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## **Scandic receives prestigious award from TripAdvisor**

**Each year TripAdvisor awards a Certificate of Excellence to hotels that have received excellent reviews from their guests. Only 10% of all the hotels represented on TripAdvisor have been given this honour. Forty of Scandic's hotels have now received a Certificate of Excellence, accounting for almost 26% of Scandic's portfolio.**

- We are proud to have received this award for so many of our Scandic hotels. We strive to offer our customers a memorable experience and this accolade is proof that our hard work is resulting in positive reviews on the world's biggest travel site, states Sara Järnemar, Social Media Manager at Scandic.

Under the criteria for receiving a Certificate of Excellence, a hotel must have received an overall grading of four or above on a five-point scale for the past six months. The hotel must also have achieved a certain volume of reviews during the past 12 months. The certificate is only awarded to hotels that continuously receive positive reviews from their guests.

- We're delighted to celebrate the success of hospitality businesses around the world, and Scandic Hotels' Certificate of Excellence and Travellers' Choice winning properties are great examples of hotels offering travelers an outstanding customer experience, said Alison Copus, VP Marketing, TripAdvisor. The Certificate of Excellence award provides top performing establishments the recognition they deserve, based on feedback from those who matter most: their guests.

Six of Scandic's hotels have also received the Travellers' Choice award. In this case hotels are named in eight categories, including the top 25 in the region and in the world, best service and trendiest.

With studies showing that travellers value recommendations from people they know more highly than anything else, Scandic lists ratings & reviews on its own website. This allows Scandic's guests to make an informed decision based on feedback from fellow travellers. Scandic now also offers ratings & reviews in the booking process, ensuring greater transparency as customers choose and book their hotel.

To see which hotels have received the awards, visit [newsroom/documents](#)

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Every day, Scandic's 7,500 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 around 160 hotels in eight countries, 30,000 hotel rooms and a turnover of EUR 923 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**