

# First Hotels expands its portfolio with a new addition in Kiruna!

**The First Hotels chain is excited to announce the inclusion of a new partner hotel in Kiruna, Northern Sweden, further enhancing its diverse portfolio with an entirely new destination.**

Hotell E10 by First Hotels offers 43 well-appointed rooms, along with conference facilities. Conveniently situated near Kiruna city centre and just an eight-minute drive from Kiruna Airport, the hotel serves as a gateway to the captivating landscapes of Lapland and Northern Sweden. Guests can embark on Arctic adventures such as dog sledding, snowmobile safaris, and witnessing the Northern Lights. Additionally, the hotel provides access to iconic locations like Kebnekaise and Kungleden for mountain hiking, as well as the serene beauty of Treriksröset, where Norway, Sweden, and Finland converge, and the untamed wilderness of Abisko National Park.

"We are thrilled to announce the addition of Kiruna in Lapland and Hotell E10 to our portfolio. Kiruna, with its wild and breathtaking nature, offers a wide range of experiences for our guests. The hotel is well-suited for the business segment, providing opportunities for combining meetings with team-building activities, and is equally appealing to leisure travellers seeking to explore the amazing nature," states Percy Henriksson, Chief Commercial Officer at First Hotels.

Experiencing substantial growth in new hotel additions over the past year, First Hotels seamlessly integrated 31 new hotels into its portfolio since January, expanding from 26 to 57—a remarkable growth rate of 119 percent. With the latest addition in Kiruna, the chain now boasts a total of 32 hotels in Sweden, 20 hotels and apartment complexes in Denmark, and 5 hotels in Norway.

"We have diligently pursued our expansive growth strategy and are exceptionally pleased with the results achieved thus far. Providing a diverse array of unique and exciting destinations for our guests, including our over 470,000 First Members, remains paramount," concludes Henriksson.

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Download image of Percy Henriksson. [Click here](#)

Image of Hotell E 10 by First Hotels. [Click here](#)

## **Facts about First Hotels**

First Hotels is a prominent Nordic hotel company offering a range of hotels and apartments across Denmark, Norway, and Sweden. Our portfolio consists of distinctively designed and locally

inspired accommodations, ensuring guests enjoy personalized and memorable stays. At First Hotels, our mission is to empower our hotels and partners with robust technological solutions, allowing hotel owners to focus on enhancing guest experiences, while we efficiently manage marketing, distribution, and sales operations. First Hotels is a subsidiary to Reato Group AB (Publ).

**For further information about First Hotels, visit [www.firsthotels.com](http://www.firsthotels.com)**

**For further information about Hotell E10 by First Hotels, visit [www.firsthotels.com/hotell-e10/](http://www.firsthotels.com/hotell-e10/)**

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### **About Reato Group**

Reato Group AB (publ) is an independent company listed on Nasdaq First North in Sweden (Ticker: REATO), 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.reatogroup.com](http://www.reatogroup.com).

### **Attachments**

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