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# HTL hotels wins Digital prize of the Year at Grand Travel Awards 2015

**HTL hotels has been announced winner of Digital prize of the Year at Grand Travel Awards 2015.** **The award confirms the innovation of HTL hotels' concept; using modern day technique while offering a new type of hotel for the modern traveler who wants a great hotel experience in the best city center locations at an attractive price.**The award - held for the 23rd year in a row - is handed out in 17 different categories, awarding yearly performers succeeding in specific fields of travel and hospitality.

- We are so proud to receive this honor. To win this specific category means a lot as HTL hotels has, since the beginning, had its focus set on breaking traditional conventions, using a digital platform with focus on high quality and improving the guest experience, says Joachim Högefjord, Managing Director at HTL hotels.

**The motivation:**  
  
*The hotel chain has focused on digital and mobile from the start, with the guest in focus* *and smart features for booking and check-in. At the hotel, the guest can open the room with their mobile phones without key cards, and the digital experience is extended into the room with solutions that simplify.*   
  
A jury, consisting of the editorial staff at Travel News magazine as well as seven specially chosen representatives from the travel agency business, decided all nominees. 1200 selected people from the travel industry chose the winners.  
  
Other awarded categories included CEO of the year within the travel industry, Domestic Transport, Land of Tourism, Shipping Company, Specializing Travel Organizer, European Flight, International Hotel Chain, Foreign Tourist Agency, Charter Organizer, Car Rental, Swedish Hotel Chain, Intercontinental Flight, Innovator of the Year, International Cruise Shipping Company, Travel Salesmen of the year and Eco Tourism Award.

The winners were announced on February 11th at Grand Hotel in Stockholm.

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**The essence of a great hotel experience.**   
HTL is a new hotel chain for the modern traveler who wants a great hotel experience in the best city center locations at an attractive price. The idea is simple: leave out the unnecessary and enhance the quality of the necessary. HTL has global ambitions and the plan is to have 20 HTL up and running in major Nordic cities within five years. The first HTL opened in Stockholm, May 2014 and we are opening two new HTLs in Oslo beginning of 2015. HTL hotels is an independent hotel company and brand. HTL hotels is part of the Scandic group owned by EQT (84%) and Accent (16%).

