How to win back your own rooms

Bjørn Arild Wisth
Dep. CEO, Nordic Choice Hotels

100% ORGANIC
GLUTEN-FREE FEED

CONTEXT

“We have learned the hard way that owning the customer is more important than owning the bricks.
So, whatever it is that we are building for the future, it must be an experience business”.
/ Petter Stordalen

Expedia
Booking.com
agoda
Ctrip 携程
HOSTELWORLD.com SLEEP EASY
Hotelreservierung!de Dein Hotel zum besten Preis
Hotels.com The Obvious Choice
KAYAK
lastminute.com
艺龙 eLong
Bed and Breakfast.com
eDreams voyageons ensemble
venere .com
opodo
HotelTravel.com "For the perfect trip just click"
EGENCIA BUSINESS TRAVEL · EXPEDIA, INC.
HOSTELS.com
EASYTOBOOK.COM your hotel matchmaker
cleartrip
travelguru
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goibibo .com
OnlineHotelReservations.co Leading Hotel Booking Corporation
Travel BOOK.ME
Hotwire
yatra.com creating happy travellers
DirectRooms
STA TRAVEL
bookpanorama.com booking sekarang, bayar belakangan
Deutschland spart sich reich mit PREISVERGLEICH.DE
trivago
TravelRepublic .co.uk
TRAVEL BOOK PH
Travel Supermarket
hotelstobook.com
Reisen.de
wotif
Travel24.com
UNISTER
AirAsiaGo.com Holidays · Hotels · Fun
LateStays LAST MINUTE HOTEL BOOKINGS
treovi

Nordic Choice Hotels is no ordinary hotel company

An operational and franchise company established in Norway in 1990.

195 hotels in the Nordic countries and the Baltics.

Part of Choice Hotels International, The world's sixth-largest hotel chain with more than 6,800 hotels in over 35 countries.

Comfort HOTEL

QUALITY HOTEL

Clarion Hotel

MIKLAGARÐ

AMERIKALINJEN

VILLA COPENHAGEN

YASURAGI

Nordic Light Hotel

AtSIX

TAK

FUNKEN LODGE

FARRIS BAD

SELMA spa

F HOTEL

Avalon Hotel

HOTEL OLEANA

THE THIEF

HOTEL CHRISTIANIA TEATER

STENUNGSBADEN Yacht Club

VOX HOTEL

SKT. PETRI

copperhill MOUNTAIN LODGE ÅRE

HOTEL BROSUNDET

Strömstad Spa & Resort Scandinavian Lifestyle

HOBO

son spa

nº13

NOREFJELL SKI & SPA

ARON BORG

HOTEL C STOCKHOLM Heart of the city

VISION

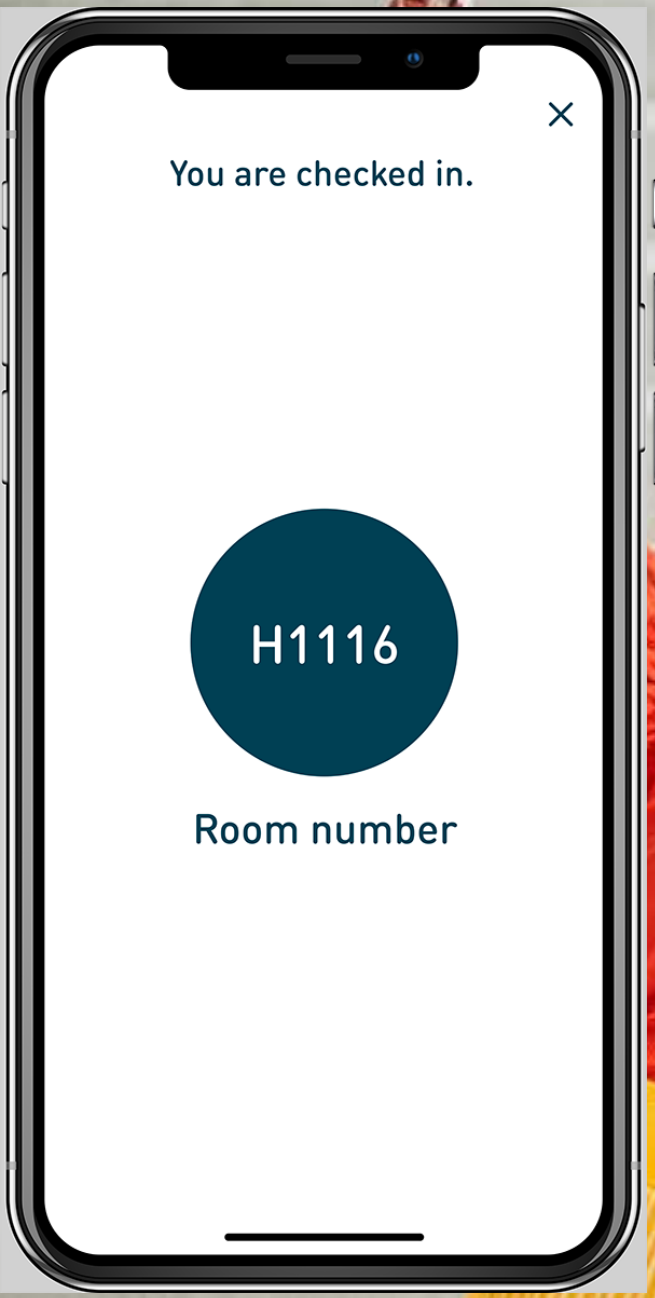
“The best ecosystem in the Nordic region for digital booking and guest journey”

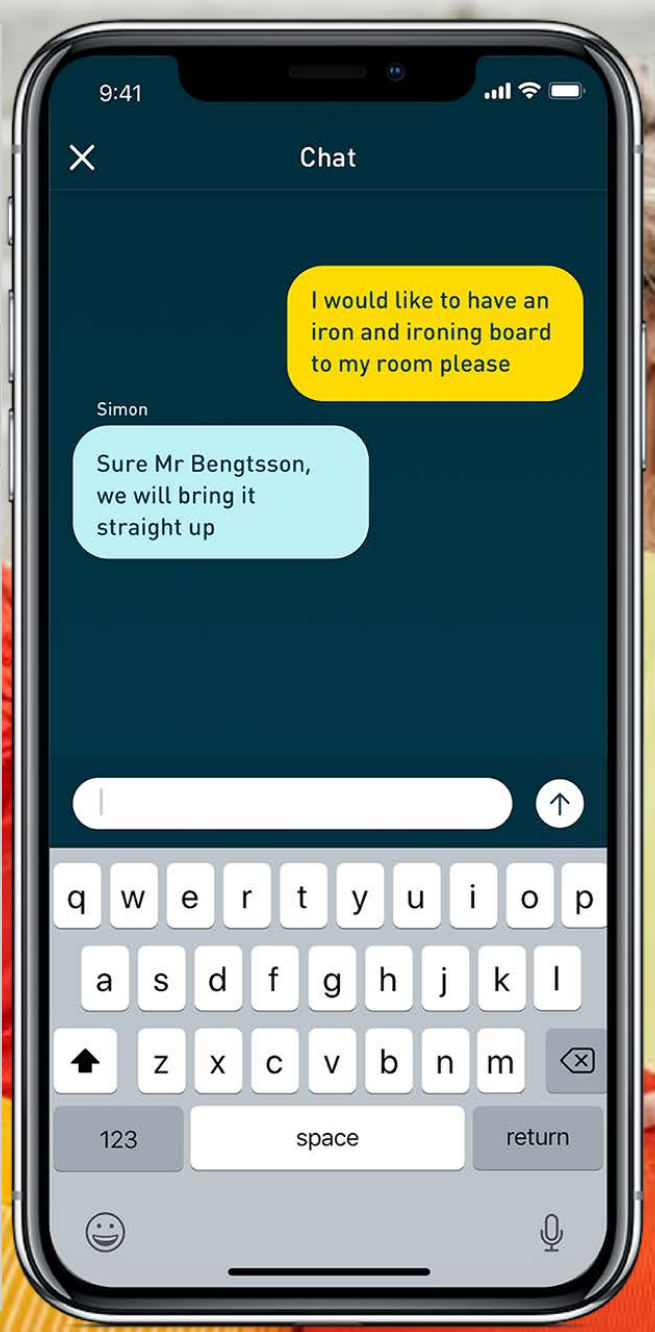
MISSION

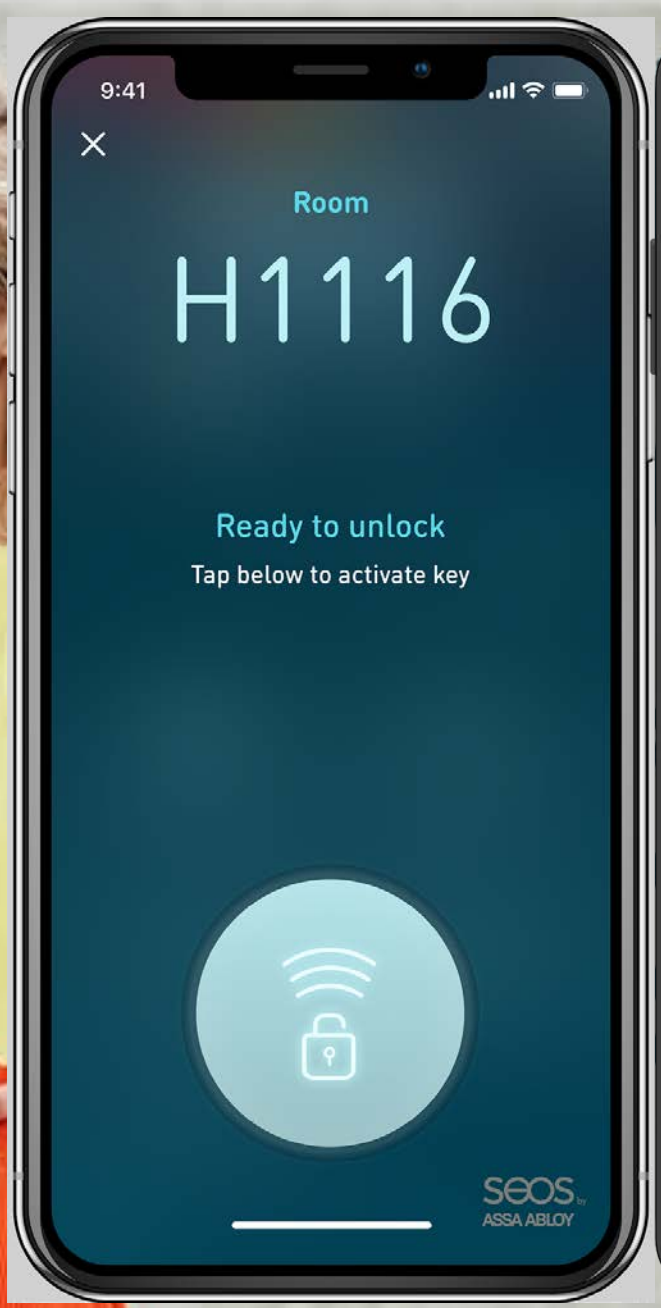
“Secure the position of NCH in the future distribution landscape”

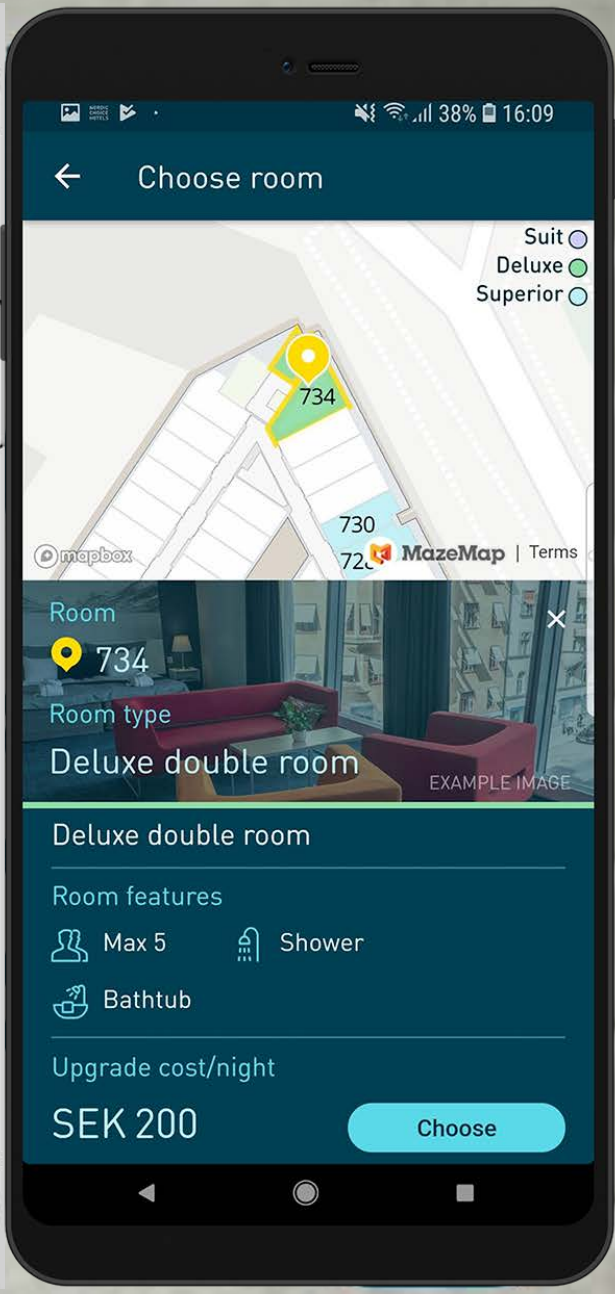
In the Nordic market we strive to be unique through combining our *loyalty programme* and *digital guest journey* to drive customers through *own channels*

App Your STAY
NORDIC CHOICE HOTELS

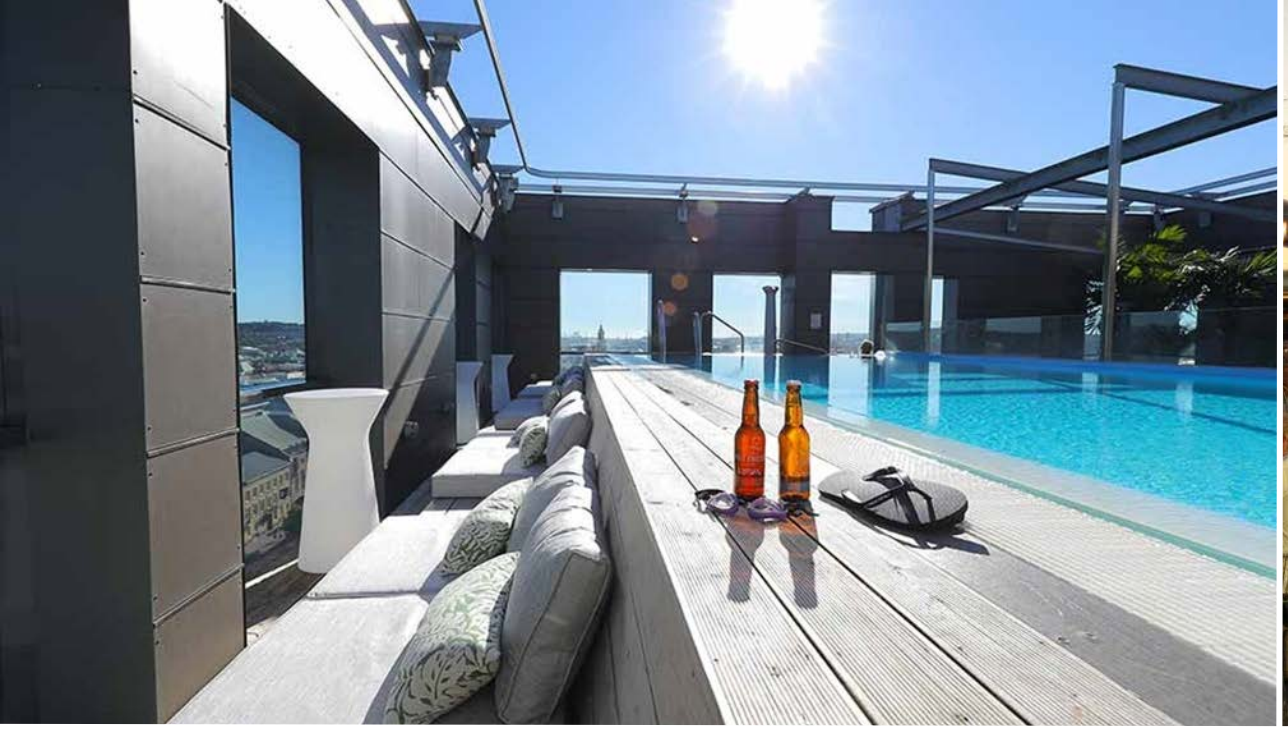

You are checked in.
H1116
Room number


9:41
Chat
I would like to have an iron and ironing board to my room please
Simon
Sure Mr Bengtsson, we will bring it straight up
q w e r t y u i o p
a s d f g h j k l
z x c v b b n m
123
space
return


9:41
Room
H1116
Ready to unlock
Tap below to activate key
seos
ASSA ABLOY


38% 16:09
Choose room
Suit
Deluxe
Superior
734
730
MazeMap | Terms
Room
734
Room type
Deluxe double room
EXAMPLE IMAGE
Deluxe double room
Room features
Max 5
Shower
Bathtub
Upgrade cost/night
SEK 200
Choose

OTA ~~GROWTH~~
TREND REVERSED



6
5
4

THIEF GYM

Strawberry
Great investments start with bold ideas and badass determination.
Strawberry is a privately held corporation consisting of 11 companies within finance, real estate, hotels, art and sustainable business.