Stockholm, 2015-01-26

# **HTL KUNGSGATAN NAMED WINNER IN 2015 TRIPADVISOR TRAVELERS’ CHOICE AWARDS FOR HOTELS**

HTL Kungsgatan has been recognized as one of the winners in the of the 2015 TripAdvisor Travelers’ Choice® awards. For the 13th year, TripAdvisor has highlighted the world’s top properties based on the millions of reviews and opinions collected in a single year from travelers around the globe. Winners were identified in the categories of Top Hotels, Bargain, B&Bs and Inns, Family, Luxury, Romance, Service and Small Hotels. The hallmarks of Travelers’ Choice winners are remarkable service, quality and value.

“We are proud and very thankful that our guests have chosen HTL Kungsgatan as one of their favorite hotels in the world. The HTL hotels concept based on high quality, great location, smart functions at an attractive price have attracted guests from over 80 countries within the first months says Joachim Högefjord, Managing Director at HTL hotels.”

“TripAdvisor’s community of millions of travelers has helped us highlight some of the very best hotels from around the world,” said Barbara Messing, chief marketing officer for TripAdvisor. “The Travelers’ Choice list of thousands of award-winning properties is perfect to inspire travelers as they think about their 2015 travel plans.  From opulent luxury hotels to budget-friendly B&Bs, those looking for an accommodation can research, compare prices and book a Travelers’ Choice property on TripAdvisor, or any other hotel that meets their travel needs.”

To see TripAdvisor traveler reviews and opinions of HTL Kungsgatan go to

http://www.tripadvisor.se/Hotel\_Review-g189852-d6105746-Reviews-HTL\_Kungsgatan-Stockholm.html

For all the 2015 Travelers’ Choice winners, go to [www.tripadvisor.com/TravelersChoice](http://www.tripadvisor.com/TravelersChoice).

Travelers can also follow the conversation on Twitter at #travelerschoice.

For more information about HTL, please contact:

Gül Heper, Commercial Manager HTL hotels:

Email: gul.heper@htlhotels.com, Tel: +46 72 386 94 52

For more press material and images: <http://www.mynewsdesk.com/se/htl-sweden-ab>

**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 gimmicks 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.

**About TripAdvisor**

TripAdvisor® is the world's largest travel site\*, enabling travelers to plan and book the perfect trip. TripAdvisor offers trusted advice from real travelers and a wide variety of travel choices and planning features with seamless links to booking tools that check hundreds of websites to find the best hotel prices. TripAdvisor branded sites make up the largest travel community in the world, reaching 315 million unique monthly visitors\*\*, and more than 200 million reviews and opinions covering more than 4.4 million accommodations, restaurants and attractions. The sites operate in 45 countries worldwide, including China under [daodao.com](http://www.daodao.com/). TripAdvisor also includes TripAdvisor for Business, a dedicated division that provides the tourism industry access to millions of monthly TripAdvisor visitors.

\*Source: comScore Media Metrix for TripAdvisor Sites, worldwide, August 2014

\*\*Source: Google Analytics, average monthly unique users, Q3 2014; does not include traffic to [daodao.com](http://www.daodao.com/)