



**Sheraton®**

STOCKHOLM HOTEL

PRESS RELEASE January 25<sup>th</sup> 2016

## **Sheraton Stockholm celebrates its 45<sup>th</sup> anniversary and releases 45 rooms at a rate of 45 SEK.**

**This year, it is 45 years since the Sheraton Hotel opened its doors in Stockholm. An anniversary which, among other things, will be celebrated by giving people the opportunity to spend a night at the Sheraton to a rate of only 45 SEK. Sheraton's restaurant will also offer a special menu from January 25<sup>th</sup> to 31<sup>st</sup> with recreations from their very first menu in 1971.**

The Sheraton Stockholm Hotel is located in central Stockholm in the corner Vasagatan / Tegelbacken and was the first Sheraton Hotel to open in Europe. During the spring of 2016, the hotel will launch an extensive birthday celebration and the party begins with a unique campaign. On January 29<sup>th</sup>, between 14:00-14:45, the Sheraton Stockholm Hotel will release 45 rooms at a rate of 45 SEK. First come first served.

- The Sheraton Stockholm Hotel continues to stand for elegance and has over the last 45 years created unforgettable experiences for many generations of guests. It will be very fun to celebrate great memories together with our guests and valuable employees and we look forward to a range of exciting promotions and exclusive events, says Lars van der Most, General Manager at the Sheraton Stockholm Hotel.

To celebrate 45 years in Stockholm, Sheraton will offer a special menu in the restaurant during January 25<sup>th</sup>-31<sup>st</sup>. The menu will be a reflection of the Sheraton Stockholm's first menu from 1971. Gratinated onion soup with croutons and gruyère cheese, fried trout with mashed potatoes and shrimp cocktail with green peas are some of the dishes that the menu will contain.

Sheraton Stockholm has, since its opening in the early 70's, attracted many big international celebrities. ABBA, Prince and Tina Turner are some of the guests that have visited the hotel.

- A memorable visit was in 2002 when the world famous artist Britney Spears stayed at the Sheraton Stockholm Hotel. Britney Spears chose to keep all of her interviews at the hotel, which caused a storm like no other with journalists and photographers, says Lars van der Most.

### **Further information about the campaign 45 rooms at a rate of 45 SEK**

Call 08-412 37 00 on January 29<sup>th</sup> 2016 between 14:00-14:45. The rooms will be available to book for one night (Thursday-Sunday) between 30<sup>th</sup> of January and 30<sup>th</sup> of April 2016.

Maximum one reservation per person. Please note that only the first 45 people to call will be able to book this offer.

**For more information, please contact:**

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***About Sheraton Stockholm Hotel***

Sheraton Stockholm is a first class hotel centrally located in Stockholm. The hotel offers 465 spacious and comfortable guest rooms with Sheraton Sweet Sleeper® beds, Sheraton Fitness, Link @ Sheraton and 24 hour room service. The Sheraton also has Stockholm's most flexible conference hall that can accommodate events and conferences for up to 600 people. Sheraton is owned by and is the largest and most global brand of Starwood Hotels & Resorts Worldwide, Inc., one of the leading hotel and leisure companies in the world with more than 1 200 properties in 100 countries and over 180 000 employees at its owned and managed properties. Starwood is a fully integrated owner, operator and franchisor of hotels, resorts and residences with the following internationally renowned brands: St. Regis®, The Luxury Collection®, W®, Westin®, Le Méridien®, Sheraton®, Four Points® by Sheraton, Aloft®, Element® and the recently introduced Tribute Portfolio™.