



PRESSRELEASE

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Avalon Hotel, which is being built in central Göteborg, becomes a member in well known Design Hotels.

– "Our focus is on presenting exceptional hotels that showcase great design, individuality, and altogether an outstanding hospitality experience. We are therefore very happy to have Avalon Hotel join our portfolio of member hotels", says Claus Sendlinger, CEO & President of Design Hotels AG.

Avalon Hotel is personally and carefully furnished with spacious rooms. Design and quality is the governing idea, from the carpets from Kasthall, the chairs by Arne Jacobsen, the superb choice of pillows, the bedclothes made of Egyptian cotton and the pool on the roof. The hotel will have 100 rooms and a spectacular penthouse suite and many exciting restaurant experiences.

– "For Avalon Hotel, that is a hotel with functional architecture and personal decorating, the membership in Design Hotels feels wonderfully right. The atmosphere in Avalon is based on a relaxed and elegant furnishing that allows you to be yourself. Our choices enhances that feeling and express our soul. We mix, without any doubts, design, art and architecture. The entirety is bigger than the parts, regardless if it's a chair, a painting or a sound" says Patrik Turnesjö, Managing Director for Avalon Hotel.

design hotels(tm) represents and markets a hand-picked collection of more than 150 hotels in over 40 countries across the globe. Established in 1993, as the first of its kind, the company offers unparalleled specialist knowledge from conceptual branding through to market trend consultancy and international representation. The member hotels are independently owned but united by a commitment to individuality, progressive design and cultural authenticity. The company has its headquarters in Berlin and branches in London, Barcelona, New York, Singapore, Bali and Tokyo.

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Avalon Hotel is owned by Svenska Stadshotell Ltd (SSHL), which also owns Best Western Hotell Borås, First Hotel Grand, Hotel City and Comfort Hotel Jazz – all in Borås - and Best Western Hotell Göteborg. SSHL is owned by SRUAB that also owns Grand Societet Resto Ltd, with the following affiliates: Grand's Restaurants in Borås, Avalon Bar & Restaurant in Göteborg and Societetshuset in Marstrand. For more information; www.avalonhotel.se, www.designhotels.com