



Press Release

Stockholm, 4 December 2000

Nordic Swan ecolabel for Scandic Hotel Continental, Stockholm

The Scandic Hotel Continental in Stockholm today became the second Scandic Hotel to receive the Nordic Swan ecolabel. The Scandic Hotel Sjölyst in Oslo, Norway, was the first hotel in Norway to receive the Swan ecolabel back on 15 June this year.

The Nordic Swan ecolabel committee has made demands on and checked every single aspect of the hotel's operations - everything from energy, cleaning and décor to waste and transportation.

"We regard achieving a Nordic Swan ecolabel for a number of our hotels as an important and bona fide aspect of our continued environmental work. Just as with a clear brand name, a clear ecolabel like the Nordic Swan helps guests make an active choice in terms both of products and services, and is consequently very much in tune with Scandic's overall approach," says Roland Nilsson, President & CEO of Scandic Hotels.

"Scandic Hotels was very quick off the mark when it came to stressing environmental issues and its position in the hotel industry as a whole has consistently increased ever since, so their further work on Nordic Swan certification is of considerable symbolic importance. The approval of the Scandic Hotel Continental will further reinforce the demand for Nordic Swan-labelled hotels and this will allow us to boost the tempo of our environmental efforts, the key goal of which is a sustainable society," says Ragnar Unge, President of SIS Miljömärkning, which handles the Nordic Swan ecolabelling system in Sweden.

"Environmental work has been a natural aspect of our day to day activities for a number of years now and has contributed to our profitability. It's a question of forging a consensus with our guests and colleagues so that we can realise and live up to ever more stringent customer demands," says Torsten Andersson, General Manager at Scandic Hotel Continental.

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Scandic Hotels AB is the leading hotel operator in the Nordic region, with 155 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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