

Stockholm, 14 November 2012

Scandic and Lapland Hotels starts co-operation

Scandic and Lapland Hotels have signed a cooperation agreement that allows members of Scandic's frequent guest programme to use their points at the Lapland Hotels chain. The co-operation starts on 15th of November.

Scandic is keen to offer members new ways to use their points so that they can get even more out of the frequent guest programme. Frequent guests can now use their points at nine unique locations in Lapland, including Ylläs, Levi, Saariselkä and Luosto.

- We want to offer our frequent guest new possibilities to use their points and this way bring added value to our program. An active weekend trip or a family holiday in Lapland will be a very welcome option for our frequent guests, says Jarkko Härmälä, Scandic's Sales and Marketing Director.

This co-operation will benefit both parties and is a natural addition to the service offering. Both hotel chains are strong players in their own areas – Scandic is the leading hotel operator in the Nordic countries and strong in business travel – Lapland Hotels specialises in holidays in Lapland. This partnership will give members of Scandic's frequent guest programme access to interesting skiing and leisure time destinations. In turn, Lapland Hotels will be able to reach Scandic's large Nordic customer base.

- I'm very pleased with our partnership, which allows us to reach new customers in all the Nordic countries. Our varied range of popular destinations in Lapland will definitely be of interest to Scandic's guests and will offer them even more holiday options. The successful work of establishing Lapland as an international destination has been built on collaborations with different players, specifically to serve our major international customers. It's therefore only natural for us to expand our business through this type of partnership, says Ari Vuorentausta, CEO of Lapland Hotels.

Depending on the hotel and the season, it will cost 40,000–50,000 points for Scandic's frequent guests to book a night with Lapland Hotels.

For further information, please contact:

Jarkko Härmälä, Sales and Marketing Director, Scandic Hotels Oy, Tel. +358 400 882 441

Ari Vuorentausta, CEO, Lapland Hotels Oy, Phone: +358 400 419 896

Anna-Klara Lindholm, PR Manager Scandic, Phone: +46 709 73 52 31

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.

scandichotels.com