**PRESS RELEASE**

**Stockholm, December 4, 2018**

**Downtown Camper by Scandic named “Year’s Forward – Most Innovative Hotel” by White Guide**

**Last night, when the White Guide presented the award for Sweden’s best hotel experience, Downtown Camper won in the “Year’s Forward – Most Innovative Hotel” category.**

The award ceremony took place at CFHill, an art gallery in central Stockholm, where a total of 12 hotels were nominated in three experience classes. In the “Year’s Forward – Most Innovative Hotel” category, Downtown Camper won with the following citation:

“For consistently setting the bar in the hospitality industry by giving their target group exactly what they want, creating an equally innovative and cohesive offering and a wonderful, vibrant atmosphere all the way from the lobby to the hotel rooms.”

White Guide tested more than 150 hotels that were rated, scored, classified and ranked with a focus on what makes them worth visiting. Downtown Camper was also one of the highest ranked hotels on the list of Swedish hotels that maintain a “globally exceptional level,” with a score of 37/92 points. The first set of digits refers to accommodation/comfort with a maximum score of 40 points while the second set measures the hotel’s total score out of a maximum 100 points.

* This designation, of course, means a lot to us. We work every day to be the natural meeting place for Stockholmers and hotel guests alike. Perhaps the most important key to our success is our soft skills. We strive to engage with our guests and employees in everything we do – at Downtown Camper, everyone should feel included and welcome. At Downtown Camper, luxury is about community, generosity and new experiences. This prize proves we’re on the right track, says Jacob Dahlberg, General Manager at Downtown Camper.

Downtown Camper is Scandic’s signature hotel for urban explorers where guests are encouraged to discover the city in exciting new ways. This is why kayaks, skateboards and bikes are available for loan and Downtown Camper’s Lifestyle Concierge Kristian Hell is on hand to guide guests to the best experiences the city has to offer. Both hotel guests and Stockholmers are welcome to participate in the hotel’s daily activities including group runs, bike excursions, mindfulness and yoga.

The White Guide is the leading hospitality guidebook in the Nordic countries. Its hotel guide is compiled using the same high level of assessment as its restaurant and café guides, rewarding them for their personality, innovation, sustainability and ambiance.

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