

Strawberry



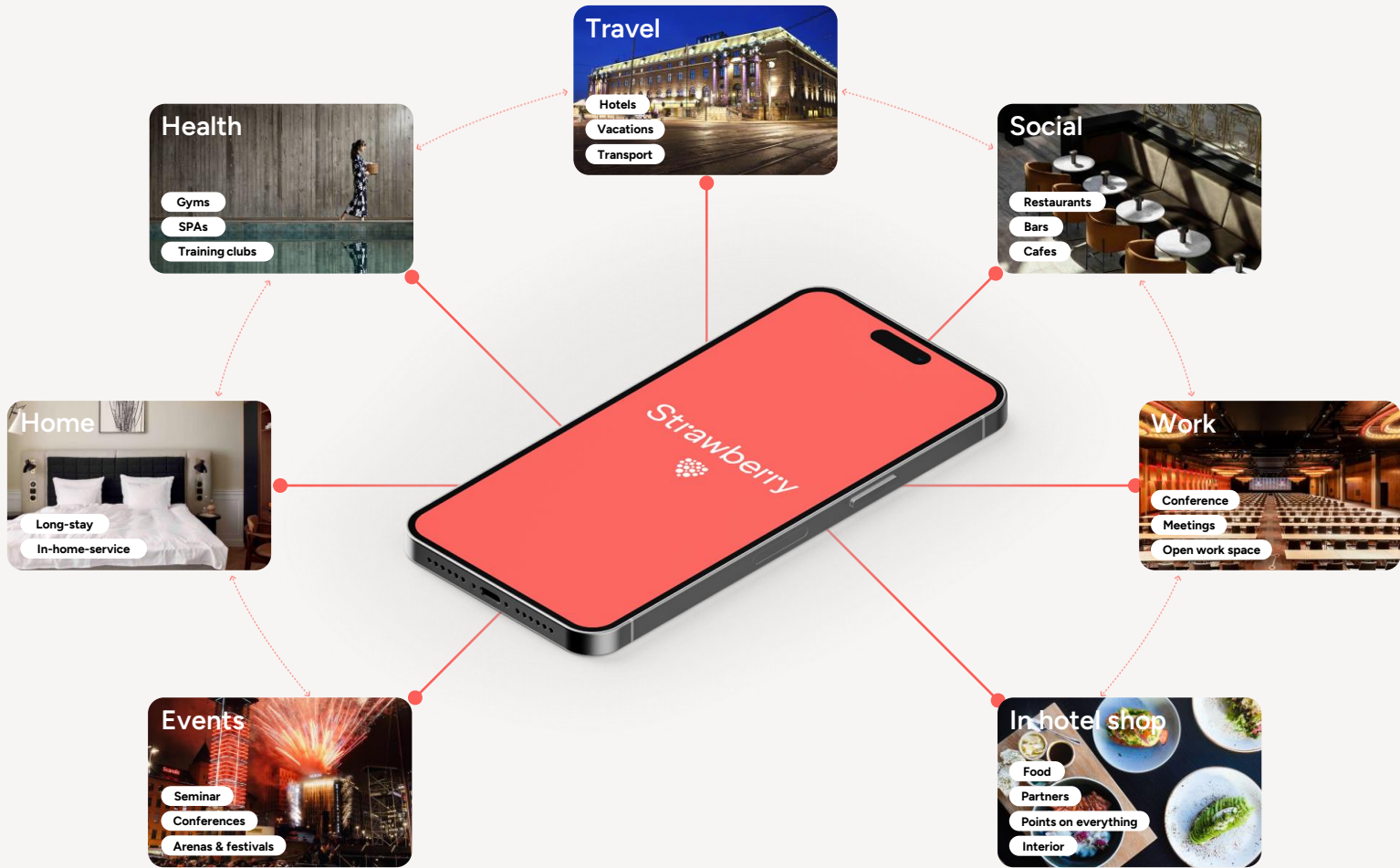


More to explore

Strawberry is a portal to a wide variety of hotels, meetings, restaurants and spas, as well as great benefits and rewards for our members.

Through our app, web and membership, you get access to experiences all across the Nordics, with our promise to make life more fun, meaningful and exciting.

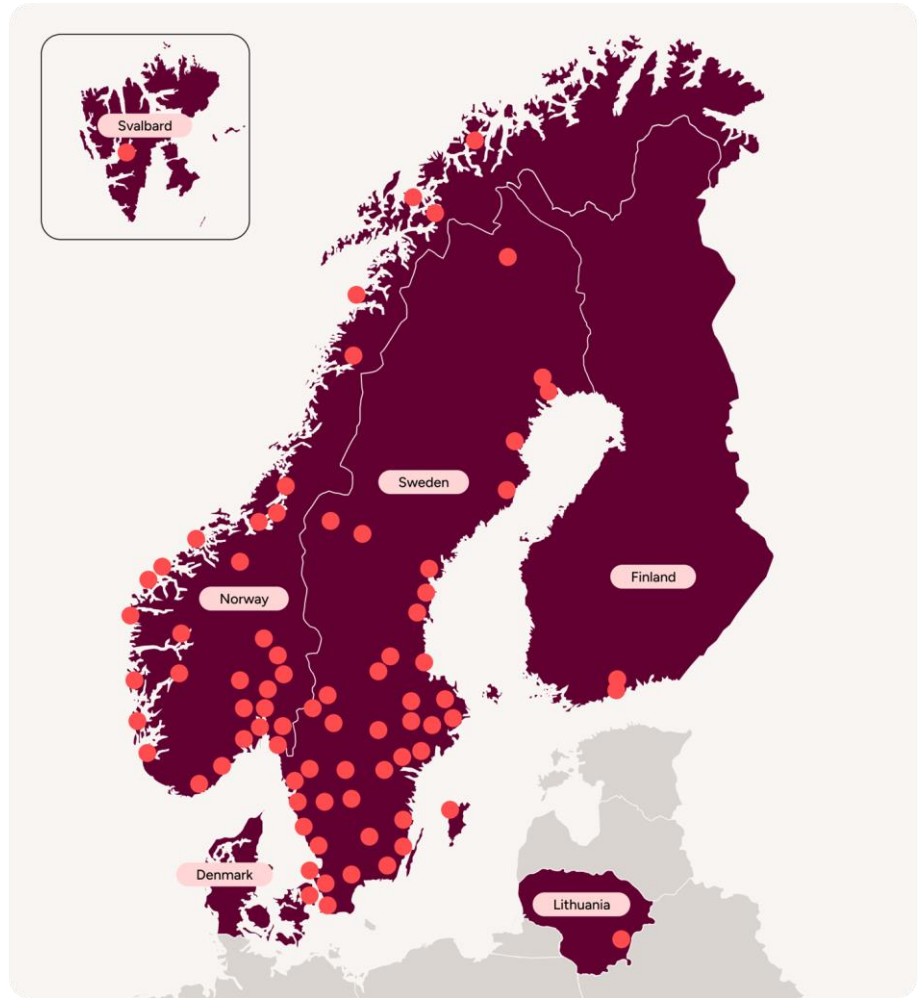




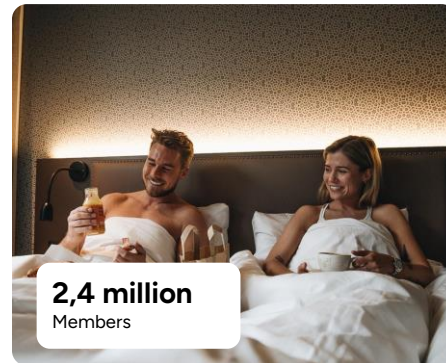
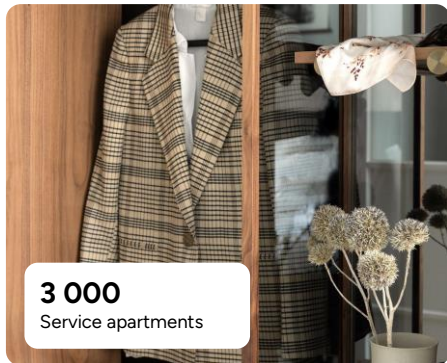
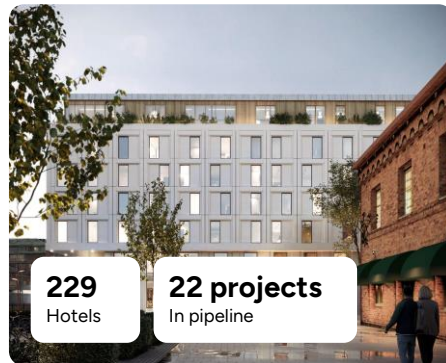
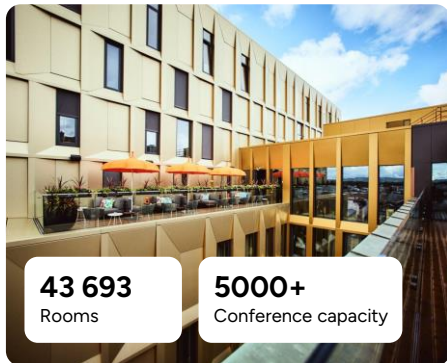
WHERE TO FIND US

229 hotels on more than 100 destinations

Strawberry has hotels in Sweden, Norway, Denmark, Finland and Lithuania.



Key figures



Vision and values

We are built on the foundation of our core values - energy, courage and enthusiasm. We strive to be a different hotel and experience company, a rebel in the industry, with a warm beating heart. Our ambition is not only to change the hotel industry, but to make our world a better place to live, work and travel through.

Our passion lies within people and planet, two of our main principles that stay at the heart of everything we do.

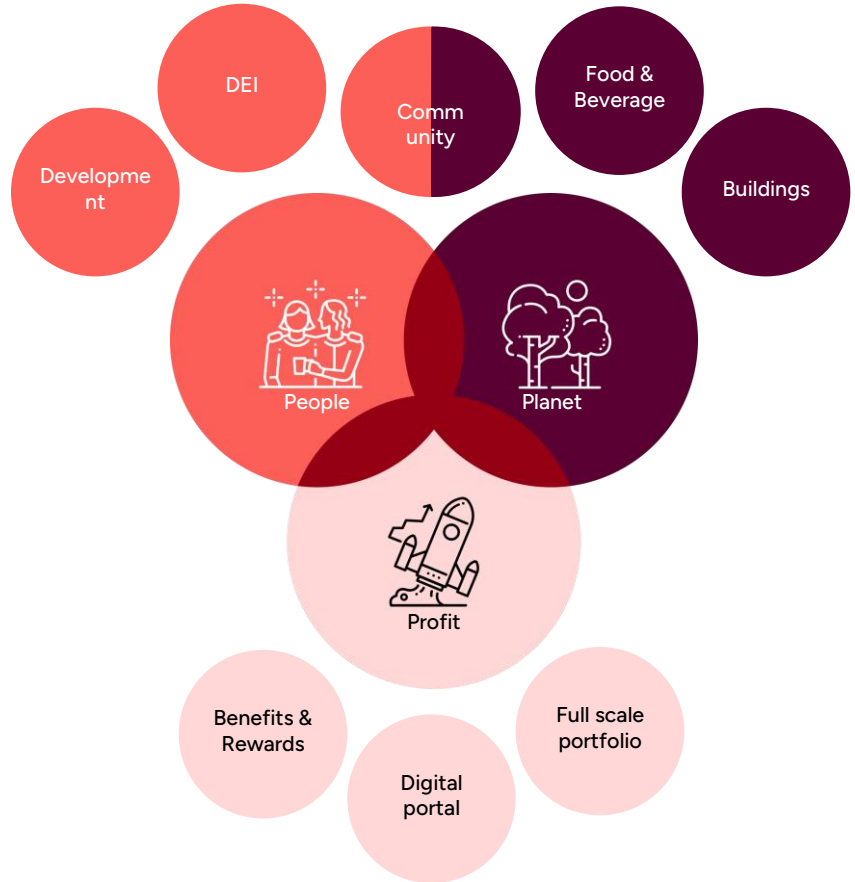


OUR PEOPLE, PLANET, PROFIT PHILOSOPHY

Our triple bottom line equals our three strategic focus areas



We want to be assessed on all three. Fully transparent. The sum of what we do creates a more sustainable company and enables us to continue to grow. In the end, it results in a more sustainable society.



People



DIVERSITY, EQUALITY, INCLUSION

Pride partner since 2015

175 nationalities

Diversity Advisory Board



DEVELOPMENT

RealGymnasiet & PS:Hotel

Leadership Program

Talent Hunt



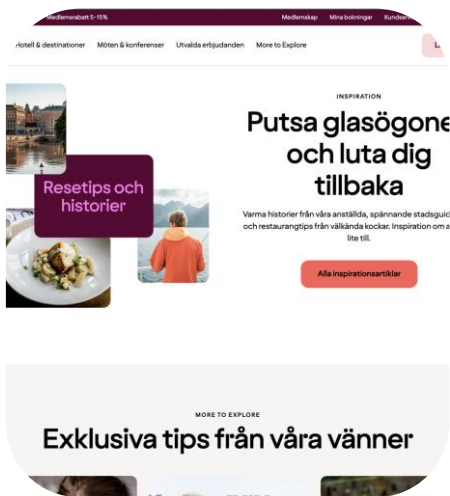
COMMUNITY

Strawberry Neighbour Fund

Lonely Christmas Tree

Nobel Peace Center

What's new in the Strawberry web and app?



Strawberry Exploration

Landing page for our launch campaign, with the goal of creating curiosity, a feeling of exploring a universe, and getting inspired to be a part of Strawberry.



Member pages

New member pages. New structure in presenting bookings, points earned/burned, benefits and partner information for logged in visitors. If logged out the pages focus on converting to become a member.

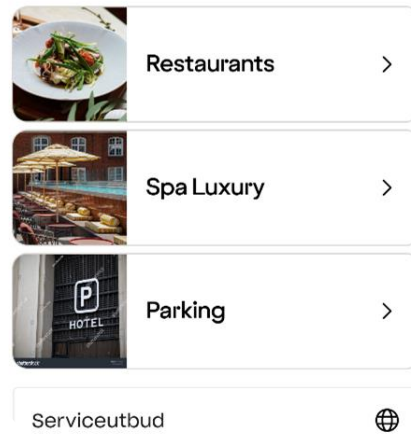


Restaurant & Spa pages

New pages for restaurants and Spa. Search engine optimised, inspiring content and easier to find information on how to book.

For selected destinations at launch, work will continue after launch.

Leverage your stay with



App hotel info

Restaurant, Spa, and parking information associated with your booking, includes opening hours and link to booking page.

Planned release during Q2

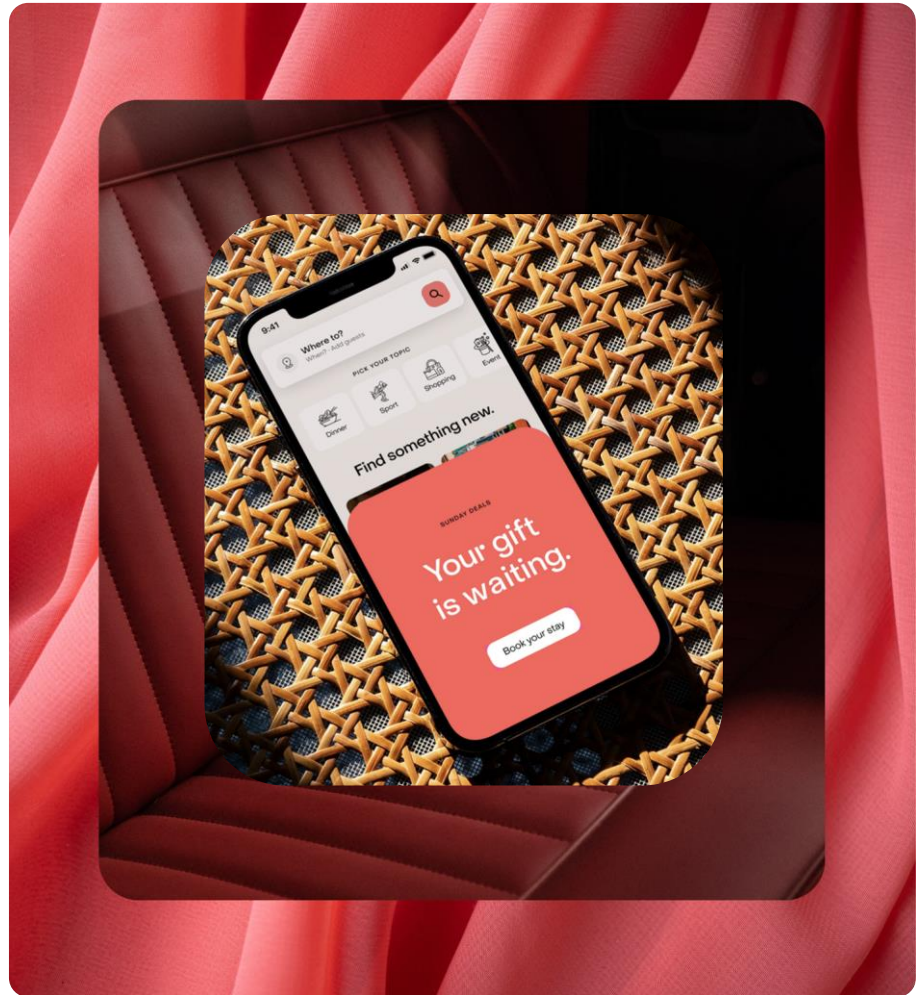
PROFIT

Strawberry – members experience more

The easy points

2,4 million members

Our loyalty program with exclusive member benefits is one of the fastest growing loyalty programmes in the Nordics. Strawberry consists of four membership levels, from Blue through Silver and Gold to Platinum where our members reach a higher level either by overnight stays at our hotels or through points earned in the program.





BENEFITS & REWARDS

Loyalty Program

We are creating a world of experiences with an ecosystem of partners. Together with old and new partners, we will become more relevant, to more people, more often. Our ambition is to double our member base until 2030.

New Member offers - inviting people to explore more

Be My Guest



They can visit you and stay with us. As a member of Strawberry, book a room for visiting friends and family at your member discount - and enjoy a free breakfast with them in the morning. The best of all worlds, right?

[Explore more](#)

Red Carpet



Experience more with exclusive access to special events, unique experiences and concert tickets across the Nordics.

Opt in today, and be among the first to walk the red carpet!

[Explore more](#)

Monday Breakfast



Who doesn't looove a hotel breakfast? As a member of Strawberry, invite a friend to a Monday Breakfast at a 2-for-1 discount (pre-booking required)

[Explore more](#)

Points Unlimited



Points on everything you buy (yes, everything!) - that you can then use to fill your life with more experiences. Get the Strawberry Mastercard and start earning points today.

[Explore more](#)

Around the World



Treat yourself to an experience abroad. You can either earn or use your Strawberry points with our international partners, opening up a new world of experiences for you and your family.

[Explore more](#)

BENEFITS & REWARDS

Points Unlimited: Strawberry Mastercard

Earn points on everything you buy

All members that get the Strawberry Mastercard will automatically become silver members (as a minimum). The card gives you the opportunity to earn points on every purchase you pay with the card, potentially rocketing your way through the different tier levels, unlocking attractive benefits within our program and giving you points that can be spent at our hotels or at many of our exciting partners.



Projects in pipeline

Growth is in our DNA and we love to open new hotels. These are the hotels we have in the pipeline right now

PROJECTS	DESTINATION	TYPE	ROOMS	PREL. OPENING
Clarion Collection Hotel Bryggeparken	Skien	Expansion	8	1 June 2023
Comfort Hotel Skellefteå	Skellefteå	Expansion	66	1 June 2023
Quality Hotel Waterfront, Ålesund	Ålesund	Expansion	52	Q3 2023
Clarion Collection Hotel TBA	TBA	Conversion	98	1 Sep 2023
Clarion Hotel Draken	Göteborg	New hotel	474	1 Oct 2023
Quality Hotel Grand, Kristiansund	Kristiansund	Expansion	4	Q4 2023
Wood Hotel, Bodø	Bodø	New hotel	175	21 Apr 2024
Quality Hotel Panorama	Trondheim	Expansion	200	1 June 2024

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PROJECTS	DESTINATION	TYPE	ROOMS	PREL. OPENING
Clarion Hotel Karlatornet	Göteborg	New hotel	300	Q3 2024
Clarion Hotel Södertälje	Södertälje	New hotel	200	TBA
Clarion Hotel Vantaa Airport	Helsinki	New hotel	507	Summer 2024
Comfort Hotel Vantaa Airport	Helsinki	New hotel	211	Summer 2024
Tofta Beach Hotel & Spa	Gotland	New hotel	180	TBA
Hernö Gin Hotell	Härnösand	New hotel	120	Dec 2024
Hotel Fratelli	Karlstad	New hotel	86	2024 (TBC)
Comfort Hotel Panorama	Göteborg	Conversion	0	2025 Q1

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PROJECTS	DESTINATION	TYPE	ROOMS	PREL. OPENING
HOBO Oslo	Oslo	New hotel	181	2025
Comfort Hotel Tønsberg	Tønsberg	New hotel	160	Q4 2025
Comfort Hotel Horten Brygge	Horten	New hotel	160	Q4 25/Q1 26
Comfort Hotel Skien Brygge	Skien	New hotel	160	Q1 2026
Quality Hotel Kalmar	Kalmar	New hotel	199	Q1 2026
Clarion Hotel Uppsala	Uppsala	New hotel	210	Q2 2026
Resorthotell Falsterbo	Falsterbo	New hotel	150	TBA

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