



Radisson and Radisson Blu offer up to 100,000 free nights as part of global Big Night Giveaway event

May 15, 2012

[Carlson Rezidor Hotel Group](#), one of the world's largest and most dynamic hotel groups, today unveiled the Radisson® *Big Night Giveaway*, where the first 100,000 people to register for the offer will be eligible to receive 50,000 bonus Gold Points®, enough for a free night at any Radisson or Radisson Blu hotel worldwide.

"This year marks many global landmark achievements for the brand, including introducing Radisson Blu in the U.S., the conversion of 13 Radisson Edwardian Hotels in the United Kingdom to Radisson Blu and continuous growth in Europe, the Middle East, Africa and in Asia Pacific," said Heather Passe, vice president, Marketing, Loyalty and E-commerce. "We are thrilled to launch a promotion that allows our guests to join the global event", added John Kennedy, Vice President Marketing & Customer Relationship Management at Rezidor, Carlson's strategic partner in Europe, the Middle East and Africa.

Beginning today, travelers can register for the *Big Night Giveaway* by visiting [RadissonBigNightGiveaway.com](#). The first 100,000 guests to register and stay at least one night at any Radisson or Radisson Blu hotel or resort by July 15, 2012, will earn 50,000 bonus Gold Points – enough points for a free stay at any Radisson or Radisson Blu hotel or resort worldwide. After the 100,000 spots are filled, guests who register for the promotion will earn 15,000 bonus Gold Points after completing a one-night stay at any Radisson or Radisson Blu hotel or resort by July 15, 2012.

For more information about the promotion, as well as terms and conditions, visit [RadissonBigNightGiveaway.com](#). Club CarlsonSM, celebrating its one-year anniversary, is the global hotel rewards program from the Carlson Rezidor Hotel Group. Guests who are not members can join for free during any stay at a Carlson Rezidor hotel or resort, during registration for the *Big Night Giveaway*, or by visiting [ClubCarlson.com](#). Club Carlson redefines hotel rewards with a collection of superior benefits and offers a faster way to a free night stay at any of the more than 1,000 participating hotels worldwide: Radisson Blu, Radisson®, Park Plaza®, Park Inn by Radisson and Country Inns & Suites By CarlsonSM.

About the Carlson Rezidor Hotel Group:

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 81 countries and territories, a powerful set of global brands (Radisson Blu, Radisson®, Park Plaza®, Park Inn by Radisson, Country Inns & Suites By CarlsonSM and Hotel Missoni). In most of the group's hotels, guests can benefit from the loyalty program Club CarlsonSM, one of the most rewarding loyalty programs in the world. The Carlson Rezidor Hotel Group and its brands employ more than 80,000 people.

Carlson Rezidor Hotel Group is headquartered in Minneapolis, USA, and Brussels, Belgium.

<http://www.carlsonrezidor.com>

For further information please contact:

Christiane Reiter, Senior Director Corporate Communication
+32 2 702 9331, Christiane.Reiter@rezidor.com

Renu Snehi, Senior Director Corporate Communication
+32 2 702 9241, Renu.Snehi@rezidor.com