

ANNUAL REPORT

2019



Nordic Choice Hotels™

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All the 2019 highlights

ANNUAL REPORT

ANOTHER RECORD YEAR

FOR NORDIC CHOICE HOTELS

2019 was filled with excitement, expansions and a lot of enthusiasm. Nordic Choice Hotels delivered its best ever operations results.

With the acquisition of Kämp Collection Hotels in Finland, we added 10 hotels to the Finnish branch of our Nordic Choice family. In Oslo we opened not less than three hotels in the city centre, including Clarion Hotel The Hub which is Norway's largest hotel with 810 rooms.

In total we opened six new hotels in Norway and Sweden counting 1787 rooms. A new milestone was reached with operating revenues at NOK 12,084 billion, an increase of 11 percent compared to 2018.

In addition to the significant expansion in Finland and great financial results, Nordic Choice Hotels was also honoured with the award "Best Hotel Chain" in the Nordic countries and "Best Hotel Chain" in both Sweden and Norway.



4 Chains
38 Independent
Hotels


205 Hotels
26 projects in
pipeline

37103
rooms

17000
employees

Sales of **NOK 12.1**
billion

2503 serviced
apartments



205 ISO
enviroment-
certified hotels

1 864 000
Nordic Choice club
members

6 countries

Nordic Choice is a different company, a rebel in the hotel industry, with a warm beating heart.



KLARA RAD/O

KR



PEOPLE

PLANET

PROFIT

At Nordic Choice Hotels, we believe that every penny earned in an ethical and responsible way is worth more. That is the core of our triple bottom line philosophy. We base our business on three equally essential and symbiotic pillars: People, Planet and Profit.

PEOPLE

THE HUMAN FACTOR

No matter how much money we make, it will never exceed the value of the contribution of our people and their job satisfaction. At the end of 2019 Nordic Choice Hotels had more than 17 000 employees from 188 nationalities.

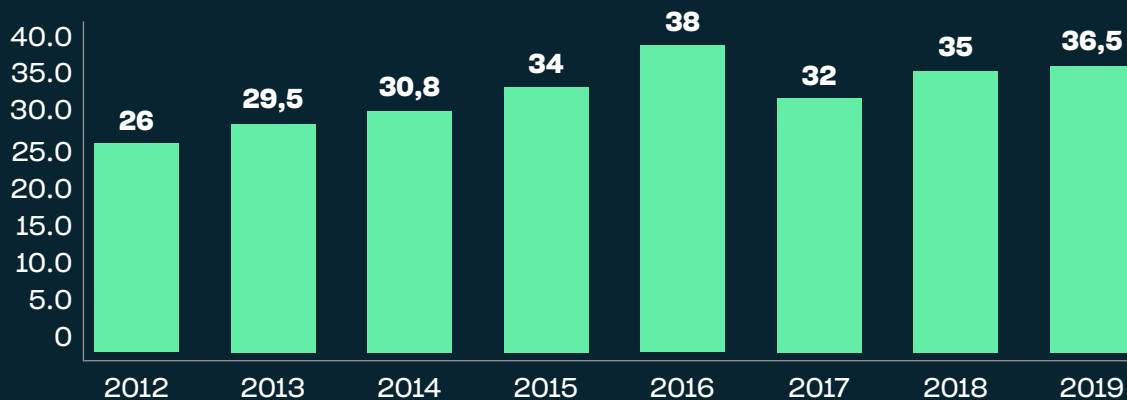




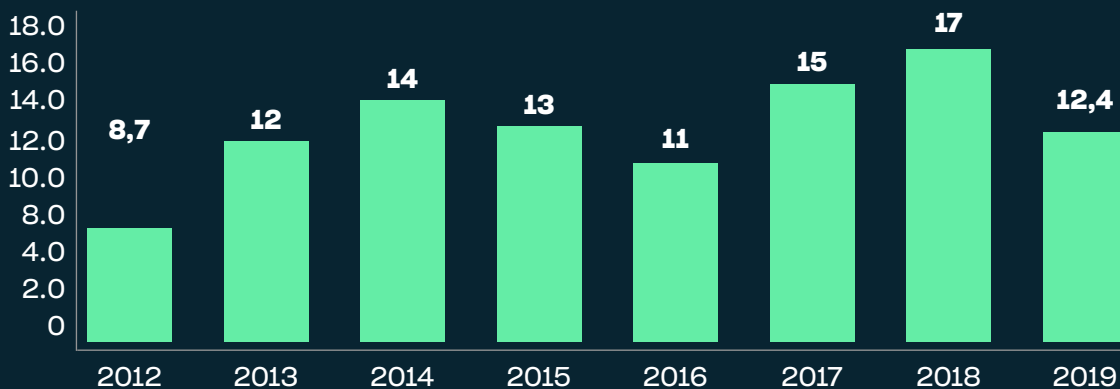
KEY FIGURES: DIVERSITY

While many people see “strength in numbers” we want to show strength in diversity. Many nationalities, combined with a high proportion of non-Scandinavian leaders, is one of our most important competitive advantages.

PERCENTAGE EMPLOYEES WITH NON-SCANDINAVIAN BACKGROUND



PERCENTAGE MIDDLE-MANAGERS WITH NON-SCANDINAVIAN BACKGROUND



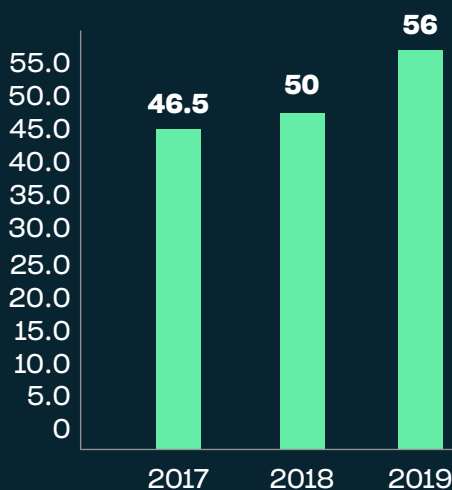


KEY FIGURES: WELL-BEING

The main reason our guests come back again and again is our happy, friendly and satisfied employees. We measure this by low sick leave and high satisfaction scores in our employee survey 'The Beat'. The survey measures well-being in the organisation. The survey is conducted among all employees twice a year.

WELL-BEING

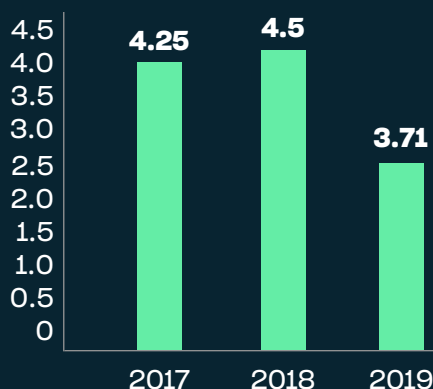
EMPLOYEE SURVEY 'THE BEAT'*



*The scale runs from -100 to +100, where anything over 30 is considered a good result.

SICK LEAVE

PERCENTAGE SICK LEAVE



A person is walking on a wooden pier or boardwalk over a body of water. The image is overlaid with a semi-transparent green filter. The person's legs and feet are visible, wearing dark pants and sneakers. The background shows a calm body of water and a distant shoreline with some buildings.

20 hotels received support from The Good Neighbour Fund in 2019. Through the fund, hotels can apply for support for projects in their local communities.

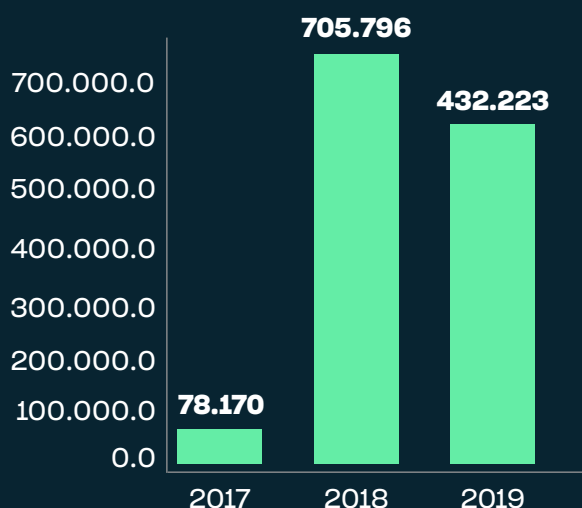
“Through The Good Neighbour Fund we have been able to support Eskilstuna City Mission. We have had camps for vulnerable families, arranged Christmas dinners and midsummer celebrations, donated clothes, towels and hygiene items and arranged a swimming school together with the Eskilstuna Swimming Association”,
Clarion Collection Hotel Bolinder Munktell.

DONATIONS TO UNICEF

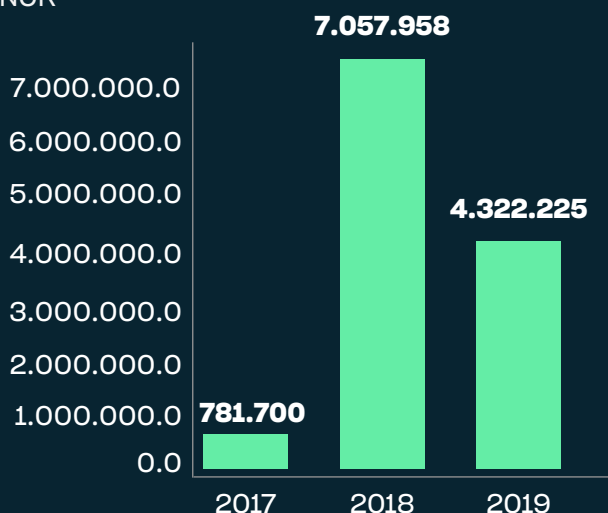
For each night a guest stays with us, we make a donation to UNICEF. We collect money through the Sweet Dreams project, which finances a safe night's sleep to children who are victims of human trafficking.

2017 was the kick off year of Sweet Dreams Stay. We launched the campaign during the fall which gave us a good start of the campaign. 2018 was the big year, where all our chains participated in the campaign, and many hotels had no-cleaning as a default option. In 2019, our budget-chain, Comfort, opted out of the campaign, as some of our chains made no-cleaning as an opt-in solution. Therefore we saw an expected drop in result for 2019.

SWEET DREAMS STAY NIGHTS



DONATIONS TO UNICEF NOK



Lonely Christmas Tree Seeking Presents

More than 200 hotels took part in our Christmas campaign “Lonely Christmas Tree Seeks Presents”, where more than 60.000 presents were handed out to disadvantaged children in our neighbourhoods.



EQUALITY

In Nordic Choice Hotels, gender equality is important. It produces results. We are a company where women and men have equal opportunities. This is clear when it comes to gender distribution at the director level. In Sweden, there is a majority of female directors, while in Norway there are still some more male directors. In total 62% of all our employees are female.

HEADS OF DEPARTMENTS

38%
MEN



62%
WOMEN

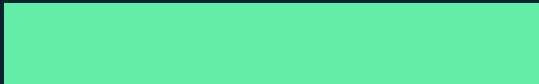


HOTEL DIRECTORS

49.3%
MEN



50,7 %
WOMAN



EXECUTIVE MANAGEMENT

60%
MEN



40%
WOMAN



DIVERSITY

**188 UNIQUE
NATIONALITIES**



PLANET

SUSTAINABILITY ON ALL LEVELS

At Nordic Choice we take our responsibility for the planet further than just to the edge of the hotel steps. In 2019 we promised to cut all plastic at all our hotels and we redefined how we measure and work with our carbon footprint.



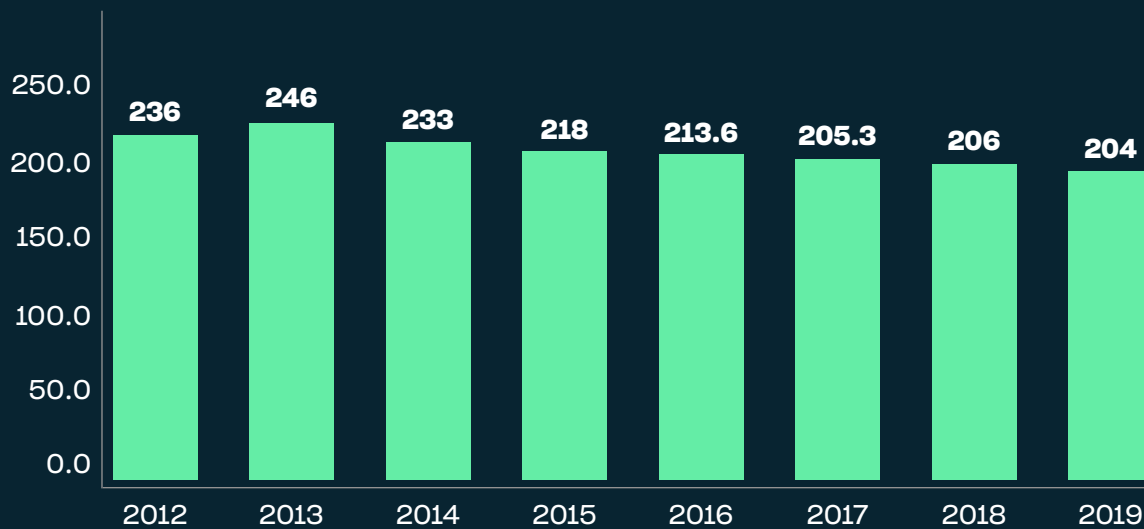


KEY FIGURES: USAGE

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.

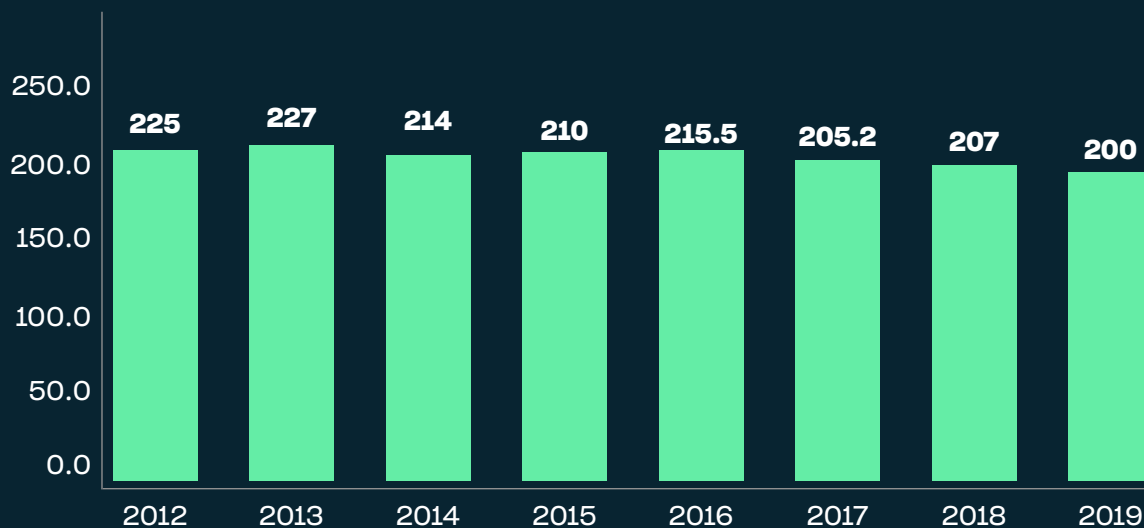
WATER

WATER CONSUMPTION PER GUEST (LITRES)



ENERGY

ENERGY CONSUMPTION PER SQUARE METER





In **May 2019** we reached the **goal we had** set five months earlier: getting **rid of all single use plastic at all our hotels**. We did it 1,5 years ahead in time before the **EU legislation banning all single use plastic** comes into force.

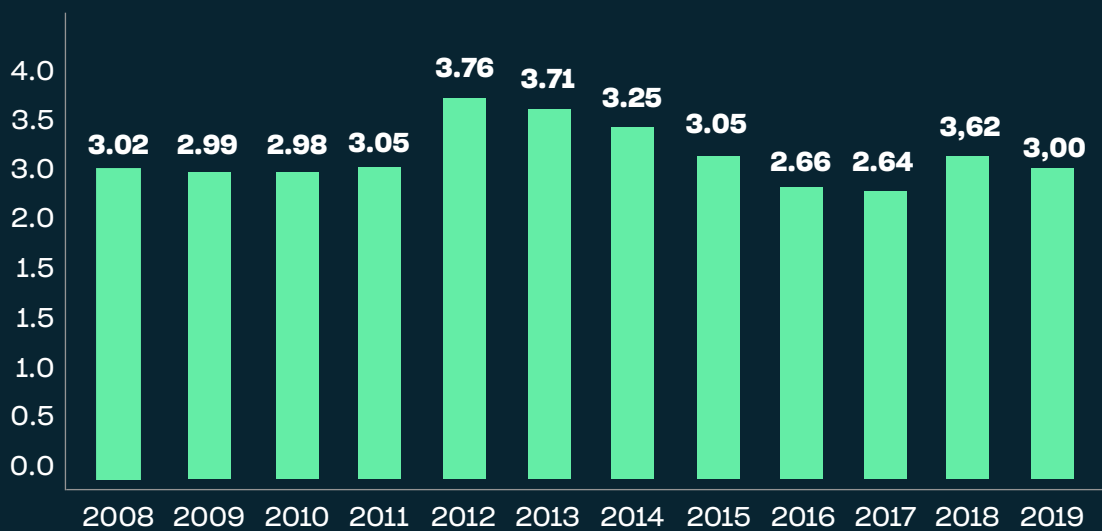
KEY FIGURES:

CO₂

Staying at our hotels has an environmental impact. That's why we do our best to reduce our hotels CO₂ emissions and chemicals along with all the other environmental actions we take.

CO₂ EMISSIONS

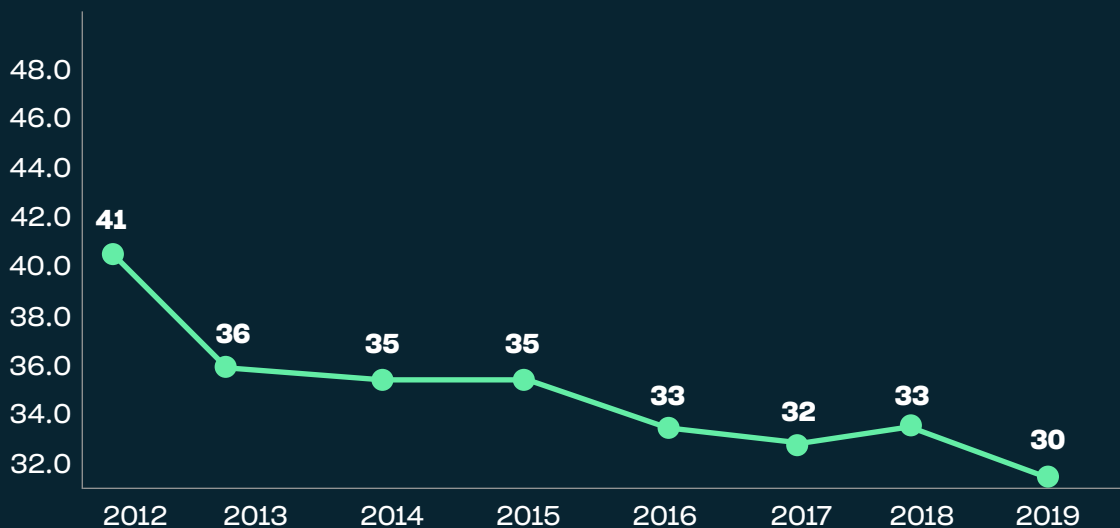
CO₂-EMISSIONS IN KILO PER GUEST NIGHT



*New and much more sophisticated calculation on CO₂ emissions in place. Given number is total emission included Scope 1, 2 and 3. See Sustainability report for more details.

CHEMICALS

GRAMS PER GUEST NIGHT



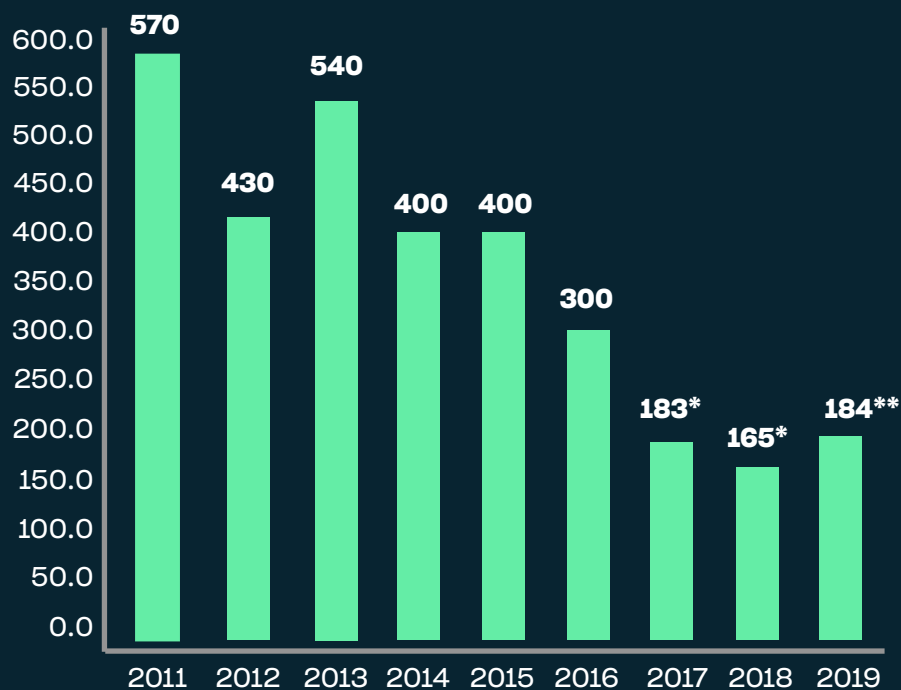
In 2019 a new and much more sophisticated **calculation on CO2** emissions came in place. Nordic Choice Hotels has measured **its climate emissions** from energy consumption and work travels for ten years, but to be able to fight climate change this isn't enough. Therefore, **in 2019 we developed a new platform** for the hotels to report both direct and indirect actions causing a climate impact.

The background of the image is a solid green color with a subtle, darker green pattern of smoke or clouds. At the bottom center, there is a dark, cylindrical shape representing a factory chimney, with a small amount of smoke or steam rising from it.

KEY FIGURES: FOOD WASTE

Staying at our hotels has an environmental impact. That's why we do our best to reduce our hotels food waste along with all the other environmental actions we take.

FOOD WASTE GRAMS PER GUEST



* In 2017 we established an industry indicator and introduced measurements at all hotels. For the first time, we managed to get quality numbers for food waste per food consuming guests and not just hotel guests.

** Our analysis for the increased amount is that our hotels have started to measure more accurately, and our routines have settled.

FOOD WASTE

Food waste has an ethical, environmental and economic cost. In 2017 we established an industry indicator and introduced measurements at all hotels.

For the first time, we managed to get quality numbers for food waste per food consuming guests and not just hotel guests. Now, after 3 years, we experience that the new routines have settled and helps hotels measure more accurately.

On average, Nordic Choice Hotels had 184 grams of food waste per food consuming guest in 2019.

10 YEARS WITH ISO 14001 CERTIFICATION

An international standard for environmental management.

**A rigorous standard demanding our hotels to continuously
improve their sustainability work**



PROFIT

PROFITABLE GROWTH

2019 was a successful year for Nordic Choice Hotels. We increased EBITDA (earnings before interest, taxes, depreciation, and amortization) with nearly 9% and grew with more than 2600 rooms in the Nordic countries.



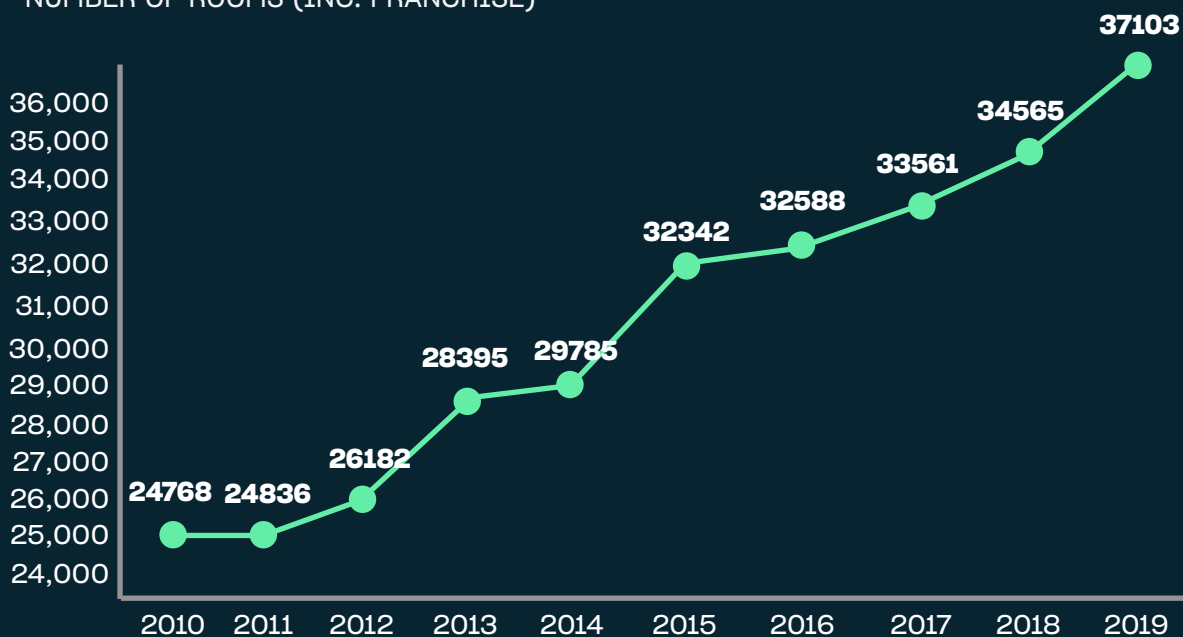


KEY FIGURES: SALES

Nordic Choice Hotels has had a year of good results in most areas. Turnover in 2019 was NOK 978 million compared with 2018. Growth was partially driven by organic growth, the acquisition of Kämp Collection Hotels in Finland and the opening of two Clarion Hotels in the city centre of Oslo.

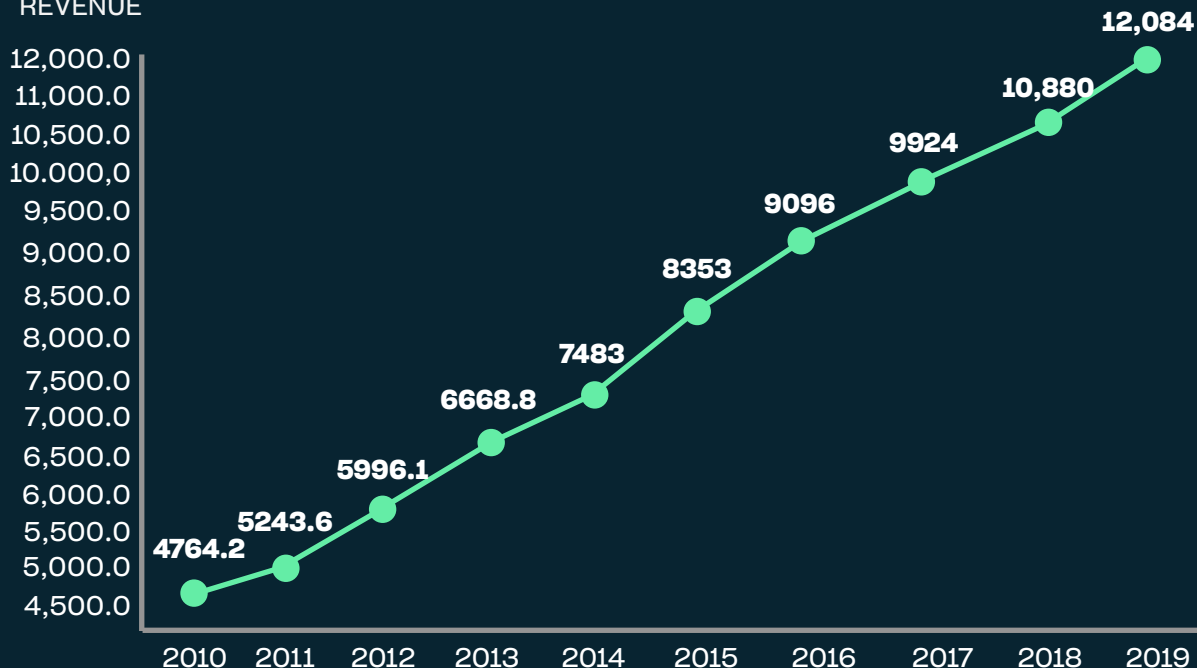
NUMBER OF ROOMS

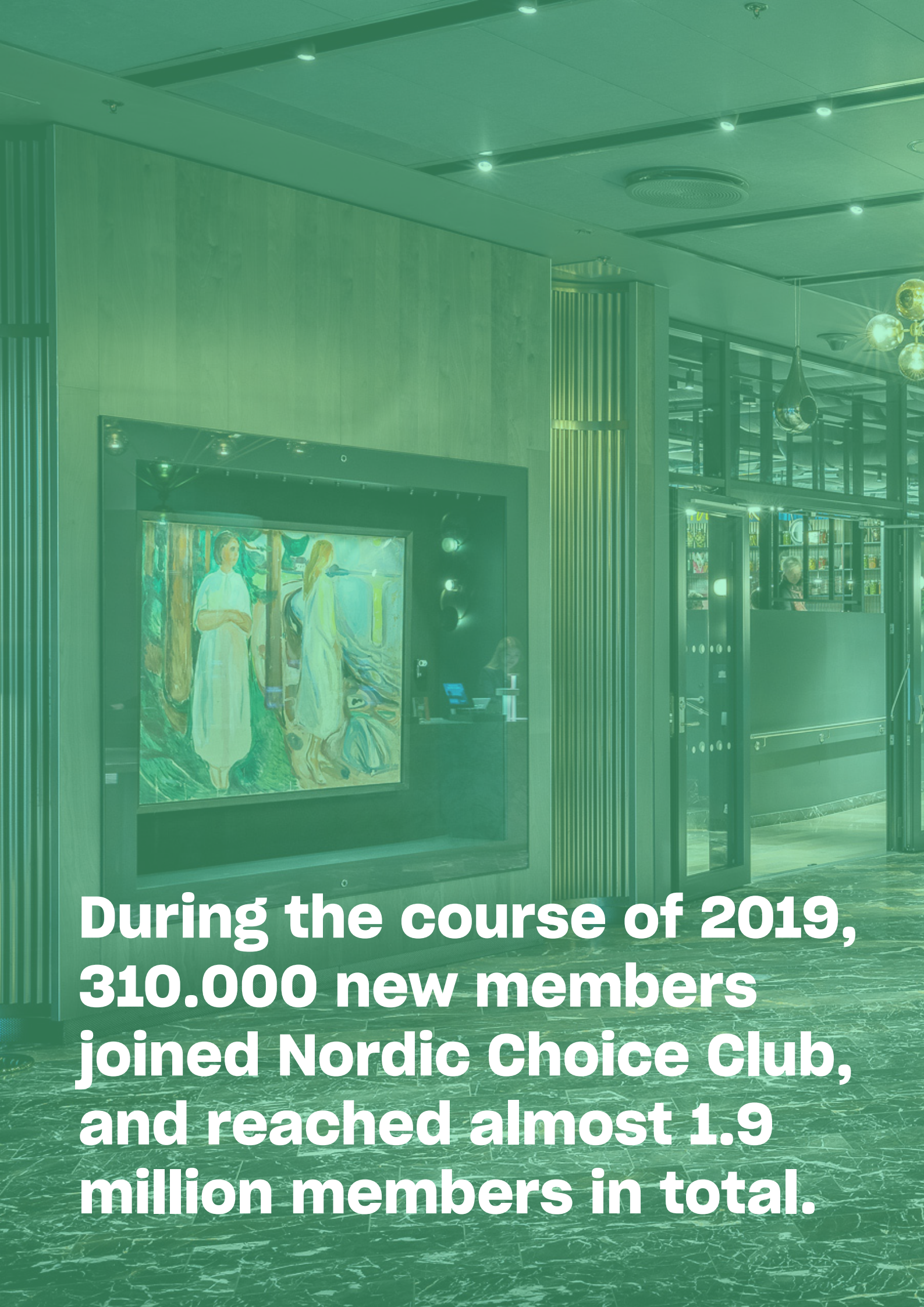
NUMBER OF ROOMS (INC. FRANCHISE)



MNOK

REVENUE





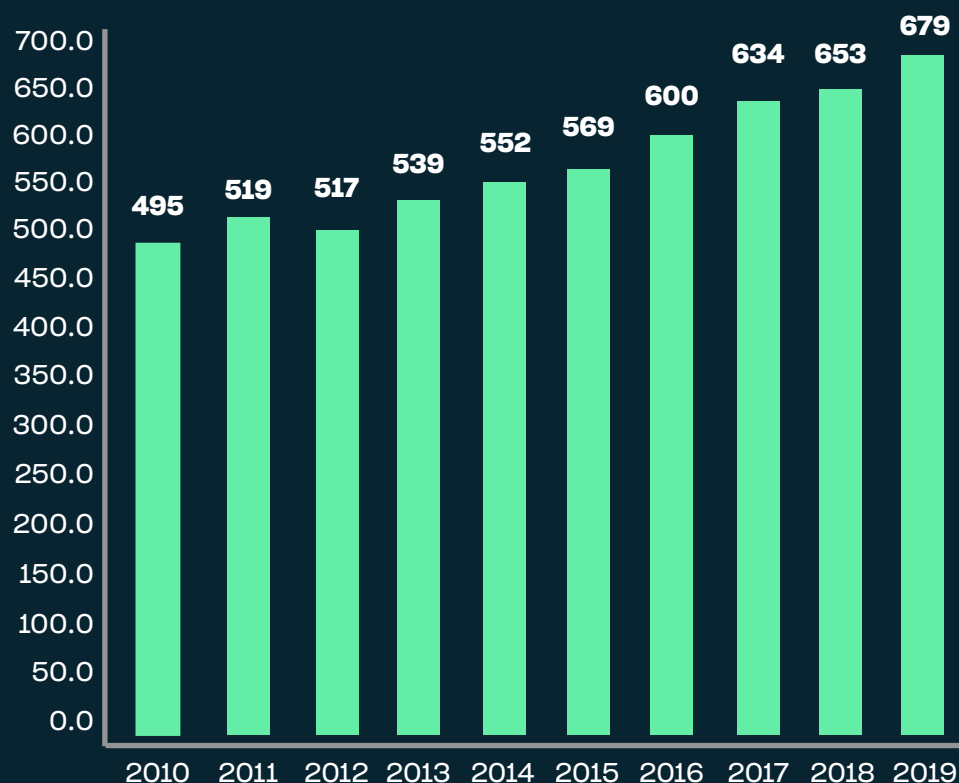
**During the course of 2019,
310.000 new members
joined Nordic Choice Club,
and reached almost 1.9
million members in total.**

KEY FIGURES:

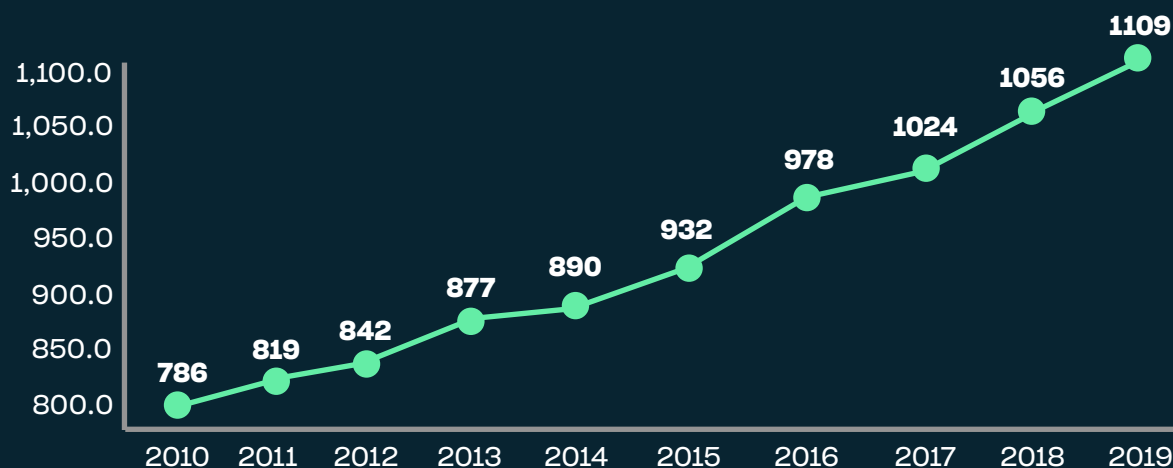
REVPAR/TREVPAR

Revenue per available room (RevPAR) and total revenue per available room (TrevPAR) are the standard terms in the hotel industry used to indicate how good any operator is at converting available rooms into revenue. RevPAR in 2019 increased by 4 %.

NOK REVPAR (OPERATING)



NOK TREVPAR



ROOMS BY COUNTRY

205 HOTELS, 37,103 ROOMS

NORWAY



SWEDEN



DENMARK



FINLAND



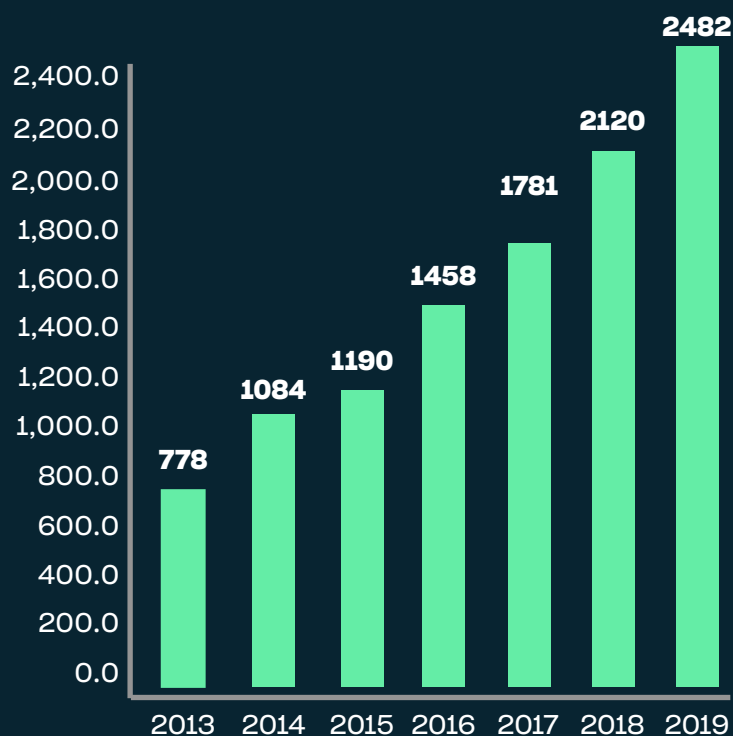
BALTIC



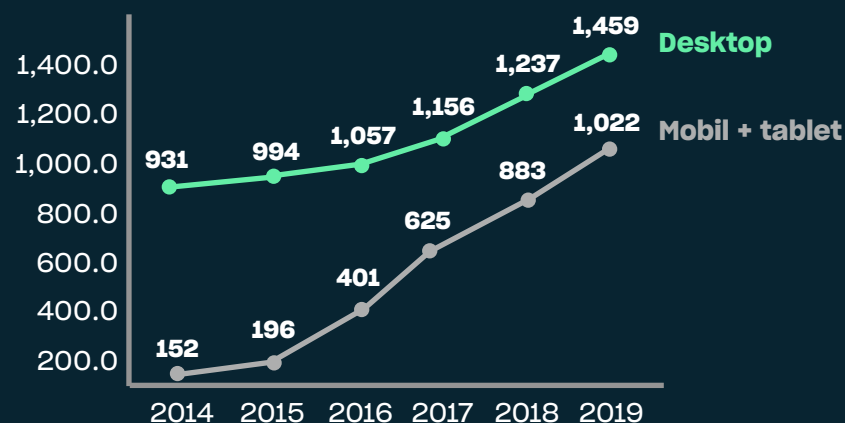
KEY FIGURES: ONLINE REVENUE

In 2019, we set an all time high recorf for bookings through our own website and app with a total revenue of NOK 2.5 billion. This is an increase of 17 % compared to 2018. App alone stood for NOK 474 million, an increase of 40% since 2018.

MNOK
ONLINE REVENUE



DISTRIBUTION OF REVENUE PER DEVICE



49 hotels have Self Check in stations

Self-check-in-stations were installed at many new hotels across the Nordics.

49 hotels can chat

directly with their guests through the Nordic Choice Hotels app.

40 hotels have Mobile keys

Guests can check in and open their hotel room door through the Nordic Choice app.

Choose your room

A new feature in the Nordic Choice Hotels app allows our guests to choose which room they want to stay in.

Book meeting rooms online

Our guests can now book meeting rooms online. The pilot started in the end of 2019 and is planned to roll out to more hotels during 2020.

“Hotellkänslan”

During 2019 we started to give our hotel services outside our own hotels. We call it Hotellkänslan. This will scale up during 2020 and is a part of our Loyalty 2.0 strategy.



THE CHAINS



Clarion Living. Not Just Staying.

KEY NUMBERS:

Number of hotels: 28

Number of countries: 4

Gross sales operations (NOK): 4.2 billion

Number of rooms (incl. franchise): 9118



BY NORDIC CHOICE

LIVING ROOM - The place to eat, meet & mingle. A vibrant environment where hotel guests meet locals for events, co-working & after work fun.

HOTEL ROOM - In a Clarion Hotel room you will always get high-quality pillows & duvets, amenities by Rituals, excellent & comfortable beds & a modern feeling and design. We offer 24 hour room service and minibars in all rooms. Leave it all at home, we got you covered.

DINING ROOM - A la carte restaurants signed star chef Marcus Samuelsson. Healthy, green-focused and tasty breakfast that has something for everyone. We know that food is a major part of a successful meeting or conference and our amazing chefs provide our guests with the best of the best.

CONFERENCE ROOM - Flexible meeting facilities for anything from 2-2000 participants. Location is key and our hotels are located in city centres or at airports. Our professional meeting planners help guide our guests through the planning process to ensure that every meeting and conference goes ahead without a hitch.





Highlights 2019:

The reopening of Norway's largest hotel Clarion Hotel The Hub in March with 810 rooms and the opening of Clarion Hotel Oslo put the chain in a pole position in the Norwegian capital. Clarion Hotel The Hub was also known to the public through its very own TV series. Clarion Hotel The Edge had Morten Ridderseth competing in the world championship for receptionists and Simon Barman Jenssen was in the final of young leader/hotelier at HSMAI. Christine Kausland at Clarion Hotel The Hub was elected Sales manager of the year by HSMAI. Clarion Hotel Helsinki won Finland's leading business hotel 2019 at the World Travel Awards, Best Event Venue in Finland 2019 at the Evento Awards and Traveller's Choice 2019 on Tripadvisor. Clarion Hotel Air was elected best Clarion Hotel in Europe by Choice Hotels International and Clarion Hotel Post won the Grand Travel Award in the category "Sweden's best hotel".

“I just have to give the people working at the hotel and The Qube some credit! Whomever you meet, you are greeted by a smile. People seem happy and extremely service-minded and solution-oriented. I was just visiting the restrooms when I was greeted by a giant smile and a nice “hello” from one of the cleaning personnel. First of all, she remembered me from earlier (Impressive!) and secondly she told me that she has the world’s best workplace and she cherished her 13 years working there. Thank you so much for the way you greet us! It is a rare treat! You really have something special here, everyone seems to love their job!”

- Comment from guest

Easy on the wallet
Easy access
Easy on the planet
Easy to enjoy
EASY

KEY NUMBERS:

Number of hotels: 34

Number of countries: 4

Gross sales operations (NOK): 1.2 billion

Number of rooms (incl. franchise): 5910

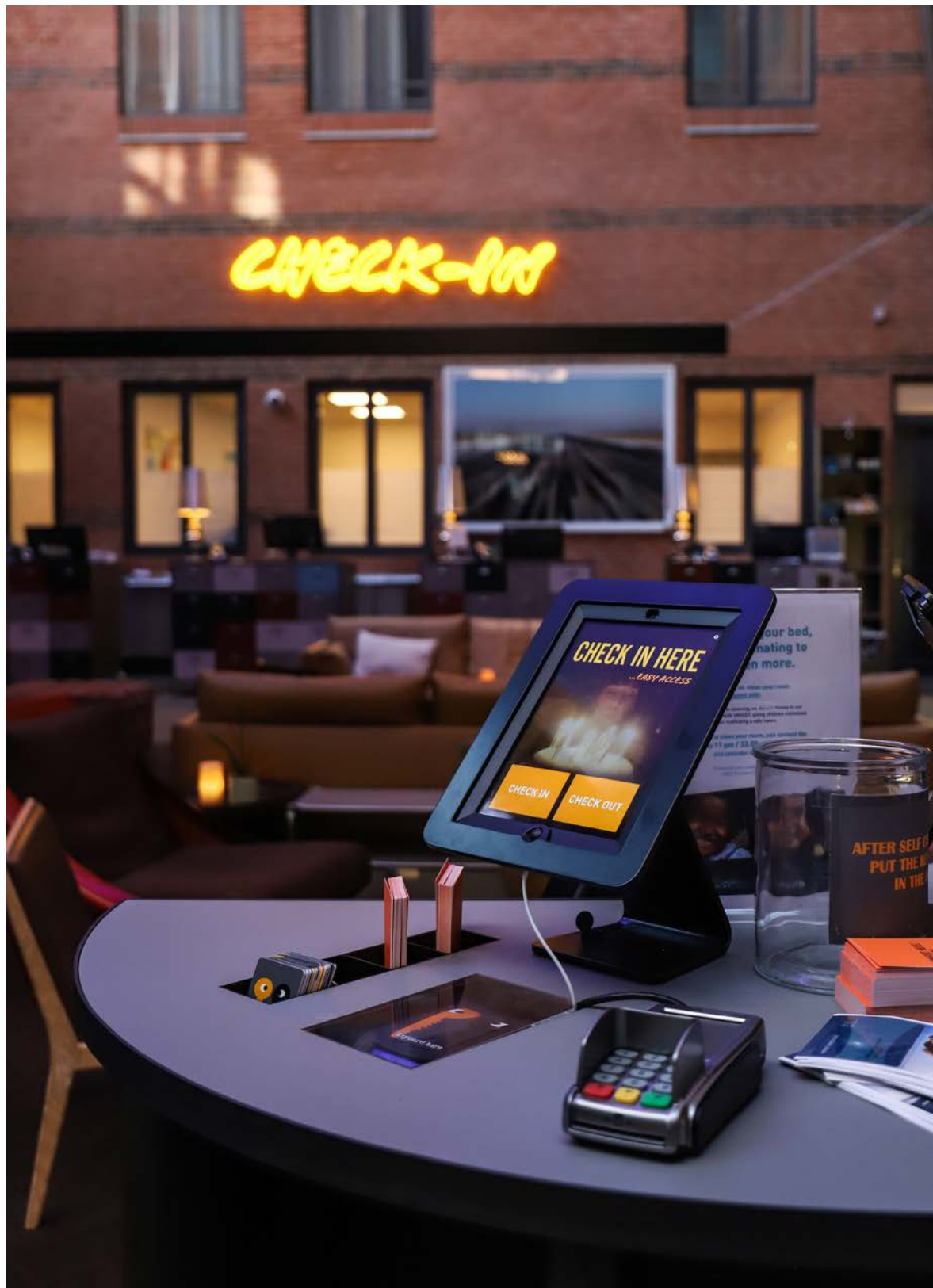
TAKE
"IT"
EASY

Comfort Hotel® will give you what you need, and skip the unnecessary. We have great locations, selected service, urban design, digital solutions and we respect mother earth. We are relaxed, but with high energy.

All to an affordable price. Easy.

**“Interesting concept - industrial raw style,
but I liked it very much. Very good bed,
pillows and spacy bathroom. The breakfast
was delicious. The location close to the train
station (direct connection to Oslo airport) is
very convenient.”**

- Comment from guest





Highlights 2019:

The year started well with the opening of Comfort Hotel Porsgrunn. Comfort Hotel Grand Central was named best luxury business hotel in Norway and TaKet at Comfort Hotel Göteborg named the best rooftop bar of Scandinavia for the second year in a row. Marcus Sanden, General Manager at Comfort Hotel Malmö was nominated to "Årets eldsjäl" by Samhall, whose mission is to create enriching jobs for people with disabilities in Sweden. The communication concept "Here for tomorrow" was launched at Comfort Hotels airport hotels. The concept's goal is to make the guests (next) day as good as possible. This includes having a good night's sleep, a tasty breakfast and the feeling that you're ready to take on the world. Another launch was Green Rehab. After checking into plastic rehab in 2018, where the aim was to get rid of all unnecessary products made of plastic, Comfort Hotels wanted to take the concept further. They checked themselves and guests into Green Rehab, where guests could see and experience what Comfort Hotels does to make their hotels as environmentally-friendly as possible. An important part of the concept was feedback and tips from guests on how hotels could become even more sustainable. During the Pride celebrations Comfort Hotels employees were sharing their inspiring, heartwarming and genuine stories in the chains social media channels.

BRAND AND CONCEPT
QUALITY HOTELS

Hotels for meetings that matter.

KEY NUMBERS:

Number of hotels: 58

Number of countries: 3

Gross sales operations (NOK): 2.5 billion

Number of rooms (incl. franchise): 10867



BY NORDIC CHOICE

With us, every meeting is special. A meeting between two colleagues who inspire each other to a new brilliant idea, between parents and their kids who laugh until they drop, and the meeting where a hundred workmates suddenly share the same vision. Or a meeting when we meet you! Those are the moments that really matter.

“Hotel service, location and quality of everything was just perfect. Looking forward to my next overnight here. Huge kudos to the staff; superb delivery. Rooms were just perfect, beds and linen gave me the best sleep in years. Vibrant and cosy feel throughout the whole hotel.”

- Comment from guest





Highlights 2019:

In 2019 two brand new hotels opened: Quality Hotel River Station in Drammen and Quality Hotel The Mill in Malmö. Quality Hotels won the Best Code of Conduct Award at Nordic Business Travel Awards. At Quality Hotel Friends the groundbreaking of 259 new hotel rooms took place, and there was also the first groundbreaking of 200 new hotel rooms at Quality Hotel Arlanda XPO. During 2019 Quality Hotels developed and launched their new family and conference concepts.

Creating Hygge- experiences

KEY NUMBERS:

Number of hotels: 49

Number of countries: 3

Gross sales operations (NOK): 1.27 billion

Number of rooms (incl. franchise): 5257

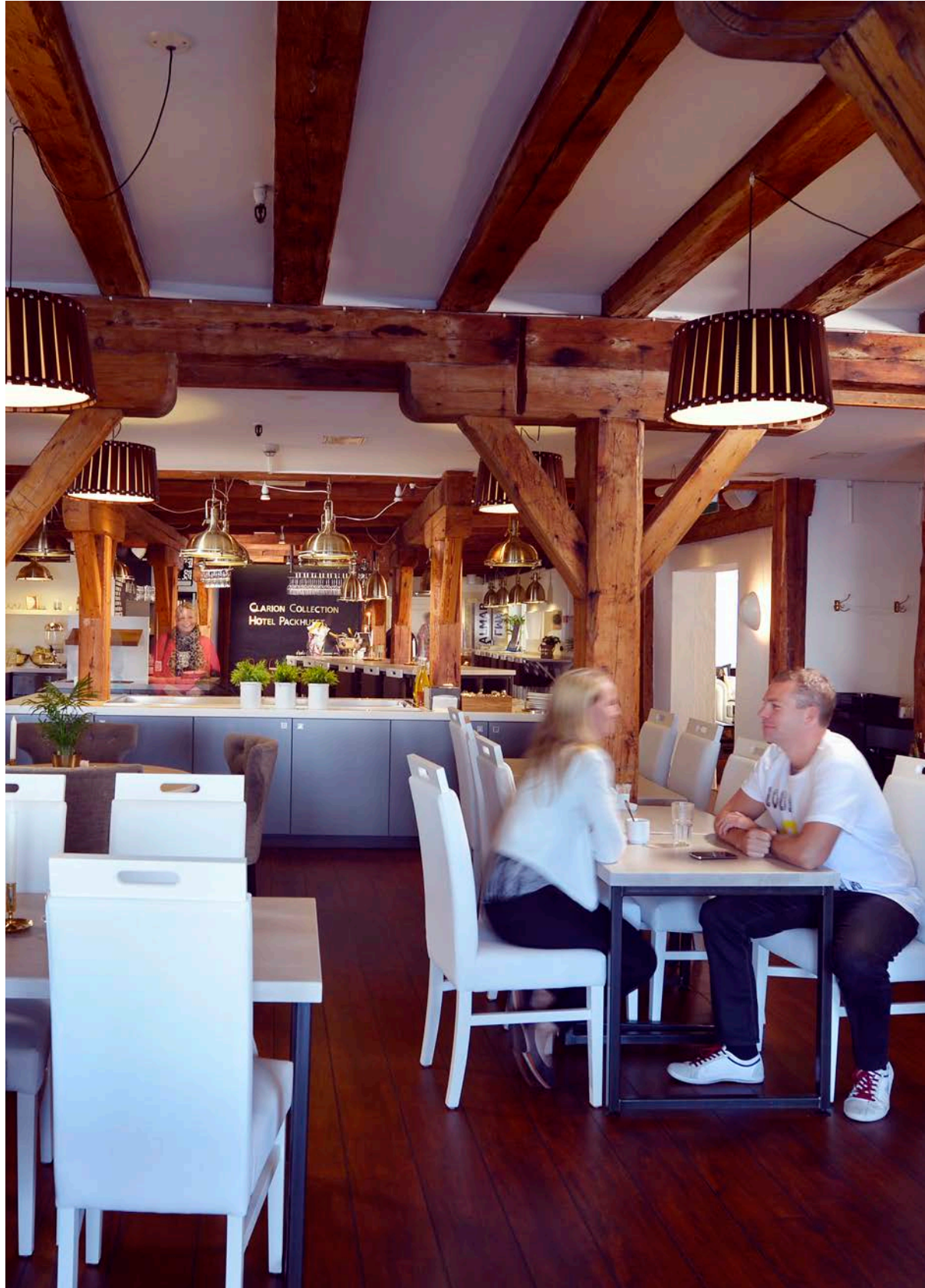


CLARION COLLECTION
Yours truly

Welcome to Scandinavia's most cozy hotels. With the values of Hygge we create that good feeling that makes both guests and employees happy. We offer a nice breakfast, Fika and an evening meal and we are the perfect hotel for those who want to focus on taking the pulse down.

**“Charming hotel with cozy interior from the old
“Packhuset”. Our room had a great view over the
harbour and the Ölandsbridge. We visit Kalmar
at least once a year and we always stay at your
hotel since it feels welcoming and nice -
a bit like our home away from home.”**

- Comment from guest





Highlights 2019:

We launched our new Hygge-concept and successfully turned the hotel chain to the Hygge values. Changing the concept, values and look of Clarion Collection was based on a really good strategy process where all hotels were included in the work. October 1st we went live with Hygge and with that we saw a huge proudness in everyone working in the hotel chain. As a result of a united group Clarion Collection could also present best ever results in EBITDA, employee satisfaction and guest satisfaction in 2019.

We are destinations of variety and personality which sets us apart from the standard chain hotel experience and we celebrate the independent ethos of our unique hotels.

KEY NUMBERS:

Number of hotels: 38 hotels and one restaurant

Number of countries: 4

Gross sales operations (NOK): 2.3 billion

Number of rooms (incl. franchise): 5771



Nordic Hotels & Resorts is a collection of hotels, restaurants and resorts for the guest who seeks a unique experience, be it for business or leisure. All hotels present strong identities with clear brands and an independent image. Our hotels can offer everything from highly recognised design and contemporary art and culture, to mountains, fresh air and spa treatments.

“We just stayed at the Kämp hotel and I had to write a review because everything was extraordinary!! From the bell cap who helps you with the luggage to housekeeping. The personnel at the front desk not only check you in, they help you with restaurant suggestions, shopping, directions, always courteous and with a smile. The breakfast is fantastic and the Brasserie Kamp has one of the best burgers I’ve tried. All in all our four days in Helsinki were made extra special by the Kamp personnel. Thank you!”

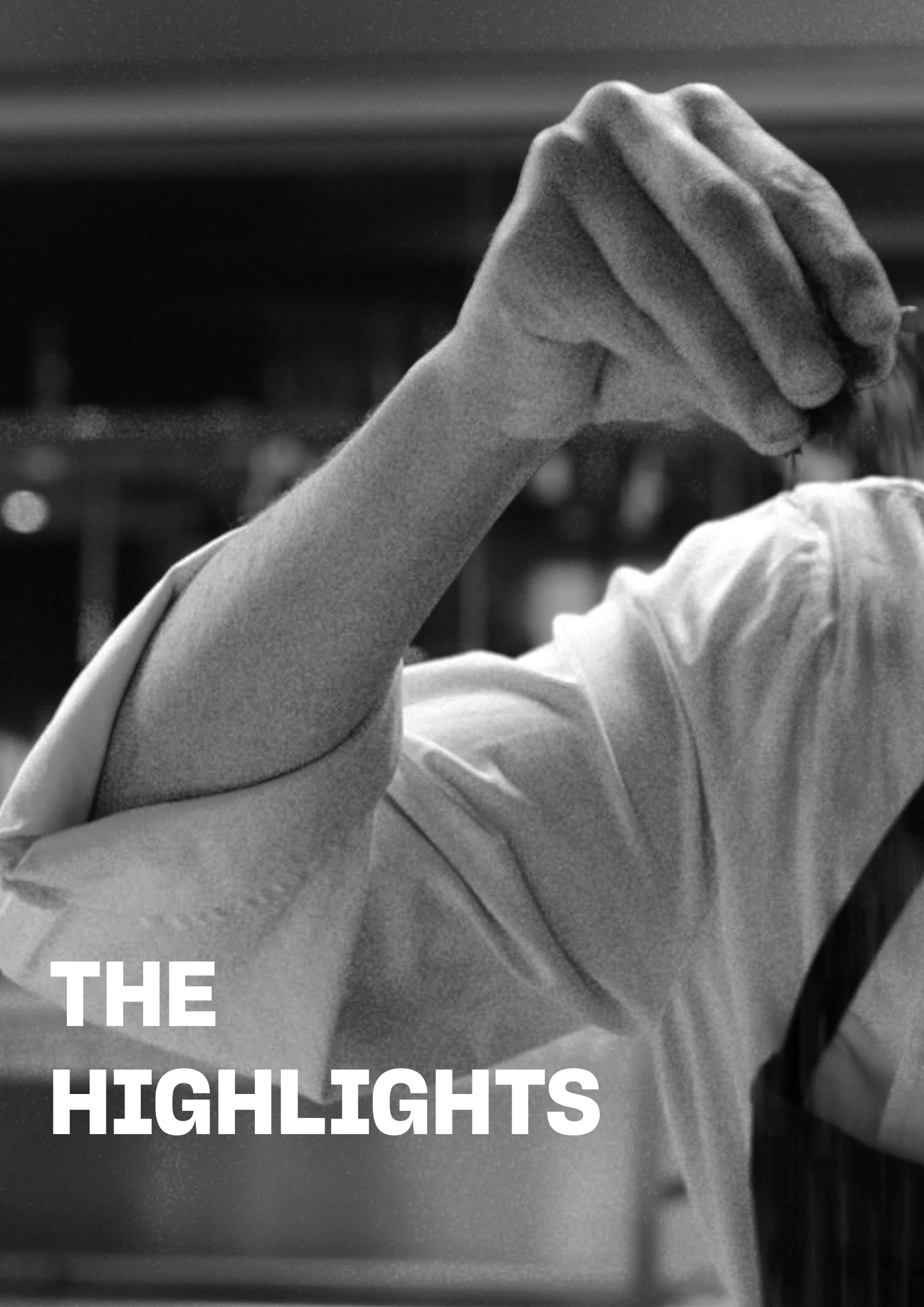
- Comment from guest





Higlights 2019:

Amazing addition and opening of Amerikalinjen which has been awarded by CondeNast Traveller Readers Choice Awards as Northern Europe's best hotel and 4th best in main Europe. At Six in Stockholm and The Thief in Oslo also picked up prestigious awards by Conde Nast voted inn at #8 and #15 respectively. The Prestigious Kämp Hotels Group in Finland was acquired by Petter Stordalen with 1406 rooms in total and 17 restaurants which all joined NHR in September 2019 with the historic and prestigious Hotel Kämp in the forefront.



THE HIGHLIGHTS



The image shows a modern outdoor courtyard. In the background, there is a large, ornate wooden door with circular metal accents. To the left of the door is a blue sofa with several blue cushions. In front of the sofa are two wooden tables with wicker chairs. The chairs have colorful patterned cushions. To the right of the tables is a tall, thin wicker chair with a red cushion. The floor is made of dark grey hexagonal tiles. The walls are made of light-colored stone or brick. There are several potted plants, including a large green plant in a black pot. The overall atmosphere is modern and cozy.

New Maiden Voyage for Golden Oldie

Old buildings have better stories to tell than new ones. At the former Amerikalinjen headquarters the journey began for thousands of hopeful Norwegians. They were about to travel with Amerikalinjen to the land of opportunity. The Norwegian America Line's venerable headquarters opened its doors in 1919. One hundred years later, we breathe new life in to these dreams.



Haven is the verdant covered courtyard in the heart of the hotel.



The brasserie Atlas serves breakfast, brunch, lunch and dinner from a menu inspired by our forefathers' curiosity and wanderlust.

In 1919 the new administration building on Jernbanetorget opened its doors. Where people from all over the world now arrive to explore Oslo, our

forefathers turned up to buy a ticket for their journey. The distinguished building in the Neo-Baroque style, designed by the architects Bjercke and Eliassen, certainly made an impression. Not just on the travellers. When the building finally emerged from behind the hoardings in the summer of 1919, Aftenposten's reporter highlighted the impressive oak door surrounded by the sea gods Triton and Nereide, carved in Iddefjord granite.

On the day of departure, the passengers arrived full of expectations back at Jernbanetorget 2 to deliver their duffle bags and cabin trunks before it was time to embark. In their luggage, they all had their most important possessions, often a good mix of useful tools and family treasures. Those travelling to visit relatives would have

cheese slicer, Norwegian books and other gifts from the old country. The luggage was sent down a shaft for further processing in the basement, and from there it was unloaded on the other side of the building which faced the quay.

As the years went by a proud administration building still stood at Jernbanetorget 2, but it soon acquired an anonymous existence. The stories about the settlers, explorers and sailors were pushed ever further back in the national consciousness.

Until 2019. A hundred years after Amerikalinjen welcomed its passengers in the ticket office, we opened the oak doors for new generations of explorers. Ornaments and decorations were renovated; we transformed this once-iconic building into an intimate boutique hotel, a starting point for new discoveries for people on the move.

Soon a Second Act for Villa Copenhagen

The red brick buildings are emblematic for Copenhagen and dotted all over the city with its striking mix of historic and contemporary architecture. The beautiful and imposing 1912 Neo-Baroque building housing Villa Copenhagen, originally the Central Post Office, will soon rise to its former glory as a new destination for conscious luxury. A world-class hotel that brings together the best of the past and the future, with the greatest of Danish design, but with a larger outlook on Europe and beyond. A story of historic context, sustainable luxury and contrast runs throughout the 25,000 sqm project that has three design studios working on different parts of the interiors, each giving their creative vision of the Villa.

THE COURTYARD

The courtyard will be a social hub and multiuse space for different scenarios: the reception area, a city square-like café, an inner garden room for relaxed seating and a pop-up retail space. “We want to create a space that becomes a destination. Inspiration comes from the historical center of Copenhagen and its charming, old streets.

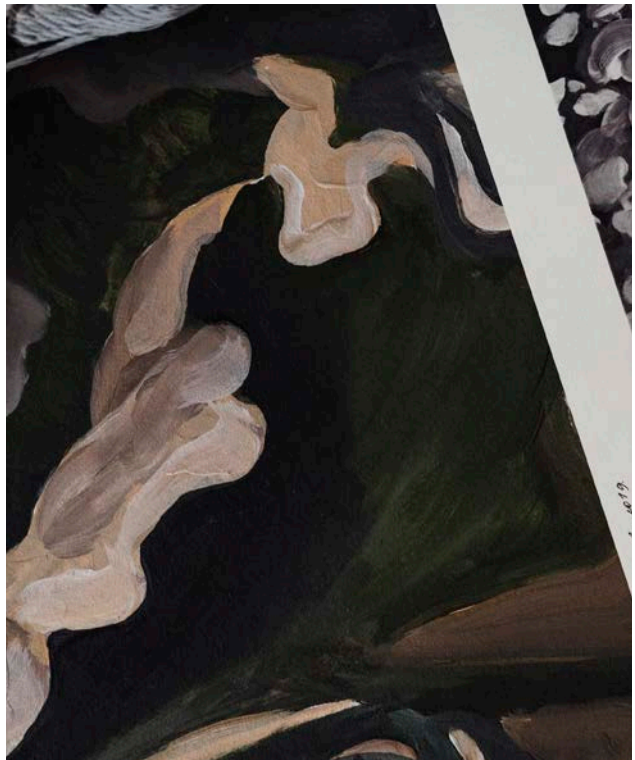
The center of the courtyard is, with its lush trees and greens, a nod to Glyptoteket’s winter garden. References to old details in the building itself can be found in the new design as well – for example we’ve reintegrated a rococo ornament from the grand staircase,” says Olga Krukovskaya interior designer at Shamballa. The Marble Bridge with its darkly patinated Gjellebææk marble and the limestone of Christiansborg influenced the architectural palette of the lobby. The color palette is characterized by earthy hues, with touches of saffron, terracotta and burnt orange, inspired by some of the old Copenhagen buildings, such as the ochre facades by Nyboder. The design also includes a rich variety of natural stone, including pieces reminiscent of Shamballa’s precious jewels.

THE OLD BOARDROOM

This is one of the most preserved rooms in the building with ornamented ceiling, mahogany wall paneling, tapestry and crystal chandeliers. It will be converted into an intimate bar and multipurpose lounge to host

Carrying on the history of the Central Post & Telegraph Head Office dating back to 1912, Villa Copenhagen will open as a new social scene in Copenhagen summer 2020.





jewellery viewings, intimate chamber music concerts, lectures and private dining. “The most dominant feature of the room, besides the ceiling, is the tapestry. For this project we developed a custom tapestry to serve as backdrop for the new bar. The inspiration comes from the first original Verdure tapestry - tapestry decorated with a design based on plant forms - of this room, which we recovered from the archives.”

SHAMBALLA SUITE

The former corner office of the director of the Central Post Building will be turned into the Shamballa Suite. It has beautiful stucco ce-

ilings and wall paneling that will be kept. The rest is being re-imagined by Mads and Mikkel Kornerup, founders of Shamballa Jewels. “Shamballa means ‘a place of peace and tranquility’ in sanskrit. We always had a dream of translating that atmosphere into a hospitality project. The suite is characterized by a meeting between rough and refined materials that create a strong first impression. The color palette of the suite can be described as dark and earthy, with stone-colored leathers, luxurious marble surfaces and rough, stuccoed walls that define the space.”



On the hotel's roof terrace you will find the 25-metre long pool, which is heated by the building's excess heat. You can also enjoy a drink in the pool bar or a relaxing moment in the sauna.

Secatibe runtum earum sincilla velenimus aut aut nobit raecus di omni et

Designing For the Villa Community

THE BRASSERIE

With a vision to create destination restaurants and bars that introduce something new to Copenhagen, at the same time as it honors the Scandinavian design sensibility. Unique and informal venues that each offer something extraordinary. The brasserie faces town and is designed to be a buzzy all-day restaurant. “It



channels mid-century Danish design and juxtaposes the past and the present with contemporary interpretation. Central to the scheme is a large, open kitchen and bar providing theatre and all-day interaction,” says Jo Littlefair, director at London-based Goddard Littlefair. “We put a lot of effort into understanding how Danes dine and socialize – Villa Copenhagen has to be a place where you can live life like a local. Sustainability is also key in this project. We have reused lots of original items discovered in warehouses. Doors have been re-hung and brass grills and door handles have been reinstated. The majority of the original copper stripped from the roof has been reimagined as wall cladding in the Brasserie and other parts of the hotel. The Brasserie has a nostalgic palette of warm orange, navy blue and white paneling.

THE SATCHEL BAR AND

THE PLAYROOM

These spaces will be converted into a cozy wine bar and a restaurant with a bold color palette to counter the strong heritage elements. Original timber paneling, beautifully crafted



doors and marble columns all remain. Purples, pinks, dark red, blue and olive and heavily patterned rugs and slightly oriental fabric to complement the eclectic furniture selection.

THE BREAKFAST ROOM

Placed on the lower ground floor, adjacent to a set of railway tracks, it used to be the sorting room of the post building. "We discovered old photographs from when it was a working sorting room. The mail was taken off the trains and into the room, before being loaded onto horses for distribution. This inspired the design process. We were able to reference original archways and paneling, transforming the space into a flexible restaurant space. We also introduced a bakery to provide fresh bread for the hotel and as well as locals. We have reinterpreted many of the original features in contemporary materials, juxtaposing historical references in a unique style. For example, freestanding raw copper arches are positioned where original stone and timber arches would have

been. The material palette focuses towards an industrial palette of rich yellow bricks, grey expose ducting, tan and grey upholstery. A mix of walnut and oak in joinery to reference traditional Danish furniture manufacture."

THE POOL DECK

The 25 meters lap pool will be situated on the roof of the Villa, a relaxed and colorful haven that includes a bar. Copper from the roof has been used to clad the bar front.



The Quiet Poetry and Beauty of a Grand Residence

GUEST ROOMS

The Villa houses 390 rooms spread over 4 floors. There's a wealth of room types, which is part of the charm of the Villa. Some with 4 meters ceiling height and 3.6 meters high windows, some are under the attic with roof-lights and exposed timber beams. The design reflects this, which is unusual for a large hotel, with every room being treated as an individual, emphasizing its original character. "Our vision is to complete a design that is unashamedly beautiful, feels good to be in, delights in its historic context, but which is also built for now and the future," says Richard McConkey, interior architect at award-winning, London-based architecture and design studio, Universal Design Studio. "It was hard not to feel inspired when we first viewed the building, with its beautiful façade and grand windows. There's such quality of light in Copenhagen. We were very inspired by the paintings of Wilhelm Hammershøi (who was based just a few miles from the hotel in a residence of a similar period) and his sense of quiet poetry, beauty and experience of light. We tried to create a series of rooms that captured this sense: calming, beautiful, deep, of real quality,

being both timeless and forward-looking."

Considering the beautiful exterior one would expect there to be many period features, but very little remain in the interior. "Our approach was to first restore the interior, forensically mapping a series of original period features found elsewhere in the building, then reinstalling window surrounds, paneling, cornices, architraves and doors that feel right for this building and a residence of that period. We then went on to design custom furniture and lighting that feel both contemporary and classic, and mixed with these reissued and customized pieces, furniture, art and objects commissioned from a range of periods, which feels relevant to how people live today."

"Much of our design choices came from responding to the building, the light, the work of Hammershøi, and the many beautiful buildings of Copenhagen. We've developed a series of color stories for the rooms that pick up on themes within the building – the copper of the roof, the tones of the brickwork, the richness and craft of classic Danish furniture, which is rightly known worldwide, so there was a wealth of options, but we've tried to create a unique mix".



Moi Helsinki!

Helsinki with its multitude of new museums, hotels, shops and galleries makes a good excuse for a visit all year round. A real institution in Helsinki is Kämp Collection Hotels.

It stands out in the global hotel market with its portfolio of uniqueness and distinctiveness. With the acquisition of Kämp Collection Hotels our hotel-family now consists of nearly 210 hotels in the Nordic countries. Nordic Choice Hotels is determinant to keep the rich traditions alive. Here are some of our new family members.

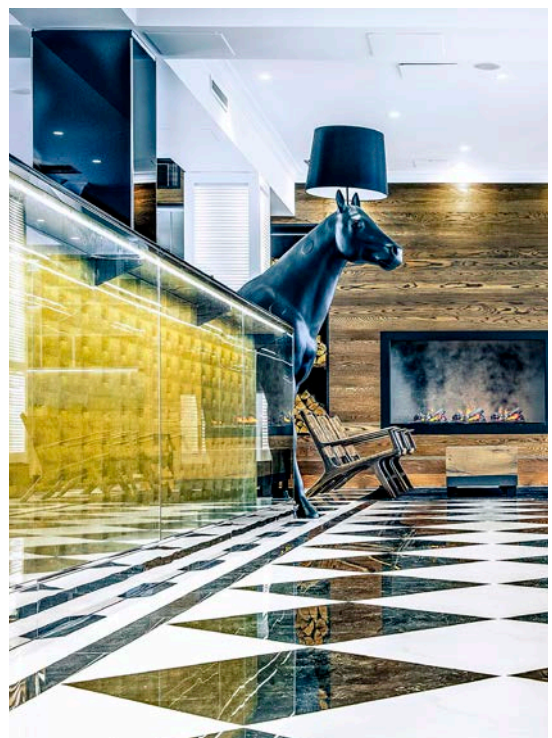


Glo Kluuvi

According to TripAdvisor, GLO Hotel Kluuvi is one of the most popular hotels in Helsinki and a perfect base for business travelers and holidaymakers alike. Whether our guests come from near or far, GLO Hotel Kluuvi lies close to all key transportation connections. Draw a circle that extends three kilometers out from the centrally located GLO Hotel Kluuvi and you will have included every discovery, wonder and adventure the fascinating city of Helsinki has to offer.

Lila Roberts

Hotel Lilla Roberts offers an elegant environment – a simultaneous dichotomy of the modern, and rich with history. The former Helsinki Police Station building was renovated to transform the property into Hotel Lilla Roberts in 2015. In the hotel's stylish lobby you can sense the times gone by, and be charmed by the wonderful history of the building. The restaurant Krog Roba makes guests taste what Nordic Madness feels like. Bar Lilla e and its gorgeous windows bring light and open up to the heart of the Design District of Helsinki.





Hotel Haven

Hotel Haven is designed to provide gracious warmth, exclusive comfort and high quality services whatever your reason for travelling is. The breakfast is set in the beautiful Sundmans' building, the second oldest stone building in Helsinki. The restaurant is an excellent choice for anyone, who wants to spend the morning in an amazing timeless place. Windows in the restaurant dining rooms offer amazing views over the Market Square and harbor of Helsinki. Boutique Hotel Haven is your ideal base thanks to its central location whether you visit Helsinki for business, cultural experiences, sightseeing, shopping or simply to enjoy Helsinki's special atmosphere

Hotel Kämp

Hotel Kämp is like a celebrity of the Finnish hotel business, the one everyone knows and whose fame and success are both envied and admired. Kämp is a hotel for cosmopolitan, quality-conscious, fashionable, cultivated, demanding customers. Staying here has nothing to do with age or occupation: it is all about lifestyle – at Hotel Kämp, the customer always expects to receive the very best. While Hotel Kämp has been the landmark of Helsinki's growth into a national and European capital, it has also provided a residence for Finnish artists, ruling elite and intelligentsia. Its history has been colourful and it certainly has been growing and developing alongside Helsinki.



ARTSY AMBITIONS IN OSLO

This eclectic art hotel with 255 rooms, 1,100 sqm of conference space, living room lobby, Kitchen & Table Fishery and the Shutter Bar is located in the vibrant new Bjørvika neighborhood and near the Central Station and the Barcode area with its interesting new architecture



At Shutter Bar guests can enjoy the view of Akerselva outside the windows.

The newly redeveloped Bjørvika is destined to be the new cultural center with several institutions such as the Opera House, the Munch Museum, the Steensen museum and the Deichman Main Library. Through a unique cooperation with the nearby Munch Museum opening in 2020 there is a never publicly exhibited original painting by Edvard Munch on display in the lobby. While unique, the painting is in many

ways typical of Munch. It shows two women on a beach that resembles the landscape in several of Munch's most famous artworks. The pillarlike moonshine is also characteristic of Munch and appears in several of his works. Due to its fragile state, it was kept in storage but has now undergone 200 hours of restoration. There will be a new painting rotating every nine months in the lobby. In addition to this painting the-



re are also Munch-inspired works by Marina Abramović, Vik Muniz og Huma Bhabha, in the hotel's art collection curated by Sune Nordgren.

The interiors by Semrén + Månsson is inspired by the colors from Edvard Munch's artistry. Contemporary Nordic and European design with focus on elegance and warmth. Wood, iron and natural stone are used throughout the hotel. Contrasting objects and furniture are seen both in the rooms and in the public areas to enhance the eclectic ambiance. Rectangular boxy shapes versus rounded ones make complete compositions that trigger the senses.

NO BIG THING

Central Oslo has a multitude of hotels, but nothing can be compared to the grandeur of Clarion Hotel the Hub – former Clarion Hotel Christiania - which re-opened after a 3-year total renovation and extension. It is the largest hotel in Oslo and not short of ambition it features 810 rooms, 3 restaurants and bars, a massive 3,000 sqm meeting arena with 22 meeting rooms and a congress hall, and 200 sqm rooftop urban farming.

Guests can view Interference (2005) by Bård Breivik in the lobby at Clarion Hotel The Hub.



The hotel occupies an entire block with a unique combination of architectural heritage and modern architecture. The combination of reconstruction, renovation and new construction has created an unusually complex project – a project that was initiated already in 2009. Facing the square is the original building designed for the 1952 winter Olympics by architect Knut Knutsen. The new facades are made of inclining aluminum sheets, offset with variations in depth and color. The inclined surfaces all point one way, towards Oslo S and Bjørvika, and in this way



are reminiscent of a shell structure as found in armor. Depending on time, weather and light, a game of light and reflection is formed, which gives lightness and life to the facades.

The interior designer of the public spaces and restaurants Anemone Wille Våge describes the interior design as “a mix of early design classics and pioneering design of the future”. On the ground floor you are greeted by an installation by the elevators that showcase weather elements typical of the Nordics: a waterfall transitioning into ice, snow and back to the waterfall. The living room lobby has a glamorous and soft touch with strong colors, velvets and plush seatings mixed with minimalistic expressions. The library is more understated – a dimly lit lounge for reading, working and relaxing. The ground floor Hub Bar is an industrial de-

signed bar with copper tones, leather and wooden chairs, dark iron and plants. The top floor restaurant Norda and bar Bon Bon are a colorful explosion with wooden floors, generous nooks, expressive table lights and chandeliers.

Rooms are restful with different shades of blues, greens and greys. The iconic Gatto lamp by the Castiglione brothers is featured in all rooms, as well as a generous armchair for lounging and reading. The bathrooms have a soft industrial ambiance with grey concrete ceramic tiles on both walls and floors. The magnificent top floor Master Suite has views all over the city and the Oslo fjord.







Nordic Choice Hotels™