

# HISTORY ABOUT HOTEL ALEXANDRA



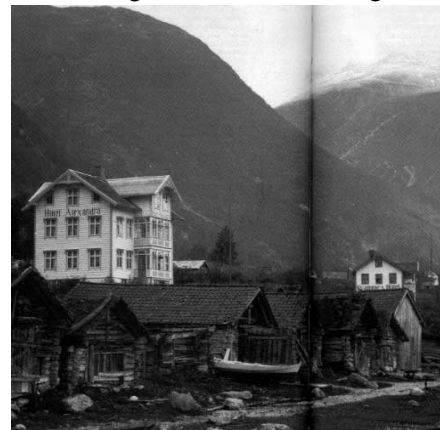
Anders Markusson Loen



Loen's Hotell og "Kvamme's Hotell"

Anders Markusson Loen opened "Loen's Hotell" in 1884, and made room for 20 overnight guests. The year after Bruce Kvamme opened "Kvamme's Hotell" at the neighbour site, but both of them were almost bankrupt after a few years. The son of Anders - Markus Loen came home from America in ca 1889 together with his Swedish wife Ida. With their savings they set the economy straight, and some years later they bought "Kvamme's Hotell". The hotel changed its name to Hotel Alexandra probably in 1892. English tourists were in majority at that time, and they were allowed to give the hotel name after princess Alexandra of Denmark, married to prince Edward, who later became king Edward VII of England.

Markus was a skilful and far-sighted man who got the running of the hotel into shape. He managed to get cruises to come to Loen, and together with the locals he arranged for transportation with horse and carriage and boattrips on the Loen Lake. The restaurant in Kjendal was from the First World War, and between first and second world war an important part of the company. In between the wars he also owned "West Hotell" in Ålesund and "Grand Hotel Bellevue" at Åndalsnes, but these hotels were both sold during depression in the 1930's..



Hotel Alexandra 1884



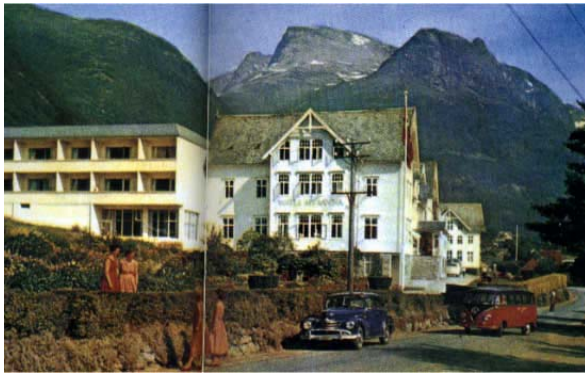
Hotel Alexandra 1891

Alexandra was enlarged several times before Second World War, and after the expansion in 1934 the hotel became one of the largest tourist hotels in Western Norway. But the Kjendal Restaurant was taken by the flood wave during the Lodal accident in 1936.



Hotel Alexandra 1934

Markus died in 1929. His wife Ida, from Skåne in Sweden, then became responsible for the running the hotel together with their 9 children. In 1934 one of the children, Richard Loen, became director, and together with his wife Jenny he run the hotel until he died in 1965. Jenny Loen died in March 1995. Eivind Grov has been managing director since 1965. He is married to Inger, oldest daughter of Jenny and Richard.



Hotel Alexandra 1952



Hotel Alexandra 1957

In the late 1950's the expansion of the present hotel started. Until 1969 the hotel was open only during the summer, but in winter 1968/69 the oldest part of the hotel was removed, and a new and modern building made the foundation for a development towards being open all year. The hotel was open all year from about 1974. During the 1980's the swimmingpool was built, new congress rooms, new rooms, new dancing, expansion of the garden and continuous refurbishment of the whole hotel..



Hotel Alexandra 1962



Hotel Alexandra 1981

Hotel Alexandra celebrated its 100 years anniversary in 1984, and at this time, the company had more than 60 shareholders in 3<sup>rd</sup>, 4<sup>th</sup> and 5<sup>th</sup> generation of the family of Markus Loen. They then decided that also other people beside the family could buy shares in the hotel. The choice fell on the shipping company Bergesen d.y., which, like Alexandra, was a family run company. This was a successful choice, which later on led to another expansion with even more shareholders. The shares of Bergesen are today bought by the Grov family, who after this owns 47,45 % of the share capital in the company.

Hotel Alexandra was probably the first tourist hotel in Western Norway which prepared for norwegian traffic and meetings / conferences. By developing the hotel in accordance to the demands from the market, we got a considerable part with Norwegian traffic. Out of the 70 000 guest nights, about 80 % has been Norwegian traffic.

Some years ago it was clear that the number of rooms had to be larger, to maintain the hotel's position in the market. The choice stood between more rooms at Hotel Alexandra, and building a new hotel. The latter was chosen, and in May 1996 Hotel Loenfjord with 122 rooms was opened. This hotel is 100 % owned by Hotel Alexandra AS. The concern Alexandra has today 313 rooms with 600 beds, and is therefore the largest hotel in the countryside of Western Norway. The concern has 100 000 guest nights, a turnover of NOK 115 million, and 144 man-labour years.

The hotel is not a member of any chain, but its goal is still being an independent family run hotel also in the future. Today the hotel is run by the 5<sup>th</sup> generation, and Richard Grov is managing director of Hotel Alexandra.