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## **Scandic Hotels received the top customer satisfaction scores**

**Scandic Hotels put up the highest satisfaction score for Europe, Middle East and Africa, based on global results from the Market Metrix Hospitality Index (MMHI)\*.**

MMHI writes in the press release "As Scandinavia's largest hotel operator with 160 hotels, Scandic has pursued a customer-centric strategy to stay close to its customers and develop long-lasting relationships. The chain understands what value means to its customers and receives top scores for its personal service, events, food & beverage and spa/fitness offerings."

- It's great that our chain has been recognized internationally. Customer satisfaction is something we put high on the agenda in recent years and it is nice to see that it has produced results. We are continuously working to ensure that we have a high level of service at our hotels, says Margareta Thorgren, VP Group Communication Scandic Hotels.

MMHI data is collected from more than 40,000 travelers around the globe each quarter. Guests provide more than 200 details about their most recent hotel and casino experiences. The MMHI customer satisfaction score is based on the average rating of 14 product and service questions that are highly correlated with guest loyalty and recommendations.

*\*Other hotel brands on the list are Steigenberger, Tulip Inn, Kempinski and Rica Hotels.*

### **About Market Metrix**

Market Metrix is the leading provider of customer and employee feedback solutions for hospitality companies around the globe. By connecting feedback with revenue, Market Metrix helps hospitality businesses make smart investment decisions that both improve the guest experience and produce higher profits. Real-time feedback and action management drive timely service recovery, turning potential negative reviews into online raves. And no other feedback program offers the detailed global benchmarking of MMHI, allowing clients to spot gaps and opportunities in the context of key competitors. Market Metrix is essential to more than 14,000 businesses in over 70 countries, and has been helping forward-thinking executives profit from feedback since 1996. For more information, visit [www.marketmetrix.com](http://www.marketmetrix.com).

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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.