



Press release, 20 November 2009

First Hotels again rated as Denmark's Best Hotel Chain

First Hotels is once again rated as Denmark's Best Hotel Chain at the Danish Travel Awards. This is the fourth time that the Danish tourism industry honours the industry players. First Hotel also won the category in 2008, 2007 and 2005.

"Naturally we are very proud of receiving this coveted award for the fourth time in a market with such tough competition from other hotel chains. Furthermore, it was a pleasure to see that First Hotel Grand in Odense was nominated as Best Hotel despite still being under refurbishment. That is very promising for the future", says President of First Hotels, Michael Telling.

Tour operator staff members have weighed the hotel chains. *"Naturally, it means a lot to us that the industry points to us and I would like to thank the members for their many votes and their confidence. Apart from First Hotel Grand in Odense our latest hotel in Denmark, First Hotel Kong Frederik in Copenhagen, will also soon emerge as a newly refurbished pearl among Copenhagen hotels. But above all, the award honours our staff members, who have provided the guest experience, and the award is undoubtedly to their credit,"* Michael Telling concludes with pride.

About First Hotels

First Hotels is one of Scandinavia's leading hotel chains with 47 unique hotels centrally located close to public transport and sights at selected destinations in Sweden, Norway and Denmark.

Among its hotels are the five-starred First Hotel Reisen in Stockholm, First Hotel Skt. Petri in Copenhagen and First Hotel Grims Grenka in Oslo. From 1 January the celebrated design hotel Avalon in Gothenburg will also be part of First Hotels.

First Hotels was established in 1993 and initially comprised six hotels in Sweden. The chain has since expanded through acquisition and by establishing new hotels.

First Hotels aims to offer quality experiences and individual choice. All hotels are unique in style and atmosphere.

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