

Stockholm, 28 January 2013

Scandic Hotels joins forces with TripAdvisor

Over 70 percent of hotel guests want to read other people's comments before choosing a hotel, according to a survey by Forrester Consulting*. Through collaboration with the world's largest travel site, TripAdvisor, Scandic Hotels is therefore introducing traveller ratings & reviews direct on all 161 of the Scandic hotel websites.

Scandic's guests no longer need to use external channels to read reviews about the hotels – they can just go straight to the hotel's website. This allows Scandic's guests to make an informed decision based on feedback from fellow travellers.

- We are naturally pleased to be able to meet guest demand for independent reviews on our site. Guests are increasingly basing their choices on comments from other guests, which is why we've now decided to join forces with TripAdvisor. We believe this will increase our sales, and above all, customer satisfaction over time, explains Sara Järnemar, Social Media Manager at Scandic.

As one of Scandic's many social media initiatives, this service will ensure greater engagement and transparency as part of a constant drive to improve the guest experience and Scandic's product portfolio. The service is currently available in seven languages.

- We are delighted to be partnering with Scandic Hotels, a leader in Scandinavian markets, to provide TripAdvisor traveller reviews, opinions and ratings across the hotel group's websites, says Maud Larpent, Senior Partnerships Manager, TripAdvisor.

**Forrester Consulting 2010 Q4*

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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