasis for mindfulness in the middle of the big city, says Thomas Engelhart, Chief Commercial Officer.

A lifestyle concierge will be on hand to offer tips on unusual experiences to enjoy at the hotel and in the city such as discovering Stockholm by kayak, in-depth mindfulness sessions, rooftop tours of the city, evening group runs and rooftop yoga. There will be no traditional conference rooms here – they have been replaced by more personal rooms and spaces for events, meetings and get-togethers where the boundary between work and leisure is blurred. The hotel will have its own graphic identity and toiletries with a scent signed Downtown Camper. The hotel will open after the summer of 2017.

About Signature hotels

Signature hotels are marketed under their own hotel names with the extension “by Scandic” and are characterized by their unique history, personality and enhanced customer offering. The hotels have been designed as distinct meeting places with the ambition to be natural social venues for locals and travelers alike. With its collection of signature hotels, Scandic aims to attract new customers and meet the demands of travelers looking for unique hotel experiences. Today, Haymarket by Scandic and Grand Central by Scandic are operated as signature hotels. In 2017 and 2018, Downtown Camper, Hotel Norge in Bergen and Scandic Marski in Helsinki will open as signature hotels.

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About Scandic

Scandic is the largest hotel company in the Nordic region with 14,400 team members and a network of close to 230 hotels with about 44,000 hotel rooms in operation and under development. Scandic Friends is the biggest loyalty program in the Nordic hotel sector with 1.8 million members. Corporate responsibility has always been a part of Scandic’s DNA and Scandic has been named Best Hotel Brand in the Nordic countries (BDRG). Since December 2, 2015, Scandic has been listed on Nasdaq Stockholm. www.scandichotelsgroup.com