

**2005 Winners Travelers Choice**  
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## Chosen as one of the world's best hotels!

One of the world's most respected travel websites — [www.tripadvisor.com](http://www.tripadvisor.com) — has released its 2005 Travelers' Choice Awards. These awards are judged exclusively by travelers. Millions of hotel guests deliver their verdicts, comments and ratings on the properties in which they've stayed.

On a five-point scale, the Rival Hotel in Stockholm was rated a 4.5. This put it in 97th place in the category Top 100 Luxury World. The Rival is the only hotel in the Nordic region, and one of only 32 in Europe, to make it onto this best-of-the-best list of the world's finest hotels.

The Rival has been rated as the best hotel in the Stockholm area by TripAdvisor since April 2005.



-“It feels especially satisfying for us, since the ratings are based on travelers' own experiences,” says Caroline Eriksson, the hotel's manager. “Luxury for a guest isn't always about gold-plated taps. It can be more about personal service, great beds and lots of well-thought-out details that make a guest's visit special. The Rival's staff is getting A-grades according to the feedback that we're getting, and for people who stay with us, that's the real luxury. For us, this means that my colleagues are succeeding in making the hotel feel like a home. A hotel can be trendy but friendly at the same time. We work hard to make sure that one doesn't exclude the other.”

For the Rival's rating, visit <http://www.tripadvisor.com/Tourism-g189852-Stockholm-Vacations.html>

The Luxury Category contains the world's best hotels, according to the report. These are the finest 4- and 5-star hotels. The hotel in first place is the Ritz-Carlton in Hong Kong. European hotels include the Covent Garden in London, Capo di Africa in Rome and the Rival in Stockholm. *See the whole list in the attached PDF-file.*



The Rival has already won several international awards. In 2004, British magazine Business Traveller named the Rival as one of the world's 30 best hotels for value while the prestigious magazine Condé Nast Traveller included it on their list of the world's “50 coolest and sexiest hotels.”

The Rival Hotel is owned by Benny Andersson. It opened on 1 September 2003 as Stockholm's first boutique hotel. Under one roof you'll find 99 individually-designed guest rooms, cocktail bar, cinema, conference facilities, bistro, café and bakery.

For more information and pictures, please contact:

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