

Stockholm, 16 June 2014

Scandic expands in Berlin

Scandic is increasing its presence in Germany by taking over the Alsterhof Hotel in Berlin. The hotel has 217 rooms, which have just undergone an extensive refurbishment costing EUR 8 million, and is strategically located close to all the shopping and entertainment of western Berlin. When Scandic takes over the hotel on 1 September this year, it will change its name to Scandic Berlin Kurfürstendamm.

Scandic currently has two hotels in Germany: Scandic Potsdamer Platz in central Berlin and Scandic Hamburg Emporio in Hamburg. Now the portfolio is to include another German hotel, Alsterhof in western Berlin, which will become a Scandic hotel on 1 September 2014. Scandic will take over the entire business, including the staff. In 2012 the hotel was refurbished to the tune of EUR 8 million.

“The German economy is performing strongly, which is one reason why we’re choosing to expand in Germany, Europe’s biggest hotel market. In addition, we’ve had a very positive reaction to our existing hotels in the country, showing that people appreciate Scandic as a brand and as a concept. We’re also pleased to be extending our partnership with property owner Lars Wenaas,” says Frank Fiskers, CEO of Scandic.

The hotel, which will be changing its name to Scandic Berlin Kurfürstendamm, has 217 rooms, conference facilities and a superb location in the old district of Kurfürstendamm, near the exclusive department store KaDeWe and Berlin Zoo. A long lease has been signed between Scandic and the Norwegian hotel and property owner Lars Wenaas, who also owns Scandic Potsdamer Platz in Berlin.

About Scandic Berlin Kurfürstendamm:

Restaurant, bar and conference facilities
Access to relaxation suite, gym and roof terrace
À la carte and breakfast buffet
Free Wi-Fi and a wide range of TV channels

Address: Augsburger Straße 5 10789 Berlin
Nearest metro station: Augsburger Straße
Website: <http://www.alsterhof.com>
To see where the hotel is located, [click here](#).

For further information:

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Scandic is the definite market leader in Nordic hospitality with an unbeatable network of almost 230 hotels run by 13,500 enthusiastic team members! We are the ‘best hotel brand’ in the Nordics (BDRC 2014) and enjoy a following of more than 1.3 million members in Scandic Friends!