



Scandic Hotels AB (publ)

Press release

www.scandic-hotels.com

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New Scandic Hotel in Aarhus, Denmark

Scandic Hotels has signed an agreement concerning the takeover of operations of the Plaza Hotel in Aarhus. The takeover will take place on 15 August, while the change of name to Scandic Hotel and switchover to the Scandic system for operations, sales and marketing will take place in the Autumn. When the takeover is complete, Scandic will be able to offer a total of 320 rooms in Aarhus.

This hotel, which has a superb location in the very centre of the city, has 160 rooms, a restaurant and bistro, conference and banqueting rooms and a fitness centre. The hotel has undergone extensive renovation over the last two years, and today it maintains a very high standard.

“Scandic Hotels has long had a need for greater hotel capacity in Aarhus,” said Hans G. Frank, Manager of Scandic’s Danish operations. “Aarhus is the second-largest city in Denmark, and so it’s important both for our operations in Denmark and for the Scandic chain overall. We’ll now have two hotels located in positions which complement one another perfectly – one hotel in the very heart of the city and one located on the outskirts and enjoying good transport connections.”

Once the takeover is complete, Scandic will have a total of 20 hotels and 2,750 rooms in Denmark.

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Scandic Hotels AB is the largest hotel operator in the Nordic region, with 126 hotels in 10 countries. Scandic's strategy is to be a dedicated hotel operator. Its business mission is "to offer many people the highest value for money when staying in its hotels, during work and leisure".



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