

# The Carlson Rezidor Hotel Group and SAS sign partnership agreement

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The Carlson Rezidor Hotel Group has announced it is now the exclusive hotel partner of SAS Credits, the corporate loyalty programme of SAS for Small and Medium Enterprises. The partnership agreement was signed in Stockholm by Kurt Ritter, President & CEO of Rezidor, and Rickard Gustafson, CEO of SAS.

Small and Medium Enterprises (SME) can earn valuable Credits when their employees fly with SAS and selected Star Alliance affiliated airlines, and stay at Radisson Blu or Park Inn by Radisson hotels in Europe and the Middle East. These Credits can be redeemed for free flights or Rezidor e-Gift Cards. Not only does the business earn points, the individual travellers can also earn points for themselves when they present their personal loyalty membership card.

Kurt Ritter, President & CEO of Rezidor, said: "We are delighted to lift our long term cooperation with SAS to new heights. We are already collaborating with SAS EuroBonus, the airline loyalty programme for individual travellers, and generate over 300,000 associated room nights per year. We are now expanding our partnership to SAS Credits and target the Small and Medium Businesses - a discretionary market that is growing strongly and has a huge untapped potential."

SAS Credits is a leading loyalty programme for SME with more than 30,000 companies signed into the scheme, generating more than 1 million room nights per year. The programme exists in 22 countries, and the partnership that started with a test phase for SAS Credits companies based in Belgium, Denmark and Poland will be rolled-out in all these countries.

Rickard Gustafson, CEO of SAS, said: "Our SAS Credit program is unique within the airline industry and highly appreciated amongst small and medium-sized companies. With Rezidor as a new partner, our members are given a wider range of opportunities to earn credits, whilst at the same time it will lower their travel expenses."

Eligible hotels include all Radisson Blu and Park Inn by Radisson hotels in: Austria, Bahrain, Belgium, Croatia, Czech Republic, Denmark, Egypt, Estonia, Finland, France, Germany, Iceland, Ireland, Italy, Jordan, Kuwait, Latvia, Lebanon, Lithuania, Luxembourg, Malta, the Netherlands, Norway, Oman, Poland, Portugal, Saudi Arabia, Slovakia, Spain, Sweden, Switzerland, Turkey, United Kingdom, and United Arab Emirates.

About the Carlson Rezidor Hotel Group:

The Carlson Rezidor Hotel Group - born in early 2012 - is one of the world's largest and most dynamic hotel groups. The portfolio of the Carlson Rezidor Hotel Group includes more than 1,300 hotels, a global footprint spanning 80 countries, a powerful set of global brands (Radisson Blu, Radisson, Country Inns & Suites By CarlsonSM, Park Inn by Radisson, Hotel Missoni and Park Plaza). Its portfolio includes: hotels in Dubai (<http://www.radissonblu.com/hotels/ united-arab-emirates/dubai>), hotels in Rome (<http://www.radissonblu.com/hotels/italy/rome>), a hotel Stockholm (<http://www.radissonblu.com/royalvikinghotel-stockholm>), a hotel Salzburg (<http://www.radissonblu.com/hotel-salzburg>) and a hotel Toulouse (<http://www.radissonblu.com/hotel-toulouseairport>).

In most of the group's hotels, guests can benefit from the loyalty program Club Carlson, one of the most rewarding loyalty programs in the world. The Carlson Rezidor Hotel Group and its brands employ more than 80,000 people.

The Carlson Rezidor Hotel Group is headquartered in Minneapolis, USA, and Brussels, Belgium. More information can be found at: [www.carlsonrezidor.com](http://www.carlsonrezidor.com); [www.rezidor.com](http://www.rezidor.com)

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