

Club CarlsonSM ranks among top loyalty programs

August 5, 2014



Club CarlsonSM has been named as one of the industry's top guest rewards programs.

U.S. News & World Report has ranked Club CarlsonSM as one of the industry's best guest loyalty programs in its *2014-2015 Best Travel Awards: Hotels*. Club Carlson ranked fourth among the 17 hotel chains rated. Our program ranked above some big names in the industry, including Starwood (#5), Hilton (#6), Wyndham (#7), LaQuinta (#8) and Hyatt (#9).

Club Carlson received a score of 4.24 out of 5. It earned a perfect score of 5 out of 5 for property diversity. Ease of earning a free night received 4.5 out of 5 stars, and additional benefits ranked 4 out of 5. The publication cited three pros of the program: the fact that Carlson Rezidor has more than 1,000 participating hotels; that our brands accommodate a wide range of budgets; and that rewards can be used for hotel stays and flights.

"The program is best for those who frequently travel to large cities in the United States and Europe," **U.S. News & World** reported. "As a Club Carlson member, you will earn rewards — called Gold Points — with every stay and on food and beverages charged to your room. Signing up for a Club Carlson Visa credit card will allow you to earn rewards on everyday expenses. You can use Gold Points to cover future stays and other hotel expenses such as room upgrades and movie rentals, as well as flights and purchases through Club Carlson retail partners."

Rankings of the 17 most prominent hotel loyalty programs were made after evaluating the programs with a signature methodology that measured factors including benefits, the average number of paid nights required to earn a free stay and the ease of earning and using rewards.