



Scandic Hotels AB (publ.)

Press release

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Hotel Prinsen in Trondheim becomes a Scandic Hotel

The Hotel Prinsen in Trondheim will become a Scandic Hotel on October 1. The name of the new hotel is Scandic Hotel Prinsen.

The hotel has 81 rooms, of which 20 have been completely renovated. The Prinsen Hotel is one of the leading training-course and conference hotels in Trondheim. A number of Trondheim's more popular restaurants and bars are located in the hotel. They will continue to be operated independently in the future. Scandic Hotel Prinsen will be a part of the Scandic chain, albeit run on franchise basis, and will be included in Scandics marketing-, sales- and environment programs.

"Scandic is focusing aggressively on Norway and there is every indication that Scandic will become one of the leading players in the Norwegian hotel market in the future," says Lars Vinje, General Manager of the Scandic Hotel Prinsen, commenting on the background of the hotel's becoming part of the Scandic chain. "We believe in this effort and very much hope to be part of this venture."

The Hotel Prinsen will be Scandic's third hotel in Trondheim, following the Scandic Hotel Trondheim and Scandic Hotel Residence. The latter was taken over by Scandic on June 1 this year. Scandic will also build a completely new 153-room hotel on Nedre Elvehavn. This hotel is scheduled to open in March 2003. Following the opening on Nedre Elvehavn, Scandic Hotels, with four hotels and a total of 454 rooms, will be by far the leading hotel operator in Trondheim.

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Scandic Hotels AB is the leading hotel operator in the Nordic region, with 154 hotels in 10 countries, the majority of which are in the Nordic countries. Scandic's strategy is to be a dedicated hotel operator. Its business mission is "to offer many people the highest value for money when staying in its hotels, during work and leisure".



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