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## **NEW CENTRAL RESERVATIONS PLATFORM FOR MILLENNIUM & COPTHORNE**

### **HOTELS ENHANCES CUSTOMER EXPERIENCE**

**NEW YORK (March 19, 2014)** – Millennium & Copthorne Hotels plc (M&C) has selected and installed WindsurferCRS as its new central reservation system (CRS) to handle the majority of the c.10 million room nights it offers to guests around the world each year.

Designed and operated by Denver-based Sceptre Hospitality Resources (SHR), WindsurferCRS will be the proprietary booking channel for M&C's global portfolio of over 100 hotels.

“WindsurferCRS is one of the most advanced central reservation systems in the hospitality industry. Its successful implementation will allow M&C to achieve its strategic objective of increasing direct sales, while allowing for an integrated approach to distribution,” said Nayan Peshkar, Vice President Revenue Management & E-commerce Europe for M&C.

“Our customers can expect an elevated experience with the intuitive shopping cart approach of our new Internet Booking Engine, enabling them to find the best rates and offers available across M&C's portfolio. This is the start of a significant improvement in customer experience and we are grateful to SHR for their support in ensuring a smooth migration to the new system.”

WindsurferCRS also benefits customers through its direct connection with Travelport, as well as many Online Travel Agencies including Travelocity, Expedia, Booking.com, Orbitz, TripConnect, Hotelscan, Jetsetter, Roomkey, GHX, and Agoda. Additional benefits for M&C include effective integration with the full suite of revenue and property management systems.

Windsurfer was launched in 2009 and is continuously updated by SHR, which specializes in customer-focused hospitality technology. The system reflects fast-moving trends in both the hospitality industry and in electronic communications, including mobile devices and is ideally suited to a multi-brand environment such as M&C. It provides a seamless, tailored interface

with client websites and immense flexibility in accommodating an almost unlimited range of e-commerce initiatives.

### **About Millennium & Copthorne Hotels Plc**

Millennium & Copthorne Hotels plc (M&C), listed on the London Stock Exchange since 1996, is a dynamic, global hotel company, which owns, asset manages and/or operates a worldwide portfolio of over 100 hotels across seven distinct global brands – Grand Millennium, Millennium, Grand Copthorne, Copthorne, M Hotel, Studio M and Kingsgate – throughout Asia Pacific, Europe, Middle East, and North America.

Millennium Hotels and Resorts (MHR) was established as a global brand by Millennium & Copthorne Hotels plc to provide a common marketing and operating platform across its portfolio. Founded on the philosophy of genuine hospitality, this dynamic hospitality group has an outstanding reputation for excellence, taking pride in exceeding the needs of its business and leisure travelers. The strategic locality of its properties in gateway cities such as London, Paris, Dubai, Abu Dhabi, Doha, Singapore, Beijing, Shanghai, Seoul, Taipei, Hong Kong, Kuala Lumpur, and Bangkok makes MHR the perfect address to conduct your business or indulge yourself while on holiday. [www.millenniumhotels.com](http://www.millenniumhotels.com)

### **About Sceptre Hospitality Resources**

Sceptre Hospitality Resources is devoted to conversion-oriented innovation. The company serves nearly 3,000 properties on its reservations platform. In addition to Windsurfer, a state-of-the-art central reservation system (CRS), SHR's other software and services include MotionNotes, a video messaging platform, SpaLinx, a spa management and appointment booking application, internet application development, web and booking engine design, and revenue management services. [www.sceptrehospitality.com](http://www.sceptrehospitality.com)

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