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## The Nordics' new loyalty currency Spenn is launched today

**From today, on Tuesday 19 November, Strawberry and Norwegian's new loyalty currency, Spenn, will be available on the market. Spenn makes it easier to earn and use points across loyalty programs, giving members greater flexibility and more to choose from.**

From today, Norwegian Reward and Strawberry will use their new loyalty currency Spenn, with the ambition to include more well-known brands and partners in the near future. Members of Strawberry will now be able to use

Spenn for full or partial payment of overnight stays, earn and save Spenn together with family and friends, as well as use and earn Spenn with several partners.

- Spenn is not a loyalty program, it is a new Nordic loyalty currency that gives our members even more and better experiences, says Petter A. Stordalen, founder and owner of Strawberry.

- When we announced the collaboration with Norwegian, the vision was to create a game changer in the market, and what we are now launching combines simplicity with freedom of choice. In a separate Spenn app, members get an overview of their overall Spenn balance, they can earn Spenn on what they buy and use Spenn on what they want most. With Spenn and the partnership with Norwegian, we will create synergies and added value for our members and partners in a way that has never before been done within loyalty. The Spenn adventure is finally underway and we are looking forward to new milestones in 2025, says Stordalen.

From today, members in both Norwegian and Strawberry will be able to download the new Spenn app. With a few steps, members connect their existing membership accounts in Norwegian Reward and Strawberry, and can earn and use Spenn on future purchases. The app will also provide members with access to exclusive offers, benefits and unique deals from all Spenn-partners.

- In today's myriad of different loyalty programs, many consumers find it difficult to take full advantage of the benefits offered to them. Limited withdrawal options, few partners and complicated systems create frustration. With Spenn, we want to make it easy - one currency and one app to deal with, says Christoffer Sundby, head of Spenn.

When members download the app and link their accounts to Spenn, they keep their accumulated Strawberry points, and at the same time earn Spenn on new purchases. The Strawberry points can be used until the end of next year, and remaining balances can be converted into gift cards that are valid until the end of 2027. This means that the last Strawberry points members

have earned, have a duration of three years.

- We have planned a smooth transition from Strawberry points to Spenn, with plenty of time to use existing points, says Håvard Hovdahl, VP Loyalty and CRM Strawberry.

- With Spenn, members get increased flexibility because they can always use Spenn to pay for rooms, and choose partial or full payment themselves. In addition, we will use dynamic pricing, which in practice means that with free capacity you get more attractive offers and cheaper rooms than when using a fixed points table for bonus nights. Our ambition has clearly been to update our loyalty program to give members even more and better experiences, concludes Hovdahl.

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*Strawberry is a portal to a wide variety of hotels, meetings, restaurants and spas, as well as great benefits and rewards for our members. With over 240 hotels across the Nordics, we offer hotel brands such as Comfort Hotel®, Quality Hotel™, Clarion Hotel® and Clarion Collection® Hotel, in addition to more than 40 independent hotels. Through the Strawberry app, web and membership, you get access to our universe of experiences, with our promise to make life more fun, meaningful and exciting. **More to explore at [Strawberryhotels.com](https://www.strawberryhotels.com)***