

# PRESS RELEASE



## CLUB CARLSON ADDS PRIORITY PASS TO ITS ARRAY OF REDEMPTION OPTIONS

**BRUSSELS, MINNEAPOLIS AND SINGAPORE (APRIL 20, 2017)** – [Club Carlson](#)<sup>SM</sup>, the global rewards program from [Carlson Rezidor Hotel Group](#) which includes more than 1,000 hotels and resorts including Quorvus Collection, Radisson Blu<sup>®</sup>, Radisson<sup>®</sup>, Radisson RED, Park Plaza<sup>®</sup>, Park Inn<sup>®</sup> by Radisson, and Country Inns & Suites By Carlson<sup>SM</sup> worldwide today announced a partnership with Priority Pass, the membership that grants access to over 1,000 airport lounges across the globe.

“We are delighted to expand our array of redemption options,” said Alissa Montbriand, vice president of Global Integrated Marketing Communications for Carlson Rezidor Hotel Group. “From TSA pre-check, airline miles, and now Priority Pass we are committed to recognizing our members’ loyalty with options that enhance the travel experience for our guests.”

Members can redeem Club Carlson Gold Points<sup>®</sup> for a Priority Pass Standard Plus Membership good for one year and receive access to 1,000 airport lounges in 500 countries. The membership grants 10 free visits, after the 10<sup>th</sup> visit members can purchase additional visits at a discounted rate of \$27.

Members can redeem points for the Priority Pass membership at [www.ClubCarlson.com/prioritypass](http://www.ClubCarlson.com/prioritypass)

### About Club Carlson<sup>SM</sup>

[Club Carlson](#) is the global hotel rewards program from [Carlson Rezidor Hotel Group](#). Club Carlson redefines hotel rewards with a collection of exceptional benefits, services, and privileges at more than 1,000 hotels worldwide, including: Quorvus Collection, Radisson Blu<sup>®</sup>, Radisson<sup>®</sup>, Radisson RED, Park Plaza<sup>®</sup>, Park Inn<sup>®</sup> by Radisson, and Country Inns & Suites By Carlson<sup>SM</sup>. Club Carlson offers its members:

- ✓ 20 Gold Points<sup>®</sup> per U.S. dollar spent on Eligible Stays and on meals and beverages charged members rooms
- ✓ Free Award Nights starting at 9,000 points on standard rooms with no blackout dates
- ✓ Members Only Rate Exclusive savings of up to 10% more when booking direct on our websites or mobile app
- ✓ Valuable redemption options such as airline miles, prepaid cards, in-hotel Express Awards, retail gift cards and more
- ✓ Elite status starting at 15 nights or 10 stays per year, which offers: complimentary room upgrades, early check-ins and late checkouts, and Elite point bonuses
- ✓ Members can earn points for meetings and events held at participating Carlson Rezidor hotels through the Club Carlson for Planners program

In addition, Carlson Rezidor Hotel Group also offers [Look To Book](#), a global rewards program for travel agents that offers simple online enrollment, 10 points per US dollar booked and great rewards and incentives. For more information, full terms and conditions and to join, visit [www.clubcarlson.com](http://www.clubcarlson.com). Connect with Club Carlson on social media: [@ClubCarlson](#) on Twitter and [Facebook.com/ClubCarlson](https://www.facebook.com/ClubCarlson).

### Media Contacts:

Staci Graber, Carlson Rezidor Hotel Group | +1 (763) 212-4252 | [sgraber@carlsonrezidor.com](mailto:sgraber@carlsonrezidor.com)

