

Carlson Rezidor eclipses the competition, winning three awards at the Worldwide Hospitality Awards 2016 in Paris

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On November 14th, at the 17th edition of the Worldwide Hospitality Awards ceremony in Paris, Carlson Rezidor stormed to victory in three award categories. The awards are a showcase for the diversity of the hospitality industry worldwide and represent the most innovative efforts and concepts from across the industry. The breadth of the talent and market leading innovation within Carlson Rezidor was well reflected, as the group won three awards in distinct business disciplines across its four main hotel brands, going up against some of the biggest and best hospitality companies in the world.

As a reminder of the group's successful innovation in the market, the newest brand, Radisson RED, enjoyed success in two categories, winning the **Best Communication Campaign** for the #LiveBrussels campaign. Radisson RED is a new hotel philosophy that connects with an ageless millennial mindset through art, music and fashion. Its design is bold, alive and inspirational.

The #LiveBrussels campaign sought to channel the brand energy. The #Livebrussels campaign was all about feelings, emotions, intuition and reactivity. It was designed to launch Radisson RED Brussels (the world's first Radisson RED hotel) and promote the image of Brussels by profiling the faces of the staff of the brand and hotel with an opportunity to share their love for the city after the March terror attacks. The award was received on the night by Alexandra Lindvik, Area Director PR and Communications at Carlson Rezidor.

The second award won by Radisson RED was for the **Best Initiative in Human Resources & Talent Management**, for the 'RED Cast & Casting Days' initiative. **Inspired by art, fashion, music and the millennial mindset, Radisson RED Brussels developed a revolutionary concept for hotel staff recruitment, moving away from the standard etiquette and approach to recruitment.** This award was received by Christel Cabanier, Curator of the Radisson RED Brussels.

The third award won by the group was for the **Best Digital Innovation**, with #BluRoutes from Radisson Blu and #RunInn Routes from Park Inn by Radisson initiatives winning the category. **#BluRoutes by Radisson Blu and #RunInn by Park Inn by Radisson are safe running and cycling circuits that start and end at select hotels. Accessed via an app, they help guests experience local landscapes, and keep up with their fitness regime while travelling.** The awards were received by Tim Whyte, Regional Director Western Europe at Carlson Rezidor.

Wolfgang M. Neumann, President and CEO of Rezidor Hotel Group, was presiding over the ceremony and shared his insights about the major restructuring of the hospitality industry, its challenges and opportunities.

He said of the awards: "Tonight's remarkable success is a well-deserved confirmation of what a special organization Carlson Rezidor is as a place to work, and as a forward-thinking global hotel group with a well-defined strategy."

"As a group we are constantly pushing boundaries and innovating to drive our continuing success, and these awards confirm how successful Carlson Rezidor has been across different specialisms and the separate brands that the group manages."

Radisson Blu's Super Breakfast had also been shortlisted by the judging panel in the ' **Best services in addition to accommodation**' category, and came second in a public vote on the event day. Gary Ellis, former General Manager of our Radisson Blu Bamako, and currently General Manager of our Nofa Resort Riyadh, Saudi Arabia, also made it to the final stage in the category ' **Best Iconic Employee**'.

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About Carlson Rezidor Hotel Group

Carlson Rezidor Hotel Group is one of the world's largest and most dynamic hotel companies and includes 1,400 locations 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. Guests can benefit from Club CarlsonSM, a program that redefines hotel rewards with a collection of exceptional benefits, services, and privileges at more than 1,000 hotels worldwide. Carlson Rezidor Hotel Group and its brands employ 90,000 people systemwide.

The corporate support office of The Rezidor Hotel Group is based in Brussels, Belgium.

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