

MEDIA RELEASE

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IT&CM Asia 2016 Announces Exhibitor Carlson Rezidor Hotel Group's Debut

Singapore, 27 September 2016 – Carlson Rezidor Group, one of the world's largest and most dynamic hotel groups, will exhibit at IT&CMA 2016 for the first time this September in Bangkok, Thailand. The hotel group will be showcasing some of the newest properties in the region to provide buyers with more options and destinations for their MICE needs.

Cathy O'Connor, Senior Director, Global Sales MICE, Asia Pacific, Carlson Rezidor Hotel Group, on their decision to be a part of IT&CMA this year, "Events like IT&CMA provide a multi-faceted platform for like-minded regional and international buyers to do business and source. The size of the event enables us to heighten our brand awareness and provides an opportunity for constructive thought leadership on industry trends and for us to fine-tune our strategies."

With 107 operating hotels under their belt and another 88 under development in Asia-Pacific alone, Carlson Rezidor's approach is motivated by two main areas: Individualised Hotel Operations and Innovative Business Models. These have propelled the organisation to produce greater hotel margins and grow their hotel portfolio exponentially.

Carlson Rezidor's history of corporate social responsibility initiatives have strengthened their focus on accelerating profitability and sustainable growth, which has been one of their goals and objectives for the Asia-Pacific region. Their value propositions have also allowed them to stand out from the rest of the hotel properties around the world by catering not just to leisure travelers, but by also paying it forward to corporates.

"Club Carlson for Planners is our rewards programme that incentivises MICE and meetings planners with Gold Points® which they can then translate to free award nights, airline miles, gift cards redemption and more when they book a meeting event at any of our hotels globally."

Carlson Rezidor's Club CarlsonSM was named one of the "Top Three Hotel Rewards Programs" from 2015 to 2016 by *U.S. News* and *World Report* and members can experience exceptional benefits from across their over 1,000 hotels worldwide.

Buyers and delegates to IT&CMA 2016 will have the opportunity to engage and meet with representatives from Carlson Rezidor's Global Sales Office and hotel representatives from China and Germany at their exhibition booth. With more properties recently opened and opening soon, buyers will be able to explore new options for their meetings and events. Offers and promotions will also be available specially at IT&CMA 2016 should delegates wish to be a part of the Club Carlson for Planners programme and enjoy redemption benefits.

IT&CMA 2016 will be held from 27 – 29 September 2016 at the Bangkok Convention Centre at CentralWorld. It is co-located with the CTW Asia-Pacific – The Leading Corporate Travel Management Conference for the Asia-Pacific.

For more information, log on to www.itcma.com | www.corporatetravelworld.com/apac

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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).

About IT&CMA 2016

27 to 29 September | Bangkok Convention Centre at CentralWorld, Bangkok, Thailand

Established in 1993, IT&CMA is at the forefront of fostering MICE growth opportunities for the Asia-Pacific and beyond. Its multi-faceted programme engages regional and international industry suppliers and buyers in the realms of business, education and networking. IT&CMA also features dedicated platforms designed around the interests of valuable MICE niche segments, enabling the event to consistently deliver a delegate profile that is both relevant and dynamic. IT&CMA remains uniquely positioned as the only global event with the largest exhibition showcase of Asia-Pacific MICE suppliers. The show has been incorporating Luxury Travel since 2012, and is part of the IT&CM Events series.

Co-located with CTW Asia-Pacific, IT&CMA is part of the IT&CM Events series organised by TTG Events, a business group of TTG Asia Media. IT&CMA and CTW Asia-Pacific is The World's Only Doublebill Event in MICE and Corporate Travel. Both events have been co-locating since 2004, offering its delegates an unparalleled platform to do business, learn and network.

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