

Press release, 18 January 2011



Stockholm's first international hotel chain celebrates forty-year anniversary

The Sheraton Stockholm Hotel was the first international hotel chain to arrive in Stockholm in 1971. Sheraton is now celebrating its fortieth anniversary in both Sweden and Europe, as the Stockholm hotel was also Europe's first Sheraton. In 2007, the hotel underwent extensive renovation and now features 465 newly appointed rooms.

Sweden's first international hotel chain, Sheraton, opened on 18 January 1971. The hotel was Europe's first Sheraton and the first one outside of the US. It was designed by the era's most renowned architectural firm, AOS Arkitekter, and took two years to complete. The building is now classed as historic, meaning it is not allowed to be changed.

Sheraton, which has been part of one of the world's leading hotel groups, Starwoods Hotels & Resorts, since 1997, is one of the world's best-known brands and the most famous hotel brand. The Sheraton logo is recognized by 93 per cent of travellers.

Stockholm's hotel sector is currently expanding. In 2011, the total number of available rooms has gone up by 8.1 per cent since 2010, to 373,000, compared to an increase of 4.9 per cent between 2009 and 2010.

In 2007, the Sheraton Stockholm underwent extensive renovation under the direction of New York designer Alexandra Champalimaud. The hotel now features 465 newly appointed rooms, a 120-square-metre gym and a new lounge. It has been run by Dutchman Paul Peters since 2008.

"I welcome the strong development of Stockholm's hotel sector and believe that we should work together to attract major events, congresses and other activities that make intensive use of hotels. This will allow us all to share this expanding market," says Paul Peters, Managing Director of the Sheraton Stockholm Hotel.

The majority of the hotel's guests, sixty-five per cent, come from outside Sweden. Members of royalty and international celebrities have all stayed there. One of the most bizarre demands was made by Prince during his stay in 1988, when he requested a white grand piano and nineteen white bear skin rugs for his suite.

Images are available from www.sheratonstockholm.com/press

For more information, please contact:

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