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## **Good internet connection most important for hotel guests\***

Surveys show that good wifi is one of the most important criteria when choosing a hotel. With new, modern technology, better accessibility for more users and higher speeds, the Scandic hotel chain is improving internet access at its 140 Nordic hotels. The new solution, delivered by Swisscom, will be in place in Scandic's Nordic hotels in early 2014.

In 2004 Scandic made headlines by being the first hotel chain in Europe to offer wireless internet access in all its hotels free of charge. Until then hotels that were capable of providing wireless internet charged their guests a high fee for using it. Scandic broke the mould in the industry by realising that this would be a hygiene factor for the future. Today good wifi access goes without saying, just like comfortable beds and running water.

"Changed habits, where wifi enables us to work anywhere we like, any time we like, with more people streaming films, using Skype and other services, have created new expectations of hotels. A number of independent surveys show that wifi is one of the most important criteria when choosing a hotel, says Johan Michelson, Vice President Brand & Products at Scandic Hotels.

Scandic's innovative thinking combined with progress in digital technology saw the start of an extensive tendering process with three clear criteria: quality, technical solution and innovativeness, eventually won by Swisscom.

"Our aim behind the new service is to offer improved guest wifi through better coverage and performance, plus a technical platform better integrated into our day-to-day operations," Johan Michelson concludes.

The new solution will be up and running by the end of the first quarter of 2014.

\*TripAdvisor 360 Amenities Survey 2012

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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 sustainable 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**