



## Danish hotel rated as third-best business hotel in Europe

CNBC Business has rated First Hotel Skt. Petri among the top-three business hotels in Europe. In a time where value for money is has become an increasingly decisive factor, First Hotel Skt. Petri has been ranked among Europe's very best business hotels for its favourable rates, central location and lively cocktail lounge.

### Price, location and cocktail lounge make the difference

On its shortlist of Europe's 25 best business hotels, CNBC Business ranked First Hotel Skt. Petri as third best. This year, CNBC Business has given emphasis to value for money and rated First Hotel Skt. Petri in the absolute elite of Europe's business hotels due to its favourable rates, central location and lively cocktail lounge.



First Hotel Skt. Petri is a five-starred design hotel and the only Danish member of Design Hotels.

"It is a great honour that First Hotels in Denmark has been ranked third. It isn't every day that we see a Danish hotel ranked as third best in Europe. I believe the high rating reflects several things, one being that we dare do things differently and above all focus on guest experience," says Jacob Rais, General Manager at First Hotel Skt. Petri.

This year, CNBC Business changed the criteria for their ranking of Europe's best business hotels. While CNBC Business still insists on exceptional service, amenities and facilities, the financial crisis has made value for money a necessary factor.

### About First Hotels

First Hotels is one of Scandinavia's leading hotel chains with 47 unique hotels centrally located near public transport and sights in selected cities in Sweden, Norway and Denmark. The hotels include the five-starred First Hotel Reisen in Stockholm, First Hotel Skt. Petri in Copenhagen and First Hotel Grims Grenka in Oslo.

First Hotels was established in 1993 and originally comprised six hotels in Sweden. The chain has since expanded through acquisition and the establishment of entirely new hotels.

First Hotels aims to offer quality experiences and individual choice. All hotels are unique in style, atmosphere and design. First Hotel G, First Hotel Skt. Petri and First Hotel Grims Grenka are examples of First Hotels' focus on design.

First Hotels is the first Scandinavian hotel chain to have committed itself to the UN Global Compact.



### For further information:

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