

Stockholm, 25 March 2014

Scandic tops Nordic hotel rankings

Scandic came in in first place in the annual BDRC survey in which more than 2,450 hotel guests value hotel brands and rank the chains they prefer. The distinction just goes to show that Scandic's wide-ranging initiatives are appreciated by guests.

Scandic has been named as the highest ranking brand in the Nordic countries in the annual Hotel Guest Survey carried out by British market research company BDRC Continental. In the survey, more than 2,450 Nordic business and leisure guests answered questions on how familiar they were with different hotel brands and whether they would recommend the hotel to others. The result shows that Scandic is the most popular hotel brand in the Nordic countries.

"It's a major achievement for us and it feels great to be given confirmation that all our hard work to give our guests a fantastic stay has paid off. We have focused on everything from extensive hotel renovations to express meetings and mobile check-out, something that's evidently hit the spot with our guests. The award shows that all the work our team put in every day is right and important," says Frank Fiskers, Scandic's CEO.

Major investments for Scandic

In 2012–2014 Scandic is carrying out renovation work covering just over 40 of its Swedish hotels, with the focus on new design and interiors. More than SEK 1.5 billion has so far been spent on renovation, in one of the largest renovation programmes ever seen in Europe. In March Scandic's acquisition of Rica Hotels was approved by the Norwegian and Swedish competition authorities, establishing the chain as the largest hotel chain in the Nordic countries. This autumn will see Scandic also launching an exclusive partnership with Jamie's Italy.

About the survey

Hotel Guest Survey is an annual survey carried out in more than 60 countries worldwide. Many internationally renowned hotels use HGS as a guideline to ensure the quality of their brand. The part of the survey that covers the Nordic countries surveyed 1,230 business travellers and 1,228 leisure travellers representing hotel guests in Denmark, Finland, Norway and Sweden. The fieldwork was carried out in August 2013. BDRC Continental's analysis methods are ISO certified.

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