

Choice Hotels buys Copperhill Mountain Lodge in Are

Submitted by: pr-sending-enterprises

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Choice Hotels Scandinavia has signed an agreement for the acquisition of Copperhill Mountain Lodge in Are, Sweden. The 20,000 square metre facility includes a hotel, staff quarters and associated cabins, and the acquisition price has been set at SEK 200 million. The hotel was completed in December 2008, following SEK 800 million in investments.

Petter Stordalen, owner and chairman of the board at Choice Hotels Scandinavia (<http://www.choicehotels.no/hotels/choicehome?language=en>) said: "This is the first time that I have bought copper for the price of granite. But I am sure that this will turn into a gold mine for Choice." The hotel complex is to be purchased by Home Properties, the property company owned by Petter Stordalen. Choice Hotels will be responsible for its operation.

The five-star Copperhill Mountain Lodge (<http://www.copperhill.se/en/>) was opened in December 2008 as one of six Swedish Design Hotels. The hotel comprises 112 suites and rooms with a total of 580 beds, in addition to conference facilities capable of hosting up to 600 people. Copperhill Mountain Lodge also offers a gourmet restaurant, champagne bar, apres ski bar and lounge bar, as well as a spa department inspired by Sami traditions. A private ski lift system – the Copperhill Express – links the hotel to the Are skiing resort, which includes 46 lifts and 102 pistes.

Torgeir Silseth, managing director of Choice Hotels Scandinavia said: "We believe strongly in the opportunities that the facility offers, and in Are as a destination. We hope that the snow comes early to Are this year so that we can get started as soon as possible."

In June this year, Choice purchased the Nordic Light Hotel and Nordic Sea Hotel in Stockholm. Comprising a total of 542 new rooms, these two acquisitions have made Choice the largest player in the city. Subsequently, on Thursday 27 August, Petter Stordalen and Torgeir Silseth signed the final contract for the construction of Clarion Hotel Arlanda Airport, an airport hotel offering 400 rooms spread across eight storeys. The airport hotel is scheduled to open in 2012 along with Sky City and the terminals, providing direct access to regional and international air traffic. In total, Choice is working on projects for 11 hotels with 3,031 rooms in the period up to 2014.

About Choice Hotels Scandinavia

Choice Hotels (<http://www.choicehotels.no/hotels/choicehome?language=en>) offers accommodation at hotels in cities throughout Scandinavia. You can find Choice Hotels in Oslo, Bergen, Stavanger, Stockholm, Gothenburg (<http://www.choicehotels.no/chs/choice/en/hotels/hotels-in-gotheburg/>) and Copenhagen, among other cities. Choice hotels also offer several conference hotels for large and small conferences and events.

Choice Hotels Scandinavia is the largest hotel chain in Scandinavia, employing 9200 staff and operating more than 170 hotels. The group markets the Comfort, Quality Hotels, Quality Resort, Clarion Collection and Clarion Hotels brands on the Nordic and Baltic markets.

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