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## PRESS RELEASE

### Radisson Rewards is Radisson Hotel Group's refreshed loyalty program

**A new brand identity, a new global brand architecture and a new name to help associate member benefits with consumer facing brands**

The newly rebranded Radisson Hotel Group™ introduces a refreshed loyalty program, **Radisson Rewards™**, replacing Club Carlson<sup>SM</sup>. Radisson Rewards will align with the hotel group's new corporate identity and will make it easier for members to associate their benefits with all brands and initiatives. The updated program comes with some exciting enhancements including making status more accessible for members. All current members account numbers and point balances remain the same.

"Embedding the Radisson name into the heart of our program, will help us instantly boost the global brand awareness of our loyalty program. Radisson is a name that's instantly recognizable, respected and stands for award-winning, innovative hospitality," said **Eric De Neef**, Executive Vice President and Global Chief Commercial Officer, Radisson Hotel Group. "Our refreshed program will serve as a powerful driver of our commercial and brand awareness strategy, and build a stronger relationship with our members. The Radisson affiliation across the entire global brand portfolio and all markets, will ensure that our members worldwide can easily associate their rewards with the hotels where they earned their valuable points."

With more than 1,100 hotels in operation worldwide, members of the Radisson Rewards program enjoy member only rates, access to exclusive benefits including room upgrades, early check-in/ late check-out, and points towards free nights across these Radisson Hotel Group hotels: Radisson Collection™, Radisson Blu®, Radisson®, Radisson RED®, Park Plaza®, Park Inn® by Radisson and Country Inn & Suites® by Radisson.

Radisson Rewards program includes new tier names for easy understanding of the tier structure and new thresholds for a faster and more accessible path to elite status.

Club Carlson (Old)	Radisson Rewards (New)
Club Carlson Red	Radisson Rewards Club
Club Carlson Silver	Radisson Rewards Silver
Club Carlson Gold	Radisson Rewards Gold
Club Carlson Concierge	Radisson Rewards Platinum



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Tier	Former Threshold	New Threshold	% fewer nights
Club	N/A	N/A	
Silver	15 Nights / 10 Stays	<b>9 Nights / 6 Stays</b>	40%
Gold	35 Nights / 20 Stays	<b>30 Nights / 20 Stays</b>	~15%
Platinum	75 nights / 30 Stays	<b>60 Nights / 30 Stays</b>	20%

“New thresholds will be applied in 2018 based on 2017 activity, so many of our most loyal guests would be delighted to find themselves at a higher tier than expected,” said De Neef.

Radisson Rewards also has a new digital home. Members can book direct and access their membership data at <https://www.radissonrewards.com/> and with the Radisson Rewards mobile app (available for Apple and Google devices). Radisson Rewards Platinum guests will also have dedicated 24/7 access to call center agents.

U.S. Radisson Rewards Visa cardholders can now earn up to 3 free award nights upon renewal, on top of the points they already earn for spend.

The update also aligns Radisson Hotel Group's three Business to Business programs (Look to Book <sup>SM</sup>, Club Carlson for Planner and Club Carlson for Travel Arrangers) under one umbrella program, **Radisson Rewards™ for Business**. The new name provides a simplified message that is closely aligned to the consumer program so that meeting and event planners, travel agents and executive assistants realize the full benefits of the program when booking with the Radisson Hotel Group. Radisson Rewards for Business members will continue to earn points as before, as there are no changes to the current structure.

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#### MEDIA CONTACT

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#### ABOUT RADISSON REWARDS

Radisson Rewards™ (formerly Club Carlson <sup>SM</sup>), is the Radisson Hotel Group's global rewards program that offers great benefits to guests at any of our more than 1,100 hotels in operation worldwide. Members enjoy Member Only Rates, have access to exclusive benefits, and earn towards free nights across these Radisson Hotel Group™ portfolio of hotels: Radisson Collection™, Radisson Blu®, Radisson®, Radisson RED®, Park Plaza®, Park Inn® by Radisson and Country Inn & Suites® by Radisson. As part of the Radisson Rewards™ for Business, our professional partners including meeting and event planners, travel agents or executive assistants can earn valuable points toward rewards for bookings at all Radisson Hotel Group brands. For more information, visit [www.radissonhotels.com/rewards](http://www.radissonhotels.com/rewards).

#### ABOUT RADISSON HOTEL GROUP

Radisson Hotel Group™ (formerly Carlson Rezidor Hotel Group) is one of the world's largest hotel groups with eight distinctive hotel brands, more than 1,400 hotels in operation and under development around the world. The Radisson Hotel Group portfolio includes Radisson Collection™, Radisson Blu®, Radisson®, Radisson RED®, Park Plaza®, Park Inn® by Radisson, Country Inn & Suites® by Radisson and prizeotel. Guests can benefit from the newly rebranded Radisson Rewards™ (formerly Club Carlson <sup>SM</sup>), a global rewards program that delivers unique and personalized ways to create memorable moments that matter to our guests. Radisson Rewards offers exceptional loyalty benefits for our guests, meeting planners, travel agents and business partners. Radisson Meetings™ offers a variety of fully-equipped spaces featuring fast free Wi-Fi, A/V technology and on-site contacts designed to make every event unique. More than 95,000 global team members work for the Radisson Hotel Group and at the hotels licensed to operate in its systems. The company is headquartered in Brussels, Minneapolis and Singapore.

For more information, visit [www.radissonhotelgroup.com/media](http://www.radissonhotelgroup.com/media).

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