

Stockholm, May 7, 2015

## **Scandic's industry-leading loyalty program sets a new record with 1.5 million members**

**Scandic's loyalty program, which today is the largest and most popular in the hotel industry, has now gained its 1.5 millionth member. The special member, who will be rewarded with a night in a mobile Scandic To Go hotel room, was honored with flowers on arrival at Scandic Kungens Kurva in Stockholm on Wednesday evening.**

The Scandic Friends loyalty program, which Scandic launched in 2008, was already the biggest loyalty program in the Nordic hotel industry. During its first seven years, the program has been continually developed to include a range of benefits and today it is – by far – the most beneficial and popular loyalty program in the industry.

On Wednesday evening, Scandic applauded Henrik Adinger who became the lucky 1.5 millionth member. When he checked into Scandic Kungens Kurva, he was welcomed with flowers and fanfare by General Manager Malin Åkesson.

During May, Scandic will continue to mark this loyalty milestone together with members and customers at almost 230 Scandic hotels in the Nordic countries, Belgium, Poland and Germany.

"Every day, Scandic's 14,000 employees deliver world-class service to our guests. Our 1.5 million loyalty program members are testament to the service we aim to give our customers. I am also pleased to say that in principle, 100 percent of customers who were previously members of Rica Hotels' loyalty program have chosen to move to Scandic Friends – which also demonstrates the strength of our customer offering and loyalty program," says Frank Fiskers, President & CEO of Scandic Hotels.

"I was very surprised. At first, I thought someone was playing a joke on me. I travel a lot on business and for me, simplicity is important. I think this is what Scandic offers. It's easy to book a room and you get good value for money. In fact, you actually get more than what you pay for. Now I'm really looking forward to staying at more Scandic hotels and using my new membership card," says Henrik Adinger from Värnamo.

Scandic Friends has four membership levels – 1st, 2nd, 3rd and Top floor – based on the number of qualifying nights spent at Scandic hotels during a 12-month period. All members receive a free newspaper every night they stay, a discount in restaurants and Scandic shops, and points that can be used for reward nights as well as invitations to member events and weekend and holiday offers. There are also many special activities offered by hotels locally in addition to tailored customer offers such as concerts.

### **For more information, please contact:**

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### **About Scandic Hotels**

Scandic is the market leader in Nordic hospitality with an unbeatable network of almost 230 hotels with 42,000 hotel rooms and run by 14,000 committed team members. Scandic Friends is the biggest loyalty program in the Nordic hotel industry with 1.5 million members. Scandic is the 'best hotel brand' in the Nordics (BDRC 2014). Responsibility is a part of Scandic's DNA and for the fifth year running, Scandic has been designated the most sustainable hotel operator according to a Sustainable Brands survey. [www.scandichotels.com](http://www.scandichotels.com)