

PRESS RELEASE

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SAS & Scandic enter strategic partnership to enhance guest experience

Two of the leading participants in the Nordic travel industry, Scandic and SAS, have entered into a strategic commercial partnership. Together, the companies aim to offer unique and exclusive benefits to their loyalty program members starting in the first quarter 2025.

The partnership between the Nordic travel giants Scandic and SAS will go by the name “Friends with Benefits” to underline the strong friendship between the two brands. The strategic partnership was initiated to offer competitive and attractive benefits to the companies’ guests, travelers and customers through shared touchpoints. The shared ambition is to create more seamless and personalized travel and hotel experiences for more than 11 million members in two of the leading loyalty programs in the hospitality industry.

The first step will be to enable status matching between Scandic Friends and EuroBonus as well as clear, easy point conversion between the programs. These benefits will be launched during the first quarter of 2025 and more will be added later in the year.

- This collaboration between Scandic and SAS demonstrates the power of the leading participants in the Nordic tourism industry to create value for millions of people on the move. The partnership creates strong incentives to choose both Scandic and SAS for hotel stays, flights and travel experiences. Together with SAS, I look forward to providing added value for our guests, members and company in the future, says Jens Mathiesen, President & CEO of Scandic Hotels Group.
- We're thrilled to launch this partnership with Scandic, one of the most iconic Nordic hotel brands. By joining forces, SAS and Scandic are creating a unique offering that enhances the travel experience for our EuroBonus members. Together, we're combining the strengths of two trusted Scandinavian brands to deliver even greater rewards and exclusive benefits both in the air and on the ground, says Anko van der Werff, President & CEO of SAS.

During the fall 2024, Scandic launched a new version of its loyalty program, Scandic Friends, to strengthen its commercial offering, build loyalty and offer more relevant experiences. The partnership between Scandic and SAS is in line with how the new Scandic Friends will continue to be developed as an independent loyalty program, an ecosystem that will create added value for the members of both companies’ loyalty programs over time.

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About Scandic Hotels Group

Scandic is the largest hotel company in the Nordic countries with a network of about 280 hotels and 58,000 hotel rooms in operation and under development at more than 130 destinations. The company is leading the way in integrating sustainability in all areas and its award-winning Design for All concept ensures that Scandic hotels are accessible to everyone. Well loved by guests and employees, the Scandic Friends loyalty program is the largest in the Nordic hotel industry and Scandic is one of the most attractive employers in the region. Scandic is listed on Nasdaq Stockholm. www.scandichotelsgroup.com