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"Our gift to you" – Rezidor SAS unveils an exclusive new guest loyalty programme

ITB, Berlin. Rezidor SAS Hospitality, the parent company of Radisson SAS Hotels & Resorts, has launched a new and exclusive guest loyalty programme – Gold Points® by Rezidor SAS – providing genuine rewards for guest loyalty. Members earn 20 points for every EURO of qualifying spend. And spend is not just limited to the cost of the room – points can be earned for spending in hotel restaurants, room service or even on laundry bills!

What differentiates Gold Points by Rezidor SAS is that guests are offered a loyalty programme designed specifically with their needs in mind. Members will be offered the best room available, whether for business or leisure, and Status points that can give access to the higher programme tiers will be earned for both redemption and paid stays. Gold Points do not expire and there are no blackout date restrictions for members redeeming their points for free room nights.

There are other benefits too, ranging from discounts in hotel restaurants and complimentary hotel services to cut-price weekend leisure deals. Plus, in a joint commitment with Carlson companies, Gold Points can be earned and redeemed in Carlson hotels in North America, without restriction, including Radisson Hotels & Resorts, Country Inns & Suites, Park Plaza and Park Inns.

Hotel guests resident in Europe, Middle East and Africa can enrol at any Radisson SAS hotel or by visiting www.rzgp.com, and start earning points right away, with a 1000 bonus Gold Points enrolment award. Information, both at the hotel and online, will be available in English, Swedish, Danish, Norwegian, French and German.

With Gold Points by Rezidor SAS, members can, on average, earn a free night for every 12 nights stayed - this means that regular business trips to Prague, for example, could add up to a family holiday in Hawaii!

Gold Points by Rezidor SAS consists of three member tiers:- Blue, Silver & Gold:-

- Blue members receive 20 points per EURO qualified spend, plus a 5% discount off hotel restaurant dining, best available room and other special offers and local discounts.

- Silver members receive 10% off hotel restaurant dining, 15% Bonus points, 10,00 EURO off Weekend rates, best available room, free spouse card and *Bag Guard™.

- Gold members receive 15% off hotel restaurant dining, 25% Bonus points, a Weekend Extend offer, best available room, guaranteed room within 72 hours of arrival, free spouse cards of the same level, free "NetPoint" broadband access, one free item of express laundry or pressing per night, choice of fruit or water on arrival and Bag Guard.

Rezidor SAS President & CEO Kurt Ritter says: "We at Rezidor SAS made a conscious decision to create a guest loyalty programme that avoids the pitfalls that other hotel groups have experienced. Our research has shown that frequent travellers are disillusioned by current hotel programmes, finding them unimaginative and with weak benefit delivery.

The programme allows us to compete with other international hotel schemes – in fact, Gold Points out performs the majority of these in Europe in terms of ease of redemption and programme benefits. Even our service principles of 'Host, Fresh & Easy' and 'Yes I Can!' are integrated into the programme, as it focuses on the individual and ensures that every stay is at the very best level of service delivery."

Rezidor SAS is currently looking at increased cooperation with airline Frequent Flyer programmes and expanded redemption options with a wide selection of non-hotel partners. It is also looking at possible integration of Gold Points by Rezidor SAS across

its other hospitality partners including Park Inn and Country Inn hotels by 2004 in the EMEA territory.

For further information, visit www.rzgp.com

*Bag Guard is the registered trademark of the International Airline Passenger Association (IAPA) EAME Ltd. Bag Guard is a worldwide system that quickly retrieves luggage lost in transit

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