

The Rezidor Hotel Group Introduces "Club Carlson for Business"



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The Rezidor Hotel Group, Carlson's strategic partner in Europe, Middle East and Africa, introduced a new and compelling extension of the loyalty programme Club Carlson. "Club Carlson for Business" is designed for Small to Media Enterprises (SME) - businesses which do not have a global or national sales agreement with Rezidor or Carlson. With immediate effect, participating SMEs can save on their travel budgets; get rewards for their company, and benefit from recognition and rewards at 1,000 hotels worldwide.

"Club Carlson for Business offers more value to small and medium-sized businesses which are important clients for our hotels. At the same time, the programme helps us to build loyalty", said John Kennedy, Vice President Marketing and Customer Relationship Management at Rezidor.

SMEs which enrol to the programme at www.clubcarlson.com/business earn loyalty points for their businesses and travellers for each hotel booking, and benefit from a 5% discount at Radisson Blu, Radisson Edwardian, Park Inn by Radisson, Park Plaza, and Country Inns & Suites hotels across the globe. They can change their collected points for Award Nights or MasterCard prepaid cards to pay for events, dinner or office supplies. Or, they can donate points to Rezidor and Carlson's corporate charity organisation, the World Childhood Foundation.

"Club Carlson for Business" is currently available in Australia, Brazil, China, Denmark, India, Ireland, Italy, Japan, Canada, Mexico, The Netherlands, Norway, Russia, Singapore, Sweden, UK, Germany, France and the US. In a second phase, companies listed in other countries in Europe, Middle East and Africa will also be able to join.

About The Rezidor Hotel Group:

The Rezidor Hotel Group is one of the fastest growing hotel companies in the world. The group features a portfolio of more than 400 hotels in operation and under development with 88,800 rooms in over 60 countries. Its portfolio includes the plaza [hotel Oslo](#), the Royal Viking hotel [Stockholm hotel](#), the Radisson Blu Saga [hotel Reykjavik](#) and [hotels in Hamburg](#).

Rezidor operates the brands Radisson Blu Hotels & Resorts and Park Inn by Radisson in Europe, Middle East and Africa, along with the Club Carlson loyalty programme for frequent hotel guests. Under a worldwide license agreement with the iconic Italian fashion house Missoni, Rezidor also operates and develops the new lifestyle brand Hotel Missoni.

In November 2006, Rezidor was listed on the Stockholm Stock Exchange. Carlson, a privately held, global hospitality and travel company, based in Minneapolis (USA), is the majority shareholder.

The Corporate office of the Rezidor Hotel Group is based in Brussels, Belgium.

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