

PRESS RELEASE

HRS and Radisson Hotels Extend Partnership to Enhance Distribution Efficiency and Awareness of New Hygiene Protocols for Business Travelers

Cologne, Germany & Brussels, Belgium - September 3, 2020

Strategic Relationship Highlights Radisson Hotel Group's Global Portfolio to HRS' Growing Client Roster

[HRS](#), the leading global corporate lodging platform, extended its strategic partnership with [Radisson Hotel Group](#). As corporate hospitality rebounds from the effects of COVID-19, HRS and Radisson Hotel Group will be working together to connect business travelers with Radisson Hotel Group's reopened properties around the world.

Radisson Hotel Group swiftly implemented comprehensive, in-depth safety & cleanliness standards across its global portfolio as part of its ongoing commitment to enhanced health and safety measures for both business and leisure travelers. In May 2020, the Group introduced the [Radisson Hotels Safety Protocol](#), verified by SGS, the world's leading inspection, testing and certification company.

Shared Commitment to Business Traveler Safety & Enhanced On-Property Hygiene

In a corresponding initiative, [HRS in June launched its Clean & Safe Protocol](#), facilitating labels that appear in online procurement and booking channels used by corporations. These labels make it easy for business travelers to quickly determine if a property has upgraded cleaning standards – improving traveler sentiment as companies begin to ask sales staff and account managers to get back on the road. Fifty-two percent of respondents to [HRS' August Business Traveler Sentiment Survey](#) said that updated hygiene standards is the leading driver of hotel adoption. This correlates with [HRS' May survey of corporate clients, which found that 86 percent of programs would ONLY consider hotels with enhanced cleaning protocols](#). All Radisson Hotel Group hotels which have implemented the measures outlined in the Radisson Hotels Safety Protocol and been verified by SGS are also certified by the HRS Safe & Clean label.

By actively addressing traveler health concerns, HRS and Radisson Hotel Group are demonstrating leadership during a challenging business environment. By combining new on-site hygiene measures with investments in distribution technology, both companies are leading the way in helping corporate travelers to confidently make lodging choices for their initial business trips. With travel restrictions gradually lifting in Asia and Europe – and even in select markets in the Americas – these protocols support the demand for domestic business travel which is leading the industry's recovery.

Mutual Effort Improves Hotel Distribution & Procurement Processing

HRS's strategic partnership with Radisson Hotel Group opens the door for both parties to attract more corporate travelers.

"We look forward to collaborating with HRS to simplify and streamline the procurement process as businesses seek full clarity on our hygiene and safety protocol," said [Eric De Neef, Executive Vice President & Global Chief Commercial Officer of Radisson Hotel Group](#). "HRS' transparent approach to

managed travel, in conjunction with its advanced distribution capabilities, makes them a strategic partner for the next phase of Radisson Hotel Group's growth within the corporate sector. As we continue to open more business hotels in emerging markets and established countries alike, we stand to gain from HRS' insights into traveler shopping and booking trends .”

HRS and Radisson Hotel Group signed their initial distribution agreement in 2010. Since then, HRS has become the world's leading provider of corporate hotel procurement services, and built its unique Lodging As A Service platform to help corporate programs and hotel groups maximize their preferred relationships. Radisson Hotel Group has added hundreds of properties on multiple continents to its growing portfolio of more than 1,400 properties in operation and under development.

HRS' proven efficiencies save hotel suppliers 20 to 50 percent on distribution expenses. HRS and Radisson Hotel Group's connectivity and property flexibility ensure the fast transmission of updated corporate rates and amenities.

“HRS has created the most comprehensive ecosystem for corporate lodging, enabling cost-saving processes for corporations and a more seamless, touchless experience for travelers,” said [Tobias Ragge, CEO of HRS](#). “We're also leveraging proprietary technology to help hotel partners gain greater visibility and bookings with corporate programs. Radisson Hotel Group has clearly embarked on a mission to enhance their global footprint, and is using the latest data and technological capabilities to drive value for our mutual customers.”

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About HRS

HRS is revolutionizing managed lodging programs for corporations, hotels and business travelers worldwide with its proprietary technology and expertise. Leveraging its unique Lodging as a Service platform, HRS oversees the totality of corporate hotel programs for its clients, from initial procurement and rate assurance to booking, virtual payment and expense management. HRS' staff supports clients and hotel managers globally with unmatched on-the-ground coverage in all major business travel markets. The company's data-driven solutions deliver savings and performance for corporations across all hotel categories, including transient, meetings and long-stay lodging scenarios – all while digitizing processes on the hotel side for a better traveler experience. Founded in 1972, HRS today works with 35 percent of the global *Fortune* 500, as well as the world's leading hotel chains, regional hospitality groups and independent hotels. More information at www.hrs.com/corporate

About Radisson Hotel Group

Radisson Hotel Group is one of the world's largest hotel groups with seven distinctive hotel brands, and more than 1,400 hotels in operation and under development in 120 countries. Its signature service philosophy is Every Moment Matters.

Radisson Hotel Group consists of Radisson Hospitality AB and Radisson Hospitality, Inc. (which is majority owned by Jin Jiang International Holdings Co., Ltd., which is ultimately owned by an entity of the government of the People's Republic of China). Radisson Hotel Group portfolio includes Radisson Collection, Radisson Blu, Radisson, Radisson RED, Park Plaza, Park Inn by Radisson and Country Inn & Suites by Radisson, brought together under one commercial umbrella brand Radisson Hotels.

Radisson Rewards is the global rewards program that delivers unique and personalized ways to create memorable moments that matter to guests. Radisson Rewards offers exceptional loyalty benefits for guests, meeting planners, travel agents and business partners.

Radisson Meetings places guests and their needs at the heart of its offer and treats every meeting or event as more than just a date on the calendar. Radisson Meetings is built around three strong service commitments: Personal, Professional and Memorable, while delivering on the brilliant basics and our signature Yes I Can! service spirit and being uniquely 100% Carbon Neutral.

More than 100,000 team members work at Radisson Hotel Group and at the hotels licensed to operate in its systems.

For more information, visit:

<https://www.radissonhotels.com/corporate>

Or connect with us on:

LinkedIn: <https://www.linkedin.com/company/radisson-hotel-group/>

Instagram: <https://www.instagram.com/radissonhotels/>

Twitter: <https://twitter.com/radissonhotels>

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YouTube: <https://www.youtube.com/radissonhotelgroup>

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