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Nordic Leisure Travel Group delivers record revenue and sharply increased EBITDA

Nordic Leisure Travel Group has delivered both record revenue of SEK 16,799 million and an EBITDA of SEK 953 million, representing an improvement of SEK 200 million compared with the previous year.

At the EBITA level, this corresponds to a result of SEK 704 million for the broken fiscal year, 1 October 2024 to 30 September 2025, an increase of 40 percent year on year. The profit margin also improved to 4.2 percent, compared with 3.1 percent the previous year.

Profit before tax amounted to SEK 540 million (SEK 15 million the previous year). Profit after tax totaled SEK 467 million. Strong cash flow of SEK 771 million, combined with the sale of hotel properties, has led to a significant reduction in the Group's net debt. Among other things, the final COVID related loans were repaid in February 2026, and the Group is now net debt free.

Over the past four years, the Group has improved its net cash position by approximately SEK 3,000 million. The number of Nordic guests reached 1,263,000, an increase of 21,000 travelers compared with the previous year.

For more than 70 years, Ving, Spies and Tjäreborg have been the leading travel brands in the Nordic region. Today, more clearly than ever, we see a growing trend in which consumers value the simplicity and security of a well designed package holiday — featuring hotels tailored to the preferences of Nordic guests, flights operated by our own airline, and a tour operator that takes responsibility for the entire travel experience. This combination is what drives both high guest satisfaction and strong financial performance.

Magnus Wikner, CEO of Nordic Leisure Travel Group, comments on the results:

“I am very proud of the results, which demonstrate that our integrated business model — with very high utilization at our own airline, Sunclass Airlines, and our own concept hotels — is working.

Ving celebrates its 70th anniversary this year, and our customer promise to give our guests the best weeks of the year, is just as relevant today as it was 70 years ago. It also confirms that our strategy of growing through more concept hotels and a broader customer offering is the right path forward.”

Per Knudsen, CFO of Nordic Leisure Travel Group, adds:

“We are in a very strong financial position, being debt free and well positioned for the future. This allows us to invest in new products, hotel expansion, and investments in IT and AI.”

Going forward

The past winter season delivered very strong results, and ahead of the upcoming summer season a new proprietary hotel concept for adults travelling without children, **LiveEz**, will be launched.

In addition, **another brand-new Airbus A330-900neo** will be delivered to Sunclass Airlines.

Ahead of the summer 2026 season, **nearly five out of ten trips are already booked** — in line with the same period last year — with particularly strong demand for destinations such as Mallorca and the Canary Islands.