



Singapore, Minneapolis, Brussels, July, 01, 2019

## PRESS RELEASE

# Radisson Rewards Collaborates with WeHotel, Jin Jiang's Global Hotel Booking Platform

Radisson Rewards, the global rewards program of Radisson Hotel Group, today announced an exciting new collaboration with WeHotel, the global hotel booking platform for Jin Jiang International.

Effective June 30, 2019, 53 Radisson Hotel Group properties will become bookable on the WeHotel platform, with the remaining 1,100+ participating hotels becoming available by the end of the year. As part of this collaboration, Radisson Rewards and WeHotel Prime, the loyalty program for Jin Jiang's high-end hotels, are working together to provide localized, in-hotel benefits to members of both programs.

Radisson Hotel Group is now part of Jin Jiang International, which currently includes over 8,500 hotels worldwide. By going live on WeHotel, Radisson Hotel Group's properties will benefit from significant exposure in China, the world's largest travel market, access to more than 148 million members of Jin Jiang WeHotel's loyalty programs, local language booking options, Chinese digital payments and more.

WeHotel Prime members will be able to book Radisson Hotel Group properties through the WeHotel platform, while also earning points and elite qualifying nights for all eligible stays. When staying at hotels outside China, WeHotel Prime members will enjoy localized, in-hotel member benefits provided by Radisson Rewards.



Radisson Rewards members will also enjoy localized, in-hotel benefits, provided by the WeHotel Prime program, when they stay at Radisson Hotel Group properties in China beginning June 30, 2019. This complements the Radisson Rewards points and elite qualifying nights they will earn for all eligible stays.

“This global loyalty collaboration marks an exciting and important step forward in the relationship between Jin Jiang International and Radisson Hotel Group. Our companies have a combined loyalty base of nearly 170 million members, so it’s vital that we create consistent benefits for all our members, wherever in the world they travel. Through this integration we are paving the way for a bright future,” said Eric De Neef, Executive Vice President & Global Chief Commercial Officer, Radisson Hotel Group.

“Jin Jiang International and Radisson Hotel Group are building an industry-leading hospitality company that combines the best of both our companies. Becoming part of WeHotel puts Radisson Hotel Group’s properties literally at the fingertips of millions of Chinese travelers, including WeHotel Prime’s huge loyal customer base. By driving deeper synergies, we will continue to create exceptional benefits for our hotels and loyal guests,” commented Jin Jiang.

Of the 53 Radisson Hotel Group properties that will go live on WeHotel by the end of June 2019, 18 are in China, with others located in Australia, Belgium, Canada, Denmark, Fiji, France, Germany, Indonesia, Italy, Kenya, Netherlands, Norway, Russia, South Africa, Sweden, Switzerland, Thailand, UAE, UK, USA and Vietnam.

To learn more, visit [radissonhotels.com/rewards/memberbenefits/china](http://radissonhotels.com/rewards/memberbenefits/china).

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#### **MEDIA CONTACTS:**

Camilla Chiam, Vice President, PR, Communications and Brands, Asia Pacific  
[camilla.chiam@radissonhotels.com](mailto:camilla.chiam@radissonhotels.com) | T: +65 6511 9297

Eunice Tan, Director, PR, Communications and Brands, Asia Pacific  
[eunice.tan@radissonhotels.com](mailto:eunice.tan@radissonhotels.com) | T: +65 6511 9284



## **ABOUT RADISSON REWARDS**

Radisson Rewards, the global hotel rewards program for Radisson Hotel Group, provides members with an enhanced experience from the time of booking to checkout and every moment in between. Members enjoy Member Only Rates, have access to exclusive benefits, and earn towards free nights.

Radisson Rewards members enjoy all these benefits at any of our 1,100+ hotels worldwide, including Radisson Collection, Radisson Blu, Radisson, Radisson RED, Park Plaza, Park Inn by Radisson and Country Inn & Suites by Radisson.

Radisson Rewards for Business, designed for professionals, is the global hotel rewards program for Radisson Hotel Group. As a travel agent, meeting and event planner, or travel arranger who books on behalf of their small to medium sized company, members receive benefits and earn points towards valuable rewards for booking at any of our seven distinctive hotel brands.

For more information, visit [www.radissonhotels.com/rewards](http://www.radissonhotels.com/rewards)



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