

## Nordic Choice Hotels adds another hotel in Ålesund

**On the 1 Sep 2018, Nordic Choice Hotels will take over the operation of Radisson Blu Ålesund which will continue operating under the name Quality Hotel Ålesund.**

"It is always with pride that we welcome new hotels in the Nordic Choice family, but this one is extra exciting. It is tangible that Ålesund continues to grow in popularity, both among Norwegians and tourists, and we are looking forward to offering our guests a new hotel with great potential and excellent location right next to Hurtigrutekaaien," says Torgeir Silseth, CEO at Nordic Choice Hotels.

Quality Hotel will be responsible for the operation of the hotel, which is owned by Midstar. The owner and Nordic Choice Hotels already collaborate on twelve hotels in nine different destinations in Scandinavia.

"We are pleased to announce that we expand our partnership with Nordic Choice Hotels. The change of operator will give Nordic Choice's guests several benefits thanks to the strong loyalty program Nordic Choice Club. We are very pleased with how Nordic Choice Hotels operate twelve of the hotels in our portfolio, and we look forward to enriching Ålesund further together with them," says Ola Stendebakken, Partner at Midstar.

The hotel was built in 2000 but is built in the Art Nouveau style which characterizes the city where the Riksantikvaren considers large parts to be of national cultural historical conservation interest. Most of the 131 guest rooms have sea views, and from the restaurant and terrace you can enjoy spectacular views.

A 260 m<sup>2</sup> banquet hall is part of a total of 650 m<sup>2</sup> conference facilities. With the conference expertise of Quality Hotel, you can be sure that the meeting is in the best hands. Together with Midstar, Nordic Choice Hotels will also start planning the further development of hotel facilities, focusing on the public areas in the summer of 2019.

"We will put our stamp on the hotel, while maintaining its distinctive character. With a central location and the sea as the nearest neighbor, this will be a place where locals, business and leisure guests will meet and socialize," says Silseth.

Assisting Midstar in the transaction was Advokatfirman Thommessen.

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### **About Midstar Hotels AB**

Midstar Hotels AB was founded in April 2015 by Midstar AB together with Alecta, Kåpan, PRI Pensionsgaranti and Riksbankens Jubileumsfond. Currently, Midstar Hotels AB owns 23 hotels; 12 in Sweden, 9 in Norway and 2 in Denmark, with a total of 3 241 rooms.

### **About Midstar AB**

Midstar AB is an asset management company focused on hotel real estate investments. The company was founded in January 2008 and invests in existing hotels in the Nordic region. The company's goal is to "create better hotels" by acquisition, management, active ownership and continued development of the hotel properties through value enhancing activities. The management of Midstar is made up of Peter Tengström, Ola Stendebakken and Marc Henriksen, who combined have more than 70 years of experience in the hotel and real estate industry. Their background covers transactions, financing, project management, business development, hotel management and hotel brand development in companies such as Aareal Bank, Rezidor, ADIA, Pandox, HVS, IHG and Host Hotel Eiendom AS.