

LOOK TO BOOK TRAVEL AGENT REWARDS PROGRAM CELEBRATES 25 YEARS OF LOYALTY WITH SPECIAL ANNIVERSARY OFFERS

Program's 25th Anniversary Further Incentivizes Travel Agent Community

NEW YORK, NY, (January 12, 2017) - [Look To Book](#), Carlson Rezidor Hotel Group's global rewards program that offers simple online enrollment, fast points and great incentives for travel agents, is entering a milestone today as the program celebrates its 25th anniversary. The program is planning special promotions and offerings throughout the year to reward members for their efforts.

Look To Book, an industry leader in the travel consultant loyalty realm, has a unique patented technology system that enables real time messaging with members in the GDS, along with the ability to easily keep track of point balances on the program web site. Additionally, Look To Book captures detailed booking information that can be used to build relationships between hotels and travel agents. Agents must join the program to be eligible to earn Look To Book points, with membership open to all professional travel agents in 32 eligible countries.

Travel agents can accrue points through special Look To Book 25th Anniversary programming in addition to a multitude of existing ways, with points redeemable for stays at hotels around the world, gift cards from dozens of popular brands, airline miles and more. While Look To Book rewards agents with 10 points per 1 USD, members will have the opportunity to earn even more points as part of the 25th anniversary celebration by:

- Registering and booking hotel stays during the **"Earn Up To 25,000 Points"** promotion period of January 17 through March 31, 2017 – learn more at looktobook.vts0.com/Bonus25K.
- Taking the "25 Years of Look To Book" quiz on looktobook.com, earning up to 1,000 points
- Bookmarking the Look To Book 25th anniversary page at looktobook.com/25years for additional bonus point opportunities throughout the coming year

"Travel agents are vital to the success of the Carlson Rezidor Hotel Group," said Heidi Veire, Director, Global Business to Business Loyalty for Carlson Rezidor. "We look forward to celebrating the 25th anniversary and showing appreciation for our members' commitment by offering special anniversary programming throughout the year with the opportunity to earn bonus points and prizes."

Carlson Rezidor Hotel Group also offers a global consumer loyalty program, [Club Carlson](#). 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[®], Radisson[®], Radisson RED, Park Plaza[®], Park Inn[®] by Radisson, and Country Inns & Suites By CarlsonSM. Free Award Nights starting at 9,000 points on standard rooms with no blackout dates and members save up to 10% more when booking direct on brand websites and mobile apps.

About Carlson Rezidor Hotel Group

Carlson Rezidor Hotel Group is one of the world's largest and most dynamic hotel companies. It has an expanding portfolio of 1,400 hotels in operation and under development, a global footprint covering 115 countries and territories, and 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.

*You must register to be eligible for this offer. Offer is subject to the complete terms and conditions available at looktobook.vts0.com/Bonus25K. Other exclusions may apply. Void where prohibited.

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