

**PRESS RELEASE**

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## **PANDOX HOTEL MARKET DAY 2025: 30 YEARS PASSED, 30 YEARS FORWARD**

Pandox is holding its annual Hotel Market Day today. This year's theme is "30 years passed, 30 years forward", where we combine historical perspectives and future views on the hotel market. Together with experts and industry leaders we will explain the development of the hotel market over the past 30 years and analyse what the most important future drivers are.

We also celebrate the 30th anniversary of the Pandox Hotel Market Day.

"Celebrating 30 years of the Pandox Hotel Market Day is just as much about the future as it is about the past. When we bring together the leading voices of our industry, we create a unique forum for shared understanding and new ideas. I look forward to a day that will both inspire and challenge us", says Liia Nõu, CEO of Pandox.

Pandox introduced the Hotel Market Day in 1996 with the aim of reflecting and analysing important changes in the world around us and contributing to increasing the level of knowledge in and about the hotel industry. Since then, the day has developed into a dynamic meeting place for decision-makers in the international hotel industry.

### **FOR MORE INFORMATION**

Anders Berg, SVP Head of Communications and IR, +46 (0) 760 95 19 40

Erik Ax Rabaeus, Director Communications and IR, +46 (0) 707 13 77 06

### **About Pandox**

*Pandox owns, develops, and leases hotel properties to skilled hotel operators under long-term, turnover-based leases with minimum guaranteed levels. Since our inception in 1995, we have grown into one of the largest hotel property owners in Europe. Our portfolio consists of 193 hotel properties with approximately 43,000 rooms across 11 countries in Northern Europe. The portfolio market value is approximately SEK 90bn. The head quarter is in Stockholm, and we are listed on Nasdaq Stockholm.*  
**[www.pandox.se](http://www.pandox.se)**