

Millennium Hotels and Resorts partners Wildlife Reserves Singapore to launch innovative staycation experiences



Image of Irene Lin (Chief Marketing Officer, Wildlife Reserves Singapore) and Saurabh Prakash (Group VP Marketing, Millennium Hotels and Resorts) with Moe the Capybara at River Safari. Moe is one of the animals featured in WRS' virtual experiences, 'Hello from the Wild Side' which is one of the programmes SHN and quarantined guests of MHR can enjoy under this partnership. Credit: Wildlife Reserves Singapore

Singapore, 28 August 2020 – In line with the SingapoRediscovered campaign organised by Singapore Tourism Board, Millennium Hotels and Resorts (MHR) has formed a strategic partnership with Wildlife Reserves Singapore (WRS) that covers three aspects - community, curated staycation experiences and member appreciation.

“This partnership allows us to engage our guests with personalised experiences and align our marketing strategies with the government’s drive to encourage Singaporeans to enjoy mini-holidays in their own backyard,” said Mr Saurabh Prakash, Group Vice President, Marketing, MHR. “It is an ideal solution in these extraordinary times.”

Ms Irene Lin, Chief Marketing Officer, WRS, said “We are excited to be joining hands with industry partners like MHR and bringing our wildlife experiences to more people, both physically and virtually. We hope guests will be rejuvenated by the meaningful interactions with our animal family. Leisure travel overseas are likely to be some time away, so it is a chance to explore and rediscover what’s special and unique about Singapore.”



Wildlife Reserves Singapore Group



Community

MHR has stepped up its community efforts by supporting the mental well-being of its Stay-Home-Notice (SHN) and quarantined guests. Through this collaboration, MHR will bring wildlife experiences right into guest rooms and bring joy to guests through WRS' 'Hello from the Wild Side' virtual programme. Hosted by WRS' animal care team, this fun and engaging initiative allows SHN and quarantined guests to virtually interact with its animal family and get a unique glimpse into their routines and enrichment activities, from the insider perspective.

Curated Staycation Experiences

Specially curated staycation packages, which involves personalised experiences at WRS' wildlife parks like *'Millennium Wild Experience with the Orangutans'* and *'Millennium Wild Experience with the Pandas'* are available when guests book a staycation with MHR. Through these curated experiences, guests are able to enjoy an exclusive session with WRS' animal care team to learn more about the orangutans or pandas. In addition, they are able to go behind-the-scenes for up-close encounters with the animals.

If guests would like a free and easy tour of the Singapore Zoo or the Jurong Bird Park with their own personal tour guide and private buggy in addition to their room stay, these are available as add-ons from mid-September 2020. Staycation packages with admission tickets to the Singapore Zoo or Night Safari are also available.

For more information about the staycation packages, please visit <https://www.millenniumhotels.com/en/WRS>.

'Millennium Wild Experience with the Orangutans' and *'Millennium Wild Experience with the Pandas'* are available to book by end of September.

Member Appreciation

This partnership opens up more benefits for MHR's My Millennium members as well as WRS' Friends of Wildlife members, in appreciation of their support to both organisations. From September, My Millennium members will enjoy 15% off selected retail and Food & Beverages purchases across WRS' four wildlife parks (Jurong Bird Park, Night Safari, River Safari, Singapore Zoo) while Friends of Wildlife members will enjoy 15% off a la carte menus at participating MHR restaurants in Singapore.

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ABOUT MILLENNIUM HOTELS AND RESORTS

Millennium Hotels and Resorts (MHR) is the global brand of Millennium & Copthorne Hotels Limited (M&C), a global hotel company which owns, manages and operates over 145 hotels across some 80 locations worldwide. It has four distinct hotel collections — Leng's Collection, M Collection, Millennium Collection and Copthorne Collection — throughout Asia, Europe, the Middle East, New Zealand and the United States. Its properties are in key gateway cities such as London, New York, Los Angeles, Paris, Dubai, Beijing, Shanghai, Seoul, Tokyo, Singapore and Hong Kong. Occupying the best locations around the world, MHR has the perfect address for business and leisure travellers.

M&C is the hotel arm of Singapore-listed global real estate company City Developments Limited, and is a member of the Hong Leong Group.

Visit www.millenniumhotels.com for more information.

About Wildlife Reserves Singapore

Wildlife Reserves Singapore (WRS) is dedicated to the management of world-leading zoological institutions—Jurong Bird Park, Night Safari, River Safari and Singapore Zoo—that aim to inspire people to value and conserve biodiversity by providing meaningful and memorable wildlife experiences.

A self-funded organisation, WRS focuses on protecting biodiversity in Singapore and Southeast Asia through collaborations with like-minded partners, organisations and institutions. Each year, the four attractions welcome 5 million visitors.

Mandai Park Holdings (MPH), the driving force behind the rejuvenation of Mandai into an integrated wildlife and nature heritage space, is the holding company of WRS and oversees its business and strategic development.

More information can be found at www.wrs.com.sg  [wrs.sg](https://www.facebook.com/wrs.sg)  [wrs.ig](https://www.instagram.com/wrs.ig)  [@tweetWRS](https://twitter.com/tweetWRS)

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