

First Hotels celebrates 500,000 loyalty members in the First Member program!

First Hotels can today proudly announce that the company's loyalty program, First Member, has passed 500,000 members. This marks a significant milestone for the hotel chain, which has seen strong growth in the number of members in recent years. So far this year, the number of new members has increased by over 30% compared to the same period last year.

Members of the First Member program get access to a range of benefits tailored to enhance their hotel experience. Including discounted rates on overnight stays, free upgrades, early check-in and exclusive member offers, the program benefits 500,000 members from their first hotel stay. Members also earn FirstCoins that can be used to pay for hotel stays throughout Scandinavia.

"The fact that we have now passed 500,000 members is a milestone that we are extremely proud of," says Hege Damlien, Head of Communication at First Hotels.

The First Member loyalty program has been a cornerstone of the chain's strategy to build long-term relationships with its guests, while also providing members with added value for every dollar they spend on overnight stays.

"The strong increase in membership is a clear sign that our membership program is perceived as attractive, and this is also confirmed by a recent member survey where member satisfaction is very high.

"Our goal is to offer our guests more than just a stay – we want them to feel cared for, have memorable experiences and be rewarded for their loyalty, and it seems that we have succeeded in that," Damlien continues.

To mark the milestone with 500,000 members, First Hotels is running various campaigns that give members even better benefits where they can earn extra FirstCoins, as well as activities where members can win unique experiences and hotel stays in Sweden, Norway, Denmark and Greenland.

"We value all our guests, and it is inspiring to see that so many choose to become part of the First Member family. We are continuously working to develop the program so that it reflects our guests' wishes and needs. At the same time, we are working to expand our hotel portfolio, so that our members have as many destinations as possible to choose from," says Damlien.

"We thank all our loyal members and look forward to welcoming many more to the First Member family in the future," concludes Hege Damlien.

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About First Hotels

First Hotels AB (publ) is an independent company listed on Nasdaq First North in Sweden (Ticker: HOTEL), providing franchise rights and marketing services to hotels affiliated with the 'First Hotels' chain. There are 57 First Hotels in total, with 32 located in Sweden, 5 in Norway, and 20 in Denmark. The company's headquarters is situated in Stockholm. Mangold Fondkommission, phone +46 8 503 01 550, serves as the Company's Certified Adviser. For more information, please visit www.firsthotelsab.com.

Attachments

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