

# Carlson Hotels Worldwide provides bonus

CARLSON Hotels Worldwide is launching a special "Big Bonus" promotion for travel agent professionals worldwide who book their clients into any of the more than 1,000 locations of Carlson's hotel brands. Effective immediately, members of the look to book® travel agent loyalty programme will receive the 50 percent "Big Bonus" increase in look to book® points with each client reservation made and consumed. The Big Bonus promotion is open to travel agents who join the programme and current members worldwide. It runs through to April 12, 2009.

All five Carlson Hotels Worldwide brands, spanning luxury to economy, participate in look to book®, including Regent Hotels & Resorts® (regent-hotels.com); Radisson Hotel & Resorts® (radisson.com); Park Plaza Hotels & Resorts® (parkplaza.com); Country Inns & Suites By CarlsonSM

(countryinns.com); and Park Inn® (parkinn.com).

Travel agency professionals can participate in the Big Bonus simply by booking their clients – via the Global Distribution System (GDS) or online through a Carlson Hotels Worldwide hotel brand web site - for a stay at any Carlson Hotels Worldwide property. Agents who book clients during the Big Bonus event will earn 15 points for every U.S. dollar spent on consumed hotel bookings, a 50 percent increase from the customary reward of 10 points per dollar.

"Our travel agency partners are important contributors to our business growth in Asia Pacific. The current business climate calls for stronger collaboration with valuable industry partners, as well as incentives and recognise their efforts," said Frank Trampert, executive vice pres-

ident, Revenue Generation – Asia Pacific, Carlson Hotels Worldwide.

Agents can redeem their look to book® points for a variety of awards including hotel stays, airline miles or prepaid cards. Members in Asia Pacific can also redeem their points for a variety of gift vouchers from major retailers including David Jones, Farmers, Takashimaya, CitySuper, Carre Four, Central and JCB. Additional details are available at lookto-book.com.

Carlson Hotels launched look to book® in 1992. Today, the patented online incentive programme is recognised as the industry leader among travel agent loyalty programmes. Following a recent upgrade, the lookto-book.com site now offers new generation, Search by Map functionality, provided in nine languages; a fresh, contemporary design; enriched communication features and online

reward redemption, further enhancing its service to agents worldwide.

Carlson Hotels Worldwide is one of the major operating groups of Carlson (carlson.com), a global leader in providing marketing, travel and hospitality services. Other names among the Carlson family of brands and services are: Carlson Marketing, Carlson Wagonlit Travel®, T.G.I. Friday's® and Pick Up Stix® restaurants. Carlson corporate headquarters are in Minneapolis, Minn.

In Asia Pacific, Carlson Hotels Worldwide is fast expanding its portfolio of hotels (carlsonhotelsasiapacific.com). It currently has about 120 hotels in operation and under development or more than 20,000 rooms in 14 countries. It has regional headquarters in Singapore, reservations, sales and development offices in Tokyo, Hong Kong, Shanghai, New Delhi and Sydney.



## Shangri-la

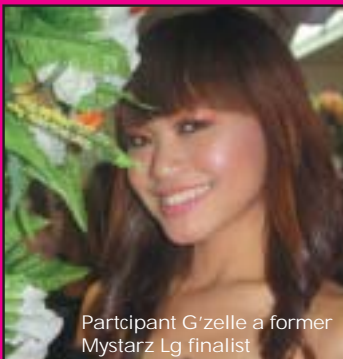
THE "Introducing Vancouver" package to celebrate the opening of the first hotel in North America. Introduce guests to the style of hospitality.

Shangri-La Hotel Vancouver, the first hotel in North America, is an Asian-based luxury hotel. Shangri-La Hotels and Resorts is its 60th property worldwide.

The "Introducing Vancouver" package runs from Jan 24 to Mar 31, and offers to discover all that the city has to offer.

Guests booking the package will also receive triple points and a 4pm late check-out. Also members of our loyalty programme participating airlines will receive triple points and a 4pm late check-out.

Two focal points of the package are MARKET by Shangri-La, the hotel's signature restaurant, and the regional cuisine by Michelin chef Jean-Georges Vongerichten and CHI, The Spa at Shangri-La, a holistic approach to wellness inspired by the philosophies of traditional Chinese medicine and the Hatha yoga.



Participant G'zelle a former Mysterz Lg finalist

**A** PREVIEW of the Miss Borneo Beauty Pageant 2009 will be held at the Wisma Merdeka, Kota Kinabalu on Feb 28 preview at 1pm. The event coordinated by Catwalk Production in collaboration with Sri Andaman will see 35 participants on the catwalk in casual and smart wear.

The beauty pageant will start off on its first heat on Mar 6, at Ed Gar's located near Jesselton point where the participants will don smart and elegant wear.

The second heat will be on Mar 20, at the same place while the third heat will be on Mar 24. On Apr 3, a preview of all the successful participants will be held.

The pageant will culminate on Apr 11, where 15 short listed par-



Aspiring queens at KK Plaza

## Miss Borneo Pageant

Participants will parade and Miss Borneo crowned. The winner will bring home RM3000, crown, sash, bouquet and certificate while the first runner up will win RM2000, trophy, sash, bouquet and certificate. The second runner up will be presented with a trophy, sash, bouquet, certificate and RM1000.

Five subsidiary titles also stand to be won. They are Miss Personality, Miss Body Beautiful, Miss Popular, Miss Favourite and Miss Photogenic. These titles come with RM100, trophy, bouquet, sash and certificate.

Event coordinator, Bakhri Arpah says participation is still open to

aspiring beauty queens and he hopes that those who are interested in boosting their self confidence and social as well as communication skills will not hesitate to join in. The main sponsor for this event is E-Novel Trading Company, Ed Gar's Pub and Restaurant and MG and Co.



Left: Participants with make up artists, Adam Zed and Boy Petrus.



Right: Beauties with Bakhri

## Me

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