

Strawberry

Annual report 2024





More to explore

Strawberry is a portal to a wide variety of hotels, meetings, restaurants and spas, as well as great benefits and rewards for our members.

Through our app, web and membership, you get access to experiences all across the Nordics, with our promise to make life more fun, meaningful and exciting.



A word from our CEO Torgeir Silseth

Looking ahead with purpose and momentum

As we close the books on 2024, I look back with immense pride and optimism. This year has been defined by our people, strengthened by innovation, and guided by a clear vision for the future of hospitality. We've built real momentum, and that's something to celebrate.

In a year marked by economic uncertainty, with rising inflation and global instability, our ability to adapt was put to the test. Yet, we've remained agile, turning challenges into opportunities. This agility is a direct result of our 20,000 dedicated colleagues, who were key to improving occupancy and guest satisfaction, all while keeping a firm grip on operational costs. Thanks to their efforts, we achieved one of our best financial performances to date.

We launched our new loyalty ecosystem, Spenn, with Norwegian across the Nordics this year. It has redefined how our members experience travel and benefits, and a growing number of partners are joining the platform. Spenn is not only flexible points, but also a marketplace for experiences and exciting products, and we're just getting started.



This year, we've laid the groundwork for the future of our business.. We completed the rollout of our new tech stack, one of the most ambitious digital transformations in the European hotel industry. This new technology allows us to personalise every guest's journey, empowering our staff, and operating more efficiently - with data-driven insights at the heart of decision-making. Our growth isn't just digital, our portfolio also continues to grow. We've opened and acquired several key hotels in the Nordic with a strong focus on Denmark and Finland. This includes the legendary Hotel Sveitsi, and the landmark transformation of Helsinki's former city prison. In Denmark, we've welcomed Quality Hotel The Reef and expanded our footprint in key Danish destinations.

And perhaps one of the most symbolic moments of the year: the renaming of Sweden's National Arena in Solna to Strawberry Arena. This marks a new era for our brand and strengthens our presence in the cultural and event landscape across the Nordics.

But numbers alone don't tell the whole story. What truly defines this year is the spirit of our people. From the reception desk to the boardroom, from our housekeepers to our innovators, your dedication and drive have been our greatest strength. You are the heart of this company, and I want to express my deepest gratitude to each and every one of you.

As we enter 2025, our focus is clear:

We will grow - sustainable and efficient.

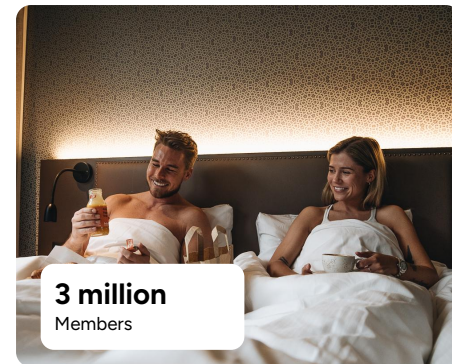
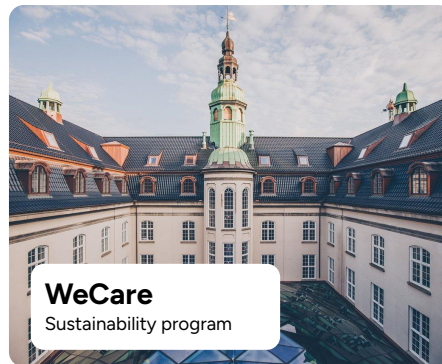
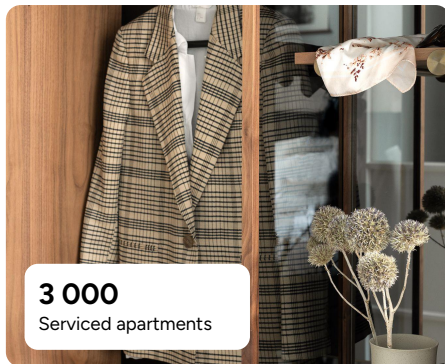
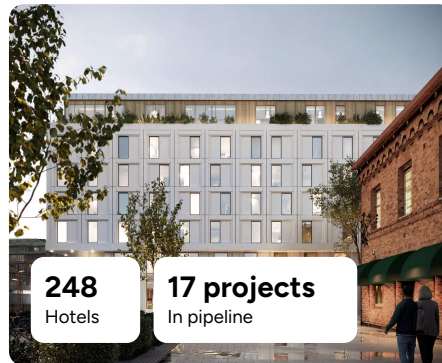
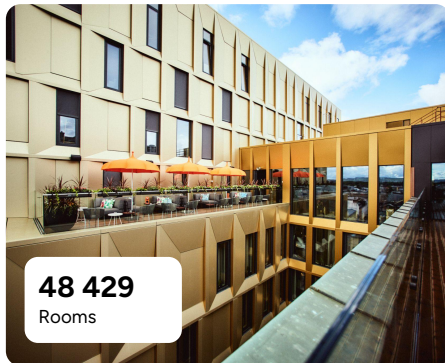
We will lead - through innovation, service and partnerships.

And above all, we will care - for our guests, our people, and our planet.

The future of hospitality is not just about beds and breakfasts. It's about connection, purpose, and experience. And at Strawberry, we're proud to lead that future - together.

Torgeir Silseth
Chief Executive Officer, Strawberry

Key figures



Highlights 2024

Highlights 2024

Launching our joint venture Spenn with Norwegian

On the 19th of November we launched our new loyalty currency, Spenn, together with Norwegian. Spenn simplifies earning and using points from multiple loyalty programs, offering greater flexibility and more choices for users. Spenn is not a loyalty program, but a new Nordic benefits currency that allows members across loyalty programs to pay fully or partially for benefits, earn and burn Spenn with family and friends, and use it with multiple partners.

The launch aims to bring in more well-known brands and partners in the near future. Members can link their existing Norwegian and Strawberry accounts to Spenn, earn points on new purchases, and access exclusive offers from partners. The transition from Strawberry points to Spenn is smooth and aims to create a higher satisfaction and value for our members.



Petter Stordalen, Founder of Strawberry and Geir Karlsen, CEO at Norwegian

Highlights 2024

Strawberry Arena

On the 12th of July, something incredible happened in Solna. We took over the naming rights of Sweden's national football stadium, after a successful partnership discussion with Stockholm Live, which operates the venue. This partnership enables Strawberry to contribute to the arena's success while fostering growth in the tourism and business sectors of the Stockholm region.

This partnership will help drive positive change in society by supporting the tourism industry, which provides thousands of jobs and economic benefits. As our founder, Petter Stordalen puts it, this partnership represents an opportunity to create unforgettable experiences.

Our diverse hotel portfolio, with over 240 hotels in the Nordic region, mirrors the arena's wide array of events. Strawberry Arena will continue to offer world-class experiences filled with emotion and excitement.

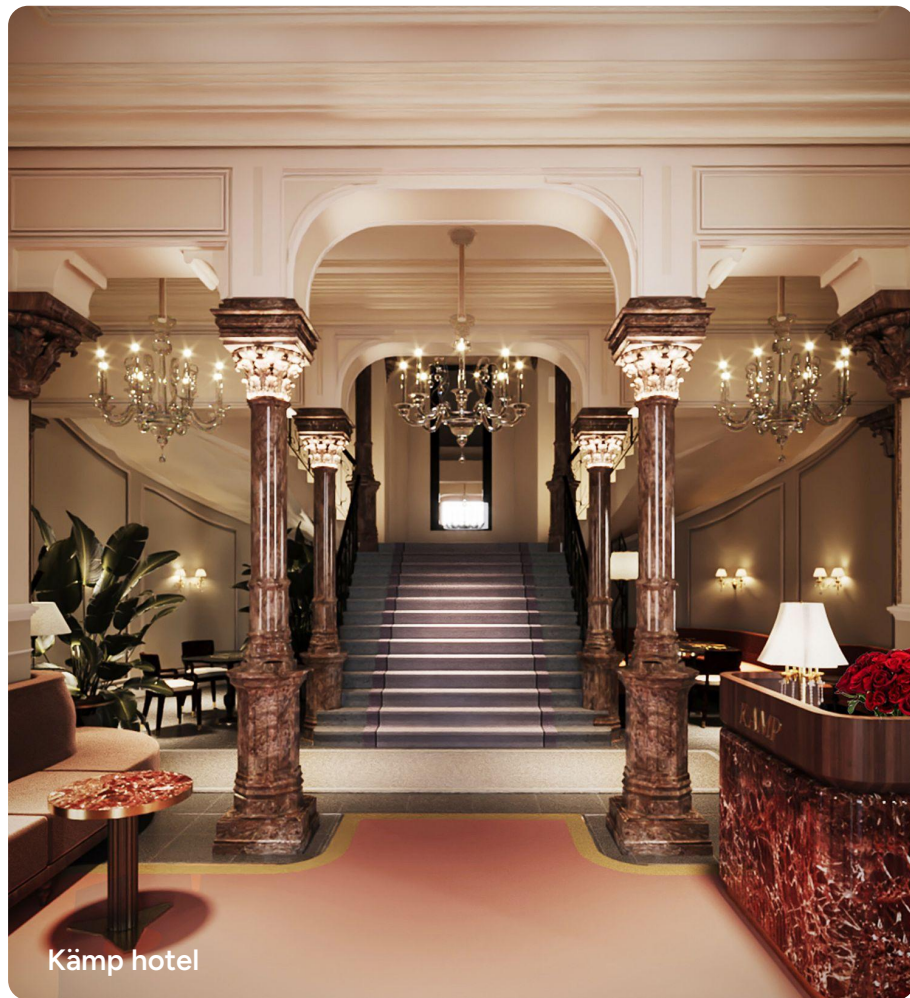


Highlights 2024

Kämp renovation

During 2024, we started the renovation of Hotel Kämp - one of the most iconic hotels in our portfolio. The renovation and expansion adds 3,100 square meters to its iconic premises, including the historic Helanderska House on Norra Esplanaden. The new addition will introduce 22 luxurious rooms and suites by May 2025, offering an upgraded experience for guests. In addition to the room expansion, a 1,200 square-meter wellness club will be introduced, featuring water elements, a state-of-the-art gym, yoga studio, saunas, pools, treatment rooms, and a wellness bar, providing a unique wellness experience for both hotel guests and members.

The renovation also includes upgrading energy systems and converting office spaces into hotel rooms. This expansion, alongside the ongoing renovation of the existing hotel, aims to attract prominent guest from all over the world as well as high-profile events and meetings to Helsinki. Hotel Kämp will remain open throughout the renovation, set to be completed in spring 2026.



Kämp hotel

Hotel openings & acquired hotels 2024

New hotels 2024

New hotels 2024

In 2024 we opened and acquired eleven new hotels and around 710 rooms were added to our hotel portfolio. We opened hotels in several segments from our midmarket and conference hotels to independent hotels. In addition, we opened a new hotel complex in Helsinki - Clarion and Comfort Hotel Helsinki Airport - Finland's largest hotel complex.

Comfort Hotel Sundsvall

In June 2024, Comfort Hotel opened its first hotel in Sundsvall, marking the brand's debut in Västernorrland. Located in the heart of the city, Comfort Hotel Sundsvall offers 203 rooms, a restaurant, meeting spaces, gym, and sauna. With views over the sea and Sundsvall Bridge, the hotel combines smart urban design with great value. This launch is the first step in a broader partnership with Gest Hotels, expanding our presence across Scandinavia.



New hotels 2024

Home Hotel Katajanokka

In May 2024, Hotel Katajanokka in central Helsinki joins the Home Hotel family. Housed in the city's former jail, this 106-room hotel offers guests a truly unique experience. Surrounded by historic red-brick walls, the property blends original 19th-century architecture with modern comfort. With its rich past and prime location, it marks a distinctive addition to our Finnish portfolio.

Quality Hotel The Reef

In June 2024, Strawberry expands into Denmark with the addition of The Reef in Frederikshavn. This 210-room destination hotel, known for its 1,500 m² water park, restaurants, and event spaces, will join the Quality Hotel brand. Located near the ferry terminal to Gothenburg, The Reef has long been a family favorite. A major renovation began in autumn 2024, with a relaunch as Quality Hotel The Reef set for summer 2025.



Home Hotel Katajanokka

New hotels 2024

Quality Hotel Sveitsi

We continued our expansion in Finland with Hotel Sveitsi to our portfolio. Located in the picturesque leisure area of Hyvinkää, the hotel offers 182 rooms, restaurants, a spa, an activity park, and extensive meeting and event facilities. The hotel will become part of the Quality Hotel brand, enhancing offerings for both business travelers and families. With a 10-year lease agreement gives a great foundation for a long-term collaboration and continued development in southern Finland.

Clarion Hotel Mestari

We strengthened our presence in Helsinki with the acquisition of Hotel Mestari – now Home Hotel Mestari. With 237 rooms, a popular restaurant, bar, and nine meeting rooms, it will be an important addition to the city's most central hotel offerings. The acquisition means that all of Strawberry's brands are now established on the Finnish market.



New hotels 2024

Clarion & Comfort Hotel Helsinki Airport

We officially opened Finland's largest hotel complex, the Clarion Hotel Helsinki Airport and Comfort Hotel Helsinki Airport, located at Helsinki-Vantaa Airport. With 716 guest rooms, 21 meeting rooms, and a 826-square-meter banquet hall, the complex spans 37,500 square meters. This dual-brand concept provides different experiences for travelers and guests, strengthening Comfort and Clarion's position on Finland's market.

The Clarion hotel features a rooftop terrace, the first Nordic-inspired restaurant NØR in Finland, a gym, wellness area with an outdoor pool, steam bath, and Finnish sauna. With Comfort Hotel next door, the complex attracts both guests from both the budget and mid-market segments, completing the brand portfolio at the airport in Helsinki. With a combined capacity of over 1,500 guests, the hotels make Vantaa the premier destination for conferences and events in Finland.



Clarion Hotel Helsinki Airport

New hotels 2024

Quality Hotel Grand Falun

In the autumn we acquired Quality Hotel Grand Falun through a franchise agreement with Gest Hotels. The hotel, with its 191 rooms, was renovated during the fall 2024. With its central location and focus on meetings, families, and sports tourism, it strengthens the group's presence in the UNESCO World Heritage city of Falun – where Home Hotel Bergmästaren has already been part of the portfolio.

Home Hotel Christian IV

Strawberry strengthens its presence in Skåne by adding Hotel Christian IV in Kristianstad to its portfolio. The hotel, which will open under the Home Hotel brand on April 1, 2025, is currently undergoing an extensive renovation of its 86 rooms and common areas. The acquisition is in collaboration with Gest Hotels and is part of the group's strategy to highlight historic buildings with a personal atmosphere and an inclusive dining concept.



Home Hotel Christian IV

New hotels 2024

Wood Hotel Bodø

Wood Hotel Bodø, built in wood and with a spectacular location on Rønvikfjellet, opened in May 2024 with fully booked rooms and restaurant. The hotel offers 177 rooms and suites, a wellness area with a gym, sauna, and outdoor pool, as well as the restaurant ATTME and the café Turisthytta. The unique architecture and strong local ties make the hotel a new destination in Strawberry's portfolio.

Comfort Hotel Finnsnes

We further expanded our presence in Northern Norway with Comfort Hotel Finnsnes that opened 1st of June 2024. The hotel offers 57 rooms, four meeting rooms, a restaurant, a lobby bar, and proximity to Bardufoss Airport. The acquisition is made through a franchise agreement with Saga Hotell AS and Tromsø Travel Hotel AS, strengthening our presence in the region with strong growth in tourism.



OUR PEOPLE, PLANET, PROFIT PHILOSOPHY

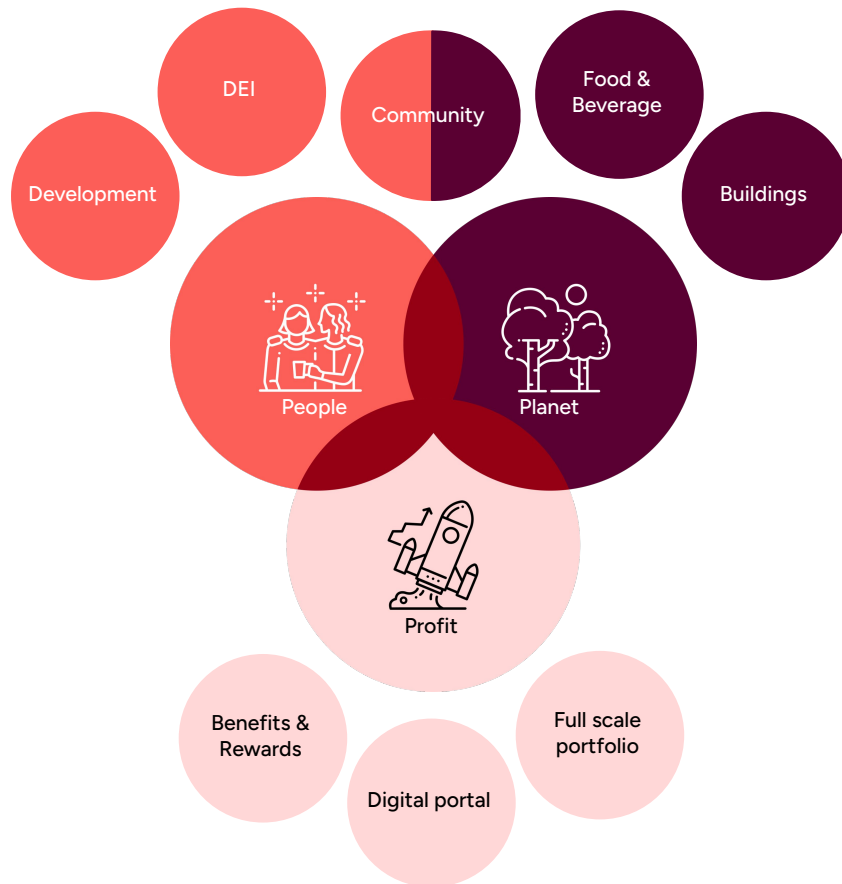
Our triple bottom line equals our three strategic focus areas

People

Planet

Profit

We want to be assessed on all three. Fully transparent.
The sum of what we do creates a more sustainable company and enables us to continue to grow. In the end, it results in a more sustainable society.





PEOPLE & CULTURE

We are a force of good that
always push for change
while creating a culture
with room for all

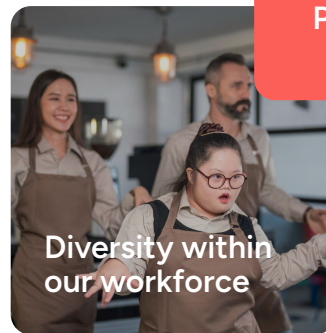
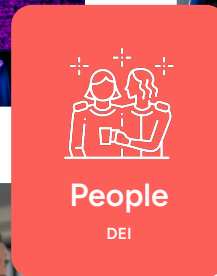
PEOPLE & CULTURE - STRATEGIC FOCUS AREAS

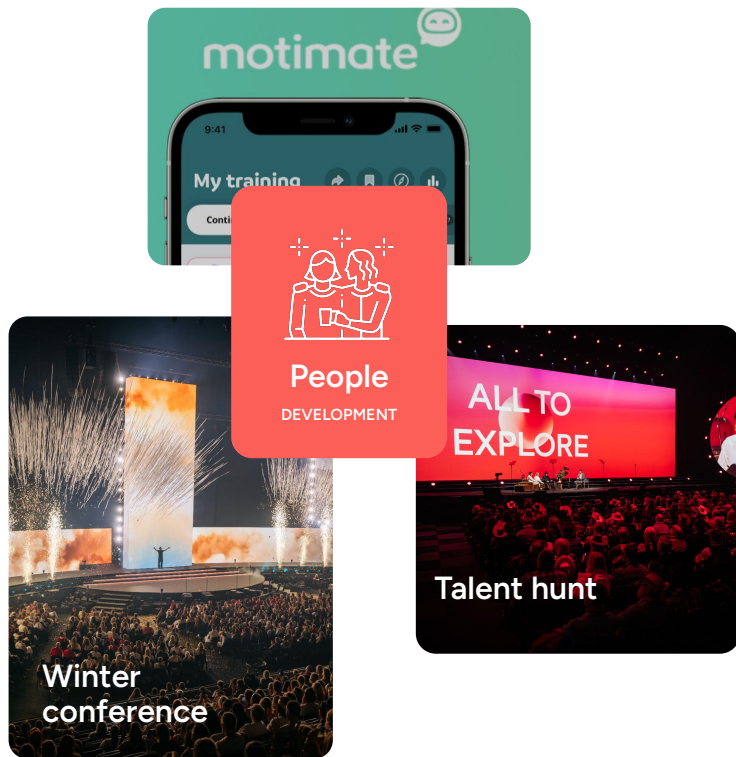
DEI (Diversity, Equality & Inclusion)

We care by appreciating uniqueness, fairness and environments that make people feel welcomed, respected and valued.

Our overall ambition is to be the market leader in diversity and inclusion. One topic close to heart is LGBTQIA+ rights, and that is why we are one of the main sponsors of Pride since 2015.

We value diversity and believe that people from different cultures and backgrounds make us smarter, more efficient and more creative. We will increase our employee loyalty with systemised internal recruitment and equal opportunities for all. We also have our own diversity advisory board.





PEOPLE & CULTURE - STRATEGIC FOCUS AREAS

Development

We care by maximising skills, strengths and abilities through development opportunities that never end.

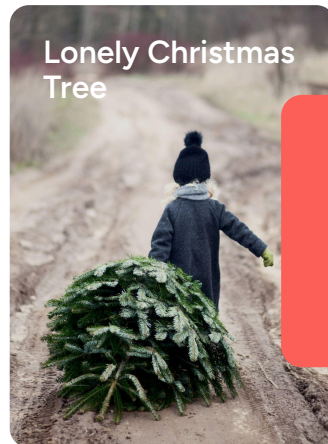
We help our people develop their unique talents by learning about what they do best and what they can do to maximise their potential. We recognize that having the right mindset and knowledge is key to performing well at your job. That's why we invest in our leadership development program Unleash that gives our leaders tools to bring out the best in people, as well as our digital platform Motimate with an individual learning program and digital courses.

PEOPLE & CULTURE - STRATEGIC FOCUS AREAS

Community

We proudly stand up for what we believe in and we include our social responsibility in our daily operations by doing more for our guests, our employees and the community. We strive to make a real change in the community we work and live in through a variety of different projects, as well as care for our employees and their mental wellbeing. As a large organisation we can make a change for real.

Since 2010 we have donated over half a million christmas gifts through our initiative lonely christmas tree. Strawberry Neighbour aims to make a difference and add value for people and the environment in their neighbourhood. On the wellbeing aspect, we are continuously measuring engagement and wellbeing across our organisation to listen to our employees and to make sure they can perform at the top of their ability. We are offering the most attractive employee benefit package of the industry,

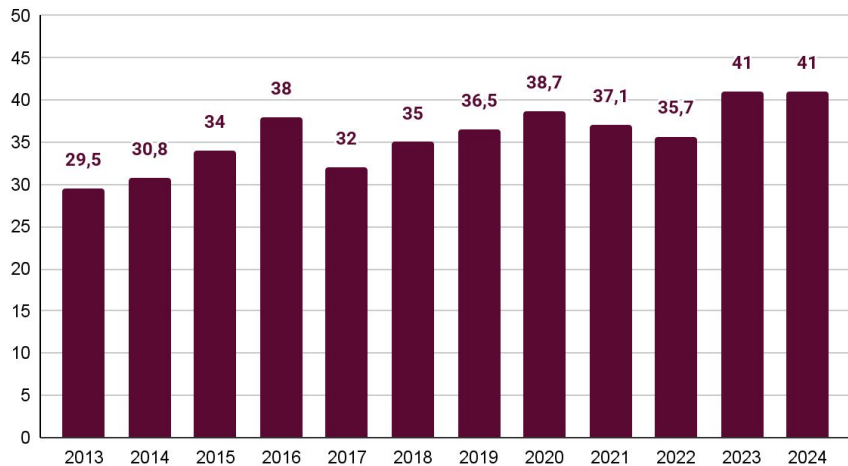


Key figures people:

Diversity

Many nationalities, combined with a high proportion of non-Nordic leaders, is one of our most important competitive advantages. In 2023 and 2024 we reached the highest number in our history in terms of employees with non-nordic background, both in percentage and in numbers.

Percentage employees with non-nordic background

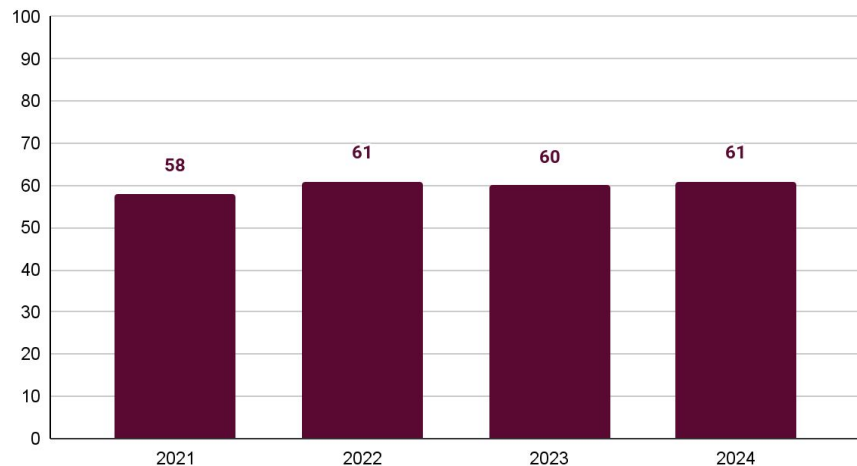


Key figures people:

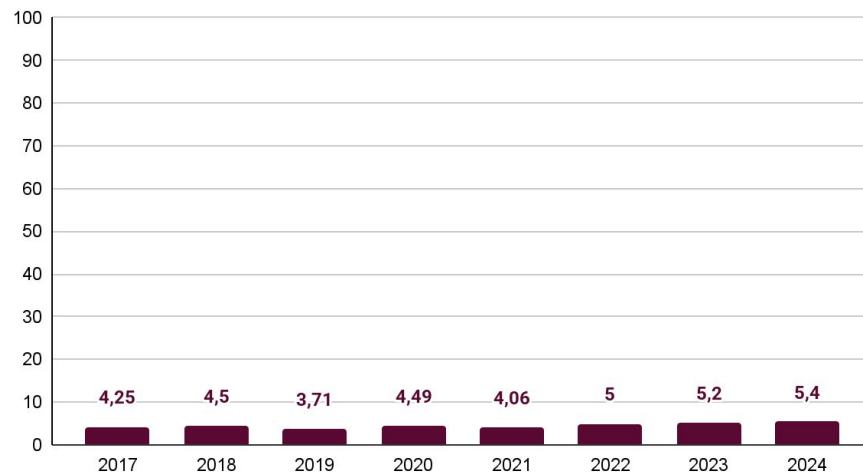
Well-being

The main reason our guests come back again and again is our happy, friendly and satisfied employees. We measure our employee satisfaction through our system "Your voice" which is based on the eNPS scale.

Employee survey your voice (eNPS scale)



Percentage sick leave

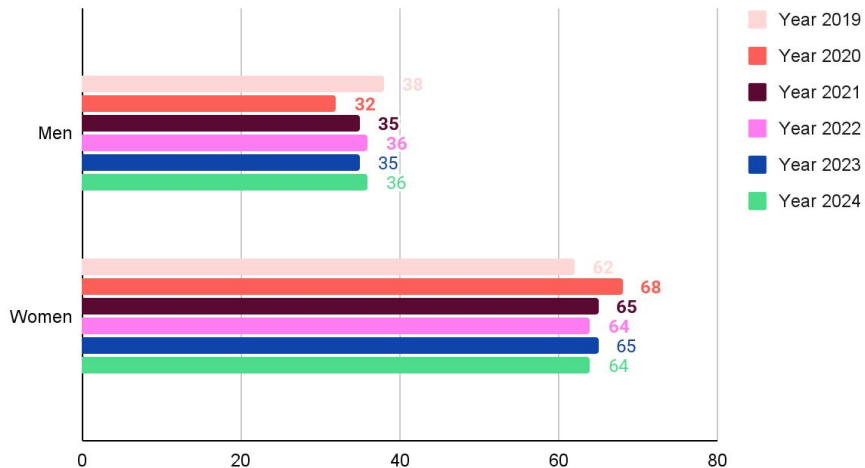


Key figures people:

Equality

At Strawberry, gender equality is important. It produces results. We are a company where women and men have equal opportunities.

Heads of departments %

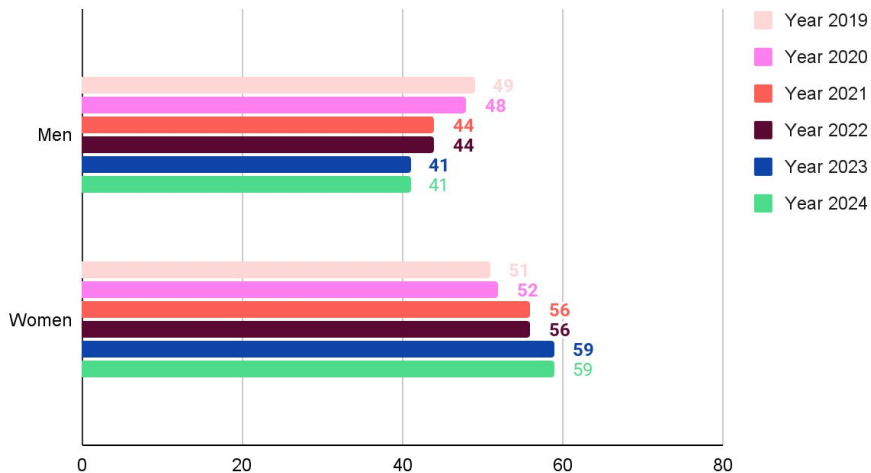


Key figures people:

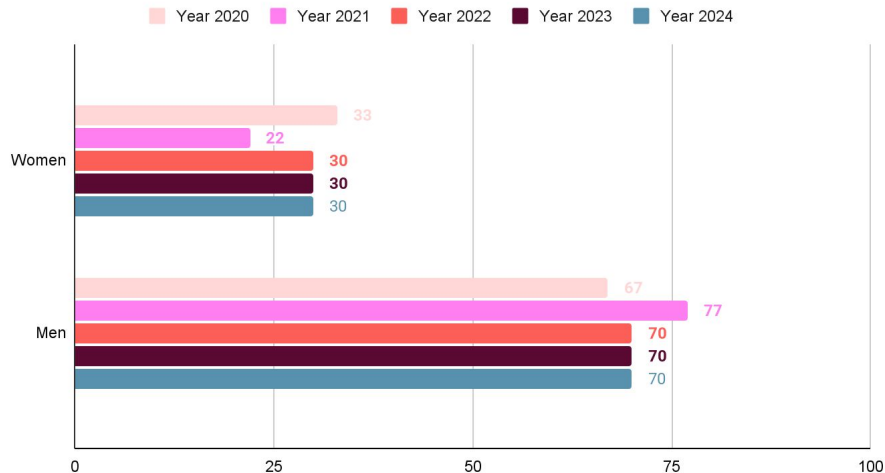
Equality

The success of our equality work is clear when it comes to gender distribution at the General Manager level. In Sweden, there is a majority of female directors, while in Norway there are still some more male directors. When it comes to the Executive Management, we strive to reach our 40-60 percent equality target.

General Managers %



Executive Management %





PLANET & CLIMATE

At Strawberry, we share a common goal of leaving behind a sustainable and thriving planet for future generations.

Therefore we will be climate neutral in our own operations before 2030.

PLANET & CLIMATE - STRATEGIC FOCUS AREAS

Food & Beverages

As one of the biggest operators within food and beverages in the Nordic countries, what we do matters. We strive to help our guests in a more sustainable and healthy direction. We focus on increasing fruits and vegetables, plant based options, reducing red meat, and avoiding environmentally damaging produce. All while not compromising on taste.

The WeCare Food Commitment consists of Fairtrade and organic coffee, organic eggs, and our internal red list of fish and meat we do not serve. We are actively fighting food waste with the goal of 50% reduction by 2026. And we constantly push this area through innovation projects with partners and suppliers, piloting the food solutions for tomorrow.





PLANET & CLIMATE - STRATEGIC FOCUS AREAS

Buildings

As we strive towards a sustainable future and climate neutral operations, our buildings take centre stage. By adopting a thoughtful approach to design, construction, and operation of our buildings we minimise our environmental impact.

Through our Strawberry Building Commitment, we set the sustainability bar on how we build and operate our buildings. All our hotels have an environmental certification, and we set high standards that our hotels must follow.

But to reach our ambitious goals we must find innovative ways to further improve our operations and reduce our emissions. That's why we launched the Strawberry Climate Fund with the aim to reduce emissions from our hotels and to fund greener technologies and smart solutions.

PLANET & CLIMATE - STRATEGIC FOCUS AREAS

Community

Our goal is to be a front runner in the transition to a fully sustainable travel industry. Through our community we explore new solutions that will help us reach that goal.

We do this in three ways. We work closely with our partners and suppliers to find innovative solutions and initiatives. We are completely transparent with the results of our sustainability work. We invest in sustainable solutions for the industry through our Climate Fund.

That will allow us to continue to give our guests the best possible experiences while minimising our emissions and environmental impact.

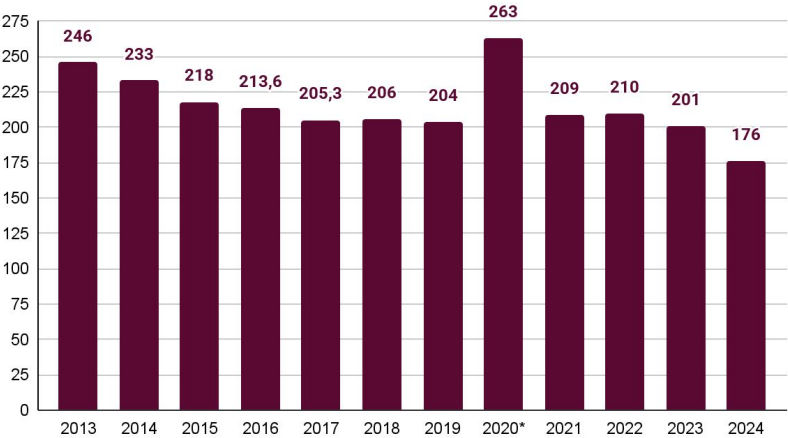


Key figures planet:

Usage

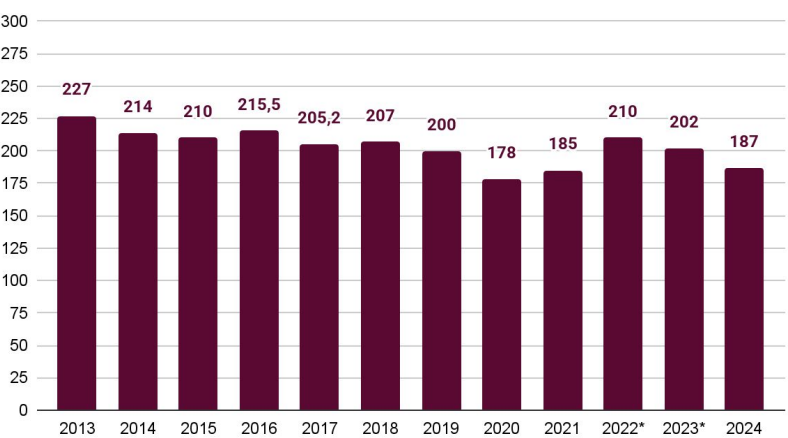
Higher expectations for comfort combined with ambitious environmental goals, requires more of us in terms of creativity, innovation and investment in order to reduce our environmental footprint. Our environmental work is never finished and we are working towards our goal of being climate neutral in our own operations in 2030.

Water consumption per guest (litres)



*Higher water consumption during 2020 due to Covid-19 and fewer guests than normal.

Energy kWh per square meter:



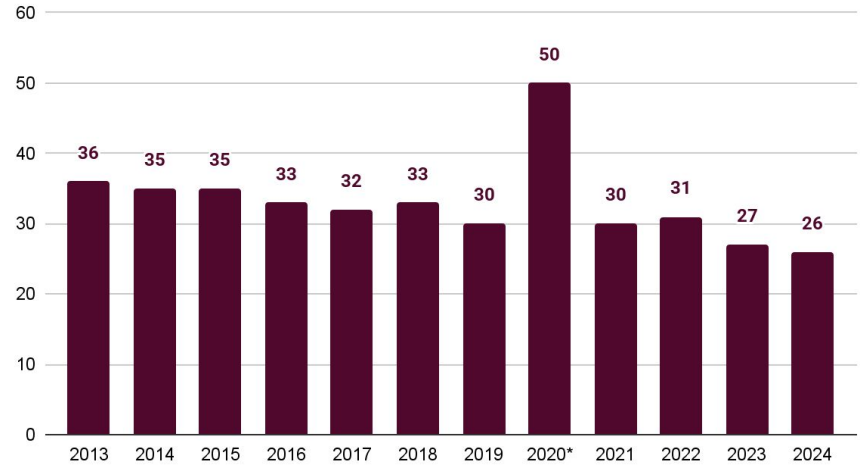
* Revised numbers in 2022 and 2023 due to incorrect data for some hotels.

Key figures planet:

Chemical usage

Our chemical usage tracks how much chemicals we use at our hotels. Mainly for cleaning our rooms and other areas, but also for disinfection, technical maintenance and our pools.

Grams per guest night



*Higher chemical consumption in 2020 due to Covid-19.

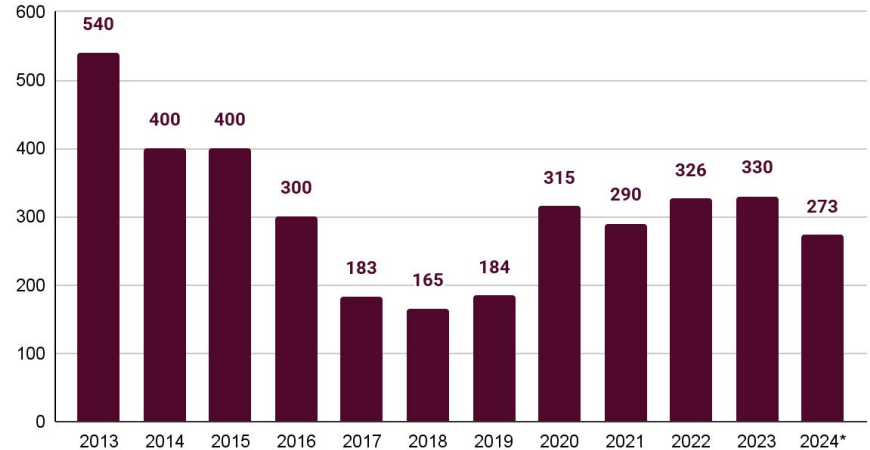


Key figures planet:

Food waste

Today we have a large amount of food waste that comes from plates. One way of decreasing this is to create engagement by our guest to inform about their impact and how they can help us reduce this figure. As the numbers show, this is an area where we still have room for improvement. From 2024, we have

Grams per guest night



* Change in methodology, from based on total organic waste delivered to waste contractors to estimate based on daily measurements.



PROFIT

When we deliver the financial statements at the end of the year we should have balance at all three bottom lines.

That is how we ensure our long term profitability.

PROFIT

Spenn - our loyalty program and currency

Nordics loyalty currency

3 million members

In 2024, we launched Spenn. The joint loyalty marketplace we created with Norwegian. It's designed to make earning and using points easier, smarter, and more rewarding. Through one seamless digital platform, members can now combine points from both companies' loyalty programs and unlock exclusive benefits..

The marketplace brings together travel, experiences, and everyday lifestyle offers - whether you're booking a hotel stay, flying to your next destination, or spending points on unique rewards. Spenn is built to simplify loyalty: one app, one account, and one growing universe of possibilities.



Strawberry



BookBeat



fortum

Hertz

karrierehuset

Ishavskraft



VING



SEB

trumpf

GoAhead
NORDIC

HURTIGRUTEN

FINNAIR
PLUS



Members progress through familiar levels - Blue, Silver, Gold, and Platinum - based on stays, flights, or points earned. No matter your level, Spenn adds a personal touch to each interaction, helping you get more value from every visit, every flight, and every transaction.

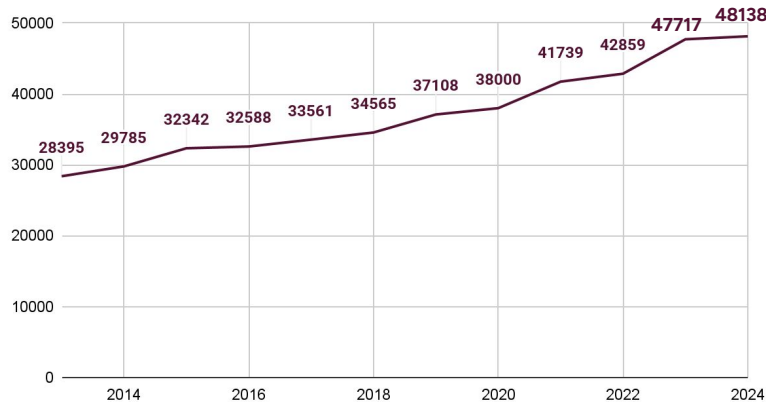
Our ambition is to create a truly integrated loyalty experience across the Nordic region - digital, intuitive, and always rewarding.

Key figures profit:

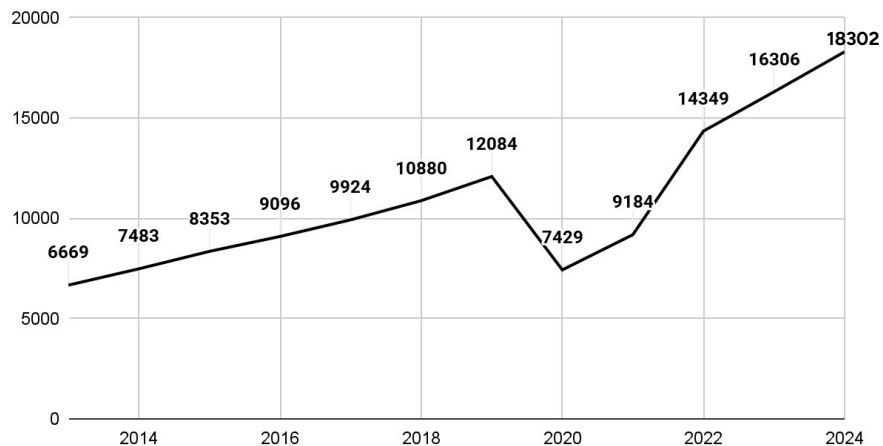
Sales

We experienced a successful year in terms of revenue in 2023. We reached 13,306 billion NOK in revenue, the highest revenue in our history.

Number of rooms (including franchise)



Revenue (MNOK)

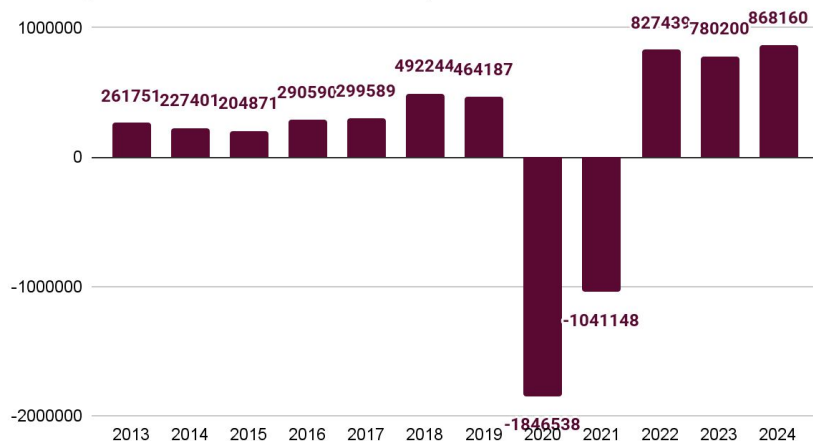


Key figures profit:

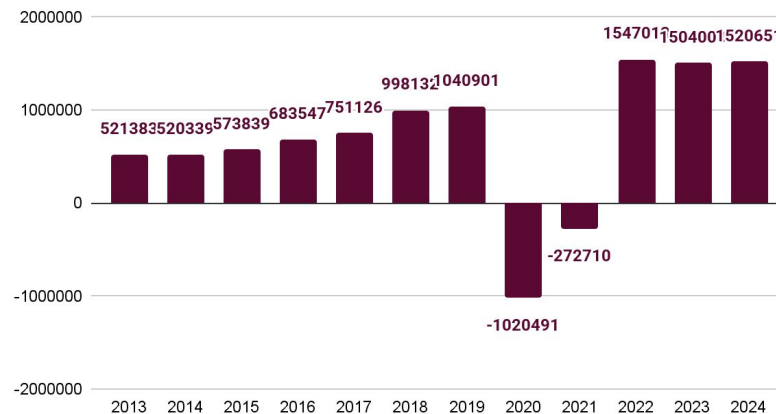
EBIT/EBITDA

Although our revenue in 2023 were higher than ever, we saw a decrease in both our EBIT and EBITDA results. Mainly because we were affected by both increased costs and inflation, which affected our margins.

EBIT (Number in thousands NOK)



EBITDA (Numbers in thousands of NOK)



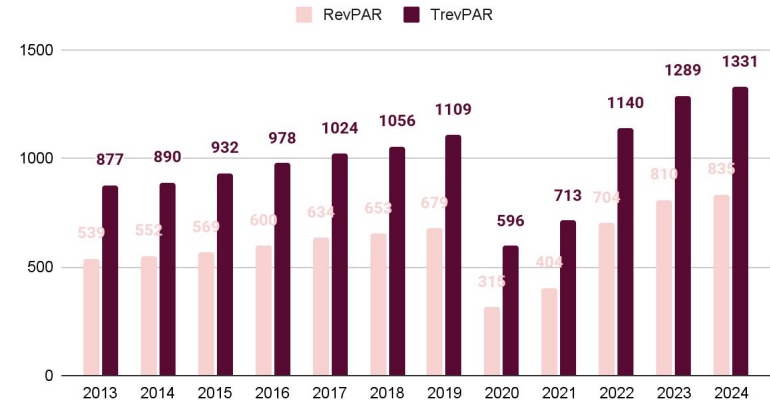


Key figures profit:

RevPAR/TRevPAR

During 2023 our figures for RevPAR and TRevPAR increased further compared to previous years, showcasing that we managed to increase our prices due to increased costs and inflation.

RevPAR/TRevPAR (NOK)



PROFIT

Full scale portfolio

We don't believe in a standard hotel, because there is no standard guest. Through our multibranding strategy we offer our guests and members a variety of brands and hotel concepts suited to their specific needs.

COMFORT



HOTEL



GUEST PROMISE:

Comfort Hotel will give you what you need -
but skip the unnecessary. We have great
locations, selected service, urban design,
and we respect mother earth.

We are relaxed, but with high energy.
All to an affordable price. Easy.



ON-SITE BRAND MARKS - THE MUST HAVES



COMFORT CREW

Our Comfort Crew members don't hide behind a desk. One in our crew is always out and about ready to greet guests, answer queries and be the first, visible point of contact.



BARCEPTION

Everything revolves around the Comfort Barception, an integrated space where guests can easily access all core services they need. Checking in and out, eating, drinking, relaxing, working and even some shopping.



DIY

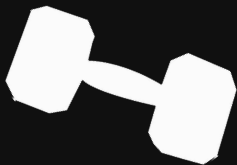
A smooth and user friendly self check-in & check-out station enhances the guest experience by providing speed and convenience, mobile keys are part of the solution.



SOCIAL WORKLOUNGE

Situated in connection to the Barception we offer a multi-use easy worklounge that feels like a natural extension to the Barception. Great for work, socializing and chilling.

ON-SITE BRAND MARKS - THE NICE TO HAVES



GYM

The Comfort Gym is a mix of total body functional training (inspired by crossfit) & more easy to use machines. The solutions are smart & compact, enabling variation.

LAUNDROMAT

Self-service laundry & ironing room with a playful vibe. Similar to the gym it's unstaffed and requires proximity to the Barception.



COMMUNITY KITCHENETTE

In essence, a kitchenette offers a compact and self-contained food prep area that adds convenience and cost-efficiency to our guests, primarily the ones staying a bit longer.



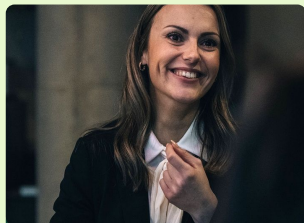
Quality Hotel



Our Purpose

For Quality this means embracing the role as a crowd pleaser. Characterized by good quality, warm service and an inviting atmosphere. Appealing to a wide range of people, who feel that they get great value for money.

Brand carriers



Service heroes

Quality's employees are our most important asset, - our everyday heroes. Dedicated to deliver on the brand DNA around the clock - putting a face to being reliable, friendly, and dedicated to making all guests feel at ease.



Meetings

Convenient meetings that will not break the bank. Sustainability is key for us - we want to guide you, not guilt trip you. Raising the bar for your coffee breaks, meals and activities – while we kick your emissions down by several notches.



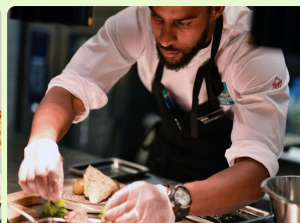
Social lounge

A play zone for all our guests. Come here to play shuffleboard, foosball, or just relax with a drink and a board game.



Family

Our youngest visitors are invited to dive into a colorful, adventurous and friendly world with Lollo & Bernie. Spans from S (kids drawing kit) to XL (Solens land). Can include mini-disco, singalong, photo sessions, easy kids crafts etc. For pre-teens & teens, we offer activities in the social lounge etc.



Restaurants

The Social: For the love of bistro classics. The beer is always cold, and the wine list offers an inspiring trip around the globe.

Nør: A brasserie where traditional Nordic dishes are fused with European cuisine.



Lobby shop

Find convenience at your fingertips in our lobby shop – stocked with essential must-haves (and craving pleasers) for a seamless stay. Focus on key audiences: conference guests & families. Own, or co-owned, with external partner.

CLARION HOTEL®



GUEST PROMISE

At Clarion, we personify a cosmopolitan lifestyle, seamlessly blending supreme quality, hospitality and sophistication into our vibrant atmosphere. Our prime location and aesthetic appeal is the perfect spot for your urban adventure, weather it's for work or play. Delivering twenty-four seven service and experience. Welcome to:

Your metropolitan hub.

BRAND CARRIERS



The Clarion Vibe

It's all impressions combined. The sensation which is hard to explain, but easy to feel. It contains (but is not limited to) great restaurant, pool/spa, lively bar, music, room scent, perfect lightning, social areas to hang out in/ chill /mingle /work, community clubs/events.



The Clarion People

Clarion's employees is what really sets us apart from competition. Hospitality professionals that are proud and passionate about giving the best service and craftsmanship in the city. Attentive, optimistic, with a sense for fashion.



The Clarion Room

Truly one of a kind on the Nordic hospitality market. With a premium quality bed, pillows, linen, duvet - perfectly made. Good selection of bathroom amenities (today Rituals). Thick towels etc.



The Clarion Meeting

Professionally curated meetings, conferences, banquettes. With dedicated and professional service, great venues, all tech facilities needed etc.



The Clarion F&B

Eating and drinking at Clarion should be an experience. No matter if it's a brilliant breakfast to kickstart your day, an à la carte bonanza in the restaurant or and all nighter in the bar.

A warm, dimly lit bedroom scene. In the foreground, a bed with white linens is covered with a wooden tray holding an open book, a pair of glasses, and a cup of coffee. In the background, a vintage-style wooden radio sits on a nightstand next to a potted plant. The overall atmosphere is cozy and inviting.

| HOME HOTEL |

GUEST PROMISE

When you're away, we're the
place that feels like coming home.

A warm bed.

A place at the table.

Close to everything you need.
And a 24/7 commitment to genuine
hospitality.

Home until you're home.

| HOME HOTEL |



BRAND DNA



HERITAGE

Rooted in Scandinavian hospitality, cuisine, and architecture.



GENEROUS

Our door's always open. Every guest feels welcome and at ease from the moment they arrive.



AUTHENTIC

We radiate genuine, down-to-earth hospitality



CONVENIENT

Everything is just right. We make stays easy, comfortable, and hassle-free.



HOMEY

Creating a space/feeling that is down-to-earth and unpretentious, where people can relax and feel at ease.

stop@over



What is Stopover?

A brand-new hotel chain co-developed by Strawberry and real estate investor Slättö focusing on strategic roadside locations, quality, and high sustainability. Within ten years, the chain will consist of at least 20 hotels, with the first one opening in Falkenberg in Q2 2025. The new hotel chain aims to fill a gap in the Nordic hotel market, where domestic and intra-Nordic travel has increased significantly since 2019.

Built as modern modules to ensure efficiency and scalability. Hence all hotels will look the same, and returning guests will know exactly what to expect.

The ambition is to build with wood, renewable energy production with solar panels and geothermal heating, reaching resource efficiency through digital solutions – resulting in strong sustainability standards.

Always at Stopover:

151 rooms (for short or long term stays), EV-charging, gym, playroom, laundromat, meeting rooms/phone pods, dog resting park, and something nice to eat/drink – at the hotel or as drive through.



Rooms



Laundrette



Food



Play area



Charge



Parking



First aid?



Pet-care



Gym



Shower



Work



Drink

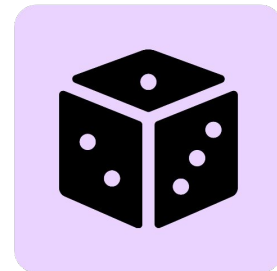
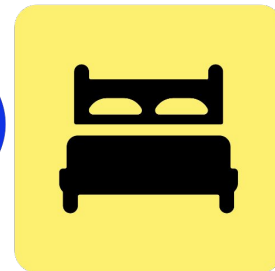
Guest promise

Recharge your journey.

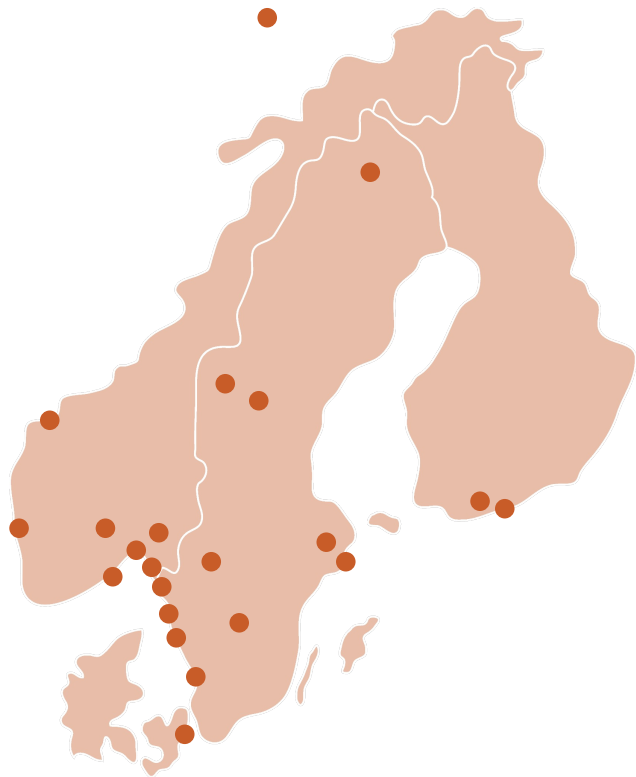
Wherever the road leads, Stopover helps you get there recharged.

Stop for a restful night. A great meal.
A playdate for your four-legged companions.
You can work out, log in, or do nothing at all.

Thoughtful, convenient, and joyfully practical,
Stopover is a truly modern roadside hotel
designed to give travelers energy for the road ahead.

Next stop

Nordic Hotels & Resorts



5
COUNTRIES

45
HOTELS

6 900
HOTEL ROOMS

Always unique, always *independent*

Nordic Hotels & Resorts is the largest collection of independent hotels in the Nordics. From vibrant city hotels to energizing mountain retreats, our hotels are curated to tell a story.

VISION

The *reason* to travel

MISSION

Providing captivating and
curated guest experiences
brought to life through devoted
people, inspiring design and great
storytelling



Brand Pillars



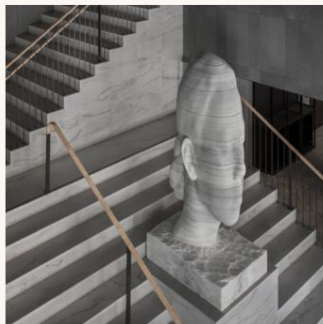
We provide *curated* guest experiences

Our brands are curated to tell a story. Much like people, each one has a distinct personality. What they all have in common is the tailor-made guest experience, with quality as its red thread.



We are a collective of devoted *people*

Our people are the best at what they do. They don't follow us; we follow them. With an ambition to continuously learn, and a modern sense of service, they're redefining what constitutes Nordic hospitality.



We *design* to inspire

We believe that great design is more than a detail. It's an immersive experience: seamless, while still being eye-catching. With our brands, inspiring design is always one of the highlights.



We create brands that tell a *story*

We're in the business of making deeper connections. Storytelling is a philosophy, integral to everything we do. From concept development to daily operation, captivating ways to communicate the brand is in our DNA.



We work with an *entrepreneurial* mindset

We're the challengers in the Nordics. By looking for new ways to solve old problems—and old ways to solve new problems—we secure growth, increase profit and most importantly: open doors to new business opportunities.

Strawberry

