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## **Radisson SAS and Park Inn rank highest in guest satisfaction in J.D. Power's study 2007**

**And the winners are... Radisson SAS and Park Inn!** Both brands – managed by The Rezidor Hotel Group in EMEA – rank highest in the 2007 European Guest Satisfaction Index published by J.D. Power and Associates. The study awards Radisson SAS as number one of the upper upscale segment, and places Park Inn on top of the economy segment.

"This is a fantastic success for our brands, and we feel very honored", comments Olivier Jacquin, Senior Vice President, Sales, Marketing & Distribution of The Rezidor Hotel Group. "Radisson SAS and Park Inn offer great values and unique service concepts – and we are proud that our guests appreciate this."

J.D. Power and Associates, a US-based and worldwide leading company for market research, publishes the European Guest Satisfaction Index since three years. The annual study measures the overall satisfaction of European hotel guests based on seven factors: costs and fees, guest room, hotel facilities, food and beverage, check-in/check-out, hotel services, and reservations. In 2007, 41 hotel brands were measured and ranked in four segments: upper upscale, upscale, mid-scale full service and economy. The study is based on responses from 11.728 guests who stayed at a hotel in Europe between June and September 2007.

"Radisson SAS performed particularly well in the check-in/check-out factor, and got extremely positive reviews on services such as free high-speed internet access", says Olivier Jacquin, "Park Inn showed excellent results in check-in/check-out, F&B and hotel facilities. This study is a great motivation for all our staff members to live our "Yes I Can" philosophy each and every day, and to even improve our services."

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**Notes to editors:**

**Radisson SAS Hotels & Resorts**, part of The Rezidor Hotel Group, offers first class service, providing guests with a contemporary, upscale hospitality experience. Radisson SAS has received numerous awards for Best Hotel Chain and is renowned for its "Yes I Can" spirit of service and the "100% Guest Satisfaction Guarantee". September 2005 saw the roll out of a free broadband service across the portfolio - the first international hotel chain to offer this service. Radisson SAS currently includes 194 hotels either in operation or under development and with more than 43.300 rooms in 46 countries in Europe, the Middle East and Africa.

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

**Park Inn** is a fresh and innovative upcoming mid-market hotel brand – global in outlook, national in scale and local in operation. The hotel brand prides itself 'on mastering the essentials' delivering a great affordable hotel experience within its class. Rooms are functional, comfortable, practical and most importantly clean and well maintained. Park Inn provides 'the best sleep in town' and places the bed at the top of its list of product priorities. Park Inn currently has 93 hotels in operation and under development with more than 16.100 rooms across Europe, Middle East and Africa.

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