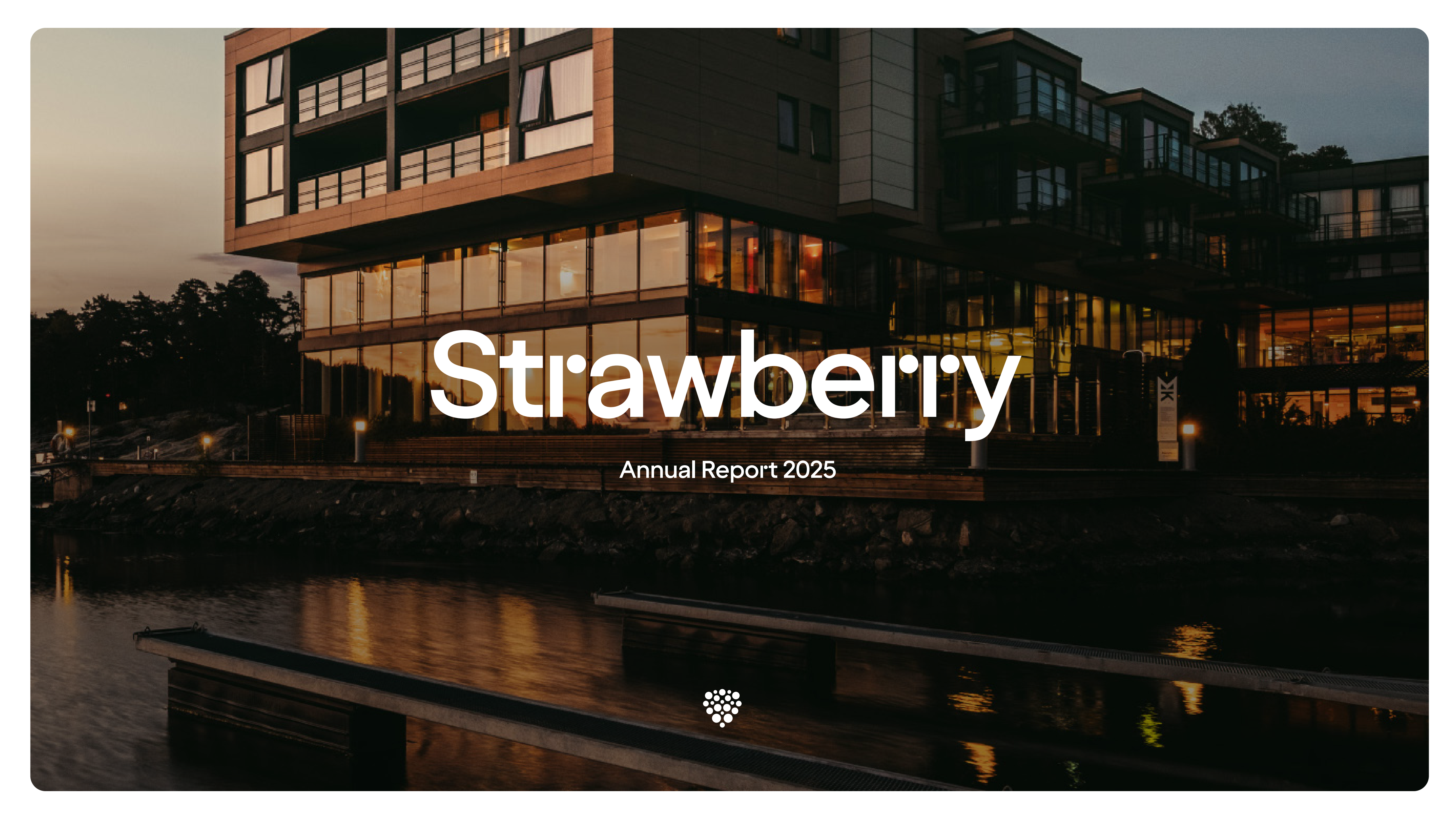




Strawberry

Annual Report 2025

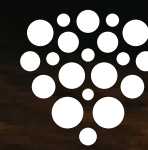




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Who we are

With more than 250 hotels, bars, cafés, restaurants, special spaces, conference arenas, gyms and spas, we create thousands of experiences every single day.

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 back at 2025, I am filled with gratitude and pride.

This has been a year of hard work, strong results and growth. In a world still marked by uncertainty, our 20 000 dedicated colleagues delivered outstanding guest experiences and drove our business forward. Their dedication is the foundation of everything we accomplish as a company. Thanks to their efforts, we achieved the strongest financial performance in Strawberry's history, surpassing NOK 20 billion in revenue and delivering more than NOK 1 billion in profit.

The strong results we delivered in 2025 did not happen by chance. They are the result of thousands of colleagues working together every day to create memorable guest experiences and improve the way we operate.

We have continued to grow our loyalty ecosystem Spenn and welcomed Reitan Retail as a new co-owner alongside Strawberry and Norwegian. Bringing together three strong Nordic companies with equal ownership, Spenn offers a unique combination of retail, travel and hospitality which create greater flexibility and value for our members.

Throughout the year, we have developed both our brands and our portfolio. One of our biggest milestones was the rebranding of Clarion Collection into Home Hotel, bringing back the brand's original name and reinforcing the warm, welcoming experience that has made it a guest favourite for decades.

While we continue to develop and expand our business, sustainability remains a fundamental part of who we are. It is not

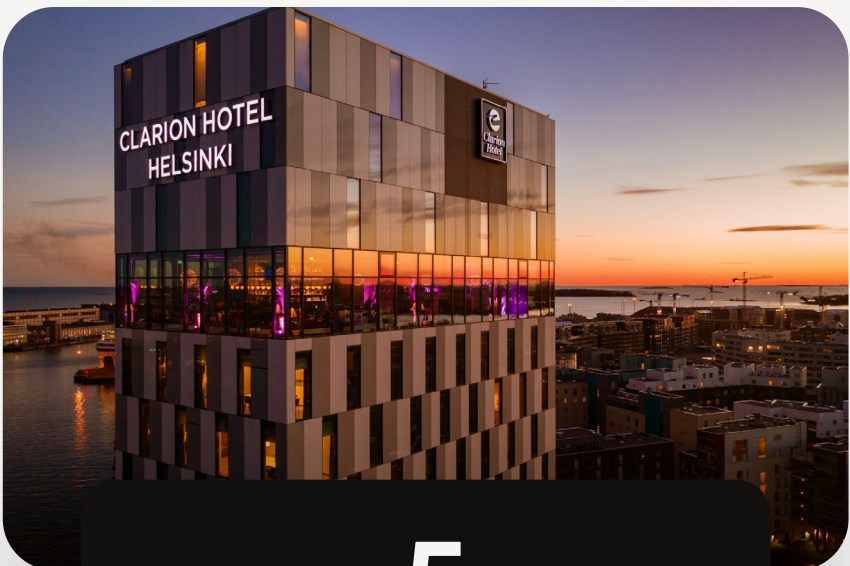
something we prioritise only when times are good. It is embedded in our strategy, our operations and our culture. We remain committed to reducing our environmental impact and contributing to a future where coming generations can continue to live good lives on a healthy planet. In less than 12 months, an incredible 238 of our hotels proudly became Nordic Swan Ecolabelled in 2025. The Nordic Swan Ecolabel is the official environmental certification of the Nordic countries, with strict requirements for energy use, waste management, chemicals and resource efficiency.

The future of hospitality is not just about beds and breakfasts. At Strawberry, we will always see people for who they are.



Torgeir Silseth,
Chief Executive Officer Strawberry Hotels

Key figures



5

Hotel chains



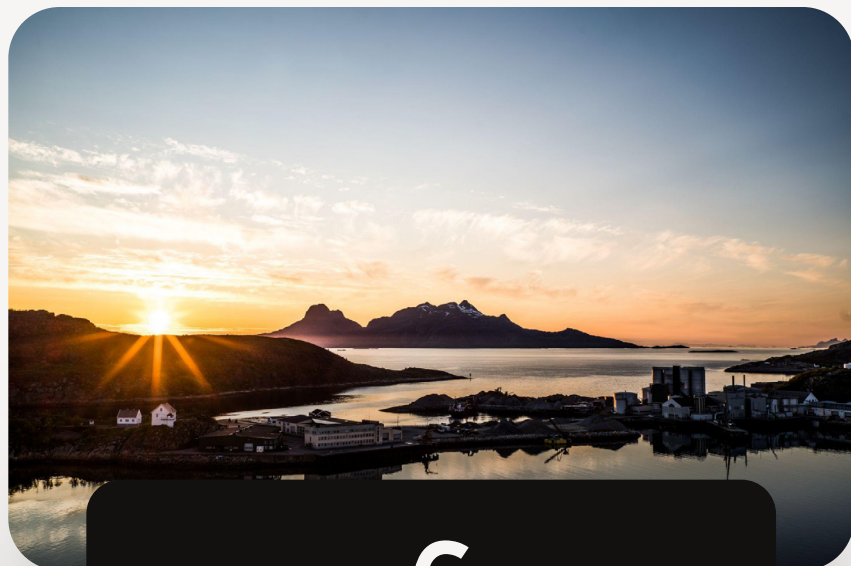
50

Independent hotels



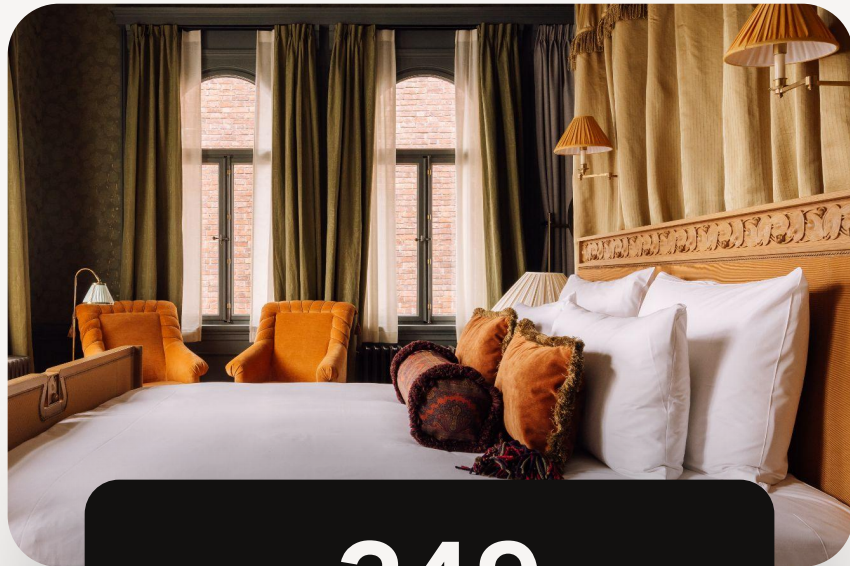
48 951

Hotel rooms



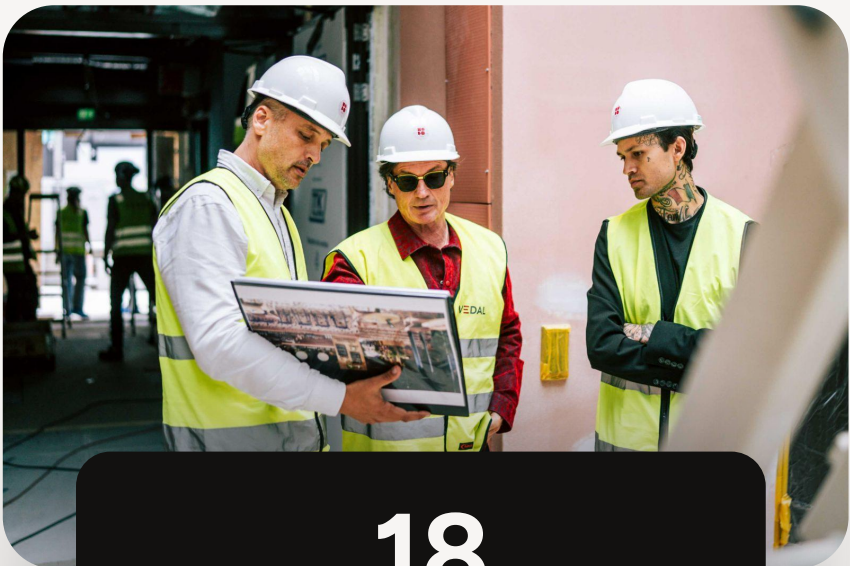
6

Nordic Countries



249

Hotels



18

Projects in pipeline



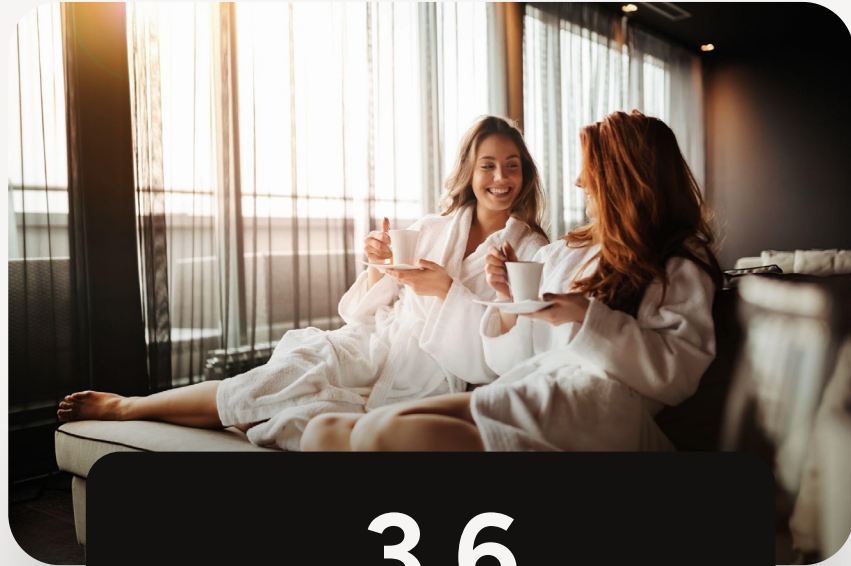
25.7 billion

NOK sales 2025 (incl. franchise)



2 000

Serviced apartments



3.6

Million members



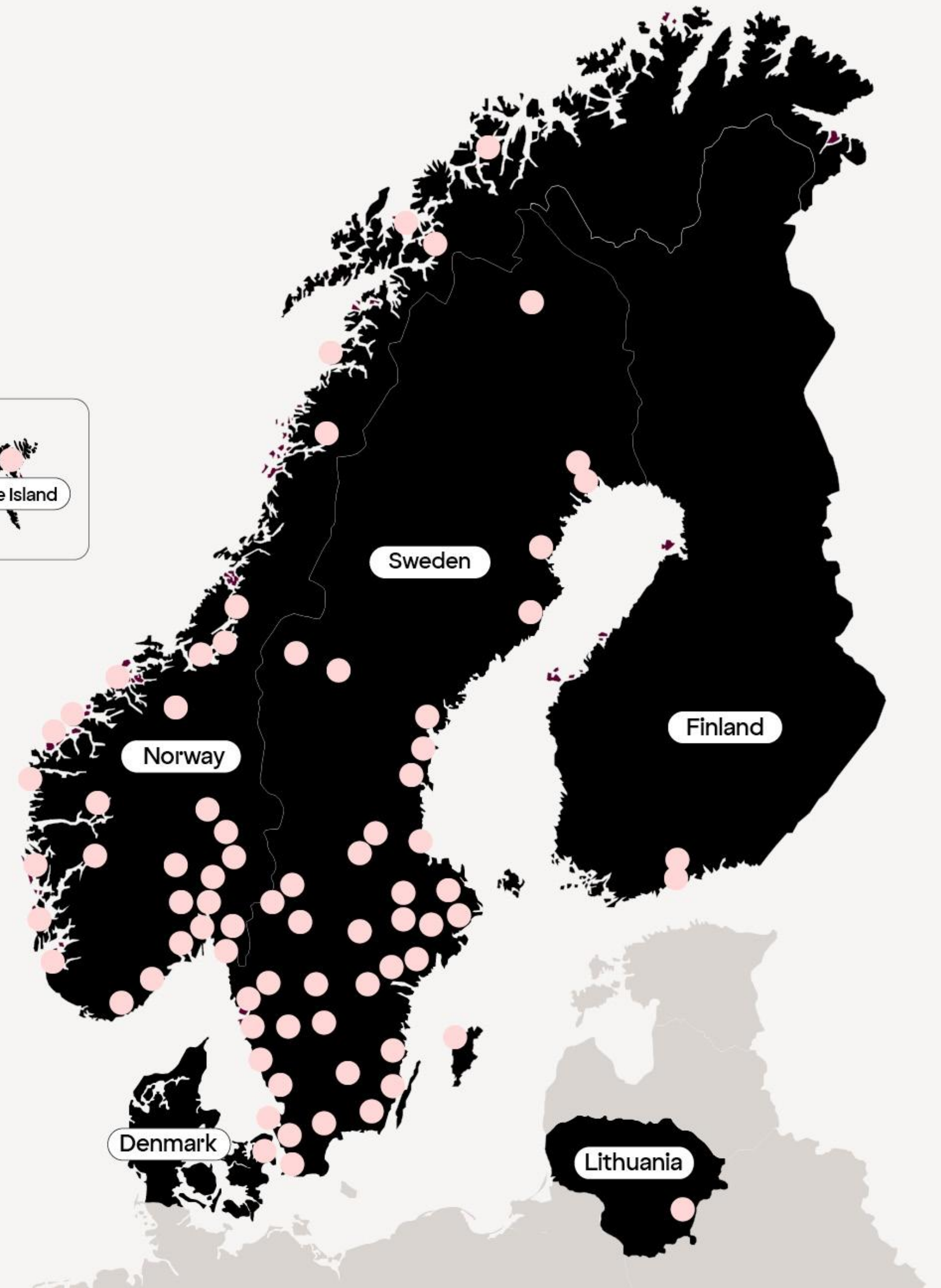
WeCare

Sustainability Program

WHERE TO FIND US

Over 250 hotels on more than 100 destinations

Strawberry has hotels across the Nordics in Sweden, Norway,
Denmark, Finland, Faroe Islands and Lithuania.



A man and a woman in business attire are riding bicycles past a stone building. The man is in the foreground, wearing a dark suit and riding a black bicycle. The woman is behind him, also in a dark suit, riding a light-colored bicycle and carrying a large black backpack. The background is a stone wall with a window. The overall tone is professional and modern.

STRAWBERRY ANNUAL REPORT 2025

Highlights 2025

Highlights 2025

Reitan Retail New Co-Owner in Spenn

Reitan Retail has joined Spenn as an equal co-owner alongside Strawberry and Norwegian, with each company holding a one-third stake. This partnership creates a powerful ecosystem combining retail, travel and hospitality. By integrating Reitan Retail's extensive network, Spenn will provide members with more flexibility and choices across their daily routines.

The rollout initially began with Reitan Retail's Norwegian brands, including REMA 1000, Narvesen, 7-Eleven, and Uno-X Mobility.

This expansion builds on Spenn's existing portfolio of over 100 brands across the Nordics and will continue to increase the value for its members.



Highlights 2025

Home Hotel Rebrand

In February, 2025, we rebranded Clarion Collection to its original name, Home Hotel, building on a homely experience with the new concept “**Home until you’re home**”.

The rebranding brings back the original name and reinforces the warm, welcoming experience that has made it a guest favourite for decades. Home Hotel today consists of 54 hotels across Norway, Sweden and Finland. The hotels are known for their historic buildings, the atmosphere and central locations. The special thing with Home Hotel is that breakfast, fika and dinner are included in every stay.

The rebrand also includes investments across the hotel portfolio. Several hotels have already been upgraded with renovated guest rooms and public areas, while larger renovation projects are planned at selected properties.

A warm, intimate photograph of a hotel room. In the foreground, a wooden tray holds a speckled ceramic cup of coffee on a matching saucer, next to an open book and a pair of tortoiseshell glasses. The tray sits on a bed with white, slightly rumpled linens. In the background, a bedside lamp with a warm glow and a small Christmas tree are visible, creating a cozy, home-like atmosphere.

“Home until
you’re home”

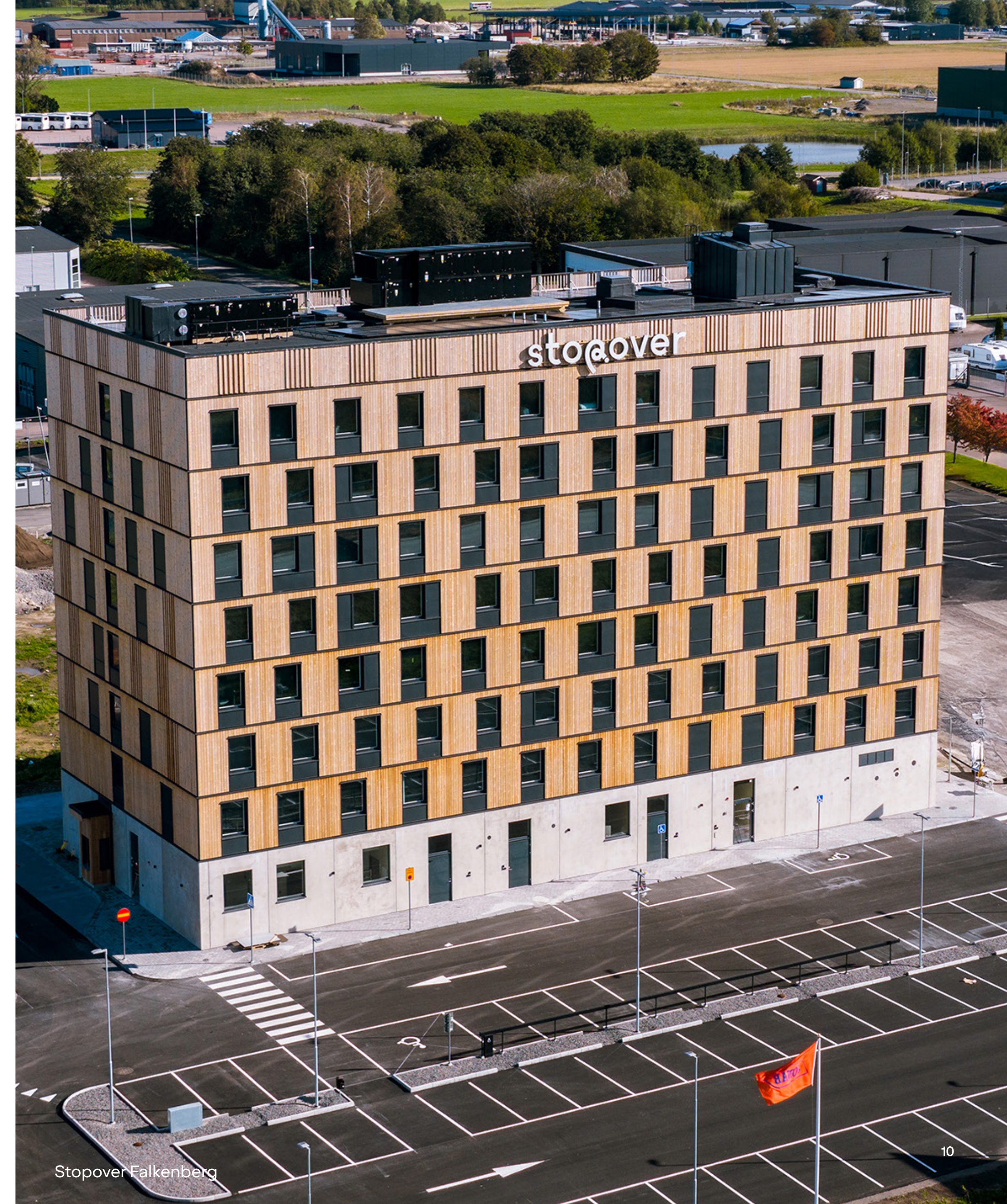
Highlights 2025

Stopover Launch

We opened the doors to our very first hotel in its new Stopover chain - a modern roadside concept located along Sweden's major highways. Stopover Falkenberg officially opened in October 2025, and the next hotel is confirmed for Mariestad. This initiative addresses the increase in domestic and intra-Nordic travel. The new chain provides a convenient hub where travelers can recharge themselves, their cars, and their pets.

The hotels are designed for business travelers, families, and sports teams, and each hotel will feature 151 rooms, EV charging, a gym, laundry facilities, a dog park, and a restaurant. It is built sustainably with timber from Värmland, and the buildings utilize solar panels and geothermal heating.

All locations will also feature Viaggio - a brand-new Italian dining concept with a drive-through service, open to both hotel guests and passers-by.





Highlights 2025

The Nordic Swan Ecolabel



When companies choose to take a step back upon the possibility of stricter regulations, Strawberry took a step forward. In a short period of time, 238 hotels at Strawberry became Nordic Swan Ecolabelled.

The Nordic Swan Ecolabel is the official environmental certification in the Nordic region, with strict requirements for energy use, waste management, chemicals and resource efficiency.

To meet the certification criteria, our hotels have systematically reduced energy, water and chemical consumption, eliminated disposable items from daily operations, and increased the proportion of organic food.

Following an initial assessment in late 2024 and implementation beginning in June 2025, the remaining hotels in our portfolio will be certified on an ongoing basis.

STRAWBERRY ANNUAL REPORT 2025

Hotel openings & acquired hotels 2025

New Hotels 2025

In 2025 we opened and acquired seven new hotels and close to 1100 rooms were added to our hotel portfolio. We opened hotels in several segments from our midmarket and conference hotels to independent hotels. Additionally, we launched our new hotel chain, Stopover, a completely new concept of modern roadside hotels located along Sweden's major highways.

Hobo Hotel Oslo

In **October**, Hobo Hotel Oslo opened amid growing buzz. With 181 rooms and no less than four different restaurant and bar concepts, it carries forward an idea inherent to the Hobo concept: that a hotel should be as alive and unpredictable as the city it is born from.





Quality Hotel Grand Tromsø

In December 2025, it stood clear that Hotel Grand Tromsø transferred to Strawberry, making it the group's sixth property in the Arctic City, Tromsø. The hotel was renamed Quality Hotel Grand Tromsø and is located in the heart of the city. The hotel has 176 guest rooms, including several family rooms as well as five meeting rooms, a bar, a café, and a restaurant.



The Dock

The Dock Hotel opened its doors in November as a new landmark in Södertälje. Here, an international vibe meets Södertälje's historic harbor in a new, vibrant gathering place for both tourists and locals. With 14 floors, 183 rooms, a restaurant, a sky bar, a conference floor, and a large spa, The Dock Hotel is a destination in itself.



Hernö Gin Hotel

In **February 2025**, Hernö Gin Hotel opened its doors in The High Coast of Sweden. Hernö Gin Hotel offers 122 rooms, Guests can enjoy gin-inspired dishes in the restaurant, take part in a gin tasting at the hotel's gin studio, or sample the selection at Hernö Gin Bar. The stunning natural surroundings are popular all year round, and the hotel also organizes excursions to the Hernö Gin distillery in Dala, just outside Härnösand.



Hotel Odeon

In **March 2025**, Strawberry expanded its presence in Denmark when Hotel Odeon joined the group's portfolio of independent member hotels. With 234 guest rooms, the hotel is located right in the heart of Odense. Hotel Odeon has been an attractive base for exploring Denmark's third-largest city since 2018. Odense is often described as one of the oldest cities in the Nordic region and is known as the birthplace of one of the world's most famous fairy-tale writers, H.C. Andersen.



Stopover Falkenberg

In **October**, Strawberry opened the doors to the very first hotel in its new Stopover chain. A brand-new concept featuring modern roadside hotels along Sweden's major highways. Stopover Falkenberg is now officially opening, and at the same time, it was announced that the next hotel will be built in Mariestad.

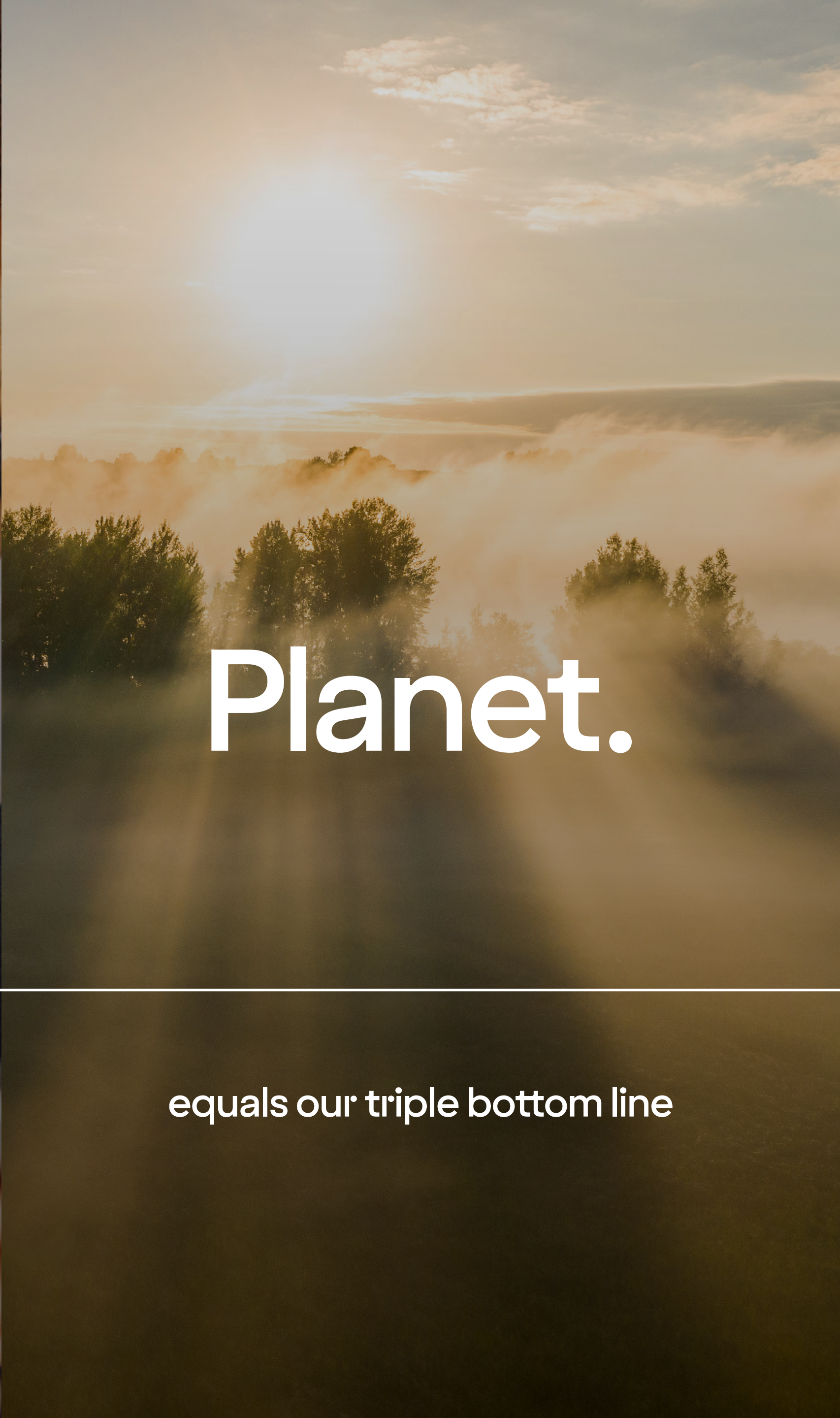


Home Hotel Baltzar

At the end of the year, Strawberry opened its absolute smallest hotel in the **heart of central Malmö**. Home Hotel Baltzar not only offers 45 newly renovated hotel rooms, but the jewel in the crown is the four 45 square meter tower suites with views over Malmö's rooftops. One can find the hotel in the middle of the most attractive shopping and restaurant-dense areas of Malmö and only a few minutes' walk from the Central Station, Lilla Torg, and Slottsträdgården.



People.



Planet.



Profit.

equals our triple bottom line

Pushing for Change

Strawberry has a vision to make the world a better place.

With the philosophy to never settle and always push for change. And we do so with a warm beating heart. Our commitment to sustainability is not just about words. Our actions will define our legacy, and we want future generations to know we did our very best. We will create impact by being a frontrunner.



PEOPLE. PLANET. PROFIT.

People.

We don't hire disabled people, immigrants, people with
a criminal record, gays or lesbians, Norwegians or divorcees.
We hire individuals.



People.

Pride

Strawberry proudly supports Pride across the Nordics. We aim to be a place where everyone feels at home and included, regardless of orientation, identity, belief, ability, or ethnicity. “Be who you are - love who you want.”

Because at Strawberry, *we have Room for All.*



“Be who you
are - love who
you want”

People.

The Lonely Christmas Tree

Since 2010, our guests have donated more than half a million Christmas gifts through our Lonely Christmas Tree initiative.

Each December, every hotel places a Christmas tree in the lobby where guests and visitors can leave gifts for local charities and community initiatives.

It has become one of our most valued traditions and it shows how small acts of kindness can make a difference.



People.

Inclusive work life

We want to open doors to the job market and love when we become the first entry on people's CVs.

Diversity is our superpower. Through our diversity, equity, and inclusion initiatives, we aim to create opportunities and a workplace where everyone can succeed.

Through partnerships and programmes such as Oslo Kollega, Talentjakt, Realgymnaset, Kokkekompaniet, and Guttas Campus, we help people take their first step into the hospitality industry and working life.



People.

The Strawberry Neighbour Fund

20 000 employees, 249 neighbourhoods,

6 different countries, 1 culture.

We love our communities and we want to support and participate in unique neighborhood projects. Hotels can apply for funding for their own projects through The Strawberry Neighbour Fund.

With funding (1 MNOK) available each year, we encourage our hotels to develop ideas and initiatives that breathe life into neighborhoods and spark innovation. In 2025, a total of 16 projects were granted funding.



People.



VK is the biggest annual culture event in the Nordics. For more than 30 years, our winter conference brings together 3 500 employees, customers and partners from across the Nordics.

We celebrate the past year, recognize the people behind the success and get inspired for the year ahead. More than anything, VK is about our culture and the people who make it possible.

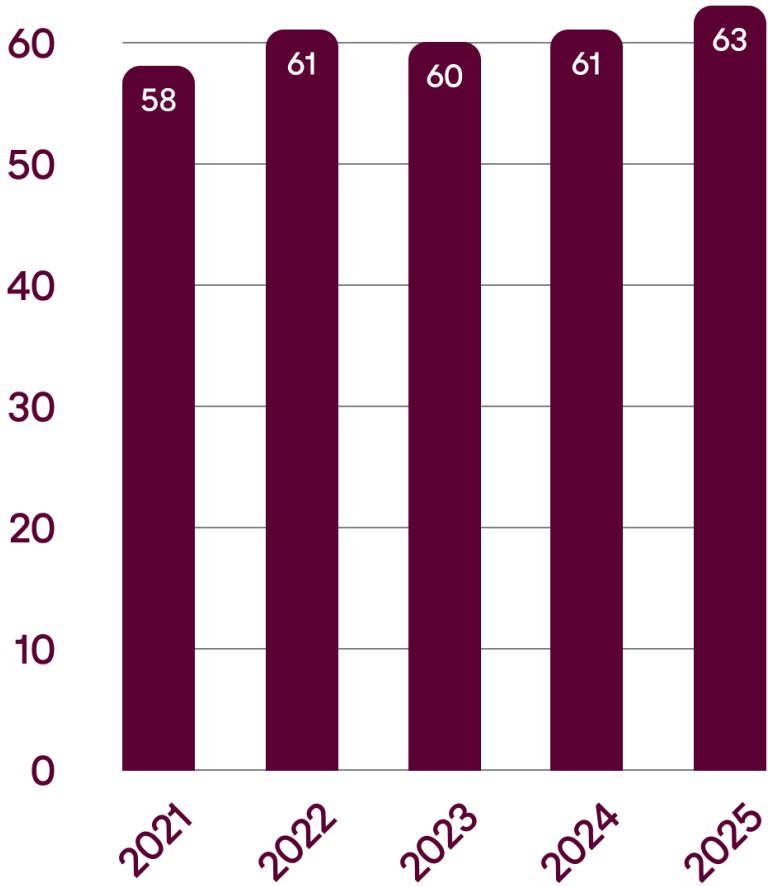


“VK is about our culture and the people who make it possible”

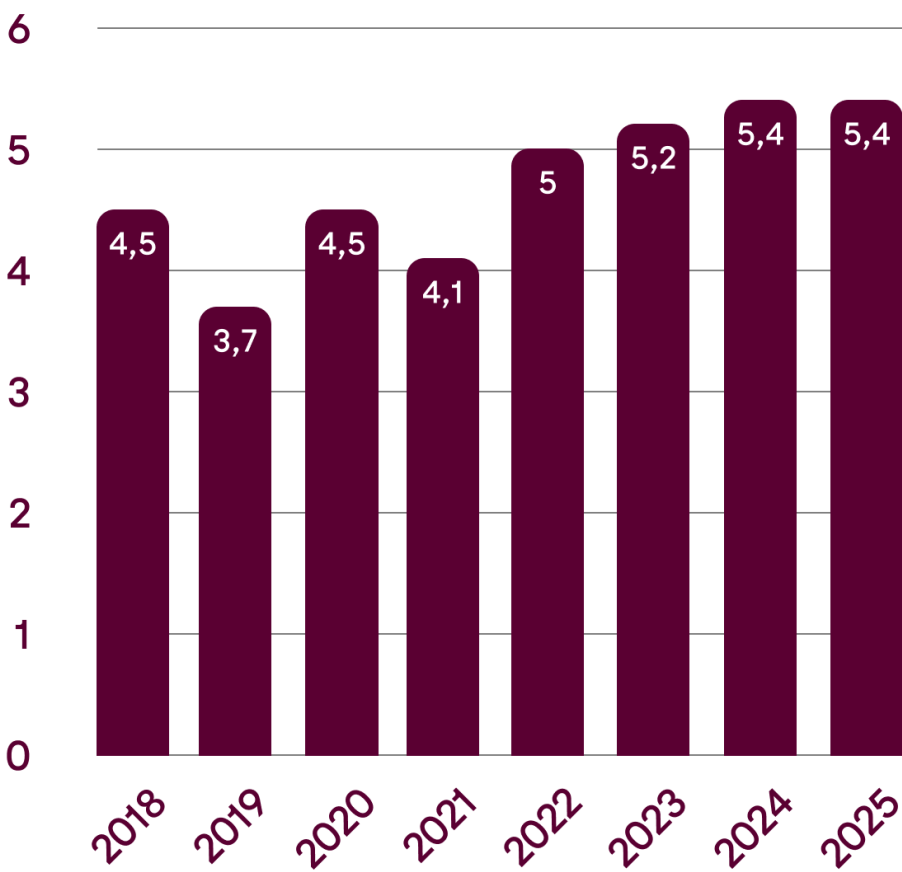
Well-being

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 %)

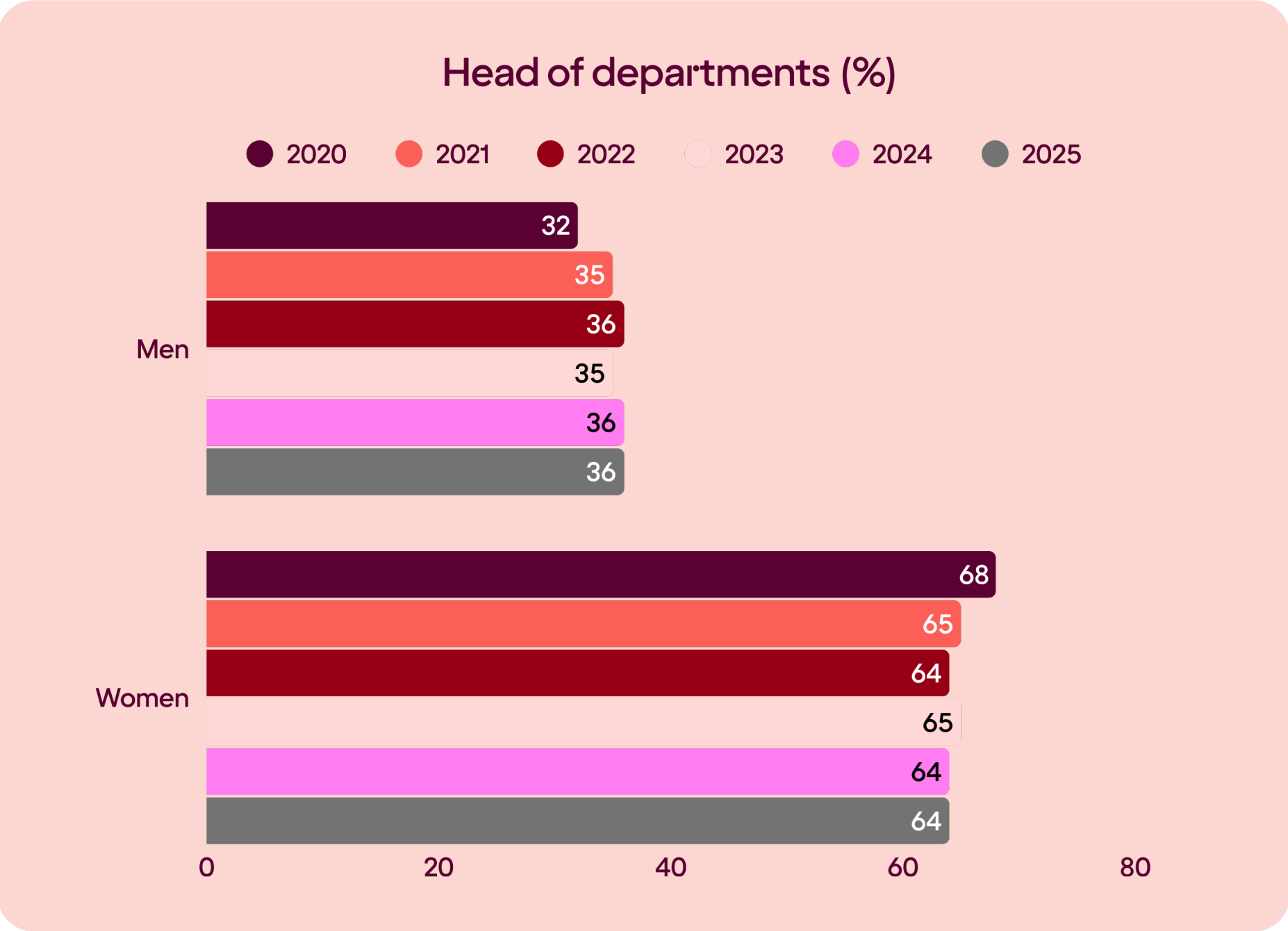


Sick leave (%)



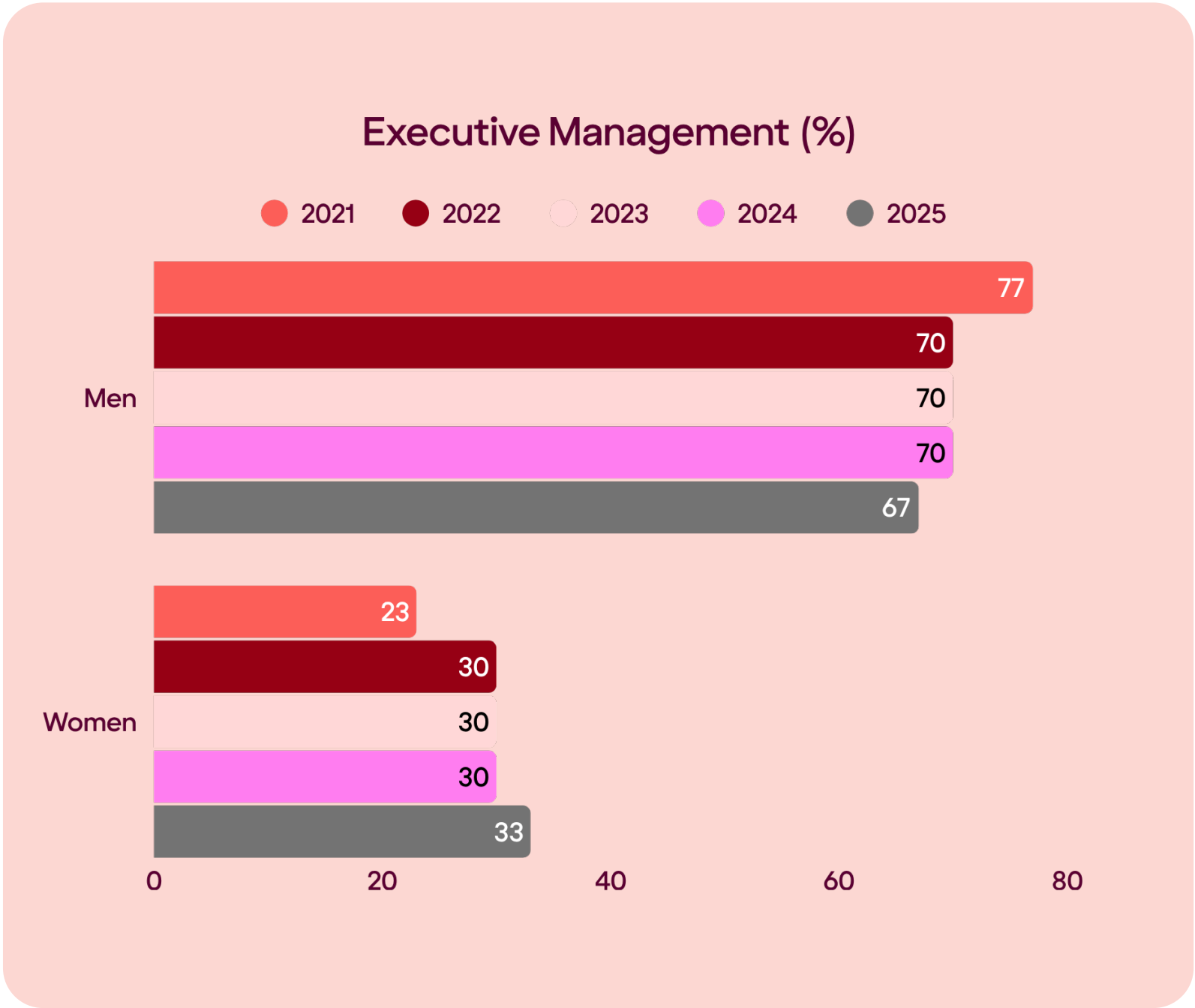
Equality

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



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% equality target.



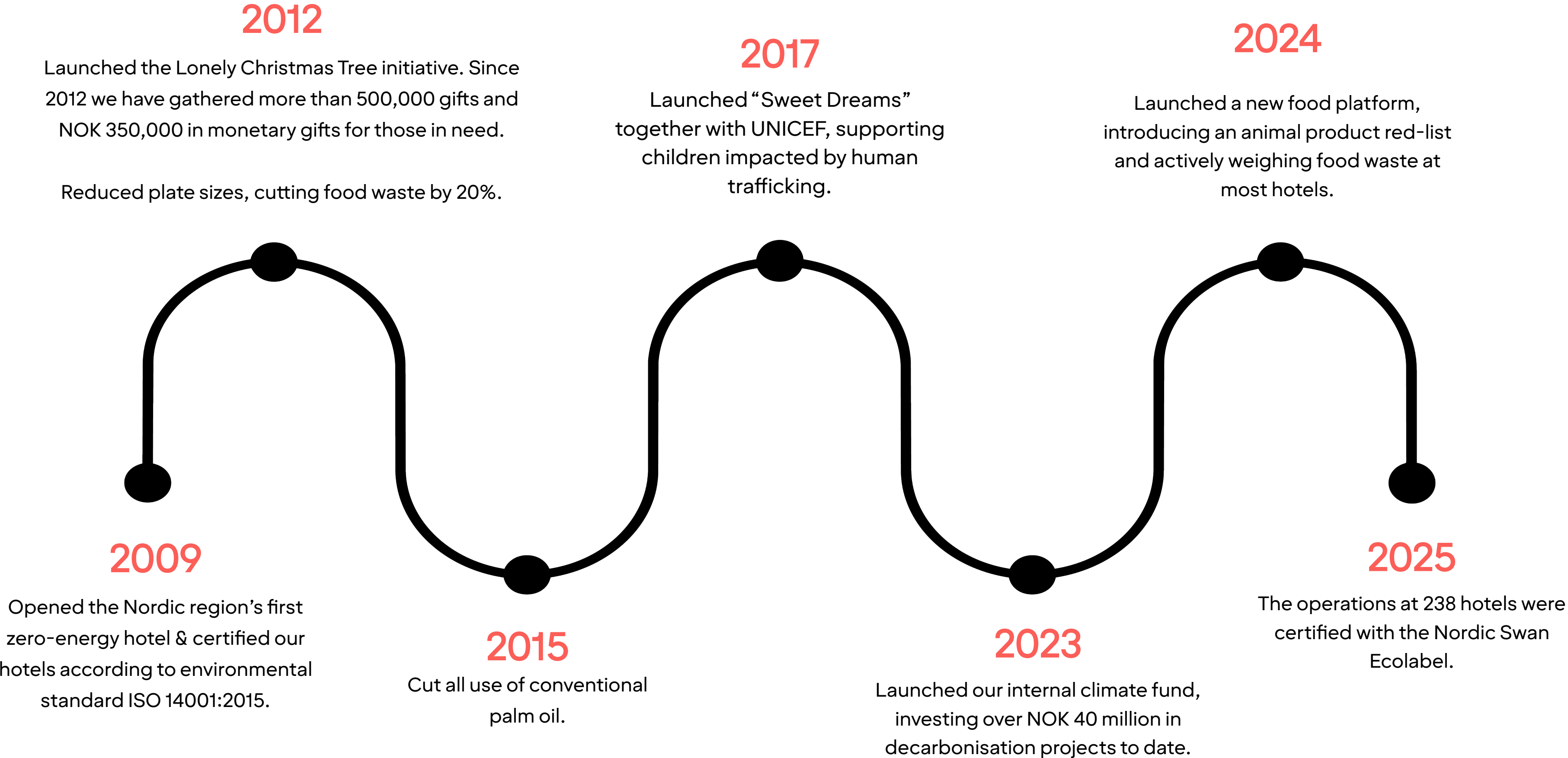
PEOPLE. PLANET. PROFIT.

Planet.

There is no business on a dead planet



Our Sustainability Journey



Planet.

Nordic Swan Ecolabel

As of 2025, 238 individual hotels within the Strawberry portfolio hold the Nordic Swan Ecolabel, the official ecolabel of the Nordic region.

This Type I ecolabel verifies that these hotels meet strict, third-party audited requirements regarding, for example, energy and water consumption, waste management and chemicals.

In practice, this means that our certified hotels use water and energy efficiently, only use approved cleaning products and follow strict routines for efficient cleaning and waste management.



Planet.

Climate

Reducing our climate impact is a core part of how we operate. Since 2022, we have reduced our Scope 1 and 2 emissions by 55%, predominantly driven by purchasing more low-emission energy, reducing energy demand, reducing fossil fuel usage and shifting to refrigerants with lower Global Warming Potential (GWP).

More than 95% of our emissions lies within our value chain, our so called Scope 3 emissions. Since 2024, we have reduced our Scope 3 emissions by 10% per revenue. A major breakthrough in 2025 was transitioning 100% of our food and beverage reporting to actual activity-based data, giving us a highly accurate and transparent foundation for our climate work.



“Reducing our climate impact is a core part of how we operate”

Planet.

Buildings & Operations

When it comes to our buildings and operations, we focus on driving real, measurable improvements. Compared to our 2023 baseline, we have already reduced our energy and water usage per guest night by 14% and 16%, and cut our chemical use by 19%.

We are hitting these numbers through concrete, everyday actions.

Through our Climate Fund, we have invested almost 40 million NOK in projects at our hotel targeting energy and water efficiency, as well as reduced emissions.

To ensure this progress continues, all our future renovations and new builds must now meet strictly updated technical standards, our Strawberry Building Commitment.



Planet.

Procurement

We are working to make our value chain more transparent and accountable, through concrete requirements and follow-up of our suppliers. We call this “**The Sourcing Code.**”

This mandatory framework sets strict requirements for all our suppliers, ensuring they actively lower their climate impact while upholding human rights, fair working conditions, and equal treatment. By holding our partners accountable through open dialogue and clear rules, we make sure that the products and services we buy meet our rigorous standards.



Planet.

Food & Beverage

As one of the largest operators within food and beverages in the Nordic countries, we know our menus have a great impact. That is why we rely on hard data rather than guesswork to drive our decisions. Compared to our 2024 baseline, we have already reduced our food and beverage emissions by 4.4% per spend and cut our food waste by 1.5% per guest.

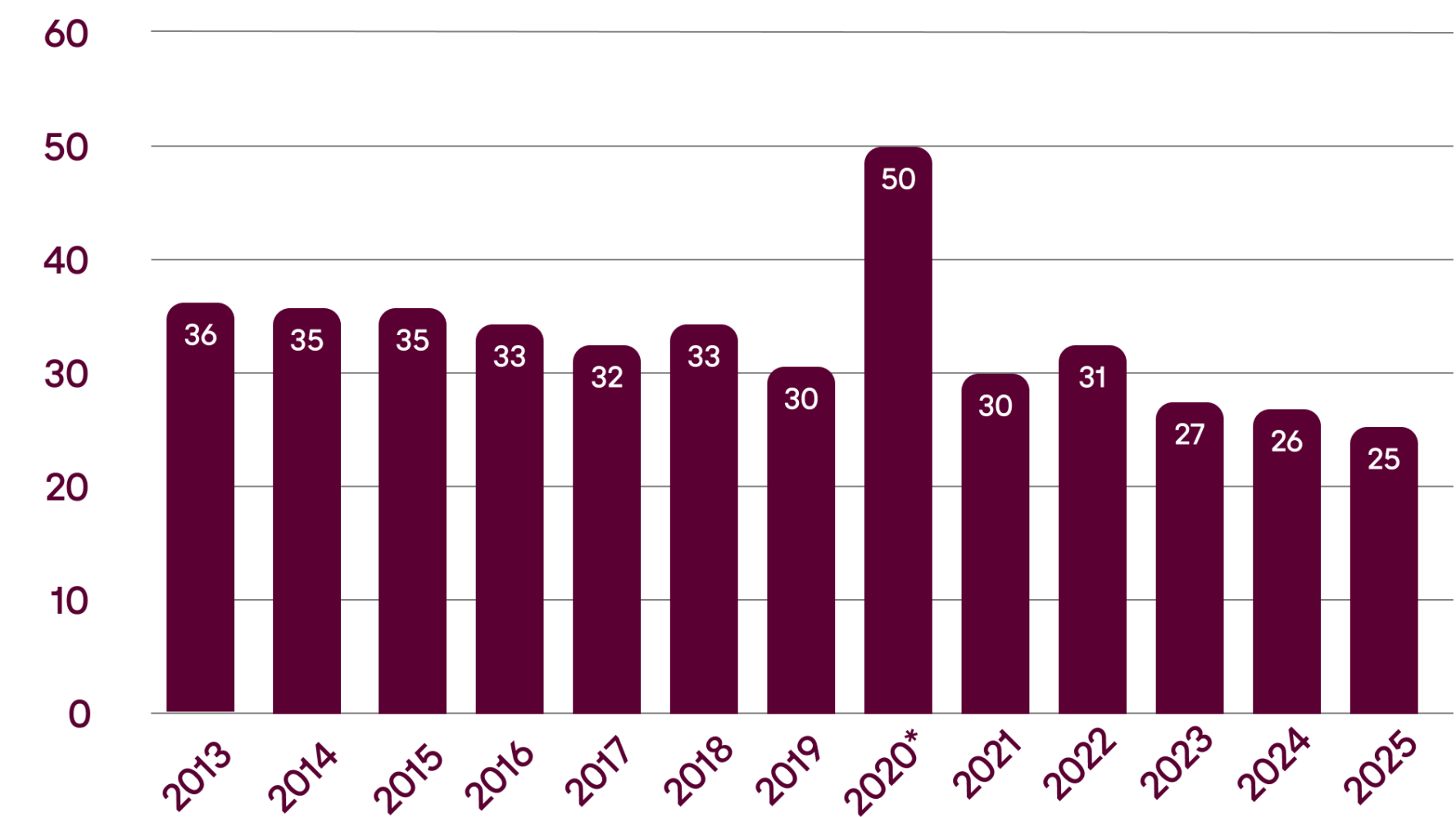
We work with data and tools that help our teams make informed decisions. Our purchasing platform automatically calculates the precise carbon footprint of every ingredient. To tackle waste, we are weighing and registering food waste in real-time.



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. At our hotels with the Nordic Swan ecolabel, hotel rooms and common areas are cleaned with eco-labelled products that reduce the use of unwanted chemicals.

Grams per guest night



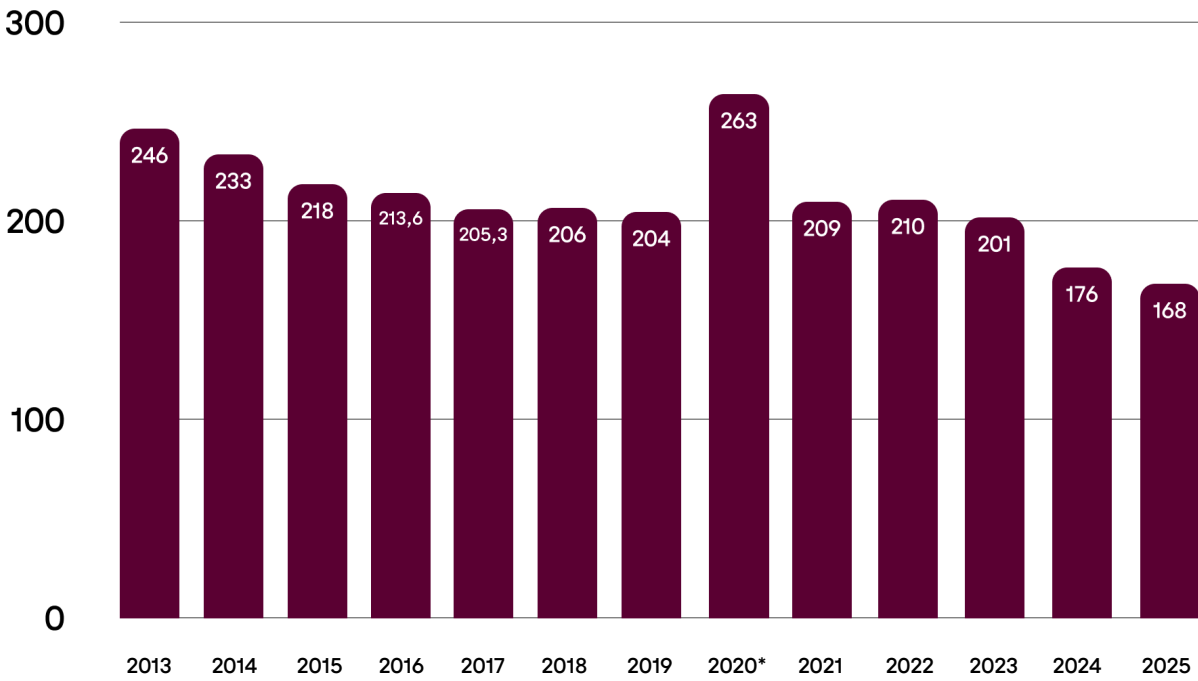
*Higher chemical consumption in 2020 due to Covid-19.



Energy & Water

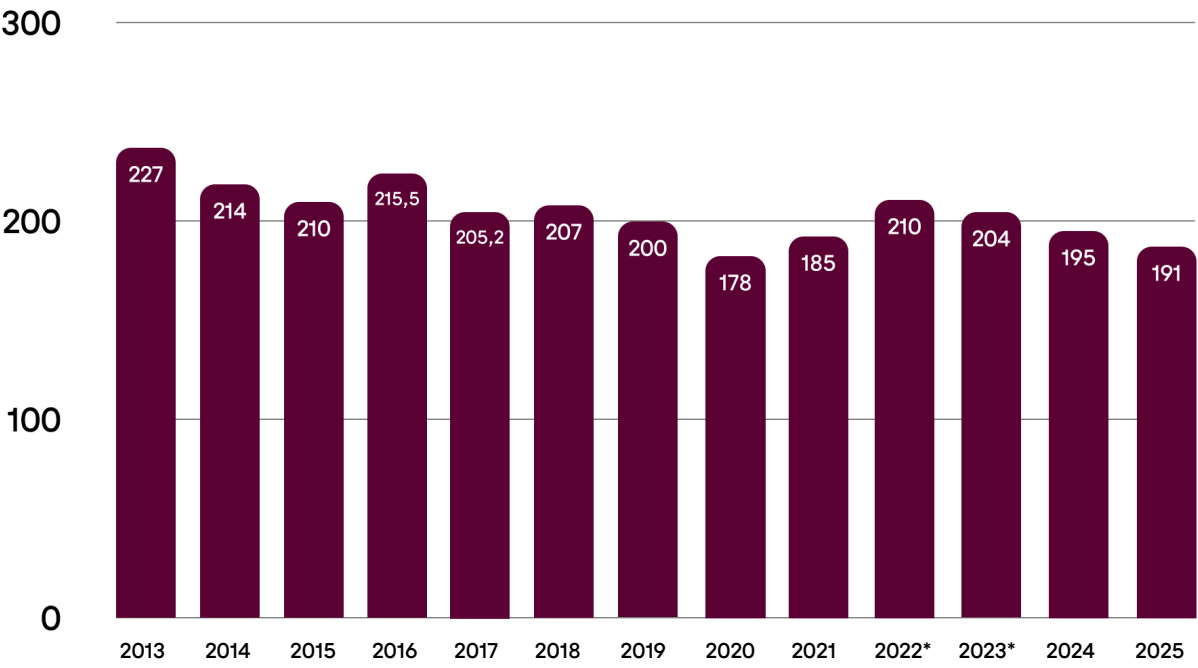
Higher expectations for comfort combined with ambitious environmental goals, requires more of us in terms of creativity, innovation and investment in order to reduce our environmental footprint.

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.

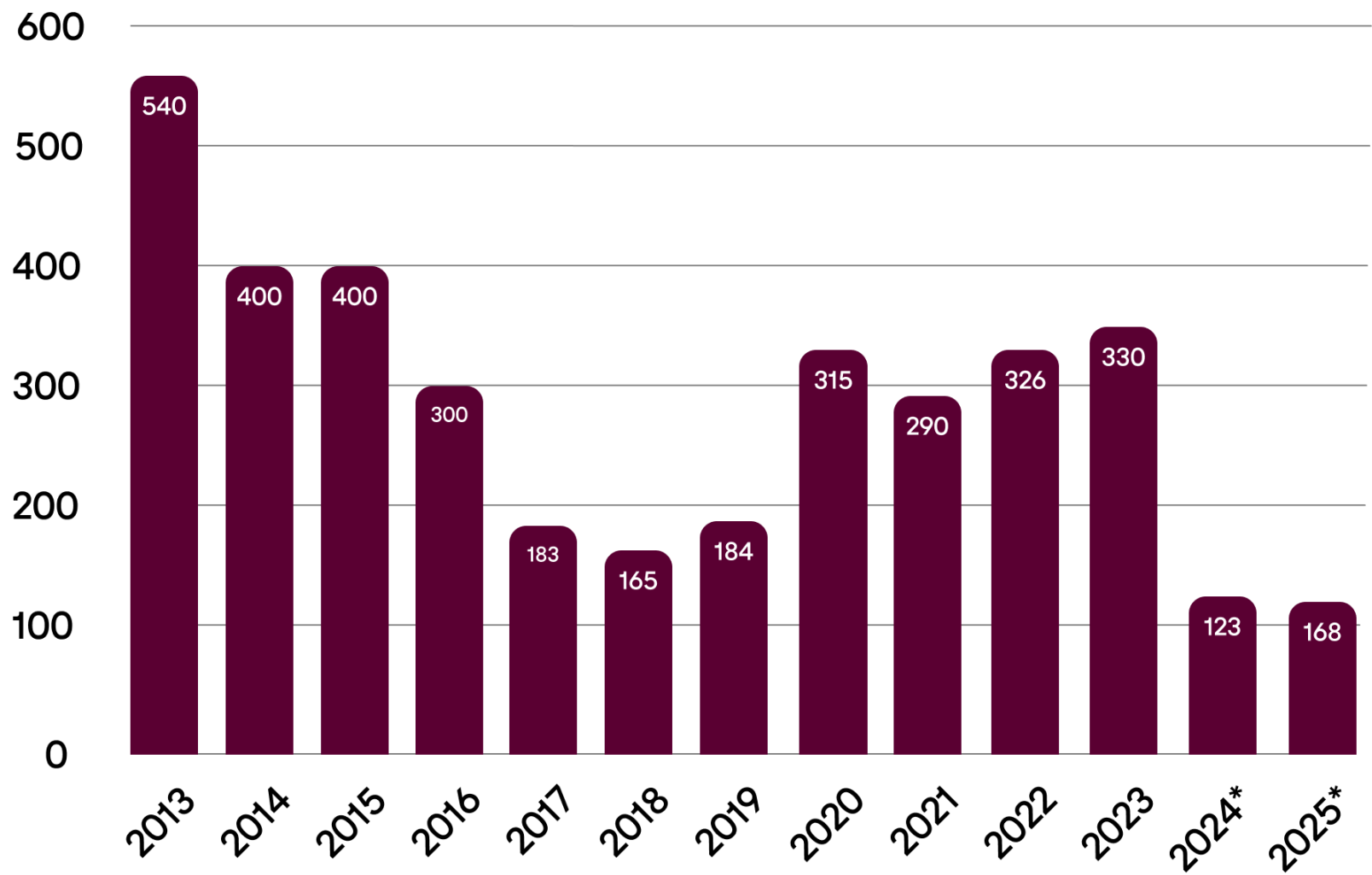


Food waste

Food waste from guest plates remains an important area for improvement. Reducing plate waste requires both action from our hotels and awareness among guests about the impact of the food they leave behind.

We continue to work on engaging guests and encouraging choices that can help reduce food waste. Our measurements show a significant reduction compared with previous years, although there is still more work to be done

Grams per guest night



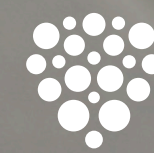
* Change in measurement methodology, from being based on the total amount of organic waste delivered to waste contractors to being based on daily measurements. Organic non-edible waste, such as bones, skin and peel is now excluded from food waste.



PEOPLE. PLANET. PROFIT.

Profit

Profit is what allows us to grow, invest and keep
developing better experiences for our guests.



PROFIT.

3.6 million members

As a member of Strawberry, you get access to a world of benefits including unique hotel experiences and exclusive offers, as well as discounts and Spenn, which can be used to book your next stay.



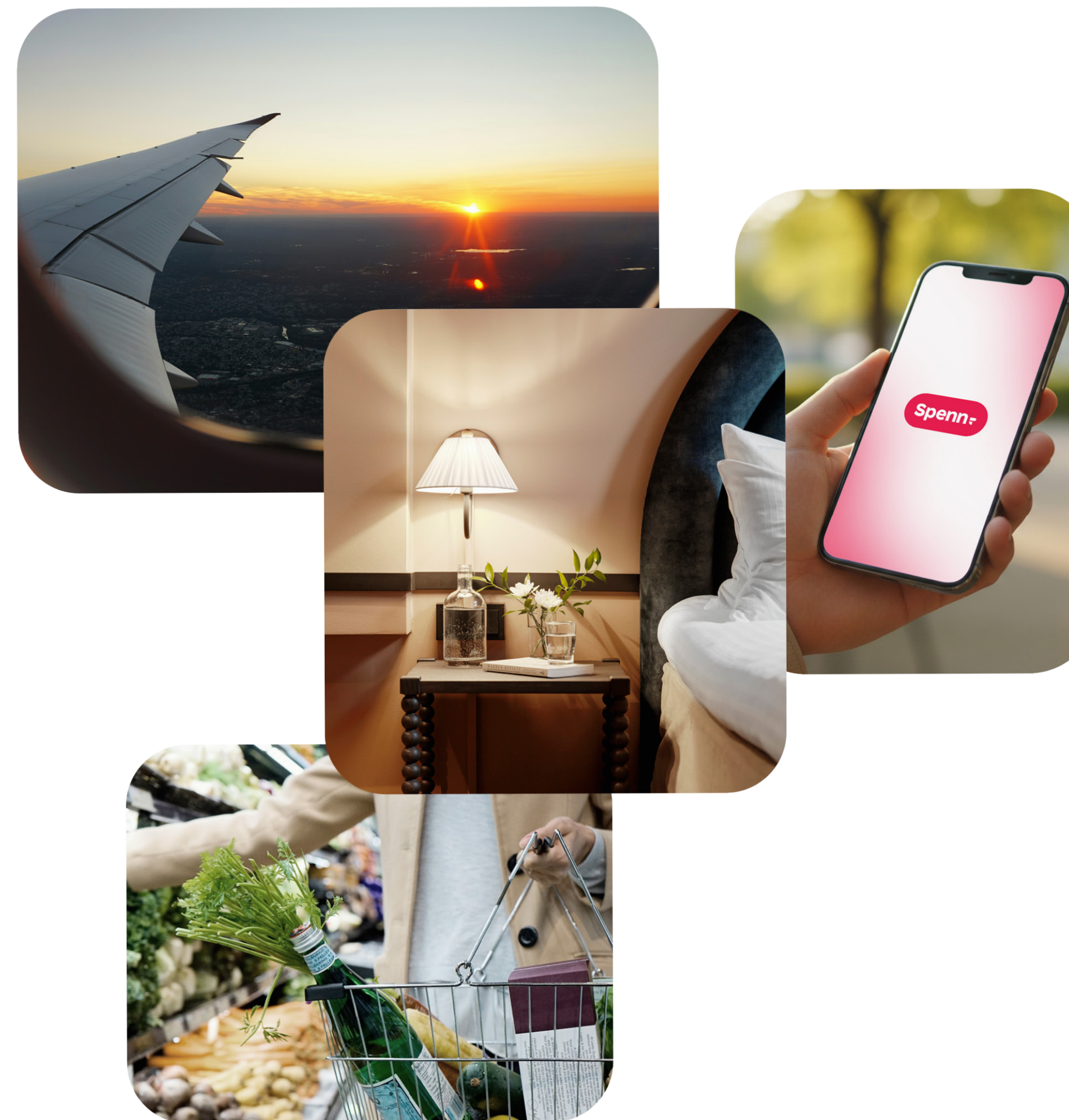
PROFIT.

Spenn-

Flexible points

3,6 million members

Spenn are flexible points that can be earned, saved, and used across partners in the Nordic region. It's not a loyalty program, but points for you to get more out of your membership with us. —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.



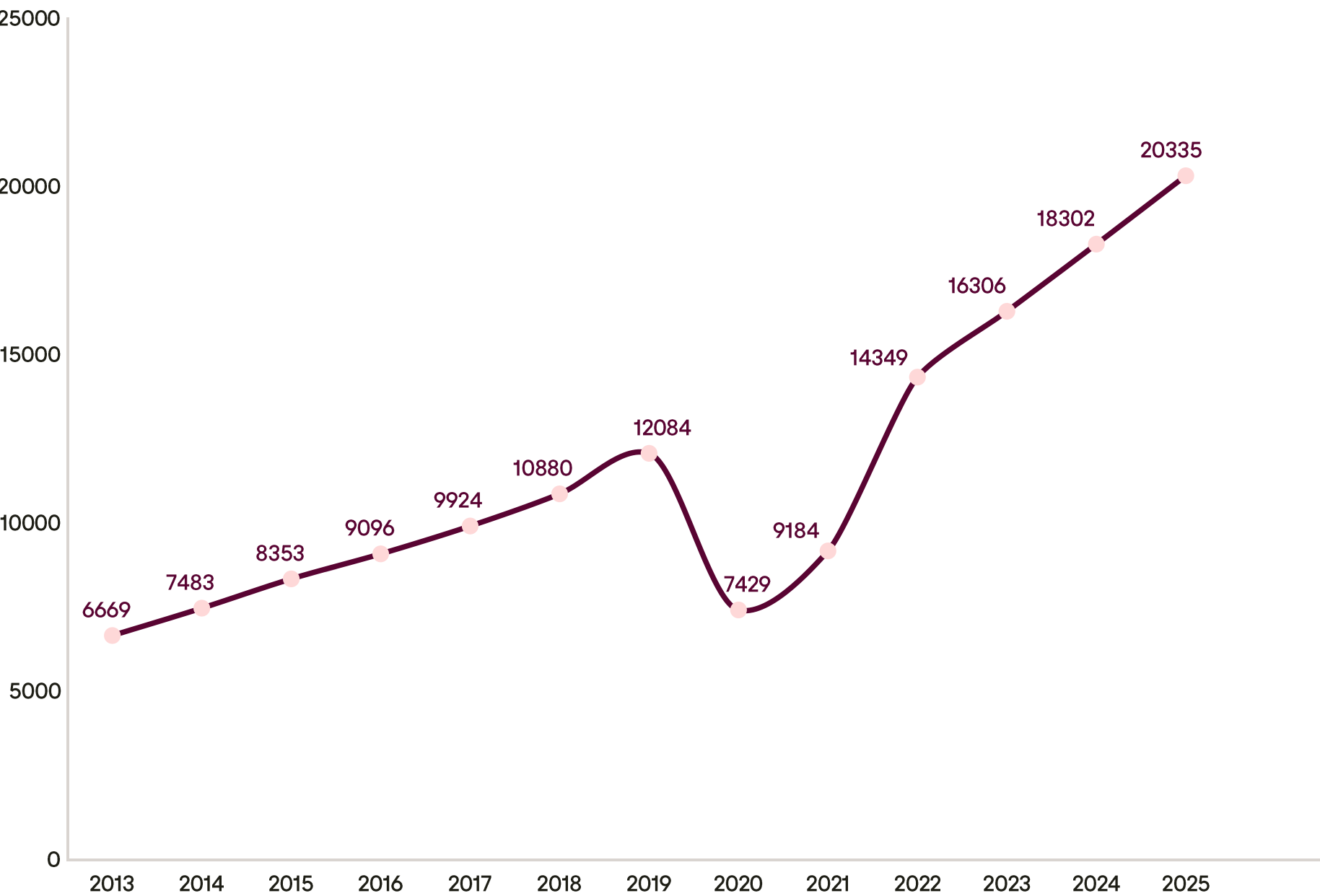
Sales

We experienced a successful year in terms of revenue in 2025. We reached 20,335 billion NOK in revenue, the highest revenue in our history.

Number of rooms (including franchise)



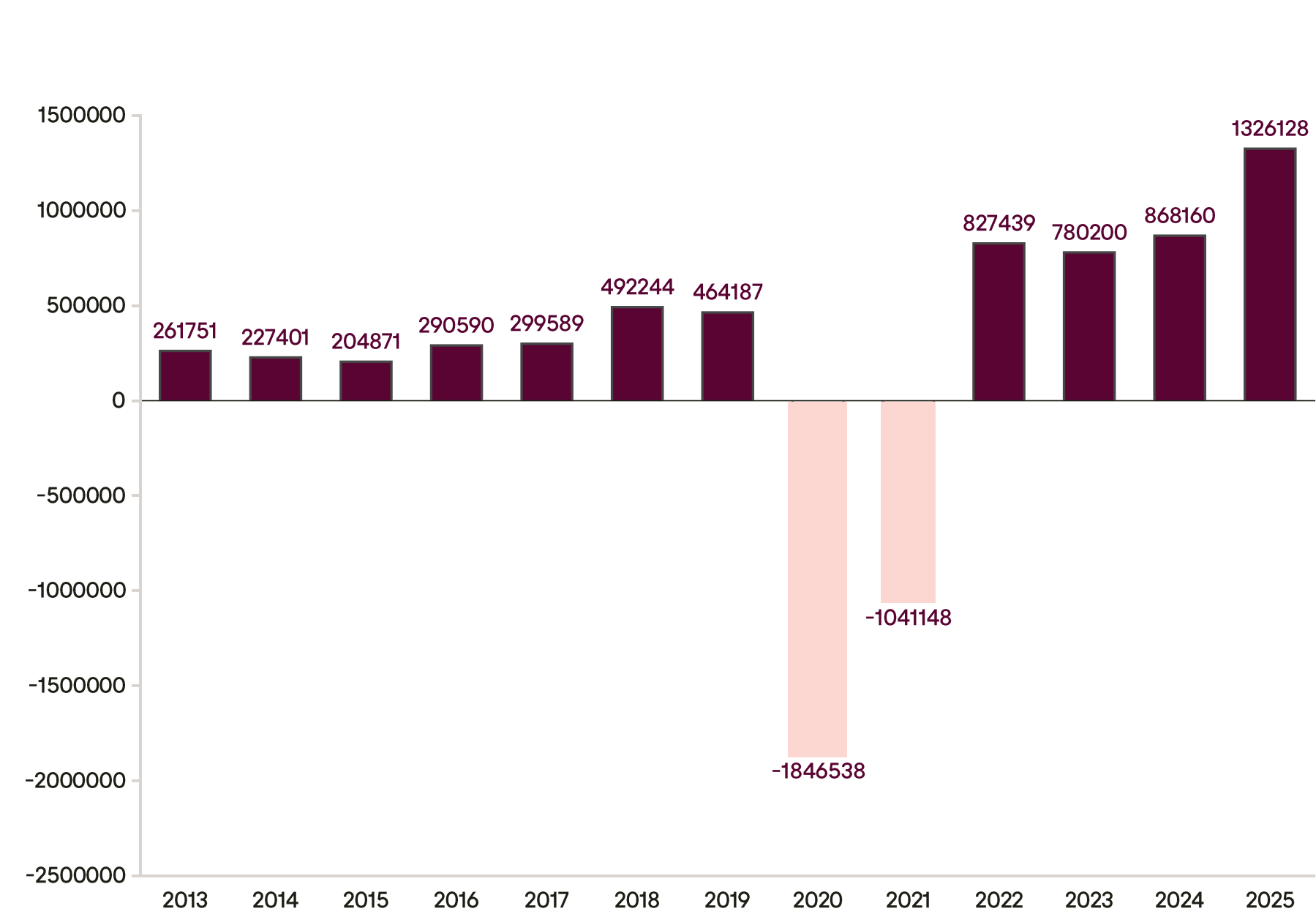
Revenue (MNKO)



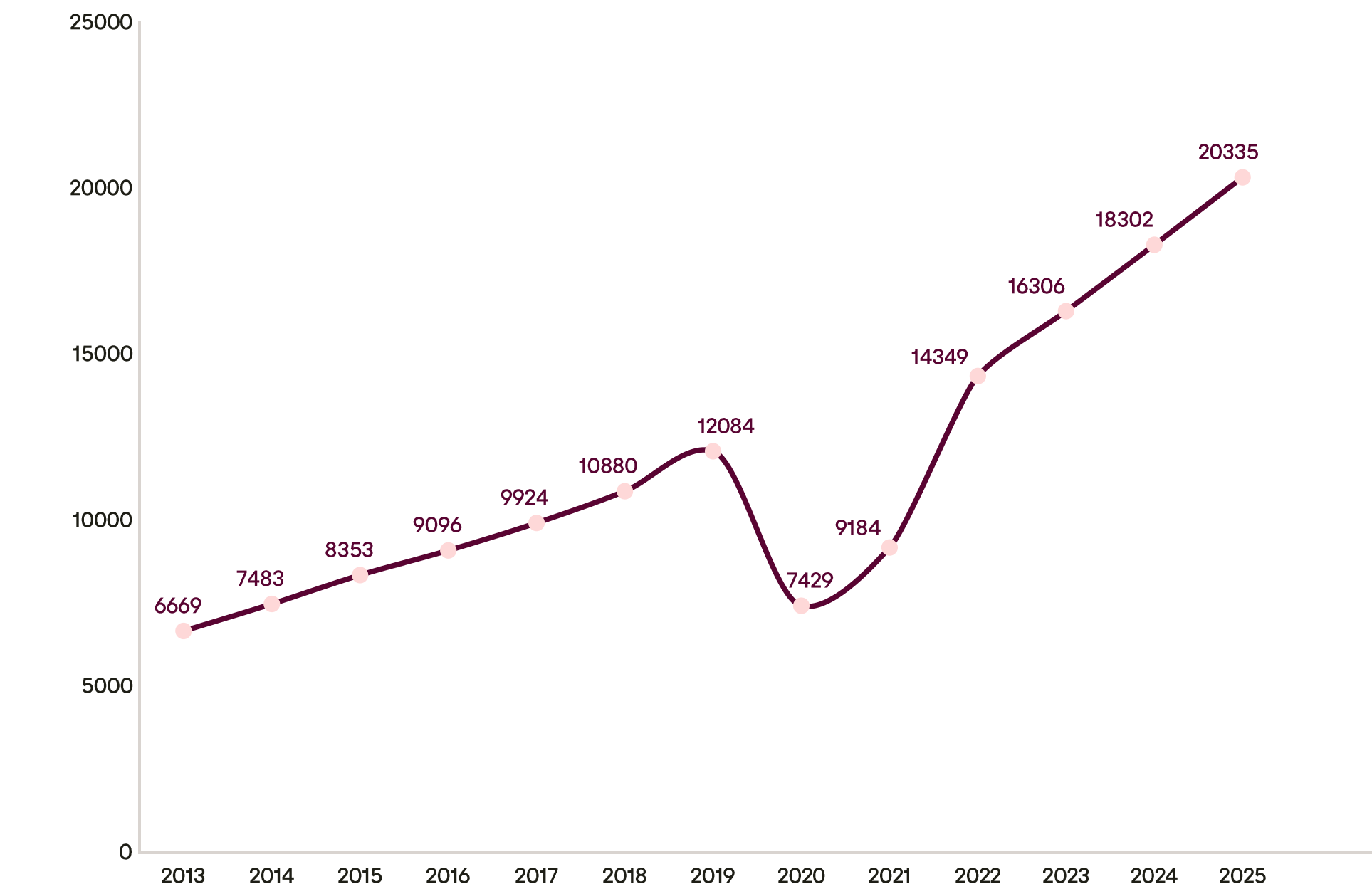
EBIT/EBITDA

In 2025, our revenues reached new heights, driving a strong increase in both our EBIT and EBITDA results. This turnaround showcases our improved margins and stronger operational efficiency compared to previous years.

EBIT (Number in thousands NOK)



Revenue (MNKO)

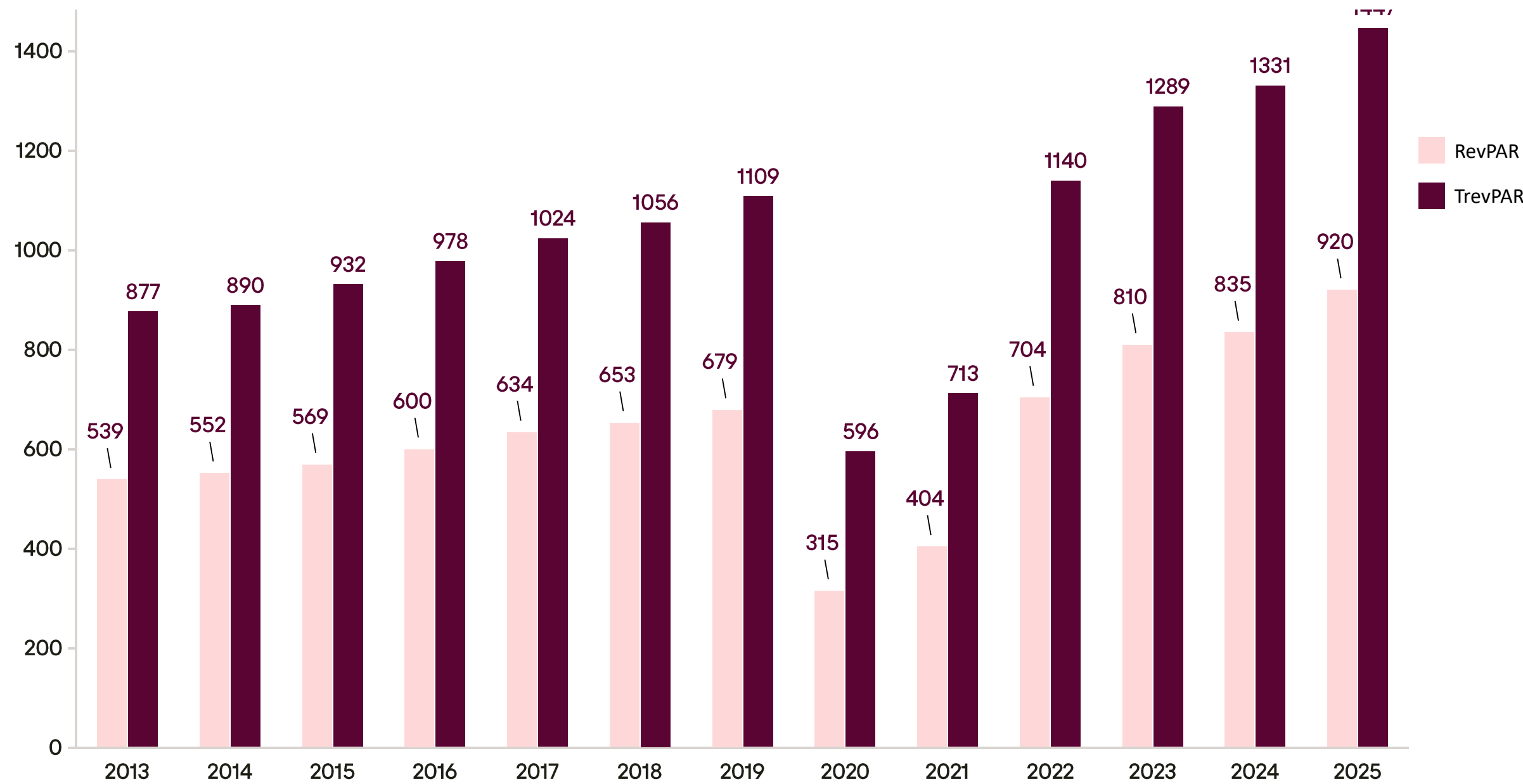


Key Figures Profit

RevPAR/TRevPAR

During 2025, our figures for RevPAR and TRevPAR increased further compared to previous years, once again showcasing our continued ability to optimize commercial revenue and adjust our pricing in a challenging inflationary environment.

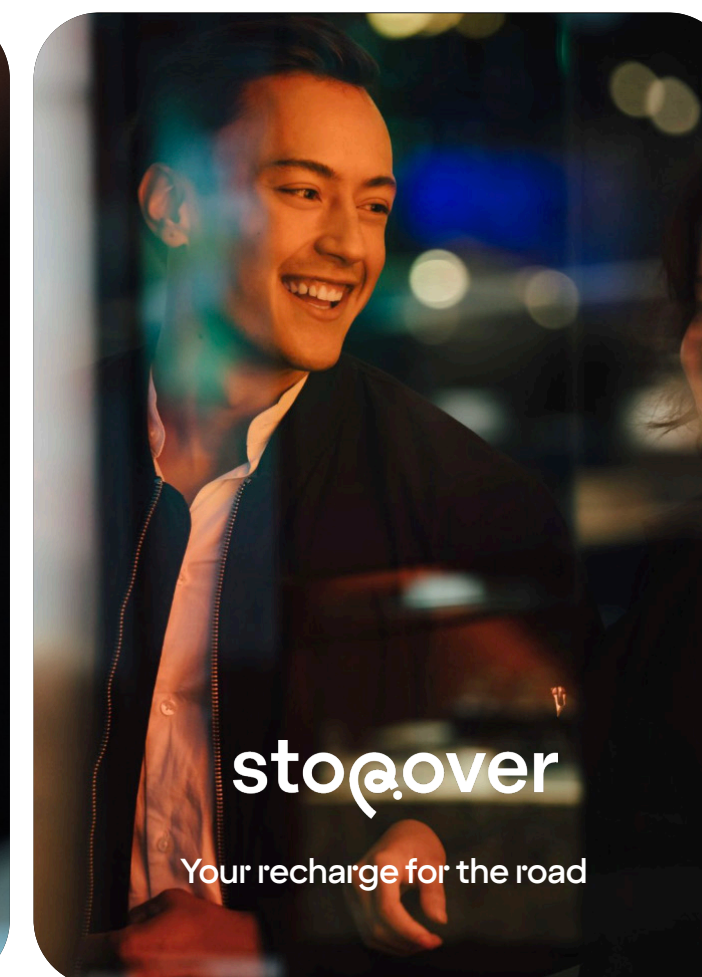
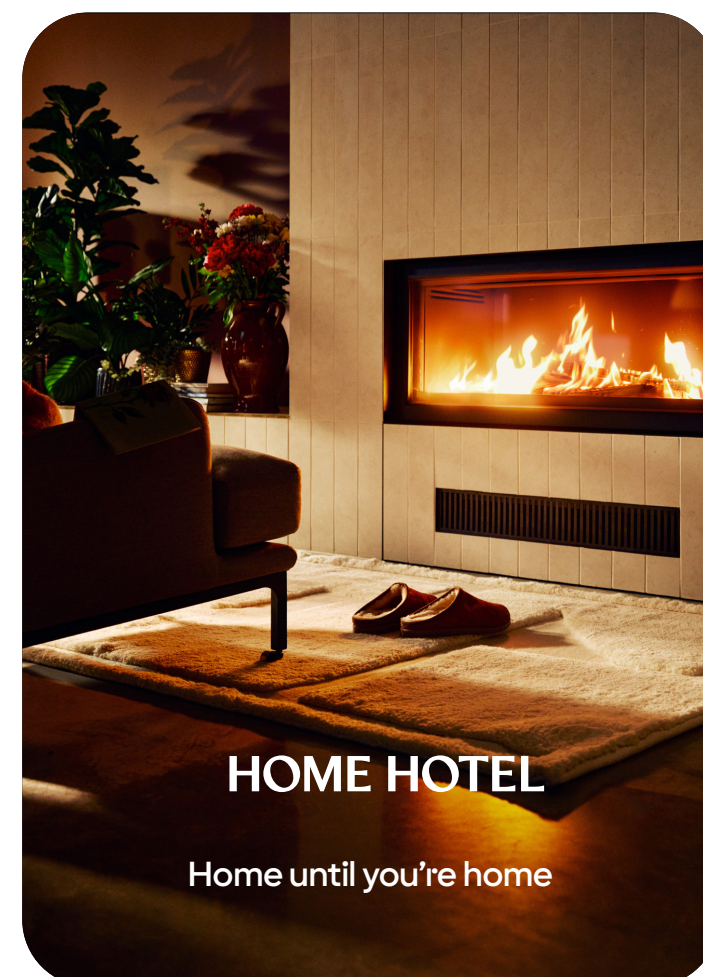
RevPar/TRevPar (NOK)



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

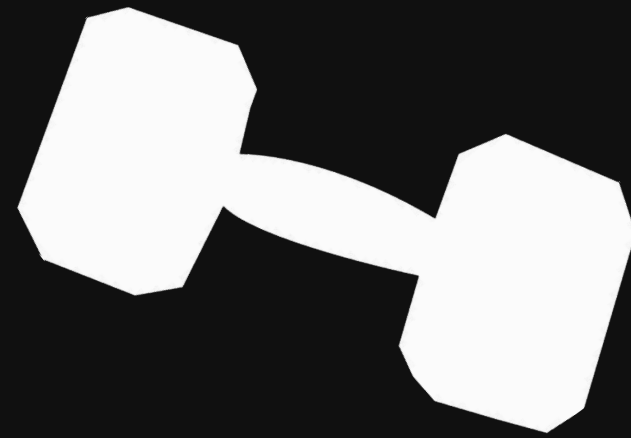
A smooth and user friendly self check-in & check-out station enhances the guest experience by providing speed and convenience, mobile keys are part of the solution.

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

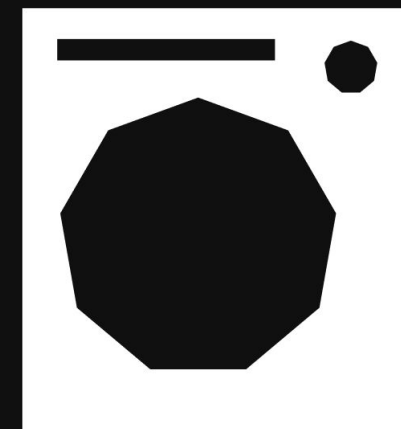


GYM

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.

| 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

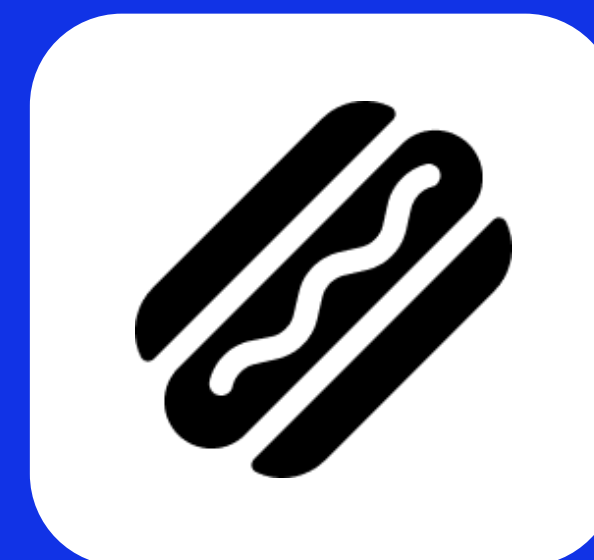
Everything is just right. We make stays easy, comfortable, and hassle-free.



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?

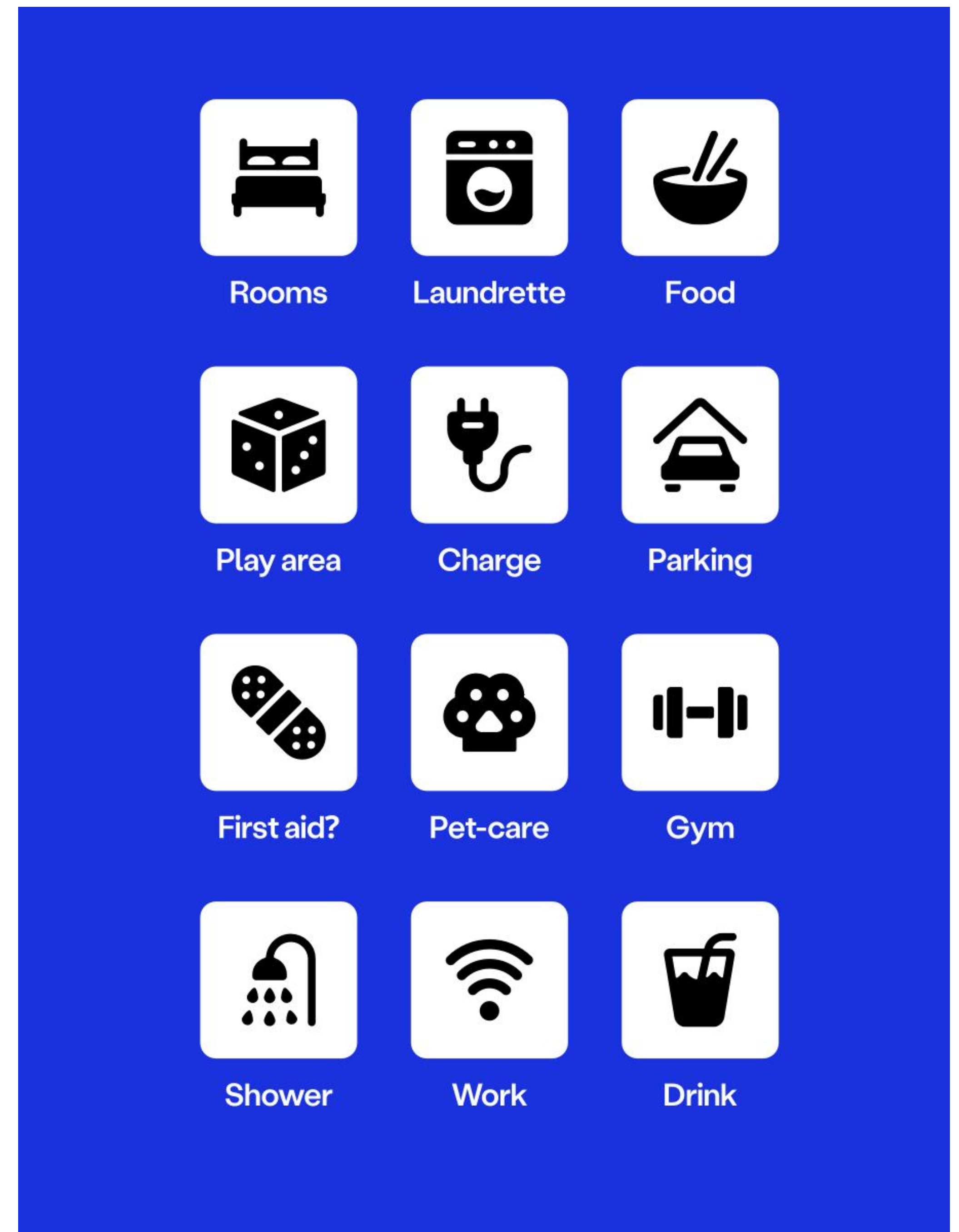
A brand-new hotel chain co-developed by Strawberry and real estate investor Slättö focusing on strategic roadside locations, quality, and high sustainability. Within ten years, the chain will consist of at least 20 hotels, with the first one opening in Falkenberg in Q2 2025. The new hotel chain aims 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.



Guest promise

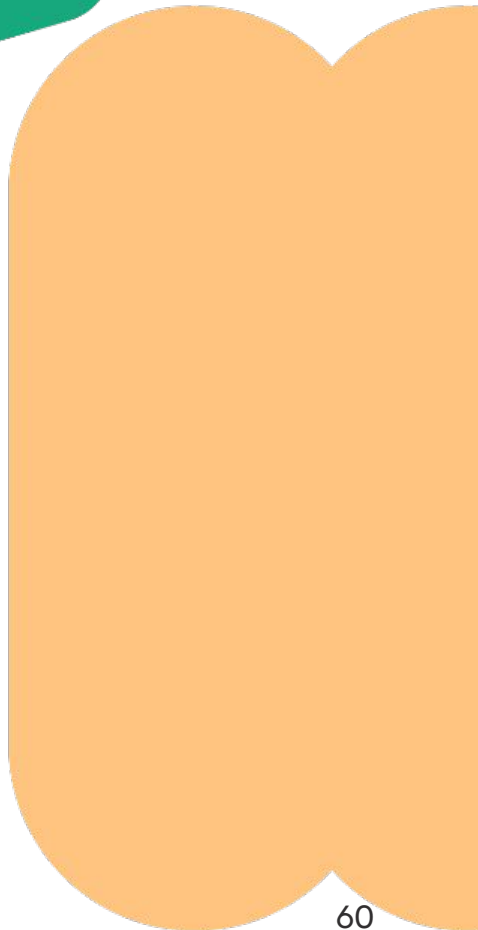
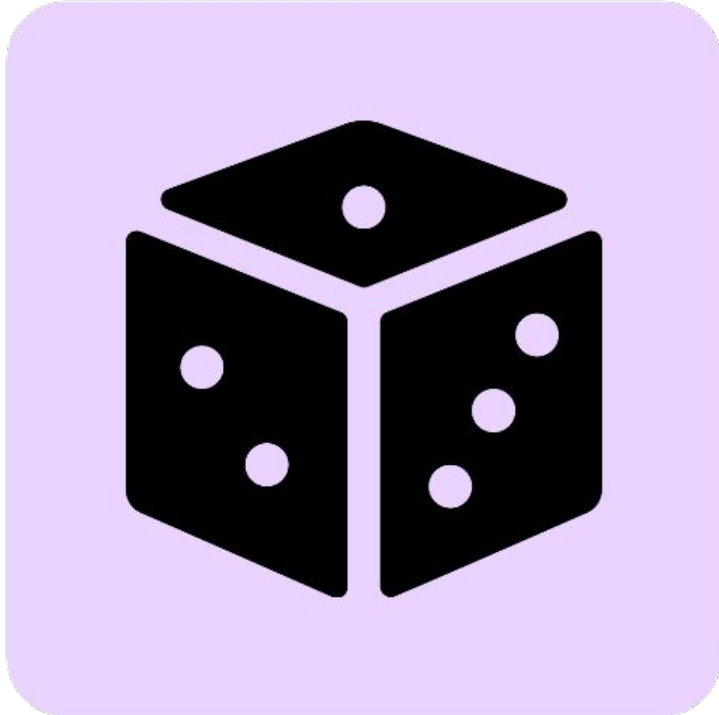
Recharge your journey.

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.

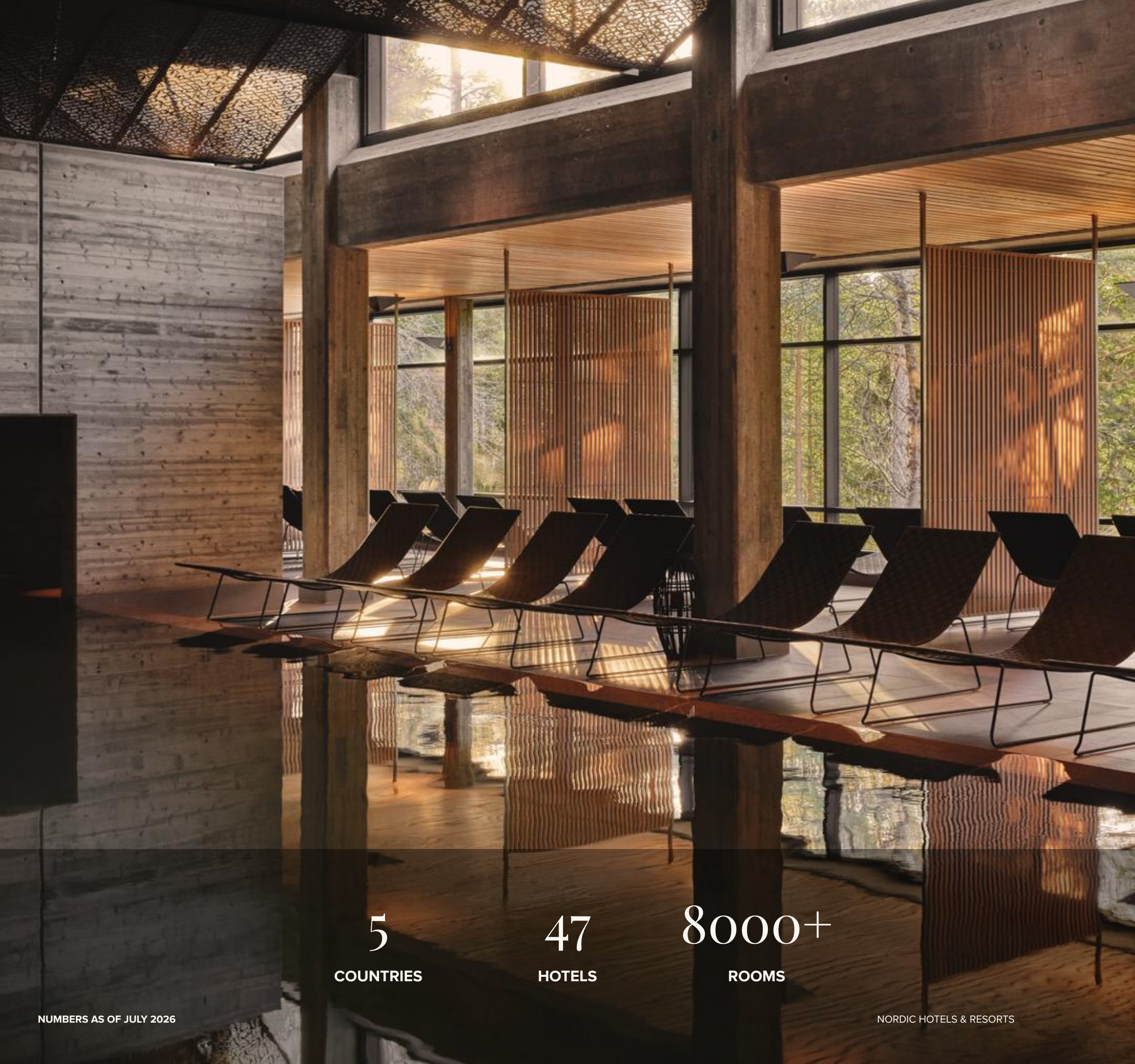
Thoughtful, convenient, and joyfully practical,
Stopover is a truly modern roadside hotel
designed to give travelers energy for the road ahead.

Next stop





Nordic Hotels & Resorts



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.**

5
COUNTRIES

47
HOTELS

8000+
ROOMS

VISION

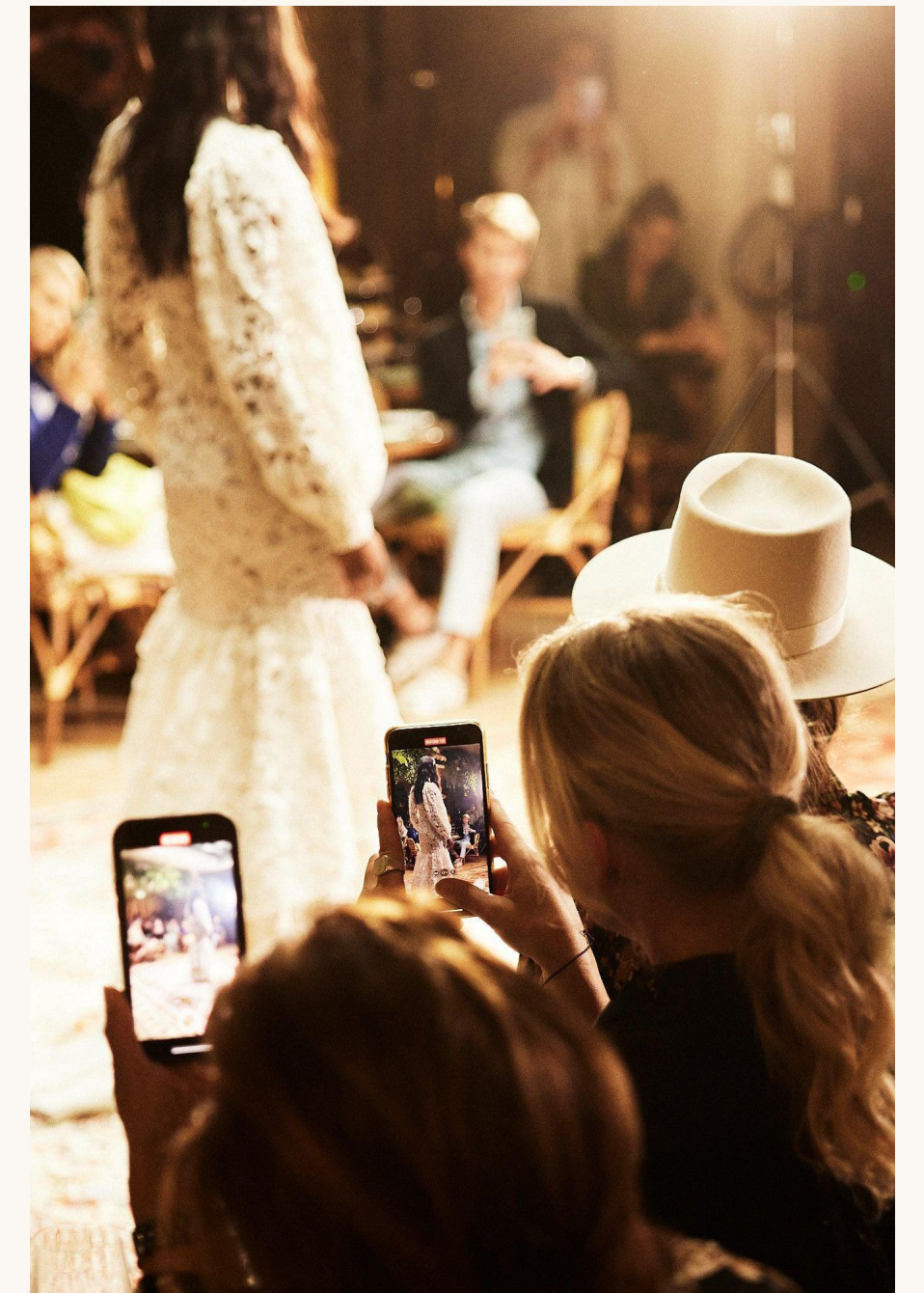
The Reason to Travel

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

