

Hotel Stockholm North is a new hotel within First Hotels!

Hotel Stockholm North has signed an agreement with First Hotels, making it the chain's sixth hotel in the Stockholm region.

Located in Upplands Väsby, midway between Arlanda and Stockholm, Hotel Stockholm North By First offers 152 rooms in Nordic design in various sizes, including apartments with kitchenettes. The hotel also offers nice and bright conference rooms, with capacity up to 150 people, as well as a large and well-equipped gym and free parking.

The hotel, which is currently being renovated, will open in June, and will then change its name to Hotel Stockholm North by First.

"We are very happy and proud to enter into a partnership with First Hotels, which is a modern, stable and well-established hotel chain in the Nordic region. As part of the First family, we get to leverage the impact of a large hotel chain, while also focusing on unique identity and local character, which has been important to us in our choice of partner," says Mattias Karlsson, CEO of Hotel Stockholm North.

First Hotels' sixth hotel in the Stockholm region

Hotel Stockholm North By First will be the chain's sixth hotel in the Stockholm region. First Hotels already has First Hotel Brommaplan, First Hotel Solna, Queens Hotel First Partner, Brommavik Hotel First Partner and The Studio Hotel First Partner. With the latest addition, First Hotels now has 31 hotels in Sweden, 20 hotels in Denmark and 5 hotels in Norway.

"The Stockholm region is an important destination for us and our 480,000 members and guests, so we are very pleased that Hotel Stockholm North will become part of the First family. We are well acquainted with the owners, who have extensive experience in the hotel business, and look forward to a constructive collaboration," says Percy Henriksson, Commercial Director at First Hotels.

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

Download image of Hotel Stockholm North: [Click here.](#)

Facts about First Hotels

First Hotels is a Nordic hotel company with hotels and apartments in Sweden, Norway and Denmark. The portfolio consists of unique and local hotels and apartments that offer personalized and memorable hotel stays. Our mission is to offer our hotels and partners good technological solutions that allow the hotelier to focus on guest experiences, while cost-effectively managing marketing, distribution and sales. First Hotels AB (publ) is an independent company listed on Nasdaq First North in Sweden (Ticker: HOTEL) that provides franchise rights and marketing services to hotels affiliated to the 'First Hotels' chain.

For more information about First Hotels please visit our website; www.firsthotels.com

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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 56 First Hotels in total, with 31 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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