

# MARSKI

BY SCANDIC

## Forget hygge, here comes Finnfulness - hotel Marski opens in early summer and is ready to charm its guests with Finnish quirks

Scandic, the largest hotel company in the Nordic region, opens Finland's first Signature hotel in early summer. Marski by Scandic, at the prime location in Helsinki, attracts its visitors with Finnish oddities. Marski opens a door for visitors to experience modern Helsinki and Finland through Finnfulness attitude.

- We want to offer our guests a genuine and insightful experience of Helsinki and Finland. Finnfulness is a modern attitude that portrays Helsinki as we Finns see and feel it, says **Jouko Puranen**, General Manager at Marski by Scandic.

Finnfulness is a combination of Finnish conscious living, pride in originality and curiosity for different cultures. We play stylishly with Finnish quirks. Many things familiar to the Finns but not to other cultures is presented in a quirky, bold manner at Marski.

- Marski redefines the word "lifestyle". We open a unique and adventurous hotel that creates a completely new type of content and event scene to the Helsinki city centre, explains Puranen.

### Pride in Finnish originality

Originally Marski was opened in 1962. Refurbishment started a year ago. The renewed hotel stands firmly on its roots, simultaneously representing the creative and open-minded modern Helsinki.

In addition to Marski's design, the modern Finnishness and Helsinki can also be experienced in the service offering and the operations.

The local culture is shown particularly in the event scene: music, art and subcultures of Helsinki.

- The hotel welcomes warmly both domestic and international guests as well as locals. In Marski you can spend time, work or have a drink or lunch, says Puranen.

The uniqueness is also reflected in the restaurants. All Marski's restaurant functions are characteristic and customized. Also the longed for, legendary Marski bar returns to the scene as even bolder than before.

Scandic has Signature hotels also in Stockholm, Sweden and Oslo, Norway.

**Scandic Hotels Oy** offers a total of 70 hotels in Finland at 31 locations. Scandic is the largest Nordic hotel operator with a network of close to 280 hotels with about 55,000 hotel rooms in operation and under development in six countries. Scandic employs 16,000 team members. Scandic Friends is the biggest loyalty program in the Nordic hotel industry. [scandichotelsgroup.com](http://scandichotelsgroup.com)

### About Scandic Hotels Group

Scandic is the largest hotel company in the Nordic region with 16,000 team members and a network of around 280 hotels in operation and under development. Scandic Friends is the biggest loyalty program in the Nordic hotel sector. Corporate responsibility has always been a part of Scandic's DNA and Scandic has been a pioneer when it comes to integrating sustainability in all of its operations. Scandic Hotels is listed on Nasdaq Stockholm. [www.scandichotelsgroup.com](http://www.scandichotelsgroup.com)