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Carlson Rezidor Hotel Group selects Sabre's digital platform to accelerate its technology transformation and global expansion plans

SOUTHLAKE, Texas, Feb. 1, 2017 /PRNewswire/ -- [Carlson Rezidor Hotel Group](#), one of the world's largest and most dynamic hotel groups, has taken an important step in its global expansion plans by signing a new agreement with leading technology provider Sabre Hospitality Solutions.

Carlson Rezidor tapped [Sabre Hospitality Solutions](#) to develop and implement a global digital platform to power its ecommerce business for all of its brands including: Quorvus Collection, Radisson Blu[®], Radisson[®], Radisson RED, Park Plaza[®], Park Inn[®] by Radisson and Country Inns & Suites By CarlsonSM to improve online brand performance and drive significant incremental revenue via direct channels. The agreement is one step in a multi-phased business transformation enabled by technology to position the hotelier for long-term growth and improved performance.

"We continually strive to improve performance and enhance our guests' experience through technology, and we are committed to investing in technology to enable that transformation," said Kevin Carl, executive vice president & global chief information technology officer, Carlson Rezidor Hotel Group. "Sabre's proven ability as an industry innovator to support transformation for global brands like ours and to consistently deliver world-class, innovative solutions makes them the right partner for this important initiative."

Carlson Rezidor will deploy Sabre's digital platform, providing consistency, speed and scale to its approximately 1,400 existing properties and expand that to new properties over the next five years.

"Sabre's ability to quickly deploy globally-scalable solutions is one of many critical capabilities we deliver to customers like Carlson Rezidor," said Alex Alt, president of Sabre Hospitality Solutions. "Relying on our deep-rooted culture of innovation, aggressive technology investments and unrivaled team of experts, we are proud to be one of the only technology providers able to rapidly implement solutions that meet the needs of the largest, most complex hospitality brands in the world."

About Carlson Rezidor Hotel Group

Carlson Rezidor Hotel Group is one of the world's largest and most dynamic hotel companies and includes 1,400 locations 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. Guests can benefit from Club CarlsonSM, a program that redefines hotel rewards with a collection of exceptional benefits, services, and privileges at more than 1,000 hotels worldwide. Carlson Rezidor Hotel Group and its brands employ 90,000 people systemwide 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 Sabre Corporation

Sabre Corporation (NASDAQ: SABR) is the leading technology provider to the global travel industry. Sabre's software, data, mobile and distribution solutions are used by hundreds of airlines and thousands of hotel properties to manage critical operations, including passenger and guest reservations, revenue management, flight, network and crew management. Sabre also operates a leading global travel marketplace, which processes more than US\$120 billion of global travel spend annually by connecting travel buyers and suppliers. Headquartered in Southlake, Texas, USA, Sabre serves customers in more than 160 countries around the world.

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