



MACKAYIWONG NAMED TO CARLSON HOTEL'S PREFERRED DESIGNERS LIST

TORONTO ON | June 28, 2010

MackayWong Strategic Design is pleased to announce that it has been included on Carlson Hotel Worldwide's list of preferred designers for Radisson and Park Inn Hotels.

Carlson Hotel Worldwide (CHW), based in Minneapolis, Minnesota, is a leading global hotel company with more than 1,060 locations in 77 countries. Its brands include Radisson, Country Inns & Suites, Park Inn, Park Plaza and Regent.

As part of Carlson Hotels' *Ambition 2015* plan, Radisson has launched a comprehensive strategy to position the brand in order to deliver vibrant, contemporary and engaging hospitality characterized by their *Yes I Can!* service philosophy. The positioning is being supported by a series of innovations including new room concepts, new restaurant concepts and a series of new service concepts focused on the guest experience. Of the five room concepts, two are upscale – "Urban" and "Ocean" – and three are upper upscale – "Naturally Cool", "And Relax" and "NY Mansion House".

Gord Mackay of MackayWong Strategic Design is pleased to be involved with such an exciting new brand direction. "We've been slowly building the hotel category at MackayWong through our experience with F&B on a variety of different properties. We now have sufficient experience in a wide range of brand types and customer demographics to be recognized by the Carlson team," explains Gord Mackay. "This opportunity affords MW an international platform upon which to grow our hotel and resort portfolio."

For more concept renderings, please see our website. For more information, contact Gordon Mackay at 416.341.2348.