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Carlson Rezidor Hotel Group reaches industry landmark as 120 hotels receive Safehotels Alliance* certification

- Around seven hotels each month have gained certification since January 2015
- 120 hotels are now certified and many more are scheduled for imminent approval
- Program meets business travelers' demand for world-class safety and security

Carlson Rezidor Hotel Group now has 120 Radisson Blu and Park Inn by Radisson hotels certified by the Safehotels Alliance across Europe, the Middle East, Africa and Asia Pacific. Many more are scheduled to begin the certification process.

Carlson Rezidor was the first global hotel group to agree to independent third party certification for its industry leading safety program in December 2014. Since then, an average of seven hotels per month have gained certification to benefit guests, employees and owners.

The program pre-empted the increasing expectation from business travelers that hospitality providers will deliver a safe and secure experience. Many global clients have already expressed their preference for doing business with Safehotels certified hotels.

Paul Moxness, Vice President, Corporate Safety and Security at Carlson Rezidor Hotel Group, explained: "Safety and security play an increasingly important role for all global businesses. The agreement with Safehotels Alliance allows us to further develop our outstanding safety and security program and to create additional value for our guests, staff and owners. We are proud to be taking the lead on this development in so many markets."

The certification program covers a wide range of criteria including security equipment, staff awareness and training, fire security, and first aid. Safehotels also evaluates Carlson Rezidor's existing self-assessment internal hotel security program through monitoring, reviewing and reporting on the self-assessment hotel database.

Hans Kanold, CEO for Safehotels Alliance AB remarked: "Carlson Rezidor Hotel Group has taken the already high level of internal precautions one step further by signing with Safehotels. Being independently audited and certified yearly by Safehotels shows the hotel is sincere in its guest's personal well-being."

COMMENTS FROM INDUSTRY FIGURES:

Clay Stayt, Global Health and Safety Manager at GTA:

“Safety is the most important decision making factor for our customers and therefore we endorse the Safehotels Certification by promoting it and automatically recognizing Safehotels certified hotels within the GTA travel safety program.”

Alexandros Paraskevas, Professor of Strategic Risk Management, University of West London:

“The topic of ‘safety and security’ cannot be ignored and every day we see reminders in the news of why that is so. Carlson Rezidor has always gone the extra mile for the safety and security of their staff and clients. The Safehotels certification, provided by an independent third party, is an additional seal of quality assurance.”

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About Carlson Rezidor Hotel Group

Carlson Rezidor Hotel Group is one of the world’s largest and most dynamic hotel groups and includes 1,400 hotels in operation and under development with more than 220,000 rooms and a footprint spanning 115 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 2015 – 2016 “Top Three Hotel Rewards Programs” as ranked by *U.S. News and World Report*. Carlson Rezidor Hotel Group and its brands employ 90,000 people worldwide and is headquartered in Minneapolis, Singapore, and Brussels. For more information, visit www.carlsonrezidor.com and follow on Twitter [@carlsonrezidor](https://twitter.com/carlsonrezidor).

For information on Rezidor’s Responsible Business, visit www.responsiblebusiness.rezidor.com

ABOUT SAFEHOTELS ALLIANCE AB

Safehotels Alliance connects certified hotels and meeting venues to the travel industry. Safehotels Certification independently verifies safety and security best practice in hotel and meeting venues. The certificate according to The Global Hotel Security Standard[®] makes communication between hotels, meeting venues and the travel industry easier.

For more information please contact:

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