

Travel Marketing Awards 2016: Rezidor awarded three times

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Carlson Rezidor Hotel Group is delighted to announce that it won three awards at The Travel Marketing Awards 2016 ceremony in London, United Kingdom. The Travel Marketing Awards honor the most original ideas and best performances in advertising, marketing and digital campaigns over the past year.

The “[E-scapes](#)” campaign from [Park Inn by Radisson](#), created together with UMPF, won in two categories: 1st place and Silver Standard Award for “Most Innovative Marketing” and 3rd place for “Best Use of Social Media”. “E-scapes”, the April Fool Day campaign was about making the world’s first ‘virtual holiday’ experience on social media – allowing guests to appear to be on a trip away according to their social media channels, whilst actually still being at home.

“We are delighted with this recognition for our remarkable Park Inn by Radisson E-scapes campaign. After all, marketing in general and social media in specific should be fun in the first place,” says Pieter Vanden Abeele, Director Social Media, Carlson Rezidor Hotel Group.

The “Thank You” campaign from Club Carlson, created in collaboration with ICLP, won the 2nd place for “Best Direct Marketing (E-mail)”. The campaign was created to reward loyal Club Carlson members for staying with us. The gifts were segmented based on the member’s program tier and stay behavior, proving that knowing your members and offering personalized rewards for the individual in today’s market is productive.

“Personalization is key in today’s marketing world. It is important to understand and recognize every single Club Carlson member through a tailored approach,” says Vincent Legrand, Director Customer Engagement, Carlson Rezidor Hotel Group.

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About Carlson Rezidor Hotel Group

Carlson Rezidor Hotel Group is one of the world’s largest and most dynamic hotel groups and includes 1,400 hotels in operation and under development with more than 220,000 rooms and a footprint spanning 115 countries and territories. The Carlson Rezidor portfolio includes a powerful set of global brands: Quorvus Collection, Radisson Blu®, Radisson®, Radisson RED, Park Plaza®, Park Inn® by Radisson and Country Inns & Suites By CarlsonSM. In most hotels, guests can benefit from Club CarlsonSM, one of the 2015 – 2016 “Top Three Hotel Rewards Programs” as ranked by *U.S. News and World Report*. Carlson Rezidor Hotel Group and its brands employ 90,000 people worldwide and is headquartered in Minneapolis, Minn., and Brussels, Belgium. For more information, visit www.carlsonrezidor.com and follow on Twitter @carlsonrezidor and linkedin.com/company/2364.