

PRESS RELEASE



CLUB CARLSON WINS TWO AWARDS AT LOYALTY AWARDS 2015

BRUSSELS (June 11, 2015) – [Club Carlson](#)SM, the global hotel rewards program from [Carlson Rezidor Hotel Group](#), won at the Loyalty Awards 2015 yesterday the “*Best Use of Communications in a Loyalty Program*” award for the ‘New Year’ campaign and “*Best Use of Customer Analytics/Data in a Loyalty Program*” award for the ‘Nordic’ campaign. The two awards were received by Teresa Comparato, Director of Loyalty Marketing EMEA, during the ceremony that took place at Grosvenor House on Park Lane in London.

The ‘New Year’ campaign from Club Carlson, created by Carlson Rezidor Hotel Group with ICLP, aimed to start the New Year with a bang, letting their active members know how much they appreciated their loyalty and encouraging them to book more stays in 2014. Club Carlson rekindled cherished memories of the trips members made the previous year, by pulling together a bespoke collage of photos and statuses posted through a Facebook app they developed. This was complemented by a trip planner tool to inspire them. The winner of this award used customer communications in an innovative or otherwise exceptional manner to improve business performance and achieve objectives, including customer satisfaction and business profitability.

For the ‘Nordics’ campaign Club Carlson dived deep into members’ booking behavior data which revealed that the vast majority of Nordic members preferred staying within the Nordic region. Further analysis made it possible to place members into different segments, tailoring relevant incentives to each. The resulting micro-segmented email campaign had 88 variants. Email contents reflected member’s stay behavior and promoted Carlson Rezidor hotels in the Nordic’s. Club Carlson won this award for developing a loyalty program based around information they hold about their customers to offer them a better program.

“We have always taken pride in being one of the most rewarding loyalty programs in the travel industry. We value our members and find every possibility to reward their loyalty and gratify them instantly for choosing our hotels. We are delighted to be recognized that our member communication is effective and appreciated. Once again, I want to say to all our members in Europe, Middle East & Africa a mega THANK YOU,” said Teresa Comparato, Director of Loyalty Marketing EMEA at Carlson Rezidor Hotel Group.



The Loyalty Awards celebrate excellence, innovation and best practice in the loyalty industry across Europe, the Middle East and Africa. Created by Loyalty Magazine, the Awards have responded to a desire in the loyalty business to celebrate the achievements of those companies and organizations excelling and achieving the extraordinary.

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About Club CarlsonSM

[Club CarlsonSM](#) is the global rewards program from [Carlson Rezidor Hotel Group](#) and is one of the world's most rewarding hotel loyalty programs. Members enjoy rich benefits at more than 1,000 Carlson Rezidor hotels around the globe including Quorvus Collection, Radisson Blu®, Radisson®, Park Plaza®, Park Inn® by Radisson and Country Inns & Suites By CarlsonSM. Members of Club Carlson enjoy rich benefits, such as enhanced services, the ability to earn points remarkably fast, and free Internet access. Members can enjoy free Award Nights starting at 9,000 points and no blackout dates on standard rooms, and other valuable redemption options such as prepaid cards, airline miles and more. Members who earn Elite Status enjoy additional exclusive benefits, including: complimentary room upgrades, early check-in and late checkout, and bonus points. For more information, full terms and conditions and to apply, please visit, www.clubcarlson.com.

About Carlson Rezidor Hotel Group

Carlson Rezidor Hotel Group is one of the world's largest and most dynamic hotel groups and includes more than 1,370 hotels in operation and under development with 180,000 rooms and a footprint spanning 110 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 most rewarding loyalty programs. Carlson Rezidor Hotel Group and its brands employ 85,000 people worldwide and is headquartered in Minneapolis, Minn., and Brussels, Belgium. For more information, visit www.carlsonrezidor.com.

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About ICLP

As a worldwide leader in loyalty marketing and CRM, ICLP builds loyalty and creates devotion. From acquiring customers and understanding them as individuals, to creating relationships that engage, reward and inspire loyalty, we turn customers into advocates and relationships into profit – and have done for over 25 years.

We have global experience in B2B and B2C loyalty marketing in multiple industry sectors including retail, travel, financial services and technology. www.iclployalty.com

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