

Annual Report 2021



Nordic Choice Hotels™

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Words from our CEO

The past two years have been unlike anything we have ever experienced before. The pandemic has had a significant impact on our everyday life and how we do business, while facing tremendous challenges for the hospitality industry. We have experienced close to complete business bans on all markets we operate in, closed borders and restrictions on how we meet and spend time with friends, family and colleagues.

As a consequence of this, we had to resign and lay off around 8 000 colleagues. Colleagues, friends and competence we had been working with and gotten to know over many years. The revenue losses we were forced into were of an extent that we have never experienced as a company before. During 2021, we were able to offer most of the people that we had to let go a new job at Nordic Choice.

Despite 2021 being a tough year for our industry, we operated 216 hotels in six markets with over 41 000 rooms by the end of 2021. We provide 12 500 job opportunities with a diverse multinational workforce, striving towards equality, supporting LGBTI+ and human rights while aiming to make a difference in the cities we operate in. Nordic Choice Hotels has always played an important role in how young people enter their professional careers, which is something we will continue to do in the future.

The pandemic has taught us a lot and we have been working with a new group strategy that we call Strategy 2030. The years of experience we bring with us from hotel operations, combined with learnings from the pandemic and insights about the future resulted in Strategy 2030. To be able to stay relevant to our guests, it's my firm belief that we as a company need to adapt to the world around us.

2021 made me even more confident that Nordic Choice Hotels is on the right track towards the future. We opened 12 hotels during this year, which is the highest number of new hotels ever in our company. We reached our members' target for our Nordic Choice Club of 1,9 million members and became the Nordics largest operator of SPA-hotels. We continued our never ending and very important work with sustainability and opened our and the world's first ever zero energy hotel.

I am humbled and grateful for the efforts made by everyone in the company to get Nordic Choice Hotels through the past two years. These efforts made sure we have a solid foundation to stand on financially and operationally today. The sales forecast for this year looks more promising than ever as we continue to welcome our guests back to the hotels, restaurants, meetings and events. We have a strong pipeline of numerous hotel openings throughout the year which will get us over 43,500 rooms by the end of the year.

When we meet, magic happens.

Torgeir Silseth,
Group CEO



This is our story.

This is Nordic Choice Hotels.

We are built on the foundation of our core values - energy, courage and excitement and strive to be a different hotel company, a rebel in the industry, with a warm beating heart. We are passionate about our work, our colleagues and our customers. Our ambition is not only to change the hotel industry but to make our world a better place to live and work in as well as travel to. We have room for all.

We experienced a huge loss in sales and revenue in all Nordic countries after the restrictions were implemented in March 2020 due to the Covid-19 pandemic. The lockdowns of society have had a tremendous impact on all parts of our business. Restrictions implemented for events, meetings, international travel, serving food and beverages, in addition to spa and training facilities resulted in absence of guests and caused us to close down several parts of our business.

Nordic Choice Hotels is built on people and our culture is what we are known for. When we had to let 8 000 people go it was an immense loss for our business. The competence and knowledge we had been building for so many years was gone in a week.

The result of 2020 and 2021 speaks for itself. Our EBIT margin for 2021 is finalized at -1 041 148 000 NOK. The support packages from governments to the Group covered about 7% of our operating costs during the pandemic.



CFO Comment

2021 was yet another year characterized by strong restrictions relating to opening hours, no F&B-servings, home office and a number of restrictions. The authorities' restrictions continued to affect the hotel and tourism industry and the group had a de facto business ban for periods of the year.

The experience from the pandemic is that there is a very strong connection between a failure in demand and the introduction of restrictions. When the restrictions were eased from summer 2021, it had an immediate positive effect on the traffic to our hotels. The autumn was a solid upswing where we made up for parts of what was lost in the first half of the year. Employees were taken back again and there was a need for additional staffing.

The year ended with another round of shutdowns. The financial consequences were significant, largely due to the decision not to lay off any of our employees during this period. Many employees have chosen to leave our industry through the pandemic, and the burden of a new round of heavy redundancies was expected to increase the challenges of re-employment when the restrictions were eased again.

During the spring of 2022, the restrictions in the Nordic region have eased, and travel activities have again picked up considerably. With the fact that a large proportion of the population in the Nordic region is fully vaccinated, the risk of a new shutdown during 2022 is significantly reduced.

The group has entered into agreements which entail significant investments in and the opening of a number of new hotels in the period 2022-2023.

Our assessment is that the expected revenue development in 2022 and 2023, as well as available funding, will ensure that the group has liquidity to operate throughout the period and that continued operations can therefore be used as a basis for the accounts.





Sales of
NOK 9.2 billion

216 Hotels
22 projects
in pipeline

216 ISO
environment-
certified hotels

1 972 634
club members

EBITDA result for 2021:
-2.7 billion

12 000
employees

6 countries

4 Chains
42 Independent
Hotels

2503 serviced
apartments

41 739
rooms

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



Triple Bottom Line

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 2021 Nordic Choice Hotels had 17 000 employees. Our brand promise is Room for all and we strive to have a diverse workforce, taking a stand for human rights and donating money to UNICEF through different initiatives. The core in our culture is the people we surround ourselves with and meet everyday.



Pride

As a proud main sponsor of Pride in the Nordic countries, we live and breathe equality with focus on our mission - “room for all”.

The long partnership between Nordic Choice Hotels and Pride is seamlessly weaved together and perfectly aligned with one another. The mission, “room for all”, represents how solidarity and respect is granted to everyone - regardless of whether your name is Ali or Ola, youre a dog or cat person, homosexual, heterosexual, bi, trans or something in between.

As one of the longest standing sponsors, we implement these core values always, and continue to look forward to the celebration of pride each year.



Lonely Christmas Three Seeking Presents

Christmas is not the most wonderful time of the year for everyone. For some, gifting their children or families for Christmas is out of reach and therefore, we created our initiative “Lonely Christmas Three Seeks Presents” to make the holidays a little brighter.

After a decade of success, we continue to gather gifts donated by our guests and locals who lay their donations beneath the three.

From there, each hotel partners with local charity organizations who organize the gift giving. Together we bring a little Christmas magic to people and families all over the Nordic countries.



Partnership with the Swedish Sports Confederation

Equality and inclusion has always been at the forefront of how Nordic Choice Hotels operates. The partnership with the Swedish Sports Confederation is a natural step in the direction of a more dignified, diverse and inclusive community.

The partnership focuses on the local communities in Sweden, and works to make everyone feel welcomed to participate in sports all across the nation. As part of the Strategy 2025. Nordic Choice Hotels' inclusion philosophy has the ambition of permeating the entire organization, not only in the recruitment process.

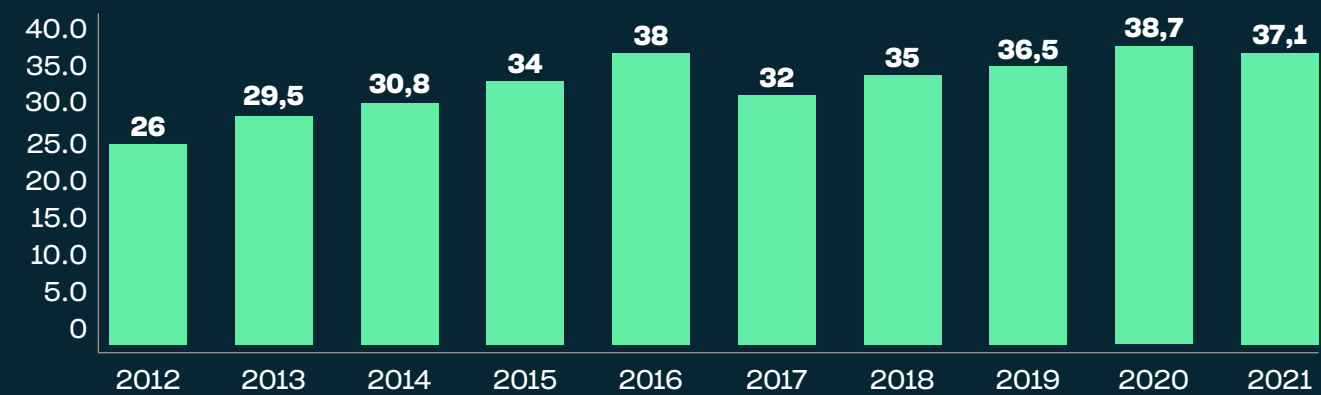
Nordic Choice Hotels is also a national partner for the Swedish Championship Week, one of Sweden's largest sports events organized by RF in collaboration with SVT.



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.

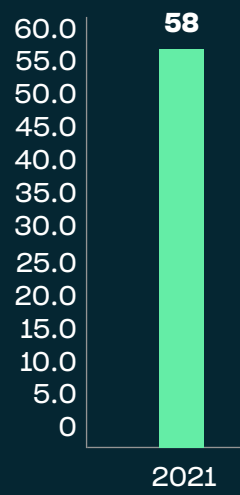
PERCENTAGE EMPLOYEES WITH NON-NORDIC BACKGROUND



KEY FIGURES: WELL-BEING

The main reason our guests come back again and again is our happy, friendly and satisfied employees. During 2021 we implemented a new system to measure employee satisfaction, based on the eNPS score and called Your Voice.

WELL-BEING
EMPLOYEE SURVEY YOUR VOICE



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

SICK LEAVE
PERCENTAGE SICK LEAVE



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



HOTEL DIRECTORS



EXECUTIVE MANAGEMENT



Diversity

188 Unique Nationalities

We see person over nationality. Our slogan is Room for all and our diverse team is proof that we live that concept.



Planet

SUSTAINABILITY ON ALL LEVELS

In the next 10 years, we will reach 100 million people. Our main two focus areas are F&B and buildings where we see that we can make the greatest impact. To reduce CO2 emissions is one of our most important tasks in the coming 10 years, aiming to become climate neutral with CO2 compensation in 2025 and to be climate neutral in our own operations by 2030.

We have a tradition of doing more than what's expected from us – for the guests, our people and for the environment. We strive to run the hotels in harmony with, not at the expense of, the world around us. It is our strongest belief that our guests would want to travel in the future. It is therefore our goal to ensure this can be done in the most climate friendly way.

Our ambition is to increase the life quality of these people - and the world around them. This is done when we in 2030 can look back and say “we’ve made it”.



The road ahead

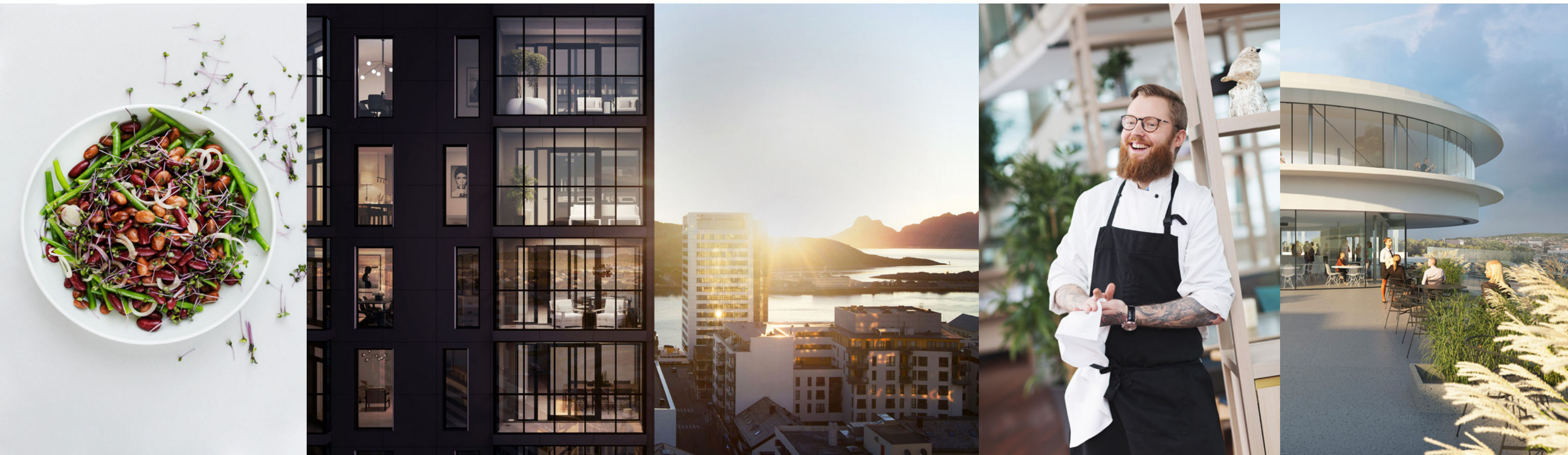
Buildings and F&B will be the main big thing for our industry in the coming decade. We will be at the forefront of sustainability in the nordic region This will be done through actions - not words. We will be bold and make better decisions for our customers

We believe that our guests have a strong ambition to do good, and we want to help. So for that reason, we sometimes make a decision on behalf of our customers that we know will have a positive impact on the environment. For example - we should serve ecological food because we know that is best for you and the planet.

This is what we call inspire and engage.

At Nordic Choice we have a tradition and a culture of doing more than what's expected from us – for the guests, our people, the company, and for the environment. We strive to run the hotels in harmony with, not at the expense of, the world around us. It is our strongest belief that our guests would want to travel in the future. It is therefore our goal to ensure this can be done in the most climate friendly way.

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Sustainability Development Goals

Nordic Choice Hotels wants to contribute to the realisation of the UN's Sustainable Development Goals. We believe innovation and a new look at commonplace solutions, will play a vital role in this work. Nordic Choice Hotels supports and respects Global Compact's ten principles for environment, anti-corruption, human rights, and workers' rights.

As a member of the Ethical Trading Initiative, we are committed to respecting Human Rights and Labour Rights in our supply chains and to strengthen the support of fair trade in business life in general.

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Nordics first Zero energy hotel

In June 2021, we opened House of Choice, a building that facilitates Comfort Solna, apartments and our Swedish headquarters. The building is the first hotel in the Nordic Region that produces more energy than it consumes. This is done through low energy consumption in the hotel with a combination of solar panels on the facade and on the roof.

In House of Choice we have 336 hotel rooms, 88 long stay apartments and two office floors with Nordic Choice Hotels Swedish headquarters. A normal hotel within Nordic Choice consumes on average 80 kwh/sqm per year, House of Choice consumes 15 kwh/sqm per year, 80% percent lower than an average hotel.

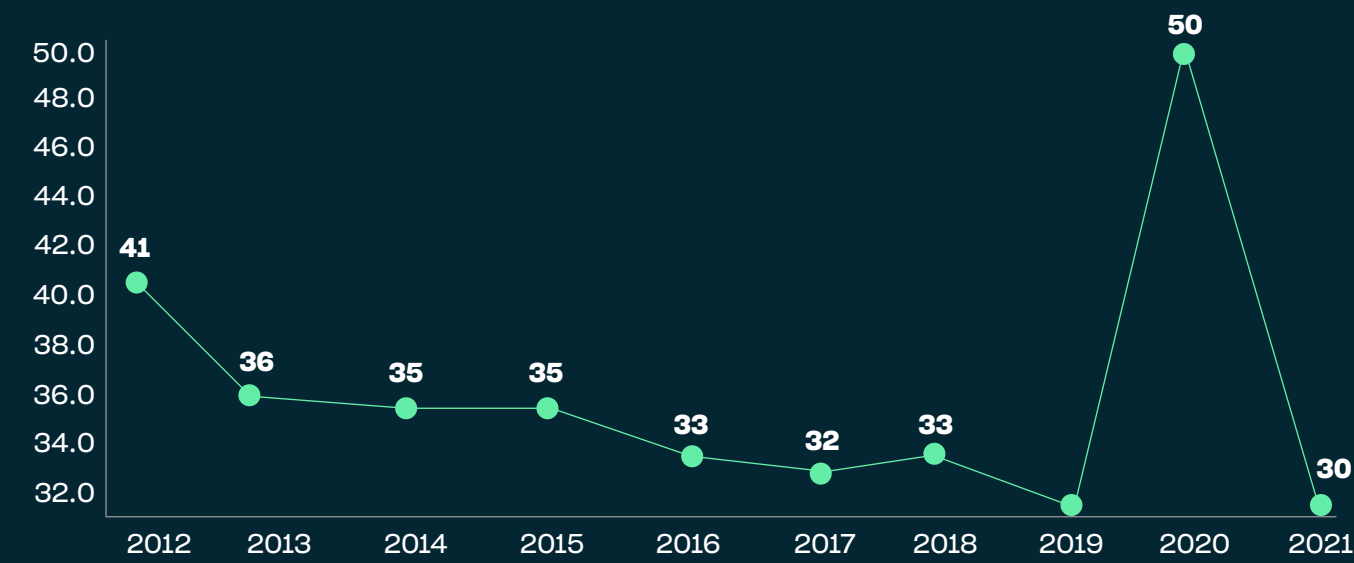
The building is certified to be a zero energy property through FEBY Guld Plushus.



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.

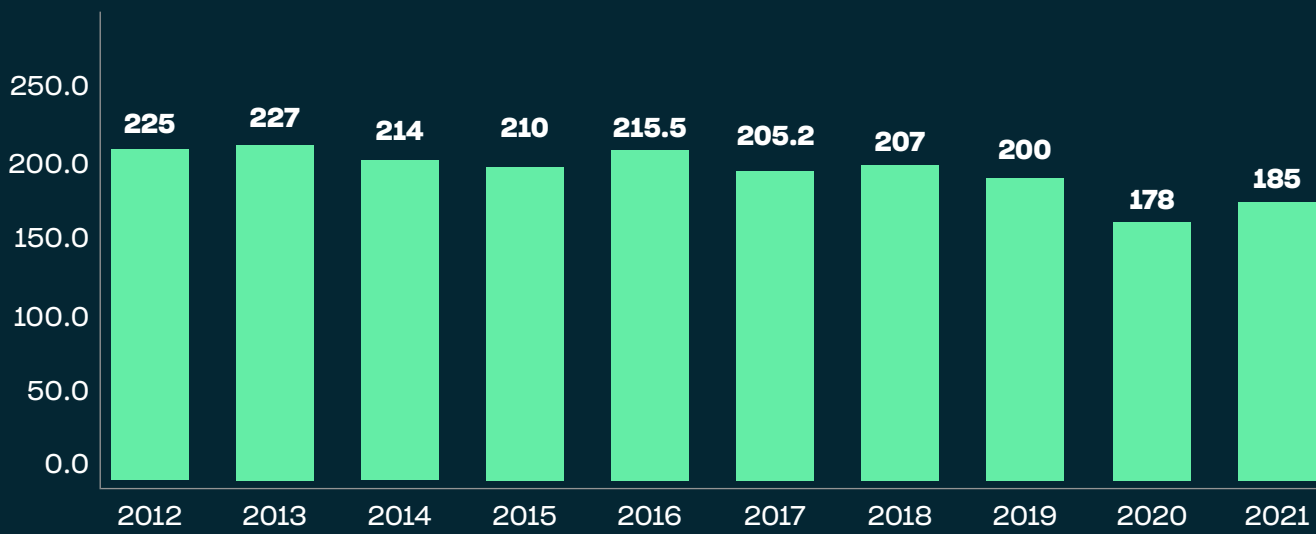
CHEMICALS
GRAMS PER GUEST NIGHT



WATER
WATER CONSUMPTION PER GUEST (LITRES)



ENERGY
ENERGY CONSUMPTION PER SQUARE METER

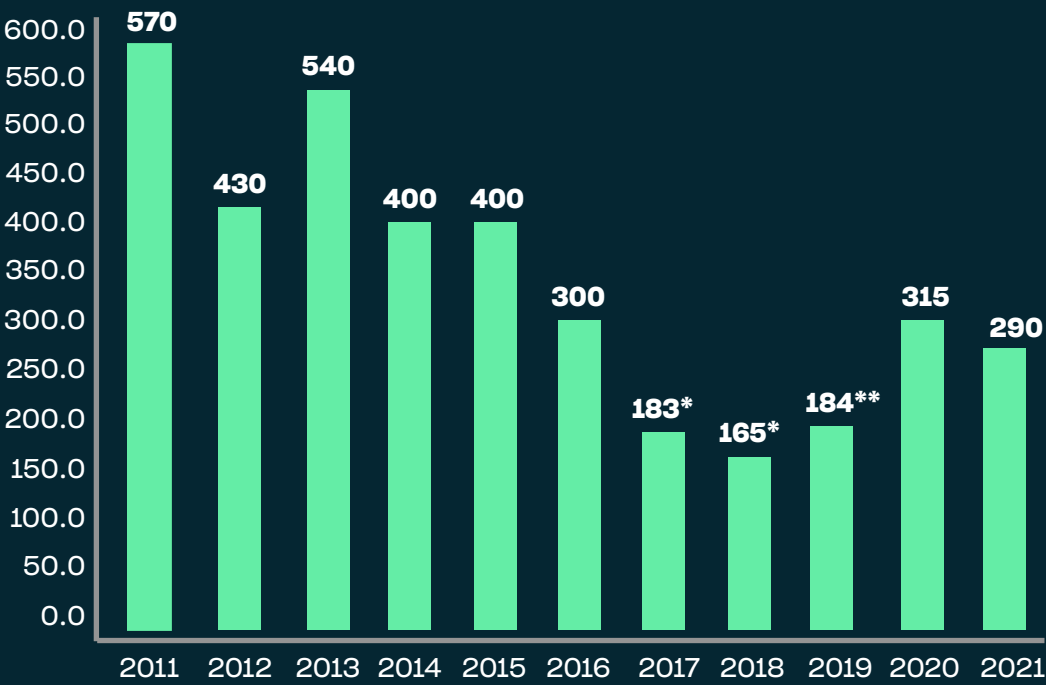


KEY FIGURES:

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.



12 YEARS WITH ISO 14001 CERTIFICATION

This is a foundation for our sustainability work. This is a standard that defines why we are working with sustainability in all aspects of our business. When it comes to energy savings, chemicals, water usage. The standard defines how our company should systematically and rigorously work with sustainability and continuously improving from year to year to secure that we are always in the nordic lead in the hospitality industry.

An international standard for environmental management. A rigorous standard demanding our hotels to continuously improve their sustainability work.



Profit

PROFITABLE GROWTH

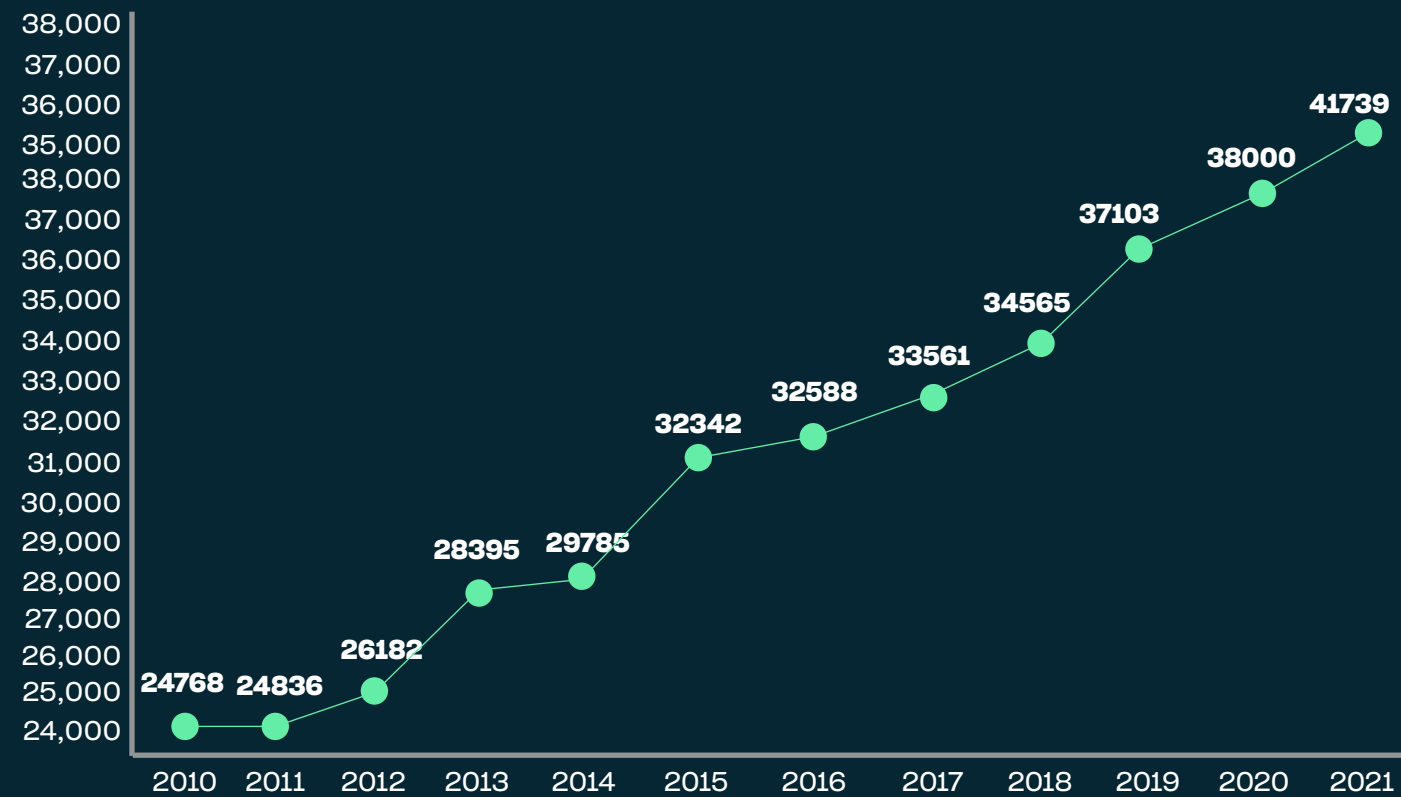
2021 was yet another year characterized by strong restrictions relating to opening hours, no servings, home office and a number of restrictions. The authorities' restrictions continued to affect the hotel and tourism industry and the group had a de facto business ban for periods of the year. This had a strong impact on our result for the year.



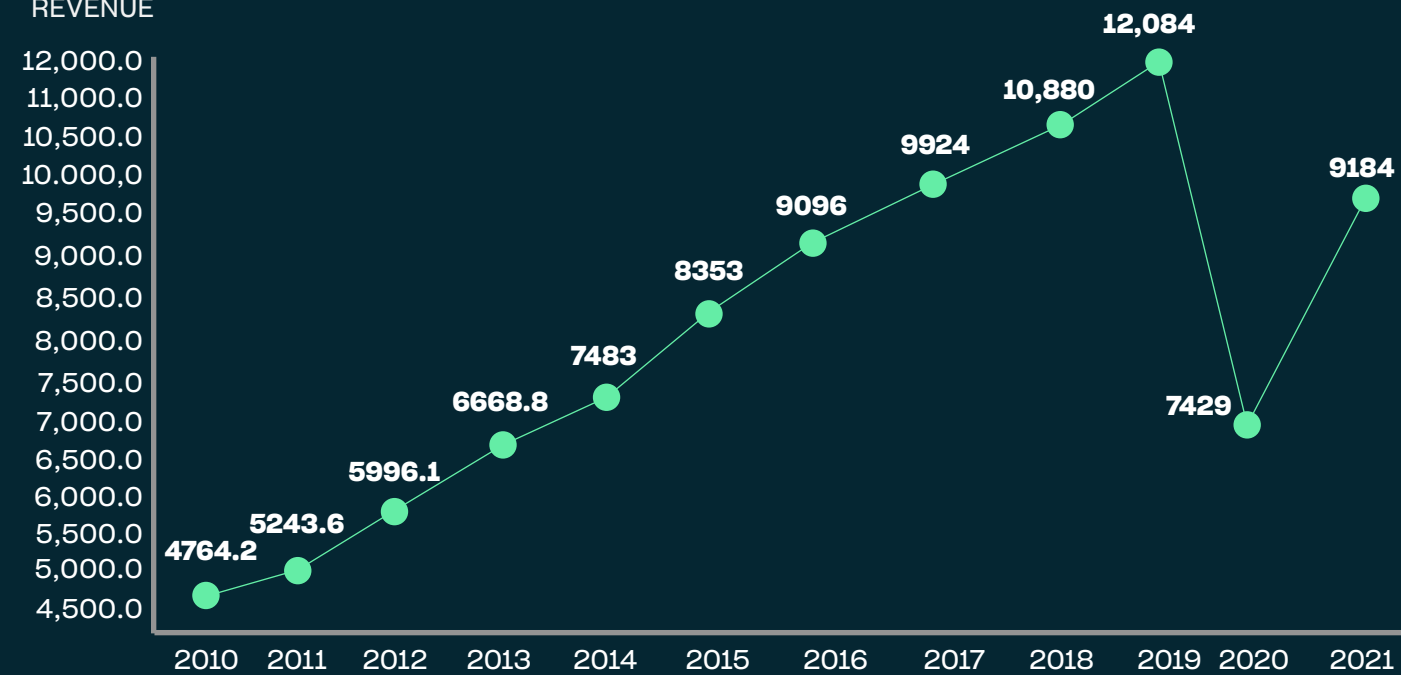
KEY FIGURES: SALES

Nordic Choice Hotels has had a year of good results in most areas. Turnover in 2021 was NOK 9,1 billion compared to 7,4 billion in 2020.

NUMBER OF ROOMS
NUMBER OF ROOMS (INC. FRANCHISE)



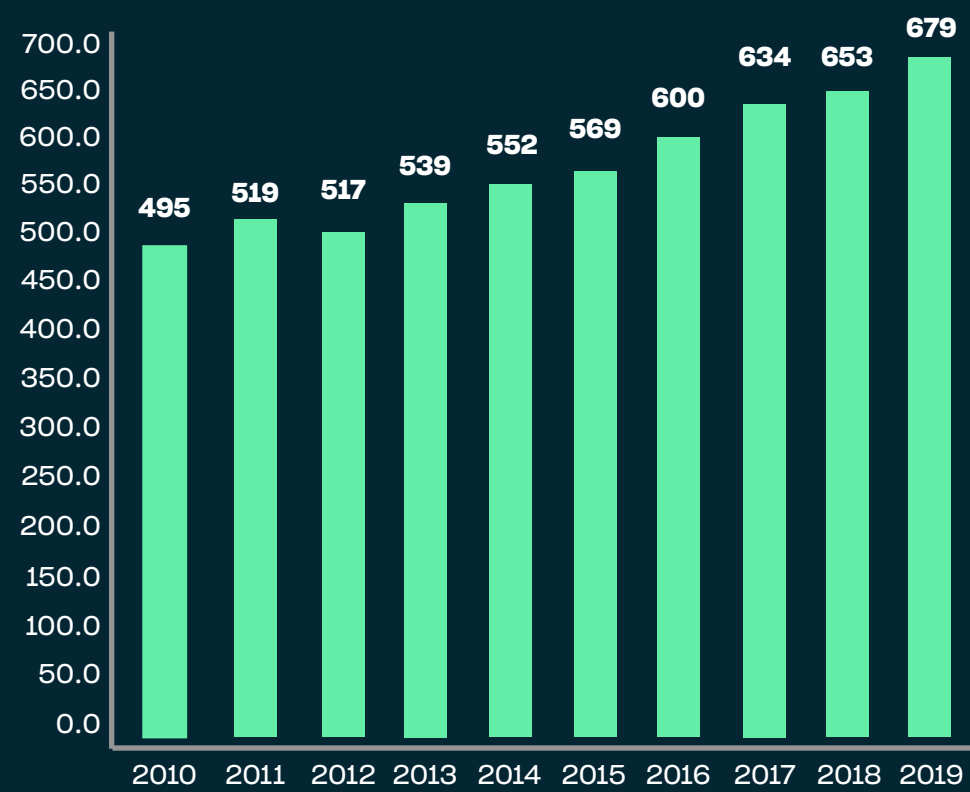
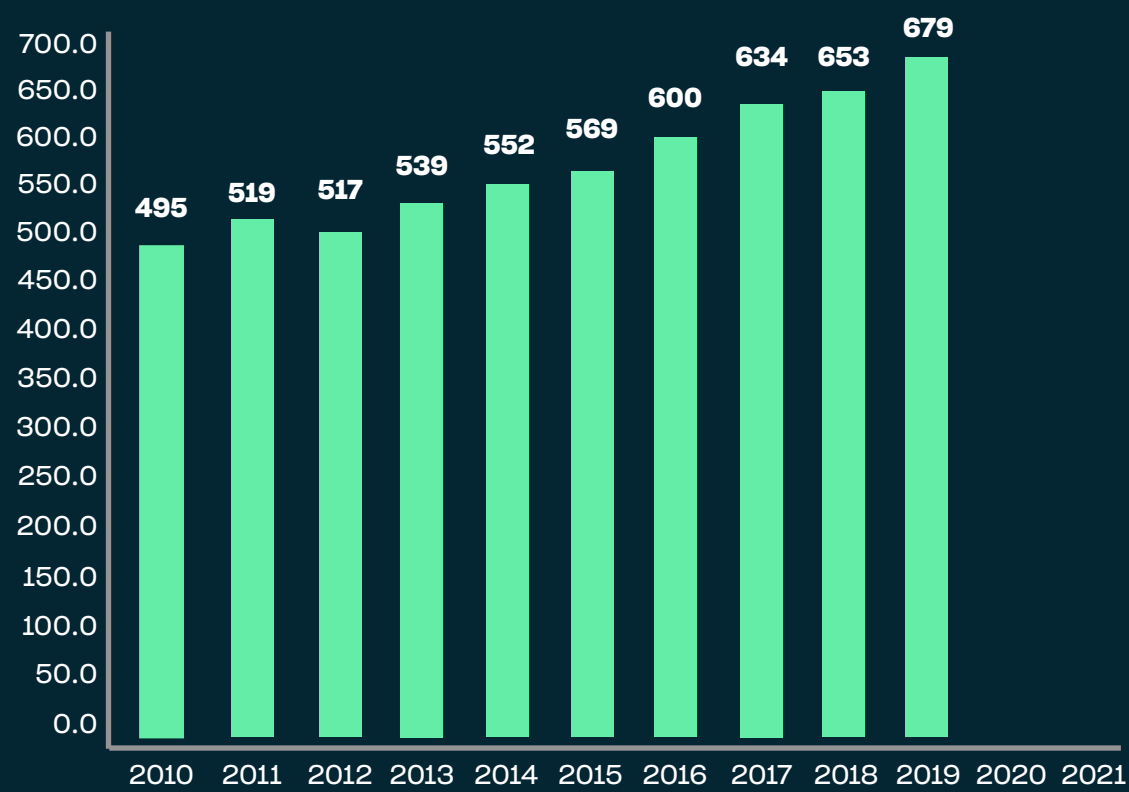
MNOK
REVENUE



KEY FIGURES:

EBIT/EBITDA

The negative result for 2021 and 2020 is a consequence of the strong restrictions in all nordic countries during Covid-19.

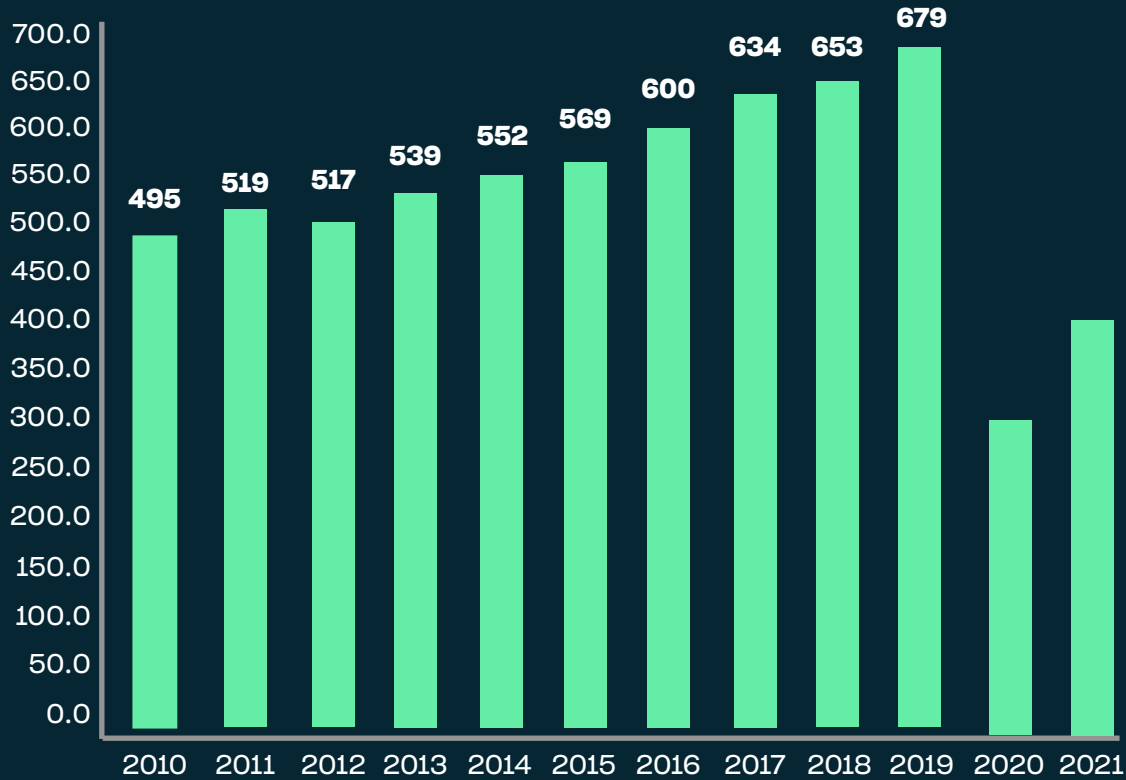


KEY FIGURES:

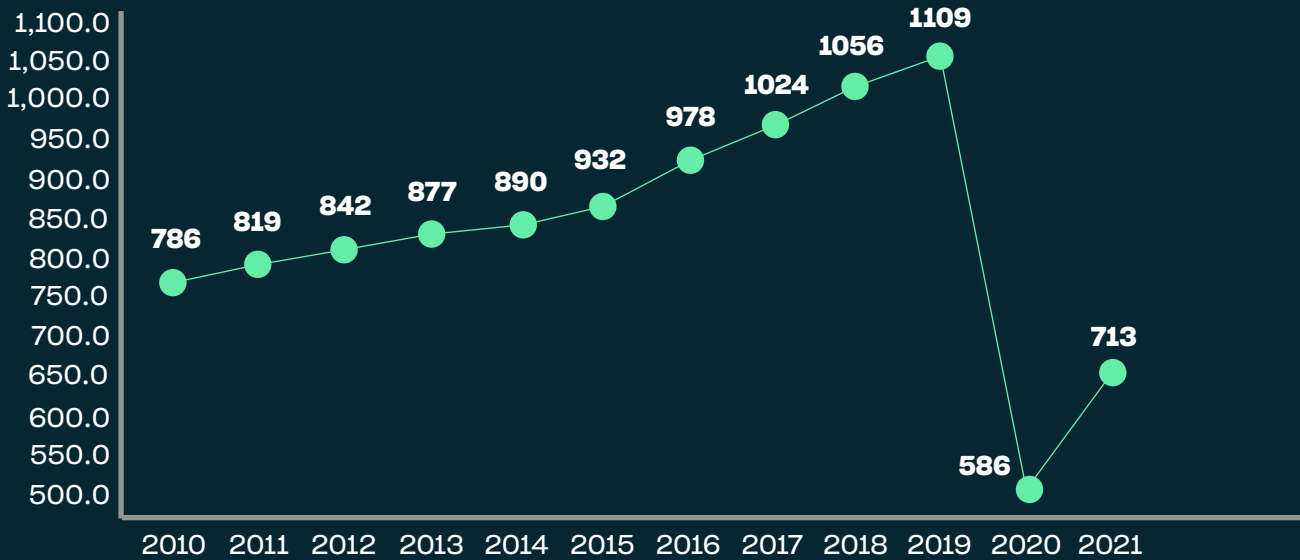
REVPAR/TREVPAR

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.

NOK
REVPAR (OPERATING)



NOK
TREVPAR



ROOMS BY COUNTRY

216 HOTELS, 41 739 ROOMS

NORWAY



SWEDEN



DENMARK



FINLAND



BALTIC

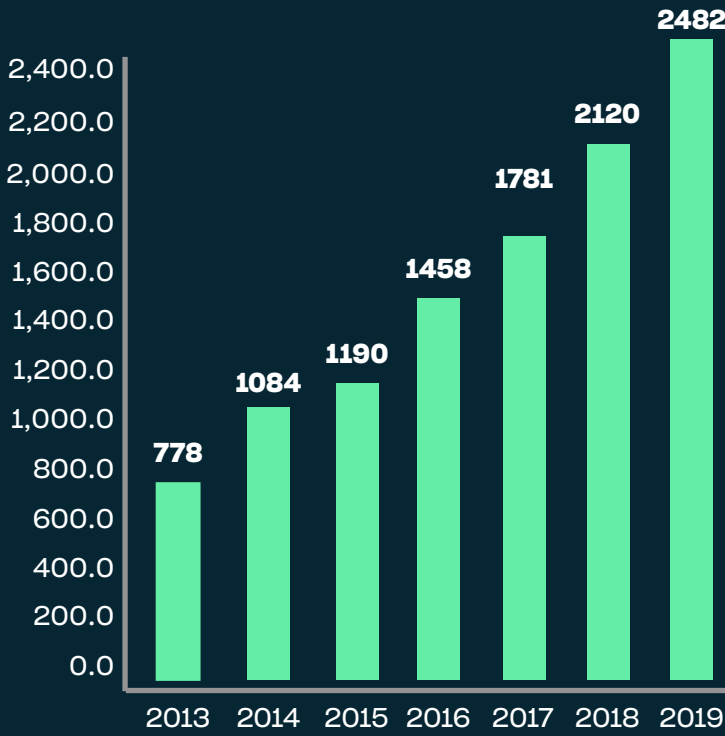


KEY FIGURES:

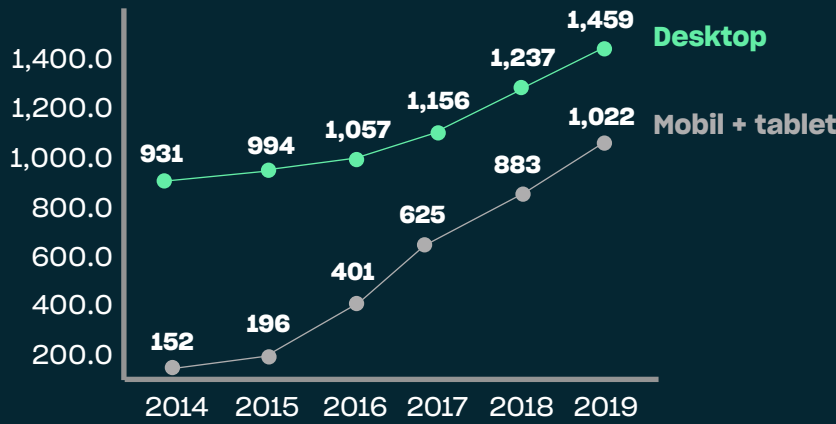
ONLINE REVENUE

Our own channels continue to be a strong booking channel for us even though the demand decreased from our customers. In 2021, the total revenue for our web and app in 2021 finalized at 2,4 billion NOK.

MNOK
ONLINE REVENUE



DISTRIBUTION OF REVENUE PER DEVICE



Nordic Choice Club

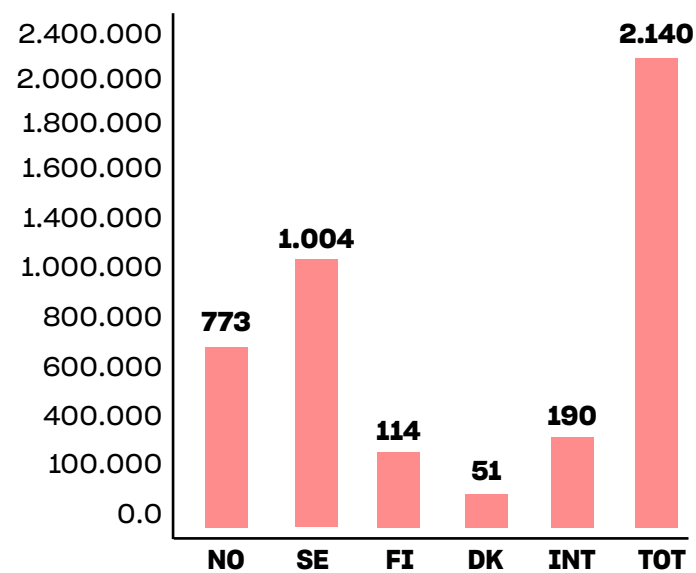
Members & Partners

1 972 634 members have discovered the benefits of being part of Nordic Choice Club. Since we are one of the fastest growing membership programs in the nordics, our growth enables us to expand our partner agreements and broaden our membership offering to new and existing members. Our members represented 36% of our total guest nights. Our surveys show that members have a higher satisfaction score than non members.

Nordic Choice Club consists of four membership levels, from Blue through Silver and Gold to Platinum and our members reach a higher level either by overnight stays at our hotels or through points earned in the partner program. One krona spent at our hotels equals one point earned to your club account. We strive to create an added value and enhanced digital guest journey to our members by being part of our program and staying at our hotels. Our ambition is that the program should be easy to use and understand.

We see a strong digital demand from our members and they stand for 35% of our annual room bookings but 85% of the total amount of bookings done on our web or through our app. We have 60% males and 32% females in the club and an additional 8% that prefers not to state their gender. The average member is male, 47 years old with higher income than average. He stays 1,6 nights per year and prefers centrally located hotels in the bigger nordic cities. Our most loyal members appreciate the variety of hotels and destinations both on their business trips and their bonus redeems on our hotels.

MEMBERS 31. JULY 2022



The Chains



BRAND AND CONCEPT
CLARION HOTELS

Clarion Living. Not Just Staying.

KEY NUMBERS 2021:

Number of hotels: 31 and 2 pre-opening in 2022
Number of countries: 4



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 room service and minibars in all rooms. Leave it all at home, we got you covered.

Dining Room - We want our restaurants to be a vibrant and fun place with the concept “Fun Dining”. Healthy, green-focused and tasty food is at the core of the experience and we offer something for everyone - like our breakfast concept “A Great Start”. We know that food and beverage 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.





Hotel Openings 2020 & 2021:

Clarion Hotel want to lead the way and show that the impact on the climate can be reduced even within large hotel operations. Based on the UN's global sustainability goals, the chain created a new concept "A Sustainable Stay at Clarion Hotel" that was launched in all of the hotels during 2021. For a better planet and future.

New Hotels:

Clarion Hotel Bergen - 01. may 2021: Clarion Hotel Bergen encompasses everything you look for when picking a hotel in Bergen; culture, scenery and location. The hotel is located in an area which is listed on UNESCO World Heritage List, and is newly renovated while still preserving its historical presence on Bryggen, centrally located in Bergen. Located close to every vicinity, the fish market, Fløyen and Torgallmenningen is just a short stroll away.

Clarion Hotel Sundsvall - 01. sept 2021: Step into the brand new Clarion Hotel Sundsvall and embrace yourself in what this fantastic hotel has to offer. The fantastic amenities, including a rooftop pool, luxurious spa, delicious restaurant, cool bar and specious conference facilities is just a sprinkle on top of the very charming rooms this hotel has to offer.

Clarion Hotel Sea U - 12. feb 2021: The walk is not far when you stay at Clarion Hotel Sea U in Helsingborg. The unique atmosphere, as well as memorable food and drinks is only the first of a very long list of what this gem offers its guests. The exclusive Scandinavian design is the framework for what are several bars, restaurants, and a rooftop bar.

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

KEY NUMBERS 2021:

Number of hotels: 38
Number of countries: 4



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.

Hotel Openings 2020 & 2021:

This year we opened Comfort Hotel Solna, Scandinavia's first zero-energy hotel. We also had Comfort Hotel Copenhagen Airport opening this year. During the Pride celebrations Comfort Hotels employees were sharing their inspiring, heartwarming and genuine stories in the chains Social media channels.

Comfort Hotel Copenhagen Airport - 20. may 2021: With the biggest conference hall at an airport in northern Europe, Comfort Hotel Copenhagen Airport is no stranger to doing it grand. Besides a five minute commute to the airport terminal, the journey to downtown Copenhagen isn't much further, with just a 13 minutes metro ride. The excellent Barception offers service and refreshments including homemade food in the Confort Deli. The cherry on top, is the magnificent rooftop bar on the 10th floor with a spectacular view over Öresund and of flights departing and arriving.

Comfort Hotel Solna - 01. june 2021: The Comfort Hotel Solna is the most densely packed solar powered hotel in the world with 1.5 solar panels per room. This top of the line hotel, produces more energy per year than what it manages to consume - making it a zero-energy hotel. Staying at Comfort Hotel Solna, leaves guests with the great feeling of knowing that it's a green choice for the planet. This grand hotel also offers 24/7 open gym, Barception, laundromat as just some of their amenities. Surrounded by the Mall of Scandinavia and Friends Arena makes Comfort Hotel Solna an easy choice when picking your next hotel in Arenastaden district.





Comfort Hotel Karl Johan (utbyggnad) - **01. june 2021:** Urban, easy living is the essence of what Comfort Hotel Karl Johan is all about. Just step out to the electric and exciting Karl Johan which leads you to the central station at one end and the royal palace at the other, passing the parliament on the way. Lots of shopping, restaurants and people, right outside your front door, while still offering a quiet and relaxing atmosphere, perfect for relaxation or working. The best balance of city living, in the heart of Oslo.

Comfort Hotel Bodø (FRANCHISE) - **01. july 2021:** In the middle of where everything happens in Bodø, you'll find the modern and welcoming Comfort Hotel Bodø. Exploring the amenities, you'll notice how this hotel meets your needs whatever you are seeking. With a great gym, three modern conference rooms and an excellent restaurant, you'll be ready for whatever Bodø throws your way. The fantastic Barception (Bar + Reception), is there if you need a pick-me-up, or want to gather with old and new friends for a nightcap.

Comfort Hotel Arlanda Airport - **2020:** Come on in to Clarion Hotels new flagship, with 13 floors with over 500 rooms where 10 are XXL rooms. The impact here is astonishing. Embrace yourself in the convenience of an airport hotel, and realize how this hotel has rewritten what it means to be a budget friendly hotel. Just 40 meters from terminal 4 and 5 makes it so convenient you can rather spend the time rather enjoying the beautiful barception (bar + reception), or an extra session in the gym. Convenience is the key word when we approach Clarion Hotel Arlanda.

BRAND AND CONCEPT
QUALITY HOTELS

Hotels for meetings that matter.

KEY NUMBERS 2021:

Number of hotels: 59 and 2 pre-opening in 2022
Number of countries: 2



BY NORDIC CHOICE



Hotel Openings 2020 & 2021:

In 2021 three brand new hotels opened: Quality Hotel™ The Weaver in Gothenburg, Quality Hotel™ Ramsalt in Bodø and Quality Hotel™ Hasle Linie in Oslo. Quality Hotel™ Arlanda XPO expanded to 421 rooms in total and Quality Friends expanded to 650 rooms. Our new friends, Lollo & Bernie, went on tour to visit many of our youngest guests in at our family friendly hotels in Norway and Sweden.

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.

Quality Hotel Park (utbyggnad) **15. may 2021** - When visiting Södertälje, nothing is more charming, yet modern, than Quality Hotel Park. The short distance to cultural activities, and a wide range of restaurants, makes this location perfect for leisure or business. The grand conference room, seating 250 guests can be your next venue for a large business conference, or personal occlusion worth celebrating. To top it off, Quality Hotel Park is only a short distance from everything Södertälje has to offer.

Quality Hotel Hasle Linie 25. aug 2021 - Welcome to what is the beginning of a beautiful journey in the Hasle district. Only 8 minutes with the subway from Oslo city center, you'll find the cornerstone of a meeting place for business and pleasure in an up and coming area. There is a clear nod to its history in the features throughout the building, especially the dark gray steel beams, hinting at the industrial history of the district. With conference centers, indoor and outdoor restaurant and bar, the Quality Hotel Hasle Linje will welcome locals and far traveled guests to a stay worth remembering.





Quality Hotel The Weaver - 15. Mars 2021 - South of Korsvägen between Gothenburg and Mölndal, you'll find the ever so impressive Quality Hotel The Weaver. Guests arriving at this pearl will be met with trendy room amenities, a modern gym, large conference halls and restaurants catering to every occasion. Now, the astonishing 21-story building in Mölndal stands tall, offering magical views as far as the eye can see.

Quality Hotel Arlanda XPO - 1. Nov 2021 - With only 5 minutes to Arlanda Airport and Arlanda Central, you can spend your time doing more exciting and important things than commuting. A great option could be to explore fantastic destinations such as Uppsala or central Stockholm. To make a mark on your stay, embrace the flavors offered at the local restaurant Brasserie X, carefully prepared dishes with a French touch that will cater to every taste. Have your next important meeting, right at your hotel, with 16 bright, and modern conference rooms, they are suitable for every gathering.

Quality Hotel Friends - 5. jan 2021 - Go big or go home. Quality Hotel Friends is the ultimate hotel for big events! In the north of Stockholm, you'll find Arenastaden in Solna, surrounded by Friends Stadium, and the Mall of Scandinavia, you will be a short distance to all the attractions. The hotel is the first of its kind, collaborating with the anti-bullying organization Friends, hence the name of this Quality Hotel. The inclusive intention and environment welcomes you to

BRAND AND CONCEPT
CLARION COLLECTION

Creating Hygge - experiences

KEY NUMBERS 2021:

Number of hotels: 49

Number of countries: 3



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.

Hotel Openings 2020 & 2021:

In 2021 we opened Clarion Collection® Tapetfabriken in Stockholm and Clarion Collection® Uppsala, Sweden, was converted from previously being a Radisson Park Inn. We will continue to grow and in April 2022 we will open up a new hotel in Clarion Collection® Kongsberg in Norway.

Clarion Collection Hotel Tapetfabriken - 15. june 2021 - Located just south of Stockholm, on the Marcusplatsen in Sickla, surrounded by a green oasis and cozy shops and restaurants. Enjoy a beautiful dinner, which is included in the room rate, or take a stroll to the man-made hill Hammarbybacken and appreciate the breathtaking view of Stockholm. Either you are in town to relax, use the saunas and stroll around the Nacka Nature Reserve, Tapetfabriken has something for everyone.

Clarion Collection Hotel Mektagonen, Rebranded to Nordic Choice Hotels - After a long day of sightseeing, working or shopping, Clarion Collection Hotel Mektagonen can offer the perfect sanctuary to the rest of your stay. The hotel rooms are spacious, gorgeous and some even offer a sauna. Conveniently located next to all the big amenities Gothenburg has to offer. As a signature at the Clarion Collection Hotels, "fika", an evening meal, is included in all the room rates, creating the perfect all around experience of Sweden and Gothenburg.



BRAND AND CONCEPT
NORDIC HOTELS & RESORTS

Nordic Hotels & Resorts gives you a Reason to Travel by providing captivating and curated guest experiences brought to life through devoted people, inspiring design and great storytelling.

Today, Nordic Hotels & Resorts consists of a total of 42 hotels and restaurants and we continue to grow. Common to all our hotels is that we offer guests new, extraordinary hotel experiences. Always out of the ordinary.

KEY NUMBERS:

Number of hotels: 38 hotels and one restaurant
Number of countries: 4



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.

Hotel Openings 2020 & 2021:

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.

Villa Copenhagen - 2020 - Enter into the world of carefully curated contrasts. The old post office building from 1912 offers the highest level of luxury, with sustainability at its center. All the choices made when building Villa Copenhagen had in mind that neither class nor the environment was going to be compromised when creating this oasis. With a rooftop pool, bar and garden, designer store, its own bakery and world class restaurant, Kontrast, Villa Copenhagen would never disappoint. The perfect balance of old and new, will make you embrace the very best of what traveling in Copenhagen has to offer.





Hotel Mårtenson (franchise) 19. may 2020 - Hotell Mårtenson is a hotel with a little something extra. The newly renovated hotel combines contemporary design with classic 1920s architecture. Either you fancy a bite to eat at the charming Franz Bistro or prefer to sit on top of the city at Gretas Tak, Hotel Mårtenson has something for everyone. Step into the lobby and be met by a wonderful café and a beautiful array of colors coming from the displays of Hotel Mårtensson's very own flower shop, Gretas Blommor.

Lily Country Club (franchise) 31. may 2021 - With an international 18 hole golf course, state of the art restaurants and spa facilities, Lily Country Club has everything you desire for a gateway - yet, still close to everything. Lily Country Club filled a gap in the hotel market where Oslo city center is only 25 minutes, and the airport even closer, while still feeling as though you are in complete serenity and seclusion. The very talented chefs can offer a high end combination of French and Italian cuisine, and end the evening by the fire at the Bar Lilibet.



Nordic Choice Hotels™